

## APPENDIX 1- Prom improvements

### Phase 1 – Scalestone Point to Morecambe Town Hall

#### Scalestone point grassed area – seaward side

Make new flower bed and plant out with annual bedding twice per year

- *Should instantly create a favourable impression with visitors arriving in Morecambe from the north. It will also compliment the “Welcome To Morecambe” sign.*
- *Should leave a lasting impression with those vacating the resort.*

#### Landsdowne Rd to Broadway – Central road reservations

Supply & install 30no rectangular flower planters evenly spaced along this section. Planters would be bedded out twice per year.

- *This is an area of the promenade that currently has no horticultural feature.*
- *The introduction of bespoke planters would instantly soften the concrete and asphalt nature of this environment.*
- *It would enhance visitors perception of Morecambe as a clean & green place.*
- *The increased popularity of Happy Mount Park has meant that many pedestrians walk along this stretch of promenade and thus the addition of planters would create a more pleasant and softer feel to the area.*

#### Former Shelter & Toilet Block Opposite Happy Mount Park

Install 2no bench seats and a central planter.

- *It would create a viewing point on the promenade*
- *It would be a focal point for the many pedestrians and cyclists who use this route*
- *It would compliment the planters that would be placed on the central reservations.*

<b>TOTAL COST OF PHASE 1</b>	<b>2012/13</b>	<b>£17,000.00</b>
<b>TOTAL COST OF PHASE 2 (M/C T Hall to Midland)</b>	<b>2013/14</b>	<b>£17,000.00</b>
<b>TOTAL COST OF PHASE 3 (Midland to Battery)</b>	<b>2014/15</b>	<b>£10,000.00</b>