

KING'S LYNN MASTERPLAN

Consultation Appendix 2 – Workshop Responses

Borough Council of
King's Lynn &
West Norfolk

Riverfront Workshop – 6 May 2026

WORKSHOP 1 – Quick wins!		
Devils Alley clearance - Make the area more attractive - Involve the community in this	Reduce parking spaces	Short Term - King's Lynn in general!
Landscaping of the current riverfront - make more green/less concrete	Sommerfeld & Thomas flats!	Short term - Less parking on riverfront - Changing habits of where people park
Trial which plans work well in the climate.	Short term - S&T hotel	Short term - traffic calming measures along riverfont
King Staithe Square - Trial alternative routes for traffic	Short Term - Hanse Crane	Short term - Sign posting (ie. Digital marketing board at station) to the riverfront with new imagery.
Improved signposting for ferry - info on parking on West Lynn side (would need consideration of capacity)	Short term - replica ships (fender lighters?)	Long term - defining what the ambition is - ie. Focus on the town, riverfront, tourism, resi, commercial?
Nar Loop nature area - Start developing	Short term - Get the basics right - ie. Street lighting, weeds, scruffy shops	Long term - TMP NOT A CARPARK!
More greenery everywhere!	Short term - Restore TMP & SMP	Long term - True centre of the town? Riverfront?
Throw the kitchen sink at one area and make it special and an attraction - at the south area - Pop-ups at STB and Hanse crane.	Plan ahead for major maritime festival - infrastructure in river for increased use for vessels	Theraputic garden at silo site - MIND clients would need resources
Old silo site green up - test things which might be useful later in West Lynn bankside?	Short term impetus on one area will determine long term	Long term - Turn back to the history of the town.
Devils Alley - Greenery along the riverfront and tidy up the outer Purfleet (and inner!)	Short term - Publicity of the waterfront	Long term - Redevlopment of silo site & Sommerfeld

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WORKSHOP 2 – Community Stewardship		
Simplify the design to make it easier to maintain.	Make activities interesting / enjoyable to attract interest	Fishing community
Engage with the ward forum - Link up with other groups & Charities in the area, eg. Hardings Pits Association and Friends of the Walks	Volunteer scheme - Providing skills and qualifications for work that benefits the wider community	Sailing club
Work with local schools	Local Youth Groups, Sea Cadets, Guides, Scouts, Police Cadets etc	Hanseatic Waterski event
Team building days for local businesses	Hanseatic League Connection	Hanse Festival / Festival Too!
Tidal river - London Canary Wharf - Connection	West Lynn old factory site Wildlife Trust etc looking at regen of site	BID, Artists, KL Festival
Norfolk Wildlife Trust - Advisory role on biodiversity	College of West Anglia interface with the project	Businesses already operating – Marriott's Warehouse, Hanse House, Rathskeller, Bank House
RHS (On back of Sandringham Flower Show)	Make the most of wider geographical connections	Users of the pontoons
Princes Trust / Duke of Edinburgh Award	Place promotions officer? Liaison to conservancy and ABP, BID, Vancouver Quarter, KLNB	Local residents, Paddle boarders
Apprenticeship opportunities	Organisations - Charity, Norfolk Volunteer Network, forward project	Ward forum revived - membership with expertise
Contract local expertise	Individuals need to host corporations, insurance, banking, admin support	Hanse Crane - Specification
The Mens Shed	Recruit new (younger) volunteers	Skills audit of members
Construction college - CITB involvement	Business wardship of adjacent/nearby spaces	Art classes/recording
Business sponsorship	Baden Powell	Guided Tours
Get new mayor involved (devolution)	Town Guides	

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GENERAL COMMENTS		
Local network feels disjointed currently	Changing habits - ie. Where people park	Nature of Town Centres has changed - Public realm / recreation
Milfleet river clean up	Boal Quay car park remains an important centre car park. Need to demonstrate a viable alternative before people will accept losing it.	HPCA have their hands full with 10 acre site - but would be happy to advise. (need new people with new idea's to own the Devils Alley garden)
Focus on future users		

WHAT IS WORKING WELL?
Quality of existing heritage - by contrast have concerns about containers on Purfleet Street King Staithe Square - Works well (especially for larger events, MODs, Festival, Gear etc)

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POSITIVE/OPPORTUNITY ISSUE/CONCERN

SOUTH QUAY		
Toilets?	Toilets alongside historic areas please	Where will people park? With 100 new homes, this needs to be considered.
Parking?	Replica crane - historic as in German Hanseatic towns - Position the issue	Open space park awards to address ?VAWG issues
Parking for residents	Appreciate the green space as it has always looked 'Hard'. But will they survive?	Undercroft parking needs to have roller security blinds to remove recessed areas
Hanse Crane installed near or instead of shipping containers	Forget trees all along the Quay. You haven't appreciated the essential character of South Quay - What it was which is part of our heritage. The sheer openness as you come onto it is a WOW factor with visitors. It is not a seaside promenade!	Remove all parking from Quay
Remaining parking on the Quay - Looks like this area has been forgotten from the design!		Construct a quayside
Dryside - Can it be used for motorhome/camper visitors or homeless people?	West Lynn ferry pontoon and up to date landing facilites for ALL the population - Equalities/inclusive to all activities	Obvious wayfinding
Retention of parking - Good	Parking for new residents?	Retain the working element/industrial of the waterfront. Fishing pontoons for visiting commercial craft
Sommerfeld & Thomas proposals - Good	Existing car parking	More promo of pontoons
Concerns about café style provision in competition with existing busineses	Electric car charging?	Push 'Sail the Wash' more. Making booking pontoons easier. Merge pontoons with 'Sail the Wash'.

BOAL QUAY		
What is the development mix planned here? Who is the target market?	Market traders/stalls - Good	Blocks of flats on the play street?
Long term maintenance of park area	Residential buildings on Boal Quay should be moved East or North - Building good, just not in proposed location	Dislike the removal of parking at Boal Quay and the whole area as a park
Activity trail - Could the land be leased or gifted to a Trust to manage	More events/activities on the water	

Riverfront Workshop

POSITIVE/OPPORTUNITY ISSUE/CONCERN

DEVIL'S ALLEY SPACE		
Raised beds are okay if you have someone to maintain them - Who?	Converted Shipping Containers - New build something	Commercial - in shipping containers? Lets use some of this money to so some good simple architecture (young architects love that sort of challenge!
Simple planting & Play would be good here.	Feature metalwork could compliment 'fish rack'	Devils Alley needs to maximise natural surveillence without this, a formal system needs to be added or secured at close of events
Concern about the stability of Quay on Millfleet Frontage	Parking - The surrounding streets will suffer from excessive parking	Bin the shipping containers. All this elborate project and you can't design something which is attractive?

KING'S STAITHE SQUARE		
Areas of planting have been highlighted as a concern - Most of the sites have been regularly flooded with global warming. THIS MUST NOT BE UNDERESTIMATED	Transport infrastructure route hindered by planting. Deliveries from lorries. Event standing taken up with planting	Thought needs to be put into sustainable, salt tolerant planting to survive the environment.
Event space - good space along with pedestrianisation of surrounding area	Too much greening	Not too much greening/trees to enclose area for performances
No indication of cycle parking for events	Boat in Purfleet - Good	If you start planting out here, you lose space. A big event here does fill the whole space
Greenery should be added on the Custom House side of Purfleet Quay.	Event Space with planting - good	Open up the Purfleet - Functioning gates allowing access to moorings
Low level planting is good	Purfleet empty so a boat very important - Replica Kogge or Discovery	Don't lose fishing boats

SOMMERFELD & THOMAS		
Community co-working space, wellness	Sauna, microbusinesses, independents	

Business Breakfast – 14 May 2026

RESPONSES FROM THE BUSINESS BREAKFAST

WHAT'S MISSING FROM THE MASTERPLAN?	
What's in it for small independent businesses? Who will it attract? Large businesses?	Reference to creating a café culture making it easier to have pavement licenses - Looking at pedestrianisation to support this - Norfolk Street
Saturday Market Place - Plaza style from May to Sept for use by neighbouring businesses to have tables and chairs.	Tennyson Avenue crossing!
Human friendly urban lighting plan	

YOUR PRIORITIES	
SHORT TERM Just do it! Quick wins - Good enough	**LONG TERM** Creative, art, cultural programming Ambient landmark lighting Cohesive town lighting plan Connecting point between busiest areas

College of West Anglia Drop-ins

YOUR THOUGHTS?

Some areas are quite polluted

I like sitting near River Ouse

Better shops

More market stalls at the Tuesday Market Place

More job opportunities especially for teenagers

Have more available football goals!

To add more public activities such as festivals, markets and/or charity events

I like the variety in the new library, especially with the app and dedicated areas for everything

Improved transport networks

NORWICH VIBES 'BETTER SHOPS'

Another train route journey using platform 3 & 4

More things to do, not just places to eat

Padel courts

Great plan for KL with a clear vision.

Would love to see more facilities for family and young people

Gym actually in town, too far to Lynnsport

More greenspace

A BIGGER JD'S

Community Garden

Better signal

Bigger Primark!

More activities for the youth

More accessible areas for wheelchairs

Smaller Town!

The Beacon

What do you think?

Less druggies

Less deforestation

Trampoline park

More movies in cinema

more baby, more dogs, more cats

More beaches

More football pitches in North Lynn

Historic

Kaset skatepark improvement

more kind people

More activities

More Toy shops

Boring! More football &

It is a good idea to move theswimming pool to Lynnsport

More food places

More Beacons in North Lynn

More trees
More Nature
More seats

More arcades in North Lynn

outdoor cinema

More/new skate parks

More clothes shops for kids

More shops

A pumptrack all around KL.
Bike jumps!

Good because there is good people and places

Water park

More pools/water parks in North Lynn

Less fighting and threats

Basketball court

More swimming pools

More places to chill (bandstand)

Less fighting and arguing!