

Westgate Street

Interpretation Strategy

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DATING ADVERT BY SARA FORLE

"HI I'M CQ. I'M AT A TURNING POINT IN MY LIFE. READY FOR NEW ADVENTURES AND EXPERIENCES. I VALUE THE SIMPLE THINGS IN LIFE – CATCHING-UP WITH FRIENDS, GOOD WHOLESOME FOOD, REAL CONNECTIONS WITH REAL PEOPLE. THE TIME HAS COME FOR ME TO LET GO OF MY EXPERIMENTS WITH CHEAP SHOPPING, GAMBLING AND TACKY PUBS. I'M LOOKING FOR SOMETHING SOLID AND MEANINGFUL. MUST BE **LOCAL**."

Imagine Cathedral Quarter is a person –
how would you describe them?

The Cathedral Quarter is the mother of
the Gloucester family – the heart ♥
She holds the City together, connected
to her roots and where she has come
from whilst ~~encouraging~~ ^{supporting} the growth +
development of the next generation.
She is full of hope for the future. 😊

Tell us something that not a lot of people
know about the Cathedral Quarter

Sorry I don't think I know anything.

A few final thoughts:

Great things about Westgate St/CQ.

The historic buildings
The Fountain
Hobbs + Frost
Peppers (Bull Lane)
The little alleys off Westgate St (cut through to
the Angus)
The Farmers Market.
The Arts + Craft Centre.
Coffee/tea shops
Proximity to the Cathedral
Not so great things

The Shird, Inn (can be intimidating with people outside)
Betting Shops:
Macdonalds / The Works

Things that would be great

Locally owned shops/businesses/café's
Quirky (one of a kind) shops – local produce
Bookshop.
Links/stories to the history of this area.
A relaxing vibe – greenery.

Imagine Cathedral Quarter is a person –
how would you describe them?

FAGIN

a person with deep history
yet after years of neglect
looks somewhat "down & out"
finding themselves picking the pockets
of tourists for "donations" into
the cathedral – a building that
was built by local people for
everyone to use – Rich or poor.

Imagine Cathedral Quarter is a person –
write a short dating advert for them...

Old timer seeks
very rich widow
looks unimportant.

COLOUR

SKY - BLUES, WHITE FLUFFY, OVERCAST
PAYNES GREY, SUN, SHADOW. BECAUSE
WHEN I WALK UP OR DOWN WESTGATE STREET
I AM ALWAYS AWARE OF THE WEATHER,
IT IS A WIDE STREET WITH A BIG SKY
(RELATIVELY, FOR A STREET). THE CONTRAST
BETWEEN SUN AND SHADOW IS MARKED
ON A SUNNY DAY. THE SPACE OUTSIDE
THE CATHEDRAL ALWAYS SEEMS SUNNY.

SHAPE

STAR. THAT WOULD BE THE STAR
OF GLOUCESTER.

INDIGENOUS ANIMAL

BIRDS, BUTTERFLIES, ANY WILD ANIMAL.
THIS WOULD LOOK GOOD WITH PLANTERS,
TREES ETC.

WORLD ANIMAL

CHAMELEON. WELL-HIDDEN AND
BEAUTIFUL BUILDINGS CAMOUFLAGED
WITH MODERN FAÇADES.

FICTIONAL CHARACTER

PADDINGTON BEAR. PLEASE LOOK
AFTER THIS STREET

SMELL


















BREAD, COFFEE, STREET FOOD STALLS.
I WOULD LIKE THE STREET TO BE BUSTLING
WITH SOUNDS AND SMELLS OF FRESHLY
MADE PRODUCE WITH YOUR SENSES BEING
STIMULATED AS YOU MOVE ABOUT.

TASTE/FLAVOUR

FIRST CUP OF TEA OF THE DAY.

SOUND

THE CATHEDRAL BELLS. I WOULD LIKE THE
SOUNDSCAPE TO CHANGE AS YOU MOVE ABOUT
THE AREA BUT THE OVERARCHING SOUND
ABOVE ALL ELSE ARE THE BELLS FROM THE CA-
THEDRAL. I OFTEN HEAR THEM AS I LEAVE THE
FOUNTAIN SQ COMMUNITY HUB IN LATE
AFTERNOON AND THE SOUND IS VERY EVOCAT-
TIVE.

	RED	PURPLE	GOLD	GREEN	BLUE	TURQUOISE	GREY	BROWN
More 'Heritage'								
	RAL 3001 Signalrot	RAL 4004 Bordeauxviolett	RAL 1005 Honiggelb	RAL 6029 Minzgrün	RAL 5005 Signalblau	RAL 5021 Wasserblau	RAL 7033 Zementgrau	RAL 8002 Signalbraun
Brighter – Contemporary								
	RAL 3020 Verkehrsrot	RAL 4008 Signalviolett	RAL 1004 Goldgelb	RAL 6037 Reingrün	RAL 5017 Verkehrsblau	RAL 5018 Türkisblau	RAL 7046 Telegrau 2	RAL 8003 Lehmbraun
Official Council Colour								
	RAL 5004 Schwarzblau							

Developing interpretation for Westgate Street

This document proposes a series of initial ideas that address interpretation for the public realm in Westgate Street. It seeks to outline ways in which to layer interpretation to that which exists currently and to new furniture and planting designs that are being proposed for the street.

These interpretation ideas cover themes that include:

- Street identification
- Interpretation for heritage elements that exist incl. architectural building footprints and the mosaics
- Historical interpretation at location
- Historical interpretation that is not specific to location
- Cultural interpretation
- Community and artistic interpretation

During the public consultations we learnt that the current interpretations – mosaics and the historical architectural footprint outlines of All Saints Church, St. Mary de Grace, The King's Board, Holy Trinity Church were little understood and so a quick, cost effective and engaging win would be to add descriptions and narratives that describe these elements adding a layer of understanding and connection to the street.

By introducing high-quality ‘pavers’ either with etched metal, stone, resin, painted designs, we can effectively introduce a whole series of narrative descriptions for each of the interpretation parts to create a cohesive set of ‘breadcrumbs’ running up and down the street.

Another level of interpretation opportunity could include the describing of previous shops, places, narratives and industry along the street. For example:

- 6-8 Westgate Street – includes the guest chamber for Thomas Payne, Sheriff of Gloucester (1534) and mayor (1540)
- 26 Westgate Street – the current façade hides Gloucester’s finest timber framed building
- 45 Westgate Street – occupied by John Prichard, the real *Tailor of Gloucester*
- College Court – medieval lane leading to the layfolks’ cemetery – also location for where Beatrix Potter chose to locate her *Tailor of Gloucester*
- The Fountain Inn – on one of the oldest known sites connected with the brewing trade in Gloucester.
- Humpty Dumpty – nursery rhyme believed to refer to the Siege of Gloucester in 1643

and so on...

Westgate Street and Cathedral Quarter are rich with historical narrative and we can source many stories, interesting facts and expressions from the Roman period through medieval times to modern day. This makes it slightly difficult to determine which histories we would like to highlight in the first instance and so conversations have begun with the tour guides to hear what they may think is preferential. This will help us to determine a good range of placemaking interpretations along the street.

It maybe important to add layers of modern culture and society and to make interpretation relevant for the people of today. Building on Westgate Street’s heritage, interpretation can include expressions, poetries, ideas, artworks from the people of Gloucester living in the city today.

Working with local communities and stakeholders interventions with colour and expression can be woven into the public realm by adding to the historical ‘breadcrumbs’, by integrating into new pocket park interventions and by designing other sculptural forms that bring the contemporary into the public realm.

For example, working with some of the known archaeological aspects of Westgate Street, artistic interventions that deliver many opportunities for design, art, poetry, wayfinding, expression and so on in working with Gloucester communities would not only bring a sense of ownership for them, but also something of the ‘voices of today’.

We want to ensure that we engage with as many people as possible and so would create narratives and interventions that would appeal across the age spectrum. For our younger users and families an idea to create a 'treasure hunt' for 10 (or more) '*Tailors of Gloucester*' (mice) to be hidden along the street which would bring an element of fun and learning.

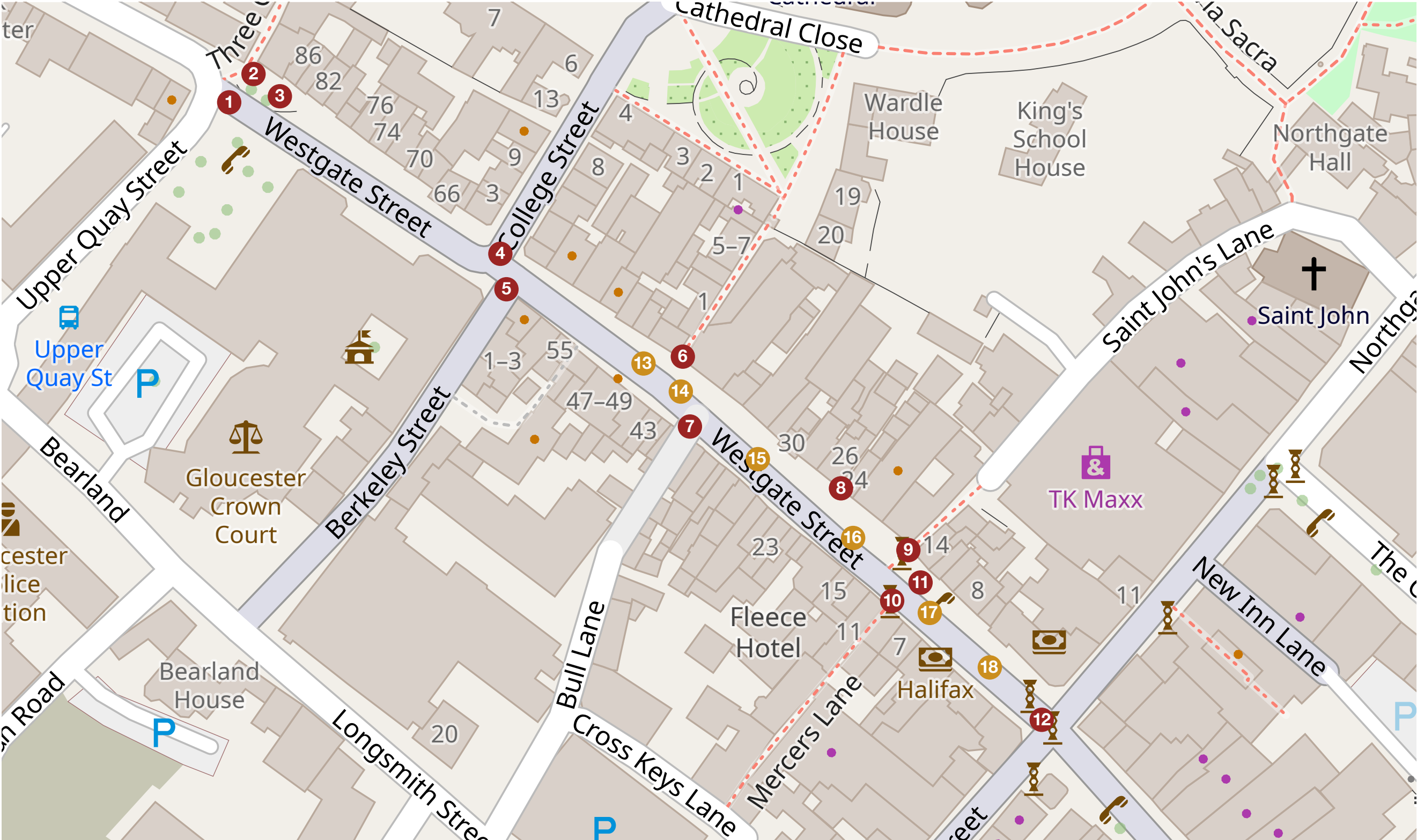
A variety of narrative themes along with material techniques can be included and embedded into a range of materials and fabrication techniques to create elegant design into the public realm.

Interpretation overview
Go to page references for details

- 1. Westgate Street gateway boundary groundwork (p.8)
- 2. Three Cocks Lane location totem and mosaic interpretation (p.10)
- 3. Interpretation board (p.12)
- 4. College Street gateway boundary groundwork (p.8)
- 5. Berkeley Street gateway boundary groundwork (p.8)
- 6. College Court location totem and mosaic interpretation (p.10)
- 7. Bull Lane location totem and mosaic interpretation (p.10)
- 8. Maverdine Lane location totem and mosaic interpretation (p.10)
- 9. St. John's Lane location totem and mosaic interpretation (p.10)
- 10. Mercers Lane location totem and mosaic interpretation (p.10)
- 11. Interpretation board (p.12)
- 12. Westgate Street gateway boundary groundwork (p.8)

- Groundwork building outlines** (p.13)
- 13. Fountain
 - 14. Holy Trinity
 - 15. King's Board
 - 16. House
 - 17. St. Mary de Grace
 - 18. Shops and houses

- In addition:**
- A series of 'Tailor of Gloucester' roundels will be placed and 'hidden' along Westgate Street (p.15)
 - Interpretation plaques placed on new pocket park furniture incl. planters (p.16)
 - Cathedral Quarter logo plaques included along the street (p.17)
 - Via Sacre ground plaques placed between College Street and Berkeley Street. These exist as part of an existing scheme and will be supplied from 'spares' (p.17)



Gateway groundworks

To create a clear boundary both ends of Westgate Street, College Street and Berkeley Street. Stretching across the full width of each street the design can be made using coloured stone with embedded supersize letters.

Distinct letterforms where the form may present a sense of place and which can include etched designs of historical wallpapers discovered along the street – the wallpaper pattern as discovered in The Fleece, for example.

Please note that designs are indicative and *not* final artworks.





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Gateway groundworks proposed for both ends of Westgate Street (*top row*), College Street (*bottom row left*) and Berkeley Street (*bottom row right*)

Interpretation totems

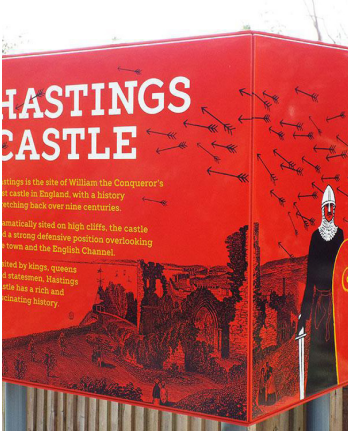
Located at the entrances of important streets and lanes along Westgate Street these two-sided totem interpretation interventions will indicate and sign the street or lane along with mosaic descriptions.

Made using a box frame and a 'faux enamel' panel technique, which is a robust and long-lasting material and fabrication method, and which allows for colourful, detailed designs, the totems will be set into the paving in front of the street or lane replacing the currently installed 'rounded panels'. This avoids installing new furniture and will consolidate information and interpretation in a common Westgate Street style.

Proposed locations include:

- Three Cocks Lane
- College Court
- Bull Lane
- Maverdine Lane
- St. John's Lane
- Mercers Lane

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Totems for Maverdine Lane (left), Three Cocks Lane (top left), College Court (top right), Mercers Lane (middle left), St John's Lane (middle right), Bull Lane (bottom right)

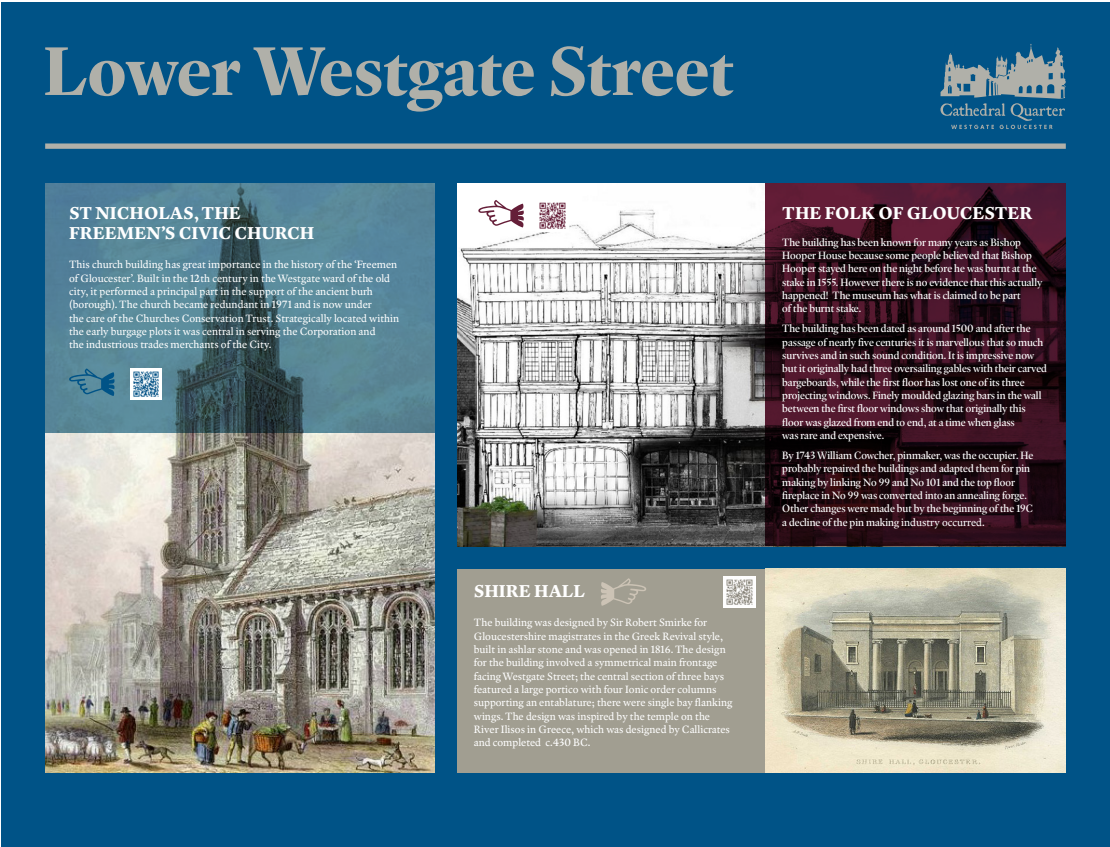


Interpretation boards

Utilising the two existing interpretation boards in Westgate Street by 'upcycling' with new 'faux enamel' panels material technique as described for the interpretation totems on page 10.

The panels with new designs would be installed on both sides of each intervention – making four interpretation boards altogether – and installing on top of the existing frames which will should also be renovated (probably with a 'simple' coating of paint – to be advised).

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Groundwork building outlines

Etched bronze 'pavers' embedded into the ground-work building outlines along Westgate Street. Etching designs into a single piece with a patinated (treated) background will ensure a robust solution which will replace existing pavers to become part of the outline.

Architectural footprints for buildings include:

- All Saints Church
- St. Mary de Grace
- The King's Board
- Holy Trinity Church
- Shops and houses



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The Tailor of Gloucester
'treasure hunt'

For younger people and families a 'treasure hunt' along Westgate Street to find a collection of '*Tailors of Gloucester*' hidden in the public realm. Fabricated as two-dimensional etched bronze roundels and embedded along strategic locations in Westgate Street the pieces may have an interactive quality by acting as 'brass rubbings' and the potential to print from.

One option to use adapted-for-purpose Beatrix Potter illustrations or to commission local artists to create a series of bespoke and Westgate Street unique illustrations for the trail.

Please note that designs are indicative and *not* final artworks.



Adapting original Beatrix Potter illustrations will require sensitivity and approval. In order to achieve a depth of etching that would allow for brass rubbing and/or printing the illustrations will need to be simplified; or if no activity required and it is simply a 'look and find' then more detail can be included.

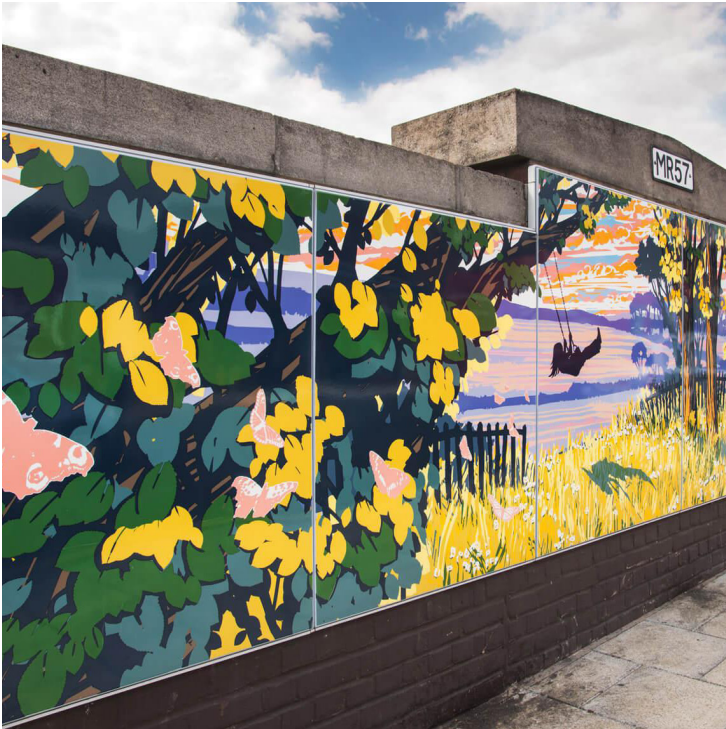
Alternatively making a series of contemporary pieces commissioning a local illustrator or illustrators would 'safely' allow the pieces to be 'tailored' ('scuse the pun!) for purpose and may also give rise to the opportunity to create merchandise – enamel badges, postcards, greetings cards, clothing etc. to create a more bespoke and original Westgate Street 'Tailor of Gloucester'.




Furniture and new installations

Interpretations, using the 'faux enamel' method, installed on parts of the new seating and planting interventions will add another layer to the Westgate Street.

The pieces may be situated at a specific location to describe a Westgate Street building and/or feature, or include a narrative that can be placed anywhere in the street that tells of a local history and/or story.




100 Westgate Street



St. Nicholas House was used as a town house by the Whittington family from 1311 to 1546. In 1455 the house was occupied by Richard Whittington, Lord of Staunton, who was probably the son of Robert of Pauntley, the brother of the famous Dick Whittington. The nearby Gloucester Folk Museum has, amongst its collections, a piece of stonework which has a relief carving of a young boy holding a cat in his arms. This stone, thought to be part of a fifteenth-century chimney-piece, is alleged to have been found at St. Nicholas House during the course of repairs in 1862.


Dick Whittington was born in the 1350s, the third son of William Whittington, Lord of Pauntley. At the age of thirteen he was sent to London to be apprenticed to John Fitzwarren a merchant banker and a close family friend. The young Dick proved to be an astute businessman and eventually became the greatest merchant in medieval England.



DICK WHITTINGTON AND HIS CAT

The popular myth is that Dick, who hailed from Gloucester, decided to go to London to seek his fortune. Rumour had it that the streets there were paved with gold. He duly went to the big, bustling city, found no gold, and so instead set about trying to find work.

Being a resourceful young fellow, Dick earned a penny shining shoes for gentlemen which to buy a cat. The cat sets about the rodents of the house of a rich merchant called Fitzwarren, and Dick was found a job as a scullery boy. He earned his bed and board and had a little room of his own under the eaves; but the place was overrun by rats and mice, which scurried around, even over his bed, and stopped him sleeping properly. Life became easier as the cat kept the vermin away, and he could sleep in peace.



Cathedral Quarter and
Via Sacre

Place identity interventions
and identifying the *Via Sacre*
trail between Berkeley Street
and College Street with
existing pieces.

Cathedral Quarter 'roundels'
can be placed strategically
along the street.



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