

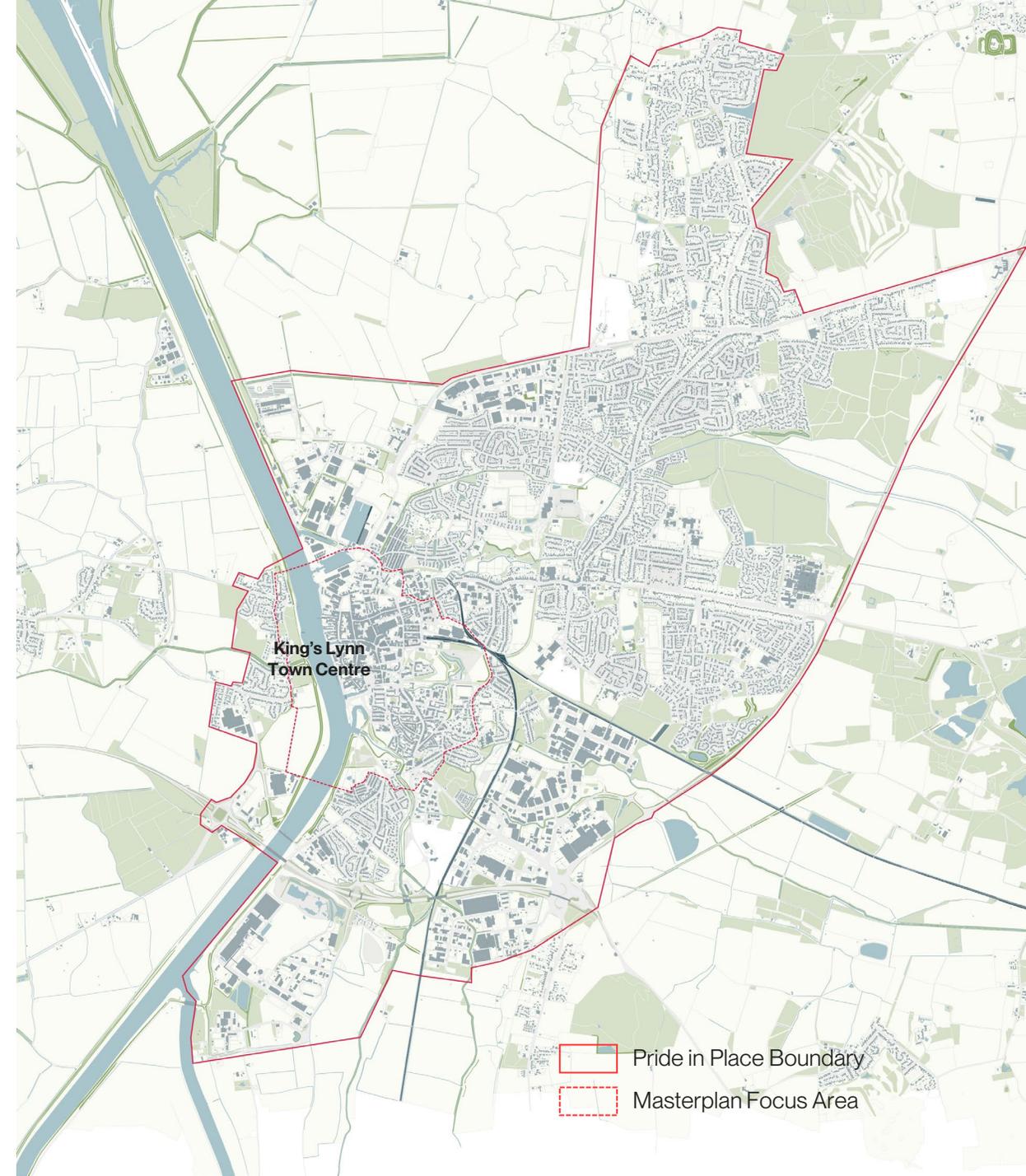
King's Lynn Masterplan

Regeneration and Development Panel
10th February 2026



Aims and Purpose

- A clear long-term strategic **vision for the physical regeneration** of King's Lynn - providing a holistic **delivery plan with broad support and buy-in from stakeholders**.
- **Investment programme and delivery strategy**, that identifies the critical path and phases that could be implemented when funding and development opportunities become available.
- Inform a prospectus of **investable opportunities for West Norfolk to be promoted to the planned Mayor Combined Authority**.
- Completion of an updated holistic vision and design to enable the successful delivery of the **Riverfront regeneration area**.
- Preparation of **feasibility studies for six opportunity sites**.



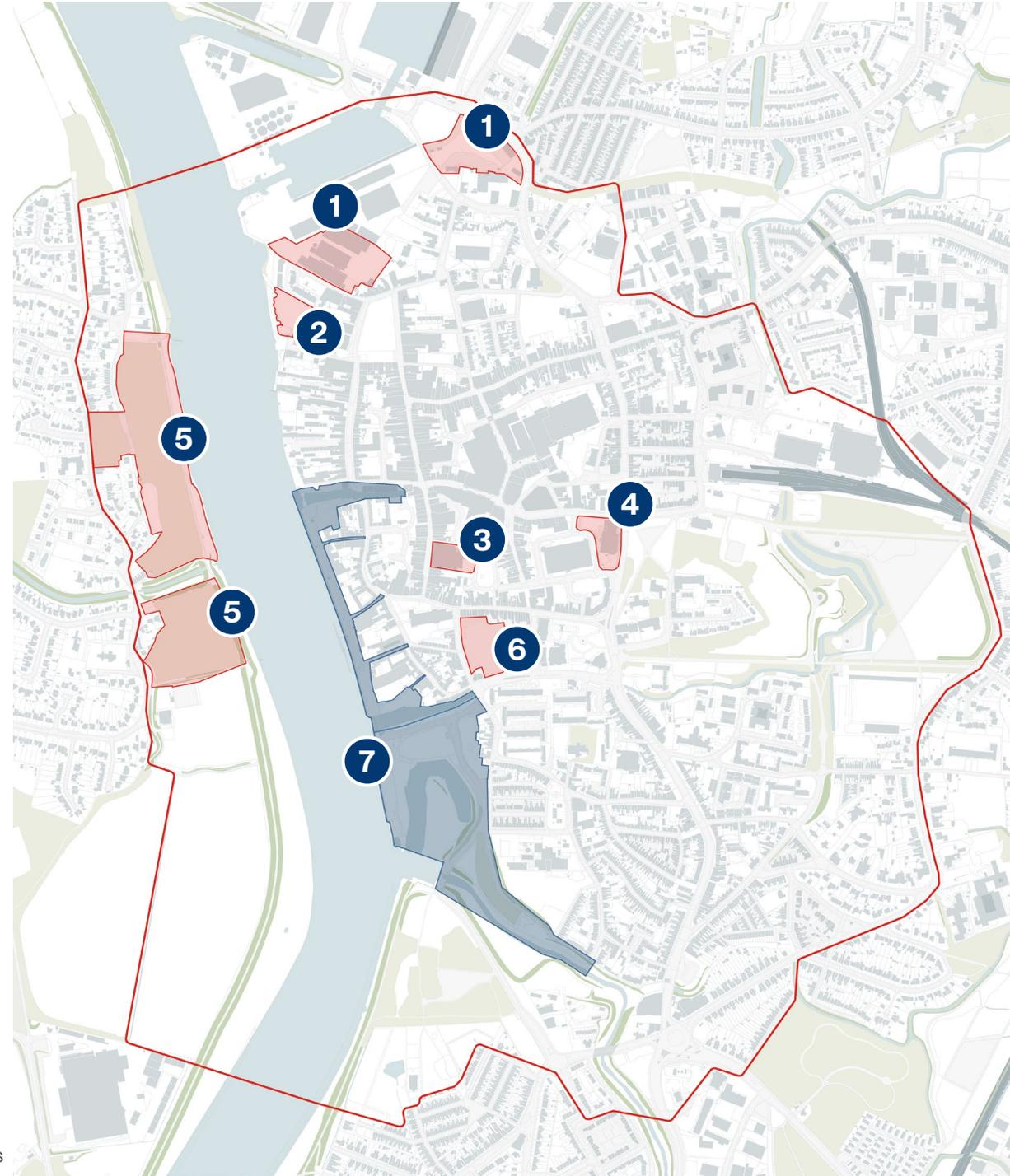
Opportunity Sites and the Riverfront

The masterplan will include proposals for **six opportunity sites**, positioning the town to seize opportunities for funding through the Pride in Place Programme and planned devolution in Norfolk and Suffolk and serving as **catalysts for wider regeneration**.

The team will also **review, validate and update proposals for the Riverfront**. This includes public realm improvements to South Quay, Devil's Alley and Boal Quay, as well as residential development on allocated housing land at Boal Quay.

- 1 The Port Area
- 2 Common Staithe Quay
- 3 Former Debenhams Site
- 4 St. James Swimming Pool
- 5 West Lynn
- 6 Church Street Car Park
- 7 King's Lynn Riverfront (Including South Quay, Devil's Alley and Boal Quay)

 Priority Sites



Summary of Public Consultation

- Over 150 attendees at the first round of public consultation
- 35 responses to online questionnaire
- 8th December 2025 – 16th January 2026
- 6 drop-in consultation events
- 3 social media posts (with up to 24.6k views)
- 88% of responders were residents of the Borough with various business and community groups also completing the survey.
- 62% of responses agreed with order of the key steps to deliver the Masterplan while 5% disagreed.

KING'S LYNN MASTERPLAN - HAVE YOUR SAY

Monday 8th December 2025 - Friday 16th January 2026

Share your views on the King's Lynn Masterplan, and guide the regeneration and future development of the town over the next 20 years.

Further details are available at www.visionkingslynn.co.uk/have-your-say, or by scanning the QR code below.

An in person-exhibition will be available at the Tourist Information Centre (Stories of Lynn, Saturday Market Pl, King's Lynn PE30 5DQ) throughout the consultation period; and at the following times and places with an opportunity to speak to the team developing the Masterplan:

- Friday 12 December 11:00-17:00, Events Trailer, Tuesday Market Place
- Tuesday 16 December 15:00-18:00, Events Trailer, Tuesday Market Place
- Tuesday 6 January 14:00-18:00, Corn Exchange Foyer
- Saturday 10 January 11:00-17:00, Corn Exchange Foyer
- Tuesday 13 January 11:00-14:00, Corn Exchange Foyer
- Friday 16 January 14:00-17:00, Corn Exchange Foyer



Summary of Public Consultation

Priorities for our town

- Support for redevelopment and reuse of vacant buildings i.e. Former Debenhams
- Desire for a vibrant, attractive town centre that appeals to residents and visitors
- Better cycle paths and safe cycling routes, but not as replacement for all travel needs
- Strong demand for more affordable housing, including flats and residential development on brownfield sites
- Support for heritage-sensitive landscaping, greening, and creating inviting public spaces.
- Calls for a holistic, long-term strategy rather than isolated, short-term projects
- Need for attractive, coherent, thoughtful, and future-proofed development



Summary of Public Consultation

Ideas for projects or activities

Appearance, Heritage and Identity

- Protect and restore historic buildings
- Re-engagement with potential solutions for Southgates
- Bring derelict buildings back into active use (Debenhams and the old Post Office)
- Protect the town's heritage and character
- Quick, visible improvements to build public confidence

Supporting Local Business

- Encourage businesses back into the town centre and create reasons for people to linger.
- Support for independent shops,, and filling vacant units.

Green Spaces and Public Realm

- More green space, trees, planting, and biodiversity.
- Requests for a children's playground and riverside park.
- Support for outdoor seating, cafés, and attractive public space

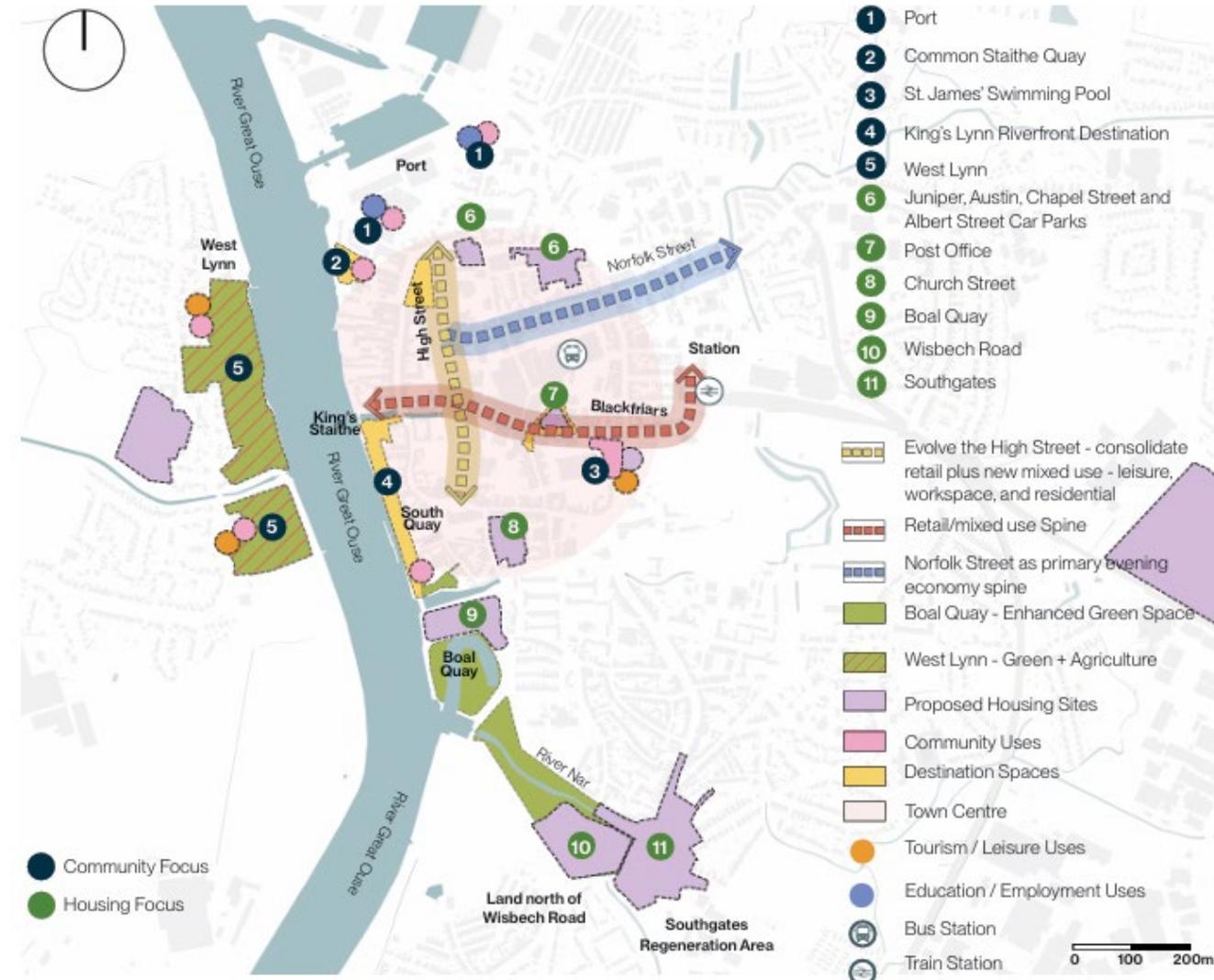
Transport

- Protect and improve bus services, especially for elderly and low-income residents.
- Better evening transport to support nightlife and access from villages
- Mixed views on car use and pedestrianisation in the town centre
- Concern about losing long-term car parks without alternatives
- Cycle paths and parking and repair hubs
- Riverfront as a destination alongside measures to support the ferry.

Summary of Public Consultation

Residential, commercial and creative land uses

- 68% of responses agreed with the proposed strategy to deliver new residential, commercial and creative land uses across the town while 14% disagreed.
- Strong support for the town centre mix of retail, leisure, community services, and housing.
- Revitalising closed or derelict buildings seen as essential.
- Support for reusing disused land, especially brownfield sites, before touching green space
- Strong support for more affordable housing and preference for “gentle density”.
- Strong interest in Boal Quay as a development opportunity.
- Connectivity between regeneration sites is seen as critical.

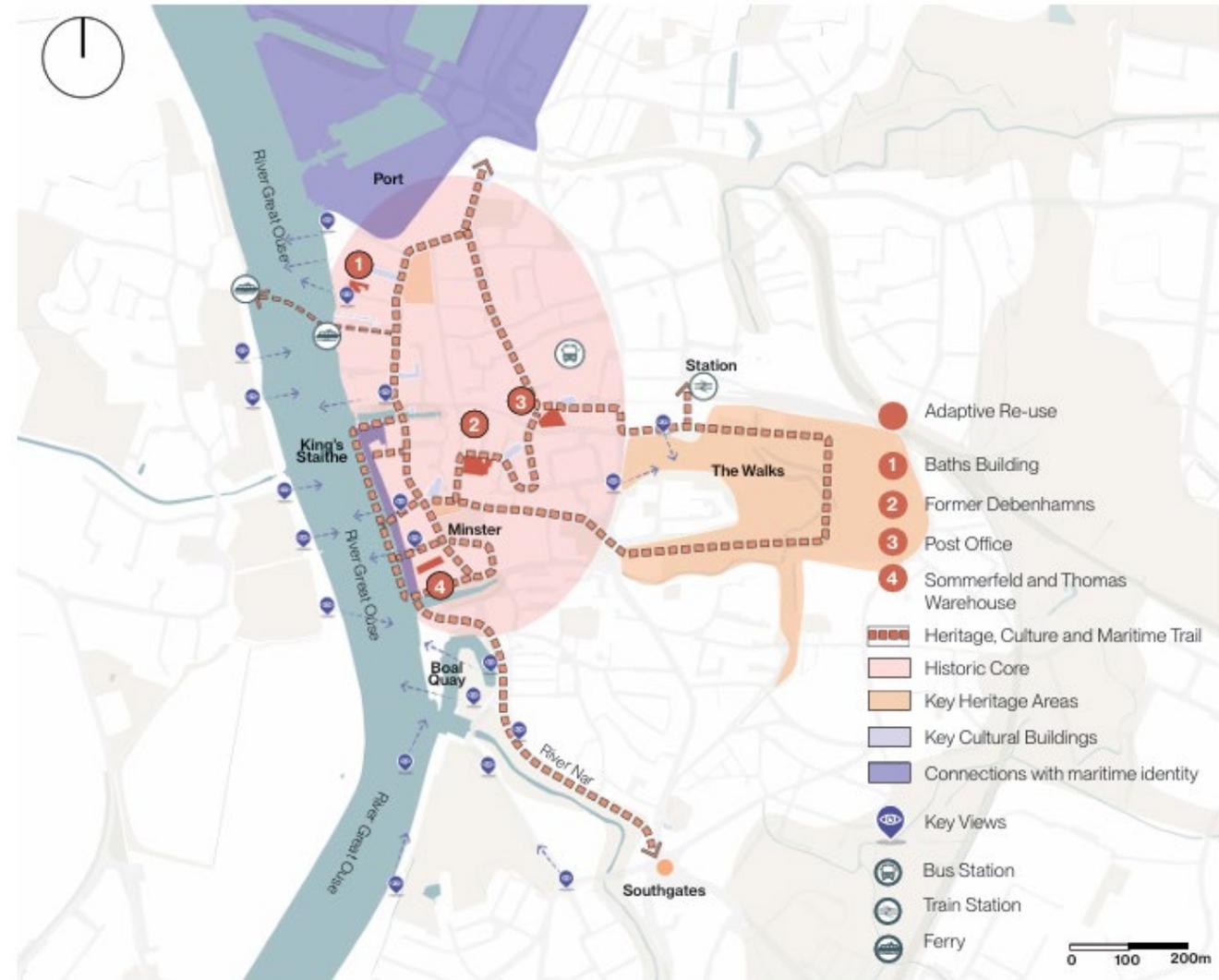


Land Uses for Local Needs Strategy

Summary of Public Consultation

Key Historic and Cultural Spaces

- 80% of responses agreed with the key historic and cultural spaces identified while 5% disagreed.
- Strong agreement that King's Lynn's historic character is its greatest asset and should be preserved, celebrated, and better promoted.
- Need for better trails, signage, and promotion of the town's hidden gems.
- Need for the activation of the old Post Office, Debenhams and Kwik Fit building.
- Aspiration for growth in tourism appeal through better accommodation, promotion of heritage, and improved town centre experience.

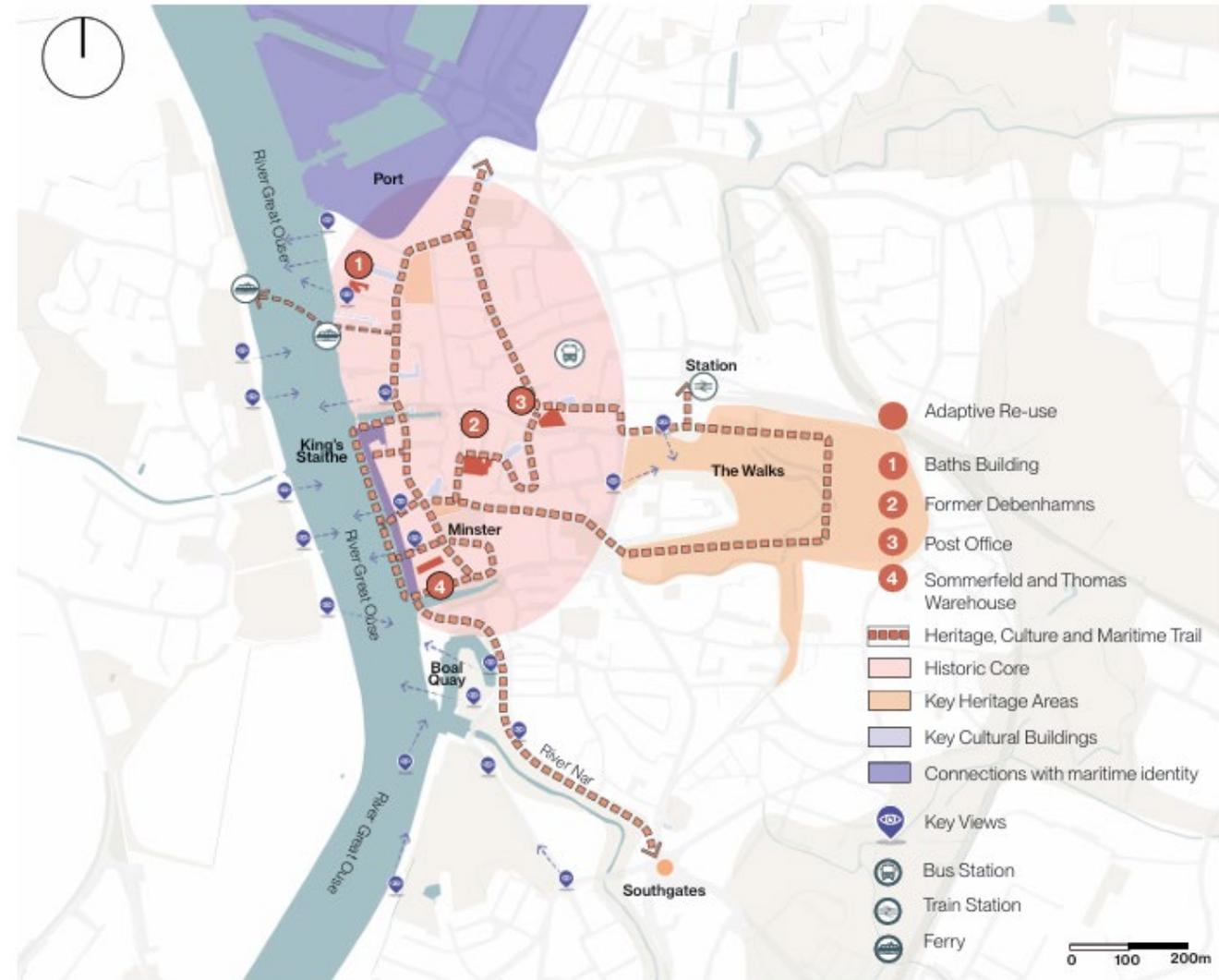


Harness History and Culture Strategy

Summary of Public Consultation

Interventions to harness history and culture

- 73% of responses agreed with the key principles for future interventions to harness history and culture while 5% disagreed.
- Agreement that history and culture are the town's biggest assets and should be central to future planning.
- Support for contemporary buildings which respect historic fabric.
- Calls to bring long-neglected sites back into use (the Old Post Office, Debenhams, Kwik Fit building).
- Historic buildings must support modern living, community use, and economic vitality.
- Support for better connections, clearer heritage routes, and promotion of existing trails.
- A plan for historic buildings beyond the Masterplan

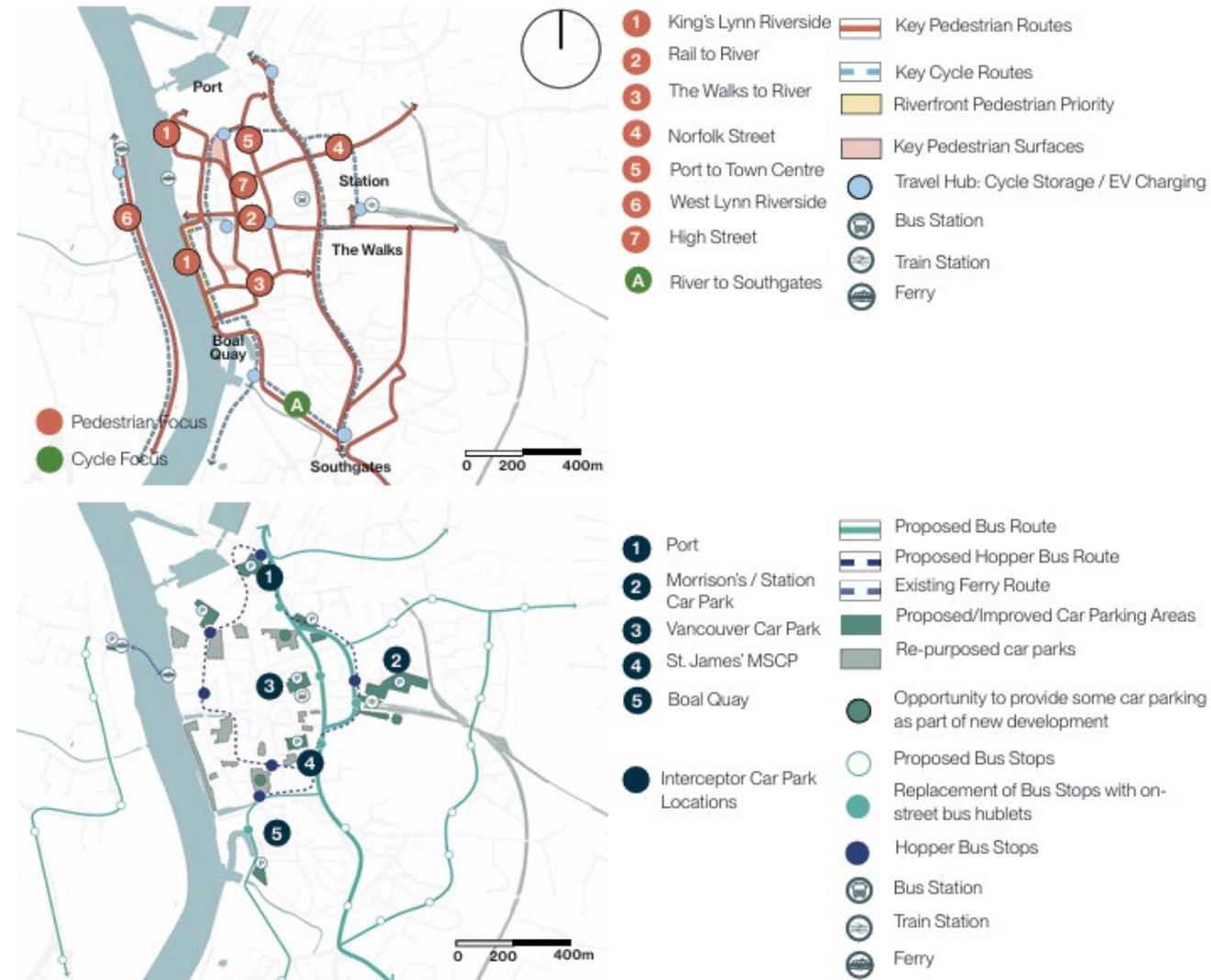


Harness History and Culture Strategy

Summary of Public Consultation

Rationalisation and relocation of car parking to improve historic spaces

- 62% of responses agreed with the proposed rationalisation and relocation of car parking to improve historic spaces while 17% disagreed.
- Concern raised around making the town harder to access, hurting businesses, discouraging shopping
- Support for removing cars from historic spaces to improve safety, reduce congestion, enhance heritage appeal and encourage active travel.
- Reducing cars in historic areas seen as opportunity to improve visitor experience and make heritage assets accessible by foot.
- Desire for pedestrianisation of the riverfront.
- Need for improved public transport prior to reducing car parking.

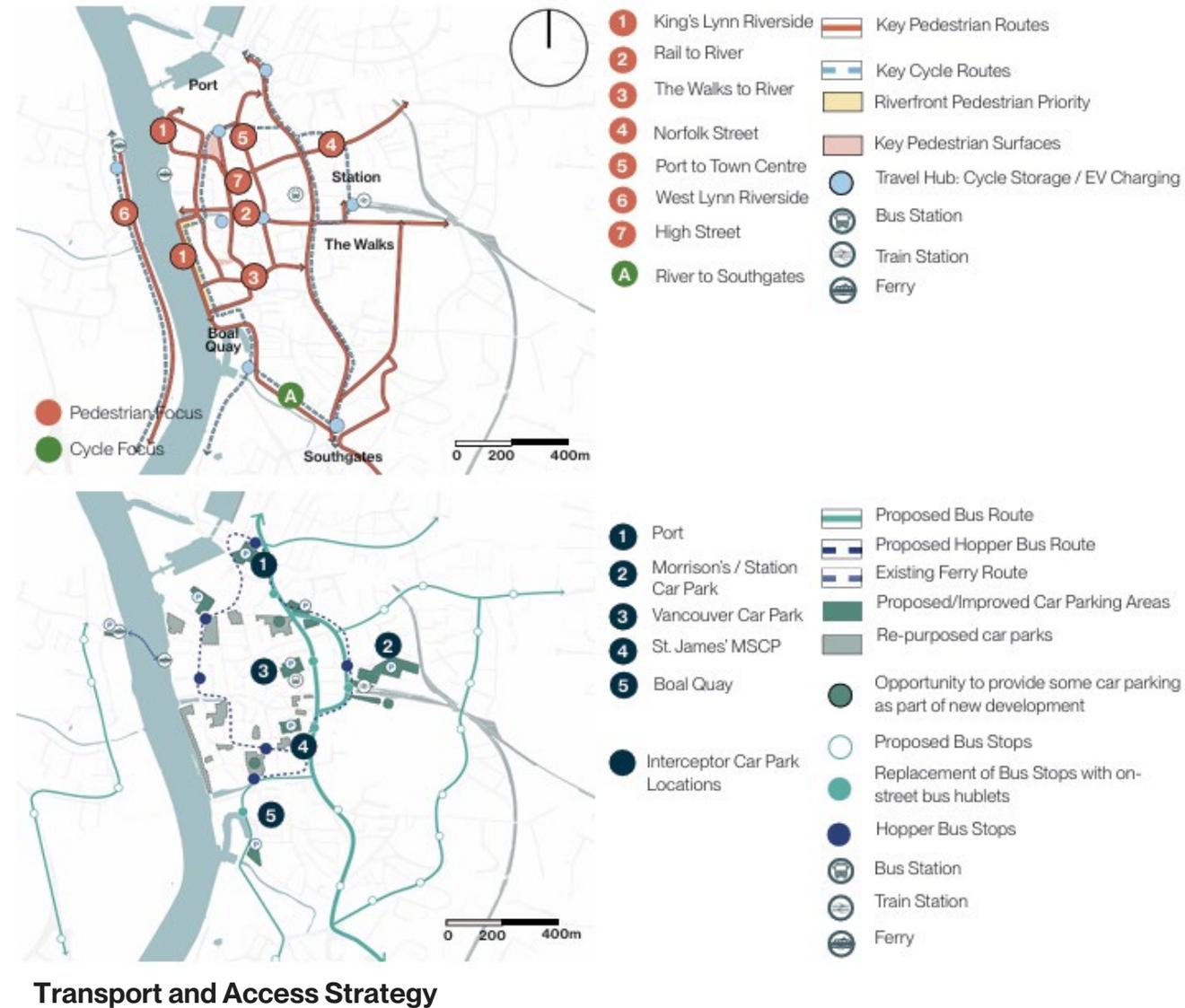


Transport and Access Strategy

Summary of Public Consultation

Improvements to active travel and public transport

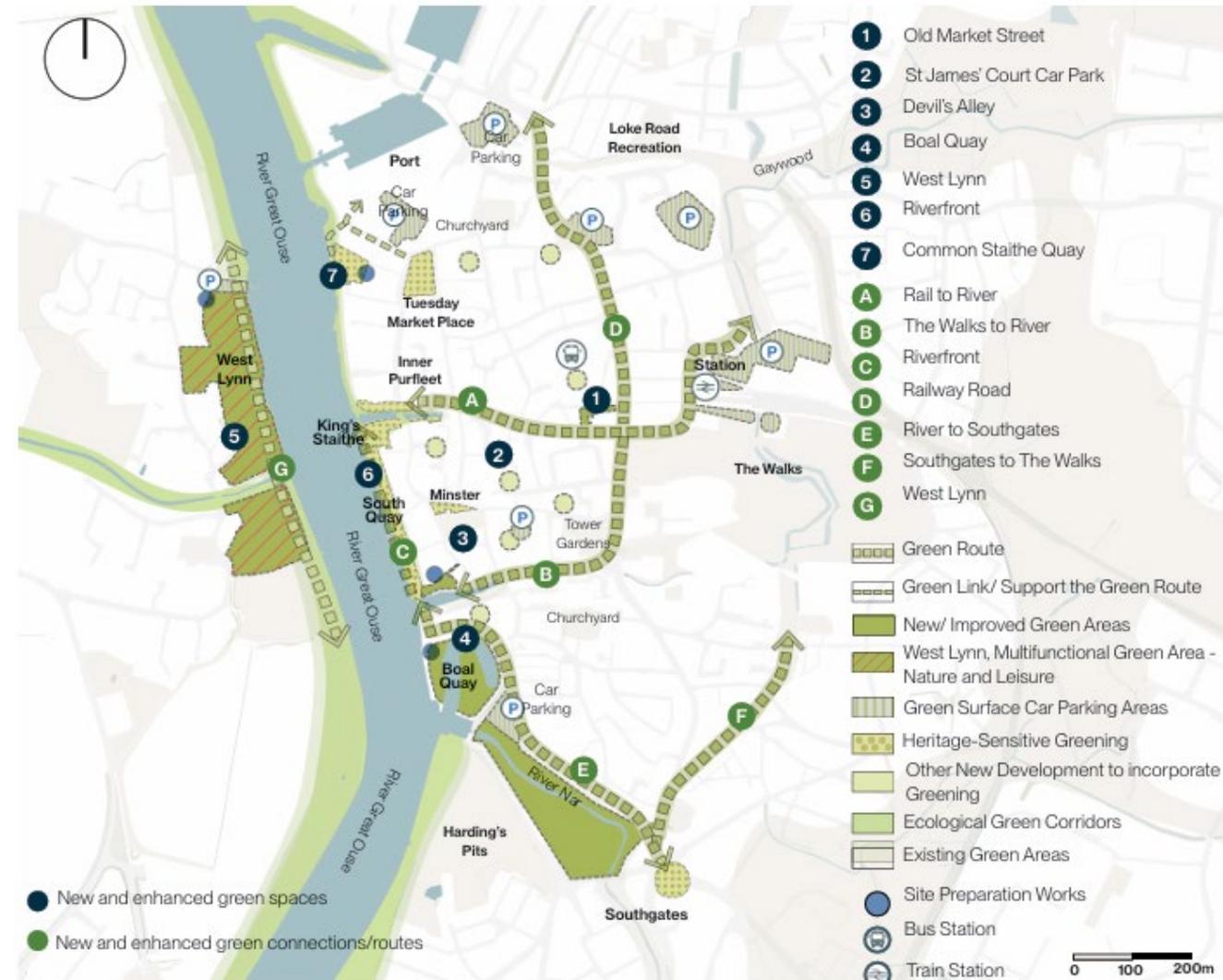
- 62% of responses agreed with proposed improvements to active travel and public transport while 8% disagreed.
- Support for reducing cars in the town centre subject to relocated car parks remaining convenient, and safe well-connected footpaths.
- Strong support for removing traffic from the riverfront
- Calls for improvements to be phased and realistic.
- Frustrations with buses being unreliable, ending early in the evenings, and poor village connection.
- Support for park and ride facilities if buses run frequently, and the service is affordable/accessible
- Calls for better cycle infrastructure.



Summary of Public Consultation

Additional greening and landscaping

- 77% of responses agreed with the areas identified for additional greening and landscaping while 8% disagreed.
- Support for landscaping and greenery in new development to improve the town's appearance
- Desire for a riverside park with a children's playground.
- Support for Devils Alley proposal and greening plans for Boal Quay and West Lynn.
- Concerns that greening could remove useful spaces or create maintenance burdens.
- Brownfield sites such as West Lynn are in poor condition and represent an opportunity.

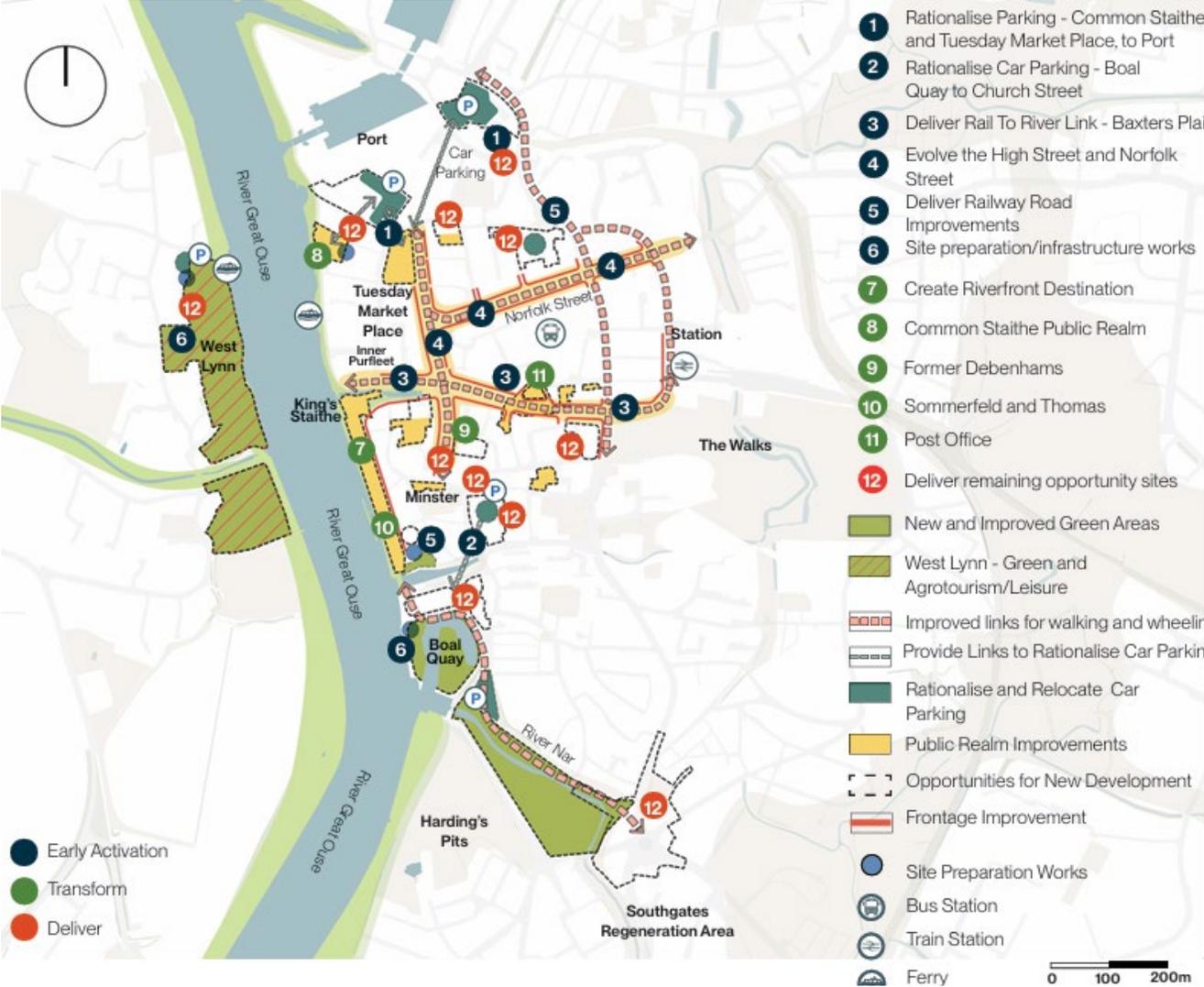


Harness Natural Assets Strategy

Summary of Public Consultation

New built form and public realm

- 54% of responses agreed with the key principles for new built form and public realm while 5% disagreed.
- Preference for development in-keeping with historic King’s Lynn, or high-quality traditional or boldly modern architecture.
- Need for more housing, including new blocks of flats.
- Calls for new buildings to include swift bricks and follow national environmental guidance.

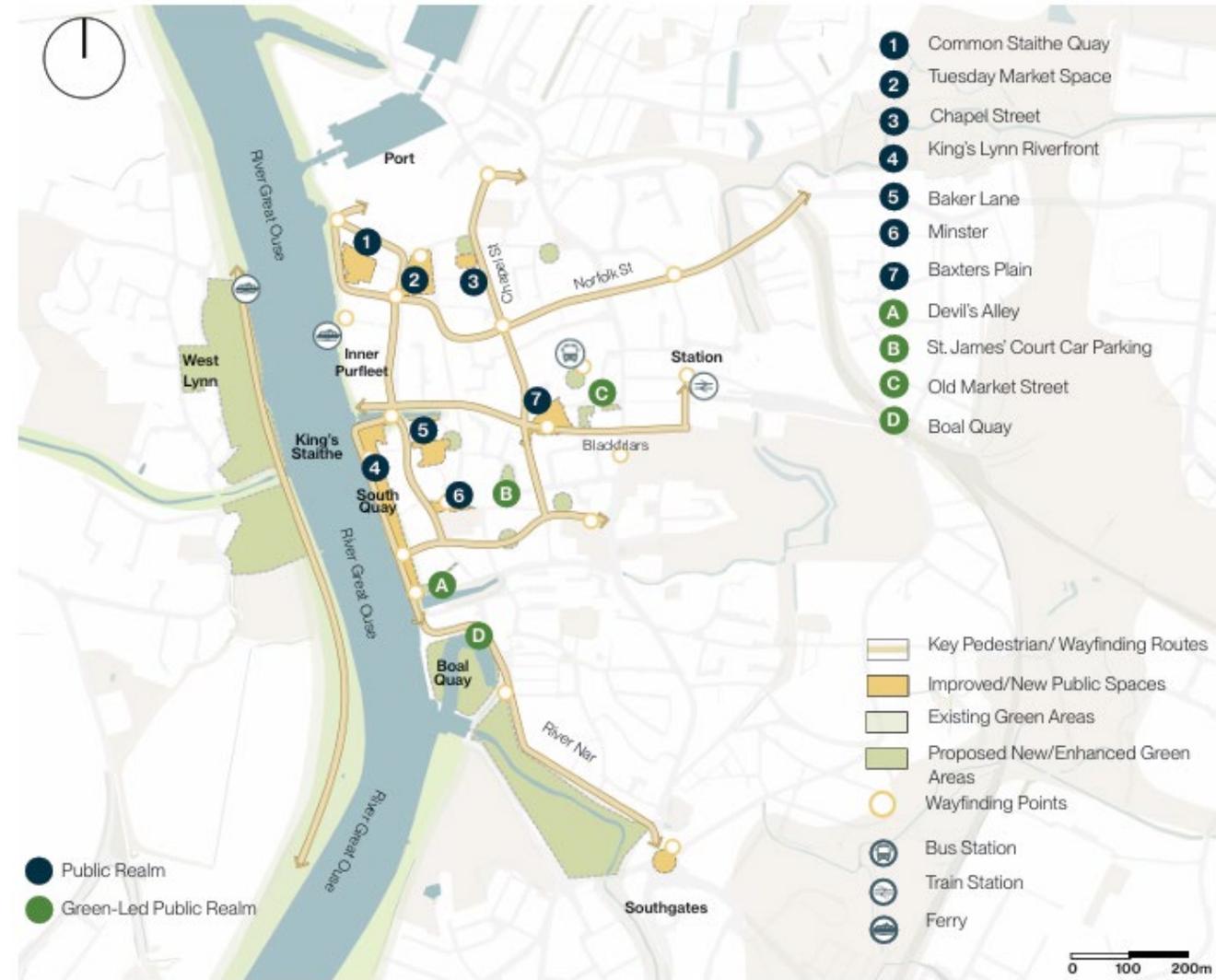


Evolve and Adapt Strategy

Summary of Public Consultation

New built form and public realm

- Strong enthusiasm for major public-space improvements including:
 - Tuesday Market Place as a vibrant public gathering space for events, performances, and community life.
 - Riverfront as a pedestrian-priority riverfront.
- Desire for better integration of residential and night-time uses.
- Desire for small community squares, better walking routes, and more welcoming streets.
- Support for reclaiming the area around the Minster as a beautiful, heritage-led public space



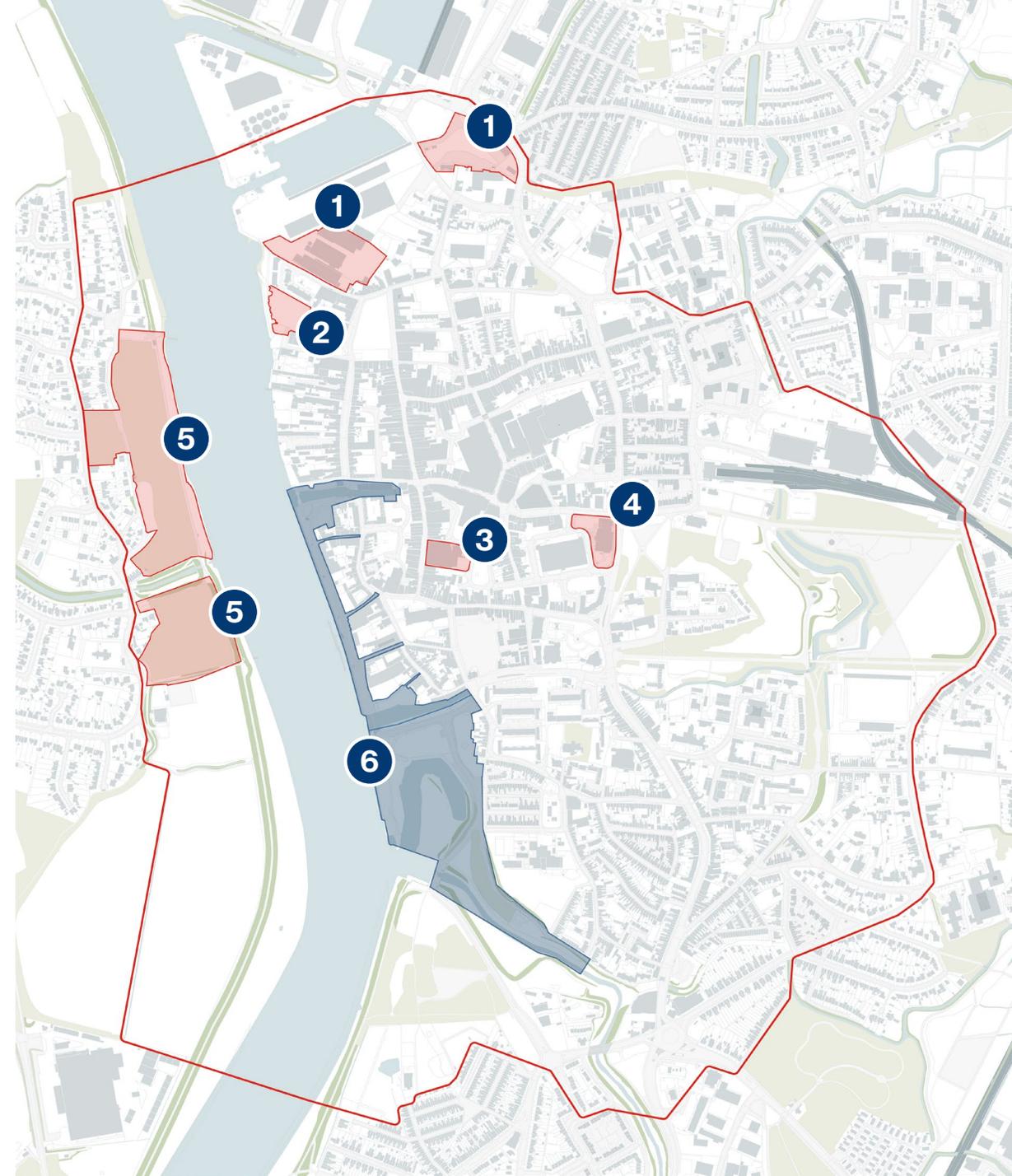
Built Form and Public Realm Strategy

Summary of Public Consultation

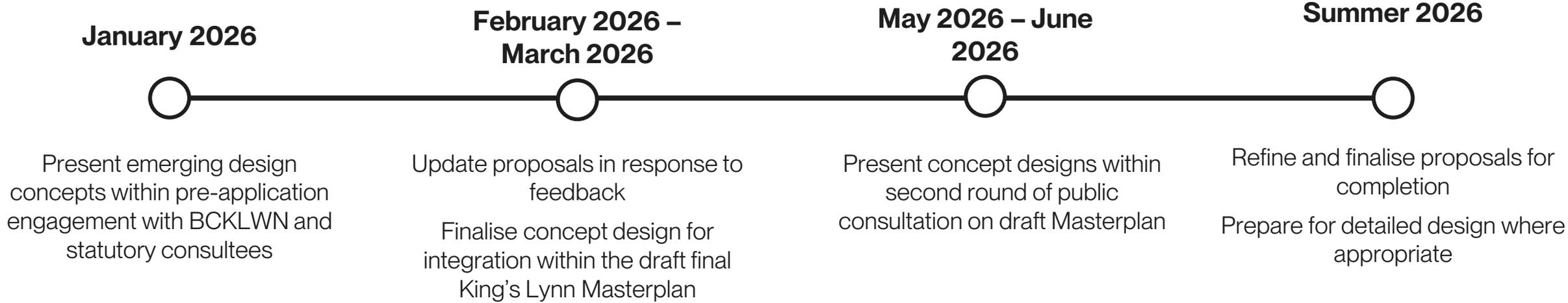
Opportunity Sites

- 45% agreed with the design brief for St James Swimming Pool (20% disagreed).
- 77% agreed with the design brief for Former Debenhams (5% disagreed).
- 74% agreed with the design brief for The Port Area (14% disagreed).
- 65% agreed with the design brief for Common Staithe Quay (5% disagreed).
- 65% agreed with the design brief for Boal Quay (11% disagreed).
- 68% agreed with the design brief for West Lynn (0% disagreed).

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|----------|---|----------|--------------------------------|
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Riverfront Next Steps



ENGAGEMENT

Pre-application engagement with BCKLWN and statutory consultees

Public consultation on the draft King's Lynn Masterplan

Masterplan Next Steps

	Masterplan Phase	Community and Stakeholder Activities
January 2026	Draft Masterplan	<ul style="list-style-type: none">▪ Pre-application engagement with BCKLWN and statutory consultees
February 2026 – March 2026	Draft Masterplan	<ul style="list-style-type: none">▪ Stakeholder Working Group / Co-Design Workshop▪ Ongoing engagement with Arms Length Bodies▪ Refining masterplan in response to consultation
May 2026 – June 2026	Draft Masterplan	<ul style="list-style-type: none">▪ Second Round of Public Consultation<ul style="list-style-type: none">▪ Community Consultation Pop-Up Events and Survey
Summer 2026	Final Masterplan	

-  Key Nodes
-  Pedestrian - Cycle Priority Streets
-  Railway
-  Key Cycling Route
-  Key Connections
-  Green Continuity
-  Opportunity Areas
-  Town Centre / Active Uses
-  Active Frontages
-  Ancient Town Wall
-  Key Views

