Appendix 6: Priority Projects

Project / Theme	Masterplan Intervention	Priority Next Steps
Opportunity Sites	Appointment of a strategic development partner through a Pre Development Agreement to provide regeneration, development, commercial and delivery expertise across the Masterplan area. Assess site packaging, dependencies, infrastructure, costs, funding, risks and delivery structures.	Undertake non-binding market engagement; establish development options and delivery models; identify enabling infrastructure and funding requirements; commission technical and feasibility studies; report findings to Cabinet with recommendations on procurement, delivery and investment approaches. Recommendations 3 refer specifically. Further details in section 6.3.
Devil's Alley	Deliver a redesigned public realm scheme co-produced through community and stakeholder engagement to improve placemaking and town centre connectivity.	Progress scheme to **RIBA Stage 3 design** and develop a business case in partnership with community organisations. Secure delivery through the King's Lynn Neighbourhood Board (KLNB) **Pride in Place Programme**.
Boal Quay Commercial Development	Create a maritime-focused commercial hub using quayside land and water assets, incorporating workshop, office and complementary retail uses such as fishmonger and café facilities.	Develop proposals under a Memorandum of Understanding with interested sector partners; refine concept design; identify delivery mechanism and funding opportunities; establish long-term operating model for maritime partners.
Parking Strategy	Rationalise parking provision to unlock development opportunities on existing surface car parks identified within the Masterplan.	Progress recommendations from the King's Lynn Parking Strategy; prepare a business case for future Council approval for consolidated parking within the Port Area; identify investment and delivery options.

Appendix 6: Priority Projects

Project / Theme	Masterplan Intervention	Priority Next Steps
High Street Regeneration	Use heritage-led regeneration and placemaking initiatives to revitalise and strengthen town centre vitality.	Develop partnership scheme with Historic England and other Arm's Length Bodies; develop interventions and projects aligned with Masterplan and Neighbourhood Board priorities; progress funding and delivery opportunities for public realm, vacant units and heritage improvements. Progress market engagement on priority vacant sites to ascertain private sector opportunities. Develop options further for the vacant Debenhams site following the Enquiry by Design undertaken by the King's Foundation in October 2026.
Strategic Flood Risk Assessment (SFRA)	Strengthen the evidence base for future growth and development through updated flood risk analysis and site assessment.	Complete SFRA Level 1; undertake Level 2 assessments once growth options and site allocations are identified; work with Environment Agency, LLFA and Internal Drainage Boards; ensure future development proposals are supported by site-specific flood risk assessments where required.
Previously approved by Cabinet - Projects forming part of the King's Lynn Masterplan Delivery		
South Quay (Sommerfeld & Thomas Warehouse)	Heritage-led regeneration of an at-risk historic building through phased redevelopment and meanwhile use.	Progress design, planning and procurement of core fit-out works; secure meanwhile occupation; attract a development partner for the full scheme; proceed subject to Historic England Heritage at Risk Capital Fund outcomes (as detailed in Cabinet Report,13 October 2026).

Appendix 6: Priority Projects

Project / Theme	Masterplan Intervention	Priority Next Steps
Transport and Ferry Access Improvements	Improve strategic access and connectivity to the ferry crossing and waterfront areas.	Develop business case and design to **RIBA Stage 3** in partnership with Norfolk County Council; utilise allocated capital funding; return to Cabinet with recommendations following completion of design stage (as approved in March 2026 Budget Cabinet Report).
Southgates Regeneration Area	Comprehensive mixed-use regeneration of the Southgates gateway area, linked to wider opportunities identified in the masterplan at Wisbech Road, Boal Quay and South Quay.	Undertake further market testing with potential development partners; refine planning and funding strategy; progress site clearance and environmental improvements; preserve flexibility for comprehensive redevelopment in the medium term (as per Cabinet Report, March 2023)
St James's Swimming Pool.	Further Feasibility up to RIBA 3 on relocation of swimming pool to Lynnsport. Unlocking existing St James Pool site in town centre for redevelopment, as identified in the King's Lynn Masterplan.	Undertake further market testing with potential development partners as part of the wider package of opportunity sites identified in the masterplan to assess feasibility of future uses identified in the masterplan. RIBA 3 feasibility of Pool relocation (as approved by Full Council, 24 September 2026).