

KING'S LYNN MASTERPLAN

Public Consultation 8 Dec 2025 – 16 Jan 2026

RESPONSES REPORT

Borough Council of
King's Lynn &
West Norfolk

King's Lynn Masterplan Consultation Process and Consultees

Throughout the masterplan project there have been regular Project Working Groups with Borough Council Planning Policy, Development Management, Conservation, Property and Housing as well as Transport Officers from Norfolk County Council.

The Project Team also had meetings with the Borough Council Public Open Spaces Team, Operations team, Waste and Recycling, Arboricultural and Ecology Officers regarding the masterplan and specifically the Riverfront Public Realm proposals.

Alongside Officer briefings and updates there have also been regular updates to Borough Council Regeneration & Development Panel, King's Lynn Area Committee and Member briefings.



A full list of consultees include:

Borough Council of King's Lynn & West Norfolk

- Planning Policy
- Planning Development Management
- Conservation
- Ecology
- Arboricultural
- Housing
- Corporate Projects
- Tourism
- Cultural Officer
- Operations & Commercial
- Public Open Space
- Environmental Health – Air quality, Emergency Planning, Flood and Water Management
- Property
- Transformation and Change
- Communications
- Community Safety and Neighbourhood Nuisance
- Alive West Norfolk
- Regeneration and Economic Development
- Waste and Recycling

Norfolk County Council

- Transport Planning
- Active Travel
- Highways Infrastructure
- Property
- Communities and Customer Service
- Local Nature Recovery Strategy (LNRS)
- Lead Local Flood Authority (LLFA)

Other Organisations

- Historic England
- Environment Agency
- Natural England
- King's Lynn Conservancy Board
- Eastern Inshore Fisheries and Conservation Authority (IFCA)
- Lynn Shellfish
- Landowners
- Vancouver Quarter
- Homes England
- Arts Council
- National Lottery
- Architectural Heritage Fund
- Kings Foundation
- Freebridge
- King's Lynn Civic Society
- King's Lynn Preservation Trust
- Discover King's Lynn (BID)
- The Queen Elizabeth Hospital
- College of West Anglia
- KLWNBUG
- Map Young People
- King's Lynn Minster
- Norfolk Constabulary
- Norfolk Fire Service
- National Rail
- Caravan and Motorhome Club
- Other Local Residents, Groups and Businesses

Where a formal letter of response has been provided by external organisations these have been included in Appendix 1

Summary of the Consultation in Dec 2025/Jan 2026

The first public consultation ran from **8 December 2025 until 16 January 2026**. Following initial input from stakeholders and community groups across the town, feedback was sought on:

- Six Masterplan strategies guiding the location and characteristics of potential new development, and improvements to transport, access, public realm, heritage interpretation and natural environments across the town.
- Regeneration at six opportunity areas - the former Debenhams, St James Swimming Pool, Common Staithe Quay, Church Street, the Port and Timber Yard area, and West Lynn (former Del Monte and dredging sites).
- Design proposals for the riverfront, taking into account previous comments on the design for Devil's Alley which has been reviewed with the community and other stakeholders.
- Design proposals for mixed-use development at Boal Quay.





Engagement Activity

Online

An online questionnaire was available alongside the Exhibition Boards from in person drop-in events outlining the key elements of the developing masterplan (outlined above).

We hosted a live Teams Launch Event at 6pm on Monday 8 December which was then available to watch back online.

In-Person Workshops (Prior to public consultation period)

Masterplan Workshop with Local Stakeholders – 18 November
Riverfront Workshop with Local Stakeholders – 18 November
Neighbourhood Board and CWA Students Workshop – 28 November

Public Drop-ins

Including paper copies of the questionnaire

Friday 12 December	11am–5pm	Events Trailer, Tuesday Market Place
Tuesday 16 December	3pm–6pm	Events Trailer, Tuesday Market Place
Tuesday 6 January	2pm–6pm	Corn Exchange Foyer
Saturday 10 January	11am–5pm	Corn Exchange Foyer
Tuesday 13 January	11am–2pm	Corn Exchange Foyer
Friday 16 January	2pm–5pm	Corn Exchange Foyer



Summary of the Consultation in Dec 2025/Jan 2026

The King's Lynn Masterplan consultation sought feedback on the draft masterplan for the future development of King's Lynn over the next 20 years.

Questionnaire responses

40
responses

Direct comments via letter and email

6
letters/ emails

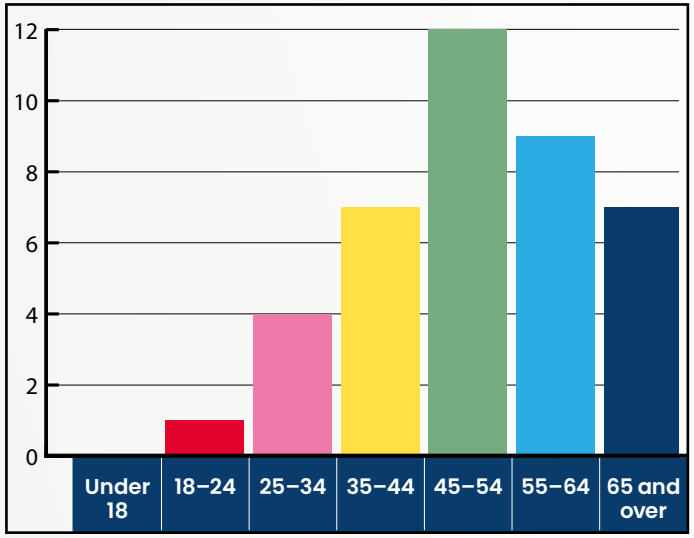
(including two resident letters, statutory consultees and interest groups including Historic England and the Civic Society)

In-person engagement events

6
public drop-in sessions

3
workshops (prior to consultation period)

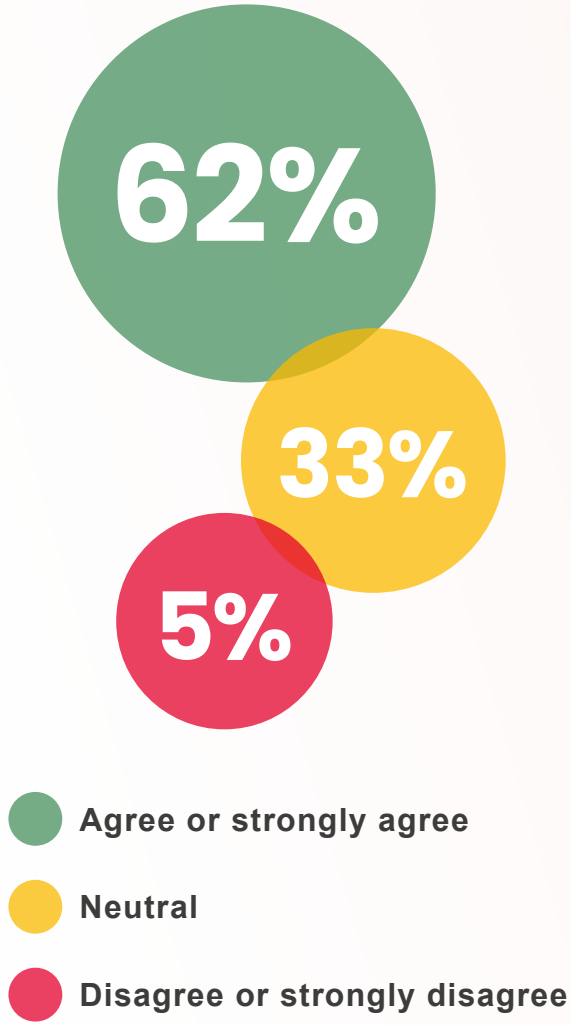
Approx
150+
attendees



Approximate age profile across the surveys

Engagement Summary

Do you agree with the key steps to deliver the Masterplan?



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.

Key Historic and Cultural Spaces – 80% of responses agreed with the key historic and cultural spaces identified while 5% disagreed.

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

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.

Improvements to active travel and public transport – 62% of responses agreed with proposed improvements to active travel and public transport while 8% disagreed.

Additional greening and landscaping – 77% of responses agreed with the areas identified for additional greening and landscaping while 8% disagreed.

New built form and public realm – 54% of responses agreed with the key principles for new built form and public realm while 5% disagreed.

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)

Engagement Comments: Brief Summary

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

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

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

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

Understanding Consultation Responses

Public consultations are designed to gather views and feedback from interested residents, businesses and stakeholders.
For consultations promoted through standard council communication channels, response rates of 1-2% are generally considered very strong.

Borough-wide consultations run by the Council typically receive between 200 and 300 responses. In the unparished area of King's Lynn, there are approximately 28,665 registered electors living across 19,673 residential properties.

It is important to note that a public consultation is not a vote. The purpose of a consultation is to understand a range of views, opinions and evidence that can help inform decision-making.

Facebook Engagement on Masterplan Posts

1st December 2025 – 12.9K views, 36 interactions and 22 link clicks

8th December 2025 – 24.6K views, 81 interactions and 94 link clicks

5th January 2025 – 7.2K views, 17 interactions and 26 link clicks

1) Please rate these priorities for how important they are to you

Town Centre Revitalisation:				
Answer Choices			**Response Percent**	**Response Total**
1	Very important		67.50%	27
2	Important		27.50%	11
3	Not so important		2.50%	1
4	Not at all important		2.50%	1

Neighbourhoods and Affordable Housing:				
Answer Choices			**Response Percent**	**Response Total**
1	Very important		40.00%	16
2	Important		50.00%	20
3	Not so important		7.50%	3
4	Not at all important		2.50%	1

Employment and Skills:

Answer Choices			Response Percent	Response Total
1	Very important		37.50%	15
2	Important		50.00%	20
3	Not so important		10.00%	4
4	Not at all important		2.50%	1

Health and Wellbeing Infrastructure:

Answer Choices			Response Percent	Response Total
1	Very important		50.00%	20
2	Important		40.00%	16
3	Not so important		10.00%	4
4	Not at all important		0.00%	0

Transport and Connectivity:

Answer Choices		Response Percent	Response Total
1	Very important	62.50%	25
2	Important	27.50%	11
3	Not so important	10.00%	4
4	Not at all important	0.00%	0

Safer Streets:

Answer Choices		Response Percent	Response Total
1	Very important	60.00%	24
2	Important	30.00%	12
3	Not so important	10.00%	4
4	Not at all important	0.00%	0

Education and Youth Engagement:

Answer Choices			Response Percent	Response Total
1	Very important		32.50%	13
2	Important		42.50%	17
3	Not so important		22.50%	9
4	Not at all important		2.50%	1

Community Capacity Building:

Answer Choices			Response Percent	Response Total
1	Very important		17.50%	7
2	Important		47.50%	19
3	Not so important		32.50%	13
4	Not at all important		2.50%	1

2) Please use this space to add any further comments.

1	Redevelop the old Debenhams store as low rental accommodation. This would also work for other empty shops and buildings.
2	Any future buildings MUST be sympathetic architecture. Modern is ok but generally we need to see better building quality and stop with the very 1960s style bland exteriors. Please make this a priority. Lynn's historic quarter is one of the most beautiful towns, and this is the kind of architecture we need - aesthetically pleasing and well crafted.
3	We just need double the size of the town or to start connecting/ growing the villages in the area. As there is not much round here. We need a few more direct trains to Peterborough and Norwich to. We need more affordable housing like another block of flats built. The government are building in Kent and Manchester but not Norfolk as much as this upsets me.
4	Invest in more roads. A road similar to the North Circular is desperately needed with all the new homes being built. No one can cycle everywhere!!
5	I think young adults need something to do that they will engage in/be interested in. A retro arcade centre/VR arcade for example would be brilliant for the old Debenhams building. We need better clothing shops in the town centre, no more vape shops please!
6	Delighted to see you are proposing to remove the awful car park from Tuesday Market Place. It would be wonderful to reclaim this space as "a vibrant common ground for celebrating, performing, resting, and gathering." I also love the proposal to improve the area with heritage-sensitive greening and landscaping. It should be the beautiful heart of the town, safe for pedestrians, particularly families, to stroll and enjoy café culture.
7	The town needs to be attractive both visually and by description for both the people who live here and vistors. Developments should be focused on this goal which would then ensure it is a nice place to live and for tourists to visit. If developments achieve this potential wealth opportunities would evolve which leads to opportunities for further development.
8	I think the three key areas to regenerate a d improve are: 1) Town center, especially the High Street near Debenhams 2) Riverside/Quay and Boal Quay area 3) Near the train and bus station. This includes the old post office and the area as round this.
9	Just to say that I support all the above initiatives which if fulfilled will make King's Lynn a thriving popular town.
10	I love to see all of the above take shape. Improvement in cycle paths & safe connectivity while cycle would be wonderful as I use my bike a lot. Safer streets for me as a female would be great too.
11	Street safety measures Drugs users or dealers awful smelt substances smokers " street drug Patrol dogs to consider to stop the drug crimes " train station platform,s car searches walking patrol dogs in car parks sniffing . Council areas to me indicate monitor possible drug dealers inhabitants. ..areas to live in safer .
12	Town Centre revitalisation must focus on the importance of managing the decline of retail yet still providing essential retail services and variety for town centre residents and visitors. New Conduit Street and Broad Street are not in keeping with the towns historic appeal and

2) Please use this space to add any further comments.

	detract from the charm and are okay for national retailers. If the town is to become a major tourist attraction provision there must areas on the character streets made available to smaller independent specialist retailers to add variety and choice to the retail mix. However to do this rent and rates have to be affordable small businesses are in decline and being crucified by higher operating costs. Ours is a rural economy and without viable alternative access we have to accommodate vehicles at an affordable price to avoid driving business to the edge of town large free parking retail parks.
13	There has to be a holistic approach to all of the above to ensure project are not developed in isolation or with no long term evolution considered. For instance, the town centre revitalisation should feed into public improvements and drive community capacity. One off improvements with no long term benefits (or ability to sustain over 5 years plus) should be avoided. Transport and connectivity should also be at the forefront of planning to avoid the current trends of centres surrounded by new housing developments without any community and / or neighbourhood services of their own - creating soulless developments reliant on car based transport.
14	I am concerned by the plans to develop the riverside and Church Street areas. I live in the streets between the river and the Minster, which is a dense residential area. There are already a number of businesses along the river front in this area (Marriotts Warehouse, No1 Bar and Kitchen, The Rathskeller) which create a lot of noise including live and/or amplified music late at night several nights a week all summer and for much of the rest of the year also. This is already too much for the area and means residents cannot enjoy their homes and gardens in peace, and there is no consideration given to shift workers (our town's key workers) living in the area who may be starting work early on Saturdays and Sundays and are being disturbed by late night noise on Fridays and Saturdays. At the other end of this area in question is the White Hart pub which has live amplified music every Friday evening which can be heard two streets away - this is at the end of Church Street which is also within the development area. Any plan to redevelop the river side and Church Street areas needs to take into account the needs of residents to enjoy their homes in peace - the Council should not be planning more commercial / entertainment premises in this densely populated residential area. Any development on brownfield sites here should be residential including affordable homes, or green spaces for everyone to enjoy.
15	It's hard to say that any of these are 'not important' as they are all key to a successful town centre. However, I would say that safer streets is less high priority - I think we have a v safe town. Anti-social behaviour is a symptom of other issues and they need to be sorted to solve this issue
16	The overall plan is good, I have concerns about the community use and whether the groups would need to keep the buildings in good repair.
17	I assume you want feedback from a personal rather than an overall altruistic point of view. I am retired and the younger members of my family do not live here so while overall all these things are important to the community as a whole, what is above is importance as they affect me personally.
18	All of these things are of course important for a town. Frustrating, should it not be taken for granted that all these things should be invested in?

2) Please use this space to add any further comments.	
19	I strongly believe that all the priorities are equally important and should underline and inform all future development in the town. They are all essential elements of a thriving community. You could to the these the need to integrate and respect nature and biodiversity as far as practically possible in an urban context.
20	Target residents in King's Lynn and wider area on what's on in King's Lynn on social media.

Summary and Key Themes

Redevelopment & Use of Empty Buildings

Strong support for converting the old Debenhams store—and other vacant shops—into low-rental or affordable housing.

Some also suggest alternative leisure entertainment and cultural uses such as a retro arcade or VR centre to give young adults something engaging to do.

Architecture & Urban Character

A clear desire for sympathetic, high-quality architecture that respects King's Lynn's historic character.

Concern about bland, 1960s-style buildings; preference for aesthetically pleasing, well-crafted designs.

Support for removing the Tuesday Market Place car park and replacing it with a beautiful, pedestrian-friendly public space.

Town Centre Regeneration

Priority areas for improvement:

- Town centre/High Street near Debenhams
- Riverside, South Quay, and Boal Quay
- Train and bus station area, including the old post office

Desire for a vibrant, attractive town centre that appeals to residents and visitors.

Need for a balanced retail mix, with more independent shops and fewer vape shops.

Concerns about high rents and rates pushing out small businesses.

Transport, Roads & Connectivity

Calls for:

- More direct train services to Peterborough and Norwich.
- Investment in new roads, potentially a ring-road similar to the North Circular.
- Better cycle paths and safe cycling routes, though some emphasise that cycling cannot replace all travel needs.
- Avoiding new housing developments that lack local services, creating car-dependent “soulless” estates.

Housing & Growth

Strong demand for more affordable housing, including flats and residential development on brownfield sites.

Some feel the town needs to grow significantly or better connect with surrounding villages.

Public Realm & Green Spaces

Support for heritage-sensitive landscaping, greening, and creating inviting public spaces and to integrate and respect nature and biodiversity in an urban context.

Desire for more green areas rather than additional commercial venues in residential zones.

Safety & Community Wellbeing

Mixed views: some feel the town is already safe; others want:

- Better street safety, especially for women.
- Action on drug use and dealing, including patrols and enforcement.
- Emphasis on addressing root causes of anti-social behaviour.

Noise & Residential Impact

Some concern from residents near the riverfront and Church Street about late-night noise from bars and music venues.

Some opposition to adding more entertainment businesses in these densely populated residential areas.

Planning Approach

Calls for a holistic, long-term strategy rather than isolated, short-term projects.

Desire for developments that:

- Strengthen community capacity
- Support economic growth
- Maintain the town's heritage and identity

General Comments

Broad support for regeneration efforts overall.

Use social media to advertise events more.

Some frustration that these investments should be basic expectations, not optional extras.

Personal priorities vary, but most agree the town needs attractive, coherent, thoughtful, and future-proofed development.

3) What ideas for projects or activities – including improvements that could be made quickly – do you have for the priorities? You don't have to give feedback on all of the priorities; you can provide ideas for as many priorities as you would like.	
1	general tidying around the town centre - keeping to consistent colour schemes for bins/signage etc, planting improvements, pavements. Finding a way to encourage businesses back into the town centre and encourage people to 'linger' to contribute to overall vitality.
2	Getting the town centre back to its former glory by reopening derelict buildings and creating new and exciting facilities within them. Which will in turn increase footfall and revenue for further development and expansion on future projects.
3	Protect the bus services as it is the way for the poor or elderly to get about.
4	Offline cycle path connecting town to villages such as gayton
5	With regards to the swimming pool move, please keep it in the town centre and please make it fun for families (look at Thetford pool). I believe the ideal site would be Austen Steet East, a large visually attractive building on this site would work very well in my opinion.
6	Carry on the with events we have maybe. And direct trains to Norwich and Peterborough please. Plenty of people I speak to say there isn't much in Lynn shops wise and we have to go all the way to Cambridge for anything. Thankyou.
7	More roads are needed. More car parks and they need to be free. No matter what the cycle brigade try and convince you at the council, car will always be King. You need to embrace this otherwise the town will die quicker than it is now.
8	You are getting so good at putting on activities to bring people in town, please keep it up. As I said, the old Debenhams building would make an amazing place of entertainment. Bowling/retro arcade/VR/ping pong/karaoke booths. Not a quick fix maybe?
9	The riverfront is a key asset and should be developed as a destination for locals and tourists. Remove parking and traffic from the area. Install huts that can be used as pop-up stalls for food & drink and local sellers, e.g. artwork and souvenirs.
10	The fewer cars in the centre of town the better. The more pedestrian and cycle friendly the streets the better. The more opportunities for sitting outside pubs, restaurants and cafés the better. The more green spaces - trees, flowers, lawns - the better. Please don't let the stuck-in-the-muds and car lobby stop you.
11	An example of looking to tge future and making the town attractive would be to have a project for charging and hiring electric cars close to the station. Tourists could arrive by train and then hire electric cars for holidays in Norfolk thus encouraging King's Lynn as the first place to visit for Norfolk holidays. Perhaps the land between the railway and The Walks with additional access next on Tennyson Road level crossing .
12	St James Swimming Pool should be looked at as an open space /gardens with modern sculptures. This keeps the Rail to River sightlines clear and provides a welcome entry to the town. Not every space needs to be filled immediately with a development - Lovell or otherwise!
13	As above.
14	Transport connection between villages and to Lynn is vital, and even where they exist they stop far too early. Even an evening trip to the cinema is often impossible from Heacham, and our service is better than most. The town centre is sad and uninspiring, despite the many historical buildings, and scary at night.

3) What ideas for projects or activities – including improvements that could be made quickly – do you have for the priorities? You don't have to give feedback on all of the priorities; you can provide ideas for as many priorities as you would like.

15	Better nightlife (and public transport to support this)
16	Working with NEET young people, we need much more of the kind of thing Boost offers. They do an amazing job but we need more of that. Young people need more very very small bite sized opportunities to give them a confidence boost and enable them to try out ideas which might give them a springboard to the future. Either in person or online, especially in areas like the leisure industry as Boost don't offer things like that very often. And in ICT for example. I have a young person who did a tech ed course in computer game design but doesn't know where to go with it now that has ended. Boost provide a great range of things but it still needs a wider range and things that occur more frequently. E.g. recently a Boost course was full and there is no opportunity on the horizon for that being re-run so my young people missed out. Additionally, in the education field, there is a gap for 18/19 year olds, I have discovered recently. Norfolk Adult Learning Construction Hub is a great model for what I have suggested above - their 6 week courses, once a week for 2-3 hours are the perfect level of commitment my young people can cope with. However they can only access that in the academic year they turn 19. Most of my young people have had adverse experiences of college, so will not return there for any sort of course, so there is a whole year where they could be getting on with something like an adult learning course, but can't. I have a young person in this category at the moment.
17	Just one on Safer Streets: active prohibition of cyclists, especially electric bikes through pedestrian areas in town.
18	As above
19	Build a second, reserve landing stage for the west lynn ferry on the west lynn side, so that it need never be out of service for so long again whilst awaiting structural repairs
20	Circle activity " bike work shop hubs to lean to fix bikes recircle bikes .. More bike holders lock up.safty Fairstead kings reach out side centre point shop centre. More plantation of trees .
21	More affordable long term car parking spaces, especially as most of the long term car parks are being suggested as development areas, where are people supposed to park? I use boal key or NCP and occasionally Common Staithe. Maybe a pedestrian Bridge over the river from West Lynn to town centre, with adequate parking areas in West Lynn, which would cut traffic going into town Access to new houses at Parkway and to King's Lynn Academy, from the direct from the Hardwick area, like was originally discussed
22	Biodiversity e.g. native species of planting.
23	To revitalise our shopping streets and help save retail businesses free carparking for the first hour during on quieter trading days of Monday to Thursday. Free car parking after 6pm all week to help the night time economy.
24	- Support for local independent businesses - Focus on rejuvenation of quayside space - Focus on South Lynn for potential public events - Reengagement with potential solutions for Southgates roundabout approach - Restoring heritage buildings and in and around London Road area.

3) What ideas for projects or activities – including improvements that could be made quickly – do you have for the priorities? You don't have to give feedback on all of the priorities; you can provide ideas for as many priorities as you would like.	
25	Please consider creating a green space with trees and a children's playground, either on the river front, or Church Street, or both. There is a lack of green public space in this area. A park by the river would be an asset to everyone.
26	Sort out some of our worst eyesores - Sommerfeld & Thomas, Devil's Alley, the Kwikfit building, the old Post Office, the paving in the High Street, empty shops, bins left out in our heritage areas.
27	Why on earth wasn't the new library put in the old post office building. Put down shop rents in town centre
28	I believe constructing proper cycle routes will decrease vehicles use and encourage healthier lifestyles while bringing access directly into the Town Centre however, there needs to be careful consideration on design which help to keep cycle routes within the shopping centre area clearly defined so ensure the safety of pedestrians and cyclists. This means cycle routes need greater design than just being clearly marked but must have appropriate kerb edging and speed calming measures to combat those who decide not to cycle within the confines of the law and prevent accidently collisions between pedestrians and riders. Crossing points need to be installed to assist those with mobility or sight difficulties to cross the cycle routes safely. I would like to know how you intend to manage such cycle ways for inappropriate and dangerous cycling without the need for enforcement action which is clearly ineffective especially when the criminal justice system is designed to keep young people out of the criminal justice system. What work will also be carried out in relation to the current Traffic Regulation Order which currently prohibits vehicles and cycles from the town centre? With regards to all public open space, what measures are being introduced to keep people safe from unauthorised vehicles trying to enter these spaces and causing accidental or intentional harm?
29	The quick wins by repurposing empty buildings will immediately improve the presentation of the town
30	Consideration could be made to enforce a design standard for exterior signage etc. on existing public and commercial building to unify the look of the space. This could be done through existing planning or via commercial incentive of local taxation
31	Do not over cull car parking if we want to draw visitors to the town centre they will still need spaces to park
32	Main immediate priority must be to purchase the Post Office before it degrades further. There is little point on revitalising the area with the new library, when the Post Office is in it's current poor condition.
33	Town centre revitalisation - opportunities for empty shops to be filled and repurposed. Frontage of properties to be improved. Signage and building to be sympathetic to the heritage of the town and not succumb to neon signs and glossy bill boards.
34	General tidy-up - rubbish, badly placed signage that could be moved, general cleanliness - anything which is a quick-fix to make the town look more attractive to visitors - or potential new residents - on a first impression.
35	Do something with Debenhams. Start with something manageable that people in and visiting King's Lynn can grasp, that's practical, not a 20 year 'spatial vision' that no one will believe in. One imaginative development could impact all of the above priorities and build confidence in the community that the Council means business and wants to do things well for those who live in, work in and visit King's Lynn.

3) What ideas for projects or activities – including improvements that could be made quickly – do you have for the priorities? You don't have to give feedback on all of the priorities; you can provide ideas for as many priorities as you would like.	
36	Improve the current Wisbech/West Lynn road bridge across the river to make it safer for cyclists and pedestrians and connect with existing cycle routes/pedestrian pathways on both sides of the river.
37	As part of the proposed refurbishment of Custom House and quay area consider a more ambitious project to use the existing but unused dock, for example a floating building/echoing Captain Vancouver's vessel that could create an educational and community or exhibition space (all of these?) with references to the maritime heritage of the town but creating opportunities and a sense of 'exploration and adventure' for the future.

Summary and Key Themes

Town Centre Appearance, Heritage & Identity

Desire to protect and restore historic buildings, especially around London Road and the quayside.

Reengagement with potential solutions for Southgates roundabout area.

Concern that new developments should be sympathetic to the town's heritage and avoid cheap or inappropriate signage.

Strong desire for general tidying, better pavements, consistent colours for bins and signage, and improved planting.

Calls to clean up eyesores such as derelict buildings, Devil's Alley, Sommerfeld & Thomas, the old Post Office, the Kwikfit building and High Street paving.

Support for unified design standards for shopfronts and signage to protect the town's heritage and character.

Carry on the with popular town centre events we have now.

Emphasis on quick, visible improvements to build public confidence.

Revitalising Empty & Derelict Buildings

High priority on reopening and repurposing derelict buildings, especially Debenhams and the old Post Office.

Desire for practical, visible projects rather than long-term visions with no immediate impact.

Suggestions for Debenhams include entertainment facilities (bowling, VR, retro arcade, karaoke, ping pong).

Quayside & Riverside Development

Strong support for transforming the riverfront into a destination with:

- Pop-up huts for food, drink, and local makers
- Fewer cars and more pedestrian space
- Events and public activities

Some suggest South Lynn as an additional events location.

Suggestion of floating building in Purfleet Quay for an educational and community or exhibition space.

Supporting Local Businesses & Retail

Need to encourage businesses back into the town centre and create reasons for people to linger.

Support for independent shops, lower rents, and incentives to fill empty units.

Free or cheaper parking suggested to help retail survive, especially on quieter weekdays and after 6pm.

Transport, Connectivity & Access

Public Transport

Protect and improve bus services, especially for elderly and low-income residents.

Better evening transport to support nightlife and access from villages.

Requests for direct trains to Norwich and Peterborough.

Roads & Parking

Mixed views:

- Some want more roads and free parking, arguing cars are essential.
- Some want more free parking to support retail
- Others want fewer cars in the centre, more pedestrianisation, and safer cycling.
- Concern about losing long-term car parks without alternatives.
- Electric parking provision and potential for hire scheme close to the train station.

Cycling & Walking

Support for:

- Cycle paths linking villages (e.g., to Gayton)
- More cycle parking and repair hubs
- Better-designed cycle routes with kerbs, crossings, and safety measures
- Improvements the current Wisbech/West Lynn road bridge across the river to make it safer for cyclists and pedestrians

Concerns about dangerous cycling in pedestrian areas and how it will be managed.

River & Ferry

Suggestions include:

- A second ferry landing stage
- A pedestrian bridge from West Lynn
- Removing cars from the riverfront and creating a vibrant, pedestrian-friendly destination

Green Spaces & Public Realm

Strong desire for more green areas, trees, planting, and biodiversity.

Requests for a children's playground and riverside park.

Support for outdoor seating, café culture, and attractive public spaces.

Swimming Pool & Leisure

Many want the swimming pool to remain in the town centre.

Suggestions for a family-friendly, visually attractive facility, with Austen Street East proposed as a good site.

Some propose turning the current St James Pool site into gardens or sculpture space to preserve sightlines.

Nightlife & Safety

Some describe town centre as sad and uninspiring, especially at night.

Calls for:

- Better nightlife
- Improved public transport to support evening activities
- Measures to improve safety, including managing e-bikes in pedestrian zones

Youth Support & Skills Development

Strong emphasis on expanding opportunities for NEET young people.

Praise for Boost but calls for:

- More frequent, varied, bite-sized courses/opportunities
- Opportunities in ICT, leisure, and creative industries
- Support for 18–19 year olds who fall into a gap between services (see Norfolk Adult Learning Construction Hub as a suggested model).

4) Do you agree with the proposed strategy for delivery of new residential, commercial and creative land uses across the town?

Answer Choices			Response Percent	Response Total
1	Strongly agree		23.68%	9
2	Agree		44.74%	17
3	Disagree		5.26%	2
4	Strongly disagree		7.89%	3
5	Don't know/unsure		18.42%	7

1	its important that the town centre has the right mix of uses that all function independently but also as a group. The masterplan should encourage retention useful community assets where these serve the most local people, moving these elsewhere would not necessarily serve the same community in the same way.
2	The town needs less closed up buildings and more opportunities for people to visit
3	Its the correct way to go
4	Removal of commercial (patricks) near the docks is a bad decision. The port has potential
5	More opportunities for the Boal Quay area would be good, especially for leisure, it would good to realise this. I believe Lynn would be an attractive location for a large gallery space (similar to the Tate Gallery in Margate) being on a direct train route to London.

4) Do you agree with the proposed strategy for delivery of new residential, commercial and creative land uses across the town?

6	I don't really understand the map.
7	We have enough homes and a lot of factories on the Hardwick are empty. Leave the green space alone.
8	It is good Kings Lynn is being invested in.
9	Revitalisation of disused/under-used land and buildings is essential.
10	The more residential spaces above street level retail you can create the better - gentle density is the way to create a thriving heart to the town - the more people who can walk from their homes to jobs and retail / leisure activities the better. The more people living in the heart of the town, the better for the businesses in the town. Look at developing good sized courtyard blocks with private central gardens and balconies - mixed use - with apartments for families of all ages, sizes and income levels - the more mixed the community the better - avoid zoning and ghettos.
11	The plan is very specific areas more emphasis is required on an overall approach. Also hypercrical comment regarding keeping town heritage as new library was built with no definitive plan for the old building. Why was it a good idea to close St James Medical in town and build a new centre well outside of town. Suggest one of the empty buildings in town should be a medical centre for town residents as so many flats being built there will be a lack of town GPs. Also St James swimming pool should change to a council owned gym / sports centre for town residents. The Park Run in The Walks is an example of how many people come to the town for fitness activities.
12	Yes
13	There is a clear vision and excellent ideas. I will be interested to see how this is delivered over the next 10 years or so. I also think here needs to be more focus on private investment and sport/lesiure.
14	Mostly agree. Tues Market Pl parking is important for evenings, visitors to the Corn Ex etc may not feel safe coming to and from the port. It is so important that there are fitness/leisure facilities in the centre so people can go on foot, I strongly disagree with the move away from St James's.
15	Love the greening aspects - how will the displaced parking be managed?
16	More housing needed, both private and council properties for those in poverty
17	Any empty building space above shops to be converted into social housing.
18	Better more affordable housing is very important & more occupancy in town shops brings more revenue in to our town & job opportunities etc.
19	I mainly agree, but think removing the church street car park is not helping anything
20	Fairstead pe30 4RG . Gaywood areas .. Master plan areas " play areas .

4) Do you agree with the proposed strategy for delivery of new residential, commercial and creative land uses across the town?

	Swimming areas " .school pools reopen ' . Plantation of trees replacement.
21	Concerned that numerous car parks are likely to no longer be car parks (especially considering that they are mostly the long term car parks
22	Positive
23	The economy has to be in the right place to support growth at the moment conditions and demand are hampering expansion.
24	Provides an array of opportunities across the centre of the town. Connectivity between these sites will be key and could give a chance to rectify issues from mid 20th century development.
25	Please see above comments on concerns regarding the number of commercial/entertainment premises in the area.
26	I can't see that any developer would be interested in the St James pool site - and worry that if the pool moves to Lynnsport, it would just become another eyesore site. While I think that we need more green space in KL (it would be great to have a pocket park in Devil's Alley). While I appreciate the intention behind the Common Staithe plan, it is quite a hidden area that I wonder if it would be accessed by people? In general, do we need new commercial land use? We have many empty shops and empty units in industrial zones. I would like to see the need for this clearly demonstrated. Re residential - what we need is affordable housing that provides people with high-quality homes. What we seem to be getting more and more of is homes in multiple occupancy and poky little flats with little amenity space.
27	agree
28	Town centres are dying sue to many factors but mostly due to the change in shopping habits, larger retail outlets and online shopping being one of the major causes for retail premises to reduce store numbers therefore, town centres need to move towards service delivery such as eating/drinking venues for social gatherings, connivance stores and electronic repairs are some areas where greater residential use would allow these stores to trade successfully while providing service to the settled and visiting communities.
29	Brown field sites should be developed as a priority. Buildings must be of a good standard and maintained so that in 25 years they do not look dilapidated
30	I agree
31	Many areas need development and some tlc
32	With some concerns as who will be responsible for keeping the buildings in good repair.
33	Totally support the need for improved usage across the town. Concern over such a large focus on repurposing the car park space for so much public realm - there needs to be a balance of regeneration of these spaces and connectivity
34	Agree with some, not with all - "an appropriate mix of affordable and market housing" - we need more and more affordable housing but you don't apparently get it without a load of what I presume are termed "un" affordable properties. "Consider young professionals" so who are they - young

4) Do you agree with the proposed strategy for delivery of new residential, commercial and creative land uses across the town?	
	people with a reasonable salary moving in? I was an incoming young professional once - I didn't need special housing I needed "a house"! What incoming worker MAY find useful is what in the days of the overspill agreement what were termed "key-worker" houses - somewhere to rent while you looked for a permanent alternative.
35	Impossible to say. The exhibition boards present a vision on very high level lines. What happens in practice is what matters, the devil is in the detail always. For example, we might all agree the Church Street car park should be improved, developed, built on. But that's just theory. What will it look like, what care will be taken to respect the heritage, how will it meet local needs at the time.
36	The proposal to put 50 houses on Harding's Way would introduce residents' cars, removal vans, dustcarts on the road in contradiction to the aim of improving green and natural environment.
37	I think the aspiration to meet housing need and 'consider young professionals' sounds good but there are real challenges to creating homes in a town centre location that provide for families (must include safe and accessible outdoor spaces). Port innovation centre and educational, workshop, maritime enterprise aspirations are great idea but need appropriate transport links. Could the swimming pool be heated by a collocated data centre (Deep Green example in Exmouth).

Summary and Key Themes

Town Centre Function & Mix of Uses

Strong agreement that the town centre needs a balanced mix of uses—retail, leisure, community services, and housing—that work independently but also support each other.

Support for fitness/leisure facilities in the town centre so people can access sustainably.

Community assets should stay where they serve local people, not be relocated away from the communities that rely on them.

Empty Buildings & Under-used Land

Widespread frustration with closed or derelict buildings; revitalising them is seen as essential.

Support for reusing disused land, especially brownfield sites, before touching green space.

Some feel the town already has enough housing and empty industrial units, so new development should focus on reuse, not expansion.

Homes that provide for families must include safe and accessible outdoor spaces.

Housing & Density

Strong support for more affordable housing, including converting space above shops.

Preference for “gentle density”—mixed-use developments including courtyard blocks with private gardens and balconies.

Desire for mixed communities rather than zoning or creating pockets of low-quality flats or HMOs.

Community Facilities & Services

Concern about the loss of central facilities like St James Medical Centre.

Suggestions to repurpose empty buildings as medical centres to support growing town-centre populations.

Concern over the future of St James Swimming Pool:

- Some want it retained centrally as a pool or gym.
- Concern the site will become an eyesore if vacated.

Culture, Leisure & Public Realm

Strong interest in developing Boal Quay, this includes opportunities for leisure, culture, and public use.

Some propose a major gallery space, similar to Margate’s Tate Gallery, leveraging the direct train link to London.

Support for more green spaces, tree planting, and pocket parks (e.g., Devil’s Alley).

Concerns about over-reliance on commercial/ entertainment venues in residential areas.

Parking, Access & Connectivity

Divided opinions:

Some see car parks (e.g., Tuesday Market Place, Church Street) as essential for safety, evening events, and accessibility.

Others support reducing car dominance and increasing green/ public space.

Worries about losing too many long-term car parks without alternatives.

Connectivity between regeneration sites is seen as critical and good transport links to sites are essential i.e. port opportunity sites.

Green Space & Environmental Improvements

Calls to protect existing green areas and avoid unnecessary development on them.

Support for tree planting, replacing lost trees, and improving biodiversity.

Heritage & Design Quality

Desire for development that respects heritage, avoids creating new eyesores, and maintains high building standards.

Criticism of past decisions—e.g., building the new library without a plan for the old one.

New development must be of a good standard and maintained.

Clear justification for new development proposals with assurance that details such as design will be handled well.

Commercial & Industrial Land Use

Mixed views on removing commercial units near the docks; some see the port as having untapped potential.

Questions about whether new commercial land is needed when many industrial units sit empty.

Masterplan Approach & Delivery

Some feel the plan focuses too much on specific sites and needs a more holistic, town-wide strategy.

Interest in how the vision will be delivered over the next decade, with calls for more private investment.

Suggestion of consideration for data centres and options to use generate heat.

Recognition that economic conditions may limit growth in the short term.

Social Considerations

Support for more council housing and homes for people in poverty.

Questions about who will maintain new buildings and public spaces.

Desire for key-worker housing.

5) Do you agree with the key historic and cultural spaces identified? Should any others be considered?

Answer Choices			Response Percent	Response Total
1	Strongly agree		51.28%	20
2	Agree		30.77%	12
3	Disagree		5.13%	2
4	Strongly disagree		0.00%	0
5	Don't know/unsure		12.89%	5

1	generally in agreement with key spaces identified
2	We have a strong history which should be preserved and celebrated
3	Unsure
4	Yes promotes lynns history well. Suggest extent is reduced by removing link with Southgates.
5	Yes, I like the idea of more trees and general planting. This will make areas more attractive and visually pleasing and hopefully get more people walking and cycling.
6	Confused
7	We have a fantastic historic Quarter. I was dismayed to see the plans around the South Gate included more modern housing. We don't need any more.
8	There is a lot of history in Kings Lynn, it has the potential to attract visitors, improvement to the town centre will keep people here.
9	Historic buildings and architecture give the town character and provide a welcoming backdrop for people to enjoy the facilities available, so they should be maintained. However, their actual history is irrelevant to many people, so this aspect should not be a high priority. The Hanse festival is very popular for the activities and spectacle, not because of its history.
10	Glad to see you are prioritising human centric design - I would urge you to make the pedestrian routes from the the station to the Walks to the Minster to the port side much more pedestrian friendly and intuitive - greener too - green corridors as much as possible linking key points across the town.
11	Consideration should be made on ways to encourage improvements and the upkeep to private listed buildings.
12	Yes

5) Do you agree with the key historic and cultural spaces identified? Should any others be considered?

13	These are the main ones identified.
14	People could easily visit Lynn and miss all the best places. And hidden gems good idea.
15	More emphasis on historic features/heritage of Tuesday market place - linking into yearly Mart
16	Looks great. Bringing out the beauty and history of our town.
17	Perhaps a wider promotion of these to attract visitors?
18	We have a beautiful town with so much heritage which needs to be protected & taught to generations to come
19	Sound principle
20	Devil's ally will get flooded in the coming outburst of floodings " why is there not alerted flood gates or energinering stuture to prevent ' to save the historical levels the key point areas Lower level grounds ..
21	Definetely need to make use of the former Post Office - it's been standing empty for so long. And what a waste that the Debenhams building remains vacant
22	Sensible
23	We could expand greatly our tourism appeal, but this has to be on the back of all round visitor improvements to the Town Centre and accommodation available.
24	Is there potential to look at projects further harnessing and celebrating North Lynn / North End history? North of St Nicolas / True's Yard etc.
25	I don't feel Church Street is a problem - it has housing on one side and a popular car park on the other. It would be nice to have a park instead of the car park, but the car park is probably needed, because the nearest alternative car park (Boal Quay) is usually full during the day. It would be helpful to plan some residential parking as local residents are currently having to pay to use the Boal Quay car park!
26	One of the previous reports (there have been many) identified the possibility of building a multi-storey car park on the Pattrick & Thompson site to allow for other sites to be released for development. Chapel Street car park was the subject of a study for HAZ - why did this go nowhere? High quality housing which gives spacious and affordable homes in the town centre would be desirable - why not look further into Chapel Street / Albert Street? These are sites which are away from main roads (St James pool site overlooks a v busy road - until that changes, it won't be very desirable as a residential site). The old Post Office is a blight on the town centre and something needs to be done there. It could provide good town-centre facilities (and would in fact have been a perfect site for the library) and some good quality housing (not the poky flats that it got permission for).
27	fine

5) Do you agree with the key historic and cultural spaces identified? Should any others be considered?

28	Our historic spaces are key to attracting visitors to the town and these areas should compliment other areas of the town so it provides areas/sections of the town which attract a range of individuals or sectors.
29	The town's history and historic buildings are a huge benefit and they should be used and promoted to support the town's economy and status a fascinating place to visit.
30	Consideration should be given to the old GPO building on Baxter's Plain
31	Southgates
32	I would like to see the main existing cycle path from the Walks to North Lynn protected also, a very valuable route and much used.
33	Carnegie library Area around Southgates - this is the entrance to the town and should showcase KL's history and culture.
34	It seems pretty comprehensive and you've included "hidden" things. If you are developing trails use your LOCAL expertise, not consultants. They don't live here and they don't have the longstanding familiarity and background knowledge that the residents have, particularly older ones. The civic Soc and the Town Guides have longstanding experience of this sort of thing - use them. If your proposed "Trail" includes all the sites listed you will need to break it up into sections. No visitor is going to be able to range from St Nicholas' to the South Gates and back - that's a route march! Civic Soc encountered this when producing their pilgrim's guide.
35	I can't remember exactly what was on the boards. One would hope they included all the key ones, KL isn't that big. Consider the historic private homes maintained by individuals and charities that want to preserve KL's astonishing history and heritage. What about the garage building on James Street. Devil's Alley seems to be at real risk - it's already a drug dealing hot spot, opening a garden, potentially lockable, sounds like a terrible idea for that route to Nelson Street.
36	Ongoing maintenance and restoration of the Minster could provide a focus for workshops, training and supporting stonemasons, suitable stone transport by sea and/or canal network. York Minster has recently built a state-of-the-art facility which is in itself architecturally exciting. Education, skills training and economic opportunities from a centrepiece of the town’s cultural heritage.
37	The Walks/Red Mount area.

Summary and Key Themes

Heritage, History & Identity

Strong agreement that King's Lynn's historic character is its greatest asset and should be preserved, celebrated, and better promoted.

Many feel the town has hidden gems that visitors easily miss; better trails, signage, and promotion are needed.

Some believe the story behind the history matters less than the visual appeal of historic buildings, which create a welcoming backdrop.

Southgates should be celebrated, the area currently undermines the historic gateway into the town. Some concerns over proposed housing.

Call for a focus on the Walks/Red Mount area too.

Calls to protect and maintain private listed buildings and historic homes.

Support for ongoing maintenance and restoration of the Minster to support skills, education and the local economy.

Greening, Public Realm & Human-Centric Design

Strong support for more trees, planting, and green corridors, especially linking:

- The train station
- The Walks
- The Minster
- The waterfront

These improvements are seen as essential for making walking and cycling more attractive.

Some raise concerns about flood-prone areas like Devil's Alley and ask for engineering solutions.

Key Buildings & Underused Sites

Repeated frustration that the old Post Office, Debenhams and Kwik Fit building remain empty; both are seen as wasted opportunities.

Suggestions to use these buildings for:

- Town-centre facilities
- High-quality housing
- Cultural or community uses

Some feel the Post Office would have been a better library site.

Parking, Access & Movement

Mixed views:

Some want to keep car parks like Church Street due to demand and lack of alternatives.

Others would prefer parks or green spaces but acknowledge parking is still needed.

Suggestions include:

- A multi-storey car park on the Pattrick & Thompson site
- More residential parking for people living near the centre
- Strong support for protecting the Walks–North Lynn cycle path.

Housing & Development Quality

Support for high-quality, spacious, affordable homes in the town centre.

Preference for development on quieter streets like Chapel Street or Albert Street rather than busy roads.

Concerns about:

- Overdevelopment
- Poor-quality flats
- Too much modern housing in heritage areas

Tourism, Culture & Trails

Many believe the town could significantly grow its tourism appeal with the right improvements.

Calls for:

- Better visitor accommodation
- Stronger promotion of heritage sites
- Improved town-centre experience

Emphasis on using local expertise (Civic Society, Town Guides) when designing heritage trails rather than relying solely on consultants.

Specific Areas Mentioned

Southgates: should be a proud, historic gateway— some concern over potential modern housing.

Tuesday Market Place: more emphasis on its heritage and links to the Mart.

North Lynn / North End: potential for more heritage-focused projects.

Carnegie Library: noted as an important historic asset.

Devil's Alley: concerns about flooding and anti-social behaviour; some scepticism about turning it into a green space.

General Comments

- Broad agreement with the key spaces identified in the plan.
- Strong pride in King's Lynn's heritage and a desire to see it protected, enhanced, and better connected.
- Some confusion about the maps or proposals, but overall support for the direction.
- A recurring theme: heritage must be central, but improvements must be practical, safe, and well-maintained.

6) Do you agree with the key principles for future interventions to harness history and culture?

Answer Choices			Response Percent	Response Total
1	Strongly agree		38.46%	15
2	Agree		38.46%	15
3	Disagree		5.13%	2
4	Strongly disagree		0.00%	0
5	Don't know/unsure		17.95%	7

1	lots of underutilised spaces in key places which could probably be utilised with limited intervention in terms of changes to fabric.
2	Same as above
3	Unsure
4	No, Southgate area does not provide historical interest
5	Again, with any new builds, architects must look at what Lynn has historically and focus on this.
6	Keep some of the historical ness we have and add in some modernism
7	As I said, Lynn has a history unrivalled to any other town. Don't ruin it like past generations building the eyesore Hillington Square

6) Do you agree with the key principles for future interventions to harness history and culture?

8	As above.
9	Historic buildings and architecture give the town character and provide a welcoming backdrop for people to enjoy the facilities available, so they should be maintained. However, their actual history is irrelevant to many people, so this aspect should not be a high priority. The Hanse festival is very popular for the activities and spectacle, not because of its history.
10	Yes - history and culture are the two big things going for King's Lynn - you need to be able to build on the past - revitalise it - but not ignore or trash it.
11	Principles are good but have not been followed in the past
12	Yes
13	Yes
14	People could easily visit Lynn and miss all the best places. And hidden gems good idea.
15	More emphasis on historic features/heritage of Tuesday market place - linking into yearly Mart
16	Yes
17	I can't answer with accuracy.
18	As above
19	Sound principle
20	History is the characters of the town " the key attraction of the town to protect ..
21	.
22	Positive
23	Yes vital
24	Yes
25	History and culture are important, but green spaces and peaceful residential areas are also a priority.
26	Re the 1st point 'Create a connected heritage and cultural route network that celebrates important views, maritime identity, and townscape character' - we already have many trails that celebrate our heritage. I would say let's not reinvent the wheel. We need to make people aware of our amazing heritage not creat a connected network. Re the 2nd point 'Re-activate historic buildings through sensitive adaptive re-use to support cultural, community and economic vitality' - will this

6) Do you agree with the key principles for future interventions to harness history and culture?	
	mean buildings that are in private hands? The old post office and the Kwikfit building are two perfect examples of buildings that need re-activating and have done for years (decades). Unless you can either do compulsory purchase or make the owners engage, nothing will happen.
27	agree
28	History provides a sense of pride and encourages visitors, bringing the old to new helps to showcase the historic elements while ensuring a practical use to support modern living.
29	As previous answer
30	I agree
31	It's a key strength of King's Lynn
32	Particularly the plan to move parking away from the Tuesday Market Place
33	Historic buildings need to have the opportunity for continued preservation beyond the 20 yr plan.
34	See above. I think I answered this there.
35	I can't remember exactly what was on the boards or find the presentations. Let the Civic Society have a loud voice.
36	As previously mentioned the Custom House and dock could provide an exciting opportunity to connect with the town's maritime heritage in an innovative and engaging way.

Summary and Key Themes

Heritage as King's Lynn's Core Strength

Overall tone is positive with strong agreement that history and culture are the town's biggest assets and should be central to future planning.

Many emphasise that Lynn's historic character is unrivalled and must not be damaged by poor-quality modern development.

Support for celebrating King's Lynn's Hanseatic and maritime heritage, mention of opportunity at the Custom House and Purfleet Quay.

There is support for sensitive modernism—new buildings can be contemporary, but must respect the town's historic fabric.

Some interventions, such as better using public space, could be an easy win.

Underused Buildings & Spaces

Some frustration about underutilised spaces and buildings that could be reused with minimal intervention.

Repeated calls to bring long-neglected sites back into use, especially:

- The old Post Office
- Debenhams
- The Kwik Fit building

Concern that without stronger tools (e.g., compulsory purchase), privately owned derelict buildings will continue to stagnate.

Design Quality & Avoiding Past Mistakes

Strong warnings not to repeat past planning failures such as Hillington Square.

Desire for architects to study Lynn's historic character and design accordingly.

Support for blending historic preservation with thoughtful modern additions.

Balancing Heritage with Green Space

While heritage is valued, some stress that green spaces and peaceful residential areas are equally important.

The town should not become a museum—historic buildings must support modern living, community use, and economic vitality.

Heritage Trails & Visitor Experience

Mixed views on creating new heritage routes:

- Some welcome better connections and clearer routes.
- Others argue Lynn already has many trails, and the priority should be promoting them, not reinventing them.
- Visitors often miss the town's "hidden gems", so clearer interpretation and wayfinding are needed.

Southgate Area

Some feel the Southgate area lacks genuine historical interest, while others see it as a key gateway that should reflect Lynn's heritage.

Some concern about modern housing proposals in this area.

Tuesday Market Place & Key Historic Spaces

Calls for stronger emphasis on the heritage of Tuesday Market Place, especially linking it to the annual Mart.

Support for reducing parking in this area to enhance its historic character.

Long-Term Preservation

Historic buildings need a plan for preservation beyond the 20-year masterplan.

The Civic Society and local heritage groups should have a strong voice in shaping decisions.

7) Do you agree with the proposed rationalisation and relocation of car parking to improve historic spaces?

Answer Choices			Response Percent	Response Total
1	Strongly agree		25.64%	10
2	Agree		33.33%	13
3	Disagree		12.82%	5
4	Strongly disagree		7.69%	3
5	Don't know/unsure		20.51%	8

1	Huge visual benefit to tuesday market place plans. Important to keep car parking in reasonably accessible locations but current parking areas are perhaps underultilised as other car parks which are more appropriate for other uses are closer. Enhancing South Quay and the riverfront would be of benefit, particular for evening uses when the daytime retail element of the town is closed.
2	This will improve congestion and allow better access to our historic attractions
3	I believe Lynn should have a park and ride scheme. Plus a covered market on Tuesday Market place every day like Norwich
4	Unsure, less parking but more reason for tourists to drive and visit lynn
5	The Page Stair lane car park is a good choice for a large car park.
6	As long as the price are not risen as everybody doesn’t like the car parking prices in Kings Lynn
7	We need more car parks and they need to be free, but not in the historic Quarter.
8	History is important to Kings Lynn, we should preserve it. Also, relocating it out of the town centre/elsewhere should make the town centre/roads slightly safer and encourage a smaller footprint/increased public transport usage.
9	n/a
10	Absolutely - the fewer cars in the town the better. The more pedestrian areas and better cycle paths the better (cycle paths improve accessibility for people with mobility scooters too - look to the Netherlands for how that works).
11	Need a long term plan for charging of electric vehicles
12	Yes
13	This could work out well for King's Lynn in the long term.

7) Do you agree with the proposed rationalisation and relocation of car parking to improve historic spaces?

14	Town centre parking eg Tues Market Place is vital for Corn Ex visitors who may feel unsafe in port.
15	Public transport would need to be made better if so much parking is going to be displaced
16	Unsure on this one. I feel like there will be a lot of backlash if parking spaces are reduced and it takes longer and is more inconvenient to get into town without a car, especially in bad weather. Most people would rather use their car if they have one. It will benefit those that don't have one.
17	The town is very congested as it is, making the historic spaces more accessible on foot is better.
18	The town would benefit immensely by a park and ride. Less cars in town more opportunities to enjoy our heritage buildings
19	Reducing access to town seems counterproductive
20	Car parking is becoming less off " when there should be more off ..Not for visitors to give up and then to decided a next destination! .. especially now with the new built library in town for education...parking prices lowered..
21	Don't like the idea of losing so much long-term car parking spaces. Although providing more 20 minute or 30 minute free spaces in town would be very welcomed. As someone living out of town, I need to park for several hours when I come into town, although sometimes just popping into town for a quick half an hour or so is convenient.
22	Sensible
23	But visitor access is vital we must not loose site of sufficient provision of parking at an affordable price, until other forms of connectivity are fit for purpose.
24	There is currently an abundance of town centre parking that is the legacy of mid century redevelopment. For large parts of the year these are large dead spaces that in the long term reduce town centre density and create stark, negative contrasts to historic areas. However, relocation of parking has to be done with a clear vision of traffic planning and alternatives.
25	Please introduce free or cheap residential parking for local residents living in historic areas. At the moment this is a postcode lottery - some streets in the historic centre are able to use residential parking and some are not! I live in Priory Lane which is not entitled to residential parking permits. I have to pay to use Boal Quay long stay car park.
26	I agree with moving car parking spaces away from historic spaces and would welcome the riverfront becoming parking-free. I do have a bit of a query about TMP though - the council already has powers to clear it for events, e.g. the Mart and Festival Too. It feels strange that it will just be a big empty space. Of course a market there would make sense but the Borough managed very effectively to kill that off a long time ago. And although other towns (Fakenham, Bury St Eds are good examples) have managed to keep their weekly markets going, I think bringing ours back to life would be a big challenge.
27	we need more car parking
28	As long as this relocation doesn't impact on the economic and ability for local residents to access work, town and leisure.

7) Do you agree with the proposed rationalisation and relocation of car parking to improve historic spaces?

29	Getting rid of 'waste land' parking and moving parking away from Tuesday Market Place will create a much more attractive environment.
30	I think that whilst reducing the amount of traffic into the town and rationalising the flow, encouraging public transport, walking and cycling is admirable, reductions parking provision should be net neutral. Thought must also be given to the fact that cars are now bigger and heavier that when the original multi story parking was implemented and this may not continue to be fit for purpose in the longer term.
31	Population of West Norfolk rapidly growing and want to attract more visitors, want to save the town centre, but cut parking spaces? Makes no sense
32	A non-driver myself, but can see this may create issues for those who work in the central area around the Tuesday Market Place - perhaps an initial permit system could be considered?
33	Partially agree with this plan. There are areas where car parking could be repurposed and alternative public spaces / housing achieved. I have concern re fully repurposing Tuesday Market Place to a full public space. Current option for closure to allow events is working well (Mart / Festivals) but car parking spaces for town access / hospitality access and Corn Exchange need to be sufficient to welcome visitors and locals, and are far more used than for a few events. The plan indicates using the car park behind the Corn Exchange for public space which makes more sense, and could enhance the river frontage.
34	Points: re 20 minute spaces - 30 mins would be better. We usually come into town from Gaywood by bus: during the pandemic however we used the short term spaces for quick dashes to shops. If you're not quick on your feet through age or infirmity - ie but not actually disabled - 20 mins is nowhere near long enough and even half an hour was tight.
35	I don't drive but car parking is extremely important to locals and visitors. Would love to see Tuesday Market Place reclaimed but only if the benefit equals that of a car park. Reclaiming it as a public space seems fatuous. Reclaiming it as a market place is surely something that fuels local economic regneration. Other towns like Downham Market and Fakenham manage a thriving market, why can't KL?
36	Ease of parking is important to keep the town centre busy.
37	Important to ensure sufficient accessibility for those with limited mobility who may require access by car.
38	Balance to not kill the centre of town by providing some car access for less able and not much consideration south of King's Lynn for parking to reduce congestion at Southgates roundabout.
39	Do not build on Austin Street car parks as they are always full – residents, workers and visitors. The car park on Common Staithe Quay is required for lorries for the theatre and for the transport for the Mart and Festival Too. Do not build on car park at Boal Quay – flooding issues and used by residents.

7) Do you agree with the proposed rationalisation and relocation of car parking to improve historic spaces?

14	Town centre parking eg Tues Market Place is vital for Corn Ex visitors who may feel unsafe in port.
15	Public transport would need to be made better if so much parking is going to be displaced
16	Unsure on this one. I feel like there will be a lot of backlash if parking spaces are reduced and it takes longer and is more inconvenient to get into town without a car, especially in bad weather. Most people would rather use their car if they have one. It will benefit those that don't have one.
17	The town is very congested as it is, making the historic spaces more accessible on foot is better.
18	The town would benefit immensely by a park and ride. Less cars in town more opportunities to enjoy our heritage buildings
19	Reducing access to town seems counterproductive
20	Car parking is becoming less off " when there should be more off ..Not for visitors to give up and then to decided a next destination! .. especially now with the new built library in town for education...parking prices lowered..
21	Don't like the idea of losing so much long-term car parking spaces. Although providing more 20 minute or 30 minute free spaces in town would be very welcomed. As someone living out of town, I need to park for several hours when I come into town, although sometimes just popping into town for a quick half an hour or so is convenient.
22	Sensible
23	But visitor access is vital we must not loose site of sufficient provision of parking at an affordable price, until other forms of connectivity are fit for purpose.
24	There is currently an abundance of town centre parking that is the legacy of mid century redevelopment. For large parts of the year these are large dead spaces that in the long term reduce town centre density and create stark, negative contrasts to historic areas. However, relocation of parking has to be done with a clear vision of traffic planning and alternatives.
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Summary and Key Themes

Varied Opinions on Parking

Some general support but a variety of views both positive and negative.

Concerns About Losing Parking

Concerns that reducing parking will:

- Make the town harder to access, especially in bad weather.
- Sufficient accessible parking must remain close to town centre amenities.
- Hurt businesses, hospitality, and the Corn Exchange and events.
- Discourage visitors and push people to shop elsewhere.

Strong worries about losing long-stay parking, which is essential for workers and out-of-town visitors.

Some argue that with a growing population, cutting parking makes no sense.

Mentions of reducing parking fees or making parking free.

Support for Reducing Parking in Historic Areas

Others strongly support removing cars from historic spaces to:

- Improve safety
- Reduce congestion
- Enhance the town's heritage appeal
- Encourage walking, cycling, and public transport

Several people want the riverfront to become fully pedestrianised.

Page Stair Lane seen as a good site for a larger car park.

Some want free parking, but not necessarily in the historic quarter. Others want more short-stay spaces, ideally 30 minutes rather than 20.

Electric Vehicle Infrastructure

Calls for a long-term EV charging strategy to future-proof the town.

Residential Parking Issues

Residents in historic streets feel the current system is a postcode lottery.

Calls for free or affordable residential permits, especially where no on-street parking exists.

Heritage & Town Centre Character

Many feel reducing cars in key historic areas will:

- Improve the visitor experience
- Make heritage assets more accessible on foot
- Strengthen the town's identity

Some believe relocating parking could make the town centre safer and more pleasant.

Support for Improving Tuesday Market Place

Many welcome the visual and environmental benefits of transforming Tuesday Market Place into a more attractive public space.

People appreciate the idea of reducing parking and creating a more welcoming historic environment.

Concern that Tuesday Market Place could become an empty, unused space if not carefully programmed should parking be fully removed. Support for plans to remove parking for Common Staithe mentioned.

Some suggest reviving a proper market, similar to Norwich or Fakenham, to make the space meaningful rather than empty.

Public Transport & Alternatives

Calls for a park and ride scheme to reduce town-centre traffic.

Many stress that public transport must improve before parking is reduced.

Need highlighted for:

- Better bus frequency
- Safer routes
- More reliable evening services

Walking, Cycling & Accessibility

Strong support for:

- More pedestrian areas
- Better cycle paths
- Infrastructure that also benefits mobility scooters

Some point to the Netherlands as a model for accessible cycling networks.

Need for Balance & Clear Planning

Several people emphasise that:

- Parking reductions should be net neutral overall.
- Relocation must be part of a coherent traffic plan, not piecemeal changes.
- Cars today are larger and heavier, so older multi-storey car parks may not remain fit for purpose.
- Should consider parking to south to reduce congestion at Southgates roundabout.

General Comments

People broadly support improving the town's appearance and heritage setting but there is not a clear consensus on how much parking should be removed.

Key themes include that any changes must:

- Allow access to the town centre
- Support businesses
- Maintain safety
- Protect access for locals
- Provide realistic parking alternatives

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8) Do you agree with proposed improvements to active travel and public transport, or have any further ideas?

	Answer Choices		Response Percent	Response Total
1	Strongly agree		25.00%	10
2	Agree		37.50%	15
3	Disagree		10.00%	4
4	Strongly disagree		2.50%	1
5	Don't know/unsure		25.00%	10

1	agree with discouraging cars in the town centre through appropriate car parking strategies/locations. Its important that relocated car parks are still convenient, footpath links are safe etc.
2	Same as above
3	Park and ride and improved bus service
4	To big of change to road network, increased risk of gridlock without further road improvements such as dual A149 and traffic lights to qe roundabout
5	Railway Road could benefit with a cycle and possible bus lane. Or (although not sure how easy this would be) a central tree line road.
6	It wasn’t very clear
7	Car is king and always will be. No matter what the cycle brigade try to say. Sure its nice to go for a bike ride, but you'll never force people out of their cars.
8	As above. Reduced footprint is good.
9	The riverfront should not have traffic and parking.
10	Yes, the more active travel particularly walking and cycling, the better - safer for all concerned, improves people's health both through exercise and cleaner air.
11	See previous comment re hiring/ charging electric cars

8) Do you agree with proposed improvements to active travel and public transport, or have any further ideas?

12	Reopen the bus route from South Lynn to alleviate pressure on South Gates roundabout. Revisit the one way system on Railway Road.
13	Improving Southgates and potentially putting in a King's Lynn South Train station and maybe a park and ride would be great.
14	Please include links to villages in this, evening trips to Lynn by bus are difficult as services finish so early
15	Public transport would need to be made better if so much parking is going to be displaced
16	As above
17	Can't give an accurate answer.
18	As mentioned park and ride & cycle path infrastructure would greatly benefit the town. Less traffic congestion would be great.
19	A northern road bridge
20	Parking prices lowered " .More bus services in cut off villages " Or taxies hubs in Downhan market ' To enterprises train carries for bike users ' bikes are blocking train doorways . Bike train carriers the new future active society .
21	Park and Ride a good idea, if frequent buses and affordable like the Norwich P&R
22	Sensible
23	Chicken and egg. The surrounds of Kings Lynn are rural and without good alternative transport remain car dependent.
24	No further comment.
25	I don't use the local buses so can't comment. Cycle routes are already good, no change needed.
26	I agree that it's a good idea to improve public transport but it seems that this isn't something within the Borough's power - could this initiative be used to make bus services better or improve our rail transport? I highly doubt it. Our cycle network is absolutely shameful and needs holistic thought - not just a hub here, a bit of cycle path there. What does ' informal Park & Ride at the Enterprise Park' mean? If the park & ride buses aren't running at least 4 times an hour, people won't use this service.
27	traffic is terrible in King's Lynn - park and ride?
28	Install plenty of bike security storage due the high level of bike thefts around the town.
29	I do wonder how sustainable a park and ride scheme will be, unless the town is vibrant enough to attract shoppers and visitors.
30	Whilst the provision of 'park and ride' style facilities could be a solution, the need for disabled access would need to be considered
31	If can’t drive in and park hopefully some will use public transport

8) Do you agree with proposed improvements to active travel and public transport, or have any further ideas?	
32	All very good ideas, but I do feel the 'car culture' has been so emphasised during the past 50 years, it will be difficult to change peoples mindset!
33	Partially agree with the new proposed walking / cycling routes, however the planning needs to take account of those with poor mobility who cannot walk far/ or cycle. Car parking plans need to take account of accessibility spaces and also the growing size of domestic vehicles (SUVs etc) to ensure legitimate parking is accessible and viable.
34	As far as it goes - I haven't yet found much reference to public transport but I will tell you this: present bus transport is absolutely useless in the evening if you want to attend a Festival event or go to something at the Corn Exchange or anything which goes on later than 9 pm - or basically 8.30 if if you don't want to have half your attention on how long it will take to walk to the bus station to get the last bus. Not everyone wants to come in by car - bus means you can safely enjoy an interval drink. I'm afraid it's chicken and egg because I know such town evening services as we have, up to about 9, are not widely used - but give it time.
35	I don't know
36	In South Lynn and North Lynn health is well below national standards. Active travel not only reduces greenhouse gases but improves health and wellbeing.
37	As previously explained, the current road bridge across the River Ouse from South Lynn to West Lynn should be included in the transport links strategy for both cycling and pedestrians. It currently creates a hazardous route and must be improved to enable access to and from the town and west Lynn development area. The ferry alone will not be sufficient.
38	Urgent Consideration. Great cycle route either side of the river but not safe cycle crossing over old bridge or beyond West Lynn, several dangerous junctions across West Lynn side cycle route.

Summary and Key Themes

General Support for Reducing Cars in the Town Centre.
Many agree with discouraging cars in central areas if:

- Relocated car parks remain convenient
- Footpaths are safe and well-connected
- Strong support for removing traffic from the riverfront.

Parking Concerns & Car-Dependent Culture

Some believe “car is king” and people will not give up driving.

Concerns that reducing parking without alternatives will:

- Cause gridlock
- Make the town less accessible
- Disadvantage people with mobility issues

Calls for:

- Lower parking prices
- More accessible spaces
- Spaces sized for larger modern vehicles (SUVs)

Several people note that car culture has been entrenched for 50 years and changing habits will be slow and difficult. Improvements must therefore be phased and realistic.

Public Transport: Widely Seen as Inadequate

Repeated frustration that current bus services:

- End too early (especially evenings)
- Don’t serve villages well
- Are unreliable for events at the Corn Exchange or Festival Too

Some doubt the Borough has the power to improve bus or rail services and also raise concerns about taxi provision.

Requests include:

- Reopen the bus route from South Lynn to alleviate pressure on South Gates roundabout
- Better links to villages
- More frequent bus services, especially evenings

Park & Ride - Many support a park and ride, but only if:

- Buses run frequently (at least every 15 minutes)
- It is affordable
- It is accessible for disabled users

Some question whether a park & ride is viable unless the town centre becomes more vibrant/a better destination.

Cycling & Active Travel

Some say cycling infrastructure is already good whilst others disagree and want a holistic network, not isolated segments.

Noted that active travel reduces greenhouse gases and supports health and wellbeing, especially relevant to some areas of town such as North and South Lynn.

Suggestions include:

- A cycle/bus lane on Railway Road
- Better cycle links to villages
- More secure bike storage due to high theft rates
- Facilities for bikes on trains
- Improvements to road bridge across the River Ouse from South Lynn to West Lynn should be included and improved for both cycling and pedestrians.

Road Network & Traffic Flow

Concerns that major changes could cause gridlock without:

- Dualing the A149
- Improving the QE roundabout
- Revisiting the Railway Road one-way system

Some propose:

- A northern road bridge
- Improvements at Southgates
- A King's Lynn South train station

Accessibility & Mobility

Strong reminders that:

- Not everyone can walk or cycle
- Routes must consider people with poor mobility
- Disabled access must be built into any park & ride or parking changes

General Comments

Broad support for improving walking, cycling, and public transport. However there are concerns that:

- Alternatives are not yet good enough
- Cutting parking too soon will harm accessibility and the town's economy

9) Do you agree with the areas identified for additional greening and landscaping, and types of space proposed?

	Answer Choices	Response Percent	Response Total
1	Strongly agree	35.00%	14
2	Agree	40.00%	16
3	Disagree	5.00%	2
4	Strongly disagree	2.50%	1
5	Don't know/unsure	17.50%	7

1	any areas that can be landscaped rather than left vacant would be an improvement. landscaping around new proposals also beneficial.
2	Greenery and landscaping will enhance the appeal to visitors and provide locals with a sense of pride when looking at the town
3	Need more information
4	The docks area needs to remain as commercial
5	Yes, very much so.
6	I think I get it
7	Some areas need protection.
8	Protecting green spaces is good everyone's health, physical and mental. Good for entertainment, reducing footprint.
9	n/a
10	The more green spaces the better - the more trees and flowers the better - the more parks (parklets) and gardens the better for physical and mental health - it also increases footfall and encourages people to spend more money in local businesses, particularly hospitality.
11	Suggest addtional areas to be considered.
12	There needs to be more of these spaces. I.E St James Swimming Pool should be looked at as an open space /gardens with modern sculptures. This keeps the Rail to River sightlines clear and provides a welcome entry to the town. Not every space needs to be filled immediately with a development - Lovell or otherwise!
13	It would be great to see more green space in the very center of King's Lynn and more trees.

9) Do you agree with the areas identified for additional greening and landscaping, and types of space proposed?

14	Sounds good
15	Supporting biodiversity top priority
16	It will definitely make the town a nicer place.
17	Beneficial for everyone's well being.
18	They are beautiful spots I. Town which we needs to celebrate
19	The brownfield sites in west lynn are currently wasteland
20	Tree plantation "" wilder Green spaces saved " bee inhabitants" bird boxes ' chalk Rivers protected " Stop the fox hunting. New built areas contracts to promise tree planting in all built contacts what they have cut down destroyed replaced BK with landscape designs .
21	Not sure about getting rid of car parks
22	Sensible
23	I support the areas greening as a great improvement but this will involve the cost of managing, maintaining and policing.
24	Largely, yes. The unique topography of King's Lynn and the Wash area has to be kept in mind - particularly with the proposed connected 'green quarter'.
25	I would like to see a riverside park with a children's playground.
26	I'm not at all sure about greening King's Staithe Square. I agree re Devil's Alley.
27	needs to look pretty but don't loose things we need
28	As long as consideration is given around safe spaces and preventing vehicle access.
29	The improvements planned for Boal Quay and West Lynn are exciting
30	I agree
31	.
32	It's good to see the protection of the Wildlife reserve extended and the West Lynn riverbank area
33	See previous point regarding Tuesday Market place, otherwise overall agree with the new enhanced corridor plans
34	Anything increasing greenspace is welcome. Green corridors are important not just for people but for the urban wildlife which is receiving greater and closer attention.

9) Do you agree with the areas identified for additional greening and landscaping, and types of space proposed?	
35	I disagree with greening and landscaping for the sake of it. We are in Norfolk, we are surrounded by countryside, farmland, rivers, fens and coastline. Is this really a priority?
36	Not sure about this at some sites e.g King Staithe Square. 'Greening' isn't always appropriate! I like the lack of 'clutter' in King Staithe Square.
37	Walking and cycling routes along the river banks on both sides need safe river crossing by bridge (existing) and ferry. 38 Some activities like table tennis and outdoor gyms.
38	Some activities like table tennis and outdoor gyms.
39	What could be used are planters at edge of Tuesday Market Place. Kings Staithe Sqaure – not trees – areas are required for events, Festival Too, and the Mart. Outdoor seating is only used in Summer Months as it is too cold to sit too long by the Ouse. Devils alley who will maintain the community space. Boal Quay better as a wildlife park.

Summary and Key Themes

Strong Support for More Greenery and Landscaping

Many people feel that landscaping vacant areas and adding greenery around new developments would significantly improve the town's appearance.

Green spaces are seen as beneficial for:

- Visitor appeal
- Local pride
- Physical and mental health
- Footfall and economic activity, especially for hospitality

Several want more trees, flowers, parks, and small "parklets", particularly in the town centre.

Specific Opportunities Highlighted

- St James Swimming Pool site suggested as a potential garden or sculpture park to preserve key sightlines.
- Desire for a riverside park with a children's playground.
- Support for Devils Alley proposal.
- Excitement about greening plans for Boal Quay and West Lynn.
- Calls to extend protection of the wildlife reserve and enhance the West Lynn riverbank.
- Support for outdoor activities like table tennis and gyms.
- Some want additional areas considered beyond those proposed.

Biodiversity & Environmental Priorities

Strong support for:

- Protecting green spaces
- Planting more trees
- Creating wildlife-friendly areas (bee habitats, bird boxes)
- Safeguarding chalk rivers

Some want environmental conditions built into new development contracts.

Caution About Over-Greening

A minority argue that Norfolk already has abundant countryside, so greening the town centre shouldn't be the top priority.

Concern over proposals impact on events at Tuesday Market Place and Kings Staithe Square.

Others warn against "greening for the sake of it" if it removes useful spaces or creates maintenance burdens such as at King Staithe Square.

Concerns About Losing Car Parks

Some are uneasy about replacing car parks with green space.

Others support greening but stress the need to retain essential parking and avoid losing facilities people rely on.

Safety, Access & Practicalities

Calls for:

- Safe, well-designed spaces
- Measures to prevent unauthorised vehicle access
- Consideration of long-term maintenance and policing costs
- Some areas, like King's Staithe Square, raise mixed feelings about greening.
- Walking and cycling routes on both sides of river need safe crossing by existing bridge and ferry.

Land Use & Protection

Some views expressed that the Port Area should remain commercial, according to several respondents.

Brownfield sites in West Lynn are described as wasteland and ripe for improvement.

Some areas need protection, not development.

10) Do you agree with the key principles for new built form and public realm? Should anything else be considered?

Answer Choices			Response Percent	Response Total
1	Strongly agree		17.95%	7
2	Agree		33.33%	13
3	Disagree		5.13%	2
4	Strongly disagree		2.56%	1
5	Don't know/unsure		41.03%	16

1	all issues will need careful balancing
2	N/a
3	Unsure
4	Unsure
5	As stated no new bland architecture. So many locals don’t like the new library for this reason. The Vancouver Quarter is bad enough.
6	I didn’t understand any of it, but we need more housing. We need another couple of blocks of flat. It’s horrible round here.
7	I don't understand this. Sorry
8	N/A
9	n/a
10	Yes - love the proposals to reclaim Tuesday Market Place "as a vibrant common ground for celebrating, performing, resting, and gathering." Also, yes please: • Provide new public realm at Common Staithe Quay, integrated with surrounding community, residential, and night-time uses • Develop a new public square and reshape the riverfront as a pedestrian-priority destination, linking Inner Purfleet, King’s Staithe, South Quay, and Devils Alley, with further connections down to Boal Quay and the Southgates • Reclaim the area around the Minster as a public place that connects seamlessly with the town’s heritage and cultural character. Please do all of this - you could create the most beautiful port town in the UK.

10) Do you agree with the key principles for new built form and public realm? Should anything else be considered?

11	Require more information
12	Think bigger and bolder.
13	Agree.
14	Small community squares and pedestrian improvements are great ideas
15	N/A
16	I don't have any additional ideas
17	Don't know enough to comment
18	Preserving the town in its entirety
19	Sound principle
20	Master plan is Sports " that's my vision we are loosing bowling greens cricket areas Girls English teams in cricket is awesome " But old traditions sports are long forgotten bowling greens cricket " Tennis courts free for the public to use " my huge passion was years BK in a O4 in the Lynn news article a Olympic swimming pool originally going to be built in South Lynn " That never happened" We have in West Norfolk North Norfolk the arrival competitors for England Or training for as in Norwich city ' I believe strongly South Lynn is a the open area for that Olympic swimming pool parking spaces and the attraction for kings Lynn green spaces plantation off trees visions ' grounds off growth off rivers revitalized or openings growth off heathers clouringings plantations to lower the risks of future floodings from bursting banks .. Sola energinering for business economics complex heat wave areas ..
21	Would be better if any developments were more in keeping with old style King's Lynn. Not some new modern idea like the new library which is not in keeping with a historical town
22	Swifts bricks in new buildings, to follow national planning guidance NPPG Natural Environment 2025 paragraph 017.
23	The town entertains well with special events Festivals, Heritage Days and perhaps this can and will be expanded to increase the attachment and feel good factor.
24	There has to be a push towards extremes. Either classical or truly modern. New built form that compromises and becomes a milquetoast creation of cladding and class for instance will age poorly and replicate previous mistakes.
25	No comments to make on this other than the above
26	Hard to agree with something that I find unclear. I have no idea what 'Re-establish historic plot rhythms to repair urban grain' means - it's word salad to me.
27	q

10) Do you agree with the key principles for new built form and public realm? Should anything else be considered?

28	Yes
29	1
30	Public realm needs to be considered in the context of long term management, to maintain areas and thoroughfares which remain safe and loved
31	.
32	Good plans! Would have like to see a specific traffic-reduction scheme for the Southgates / London Road area, as this is a real bottle-neck and issue for pedestrians/cyclists living in and using the area.
33	Any new public realm spaces need to be well maintained and be safe. The masterplan appears to have a main focus on this and I'm not sure that all of the areas are justified alongside the current spaces we already have on offer. I have already commented on the Tuesday Market Place not being fully transformed, but do agree with the other areas, particularly around the riverfront and the Minster
34	Design code - yes, yes, yes! I've seen previous major documents put forward by "outside experts", lavishly illustrated with examples from other (often much bigger) places which have no relation to the character of Lynn at all (I've one such document in particular in mind - long time ago: hopefully it's been binned by now. "Re-establish historic plot rhythms" - yes please, before it's too late.
35	Safety and confidence for people is key. 'Public realm' is a spurious concept. Keep up good litter and bin collections (very good!) keep up local police patrols, stop cycling in pedestrian areas. Small things make a big difference.
36	The proposal to build up to 5 stories high on Boal Quay would be well out of character with the nearby Nelson Street, historic Quay and other medieval buildings.
37	The English is poor here (unclear) “A context-sensitive built form, scale and grain”, “intuitive wayfinding”, “historic plot rhythms. Was this written by AI? However, the aims/actions are good, a positive vision.
38	Commitment to sustainable low-carbon construction principles and the use of renewable and zero carbon energy using the latest emerging ideas and technologies seem to be missing from the principles. It would be great to see some real determination to include these in such aspiration plans.
39	Don’t build on car parks, but use existing buildings as suggested – the Old Post Office, Debenhams and any other buildings that become long-terms vacant in the future.

Summary and Key Themes

Architecture & Design Quality

Very strong opposition to bland, generic, or inappropriate modern architecture.

The new library and Vancouver Quarter are cited as negative examples.

Clear preference for:

- Development in keeping with historic King's Lynn, or
- High-quality traditional or boldly modern architecture—not cheap compromises.
- Calls for new buildings to include swift bricks and follow national environmental guidance.

Support for a clearer commitment to sustainable low-carbon construction principles within the masterplan and the use of renewable and zero carbon energy.

Housing Needs

Some respondents didn't understand the proposals but emphasised that more housing is urgently needed, including new blocks of flats. Some concerns over density and height.

Others stress that housing must be high-quality and sympathetic to the town's historic character.

Some concerns over building on car parks – focus should be on repurposing vacant buildings.

Public Realm & Placemaking

Strong enthusiasm for major public-space improvements, especially:

- Tuesday Market Place

  Widely supported as a vibrant public gathering space for events, performances, and community life.
- Riverfront

  Support for a pedestrian-priority riverfront, linking:
  - Purfleet Quay
  - King's Staithe Square
    - South Quay
    - Devil's Alley
    - Boal Quay
    - Southgates
- Desire for a new public square and better integration with residential and night-time uses.
- The Minster Area

  Support for reclaiming the area around the Minster as a beautiful, heritage-led public space.
- Smaller Squares & Pedestrian Improvements

  Many like the idea of small community squares, better walking routes, and more welcoming streets.

Sports & Recreation

Some support for:

- Restoring traditional sports (bowling greens, cricket)
- Free public tennis courts
- An Olympic-standard swimming pool in South Lynn
- More green space and tree planting
- Flood-resilient landscape design

Culture & Events

King's Lynn already hosts strong events (Festivals, Heritage Days), and many want these expanded.

Public realm improvements are seen as a way to boost civic pride and cultural identity.

Clarity & Communication

Some people say the proposals are unclear, especially phrases like "re-establish historic plot rhythms to repair urban grain".

Some respondents feel they cannot comment without simpler explanations or more detail.

Safety, Maintenance & Practicalities

Strong emphasis on:

- Long-term maintenance of public spaces
- Keeping areas safe and well-used
- Good litter collection and policing
- Preventing cycling in pedestrian zones

Some worry that not all proposed public spaces are justified given existing provision.

Traffic & Movement

Desire for a specific traffic-reduction plan for the Southgates/ London Road bottleneck.

Some support the public realm proposals but want clearer solutions for congestion and pedestrian/cyclist safety.

General Comments

Broad support for the ambition to create a more beautiful, walkable, heritage-led town.

Strong enthusiasm for reclaiming key spaces like Tuesday Market Place, the riverfront, and the Minster area.

People want:

- Clearer communication/language
- High-quality design
- Sensitivity to heritage
- Practical, safe, well-maintained public spaces

11) Do you agree with the order of the key steps identified to deliver the Masterplan?

	Answer Choices	Response Percent	Response Total
1	Strongly agree	22.50%	9
2	Agree	37.50%	15
3	Disagree	7.50%	3
4	Strongly disagree	0.00%	0
5	Don't know/unsure	32.50%	13

1	yes
2	I believe the council will deliver the plan in a way that benefits not only the town but its residents
3	Common sense approach
4	Lots to do
5	Yes.
6	It needs to be quicker than 20 years and we need to have a doctor surgery
7	Again I'm not sure.
8	
9	Definitely moving in the right direction.
10	Yes - vital to get the quick wins first - vital to get the cars out of the town centre as soon as possible.

11) Do you agree with the order of the key steps identified to deliver the Masterplan?

11	Based on previous media release on plans I doubt this one will be followed.
12	Yes
13	This makes sense to me and seems logical.
14	Sounds like a plan, if only anything promised was ever actually done!
15	Quick wins to start good idea
16	I am not in a position to judge as I have little knowledge of these things!
17	Prevents the "we've always done it this way" attitude.
18	The priority is well thought out
19	Too vague a timetable
20	What's master 6 ..confused . Key points area interperprizing attractions to prevent founding ' Historical areas to continue protected " Guild hall ' shake spear "" True,est Yard attract education history" The clear reminder how bishop or Lynn " kings Lynn became how it is " regarding devil's ally the wasted area to it " That could be developed into something off uses close to the mill river closed off banks you could revitalize it ' A garden seated areas cottages gardens affect flowers ..Green spaces for the public .
21	.
22	Sensible
23	Good luck an ambitious task.
24	Yes, but also fully aware of the issues in dealing with public funding and government policy. If there is deviation (forced or needed) from the steps, regular clear and honest communication to the public is key.
25	No comments to make other than the concerns identified above.
26	Definitely agree with using quick wins to improve streets & public spaces and low-cost interventions. There are many places where spending a little money could result in big gains.
27	c
28	Someone will always moan that the process wasn't correct in delivery so its a learning curve as each project phrases into the next and understanding of the lessons learned so they can be applied.

11) Do you agree with the order of the key steps identified to deliver the Masterplan?

29	I'm impressed with the level detail and though that has gone into the project, but also understand priorities may need to be adjusted to take into consideration funding opportunities.
30	Debenhams site has been a problem for over 5 years and requires urgent attention. St James' is still actively in use and once (if) the new pool is developed at Lynnsport, it needs to be considered in light of its connectivity to The Walks. St James' Road is a major arterial route into and through KL and could act as a barrier to pedestrian access
31	.
32	Realise the decision to close St James Swimming Pool has already been taken, but very disappointed there will no more town centre facilities. Lynnsport is not central for those who do not drive, has a poor bus service at night and I personally felt very unsafe when using it in the past (some time ago and may have changed.)
33	I'm not sure these have been clearly articulated, other than to bring one key vision together for the town which clearly makes sense
34	Your info boards don't seem to follow the same order as your questionnaire. I don't have a smartphone so I can't use the QR code to bring up the appropriate part of the q'naire at the end of each relevant section. I'm having to do this on my laptop by having the masterplan doc and the q'naire both open one behind the other and go between them.
35	Can't remember. Do Debenhams asap. Planning beyond 3 years is futile, especially with elections and the local authority structure uncertain.
36	Order? Are these in order of priority? It isn’t clear. Broadly speaking, I agree with the key steps.
37	Consider the co-location of an appropriately sited data centre with the new swimming pool to make use of waste heat for pool and local building heating – concept already proven in Exmouth (Deveon). British company Deep Green is a world leader using closed loop system to minimise power and water usage from local infrastructure.
38	I appreciate that the ideas need drawing up, consultation is important but I worry a lot of expense used in planning and not actioning and the time scale seems rather distant.
39	The plan will be adjusted overtime as the town changes through vacant buildings, flooding and finance available.

Summary and Key Themes

General Support

Many respondents agree with the overall direction of the plan.

Several believe the council can deliver a scheme that benefits both the town and its residents.

The approach is described as common sense, logical, and well-thought-out.

Heritage & Identity

Some emphasise protecting:

- Guildhall
- Shakespeare links
- True's Yard
- Historic areas
- Desire to keep the town's identity intact while improving public spaces.

Desire for Faster Progress

Strong feeling that the plan needs to move faster than 20 years.

Calls for quick wins to build momentum, especially:

- Improving streets and public spaces
- Reducing cars in the town centre
- Low-cost interventions that deliver visible improvements

Essential Services & Facilities

Concern about the lack of a town-centre doctor's surgery.

Worries about the closure of St James Swimming Pool:

- Lynnsport is not central
- Poor evening bus service
- Some feel unsafe using it

St James' Road is seen as a barrier to pedestrian access and needs careful planning for future uses on the existing site.

Consider co-locating data centre with the new swimming pool to make use of waste heat for pool and local buildings.

Key Sites Needing Urgent Action

Debenhams highlighted as a priority — empty for years and damaging the town centre.

Devil's Alley mentioned as an opportunity for green space or small-scale development.

Clarity & Accessibility

Several respondents found the material confusing or too technical.

Some struggled with the order of information between boards and the questionnaire.

A few felt unable to comment due to lack of understanding.

Practical Considerations

Public realm improvements must be:

- Safe
- Well-maintained
- Justified, given existing spaces

There must be acknowledgement that delivery will be a learning curve, with lessons applied from one phase to the next.

Timelines & Priorities

Some feel the timetable is too vague and doubt the plan will be followed, based on past experiences. Others argue planning beyond 3 years is unrealistic due to political uncertainty. Constraints could include:

- Funding constraints
- Environmental constraints
- Government policy
- Elections and structural changes

12) Do you agree with the design brief set for:

Location	Agree	Disagree	Don't Know / Unsure	Total Responses
St James' Swimming Pool site	19 (48.72%)	7 (17.95%)	13 (33.33%)	39
Former Debenhams building	30 (76.92%)	2 (5.13%)	7 (17.95%)	39
Church Street car park	29 (74.36%)	4 (10.26%)	6 (15.38%)	39
Port and Timber Yard	30 (76.92%)	5 (12.82%)	4 (10.26%)	39
Common Staithe Quay	24 (61.54%)	4 (10.26%)	11 (28.21%)	39
Boal Quay	25 (64.10%)	6 (15.38%)	8 (20.51%)	39
West Lynn	27 (69.23%)	0 (0.00%)	12 (30.77%)	39

1	key concern is loss of leisure facilities for those residents living away from the lynnsport area, whilst benefits of new site are noted, having one area with all the leisure/sports facilities which is outside of walking distance for areas like South Lynn or the Friars may not be the best approach.
2	Very well laid out plans that will provide great benefits to our town
3	These all need regeneration

12) Do you agree with the design brief set for:

4	West lynn is brownfield space currently unused
5	As long as these plans are sympathetic to their surroundings then it's all good.
6	Not sure
7	The swimming pool is a prime example of how narrow minded you lot are and how you don't listen or don't care about the people in King's Lynn. Leave the pool where it is and build a new one there. By putting it at Lynnsport you are depriving the bowlers of their hobby, a place for the lonely to meet. Plus North Lynn isn't a place you'd want to be at any time of the day
8	As above
9	n/a
10	The more mixed use spaces the better - avoid zoning and increase mixed-use lived gentle density in the heart of the town above retail space.
11	Require more information
12	St James Swimming Pool should be looked at as an open space /gardens with modern sculptures. This keeps the Rail to River sightlines clear and provides a welcome entry to the town. Not every space needs to be filled immediately with a development - Lovell or otherwise!
13	I thinks the old Debenhams could be used in a multiple ways. Such as: 1) A central gym like you see in Norwich and many other cities. 2) Central Spa, you need to bring people into KL and this would help 3) Bar/Restaurant 4) Bakery 5) Indoor leisure such as mini golf 6) High quality apartments above
14	Swimming pool etc needed in town centre, not LynnSport
15	Agree to all
16	I would be concerned about the impact of replacing all those parking spaces with green spaces. If people can't come in and park their cars, it might drive them elsewhere if they don't want to use other transport.
17	The proposals improve and enhance the sites by increasing green/public spaces whilst retaining some functional use.
18	The ideas & design is favourable
19	West Lynn brownfields are overdue development, and this proposal is much more sympathetic than other previous ones. Removing a car park in town seems short sighted if you are also increasing residential units

12) Do you agree with the design brief set for:

20	Not to be left destitute ' but to gain " to protect save public attractions and Hoilerday makers Bishop off Lynn - reminder of the wild spread historical town " Kings Lynn . And castle rising ' car parking is a must have " Debenhams newly build " But to think of nosie limits ' No night clubs for living residents " St James swimming ' A new built pool Olympic .Port timber Yards Docks survival for the future cargo delivery. ..West Lynn the boat crossing to continue green spaces new birth pathways for cyclist Pavement areas resurface ..
21	Not really sure. But it looks like so many parking spaces are going to be lost. Spaces being lost that are behind and in front of the Corn Exchange does not sound like a good idea. The Corn Exchange seats a lot of people and many people visiting are unable to walk far
22	Sensible, esp. nature reserve for West Lynn.
23	I question whether the swimming pool should be moved from the centre?
24	n/a
25	The riverside area needs more green space. not more commercial/entertainment/dining. Please see comments above.
26	Strongly disagree with moving the St James pool out to Lynnsport for too many reasons to list here but this masterplan is all about making the town centre better and moving one of our best facilities out of the town centre is a big mistake to me. And so wasteful. Improve what's already there - it's a big site with lots of potential for a bigger, better pool facility. Debenhams desperately needs work to help revitalise that end of the High Street but will take massive investment. Church Street - yes, put housing along the street frontage. Boal Quay - extend Hardings north to make a bigger, better green space.
27	-
28	Its all about bringing areas to attract visitors into the town when people often bypass as they head to the coast.
29	Thought has been given to improve the presentation of the town
30	
31	.
32	As mentioned on previous section, do not agree with the decision to close St James Swimming pool, hence my rating. Residential buildings there should be no more than 3 stories high.
33	At first overall review, al of these plans are looking towards enhancing each of the areas and providing mixed spaces and new development.
34	Agree = I know and approve of what you're saying. Unsure = I would like more detail. Disagree = means what it says because I don't agree with moving the swimming pool. IF it needs replacement, it should remain precisely where it is, easily accessible to people outside the town by public transport without having to get on a second bus. Church Street - yes, the street needs its east side "reclaimed. Debenham's - yes it's vital to do something with it. It dominates that end of the street - not fair on the smaller traders. Don't turn the waterfront into a pretty-pretty dressed-up area - its character has developed naturally into its present appearance - it's plain but not unpleasant, still a nice place to go to enjoy the river views.

12) Do you agree with the design brief set for:	
35	Do Debenhams.
36	Too many town centre parking spaces lost?
37	Improve the links between West Lynn and the Town.
38	Would like more info near the design stage on what the St James Swimming Pool site will be.

Summary and Key Themes

Overall agreement with all design briefs. Most disagree and Don't Know/Unsure are for the St James Swimming Pool site, this reflects other comments in the consultation.

Many feel the plans are well laid out, beneficial, and sympathetic to the town and agree the town needs regeneration. There is agreement that the proposals show thoughtful design, however some want more information before forming a view. Responses emphasise that regeneration is overdue in some places such as:

- Debenhams
- Boal Quay
- West Lynn brownfield land

Opposition to Moving St James Swimming Pool

Some strongly disagree with relocating the pool to Lynnsport, concerns include:

- Poor accessibility for South Lynn, the Friars, and non-drivers
- Loss of a central, social, and inclusive facility
- Impact on bowlers and community groups at Lynnsport
- Safety concerns about North Lynn
- The belief that the existing site has huge potential for improvement

Several argue the pool should be rebuilt or upgraded on its current site, not moved.

Debenhams: Consensus that It Needs Action

Strong consensus that Debenhams must be redeveloped urgently. Suggestions include:

- A central gym
- Spa
- Bars/restaurants
- Indoor leisure (mini golf, etc.)
- Mixed-use with apartments above

West Lynn

Broad support for developing West Lynn's brownfield sites. Positive reaction to proposals for:

- Nature reserve
- Improved green spaces
- Better cycling/walking routes
- Some want the ferry crossing protected and enhanced.

Support for improved links between West Lynn and the town centre generally.

Support for Mixed-Use Development

Several respondents want:

- More mixed-use spaces
- Housing above shops
- Avoiding rigid zoning
- "Gentle density" in the town centre

Green Space & Public Realm

Many support increasing green/public spaces, especially along the riverfront.

Some suggest the St James Pool site could be turned into a garden/ sculpture park with links to the "Rail to River" route and preserving sightlines.

Concerns raised regarding the riverfront:

- Over-commercialising the riverfront
- Making it too "pretty-pretty" and losing its authentic character

Parking Concerns

Concerns raised about losing too many parking spaces, especially near the Corn Exchange and in areas serving new residential developments. Fear that reduced parking will:

- Push visitors elsewhere
- Make events harder to access
- Disadvantage people who cannot walk far

Key Priorities Identified

- Keep the swimming pool in the town centre
- Redevelop Debenhams urgently
- Ensure parking remains adequate
- Protect the riverfront's character
- Deliver sympathetic, heritage-aware development
- Provide accessible leisure for all neighbourhoods

13) Do you agree with the key design principles identified for improved public realm at:

Answer Choices	Agree	Disagree	Don't know/unsure	Response Total
Purfleet Quay and South Quay	30 (76.92%)	2 (5.13%)	7 (17.95%)	39
King's Staithe Square	29 (74.36%)	2 (5.13%)	8 (20.51%)	39
Devil's Alley	31 (79.49%)	3 (7.69%)	5 (12.82%)	39

1	n/a
2	N/a
3	Good starting point
4	All good enhancements
5	I'm not sure if Devil's Alley would be used appropriately but I like the idea of open space so long as neighbouring Boal Quay has enough going for it.
6	No.
7	It's our historic Quarter. And needs to be preserved
8	
9	n/a
10	Yes but do much more to reduce vehicle access - the fewer cars the better - the fewer exceptions the better - use automatic bollards as they do in Francy (visit Le Crotoy to see in action) to only permit access for delivery at certain hours. The more you can enhance the environmental quality of the public realm, the better. In particular, as you propose, create a destination: • that encourages locals and attracts visitors to the area • that celebrates the town's Maritime and trade Heritage

13) Do you agree with the key design principles identified for improved public realm at:

	• with relaxing places to sit and socialise or simply enjoy the view across the river, with comfortable seating and a welcome for people of all ages and abilities • that has more green spaces and more trees and flowers wherever possible.
11	Require more information
12	King's Staithe Square looks like it is now in the plans - no major changes! Have you consulted the owners of The Bank House?
13	N/A
14	Good
15	Agree to all
16	Same reasons as previous question.
17	The proposals greatly enhance the areas for public use and social involvement; these bring King's Lynn up to date as opposed to a rather jaded presentation.
18	These are prime historical and tourism hot spots and would therefore highly benefit from the new ideas
19	Sound principle
20	Yes I agree .
21	Would be good for more places to sit and eat own food outside
22	Sensible. Native species & suitable water features for biodiversity.
23	Agreed
24	Ensuring that the plans continue to include public arts / performing space and the built environment is sympathetic to the current architecture and history of the quayside - and try to bring the maritime history of Lynn to the forefront.
25	Please see above comments.
26	I'm confused by the ref to Purfleet Quay - can't find anything about Purfleet in the exhibition boards. I would say leave the Purfleet as it is - we don't need it to be a 'performance space' or anything like that.
27	-
28	Anything is an improve on what is currently there although I do wonder how the greenery will survive following a high tide and the affects the salt water may have on the plants?

13) Do you agree with the key design principles identified for improved public realm at:

29	All these sites are an important part of the oldest part of town - Devil's Alley in particular is in need of beatification.
30	I fail to see what the development of Devil's Alley is seeking to achieve and I am not sure that more permanent public performance space on King's Staithe is required beyond what would result from opening up Tuesday Market by relocation parking.
31	.
32	Think these are good re-development and use of these areas.
33	Again it appears that the Riverfront car parking will be removed - need to consider accessibility to these areas, and how individuals will access the new facilities - re my point about Tuesday Market Place being a very well used car park. There is no public transport option currently to move around the town.
34	South Quay King's Staithe: I'd want to see more detail of the overall aim. Please don't stick trees everywhere; it's not a park. They aren't part of the character of the area. One of the big things here is the clear view of the Custom House as you come round from South Quay plus a clear view down river towards the Wash and the sweeping curve of the river looking south. Why on earth would they need a line of trees getting in the way? Devil's Alley - sorry can't comment - I've lost track of all the grand schemes that have been proposed here! I now can't see clearly what the site really needs but if you want trees anywhere turn it into a pocket park.
35	Can't remember the design principles. Would have been good to link them up to the survey. Disagree with the garden proposal for Devil's Alley.
36	Not sure about trees & planting in King Staithe Square.
37	Consider the use of the Custom House dock as previously explained to create a floating building of exciting and innovative design, perhaps echoing Captain Vancouver’s ship HMS Discovery in which he sailed to explore and map the North West coast of what is now America and Canada. Innovative timber construction echoing a ships form but with useful indoor and outdoor space to use for education, exhibition and community uses with a theme of promoting an ethos of adventure, exploration and discovery in connection with the maritime heritage an opportunities.
38	Kings Staithe Square needs access for parking for Bank House, and room for events. Room required on pathway to avoid cars going through square.

Summary and Key Themes

High levels of agreement for each proposal with mixed but low disagreement or Unsure/Don't Know. Many respondents feel the proposals are a good starting point and offer strong enhancements to important historic and visitor-focused areas. Several agree the plans would modernise and uplift parts of the town that currently feel tired

Heritage & Character

Strong emphasis on preserving the historic quarter, especially around King's Staithe Square, South Quay, and Purfleet Quay.

Some want minimal change to Purfleet Quay and King's Staithe Square, preferring to keep their existing character.

Clear desire for any new design to remain sympathetic to the quayside's architecture and maritime heritage.

Some support for use of the Custom House and Purfleet Quay for a floating building for education, exhibition and community uses.

Public Realm Improvements

Many respondents support:

- More green spaces, trees, and planting
- Comfortable places to sit, relax, and enjoy river views
- Spaces that welcome all ages and abilities
- More outdoor areas where people can eat their own food
- Public art and performance spaces (though not universally supported)

Some concerns:

- Saltwater and high tides may affect plant survival.
- Too many trees could block iconic views, especially of the Custom House and the river bend.

Vehicle Access & Parking

Strong calls to reduce vehicle access, with suggestions such as timed automatic bollards.

However, others are worried about:

- Loss of riverfront parking
- Reduced accessibility for those who rely on cars
- Lack of public transport options to move around the town
- Tuesday Market Place is highlighted again as a heavily used car park, and removing spaces may cause issues.

Devil's Alley

Views are somewhat mixed:

Some see it as an area in need of improvement or "beautification" and support a pocket park.

Others:

- Are unsure what the proposal aims to achieve
- Disagree with turning it into a garden or performance space
- Worry it may not be used appropriately

South Quay & King's Staithe Square

Many support improvements but want more detail on the overall vision.

Strong warnings not to over-green the area — it is not a park, and trees could disrupt historic sightlines such as to the Custom House.

Desire to celebrate maritime and trading heritage more prominently.

General Comments

Broad support for enhancing the riverfront and historic quays.

Strong desire to balance:

- Heritage
- Accessibility
- Environmental improvements
- Practical use

Some mixed views on Devil's Alley and performance spaces but general support.

Concerns about parking loss and maintaining key views.

Which of the below best describes you as you complete this survey (choose all that best apply)

Answer Choices			Response Percent	Response Total
1	Resident of the borough		76.09%	35
2	Business or business group		6.52%	3
3	Community group		8.70%	4
4	Landowner or investor		2.17%	1
5	Partner organisation		2.17%	1
6	Parish council or councillor		2.17%	1
7	Borough or county councillor		0.00%	0
8	MP		0.00%	0
9	Council officer		0.00%	0
10	Prefer not to say		0.00%	0
11	Other (please specify):		2.17%	1

1	Family lives there, I'm now just outside the borough.
2	Live with family
3	Visitor to and lover of the town
4	Local/social historian used to analysing what makes the town tick

What is your gender?

Answer Choices			Response Percent	Response Total
1	Female		45.00%	18
2	Male		55.00%	22
3	Non-binary		0.00%	0
4	Prefer not to say		0.00%	0
5	Prefer to self-describe		0.00%	0

How old are you?

Answer Choices			Response Percent	Response Total
1	Under 18		0.00%	0
2	18-24		2.50%	1
3	25-34		10.00%	4
4	35-44		15.00%	6
5	45-54		25.00%	10
6	55-64		27.50%	11
7	65 and over		20.00%	8
8	Prefer not to say		0.00%	0

Do you have any other comments?

1	No.
2	Listen to us, the people. We know best. Don't let us down.
3	n/a
4	Please do all of this and more - King's Lynn should be an absolute gem of a place - it has so many beautiful buildings in a stunning location.
5	Keen to be directly involved in the decisions is this only possible if I become a councillor?
6	St James Swimming Pool should be looked at as an open space /gardens with modern sculptures. This keeps the Rail to River sightlines clear and provides a welcome entry to the town. Not every space needs to be filled immediately with a development - Lovell or otherwise!
7	I look forward to seeing these developments and the current ongoing ones - especially the arts center.
8	No
9	45-54 in age but thinking about the very disadvantaged young people I work with when answering some of the questions, as it is their futures and jobs I am most interested in improvements for.
10	No
11	My comments I have revealed ' ! ..
12	I am a landowner and investor wishing to improve the Borough. I find the planning process too restrictive, time consuming and an obstacle to achieving growth.
13	Thank you for the opportunity to offer feedback.
14	It's v hard not to be cynical about yet another round of consultants who don't live in or know the town telling us what is best for us. You could fill library shelves with all the various reports that have come out in the last couple of decades and really, what has changed for the better? It's all too top-down.
15	-
16	No
17	I hope that funding is made available for the majority of the plan to be completed (in my lifetime)
18	Many thanks to the people who manned the exhibition on the Tuesday Market - excellent and helpful and enthusiastic! Most people I have talked to are unaware of the plan and proposals, could there be more publicity?

Do you have any other comments?	
19	This wasn't easy to do on-line unless a smartphone can help, which I don't have. Haven't had opportunity to return to do the q'naire on paper and that shouldn't be necessary unless you don't have on line facilities. You need to see both subject boards and q'naire at the same time - preferably in the same order. I'm not an IT buff but I'm used to using it. If I've got the wrong end of the stick in so doing, is that my fault? Or whoever devised the questionnaire?
20	I had to really search to find this survey. It wasn't available on the Vision KL website.
21	I am recently retired from teaching at Springwood High School and would be very interested in engaging further in the development of these exciting plans.

Summary and Key Themes

Strong Desire to Be Heard

Several respondents emphasise that the council must listen to local people and not let them down.

Some express frustration with past consultations that felt top-down or ignored.

Pride in King's Lynn & Ambition for Its Future

Many believe King's Lynn has the potential to be a "gem of a place" thanks to its historic buildings and setting.

There is enthusiasm for the proposed developments, especially the ongoing Guildhall Project and wider regeneration opportunities.

Interest in Being More Involved

One respondent asks how to be directly involved in decision-making, wondering if becoming a councillor is the only route.

St James Swimming Pool Site

A recurring suggestion is to turn the site into an open space - some argue not every site needs immediate development.

Thinking About Future Generations

One respondent notes they answered with disadvantaged young people in mind, focusing on their future opportunities.

Planning System Concerns

One landowner/investor finds the planning process restrictive, slow, and a barrier to growth.

Appreciation

Thanks given for the opportunity to comment.

Praise for staff at the Tuesday Market exhibition — described as helpful and enthusiastic.

Cynicism & Consultation Fatigue

Some feel sceptical due to:

- Many previous reports with little visible change
- Consultants who may not understand the town
- A sense of repeated cycles without delivery

Funding Concerns

Hope that funding will be available to complete most of the plan within their lifetime.

Public Awareness & Communication

Many people reportedly didn’t know about the plan.

Calls for better publicity and online access to the survey.

Several found the online questionnaire difficult, especially without a smartphone.

The layout reportedly made it hard to view boards and questions together.

Additional Consultation Feedback

1.

Dear Sir or Madam,

I would like to provide my comments on the proposed masterplan, with particular interest in the West Lynn areas.

I feel that improvements should be made to the West Lynn ferry service and its associated facilities to ensure the continued operation and increased use of this currently underutilised service. Enhancements to the West Lynn eastern boundary, including commercial development such as cafés alongside improved nature areas, would strengthen the village while ensuring that important views of King's Lynn's heritage are maintained.

Improving the ferry service through better access, additional car parking, and increased promotion would help ease traffic congestion into the town centre and reduce the town's overall carbon footprint. As a local dog walker, I would also be very keen to see improvements made to the West Lynn boardwalk, which has significant potential as a recreational and heritage asset.

I strongly believe that suitable allocation should be made for affordable housing within both the King's Lynn and West Lynn areas. West Lynn, in particular, offers an ideal opportunity to deliver affordable housing away from the constraints of the historic town centre, while supporting better connectivity into the town.

I support the allocation of the Del Monte and Dreggings sites for enhanced nature areas, which would help preserve and enhance views of King's Lynn's heritage. These areas would be well suited for dog walkers and visitors from villages west of the River Ouse. There is also potential for small-scale commercial uses, such as cafés or visitor centres linked to nature walks, that would make positive use of the riverside setting.

In addition, I strongly support the use of the Del Monte site to provide improved parking facilities for the local school. School-related parking is currently limited and contributes to congestion within the village at peak times. Allocating suitable land at the Del Monte site for school parking would improve safety, reduce traffic pressure on residential streets, and support better access for parents, staff, and pupils, while also complementing ferry parking provision.

Further improvements to the ferry service, including better steps and parking provision, could also be supported through land allocation at the Del Monte site. Additional parking along the West Lynn boundary would encourage ferry use, reduce car traffic entering the town, and lower carbon emissions. The combined use of this site for ferry, school, and visitor parking would represent an efficient and sustainable use of land.

While I support the protection of the Del Monte and Dreggings sites for nature and heritage-focused uses, I believe that affordable housing should be directed to other suitable areas within West Lynn. Land adjoining Blackthorn Drive, and other

similar sites, should be considered for affordable housing development. This approach would help meet local housing needs without compromising key riverside views, heritage settings, or nature areas identified in the masterplan.

By allocating affordable housing to appropriate sites in West Lynn away from the riverbank, pressure on the town centre can be reduced. This would allow greater focus on enhancing key elements of the masterplan, such as nature areas, historic spaces, and transport routes, while still delivering much-needed housing for local people.

Overall, the areas allocated within the masterplan appear well considered and broadly aligned with the needs of the town and surrounding villages. I particularly support the focus on improving nature areas and maintaining heritage views from the West Lynn village and boardwalk sites. Commercial uses such as cafés would help meet the cultural and social needs of the village and attract more visitors to the King Charles III coastal path, further supporting ferry usage and improving town connectivity.

I would also like to see further consideration given to improving public transport routes, including the ferry service from West Lynn and a review of the bus lane from South Lynn into the quay, which may be better utilised for general traffic.

I believe the proposals are positive and will benefit both King's Lynn and West Lynn. With careful consideration of nature, heritage, transport, education, and affordable housing, this represents a valuable opportunity to create a better connected, more sustainable town.

2.

Thank you for the opportunity to meet with yourself and members of the Local Plan team too during your information event at the Corn Exchange last Friday. It was very helpful to be able to gain a better understanding of the Masterplan proposals which are exciting and important too for the future of the town and borough. We were unable to submit responses on the electronic questionnaire as the QR code was not active at the event and so wee concerned that we would miss the consultation deadline. However please find enclosed written responses which we hope can be included in the overall response. The key points we raise are:-

- Active transport links across the river should include improvement of the current road bridge to encourage walking and cycling into town from the West Lynn side.

- Principles and examples of sustainable and where possible zero-carbon building projects and practices should be stated and pursued in the plan. Examples might include timber constructions where possible, co-location of data storage centres to provide zero-carbon and reduced cost community hating options.

- Consideration should be given to the use of the Customs House dock for a floating structure/building echoing Captain Vancouver's ship HMS Discovery and the spirit of exploration, creating an educational and community focused space looking outwards and forward but with inspiration from the important history of the town.

We are quite sure you will have plenty to consider from the responses you receive thank you for your time and important work. We would be happy to engage in any further work in the future.

Public Consultation Questionnaire Comments

Please use this space to add any further comments (The priorities for our town).

	Comment ***These comments are unedited from the public consultation questionnaire.***	**Response**	**Response Reference**
1	Redevelop the old Debenhams store as low rental accommodation. This would also work for other empty shops and buildings.	Increasing residential density in the town centre is a priority and is supported by planning policy, The King's Lynn Ten Year Vision For the Pride in Place Programme, the West Norfolk Economic Strategy as well as the King's Lynn Masterplan. The Masterplan identifies the potential for mixed use redevelopment of Debenhams, including residential use. The tenure of this would be defined at a more detailed design stage following adoption of the masterplan.	**1**
2	Any future buildings MUST be sympathetic architecture. Modern is ok but generally we need to see better building quality and stop with the very 1960s style bland exteriors. Please make this a priority. Lynn's historic quarter is one of the most beautiful towns, and this is the kind of architecture we need - aesthetically pleasing and well crafted.	High quality design is a key part of the masterplan and is integrated via both the Harness History and Culture and Built Form and Public Realm strategies. These strategies will feed into future proposals and developments to celebrate King's Lynn's heritage, using its historic fabric and form as a catalyst for high-quality, sustainable growth as well as repair and reconnect the urban fabric of the town. This will support high quality mixed-use, higher-density development and public realm that brings activity, life, and balance back into the town centre.	**2**
3	We just need double the size of the town or to start connecting/ growing the villages in the area. As there is not much round here. We need a few more direct trains to Peterborough and Norwich to. We need more affordable housing like another block of flats built. The government are building in Kent and Manchester but not Norfolk as much as this upsets me.	The King's Lynn Masterplan, King's Lynn Ten Year Vision For the Pride in Place Programme and West Norfolk Economic Strategy advocate for increased residential density in the town centre to provide much needed homes in a sustainable location near to public transport and active travel infrastructure. In addition, the increased residential density will support the vibrancy and vitality of the town centre. While beyond the immediate scope of the Masterplan, both the Borough Council and Norfolk County Council recently adopted the updated 2026 King's Lynn Transport Strategy (KLTS) which supports the Ely Area Capacity Enhancements (EACE) and investigation of other rail improvements. The Borough Council works with transport colleagues at	**3**

		Norfolk County Council to lobby for improved rail service to King's Lynn and the borough, in line with the KLTS.	
4	Invest in more roads. A road similar to the North Circular is desperately needed with all the new homes being built. No one can cycle everywhere!!	The Masterplan Transport and Access Strategy supports modal shift by encouraging better connections for people-first movement including walking and wheeling, cycling and public transport within the urban centre of the town as well as links to the wider area. However the masterplan has been informed and will work in association with the King's Lynn Transport Strategy. This document supports strategic road infrastructure projects such as the A10 West Winch Housing Access Road, A17/A47 Pullover Roundabout improvement scheme, A149 Improvement and A47 Tilney to East Winch to dual carriageway improvement. Norfolk County Council and partners will continue to investigate how these schemes can be brought forward.	**4**
5	I think young adults need something to do that they will engage in/be interested in. A retro arcade centre/VR arcade for example would be brilliant for the old Debenhams building. We need better clothing shops in the town centre, no more vape shops please!	Whilst the Borough Council has limited control over the exact uses that go into high street shops beyond planning use classes and licensing, masterplan strategies Land Uses for Local Needs and Harness History and Culture aim to celebrate King's Lynn's heritage and reinforce the towns role as the social, cultural, and economic heart of West Norfolk thereby supporting a mix of high quality uses in the town centre. For the Former Debenhams site, the masterplan proposal has been informed by suggested uses and is currently showing Class E at ground floor, this is a planning use class that allow for Commercial, Business and Service uses which would ensure active uses fronting the high street with residential and other uses to the rear and upper floors. Suggestions for uses will help shape more detailed design proposals going forward.	**5**
6	Delighted to see you are proposing to remove the awful car park from Tuesday Market Place. It would be wonderful to reclaim this space as "a vibrant common ground for celebrating, performing, resting, and gathering." I also love the proposal to improve the area with heritage-sensitive greening and landscaping. It should	Feedback noted.	**6**

	be the beautiful heart of the town, safe for pedestrians, particularly families, to stroll and enjoy café culture.		
7	The town needs to be attractive both visually and by description for both the people who live here and visitors. Developments should be focused on this goal which would then ensure it is a nice place to live and for tourists to visit. If developments achieve this potential wealth opportunities would evolve which leads to opportunities for further development.	Please see **Response Reference 2** regarding high quality, mixed use development. The Masterplan both as a general key theme and more specifically through the identified opportunity sites and Strategy Land Uses for Local Needs seek to improve both the residential and visitor offer in the town centre balancing the needs of each. The Evolve and Adapt Strategy also reflects how early improvements can lay the foundations for further development, as suggested.	**7**
8	I think the three key areas to regenerate a d improve are: 1) Town centre, especially the High Street near Debenhams 2) Riverside/Quay and Boal Quay area 3) Near the train and bus station. This includes the old post office and the area as round this.	All three areas identified are included within the masterplan, the town centre is the focus of town wide strategies and opportunity sites within the town centre. This includes the former Debenhams building specifically. The riverside and Boal Quay are identified for public realm improvements and new development, as part of a wider 'riverside regeneration area (From Purfleet Quay/King's Staithe Square along South Quay, Devils Alley and Boal Quay linking to the Southgates Regeneration Area and Harding's Pits beyond). The former Post Office is included as an opportunity site, but no further work has been undertaken within the masterplan project as there is an extant planning permission which can be bult out for Class E (commercial) use at ground floor and 34 residential units above. In addition, the area between the Train Station and Bus Station will be improved as part of the County Council's Sustainable transport and regeneration scheme (STARS) Scheme which will create better, more direct links for pedestrians and cyclists together with public transport measures on the gyratory (one way) system and adjacent streets as well as Baxter's Plain - Improved public realm and pedestrian environment in the area around the new Library.	**8**

		Feedback will also help future schemes informed by the masterplan in key areas around to town such as the High Street around Debenhams and the one-way system.	
9	Just to say that I support all the above initiatives which if fulfilled will make King's Lynn a thriving popular town.	Feedback noted.	**9**
10	I love to see all of the above take shape. Improvement in cycle paths & safe connectivity while cycle would be wonderful as I use my bike a lot. Safer streets for me as a female would be great too.	See **Response Reference 4 and 8** for details on active travel connectivity and the Sustainable transport and regeneration scheme (STARS) Scheme**.** Safety is key priority both identified in previous feedback that has fed into the King's Lynn Ten Year Vision For the Pride in Place Programme and Masterplan. This is represented in the Masterplan Strategies which advocate and will shape development towards investing in the town centre to ensure more people are using the space at all times of the day whether this is through an increase through the number of people living in the town centre and residential density or creating more of a destination with more vibrancy and visitors. We have consulted the Police as well as the Council's Community Safety and Neighbourhood Nuisance Team and Public Open Spaces Teams to ensure safety is considered as the masterplan and this will continue as individual development projects come forward.	**10**
11	Street safety measures Drugs users or dealers awful smelt substances smokers " street drug Patrol dogs to consider to stop the drug crimes " train station platform,s car searches walking patrol dogs in car parks sniffing . Council areas to me indicate monitor possible drug dealers inhabitants. ..areas to live in safer .	See **Response Reference 10** in terms of who we are consulting on regarding safety. It has been an important consideration as the masterplan progresses, especially in terms of public realm proposals. We will also continue working with partners such as the Police and local community groups such as the Beacon in North Lynn through the Pride in Place Programme. This work will continue and include the master plan and projects coming out of it into the future.	**11**
12	Town Centre revitalisation must focus on the importance of managing the decline of retail yet still providing essential retail services and variety for town centre residents and visitors. New Conduit Street and Broad Street are not in keeping with the towns historic appeal and detract from the charm and are okay for national retailers. If the town is to become a major tourist	Please see **Response Reference 2,3, 5 and 8** in regard to Masterplan Strategies and the King's Lynn Ten Year Vision For the Pride in Place Programme which support high quality design and mixed-use development that supports local needs and the town centre, this includes the support for new culture and leisure uses that diversity the offer from just retail whilst supporting any existing and use retail uses. This also	**12**

	attraction provision there must areas on the character streets made available to smaller independent specialist retailers to add variety and choice to the retail mix. However to do this rent and rates have to be affordable small businesses are in decline and being crucified by higher operating costs. Ours is a rural economy and without viable alternative access we have to accommodate vehicles at an affordable price to avoid driving business to the edge of town large free parking retail parks.	outlines other plans/planning permissions that support the vibrancy of the town centre and the overall vision. In addition, the Borough Council are exploring further options for High Street repurposing beyond the masterplan to support high street businesses supported by the Pride in Place priorities and 10 Year Vision. Parking within the masterplan seeks to take a phased approach whereby the disjointed and numerous surface car parks across the town centre are rationalised and repurposed for more effective use as proposed within the masterplan. The approach seeks to be flexible and adaptable, the masterplan proposes no significant loss of parking over the short and medium term. Longer term parking options seek to align with improved active travel and public transport options in accordance with current policy. A monitor and review approach will be key as individual developments come forward to assess the impact on parking across the town at the time and the resultant requirement of spaces. Interceptor car parks at the edge of the town centre which would be more efficient and still conveniently located for parking are proposed alongside supporting better utilisation of the central multistorey car park. Spaces within the heart of town will however be retained for disabled parking and for those who may need to park closer to amenities, acknowledging that a range of options are needed for the whole community. This is also reflected in the Parking Strategy document being developed alongside the masterplan.	
13	There has to be a holistic approach to all of the above to ensure project are not developed in isolation or with no long term evolution considered. For instance, the town centre revitalisation should feed into public improvements and drive community capacity. One off improvements with no long term benefits (or ability to	The purpose of the Masterplan is to bring together the various strategies and plans that have been developed into one cohesive and holistic vision for the town over the next 10 to 20 years and beyond. This has also been informed by various feedback gained from public consultation for the Pride in place Programme. The Masterplan has been developed to align with the King's Lynn Ten Year Vision For the Pride in Place Programme as well as the West Norfolk Economic Strategy to ensure a joined up and complementary approach to development in the town.	**13**

	sustain over 5 years plus) should be avoided. Transport and connectivity should also be at the forefront of planning to avoid the current trends of centres surrounded by new housing developments without any community and / or neighbourhood services of their own - creating soulless developments reliant on car based transport.	With the Masterplan Strategies, Evolve and Adapt seeks to drive visible, incremental change through early projects that build confidence, unlock investment, and lay the foundations for larger, long-term transformation across King's Lynn. This includes considering meanwhile uses and ensure that there is a flexible and joined up approach to delivering quick wins as well as longer term developments. Please see **Response Reference 4** regarding transport both within masterplan strategies and the King's Lynn Transport Strategy (KLTS). To add to this, the Borough is worked directly with the County Council's transport teams in developing the masterplan to ensure a joint early approach. Alongside the KLTS, the masterplan is also considering and informed by the King's Lynn Local Cycling and Walking Infrastructure Plan (LCWIP) to ensure masterplan proposals are compatible and support the plan where possible. The LCWIP sets out key cycling routes and cycling and walking network improvements which can be implemented in the short, medium and long term.	
14	I am concerned by the plans to develop the riverside and Church Street areas. I live in the streets between the river and the Minster, which is a dense residential area. There are already a number of businesses along the river front in this area (Marriotts Warehouse, No1 Bar and Kitchen, The Rathskeller) which create a lot of noise including live and/or amplified music late at night several nights a week all summer and for much of the rest of the year also. This is already too much for the area and means residents cannot enjoy their homes and gardens in peace, and there is no consideration given to shift workers (our town's key workers) living in the area who may be starting work early on Saturdays and Sundays and are being disturbed by late night noise on Fridays and Saturdays. At the other end of this area in question is the White Hart pub which has live amplified music every Friday evening which can be heard two streets away - this is at the end of Church Street which is also within the	Masterplan Policy Land Uses for Local Needs seeks to reinforce King's Lynn's role as the social, cultural, and economic heart of West Norfolk through land uses which meet the needs of local people, nurture local talent and industries, and focus energy, investment, and connectivity in the town centre. The masterplan supports appropriate mixed use development which is also supported within national and local Planning Policy. The town centre is a sustainable location and a mix of compatible uses helps to improve town centre vibrancy. A mix of uses can successfully exist together and successful urban centres celebrate a diversity of uses and alongside residential density. However, one use should not be at the detriment of the other and this requires careful planning and consideration at all stages of development design and testing. At this point, residential uses are planned for Church Street as a long term scheme. New homes, including those that are affordable, are a key	**14**

	development area. Any plan to redevelop the river side and Church Street areas needs to take into account the needs of residents to enjoy their homes in peace - the Council should not be planning more commercial / entertainment premises in this densely populated residential area. Any development on brownfield sites here should be residential including affordable homes, or green spaces for everyone to enjoy.	part of masterplan. Exact tenure would be established at more detailed design phases on sites. The Riverfront is an opportunity to bring forward heritage-led regeneration which capitalises on the town's interlinked historic, cultural and environmental assets, this includes the development opportunity at Boal Quay for residential led mixed use. Currently, the broader riverside area has a range of mixed use but there is a dominance of vehicles over pedestrian and cycle movement. There is a clear opportunity for people-centred and flood-resilient public realm improvements which transform the riverfront into a celebrated destination, and can act as a catalyst for further improvements to adjacent buildings and spaces. This also supports the orange route along South Quay in the King's Lynn Local Cycling and Walking Infrastructure Plan (LCWIP). By reprioritising space for people and regenerating the key brownfield sites on the quay, we are responding to public feedback that the riverfront is currently underutilised and we need to capitalise on the asset as a vibrant part of the town centre. The concept for the riverfront public realm is to reduce vehicle dominance and make the space more people centred as well as introducing green space. Specifically, Devils Alley is planned as a community garden led space with planting, seating, informal play and a small commercial opportunity towards the riverfront – this has been zoned to ensure that privacy, community use and riverfront activation are balanced, with quieter spaces adjacent to residential properties. This has been developed following previous feedback on previous schemes at this site, which will further evolve based on consultation and co-design.	
15	It's hard to say that any of these are 'not important' as they are all key to a successful town centre. However, I would say that safer streets is less high priority - I think we have a v safe town. Anti-social behaviour is a symptom of other issues and they need to be sorted to solve this issue	Feedback noted.	**15**

16	The overall plan is good, I have concerns about the community use and whether the groups would need to keep the buildings in good repair.	Whilst the masterplan and opportunities coming out of it are at a higher level, consultation will continue be key and will carry on into any detailed design stage to make sure community uses are supported and anything delivered is maintained into the future.	**16**
17	I assume you want feedback from a personal rather than an overall altruistic point of view. I am retired and the younger members of my family do not live here so while overall all these things are important to the community as a whole, what is above is importance as they affect me personally.	Feedback noted.	**17**
18	All of these things are of course important for a town. Frustrating, should it not be taken for granted that all these things should be invested in?	It is noted that all priorities are important and all are brought into and central to the overall masterplan as well as the King's Lynn Ten Year Vision For the Pride in Place Programme.	**18**
19	I strongly believe that all the priorities are equally important and should underline and inform all future development in the town. They are all essential elements of a thriving community. You could to the these the need to integrate and respect nature and biodiversity as far as practically possible in an urban context.	See **Response Reference 18** above. In terms of respecting nature and biodiversity, Masterplan Strategy Harness Natural Assets seeks to celebrate King's Lynn's existing natural landscapes including the riverfront, open spaces and green infrastructure, and look for opportunities to sensitively enhance and add to these. The aim is to ensure development delivers a high quality of environment for existing and future users and this feedback reinforces the need for this.	**19**
20	Target residents in King's Lynn and wider area on what's on in King's Lynn on social media.	Please see details in this report for the second public consultation and how we reached more people to gain feedback on the draft final masterplan. This included social media and reaching out to a diverse audience with more engaging and simple online content including an interactive online version of the masterplan as well as providing physical drop-ins in high footfall areas of town in order to maximise the opportunities for the public to get involved.	**20**

What ideas for projects or activities – including improvements that could be made quickly – do you have for the priorities? You don't have to give feedback on all of the priorities; you can provide ideas for as many priorities as you would like.

	Comment	Response	Response Reference
1	general tidying around the town centre - keeping to consistent colour schemes for bins/signage etc, planting improvements, pavements. Finding a way to encourage businesses back into the town centre and encourage people to 'linger' to contribute to overall vitality.	See **Response Reference 19** in regard to urban greening and planting. The Council operates a regular maintenance programme and feedback such as this helps shape priorities going forward. Please see **Response Reference 2,3, 5, 8 and 12** in terms of overall vitality in the town centre.	**21**
2	Getting the town centre back to its former glory by reopening derelict buildings and creating new and exciting facilities within them. Which will in turn increase footfall and revenue for further development and expansion on future projects.	Please see **Response Reference 2,3, 5, 8 and 12** in terms of town centre vitality and reopening derelict buildings.	**22**
3	Protect the bus services as it is the way for the poor or elderly to get about.	Feedback noted, the Borough Council is working with the County Council to deliver the King's Lynn Transport Strategy (KLTS) which seeks to promote public transport and grow annual bus usage. The masterplan strategy Transport and Access further supports this.	**23**

4	Offline cycle path connecting town to villages such as Gayton	Feedback noted. The Borough Council works with Norfolk County Council to deliver active trave schemes including the King's Lynn LCWIP and this feedback can shape future priorities.	**24**
5	With regards to the swimming pool move, please keep it in the town centre and please make it fun for families (look at Thetford pool). I believe the ideal site would be Austen Steet East, a large visually attractive building on this site would work very well in my opinion.	The decision to move the swimming pool from the current site to Lynnsport was taken outside of the masterplan process based on a report that considered various sites across the town centre and Lynnsport and was subject to a separate public consultation exercise in 2025. The purpose of including the current St James Swimming Pool site in the masterplan is to ensure that the site doesn't become a vacant brownfield site in the core of the town centre and we have an investable opportunity for when the pool moves which can be delivered and provide a high-quality development. This can improve the built environment in this import part of town opposite St James Park/The Walks as well as the rail to river route from the rail station to the riverfront.	**25**
6	Carry on the with events we have maybe. And direct trains to Norwich and Peterborough please. Plenty of people I speak to say there isn't much in Lynn shops wise and we have to go all the way to Cambridge for anything. Thankyou.	Feedback noted regarding events, these are a key element to the town centre environment in terms of vitality, footfall and the residential offer to encourage people to live in the town. Please see **Response Reference 2,3, 5, 8 and 12 i**n terms of town centre uses and vitality. Please see **Response Reference 3** in terms of transport/rail.	**26**
7	More roads are needed. More car parks and they need to be free. No matter what the cycle brigade try and convince you at the council, car will always be King. You need to embrace this otherwise the town will die quicker than it is now.	Please see **Response Reference 4** in terms of transport. It is important that the masterplan balances transport options for all users and the masterplan polices and emerging parking plans (**Response Reference 12**) seeks to do this. It is also important to note that research shows that people who walk or wheel to do their shopping spend more money and pedestrianised high streets see bigger sales (https://www.livingstreets.org.uk/policy-reports-and-research/pedestrian-pound/). This reinforces the balance that the masterplan needs to strike to ensure all users have suitable access while ensuring King's Lynn and the town centre can meet its full potential.	**27**

8	You are getting so good at putting on activities to bring people in town, please keep it up. As I said, the old Debenhams building would make an amazing place of entertainment. Bowling/retro arcade/VR/ping pong/karaoke booths. Not a quick fix maybe?	Please see **Response Reference 26** in terms of events. Please see **Response Reference 2,3, 5, 8 and 12** in terms of town centre uses and vitality.	**28**
9	The riverfront is a key asset and should be developed as a destination for locals and tourists. Remove parking and traffic from the area. Install huts that can be used as pop-up stalls for food & drink and local sellers, e.g. artwork and souvenirs.	Please see **Response Reference 8 and 14** regarding plans for the riverfront, this includes the potential for complementary development at the Sommerfeld & Thomas warehouse and associated site as well as Devils Alley which includes a small pop up / commercial building. Comments regarding artwork are noted, this forms part of plans and further consultation and detailed design will enable this to be developed further with the community.	**29**
10	The fewer cars in the centre of town the better. The more pedestrian and cycle friendly the streets the better. The more opportunities for sitting outside pubs, restaurants and cafés the better. The more green spaces - trees, flowers, lawns - the better. Please don't let the stuck-in-the-muds and car lobby stop you.	Please see **Response Reference 3, 4, 12, 13 and 27** for transport and cycling. The masterplan aims to allow access where needed in the town centre whilst reducing the dominance of vehicles and creating a more people first space in the town centre. Please see **Response Reference 2,3, 5, 8 and 12** in terms of town centre uses and vitality and **Response Reference 19** for nature and greening. Improved public realm, urban greening and a variety of uses will support outside dining and café culture which is an important part of town centre vibrancy.	**30**
11	An example of looking to tge future and making the town attractive would be to have a project for charging and hiring electric cars close to the station. Tourists could arrive by train and then hire electric cars for holidays in Norfolk thus encouraging King's Lynn as the first place to visit for Norfolk holidays. Perhaps the land between the railway and The Walks with additional access next on Tennyson Road level crossing .	The Parking Strategy developed alongside the masterplan (**Response Reference 12**) will be considering many operational elements as well as the more strategic spatial approach of the masterplan. This includes the provision of electric parking spaces/charging facilities which will be reviewed. Further feedback is noted and can be considered alongside colleagues from Norfolk County Council and future transport strategy development.	**31**

12	St James Swimming Pool should be looked at as an open space /gardens with modern sculptures. This keeps the Rail to River sightlines clear and provides a welcome entry to the town. Not every space needs to be filled immediately with a development - Lovell or otherwise!	Please see **Response Reference 19** for nature and greening. Please see **Response Reference 25** in terms of the context of the Swimming Pool Site. Feedback can be considered going forward in terms of greening on site. The site is currently identified as opportunity for non residential use such as healthcare at ground floor as well as residential accommodation above including the option for a hotel. This was further tested at a second round of public consultation.	**32**
13	As above.	Feedback noted.	**33**
14	Transport connection between villages and to Lynn is vital, and even where they exist they stop far too early. Even an evening trip to the cinema is often impossible from Heacham, and our service is better than most. The town centre is sad and uninspiring, despite the many historical buildings, and scary at night.	This is a really important consideration. Please see **Response Reference 3, 4, 13 and 23** in regard to transport and the masterplan links to the King's Lynn Transport Strategy. The Borough Council works with Norfolk County Council to implement the KLTS which seeks to promote greater use of public transport in King's Lynn, support bus operators to deliver quicker, reliable, integrated, convenient and accessible journeys and grow annual usage of public transport (bus and rail). Masterplan Strategy Transport and Access also supports and seek to ensure that the masterplan helps build a connected, people-first town by stitching walking and wheeling, cycling and public transport into a coherent network. This supports and will work with the aims of the KLTS. Please see **Response Reference 2,3, 5, 8, 12 and 14** in terms of town centre uses and vitality, opportunity sites including bring vacant buildings back into use as well as the riverfront. In terms of safety, please see **Response Reference 10 and 11.**	**34**
15	Better nightlife (and public transport to support this)	Improving nightlife alongside the wider mix of uses in the town centre is an ambition from the Economic Strategy as well as the King's Lynn	**35**

		Ten Year Vision for the Pride in Place Programme. The Masterplan Land Uses for Local Needs strategy also seeks to support the evening economy. Please see **Response Reference 2,3, 5, 8 and 12** in terms of town centre uses and vitality. Please see **Response Reference 3 4, 13, 23 and 34** in terms of public transport.	
16	Working with NEET young people, we need much more of the kind of thing Boost offers. They do an amazing job but we need more of that. Young people need more very very small bite sized opportunities to give them a confidence boost and enable them to try out ideas which might give them a springboard to the future. Either in person or online, especially in areas like the leisure industry as Boost don't offer things like that very often. And in ICT for example. I have a young person who did a tech ed course in computer game design but doesn't know where to go with it now that has ended. Boost provide a great range of things but it still needs a wider range and things that occur more frequently. E.g. recently a Boost course was full and there is no opportunity on the horizon for that being re-run so my young people missed out. Additionally, in the education field, there is a gap for 18/19 year olds, I have discovered recently. Norfolk Adult Learning Construction Hub is a great model for what I have suggested above - their 6 week courses, once a week for 2-3 hours are the perfect level of commitment my young people can cope with. However they can only access that in the academic year they turn 19. Most of my young people have had adverse experiences of college, so will not return there for any sort of course, so there is a whole year where they could be getting on with something like an adult learning course, but can't. I have a young person in this category at the moment.	This feedback is valuable and can be taken forward with the relevant teams beyond just the masterplan. Within the King's Lynn Ten Year Vision For the Pride in Place Programme, a key part of the vision relates to ensuring King's Lynn is a town where people are inspired to aim high and achieve their ambitions and better opportunities. This vision will direct the £20 million Pride in Place funding allocation and support the enhancement of local provision for work based and skills training. This also aligns with the West Norfolk Economic Strategy vision to raise skills levels in the Borough by seeking investment and using the Borough's assets and resources. This theme also aligns with the new King's Lynn Library which alongside core library and other functions offers dedicated adult education classrooms on its upper floors, offering a variety of courses run by Norfolk Adult Learning.	**36**

17	Just one on Safer Streets: active prohibition of cyclists, especially electric bikes through pedestrian areas in town.	In terms of safety, please see **Response Reference 10 and 11**. There is currently a restriction on bike usage in pedestrianised areas of the town centre, and this feedback can be taken forward with the relevant teams at the Borough and County Council.	**37**
18	As above	Feedback noted.	**38**
19	Build a second, reserve landing stage for the west lynn ferry on the west lynn side, so that it need never be out of service for so long again whilst awaiting structural repairs	Whilst the masterplan doesn't directly include such a proposal, focusing on the West Lynn Opportunity site and improvements to parking to encourage more use of the ferry including for tourism and as a park and sail, this feedback can be taken forward for consideration. Future infrastructure needs are being considered as a separate workstream to futureproof the service.	**39**
20	Circle activity " bike work shop hubs to lean to fix bikes recircle bikes .. More bike holders lock up.safty Fairstead kings reach out side centre point shop centre. More plantation of trees .	The potential for cycle hire and/or a café use has been considered at a high level for the small commercial element at the Devils Alley riverfront site, this will be considered further as plans progress. Cycle parking in included in public realm proposals and in detail for the riverfront across the masterplan. New development will also have to align with Norfolk County Council Standards at planning stage. Feedback for further locations is noted and will help shape conversations with Norfolk County on options for delivery when possible. The Borough Council is also developing Active Travel Hubs which would include secure cycle parking and maintenance facilities at Baker Lane and the Enterprise Park to the south of the Town Centre as part of the Active and Clean Connectivity Programme from the Town Deal Programme funding. Please see **Response Reference 19** for nature and greening. This includes supporting the planting of trees in the urban area both within public realm areas and development sites.	**40**

21	More affordable long term car parking spaces, especially as most of the long term car parks are being suggested as development areas, where are people supposed to park? I use boal key or NCP and occasionally Common Staithe. Maybe a pedestrian Bridge over the river from West Lynn to town centre, with adequate parking areas in West Lynn, which would cut traffic going into town Access to new houses at Parkway and to King's Lynn Academy, from the direct from the Hardwick area, like was originally discussed	A Parking strategy was developed alongside the masterplan which will support the masterplan vision for relocation and consolidation and management strategy for car parking across the town. This will also consider operational requirements and measures such as pricing and environmental improvements. In addition, please see **Response Reference 12, 31 and 39** for parking proposals within the masterplan. A pedestrian bridge across the river has not been included in the masterplan due to operational requirements and safety considerations for the working port and the potential for large vessels to be drawn down the river on the tide. However, the West Lynn Ferry is supported within the masterplan and improvements are proposed to support a park and sail function focusing on the West Lynn Opportunity site and improvements to parking to encourage more use of the ferry including for residents, commuting and tourism. Feedback noted regarding connectivity from Gaywood to Hardwick.	**41**
22	Biodiversity e.g. native species of planting.	Please see **Response Reference 19 and 40** for nature and greening.	**42**
23	To revitalise our shopping streets and help save retail businesses free carparking for the first hour during on quieter trading days of Monday to Thursday. Free car parking after 6pm all week to help the night time economy.	Please see **Response Reference 12, 31, 39 and 41** in regard to parking. The Parking Strategy developed alongside the masterplan will consider operational matters and this feedback can inform this consideration.	**43**
24	- Support for local independent businesses - Focus on rejuvenation of quayside space - Focus on South Lynn for potential public events - Reengagement with potential solutions for Southgates roundabout approach - Restoring heritage buildings and in and around London Road area.	Please see **Response Reference 2,3, 5, 8 and 12** in terms of town centre uses and vitality. Please see **Response Reference 8, 14 and 29** in regard to the riverfront. Whilst the masterplan area has a focus on the central urban area of town it a key consideration is connections with the wider urban area of	**44**

		King's Lynn. In addition, South Lynn is included as a Priority Place in the King's Lynn Ten Year Vision For the Pride in Place Programme The Borough Council has an adopted masterplan for the Southgates Regeneration Area (https://www.west-norfolk.gov.uk/info/20241/strategies_and_plans/983/southgates_masterplan). This has been included as a wider opportunity in the final masterplan. The Borough Council is currently working with partners to consider area-based improvements in parts of the town following adoption of the masterplan. The County Council's Sustainable transport and regeneration scheme (STARS) Scheme (Please see **Response Reference 8**) also presents the opportunity to consider schemes for the streets in this area around the one-way system (gyratory) following completion of this scheme. This feedback also contributes to considering areas such as London Road.	
25	Please consider creating a green space with trees and a children's playground, either on the river front, or Church Street, or both. There is a lack of green public space in this area. A park by the river would be an asset to everyone.	Please see **Response Reference 8, 14 and 29** in regard to the riverfront. The public realm from Purfleet Quay/Kings Staithe Quay to Boal Quay, connecting to Southgates and Harding's Pits includes both formal and informal opportunities for play. Whilst this will be further developed at later design stages this indicatively includes play opportunities on South Quay, informal opportunities at Devils Alley towards the west away from residential properties as well as more formal play spaces at Boal Quay. At Boal Quay these would be integrated within the wider public realm and residential led development serving both new and existing residents.	**45**
26	Sort out some of our worst eyesores - Sommerfeld & Thomas, Devil's Alley, the Kwikfit building, the old Post Office, the paving in the High Street, empty shops, bins left out in our heritage areas.	Feedback noted, all of these points align with the themes of the masterplan and have influenced how we prioritise next steps and delivery after the masterplan is adopted. Please see **Response Reference 2,3, 5, 8 and 12** in terms of town centre uses and vitality as well as vacant buildings. The Kwik Fit	**46**

		building is identified as an opportunity in addition to the priorities at the Old Post Office and Former Debenhams.	
27	Why on earth wasn't the new library put in the old post office building. Put down shop rents in town centre	The new King's Library aimed to create a landmark and aspirational building in the centre of town in a sustainable and accessible location. The location in the chosen long-term vacant building (former Argos) has enabled the regeneration and reuse of a vacant eyesore building into a new productive community use. The completed project has provided active frontages at ground floor, a larger public space (at Baxters Plain) especially to the front of the listed Majestic Cinema where the building footprint has been reduced. The project provides an enhanced community asset with additional services. The Former Post Office building is in private ownership and has planning permission for Class E (Commercial, Business and Service) and 34 residential units above (Planning reference: 21/01568/FM). This is an extant permission which means it has been implemented (so no longer has an expiry date) and can be built out. Next steps following adoption for the masterplan will be exploring options to enable this development to be delivered.	**47**
28	I believe constructing proper cycle routes will decrease vehicles use and encourage healthier lifestyles while bringing access directly into the Town Centre however, there needs to be careful consideration on design which help to keep cycle routes within the shopping centre area clearly defined so ensure the safety of pedestrians and cyclists. This means cycle routes need greater design than just being clearly marked but must have appropriate kerb edging and speed calming measures to combat those who decide not to cycle within the confines of the law and prevent accidently collisions between pedestrians and riders. Crossing points need to be installed to assist those with mobility or sight difficulties to cross the cycle routes safely. I would like to know how you	Please see **Response Reference 4, 23 and 34** regarding the Masterplan Strategy Transport and Access. Please see **Response Reference 3 and 13** for other transport. Please see **Response Reference** 13, 14 and 24 in regard to the King's Lynn Local Cycling and Walking Infrastructure Plan (LCWIP). Please also see **Response Reference 40**. This feedback is noted and can be considered further in partnership with Norfolk County Council in future delivery, following the latest design guidance for active travel. Operational considerations are	**48**

	intend to manage such cycle ways for inappropriate and dangerous cycling without the need for enforcement action which is clearly ineffective especially when the criminal justice system is designed to keep young people out of the criminal justice system. What work will also be carried out in relation to the current Traffic Regulation Order which currently prohibits vehicles and cycles from the town centre? With regards to all public open space, what measures are being introduced to keep people safe from unauthorised vehicles trying to enter these spaces and causing accidental or intentional harm?	considered at detailed design stage and no major changes to TRO's on the main pedestrian streets are directly proposed at this stage. In terms of safety, please see **Response Reference 10 and 11**. Hostile vehicle mitigation is an important consideration in public realm design and this is a key consideration within masterplan proposals and will continue to be so in further design stages.	
29	The quick wins by repurposing empty buildings will immediately improve the presentation of the town	Feedback noted, the masterplan will be phased, and the final delivery strategy will include 'quick wins' to ensure the masterplan starts to delivery quickly with tangible results whilst larger and more complex sites are developed.	**49**
30	Consideration could be made to enforce a design standard for exterior signage etc. on existing public and commercial building to unify the look of the space. This could be done through existing planning or via commercial incentive of local taxation	In association with the masterplan, an updated Conservation Area Appraisal, Management Plan & Shop Front Guide is being development. This work is in association with our Planning and Conservation Team at the Borough Council and will enable better education of shop owners and the public, better design and planning outcomes for shop fronts and the Conservation Area as well as a better evidence base for future policy and enforcement.	**50**
31	Do not over cull car parking if we want to draw visitors to the town centre they will still need spaces to park	Please see **Response Reference 12, 31, 39 and 41** in regard to parking.	**51**
32	Main immediate priority must be to purchase the Post Office before it degrades further. There is little point on revitalising the area with the new library, when the Post Office is in it's current poor condition.	For more details on the Former Post Office building please see **Response Reference 47.** The site is identified as an opportunity in the wider masterplan.	**52**
33	Town centre revitalisation - opportunities for empty shops to be filled and repurposed. Frontage of properties to be improved. Signage and building to be sympathetic to the heritage of the town and not succumb to neon signs and glossy bill boards.	Please see **Response Reference 2,3, 5, 8 and 12** in terms of town centre uses and vitality as well as vacant buildings. Please see **Response Reference 50** regarding the Conservation Area and Shop Front Guide work underway in association with the masterplan.	**53**

34	General tidy-up - rubbish, badly placed signage that could be moved, general cleanliness - anything which is a quick-fix to make the town look more attractive to visitors - or potential new residents - on a first impression.	Please see **Response Reference 21**.	**54**
35	Do something with Debenhams. Start with something manageable that people in and visiting King's Lynn can grasp, that's practical, not a 20 year 'spatial vision' that no one will believe in. One imaginative development could impact all of the above priorities and build confidence in the community that the Council means business and wants to do things well for those who live in, work in and visit King's Lynn.	Please see **Response Reference 2,3, 5, 8 and 12** in terms of town centre uses and vitality as well as vacant buildings. Please see **Response Reference 14** regarding the Evolve and Adapt Strategy and the ambition for short term interventions that kick start the masterplans vision for the town. The longer-term vision of up to 20 years and beyond in the masterplan is important to set a clear and deliverable timeframe to support bids for funding and take the time that is needed to deliver future interventions, many of which take years before final completion. However, as noted above and set out in the Masterplan Evolve and Adapt Strategy it is important that there are early wins delivered form the masterplan considering available funding. In terms of individual sites such as Debenhams, the masterplan considers delivery options and potential timeframes which will enable the council to consider how this could come forward as a priority.	**55**
36	1. Improve the current Wisbech/West Lynn road bridge across the river to make it safer for cyclists and pedestrians and connect with existing cycle routes/pedestrian pathways on both sides of the river. 2. As part of the proposed refurbishment of Custom House and quay area consider a more ambitious project to use the existing but unused dock, for example a floating building/echoing Captain Vancouver's vessel that could create an educational and community or exhibition space (all of these?) with references to the maritime heritage of the town but creating opportunities and a sense of 'exploration and adventure' for the future.	Please see **Response Reference 13, 14 and 24** in regard to the King's Lynn Local Cycling and Walking Infrastructure Plan (LCWIP). The Bridge from Wisbech Road to West Lynn is part of the Orange Route (Town Centre to Clenchwarton) in the LCWIP. A medium-term priority within the LCWIP is for a segregated cycle facility over the Cut Bridge (Ref: 01-06). The LCWIP is endorsed by both the Borough Council and Norfolk County Council and this feedback supports this ambition and future delivery. Feedback noted regarding better use of the Purfleet and potential uses to activate the space and respond to the town's history. The	**56**

		indicative riverfront public realm proposal shows the potential for a moored boat in the Purfleet, which could create a destination and focal point along the waterfront, helping to attract visitors, increase footfall, activate the quayside, and encourage people to spend more time in the area. It also provides an opportunity for complementary waterfront uses that contribute to the vibrancy and character of the riverfront.	

Do you agree with the proposed strategy for delivery of new residential, commercial and creative land uses across the town?

	Comment	**Response**	Response Reference
1	its important that the town centre has the right mix of uses that all function independently but also as a group. The masterplan should encourage retention useful community assets where these serve the most local people, moving these elsewhere would not necessarily serve the same community in the same way.	Please see **Response Reference 2,3, 5, 8 and 12** in terms of town centre uses and vitality as well as vacant buildings. The Masterplan Strategies mentioned above support vibrancy of the town centre depends on a range of uses and this includes community assets, this can be demonstrated by the new Library located in the heart of the town centre. Please see **Response Reference 47** for more on the new Library. It is also important to reference Local Plan Policy LP39 which states:	**57**

		1. The Council will encourage the retention of existing community facilities and the provision of new facilities, particularly in areas with poor levels of provision and in areas of major growth. 2. Development leading to the loss of an existing community facility will not be permitted unless it is demonstrated that: a. the facility or service concerned will be adequately served by an easily accessible existing or new facility in an appropriate alternative location, or; b. it is no longer viable or feasible to retain the premises in a community facility use. Development would have to accord with this policy where relevant.	
2	The town needs less closed up buildings and more opportunities for people to visit	Please see **Response Reference 2,3, 5, 8 and 12** in terms of town centre uses and vitality as well as vacant buildings. Please see **Response Reference 50** regarding the Conservation Area and Shop Front Guide work underway in association with the masterplan.	**58**
3	Its the correct way to go	Feedback Noted.	**59**
4	Removal of commercial (patricks) near the docks is a bad decision. The port has potential	Feedback noted, the masterplan is not directly advocating for the removal of Pattrick and Thompsons but responding to the opportunity for this land to be available. The illustrative plans for the Port and Timber Yard site also include the potential for new business, innovation or creative activities which complement the operation of the port alongside new/consolidated parking.	**60**
5	More opportunities for the Boal Quay area would be good, especially for leisure, it would good to realise this. I believe Lynn would be an attractive location for a large gallery space (similar to the Tate Gallery in Margate) being on a direct train route to London.	Feedback noted, especially in terms of potential uses. Please see **Response Reference 8, 14, 29 and 45** in regard to the riverfront and Boal Quay.	**61**

6	I don't really understand the map.	Feedback noted, we made the second consultation on the draft final Masterplan simpler, more engaging and easier to respond to in response to this. Please also see **Response Reference 20**.	**62**
7	We have enough homes and a lot of factories on the Hardwick are empty. Leave the green space alone.	The Masterplan does not propose to remove any greenspace rather increase it where possible. Please see **Response Reference 19 and 40** regarding nature and greening. Please see **Response Reference 8, 14, 29 and 45** in regard to the riverfront and how this contributes to green space and public realm improvements. The masterplan seeks to respond to the identified housing need for the Borough from Central Government and via planning Policy in the Council's Local Plan. The vision for the masterplan is to direct some of this required growth to the centre of King's Lynn and develop underutilised brownfield land in sustainable locations in the town centre. Please see **Response Reference 2,3, 5, 8 and 12** in terms of town centre uses and vitality as well as vacant buildings. Increased population in the town centre also supports the aims of the Council's Economic Strategy to create and retain productive jobs and businesses that are a reason to stay in the area, re-locate to it and invest in it. This includes advanced and specialise industries located in the towns industrial estates such as Hardwick.	**63**
8	It is good Kings Lynn is being invested in.	Feedback Noted.	**64**
9	Revitalisation of disused/under-used land and buildings is essential.	Feedback Noted.	**65**
10	The more residential spaces above street level retail you can create the better - gentle density is the way to create a thriving heart to the town - the more people who can walk from their homes to jobs and retail / leisure activities the better. The more people living in the heart of the town, the better for the businesses in the town. Look at developing good sized courtyard blocks with private central gardens and	Please see **Response Reference 2,3, 5, 8 and 12** in terms of town centre uses and vitality as well as vacant buildings. Residential density in the town centre includes that above shops, this is an effective use of often redundant space. Residential above shops is supported by Planning Policy and aligns with the masterplan vision and strategies as outlined. This also aligns with the King's Lynn Ten	**66**

	balconies - mixed use - with apartments for families of all ages, sizes and income levels - the more mixed the community the better - avoid zoning and ghettos.	Year Vision For the Pride in Place Programme as well as the West Norfolk Economic Strategy, particularly the theme of Thriving Towns.	
11	The plan is very specific areas more emphasis is required on an overall approach. Also hypercrical comment regarding keeping town heritage as new library was built with no definitive plan for the old building. Why was it a good idea to close St James Medical in town and build a new centre well outside of town. Suggest one of the empty buildings in town should be a medical centre for town residents as so many flats being built there will be a lack of town GPs. Also St James swimming pool should change to a council owned gym / sports centre for town residents. The Park Run in The Walks is an example of how many people come to the town for fitness activities.	Please see **Response Reference 13**. The masterplan consists of both overall strategies, vision as well as opportunity sites, more detailed feasibility studies and the riverfront including public realm and development at Boal Quay Whilst the masterplan includes specific opportunity sites the overall document sets out a vision and priorities through town wide Masterplan Strategies and takes a strategic view of the whole masterplan area. This ensures that the whole masterplan operates from a shared vision and there is a clear interrelationship between all projects included within. It is noted that this needs to be further reinforced and made clear at the second public consultation, please see **Response Reference 20 and 62.** The new Library in the centre of town opened with The Garage Trust confirmed to take on the Old Library building by Norfolk County Council. The Garage Trust is a cultural charity dedicated to transforming lives through the art, please see more here: https://www.norfolk.gov.uk/article/66314/The-Garage-Trust-to-take-on-Carnegie-Building-in-Kings-Lynn We are consulting with the NHS on the King's Lynn Masterplan and will continue to work with the NHS to support and develop opportunities for health services to be located in the town centre where appropriate in conjunction with the new Queen Elizabeth Hospital development. The indicative plans for the St James Swimming Pool site include a potential healthcare use at ground floor. Please see **Response Reference 25** in terms of the context of the Swimming Pool Site.	**67**

		Feedback regarding the need for sport and fitness facilities in the town centre is noted. This can assist in further development of opportunities to bring such uses into the High Street and town centre to further diversify the offer.	
12	Yes	Feedback noted.	**68**
13	There is a clear vision and excellent ideas. I will be interested to see how this is delivered over the next 10 years or so. I also think here needs to be more focus on private investment and sport/lesiure.	Feedback noted.	**69**
14	Mostly agree. Tues Market Pl parking is important for evenings, visitors to the Corn Ex etc may not feel safe coming to and from the port. It is so important that there are fitness/leisure facilities in the centre so people can go on foot, I strongly disagree with the move away from St James's.	Response Reference **12, 31, 39 and 41** in regard to parking. Safety and convenience are key for ensuring this is a viable parking option and connectivity to the Tuesday Market Place and the town centre are a vital consideration. Please see **Response Reference 25** in terms of the context of the Swimming Pool Site and **Response Reference 67** in terms of potential High Street and Town centre fitness uses.	**70**
15	Love the greening aspects - how will the displaced parking be managed?	Feedback noted. Please see **Response Reference 12, 31, 39 and 41** regarding parking.	**71**
16	More housing needed, both private and council properties for those in poverty	Feedback noted.	**72**
17	Any empty building space above shops to be converted into social housing.	Please see **Response Reference 66** in terms of residential above shops.	**73**
18	Better more affordable housing is very important & more occupancy in town shops brings more revenue in to our town & job opportunities etc.	Feedback noted.	**74**

19	I mainly agree, but think removing the church street car park is not helping anything	Please see **Response Reference 12, 31, 39 and 41** regarding parking and the wider strategy. Church Street is included within the masterplan as an opportunity, likely longer term, for residential development to repair the urban grain of this historic part of the town centre and Conservation Area. Providing residential development in sustainable town centre locations is a key part of the masterplan's overall strategies. It is however noted and an important part of the masterplan strategy to ensure that adequate parking provision remains in the town taking a monitor and review approach as development comes forward over time.	**75**
20	Fairstead [redacted] . * Gaywood areas .. Master plan areas " play areas . Swimming areas " .school pools reopen ' . Plantation of trees replacement. **Postcode omitted*	Feedback noted.	**76**
21	Concerned that numerous car parks are likely to no longer be car parks (especially considering that they are mostly the long term car parks	Feedback noted. Please see **Response Reference 12, 31, 39 and 41** regarding parking.	**77**
22	Positive	Feedback noted.	**78**
23	The economy has to be in the right place to support growth at the moment conditions and demand are hampering expansion.	Feedback noted.	**79**
24	Provides an array of opportunities across the centre of the town. Connectivity between these sites will be key and could give a chance to rectify issues from mid 20th century development.	Feedback noted. Please see **Response Reference 4, 23 and 34** regarding the Masterplan Strategy Transport and Access and the approaches to connectivity as well as **Response Reference 3 and 13.**	**80**
25	Please see above comments on concerns regarding the number of commercial/entertainment premises in the area.	Feedback noted.	**81**

26	I can't see that any developer would be interested in the St James pool site - and worry that if the pool moves to Lynnsport, it would just become another eyesore site. While I think that we need more green space in KL (it would be great to have a pocket park in Devil's Alley). While I appreciate the intention behind the Common Staithe plan, it is quite a hidden area that I wonder if it would be accessed by people? In general, do we need new commercial land use? We have many empty shops and empty units in industrial zones. I would like to see the need for this clearly demonstrated. Re residential - what we need is affordable housing that provides people with high-quality homes. What we seem to be getting more and more of is homes in multiple occupancy and poky little flats with little amenity space.	Please see **Response Reference 25 and 67** in terms of the context of the Swimming Pool Site. The opportunity site at Common Staithe Quay is for residential led development to increase the residential density of the town centre following the overarching vision of the masterplan. However, alternative uses have been sought at ground floor responding to the flood risk of the area. As part of the masterplan, the viability and deliverability of each proposal is being assessed by experts Aspinall Verdi to ensure a thorough assessment accompanies the final masterplan. Following feedback received in the second round of public consultation, the Land Uses for Local Needs Strategy seeks to ensure that new commercial uses are complementary to existing uses within the town centre - these should not detract from existing spaces or serve as an equivalent alternative to vacant units on the High Street. In terms of affordable housing, exact tenure will be worked out based on the Housing Needs Assessment and further assessment at future detailed design stages as well as requirements at planning stage for market led schemes. We will also continue to work closely with the Council's Housing Team and with partners in delivery of affordable housing.	**82**
27	agree	Feedback noted.	**83**
28	Town centres are dying sue to many factors but mostly due to the change in shopping habits, larger retail outlets and online shopping being one of the major causes for retail premises to reduce store numbers therefore, town centres need to move towards service delivery such as eating/drinking venues for social gatherings, connivance stores and electronic repairs are some areas where greater residential use would allow these stores to trade successfully while providing service to the settled and visiting communities.	Feedback Noted. **Response Reference 2,3, 5, 8 and 12** in terms of town centre uses and vitality as well as vacant buildings and the approach of the masterplan.	**84**

29	Brown field sites should be developed as a priority. Buildings must be of a good standard and maintained so that in 25 years they do not look dilapidated	Feedback noted – the Masterplan vision seeks to bring underutilised sites and brownfield land back into use. Futureproofing and design quality are important considerations that the masterplan seeks to include where appropriate.	**85**
30	I agree	Feedback noted.	**86**
31	Many areas need development and some tlc	Feedback noted.	**87**
32	With some concerns as who will be responsible for keeping the buildings in good repair.	Feedback noted. Futureproofing and design quality are important considerations that the masterplan seeks to include where appropriate. This will also be considered further at detailed design stage and planning as well as in delivery.	**88**
33	Totally support the need for improved usage across the town. Concern over such a large focus on repurposing the car park space for so much public realm - there needs to be a balance of regeneration of these spaces and connectivity	Feedback noted. Please see **Response Reference 12, 31, 39 and 41** regarding parking.	**89**
34	Agree with some, not with all - "an appropriate mix of affordable and market housing" - we need more and more affordable housing but you don't apparently get it without a load of what I presume are termed "un" affordable properties. "Consider young professionals" so who are they - young people with a reasonable salary moving in? I was an incoming young professional once - I didn't need special housing I needed "a house"! What incoming worker MAY find useful is what in the days of the overspill agreement what were termed "key-worker" houses - somewhere to rent while you looked for a permanent alternative.	Please see **Response Reference 82.** In terms of young professionals, the masterplan seeks to provide high quality housing options that are well connect in the town centre to both retain young people and professionals and attract them to live in the town and make use of the rail line and connections to nearby employment hubs and cities. This will increase the mix of people using and living the urban area.	**90**
35	Impossible to say. The exhibition boards present a vision on very high level lines. What happens in practice is what matters, the devil is in the detail always. For example, we might all agree the Church Street car park should be improved, developed, built on. But that's just theory. What will	Feedback noted, the masterplan sets out a vision and clear direction for the town as well as the opportunity sites identified. The second round of public consultation included more detailed proposals, parameters and visuals. However, the masterplan is a strategic document and many work streams will come out of the document where detailed design considerations will take place on a project-by-	**91**

	it look like, what care will be taken to respect the heritage, how will it meet local needs at the time.	project basis. They will however remain in accordance with the principles and strategies established at masterplan stage which is why it's important to set the baseline for each site now.	
36	The proposal to put 50 houses on Harding's Way would introduce residents' cars, removal vans, dustcarts on the road in contradiction to the aim of improving green and natural environment. I think the aspiration to meet housing need and 'consider young professionals' sounds good but there are real challenges to creating homes in a town centre location that provide for families (must include safe and accessible outdoor spaces). Port innovation centre and educational, workshop, maritime enterprise aspirations are great idea but need appropriate transport links. Could the swimming pool be heated by a collocated data centre (Deep Green example in Exmouth).	Policy E1.10 King's Lynn - North of Wisbech Road of the King's Lynn and West Norfolk Local Plan Allocates the land North of Wisbech Road for at least 50 dwellings. The King's Lynn Masterplan considered how this allocation can be included in the wider masterplan considering the close spatial links to the Southgates Regeneration Area as well as Boal Quay and the riverfront. The potential to play a role in the parking strategy for the town has also been a consideration. This is however the redevelopment of the brownfield site rather than new build on green space. The masterplan aims to link into and enhance greenspace provision especially considering how the riverfront public realm can link to Hardings Pits and the Southgates area for a strategic green link. Please see **Response Reference 19 and 40** regarding nature and greening. Please see **Response Reference 8, 14, 29 and 45** in regard to the riverfront All feedback noted including the need for accessible outdoor space, uses and transport links. Please **Response Reference 3 4, 13, 23 and 34** for transport. Feedback noted regarding potential for heating options and the swimming pool.	**92**

Do you agree with the key historic and cultural spaces identified? Should any others be considered?

	Comment	**Response**	**Response Reference**
1	generally in agreement with key spaces identified	Feedback noted.	**93**
2	We have a strong history which should be preserved and celebrated	Feedback noted.	**94**
3	Unsure	Feedback noted.	**95**

4	Yes promotes lynns history well. Suggest extent is reduced by removing link with Southgates.	Feedback noted. Please see **Response Reference 44** for more information on the Southgates Area and the inclusion within the masterplan.	**96**
5	Yes, I like the idea of more trees and general planting. This will make areas more attractive and visually pleasing and hopefully get more people walking and cycling.	Feedback noted.	**97**
6	Confused		**98**
7	We have a fantastic historic Quarter. I was dismayed to see the plans around the South Gate included more modern housing. We don't need any more.	Feedback noted. In terms of the Southgates Regeneration Area and housing, please see **Response Reference 63** regarding housing need set by Government and the Borough Council's Local Plan which allocated land for development and sets out local planning policies. Please see **Response Reference 44** for more information on the Southgates Area and the inclusion within the masterplan. This is a landscape, public realm and heritage led scheme, aiming to enhance the key gateway into the town, which was subject to separate public consultation.	**99**
8	There is a lot of history in Kings Lynn, it has the potential to attract visitors, improvement to the town centre will keep people here.	Feedback noted.	**100**
9	Historic buildings and architecture give the town character and provide a welcoming backdrop for people to enjoy the facilities available, so they should be maintained. However, their actual history is irrelevant to many people, so this aspect should not be a high priority. The Hanse festival is very popular for the activities and spectacle, not because of its history.	Feedback noted. Please see **Response Reference** 2 and 5 in regard to relevant Masterplan Strategies.	**101**
10	Glad to see you are prioritising human centric design - I would urge you to make the pedestrian routes from the the station to the Walks to the Minster to the port side much more pedestrian friendly and intuitive - greener too - green corridors as much as possible linking key points across the town.	Feedback noted. Please see **Response Reference 19 and 40** regarding nature and greening. Masterplan Strategy Harness Natural Assets supports creating a more connected green network and key green corridors linking the town centre, station, and riverfront. This feedback supports these ambitions which were developed further and presented at the second public consultation for further comment and feedback.	**102**
11	Consideration should be made on ways to encourage improvements and the upkeep to private listed buildings.	Feedback noted, whilst the masterplan is a higher level strategic document longer term maintenance is an important consideration.	**103**

		The Borough Council has a range of powers including via planning enforcement and conservation and the Council is also exploring other opportunities via a potential new post for an Empty Properties officer to bring vacant building and high street units back into use.	
12	Yes	Feedback noted.	**104**
13	These are the main ones identified.	Feedback noted.	**105**
14	People could easily visit Lynn and miss all the best places. And hidden gems good idea.	Feedback noted.	**106**
15	More emphasis on historic features/heritage of Tuesday market place - linking into yearly Mart	Feedback noted. The Tuesday Market Place is a key historic features of the town and the masterplan considers how the space could be freed up from at least some of the parking to better utilise the space as part of the wider parking strategy emerging.	**107**
16	Looks great. Bringing out the beauty and history of our town.	Feedback noted.	**108**
17	Perhaps a wider promotion of these to attract visitors?	Feedback noted. The Borough Council has an important role to play in place promotion within the Tourism Team. Please see **Response Reference 2,3, 5, 8 and 12** in terms of town centre uses and vitality as well as vacant buildings and the approach of the masterplan. This also algins with ongoing work to increase the visitor appeal of the town centre including the St George's Guildhall and Creative Hub Project as well as the Custom House and Dryside Facilities, the first phase of regeneration on the riverfront as part of the King's Lynn Town Deal regeneration programme.	**109**
18	We have a beautiful town with so much heritage which needs to be protected & taught to generations to come	Feedback noted. Please see **Response Reference 2 and 5** in regard to relevant Masterplan Strategies.	**110**
19	Sound principle	Feedback noted.	**111**
20	Devil's ally will get flooded in the coming outburst of floodings " why is there not alerted flood gates or energinering stuture to prevent ' to save the historical levels the key point areas Lower level grounds ..	As part of the masterplan consultation exercises we have engaged with the Environment Agency as a statutory body at an early stage as well as BCKLWN Flood and Water Management. This feedback has helped develop the masterplan . Specific to Devils Alley, the site is behind the existing flood defence and plans propose to retain this with minor public realm additions to the western side towards the river. Therefore, the site would continue to be protected during a flood event as is the current situation.	**112**

21	Definetely need to make use of the former Post Office - it's been standing empty for so long. And what a waste that the Debenhams building remains vacant	Feedback noted. Both buildings are priorities identified in the masterplan. Please see **Response Reference 2,3, 5, 8 , 12 and 109** in terms of town centre uses and vitality as well as vacant buildings and the approach of the masterplan.	**113**
22	Sensible	Feedback noted.	**114**
23	We could expand greatly our tourism appeal, but this has to be on the back of all round visitor improvements to the Town Centre and accommodation available.	Feedback noted. Please see **Response Reference 109**. The masterplan also considered the viability of a hotel at one of the opportunity sites such as the St James Swimming Pool Site as well as the potential for tourism offer on the West Lynn opportunity sites.	**115**
24	Is there potential to look at projects further harnessing and celebrating North Lynn / North End history? North of St Nicolas / True's Yard etc.	Feedback noted. Whilst the masterplan area has a focus on the central urban area of town which includes the Trues Yard and St Nicolas areas, a key consideration is connections with the wider urban area of King's Lynn. In addition, North Lynn is included as a Priority Place in the King's Lynn Ten Year Vision For the Pride in Place Programme. The Council continue working with partners such as the Police and local community groups such as the Beacon in North Lynn through the Pride in Place Programme. This work will continue and include the master plan and projects coming out of the Pride in Place Programme into the future.	**116**
25	I don't feel Church Street is a problem - it has housing on one side and a popular car park on the other. It would be nice to have a park instead of the car park, but the car park is probably needed, because the nearest alternative car park (Boal Quay) is usually full during the day. It would be helpful to plan some residential parking as local residents are currently having to pay to use the Boal Quay car park!	Please see **Response Reference 12, 31, 39 and 41** regarding parking. Feedback noted regarding residential parking, this is further considered within the emerging Parking Strategy for the town as well as fed back to Norfolk County Council as Highway Authority. Please see **Response Reference 75** regarding Church Street. It is acknowledged that a careful balance is required when considering development within the masterplan and associated impacts on car parking. This is was further developed and put back out to public consultation before the masterplan was finalised and considered for adoption alongside the parking strategy document.	**117**
26	One of the previous reports (there have been many) identified the possibility of building a multi-storey car park on the Pattrick & Thompson site to allow for other sites to be released for	Please see **Response Reference 12, 31, 39 and 41** regarding parking.	**118**

	development. Chapel Street car park was the subject of a study for HAZ - why did this go nowhere? High quality housing which gives spacious and affordable homes in the town centre would be desirable - why not look further into Chapel Street / Albert Street? These are sites which are away from main roads (St James pool site overlooks a v busy road - until that changes, it won't be very desirable as a residential site). The old Post Office is a blight on the town centre and something needs to be done there. It could provide good town-centre facilities (and would in fact have been a perfect site for the library) and some good quality housing (not the poky flats that it got permission for).	Parking at the Timber Yard and Port is a key element of the masterplan to free up other sites whilst still providing a convenient and close location in the town centre. The Unlocking Brownfield Sites Report for King's Lynn developed as part of the Heritage Action Zone has been an important document reviewed as part of the masterplan, which is not intended to 'reinvent the wheel' but bring previous studies and strategies together into one place. Based on this, Chapel Street remains an opportunity in the masterplan as are Austin Street/Albert Street and Juniper Car Parks. For more details on the Former Post Office building please see **Response Reference 47.**	
27	fine	Feedback noted.	**119**
28	Our historic spaces are key to attracting visitors to the town and these areas should compliment other areas of the town so it provides areas/sections of the town which attract a range of individuals or sectors.	Feedback noted. Heritage is a key component to the masterplan. Please see **Response Reference 2 and 5** for heritage as well as **3, 8, 12 and 109** in terms of town centre uses and vitality as well as vacant buildings and the approach of the masterplan.	**120**
29	The town's history and historic buildings are a huge benefit and they should be used and promoted to support the town's economy and status a fascinating place to visit.	Please see **Response Reference 120** above.	**121**
30	Consideration should be given to the old GPO building on Baxter's Plain	Feedback noted. For more details on the Former Post Office building please see **Response Reference 47.**	**123**
31	Southgates	Please see **Response Reference 44 and 99** for more information on the Southgates Area and the inclusion within the masterplan.	**124**
32	I would like to see the main existing cycle path from the Walks to North Lynn protected also, a very valuable route and much used.	The cycle route mentioned is part of the King's Lynn Local Cycling and Walking Infrastructure Plan (LCWIP) red route and is also on National Cycle Network 1.	**125**
33	Carnegie library Area around Southgates - this is the entrance to the town and should showcase KL's history and culture.	Feedback noted. Please see **Response Reference 67** for the Old Library. Please see **Response Reference 44 and 99** for more information on the Southgates Area and the inclusion within the masterplan.	**126**
34	It seems pretty comprehensive and you've included "hidden" things. If you are developing trails use your LOCAL expertise,	Feedback noted, local knowledge is an important resource that we are keen to utilise in developing all aspects of the masterplan	**127**

	not consultants. They don't live here and they don't have the longstanding familiarity and background knowledge that the residents have, particularly older ones. The civic Soc and the Town Guides have longstanding experience of this sort of thing - use them. If your proposed "Trail" includes all the sites listed you will need to break it up into sections. No visitor is going to be able to range from St Nicholas' to the South Gates and back - that's a route march! Civic Soc encountered this when producing their pilgrim's guide.	including engagement undertaken with the Civic Society and local stakeholders. Further feedback was provided at the second round of public consultation.	
35	I can't remember exactly what was on the boards. One would hope they included all the key ones, KL isn't that big. Consider the historic private homes maintained by individuals and charities that want to preserve KL's astonishing history and heritage. What about the garage building on James Street. Devil's Alley seems to be at real risk - it's already a drug dealing hot spot, opening a garden, potentially lockable, sounds like a terrible idea for that route to Nelson Street.	Feedback noted. The Kwik Fit building/33 - 39 St James Street is included as an opportunity in the wider masterplan. In terms of Devils Alley, please see above. Please see **Response Reference 8, 14, 29, 40, 45 and 112** in regard to the riverfront Regarding safety, please see **Response Reference 10, 11 and 48**. This is an important consideration for the site and continued engagement with the Community Safety and Neighbourhood Nuisance Team and Public Open Spaces will be key as the riverfront public realm scheme develops further. We also continued to consult the Police as the masterplan progressed.	**128**
36	Ongoing maintenance and restoration of the Minster could provide a focus for workshops, training and supporting stonemasons, suitable stone transport by sea and/or canal network. York Minster has recently built a state-of-the-art facility which is in itself architecturally exciting. Education, skills training and economic opportunities from a centrepiece of the town's cultural heritage.	Feedback noted, this can be taken forward as an opportunity with the Minster. Skills is also an important element of the King's Lynn Ten Year Vision For the Pride in Place Programme and the Borough Council and Neighbourhood Board. Please see **Response Reference 36**.	**129**
37	The Walks/Red Mount area.	Feedback noted. This is an important area both as a Grade II Listed Park and Garden (The Walks) and Grade I Listed Building (The Red Mount). Both are also within the King's Lynn Conservation Area.	**130**

Do you agree with the key principles for future interventions to harness history and culture?

	Comment	Response	Response Reference
1	lots of underutilised spaces in key places which could probably be utilised with limited intervention in terms of changes to fabric.	Please see **Response Reference 2,3, 5, 8 and 12** in terms of relevant masterplan strategies.	**131**
2	Same as above	Feedback noted.	**132**
3	Unsure	Feedback noted.	**133**
4	No, Southgate area does not provide historical interest	Feedback noted.	**134**
5	Again, with any new builds, architects must look at what Lynn has historically and focus on this.	Please see **Response Reference 2,3, 5, 7, 8 and 12** in terms of relevant masterplan strategies. The historic quality of King's Lynn is central to the masterplan and high-quality design, appropriate to the historic context is embedded in the masterplan. This will also be a key consideration at further detailed design stage and planning stages.	**135**
6	Keep some of the historical ness we have and add in some modernism	Feedback noted, please see above **Response Reference 135**.	**136**
7	As I said, Lynn has a history unrivalled to any other town. Don't ruin it like past generations building the eyesore Hillington Square	Feedback noted, please see above **Response Reference 135**.	**137**
8	As above.	Feedback noted.	**138**
9	Historic buildings and architecture give the town character and provide a welcoming backdrop for people to enjoy the facilities available, so they should be maintained. However, their actual history is irrelevant to many people, so this aspect should not be a high priority. The Hanse festival is very popular for the activities and spectacle, not because of its history.	Feedback noted both in terms of prioritisation of history and the importance of events. In terms of architecture and design, please see above **Response Reference 135**.	**139**

10	Yes - history and culture are the two big things going for King's Lynn - you need to be able to build on the past - revitalise it - but not ignore or trash it.	Feedback noted. In terms of architecture and design, please see **Response Reference 135**. Please see **Response Reference 2,3, 5,7, 8, 12 and 109** in terms of relevant masterplan strategies.	**140**
11	Principles are good but have not been followed in the past	Feedback noted.	**141**
12	Yes	Feedback noted.	**142**
13	Yes	Feedback noted.	**143**
14	People could easily visit Lynn and miss all the best places. And hidden gems good idea.	Feedback noted.	**144**
15	More emphasis on historic features/heritage of Tuesday market place - linking into yearly Mart	Feedback noted, please see **Response Reference 107**.	**145**
16	Yes	Feedback noted.	**146**
17	I can't answer with accuracy.	Feedback noted.	**147**
18	As above	Feedback noted.	**148**
19	Sound principle	Feedback noted.	**149**
20	History is the characters of the town " the key attraction of the town to protect ..	Feedback noted.	**150**
21	.		**160**
22	Positive	Feedback noted.	**161**
23	Yes vital	Feedback noted.	**162**
24	Yes	Feedback noted.	**163**
25	History and culture are important, but green spaces and peaceful residential areas are also a priority.	Feedback noted, the masterplan seeks to thread history and culture alongside public realm, green space and nature as well as creating high quality environments for residents (both new and existing).	**164**

		Please see **Response Reference 2,3, 5, 8 and 12** in terms of town centre uses and vitality as well as vacant buildings and the approach of the masterplan. Please see **Response Reference 19 and 40** regarding nature and greening.	
26	Re the 1st point 'Create a connected heritage and cultural route network that celebrates important views, maritime identity, and townscape character' - we already have many trails that celebrate our heritage. I would say let's not reinvent the wheel. We need to make people aware of our amazing heritage not creat a connected network. Re the 2nd point 'Re-activate historic buildings through sensitive adaptive re-use to support cultural, community and economic vitality' - will this mean buildings that are in private hands? The old post office and the Kwikfit building are two perfect examples of buildings that need re-activating and have done for years (decades). Unless you can either do compulsory purchase or make the owners engage, nothing will happen.	Feedback noted regarding trails. Please see **Response Reference 2,3, 5, 8, 12 and 109** in terms of town centre uses and vitality. Both the Old Post Office and the Kwik Fit building are included as opportunities within the masterplan. For more details on the Former Post Office building please see **Response Reference 47.** Delivery and viability are key parts of the masterplan and the final document considers next steps for delivery across the masterplan.	**165**
27	agree	Feedback noted.	**166**
28	History provides a sense of pride and encourages visitors, bringing the old to new helps to showcase the historic elements while ensuring a practical use to support modern living.	Feedback noted.	**167**
29	As previous answer	Feedback noted.	**168**
30	I agree	Feedback noted.	**169**
31	It’s a key strength of King’s Lynn	Feedback noted.	**170**
32	Particularly the plan to move parking away from the Tuesday Market Place	Feedback noted.	**171**

33	Historic buildings need to have the opportunity for continued preservation beyond the 20 yr plan.	Please see **Response Reference 103**.	**172**
34	See above. I think I answered this there.	Feedback noted.	**173**
35	I can't remember exactly what was on the boards or find the presentations. Let the Civic Society have a loud voice.	The Borough Council is working with and consulting with various partners to get as many voices as possible involved with the masterplan, this is including the Civic Society and will continue going forward.	**174**
36	As previously mentioned the Custom House and dock could provide an exciting opportunity to connect with the town's maritime heritage in an innovative and engaging way.	Feedback noted, please see **Response Reference 56 and 109** including details for current plans for the Custom House.	**178**

Do you agree with the proposed rationalisation and relocation of car parking to improve historic spaces?

	Comment	Response	Response Reference
1	Huge visual benefit to tuesday market place plans. Important to keep car parking in reasonably accessible locations but current parking areas are perhaps underultilised as other car parks which are more appropriate for other uses are closer. Enhancing South Quay and the riverfront would be of benefit, particular for evening uses when the daytime retail element of the town is closed.	Feedback noted.	**179**
2	This will improve congestion and allow better access to our historic attractions	Feedback noted.	**180**
3	I believe Lynn should have a park and ride scheme. Plus a covered market on Tuesday Market place every day like Norwich	Please see Response **Reference 12, 31, 39 and 41** regarding parking. The Travel Hub at the King's Lynn Enterprise Park is	**181**

		designed to work alongside the existing bus route to function as an informal Park & Ride to the south of the town, just off the A47 utilising the existing bus service. This is an import park of the Parking Strategy and wider masterplan transport and parking considerations.	
4	Unsure, less parking but more reason for tourists to drive and visit lynn	Feedback noted.	**182**
5	The Page Stair lane car park is a good choice for a large car park.	Feedback noted.	**183**
6	As long as the price are not risen as everybody doesn't like the car parking prices in Kings Lynn	Feedback noted, car parking prices are outside of the scope of the masterplan project and are an operational and financial decision. However, prices are analysed and considered within the Parking Strategy.	**184**
7	We need more car parks and they need to be free, but not in the historic Quarter.	Feedback noted. Please see **Response Reference 12, 31, 39 and 41** regarding parking. Please also see above (**Response Reference 184**).	**185**
8	History is important to Kings Lynn, we should preserve it. Also, relocating it out of the town centre/elsewhere should make the town centre/roads slightly safer and encourage a smaller footprint/increased public transport usage.	Feedback noted, the aim of the parking strategy developed alongside the masterplan is to reduce vehicle trips in the historic core to enable a more people first environment. This is whilst still providing the required accessibility for those who need it, a careful balance is required.	**186**
9	n/a		**187**
10	Absolutely - the fewer cars in the town the better. The more pedestrian areas and better cycle paths the better (cycle paths improve accessibility for people with mobility scooters too - look to the Netherlands for how that works).	Feedback noted.	**188**
11	Need a long term plan for charging of electric vehicles	Feedback noted, please see **Response Reference 31**.	**189**
12	Yes	Feedback noted.	**190**
13	This could work out well for King's Lynn in the long term.	Feedback noted.	**191**

14	Town centre parking eg Tues Market Place is vital for Corn Ex visitors who may feel unsafe in port.	Please see **Response Reference 12, 31, 39, 41 and 181.** Exact details for the Tuesday Market Place would be subject to further consultation and design work both in terms of design and materials as well as number and layout of spaces. The masterplan and parking strategy seek to retain access for those who need it whilst reducing the number of vehicles in the historic core where possible. The Timber Yard and Port interceptor cark park remains in the town centre and is still conveniently located for access.	**192**
15	Public transport would need to be made better if so much parking is going to be displaced	Please see **Response Reference 3 4, 13 and 23 and 34** regarding public transport.	**193**
16	Unsure on this one. I feel like there will be a lot of backlash if parking spaces are reduced and it takes longer and is more inconvenient to get into town without a car, especially in bad weather. Most people would rather use their car if they have one. It will benefit those that don't have one.	Feedback noted. Please see **Response Reference 12, 31, 39, 41 and 181.** The masterplan seeks to balance more organised and consolidated parking and access to the town centre with freeing up the disjointed surface car parks and reduce unnecessary vehicle trips into the historic core. Exact numbers will be monitored and reviewed as development comes forward after the final masterplan is adopted, feedback at the second public consultation helped further shape this approach. It is acknowledged that parking is an important town centre amenity and the masterplan and the parking strategy seeks to balance this with encouraging modal shift, especially for trips within the central King's Lynn area supporting active travel and public transport use. However, parking remains a key amenity, especially from the rural catchment of the town, to be planned for and fully integrated with the masterplan vision.	**194**
17	The town is very congested as it is, making the historic spaces more accessible on foot is better.	Feedback noted. Please see **Response Reference 4, 23 and 34** regarding the Masterplan Strategy Transport and Access and the approaches to connectivity. The masterplan seeks to encourage access to the town on foot both via access and improvements to public realm.	**195**
18	The town would benefit immensely by a park and ride. Less cars in town more opportunities to enjoy our heritage buildings	Please see **Response Reference 12, 31, 39 and 41** regarding parking and **Response Reference 181** regarding Park & Ride.	**196**

19	Reducing access to town seems counterproductive	Feedback noted, Please see **Response Reference 12, 31, 39, 41, 181 and 194** in regard to approach to parking. Please see **Response Reference 3 4, 13 and 23 and 34** regarding public transport. Please see **Response Reference 4, 23 and 34** regarding the Masterplan Strategy Transport and Access and the approaches to connectivity.	**197**
20	Car parking is becoming less off " when there should be more off ..Not for visitors to give up and then to decided a next destination! .. especially now with the new built library in town for education...parking prices lowered..	Feedback noted, Please see **Response Reference 12, 31, 39, 41, 181 and 194** in regard to approach to parking. Car parking prices are outside of the scope of the masterplan project and are an operational and financial decision. However, prices are analysed and considered within the Parking Strategy developed alongside the masterplan.	**198**
21	Don't like the idea of losing so much long-term car parking spaces. Although providing more 20 minute or 30 minute free spaces in town would be very welcomed. As someone living out of town, I need to park for several hours when I come into town, although sometimes just popping into town for a quick half an hour or so is convenient.	Feedback noted, the provision of time limited free spaces is acknowledged as a further important consideration in the wider strategy for parking.	**199**
22	Sensible	Feedback noted.	**200**
23	But visitor access is vital we must not loose site of sufficient provision of parking at an affordable price, until other forms of connectivity are fit for purpose.	Feedback noted. Please see **Response Reference 197.**	**201**
24	There is currently an abundance of town centre parking that is the legacy of mid century redevelopment. For large parts of the year these are large dead spaces that in the long term reduce town centre density and create stark, negative contrasts to historic areas. However, relocation of parking has to be done with a clear vision of traffic planning and alternatives.	Feedback noted, these are acknowledged as key considerations.	**202**
25	Please introduce free or cheap residential parking for local residents living in historic areas. At the moment this is a postcode lottery - some streets in the historic centre are able to use residential parking and some are	Feedback noted. Please see **Response Reference 117.**	**203**

	not! I live in Priory Lane which is not entitled to residential parking permits. I have to pay to use Boal Quay long stay car park.		
26	I agree with moving car parking spaces away from historic spaces and would welcome the riverfront becoming parking-free. I do have a bit of a query about TMP though - the council already has powers to clear it for events, e.g. the Mart and Festival Too. It feels strange that it will just be a big empty space. Of course a market there would make sense but the Borough managed very effectively to kill that off a long time ago. And although other towns (Fakenham, Bury St Eds are good examples) have managed to keep their weekly markets going, I think bringing ours back to life would be a big challenge.	Feedback noted. In regard to the Tuesday Market Place Please see **Response Reference 192**. The future of the space will be further considered, including asking the public for ideas, following the completion of the masterplan.	**204**
27	we need more car parking	Feedback noted.	**205**
28	As long as this relocation doesn't impact on the economic and ability for local residents to access work, town and leisure.	Please see **Response Reference 12, 31, 39 and 41** regarding parking. This pairs with seeking to build on an improve the town centre offer, please see **Response Reference 2,3, 5, 8, 12 and 109** in terms of town centre uses and vitality.	**206**
29	Getting rid of 'waste land' parking and moving parking away from Tuesday Market Place will create a much more attractive environment.	Feedback noted.	**207**
30	I think that whilst reducing the amount of traffic into the town and rationalising the flow, encouraging public transport, walking and cycling is admirable, reductions parking provision should be net neutral. Thought must also be given to the fact that cars are now bigger and heavier that when the original multi story parking was implemented and this may not continue to be fit for purpose in the longer term.	Feedback noted.	**208**

31	Population of West Norfolk rapidly growing and want to attract more visitors, want to save the town centre, but cut parking spaces? Makes no sense	Feedback noted. Please see **Response Reference 197.** A key point is that the masterplan seeks to relocate and consolidate an amount of parking towards the edge of the town centre whilst retaining closer located parking for those who need it. The aims of the masterplan and parking strategy seek to support access considering growth and tourism but also modal shift, especially for journeys from within the urban area of the town.	**209**
32	A non-driver myself, but can see this may create issues for those who work in the central area around the Tuesday Market Place - perhaps an initial permit system could be considered?	Feedback noted, please see **Response Reference 197.** Masterplan Strategy Evolve and Adapt seeks to take an incremental approach to early development within the masterplan and meanwhile or temporary solutions will be part of this approach.	**210**
33	Partially agree with this plan. There are areas where car parking could be repurposed and alternative public spaces / housing achieved. I have concern re fully repurposing Tuesday Market Place to a full public space. Current option for closure to allow events is working well (Mart / Festivals) but car parking spaces for town access / hospitality access and Corn Exchange need to be sufficient to welcome visitors and locals, and are far more used than for a few events. The plan indicates using the car park behind the Corn Exchange for public space which makes more sense, and could enhance the river frontage.	Feedback noted. Regarding Tuesday Market Place please see **Response Reference 192**. The future of the space will be further considered, including asking the public for ideas, following the completion of the masterplan. Any future plans would have to consider existing events as well as access to the Corn Exchange and the town centre.	**211**
34	Points: re 20 minute spaces - 30 mins would be better. We usually come into town from Gaywood by bus: during the pandemic however we used the short term spaces for quick dashes to shops. If you're not quick on your feet through age or infirmity - ie but not actually disabled - 20 mins is nowhere near long enough and even half an hour was tight.	Feedback noted, the provision of time limited free spaces is acknowledged as a further important consideration in the wider strategy for parking.	**212**
35	I don't drive but car parking is extremely important to locals and visitors. Would love to see Tuesday Market Place reclaimed but only if the benefit equals that of a car park. Reclaiming it as a public space seems fatuous. Reclaiming it as a market place is	Feedback noted, please see **Response Reference 192 and 211.**	**213**

	surely something that fuels local economic regneration. Other towns like Downham Market and Fakenham manage a thriving market, why can't KL?		
36	Ease of parking is important to keep the town centre busy.	Feedback noted.	**214**
37	Important to ensure sufficient accessibility for those with limited mobility who may require access by car.	Feedback noted, accessibility is a vital consideration in the wider parking strategy and ensuring that suitable spaces are located in the right location to provide the right access for all.	**215**
38	Balance to not kill the centre of town by providing some car access for less able and not much consideration south of King's Lynn for parking to reduce congestion at Southgates roundabout.	Please see **Response Reference 197.** Please see **Response Reference 44 and 99** for more information on the Southgates Area and the inclusion within the masterplan.	**216**
39	Do not build on Austin Street car parks as they are always full – residents, workers and visitors. The car park on Common Staithe Quay is required for lorries for the theatre and for the transport for the Mart and Festival Too. Do not build on car park at Boal Quay – flooding issues and used by residents.	Feedback noted, considerations for parking at Austin Street forms part of the wider parking strategy and appropriate locations for future parking. Access to the Corn Exchange is central to the Common Staithe Quay opportunity site and engagement with the Corn Exchange has been undertaken to understand the routes HGVs take and the areas needed for parking. Further design work will need to consider the approach to events such as Festival Too and the Mart to determine appropriate solutions alongside plans for the Tuesday Market Place. The development of Boal Quay forms part of the wider parking strategy and is also a development opportunity site. The masterplan team has engaged with the Environment Agency both in terms of the flood defence and flood risk, these are key considerations as the design develops.	**217**

Do you agree with proposed improvements to active travel and public transport, or have any further ideas?

	Comment	Response	Response Reference
1	agree with discouraging cars in the town centre through appropriate car parking strategies/locations. Its important that relocated car parks are still convenient, footpath links are safe etc.	Feedback noted.	**218**
2	Same as above	Feedback noted.	**219**
3	Park and ride and improved bus service	**Please see Response Reference 181** regarding park and ride. Please see **Response Reference 3 4, 13 and 23 and 34** regarding public transport.	**220**
4	To big of change to road network, increased risk of gridlock without further road improvements such as dual A149 and traffic lights to qe roundabout	Please see **Response Reference 3, 4, 13 and 23 and 34** regarding transport and the alignment of the masterplan with the King's Lynn Transport Strategy.	**221**
5	Railway Road could benefit with a cycle and possible bus lane. Or (although not sure how easy this would be) a central tree line road.	Please see **Response Reference 8, 10 and 44** regarding the Norfolk County Council Sustainable transport and regeneration scheme (STARS) which includes Railway Road. Public consultation will take place for this project in 2026.	**222**
6	It wasn't very clear	Feedback noted, we made the second consultation on the draft final Masterplan simpler, more engaging and easier to respond to in response to this. Please also see **Response Reference 20**.	**223**
7	Car is king and always will be. No matter what the cycle brigade try to say. Sure its nice to go for a bike ride, but you'll never force people out of their cars.	Feedback noted, please see **Response Reference 197.**	**224**
8	As above. Reduced footprint is good.	Feedback noted.	**225**
9	The riverfront should not have traffic and parking.	Please see **Response Reference 8, 14, 29, 40, 45 and 112** in regard to the riverfront.	**226**

10	Yes, the more active travel particularly walking and cycling, the better - safer for all concerned, improves people's health both through exercise and cleaner air.	Feedback noted.	**227**
11	See previous comment re hiring/ charging electric cars	Feedback noted.	**228**
12	Reopen the bus route from South Lynn to alleviate pressure on South Gates roundabout. Revisit the one way system on Railway Road.	Feedback noted. Please see **Response Reference 8, 10 and 44** regarding the Norfolk County Council Sustainable transport and regeneration scheme (STARS) which includes the one way system and Railway Road.	**229**
13	Improving Southgates and potentially putting in a King's Lynn South Train station and maybe a park and ride would be great.	Feedback noted. Please see **Response Reference 44 and 99** for more information on the Southgates Area and the inclusion within the masterplan. The Borough Council is working with Norfolk County Council on transport matters, please see **Response Reference 3, 4, 13 and 23 and 34.** This includes considering the passenger demand for a second rail station to the south of King's Lynn. **Please see Response Reference 181** regarding park and ride.	**230**
14	Please include links to villages in this, evening trips to Lynn by bus are difficult as services finish so early	Feedback noted, please see **Response Reference 3, 4, 13 and 23 and 34.** The Borough Council is working with the County Council to improve bus services and improve the level of use.	**231**
15	Public transport would need to be made better if so much parking is going to be displaced	Please see **Response Reference 197.**	**232**
16	As above	Feedback noted.	**233**
17	Can't give an accurate answer.	Feedback noted.	**234**
18	As mentioned park and ride & cycle path infrastructure would greatly benefit the town. Less traffic congestion would be great.	**Please see Response Reference 181** regarding park and ride.	**235**
19	A northern road bridge	Feedback noted.	**236**

20	Parking prices lowered " .More bus services in cut off villages " Or taxies hubs in Downhan market ' To enterprises train carries for bike users ' bikes are blocking train doorways . Bike train carriers the new future active society .	Feedback noted, car parking prices are outside of the scope of the masterplan project and are an operational and financial decision. However, prices are analysed and considered within the Parking Strategy developed alongside the masterplan. Cycle parking and infrastructure is a key part of the masterplan, including the Masterplan Strategy Transport and Access.	**237**
21	Park and Ride a good idea, if frequent buses and affordable like the Norwich P&R	**Please see Response Reference 181** regarding park and ride	**238**
22	Sensible	Feedback noted.	**239**
23	Chicken and egg. The surrounds of Kings Lynn are rural and without good alternative transport remain car dependent.	Feedback noted, the masterplan seeks to acknowledge this and balance requirements for car access and supporting modal shift with improved services and infrastructure alongside partners such as Norfolk County Council.	**240**
24	No further comment.	Feedback noted.	**241**
25	I don't use the local buses so can't comment. Cycle routes are already good, no change needed.	Feedback noted.	**242**
26	I agree that it's a good idea to improve public transport but it seems that this isn't something within the Borough's power - could this initiative be used to make bus services better or improve our rail transport? I highly doubt it. Our cycle network is absolutely shameful and needs holistic thought - not just a hub here, a bit of cycle path there. What does ' informal Park & Ride at the Enterprise Park' mean? If the park & ride buses aren't running at least 4 times an hour, people won't use this service.	Please see **Response Reference 197.** **Please see Response Reference 181** regarding park and ride. The travel hub planned for King's Lynn Enterprise park will provide car parking and cycle storage and associated facilities whilst being on a key bus route into town.	**243**
27	traffic is terrible in King's Lynn - park and ride?	**Please see Response Reference 181** regarding park and ride.	**244**
28	Install plenty of bike security storage due the high level of bike thefts around the town.	Feedback noted.	**245**

29	I do wonder how sustainable a park and ride scheme will be, unless the town is vibrant enough to attract shoppers and visitors.	Feedback noted,	**246**
30	Whilst the provision of 'park and ride' style facilities could be a solution, the need for disabled access would need to be considered	Feedback noted, this is a key consideration for parking across the masterplan.	**247**
31	If can't drive in and park hopefully some will use public transport	Feedback noted.	**248**
32	All very good ideas, but I do feel the 'car culture' has been so emphasised during the past 50 years, it will be difficult to change peoples mindset!	Feedback noted, please see **Response Reference 197** for the approach of the masterplan.	**249**
33	Partially agree with the new proposed walking / cycling routes, however the planning needs to take account of those with poor mobility who cannot walk far/ or cycle. Car parking plans need to take account of accessibility spaces and also the growing size of domestic vehicles (SUVs etc) to ensure legitimate parking is accessible and viable.	Feedback noted, these are all key considerations and are duly noted. Each are important for wider cycling consideration within the masterplan and associated parking strategy.	**250**
34	As far as it goes - I haven't yet found much reference to public transport but I will tell you this: present bus transport is absolutely useless in the evening if you want to attend a Festival event or go to something at the Corn Exchange or anything which goes on later than 9 pm - or basically 8.30 if if you don't want to have half your attention on how long it will take to walk to the bus station to get the last bus. Not everyone wants to come in by car - bus means you can safely enjoy an interval drink. I'm afraid it's chicken and egg because I know such town evening services as we have, up to about 9, are not widely used - but give it time.	Feedback noted. This is a key constraint and something for the Borough Council to work on with the County Council and bus operators as this is identified as a constraint for the nighttime economy.	**251**
35	I don't know	Feedback noted.	**252**

36	In South Lynn and North Lynn health is well below national standards. Active travel not only reduces greenhouse gases but improves health and wellbeing.	Feedback noted, both areas are important connects identified in the King's Lynn Transport Strategy, Local Cycling and Walking Infrastructure Plan and connections within the Masterplan. Both areas are also priorities in the King's Lynn Ten Year Vision For the Pride in Place Programme, this also links to work of West Norfolk becoming a Marmot Place and tackling health inequalities.	**253**
37	As previously explained, the current road bridge across the River Ouse from South Lynn to West Lynn should be included in the transport links strategy for both cycling and pedestrians. It currently creates a hazardous route and must be improved to enable access to and from the town and west Lynn development area. The ferry alone will not be sufficient.	Feedback noted. Please see **Response Reference 56**.	**254**
38	Urgent Consideration. Great cycle route either side of the river but not safe cycle crossing over old bridge or beyond West Lynn, several dangerous junctions across West Lynn side cycle route.	Feedback noted. Please see **Response Reference 56**.	**255**

Do you agree with the areas identified for additional greening and landscaping, and types of space proposed?

	Comment	**Response**	**Response Reference**
1	any areas that can be landscaped rather than left vacant would be an improvement. landscaping around new proposals also beneficial.	Feedback noted.	**256**
2	Greenery and landscaping will enhance the appeal to visitors and provide locals with a sense of pride when looking at the town	Feedback noted.	**257**

3	Need more information	The second public consultation was on the draft final masterplan where more information and detailed plans were available.	**258**
4	The docks area needs to remain as commercial	The masterplan isn't proposing a different use for the main Port of King's Lynn site. However, there is the potential for an area of surplus land to be freed up for parking alongside the Timber Yard site with a link between as part of the emerging parking strategy. The indicative plans also show new commercial/business/creative floorspace on this site, subject to market interest, to complement the wider operation of the port.	**259**
5	Yes, very much so.	Feedback noted.	**260**
6	I think I get it	Feedback noted.	**261**
7	Some areas need protection.	Feedback noted.	**262**
8	Protecting green spaces is good everyone's health, physical and mental. Good for entertainment, reducing footprint.	Feedback noted.	**263**
9	n/a		**264**
10	The more green spaces the better - the more trees and flowers the better - the more parks (parklets) and gardens the better for physical and mental health - it also increases footfall and encourages people to spend more money in local businesses, particularly hospitality.	Feedback noted.	**265**
11	Suggest addtional areas to be considered.	Feedback noted.	**266**
12	There needs to be more of these spaces. I.E St James Swimming Pool should be looked at as an open space /gardens with modern sculptures. This keeps the Rail to River sightlines clear and provides a welcome entry to the town. Not every space needs to be filled immediately with a development - Lovell or otherwise!	Please see **Response Reference 32**.	**267**

13	It would be great to see more green space in the very center of King's Lynn and more trees.	Feedback noted.	**268**
14	Sounds good	Feedback noted.	**269**
15	Supporting biodiversity top priority	Feedback noted.	**270**
16	It will definitely make the town a nicer place.	Feedback noted.	**271**
17	Beneficial for everyone's well being.	Feedback noted.	**272**
18	They are beautiful spots I. Town which we needs to celebrate	Feedback noted.	**273**
19	The brownfield sites in west lynn are currently wasteland	Feedback noted, please see **Response Reference 39, 41 and 115** in regard to the West Lynn Opportunity site.	**274**
20	Tree plantation "" wilder Green spaces saved " bee inhabitants" bird boxes ' chalk Rivers protected " Stop the fox hunting. New built areas contracts to promise tree planting in all built contacts what they have cut down destroyed replaced BK with landscape designs .	Please see **Response Reference 19, 40 and 102** regarding nature and greening. Masterplan Strategy Harness Natural Assets will be a guiding principle and aims to ensure development in King's Lynn makes the most of existing natural landscapes including the riverfront, open spaces and green infrastructure, and maximise opportunities to sensitively enhance and add to these. Also, to ensure a high quality of environment for existing and future residents.	**275**
21	Not sure about getting rid of car parks	Please see **Response Reference 197** regarding the masterplan approach to car parking.	**276**
22	Sensible	Feedback noted.	**277**
23	I support the areas greening as a great improvement but this will involve the cost of managing, maintaining and policing.	Feedback noted, we consulted at an early stage with our Public Open Spaces team and Community Safety and Neighbourhood Nuisance Team to ensure these considerations are brought up at an early stage.	**278**
24	Largely, yes. The unique topography of King's Lynn and the Wash area has to be kept in mind - particularly with the proposed connected 'green quarter'.	Feedback noted, this is a consideration as we develop plans further.	**279**
25	I would like to see a riverside park with a children's playground.	Please see **Response Reference 8, 14, 29, 40, 45 and 112** in regard to the riverfront.	**280**

26	I'm not at all sure about greening King's Staithe Square. I agree re Devil's Alley.	Feedback noted.	**281**
27	needs to look pretty but don't loose things we need	Feedback noted.	**282**
28	As long as consideration is given around safe spaces and preventing vehicle access.	Please see **Response Reference 48.**	**283**
29	The improvements planned for Boal Quay and West Lynn are exciting	Feedback noted.	**284**
30	I agree	Feedback noted.	**285**
31	.		**286**
32	It's good to see the protection of the Wildlife reserve extended and the West Lynn riverbank area	Feedback noted.	**287**
33	See previous point regarding Tuesday Market place, otherwise overall agree with the new enhanced corridor plans	Feedback noted.	**288**
34	Anything increasing greenspace is welcome. Green corridors are important not just for people but for the urban wildlife which is receiving greater and closer attention.	Feedback noted.	**289**
35	I disagree with greening and landscaping for the sake of it. We are in Norfolk, we are surrounded by countryside, farmland, rivers, fens and coastline. Is this really a priority?	Feedback noted, whilst King's Lynn is well placed to access the natural environment in the countryside and rural settings, it is vitally important to have accessible greenspace in urban areas. This has environmental and biodiversity benifits well as mental and physical health benefits for residents. There is also a role to play in tackling health inequalities and supporting the Marmot Place principles with West Norfolk now being a Marmot Place. Please see **Response Reference 19, 40, 102 and 275** regarding nature and greening in the masterplan and **Response Reference 8, 14, 29, 40, 45 and 112** in regard to the riverfront, a key area for urban greening in the masterplan.	**290**

36	Not sure about this at some sites e.g King Staithe Square. 'Greening' isn't always appropriate! I like the lack of 'clutter' in King Staithe Square.	Feedback noted. The Masterplan notes that the next steps for development of the riverfront design will include ensuring that the type of greening proposed is compatible with the existing programme of events hosted at King Staithe Square.	**291**
37	Walking and cycling routes along the river banks on both sides need safe river crossing by bridge (existing) and ferry.	Feedback noted, please see **Response Reference 56** in regard to cycle infrastructure and bridge over to West Lynn. Please see **Response Reference 39 and 41** in regard to the ferry.	**292**
38	Some activities like table tennis and outdoor gyms.	Feedback noted.	**293**
39	What could be used are planters at edge of Tuesday Market Place. Kings Staithe Sqaure – not trees – areas are required for events, Festival Too, and the Mart. Outdoor seating is only used in Summer Months as it is too cold to sit too long by the Ouse. Devils alley who will maintain the community space. Boal Quay better as a wildlife park.	Feeback noted. Regarding Tuesday Market Place please see **Response Reference 192, 211 and 217.** We consulted at an early stage with our Public Open Spaces team in terms of new park and public space on the riverfront. Please see **Response Reference 8, 14, 29, 40, 45 and 112** in regard to the riverfront	**294**

Do you agree with the key principles for new built form and public realm? Should anything else be considered?

	Comment	**Response**	**Response Reference**
1	all issues will need careful balancing	Feedback noted.	**295**
2	N/a		**296**
3	Unsure	Feedback noted.	**297**
4	Unsure	Feedback noted.	**298**

5	As stated no new bland architecture. So many locals don't like the new library for this reason. The Vancouver Quarter is bad enough.	Please see **Response Reference 135.**	**299**
6	I didn't understand any of it, but we need more housing. We need another couple of blocks of flat. It's horrible round here.	Feedback noted. The delivery of new housing is one of the key focuses of the Masterplan. The vision is for high quality town centre living that meets local demand, informed by the Housing Delivery Strategy, Needs Assessment and Local and National Planning Policy.	**300**
7	I don't understand this. Sorry	Feedback noted, we made the second consultation on the draft final Masterplan simpler, more engaging and easier to respond to in response to this. Please also see **Response Reference 20**.	**301**
8	N/A		**302**
9	n/a		**303**
10	Yes - love the proposals to reclaim Tuesday Market Place "as a vibrant common ground for celebrating, performing, resting, and gathering." Also, yes please: • Provide new public realm at Common Staithe Quay, integrated with surrounding community, residential, and night-time uses • Develop a new public square and reshape the riverfront as a pedestrian-priority destination, linking Inner Purfleet, King's Staithe, South Quay, and Devils Alley, with further connections down to Boal Quay and the Southgates • Reclaim the area around the Minster as a public place that connects seamlessly with the town's heritage and cultural character. Please do all of this - you could create the most beautiful port town in the UK.	Feedback noted.	**304**
11	Require more information	The second public consultation was on the draft final masterplan where more information and detailed plans were available. Following	**305**

		adoption of the Masterplan, all sites will require further detailed design work which will be developed through further consultation.	
12	Think bigger and bolder.	Feedback noted.	**306**
13	Agree.	Feedback noted.	**307**
14	Small community squares and pedestrian improvements are great ideas	Feedback noted.	**308**
15	N/A		**309**
16	I don't have any additional ideas	Feedback noted.	**310**
17	Don't know enough to comment	Feedback noted.	**311**
18	Preserving the town in its entirety	Feedback noted.	**312**
19	Sound principle	Feedback noted.	**313**
20	Master plan is Sports " that's my vision we are loosing bowling greens cricket areas Girls English teams in cricket is awesome " But old traditions sports are long forgotten bowling greens cricket " Tennis courts free for the public to use " my huge passion was years BK in a O4 in the Lynn news article a Olympic swimming pool originally going to be built in South Lynn " That never happened" We have in West Norfolk North Norfolk the arrival competitors for England Or training for as in Norwich city ' I believe strongly South Lynn is a the open area for that Olympic swimming pool parking spaces and the attraction for kings Lynn green spaces plantation off trees visions ' grounds off growth off rivers revitalized or openings growth off heathers clouringings plantations to lower the risks of future floodings from bursting banks .. Sola energinering for business economics complex heat wave areas ..	Feedback noted, we consulted with Alive Leisure within the Borough Council to ensure the masterplan considers sports provision where appropriate. Please see **Response Reference 19, 40, 102 and 275** regarding nature and greening in the masterplan. Detailed design such as solar panels would be considered at a later design stage but is noted as an important feature to include where possible in new development.	**314**

21	Would be better if any developments were more in keeping with old style King's Lynn. Not some new modern idea like the new library which is not in keeping with a historical town	Please see **Response Reference 135.**	**315**
22	Swifts bricks in new buildings, to follow national planning guidance NPPG Natural Environment 2025 paragraph 017.	Feedback noted, this level of detail will be relevant at detailed design and planning stage when projects come forward.	**316**
23	The town entertains well with special events Festivals, Heritage Days and perhaps this can and will be expanded to increase the attachment and feel good factor.	Feedback noted regarding events, these are a key element to the town centre environment in terms of vitality, footfall and the residential offer to encourage people to live in the town	**317**
24	There has to be a push towards extremes. Either classical or truly modern. New built form that compromises and becomes a milquetoast creation of cladding and class for instance will age poorly and replicate previous mistakes.	Please see **Response Reference 135.**	**318**
25	No comments to make on this other than the above	Feedback noted.	**319**
26	Hard to agree with something that I find unclear. I have no idea what 'Re-establish historic plot rhythms to repair urban grain' means - it's word salad to me.	Feedback noted, we made the second consultation on the draft final Masterplan simpler, more engaging and easier to respond to in response to this. The final Masterplan, updated following the second round of consultation, also includes a glossary giving the definition of technical terms used in the Masterplan including ‘urban grain’. Please also see **Response Reference 20**. Re-establish historic plot rhythms to repair urban grain' means restoring street frontages and plots where this has been lost over time, such as current surface car parks cleared of buildings in the 20th Century.	**320**
27	q		**321**
28	Yes	Feedback noted.	**322**
29	1		**323**

30	Public realm needs to be considered in the context of long term management, to maintain areas and thoroughfares which remain safe and loved	Feedback noted, we consulted at an early stage with our Public Open Spaces team and Community Safety and Neighbourhood Nuisance Team to ensure these considerations are brought up at an early stage.	**324**
31	.		**325**
32	Good plans! Would have like to see a specific traffic-reduction scheme for the Southgates / London Road area, as this is a real bottle-neck and issue for pedestrians/cyclists living in and using the area.	Please see **Response Reference 44 and 99** for more information on the Southgates Area and the inclusion within the masterplan.	**326**
33	Any new public realm spaces need to be well maintained and be safe. The masterplan appears to have a main focus on this and I'm not sure that all of the areas are justified alongside the current spaces we already have on offer. I have already commented on the Tuesday Market Place not being fully transformed, but do agree with the other areas, particularly around the riverfront and the Minster	Feedback noted, we consulted at an early stage with our Public Open Spaces team and Community Safety and Neighbourhood Nuisance Team to ensure these considerations are brought up at an early stage.	**327**
34	Design code - yes, yes, yes! I've seen previous major documents put forward by "outside experts", lavishly illustrated with examples from other (often much bigger) places which have no relation to the character of Lynn at all (I've one such document in particular in mind - long time ago: hopefully it's been binned by now. "Re-establish historic plot rhythms" - yes please, before it's too late.	Feedback noted.	**328**
35	Safety and confidence for people is key. 'Public realm' is a spurious concept. Keep up good litter and bin collections (very good!) keep up local police patrols, stop cycling in pedestrian areas. Small things make a big difference. 1 The proposal to build up to 5 stories high on Boal Quay would be well out of character with the nearby Nelson Street, historic Quay and other medieval buildings.	Feedback noted, we consulted at an early stage with our Public Open Spaces team and Community Safety and Neighbourhood Nuisance Team to ensure these considerations are brought up at an early stage. Boal Quay is not proposing 5 storeys high and the design was further refined for the second public consultation and then the final	**329**

	2 The English is poor here (unclear) “A context-sensitive built form, scale and grain”, “intuitive wayfinding”, “historic plot rhythms. Was this written by AI? However, the aims/actions are good, a positive vision. 3 Commitment to sustainable low-carbon construction principles and the use of renewable and zero carbon energy using the latest emerging ideas and technologies seem to be missing from the principles. It would be great to see some real determination to include these in such aspiration plans. 4 N/A 5 Don’t build on car parks, but use existing buildings as suggested – the Old Post Office, Debenhams and any other buildings that become long-terms vacant in the future.	masterplan. This will be further developed as the come forward beyond the masterplan. Feedback noted regarding wording, we made the second consultation on the draft final Masterplan simpler, more engaging and easier to respond to in response to this. Please also see **Response Reference 20 and 320**. The proposals have been devised and designed without the use of AI – this includes the quantum and form of development shown, all plans, and the majority of illustrative/sketch material including all hand sketches and colouring. In a limited number of instances AI has been used to enhance image and colour quality of sketches, but none of the content in the Masterplan is solely AI generated. Feedback noted regarding sustainable low-carbon construction principles and the use of renewable and zero carbon energy. The masterplan includes the former Debenhams and Post Office building as opportunity sites. Please see **Response Reference 197** regarding the masterplan approach to parking and transport.	

18. Do you agree with the order of the key steps identified to deliver the Masterplan?

	Comment	**Response**	**Response Reference**
1	yes	Feedback noted.	**330**
2	I believe the council will deliver the plan in a way that benefits not only the town but its residents	Feedback noted.	**331**

3	Common sense approach	Feedback noted.	**332**
4	Lots to do	Feedback noted.	**333**
5	Yes.	Feedback noted.	**334**
6	It needs to be quicker than 20 years and we need to have a doctor surgery	Please see **Response Reference 14** regarding the Evolve and Adapt Strategy and the ambition for short term interventions that kick start the masterplans vision for the town. Please see **Response Reference 55** for why the masterplan has a 20 year vision. Whilst the masterplan cannot directly influence the immediate delivery of a doctors surgery we consulted the NHS and will also be working with the Planning Policy team to integrate the masterplan in the new Local Plan. The NHS will also be consulted during this process and will independently consider where new medical infrastructure is required based on future development and growth. The indicative plans for the St James' Swimming Pool Site also allow for a potential healthcare use.	**335**
7	Again I'm not sure.	Feedback noted.	**336**
8			**337**
9	Definitely moving in the right direction.	Feedback noted.	**338**
10	Yes - vital to get the quick wins first - vital to get the cars out of the town centre as soon as possible.	Feedback noted.	**339**
11	Based on previous media release on plans I doubt this one will be followed.	Feedback noted, the masterplan includes viability and deliverability expertise from Aspinall Verdi which will include a delivery plan. We are also working closely with Planning Policy to align the masterplan with the Local Plan in development and other delivery partners such as Historic England and Homes England, who have been consulted through. This is to ensure that the masterplan is deliverable and will achieve tangible results.	**340**

		Please also see **Response Reference 14** regarding the Evolve and Adapt Strategy and the ambition for short term interventions that kick start the masterplans vision for the town.	
12	Yes	Feedback noted.	**341**
13	This makes sense to me and seems logical.	Feedback noted.	**342**
14	Sounds like a plan, if only anything promised was ever actually done!	Feedback noted, please see **Response Reference 340**.	**343**
15	Quick wins to start good idea	Feedback noted.	**344**
16	I am not in a position to judge as I have little knowledge of these things!	Feedback noted.	**345**
17	Prevents the "we've always done it this way" attitude.	Feedback noted.	**346**
18	The priority is well thought out	Feedback noted.	**347**
19	Too vague a timetable	Please see **Response Reference 14** regarding the Evolve and Adapt Strategy and the ambition for short term interventions that kick start the masterplans vision for the town. Please see **Response Reference 55** for why the masterplan has a 20 year vision.	**348**
20	What's master 6 ..confused . Key points area interperprizing attractions to prevent founding ' Historical areas to continue protected " Guild hall ' shake spear "" True,est Yard attract education history" The clear reminder how bishop or Lynn " kings Lynn became how it is " regarding devil's ally the wasted area to it " That could be developed into something off uses close to the mill river closed off banks you could revitalize it ' A garden seated areas cottages gardens affect flowers ..Green spaces for the public .	Feedback noted regarding wording, we made the second consultation on the draft final Masterplan simpler, more engaging and easier to respond to in response to this. Please also see **Response Reference 20**.	**349**
21	.		**350**

22	Sensible	Feedback noted.	**351**
23	Good luck an ambitious task.	Feedback noted.	**352**
24	Yes, but also fully aware of the issues in dealing with public funding and government policy. If there is deviation (forced or needed) from the steps, regular clear and honest communication to the public is key.	Feedback noted.	**353**
25	No comments to make other than the concerns identified above.	Feedback noted.	**354**
26	Definitely agree with using quick wins to improve streets & public spaces and low-cost interventions. There are many places where spending a little money could result in big gains.	Feedback noted, this is supported by the Evolve and Adapt Masterplan Strategy.	**355**
27	c		**356**
28	Someone will always moan that the process wasn't correct in delivery so its a learning curve as each project phrases into the next and understanding of the lessons learned so they can be applied.	Feedback noted.	**357**
29	I'm impressed with the level detail and though that has gone into the project, but also understand priorities may need to be adjusted to take into consideration funding opportunities.	Feedback noted.	**358**
30	Debenhams site has been a problem for over 5 years and requires urgent attention. St James' is still actively in use and once (if) the new pool is developed at Lynnsport, it needs to be considered in light of its connectivity to The Walks. St James' Road is a major arterial route into and through KL and could act as a barrier to pedestrian access	Feedback noted, Debenhams is included as a priority opportunity site in the masterplan. The pedestrian crossing to The Walks is included in the Norfolk County Council Sustainable transport and regeneration scheme (STARS) which includes the one way system and Railway Road (please see **Response Reference 8, 10 and 44).**	**359**
31	.		**360**

32	Realise the decision to close St James Swimming Pool has already been taken, but very disappointed there will no more town centre facilities. Lynnsport is not central for those who do not drive, has a poor bus service at night and I personally felt very unsafe when using it in the past (some time ago and may have changed.)	Please see **Response Reference 25** in terms of the context of the Swimming Pool Site. Please see **Response Reference 67** regarding potential high street/town centre facilities.	**361**
33	I'm not sure these have been clearly articulated, other than to bring one key vision together for the town which clearly makes sense	Feedback noted regarding wording, we made the second consultation on the draft final Masterplan simpler, more engaging and easier to respond to in response to this. Please also see **Response Reference 20**.	**362**
34	Your info boards don't seem to follow the same order as your questionnaire. I don't have a smartphone so I can't use the QR code to bring up the appropriate part of the q'naire at the end of each relevant section. I'm having to do this on my laptop by having the masterplan doc and the q'naire both open one behind the other and go between them.	Feedback noted, we made the second consultation on the draft final Masterplan simpler, more engaging and easier to respond to in response to this. Please also see **Response Reference 20**.	**363**
35	Can't remember. Do Debenhams asap. Planning beyond 3 years is futile, especially with elections and the local authority structure uncertain.	Debenhams is included as a priority opportunity site and the masterplan considers next steps for delivery. Please see **Response Reference 14** regarding the Evolve and Adapt Strategy and the ambition for short term interventions that kick start the masterplan's vision for the town. Please see **Response Reference 55** for why the masterplan has a 20 year vision.	**364**
36	Order? Are these in order of priority? It isn't clear. Broadly speaking, I agree with the key steps.	Feedback noted, we made the second consultation on the draft final Masterplan simpler, more engaging and easier to respond to in response to this. Please also see **Response Reference 20**.	**365**
37	Consider the co-location of an appropriately sited data centre with the new swimming pool to make use of waste heat for pool and local building heating – concept already proven in Exmouth (Deveon). British company Deep Green is a world leader using	Feedback noted regarding potential for heating options and the swimming pool.	**366**

	closed loop system to minimise power and water usage from local infrastructure.		
38	I appreciate that the ideas need drawing up, consultation is important but I worry a lot of expense used in planning and not actioning and the time scale seems rather distant.	Feedback noted. Please see **Response Reference 14** regarding the Evolve and Adapt Strategy and the ambition for short term interventions that kick start the masterplan's vision for the town. Please see **Response Reference 55** for why the masterplan has a 20 year vision.	**367**
39	The plan will be adjusted overtime as the town changes through vacant buildings, flooding and finance available.	Feedback noted.	**368**

Do you agree with the design brief set for: (The St James' Swimming Pool site, The former Debenhams building, Church Street car park, The Port and Timber Yard, Common Staithe Quay, Boal Quay and West Lynn).

	Comment	**Response**	**Response Reference**
1	key concern is loss of leisure facilities for those residents living away from the lynnsport area, whilst benefits of new site are noted, having one area with all the leisure/sports facilities which	Please see **Response Reference 25** in terms of the context of the Swimming Pool Site. Please see **Response Reference 67** regarding potential high street/town centre facilities.	**369**

	is outside of walking distance for areas like South Lynn or the Friars may not be the best approach.		
2	Very well laid out plans that will provide great benefits to our town	Feedback noted.	**370**
3	These all need regeneration	Feedback noted.	**371**
4	West lynn is brownfield space currently unused	Feedback noted.	**372**
5	As long as these plans are sympathetic to their surroundings then it's all good.	Feedback noted.	**373**
6	Not sure	Feedback noted.	**374**
7	The swimming pool is a prime example of how narrow minded you lot are and how you don't listen or don't care about the people in King's Lynn. Leave the pool where it is and build a new one there. By putting it at Lynnsport you are depriving the bowlers of their hobby, a place for the lonely to meet. Plus North Lynn isn't a place you'd want to be at any time of the day	Please see **Response Reference 25** in terms of the context of the Swimming Pool Site. Please see **Response Reference 67** regarding potential high street/town centre facilities.	**375**
8	As above	Feedback noted.	**376**
9	n/a		**377**
10	The more mixed use spaces the better - avoid zoning and increase mixed-use lived gentle density in the heart of the town above retail space.	Feedback noted, please see **Response Reference 2,3, 5, 8, 12 and 109** in terms of town centre uses and vitality.	**378**
11	Require more information	The second public consultation was on the draft final masterplan where more information and detailed plans were available.	**379**
12	St James Swimming Pool should be looked at as an open space /gardens with modern sculptures. This keeps the Rail to River sightlines clear and provides a welcome entry to the town. Not	Please see **Response Reference 32**.	**380**

	every space needs to be filled immediately with a development - Lovell or otherwise!		
13	I thinks the old Debenhams could be used in a multiple ways. Such as: 1) A central gym like you see in Norwich and many other cities. 2) Central Spa, you need to bring people into KL and this would help 3) Bar/Restaurant 4) Bakery 5) Indoor leisure such as mini golf 6) High quality apartments above	Feedback noted, support for uses will help the plans develop further.	**381**
14	Swimming pool etc needed in town centre, not LynnSport	Please see **Response Reference 25 and 67** in terms of the context of the Swimming Pool Site.	**382**
15	Agree to all	Feedback noted.	**383**
16	I would be concerned about the impact of replacing all those parking spaces with green spaces. If people can't come in and park their cars, it might drive them elsewhere if they don't want to use other transport.	Please see **Response Reference 197** regarding the masterplan approach to parking and transport.	**384**
17	The proposals improve and enhance the sites by increasing green/public spaces whilst retaining some functional use.	Feedback noted.	**385**
18	The ideas & design is favourable	Feedback noted.	**386**
19	West Lynn brownfields are overdue development, and this proposal is much more sympathetic than other previous ones. Removing a car park in town seems short sighted if you are also increasing residential units	Feedback noted regarding West Lynn. Please see **Response Reference 197** regarding the masterplan approach to parking and transport.	**387**

20	Not to be left destitute ' but to gain " to protect save public attractions and Hoilerday makers Bishop off Lynn - reminder of the wild spread historical town " Kings Lynn . And castle rising ' car parking is a must have " Debenhams newly build " But to think of nosie limits ' No night clubs for living residents " St James swimming ' A new built pool Olympic .Port timber Yards Docks survival for the future cargo delivery. ..West Lynn the boat crossing to continue green spaces new birth pathways for cyclist Pavement areas resurface ..	Feedback noted.	**388**
21	Not really sure. But it looks like so many parking spaces are going to be lost. Spaces being lost that are behind and in front of the Corn Exchange does not sound like a good idea. The Corn Exchange seats a lot of people and many people visiting are unable to walk far	Please see **Response Reference 197** regarding the masterplan approach to parking and transport. Please see **Response Reference 211 and 217** regarding the Corn Exchange.	**389**
22	Sensible, esp. nature reserve for West Lynn.	Feedback noted.	**390**
23	I question whether the swimming pool should be moved from the centre?	Please see **Response Reference 25 and 67** in terms of the context of the Swimming Pool Site.	**391**
24	n/a		**392**
25	The riverside area needs more green space. not more commercial/entertainment/dining. Please see comments above.	Please see **Response Reference 8, 14, 29, 40, 45 and 112** in regard to the riverfront.	**393**
26	Strongly disagree with moving the St James pool out to Lynnsport for too many reasons to list here but this masterplan is all about making the town centre better and moving one of our best facilities out of the town centre is a big mistake to me. And so wasteful. Improve what's already there - it's a big site with lots of potential for a bigger, better pool facility. Debenhams desperately needs work to help revitalise that end of the High Street but will take massive investment. Church Street - yes, put	Please see **Response Reference 25** in terms of the context of the Swimming Pool Site. Please see **Response Reference 67** regarding potential high street/town centre facilities. Feedback noted.	**394**

	housing along the street frontage. Boal Quay - extend Hardings north to make a bigger, better green space.		
27	-		**395**
28	Its all about bringing areas to attract visitors into the town when people often bypass as they head to the coast.	Feedback noted, please see **Response Reference 2,3, 5, 8, 12 and 109** in terms of town centre uses, vitality and tourist draw to the town.	**396**
29	Thought has been given to improve the presentation of the town	Feedback noted.	**397**
30			**398**
31	.		**399**
32	As mentioned on previous section, do not agree with the decision to close St James Swimming pool, hence my rating. Residential buildings there should be no more than 3 stories high.	Please see **Response Reference 25 and 67** in terms of the context of the Swimming Pool Site. Feedback regarding building heights noted.	**400**
33	At first overall review, al of these plans are looking towards enhancing each of the areas and providing mixed spaces and new development.	Feedback noted.	**401**
34	Agree = I know and approve of what you're saying. Unsure = I would like more detail. Disagree = means what it says because I don't agree with moving the swimming pool. IF it needs replacement, it should remain precisely where it is, easily accessible to people outside the town by public transport without having to get on a second bus. Church Street - yes, the street needs its east side "reclaimed. Debenham's - yes it's vital to do something with it. It dominates that end of the street - not fair on the smaller traders. Don't turn the waterfront into a pretty-pretty dressed-up area - its character has developed naturally into its present appearance - it's plain but not unpleasant, still a nice place to go to enjoy the river views.	Please see **Response Reference 25 and 67** in terms of the context of the Swimming Pool Site. Feedback noted on site specific points. Please see **Response Reference 8, 14, 29, 40, 45 and 112** in regard to the riverfront.	**402**

35	Do Debenhams.	Feedback noted.	**403**
36	Too many town centre parking spaces lost?	Please see **Response Reference 197** regarding the masterplan approach to parking and transport.	**404**
37	Improve the links between West Lynn and the Town.	Please see **Response Reference 39 and 41** in regard to the ferry. Feedback noted, please see **Response Reference 56** in regard to cycle infrastructure and bridge over to West Lynn.	**405**
38	Would like more info near the design stage on what the St James Swimming Pool site will be.	The second public consultation was on the draft final masterplan where more information and detailed plans were available. Following adoption of the Masterplan, all sites will require further detailed design work which will be developed through further consultation.	**406**

Do you agree with the key design principles identified for improved public realm at: (Purfleet Quay and South Quay, King's Staithe Square and Devil's Alley)

	Comment	**Response**	**Response Reference**
1	n/a		**407**
2	N/a		**408**
3	Good starting point	Feedback noted.	**409**
4	All good enhancements	Feedback noted.	**410**
5	I'm not sure if Devil's Alley would be used appropriately but I like the idea of open space so long as neighbouring Boal Quay has enough going for it.	Feedback noted, please see **Response Reference 8, 14, 29, 40, 45 and 112** in regard to the riverfront.	**411**

6	No.	Feedback noted.	**412**
7	It's our historic Quarter. And needs to be preserved	Feedback noted.	**413**
8			**414**
9	n/a		**415**
10	Yes but do much more to reduce vehicle access - the fewer cars the better - the fewer exceptions the better - use automatic bollards as they do in Francy (visit Le Crotoy to see in action) to only permit access for delivery at certain hours. The more you can enhance the environmental quality of the public realm, the better. In particular, as you propose, create a destination: • that encourages locals and attracts visitors to the area • that celebrates the town's Maritime and trade Heritage • with relaxing places to sit and socialise or simply enjoy the view across the river, with comfortable seating and a welcome for people of all ages and abilities • that has more green spaces and more trees and flowers wherever possible.	Feedback noted.	**416**
11	Require more information	The second public consultation was on the draft final masterplan where more information and detailed plans were available. Following adoption of the Masterplan, all sites will require further detailed design work which will be developed through further consultation.	**417**
12	King's Staithe Square looks like it is now in the plans - no major changes! Have you consulted the owners of The Bank House?	The concept design for King's Staithe Square introduces a more organic layout to break up existing hard landscaping, create green areas with planting and trees alongside new seating. The space is designed to remain a usable events space but with more of an offer and draw year-round as a high quality public space linking to the design for the wider riverfront and South Quay.	**418**

		Riverfront businesses and stakeholders, including The Bank House have been consulted during the masterplans progress and will continue to be important stakeholders as the project progresses further.	
13	N/A		**419**
14	Good	Feedback noted.	**420**
15	Agree to all	Feedback noted.	**421**
16	Same reasons as previous question.	Feedback noted.	**422**
17	The proposals greatly enhance the areas for public use and social involvement; these bring King's Lynn up to date as opposed to a rather jaded presentation.	Feedback noted.	**423**
18	These are prime historical and tourism hot spots and would therefore highly benefit from the new ideas	Feedback noted.	**424**
19	Sound principle	Feedback noted.	**425**
20	Yes I agree .	Feedback noted.	**426**
21	Would be good for more places to sit and eat own food outside	Feedback noted.	**427**
22	Sensible. Native species & suitable water features for biodiversity.	Feedback noted, these will be important considering as the schemes progress to detailed design and delivery.	**428**
23	Agreed	Feedback noted.	**429**
24	Ensuring that the plans continue to include public arts / performing space and the built environment is sympathetic to the current architecture and history of the quayside - and try to bring the maritime history of Lynn to the forefront.	Feedback noted, public art is an element included in the emerging plans for the riverfront and will evolve over time, with further input available at the next public consultation for the masterplan.	**430**
25	Please see above comments.	Feedback noted.	**431**

26	I'm confused by the ref to Purfleet Quay - can't find anything about Purfleet in the exhibition boards. I would say leave the Purfleet as it is - we don't need it to be a 'performance space' or anything like that.	Feedback noted. Purfleet Quay is not directly part of the public realm proposal in the masterplan at this stage but is a space directly adjacent to King's Staithe Square and an important part of the riverfront so needs to be considered as part of the riverfront 'whole'.	**432**
27	-		**433**
28	Anything is an improve on what is currently there although I do wonder how the greenery will survive following a high tide and the affects the salt water may have on the plants?	Feedback noted, appropriate species would be selected to be resistant to the conditions of this environment. We consulted the Public Open Spaces Team and the Borough Council Arboricultural Officers at an early stage. This will be a key consideration as the project develops to more detailed design.	**434**
29	All these sites are an important part of the oldest part of town - Devil's Alley in particular is in need of beatification.	Feedback noted.	**435**
30	I fail to see what the development of Devil's Alley is seeking to achieve and I am not sure that more permanent public performance space on King's Staithe is required beyond what would result from opening up Tuesday Market by relocation parking.	Please see **Response Reference 8, 14, 29, 40, 45 and 112** in regard to the riverfront. King's Staithe Square is currently used as an events space throughout the year and the proposal seeks to support this periodic use in the emerging design.	**436**
31	.		**437**
32	Think these are good re-development and use of these areas.	Feedback noted.	**438**
33	Again it appears that the Riverfront car parking will be removed - need to consider accessibility to these areas, and how individuals will access the new facilities - re my point about Tuesday Market Place being a very well used car park. There is no public transport option currently to move around the town.	Feedback noted, parking on the riverfront forms part of the wider balance and parking considerations for the whole town centre within the masterplan and parking strategy. Please see **Response Reference 197** regarding the masterplan approach to parking and transport.	**439**
34	South Quay King's Staithe: I'd want to see more detail of the overall aim. Please don't stick trees everywhere; it's not a park. They aren't part of the character of the area. One of the big things here is the clear view of the Custom House as you come	The second public consultation was on the draft final masterplan where more information and detailed plans were available. Please see **Response Reference 8, 14, 29, 40, 45 and 112** in regard to the riverfront including Devils Alley. Feedback noted	**440**

	round from South Quay plus a clear view down river towards the Wash and the sweeping curve of the river looking south. Why on earth would they need a line of trees getting in the way? Devil's Alley - sorry can't comment - I've lost track of all the grand schemes that have been proposed here! I now can't see clearly what the site really needs but if you want trees anywhere turn it into a pocket park.	regarding the importance of the views to and from the Custom House and the river. These are key considerations and the proposals seek to work with these attributes rather than detract from.	
35	Can't remember the design principles. Would have been good to link them up to the survey. Disagree with the garden proposal for Devil's Alley.	Feedback noted.	**441**
37	Not sure about trees & planting in King Staithe Square.	Feedback noted.	**442**
38	Consider the use of the Custom House dock as previously explained to create a floating building of exciting and innovative design, perhaps echoing Captain Vancouver's ship HMS Discovery in which he sailed to explore and map the North West coast of what is now America and Canada. Innovative timber construction echoing a ships form but with useful indoor and outdoor space to use for education, exhibition and community uses with a theme of promoting an ethos of adventure, exploration and discovery in connection with the maritime heritage an opportunities.	Feedback noted, please see **Response Reference 56**.	**443**
39	Kings Staithe Square needs access for parking for Bank House, and room for events. Room required on pathway to avoid cars going through square.	Feedback noted.	**444**

25. Do you have any other comments?

	Comment	Response	Response Reference
1	No.		**445**
2	Listen to us, the people. We know best. Don't let us down.	Feedback noted.	**446**
3	n/a		**447**
4	Please do all of this and more - King's Lynn should be an absolute gem of a place - it has so many beautiful buildings in a stunning location.	Feedback noted.	**448**
5	Keen to be directly involved in the decisions is this only possible if I become a councillor?	The second public consultation was on the draft final masterplan where more information and detailed plans were available. Members of the public were able to provide feedback throughout the public consultation process as the masterplan developed. Further opportunities will also be available as development comes forward via further consultation and the planning process where relevant. Decision making for the masterplan and riverfront will be made at Borough Council and Neighbourhood Board level.	**449**
6	St James Swimming Pool should be looked at as an open space /gardens with modern sculptures. This keeps the Rail to River sightlines clear and provides a welcome entry to the town. Not every space needs to be filled immediately with a development - Lovell or otherwise!	Please see **Response Reference 32**.	**450**
7	I look forward to seeing these developments and the current ongoing ones - especially the arts center.	Feedback noted.	**451**
8	No		**452**

9	45-54 in age but thinking about the very disadvantaged young people I work with when answering some of the questions, as it is their futures and jobs I am most interested in improvements for.	Feedback noted, we made the second consultation on the draft final Masterplan simpler, more engaging and easier to respond to in an effort to get responses from as wide a range of people as possible. We also conducted drop-in's at The College of West Anglia throughout the second public consultation and conducted a drop-in at The Beacon in North Lynn during their pizza project session to directly target young people. Please also see **Response Reference 20**.	**453**
10	No		**454**
11	My comments I have revealed ' ! ..		**455**
12	I am a landowner and investor wishing to improve the Borough. I find the planning process too restrictive, time consuming and an obstacle to achieving growth.	Feedback noted, we are working closely with planning colleagues to ensure the masterplan can be integrated into the new Local Plan where appropriate to ensure the masterplan is reflected in planning policy. By doing this we aim to ensure masterplan projects are deliverable and certainty is provided to investors.	**456**
13	Thank you for the opportunity to offer feedback.		**457**
14	It's v hard not to be cynical about yet another round of consultants who don't live in or know the town telling us what is best for us. You could fill library shelves with all the various reports that have come out in the last couple of decades and really, what has changed for the better? It's all too top-down.	Feedback noted, the masterplan team were selected via tender exercise and were successful due to their professional expertise. Local views are vital and the project is led by Borough Council Officers and local Members alongside public consultation. This fed into the project at its inception from previous consultation exercises and during the masterplan project itself. This is vital to ensure local views are fully embedded in the plan.	**458**
15	-		**459**
16	No		**460**
17	I hope that funding is made available for the majority of the plan to be completed (in my lifetime)	Feedback noted, the masterplan aims to leverage available funding, such as from the Pride in Place Programme for the riverfront alongside providing a sound policy basis to leverage funding opportunities from a range of sources, this could include Historic England and Homes England as examples.	**461**

18	Many thanks to the people who manned the exhibition on the Tuesday Market - excellent and helpful and enthusiastic! Most people I have talked to are unaware of the plan and proposals, could there be more publicity?	Feedback noted, we are aiming to make the second consultation on the draft final Masterplan simpler, more engaging and easier to respond to in an effort to get responses from as wide a range of people as possible. Please also see **Response Reference 20**.	**462**
19	This wasn't easy to do on-line unless a smartphone can help, which I don't have. Haven't had opportunity to return to do the q'naire on paper and that shouldn't be necessary unless you don't have on line facilities. You need to see both subject boards and q'naire at the same time - preferably in the same order. I'm not an IT buff but I'm used to using it. If I've got the wrong end of the stick in so doing, is that my fault? Or whoever devised the questionnaire?	Feedback noted, we are aiming to make the second consultation on the draft final Masterplan simpler, more engaging and easier to respond to in an effort to get responses from as wide a range of people as possible. Please also see **Response Reference 20**.	**463**
20	I had to really search to find this survey. It wasn't available on the Vision KL website.	Feedback noted. The survey was advertised on the Borough Council website and social media and was available here: https://www.visionkingslynn.co.uk/have-your-say/#kings-lynn-masterplan We made the second consultation on the draft final Masterplan simpler, more engaging and easier to respond to in an effort to get responses from as wide a range of people as possible. Please also see **Response Reference 20**.	**464**
21	I am recently retired from teaching at Springwood High School and would be very interested in engaging further in the development of these exciting plans.	The second public consultation was on the draft final masterplan where more information and detailed plans were available.	**465**

Response to Additional Consultation Feedback

1.

Dear Sir or Madam,

I would like to provide my comments on the proposed masterplan, with particular interest in the West Lynn areas.

I feel that improvements should be made to the West Lynn ferry service and its associated facilities to ensure the continued operation and increased use of this currently underutilised service. Enhancements to the West Lynn eastern boundary, including commercial development such as cafés alongside improved nature areas, would strengthen the village while ensuring that important views of King's Lynn's heritage are maintained.

Improving the ferry service through better access, additional car parking, and increased promotion would help ease traffic congestion into the town centre and reduce the town's overall carbon footprint. As a local dog walker, I would also be very keen to see improvements made to the West Lynn boardwalk, which has significant potential as a recreational and heritage asset.

I strongly believe that suitable allocation should be made for affordable housing within both the King's Lynn and West Lynn areas. West Lynn, in particular, offers an ideal opportunity to deliver affordable housing away from the constraints of the historic town centre, while supporting better connectivity into the town.

I support the allocation of the Del Monte and Dreggings sites for enhanced nature areas, which would help preserve and enhance views of King's Lynn's heritage. These areas would be well suited for dog walkers and visitors from villages west of the River Ouse. There is also potential for small-scale commercial uses, such as cafés or visitor centres linked to nature walks, that would make positive use of the riverside setting.

In addition, I strongly support the use of the Del Monte site to provide improved parking facilities for the local school. School-related parking is currently limited and contributes to congestion within the village at peak times. Allocating suitable land at the Del Monte site for school parking would improve safety, reduce traffic pressure on residential streets, and support better access for parents, staff, and pupils, while also complementing ferry parking provision.

Further improvements to the ferry service, including better steps and parking provision, could also be supported through land allocation at the Del Monte site. Additional parking along the West Lynn boundary would encourage ferry use, reduce car traffic entering the town, and lower carbon emissions. The combined use of this site for ferry, school, and visitor parking would represent an efficient and sustainable use of land.

While I support the protection of the Del Monte and Dreggings sites for nature and heritage-focused uses, I believe that affordable housing should be directed to other suitable areas within West Lynn. Land adjoining Blackthorn Drive, and other similar sites, should be

considered for affordable housing development. This approach would help meet local housing needs without compromising key riverside views, heritage settings, or nature areas identified in the masterplan.

By allocating affordable housing to appropriate sites in West Lynn away from the riverbank, pressure on the town centre can be reduced. This would allow greater focus on enhancing key elements of the masterplan, such as nature areas, historic spaces, and transport routes, while still delivering much-needed housing for local people.

Overall, the areas allocated within the masterplan appear well considered and broadly aligned with the needs of the town and surrounding villages. I particularly support the focus on improving nature areas and maintaining heritage views from the West Lynn village and boardwalk sites. Commercial uses such as cafés would help meet the cultural and social needs of the village and attract more visitors to the King Charles III coastal path, further supporting ferry usage and improving town connectivity.

I would also like to see further consideration given to improving public transport routes, including the ferry service from West Lynn and a review of the bus lane from South Lynn into the quay, which may be better utilised for general traffic.

I believe the proposals are positive and will benefit both King's Lynn and West Lynn. With careful consideration of nature, heritage, transport, education, and affordable housing, this represents a valuable opportunity to create a better connected, more sustainable town.

Response Reference 466

Feedback noted, this will be important as plans for the area are further developed. Please see **Response Reference 39** and **41** in regard to the ferry alongside **115** in regard to West Lynn Opportunity site. Please see **Response Reference 197** regarding the approach to parking which includes maximising the opportunity at West Lynn and ferry to help prevent unnecessary trips by car into King's Lynn Town Centre from the west. Feedback is noted regarding affordable housing; this is an important consideration with future housing need– Please see **Response Reference 82**. Please also see **Response Reference 197** for the approach to public transport.

2.

Thank you for the opportunity to meet with yourself and members of the Local Plan team too during your information event at the Corn Exchange last Friday. It was very helpful to be able to gain a better understanding of the Masterplan proposals which are exciting and important too for the future of the town and borough. We were unable to submit responses on the electronic questionnaire as the QR code was not active at the event and so wee concerned that we would miss the consultation deadline. However please find enclosed written responses which we hope can be included in the overall response. The key points we raise are:-

- Active transport links across the river should include improvement of the current road bridge to encourage walking and cycling into town from the West Lynn side.

- Principles and examples of sustainable and where possible zero-carbon building projects and practices should be stated and pursued in the plan. Examples might include timber constructions where possible, co-location of data storage centres to provide zero-carbon and reduced cost community hating options.

- Consideration should be given to the use of the Customs House dock for a floating structure/building echoing Captain Vancouver's ship HMS Discovery and the spirit of exploration, creating an educational and community focused space looking outwards and forward but with inspiration from the important history of the town.

We are quite sure you will have plenty to consider from the responses you receive thank you for your time and important work. We would be happy to engage in any further work in the future.

Response Reference 467

Comments noted. Please see **Response Reference 13**, **14** and **24** in regard to the King's Lynn Local Cycling and Walking Infrastructure Plan (LCWIP).

The Bridge from Wisbech Road to West Lynn is part of the Orange Route (Town Centre to Clenchwarton) in the LCWIP. A medium-term priority within the LCWIP is for a segregated cycle facility over the Cut Bridge (Ref: 01-06). The LCWIP is endorsed by both the Borough Council and Norfolk County Council and this feedback supports this ambition and future delivery. Comments noted regarding sustainability and sustainable building practices as well as use of Purfleet Quay. These suggestions were further considered as the masterplan developed into a full draft document – please see **Response Reference 56**.