

INTRODUCTION

General principles of good shopfront design are explained and illustrated in the document produced by The English Historic Towns Forum, entitled 'Shopfronts & Advertisements in Historic Towns' which is available from the Planning Department of the City Council, or direct from The English Historic Towns Forum; *The Huntingdon Centre, The Paragon, Bath.

This supplement is intended to be read in conjunction with the above publication and provide further detailed guidelines, some of which are specific to the needs and requirements of properties and areas within Gloucester.

Gloucester is fortunate to possess a variety of historic and traditional properties which provide a visual record of Mediaeval, Georgian, Victorian and Edwardian periods in the history of the City, and which help make it an attractive place to visit, and live, work or shop.

Over the past twenty or thirty years, Gloucester has also received a considerable amount of new development. Not all of this has been of great architectural merit, but it all plays a part in the character and atmosphere of the City today.

Most people recognise the importance of an attractive central shopping core to the City, in order to encourage tourism and provide an attractive environment for workers, shoppers and residents. However, the need for good quality and regular maintenance of local or neighbourhood shopping areas is often overlooked, or considered unimportant. In fact, the appearance of these areas has a very important role to play in their liveliness and vitality. A high standard of shopfront design, construction and maintenance is one of the most effective ways of improving appearances and influencing peoples decisions. It can help to protect the history and heritage of our City, provide opportunity for

innovative and imaginative design and can result in a more attractive, richly varied and prosperous environment for residents, traders, workers and visitors alike.

Guidelines for shopfront design are not, therefore, just intended for important buildings in the historic centre. They are basic principles which can be adapted and applied to all types of buildings in every location.