

# MAKING CONNECTIONS IMPLEMENTING THE MORECAMBE AREA ACTION PLAN

LANCASTER  
CITY COUNCIL

Promoting City, Coast and Countryside

[www.lancaster.gov.uk](http://www.lancaster.gov.uk)

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*This latest edition of our 'Making Connections' newsletter provides an update on some of the projects we're currently working on. With many more improvements to look forward to in 2017, here's just a snippet of what has recently been achieved and what you can expect to see happening in the coming months.*

## Euston Road and New Town Square

***The main aim of the work in this area is to make it a more attractive place for people to spend time in and for businesses to trade.***

As an update to the information we provided in the November newsletter, works to improve Euston Road and New Town Square are scheduled to start on 6th February. These will be undertaken by Lancashire County Council highways department are jointly funded by both the city and county councils.

The main streetworks will start outside Barclays Bank/Wetherspoons on Euston Road and move towards the square. Access to businesses will not be affected by these works during normal hours of opening.

Plans are available to view at Morecambe Town Hall during opening hours Monday-Friday 9am to 5pm. County Highways will write directly to businesses and residents on the street before works start.



**New Town Square in 2011**

## Victoria Street and upgrade of West view Car park

As referred to in the Morecambe Area Action Plan (MAAP), Victoria Street is an important link and can contribute much more to the town centre if it is improved for pedestrians and for trading. Contractors William Pye will start work for the city council in late February to upgrade footways and West View car park.

The vehicle access to the car park from Victoria Street will be improved and the car park tidied up and re-surfaced. Residents and businesses in the area will receive more information and timescales next month.



# Town centre pedestrian wayfinding

New fingerpost pedestrian signs will be installed in mid-February covering the town centre between Northumberland Street and Queen Street. These are the main element in the first phase of installing new pedestrian signs for central Morecambe funded by the city council with a contribution from the Morecambe Town Team.

Also to come as part of the first phase is the installation of new monolith style information signs and, along the eastern promenade, new fingerposts will be installed towards completion of the wave reflection wall works.

The city council is grateful for the advice and support of representatives of the Morecambe Town Council, Morecambe BID Team and Morecambe Artist Colony in early work to prepare the sign system. A second phase depends on when the Bay Retail Park development starts which would release a contribution to the city council towards the cost of further way finding by the developer.

Before....



After....



## Seafront at Euston Road

The MAAP recommends this to be the main way into the town centre for pedestrians travelling from the seafront. The new zebra crossing is now in place and the former adjacent pelican crossing has been removed. This makes the crossing much more convenient and safer for pedestrians.

In addition, the Morecambe Artist Colony are working with the city council to provide distinctive new seating using the colours of the new Morecambe Bay brand colours. It is hoped that the seating will be installed in February.

The pictures show just how much this area has changed since works started 18 months ago. The seafront here between Eric and the Clock Tower is a much more attractive place to be and it has been made as easy as possible for pedestrians to move between the town centre and the seafront.

### ~ Wave reflection wall ~

Work on the first phase of works to replace the Wave Reflection Wall is progressing well with construction of the wall scheduled to be completed during March 2017. This will be followed by resurfacing of the pedestrian promenade.

Design of further phases for the promenade at the West End and Sandylands is ongoing with initial work to start once phase 1 has been completed.

**If you have any questions or concerns about the project please contact:-**  
**Lancaster City Council tel: 01524 582629 or**  
**email [morecambeaap@lancaster.gov.uk](mailto:morecambeaap@lancaster.gov.uk)**

*The Morecambe Area Action Plan (MAAP) places emphasis on making a stronger town centre better connected to the seafront with an improved and enhanced street environment. This to strengthen Morecambe's position as a destination both for visitors and residents of the district.*