

FOREWORD

The design of shopfronts is the key to the success or failure of any city centre. But good design does not happen by accident, it needs careful thought and research.

Gloucester City Council is seeking to improve the communication between themselves, the general public, local traders and organisations such as the Chamber of Trade and Commerce, and has provided opportunities for everyone to express their views and opinions on the existing City, and to make constructive comments and suggestions regarding its future development.

Gloucester is in an enviable position, in that it has so much history and interest to offer shoppers and

visitors. So much so that Gloucester was the winner of the 1990-91 Tourism Destination Award. Such excellent achievements are signs, I believe, of a successful formula, ensuring that for the future Gloucester City Council holds the key to success.

This Shopfront Design Guide is a further initiative, by the City Council, to help improve the City for everyone, which I fully endorse. However, its success is dependent on the individual efforts of all shopkeepers, designers and craftsmen, to make their own positive contributions and help transfer the policies into reality.



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