

SECONDARY SHOPPING AREAS

8.6 Recent city centre investment has primarily been concentrated on the core shopping area. This has included the enhancement of the High Street and the ongoing redevelopment of Princesshay. Far less investment has been spent on more secondary shopping areas even though these areas are much more marginal and offer a poorer quality of environment. In tandem with the recommendation to extend streetscape improvements to more secondary shopping areas (see above), this could be supported by:-

- **Supporting local businesses/secondary shopping areas** – This should include regular meetings with local businesses/traders from more secondary retail areas to understand their aspirations and concerns. This initiative could also encapsulate the creation of Shop Front Design Guidance for individual streets/quarters to provide for more distinctive secondary shopping areas.

CREATING AN ACCESSIBLE ENVIRONMENT

8.7 Accessibility is an important factor in attracting shoppers and visitors to a centre. While Exeter is fairly accessible by both car and bus, shoppers' perceptions indicate that improvements to accessibility could be made by:-

- **Improving pedestrian areas** – Areas such as Cathedral Yard/Close and possibly the High Street, might be considered in the longer term as areas worthy of full pedestrianisation. Streetscape improvements along more secondary shopping locations can also help to create a more accessible environment for pedestrians. A reduction in the number of buses using the High Street would also contribute to an enhanced pedestrian environment.
- **Improving pedestrian signage** – the centre could be far more legible through improving pedestrian directional signage. This may particularly benefit secondary shopping areas and help to make shoppers aware of the diversity of the city's offer, such as at Gandy Street.