

What do you think?

The Vitality of Penrith group now wants to know what you think about our proposals for a new brand, signage and street furniture for Penrith. We are keen to hear the views of local people and would be grateful if you would take a moment to give us your feedback so that we can improve our plans.

What is your favourite element of the designs and why?

What is your least favourite element of the designs and why?

Please tell us how you think the overall scheme could be improved?

General comments and feedback on our proposals.

Please assist us by providing your name and contact details
(All information gathered will be handled confidentially and only for the purposes of this consultation)

Name:

Address:

Email:

Would you like to get involved with this project? Yes No

Please return your completed form to:

Eden Area Support Team, Cumbria County Council, Lower Gaol Yard,
The Courts, Freepost NWW8299A, Carlisle. CA3 8BR

Alternatively, you can complete an online version of this form at
www.haveyoursay.org.uk

What next?

The Vitality of Penrith group now wants to know what you think about our proposals for a new brand, signage and street furniture for Penrith.

We are keen to hear the views of local people and would be grateful if you would take a moment to give us your feedback so that we can improve our plans.

Come & see us...

We will be holding a drop in event for the community to come along and meet with members of the Vitality of Penrith group and our design consultants to discuss our proposals.

Drop in event,
7th September, 4pm to 8pm
In the library meeting room on the ground floor

If you would like to know more about the Vitality of Penrith group visit www.eden.gov.uk/vop



The Vitality of Penrith Group working together with Eden District and Cumbria County Council's.

A new identity and a unique pedestrian signing & street furniture scheme for Penrith town centre

PENRITH
HEART OF CUMBRIA



The Vitality of Penrith group, working with a local design consultant, have developed proposals for a new brand, signage, public art and street furniture for Penrith.

A new identity for Penrith using the original town seal and branding the town as the "Heart of Cumbria".

Our aim is to improve signage and information between the town centre, the New Squares development and the supermarkets on Brunswick Road.

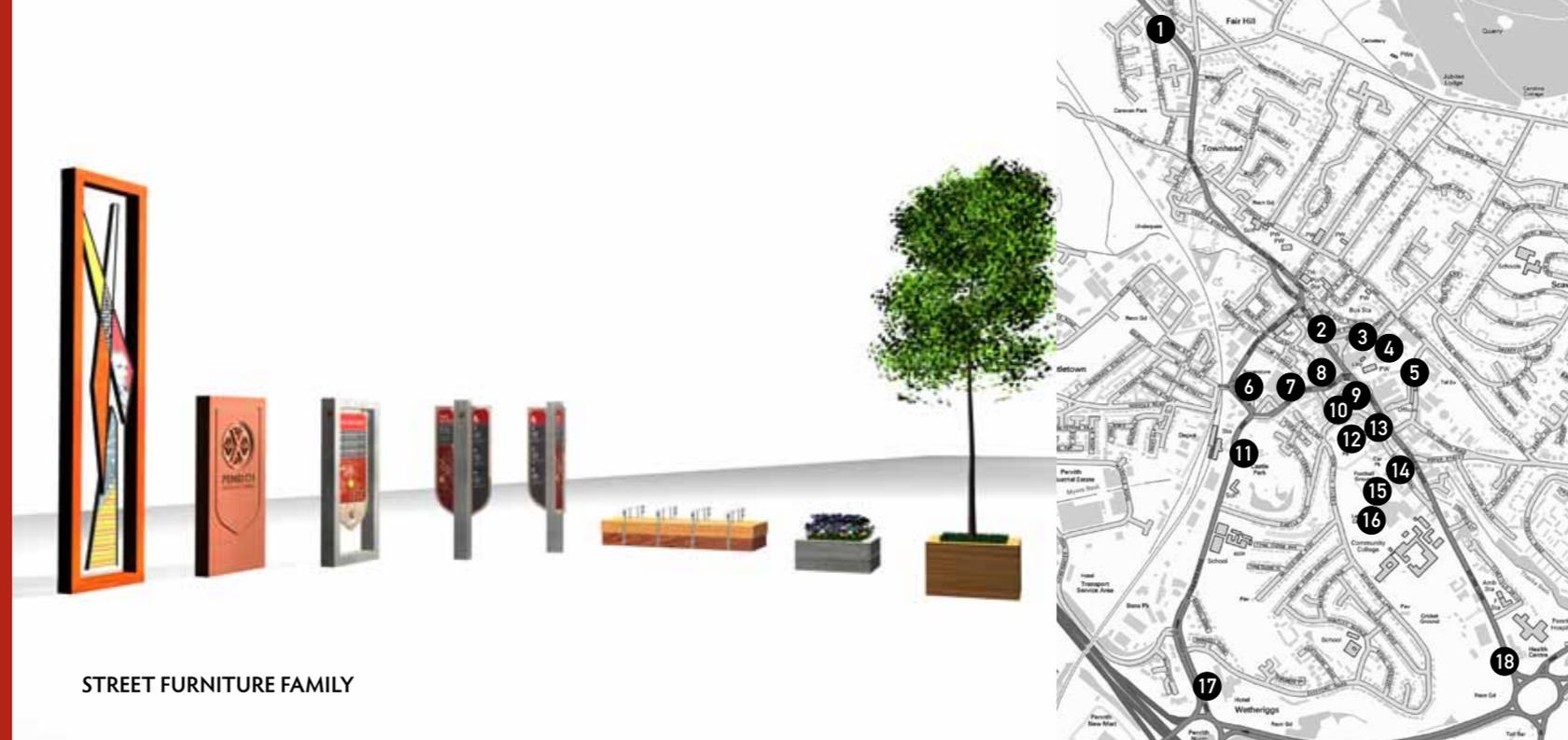
The proposals aim to reflect a progressive and forward thinking town that is also respectful of its special heritage and history.

A key feature of Penrith is the bold stone surrounds or frames around the windows of many original town centre buildings. They are the main character and personality of the townscape.

Using this 'framing' theme we have developed a collection of street furniture which includes the town's new brand.

It will be easier for pedestrians to discover and navigate the town while educating, informing and entertaining.

Penrith will lead the way in Cumbria for making its town a focus for community engagement, civic pride and togetherness.



STREET FURNITURE FAMILY

A total of 18 locations from edge of town to the centre of town have been identified for new signage and street furniture.

1. A6 Scotland Road
2. Tourist Information
3. Bus Station
4. Sandgate
5. Friargate
6. Booths Brunswick Road
7. Morrison's link
8. Bluebell Lane carpark
9. Market Place
10. The Corn Market
11. Train Station
12. Great Dockray
13. Princes Square
14. Southend Road
15. Common Garden Square
16. Multistorey carpark
17. A592 Ullswater Road
18. A6 Bridge Lane



PENRITH
HEART OF CUMBRIA

The new Penrith brand includes a logo based on the original seal, the name Penrith and a new strapline clarifying Penrith's strategic location in the county of Cumbria. The new colourways represent the original brass seal and the local red stone.



A brand new suite of street furniture combining planting, seating, signing, display and art has been created to unify existing and new public spaces. Making it easier for pedestrians to discover and navigate the town. Local Penrith red stone & lime stone will combine with forged, sculptural steels and hardwoods. Strong, durable materials that respect the character of the built town.

The original identity of Penrith can be found in the 'common seal of the town of Penrith' from the mid-thirteenth century.

