

King's Lynn Masterplan

King's Lynn Area Committee
19th March 2026

Jemma Curits, Regeneration Programmes Manager
Connor Smalls, Regeneration Programmes Officer

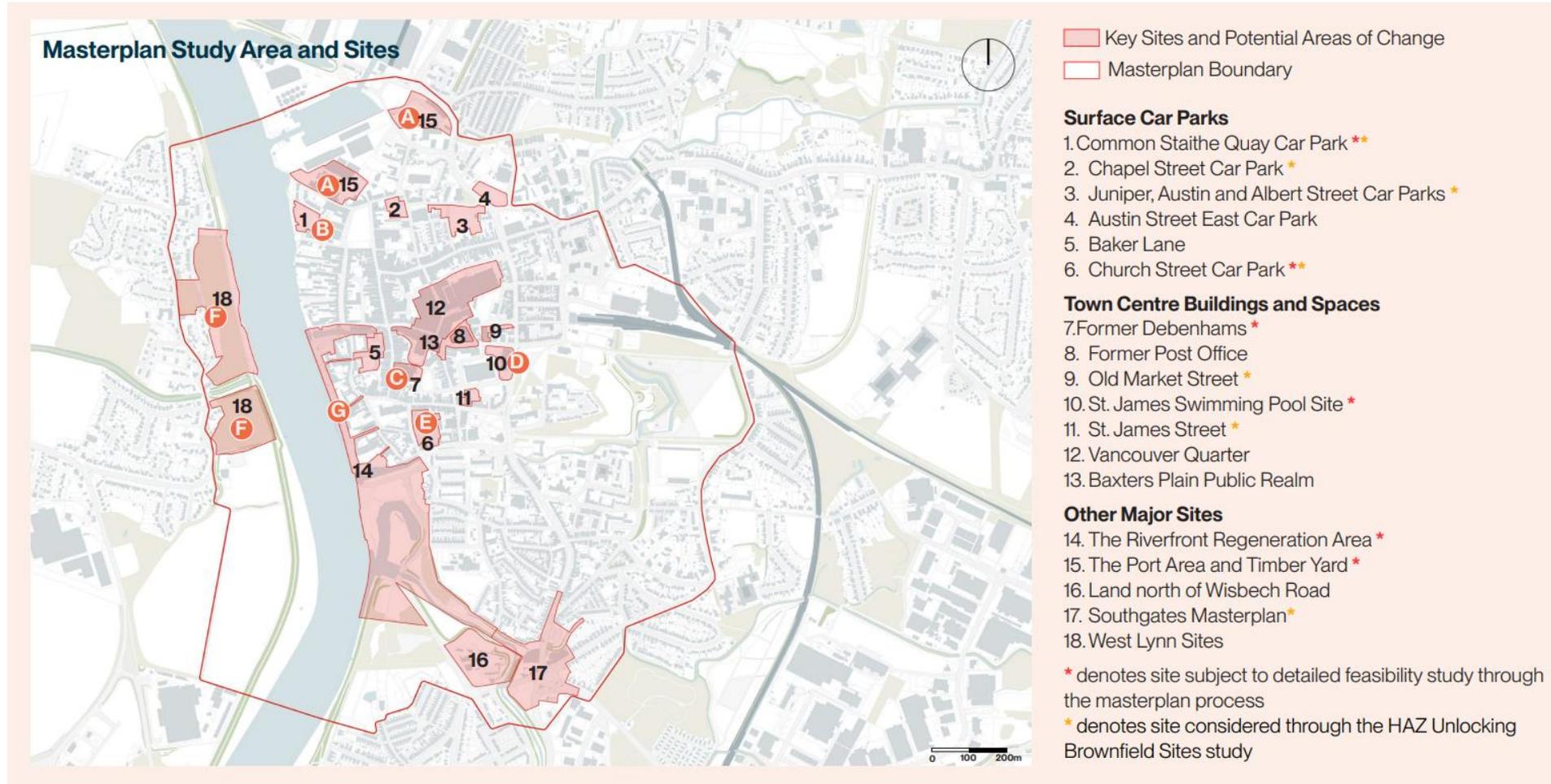


The Masterplan

- A clear, long-term, strategic vision for the physical regeneration of King's Lynn for the next 20 years.
- 6x overarching Masterplan strategies to guide development in the town.
- Feasibility studies for 6 Opportunity Sites.
- Updated public realm design for the riverfront and development plots at Boal Quay enabling successful delivery of the Riverfront Regeneration Area (South Quay, Devil's Alley, Boal Quay)
- Incorporates existing schemes (such as Southgates, STARS including Baxters Plain, West Winch) ensuring a cohesive development agenda and comprehensive consideration of town-wide issues (flood risk, access, housing, open space etc.).
- Investment programme and delivery strategy
- Feasibility work will support prioritisation of funding under the Pride in Place Programme, as well as bids for emerging funding opportunities (e.g. through devolution).



Masterplan Area



Opportunity Sites



The Port Area

A



Common Staithe Quay

B



Former Debenhams Site

C



St. James Swimming Pool

D



Church Street Car Park

E



West Lynn Riverfront Sites

F



King's Lynn Riverfront

G

Engagement So Far

- King's Lynn Town Investment Plan Engagement (2021)
- King's Lynn Long Term Plan for Towns Consultation (2024)
- King's Lynn Plan for Neighbourhoods Pulse Survey (2025)
- Project Working Group – BCKLWN and NCC Officers
- Pre-application engagement with BCKLWN and statutory consultees
- Local Stakeholder Workshops
- CWA Neighbourhood Board Session
- Public Consultation 1
- Teams Launch Event



Engagement Prior to Masterplan – Key Themes



Heritage and Identity

Consistent pride in the town's unique historic character and waterfront, but frustration and perceived underutilisation.



Town Centre Revitalisation

Strong desire to bring empty shops and buildings back into use, improve retail quality, and create a more attractive, greener, public realm.



Safety and Inclusion

Concern over safety and security, particularly in key areas of the town centre (e.g. the Walks and the bus station).



Connectivity and Access

Issues highlighted relating to poor connectivity and public transport, congestion, and limited cycling infrastructure.



Youth Facilities and Engagement

Pressing need to provide improved and more diverse youth facilities - nurturing skills and encouraging young people to stay in the town.



Summary of Public Consultation

- Public Consultation: Period 8th December 2025 – 16th January 2026
- Over 150 attendees at the first round of public consultation
- 35 responses to online questionnaire
- 6 drop-in consultation events
- Over 1000 views on the Vision King's Lynn Have Your Say Page for the Masterplan during consultation
- 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.



BDP. MIKHAIL RICHES flow Aspinall Verda

**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

A detailed map of King's Lynn showing the proposed masterplan. The map features various colored zones (green for parks, blue for water, orange for regeneration) and labels for key locations like 'King's Lynn Waterfront' and 'Corn Exchange Foyer'. A QR code is located in the bottom left corner of the map area.

Summary of Public Consultation

Priorities for our King's Lynn

- 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

Masterplan Strategies

- General agreement (over 50%) with the proposed six Masterplan Strategies.

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).



Upcoming Engagement

- Arms Length Bodies – Workshop on delivery and funding opportunities to align with the plan
- Continued engagement with Landowners
- Engagement with the Environment Agency
- Public Consultation 2 on Draft Final Masterplan – April 2026
 - Community Consultation Pop-Up Events and Survey



Next Steps

- Officer and Stakeholder meetings in March
- Refine masterplan in response to consultation
- KL Ward Forum – April 2026
- Second Public Consultation on Final Masterplan in April
- Updated Final Masterplan following consultation
- Proceed for masterplan adoption – R&D Panel 2nd June & Cabinet July 14th



Asks of KLAC

- Share public consultation dates and communications, direct people to take part.
- Recommendations for where we can provide information to promote engagement with stakeholders / residents etc.
- Identify any projects/areas where you are aware the community would like to be involved in shaping further - how can you help us make that happen?



