

KING'S LYNN MASTERPLAN

Public Consultation 11 May – 12 June 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 May/June

The second public consultation ran from **11 May until 12 June**. The draft full Masterplan was informed by the first public consultation as well as a series of engagement undertaken with statutory consultees, local interest groups, and residents and businesses within King's Lynn and the outcomes of previous consultations on proposals for the Pride in Place Programme. The draft Masterplan takes what people in King's Lynn have said is important, and turned it into a plan for how the town should develop.

Engagement Activity

Online

An interactive version of the Masterplan and a short questionnaire was available alongside the full draft of the Masterplan document and the Exhibition Boards from in person drop-in events.

In-Person Workshops

Riverfront Workship with Local Stakeholders – 6 May

Business Breakfast with Local Businesses – 14 May



Public Drop-ins

Tuesday 19 May	3.45pm–6.45pm	King's Lynn Library
Wednesday 20 May	4pm–6pm	St James Swimming Pool
Saturday 23 May	10am–2pm	The Place, 23 New Conduit Street
Tuesday 26 May	8.30am–11.30am	The Place, 23 New Conduit Street
Wednesday 27 May	4pm–6pm	Lynnsport (Ground floor reception)
Thursday 28 May	11am–3pm	King's Lynn Library
Friday 29 May	1pm–5pm	The Place, 23 New Conduit Street
Wednesday 3 June	1pm–5pm	The Place, 23 New Conduit Street
Friday 5 June	10am–2pm	The Place, 23 New Conduit Street
Saturday 6 June	11am–2pm	Sainsbury's, Vancouver Quarter



Targeted Drop-ins

Wednesday 20 May	11am–1pm	College of West Anglia
Friday 22 May	3pm–5pm	The Beacon/Pizza Project
Wednesday 27 May	11am–1pm	College of West Anglia
Tuesday 2 June	11am–1pm	College of West Anglia University Centre

Summary of the Consultation in May/June 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

178 responses

Direct comments via letter and email

10 letters/ emails

(including statutory consultees and interest groups including Historic England and the Civic Society)

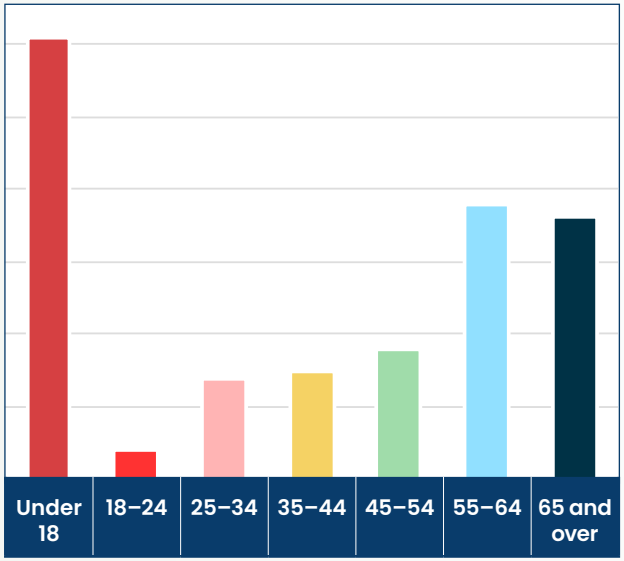
In-person engagement events

Approx **416** attendees

14 public drop-in sessions

2 workshops

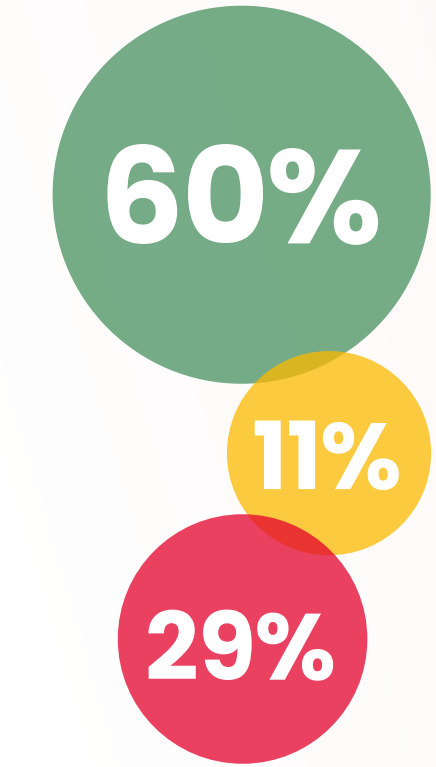
4 targeted drop-in sessions



Approximate age profile across the surveys and three events at CWA and The Beacon

Engagement Summary

Will the Masterplan make King's Lynn a better place?



- Agree or strongly agree
- Neutral
- Disagree or strongly disagree

Do you agree with the proposals for:

Riverfront
- Agree – 62%
- Neutral – 14%
- Disagree – 24%

Debenhams
- Agree – 72%
- Neutral – 15%
- Disagree – 12%

South Gate
- Agree – 61%
- Neutral – 15%
- Disagree – 22%

St James Car Park
- Agree – 49%
- Neutral – 23%
- Disagree – 28%

Church St Car Park
- Agree – 54%
- Neutral – 17%
- Disagree – 29%

C. Staithe Quay
- Agree – 52%
- Neutral – 22%
- Disagree – 26%

N of Wisbech Rd
- Agree – 55%
- Neutral – 26%
- Disagree – 19%

Boal Quay
- Agree – 48%
- Neutral – 8%
- Disagree – 44%

West Lynn
- Agree – 59%
- Neutral – 30%
- Disagree – 11%

S&T Warehouse
- Agree – 71%
- Neutral – 16%
- Disagree – 13%

Port Area
- Agree – 62%
- Neutral – 24%
- Disagree – 14%

Majority agreement achieved across the Masterplan vision, objectives and strategies; and all but two opportunity sites where agree is still the highest. More agrees than disagrees across all questions.

Engagement Comments: Brief Summary

Areas of Support

- Regeneration and investment in the town centre.
- Improvements to public spaces and the riverfront.
- Enhancing King's Lynn's heritage, character and attractiveness.
- Better walking and cycling connections.
- New town centre homes.

Key Concerns

- Loss of car parking spaces in the town centre - balance with accessibility and practicality.
- Traffic management and movement.
- Concern that reduced parking could affect footfall and local businesses.
- Need for clearer delivery and implementation plan.
- Detailed design, particularly at Boal Quay.
- Plain English and definitions.

Key Outcomes

- Broad support for the overall vision and ambition of the masterplan.
- Refine narrative on relocation of car parking (a flexible strategy to be reviewed), and benefits for the town centre.
- Review Boal Quay scheme and visuals with BCKLWN Conservation and HE.
- Develop Delivery Plan.

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.

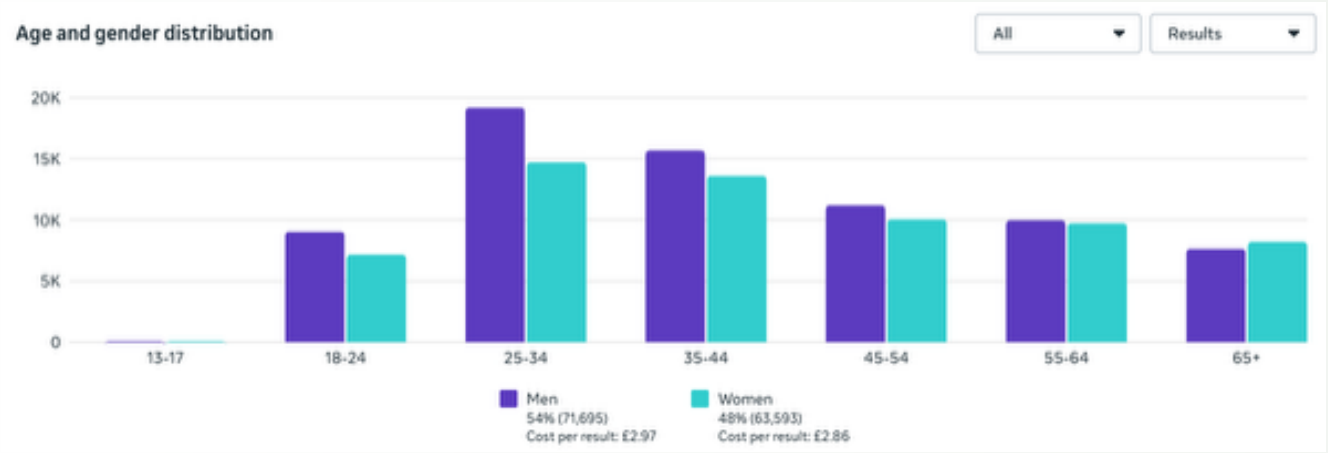
It is important to note that a public consultation is not a vote. The purpose of a consultation is to understand a range of views, opinions and evidence that can help inform decision-making.

Website Statistics

The total views are 2,174 for 11 May to 12 June 2026 for the Vision King's Lynn – Have Your Say page.

Google Ads - 212 people clicked through to look at the Masterplan.

131,929k Facebook and Instagram followers reached by paid ads. Seen 260,212k times. Split below:



Public Consultation Questionnaire

Comments – Key Themes

1. Parking, Accessibility and Town Centre Access

Concerns about the loss or relocation of town centre parking. Particular concern regarding Tuesday Market Place, Boal Quay, Church Street and Common Staithe.

Fears that moving parking to the edge of town could:

- Reduce visitor numbers and retail footfall.
- Affect elderly, disabled and mobility-impaired people.
- Make access to events and venues more difficult.
- Increase inconvenience for town centre workers.

Suggestions for:

- Park & Ride provision.
- Affordable long-stay parking.
- More disabled parking.
- Better walking and transport links from new parking areas.

2. Heritage, Character and Design

Strong support for protecting King's Lynn's historic character.

Concerns about:

- Modern or generic building designs.
- Building heights affecting views of the Minster and riverfront.
- Development lacking a distinctive King's Lynn identity.

Requests for:

- Traditional architecture and materials.
- Preservation of key views and landmarks.
- Context-sensitive design.

3. Boal Quay

Concerns included:

- Loss of long-stay parking.
- Flood risk.
- Impact on heritage views and riverside character.
- Building height and density.
- Effects on wildlife and conservation areas.

Suggestions for:

- Retaining parking.
- Creating open green space.
- Maritime, tourism and leisure uses.
- Motorhome facilities.

4. Support for Regeneration

Broad support for the overall ambition of the masterplan.

Positive feedback on:

- Waterfront improvements.
- Bringing empty buildings back into use.
- Increasing town centre living.
- Improving King's Lynn's appeal as a heritage destination.

Some respondents strongly supported removing cars from Tuesday Market Place.

5. Infrastructure and Public Services

Key concerns included:

- GP and dentist shortages.
- Hospital capacity.
- School provision.
- Traffic congestion.
- Public transport limitations.
- Social deprivation.

Many felt infrastructure should be improved alongside development.

6. Public Safety and Antisocial Behaviour

Crime and antisocial behaviour seen as issues.

Calls for:

- Increased policing.
- Improved community safety.
- Tackling drug-related activity.
- Requests for public spaces to be designed with safety in mind.

7. Transport and Active Travel

Mixed views about reducing reliance on cars.

Support for:

- Better walking and cycling routes.
- Improved bus services.
- Enhanced ferry services.
- Better links to West Lynn.
- Park & Ride schemes.
- Improved river crossings for pedestrians and cyclists.

Others questioned whether reduced car access is realistic in a rural area.

8. Housing

Concerns about:

- The amount of housing proposed.
- Insufficient parking for new homes.
- Pressure on local services.
- Building in heritage or flood-risk locations.

Support for:

- Affordable housing.
- Sustainable design and energy-efficient homes.

9. Waterfront and Maritime Heritage

Strong support for enhancing the waterfront.

Support for:

- Celebrating maritime heritage.
- Increasing tourism and riverside activity.

Differences of opinion over:

- Landscaping and tree planting.
- Preserving open views and event spaces.
- Retaining the working-quay character.

10. Events and Town Centre Activity

Concerns that proposals may affect:

- The Mart.
- Festival Too.
- Hanse Festival.
- Water ski racing.
- Heritage and car shows.
- Corn Exchange operations.

Fears that reducing parking and hard-standing areas could impact event delivery.

11. Reuse of Existing Buildings

Strong support for reusing vacant buildings.

Key sites mentioned:

- Debenhams.
- Old Post Office.
- Sommerfeld & Thomas Warehouse.

Suggested uses:

- Housing.
- Hotels.
- Museums.
- Cultural and community facilities.
- Visitor attractions.

12. Environment, Greenspace and Biodiversity

Mixed views on environmental proposals.

Support for:

- More trees and green spaces.
- Biodiversity enhancements.
- Climate resilience measures.

Concerns about:

- Perceived loss of wildlife habitats.
- Inappropriate planting in historic quayside locations.
- Impacts on existing natural spaces.

13. Southgates

General support for improving this gateway into the town.

Concerns about:

- Traffic congestion.
- Road capacity.
- Building heights.
- Impacts of future growth and development.

14. Delivery and Consultation

Requests for more detail on:

- Funding.
- Delivery timescales.
- Practical implementation.

Concerns about:

- Whether proposals are realistic.
- Lack of detailed information.
- Whether consultation feedback will influence final decisions.

Overall Summary

Broad support for regenerating King's Lynn and improving its public spaces, heritage assets and waterfront. Main concerns focused on:

- Parking loss and accessibility.
- Protecting heritage character and key views.
- Development at Boal Quay.
- Infrastructure and service capacity.
- Public safety and antisocial behaviour.

The central tension is between creating a more attractive, less car-dominated town centre and maintaining the accessibility, convenience and practicality that residents, visitors and businesses rely on.

Public Consultation Questionnaire Comments

	Comment ***These comments are unedited from the public consultation questionnaire.***	**Response**	**Response Reference**
1.	You've given 21 sites on the illustrative masterplan and an ability to make comments above on only some of them. Why? I wonder have you not given people the ability to comment on pushing all of the car parking spaces out of the Tuesday Market Place? Am I juts being cynical, or is this deliberate? My wife is disabled. Moving the spaces out of town and making her walk further is certainly not idea at all. Tuesday Market Place will look nicer, but will she be able to get into town anymore? So I think your overall plan, while 'pretty' is not as functional as you may think.	The questionnaire included the ability to vote on if you agree with the proposals for the 11 opportunity sites identified due to their more detailed inclusion in the masterplan. Other Masterplan Sites for consideration such as the Tuesday Market Place were included for information but are at a higher level. However, the open comments section was included to ensure we can capture views on any aspect of the plan. The emerging plan for Tuesday market Place as well as the parking strategy across the town centre is flexible and seeks to consolidate parking to free up some existing surface car parks however, this is not at the expense of accessibility. The indicative plan for the Tuesday market Place would retain some parking and this could be for both accessible parking spaces and the free 20-minute bays. The scheme will be subject to further design development before coming forward for further consultation and delivery in the future.	**1.**

2.	You need to stop through traffic on the South Quay, access only. Common Staithe should be open space. South Gates plan look like some crap plan that would suit Cambridge, not Lynn. Sort out the Millfleet and Nar in South Lynn. London Road is a dump full of HMO's and off licences.	Comment noted. The riverfront public realm is seeking to balance access with a more pedestrian focused and prioritised space in the proposal whilst introducing more opportunities for urban greening. Feedback noted on Southgates design and other areas of the town.	**2.**
3.	The Port Area and Timber Yard - I'd say spaces for coach parking would be a must in this area - I live and work within the town centre and currently sections of the Tuesday Market Place car park are sectioned off for coach parking when the corn exchange has shows on for kids - if parts of the new car can be done the same then fair enough, but if you're looking to attract coach tours to the town then that would be an ideal place for them to park	Comment noted. The masterplan vision for The Port Area and Timber Yard includes the potential for additional coach parking at this site. In the final version of the masterplan, this ambition was made clearer.	**3.**

4.	This is a waste of money. It will do nothing to improve the real lives of people in Kings Lynn. It all looks very nice but Kings Lynn has some serious problems and this is just putting a plaster over the wound. I would suggest that the people on the board go out and take a walk round Hillington Square or North Lynn and see how this can possibly help . Its just like the waste of money being spent on the Guildhall project. When I go into town, I want to be able to get there easily in my car, find somewhere to park easily and feel safe walking around the town and The Walks. A bit of greenery on the Quay isn't going to fix that. This is why people are voting reform (I'm not by the way). I would just like to see the real issues fixed first - try preparing a lovely booklet to show how you will do that.	Whilst the masterplan area has a focus on the central urban area of town, a key consideration is connections with the wider urban area of King's Lynn. North Lynn is included as a Priority Place in the King's Lynn Ten Year Vision For the Pride in Place Programme. This vision will direct the £20 million Pride in Place funding allocation and is focused on delivering the vision for the future: "King's Lynn will be a successful and inclusive town for everyone, with flourishing communities and new opportunities for people to live, work and visit. It will be easy to travel in to and throughout the town, with a healthy, safe, and welcoming environment. Improved facilities, leisure, experiences and culture for people of all ages will ensure we are able to achieve our town's ambitions for... 1. A vibrant, prosperous, and attractive town with a wide offering and easy access to green spaces and rich heritage 2. A better connected town 3. A town where people feel safe and well, that offers better life opportunities where healthy lives are supported 4. A town where people are inspired to aim high and achieve their ambitions and better opportunities". The Council will 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 includes the masterplan and projects coming out of the Pride in Place Programme into the future. The 'Case for change' and 'Masterplan focus area' sections of the Introduction chapter explain how the regeneration of King's Lynn's built environment is intended to form part of the Council's wider approach to addressing socio-economic challenges. The focus area for the Masterplan has been selected based on the potential this has to provide economic and social benefits to the wider neighbourhoods and hinterland that the town serves. This is also reflected in the Land Uses for Local Needs strategy. As set out in the Evolve and Adapt strategy, the Masterplan follows a phased	**4.**

		approach whereby early, smaller interventions are intended to unlock long-term transformation and socio-economic improvements.	
5.	I agree with the idea of each of the proposals. My concerns centre on delivery. The heritage of the town has been rightfully identified as an underused asset. Each new development must therefore be in keeping with the aesthetics of what has been identified as a major positive for the town, rather than being contemporary in its design. This will help these areas to maintain a timeless appeal in the future rather than some of the mistakes that have happened around the town in past decades. It should go with out saying that residential developments should be built to passive house standards with maximum renewable energy capacity in built. It should also go with out saying that commercial developments (and carparks) should be net energy producers which help to supply the rest of the community. Carparks ought to	Comments noted. A delivery plan was developed alongside the final masterplan. More detailed design would be developed post masterplan, at this stage the masterplan seeks to set out the ambition and high-level principles for the town and sites. The masterplan advocates for high quality design appropriate to the character of King's Lynn 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 (such as reinstating buildings on cleared sites). This will support high quality mixed-use, higher-density development and public realm that brings activity, life, and balance back into the town centre. Detailed design such as solar panels and standards such as Passivhaus would be considered at a later design stage but is noted as an important feature to include.	**5.**

	have solar above parking spaces with charging points available to each space and an industrial sized battery in each carpark. I do have many more views, but no more space. Thanks		
6.	Concerned that insufficient parking provided in proposed residential areas. Kings kynn is in the heart of a rural area, people will need cars as public transport will not get them to work, school etc effectively. Most families nowadays have 2 cars, with many young adults still living at home this easily becomes 3+, if building 3 bed homes the residential parking is insufficient. Residents will then need to use public carparks, these will not be at ideal locations to properties, and will clog up parking for visitors or residents of areas surrounding kings Lynn. People will avoid coming to town centre and affect the success of regeneration	As noted above, detailed design for sites will be developed as they come forward which would include site specific parking. However, as outlined within the masterplan the vision and ambition for development in the town centre is to support sustainable living, maximising the proximity to public transport at the train and bus station as well as the active travel network. This supports the Government's target that by 2035, 55% of all short journeys in towns and cities will be walked or cycled. King's Lynn is the most sustainable place in the Borough and is therefore more suitable for development that is either car free or has reduced car parking provision, this is supported by the approach and requirements of national and local planning policy. Throughout the masterplan we have consulted with Norfolk County Council Highways to test the approaches and proposals within the masterplan. In addition, Norfolk County Council (and any successor authority) Highways and Transport Teams will continue to be engaged as plans develop including at planning stage. It is important to note that the masterplan is not seeking to remove parking where it is needed and acknowledges that King's Lynn serves a large rural	**6.**

		area and it is important to make sure that all modes of transport can continue to access the town centre. Both national, regional and local policy supports modal shift, but parking will remain and important consideration. Parking within the masterplan seeks to take an 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. 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 and other retained car parks. Spaces within the heart of town will 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 developed alongside the masterplan. As the masterplan progresses over the short, medium and long term, it will be important to take a monitor and review approach (including the Parking Strategy Document developed) to assess impacts of new development in the town centre and changes in parking requirement, should this be either and increase or decrease in demand. This includes the mix and locations of long- and short-term parking. This will inform the approach into the longer term acknowledging that there is more uncertainly into the future and plans need to retain flexibility.	

7.	The money should not be spent on more paving and street furniture etc but on dealing with the real issue which is affecting the community, and that is antisocial behaviour and criminality - Lynn is now a byword for both. All the paving in the world will not make the Town safer or nicer to visit when there are groups of men (and happily fewer) women prowling the streets in a predatory manner and scowling, looking for opportunities to deal drugs, steal and intimidate. Security guards at the Library, and locked doors to many businesses are a sign of deep problems. The money should be spent on actively increasing the policing of the area to stamp out this criminality, not wasted on more schemes (of which there have been many during my lifetime - none of which have made the least difference in halting the decline of the town from a once thriving, cohesive community of decent people, to a fearful and hostile place which is nasty to visit and feels like a slum)	The masterplan does highlight the importance of high quality public realm, benefits of which include improved perceptions of the place, access to the historic environment, access to greenspace and boosts to public health and well-being, strengthened climate resilience and improvements to local economic growth. Across the masterplan and where we are proposing improvement to public realm we have engaged with the Police, especially the more detailed proposals at the riverfront. We have engaged with the Designing out Crime Team at Norfolk Constabulary as well as the BCKLWN Community Safety and Neighbourhood Nuisance Team to ensure that crime, anti-social behaviour and safety are considered at an early stage. Please see **Response Reference 4** for more details on the 10 Year Vision for the Pride in Place Programme and how the masterplan seeks to work alongside and deliver its aims including safety.	**7.**

8.	I have lived in KL for over 50 years and am concerned by these proposals. They are taking a very narrow view of KL's problems. I have heard the old chestnut of people who live in KL are more likely to shop in KL, so lets build more house many times, but what this neglects is the fact the KL is actually dependent on people coming into the town - it is not self sustaining within the old town wall. An additional 741 houses and any extra tourism will not solve the towns problems. We need a real vision for the town rather than just rehashing what has been done before. Imagine how nice it would be if the new SJMP had been built in town to serve the residents, instead sick people have to get on buses to go out of town - absolutely crazy! What about people who want to use the pool, oh sorry, you'll have to get in your car now or get on a bus. We have a lot of poverty in this town and I would like to see an approach that will have some tangible benefits rather than a geography project.	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. This is to both to provide much needed homes in a sustainable location near to public transport and active travel infrastructure as well as support the vibrancy and vitality of the town centre. The masterplan outlines how the proposals and vision algins with national, regional and local policy to create a masterplan as aligned as possible considering the wider aims and objective of cross cutting themes including health, transport, climate change and housing.	**8.**

9.	These are all excellent proposals. I'm very pleased to see suggestions from the first consultation have been incorporated, particularly making the riverside as vehicle-free as possible.	Comment noted.	**9.**
10.	West Lynn I agree with the proposals for West Lynn but feel that access through the village and the increased volume of cars etc will need careful consideration. It is exciting to see the regeneration of the town as it evolves.	Comment noted, as the proposal develops and more detailed design is progressed it will be important to continue to work with Norfolk County Council Highways in relation to the proposed increase in parking at the ferry and other proposals in West Lynn to ensure there are no unacceptable impacts on the highway network.	**10.**

11.	I strongly support everything that is being proposed, I would love to see this all happen over the next 20 years and make Kings Lynn a great place.	Comment noted.	**11.**
12.	my only concern is that new build residential accommodation will be ugly red brick boxes or ghetto style blocks that age badly like Hillington Square and Hunstanton seafront flats that replaced the beautiful Carrstone terraces. Modern builds do not ages as well or look as aesthetically pleasing as for eg the beautiful St Johns terrace. Fantastic idea to have a dockside carpark. i always thought the cobbled quayside should be utilised.	Comments noted. The final masterplan has updated visuals where appropriate to better convey the design ambition of the masterplan. Please see **Response Reference 5 in regard to design.**	**12.**

13.	There are many infrastucture issues that need greater priority before we borrowed £16m to attract tourists The survey concentrates on specific sites - Generally these are the main areas that would benefit - devil is in the detail. I have emailed Alistair Beales, Simon Ring and Deborah Heneghan I would perhaps like to see some generic survey questions. What would you like to see in the Town Centre - Shops, Residential, Community Space, Tourist attractions, Night life? Do you think there should be more or less provision for traffic? - Buses, Cars, Cycles.. What would you like to see on the Riverfront. What community facilities would you like to see? More specific questions include what type of 'residential' provision is envisaged? Some site proposals incude a small provision for parking - is this public or private? How is access to West Lynn proposed?	Comments noted. The questionnaire at the second public consultation was designed to test the contents of the draft full masterplan following an initial public consultation in winter 2025/26. In addition, the masterplan has been informed and developed by public feedback from consultation undertaken for the Pride in Place Programme. This informed the masterplan at an early-stage with key themes and priorities from the community. Exact tenure of residential development would be defined at a more detailed design stage following adoption of the masterplan. This would be informed by market demand as well as planning and housing policy and requirements. There is a mix of private and public parking across masterplan sites, this will be further developed at detailed design stage. Public parking provision across the masterplan has been developed into a cohesive strategy which will also informed the Parking Strategy document for King's Lynn. For more information on parking please see **Response Reference 6.**	**13.**

14.	One of my main concerns is the replacement of the St James Swimming pool. This facility is at the end of its life and needs to be replaced …….. please bring King's Lynn up to an acceptable standard by the construction of a 50 meter olympic sized pool …. there is the local, and area demand for this facility …… don't miss out on this opportunity!! In conjunction with an olympic sized pool why not consider a local data centre and use the waste heat created by the data centre to heat the pool.	Comments noted. 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, through the town centre and to the riverfront. There are also opportunities to consider how sports and wellbeing facilities can be brought into the High Street/Town Centre to support and mix of uses for a range of users both at ground floor in some opportunity sites or within vacant buildings in the town centre. Feedback noted regarding potential for heating options and the swimming pool.	**14.**

15.	I am struggling to understand why a town wishing to encourage further visitors / shoppers is looking to remove large areas of parking and remove areas that are currently used to provide existing events. How with the Hanse Ski Racing occur if there is nowhere for the crowds and competitors? How will Festival Too occur with large grassed areas both in Staithe square and Tuesday Market Place. Any new areas would not fit and liable to be damaged. Is there no recognition that the majority of visitors to the town are not local and therefore need to travel, most driving from small outlying villages as public transport is not fit for purpose to get people into the town in the evenings. Whilst I agree work is needed these seem to be very short sighted choices playing to create what people think should be done as opposed to making the town more accessible to all parties not just those within a close vicinity . Will the public response to the consultation be shared publicly?	For the parking approach in the masterplan, please see **Response Reference 6.** It is also important to note that research shows that people who walk, cycle or wheel to do their shopping stay longer, spend more money and pedestrianised high streets see bigger sales (https://www.livingstreets.org.uk/policy-reports-and-research/pedestrian-pound/). This forms a key element of the evidence to support the masterplan vision and ambition. However, as noted the masterplan seeks to balance this with retaining consolidated car access and retaining central parking provision for those who need it. The masterplan does not intend to prejudice any existing events space either at South Quay, King Staithe Square or Tuesday Market Place. Events are an important part of the town centre offer and the masterplan seeks to support them. Greening has been designed, at this early concept stage, to allow and support events whilst improving these key public spaces all year round. Large, grassed areas are not currently envisaged on Tuesday Maret Place and at King Staithe Square, green space is included to work alongside events. Further design work will refine any design planting accordingly. This consultation report has been produced alongside the final masterplan for public viewing.	**15.**

16.	The master plan has the right themes - reducing ugly, wasted car parking space in the heritage centre, and bringing resident back into the centre - restoring the town's heart. But: care needs to be taken with specific design. Kings staith was never a grassed area - I doubt the towns ability to maintain such gardened space. It is attractive as it is, and already used in summer as an events space. The church st car park plan is great. But care should be taken with design of the houses - proportions, rooflines, following esxisting street lines, materials, windows, to restore the space round the minster. Kings lynn has done this well in the past - court house, queen st etc. learn from that. High street etc - invest in repairing existing fabric with grants for painting, gutters, wooden window repair etc. this is cheap, and employs locals. Insist on painted signage. Ridding cars from the Tuesday mkt place idea - restore a real market. If swaffham can, so can lynn!	Comments noted. Please see **Response Reference 5 in regard to design.** The final masterplan has updated visuals where appropriate to better convey the design ambition of the masterplan. The Borough Council is also exploring further options for High Street repurposing beyond the masterplan, which could include interventions such as those suggested, to support high street businesses supported by the Pride in Place priorities and 10 Year Vision.	**16.**

17.	The highest priority should be Southgate's and quay to provide the high impact and biggest range of benefits for residents and businesses.	Comment noted.	**17.**
18.	As a resident of the Nar Valley Estate, the planned use of land north of Wisbech road will add significantly to the already considerable traffic pressure at the entrance to the estate. The proposed flats will also directly overlook houses on the estate and have a detrimental effect on house prices.	Throughout the masterplan we have consulted with Norfolk County Council Highways to ensure this consideration is part of the masterplan at this early stage. The Highways Team will continue to be consulted as any plans progress as well as at any planning application stage. This is also true in relation to other material planning considerations such as neighbour amenity. The design of any development would have to show suitable separation to prevent any unacceptably overlooking.	**18.**

19.	I don't beleieve the plan is making the best optimun use of the Boal Quay area. The previous plans for a marina in thisi area would bring much more long term and strategic visiion to King's Lynn and its maritime hertiage. Look at Wisbech as an example of what such scheme can provide. Prewvious works by the Environment Agency to divert the Nar, could have laid the inital ground routes for this and this current master plan futher limits potential to develop this and create the oppropriate landscape and infrastrcuture to attract inward investment around some form of marina. All of thismaster plan defvelopment requires property values to substancially increase to attract tthe investment and if King's Lynn wants to achieve this vision, then it needs to be bolder and create the crorrect infrastructure to enable such developments.	Comment noted. The masterplan vision for Boal Quay has been informed by assessing previous schemes for the site and considering the various constraints of bringing development forward. The updated vision included in the masterplan has taken a balanced view, including an assessment of infrastructure and associated viability and delivery. This has led to the masterplan scheme, considering the various opportunities and constraints that shape the site. The final masterplan includes next steps, viability and deliverability considerations will inform further design work post masterplan.	**19.**

20.	Removing parking will be the biggest mistake and drive people away from our town, not to it!	For the parking approach in the masterplan, please see **Response Reference 6 and 15**.	**20.**
21.	Ager with it	Comment noted.	**21.**

22.	By turning Boal Quay and Church Street Car Parks into residential homes will be the end of the High Street that Tipsy Teapot resides. By oving all long term stay parking to the other side of Kings Lynn will mean that few people will walk as far as that end of the High Street. Already that end looks run down and empty, will low footfall, by removing car parks there will be no footfall. Boal Quay is also the cheapest long stay car park which is highly used and very much needed in comparison to the costs of the other car parks across Kings Lynn. For someone who works in Kings Lynn, the cost of parking is steep. People do not want to pay for parking especially when its that high. I can travel to Downham Market or anywhere in Breckland and not pay a fee for parking. With the loss of both car parks you will likely have few people returning to Kings Lynn. Have you also taken into account those who have disabilities or elderly but do not have a Blue Badge?? Many people cannot walk that far.	For the parking approach in the masterplan, please see **Response Reference 6 and 15**. The masterplan seeks to take an evidence led approach, taking into account the local conditions of King's Lynn and striking the appropriate balance. The mix of short and long stay parking and its location will also be an element to be reviewed and monitored over the lifetime of the Masterplan and Parking Strategy. Please see **Response Reference 8** for more detail on residential density in the town centre. Strategy Land Uses for Local needs seeks to support the High Street by diversifying uses including residential as well as encouraging more leisure and other mixed use. The southern area of the High Street and the Saturday Market place, despite the nodes of vacancy, is a key area for the food and drink offer for the town centre with good links to the Quay where this offer continues. We are seeing this continue with buildings being brought back into use including the 'Lynn Drapery' building via local investment. A current detractor and key catalyst for this end of the High Street is also the former Debenhams building, this supports the inclusion of the site as a key short term opportunity site in the masterplan. The Borough Council is also in discussion with partners on the development of a place-based scheme with a focus on this area of the High Street. Whilst at an early stage this work has the potential to further support the masterplan ambitions for the town centre and High Street alongside the Pride in Place Programme. By supporting the pedestrian focus of this area, the masterplan seeks to support it as a thriving part of the town centre and earlier evening nighttime economy. It is also important to note that parking will be retained at Baker Lane, parts of South Quay and Saturday Market Place for close access who those who need it. The Multi-Storey car park is also in close walking proximity.	**22.**

23.	Parking in town is essential to get visitors to come into town, Lynn cannot rely on its past heritage history to attract visitors. The Hardwick is more the town centre now, banning parking especially on the Tuesday Market Place is going to drive visitors and local people away	For the parking approach in the masterplan, please see **Response Reference 6 and 15**.	**23.**
24.	I hope that this can go ahead and encourage people to come into the town centre which at the moment is probably not happening because of empty buildings and lack of aesthetics.	Comment noted.	**24.**

25.	My main concern is losing parking in the centre of town. As someone who visits the theatre and someone who is getting older, I strongly feel we need to have a large quantity of parking within a short walk of the Corn Exchange. As someone who has lived here all my life, I don't want the town to be somewhere you cannot visit, like during the two weeks in February when the Mart is here, because of lack of parking. Also I am concerned that the green spaces proposed should be safe places and not hidden areas that I would not feel safe walking through. It would be a shame if these places ended up being missused and abused. I know you would like people to use buses, but my families exprerience of this is not a possitive one. Unfortunatly, some of the bus drivers are grumpy, unhelpful and rude. Hence we drive into town.	For the parking approach in the masterplan, please see **Response Reference 6 and 15**. The proposed parking at the Port & Timber Yard site would be close to the Corn Exchange, delivered in advance of any removal of spaces at Common Staithe Quay, and would enable people to continue parking in close proximity. The emerging concept for the Tuesday Market Place would also retain accessible parking for those who need it. 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 and nearby parking, both existing and proposed. Please see **Response Reference 7** for how we have engaged with the Police and the Borough Council's Community Safety and Neighbourhood Nuisance Team. It has been important to talk to these stakeholders as well as the Council's Public Open Spaces team at an early stage to ensure we considering safety from the outset of all design for public and green space.	**25.**
26.	This seems to be an incredibly ambitious undertaking. I am greatly appreciative of the balance of new homes alongside consideration of business opportunities and parking. The potential commercial venture on Devils Alley may feel slightly cut off from other areas. I would like to see more about cycle lanes in it.	Comments noted. The masterplan seeks to align with and support delivery of the King's Lynn Local Cycling and Walking Infrastructure Plan (LCWIP) including within the Masterplan Transport and Access Strategy. The LCWIP sets out key cycling routes and cycling and walking network improvements which can be implemented in the short, medium and long term.	**26.**

27.	There are some interesting ideas here but it is still far too car-based. Over the next few years economic, health and fuel (including electricity for EVs) availablity are likely to be major issues and the current fall in car ownership and use will accelerate. Prioritising high-quality public transport alongside high-standard walking and cycling facilities will improve our town's resilience in the long term. In particular, residents need a clear commitment from both the Borough and County councils that bus services along Harding's Way will be improved, as well as upgrades to the cycle and footways and that it will NEVER be opened to general traffic, which would undermine all the environmental and public realm enhancements proposed in this masterplan. In addition, consideration should be given to closing the South Quay and Queen Street to through motor traffic. Through traffic should be using the Railway Road - London Road trajectory.	Comments noted, the masterplan seeks to align with national, regional and local policy to encourage modal shift to active travel and public transport options and provide a balanced approach to car access and parking. A key element of the car parking strategy is to monitor and review but this principle will be relevant to other elements of the masterplan and detailed design will develop over time, taking into account the current policy landscape and situation on the ground. The Masterplan document is not proposing to open Hardings Way to general through traffic, the potential parking at the Opportunity Site and Local Plan Allocation Land North of Wisbech Road seeks to capitalise on the existing bus network and provide an informal park and ride opportunity supporting bus services on this route into town. Bus services will also continue to be prioritised by funding such as the Bus Service Improvement Plan funding administered by the County Council.	**27.**

28.	I like the idea of moving around the parking so the long-term parking is further out. I note the new housing and would like to ensure everything possible is done to include affordable options, especially private rented.	Comment noted.	**28.**
29.	I would be concerned that the reduction in parking will require more frequent public transport links and potentially consideration of a park and ride service for the town. For example the boal quay car park is used largely by those working in the town as it is more cost effective and within walking distance. It's replacement would need to be the same. In addition as a frequent user of the southgates roundabout, the current plans for Nar Ouse Way to join Wisbech road are concerning as this can be particularly busy at peak periods and without direct access to the roundabout, is likely to cause long traffic queues as it appears that it joins Wisbech road as a junction.	Comments noted. For the parking approach in the masterplan, please see **Response Reference 6 and 15**. The Travel Hub proposed at the King's Lynn Enterprise Park is 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 part of the Parking Strategy and wider masterplan transport and parking considerations. The potential parking at the Opportunity Site and Local Plan Allocation Land North of Wisbech Road also seeks to capitalise on the existing bus network and provide an informal park and ride opportunity supporting bus services on this route into town.	**29.**

30.	Projects need to looked at that will create the small wins. ie. the projects regarding highways will use a lot of money and when finished general public and people of King's Lynn won't notice these changes and think of them as a negative rather than a positive for the future. Who will we attract into the areas of new business and multiuse areas. Will there be any incentives to attract independent businesses rather than large chains that you find across the UK.	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 in the short term. Masterplan strategy Land Uses for Local Needs seeks to focus investment in the town centre to reinforce King's Lynn's role as the heart of West Norfolk. This includes delivering diverse homes in the town centre alongside community, commercial and cultural uses that meet local needs, support sustainable town centre living, and contribute to strong economic, cultural and leisure activity throughout the day and evening. Independent business will be a key component on this, offering a unique and high quality offer from a range of uses.	**30.**
31.	No secure areas for locking motorbikes via ground anchors on Tuesday Market Place, outside library, outside multistorey carpark, outside walks or near train station.	A reference to delivery of secure motorcycle parking has been added to ***principle 5.2.1*** under the Transport and Access Strategy.	**31.**

32.	Points to think about: Safety People Environment Cost People refer to tourism, local and old folk.	Comments noted.	**32.**
33.	Former Debenham - Turn into a youth space/centre Sommerfeld and Thomas Warehouse - Turn into a museum or public space.	Comments on future uses noted.	**33.**

34.	One thing I would like to change is the library because what if the lifts are out of action so what can we possibily use the old library for a pop-up if necessary	The new Library in the centre of town opened with The Garage Trust (The Workshop King's Lynn) 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 https://theworkshop.org.uk/blog/our-new-home-in-kings-lynn/	**34.**
35.	New Sommerfeld and Thomas Warehouse Building must not obstruct the Minster view from Devils Alley. Boal Quay slowly and gradually introducing new building - Keeping some of the parking spaces - Nice start to walk into town. St James Swimming pool is a leisure pearl in the town centre without having to travel far - bringing people and children together. Turn into a Lido? West Lynn Parking is the middle of attractions - closer distances to walk. Church Street Carpark - Protect the Minster view and build low rise buildings. Create walkway from Tower Place. Southgates new road destroys green park for to the east of Southgates	All comments noted. Please see **Response Reference 5** in regard to design. Masterplan Strategies Harness History and Culture and Built Form and Public Realm advocate to protect, enhance and reveal key views of landmark buildings as well as ensure development is in keeping with its context whilst delivering the appropriate density of development. A key recommendation is to follow the recommendations and design principles set by the forthcoming Conservation Area Management Plan and Shopfront Design Guide. Further design ambition includes to protect key views and vistas towards heritage assets, across green spaces and across the river and re-establish historic plot rhythms where these have been disrupted by modern development. Please see **Response Reference 14** regarding St Jame Swimming Pool which has been proposed to move to Lynnsport outside of the masterplan process.	**35.**

	DO NOT CHANGE GREEN SPACES INTO DEVELOPMENTS - Give what you take - plant trees, create green roofs. Skatepark - Kids use Greyfriars Art Space. MORE BINS IN TOWN. Marketing for the Town Aspirations for a walkable town (10.15am) time openings. Reduce built commercial soace (use existing ones), create gardens/parks - also in suburbs. opportunities for students/Graduate	Any development, if planning permission is required, will also be subject to planning policy, requirements and guidance at full application stage including impact on heritage. The proposal at Southgates would move the road from under the gate allowing this area to be pedestrianised with associated landscaping and planting. The road would then pass by the gate to the east and the existing roundabout, as currently proposed, would be converted to signalised junctions. The remainder of the park would also be retained to the east, forming a key part of the wider masterplan. More information can be found within the King's Lynn Masterplan and the adopted Southgates Masterplan here: https://www.west-norfolk.gov.uk/info/20241/strategies_and_plans/983/southgates_masterplan	
36.	:P init!	Comment noted.	**36.**

37.	Clr Ring's comments about not wanting long stay car parks in the town centre seem at odds with trying to develop tourism and bring people into the town centre. The rep in the display at The Place suggested the desire is not to reduce the amount of parking, but to move it. The plans seem to take no regard to the fact that the Mart requires the TMP and they park their vehicles and kit on the Common Staithe. Though the plan to improve the TMP seems to take no heed of the Mart and Festival Too. The loss of Boal Quay would also affect things like the Ski racing and Hanse days. Do we suppose these events do not fit into your future vision? If you believe that all people will want to walk and cycle into the town centre you must have your Net Zero blinkers on. It's a reasonably small market town, not a city centre. A practical park and ride scheme may not get the interest you crave.	For the parking approach in the masterplan, please see **Response Reference 6, 15 and 29.** The masterplan does not intend to prejudice any existing events space. Events are an important part of the town centre offer, and the masterplan seeks to support them. Further design work will need to consider the approach to events such as Festival Too and the Mart as well as riverfront events to determine appropriate solutions alongside plans for the Tuesday Market Place, riverfront and nearby parking, both existing and proposed.	**37.**

38.	No need to bypass the gate and no need to remove roundabout, just put lights on all parts.	Comment noted.	**38.**
39.	There is a lot of talk of changing car parks into houses. But no consideration that more houses mean more cars therefore even more carparks are needed. The council need to reconsider the amount of car parks they are converting. But also providing better public transport like a park and ride. This would drastically reduce the amount of cars needing to come into town, but also helps provide a greener solution for transport within kings lynn. In all the plan is good, but a park and ride needs to seriously be considered baring in mind one accident can lead to the whole of lynn coming to a standstill	For the parking approach in the masterplan, please see **Response Reference 6, 15 and 29.**	**39.**

40.	I have two concerns, but I've agreed with all the development plans under the assumption that my concerns have already been considered. The plan talk about turning the port and some car parks into public spaces or residential units, so where will people park in town? And surely the port is an important part of King's Lynn? You mention moving long term car parking to the outskirts of town, so is the plan to implement a park-and-ride system? Secondly, its really important to me that green spaces, and the biodiversity, of the town is protected as much as possible. However, I appreciate that change has to happen. I just wanted to state that.	For the parking approach in the masterplan, please see **Response Reference 6, 15 and 29.** The Port & Timber Yard site is proposed as mostly car parking with the option for some commercial/office/light industrial subject to further design and demand. This would be the main parking area to consolidate parking and free up other existing parking sites within the masterplan for development. The Port would however be otherwise retained as existing, with only a small area of potentially surplus land included within the masterplan proposal. The masterplan acknowledges that the port and maritime industries are an important and historic part of King's Lynn's identity. Comment regarding biodiversity noted, the masterplan aims to overall improve greenspace, on a site specific basis as well as town wide. Any qualifying development subject to planning permission would also have to deliver 10% Biodiversity Net Gain. 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 proving access to green space in public realm and public spaces. This strategy supports creating a more connected green network and key green corridors linking the town centre, station, and riverfront.	**40.**

41.	I think the loss of the Church Street and Boal Quay Car Parks would be a major mistake. The town centre shops are struggling enough. These proposals would effectively finish the town centre. I think the major emphasis should be putting right the terrible mistakes of the 1960's. Most of the town centre is horrible. Broad Street, New Conduit Street and the Vancouver Quarter should be redeveloped to try to recapture the original designs. The new Library is the ugliest building I have ever seen. It looks so out of place. I was born in King's Lynn and I've lived here for sixty-two years. But the way the beauty and history of the town have been squandered just make me want to move. Fortunately, some towns have been sympathetically developed. It's probably time to relocate.	Comments noted. For the parking approach in the masterplan, please see **Response Reference 6, 15 and 29.** Please see **Response Reference 5 and 35** in regard to design.	**41.**
42.	South Quay: Don't like the trees: out of place. Quay's character depends on its openness and CLEAR views up and down river: visitors comment to me about this, after the closeness of the access lanes. Keep any planting low: this isn't a resort promenade: respect its historic character is as an open wharf. King's Staithe: don't lose 1/3 of it to planting. During events it gets very full and crowded (terrific atmosphere). Boal Quay: the housing blocks are too tall. Sommerfeld & Thomas: "creative, cultural or commercial uses" somewhere no one has ever	The riverside regeneration area is includes both the riverside public realm proposals (From Purfleet Quay/King's Staithe Square along South Quay, Devils Alley masterplan (also a priority project for the King's Lynn Pride in Place Programme) and Boal Quay linking to the Southgates Regeneration Area and Harding's Pits beyond) as well as Boal Quay as a development opportunity site. The proposal is to create a green link from the heart of town, along the quayside to Boal Quay linking further south to Hardings Pits and the Southgates Regeneration Area. It is important to acknowledge the industrial heritage of the quay and proposal does not seek to restrict activities such as the mooring of fishing vessels, acknowledging this as a key part of King's Lynn's heritage and identity. The proposal responds to public consultation and feedback to both green the town and create more of a destination on the riverfront captured from both	**42.**

	found a new use for that works. No change until one is found. South gates area: Blocks too tall, drawfing the dominant feature gate. Gate view from Nar-Ouse Way must be preserved. Old PO: Planning permission may be in place but it's been there a long time and nothing happens. Needs to be CPO'd: t Saturday Market: Have you asked the Minster (landowners) about this? There are a great deal more than 15 cars parked on a Sunday morning.	the Pride in Place Programme consultation exercises and affirmed at the first masterplan public consultation. Please see **Response Reference 15** regarding King Staithe Square and events. Site specific heights will be further developed considering the need for residential density in consultation with groups such as Historic England and Borough Council Planning and Conservation Officers building from the public consultation. Consultation with key stakeholders has taken place and will continue to do so as specific proposals come forward in the short, medium and long term.	
43.	I'm concerned about making the road along South Quay 'access only'. I'm concerned about moving so much car parking further away from the town centre - this could well be off-putting for a lot of people. I think Debenhams would be a good site for a hotel. It's central for visitors/tourists and would enliven this area and boost local trade. I like the idea of removing (almost) all cars from the TMP and the Timber Yard isn't much further away. I'm pleased to see the enlarged car park for the ferry included in the proposals. I hope the current	Comments noted. The South Quay proposal is for a people-first approach prioritising safe movement for pedestrians and cyclists and reducing car dominance, while maintaining access for car users. Any road restrictions such as 'access only' would be considered in more detail at a later design stage. The existing boardwalk at West Lynn is not suggested to be removed. For the parking approach in the masterplan, please see **Response Reference 6, 15 and 29** including approach to park and ride. The masterplan does not propose to alter restrictions on Hardings Way for through traffic.	**43.**

	boardwalk is going to be retained, it's not clear from the drawings. I hope Hardings Way is going to remain restricted to buses and cycles only. I believe thought should be given to a proper Park & Ride service and not just one that relies on existing bus services that are often subject to considerable delays. Southgates is a very busy area. Changing it is going to be very disruptive and I'm not convinced the cost is worth it.		
44.	Removing parking from Boal Quay and Tuesday Market place does not make sense when you have the BID and are trying to reinvigorate the town centre/retail etc. Please leave them alone but add the extra parking at the port.	For the parking approach in the masterplan, please see **Response Reference 6, 15 and 29.**	**44.**

45.	Whilst I agree that new parking on the port and timber yard is a good idea providing access is good, Losing Boal Quay long term parking is short sighted to say the least. bearing in mind the number of houses expected to be built in the suburbs and West Winch, that and the use made by the competitors of the water ski racing, where will you relocate them? Tuesday Market Place: it is not easy to see what you will do with that, presumably the Mart, festival too and heritage car show in September will still be able to use it. Swimming pool, it should not be overdeveloped and flats should be of a reasonable size with sufficient parking. King's Lynn is a market town and not a city, if you want to encourage visitors you need a reasonable amount of parking both long term and short term, park and rides are not suitable. Developing the south quay is a nice idea, presumably it will still be suitable for the ski racing event. Common Staithe Quay, has poor access how will that work?	For the parking approach in the masterplan, please see **Response Reference 6, 15 and 29.** Please see **Response Reference 37** in regard to events and the masterplans approach to support. The masterplan does not propose to prevent any events form taking place. Comment regarding St James Swimming Pool site noted. In relation to Common Staithe Quay, we have consulted Norfolk County Council Highways and will continue to do so as any more detailed designs are developed to ensure access and highway considerations are fully considered and addressed.	**45.**

46.	The proposals for King's Staithe Square will obscure the views of one of the most iconic buildings in King's Lynn - the Custom House. Low level planters would be ok but the plans to plant trees would ruin the amazing views that visitors come to see. The plans also need to take into account that people live around the square and so vehicle access needs to be preserved.	The importance of views towards the Custom House are acknowledged. The proposal for King Staithe Square does not propose tree or high-level planting opposite the Custom House, plans show the intention to maintain the key view from the square towards the Custom House. This is a key point and will be a guiding principle as design develop further in the future. The plan also sets the principle of maintaining access for residents and businesses.	**46.**
47.	I agree with the general aims of the Masterplan in regards to enhancing the town centre and its vitality. Careful design is needed to ensure a consistent approach which reads as 'Kings Lynn' and not as piecemeal development which is not locally distinctive or sensitive or does not fit in with other recent development. Issues such as town centre car parking will need to be carefully managed, encouraging the wider public to use them and ensure the new positions do not feel less convenient. Removing car parking from key historic areas such as Tuesday Market Place would be positive, as would the knock on opportunities for improved landscaping and uses. Ultimately, what will be important is that those compiling detailed designs have regard to the Masterplan as a guiding document whilst also ensuring the design is	Comments noted. For the parking approach in the masterplan, please see **Response Reference 6, 15 and 29.** Please see **Response Reference 5 and 35** in regard to design.	**47.**

	appropriate for the area, there are some unrealistic expectations for some sites shown indicatively in 3D renders and likely to be local objections to elements if not well planned.		
48.	Generally I agree with much of the masterplan, improving the public realm and making King's Lynn an attractive place to be is definitely important. However, my disagreements are in relation to Boal Quay & Common Staithe Quay. I don't understand the benefits of putting more commercial properties on Common Staithe when there are many empty units in town already, as clearly there isn't enough demand. There are also potential car parking difficulties with the Corn Exchange, with the proposals to remove the car parking at both Tuesday Market Place & Common Staithe. My concerns with Boal Quay are mainly that the plan is unrealistic; why show things like community gardens & fishmongers (which is a bad idea next to a playground!) when that can't be guaranteed? Also a general car parking comment - while more parking	Comments noted. In relation to Common Staithe Quay, ground floor uses cannot be residential due to flood risk. The masterplan proposes commercial/community space, it is not the ambition to compete with the town centre rather complement it. ***Principle 2.2.5*** under Strategy 2 (Land Uses for Local Needs) has been added to confirm that new commercial uses must be complementary to existing uses in the town centre rather than diverting occupants away from vacant units. This is reflected in the Common Staithe Quay Design Principles which state commercial units should complement the existing town centre. Regarding Boal Quay, the proposal has been brought together as an aspiration reviewing previous proposals for the site considering viability and deliverability considerations as well as the national, regional and local policy requirements. Uses have been arrived to on this basis as well as in consultation with local stakeholders to ensure that the proposal could come forward subject to further discussions and design work, and some amendments have been made to the illustrative design following comments received during public consultation. Site specific heights will be further	**48.**

	is to be provided, people are not going to want to pay as much to park further away, which really should be taken into account, as people are concerned about accessibility to town.	developed considering the need for residential density in consultation with groups such as Historic England and Borough Council Planning and Conservation Officers building from the public consultation.	
49.	If the car parks are lost plus Harding's Pits and the bike/bus lane is used as a rat-run for all traffic the town is finished. More shops will close and the historic sections of listed buildings will be utterly ruined.	For the parking approach in the masterplan, please see **Response Reference 6, 15 and 29.** The Masterplan is not proposing to alter the use of Harding's Way for through traffic.	**49.**

50.	In what world is it a good idea to build more housing in an area where it is already very hard to get dentists and doctors. Who will buy the flats or will they be more social housing? My road is already blighted by an HMO. And you want to ruin the peaceful and calm views from the Greenland Fishery across the Boal Quay car park to the river by building Lego flats?! This is a conservation area. What on earth is going on in your planning department? Finally, if it is your masterplan to discourage shoppers/diners/drinkers from coming into Kings Lynn and killing the town centre stone dead then you are spot on! People want/need to drive to their destinations- particularly women after dark. Your masterplan is silent on what you plan to do with the vast sums of cash you get from the housing developers if this madness proceeds.	Whilst the masterplan cannot directly influence the immediate delivery of dentists and doctors surgeries we have consulted with 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. There is also the emerging opportunity to develop health services located in the town centre where appropriate in conjunction with the new Queen Elizabeth Hospital development. This could be considered in both existing high street units and ground floor across sites identified within the masterplan. Please see **Response Reference 5 and 35** in regard to design. The ambition for Boal Quay is a high quality residential led development that is appropriate for this historic setting and respects key views and the southern approach to King's Lynn. The visual for Boal Quay evolved based on feedback from the masterplan consultation as well as in collaboration with partners such as Historic England and the Borough Council's Conservation Officer. The special historic qualities of Greenland Fisheries are acknowledged and the final masterplan seeks to improve the narrative and treatment of development within the setting of Greenland fisheries considering the historic context of the building and wider Boal Quay. For the parking approach in the masterplan, please see **Response Reference 6, 15 and 29.** Please see **Response Reference 7 and 25** in regard to safety. Safety is a key consideration with the masterplan as well as the in the King's Lynn Ten Year Vision For the Pride in Place Programme which informs and work alongside the masterplan, please see **Response Reference 4.** Regarding the final point, this could relate to the Community Infrastructure Levy (CIL). More information can be found here including but not limited to CIL charges, spending processes and policy and where CIL has been spent:	**50.**

		https://www.west-norfolk.gov.uk/homepage/185/community_infrastructure_levy_cil . Reference could also be made to planning obligations under Section 106 of the Town and Country Planning Act 1990 (as amended), commonly known as s106 agreements. This is a mechanism which make a development proposal acceptable in planning terms, that would not otherwise be acceptable. See more information here: https://www.west-norfolk.gov.uk/homepage/384/section_106	
51.	33,000 sq m of non-residential space at Boal Quay seems very high unless a particular use has already been identified, I strongly support the other proposals around Boal Quay (it would be wonderful to see it as illustrated) but the scale of the buildings shown in the illustration looks excessive. I would hate for the view of King's Lynn on approach from the south to be spoiled. Currently it is the Minster (which is quite low) and other prominent towers that stand out. The proposed development at Boal Quay should nto be allowed to obscure or overwhelm the view of the Minster from the south.	Boal Quay includes 840sqm maritime uses and 32,945sqm public realm and open space – this includes the space between buildings and the enhanced greenspace at the Nar loop. Please see **Response Reference 19, 48 and 50** in regard to Boal Quay including the evolving visuals in consultation with key partners such as Historic England and Borough Council Conservation. It is acknowledged that the view from the south of the town is important and the design seeks to work with this key view.	**51.**

52.	I feel kings lynn needs further long stay parking but, you keep moving parking further out of the town. My mother doesn't qualify for a blue badge but finds walking for more than 5 minutes difficult by the time we've walked from your new car parks to the town centre she'd be too tired to walk back, let alone walk around the town. Also no one has considered those who work in town now being put out having to leave way earlier and start a long walk after aswell as paying for the privilege of coming to work. As it is short term parking in lynn is ridiculous at £4.10 for two hours! Also no mention was made about where you are moving the pool to if you're making that area a hotel! I agree with using our abandoned buildings. But if you're going to make parking for town centre workers impossible you need to make the bus service better. I'm thinking cheaper or discounted for town workers, the busses need air-conditioning and heat. And the bus stations crime levels need to drop drastically.	For the parking approach in the masterplan, please see **Response Reference 6, 15 and 29**. It is acknowledged and shown in the masterplan that parking for people who need close access should have a level of parking provision retained. In addition, the approach to long and short term parking will need to be monitored and reviewed as the masterplan is delivered. Consolidated parking remains within close walking distance of the town centre (main example at the Port & Timber Yard), informal Park & Ride options also offer an alternative to driving all the way into the town centre. Feedback noted regarding prices, 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 associated Parking Strategy document. Please see **Response Reference 14** regarding St Jame Swimming Pool which has been proposed to move to Lynnsport outside of the masterplan process. The masterplan as well as national, regional and local policy supports improved bus services and modal shift. The Borough Council will continue to work with and lobby partners on this.	**52.**

53.	1. Buildings at Boal Quay look a bit tall - I hope they won't be as tall as the Minster. 2. Parking is mentioned several times and I strongly support the more productive use of many existing car parks. However, there is no explicit mention of Park and Ride - is this an omission? The masterplan mentions relocating parking to the edges of town, which is great, but it's not really explicit about how people then get to town. (I realise there is also a parking strategy, so maybe that's the place for that sort of detail.) 3. There is no mention of trying to 'tame' the A148 (London Road, St James' Road, Railway Road and the one-way system past the station). This is currently the worst aspect of King's Lynn - effectively an urban motorway bringing noise, danger and pollution to the very heart of the town and creating a significant barrier (twice!) between the railway station and the town centre. It is an inescapable truth that King's Lynn will never be a nice place to live until this is sorted	Please see **Response Reference 19, 48, 50 and 51** in regard to Boal Quay Please see **Response Reference 6, 15 and 29** in regard to parking in the masterplan. The 'existing development context' in the 'Context for Change' chapter has been updated to confirm that the planned Enterprise Park Active Travel Hub will operate as an informal park and ride with two bus stops located adjacent to the hub on Nar Ouse Way. This is also reflected in the Transport and Access Strategy (Active Travel and Public Transport) plan. The Car Parking and Vehicle Movement Strategy plan shows how car parks are intended to be served by bus routes. ***Strategy Principle 5.2.6***. states how the strategy must be delivered in a phased way – bus and active travel improvements should precede any significant reduction of central parking. Comment noted. 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) 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. Public consultation is planned to take place for this project in 2026.	**53.**

54.	I am generally in agreement with many of the proposals in the Master Plan for Kings Lynn - I love the history of the town and feel that much can be done to improve facilities for local people and those visiting. I am particularly concerned with the old Debenhams site which has remained empty for some years and does little to help small businesses which surround the building. I also live just off the area where 2 new car parks are being proposed in the Timber Yard / Quay area and, although I agree that this area could benefit from the opening up of the waterfront and additional green areas, I would like to know in more detail how these car parks will be accessed. I hope that access will be from Edward Benefer Way which seems the most direct route, and not using St Anns Fort which would run right in front of where I live and significantly increase the traffic flow. This is not clear from the current maps shown in the plan, but I hope will become clear when more detail is available.	Comment noted. Subject to further design and highway work it is proposed to access the parking at the Port & Timber Yard from the north around Edward Benefer Way/John Kennedy Road to prevent vehicle trips further into the town's one way system and historic town centre streets.	**54.**

55.	I'm extremely concerned about the potential development of Chapel Street car park. I live in Fells Warehouse, Market Lane along with my father who lives in the house next door to me. At present we have a lovely view of the church and the other listed buildings situated around the perimeter of the car park. It is un spoilt and quiet. Having 19 new builds would send our houses into darkness. As our properties are listed and old, they have a tendency for damp and lack natural light. Our garden walls are very low which allow natural light into our homes. We already have the multi-story dukes head hotel building on one side of us, which is an eye-sore and blocks natural sunlight. We do not wish to be blocked in both sides. Chapel street has a very high density of listed buildings. You cannot put modern houses in the middle of them. The car park would be better developed as a park with a cafe for council workers or kept as a carpark. Please build the houses out of this historical area.	Please see **Response Reference 5 and 35** in regard to design in the masterplan. Any new development would need to respond to the location within the Conservation Area and any nearby Listed Buildings however this does not outright prevent appropriate development from coming forward. Masterplan Strategy 6: Built Form and Public Realm seeks to re-establish historic plot rhythms. Chapel Street is a brownfield site which previously, prior to being cleared in the 20th Century, had a dense form of development/built form. Any impact on neighbouring buildings is a key element of any design. This will also be assessed at any planning application where impacts on neighbour amenity would be a key consideration including overshadowing, overbearing or overlooking.	**55.**

56.	Kings Lynn needs the improvements to help more people to come and visit are town	Comment noted.	**56.**
57.	I think the loss of car-parking would be very detrimental to the town. People who work here park at Boal Quay, plus it is prone to flooding so not suitable for accommodation. The loss of spaces in Church Street and Baker Lane care parks would also. I believe, be negative. The major change I would love to see in King's Lynn is the reversal of the awful things that were done in the 1960's. To knock down most of New Conduit Street, Broad Street and the Vancouver Quarter, then attempt to rebuild the beautiful streets and properties we lost. Re-build a copy of Captain Vancouvers house that was sadly demolished!	Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan. Please see **Response Reference 19, 48, 50 and 51** in regard to Boal Quay. Whilst in an area of flood risk and a key consideration, the site is defended by existing flood defence and is a key brownfield site in the town centre as well as an allocated site for mixed use residential development in the town centre. Whilst the masterplan isn't proposing the redevelopment of the Vancouver Quarter as outlined at this stage, please see **Response Reference 5 and 35** in regard to the approach to new development and design in the masterplan.	**57.**

58.	The locating of a car park and dwellings at the south end of Hardings Way would make an intolerable disturbance to the wildlife and destroy much of the peace and quiet of human traffic in order to get to the parking site would have to invade what is currently a road restricted to buses, cycles and pedestrians. This status has been valued for many years as a safe route for young children on their way and would also in my view, violate the conditions of the Government grant that was given on the clear understanding of the status and the use road would have. As regards Boal Quay the location of modern housing adjacent to Nelson Street and the old town would be totally inappropriate. It is totally the wrong site, instead it should enhance and improve the way in town from south for sustainable transport uses.	The site at Land North of Wisbech Road is allocated in the Local Plan for at least 50 dwellings and is a previously developed brownfield site. It is not proposed to encroach on greenspace nearby at Hardings Pits. Please see **Response Reference 40** in relation to the masterplan approach to biodiversity, urban greening and access to nature within the masterplan. Access is indicted on the concept plan from Wisbech Road and the top of Hardings Way before the bus gate, this would be subject to further design work and consultation with Norfolk County Highways (and any successor authority). The masterplan is not proposing to alter restrictions on Hardings Way for through traffic. Please see **Response Reference 19, 48, 50, 51 and 57** in relation to Boal Quay.	**58.**
59.	Boal Quay car park - the land even with parking, offers an open vista to the river. For people entering KL it is a very useful place to park and then explore on foot. Buildings on this space would destroy that approach to the town.	Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan. Please see **Response Reference 19, 48, 50, 51 and 57** in relation to Boal Quay.	**59.**

60.	Heights of the new buildings is not in keeping to a Historic Town such as King's Lynn. We need to preserve the character not subtract. We must take care to look after out grade listed and historic buildings to preserve the towns architectural heritage for future generations.	Please see **Response Reference 5 and 35** in regard to the approach to new development and design in the masterplan.	**60.**
61.	We are located in Flood Zone 3 at Boal Quay. Any deep excavation required for the construction of buildings could increase flood risks to Bridge Street and All Saints Street. My property requires emergency access from the rear. This is the only viable route for evacuation and emergency assistance. For the safety of my family, it is essential that emergency services have unrestricted access to the rear of the property at all times. Workers in KL also need access to safe and convenient parking. Closing Baker Lane, the NCP and Boal Quay would require many workers to walk considerable distances outside the Town centre to reach their vehicles after finishing work at 8 or 9pm. BCKLWN is permitting a large number of HMO developments, which increases concerns regarding safety and antisocial behaviour. Tree planting	Please see **Response Reference 19, 48, 50, 51 and 57** in relation to Boal Quay. At this early concept stage we have engaged with the Environment Agency as well as Borough Council Planning to outline early stage flood risk requirements for development, this will influence the proposal going forward including on ground floor uses. This will be further considered as design progress as well as at planning stage where any development would have to pass the Sequential and Exceptions Test, requirements include demonstrating that development would not lead to increased flood risk elsewhere. Development would also likely have a Construction Management Plan which would outline how construction impacts would be monitored and mitigated at planning stage. Emergency access is something that would be considered further at a more detailed design stage.	**61.**

	should be in the ground rather than containers, existing potted trees are often poorly maintained. Proposed height of new builds are not complementary to a historic town.	Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan. Please see **Response Reference 7 and 25** in regard to safety. Safety is a key consideration with the masterplan as well as the in the King's Lynn Ten Year Vision For the Pride in Place Programme which informs and work alongside the masterplan, please see **Response Reference 4.** Well-lit and secure parking would remain centrally available at both existing retained car parks such as at Baker Lane and the Multi-Storey which includes lighting and CCTV in the heart of the town centre. Comments noted regarding tree planting.	
62.	I am very concerned about the proposed development of Boal Quay - it is in an area with very high risk of flooding. The present parking there enables local residents who do not have their own garages or parking spaces to park at a relatively reasonable cost within easy walking distance of their homes. Cars can easily be moved if there is risk of flooding. Homes cannot be easily moved - or is it intended that they be built on stilts? The reversion of the Church Street site to houses and flats is sensible and long overdue but, again, it means loss of amenity parking for very local residents and their friends and visitors who have to drive in to Lynn. Provision of parking at the port area is of no use to those living around the Minster.	Comments noted. Please see **Response Reference 19, 48, 50, 51, 57 and 61** in relation to Boal Quay. Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan. Parking on specific sites for residents will be reviewed as designs progress considering policy requirements and the masterplan vision and strategies. Devils Alley as proposed has been developed following public feedback on previous designs. The updated design has been tested at the first masterplan consultation as well as at bespoke workshops and the second public consultation where it has been generally supported. Collaboration and consultation will continue with the community as the site comes forward to maintain the established feedback loop.	**62.**

	So far the plans which I have seen for Devil's Alley seem totally inappropriate and very badly conceived. The Sommerfeld and Thomas site needs the right development: the provision of workshops with accommodation above and also communal outdoor space		
63.	The advantages of underground car parks have not been well explored. Many medieval towns in Europe benefit from well from hidden parking. Notably where the sea or or a river is close by and of historical interest. e.g. St Malo, Ghent, Brussels	Comment noted, whilst the most space efficient and visually unobtrusive model of parking, underground spaces are also the most expensive option per space to construct compared to both multistorey and surface spaces. Unfortunately, this is compounded in King's Lynn by ground conditions, archaeology and flood risk. It is not included as a detailed proposal in the masterplan for these reasons.	**63.**

64.	Ludricious ideas removing parking spaces to add more homes which will require new parking. King's Lynn is not designed for cyclists either, and these 'improvements' won't help. You can't disregard cars, cars are what people need in King's Lynn, regardless of others opinions. You can't expect people to park out of town and cycle in when you want them to go shopping or take their families. There's also plenty of people who can't walk that far. So many plans for King's Lynn seem like tick box exercises, without any common sense.	Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan. Comments noted. The urban core of King's Lynn has a dense street network and is highly walkable. The masterplan seeks to align with and support delivery of the King's Lynn Local Cycling and Walking Infrastructure Plan (LCWIP) including within the Masterplan Transport and Access Strategy. The LCWIP seeks to build on the existing cycle network, projects such as King's Lynn STARS (Please see **Response Reference 53**) and Travel Hubs at Baker lane and King's Lynn Enterprise Park. The LCWIP sets out key cycling routes and cycling and walking network improvements which can be implemented in the short, medium and long term.	**64.**
65.	Prioritise the use of the Lynn Ferry, perhaps also furthering it's use. Turning the Southgate into a shared space (for cars and people) would be much better, and could perhaps allow for it to be opened as a formal heritage site, with the reduction of road noise. Also perhaps take into consideration a hub for neurodivergent, disabled people - even an outside area like a sensory garden could be incredibly useful to the community. Regeneration of the waterfront would be very good, especially as it's so nice in the spring/summer, and doesn't have very many cafes/restaurants/breweries etc there.	All comments noted.	**65.**

66.	Car parking is important to get footfall into the town centre	Comment noted, please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan.	**66.**
67.	Despite the heritage value and potential for tourist and recreation development, historic KL is currently dominated and degraded by the amount of traffic and associated infrastructure. It is encouraging that the masterplan acknowledges this and attempts to go some way towards improving the environment. It does, however, appear to only make a token attempt to address the problem. Despite the existence of two rarely full multi-storey car parks and an existing bypass, the mindset that vehicle access to and through all parts of the historic centre should continue is maintained. In particular- 1 Why does the laudable proposals for South Quay stipulate 26 car parking spaces and maintain the through traffic route from Mill Fleet through King St, Tuesday Market place and on to N. Lynn?	Comment noted, please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan. The masterplan seeks to strike a balance between encouraging modal shift and aligning with national, regional and local policy ambition whilst acknowledging that King's Lynn, whilst the most sustainable urban centre in west Norfolk and second largest settlement in Norfolk, also serves a large rural area. The key element, relevant to both the wider masterplan and parking strategy, will be to monitor and review over the next 20 years plus allowing for flexibility in approach as projects are delivered over this timeframe.	**67.**

	2 Why is so much parking retained in both Baker St. and Saturday market place, to the detriment of both areas? Unless a less car centric mindset prevails I feel that there will be little real improvement		
68.	I believe the work you wish to carry out in the quiet side of lynn (West Lynn) will completely destroy the area and values of the community there. Its a nice quiet slice of lynn and has been for decades. Why disturb that.	The concept for West Lynn focuses on brownfield (previously developed) land with the aim to make use of land that has been unused for well over a decade, retaining the green nature that the sites have developed. The West Lynn site presents an opportunity to improve visual and functional connections with the town centre through additional parking to support the ferry. Improved access is planned to the currently inaccessible sites, opening up more access to green space and nature as well as better links through to the riverfront. The masterplan considers that there is also the opportunity for nature-based leisure. While built development should be limited in response to the site's environmental value and constraints, there is potential for limited residential development along the site's western edge tying into the existing built form of the village.	**68.**

69.	please don't continue with the developments on West Lynn, it is the only nice, quiet part of Lynn left. the riverbank is beautiful as is and provides a natural landscape for dog walkers, children and adults alike. if it's going to be used for anything, the land should be used for more residential areas or more shops.	Comment noted, please see **Response Reference 68.**	**69.**
70.	I'm concerned by the proposal for 2/3 storey buildings in Boal Quay car park, which would create a flood risk. The last development behind Bridge street damaged the listed buildings on Bridge Street and All Saints Street, which owners have not been compensated for, as well as blocking the views between the listed properties, the church and the riverside. Whilst I welcome the proposal to turn Boal Quay into green space, linking to Harding's Pitts, a housing development would have a detrimental impact to the culture that forms Bridge Street's identity and the town's unique appeal, typified by The Greenland Fishery and Studio Baum. The GF, an international centre for Early Music, would be spoilt by a major development blocking its view to the	Please see **Response Reference 19, 48, 50, 51, 57 and 61** in relation to Boal Quay including reference to flood risk, Greenland Fishery and the requirement for a construction management plan at planning stage. Conserving impacts and mitigation from construction will form an important part of the detailed design as the site comes forward.	**70.**

	river, causing noise pollution during its construction and permanently after. I moved here to make a feature film featuring King's Lynn's period buildings and had been considering buying my property on Bridge Street but I am having second thoughts!		
71.	The town is and has been in need of serious regeneration for a number of years now. Anything that can be done to help facilitate this should be commended. It needs to be fit for purpose for the future generations, not just the now.	Comment noted.	**71.**

72.	How do this ideas make it better to live here? We need schools dentist Dr surgery a hospital. We don't have the basics for a good life here....fiddling with roads and car parks don't change any of that	Please see **Response Reference** 50 in relation to health infrastructure and facilities.	**72.**
73.	Leave the swimming pool alone. Easy access for children and people who dont drive.All these things are fine but how about spending money on improving the quality of life for those that already live here.Wheres the schools and doctors for all the new people that will live in these areas? The infrastructure needs to be considered before expanding on wasted areas.	Please see **Response Reference 14** regarding St James Swimming Pool which has been proposed to move to Lynnsport outside of the masterplan process. Please see **Response Reference** 50 in relation to health infrastructure and facilities.	**73.**

74.	West Lynn is so lovely and quiet and the land of proposed use is green site that would be destroyed.	Comment noted, please see **Response Reference 68.**	**74.**
75.	This is an extremely blunt tool to allow comments on what will be a big change to the town if it all goes ahead. While accepting that this is a 'masterplan' and therefore has to be broad-brush, it will be the detail that is so important in delivering change for KL. It's disappointing that the images show e.g. trees on the quay (with their roots in brackish water) when it's been pointed out so many times that this won't work. Without a lot more joined-up thinking (e.g. much better bus services), the aim of fewer cars will be impossible to achieve. Cycling infrastructure in KL is woeful and needs a much more joined-up process. Buildings that are in private hands (the old PO, Debenhams) - how much power does the council have to effect change? They own S&T but it has sat for sale for so many years now. It's v hard to be optimistic about these	Comments noted. The riverfront has been designed to an early concept stage by landscape architects at BDP. The exact nature of planting such as in ground, planters etc is yet to be fully determined and will depend upon further design stages considering voids and ground conditions etc. We have also engaged at an early stage with the Borough Council Arboricultural Officer to give early advice on planting and species selection. The Transport and Access strategy within the masterplan seeks to encourage modal shift whilst still providing suitable access for all modes. The strategy acknowledges that further improvement is needed to facilitate modal shift and seeks to align with national, regional and local policy including Bus Service Improvement Plan funding and the King's Lynn Local Cycling and Walking Infrastructure Plan (LCWIP) and the King's Lynn Transport Strategy (KLTS). The masterplan, in terms of individual sites such as The Post Office and Debenhams, considers delivery options and potential timeframes which will enable the council to consider how these could come forward as a priority	**75.**

	changes to be honest. And all while there are many 'small fixes' that could make the town so much more pleasant.	and what methods could be considered given private ownership. The council is actively working with partners on the Sommerfeld & Thomas site to secure funding to deliver a next stage of works to bring the building back into use The masterplan is phased, and the Evolve and Adapt Strategy includes 'quick wins' to ensure the masterplan starts to deliver quickly with tangible results whilst larger and more complex sites are developed. Please see **Response Reference 30** in regard to the Evolve and Adapt strategy.	
76.	Building on the Boal Quay is unacceptable, too many homes without parking, how are people supposed to get to their jobs, shop, attend appointments without having access to a vehicle. Public transportation is inadequate in the town centre.	Please see **Response Reference 19, 48, 50, 51, 57 and 61** in relation to Boal Quay. The masterplan seeks to set out a pedestrian orientated development maximising the sustainable location close to public transport and active travel amenities as well as being within walking distance to town centre amenities. The masterplan also seeks to support national, regional and local policy to encourage modal shift to public transport and active travel, including improvements to these modes, away from cars where possible and appropriate.	**76.**

77.	Boal Quay is a very valuable and well-used car park. Sited far enough away from the town centre but in comfortable walking distance - encouraging visitors and local people alike to visit the waterfront and heritage areas. If more car parks are to be lost - this one at least should stay! The land to the North of Wisbech Road near the South Gate is too far away from the town centre for a car park. Could this site not be used for housing instead? If the plan goes ahead to create more flats and a large “mixed-use” building on the St. James swimming pool site - please make the building more in keeping with its historic surroundings especially sympathetic to the beautiful Walks opposite.	Comment noted, please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan. Please see **Response Reference 5 and 35** in regard to the approach to new development and design in the masterplan.	**77.**
78.	If you want to make King's Lynn thrive, you need to ensure that all the town centre retail outlets survive. The ONLY way to do this is to ensure that people can easily drive into the town centre to park and shop (as many do not spend very long in the town and only come in for essentials that can not be bought in the out of town supermarkets etc). Removing parking spaces from the areas in/close to the town centre/main shopping areas, and locating them further away will deter older people, people managing young children, people only needing to visit town for one or two items etc, and will effectively drive away custom. They'll shop online instead. Most of my family & friends, and people in my street will not visit the town to shop or go for a	Comment noted, please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan.	**78.**

	coffee if they can't park on the Tuesday Market Place, Church Street, St James' Court or Common Staithe Quay. It's not just about walking distance, but if laden with bags, a quick return to your car is necessary and convenient if it's close.		
79.	Don't remove the town centre parking. This will stop people coming to shop in Lynn, create more vacant retail units and have a negative impact on trade for the struggling town centre shops, because people will stay at home and shop online. People want the convenience of parking close by, be it due to age, health issues, having kids in tow, or the convenience of popping back to their car to unload shopping. I work in town, and enjoy the convenience of being able to park near my work, plus I have health issues which make it hard to walk far. If I come into town, it's to meet friends in the evening for drinks or a meal. I don't want to have to walk from the edge of town alone in the dark. Also I visit the Corn Exchange. being able to park in front, or behind it, is of great benefit. I would stop coming	Comment noted, please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan. It is important to note that the proposed parking at the current Timber Yard site is a comparable walking distance to the front of the Corn Exchange as from Common Staithe Quay (and is intended to be delivered in advance of the removal of any spaces at Common Staithe Quay). Whilst the ambition is to reduce parking on the Tuesday Market Place, the current concept include retaining a reduced number of spaces for those who need it. As explored in the referenced responses above, the masterplan is seeking to strike the right balance and will continue to monitor and review parking over time.	**79.**

	if I had to walk from the northern docks parking area. Often I only need to come into town for one special item, like an outfit for a wedding, a pair of shoes - we need convenience		
80.	You are making so many micro areas that can't be policed like Devils Alley, to remove so many parking places from the Boal Quay I think is wrong, and redevelopment of St James swimming pool is ok but there should be more parking in town not less, putting so many new residential areas into the town where are these people going to park their vehicles, just because they live in town doesn't mean they work there and who wan't to carry heavy bags of shopping from so far away, or around town then bus back to your car, I've lived in this area all my like and have seen it's decline, I believe some of the reasons for this is shops moving out of town because of costs from yourselves, expensive parking, I have visited many areas around the country and King's Lynn is the most expensive small town for parking, lack of policing in town, visiting during the day there	Please see **Response Reference 7 and 25** in regard to safety. Safety is a key consideration with the masterplan as well as the in the King's Lynn Ten Year Vision For the Pride in Place Programme which informs and work alongside the masterplan, please see **Response Reference 4.** Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan.	**80.**

	are lots of people that clearly don't have a job and are lounging around and being very verbal, these are issues that need addressing,		
81.	King's Lynn area has two very large housing developments bringing plenty of housing to the area. You don't need to add more housing to the town centre. Putting sites close to busy roads (St James' Pool) will not be beneficial to people who you intend to live there - noise and fumes will provide a poor quality of life. Congestion is already horrendous around the town - leaving it grid-locked regularly. Taking away parking from the TMP, Chapel St, Church St, Common Staithe Sq will have a knock-on effect on the struggling retailers in the town - people won't want to park on the edge of town (for a number of reasons) and will instead not visit town and shop on-line or at the out-of-town retail sites. Some elements of the proposals are welcomed ie The Waterfront, Boal Quay, and West Lynn, to	Please see **Response Reference 8 and 22** for more detail on residential density in the town centre and masterplan vision. The amenity of future occupiers will be a key consideration as design progresses to more detail (such as glazing etc). The St James Swimming pool site has the potential to improve the visual quality of the site opposite the Grade II listed St James Park/The Walks and residential townhouses at St John Terrace. It is a site close to public transport and active travel routes as well as the town centre amenities encouraging car free/reduced car provision at the development. Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan. Comments noted, Devils Alley has been developed with public consultation and statutory/professional consultees such as the Police and the Borough Council Community Safety and Neighbourhood Nuisance Team to ensure issues such as antisocial behaviour and noise are considered early. Any commercial or entertainment space would be located to the west toward	**81.**

	enhance those locations by the river. Devil's alley needs to be a quiet, tranquil area and not have any 'entertainment' or space where people gather, which could disturb the existing residents.	South Quay whist towards the eastern edge, close to residents, there would be buffer planting to protect neighbouring properties.	
82.	Sommerfeld & Thomas - Serves a small elite group. Very little positive impact. Boal Quay - This will be an eyesore. It blocks views from the south and for current residents. Pool - The current pool serves a good many people who won't travel to Lynnsport. Port - Needs more parking spaces so it could be a park 'n' Ride. Church Street - Ensure buildings are in keeping with the area. Southgates - Concerned that buildings are too high and incongruous.	Comments noted. The Sommerfeld & Thomas proposal within the masterplan is not specifically aimed at one group of people. The early concept shows indicative uses of 3,000sqm of non-residential floorspace (suggested cultural/commercial use) alongside 2,000sqm of public realm/common surface/ landscaping. Further design work and work with interested parties will shape the site over the short, medium and long term. Please see **Response Reference 19, 48, 50, 51, 57 and 61** in relation to Boal Quay. Please see **Response Reference 14** regarding St Jame Swimming Pool which has been proposed to move to Lynnsport outside of the masterplan process. Please see **Response Reference 5 and 35** in regard to the approach to new development and design in the masterplan	**82.**

83.	Riverfront - Idea if good but should be taken further and have all cars (except residents) banned all of the time. The fishing boats should be allowed free mooring as a tourist attraction. Sommerfeld - Is this to be used solely for the use of sailors? If so this would be elitist use in an area that should be for all, not just a few boat owners. Boal Quay - Would prefer this to remain car parking but if residential, please do not build so high - Will become dark wind tunnels and will block views of the town. Pool - Have we data that shows people will go to Lynnsport? What are the bus links like? Debenhams - Surely this is down to owner/landlord. With all the residential development we must consider transport links- not just put up buildings and ignore what residents will require. Southgate- Fantastic is this happens as a prominent gateway to Lynn - Lets get on with it.	Comments noted. The level of access to the riverfront has sought to strike a balance allowing car access through and some parking to the south with South Quay and King Staithe Square becoming pedestrian orientated spaces. The masterplan supports the retention of fishing vessels on the Quay, please see **Response Reference 42**. Please see **Response Reference 82** regarding the Sommerfeld & Thomas site. The Dryside facilities currently in development on the quay, to provide facilities for the existing pontoons, are in the small annexe building next to the Sommerfeld & Thomas Warehouse. The Dryside project does not include the main warehouse or silos site. Please see **Response Reference 19, 48, 50, 51, 57 and 61** in relation to Boal Quay. Please see **Response Reference 14** regarding St Jame Swimming Pool which has been proposed to move to Lynnsport outside of the masterplan process. The site is served by existing Go to Town Bus Route 4 and is well connected to the cycle network. Please see **Response Reference 75** in regard to delivery and private sites. For more on the Transport and Access strategy please see Response **Reference 75.**	**83.**

84.	Riverfront - Remove public parking Sommerfeld - This is for a small elite group and does nothing for the average person. Boal Quay - Buildings should be kept low to not obstruct existing buildings views Common Staite - As above Pool - People need something in the middle of town who can't travel to North Lynn Debenhams - Where will they park? Port - Should be a proper park and ride West Lynn - Don't make buildings too high. Wisbech Road - As above Church Street - Make sure buildings are in keeping with surrounding area. Southgates - The building rear of Hungry horse is far too high	Comments noted. Please see **Response Reference 84** above. Regarding Debenhams, public parking would remain in nearby locations such as Baker Lane and the Multi-Storey. Parking is not proposed in the concept to support the vision for pedestrian priority and/or car free development in the town centre. Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan. Please see **Response Reference 5 and 35** in regard to the approach to new development and design in the masterplan	**84.**
85.	I believe the Debenham's site provides an ideal opportunity to develop a major tourist attraction. Built on Lynn's historic past and nostalgia. An attraction that bring people into the town centre 52 weeks of the year. Look at York! Nice to see the water front being given consideration to be regenerated. Currently far under used and not benefiting the town as an appealing area. A fine example of using a water front is Lynn's twinned town of Emmerich. The Ouse may not be the Rhine but there are certainly similarities. Could part of the Church Street car park redevelopment include a green space? Some where	Comment noted. Please see **Response Reference 40** in regard to Masterplan Strategy Harness Natural Assets. This supports urban greening in both public space and new developments and would apply and be considered for Church Street car park as the design develops.	**85.**

	for people to rest when enjoying the historic part of the town or shopping.		
86.	This is so exciting - thank you. One of the greatest civic spaces in England - the Tuesday Market Place - being a car park, is a source of great shame. It is truly wonderful that it will be transformed into a public space that enables the incredible architecture to shine. And driving footfall to the river; repurposing all those many empty car parks - really exciting. Thank you. With this plan, we can begin to restore pride in our incedible town. Please accelerate the new swimming pool at Lynnsport too - so badly needed and around 30 years late, and getting later as every year passes! Thank you.	Comment noted.	**86.**

87.	The proposed plans for King's Lynn are visionary. We have a town steeped in history and culture which has sadly been neglected. This plan in my view makes the most of our Hanseatic Port heritage and combines this with a modern, environmentally friendly and socially accessible development which will without doubt make King's Lynn a true gem of which all can and should be proud.	Comment noted.	**87.**
88.	I'm concerned about the blind corner proposed at King Staithe Square into a mostly pedestrianised area, it's an accident waiting to happen with the wall there. What is the requirement for so much residential in town when there is lots of new developments around Lynn? There is no point getting rid of car parking when the population around Lynn is increasing and more people are going to want to come into town, as well as people who work in town. Southgates roundabout doesn't want to be smaller at all! It needs redevelopment but as a main route into town it shouldn't be pedestrianised or a mini roundabout.	Comments noted. We have consulted with and will continue to consult with Norfolk County Council Highways on all transport and highway safety matters including the riverfront. Please see **Response Reference 8 and 22** for more detail on residential density in the town centre and masterplan vision. Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan. The proposal at Southgates retains road access to the town but would move the road from under the gate allowing this area to be pedestrianised. The road would then pass by the gate to the east and the existing roundabout, as currently proposed, would be converted to signalised junctions. More information can be found within the King's Lynn Masterplan and the adopted Southgates Masterplan here: https://www.west-norfolk.gov.uk/info/20241/strategies_and_plans/983/southgates_masterplan.	**88.**

89.	Needs to start asap.	Comment noted.	**89.**
90.	The roads need to be sorted out before anything else is done. There needs to be easy to get to parking near the centre so people can easily get to use the shops and facilities. The town is so hard to get into that people are using the out of town shops more, where the parking is free and easy to get to. The actual centre of the town looks very run down and has very little to encourage people to go there. Most of what is in your plan is for visitors to the area not the locals.	The Masterplan has been informed by and seeks to support policy such as the King's Lynn Transport Strategy (KLTS). 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. The KLTS also 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 aligns and supports the KLTS.	**90.**

91.	I live in South Everard street. Moved back to Lynn after living in London for 25 years. The Southgates area has some of the best looking properties in town. Sadly they are not utilised with some being converted into HMO. A redevelopment and promotion of these properties is much needed. Having lived in the centre it's such a plus to be so close to the heart of Lynn and its stunning architectural buildings and park. There are many areas close to the crossways pub that have been empty for years. Would make ideal properties. Also the building opposite the bingo hall. I truly believe renovation is also about removing ugly buildings, relocating half way houses out of the centre and adding more greenery to make sites like car parks less ugly. Visual impact counts greatly to how locals and tourists feel when they enter a town. The area around the Southgate's roundabout is stark and unappealing considering it's one of the main entries to the town. Aesthetics counts greatly.	Comments noted. Bringing back into use vacant buildings is an important part of increasing residential density in town centres in a sustainable way, whilst also improving existing neighbourhoods. This is supported by masterplan Strategies Evolve and Adapt, Land Uses for Local Needs and Harness History and Culture. Please see **Response Reference 40** in regard to Masterplan Strategy Harness Natural Assets and the approach to greening. The Southgates area is identified as a short term priority opportunity site.	**91.**

92.	Strongly opposing Boal Quay proposal. Residential units not in keeping with heritage of KL. Kills historic connection between Bridge St + river, blocking views from southerly riverside approach, contradicting Masterplan's own finding that riverfront is KL's greatest heritage asset. Rising sea levels threaten long-term viability; land sealing will increase flood risk. Previous works caused structural damage to listed buildings on Bridge St + All Saints St. Compensation refused! Extended wildlife corridor from Harding's P welcome. Consider motorhome spaces. Support cycle + nature tourism. NCN 11 + EuroVelo 12 opportunity for international tourism. Sommerfeld + Thomas: supported but caution re definition of "creative". Artist studios + maker spaces with community access strongly preferred. Purfleet Basin: reintroduce boats. Long-term river clean up to enable swimming. Trees in ground, not containers. Cars parked on quayside block river view. Move to opp. side of road. Soundproof Speedway.	Comments all noted. Please see **Response Reference 19, 48, 50, 51, 57 and 61** in relation to Boal Quay. The final masterplan also further adds to the narrative of the site including the historic context of the previous built form on the site. This has also been undertaken for nearby Church Street which is also a previously developed and since cleared site.	**92.**

93.	I strongly disagree with removing the current long stay car parks to out of town. They are sufficiently out of town currently so moving them further out would be a disincentive to come into town. Likewise changing the car parks to short term would discourage me from coming into town.	Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan.	**93.**
94.	disagree to removing current car parking options disagree changing current LS to ST car parking disagree moving car parking further out of town	Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan.	**94.**

95.	I cannot see how removing nearly all town centre car parks will bring visitors in. Where will people who wish to go to the corn exchange park, or when the Mart is here.? Parking is bad enough at christmas, plus many people who live in the town centre have annual parking permits for Boal Quay because they have no other parking. Where will they park? I have spoken to others about this & they are all of the same opinion. Please rethink.	Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan.	**95.**
96.	I strongly disagree with the plans for the South Quay. This area is very good as things stand. It is flexible and pleasant and well used. Areas of planting would get in the way of multiple uses and serve no particular purpose. The proposals are also unsuitable to the historic character of a Riverside quay. I also strongly object to the plans for the Southgates. Traffic has gone through the historic arch for 600 years and it would be a great pity for the time to lose this noble entranceway for no material gain. The marooned Gateway would become a sad heritage relic and not a magnificent gateway to the town.	Comments noted. Please see **Response Reference 42** in regard to South Quay and the riverfront. Please see **Response Reference 88** in regard to the Southgates Masterplan. This is a heritage led scheme aiming to introduce new housing, landscape and public realm to enhance the key gateway into King's Lynn. Whilst acknowledging that the gate has been the key entry point from the south for centuries, modern vehicular access is damaging the historic fabric of the building and preventing greater public appreciation of the major heritage asset. The gate would still function as an entry point for pedestrians and cyclists whilst opening up the asset and its immediate setting as accessible and high quality publicly accessible space. The proposal has been affirmed at public consultation exercises both as part of the Southgates Masterplan and subsequently the emerging King's Lynn Masterplan. The masterplan itself, including moving the road, is supported by Historic England.	**96.**

	I also think it is misconceived to take parking from the Tuesday marketplace until and unless there is proper use of the space for a regular market, which is where the local authority's attention should be directed. I am strongly in favour of reusing the post office and Debenhams for new domestic/Office/mixed use.		
97.	For older people this is utterly ridiculous. We hardly go into town as it is and if you stop all the longer term parking we just won't bother at all. The shops that currently exist will all suffer and no new ones will be interested in coming in. They'll all move to the Hardwick or other out of town locations. Trains and buses are all very well but there is no round town bus and its a long walk to the Tuesday Marketplace from there. So inconvenient. The council is all going to change in 2 years so why bother with this????	Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan. The approach seeks to monitor and review over time, taking a balanced approach to car parking across the town centre whilst providing close access to those to need it. The ambition for this masterplan is to set out an updated vision for the town, considering the various plans and strategies that have been developed previously. Once adopted, the Borough Council will continue work in the short term until Local Government Reorganisation takes place in 2028. With this updated and affirmed vision, the new Unitary Authority will be in a position to get on and deliver the masterplan, moving on to delivery over the lifetime of the masterplan.	**97.**

98.	I think that any new buildings in this area so close to the Wash, at flood risk, should be built on stilts. A major housing development in Boal Quay would damage the listed buildings on Bridge Street and Allsaints Street, as has happened before. The listed buildings and monuments on this street should not be impinged by major housing developments that would destroy the view of the historic riverfront, which is part of the town's unique appeal, worsen the flood risk, and create noise pollution that would damage the artistic, music and heritage organisations on this street that are already attracting sustainable cultural tourism and changing the town for the better. The ecology of the riverfront, linking to Harding's Pitts, should be protected. This is what is already drawing new visitors and residents to the town and this asset should be maintained and protected rather than overdeveloped and damaged.	Please see **Response Reference 19, 48, 50, 51, 57 and 61** in relation to Boal Quay.	**98.**

99.	While I agree with plans to reinvigorate the town centre and turn empty former retail outlets/buildings into residential flats, there are some issues. The building proposed in the Boal Quay area is too much for what is already a congested area of the town. It will impact existing residents negatively with overcrowding of population in a small space, increased traffic from cars through the bus lane, blocked views of key buildings, unnecessary risk in a floodzone through pressure on resources and risks to pedestrians through removal of walkways and forcing traffic along a route with no proper crossings. We already have Freebridge building further nearby and the Council has allowed HMOs to go ahead. Bridge St and All Saints St include important historic sites - Greenland Fisheries and All Saints Church - which are tourist attractions. This area needs more careful management.	Please see **Response Reference 19, 48, 50, 51, 57 and 61** in relation to Boal Quay. The masterplan is not proposing to allow through traffic to access Harding's Way between Boal Quay and Wisbech Road.	**99.**

100.	I don't agree with the parking and housing proposals, sorry	Comment noted.	**100.**
101.	Serious concerns about moving parking to the edge of town while businesses are struggling now. Empty units increasing. Move the parking futher away and you put people off. Cars are key to living in and getting to West Norfolk. Trial free parking for 2 hours in the town centre and measure the benefits. We must preserve and enhance the riverfront's maritime and industrial character. Planting and greening is out of place. Plenty of lovely green at West Lynn. Trees are not meant to be on the quay. Boats and maritime industrial things are. The existing seating along the quay is great and well used. Not enough focus on importance of creating jobs and entrpreneurial opportunities for our current	Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan. Please see **Response Reference 42** for the riverfront. Please see **Response Reference 8 and 22** for more detail on residential density in the town centre and masterplan vision. Many masterplan opportunity sites include the potential for commercial/office, cultural and creative uses alongside residential. Masterplan Strategy Land Uses for Local Needs seeks to focus investment in the town centre to reinforce King's Lynn's role as the heart of West Norfolk. This includes the delivery of homes, community, commercial and cultural uses that meet local needs, support sustainable town centre living, and contribute to strong economic, cultural and leisure activity throughout the day and evening. The strategy seeks to support diversifying the town centre	**101.**

	young people. Economic growth will attract people to Lynn. Prioritise that, then build the homes. Lots of empty homes in town. Local government reorganisation is happening. BCKLWN may not exist to see any of this Masterplan happen. Millions of tax payer money already wasted on consultancy.	economy with leisure, workspace, culture and evening uses alongside supporting the evening economy through mixed uses, active ground floors and safe, attractive public spaces. The strategy supports the riverfront as a destination including the enhancements and new uses proposed throughout the masterplan. The strategy also seeks to support creative, industrial and flexible workspace in the town centre – options are available for various opportunity sites to deliver these uses and create new jobs in the town centre. The masterplan has also been informed and seeks to support policy such as the West Norfolk Economic Strategy in terms of delivering economic growth, improved skills and jobs in King's Lynn. Please see **Response Reference 97** in relation to Local Government Reorganisation.	
102.	Signage into town from all directions must be improved: brown-sign town info on the A47 comes far too late. Support for moving car parking out of Tuesday Mkt Place: this beautiful space needs to be decluttered. Def use Port Area for parking but make walking in easier. Better provision of benches to allow rest stops for the mobility-impaired and 24/7 access to more well-lit and -looked-after public toilets: the "toilet leash" is a real disincentive for women to get out of the house. Germany and France lead the way in simple, self-contained, self-cleaning public toilets. Use their expertise. No housing on Boal Quay. View of Greenland Fisheries and Bridge St shd be unobstructed from the river. Boal Quay car park should be used for	Comments noted. Masterplan Strategy 6: Built Form and Public Realm seeks to prioritise human scale design to create comfortable and healthy environments, this includes the provision of seating which is a key point as outlined. This has been strengthened within the masterplan to reference Health Streets principles which include ensuring there are suitable places to stop and rest among other key elements, more information ca be found here: https://www.healthystreets.com/what-is-healthy-streets Please see **Response Reference 19, 48, 50, 51, 57 and 61** in relation to Boal Quay. Regarding motorhome parking provision, this has been subject to further consideration and is updated in the final masterplan document. Masterplan Strategy 3: Harness History and Culture, set out how the masterplan seeks to celebrate King's Lynn's heritage working alongside other	**102.**

	inviting motorhoming tourists to park short-term and co-use facilities with pontoon boat users. Make much more of our Hanse heritage in our town literature. Develop off-the-shelf study packs and walking routes tailored to the Key Stages for schools.	local policies and guidance. This includes considering new and existing trails as well as interpretation and built form guidance.	
103.	Whilst the broad concept of the masterplan is good the detail is lacking, and there is no coherence with broader policies. Some of the proposed targeted area plans are good, but the Boal Quay and Southgates plans are very poor. The Boal Quay proposal is insensitive both to the existing built heritage and the natural environment. The negative impact on Greenland Fishery, Bridge St, and The Friars of the proposed development is unacceptable. The Southgates proposal fails to utilise the asset of the Southgate as an entry point to town by deprioritising the Nar Ouse Way approach that could intercept tourist traffic from the A47/A17 (Midlands and North) towards the centre of town	Please see **Response Reference 19, 48, 50, 51, 57 and 61** in relation to Boal Quay. Please see **Response Reference 88 and 96** in regard to Southgates. Please see **Response Reference 14 and 83** regarding St James Swimming Pool which has been proposed to move to Lynnsport outside of the masterplan process.	**103.**

	before they reach the out-of-town retail parks at Hardwick. Moving the St James pool out of the town centre is a direct conflict with obectives to raise footfall in the town. Church St car park would seem to be an ideal location for a new pool.		
104.	1) While I am sympathetic to the broad aims of the masterplan , I must wholly object in particular to the misguided proposal for a massive housing over-development on Boal Quay. Apart from loss of car parking for local residents, this would be an unwelcome change of character to the area, including destroying attractive sight lines, and vistas, as well as making the mistake of repeating the brutal architecture of Hillingdon Square. 2) As a Past President of the Royal Society of Sculptors, I urge caution in any future proposal to commission items of permanent pubic art/sculpture in Common Staithe Quay (or anywhere). In my experience too often such things , while well-intentioned, are naively and poorly commissioned and selected. Better to plant a tree	Please see **Response Reference 19, 48, 50, 51, 57 and 61** in relation to Boal Quay. Please see **Response Reference 5 and 35** in regard to the approach to new development and design in the masterplan Comment noted regarding public art.	**104.**

	than impose mediocrity on the public when outstanding examples and practice might be possible, thereby representing the best of practice - as deserving of both the art form and the wider audience		
105.	Priorities need to be reconsidered. The riverside & its relatively rural aspect is King's Lynn's greatest glory and recreation & water-use should be priority, reducing car parking on quayside edges to make room for plants, seating, foodstalls etc. Concentrate housing development around existing built up areas. NO BUILDING on Boal Quay which needs only trees to shade parking (cf Parking Ombragé in France) and have more greenery along riverside to connect coastal path with South Quay. If necessary sacrifice Devil's Alley to housing instead as already built up there & all the inner-town sites: K, E, H, Debenhams, are fine. Important to prioritise creative use for Sommerfeld, - bring in a creative partner like UAL at Granary Square. Tuesday market is another considerable asset - make it a recreation area and market again, NOT a	Comments noted. Please see **Response Reference 19, 48, 50, 51, 57 and 61** in relation to Boal Quay. Please see **Response Reference 42** for the riverfront including the vision for coherent green links from the Purfleet area through South Quay and Boal Quay to Harding's Pits and the Southgates Regeneration Area beyond. The Inner Purfleet concept seeks to preserve the site with additional habitats to improve biodiversity and water quality with elements of public realm at street level to reinforce and connect to the Rail to River route and pop-ups on Purfleet Street and provide a more coherent link to the Baker Lane travel Hub and public toilet facilities.	**105.**

	car park.Development around Common Staithe & Port could be exciting. Leave Inner Purfleet alone - it's little wildlife haven for ducks, reed warblers & kingfishers		
106.	I am worried about the issue with the car parks, moving them all to the edge of town will create difficulties for women who walk on their own at night, women with children, the elderly and those who have mobility issues in general but do not qualify for a blue badge. With an extra 4,000 homes in west winch and the 2,000 homes in south wootton/knights hill. Where are all these people going to park when they want to come into town? I fear that these proposals will turn kings lynn into a ghost town. Realistically how many tourists will come in by train and bus to make up for the number of local people	Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan. The masterplan seeks to balance access for all, both residents and other visitors such as tourists. Whilst aligning with national, regional and local policy to deliver modal shift to public transport and active travel, the masterplan seeks to ensure you can still access the town by car and there are parking spaces close to amenities for those who need them as well as better utilising existing central parking such as the multistorey. 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.	**106.**

	who will just not bother to come in because they cannot find anywhere to park. Tourists are not a reliable source of year round income which is what we need to really regenerate the town. These proposals will make the town look pretty but they are not all practical. Have they been generated by AI by any chance? I am disappointed with the plan - its quite dull and uninspiring.		
107.	The Boal Quey is an area of natural beauty, full of wildlife and natural habitats along with natural landscapes. The area enhancing the lives of locals, is a popular outdoor space for walkers etc. Please do not spoil our greenspace.	Comments noted. Please see **Response Reference 19, 48, 50, 51, 57 and 61** in relation to Boal Quay. The masterplan seeks to improve greenspace across the town, both via urban greening in new development sites and public spaces as well as existing areas such as the Nar Loop at Boal Quay. Links at Boal Quay to Hardings Pits are central to the vision and the proposals seek to reinforce the greenspace from Harding's Pits, through Boal Quay and along the Quay. Please see **Response Reference 42** for the riverfront. Please see **Response Reference 40** in regard to Masterplan Strategy Harness Natural Assets and the approach to greening.	**107.**

108.	Reduction in public car parks will put visitors, shoppers and those using leisure facilities off coming	Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan.	**108.**
109.	None of this will be effective unless public transport is improved and work undertaken to improve congestion around the town centre. Bus service is unreliable and ends too early leaving the evening culture in town dead. Even ensuring buses run later on Friday and Saturday nights would make a big difference and increase revenue into the bars and restaurants in tiwn before they start to shut down	The Masterplan acknowledges that improvements are required to public transport. Please see **Response Reference 75 and 90** for more on how the masterplan seeks to work with relevant policy to deliver these improvements including in partnership with Norfolk County Council as the Transport Authority.	**109.**

110.	Taking away parking in the town and moving it to the edges, will make it harder for people with limited mobility to reach shops. As a person with limited mobility that would stop me from using the town. We do not need any more housing, the roads can not cope with the traffic we have now. There are many empty buildings in area going to ruin, use them. The issues with the empty shops in the town has nothing to do with the reason given. If the council lowered the rents and councils taxes to affordable amounts, instead of being greedy. We'd have some decent shops. Also they need to stop allowing so many coffee shops and gambling shops in a same area. Rather than lossing the history of Tuesday market place, bring back a market, like we used to have. Also lower the price of parking. The multi storey has become so expensive. Its actually cheaper to go to Peterborough where I pay £2.70 to park at tqueensgate for 6 hours. Parking in King's Lynn is way too expensive. Need more disabled parking.	Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan. 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 document. The parking strategy is also considering the provision of disabled spaces and makes recommendations on this. Please see **Response Reference 8 and 22** for more detail on residential density in the town centre and the masterplan vision. Bringing back into use vacant buildings is an important part of increasing residential density in town centres in a sustainable way, whilst also improving existing neighbourhoods. This is supported by masterplan Strategies Evolve and Adapt, Land Uses for Local Needs and Harness History and Culture.	**110.**

111.	Flooding issues could still be a serious problem, subject to cooperation with the EA. New housing alongside the Nar and Friars Walk looks like it could be a bit crammed in. Boal Quay car park serves a popular use and if parking is moved further south along Wisbech Road there would probably need to be a connecting bus service to encourage users. Encouraged to see that there may be development of the SommerFeld Warehouse and land adjacent Devils Alley. Not sure of the best use of this area, could be commercial but would prefer housing. There is clearly a lot to take in here, so it is difficult to either strongly agree or disagree. Look forward to receiving more information in due course when I may have more clear opinions on the plan. Good to see there are plans in place!	Comments noted. As part of the masterplan consultation we have engaged with the Environment Agency, Lead Local Flood Authority as well as Borough Council Planning, Flood and Water Management and Public Open Space to ensure that flood risk and flooding is considered from the concept stage. Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan including how Land North of Wisbech Road and the King's Lynn Enterprise Park parking could link to existing bus routes to provide informal Park & Ride services.	**111.**
112.	Unable to answer Q1, define better place. Workers and parking, no. Tourism, maybe. Parking Common Staithe Quay - the Corn Exchange needs lorry parking for performers all year and Mart vehicles. Excluding the multi-storey, the plan is to remove 1561 car spaces, retain 102 and have 610 new (712), a loss overall of 849. Workers primarily park at Boal Quay, Common Staithe Quay & Church St, potentially 751 spaces or 600 at 80% capacity, leaving either minus 39 or 112 of the new spaces for the public, forcing them into the multi-storey.	Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan. We have consulted with the Corn Exchange to ensure that plans allow the required space and access for the theatre and it's daily operations. The Masterplan and associated Parking Strategy do not propose a significant loss of parking spaces overall in short and medium with longer term loss aligned with modal shift ambitions. A key part of the strategy is to monitor and review parking need as sites come forward over the lifetime of the plan allowing flexibility to respond accordingly with parking provision across the town centre. Car parking prices are outside of the scope of the masterplan project and are an operational and financial decision. However, it is acknowledged that prices as well as location and amount of long and short stay parking will come into the mix when reviewing and monitoring parking provision over the next 20 years and are analysed and considered within the Parking Strategy document.	**112.**

	Will the workers be able to park at the same all day price as currently offered by these 3 parks? Or will we all be forced down the path of no choice apart from the current multi-storey pricing structure. Solutions? Make the multi-storey longer term pricing conducive to worker parking as currently offered. Increase footfall by introducing free/reduced parking. For example One day a week at £3/£5 Free after 6.00 pm to encourage social visitors No more room!!		
113.	Disagree with getting rid of the Town centre car parking. Where will residents park? These people support the town financially and frequently engaging with tourists and promoting the town. Most town centre (old Town) are retired and need to park near where they live, not on the fringes of the town. Town centre is very important for retail in the centre of town as people do not like to park and ride. Many people who work in the town park on the Boal Quay car park.	Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan. As individual sites come forward onsite parking will be considered on an induvial basis including potential for residents parking.	**113.**

114.	There is a massive need for improved cycling and walking routes. Pedestrians crossing London Road and bikes travelling at speed on the pavement is very dangerous. Imagine a route through the Walks, Railway Station and Town Centre. Could/would form part of attractive proposition for visitors. Arranging for better bike transport on the train from London would encourage weekend holiday makers with expendable income!	Comment noted, please see **Response Reference 64 and 75** in regard to cycling and the masterplan including alignment with the King's Lynn Local Cycling and Walking Infrastructure Plan (LCWIP).	**114.**
115.	Motorhome parking on South Quay - Link to new dryside facilities.	Comment noted, regarding motorhome parking provision, this has been subject to further consideration and is updated in the final masterplan document.	**115.**

116.	The proposals for the waterfront, and in particular King Staithe Square, are a misunderstanding of the essence of the place and its uses. Planting grass and trees is inappropriate - this is an industrial area and the 2000 scheme brilliantly captured the feeling of it being a working quay. We now have trawlers moored there which is fantastic - we don't need little pockets of grass. more boats are good. King Staithe Square is an excellent and intimate venue and the whole space is needed when we have concerts there. Grassing and planting it will make this harder and will visually suburbanise it. There isn't much wrong with the waterfront - it comes alive when there are events and the rest of time it is a living part of town which people use. I'm for reducing parking in Tuesday Market Place but you need to replace it with something. A huge empty square on a freezing November day is bleak and depressing - the cars at least provide some activity. Nothing wrong with Saturday Mkt place.	Please see **Response Reference 42** for the riverfront. Please see **Response Reference 15** regarding King Stathe Square and events. In the final masterplan, the document strengthens the Tuesday Market Place narrative on future uses to set out a clearer ambition whilst acknowledging this will be subject to further consultation and design work as the project comes forward.	**116.**

117.	Provide a pontoon landing stage on both sides of the Ferry to make it accessible for more people. That would be money well spent for once.	Works to future proof the ferry are currently under consideration. Please see press release: https://www.west-norfolk.gov.uk/news/article/2061/planning_for_a_sustainable_long-term_future_of_the_west_lynn_ferry_river_crossing	**117.**
118.	A lot of thought has gone into these proposals and it would be good to see them put into action to transform King's Lynn and utilse existing empty or run down areas, as well as encouraging more tourists both local and from afar to visit the town and beautiful waterfront.	Comment noted.	**118.**

119.	As long as roads improve and hospital etc	Comments noted, have been consulted and will continue to consult both Norfolk County Council Highways and the NHS.	**119.**
120.	Accessibility is vitally important in this redevelopment. The town centre area is quite large for the town's size and parking needs to take this into account. Some people cannot walk particularly long distances and so will not be able to use the town centre. Remember that the new car parking spaces will very quickly be used by new residents and their friends & families. King's Lynn is an hour's travel in any direction from a major city and therefore needs more and better infrastructure than a town of equal size. The bus and rail services are currently appalling and need to be hugely improved. It is impossible to get anywhere in West Norfolk without a car. This needs to be addressed properly, not by papering over the cracks. Equally, the trunk roads leading to the town are very poor, and in very	Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan. The Masterplan acknowledges that improvements are required to public transport. Please see **Response Reference 75 and 90** for more on how the masterplan seeks to work with relevant policy to deliver these improvements including in partnership with Norfolk County Council as the Transport Authority.	**120.**

	poor repair! Without addressing this, a lot of the proposals are simply 'lipstick on a pig'.		
121.	Town centre needs to be rejuvenated. It's a long term plan granted, but as long as a lot of local people have no money to spend I can't see Kings Lynn 'coming up'. New library is fantastic. Church st parking area definitely needs re planning.	Comments noted.	**121.**

122.	With the moving of car parking out of the town centre you need to make the transition from private to public transport very simple and economic. It would also be prudent to consider how shoppers will carry produce/ purchases to the car parks with ease. A lot of the development feels like it's designed to encourage tourists but a balance needs to be done to encourage residents too.	Comment noted.	**122.**
123.	I notice that on many of your plans there are lots of trees shown. I hope this is an indication that there will be thousands of trees planted throughout the town as there is a serious lack of green space in King's Lynn, other than the walks. Also, there is no mention of addressing the terrible traffic problem which plagues the town and contributes to its unattractiveness! I would like to see a detailed plan for reduction of motor traffic, especially on London Road and Railway Road.	Please see **Response Reference 40** in regard to Masterplan Strategy Harness Natural Assets and the approach to greening. The ambition for urban greening is applicable to both development sites and public realm and public spaces. The masterplan seeks to support modal shift, encouraging more journeys to be undertaken via public transport, cycling, wheeling and walking. Also relevant is the County Council's Sustainable Transport and Regeneration Scheme (STARS) – please see **Response Reference 53**.	**123.**

124.	Generally I support the preservation and where possible the enhancement of all aspects of the heritage of King's Lynn, including the provision of new quality housing where some car parks currently exist. However I do not agree that the creation of a vibrant Kings Lynn town centre is conditional on all parking being on the edges of the town. The town map produced in the mid 1960's identified the need for two multi story car parks and only one of those has been built. The strategy for The South Gates states that the development at West Winch will not adversely affect the traffic volumes at this junction and clearly it won't if parking in the town centre is prohibited. However I'm not sure all residents will support that view and would prefer a little more flexibility in choice of transport and associated town centre parking.	Comment noted. Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan.	**124.**
125.	SOUTH LYNN - LAND NORTH OF WISBECH ROAD There should be no development and no car park adjacent to the town's principal corridor of sustainable transport, Hardings Way Bus Lane. "Land North of Wisbech Road" should be for Nature Recovery, in the Village Green Application for Hardings Pits, for recreation, tree planting, to mitigate Climate Change. The land is too far from the town centre, and away from a Bus Stop, to make a car park viable. Used as a Car Park, additional turning, slowing and stopping along Wisbech Road Corridor of Movement, would cause delays and back-up at the Southgates Roundabout.	Comments noted. Please see **Response Reference 58** regarding Land North of Wisbech Road. Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan including how Land North of Wisbech Road and the King's Lynn Enterprise Park parking could link to existing bus routes to provide informal Park & Ride services. We have consulted with and will continue to consult Norfolk County Council Highways to ensure highway safety issues are considered from initial concepts and as more detailed designs emerge. The Transport and Access strategy within the masterplan seeks to encourage modal shift to all alternative modes including walking, cycling and public transport whilst still providing suitable access for all modes. The strategy acknowledges that further improvement is needed to facilitate modal shift and seeks to align with national, regional and local policy including Bus Service Improvement Plan funding and the King's Lynn Local Cycling and Walking Infrastructure Plan (LCWIP) and the King's Lynn Transport Strategy (KLTS).	**125.**

	The answer is more buses, improved cycleways, an expanded and more accessible ferry to keep cars off Wisbech Road. More Active and Sustainable Travel, not more car parks. WEST LYNN The first priority for the Council is to take responsibility to transform the 80 year-old Ferry Landing Stage, into a modern, accessible facility to support communities and stop the inflow of cars.	Please see **Response Reference 117** in regard to the ferry.	
126.	Worried about parking for cars coming from the villages towards Wisbech, that are accessible for the elderly . We have no bus service from our village and come into Lynn at least once a week. To shop, eat out and for other services. A lot of the car parks seem to be disappearing and no provision made for people outside the town who contribute to the economy. Which means tourists as well.	Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan. The Transport and Access strategy within the masterplan seeks to encourage modal shift to alternative modes including walking, cycling and public transport whilst still providing suitable access for all modes. The strategy acknowledges that further improvement is needed to facilitate modal shift and seeks to align with national, regional and local policy including Bus Service Improvement Plan funding and the King's Lynn Local Cycling and Walking Infrastructure Plan (LCWIP) and the King's Lynn Transport Strategy (KLTS).	**126.**

127.	Removing car parks loses about 850 spaces, not including St James multistorey. Workers park at Boal Quay, Common Staithe Quay and Church Street - 750 spaces. Even if not all full capacity, this leaves about 120 spaces of the new car parks available, therefore forcing the public to St James. What will the pricing structure of the new car parks be? Will the workers still be able to pay £3.60 all day? St James is not operating to full capacity currently because of pricing structure. Could this be made a longer term park with pricing attractive to the towns workforce? The Corn Exchange requires availability of lorry parking all year for the performers. This is also used by Mart staff vehicles. Tuesday Market - Will this be availale for the mart, heritage day car show and Festival Too! Offering some free/reduced days at key times like Christmas, would help bring footfall back to town. Reduce rates! Empty Shops bring in no income!	Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan. Please also see **Response Reference 112** in regard to the Corn Exchange and pricing. In regard to The Mart and events on the Tuesday Market Place, the ambition of the masterplan is not to prevent any events from taking place, further stages of more detailed design will consider further how the space operates both for events and the rest of the year.	**127.**

128.	Best part is making Tuesday market place not a car park - what a waste just filling it with cars! Also please consider bike transport, - I'd welcome more cycle lanes, properly segregated like in holland. A park and ride would be great, but ideally one that doesn't put you off visiting the town. More taxis available (worst town I've ever visited for taxi availability - it stops me from visiting in the evening) - that existing company seems to have a monopoly, over charges and never has any available. Great work on the river front - I really like it. I doubt the Debenhams site will work as you have it planned.	Comments noted. Comment noted, please see **Response Reference 64 and 75** in regard to cycling and the masterplan including alignment with the King's Lynn Local Cycling and Walking Infrastructure Plan (LCWIP). Also relevant is the County Council's Sustainable Transport and Regeneration Scheme (STARS) – please see **Response Reference 53**. Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan including how Land North of Wisbech Road and the King's Lynn Enterprise Park parking could link to existing bus routes to provide informal Park & Ride services.	**128.**
129.	I absolutely love King's Lynn, my adoptive home. This plan is brilliant and I can't wait to see it evolve. Friends who come to visit us can never understand why King's Lynn, and all its amazing history, is not more of a tourist destination and how thousands of people bypass it every year on their way to other parts of Norfolk.	Comment noted.	**129.**

130.	Too much community space as what we have is underused and the upkeep cost will be too high. With all the residential preposed there is far too little parking for them. Far too much commercial space the town is a retail void now and if cars are being restricted in these areas who can walk to outreach parking with heavy items. Generally people won't walk to a business due to time taken they want to park free near and quick in an out. Maybe you don't realise why out of town retail is so attractive I agree the more people that live in the centre will generate a better occupied town, but looking at the occupation now a high proportion is untidy rundown (even newer properties) This is not a look that will invite heritage visitors to the town We need to improve the heritage we have that's why visitors will come. Make attractions of the pilots outlook and old baths. Make the old post office into an attraction. We have the stories and history to make a great imersive experience such as in York	Comments noted. The Former Baths building and the old Post Office are identified within the masterplan. Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan. As individual sites come forward onsite parking will be considered on an induvial basis including potential for residents parking. Please see **Response Reference 8 and 22** for more detail on residential density in the town centre and the masterplan vision. Bringing back into use vacant buildings is an important part of increasing residential density in town centres in a sustainable way, whilst also improving existing neighbourhoods. This is supported by masterplan Strategies Evolve and Adapt, Land Uses for Local Needs and Harness History and Culture.	**130.**

131.	It seems we would lose a lot of green land that our wildlife depends on. I truly believe, if anything these currently green semi wild places need to be helped to be more wildlife friendly. If they go ahead, these plans will destroy desperately needed habitat and we'll lose the wildlife forever. I am absolutely all for improving King's Lynn as a town, but one only has to take a walk to see how much existing brownfield land and how many existing buildings blight the appearance of our town. Shouldn't they been improved and repurposed first? The current green spaces are well established and should therefore be allowed to remain so. PLEASE!	The Masterplan is not advocating for building on significant areas of existing greenspace, seeking to direct development to previously developed brownfield sites as a priority. Please see **Response Reference 40** for more information on the approach in the masterplan.	**131.**
132.	The proposal to redevelop Boal Quay car park into dense residential blocks directly contradicts the stated aim that "the riverfront will be celebrated for its role in King's Lynn's maritime history, and as a major natural asset for the town." Such development would sever the visual and ecological link between town and river. The site should remain largely undisturbed, letting the river and wetland function naturally. As an extension of this wetland, the current car park does not block views of the river, wetland, or West Lynn - views that residential blocks would destroy permanently. If more waterfront housing is really needed, it should be sited on land flanking Devil's Alley with	Comments noted. Please see **Response Reference 19, 48, 50, 51, 57, 61 and 107** in relation to Boal Quay.	**132.**

	Sommerfeld and Thomas Warehouse screening new development and preserving the remaining visual integrity of the historic waterfront. Boal Quay itself would be better used for commerce with a maritime focus, in keeping with the area's heritage and drawing footfall to this underused end of the riverfront.		
133.	It will be really exciting to see the changes to Kings Lynn through the process of adopting the Masterplan. It will create healthier environments through the encouragement of active travel and car parking considerations. Appears that lots of hard work and thought has gone into these proposals, so will be fantastic to make them a reality.	Comment noted.	**133.**

134.	I agree with the general move to move parking away from the centre and much of the regeneration ideas but have the following reservations: 1. Parking in the Tuesday Market Place is a blight on a key focal heritage site - why not keep/increase psrking in Common Staithe Quay and make the market place car-free but allow public transport and provide more cycle parking. 2. Stop through traffic on Boal Quay and only allow disabled and residential access with the same entry and departure point. 3. Do you need any parking at St James Pool area when there is a multi- storey car park next door.? 4. Consider buliding more city centre residency without car parking targeted at young single housholders.	Comments noted. Parking is planned to be offset to the Port & Timber Yard sites freeing up Common Staithe Quay for Riverfront residential development with mixed use at ground floor and public realm improvements. The Riverfront seeks to strike a balance between access and pedestrian priority in the current concept which will continue to be developed into detailed design over the lifetime of the masterplan. The parking provision at the St James site is shown indicatively and could provide some resident parking. However, this will be considered in more detail at detailed design stages considering the nearby parking as identified. Town centre residential density includes the ambition for targeting younger people as part of the wider mix. This would include young professionals who may otherwise wish to leave King's Lynn as well as attracting those who work elsewhere and can capitalise on the link to nearby public transport including the train line.	**134.**
135.	More cycle parking and more safe routes into the town are needed. At the moment there are so many busy roads to cross, you use so much energy actually getting into town that it means you end up limiting the trips you take. Reduce the number of cars in the town centre so that it's less of an exhausting urban jungle and people will make more trips into town because they'll find it less exhausting.	Comment noted, please see **Response Reference 64 and 75** in regard to cycling and the masterplan including alignment with the King's Lynn Local Cycling and Walking Infrastructure Plan (LCWIP). Also relevant is the County Council's Sustainable Transport and Regeneration Scheme (STARS) – please see **Response Reference 53**. The Transport and Access strategy within the masterplan seeks to encourage modal shift to all alternative modes including walking, cycling and public transport whilst still providing suitable access for all modes. The strategy acknowledges that further improvement is needed to facilitate modal shift and seeks to align with other national, regional and local policy including Bus Service Improvement Plan funding and the King's Lynn Transport Strategy (KLTS).	**135.**

136.	I am in favour of the plans to improve Kings Lynn town centre. I live in Kings Staithe Square. I am all for introducing trees and plants and entertainment if it's the right kind. However, I do think the plan for the square does not consider the residents who here. We still need to access our properties (postmen, deliveries & maintenance tradesmen and our visitors) We also need to park our cars. I oppose:- Nightlife which would be a noise nuisance and encourage unruly behaviour. Outdoor dining - licensing hours should be strcitly controlled. The Bank House already has outside dining. Why does it need more? Selling street food would lower the tone and encourae litte). I also object to the Hotel Service area being placed right outside our houses - another noise nuisance. This is an elegant square - could be made better if done in a thoughtful way. Keep noise to a minimum and enjoy the sunsets in a peaceful cultural place. Please have a rethink.	Please see **Response Reference 42** for the riverfront. Please see **Response Reference 15** regarding King Stathe Square and events. Access is shown to remain which would not prevent resident and other access to the square by vehicles. Other elements are noted, these will be subject to further detailed design and consideration taking in account the needs of residents and businesses to ensure a final scheme, delivered in the medium term, is high quality and successful.	**136.**

137.	There needs to be easy access to the cycle parking at Baker Lane. Cycle parking dotted around the town centre is more convenient for cyclists, rather than walking between one hub and a shop	Comment noted, emerging plans are aiming to make sure the Baker Lane Cycle Hub has easy access including the existing bridge over the Inner Purfleet. Masterplan Strategy Transport and Access also outlines the ambitions for mobility hubs across the town centre at key point, the ambition for cycle parking at various points across the town centre is supported.	**137.**
138.	Happy to see this ambitious plan which I believe would benefit the town and residents and make King's Lynn a more attractive visitor destination. Very pleased to see that active travel forms a part of the plan, especially to the north of the town centre where some small but vital links are currently missing from the cycle network. More cycle parking would be great (although not in car parks) as it does get full in the busier areas of town. I support the plan's balanced approach to car parking provision. It is also encouraging to see that more housing is planned for the town centre, which I believe will help ensure the town centre flourishes.	Comment noted.	**138.**

139.	Important that neglected properties are improved by owners or after responsible notice, council intervenes and makes compulsory purchasing especially in historically important streets. The impression given to visitors and would be residents of a town that cares for its buildings, not least from rail station and entrance to Lynn. Very important. Cars should not dominate especially in an historic town, never the less there has to be a balance but proposals are in the right direction. If we are to have a mix of ages in the town centre facilities such as the swimming pool, should be retained and improved. Economically moving the pool to Lynnsport makes sense but would undoubtedly mean swimmers driving to Lynnsport. Proposals regarding Purfleet Quay are questionable. Whereas South Quay is fine (ideally without cars). These latest set of proposals are best to date but Devil is in the Detail. As a council tax payer, I hope there will not be amounts of money paid to consultants.	Comments noted. Please see **Response Reference 75** in regard to delivery and private sites. The Council will also review available powers such as via Planning for untidy land to bring about visible change where appropriate. Please see **Response Reference 14 and 83** regarding St James Swimming Pool which has been proposed to move to Lynnsport outside of the masterplan process.	**139.**

140.	I don't agree with Land North of Wisbech Road as shown because it would mean a lot more cars driving on the south end of Hardings Way and an extra junction turning across cycle traffic, which is a safety problem when about three-quarters of all injuries to people cycling happen near junctions. Please use the turning off Wisbech Road as the sole access. There is a need for more cycle parking near shops (not where motorists crash into them) and completing the orange (West Lynn / Freebridge / South Quay) and green (North Lynn / John Kennedy Road / Railway Road / New Library) routes, and there should finally be some sort of "rail to river link" for cycling and not only walking (there are multiple possibilities and any could work, but so far none are in the plan) because that really limits the benefits from cycle touring like the Rebellion Way and North Sea Coast Cycleway, as well as making everyday shopping more difficult for local residents.	Comment noted. Please see **Response Reference 58 and 125** regarding Land North of Wisbech Road. Comments regarding cycling noted, the masterplan seeks to support improved cycle infrastructure and roues within the Transport and Access Strategy which have been reviewed before the final masterplan is adopted. The masterplan has also been informed by and seeks to support the King's Lynn Local Cycling and Walking Infrastructure Plan (LCWIP).	**140.**

141.	I strongly oppose the King's Lynn Masterplan both in principle and in detail. King's Lynn has grown organically over centuries, resulting in a rich patchwork of architectural styles & character. An overarching "consistent vision" risks imposing uniformity that does not respect the town's historic fabric. I & many residents would prefer a genuinely incremental approach: identifying & solving real problems one at a time so the town can absorb change gradually & affordably. Large-scale masterplans of this kind are expensive to develop and deliver, and often create significant ongoing maintenance costs for new assets. Funding would deliver far more visible benefit if directed at practical, deliverable projects e.g. bringing vacant buildings back into use, re-establishing a proper market on Tuesday Market Place & supporting small-scale improvements. I ask the Council to pause the masterplan process & instead work with the community on a more modest, phased programme of improvements.	Comment noted. Whilst the masterplan aims to bring policy, strategies and site specific plans together in one document, it is a phased plan looking at the next 20 plus years identifying a number of individual sites that will come forward overtime. The masterplan is based on extensive public consultation both within the masterplan process and before for the Pride in Place Programme. This has informed key principles from the beginning. Having an up to date vision for the town, aligning and informing the next Local Plan, will ensure a joined up and coherent approach to the development of the town. The updated vision also allows the Borough Council to better seek funding opportunities from partners such as (but not limited to) Historic England and Homes England as well as engage with the private sector. Key schemes in this masterplan include bringing back into use vacant buildings such as The Old Post Office, Sommerfeld & Thomas Warehouse and the former Debenhams building. A delivery plan was developed alongside the final masterplan. The masterplan includes both short, medium and long term projects, identifying 'easy wins' that can be delivered quickly as well as projects that will take longer to come forward.	**141.**

142.	The proposals are very welcome, especially with regard to enhancement of biodiversity and green space. Please also specifically confirm that new buildings will include integrated biodiversity measures such as swift bricks, a universal nest brick for small bird species. This is in line with the Local Plan 2021-2040 (paragraph 5.34), the Norfolk Local Nature Recovery Strategy (Part C, Table 38b), and National Planning Practice Guidance 2025 Natural Environment (paragraph 017), which refer to swift bricks.	Comments noted. All development will be delivered in accordance with the relevant policy requirements at planning stage.	**142.**
143.	The master plan is ambitious which is good to see. There needs to consideration on the demographic of Kings Lynn, KL and the surrounding area have an aging population, removing car parks such as Tuesday market place which heavily supports the venues such as the corn exchange does not seem to be a good idea. plans are heavily reliant on the investment. What the master plan fails to do is connect into wider active travel investments are required which will support tourism. For example Kings Lynn is part of the Rebellion Way cycle route but there is not a bridge over the A149 for cyclist to cycle into town. The Ouse needs a bridge, connecting W Lynn. The masterplan needs to be supported by jobs, Lynn has a few main employers NHS, A Flux etc. The	Comments noted. Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan. Please see **Response Reference 64 and 75** in regard to cycling and the masterplan including alignment with the King's Lynn Local Cycling and Walking Infrastructure Plan (LCWIP) which itself includes the identified need for improved cycle facilities over the West Lynn Bridge. Also relevant is the County Council's Sustainable Transport and Regeneration Scheme (STARS) – please see **Response Reference 53**. The Transport and Access strategy within the masterplan seeks to encourage modal shift to all alternative modes including walking, cycling and public transport whilst still providing suitable access for all modes. The strategy acknowledges that further improvement is needed to facilitate modal shift and seeks to align with other national, regional and local policy including Bus Service Improvement Plan funding and the King's Lynn Transport Strategy (KLTS). For more please see **Response Reference 90**.	**143.**

	plans are heavily reliant on the Ely junction being upgraded. Furthermore, there needs to be further consideration on Kings Lynn industrial strength, let's not support hinder the Ports importance and timber trade such as closing Particks and T	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.	
144.	"Tired of grand plans and hugely expensive consultations that have zero or negative (the Custom House was fine as a tourist office & Museum) outcomes. Homes - Please start with the empty and shabby buildings around town centre (with so much out of town building the housing market generally is now iffy). Parking - These plans would lose much parking (eg. Boal Quay, very useful and not blocking view as would proposal). Where do the cars go and have new residents got parking? Re: out-of-town proposed - sounds very doubtful - perhaps try a small park and ride with a good shuttle. Complementary Local Towns/Tourism - Suggest build links with local places of character (eg.	Comments noted. Please see **Response Reference 8 and 22** for more detail on residential density in the town centre and the masterplan vision. Bringing back into use vacant buildings is an important part of increasing residential density in town centres in a sustainable way, whilst also improving existing neighbourhoods. This is supported by masterplan Strategies Evolve and Adapt, Land Uses for Local Needs and Harness History and Culture. Comments noted. Please see **Response Reference 6, 15 and 29** regarding the approach to parking in the masterplan. This includes potential for informal Park & Ride at the Enterprise Park and Land North of Wisbech Road. Please see **Response Reference 19, 48, 50, 51, 57, 61 and 107** in relation to Boal Quay.	**144.**

	Markets, history) for mutual benefit - also the fine coast. Hunstanton for example - how about (in summer at least) agood nonstop bus (KL Rail to Hunstanton) perhaps linked to train times. Homeless/hapless - Provide HMO's/nightshelters in carefully closed places that are intended to support/teach how to manage everyday life? Ugh! Try to restrain ghastly proliferation of 'beautification' (tattoo parlours etc). Our population is increasingly obese, unhealthy and stupid! Promote informal learning including skills for parenting to finance (school initatives, not Exam directed!)."		
145.	"Thank you for the further opportunity to comment and ask some questions about the developing Regeneration Masterplan during your information event at the new library last week. We appreciate the hard work that public consultation must involve and the efforts being made to garner opinions and ideas from as many stakeholders as possible. Having had a chance to read through the revised masterplan, and further to our discussion last week, the key points we raise are: • While it is good to see reference (p35) to improving active transport links across the river on the current road bridge (Cut Bridge) to encourage walking and cycling from West Lynn side, there doesn't seem to be any specific reference in the Design Principles (p75) to improving pedestrian and sysle experience over the Cut Bridge. It would be	Comments noted, 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). This has been included as outlined within the masterplan within the Transport and Access Strategy. It is important to note that the LCWIP has informed the masterplan and the LCWIP's delivery is supported by both the Borough Council and County Council. Comment noted regarding building sustainably, the masterplan sets out a high-level vision and initial concepts for sites across the town. The masterplan outlines sustainable development at a town wide scale. As sites come forward into more detailed design site specific and building specific sustainability measures will be considered in more detail. Development will also be subject to any policy requirements at planning stage. Comment noted regarding potential uses for a moored boat in the Purfleet. The final masterplan considers the narrative and potential uses in more detail within the Riverfront Regeneration Section. The boat is intended to create a	**145.**

	good to see an unequivoval statement of intent to improve this vital link in all relevant areas of the Design Principles. • 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 construction where possible, co-location of data storage centres to provide zero- carbon and reduced cost community heating options particularly in respect of the proposed swimming pool relocation (working examples already exist in other parts of the country. • Whilst the artist's interpretation of the waterfront regeneration includes a tall ship docked int he outer Purfleet dock by the Custom House, there is no suggestion of conideration being given to possible use of the dock for visitor attraction and it seems to be left vacant and a wasted opportunity to create the stated aim of 'a riverfront to be celebrated for it's role in King's Lynns Maritime history and a celebrated destination'. We reiterate a previous suggestion that consideration should be given to the use of the Custom House dock for a floating structure/building echoing Captain Vancouvers 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. The example of Amsterdam provides some inspiration, a replica of a nationally important vessel built by a workforce including many young	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. In addition, the narrative within the Public Realm Section of the final masterplan has been reviewed regarding supporting the Minster as a destination. Continued engagement with the Minster will also be important after the masterplan is adopted.	

	people developing tangible work-related skills and now a destination space for an international audience in the Dutch capital. Surely the Masterplan provides the opportunity to create an ambitious vision for the town at the outset, albeit many challenges would lie ahead? • Finally whilst the plan clearly states the intention to 'Improve the setting of key heritage assets including The Minster', the don't appear to be any specific plans to support the development of the Minster as a key destination. Perhaps a statement of intent to work with diocesan authorities would be appropriate and this would also relate to the intentions for 'adaptive' reuse of the Saturday market Place as well. Thank you again for your time and important work. We would be interested to engage in any further work in the future.		

146.	"Dear Sir/Madam, I am encouraged by much of what I am seeing in the regeneration masterplan and I welcome investment into King's Lynn and the future of the town centre. However, I would be cautious about creating significant additional retail space. High street retail has been struggling for many years and consumer habits continue to shift towards online shopping. There is a real risk that too many new commercial units could eventually lead to empty shops and underused developments in the future. The town should avoid repeating a model where there are vacant retail units underneath residential flats, as this can quickly make areas feel neglected and lifeless rather than vibrant and welcoming. Historically, many of the town's retail premises were once homes, and I think there is an important lesson in that. In my view, regeneration should focus more on bringing people back into the town centre to live, socialise, and spend time there. If it was me, I would seriously consider converting more buildings back into residential use where appropriate, especially as long-term predictions for the high street continue to point towards further retail decline rather than growth.	Comments noted. It is not the ambition to compete with the town centre retail rather compliment it with additional mixed uses proposed at ground floor across masterplan sites. This ranges from commercial/community space, and could also include office, workshop, creative and light industrial where appropriate. This narrative on uses has been strengthened in the final masterplan. Support is noted for residential uses in the town centre, there is a need to increase the number of people living in town to support the vibrancy of the town centre as a mixed use hub for the community. Please see **Response Reference 8 and 22** for more detail on residential density in the town centre and the masterplan vision. Bringing back into use vacant buildings is an important part of increasing residential density in town centres in a sustainable way, this can be by repurposing current non-residential properties, whilst also improving existing neighbourhoods. This is supported by masterplan Strategies Evolve and Adapt, Land Uses for Local Needs and Harness History and Culture.	**146.**

	Sometimes you have to go backwards to go forwards. King's Lynn historically thrived as a place centred around community life, housing, markets, green spaces, leisure, and entertainment — not simply large amounts of retail space. I believe the focus should be on creating a sustainable and attractive town centre for the next 20 to 30 years, with quality housing, parks, public spaces, entertainment, independent businesses, cafés, and smaller convenience shops that naturally support the local community, rather than relying too heavily on large-scale retail expansion.		
147.	"A car park on the rough track Overtons Lane, next to Hardings Way is not suitable. It is not close enough for a short walk to the town, like Boal Quay Car Park; buses into town are only every half hour (when they are not stuck in congestion) and there is no close bus stop. Not convenient for work or town centre shopping. But, if such a Car Park were used, the turning off of multiple cars would increase slowing, stopping and turning onto Wisbech Road Corridor of Movement, before the Southgates. Increasing congestion in South Lynn.	Please see **Response Reference 58 and 125** regarding Land North of Wisbech Road. Please see **Response Reference 6, 15 and 29** regarding the approach to parking in the masterplan. This includes informal Park & Ride at the Enterprise Park and the potential at Land North of Wisbech Road. The final document expands on the Travel Hub at King's Lynn Enterprise Park as an informal Park & Ride as well as make clear the opportunity at Land North of Wisbech Road for an informal Park & Ride offer, this could be achieved with new bus stops adjacent to the identified site and proposed parking. All would be subject to further consultation including with Norfolk County Council Highways and Public Transport Team as well as bus operators.	**147.**

	The two Borough Hardings Way sites east of Hardings Way Bus Lane, should be for Nature Recovery, community amenity, a MUGA for South Lynn and the Friars, and Mini Forest next to the coach works which is too noisy to locate homes next to it. Hardings Way and Hardings Pits have been an extremely sensitive location for the community and must be respected. The fight against the incinerator, no doctors in its health hub, you see what more deprived areas like South Lynn are up against. "		
148.	"Dear Planning Team and Local Councillors, Please accept this formal submission for the King's Lynn 20-Year Regeneration Masterplan consultation before tomorrow's closing deadline. As a local resident, I strongly support the principle of town center regeneration and the proposed riverfront housing allocations at Nelson Quay. However, the town's current main arterial routes are entirely inadequate to sustain this growth. I have attached an extensive photographic catalog and targeted satellite mapping of the Gladstone Road and Harding's Pits area to demonstrate a critical, day-to-day infrastructure failure that must be addressed in the final strategy.	Comments noted. Where possible the masterplan has reviewed these detailed comments. However, it is not currently proposed to relocate Whitefriars Academy, and it is not within the scope of the masterplan to further review or consider this. In addition, whilst Harding's Pits is a large open space, the Harding's Pits Door Step Green is a key community amenity and is designated as a Village Green. This is a legal designation protecting land from development. Comments noted regarding opening up connections between streets around the Friars area. This is not currently proposed and would require independent assessment by the Transport and Highway Authority at Norfolk County Council. In addition, the masterplan does not propose to open up Harding's Way to through traffic at this time, consultation with the Highways Authority shows that evidence suggests that opening up this route would not recue traffic congestion on the wider network. Active travel connections between the Boal Quay and Southgates Regeneration Area opportunity sites are	**148.**

	1. The Immediate Crisis: Gladstone Road Safety & Access Failure A Historic Planning Mistake: Whitefriars Primary Academy was built on what was originally council-owned allotments and the neighborhood's dedicated green open space. Squeezing a school into a dense residential grid without purpose-built arterial access created a permanent bottleneck. Proof of Permanent Structural Failure: Crucially, the attached photographic evidence was captured at 16:30 when the school was entirely closed and residents were still away at work. Despite this, the road is already choked to a single hazardous lane and footpaths are completely blocked by mounted vehicles. When the school is active, the area becomes an absolute hazard. The Emergency Services Profile: It is now a routine occurrence that major national delivery fleets (such as Asda and Waitrose) actively refuse to service Gladstone Road during peak hours. Because delivery vans share the exact physical profile as standard emergency vehicles, this proves that ambulances and fire engines face the exact same life-threatening transit delays. The Blind Junction Danger: When navigating the Southgate Street junction onto London Road, the historic building footprint completely cuts off the line of sight. Residents are frequently forced to pull out or attempt to reverse back out blindly onto one of the busiest, highest-volume roads in King's Lynn.	important and will be further developed as designs progress beyond the masterplan. This could include consideration for connections into the Friars. It is not currently proposed to consider a Park & Ride to the south of the A47 at the Adrian Flux Arena. However, there would be informal Park & Ride options at the King's Lynn Enterprise Park on Nar Ouse Way and the potential at the opportunity site at Land North of Wisbech Road. In addition, the masterplan seeks to support the ferry with additional parking at West Lynn to reinforce the ferry as a key part of the public transport network offering a park and sail service. It is not currently proposed to include a pedestrian bridge within the masterplan from West Lynn. There would be significant infrastructure costs which immediately make the scheme difficult to deliver. In addition, any bridge would need to provide clearance for boat traffic including fishing vessels and the larger vessels using The Port of King's Lynn (ABP) due to the potential for large boats to be caught in the tide. This would necessitate a very tall structure that would be difficult to deliver and would also raise many design issues including impact on views and the sensitive historic environment both in West Lynn and the King's Lynn Riverfront and wider Conservation Area.	

	2. Proposed Strategic Solution: The Education & Housing Land Swap As demonstrated by the attached satellite maps, the council has a major opportunity to implement a strategic land swap that resolves multiple spatial crises at once: Relocate Whitefriars School: Satellite imagery confirms that Whitefriars Academy sits on a massive footprint of land that is far larger than its actual building infrastructure requires. The school should be relocated closer to Southgate School and its adjacent established community amenities, where infrastructure is purpose-built to handle school traffic safely. Create Whitefriars Community Park: The current sprawling school field should be converted back into a dedicated, flat public park for King's Lynn. This returns the land to its proper historical community use, gives local families a safe area to play, and alleviates the daily traffic burden on Gladstone Road. Reallocate Housing to the Harding's Pits Area: Satellite maps show that Harding's Pits is prime, under-utilized land for construction that sits directly adjacent to Hardings Way. Rather than squeezing housing into the old town core, high-density residential development should be focused here. Highways engineers can easily connect this new housing directly to the existing bus/transit road		

	(Hardings Way), allowing seamless traffic flow that completely bypasses the tight historic street grids. Strict Resident Permit Parking Zone: Once the school is relocated, the remaining Gladstone Road, Southgate Street, and Whitefriars Walk neighborhood should be designated as a strict Resident Permit Parking Zone. This will eliminate external town-center commuters using our streets for free parking, ensure residents can park safely outside their own homes, and generate reliable revenue for the council. 3. Localized Routing Solutions To safely clear the existing neighborhood trap while long-term plans are implemented, the council should open up the following restricted paths: Open All Saints Street: Open All Saints Street to managed or one-way resident traffic to provide a direct, low-congestion route straight into the town center core. Connect Whitefriars Walk to Bridge Street: Establish a physical traffic connection linking Whitefriars Walk through to Bridge Street, giving residents a safe southern exit route that completely bypasses the blind Southgate Street junction. 4. Adrian Flux Arena Park & Ride & Ring-Fenced Revenue To break the town's wider arterial gridlock, Harding's Way must be converted to a one-way		

	general traffic route. To fully mitigate pedestrian safety concerns, the council must construct a dedicated pedestrian/cycle footbridge or underpass connecting the Gladstone Road area to the elevated sea defense before the road opens to cars. Furthermore, the council should establish a strategic Park & Ride scheme in collaboration with the Adrian Flux Arena to capture inbound commuters off major external corridors before they hit the town center bottlenecks. Revenue generated from town center parking fee increases and the new Gladstone Road resident parking permits should be strictly ring-fenced to fund the landscaping and maintenance of the new Whitefriars Park and remaining community orchards. 5. The Ultimate Vision: The West Lynn Pedestrian Bridge Finally, the long-term masterplan must include a permanent pedestrian and cycle-only bridge crossing the River Great Ouse between King's Lynn and West Lynn. This removes reliance on an unreliable ferry, replaces a dangerous vehicle detour via the Pullover Roundabout, and establishes a flat 5-to-10-minute cycle commute linking West Lynn directly to a booming, regenerated town center economy.		

	I request that these real-world observations, strategic land-use proposals, and the accompanying photographic evidence are formally reviewed by the planning inspectors and highways engineers.		