

CITY WIDE NOT JUST CITY CENTRE

Neighbourhood shopping streets and areas, such as Linden and Tredworth provide convenient facilities and

services for large numbers of local residents in many different parts of the City, and it is very important that the

prosperity of these amenities is maintained and encouraged.

The Importance of the Appearance of your Local Area



Barton Street

▲ Well maintained shopfronts help to improve the attractiveness of a shopping area

The City Council has been actively encouraging improvement in some of these areas, by carrying out environmental works, offering grants to shopkeepers and residents in some locations to give a facelift to their properties, and by encouraging higher standards of design for new building works. In this

way, the City Council hopes to improve the appearance of these important shopping areas and thereby try to encourage further private interest and investment.

As well as providing facilities for local residents, many neighbourhood shopping streets also form important routes into and out of the City, for example, Bristol Road, London Road and Barton Street. Therefore the first impression of visitors to the City can be influenced by the appearance of these streets, which is largely made up of buildings which have shopfronts at ground level. The appearance of an attractive and high quality environment is, therefore, extremely important to the image of the City generally, as a place to revisit or live or work in.



Barton Street



Bristol Road

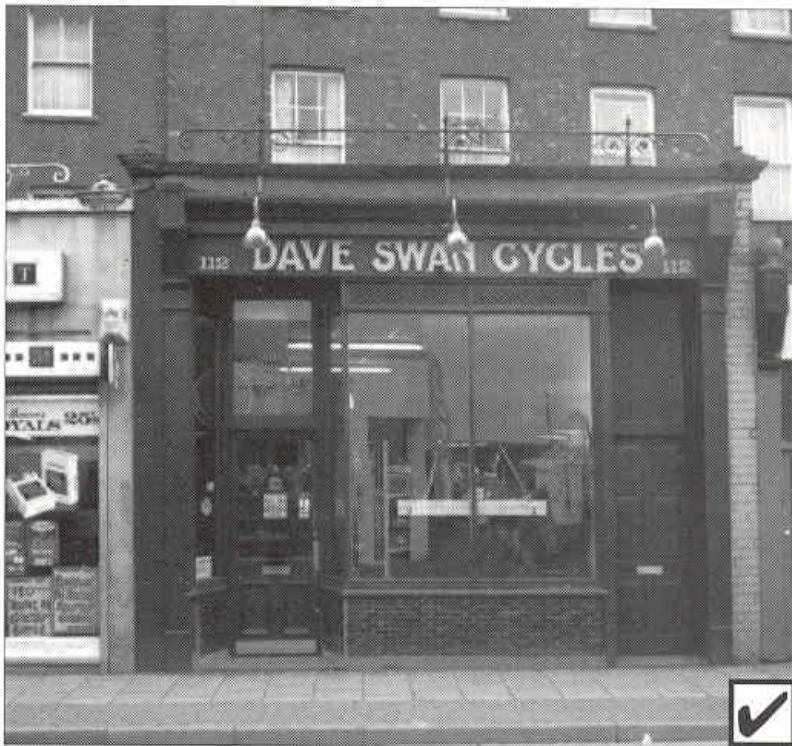


Linden Road

▲ These restored shopfronts are an attractive part of the character of their neighbourhood ▲

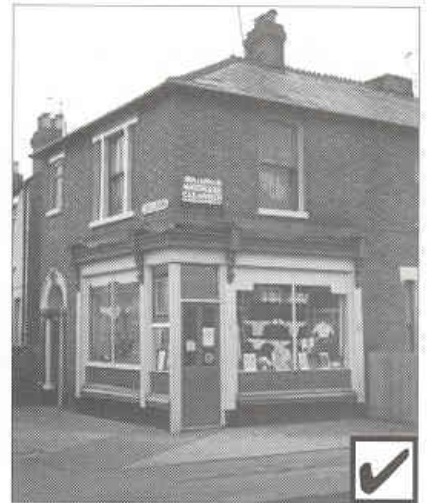
It is the sum of these combined individual efforts which is most likely to result in a successful environment.

Barton Street

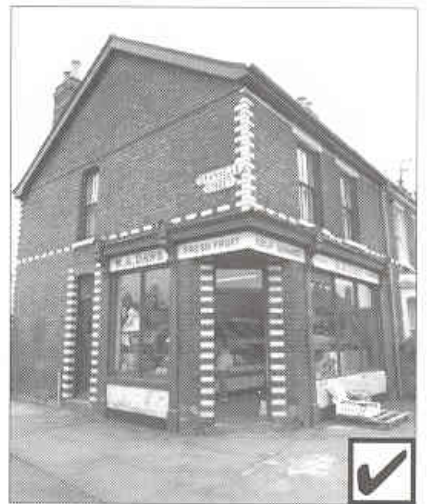


▲ Every shopkeeper can help to improve the appearance of their own neighbourhood

Cecil Road



Granville Street



It is important to remember that if shopfronts and properties are well cared for, this will help to encourage other people to take a pride in the area. This can result in more people choosing to live, work or shop there, less vandalism, and possible increases in rental levels and property values.

Every shopkeeper has a part to play in the attractiveness and vitality of their particular area.

If every shopkeeper appropriately improved the appearance of their own property, even if this were simply redecoration or replacement of signs, then whole areas could be significantly improved.

Barton Street



Attractive shopfronts can help to ensure the vitality of their particular area ▲▲▲



Seymour Road



▲ *Unsympathetic designs and use of poor materials can easily spoil the appearance of the shopfront, and also that of the whole street*

If cheap materials are used in the construction of shopfronts, the designs are poor, or the maintenance is neglected, the appearance of the whole street can be spoiled. It begins to lose its attractiveness, and people can be discouraged from shopping locally. This

could result in lower takings for all shopkeepers, who then have less money available for the maintenance and repair of their own properties.



▲ *When the appearance of the street is spoiled, it can lose its attractiveness to shoppers* ▲▲

This is how shopping areas can easily fall into decline. If people lose confidence in an area they will choose to shop or run their business elsewhere. Shops are then difficult to let or sell and can stand empty for long periods of time. This will lead to a reduction in the facilities available for local people, and the whole of the residential area would suffer as a result of this.