



Replacement town entry signs for Royal Tunbridge Wells - for 2009

- *Royal* prefix - Centenary
- 20th Anniversary of the Twinning with Wiesbaden, Germany

Royal Tunbridge Wells Town Forum meeting 30 October 2008

Replacement town entry signs for Royal Tunbridge Wells

Town Forum - 30 October 2008

Introduction

The existing 8 signs on the approach roads to Royal Tunbridge Wells are cast iron with the original Tunbridge Wells arms and crest. The twinning signs are of an inferior quality and have been added at a later date. The signs have been repaired over the years and most of them are now beyond repair and need to be replaced

The replacement of the signs provides an opportunity to redesign the signs and a working group has been set up with representatives from the Royal Tunbridge Wells Town Forum and Tunbridge Wells Borough Council to agree the design brief and final design of the signs.

This report seeks the endorsement of the proposal recommended by the working group.

Route to Implementation/Timetable:

The working group met on 13 October to discuss and agree a design brief (appendix A) and on this basis officers have carried out a design (appendix B).

The agreed design will be presented to the Environment and Safer Communities Select Committee on 18 November and Cabinet on 2 December.

In order to have the new signs installed in time for the 20th Anniversary of the Twinning with Wiesbaden on 22 April 2009, the signs need to be ordered by the end of December 2008

Members of the working group:

The Town Forum:	Christopher Thomas, Michael Holman
TWBC Ward Members:	Frank Williams, Ronen Basu
TWBC Environment and Safer Communities Select Committee:	Robert Atwood, Lesley Herriet
TWBC Portfolio holder:	Paul Barrington-King

Arms and Crest

The arms and crest on the existing signs were granted to the borough of Tunbridge Wells in 1889 (prior to the royal prefix granted in 1909) and became defunct in the 1974 local government reorganisation. The new arms and crest, which were granted in 1976 for Tunbridge Wells Borough, include the crane, horse, ram etc.

Royal Tunbridge Wells does therefore not have unique arms and crest and it is proposed that we use the arms and crest granted in 1976 (shown in appendix B).

Design Brief for Royal Tunbridge Wells town entry signs

This is a document to establish some key objectives/design parameters for the replacement town signs as discussed 13 October 2008.

Members of the Working Group: Christopher Thomas, Michael Holman, Lesley Herriet, Robert Atwood, Frank Williams, Ronen Basu; Paul Barrington-King

Officers: Alan Legg, Lene Beynon

ISSUE	AGREED 13 October 2008
<p>Image /Brand What image does the town wish to project?</p>	<p>Stylish, Unique, Understated, Quality, Elegant, uncluttered and based on strong heritage</p>
<p>Content Royal Tunbridge Wells</p> <p>Readability of Text Upper case only or Upper/Lower case Serif/sans serif</p> <p>Crest/logo/image Include town crest or borough crest Include the twinning town and shield</p>	<p>Royal Tunbridge Wells with "Twin Town Wiesbaden" in a smaller letter size. Sign itself should act as the welcome. Would also avoid issue of multiple languages.</p> <p>Upper and lower case as it is easier to read Serif is softer& better reflects image, but selection should maintain readability. Less 'highways' in character</p> <p>The town crest would be preferable and this will be pursued, however if we are not allowed to use the town crest then we will use the borough crest Wiesbaden crest to be included.</p>
<p>Colours Black on white Claret</p>	<p>Simple and easy to read Can be used for the posts and would reflect town centre street furniture</p>
<p>Shape Horizontal With a curved shape around the crest</p>	<p>The size should be horizontal but will have to reflect the tighter sites. The mounting height should be higher than existing to reduce spray from the road and obstruction from undergrowth.</p>

Construction Posts/support at the back rather than on the sides of the signs	Post should not detract from but complement the sign. Cleaner look
Flexibility	Posts should allow for flexibility, however a strict criteria for additional plates would have to be agreed i.e. no advertising.
Materials Cast aluminium Raised lettering and Crests	Harder to clean off graffiti but can be repainted. A vandal resistant surface should be pursued.

AL/LB 14 Oct 08