

King’s Lynn Masterplan

November 2026

BDP.

Built Original.

Foreword



Councillor Simon Ring

Deputy Leader of the Council and Cabinet Member for Business, Borough Council of King's Lynn and West Norfolk

I am delighted to introduce the King's Lynn Masterplan, intended to provide a clear and compelling framework that will guide the regeneration and future development of the town for decades to come.

The Masterplan brings together the town's previous studies, regeneration proposals, and strategic ambitions into one integrated cohesive vision. It sets out how King's Lynn can grow, adapt, and thrive through a series of strategies and improvements which can be delivered in phases to ensure visible progress whilst laying foundations for the long term transformation of the town.

A formally adopted Masterplan will strengthen the Council's ability to guide and influence development across the Town Centre and Riverfront. We have a strong track record of partnership working and in our local authority role can support delivery of the masterplan through utilising our expertise and networks in convening a range of partners, as well as directly delivering where it is right for us to do so. This will allow the Council and partners to actively shape opportunities, secure investment and ensure that development proposals align with the priorities of local communities, through informed planning decisions based on a clear spatial framework and evidence base.

The opportunities you will see in this masterplan have been identified through consultation and engagement as high priorities, alongside council owned assets that have the potential for alternative uses to secure the town's continued vibrancy. This masterplan has evolved through collaboration with residents, businesses and stakeholders which will continue as projects and opportunities move forward in the years to come.

We are one of the best kept secrets in the country, and now is the time to show who we are and what we have to offer.

PRIDE IN PLACE
LED BY YOU – BACKED BY UK GOVERNMENT

Borough Council of King's Lynn & West Norfolk

Borough Council of King's Lynn and West Norfolk
King's Court, Chapel Street
King's Lynn PE30 1EX

KING'S LYNN NEIGHBOURHOOD BOARD

King's Lynn Neighbourhood Board

BDP.

BDP
16 Brewhouse Yard
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Aspinall Verdi property regeneration consultants

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LS2 7EY

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Mikhail Riches
17A Newman Street
London W1T 1PD

urban flow

Urban Flow
203 Westminster Bridge Road
London SE1 7FR

The Masterplan at a glance

1 vision for King's Lynn town centre - which puts residents, businesses, visitors and the town's unique culture and heritage at its heart

6 strategies providing a co-ordinated framework for improvements across the town

24 sites for delivery of the ambition in the short, medium and long term

730 new homes meeting local need

16,721sqm non-residential floorspace across commercial, cultural and community uses

15.3ha of public realm and open space to enhance biodiversity for the environment, health, well being and recreation



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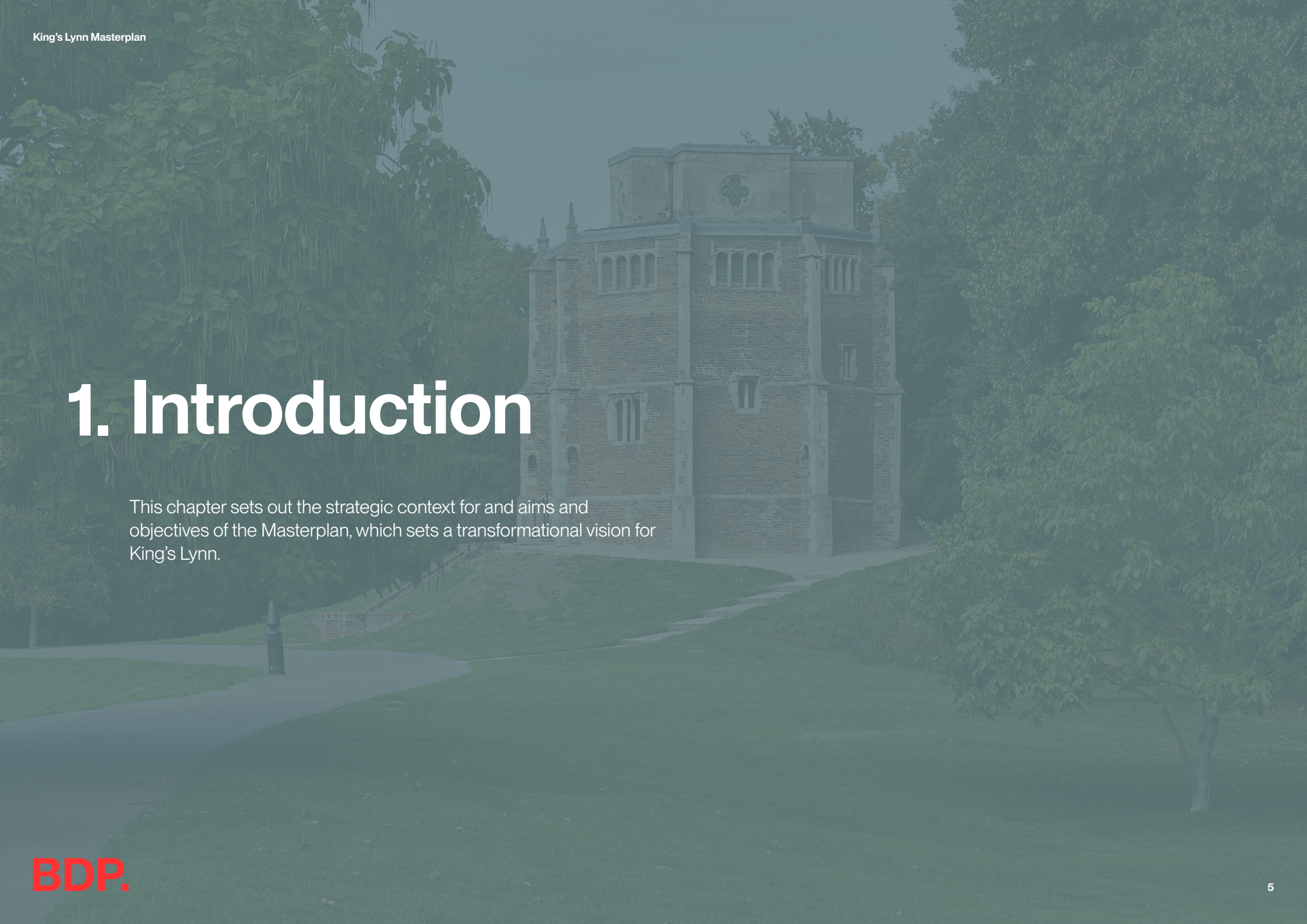


1. Introduction

This chapter sets out the strategic context for and aims and objectives of the Masterplan, which sets a transformational vision for King's Lynn.

King's Lynn Masterplan: a transformational vision for our town

This report presents a Masterplan to guide the regeneration and future development of King's Lynn over the next 20 years and beyond.

The Masterplan has been commissioned by the Borough Council of King's Lynn and West Norfolk (BCKLWN) in partnership with King's Lynn Neighbourhood Board and prepared by BDP, an experienced practice of urban designers, town planners, architects and landscape architects, together with transport advisors Urban Flow, specialist residential architects Mikhail Riches, and expert property advisors Aspinall Verdi.

Capitalising on the opportunities afforded by Local Government Reorganisation, devolution in Norfolk and Suffolk, existing and upcoming funding streams, the Borough Council's ambition is to deliver a step change in King's Lynn's regeneration. This will use the town's environmental, cultural and historic assets to create a successful place which meets the needs of its existing community and provides new opportunities to live, work and visit; and brings its brownfield sites and vacant buildings back into use.

Through a town-wide vision and strategic objectives, together with design proposals for a series of key opportunity sites, the Masterplan provides a co-ordinated framework to guide future policy, decision-making, investment and delivery of improvements which benefit the people and places of King's Lynn.

The report is structured as follows:

01. **Introduction** sets out the strategic context, aims and objectives of the Masterplan

02. **Context for Change** identifies the key opportunities and constraints to which the Masterplan must respond

03. **Vision and Strategies** sets an overarching vision for regeneration of the town, informing six design strategies for the town centre

04. **Illustrative Masterplan** sets out an illustrative masterplan identifying both town-wide improvements and site-specific opportunities for delivery of new residential, cultural and commercial development, and public realm

05. **Opportunity sites** provides further detail of illustrative proposals for eleven opportunity sites which can catalyse broader transformation across the town

06. **Delivery and next steps** provides an overview of how the strategies and opportunities identified will be delivered over time, and next steps for the Masterplan



Figure 1. Strategic Context

Strategic context: King's Lynn today

The Masterplan seeks to respond to both the challenges and opportunities facing King's Lynn today.

King's Lynn is a historic market town and port on England's east coast. With a population of around 49,000 people and a wider catchment of approximately 250,000, it is the largest settlement in West Norfolk, the second-largest in Norfolk, and the principal commercial, retail and service centre for a large part of East Anglia.

King's Lynn has historically occupied a strategic role regionally and nationally. Its medieval riverfront and historic port which were key to its early growth remain a defining feature of the town, providing a distinctive identity and heritage of national and international significance. In more recent years, the town has evolved to become a hub for healthcare, manufacturing, engineering and culture, supported by rail connections to Cambridge and London.

Despite its many strengths, King's Lynn also faces challenges. Out of town retail and residential growth have led to different areas of the town being less well connected, and major assets like the historic centre less well used than it should be. The town centre offer has not kept pace with increased demand for town centre living and new cultural and leisure experiences to replace declining retail, constraining its vitality.

These factors - its location, heritage and role, combined with its challenges - shape King's Lynn's context and potential which form the basis for the Masterplan.

The case for change

The Masterplan emerges at an exciting time for King's Lynn, representing an opportunity to align existing projects and initiatives with new opportunities for transformational development.

The continued vibrancy and prosperity of King's Lynn depends on addressing socio-economic challenges and providing opportunities through regeneration to ensure it remains a place where people choose to live and work. The Council has begun to deliver on these ambitions via a range of projects progressed via the Towns Fund and Levelling Up programme.

In 2024, King's Lynn was selected as one of 380 towns to benefit from the Government's 'Pride in Place' funding, unlocking up to £20 million over the next 10 years. This is being led by the King's Lynn Neighbourhood Board, which in March 2026 received approval for its 10 Year Vision for the Pride in Place Programme. This sets out a comprehensive case for change documenting King's Lynn's socio-economic challenges which limit opportunity and prosperity. This informs a strategy to support the town centre and priority neighbourhoods in King's Lynn, enhance public spaces, improve connectivity, boost cultural and heritage assets, and create new opportunities for residents and businesses - underpinned by a 'Grand Vision' and priorities for the town.

These measures also form part of the Council's commitment to become a 'Marmot Place', where health inequalities are tackled through actions on the social determinants of health - including stable jobs, good quality housing and education.

Together with devolution opportunities set out by government, this creates the conditions for a step change in the town's regeneration. The Masterplan articulates how these should be reflected in the physical regeneration of the town. This will inform the early stages of preparing a new Local Plan by considering how the town's development needs - including those in its emerging Housing Needs Assessment - could be met while respecting its heritage and environment.

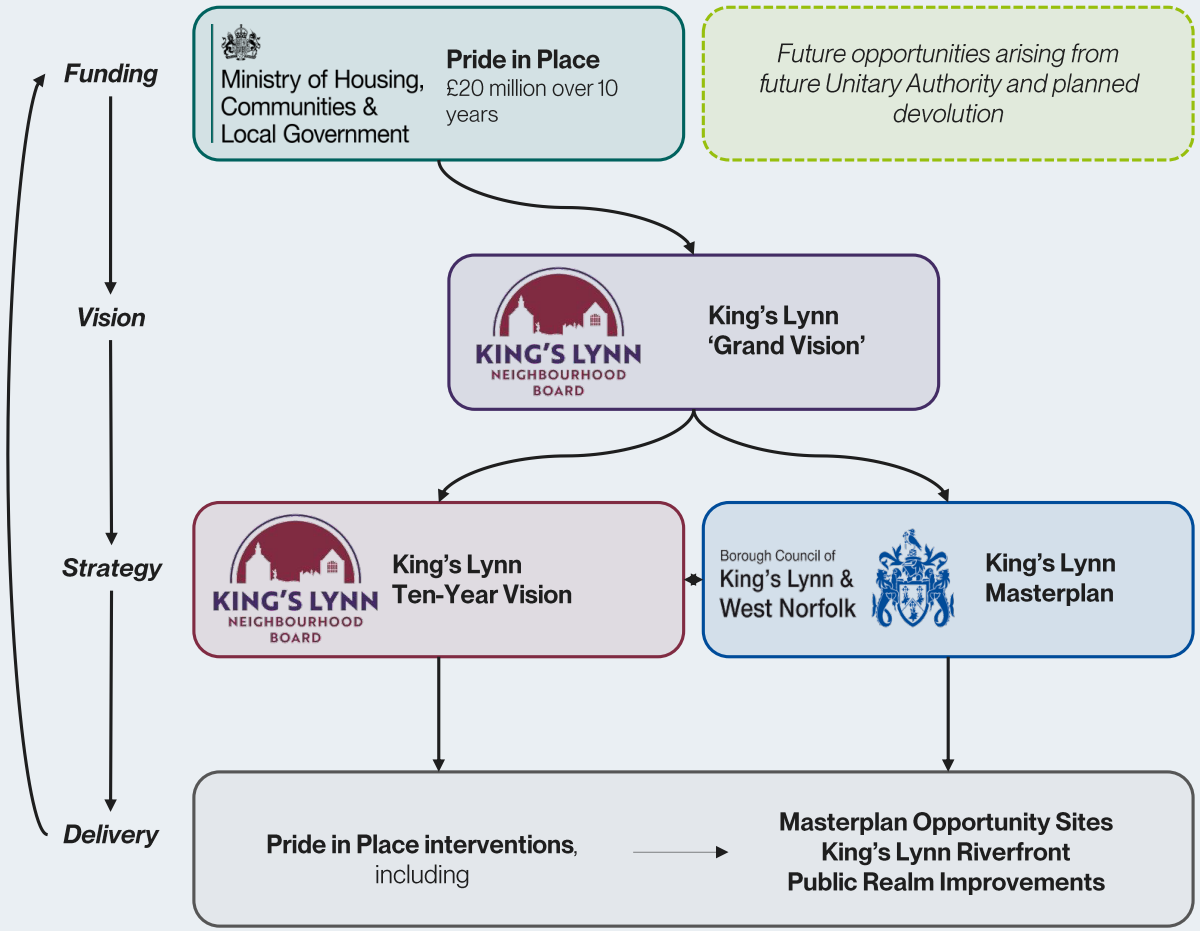


Figure 2. King's Lynn Governance Context

The Masterplan's focus on town centre vitality, viability and maximising the effective use of land is also consistent with the objectives of the Government's National Planning Policy Framework (NPPF) published in August 2026, which seeks to ensure that the full range of potential needs and opportunities for development are considered through diversification of uses (including residential), intensification, and bringing vacant sites and premises back into use.

The NPPF also requires local authorities to identify ways of accommodating as much required development as possible on previously developed land, and take a proactive role in helping to bring forward these sites - particularly where publicly owned. Remediating and re-using vacant or underutilised land is to be given great weight when planning applications for development are brought forward.

KING'S LYNN
NEIGHBOURHOOD
BOARD

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



3. A town where people feel safe and well, that offers better life opportunities where healthy lives are supported

2. A better connected town

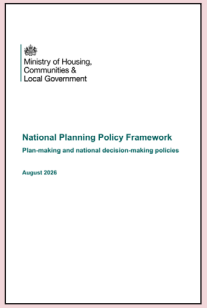


4. A town where people are inspired to aim high and achieve their ambitions and better opportunities



Figure 3. Neighbourhood Board 'Grand Vision' and priorities

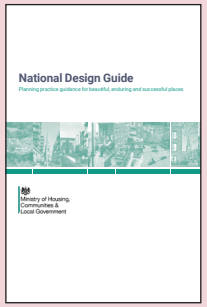
NATIONAL



NPPF (2026)

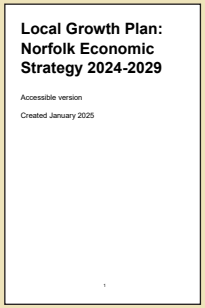


NPPG (various dates, including draft Design and Placemaking PPG)



National Design Guide (2021)

REGIONAL



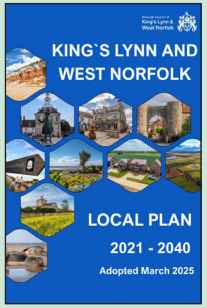
Norfolk Local Growth Plan (2025)



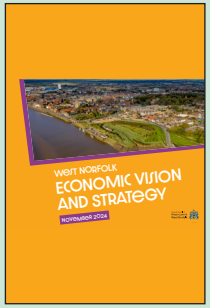
Norfolk Local Transport Plan (2021)

The Masterplan is not starting from scratch, but builds on previous policies, plans, strategies and studies which provide a comprehensive evidence base and well-document the compelling need and opportunity for change.

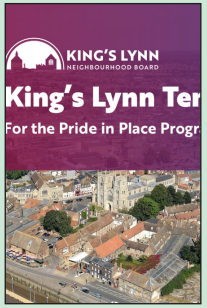
LOCAL



Local Plan (2025)



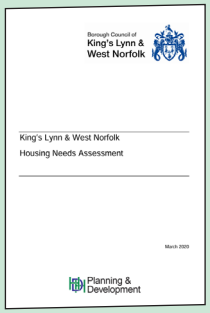
West Norfolk Economic Strategy (2024)



King's Lynn Ten Year Vision for the Pride in Place Programme (2025)



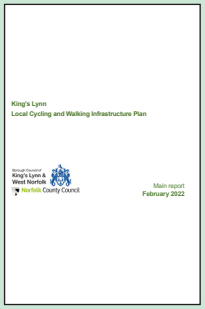
King's Lynn Town Investment Plan (2022)



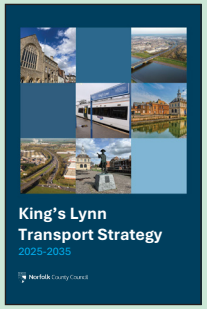
Housing Needs Assessment (EMERGING)



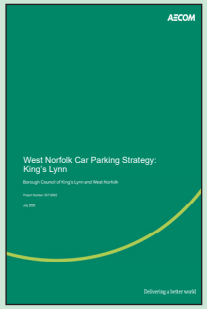
King's Lynn Housing Delivery Strategy (EMERGING)



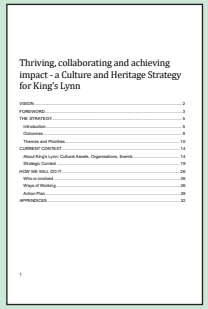
King's Lynn LCWIP (2022)



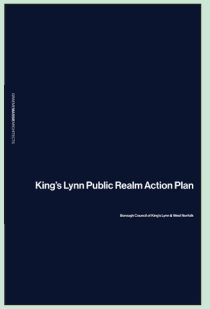
King's Lynn Transport Strategy (2026)



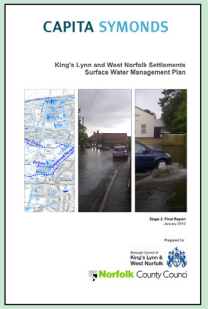
King's Lynn Parking Strategy (2026)



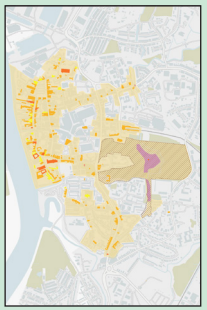
King's Lynn Culture and Heritage Strategy (2025)



King's Lynn Public Realm Action Plan (2021)



King's Lynn and West Norfolk Settlements SWMP Stage 1-2 (2010-2012)



Conservation Area Update and Management Plan (EMERGING)



Shopfront Design Guide (EMERGING)

Site-specific studies:

- Inner Purfleet Feasibility Study (2025)
- STARS Gyratory Proposals (2024)
- Baxter's Plain Feasibility Study (2023)
- Southgates Masterplan (2022)
- Chapel Street Feasibility Study (2022)
- King's Lynn HAZ Unlocking Brownfield Sites (2019)
- King's Lynn Enterprise Park Masterplan (2018)
- King's Lynn Riverfront Delivery Plan (2017)
- Gaywood River Catchment Project (emerging)
- King's Lynn Leisure Facilities Study (emerging)
- West Norfolk Sports Facilities Strategy (2025)

Previous masterplan:

- King's Lynn Urban Development Strategy (2006)

Masterplan focus area

The Masterplan focuses on King's Lynn town centre and riverfront as a key location for delivery of sustainable development.

In seeking to deliver the 'Grand Vision' of the Neighbourhood Board on the ground, it will be important for the Masterplan to respond to the town's socio-economic context and identify development opportunities which reflect the needs and ambitions of its community. The King's Lynn Neighbourhood Board's 10 Year Vision for the Pride in Place Regeneration Plan identifies North Lynn and South Lynn, Friars/St Margaret's, Fairstead and Gaywood as priority areas for investment to raise aspirations, improve health and wellbeing, and enhance local infrastructure.

While taking account of this broader context, the Masterplan vision and strategies set out in Chapter 3 are focused primarily within St Margaret's & St Nicholas town centre wards, recognising the signifcant opportunities this area has to provide economic and social benefits to the wider neighbourhoods and hinterland that the town serves. It has been identified for its high concentration of heritage assets and underutilised brownfield sites which have significant potential to contribute to the town's cultural and economic revitalisation - in line with national planning policy objectives for town centre and previously developed land.

This will be achieved through the delivery of residential development, non-residential development, adaptive re-use and public realm and connectivity improvements which meet local needs, nurture local talent and industries, and in doing so reinforce King's Lynn's role as the social, cultural, and economic heart of West Norfolk.

Pride in Place boundary - focus for 'Grand Vision' and priority areas for investment

Masterplan boundary - focus for vision and design strategies (Chapter 3)

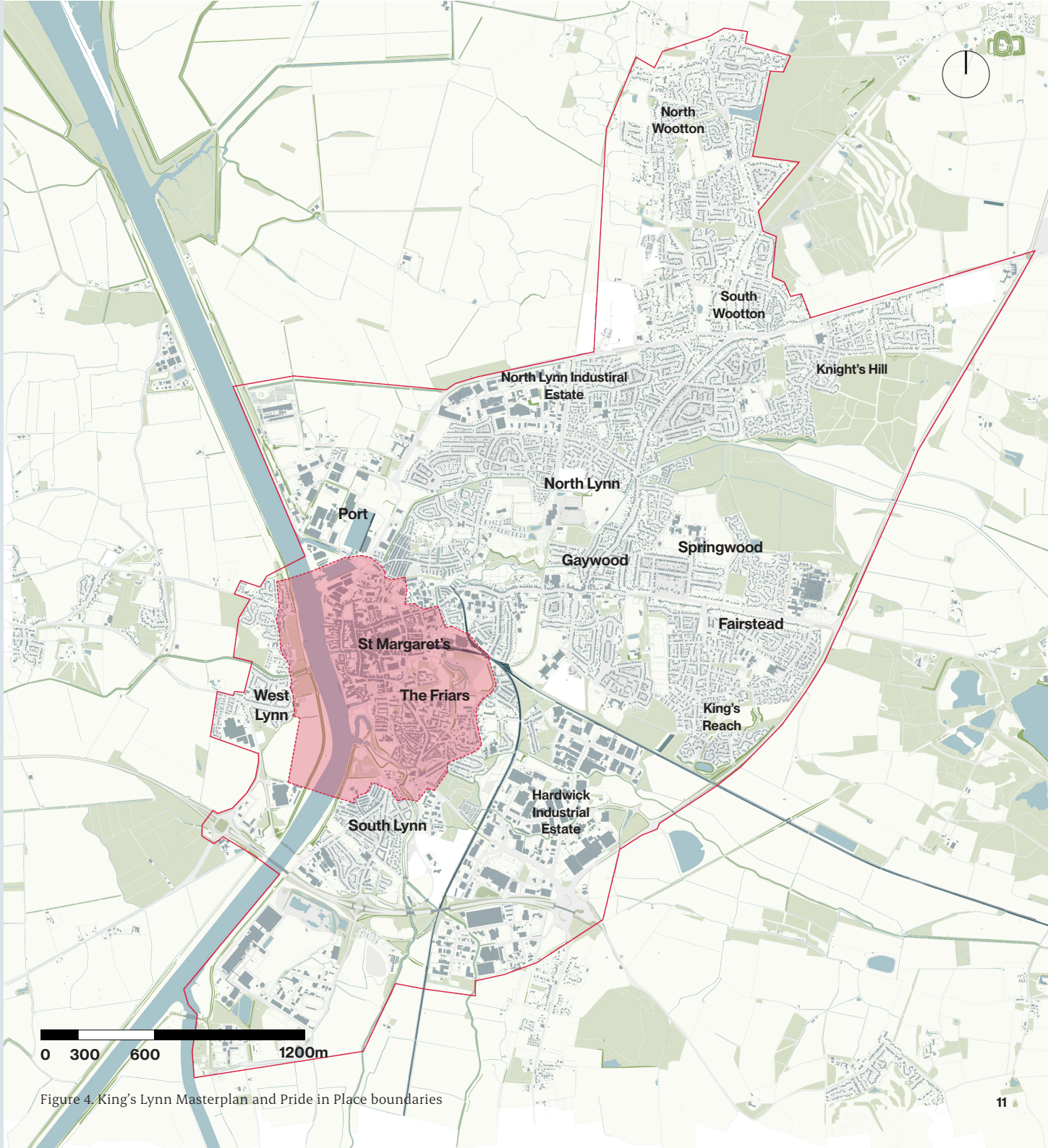


Figure 4. King's Lynn Masterplan and Pride in Place boundaries

Masterplan sites

Guided by a co-ordinated approach to town-wide issues such as flood risk, movement and access, housing delivery and open space provision, Masterplan sites have been identified for their potential to benefit from new or enhanced built development and public realm which deliver the Masterplan vision and strategies on the ground. The illustrative Masterplan in Chapter 4 sets out the potential types and quantum of development that these sites might accommodate - taking into account previous studies wherever relevant.

Eleven of the sites have been identified as 'opportunity sites' with the potential to catalyse broader transformation across the town, but which have not yet been subject to feasibility design or where previous designs need to be revisited. These are considered in further detail in Chapter 5.

Sites along the Riverfront, at Boal Quay, land north of Wisbech Road and Southgates have been grouped together as a 'Riverfront Regeneration Area' which may be funded or delivered in tandem.

1. Riverfront Public Realm
2. Sommerfeld and Thomas
3. Boal Quay
4. Common Staithe Quay
5. St James' Swimming Pool
6. Former Debenhams
7. Port Area and Timber Yard
8. West Lynn
9. Land North of Wisbech Road
10. Church Street Car Park
11. Southgates Regeneration Area
12. Former Post Office
13. Inner Purfleet
14. Former Baths Bldg
15. Hillington Sq Phase 6
16. Old Library
17. Chapel Street Car Park
18. Austin Street East Car Park
19. Baker Lane Car Park
20. Old Market Street
21. Tuesday Market Place
22. Saturday Market Place
23. Juniper, Austin & Albert St Car Parks
24. St James Street Kwik Fit

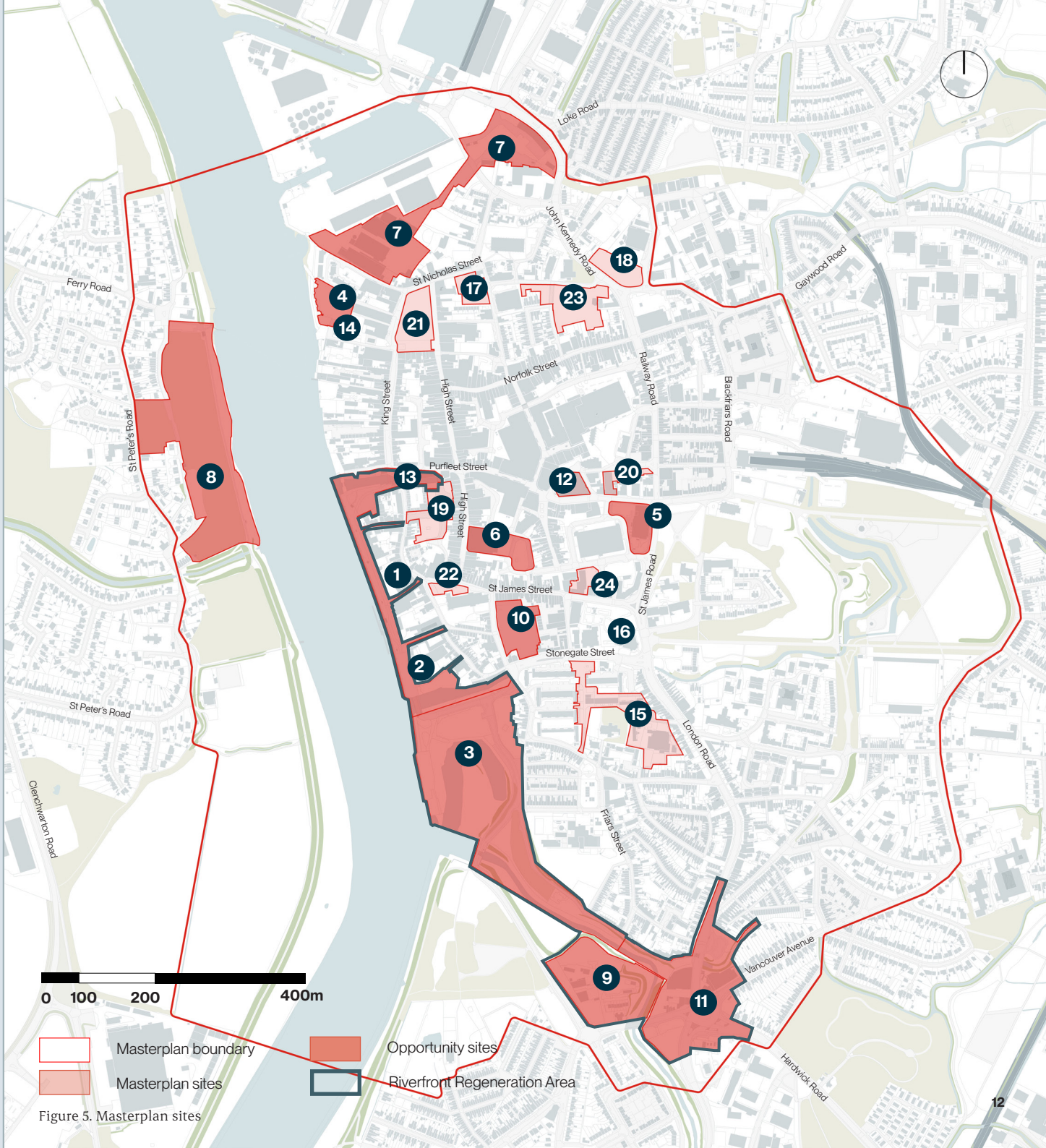


Figure 5. Masterplan sites

Masterplan aims

Building on the strategic context for change, and underpinned by an established evidence base, the aims of the King's Lynn Masterplan are to:

01. **Define a spatial framework** that integrates land use, transport, public realm, and infrastructure.

02. **Build on and unify existing studies** within a single, co-ordinated document.

03. **Focus on the town centre** and surrounding areas, strengthening connections to the wider urban area, and ensuring its offer and services meet current and future needs.

04. **Support housing delivery in King's Lynn,** recognising its role as an important sub-regional centre and responding to borough-wide housing need to inform and align with the Council's emerging new Local Plan.

05. **Increase the visibility of King's Lynn's cultural offer** and attractiveness to visitors and creative industries as a growing sector in the local economy.

06. **Engage local communities and stakeholders** to shape proposals and build consensus.

07. **Provide feasibility studies for eleven opportunity sites**, to inform and shape a robust Delivery Plan to accompany the masterplan, and future Local Plan Allocations.

08. **Provide a platform to attract investment and funding for key regeneration initiatives**, capitalising on opportunities afforded by Pride in Place, devolution, and the Government's economic growth programmes.

Masterplanning Process & Engagement

The Masterplan has been developed through close engagement with a range of key stakeholders, Government agencies, businesses, landowners, and residents.

This process has sought to develop and test ideas with those who know King's Lynn best, to ensure proposals meet the needs of the people and places of the town, and ultimately build consensus and stewardship for the Masterplan.

September 2025: Site visit and workshop between Masterplan team and Borough Council officers.

November 2025: Advice meeting with Borough planning and conservation officers, and Historic England, on masterplan strategies and opportunity sites.

November 2025: Site visit with Historic England

December 2025 - January 2026: 6 week public consultation on Masterplan strategies, opportunity sites and riverfront public realm.

May - June 2026: Public consultation on draft Masterplan including:
In person workshops;
Riverfront workshop with local stakeholders;
Breakfast event with local businesses;
Targeted drop-ins at the College of West Anglia and the Beacon

Funding and delivery

September 2025: Initial calls with stakeholder groups to identify key issues, opportunities and constraints informing draft Masterplan strategies.

November 2025: 3x workshops with stakeholder groups, Neighbourhood Board and College of West Anglia on Masterplan strategies, opportunity sites and riverfront public realm.

February - April 2026: Refining Masterplan in response to public consultation and continued engagement with landowners and stakeholders on delivery strategies.

Autumn 2026: Masterplan adoption, enabling funding and delivery of projects and initiatives









The stakeholders engaged in the Masterplanning process include:

- Statutory consultees within the Borough Council (Planning Policy, Development Management, Public Open Spaces, Flood Management), Norfolk County Council (Highways and Flood Authority), and Government Agencies (Historic England, the Environment Agency, Homes England and the Arts Council), and Community Safety and Neighbourhood Nuisance (CSNN).
- Community groups and stakeholders including the Civic Society, Preservation Trust, Conservancy Board, Business Improvement District, Queen Elizabeth Hospital, College of West Anglia, Bicycle User Group, Norfolk Police, and local businesses; and
- Landowners of third-party owned sites.

The accompanying Public Consulation Responses Report confirms how comments from the general public and consultee groups, made during public engagement on the Masterplan in December 2025 and January 2026; and May and June 2026, have shaped the final document. This has included the priorities set by the 'Evolve and Adapt' strategy, the indicative proposals for Masterplan sites, and next steps identified. Importantly, a majority of respondents agreed that the Masterplan would help to make King's Lynn a better place.





2. Context for Change

This chapter provides an overview of King's Lynn's evolution over time, and key findings from the baseline analysis stage of the Masterplan which have informed the strategies and proposals in the remainder of this document.

Evolution of a town

The continuity that has run through King's Lynn's story for the past 900 years can serve as the foundation for its future evolution.

King's Lynn's origins can be traced back to an Anglo-Saxon settlement situated south of the Millfleet, founded on agriculture and fishing. The silting of the Wash transformed the settlement from a small Saxon fishing hamlet into a major medieval port founded in 1101, trading regularly with Scandinavia and the European Lowlands. Innovative agricultural techniques supported high levels of wool and grain production, while the town became an important centre for the import and processing of timber. The town expanded northwards, laying the foundations of the urban structure that remains recognisable today.

By the 13th century, aided by the diversion of the Ouse from Wisbech to Lynn, the town had become one of England's most important ports. Between the 13th century and 1850, King's Lynn experienced almost continual expansion, building upon its maritime and trading roots to become a hub for the cloth trade and shipbuilding. Saturday Market Place was established as the town's primary trading hub, with Tuesday Market Place following as development extended northwards. These two market areas were linked by buildings associated with trade, including St George's Guildhall, the Custom House, and the Corn Exchange.

The town's civic amenities continued to develop during the 20th century, however, by the 1950s, traditional industries had closed, while new sectors emerged, including food canning in the 1930s and Campbell's Soup production in the 1950s. In the 1960s, the council promoted industrial development through the establishment of an industrial estate at Hardwick. King's Lynn was designated an overspill town for London in 1962, driving population growth and the construction of new housing estates in areas such as the Woottons, Gaywood and Fairstead. The town centre was redeveloped during this period, with many historic buildings demolished.

Across its long history, the urban structure of the core town centre has remained stable, with fine-grained plots, walkable neighbourhoods, civic spaces defined by market life, and strong edges shaped by its natural setting. Looking forward, King's Lynn's history lends itself to a model for growth grounded in adaptive reuse, repair of urban structure, and intensification and restoration of the town centre prioritised over expansion.

In this context the current opportunity for transformational change - through the reorganisation of local and regional administration, and associated changes to the funding landscape - emerges as a natural progression in the evolution of the town. The masterplan has a core focus on celebrating King's Lynn's heritage by emphasising its role as a living framework capable of absorbing change: historic streets becoming new cultural corridors; industrial buildings supporting creative enterprise; green infrastructure reviving the logic of the town's defences.



Figure 6. Historic Map of King's Lynn 1812 (National Library of Scotland)



Figure 7. King's Lynn 1950 (National Library of Scotland)



Figure 8. King's Lynn Conservation Area 1969

Spatial Opportunities

This adjacent diagram, and following pages, set out the key findings from the baseline analysis of King's Lynn's built environment undertaken during preparation of the Masterplan, which has informed the strategies and proposals in the following chapters.

This demonstrates the potential to deliver adaptive re-use, infill development and new public realm which capitalise on the town's historic character, green spaces and riverfront setting to respond to the opportunities afforded by the strategic context for change identified in Chapter 1.

- Major Arterial Road
- Minor Arterial Road
- Potential Cycle Network
- Potential Pedestrian Connection
- Pedestrian Priority Streets
- National Cycle Network- Route 1
- Norfolk Coast Path
- Bus Stops
- Ferry Stops
- Railway Station
- Bus Station
- 5 min and 10 min Walking Distance
- Key Public Spaces
- Open Green
- Education
- Public Uses
- Grade I Listed Buildings
- Retail Core
- Museum
- Key Gateway Locations
- Key View Points
- Trees
- Landmark Buildings

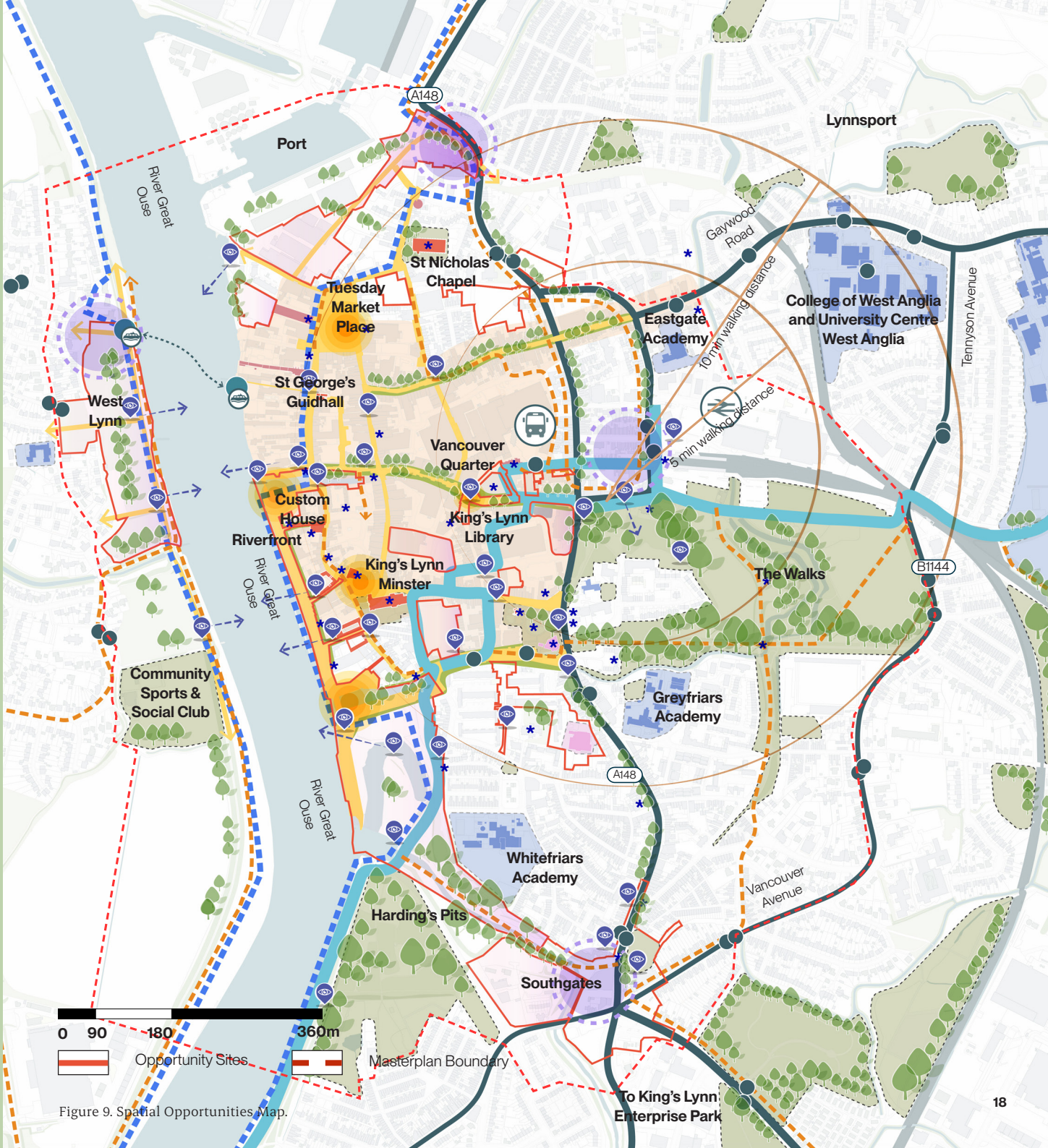


Figure 9. Spatial Opportunities Map.

Heritage Assets

King's Lynn's historic environment is a defining feature and major opportunity for the town. The everyday experience of its history gives the place its unique character and should underpin future regeneration. This requires a carefully considered approach to design, particularly for infill development, to repair the legibility of historic street patterns, and adaptive reuse within the conservation area and the setting of heritage assets.

Landmark buildings and structures play an important role in this context. They are not necessarily tall buildings, but are key townscape reference points recognised through their heritage significance, civic or public role, architectural quality, visibility, or position within key streets, spaces and views.

The Masterplan will ensure that the town continues to evolve in a way that supports contemporary needs while maintaining and enhancing its historic character and heritage value.

Built Form and Building Height

The built form of King's Lynn reflects the town's layered history. The historic core is defined by its medieval street pattern, narrow lanes, and the fine-grained arrangement of buildings and spaces.

King's Lynn is generally low-rise, with a slightly denser and taller core formed by buildings of three to four storeys, many incorporating double-height ground floors that reflect their commercial or civic uses. The skyline is punctuated by taller historic landmarks, including the Minster and St Nicholas' Chapel, which rise to around 30m and 41m respectively, alongside other distinctive skyline features such as Greyfriars Tower, the Former Granary, Pilots Office and Clifton House Tower.

There is scope for infill development to draw on this compact character to create a more efficient and sustainable urban form.

Transport and Movement

The town benefits from strong regional connectivity - including road connections via the A47, A10 and A17, and direct rail links to Cambridge and London. Locally, bus services provide connections to surrounding communities, though there are limited bus stops within the town centre. A passenger ferry links across the River Great Ouse. The Council has recently announced the progression of a business case to secure funding to enhance the accessibility of the Ferry with potential for replacement infrastructure and walkways.

The Masterplan will support the aims of the King's Lynn Transport Strategy for sustainable economic growth, improved travel choices, improved air quality and heritage protection.

Studies of surface car parking within the town centre have confirmed that this is operating below capacity. In tandem with an emerging town Parking Strategy, and planned delivery of new Active Travel Hubs at Baker Lane and the Enterprise Zone there is an opportunity for rationalisation of the parking offer alongside additional opportunities for public and active transport to improve the setting of key heritage assets.

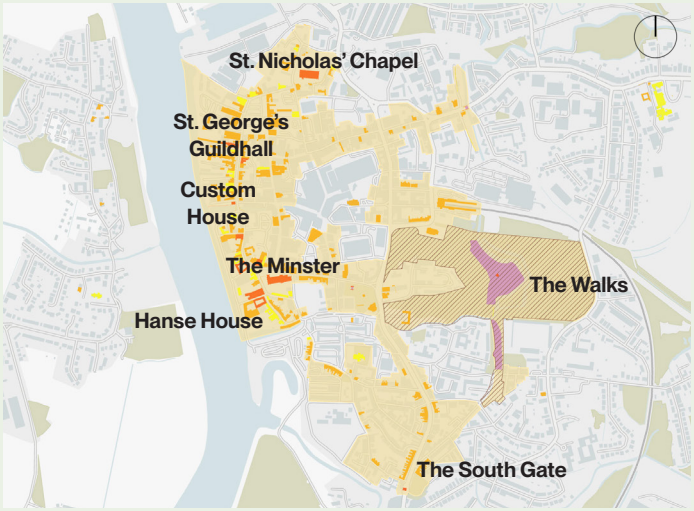


Figure 10. Heritage Designations



Figure 11. Building Heights

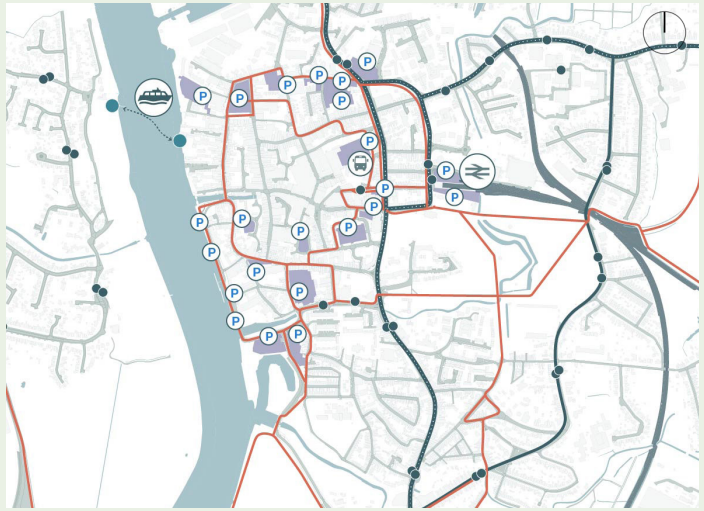


Figure 12. Transport Network

0 200 400m

A2 / 1:5000

Grade I
Grade II*
Grade II
Registered Park and Gardens
Scheduled Ancient Monuments
King's Lynn Conservation Area

1-3m
5-6m
7-8m
15-16m
17-18m
19-20m
8-9m
10-12m
13-14m
21-29m
30-39m
40m +

Major Arterial
Minor Arterial
Service Road
Active Travel Network
Car Parking
Bus Stops
Ferry Stops

Land Ownership, Market and Delivery

The Local Authority is a major landowner within King's Lynn, which places the public sector in a strong position to set the regeneration agenda and steer future development.

King's Lynn's retail and leisure market is dominated by daytime trade, with a limited evening economy. From a residential perspective, the rental market is strengthening with rents increasing 8% year-on-year, outpacing regional averages. Council-led housing partnerships are delivering a diverse new build pipeline, but remain mostly low-density and suburban. There is a lack of apartment development, indicating potential for centrally located development to meet housing needs.

Green and Blue Infrastructure

The origins and growth of King's Lynn are closely tied to its relationship with the river and waterways, which have shaped both the town's economy and its landscape character. The River Great Ouse connects the town to The Wash and forms an essential part of its ecological and heritage setting.

Green infrastructure is largely concentrated on the periphery of the town centre, with the historic core itself relatively limited in green space. A key opportunity for the Masterplan is to strengthen blue green infrastructure links into the town centre - improving accessibility, biodiversity and climate resilience.

The Masterplan will be developed with regard to Norfolk County Council's Local Nature Recovery Strategy which takes a cross-boundary approach to nature recovery and maps opportunities for urban greening, ecological restoration, and habitat creation.

Flood Risk

Much of the town lies within designated flood zones. The town is situated within the tidal breach zone, and is susceptible to flooding associated with high tides and breaches of tidal defences. Climate change projections show that in 50 years' time, all of the Masterplan area will be within at least Flood Zone 2.

Flood defences form a key component of the town's resilience strategy and are critical to the potential for regeneration within the town centre and surrounding areas, as well as addressing flood risk on a site by site basis.

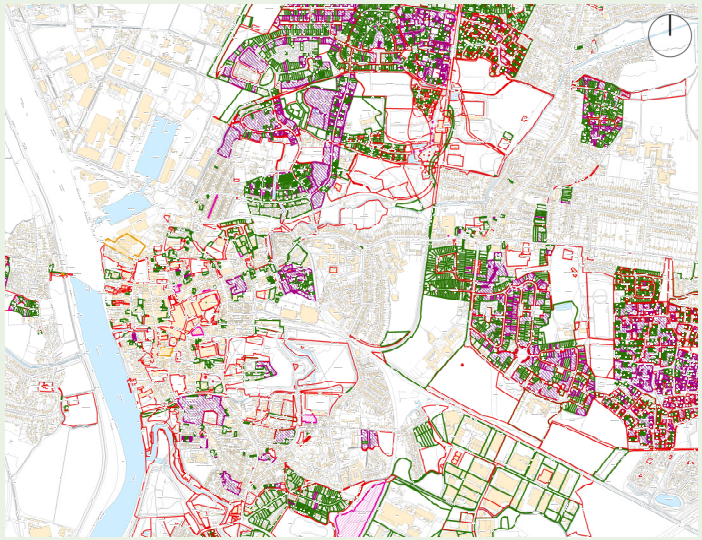


Figure 13. Land ownership

0 200 400m

A2 / 1:5000

- Acquired / In Council Ownership
- Disposed / Sold
- Transferred to Freebridge Community Housing
- Council Interest in Land



Figure 14. Green and Blue Infrastructure

0 200 400m

A2 / 1:5000

- Public Green
- Open Green
- River and waterways
- Underutilised Green
- Tree Line



Figure 15. Flood risk

0 200 400m

A2 / 1:5000

- Flood Zone 2
- Flood Zone 3A
- Flood Zone 3B
- Flood Defences

Existing Development Context

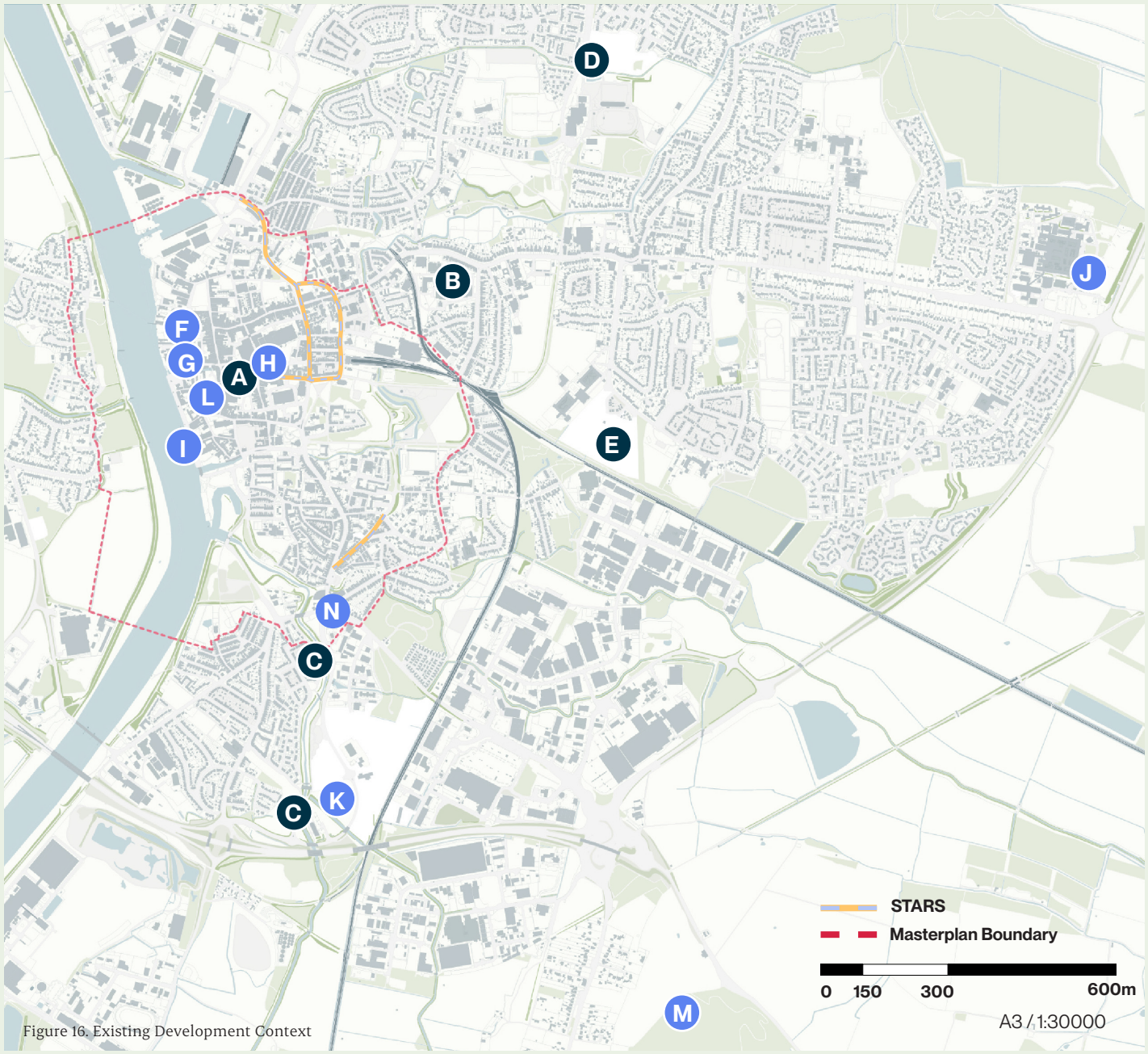


Figure 16. Existing Development Context

The projects listed below and detailed on the following pages have been recently completed or are due to be delivered by the Council. These provide the context for further improvements to the town, via the strategies and site-specific opportunities proposed through the Masterplan.

Some existing projects which have not yet fully secured funding opportunitues are included as Masterplan sites and detailed in the Illustrative Masterplan in Chapter 4.

Completed projects

- A King's Lynn Library
- B College of West Anglia School of Nursing
- C Nar Ouse Regeneration Area including Enterprise Park
- D Lynnsport Housing
- E Florence Fields

Planned or ongoing projects

- F St Georges Guildhall
- G Custom House Access Improvements
- H Baxters Plain Public Realm & Gyratory Active Travel (STARS)
- I Riverfront Dryside facilities
- J New Queen Elizabeth Hospital
- K Enterprise Park Active Travel Hub
- L Baker Lane Active Travel Hub and Pop Up Units
- M West Winch Strategic Growth Area and Access Road
- N Southgates Regeneration Area

Public realm
Housing
Non-residential
Adaptive re-use
Parking, transport and active travel



The King's Lynn Library, funded by the Towns Fund and Norfolk County Council, opened in March 2026.



The Nar Ouse Regeneration Area was the largest brownfield site in the east of England and has delivered over 250 homes, community facilities, employment floorspace and over £100m worth of investment since 2007.



The King's Lynn Enterprise Park is a 15ha business park led by the Local Authority, providing circa 48,000sqm of commercial floorspace with links to the A17, A47, A10 and mainline railway services to King's Cross.



Construction of Florence Fields, a scheme of 226 homes developed by the Local Authority in partnership with Lovell, began in 2023.



£30m renovation of St George's Guildhall & Creative hub has begun. It is the flagship scheme of the King's Lynn Town Deal Programme and priority of the Pride in Place Programme. The scheme has secured funding from the Shared Prosperity Fund, Historic England, and further public and private external funders.



Plans for reuse and accessibility improvements to the Grade I listed Custom House were approved in December 2025, and works are due to complete in 2027.



Public realm improvements to Baxters Plain, adjacent to the new library, are to be brought forward via the King's Lynn Sustainable Transport and Regeneration Scheme, through Levelling Up Funding from the UK Government. Works are due to complete in 2028.



Plans for new dryside facilities for visiting leisure craft in an annexe to the Sommerfeld and Thomas Warehouse, funded by the Town Deal regeneration programme, were approved in 2024 with work completing in 2026.



A new state-of-the-art Queen Elizabeth Hospital has secured between £1-1.5 billion of funding from Government, to deliver a sea change in health and care for communities across Norfolk, Cambridge and Lincolnshire. The project is due for completion in 2032.



Plans for an active travel hub providing new car, cycle, public transport and pedestrian facilities at King's Lynn Enterprise Park were submitted in 2025 and will be brought forward as part of the Town Deal regeneration programme. This includes an informal park and ride option with two bus stops located directly adjacent to the hub on Nar Ouse Way.



3. Vision and Strategies

This chapter sets out how the Neighbourhood Board's 'Grand Vision' for King's Lynn has been translated into a spatial vision for regeneration of its built environment over the next 20 years and beyond. This informs six Masterplan Strategies which promote a cohesive, town-wide approach to key issues such as flood risk, movement and access, housing delivery, and open space. These should be used to guide future development and improvements to the town centre.

The Vision

King's Lynn will be a **forward-looking town** which **protects and enhances its built form**, and **meets the needs of its residents and visitors** through an approach to urban regeneration which puts the town's **culture and heritage** at its heart, to create **outstanding buildings and spaces** for all.

This will be achieved by **high-quality adaptive re-use** of existing buildings and heritage assets, and **sensitive new development** of brownfield land and underutlised buildings to provide **new sustainable high quality town centre living**, alongside **community, commercial and cultural uses that meet local demand** and support the role of the town centre.

These assets will be connected via **high-quality public realm and transport and access improvements**, while environmental quality will be increased through **extensive urban greening** throughout the town. The **riverfront will be celebrated** for its role in King's Lynn's **maritime history,** and as a **major natural asset** for the town.

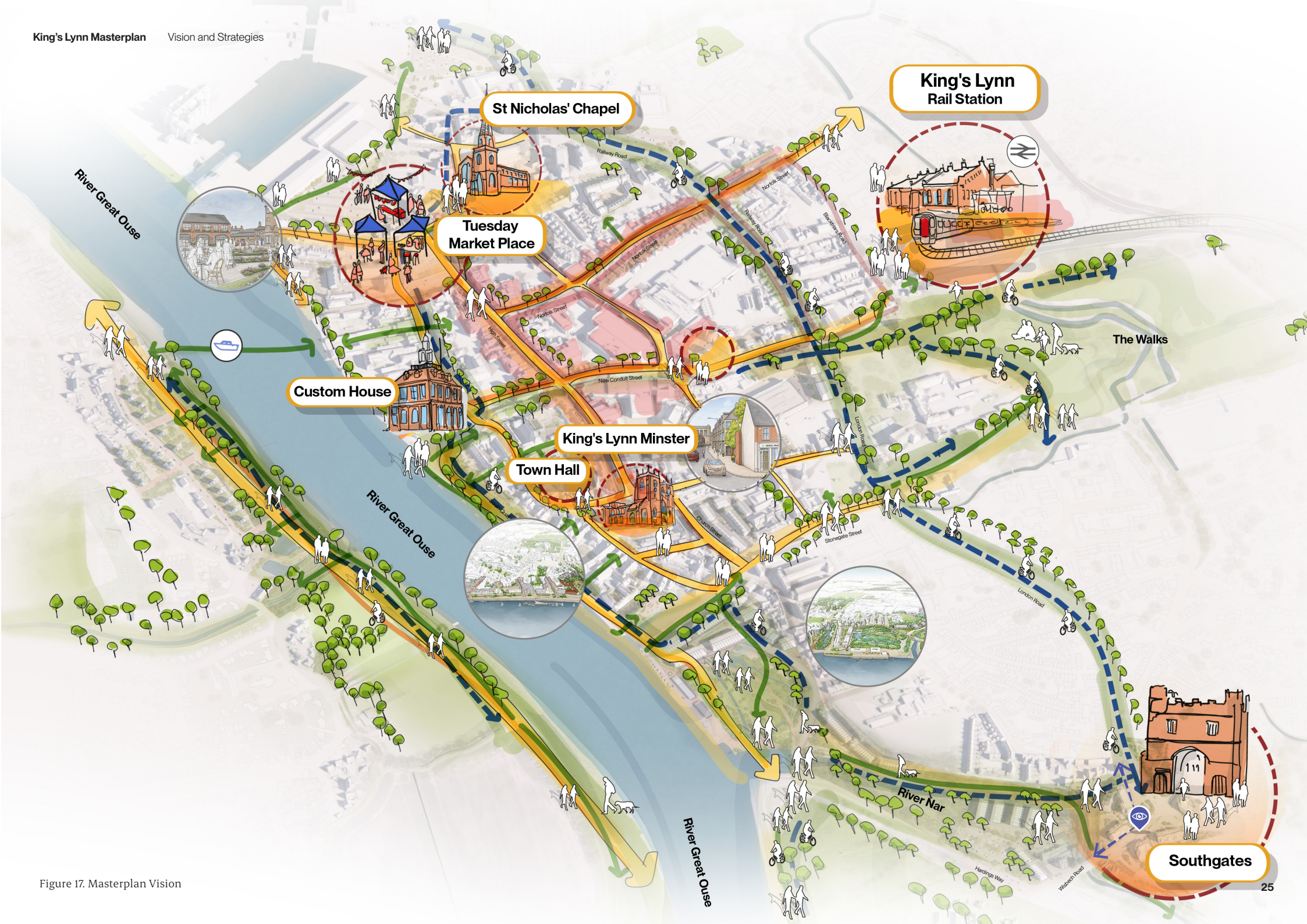


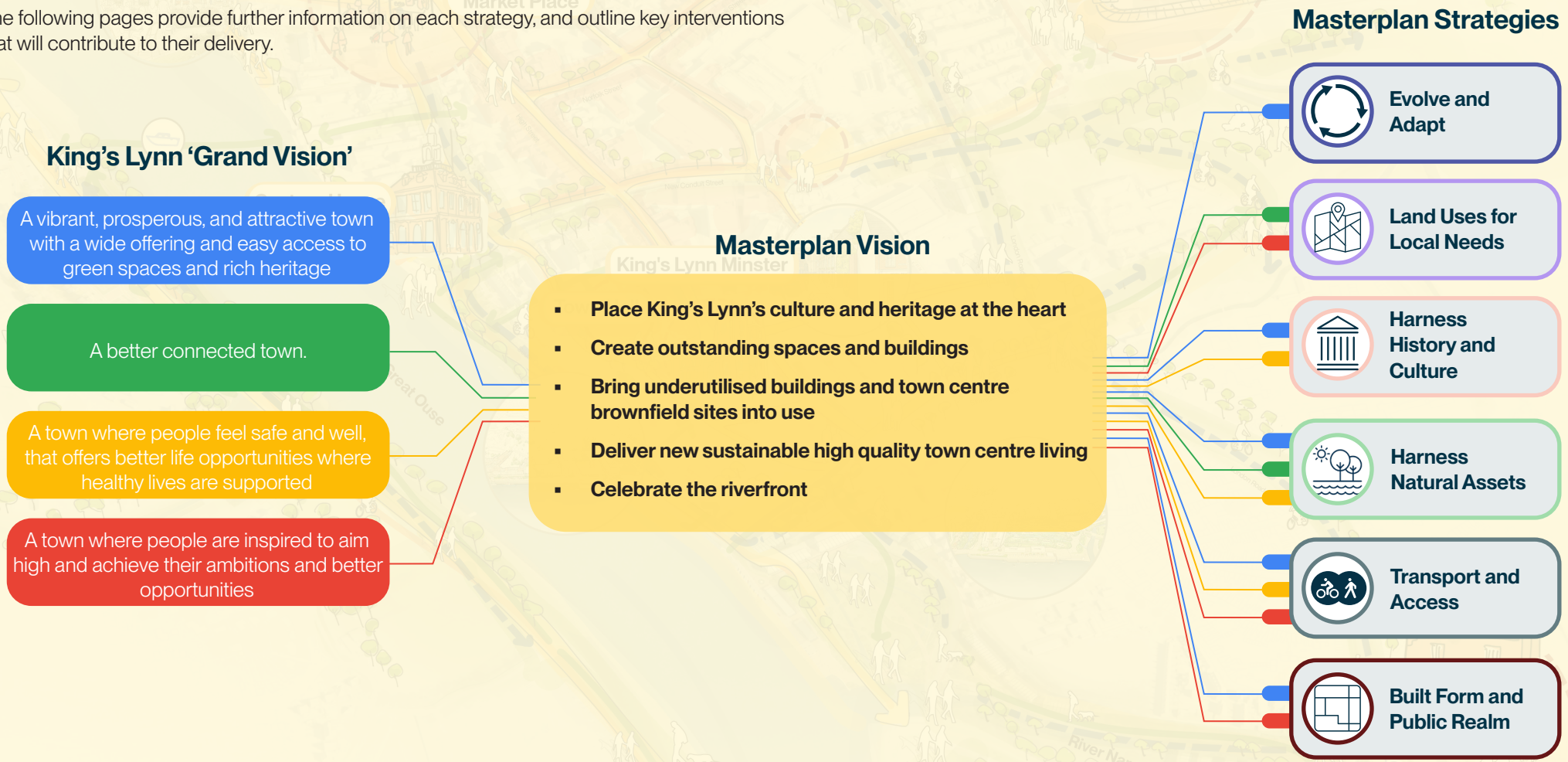
Figure 17. Masterplan Vision

From Vision to Strategies

The Masterplan translates the 'Grand Vision' set by the Neighbourhood Board's Pride in Place 10 Year Vision into a bespoke vision for the built environment.

In turn, this has been used to develop six Masterplan strategies which will form a practical framework for delivery of future development and improvements to the town centre.

The following pages provide further information on each strategy, and outline key interventions that will contribute to their delivery.



Strategy 1: Evolve and Adapt

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 strategy will be delivered by interventions which follow the principles set out adjacent and illustrated on the following page - including but not limited to the examples shown.

The short term priorities identified have been informed by the priorities expressed by stakeholders and the general public during engagement on the Masterplan.

1 Short Term (0-5 years)

1.1.1 **Use quick wins to improve streets and public spaces:** including new public realm at Devil's Alley; enhancement of walking and cycling routes to Southgates; public realm and shopfront improvements on the High Street and Norfolk Street in line with the emerging Shopfront Design Guide; Railway Road and Baxter's Plain improvements

1.1.2 **Support temporary, flexible and meanwhile uses** including early works to Sommerfeld and Thomas and meanwhile use of vacant retail units

1.1.3 **Introduce low-cost interventions that test future, long-term ideas and improvements:** provide new edge of centre car parks to free up town centre sites for new uses or public realm improvements.

1.1.4 **Improve the accessibility and legibility of key routes (e.g. Rail-to-River):** Delivery of Rail-to-River connection with public realm, infill and meanwhile uses including public realm improvements delivered at Baxters Plain.

1.1.5 **Repurpose existing buildings with minimal intervention, consistent with their conservation (where relevant):** Reuse the former Debenhams building and former Baths building for commercial, workspace leisure and/or residential uses.

1.1.6 **Prepare sites for future development:** surveys, site clearance and decontamination at sites Port Area sites to the north of the town centre and St James Swimming Pool; Repurpose post office property for housing opportunities

1.1.6 **Develop business cases, funding routes, partnerships and land assembly**

2 Medium Term (5-10 years)

1.2.1. **Retain heritage character while enabling new uses consistent with building conservation:** Reactivate landmark buildings - e.g. creative spaces in the Sommerfeld and Thomas Warehouse

1.2.2 **Reinforce active ground floors and diverse uses:** Including at Former Debenhams and Former Post Office

1.2.3. **Enhance key public spaces (riverfront, squares, High Street):** Create a riverfront destination: redefine public realm at King's Staithe and South Quay, building on completed works at Devil's Alley; Deliver residential/community building at Common Staithe Quay

3 Long Term (10-20 years)

1.3.1 **Enable phased growth aligned with infrastructure improvements** through delivery of remaining Masterplan sites

1.3.2. **Deliver major mixed-use, cultural and leisure destinations**

Strategy 1: Evolve and Adapt

- A Rationalise Parking: Port
- B Rationalise Car Parking & Provide Redeveopment- Boal Quay
- C Former Debenhams
- D Sommerfeld and Thomas
- E Former Post Office
- F Devil's Alley Public Realm
- G Inner Purfleet
- H St James' Swimming Pool
- I Southgates Regeneration Area
- J Land North of Wisbech Road
- K Former Baths Building
- L Deliver Rail To River Link - Baxters Plain and STARS
- M Evolve the High Street and Norfolk Street
- N Deliver Railway Road Improvements- - STARS
- O Hillington Square Phase 6
- P Austin Street East Car Park
- Q Create Riverfront Destination
- R Common Staithe Quay
- S Chapel Street Car Park
- T West Lynn
- U Baker Lane Car Park
- V Old Market Street Car Park
- W Tuesday Market Place
- X Saturday Market Place
- Y Deliver Remaining Masterplan Sites

New and Improved Green Areas

West Lynn, Multifunctional Green Area - Nature and Leisure

Improved pedestrian links

Provide links to new interceptor car parks

Rationalise and relocate car parking

Public Realm Improvements

Opportunities for New Development

Frontage Improvement

Site Preparation Works

Bus Station

Train Station

Ferry

Parking Area

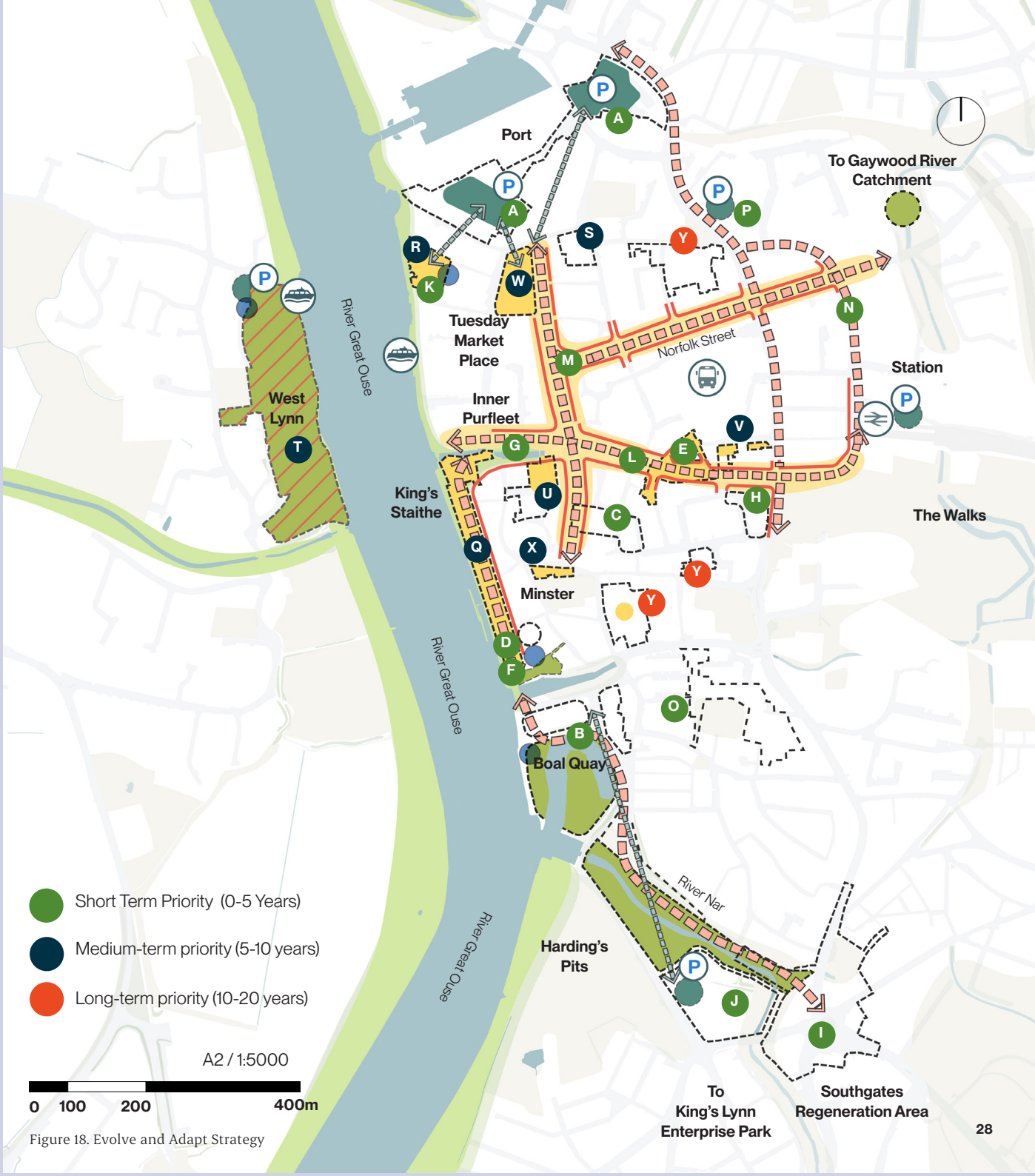


Figure 18. Evolve and Adapt Strategy

Strategy 2: Land Uses for Local Needs

Focus energy and investment in the town centre to reinforce King's Lynn's role as the heart of West Norfolk. Deliver diverse 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.

This strategy will be delivered by interventions which follow the principles set out adjacent and illustrated on the following page - including but not limited to the examples shown. These align with the feasibility proposals set out in the illustrative Masterplan in Chapter 4, which can be referred to for further detail.

As set out in the introduction to this report, the regeneration opportunities identified through the Masterplan form part of the Local Authority and Neighbourhood Board's wider approach to improving social, economic and public health outlooks for the town.

You may also wish to refer to:

- West Norfolk Economic Strategy (2025)
- King's Lynn Housing Needs Assessment and Delivery Strategy (emerging)
- King's Lynn Leisure Faclities Study (emerging)
- West Norfolk Sports Facilities Strategy (2025)
- King's Lynn and West Norfolk Local Plan 2021-2040

1 Housing & Community

2.1.1 **Promote mixed-used development:** at opportunity sites, masterplan sites and throughout the town centre to provide activation during the day and evening

2.1.2 **Meet local housing need via an appropriate mix of affordable and market housing which aligns with Local Plan policy and the King's Lynn Housing Needs Assessment and Delivery Strategy.** This includes apartment and housing development responding to a current gap in the market for 1 bed flats

2.1.3 **Consider young professionals and local people in the mix of residential and non-residential uses proposed**

2.1.4 **Consolidate community services into accessible town centre neighbourhood nodes and industrial areas. Community facilities and space are needed in the town centre for services but also to provide meeting and gathering spaces for the town centre community.**

2.1.5 **Support health, education and skills provision**

2.1.6 **Ensure residential development contributes to active, safe streets**

2 Economy & High Street

2.2.1 **Diversify the town centre economy with leisure, workspace, culture and evening uses:** evolve the High Street by consolidating retail and introducing workspace, leisure, evening uses and residential uses; reinforce Norfolk Street's role in the evening economy; outdoor seating to encourage a 'cafe culture' along key routes and spaces including Saturday Market Place, Tuesday Market Place, Norfolk Street and parts of the High Street; and indoor market opportunities through sympathetic adaptive re-use of historic buildings.

2.2.2. **Support the evening economy through active ground floors and safe, attractive public spaces:** define Blackfriars, New Conduit and Purfleet Street as key mixed-use character areas and the spine of the town including new public realm at Baxters Plain

2.2.3 **Strengthen riverfront activity and integrate it with the wider town centre** via destination uses and public realm which support leisure and evening activity, integrated with residential development to the south

2.2.4 **Blur the boundaries between industry and town centre:** support creative, industrial and flexible workspace in strategic locations

2.2.5 **Ensure that new commercial uses are complementary to existing uses within the town centre** - these should not detract from existing spaces or serve as an equivalent alternative to vacant units on the High Street.

Strategy 2:
Land Uses for Local Needs

1. Port
2. Common Staithe Quay
3. St. James' Swimming Pool
4. King's Lynn Riverfront
5. West Lynn
6. Juniper, Austin, Chapel Street and Albert Street Car Parks
7. Post Office
8. Church Street
9. Boal Quay
10. Wisbech Road
11. Southgates
12. Former Debenhams
13. Hillington Square Phase 6
14. St James Street Kwik Fit and Car Park

- Evolve the High Street - consolidate retail plus new leisure/workspace/ residential
- Retail/mixed use spine
- Norfolk Street as primary evening economy spine, including pedestrianisation
- Enhanced Green Space
- West Lynn, Multifunctional Green Area - Nature and Leisure
- Proposed Housing Sites
- Community Uses
- Destination Spaces
- Town Centre
- Tourism / Leisure Uses
- Education / Employment Uses
- Bus Station
- Train Station

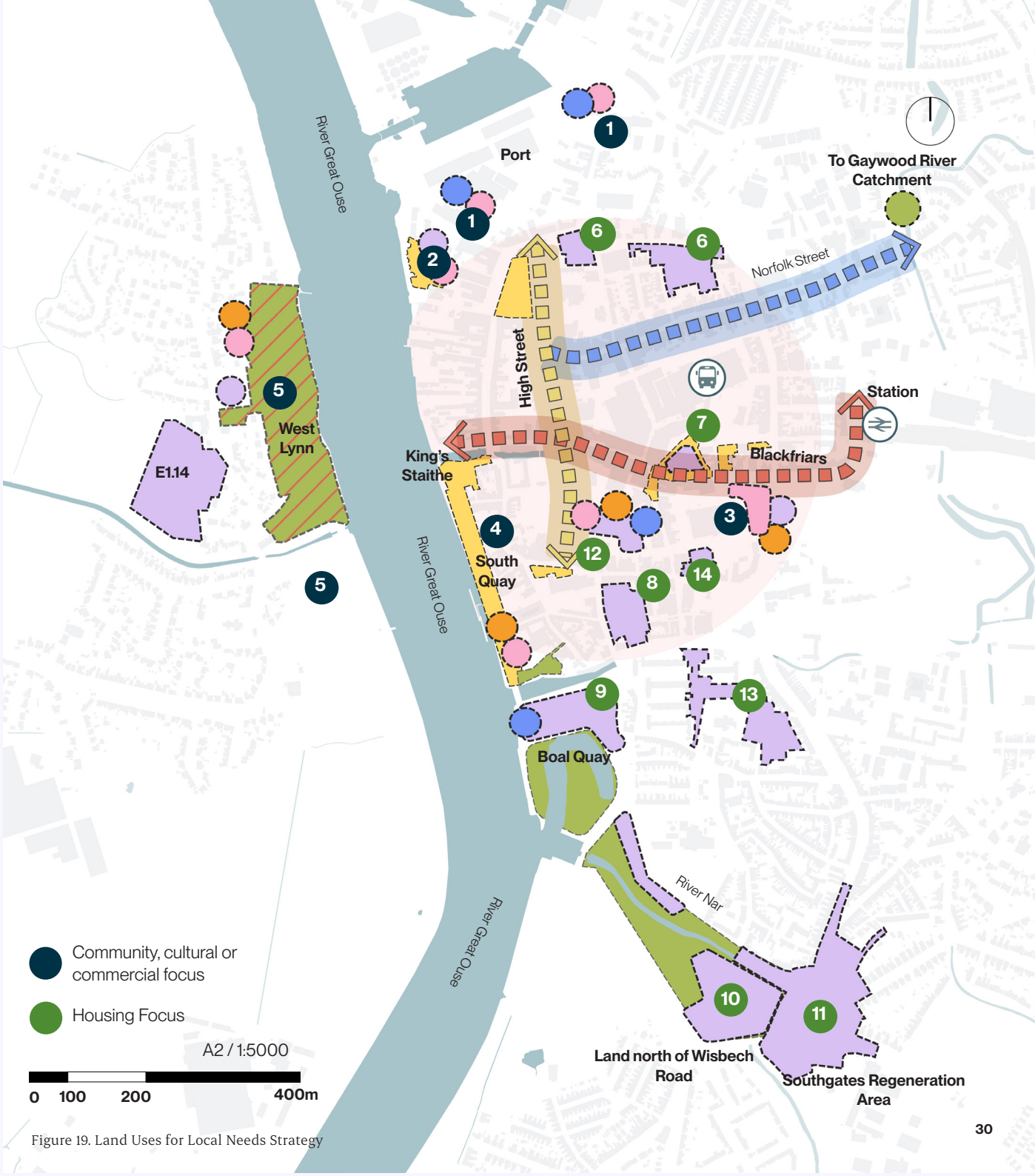


Figure 19. Land Uses for Local Needs Strategy

Strategy 3: Harness History and Culture

Celebrate King's Lynn's heritage, using its historic fabric and form as a catalyst for high-quality, sustainable growth. Support and provide spaces for cultural industries.

This strategy will be delivered by interventions which follow the principles set out adjacent and illustrated on the following page - including but not limited to the examples shown. In tandem, an updated version of the King's Lynn Conservation Area Appraisal and Management Plan and new Shopfront Design Guide will provide greater clarity for applicants on what is expected of new development in the historic town centre, and enable robust decision-making.

It should be noted that the Masterplan is not a statutory planning document for historic buildings, monuments or conservation areas and all local policies and guidance should be adhered to when making decisions about the use of a heritage building or conservation area

You may also wish to refer to:

- King's Lynn Culture and Heritage Strategy (2025)
- King's Lynn Conservation Area Appraisal and Management Plan (emerging)
- King's Lynn Shopfront Design Guide (emerging)
- King's Lynn and West Norfolk Local Plan 2021-2040

1 Signpost and Appreciate Heritage and Townscape

3.1.1 **Reinforce, enhance and supplement existing heritage trails - highlighting historic spaces, important views, cultural interest and natural assets:** Create a maritime and hidden gems trail along the port and riverfront to celebrate the town's former and ongoing maritime industries; and a heritage and cultural walking route covering key landmarks including the St George's Guildhall, Corn Exchange, Majestic Cinema, Lynn Museum, Trues Yard, Town Hall & Stories of Lynn, Galleries, Minster, St Nicholas Chapel, Greyfriars Tower, the Walks and Red Mount, and Southgates.

3.1.2 **Protect, enhance and reveal key views of landmark buildings -** including but not limited to church spires and the town centre skyline - through enhanced interpretation, and the location and configuration of new development

3.1.3 **Improve wayfinding, signage, and visitor experience**

3.1.4 **Enhance historic alleys, lanes and passages through public realm and wayfinding improvements:** including improved surfacing, lighting, signage, interpretation and decluttering to strengthen permeability, accessibility and local character.

2 Cultural Vitality and Adaptive Re-use

3.2.1 **Re-activate historic buildings through sympathetic adaptive re-use including workspace, cultural, community and leisure uses:** reuse the Sommerfeld and Thomas Warehouse, considering connections to adjacent public realm improvements at Devil's Alley and along South Quay; former Baths; Post Office and former Debenhams building; indoor market opportunities

3.2.2. **Utilise heritage assets for local people, to support training, skills, and local economic benefits:** Support reuse of these and further buildings for workspace, cultural, community and leisure uses, including consideration of Historic England guidance on developing creative industry hubs (March 2026)

3.2.3 **Promote region-wide heritage marketing and interpretation**

3.2.4 **Follow the recommendations and design principles set by the forthcoming Conservation Area Management Plan and Shopfront Design Guide**

Strategy 3: Harness History and Culture

- Adaptive Re-use
- 1 Baths Building
- 2 Former Debenhams
- 3 Post Office
- 4 Sommerfeld and Thomas Warehouse
- 5 Old Library
- 6 Kwik Fit
- 7 St George's Guildhall
- 8 South Gate
- 9 New King's Lynn Library

- Heritage, Culture and Maritime Trail
- Historic Core
- Conservation Area
- Key Cultural Buildings
- Connections with maritime identity
- Key Views
- Landmark Buildings
- Bus Station
- Train Station
- Ferry

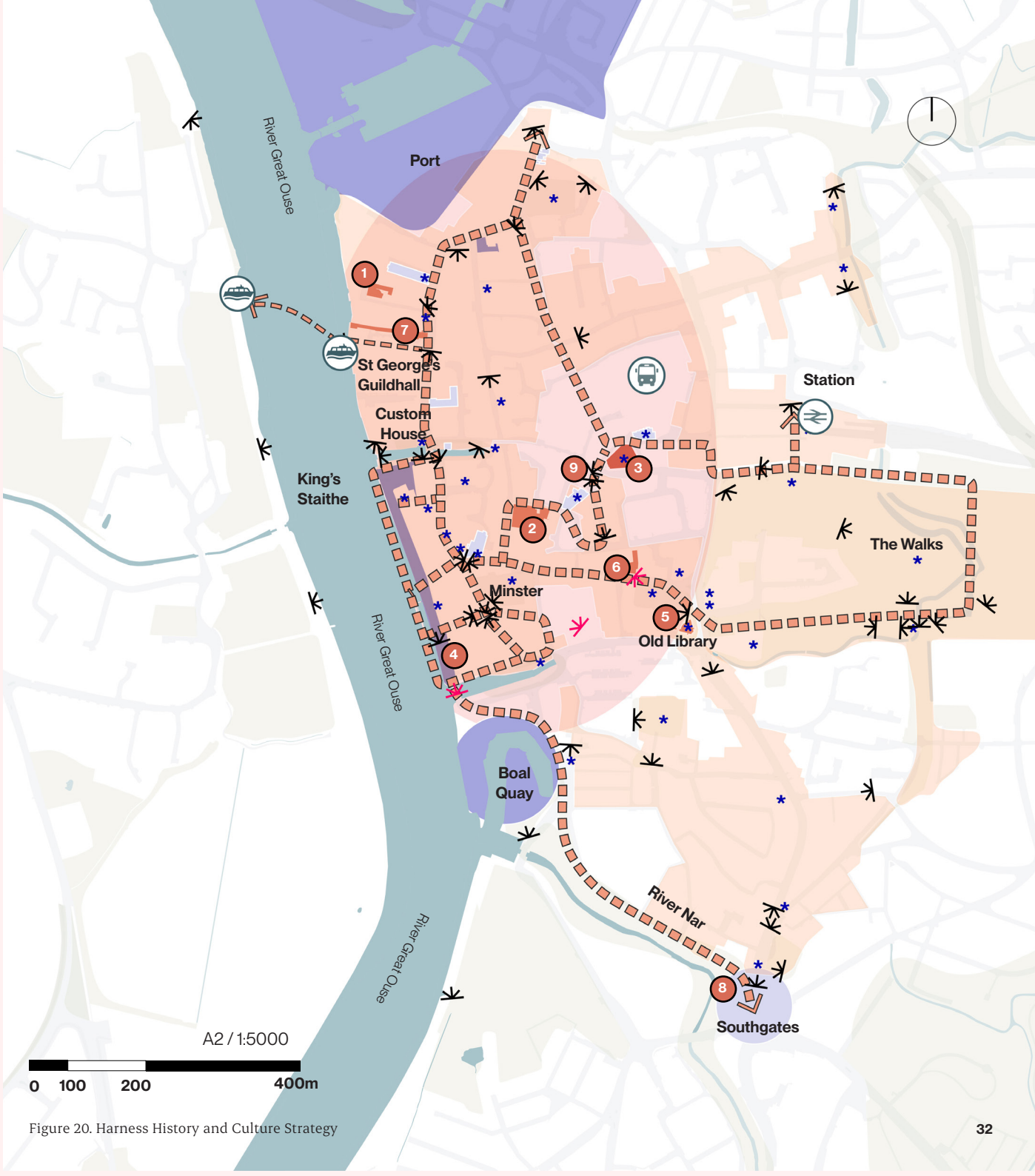


Figure 20. Harness History and Culture Strategy

Strategy 4: Harness Natural Assets

Celebrate King's Lynn's existing natural landscapes including the riverfront, open spaces and green infrastructure, and look for opportunities to sensitively enhance and add to these while supporting wider climate change agenda. Ensure a high quality of environment for existing and future users.

This strategy will be delivered by interventions which follow the principles set out adjacent and illustrated on the following page - including but not limited to the examples shown.



Figure 21. Example of Sustainable/ Green Car Parking Design

You may also wish to refer to:

- King's Lynn Public Realm Action Plan (2021)
- Norfolk Local Nature Recovery Strategy (2025)
- King's Lynn and West Norfolk Polliator Action Plan (2025)
- King's Lynn and West Norfolk Local Plan 2021-2040

1 Green and Blue Infrastructure

4.1.1 **Introduce new and enhanced green spaces to create a connected green network across the town and with its wider landscape.**

4.1.2 **Design multi-functional green spaces supporting recreation, biodiversity and water management. Consider the appropriate use for each space, with a balance between tranquil/ecological zones, structured planting, and play spaces.**

4.1.3 **Establish key green corridors linking the town centre, station, and riverfront:** Rail To River; The Walks to River; Southgates to the Walks and River; London Road and Railway Road (as part of STARS); Riverfront connections

4.1.4 **Support the network with walking and cycling routes**

4.1.5 **Apply heritage-sensitive greening to key historic locations:** including King Street (outside of the St George's Guildhall), Tuesday Market Place, Common Staithe Quay, Purfleet, King's Staithe Square

4.1.6 **Improve appreciation of and connections with the river through public spaces, views, and opportunities for leisure** at both the town centre riverfront and West Lynn

4.1.7 **Integrate green surfaces into car parking where possible:** surface parking areas should be designed as part of the green and blue infrastructure network, using permeable surfacing, tree planting, rain gardens, planted edges and other SuDS features to reduce surface water run-off, improve biodiversity, provide shade and soften the visual impact of parking.

4.1.8 **Integrate green roof, walls and other forms of vertical greening** into new development where appropriate.

2 Environmental Quality

4.2.1 **Strengthen climate resilience by restoring natural systems, managing water intelligently, and ensuring safe ground and soil conditions**

4.2.2. **Provide development which is sensitive and resilient to flood risk in terms of the use and configuration of buildings and spaces, and appropriate to its location, to ensure all uses are safe for their lifetime**

4.2.3 **Upgrade drainage systems and introduce SuDS to ensure sustainable water management**

4.2.4 **Remediate contaminated land and improve ground conditions to unlock development**

In addition to site-specific measures ensuring flood mitigation, safety and resilience, projected increases to flood risk within the town centre require a strategic response to maintaining and upgrading the town's flood defences in partnership with the Environment Agency. The emerging Local Plan will be supported by a new Strategic Flood Risk Assessment (SFRA).

Strategy 4: Harness Natural Assets

1. Old Market Street
2. St James' Court Car Park
3. Devil's Alley
4. Boal Quay
5. West Lynn
6. Riverfront
7. Common Staithe Quay

A. Rail to River
B. The Walks to River
C. Riverfront
D. Railway Road
E. River to Southgates
F. Southgates to The Walks
G. West Lynn

- Green Route
- Green Link/ Support the Green Route
- New/ Improved Green Areas
- West Lynn, Multifunctional Green Area - Nature and Leisure
- Greened / SuDS-integrated surface parking areas (Ground level parking with permeable surfacing, tree planting and SuDS landscaping.)
- Heritage-Sensitive Greening
- Other New Development to incorporate Greening
- Ecological Green Corridors
- Existing Green Areas
- Site Preparation Works
- Bus Station
- Train Station
- Parking Area

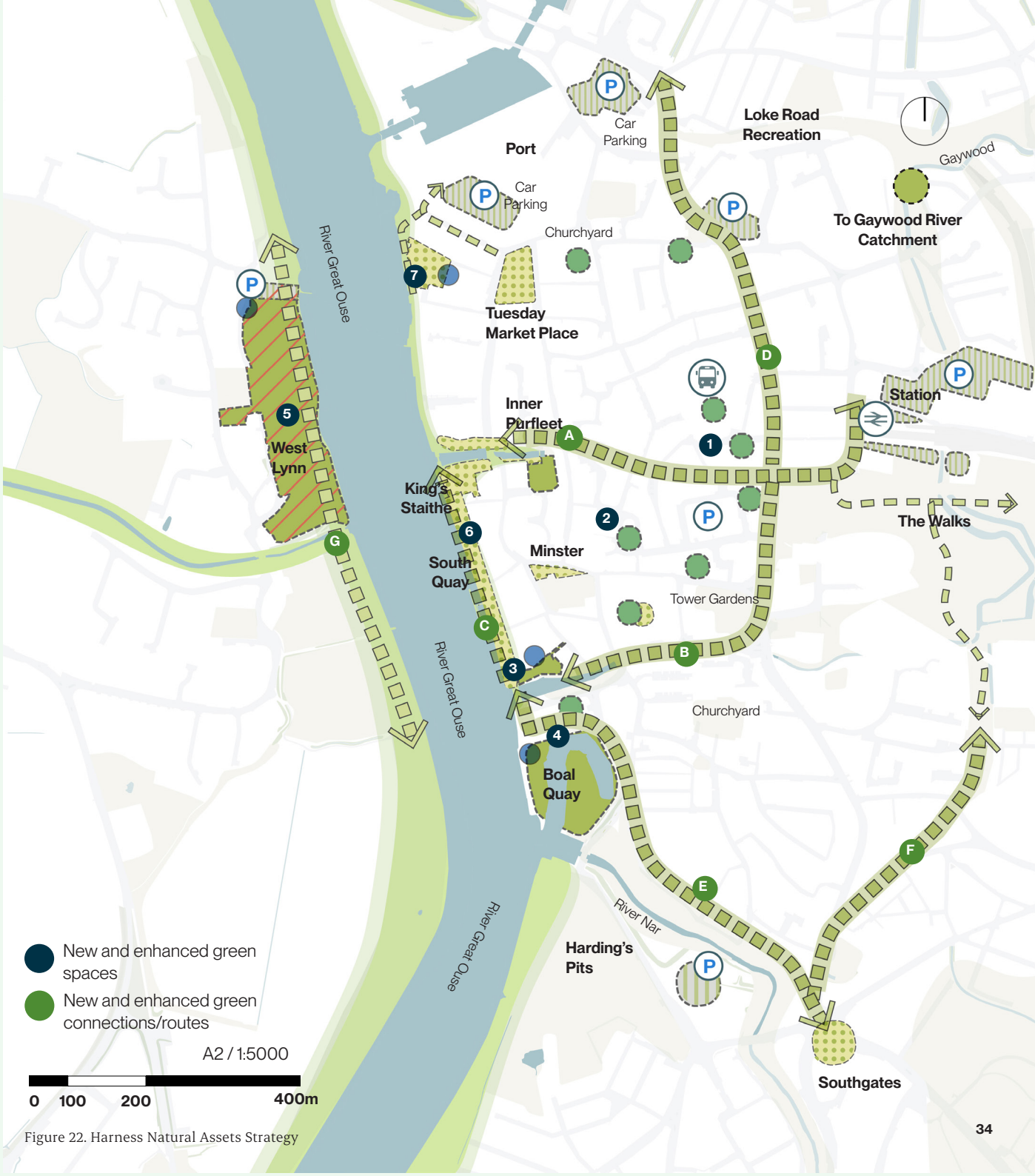


Figure 22. Harness Natural Assets Strategy

Strategy 5: Transport and Access

Build a connected, people-first town by creating a coherent network of active travel and public transport - making access easy, inclusive and low-carbon. Support town centre placemaking by relocating car parking to edge-of-centre locations and freeing up key spaces.

This strategy will be delivered by interventions which follow the principles set out adjacent and illustrated on the following page - including but not limited to the examples shown.

You may also wish to refer to:

- King's Lynn Local Cycle and Walking Infrastructure Plan (2022)
- King's Lynn Transport Strategy (2026)
- King's Lynn Parking Strategy (2026)
- Norfolk Local Transport Plan (2021)
- King's Lynn and West Norfolk Local Plan 2021-2040
- Historic England: Streets for All (2018)
- Historic England: Transport and the Historic Environment online guidance

1 Active Travel and Public Transport

5.1.1 **Provide a people-first, door-to-door network through delivery of safe, continuous and legible routes for walking, wheeling and cycling to/from the town centre, aligned with the King's Lynn Local Cycling and Walking Infrastructure Plan (LCWIP).** This includes connections along the river front (east and west) and between the river and station; the Norfolk Street spine which should be strengthened to support evening activity and safer routes after dark; and a high-quality, legible north–south link through the heart of the town centre for pedestrians and, where appropriate, cyclists; Enhanced north–south link in West Lynn for movement along the riverfront linking with LCWIP connections over Cut Bridge to King's Lynn from West Lynn.

5.1.2 **Deliver high-quality, accessible cycle parking appropriate to its location** (short-stay in the core, longer-stay at hubs/station).

5.1.3 **Improve reliability, legibility and passenger experience so public transport is a convenient default for local access.** This includes improvements to on-street bus stops, passenger information and accessibility; and introduction of a potential town centre 'service route' (and/or demand-responsive shuttle) to link the railway station, key car parks including coach parking for visitors, the riverfront, town centre destinations and active travel hubs at the Enterprise Zone and Baker Lane.

5.1.4 **Deliver multi-modal hubs (car, bus, cycle parking, cycle hire, EV charging and wayfinding) that make switching modes simple and attractive supported by LCWIP micromobility.**

5.1.5 **Improve access to the West Lynn ferry** via enhanced parking facilities on the west bank and step-free, legible walking/cycling connections.

5.1.6 **Integrate active travel interventions with the historic environment** - consider materials, surfacing, lighting, street furniture and boundary treatments.

2 Car Parking and Vehicle Movement

5.2.1 **Reconfigure car parking to reduce unnecessary traffic in the historic core while keeping the centre accessible - shifting towards edge/interceptor locations with clear, safe routes towards the town centre to support 'park once' trips and protect town centre streets and heritage spaces for people and activity.** Reduced or removed car parking at Boal Quay, Common Staithe Quay and Church Street car parks can be enabled by delivery of new car and secure motorcycle parking provision at the Port and land north of Wisbech Road. Vancouver car park, St James multi-storey car park, and the Morrisons/Station car park are to be retained as a coherent managed offer.

5.2.2. **Improve retained car parks via lighting, access, spacing, security/CCTV and wayfinding.**

5.2.3 **Prioritise short-stay and inclusive access:** Provide managed delivery and servicing and accessible bays in the town centre to support business operations and disabled access.

5.2.4 **Review and adjust parking tariffs and rules to support turnover, reduce core circulation and enable long-term modal shift.**

5.2.5 **Plan for EV charging provision across the retained and interceptor car parks, aligned with future demand. Utilise the town-wide parking application and real-time vehicle/space monitoring (e.g., VMS/ANPR) to improve user experience and reduce search traffic.**

5.2.6 **Ensure that EV charging infrastructure is well-designed and integrated into heritage settings.**

5.2.7 **Deliver phased change with alternatives first:** bus and active travel improvements should precede any relocation of long-term parking spaces to the edge of the town centre.

Strategy 5: Transport and Access

Key Areas for Improvement - Pedestrians and Cyclists

1. King's Lynn Riverside
2. Rail to River
3. The Walks to River
4. Norfolk Street
5. Port to Town Centre
6. West Lynn Riverside
7. High Street

- Pedestrian Focus
- A River to Southgates (Cycle Focus
- B Riverlink - King's Lynn to West Lynn/ Ferry way cycle improvements

- Key Pedestrian Routes
- Key Cycle Routes
- Riverfront Pedestrian Priority
- Mobility Hub: Cycle Parking, Information, E-bike Provision
- Bus Station
- Train Station
- Ferry
- Potential Coach Parking
- Existing Coach Parking

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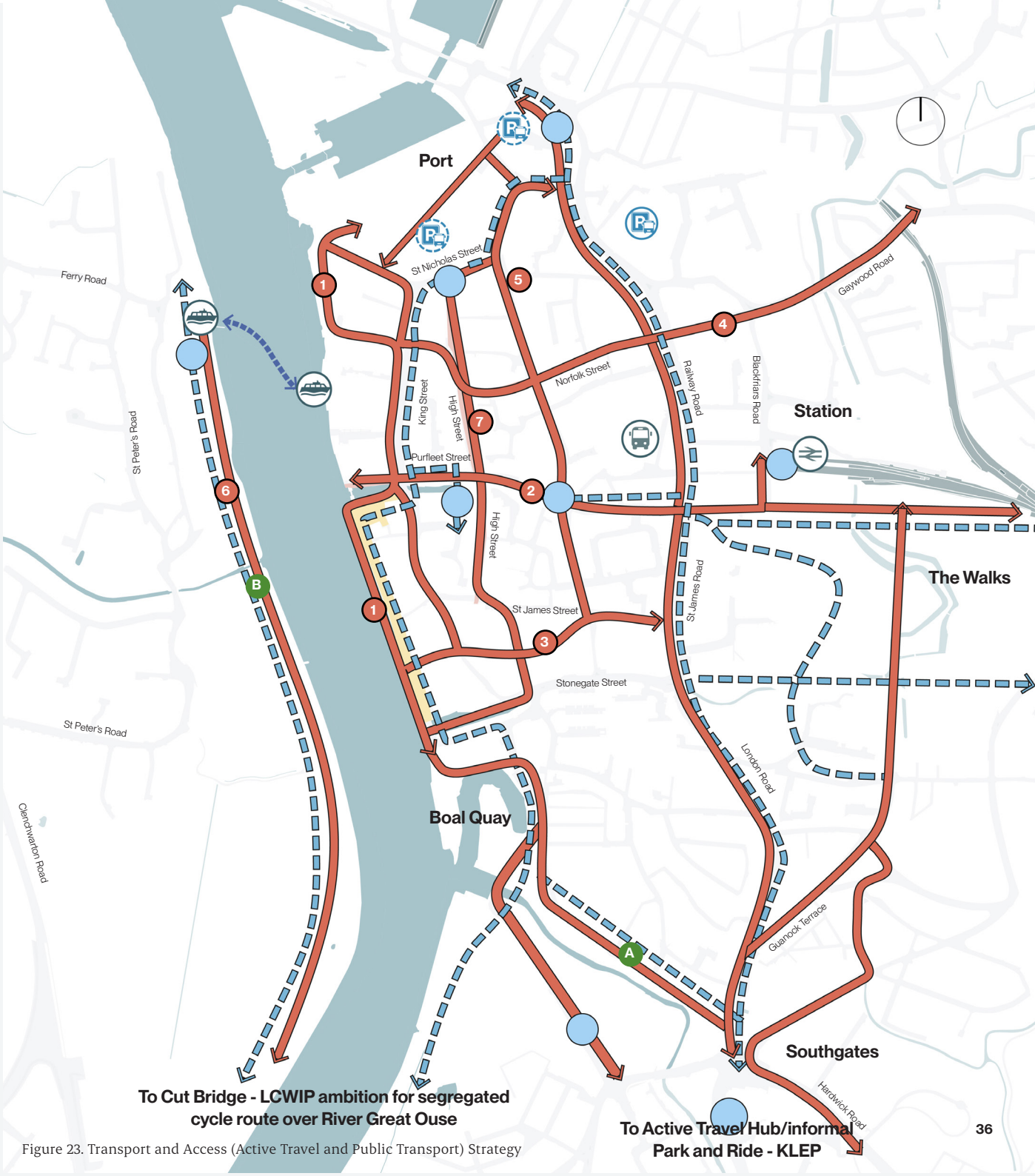


Figure 23. Transport and Access (Active Travel and Public Transport) Strategy

Strategy 5: Transport and Access

Interceptor Car Parks and Public Transport Improvements

- 1 Port
- 2 Morrison's / Station Car Park
- 3 Vancouver Car Park
- 4 St. James' MSCP
- 5 Active Travel Hub
- 6 Land North of Wisbech Road
- Interceptor Car Park Locations
- Proposed Bus Route 'Lynn Link'
- Related Access/Service Routes
- Potential Town Centre Service Route
- Existing Ferry Route
- Proposed/Improved Car Parking Areas
- Re-purposed car parks
- Opportunity to provide interceptor car parking as part of new development
- Bus stop upgrades
- Potential Town Centre Service Route Stops
- Bus Station
- Train Station
- Ferry
- Parking Area
- Potential Coach Parking
- Existing Coach Parking
- Junction Improvements
- 5 minute walking distance
- 10 minute walking distance

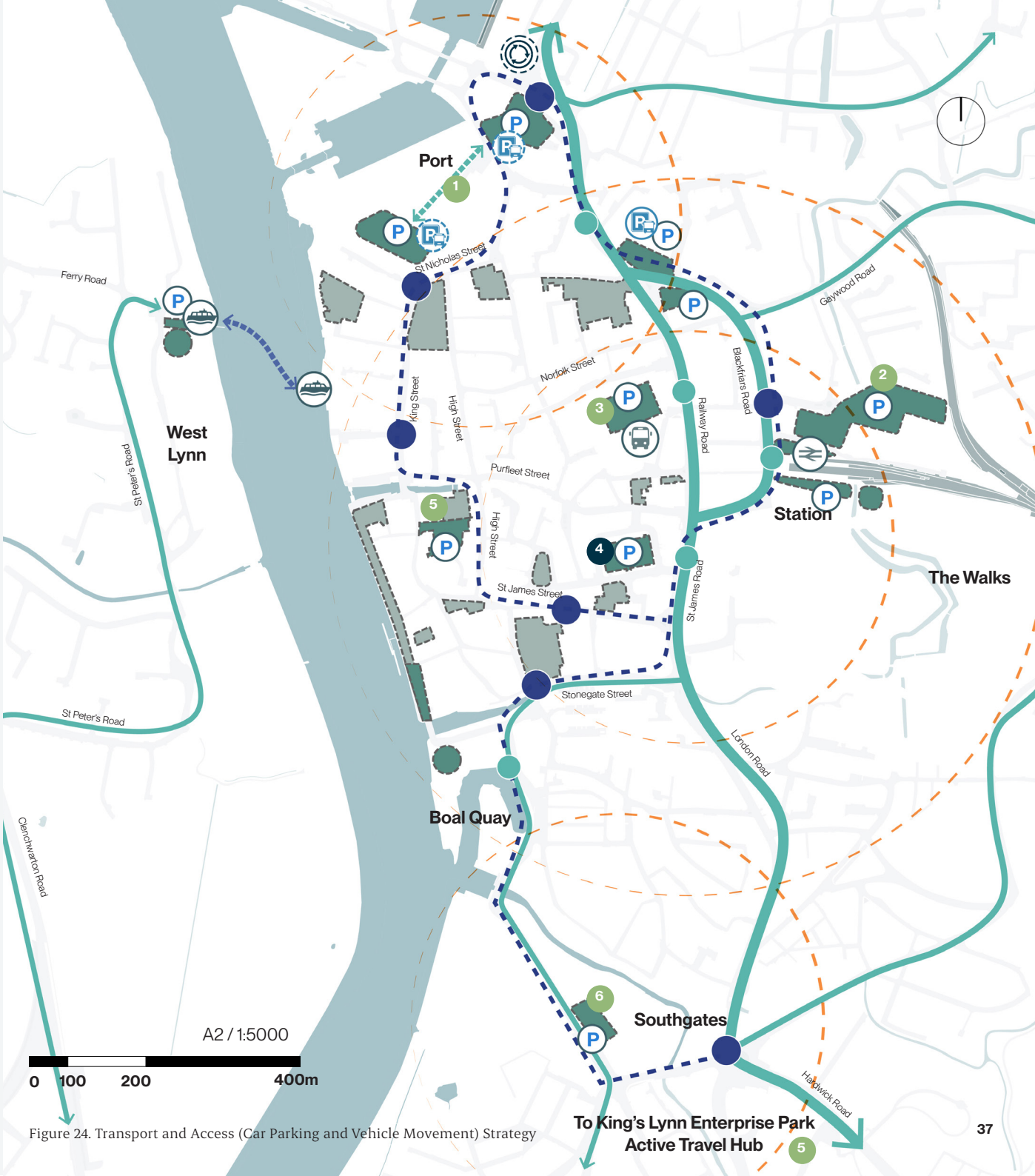


Figure 24. Transport and Access (Car Parking and Vehicle Movement) Strategy

Car parking

Guided by the overarching strategy for transport, access and movement, the reconfiguration of car parking in King's Lynn has the potential to unlock major placemaking and heritage benefits for the town, and is key to realising the full ambition of the Masterplan.

The location, quality, and management of parking directly influence how people access the town centre, how long they stay, and whether they choose sustainable alternatives. Regeneration therefore requires parking to be managed as part of a wider place-shaping strategy.

The Masterplan seeks to consolidate numerous disjointed surface car parks, and re-locate long-term spaces to locations on the edge of the town centre. In tandem with prioritising short-stay, well-located parking and improved bus, walking, and cycling options this is intended to support footfall, boost local businesses, and improve the setting of key heritage assets including Tuesday Market Place and the Minster.

Importantly, this will be undertaken as part of a flexible, adaptable and phased approach, subject to monitoring and review over the 20-year lifespan of the Masterplan. Improved connections between interceptor (edge of centre) car parks, and improved public transport and active travel options will be delivered in the short to medium term before any substantial reduction in spaces takes place in the longer term through delivery of development and a wider shift to sustainable transport. The Masterplan is not seeking to remove car parking where it is needed - King's Lynn serves a large rural area, and it is important to make sure that all modes of transport can continue to access the town centre in the most appropriate and accessible locations.

This approach aligns with the emerging King's Lynn Parking Strategy which will be finalised alongside the Masterplan, and delivers key priorities set out in the adopted King's Lynn Transport Strategy and Local Cycling and Walking Infrastructure Plan (LCWIP).



Figure 25. Existing parking at Common Staithe Quay compromises the setting of Grade II and II* listed buildings - Pilots Office, Baths building, Barclays Bank and Corn Exchange



Figure 28. New residential and business development, and public realm at Common Staithe Quay enabled by relocation of parking spaces to the Port and Timber Yard Opportunity Site



Figure 26. Existing parking at Boal Quay has been granted temporary planning permission since the early 2000s but fails to capitalise on a key waterfront location

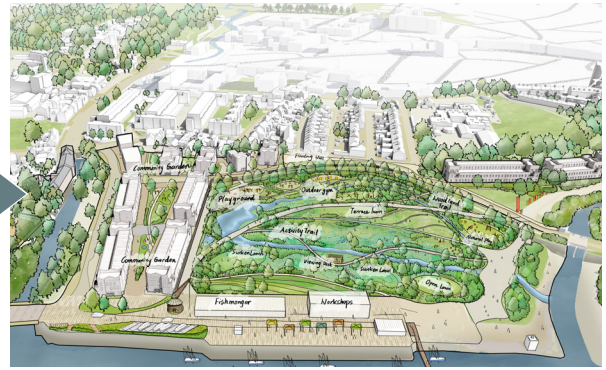


Figure 29. New homes and enhanced public realm at Boal Quay enabled by relocation of car parking spaces



Figure 27. Existing parking at Tuesday Market Place compromises the setting of surrounding Grade II listed buildings

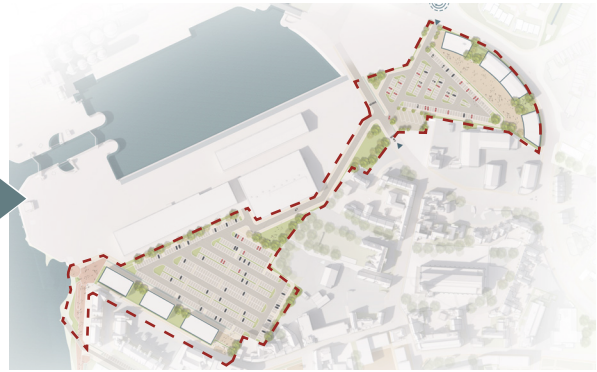


Figure 30. New 517 space interceptor car park at the port, enabling reduction of parking at Tuesday Market Place and Common Staithe Quay to free up land for public realm improvements

Strategy 6: Built Form and Public Realm

Repair and reconnect the urban fabric through mixed-use, higher-density development and public realm which bring activity, life, and balance back into the town centre.

This strategy will be delivered by interventions which follow the principles set out adjacent and illustrated on the following page - including but not limited to the examples shown.

You may also wish to refer to:

- King's Lynn Public Realm Action Plan (2021)
- King's Lynn Conservation Area Appraisal and Management Plan (emerging)
- Healthy Streets Indicators (online resource at www.healthystreets.com)
- King's Lynn and West Norfolk Local Plan 2021-2040

1 Urban Form

6.1.1 **Respect established building heights and townscape character, while responding to opportunities for infill development and optimised land use to deliver new development that meets local needs**

6.1.2 **Protect key views and vistas towards heritage assets, across green spaces and across the river**

6.1.3 **Re-establish historic plot rhythms and urban grain where these have been disrupted by modern development or historic site clearance,** including through new built development

2 Public Realm and Wayfinding

6.2.1 **Prioritise human-scale design to create comfortable, healthy environments considering the Healthy Streets Indicators.**

6.2.2. **Deliver community-focused public realm that balances tranquil zones with well-designed, engaging play areas for children**

6.2.3 **Create incidental and destination spaces at all scales (micro-destinations - pocket spaces, local squares - to major public realm enhancements along the riverfront).** This includes: reclaiming Tuesday Market Place as a vibrant common ground for celebrating, performing, resting, and gathering; new public realm at Common Staithe Quay which integrates with surrounding community, residential, and evening uses; reshaping the riverfront as a pedestrian-priority destination, linking Purfleet Quay, King's Staithe Square, South Quay, and Devils Alley, with further connections down to Boal Quay and the Southgates Regeneration Area; reclaiming the area around the Minster as a public place which connects seamlessly with the town's heritage and cultural character; improvements at further spaces including Chapel Street Car Park, Baker Lane and Baxter's Plain; and provision of outdoor seating at public spaces and along key routes including pedestrianised parts of Norfolk Street and parts of the High Street. Improvements to Kings Staithe Square, Tuesday and Saturday Market Places must retain necessary flexibility to accommodate markets, events and gatherings which contribute to their ongoing vitality and reflect their historic function within the town.

6.2.4 **Enhance town identity through landscaping, materials and detailing which follow key principles in the Public Realm Action Plan**

6.2.5 **Improve wayfinding and connectivity through enhancements to Lynn's network of historic alleys, lanes and passages; and coordinated/decluttered signage & sightlines aligned with the heritage and culture, and transport and access strategies**

Strategy 6: Built Form and Public Realm

1. Common Staithe Quay
2. Tuesday Market Space
3. Chapel Street
4. King's Lynn Riverfront
5. Baker Lane
6. Minster
7. Baxters Plain

- A Devil's Alley
- B St. James' Court Car Parking
- C Old Market Street
- D Boal Quay
- E West Lynn
- F Juniper, Austin and Albert Street Car Parks
- G Southgates to River

Key Pedestrian/ Wayfinding Routes

Improved/New Public Spaces

Existing Green Areas

Proposed New/Enhanced Green Areas

Wayfinding Points

Bus Station

Train Station

Ferry

Key Views

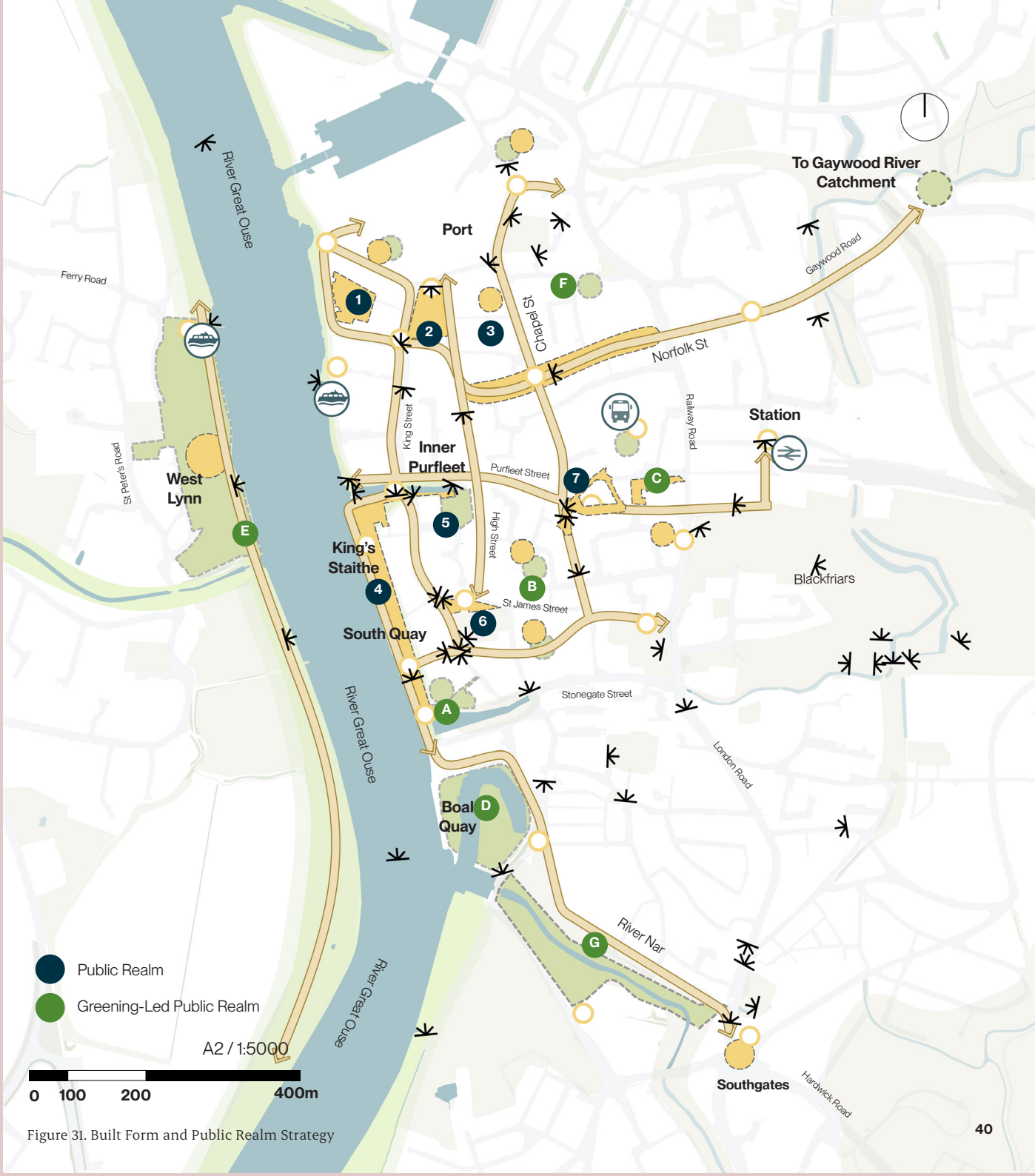


Figure 31. Built Form and Public Realm Strategy

4. Illustrative Masterplan

This chapter sets out an Illustrative Masterplan indicating how the Masterplan Vision and Strategies may be realised through site-specific opportunities for residential, leisure and commercial uses, and public realm; and demonstrates the quantum of development that could be achieved across the Masterplan area.

Illustrative Masterplan

Through a heritage-led and community-focused approach to regeneration, aligned with the preceding Masterplan Vision and Strategies, the Illustrative Masterplan delivers the following quantum of development at 24 identified sites.

- **730 new homes**
- **17,791sqm non-residential floorspace** across commercial, cultural and community uses
- **17.2ha of public realm and open space** to enhance biodiversity for the environment, health, well being and recreation

The Masterplan sites span both public and private ownership, and will be supported by the Local Authority and Neighbourhood Board for their contribution to wider ambitions for a step-change in delivery. These are interventions that will ensure the town achieves its vision and is sustainable and vibrant for people to live, work and visit.

Where projects are not subject to existing planning consents, the form and quantum of development is indicative and will need to be subject to further design and engagement prior to the submission of planning applications or commencement of works.

- **Private Ownership**
- **Short-term priority (0-5 years)**
- **Medium-term priority (5-10 years)**
- **Long-term priority (10-20 years)**

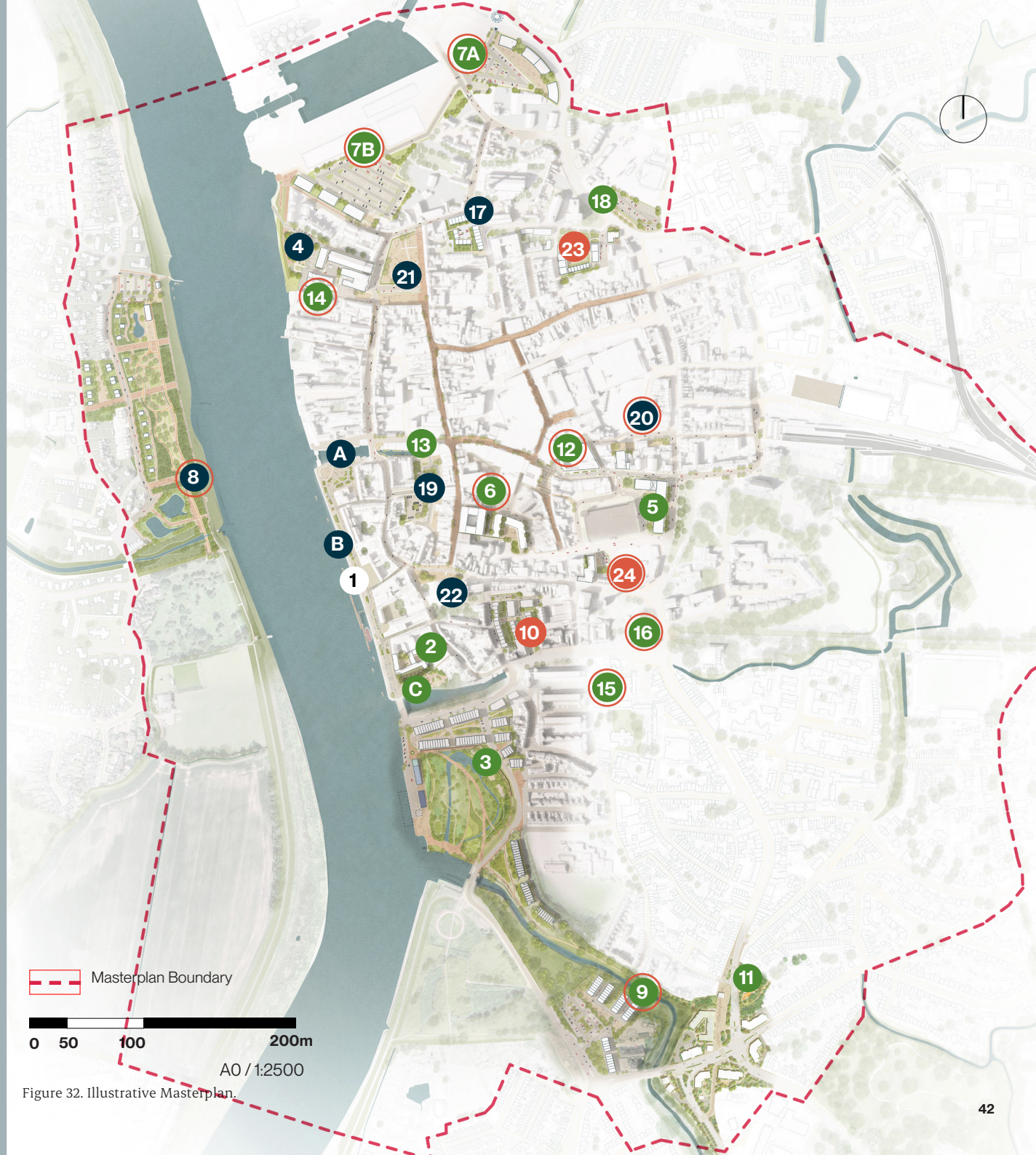
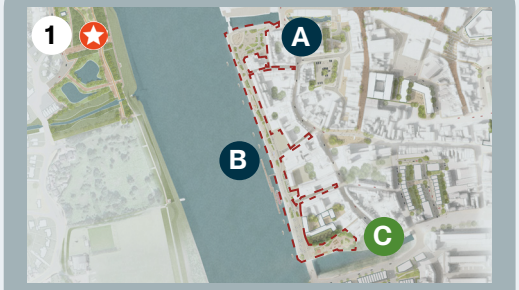


Figure 32. Illustrative Masterplan.

The indicative type and quantum of development that could be delivered at each Masterplan site is illustrated below.

- Public realm
- Housing
- Adaptive re-use
- Non-residential
- Parking, transport and active travel
- Opportunity sites considered in Chapter 5
- Sites with planning consent for development indicated



Riverfront Public Realm

11,260sqm public realm and active travel

27 car parking spaces and 3 accessible bays



Sommerfeld and Thomas

3,000sqm mixed-use residential, cultural, creative or commercial floorspace

2,000sqm public realm



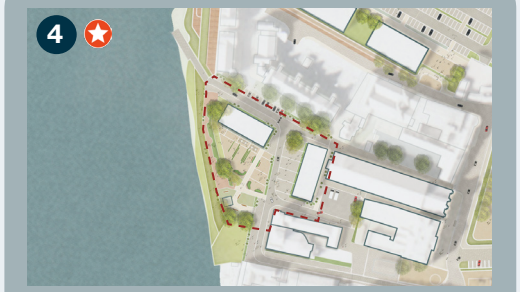
Boal Quay

150 residential units

840sqm maritime uses and facilities

39,200sqm public realm and open space

9 car parking spaces for maritime uses, and 7 for public/residents



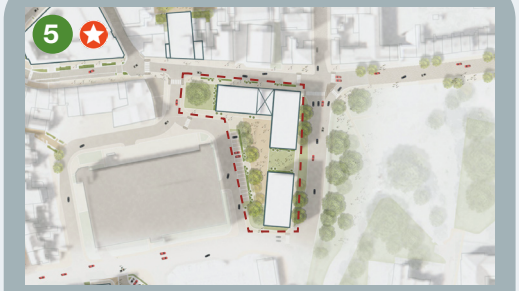
Common Staithe Quay

12 residential units

750sqm commercial/community space

4,520sqm public realm

12 resident car parking spaces



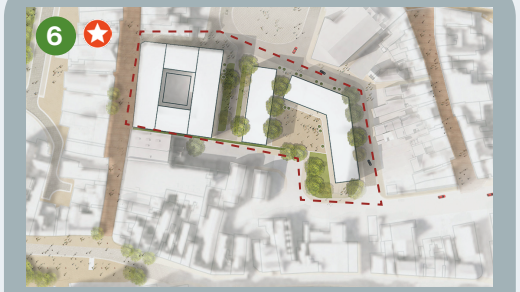
St James Swimming Pool

59 residential units

970sqm health and wellbeing floorspace

17 car parking spaces

2,100sqm public realm



Former Debenhams

70 residential units

1,400sqm commercial or leisure space

1,000sqm public realm



The Port Area and Timber Yard

3,170sqm business, innovation or leisure space

517 car parking spaces

4 coach or motorhome parking spaces (min)

12,150sqm public realm



West Lynn

13 residential units

865sqm sports, commercial and tourist accomodation space

83 car parking spaces for ferry passengers

42,850 sqm open/leisure space and public realm

Public realm
Housing
Adaptive re-use
Non-residential
Parking, transport and active travel
Opportunity sites considered in Chapter 5
Sites with planning consent for development indicated



Land North of Wisbech Road

56 residential units
4,100 sqm open space
89 car parking spaces



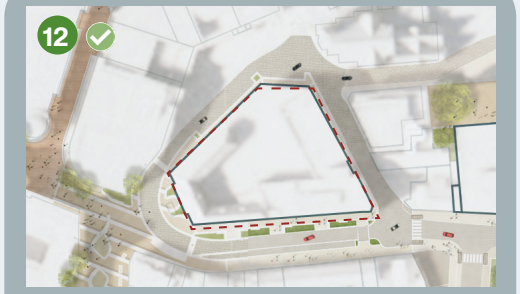
Church Street Car Park

72 residential units
2,600sqm public realm
28 parking spaces for residents, with the potential for further on-street parking for residential or public use



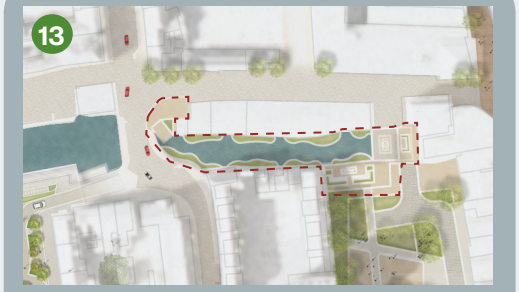
Southgates Regeneration Area

92 residential units
176sqm commercial floorspace
14,200sqm public realm
More information on the adopted Masterplan can be found on the Vision King's Lynn website.



Former Post Office

34 residential units
1,905sqm commercial and community floorspace
As per existing planning consent 21/01568/FM



Inner Purfleet

1,250 sqm public realm



Former Baths Building

890sqm community or tourism space



Hillington Square Phase 6 and Providence House

65 residential units
1,100sqm community floorspace
As per existing planning consent 23/01023/FM



Old Library

655sqm repurposed cultural and community space, operated by the Garage Trust

1,110sqm public realm

Public realm
Housing
Adaptive re-use
Non-residential
Parking, transport and active travel
Opportunity sites considered in Chapter 5
Sites with planning consent for development indicated



Chapel Street Car Park

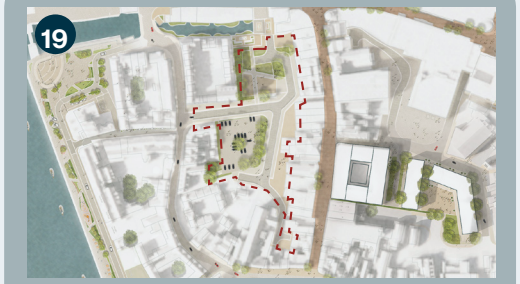
19 residential units



Austin Street East Car Park

68 car parking spaces

New cycle lane as part of STARS



Baker Lane Car Park

1,500sqm public realm

New active travel hub

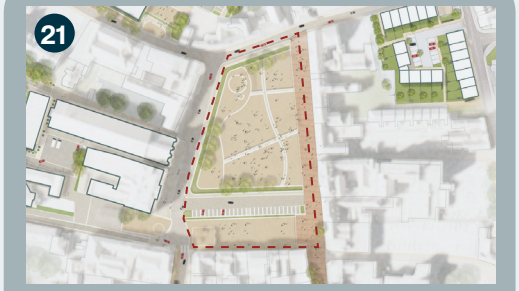
50 retained car parking spaces



Old Market Street

1000sqm converted commercial space

1,025 sqm public realm



Tuesday Market Place

6,650 sqm public realm

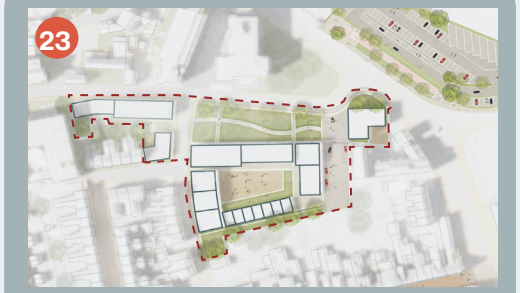
25 retained car parking spaces



Saturday Market Place

1,000 sqm public realm / shared surface

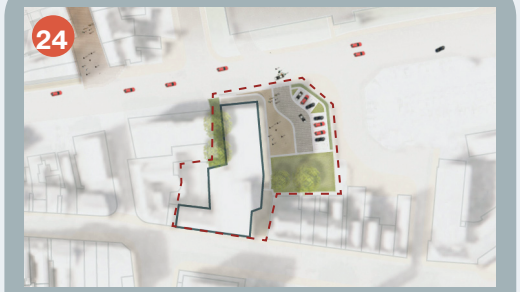
15 retained car parking spaces



Juniper, Austin, Albert Street Car Parks

67 residential units

4,250sqm public realm



St James Street Kwik Fit*

21 residential units

8 resident car parking spaces

*while a residential use has been proposed, further work is required to confirm if this use is most consistent with the building's conservation

The table below summarises the quantum of development achieved across the Illustrative Masterplan

Public realm
Housing
Adaptive re-use
Non-residential
Parking, transport and active travel

Site	Residential units			Non-residential floorspace (GEA sqm)	Public realm/Common Surface/Landscaping (sqm)	Use of non-residential floorspace
	Apartments	Houses	Total			
1 Riverfront Public Realm	-	-	-	-		
A King's Staithe Square					2,590	
B South Quay					7,150	
C Devil's Alley					1,520	
2 Sommerfeld and Thomas Warehouse	-	-	-	3,000	2,000	Cultural, creative or commercial
3 Boal Quay	79	71	150	840	39,200	Maritime uses
4 Common Staithe Quay	12	-	12	750	4,250	Commercial and community
5 St James' Swimming Pool	59	-	59	970	2,100	Health and wellbeing
6 Former Debenhams Building	70	-	70	1,400	1,000	Commercial or leisure
7 Port Area and Timber Yard	-	-	-	3,170	12,150	Business, innovation and leisure
8 West Lynn	-	13	13	865	42,850	Tourism, commercial and sport
9 Land north of Wisbech Road	18	38	56	-	4,100	
10 Church Street Car Park	52	20	72	-	2,600	
11 Southgates Regeneration Area	88	4	92	176	14,200	Commercial
12 Former Post Office	34	-	34	1,905	-	Commercial and community
13 Inner Purfleet	-	-	-	-	1,250	
14 Former Baths building	-	-	-	890	-	Community or tourism
15 Hillington Square Phase 6 and Providence House	65	-	65	1,100	-	Community
16 Old Library	-	-	-	655	1,110	Cultural and community
17 Chapel Street Car Park	-	19	19	-	-	
18 Austin Street East Car Park	-	-	-	-	-	Car parking
19 Baker Lane Car Park	-	-	-	-	1,500	
20 Old Market Street	-	-	-	1,000	1,025	Commercial
21 Tuesday Market Place	-	-	-	-	6,650	
22 Saturday Market Place	-	-	-	-	1,000	
23 Juniper, Austin and Albert Street Car Parks	60	7	67	-	4,250	
24 St James Street Kwik Fit	21	-	21	-	740	
TOTAL			**730**	**16,721**	**153,235**	



Figure 33. Adaptive re-use of Former Post Office - imagery from existing planning consent 21/01568/FM - copyright Yeates Design LLP



Figure 34. Illustrative proposal for Inner Purfleet public realm developed by BCKLWN and BDP in 2025



Figure 35. Hillington Square Phase 6 - imagery from existing planning consent 23/01023/FM - copyright Feilden + Mawson



Figure 36. Chapel Street Car Park- imagery from Feilden + Mawson HAZ Proposal

5. Opportunity sites

The following chapters summarise design principles and indicative concept proposals for the eleven opportunity sites identified for their potential to catalyse broader transformation across the town.

Riverfront Public Realm

1

King's Lynn's riverfront presents an opportunity to bring forward heritage-led regeneration which capitalises on the town's interlinked historic, cultural and environmental assets. The site stretches from the Purfleet in the north to the Millfleet in the south, between which the first medieval town was established in the 12th century. Over time this evolved into a dense mercantile port, with the gradual reclamation of land resulting in the largely infilled, engineered and dock-based riverfront visible today. This is fronted by historic warehouses, mercantile buildings and modern development in residental, non-residential and hospitality uses, and characterised by periodic lanes which lead back to the historic core.

While the historic character of the riverfront remains evident, at present this is compromised by the dominance of vehicles over pedestrian and cycle movement. There is a clear opportunity for people-centred and flood-resilient public realm improvements, as identified in the Public Realm Action Plan, to transform the riverfront into a celebrated maritime-focused destination, and act as a catalyst for further improvements to adjacent buildings and spaces, activating the river to encourage increased maritime activity.



Site details

Current Use: Operational quayside, highway, and public realm

Ownership: Various including Local Authority





Site designations / constraints

- Adacent to Grade I, II* and II listed buildings including the Custom House, Marriot's Warehouse and Sommerfeld and Thomas Warehouse
- Flood Zone 3B (functional floodplain), including flood defences owned and operated by the Environment Agency
- Unknown ground conditions from historic infilling of the quay, with potential for structural issues and widespread contamination
- Previous planning application for improvements to Devil's Alley withdrawn to allow further review with the community (24/00987/F)
- Approved plans for new dryside facilities for leisure craft owners (24/00817/F) and revitalisation of the Custom House (25/01326/LB)

The opportunity

Public realm improvements have been designed for three distinct areas along the riverfront, which collectively offer leisure, recreational and social spaces to strengthen King's Lynn's identity as a waterfront town.

Through integration with planned improvements to the Custom House and Inner Purfleet to the north, a new neighbourhood at Boal Quay to the south, and opportunities for adaptive re-use of the Grade II listed former Sommerfeld and Thomas Warehouse and former silos site, the proposals will form an early part of delivering the ambitions of the wider King's Lynn Masterplan and opportunity sites. With the planned addition of Dryside facilities at South Quay, enhanced public realm is intended to encourage and stimulate an increase in a range of maritime activities and events, utilising the River Great Ouse.

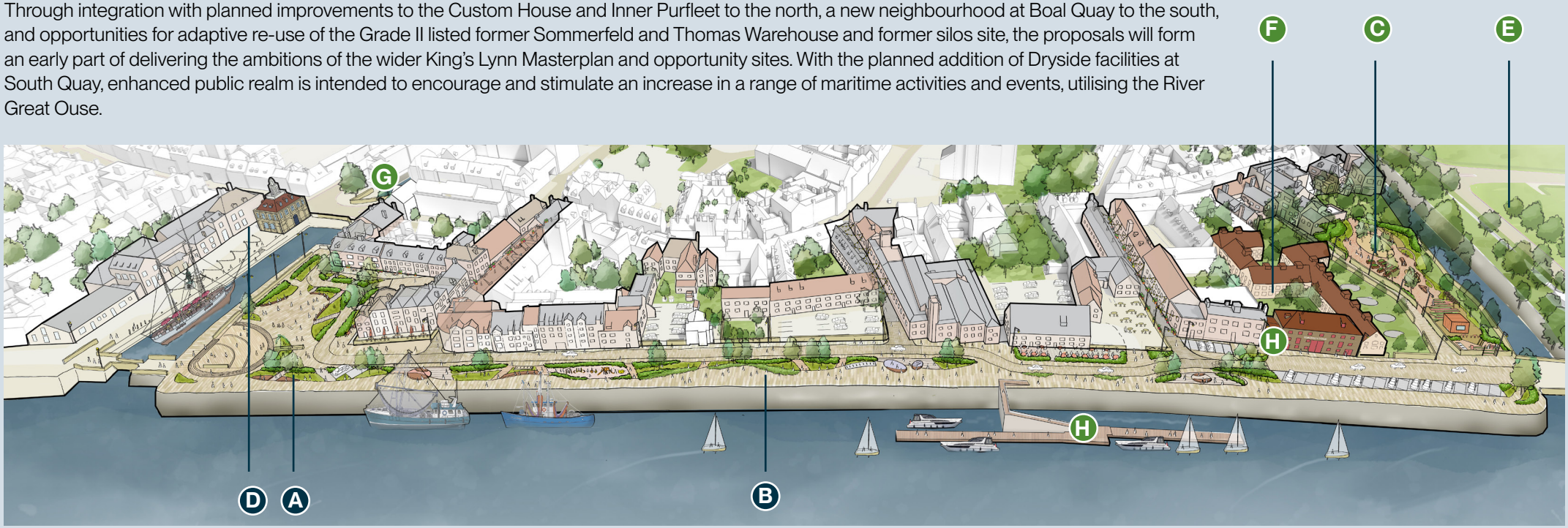


Figure 37. Riverfront - Indicative Artist's Impression

- **A King's Staithe Square**
- **B South Quay**
- **C Devil's Alley**
- **D Custom House**
- **E Boal Quay (Opportunity Site 3)**
- **F Sommerfeld & Thomas Warehouse (Opportunity Site 2)**
- **G Inner Purfleet (Opportunity Site 13)**
- **H Dryside facilities and visitor pontoons**

Further details on the proposals for King's Staithe Square, South Quay and Devil's Alley are provided on the following pages.

What's next?

The proposals have been developed with input from riverfront stakeholders and residents, including those who expressed concerns regarding previous proposals for Devil's Alley. Following broad buy-in, these are anticipated to be delivered as one of the first phases of the Masterplan - in tandem with or to encourage investment in the Sommerfeld and Thomas Warehouse.

This will need to be informed by detailed ground surveys, which will also ensure that the extent of greening proposed along the wider riverfront - and its benefits in providing shade, shelter and green infrastructure can be achieved. This should also be reviewed to ensure that it is compatible with the existing programme of events hosted at King's Staithe Square.

King's Staithe Square

The concept design for King's Staithe Square introduces an organic layout to break up existing hard landscaping and integrate green areas with planting and trees suitable for the marine environment and ground conditions, complemented by fluid seating arrangements whilst supporting the use as an important events space.

The proposal defines distinct zones for potential outdoor dining, green lawns, and event spaces, while maintaining clear pedestrian circulation and accommodating essential vehicular and operational access and infrastructure. This aims to enhance everyday use, support community and cultural activities, and strengthen visual connectivity to the riverfront by continuing the design language of the riverfront proposals.

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

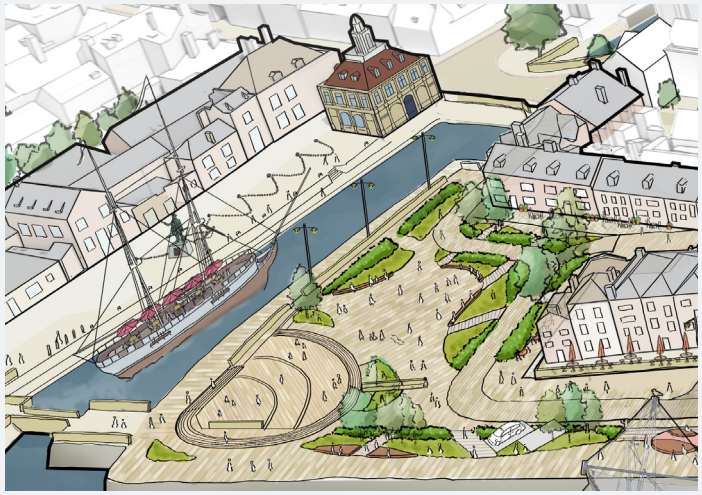


Figure 38. King's Staithe Square - Indicative Artist's Impression



Figure 39. King's Staithe Square - RIBA Stage 2 concept design

South Quay

B

The concept design for South Quay provides a linear park and walkway with clear views across to West Lynn. This adopts a people-first approach prioritising safe movement for pedestrians and cyclists and reducing car dominance, while maintaining access for existing residents and businesses. The proposals will enhance the orange LCWIP route in this location on the Riverfront.

The proposal transitions from outdoor dining adjacent to King's Staithe Square and South Quay, to greener seating, informal play and quiet respite approaching Devil's Alley and wetland spaces at Boal Quay. It also provides seating and activity at Marriotts and Hanse House and Sommerfeld and Thomas.

Historic lanes will retain their cobbled surfaces and benefit from introduction of planting, lighting and renewed wayfinding.



Figure 41. South Quay - Indicative Proposed Layouts



Figure 40. South Quay - Indicative Artist's Impression

Devil's Alley

The concept proposal for Devil's Alley has been developed with the input of the local community in response to feedback on previous designs. The emerging plan creates character zones to balance privacy, community use, and riverfront activation.

Buffer planting along residential edges provides privacy while retaining open sight lines to encourage natural surveillance. Near the residential properties, a community space with raised beds offers social use.

An open lawn in the centre provides flexible green space for informal use that could include informal play tucked away from the buildings to reduce noise levels.

At the south west river edge, a proposed built structure acts as a visual marker which could host a café or pop-up events with an outdoor spill out space. There are opportunities to integrate this with adaptive re-use of the Sommerfeld and Thomas Warehouse and development on the former adjacent Grain Silos to the north (Opportunity Site 2). Both sites are subject to an overarching allocation (E1.8) in the Local Plan, which supports retention of Devil's Alley as Public Right of Way together with development of Sommerfeld and Thomas and the Grain Silos.

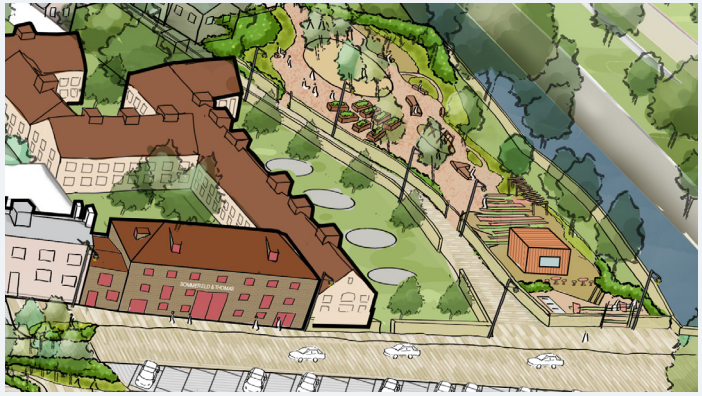


Figure 42. Devil's Alley - Indicative Artist's Impression



Figure 43. Devil's Alley - RIBA Stage 2 concept design

Sommerfeld and Thomas Warehouse

2

The Sommerfeld and Thomas Warehouse is a Grade II listed mid-18th century building adjacent to Devil's Alley, on South Quay. Together with an adjacent site formerly used to house grain silos, the building presents the opportunity for a mixed use such as creative, cultural or commercial complementary to the proposed public realm improvements at Devil's Alley.

In 2025 the building featured in Historic England's Heritage Investment Prospectus for its potential as a transformational project to protect heritage, promote high-quality new design, and create lasting value for investors and communities. In 2026 it received investment via Historic England's Heritage at Risk Capital Fund to support repair, conservation and enabling works, subject to listed building consent, which will open the door to further regeneration opportunities. .





Site details

Current Use: Vacant building

Ownership: BCKLWN

Total Area: 0.17ha, plus 0.13ha silo site

The following site designations, opportunities and constraints have informed the illustrative proposals set out overleaf:

- Flood Zone 3B (functional floodplain), including flood defences owned and operated by the Environment Agency
- Unknown ground conditions from historic infilling of the quay, with potential for structural issues
- Approved plans for new dryside facilities for leisure craft owners (24/00817/F) in adjacent annexe
- 2008 application for mixed-use development withdrawn
- 2014 application for 51-unit care home granted at appeal (14/00534/FM)
- Local Plan Site Allocation E1.8 envisages residential development of at least 50 dwellings at Sommerfeld and Thomas and the Grain Silos, alongside retention of Devil's Alley as a Public Right of Way; while wider riverfront allocation E1.KLR supports mixed-use redevelopment of the Riverfront.

The opportunity

The Sommerfeld and Thomas Warehouse presents an opportunity for a creative, cultural or commercial destination that strengthens connections between the waterfront and the surrounding urban fabric.

An indicative proposal has been developed which provides:

- **3,000sqm of mixed-use floorspace (suggested residential/cultural/commercial/creative use)**
- **2,000sqm of public realm/common surface/ landscaping**

What's next?

The adaptive re-use of Sommerfeld and Thomas was one of the most strongly supported elements of the Masterplan at public consultation. It is a key priority for the Borough Council,. As part of ongoing dialogue with interested parties, options will be considered for future use. Public sector funding opportunities will enable further detailed design and surveys required to secure funding, obtain planning permission and deliver the ambition. In line with the Evolve and Adapt strategy there are opportunities for repairs to, further de-risking of the site and meanwhile use of the building in advance of a long-term solution.



Figure 44. Sommerfeld and Thomas Warehouse - Indicative Plan

Boal Quay

3

Boal Quay currently comprises a 357 space car park adjacent to flood defences, the Nar Loop waterway and associated public open space at Hardings Pits. The Boal Quay itself is a dedicated quay for commercial fishing vessels to moor and land their catch.

The site has previously been subject to masterplanning work for creation of a new marina (in 2007) and a new residential led mixed use development (in 2018, known as Nelson Quay) which did not progress. Together with public realm improvements to the north and Hardings Pits open space to the south it represents a key opportunity to improve connections between the town, River Great Ouse, and nearby Southgates Regeneration Area, and provide a new neighbourhood which capitalises on its heritage, riverfront and landscape setting.



Site details

Current Use: Temporary surface car park, quayside and underutilised Nar Loop

Ownership: Local Authority

Total Area: 81,100 m² / 8.11 ha







Site designations / constraints

- Contains the Grade II*listed Whitefriars Gate, also a Scheduled Monument, and has high archaeological potential. Also adjacent to the King's Lynn Conservation Area and Grade II listed buildings along Bridge Street, terminated by Grade II* Greenland Fishery House.
- Flood Zones 2 and 3, and parts of the riverfront flood defence wall and Nar Loop.
- Previous ecological surveys have identified Black Redstarts and reptiles within the Nar Loop, bats in adjacent buildings, and potential for indirect impacts on the River Nar SSSI.
- Potential for contamination and archaeological remains from former industrial uses.
- Local Plan Site Allocation E1.5 and the wider King's Lynn Riverfront Regeneration Area Allocation E1.KLR envisage a high calibre mixed use including residential development.
- Temporary planning consents for retention of the existing car park have been granted periodically since 2000.

Site history

Boal Quay lies on a distinctive former loop of the River Nar, where it joins the Great Ouse on the southern edge of King's Lynn. The quay is part of a historic stretch of riverside that was progressively reclaimed and built up over time.

Boal Quay was one of the historic working quays on the River Great Ouse waterfront in King's Lynn, forming part of the town's long tradition as one of medieval and early modern England's most important ports. The Grade II* listed Whitefriars Gate marks the site of the medieval Carmelite Friary established in the 13th century during the town's rapid medieval growth as a major port. The Grade II* Greenland Fishery House, located directly adjacent along Bridge Street, was built in the 1600s as a merchants' house. It was later converted to an inn whose name reflects King's Lynn's involvement in whaling during late 18th / early 19th centuries.

By the 19th and early 20th centuries, the Boal Quay area had become closely associated with the harbour railway branch, grain handling, mills, warehouses, and river-based commerce. The quay served industries located along the river and was linked to King's Lynn Harbour Branch railway, which connected riverside businesses directly to the national rail network. By the mid-20th century, however, traditional freight rail services had ceased, and the quay's industrial use declined.

The plans and images opposite illustrate the historic evolution of Boal Quay. The area is distinctive in that it has sat outside the fine urban grain of the medieval town centre. This has informed the concept design on the following page, including the orientation of new residential blocks and views between the Greenland Fisheries and the river. The landscaping proposals have been configured to align with former railway routes, and incorporate a replica wooden Hanse Crane allowing space for a cafe or pop-up. This references the town's Hanseatic heritage and has the potential to be used as a focal point for annual Hanse Day celebrations.



Figure 45. 1886, OS England and Wales



Figure 46. 1952, OS England and Wales

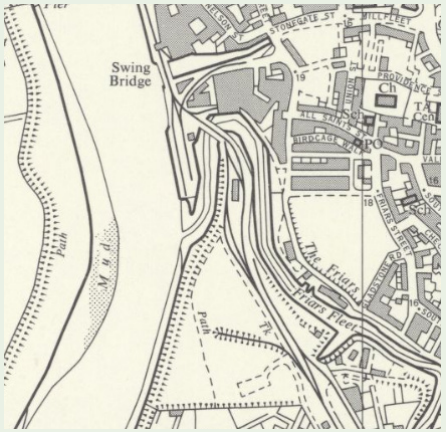


Figure 47. 1971, OS National Grid Maps


Figure 48. Est. 1908 Photograph of Boal Quay


Figure 49. 1950s Aerial Photograph of Boal Quay

Source for the maps on this page: National Library of Scotland

The opportunity

Boal Quay presents an opportunity to create a sustainable new neighbourhood embedded within its setting, providing a transition between the built riverfront and heritage buildings to the north and east, to wetland landscapes and community open spaces to the south.

A feasibility proposal has been developed to provide:

- **150 residential units**
- **840 sqm complementary non-residential floorspace (suggested use cafe/restaurant/ retail/workshop space for maritime industries)**
- **39,200sqm new and improved public realm and open space including maritime-related facilities**
- **9 car parking spaces for maritime industries, and 7 for resident or public parking**

What's next?

Following public consultation, the indicative proposal for Boal Quay has been refined to make greater reference to the site's industrial heritage and retain key views. Further development of the scheme will need to take the following into account:

- Re-provision of parking spaces elsewhere (see chapter 3, strategy 5 for parking strategy).
- Further site due diligence including flood risk and site infrastructure
- Engagement with the market to secure an appropriate delivery partner - ensuring a high quality scheme which drives demand and value.



Figure 50. Boal Quay - Indicative Plan

A2 / 1:1000

Design principles

The illustrative proposals have been informed by the folllowing design vision and principles which should be used to guide the development of any future scheme at Boal Quay.



Evolve and Adapt

Infrastructure works

1: Early works to provide parking in an alternative, appropriate location within the Masterplan.

2: Assess water levels and infrastructure to support the options including mooring opportunities and river access, incorporating flood protection and land remediation for a safe and resilient development.



Land Uses for Local Needs

Housing and mixed use development

1: Enhance the town's waterfront and maritime role through a housing-led mixed-use development that explores opportunity and ambition to integrate leisure, creative, and commercial activities.



Harness History and Culture

Heritage and Culture

1: Celebrate the town's port and maritime heritage through public realm design.

2: Introducing the landscape concept through the integration of the historic railway network as a key component of the overarching design strategy.

Townscape and Views

3: Strengthen the site's historic character by enhancing views to heritage assets, integrating landmark features, and sensitively embedding new development within the historic urban fabric.

4: Open up views towards the Greenland Fishery from the riverside and reference the historic alignment of Mill Street (a route which appears in historic mapping).



Harness Natural Assets

Green- Blue Infrastructure

1: Provide new public spaces and active green areas, providing valuable infrastructure to support community health and wellbeing for residents and visitors.

2: Connect river and green corridors.

3: Integrate sustainable drainage systems (SuDS).



Transport and Access

Active Travel

1: Provide new pedestrian and cyclist routes through the site to increase permeability, connecting and enhancing the existing LCWIP network.

2: Enhance public transportation network.

3: Strengthen relationship with Riverfront public realm and Southgates.

Car Parking and Vehicle Movement

4: Some car parking to be retained on-site for commercial uses with further parking re-provided in an alternative, appropriate location within the Masterplan.



Built Form and Public Realm

Public Realm and Wayfinding

1: Enhance safety, legibility, and inclusivity through high-quality public realm and improved wayfinding.

Infill development

2: Respond to the historic context and proximity of existing developments alongside the boundary.



Figure 51. Boal Quay Landscaping - Indicative Artist's Impression

Common Staithe Quay

4

Common Staithe Quay is located in the north-west of the town centre boundary adjacent to the River Great Ouse. It sits at the edge of King's Lynn's historic core within the King's Lynn Conservation Area.

The site comprises a river-edge 152 space car park and servicing area to the rear of the Corn Exchange Theatre, framed by historic buildings, late 1980s residential development to the north, and has views across the river and through narrow lanes linking back to Tuesday Market Place.

The site has its origins as the town's principal public quay from the 16th–19th centuries, and stone setts continue to demarcate the edge of the historic quay before it was infilled in the 20th century.



Site details

Current Use: Surface car park

Ownership: Local Authority and Conservancy Board

Total Area: 4280 m²/ 0.428 ha







The following site designations, opportunities and constraints have informed the design principles and illustrative proposals set out overleaf:

- Adacent to Grade II and II* buildings - Pilots Office and Baths building, Barclays Bank and Corn Exchange
- Archaeological interest associated with earlier quay alignments
- Flood Zone 3A
- Potential for contamination from history as a working quay
- Hard and functional nature detracts from historic setting
- Potential to improve permeability and connectivity to Tuesday Market Place
- New public realm and built environment to take cues from historic use, layout and surrounding townscape

The opportunity

Common Staithe Quay presents an opportunty to provide a high quality, multifunctional public space which strengthens the relationship between the riverfront and town centre; with the potential for medium-scale development to the east and north of the site whilst supporting the existing function of the Corn Exchange.

An indicative proposal has been developed which provides:

- **750sqm of non-residential floorspace (suggested cafe/restaurant/workshop with retail)**
- **12 residential units**
- **12 retained car parking spaces, for residents**
- **4,250sqm of public realm, shared surface and landscaping**

What's next?

The proposals at Common Staithe Quay are likely to come forward in the medium term. Directly to the south, through stakeholder engagement the Council has identified the potential for adaptive re-use of the former Baths building for cultural, community, and tourism uses, which could act as a catalyst for investment in the Quay. At this point the indicative designs will need to be subject to further development. Funding opportunities will be identified and developer interest sought.

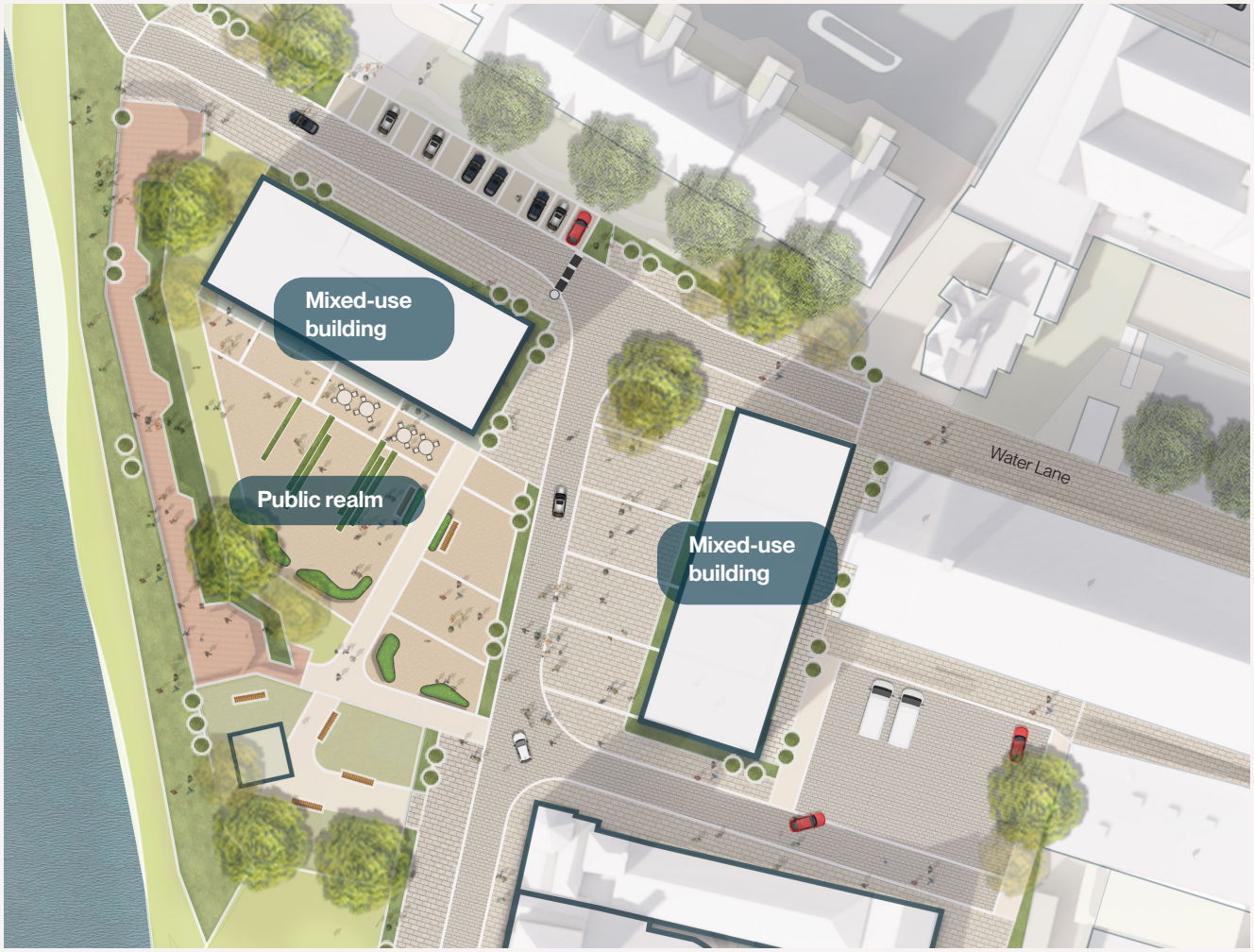


Figure 52. Common Staithe Quay - Indicative Plan

Design principles

The illustrative proposals have been informed by the folllowing design vision and principles which should be used to guide the development of any future scheme at Common Staithe Quay.



Evolve and Adapt

Adaptive Reuse
1: Re-use part of the Baths building, in the context of changing functions of the Quay, whilst retaining the working maritime identity of the area.



Land Uses for Local Needs

Tourism, Culture and Leisure
1: Provide a vibrant public space that encourages enjoyment of the river and heritage setting.

2: Provide public facing commercial and community uses in line with the area's history as a public quay. Commercial units should complement and not compete with existing town centre uses.

Employment and Creative Opportunities
3: Provide education or commercial uses to support neighbouring port industries and/or the town's visitor offer.

Housing & Community
4: Provide new housing and increase town centre density.



Harness History and Culture

Heritage and Culture
1: Provide a public open space which demarcates the layout of the original quay.

Townscape and views
2: Limit new development to the east and north of the site to avoid potential conflicts with archaeology or contamination associated with the historic quay wall, and help to screen the rear elevation and service area of the Corn Exchange.

3: Encourage physical and visual connections between the site and the river.

4: Maintain key views from the Pilots Office to the Wash



Harness Natural Assets

Green and Blue Infrastructure
1: Increase biodiversity whilst respecting the maritime nature of the quay.

Environmental Quality
2: Strenghten climate resilience through design sensitive to flood risk.

3.Integrate sustainable drainage systems (SuDS).



Transport and Access

Car Parking and Vehicle Movement
1: Minimise potential vehicle and pedestrian conflicts with servicing areas.

2: Maintain HGV access for Corn Exchange.

Active Travel
3: Encourage movement along the river



Built Form and Public Realm

Public Realm and Wayfinding
1: Enhance safety, legibility, and inclusivity through high-quality public realm and improved wayfinding.

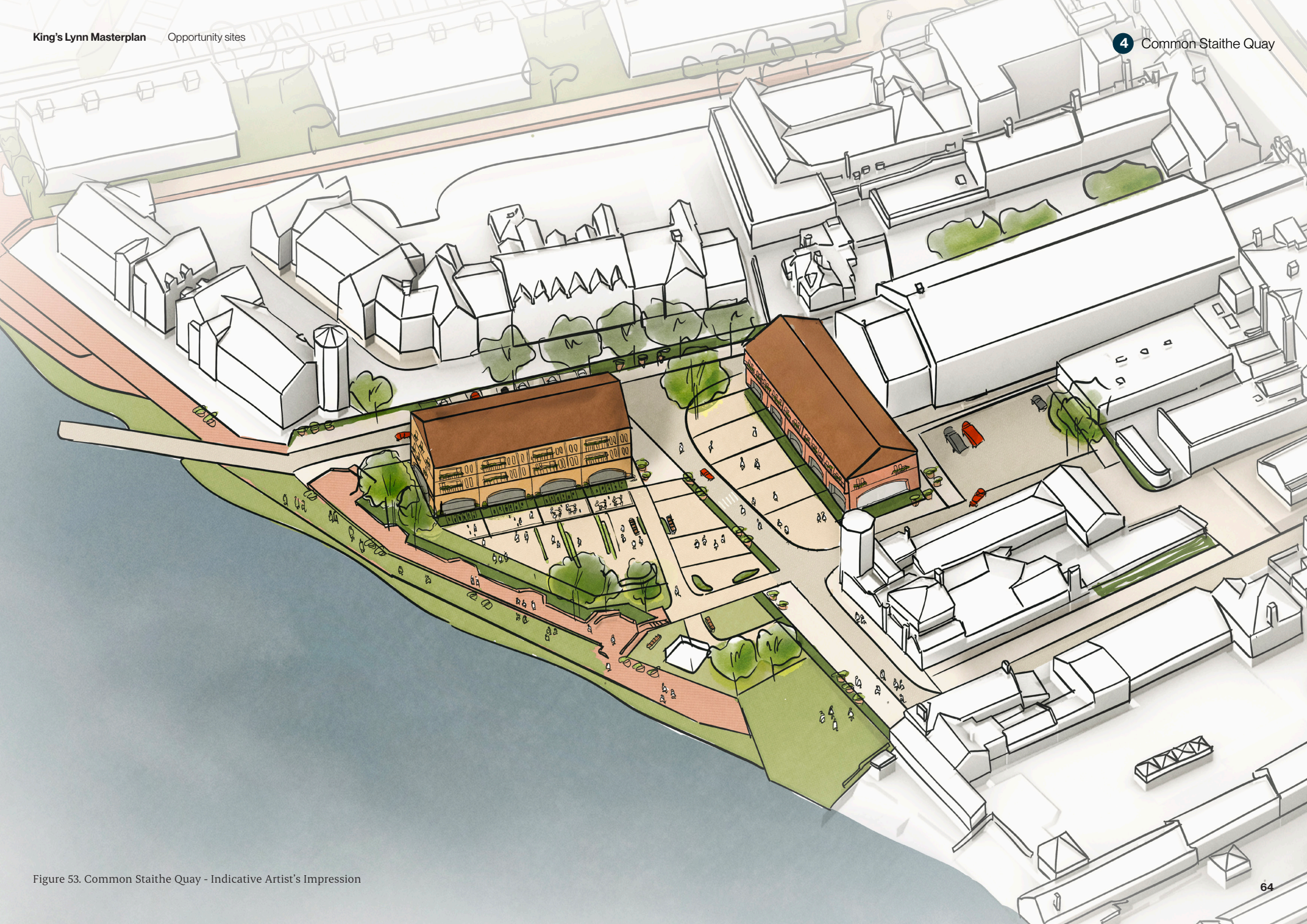


Figure 53. Common Staithe Quay - Indicative Artist's Impression



Figure 54. Common Staithe Quay - Indicative Artist's Impression

St James Swimming Pool

5

St. James Swimming Pool occupies a corner site bound by St James Road to the east and Blackfriars Street to the north. The opportunity site comprises an existing leisure centre, the 31-space Blackfriars Street surface car park and small area of hard and soft landscaping.

The site is centrally located with the train station, bus station, Library and Vancouver Quarter all within a five minute walking distance. Across St James Road the site provides views across the Walks Grade II Registered Park. To the west, it is next to the 645-space St James Multi-storey Car Park.

The leisure centre was originally constructed in the late 20th century. With rising operational and maintenance costs, and no capacity for expansion, the Borough Council has proposed to replace the facility with a new complex at Lynnsport. This will create a single, integrated sports and leisure destination - and provides an opportunity for regeneration of the existing site.



Site details

Current Use: Swimming pool/leisure centre, to be vacated

Ownership: Local Authority

Site area: 4760 m²/ 0.4760 ha





The following site designations, opportunities and constraints have informed the design principles and illustrative proposals set out overleaf:

- Adjacent to Grade II listed St James' Park and The Walks, and further listed buildings along Blackfriars Street and Blackfriars Road
- Adjacent to planned improvements to walking and cycling facilities between Railway Road and Baxter's Plain, including new crossings at the Railway Road/Blackfriars Road/St James Road/Blackfriars Street junction directly to the north-east of the site, as part of the King's Lynn Sustainable Transport and Active Travel Scheme (STARS).
- Opportunity to deliver increased height and density which acts as a visual landmark and offers views across the Walks

The opportunity

St James' Swimming Pool presents an opportunity to provide new residential or non-residential town centre uses including potential healthcare or hotel facilities through built development which provides a visual landmark, respects its heritage setting and improves connections between the town centre and the Walks.

An indicative proposal has been developed which has the potential to provide:

- **59 residential units**
- **970sqm of non-residential floorspace (suggested health and wellbeing or hotel)**
- **2,100sqm of public realm/common surface/ landscaping**
- **17 parking spaces**

What's next?

The decision to move the swimming pool from the current site to Lynnsport is to be taken outside of the masterplan process. The site has been included in the Masterplan, and the Council will explore funding opportunities, to ensure that the site can continue to make a positive and active contribution to the town centre offer in line with the 10 Year Vision, following potential relocation of the current facility to Lynnsport.

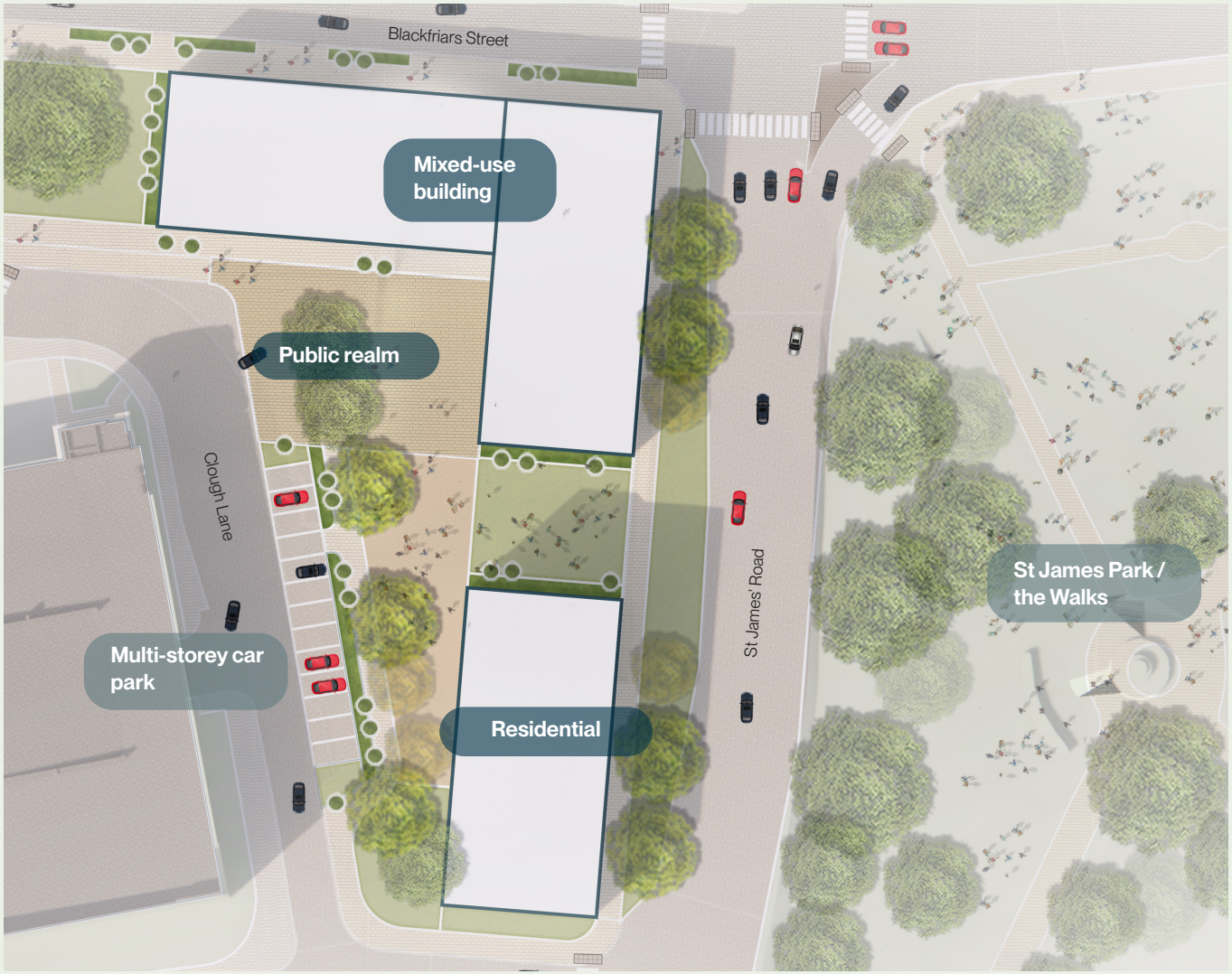


Figure 55. St James Swimming Pool - Indicative Plan

Design principles

The illustrative proposals have been informed by the folllowing design vision and principles which should be used to guide the development of any future scheme at St James' Swimming Pool:



Land Uses for Local Needs

Mixed use development
1: Provide a hotel, residential, commercial, leisure , community or health and wellbeing use on the site consistent with its town centre designation.

Community uses
2: Justify the loss of the swimming pool through the re-provision of facilities at Lynnsport.

3: Provide alternative community facilities/uses on the site through delivery of a health and wellbeing facility.



Harness History and Culture

Heritage and Townscape
1: Enhance pedestrian/cyclist wayfinding and visual connections between the site and heritage and green assets, particularly the Walks.

2: Reinstate historic plot rhythms to improve the relationship between the site the conservation area and heritage assets.

Public Art
3: Re-provide existing public art on the site, or alternative location within the town centre to support the Rail to River initiative.



Harness Natural Assets

Green Infrastructure
1: Enhance connections between the town centre and green assets at St James Park and the Walks.

2: Retain existing mature tree to the west of the site

Environmental Quality
3: Integrate sustainable drainage systems (SuDS).



Transport and Access

Car Parking and Vehicle Movement
1: Reprovide a reduced quantum of car parking associated with new uses for the site, acknowledging high levels of public transport connectivity and the adjacent car park.

Active Travel
2: Ensure Blackfriars Street is retained and enhanced for walking and cycling on the Rail to River route



Built Form and Public Realm

Infill development
1: Increase heights and density on the site, to strengthen its urban edge and act as a visual landmark, whilst ensuring an appropriate relationship with the Walks and buildings of historical and architectural merit along Blackfriars Street.

Public Realm and Wayfinding
2: Enhance safety, legibility, and inclusivity through high-quality public realm and improved wayfinding including strengthened connections between the town centre and the Walks.

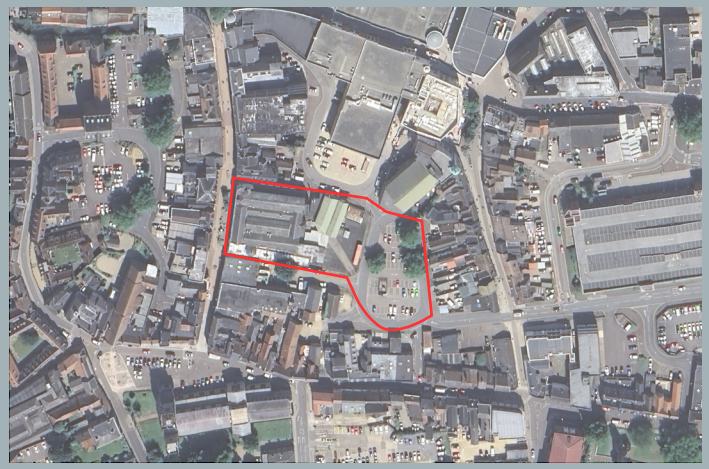
Former Debenhams

6

The former Debenhams building is located at the southern end of the High Street. The site is occupied by a large vacant retail unit which is an amalgamation of three separate properties fronting the High Street, with various additions and rear extensions. To the rear of the building lies a parking and servicing area for the unit accessed via St James' Court and the St James Court public car park (62 spaces).

The main building was built by Alfred Jermyn as the town's first department store in 1872 and has significance as a non-designated heritage asset. It has been vacant since Debenhams entered administration in 2020, and is largely empty of fixtures and fittings.

The site provides a substantial town centre development opportunity, sustainably located in close proximity to the bus station and train station.



Site details

Current Use: Vacant retail unit (Class E) and surface car park

Ownership: Third party and Local Authority (car park)

Site area: 5990 m²/ 0.5990 ha



Image Source: Google Street View



Image Source: Google Street View

The following site designations, opportunities and constraints have informed the design principles and illustrative proposals set out overleaf:

- Previous planning consent for change of use and external alterations to create five residential units within part of the upper floors of the building - expired June 2026 (23/00163/F)
- Non-designated heritage asset within the King's Lynn Conservation Area
- Poor state of repair, with poor quality buildings with the potential for demolition and new build to the rear
- Inactive frontages onto the High Street which detract from the quality of the immediate public realm
- Substantial development opportunity to deliver high quality adaptive re-use and new development

The opportunity

The former Debenhams building and St James Court car park present an opportunity to capitalise on a prime town centre location to provide mixed-use residential and commercial development which activates key frontages and integrates with its surrounds. There is potential for phased development or meanwhile uses.

An indicative proposal has been developed which provides:

- **1,400sqm of Class E floorspace**
- **70 residential units**
- **1,000 sqm public space/common surface/ landscaping**

What's next?

The former Debenhams building was one of the most strongly supported elements of the Masterplan at public consultation. Strong stakeholder support and investor interest provides the opportunity to develop further a scheme that meets local needs and opportunities through an Enquiry by Design approach. Further engagement with the landowner to determine route for scheme delivery.



Figure 56. Former Debenhams - Indicative Plan

Design principles

The illustrative proposals have been informed by the folllowing design vision and principles which should be used to guide the development of any future scheme at the former Debenhams building:



Evolve and Adapt

Meanwhile uses
1: Work with the landowner, local traders and cultural institutions to provide smaller units which re-activate key frontages ahead of wider redevelopment.

Adaptive re-use
2: Deliver phased redevelopment of parts of the building in turn.



Land Uses for Local Needs

Employment - creative industries
1: Provide spaces for smaller retailers/creative industries - as meanwhiile uses or permanent solutions to build confidence in the role and viability of the town centre.

Housing and mixed-use development
2: Deliver residential development at upper floors to bring activity to the town centre outside opening hours, and provide high-quality town centre living

3. Provide active commercial/ leisure/cultural uses at ground floor, supported by viable commercial/residential uses above.



Harness History and Culture

Heritage and Culture
1: Retain internal and external surviving features and reference the history of the building wherever possible.

2: Reinstate original building plot rhythm and enhance relationship with the conservation area



Harness Natural Assets

Green and Blue Infrastructure
1: Enhance existing green spaces and introduce new green spaces to create a connected green network.

Environmental Quality
2: Integrate sustainable drainage systems (SuDS).



Transport and Access

Vehicle movement - separate flows
1: Relocate servicing to secondary routes and frontages to separate and demarcate this from pedestrian access/routes to primary frontages.

Active Travel
2: Provide new pedestrian access through the block to enhance permeability and connect to Baker Lane Active Travel Hub across the High Street to the west.



Built Form and Public Realm

Infill development
1: Respond to prevalent building height including potential for increased heights deeper into the plan of the building.

Public Realm and Wayfinding
2: While allowing appropriate servicing to the rear of the building, activate frontages to Union Street and integrate with high quality public realm.

Port Area and Timber Yard

7

King's Lynn Port is located to the north-west of the town centre and comprises a mix of working quays, warehouses and storage yards. It remains an operational commercial port, managed by Associated British Ports, with neighbouring landholdings accommodating supporting businesses. The port plays a key role in the sub-regional economy and King's Lynn's working maritime history and identity.

The opportunity site is split into two areas in separate ownership - the first a former timber and building merchants' yard accessed via Page Stair Lane, and the second a storage area to the east of Alexandra Dock within the boundary of the operational port accessed via John Kennedy Road and Edward Benefer Way. These are connected via a central joining strip which could be used to allow access to the southern parcel from the north. Any development will need to be compatible with existing adjacent port uses under the 'agent of change principle' set out in planning policy.



Site details

Current Use: Port-related activities and timber yard

Ownership: Third Parties

Total Area: 25,200 m² / 2.52 ha





The following site designations, opportunities and constraints have informed the design principles and illustrative proposals set out overleaf:

- Local Plan designation E1.2 King's Lynn Port covers the northern parcel of land, within which proposals must have regard to their compatibility with the port. Previous applications for residential redevelopment of the timber yard have been refused (11/00310/OM)
- Flood Zones 2 and 3
- Widespread contamination from ongoing operational use
- Archaeological interest associated with earlier quay alignments
- Constrained access from the south

The opportunity

The Port Area and Timber Yard presents an opportunity to provide new parking facilities, on a phased basis as demand dictates, enabling relocation of existing car parking from the historic core to a less sensitive location. The port's role as a living part of King's Lynn's maritime history may be promoted through public realm interventions and complementary business, innovation or leisure activities.

An indicative proposal has been developed which provides:

- **3,170sqm of commercial employment floorspace**
- **517 parking spaces**
- **Flexible parking provision, including potential for travel hub with capacity for coach and motorhome parking (min 4 indicative spaces)**

What's next?

The provision of new car parking spaces at the port will be key to unlocking the potential for public realm improvements and new development elsewhere within the Masterplan, and is a priority for the Council. This may be undertaken in a phased manner as land becomes available. The delivery of new non-residential development is likely to follow, in line with market demand.

The next step is development of a business case to secure investment and/or an operator to bring parking provision forward.



Figure 57. The Port Area and Timber Yard - Indicative Plan

Design principles

The illustrative proposals have been informed by the folllowing design vision and principles which should be used to guide the development of any future scheme at the Port Area and Timber Yard



Evolve and Adapt

Infrastructure works - car parking

1: Progress phased approach to business case for acquisition and development of replacement parking to unlock development/public realm opportunities elsewhere.



Land Uses for Local Needs

Employment - commercial, creative and industial uses

1: Reassert the town centre's role as a vibrant hub by creating a strong interface with surrounding industrial areas, integrating business, innovation, educational, or leisure spaces that reinforce its identity as the economic and cultural heart of the town and which are suitable to the site's location within the port area.

2: Provide new car parking which frees up land elsewhere within the town centre to deliver new land uses.



Harness History and Culture

Heritage and Culture

1: Provide relocated car parking from Tuesday Market Place and/or Common Staithe Quay in a less heritage sensitive location.

2: Interventions should reference the town's industrial and port heritage. Future built form should avoid generic typologies and instead seek to create a distinctive place which draws upon the site's historic function and relationship with the port.



Harness Natural Assets

Green and blue infrastructure

1: Redefine the port edge with green and blue connections.

2: Introduce green surface car parking.

Environmental Quality

3: Integrate sustainable drainage systems (SuDS).



Transport and Access

Vehicle Movement and Active Travel

1: Ensure clear division of operational port traffic, public traffic, pedestrian and cycle movement.

2: Opportunity to integrate multi modal travel hub facilities (similar to those planned at the Enterprise Park) to encourage sustainable access.

Car and Coach Parking

3: Provide car, coach and motorhome parking in an appropriate location adjacent to the historic core.

Future Junction Reconfiguration and Safe Access

4: Explore reconfiguration of the Edward Benefer Way / John Kennedy Road junction to provide safe and efficient vehicular access.



Built Form and Public Realm

Public Realm and Wayfinding

1: Improve public permeability both visually and physically through improved wayfinding.

West Lynn

8

The West Lynn Riverfront site encompasses land along the west bank of the River Great Ouse, opposite King's Lynn's historic core. Formerly the site of a Del Monte canning factory (the Lin-Can building) demolished in 2008, the site now comprises vacant and overgrown scrubland. The site is adjacent to a path along the river which forms part of the King Charles III coastal path.

Historically used for small-scale industry and wharfage, the area has seen gradual decline in active river-related use. The King's Lynn Transport Srategy identified West Lynn as a potential area for improved ferry connectivity, riverside public realm, and complementary development. The Council has recently announced its intention to provide a new pontoon at West Lynn, and refurbish existing town centre landing facilities.

The site is owned by Del Monte.



Site details

Current Use: Vacant site

Ownership: Third Party

Total Area: 48,794 m² / 4.8 ha







The following site designations, opportunities and constraints have informed the design principles and illustrative proposals set out overleaf:

- Setting of and views towards the King's Lynn Conservation Area on the eastern riverbank
- Adjacent to Grade II* listed St Peter's Church and Grade II listed buildings on the west bank
- Majority Flood Zone 3A
- Overgrown scrubland requiring survey works to determine ecological value and Biodiversity Net Gain requirements
- Potential for widespread contamination from previous industrial uses
- Constrained vehicular access via residential scale roads
- Opportunity to further enhance ferry facilities, public transport, and pedestrian connections including to the Norfolk Coast Path. The case for these would be strengthened by development of destinations at West Lynn that encourage greater footfall through landscaping, leisure amenities and small scale residential.

The opportunity

The West Lynn site presents an opportunity to improve visual and functional connections with the town centre through enhancements to access, public realm and 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 to meet local housing need.

An indicative proposal has been developed which has the potential to provide:

- **865sqm of non-residential floorspace across potential tourism accommodation, commercial uses and associated outdoor leisure - capitalising on improvements to ferry facilities**
- **42,850sqm of open space, landscaping, outdoor facilities and public realm**
- **Potential to introduce additional sports facilities and water-based recreational activities**
- **13 residential units**
- **83 parking spaces for ferry passengers**
- **Improved access infrastructure at the ferry terminal**

What's next?

Delivery will be progressed through discussions with the landowner. Future designs should be informed by early ecological surveys to establish the biodiversity value of the site and ensure this is factored into development of the proposals.



Figure 58. West Lynn - Indicative Plan

Design principles

The illustrative proposals have been informed by the folllowing design vision and principles which should be used to guide the development of any future scheme at West Lynn:



Land Uses for Local Needs

Community, Leisure and Employment - Cross-river connections
1: Establish a unique destination that celebrates local production and nature-based leisure with community activities.

2:Provide supporting facilities in line with the parking strategy and for the ferry including 'park and sail' to improve connectivity between West Lynn and King's Lynn town centre.

3: Potential to provide some residential development to support housing delivery.



Harness History and Culture

Townscape and Views
1: Improve setting of heritage assets both sides of the river, and cross-river views. Make reference to agricultural and maritime history.

2: Form part of the wider town centre tourism offer and trail connecting to attractions such as St George's Guildhall, the Custom House and the King's Lynn Riverfront.



Harness Natural Assets

Green and Blue Infrastructure
1: Create new public realm adjacent to the water, and water-related activities.

2: Retain and enhance the high existing biodiversity value of the site - sensitive landscape improvements.

3: Ensure proposed uses are appropriate to high flood risk and incorporate sufficient mitigation.

Environmental Quality
4: Integrate sustainable drainage systems (SuDS).



Transport and Access

Public Transport
1: Provide supporting facilities and access infrastructure to the ferry such as park and sail and improved bus linkages, to improve connectivity between West Lynn and King's Lynn town centre.

Active Travel
2: Enhance access and wayfinding along the western river bank as part of the visitor trail and Coastal Path.

3: Support LCWIP improvements from West Lynn to King's Lynn including over the Cut Bridge.



Built Form and Public Realm

Public Realm and Wayfinding
1: Enhance safety, legibility, and inclusivity through high-quality public realm and improved wayfinding.

Lighting
2: Uses involving night time lighting must ensure this is carefully managed in terms of amenity, ecology and heritage impact

Land North of Wisbech Road

9

The site comprises a parcel of land located to the south of the town centre, currently accessed via Wisbech Road. It is adjacent to Southgates to the east, Hardings Way / Hardings Pits to the west., and bound to the north and east by Friars Fleet, the final section of the River Nar before it meets the Great Ouse to the south of Boal Quay, which separates the site from an existing residential area to the north at Whitefriars.

The site comprises a mixture of residential, industrial and former industrial uses, with green space to the north.



Current Use: Industrial

Ownership: Local Authority and Third Party

Total Area: 1.65ha



Image Source: Google Street View



Image Source: Google Street View



Image Source: Google Street View

The following site designations, opportunities and constraints have informed the design principles and illustrative proposals set out overleaf:

- Flood Zones 1, 2 and 3A
- Potential for contamination from existing and former industrial uses
- Existing poor quality footpath along Friars Fleet limits connections between Southgates and Boal Quay, the riverfront and town centre - opportunity to connect areas earmarked for regeneration
- Adjacent Anglian Water pumping station including cordon sanitare easement
- Local Plan Site Allocation E1.10 for development of at least 50 dwellings

The opportunity

Land North of Wisbech Road presents an opportunity to relocate existing town centre car parking to a less heritage-senstive location, while delivering high quality residential development to meet local housing need, public realm which respects the ecologically sensitive context of the River Nar, and improvements to physical and visual connectivity between Southgates and the Riverfront.

An indicative proposal has been developed which provides:

- **56 residential units**
- **4,100sqm of public realm**
- **89 parking spaces allowing relocation of spaces from town centre sites with the potential to utilise existing bus routes on Hardings Way to access town centre quickly**
- **A public transport priority route for sustainbale access to the town centre**

What's next?

The provision of new car parking spaces at this site will be key to unlocking the potential for new development elsewhere within the Masterplan, and is a priority for the Council. The delivery of new residential development will be pursued in tandem with sites at Boal Quay and Southgates, to meet local housing need and achieve an economy of scale to realise funding opportunities.



Figure 59. Land North of Wisbech Road - Indicative Plan

Design principles

The illustrative proposals have been informed by the folllowing design vision and principles which should be used to guide the development of any future scheme at Land North of Wisbech Road.



Evolve and Adapt

Delivering the Ambition
1: Respond to the town's needs, combining housing delivery with strategically relocated parking.

2: Establish a coherent gateway site along with the Southgates area, which responds to its evolving role as a key arrival point to the town.



Land Uses for Local Needs

Housing and Community
1: Deliver a balanced residential development along with public car parking to support local housing need, town centre function and vitality.

2: Rationalise existing parking provision, improve efficiency, accessibility, and legibility.

3: Integrate green infrastructure to enhance liveability and environmental performance.



Harness History and Culture

Heritage and Culture
1: Respond sensitively to the nearby Conservation Area and Southgates and reinforce their setting.

Townscape and Views
2: Protect and frame key views between the historic core, Southgates, and the Riverfront.



Harness Natural Assets

Green-blue Infrastructure
1: Structure the site around enhanced green corridors, and strengthen links to the wider green network.

2: Prioritise continuous pedestrian and cycle connections between Southgates and the riverfront.

3: Integrate multifunctional green infrastructure and green surface car parking.

4: Ensure the configuration of residential development is resilient to flood risk.

Environmental Quality
5: Integrate sustainable drainage systems (SuDS).



Transport and Access

Car Parking and Vehicle Movement
1: Provide well-located, accessible public car parking to support the need of the town

2: Ensure connections to the bus network along Hardings Way to function as an informal park and ride.

Active Travel
3: Establish direct, high-quality cycle routes linking Southgates, the riverfront, and the town centre.

4: Prioritise pedestrian and cycle movement.



Built Form and Public Realm

Public Realm and Wayfinding
1: Define a strong sense of arrival along with Southgates, marking the transition into the town centre as well as along the River Nar to Boal Quay.

2: Provide public realm for new residential development.

3: Embed clear wayfinding and integrate cycle parking.

4: Deliver a landscape-led setting that supports residential amenity and reinforces local character.

5:Ensure appropriate separation distance and screening from pumping station.

Church Street Car Park

10

Church Street comprises a 243-space surface level car park, abutting the southern boundary of the town centre.

The site is located in an area of transition linking the edge of the town centre and the Hillington Square residential development to the south with surviving 15th century buildings on the west of Church Street leading to the historically significant civic buildings around the Minster and Saturday Market Place in the north and west, and connects to the River Ouse via Boal Quay to the south west.

The site forms a substantial break in the historic and fine-grained townscape of King's Lynn, and provides a valuable opportunity to restore the urban integrity of the town centre.







Current Use: Surface Car Park

Ownership: BCKLWN freehold with third party lease

Total Area: 6650 m²/ 0.665 ha

The following site designations, opportunities and constraints have informed the design principles and illustrative proposals set out overleaf:

- Surface car parking and associated vehicle movements through historic streets detract from the setting of the Grade I listed Minster, two Grade II listed buildings along Stonegate Street and the rear of Grade II listed buildings along St James Street.
- Poor east-west connections serve to fragment routes for walking and cycling
- Future Flood Zone 2 - all development must be appropriately flood resilient and resistant
- Opportunity to fill gap in urban grain with high quality built development
- Requirement for archaeological investigation.

Church Street Car Park

The area around Church Street has a long history as part of the medieval core of King's Lynn. Church Street itself was formerly known as Stonegate in medieval times and was one of the principal streets leading to the Minster.

The historic maps opposite show that by the 1880s the medieval street pattern was intact, with a dense block of buildings fronting Church Street.

By the 1960s, the site had been cleared and replaced with a garage and showroom, which remained in operation into the 1970s. The site was subsequently cleared and redeveloped as a surface car park.

The masterplan updates and builds on the previous study of the site undertaken as part of the Heritage Action Zone. The indicative plan shown on the following page responds to the historic street pattern by reinstating a more continuous street frontage along Church Street, helping to define the street and frame views towards the Minster. Shared green and public spaces are located behind the frontage, providing a contemporary interpretation of the area's historic long-plot pattern.



Figure 60. 1886, OS England and Wales



Figure 61. 1905 OS England and Wales



Figure 62. 1952, OS England and Wales



Figure 63. 1966, OS England and Wales

The opportunity

Church Street Car Park presents an opportunity to deliver high quality residential development and multifunctional public space which together repair the urban grain in a prominent town centre location.

An indicative proposal has been developed which provides:

- **72 residential units**
- **2,600sqm of public realm**
- **28 car parking spaces for residents, with the potential for further on-street parking for residential or public use**

What's next?

Land ownership constraints, and the requirement to re-provide parking elsewhere prior to its redevelopment mean that Church Street is likely to be one of the Masterplan sites delivered in the long term. Development of detailed designs must ensure that properties are fully flood resilient in line with Local Plan Flood Design Guidance, and that appropriate access can be achieved for large vehicles including fire appliances and refuse vehicles. This must be developed with ongoing reference to the site's heritage context and views towards the Minster, with the involvement of heritage stakeholders.



Figure 64. Church Street Car Park - Indicative Plan

A3 / 1:500

Design principles

The illustrative proposals have been informed by the folllowing design vision and principles which should be used to guide the development of any future scheme at Church Street:



Evolve and Adapt

Infrastructure works
1: Early works to re-provide car parking elsewhere within the Masterplan.



Land Uses for Local Needs

Housing and mixed-use development
1: Significant opportunity to provide new housing and increase town centre densities

2: Create more opportunities for town-centre living and active street life.



Harness History and Culture

Heritage, Townscape and Views
1: Respond to and capitalise on the setting of the Minster through high quality new public realm and built development which is appropriate in form and height.

2: Repair broken townscape through development on the eastern side of Church Street which benefits from historic plot sizes and rhythm.



Harness Natural Assets

Green and Blue Infrastructure
1: Introduce new green spaces and trees to enhance the open - green network.

Environmental Quality
2: Integrate sustainable drainage systems (SuDS).



Transport and Access

Active Travel
1: Provide new pedestrian and cyclist routes through the site to increase permeability.

2: Strength the town centre connection with Priory Lane.

3: Consider provision of arrival facilities - cycle parking.

Car Parking and Vehicle Movement
1: Car parking to be re-provided in an alternative, appropriate location within the Masterplan.

2: On-street car parking alongside Church Street.



Built Form and Public Realm

Public Realm and Wayfinding
1: Enhance safety, legibility, and inclusivity through high-quality public realm and improved wayfinding.

2: Interventions to improve arrival experience through strengthened connections with the Minster and town centre.

Urban Form
3: Respond to surrounding urban grain to fill a gap in the historic layout.

4. Respond to the proximity of existing developments alongside the boundary.



Figure 65. Church Street - Indicative Artist's Impression

Southgates Regeneration Area

11

Southgates has functioned as the southern entry point to the town since medieval times and the 15th Century South Gate, which is both Grade I listed and a Scheduled Ancient Monument, remains the main vehicular entrance today.

Today Southgates' rich heritage is compromised by the presence of large-scale highways infrastructure and underutilised brownfield land. The speed and volume of vehicular movement through the historic monument causes degradation to its fabric and setting, and surrounding assets.



Current Use: HIghways junction, vacant buildings/land and bus depot

Ownership: Local Authority and third party

Total Area: 3.40 ha (33,960 sqm)





The following site designations, opportunities and constraints have informed the design principles and illustrative proposals set out overleaf:

- Grade I listed South Gate, also a Scheduled Monument
- Entrance to the King's Lynn Conservation Area
- Contamination from former industrial uses
- Majority Flood Zone 1, with areas of Flood Zone 2 and 3
- Vacant brownfield sites and buildings

The opportunity

The Southgates Regeneration Area Masterplan proposes a placemaking-led scheme of major highways and public realm improvements, alongside new residential development, which will open up the historic South Gate as a major asset for the town.

A feasibility proposal has been developed to provide:

- **92 residential units**
- **176sqm of commercial floorspace**
- **Enhanced landscaping and public realm**
- **Enhanced access and setting to the South Gate**
- **New dedicated pedestrian and cycle routes to connect to the wider LCWIP network**

The Southgates Masterplan Development Plan Document, available on the BCKLWN website, provides further information on key design principles that any future proposal will be expected to follow.

What's next?

Consultation on the Masterplan has re-affirmed support for the Southgates proposals from the public and Historic England. These were first consulted on in their current form in 2021, following which the indicative design was further developed in 2022 and subject to pre-application consultation with BCKLWN and Historic England. The comments received, and further engagement, should be used to shape detailed designs. Scheme development work to date enables progression of planning application and site clearance works, subject to funding and next stage of local authority approval.



Figure 66. Southgates Regeneration Area - Indicative Plan



Figure 67. Southgates Regeneration Area - Indicative Artist's Impression

6. Delivery and next steps

This chapter sets out how the strategies and opportunities identified will be delivered over time, and next steps for the Masterplan.

Phasing and delivery

The proposals presented in this Masterplan are just the start, and the work to deliver on its ambitions begins now.

King's Lynn benefits from opportunities which include heritage, the riverfront and its role as a key town within a wider catchment. However, there are challenges with some environmental weaknesses such as poor ground conditions which have led to the under-utilisation of some buildings and sites. There are demographic and socio-economic challenges too, but these are not unique to the town.

Given this context it is important that weaknesses and constraints are addressed, whilst taking full advantage of the opportunities. The property market and capacity of the real estate development sector in the East of England mean that the public sector and in particular the Local Authority need to take a key role, particularly in coordination and de-risking of opportunities, which can then bring in private sector investment.

In response, the Local Authority and Masterplan team are undertaking ongoing engagement with housing providers and arms length bodies including Homes England, Historic England, Arts Council and National Lottery Heritage Fund, in order to understand the practicalities of delivering the opportunities identified in the Masterplan. This has informed the proposals presented, and will continue to shape their future development. The Government's 2026 announcement of the Homes England National Housing Delivery Fund and the National Housing Bank are key opportunities – along with the significant investment in the social and affordable housing grant programme.

As identified in Chapter 1, existing funding through the Pride in Place programme, alongside potential new sources for funding and ways of working presented by local government reorganisation and devolution create an opportunity for transformational change. The Masterplan seeks to capitalise on this for the benefit of King's Lynn, its people and places.

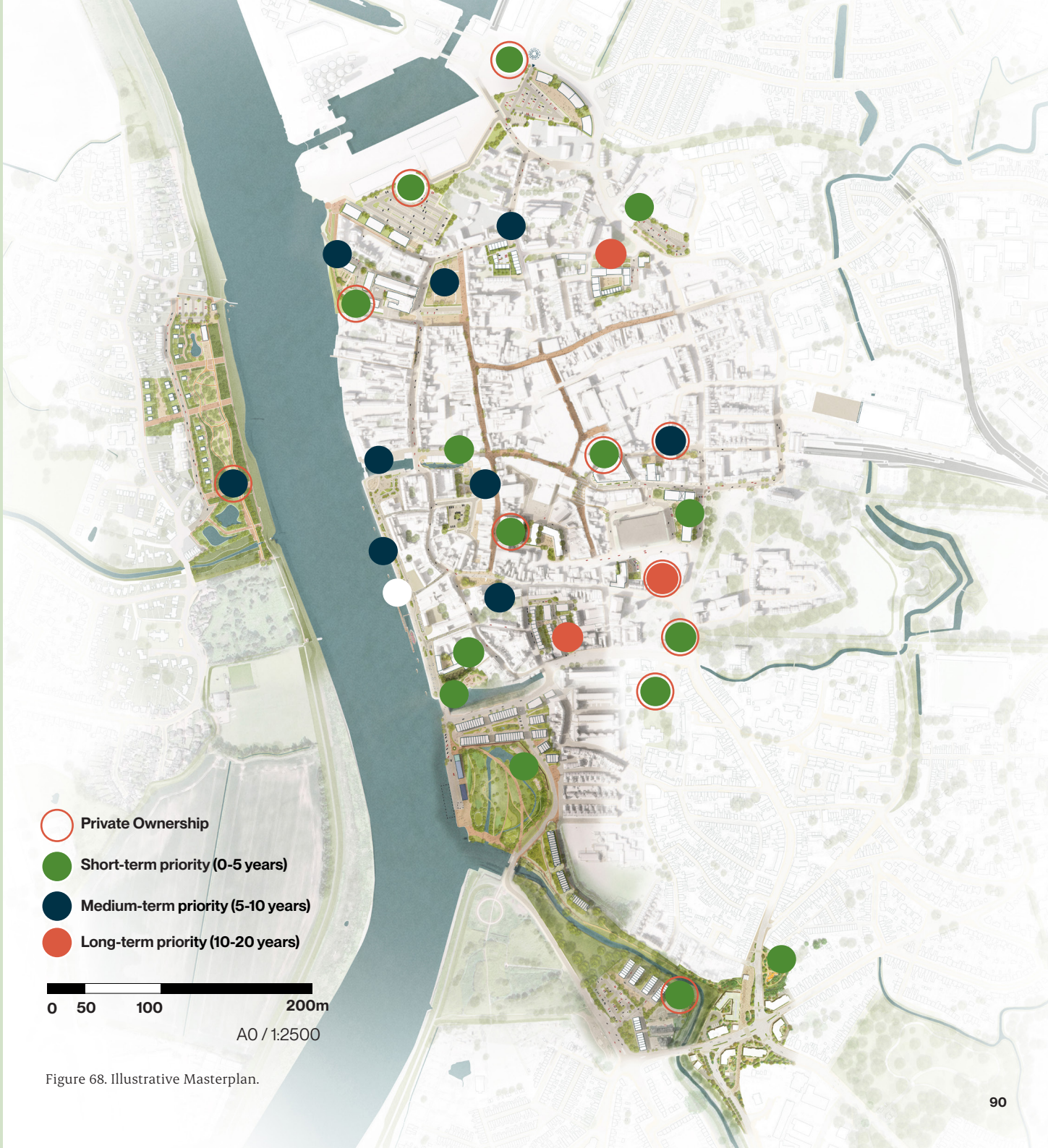


Figure 68. Illustrative Masterplan.

What's next?

Delivery of the Masterplan will be flexible, adaptable and undertaken through continued engagement with the people of King's Lynn.

This report has set out a Masterplan for the transformational regeneration of King's Lynn over the next 20 years and beyond. It has been informed by a series of engagement undertaken by the Masterplan team and previous rounds of consultation on the sites considered.

The Masterplan provides a framework for future development, but is not a final proposal. Designs for the majority of sites are illustrative, and Chapter 5 sets out the next steps for each opportunity site. All will require further detailed design work - informed by technical inputs and surveys - as funding opportunities are realised, and ahead of seeking planning permission and delivery of the schemes identified. Lessons learned in the short term will be used to inform the medium and long term phases of the Masterplan.

An important part of this will be engagement with all stakeholders - across the local planning authority, statutory consultees, local groups, residents and businesses - to ensure that proposals continue to be shaped by the people who know King's Lynn best.

The Masterplan has been prepared in tandem with the early stages of the next King's Lynn and West Norfolk Local Plan, and the concept designs set out will also inform potential future site allocations to provide a robust policy basis for development.

STAY INVOLVED

During public consultation in May and June 2026, respondents were asked to express their interest in future opportunities to share their views on projects within the Masterplan. If you would like to be added to the list, please email economic.development@west.norfolk.gov.uk with your contact details and let us know why you would like to be involved.



Glossary

The glossary provides definitions of the key terminology used in the Masterplan document.

Key terminology	Definition
Active travel hub	A facility providing car and/or cycle parking facilities which enable connections between different modes of transport. This can enable those walking, wheeling and cycling to connect to public transport services, or drivers to complete the last part of their journey by active (walking/cycling) or public transport (bus).
Adaptive re-use	The process of repurposing existing buildings for new uses, promoting sustainability and preserving cultural heritage.
BDP	A multi-disciplinary design practice including urban designers, town planners, architects and engineers; appointed on behalf of BCKLWN to prepare the King's Lynn Masterplan.
Blue infrastructure	Networks of natural and semi-natural water features such as rivers, ponds, wetland and coastal areas, as well as engineered structures like SuDS, quays and rain gardens that integrate water management into the landscape. It is closely related to green infrastructure.
Borough Council of King's Lynn and West Norfolk	The local authority for King's Lynn, with responsibility for providing district-level services including regeneration and development, local planning and building control, council housing, environmental health, leisure services, parks, and tourism
Brownfield	Urban sites for potential building development which have had previous development on them.
Bus hublet	An enhanced bus stop providing a small focal point for public transport, active travel and local interchange, including good quality shelter and seating, real-time travel information, wayfinding and cycle parking.
Devolution	The transfer of powers or authority from a central government to regional or local governments. The inaugural Mayor of Norfolk and Suffolk will be elected to lead a newly-established Norfolk and Suffolk Combined County Authority.
Environment Agency	A governmental organisation responsible for water quality and resources, regulating the treatment of contaminated land, inland river, estuary and harbour navigations, and managing the risk of flooding from main rivers, reservoirs, estuaries and the sea
Enquiry by Design	A planning tool that brings together key stakeholders to collaborate on a vision for a new or revived community. This is developed through a workshop facilitated by the King's Foundation, where key issues for a development site are tested by being drawn.
Flood Zone 1	Land assessed as having a low probability of flooding, with less than a 0.1% annual chance of river or sea flooding.
Flood Zone 2	Land assessed as having a medium probability of flooding from rivers or the sea, with an annual chance of flooding between 0.1% and 1% for rivers, or 0.1% and 0.5% for tidal flooding. The Environment Agency's flood mapping also shows areas that are predicted to be within Flood Zone 2 by 2050 due to climate change, which in planning terms are treated similarly to existing Zone 2 land.
Flood Zone 3	Land at the highest probability of flooding from rivers or the sea, with an annual chance of 1% or greater for rivers and 0.5% or greater for the sea. It is divided into two categories: 3A includes land with a 1% or greater annual probability of river flooding or 0.5% or greater annual probability of sea flooding; while 3B (functional floodplain) is the most at-risk land, where water is expected to flow or be stored during flood events. It generally has a 5% annual probability of flooding (1 in 20 chance).
Green infrastructure	Networks of natural and semi-natural spaces that provide a wide range of benefits for nature, climate, local and wider communities and prosperity. This includes parks, gardens, street trees, woodlands, green roofs, and sustainable drainage systems (SuDS) that are interconnected to form a cohesive system rather than isolated elements. It is closely related to blue infrastructure.
Heritage asset	A building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. It includes designated heritage assets and assets identified by the local planning authority (including local listing).
Historic England	A governmental organisation responsible for championing historic places, identifying and protecting our heritage, supporting change - including providing funding to support heritage assets - understanding historic places and providing expertise at a local level
Housing Needs Assessment	A systematic analysis used by the Council to identify current and future housing needs, gaps, and priorities to inform planning, policy, and development decisions
Infill development	The construction of new buildings or facilities on vacant or underutilised land within existing urban areas to increase density and make use of existing infrastructure.
Interceptor car park	A car park on the edge of the town centre, but still within close walking, wheeling or cycling distance which 'intercepts' motor vehicle journeys and encourages people to undertake onward travel by walking, wheeling, cycling or public transport. In doing so this frees up land within the town centre for public realm and new development.
King's Lynn and West Norfolk Local Plan	The Local Plan which guides development within the Borough, and outlines how the Borough Council will ensure that growth is delivered in the right places, considering the needs of communities. Land use policies are used when making decisions on planning applications, and they help the Council decide where to allocate land for residential use.. The adopted Local Plan was adopted in 2025, for the period from 2021-2040. The next Local Plan is currently under preparation, and will cover 2026 to 2044.

Key terminology	Definition
Landmark building	Key townscape reference points recognised through their heritage significance, civic or public role, architectural quality, visibility, or position within key streets, spaces and views.. These include, but are not limited to, taller buildings.
Lead Local Flood Authority (LLFA)	The local government body responsible for managing flood risk from surface water, groundwater, and ordinary watercourses within its area. The King's Lynn LLFA is part of Norfolk County Council.
Levelling Up	A former government policy to reduce inequality based on where people live. In 2026 it was announced that Norfolk County Council has secured a commitment of £18.73 million from the Department for Transport Levelling Up Fund to deliver the STARS project.
Local Authority	A broad definition for all tiers of local government (existing and reflecting future changes as a result of Local Government Reorganisation).
Local Government Reorganisation	An ongoing programme of local government reform which will replace the existing two-tier system of borough and county councils with new unitary councils, preparing for devolution. Through this process, BCKLWN and Norfolk County Council will be replaced with a new Unitary Authority.
Marmot Place	Local areas committed to improving health equity by addressing social determinants of health through evidence-based policies and community collaboration.
Masterplan	A strategic, comprehensive and visionary framework that guides the immediate aspirations and long-term development of urban areas, balancing current needs with future growth. This provides a strategic framework rather than prescriptive and detailed proposals.
Masterplan sites	Sites within the King's Lynn Masterplan identified for their potential to benefit from new or enhanced development and public realm which deliver the Masterplan vision / objectives..
Masterplan vision	A statement articulating a spatial vision for regeneration of King's Lynn's built environment over the next 20 years and beyond.
Micromobility	The use of small, lightweight vehicles designed for short-distance urban travel, typically operated by a single person and often powered by human effort or electricity - such as bicycles, e-bikes, cargo bikes or e-scooters
Neighbourhood Board	Formerly known as the Town Board, responsible for overseeing the Towns Fund and Pride in Place programme for King's Lynn. Led by a chair from the private sector, the board brings together diverse expertise, experience, and knowledge, and a shared passion for the town. The board takes a collaborative approach and is made up of representatives from local authorities, the Member of Parliament, local businesses, Business Improvement District, Queen Elizabeth Hospital, College of West Anglia, and the community.
Norfolk County Council (NCC)	The local authority for Norfolk, with responsibility for delivering county-level services which include education, social services, libraries, main roads and public transport.
Opportunity sites	Eleven of the King's Lynn Masterplan sites have been identified as 'opportunity sites' with the potential to catalyse broader transformation across the town, but which have not yet been subject to feasibility design or where previous designs need to be revisited.
Pride in Place	A Government strategy to help build stronger communities, create thriving places and empower local people This has provided £20m of funding for King's Lynn, to be spent over ten years beginning from 2026. The projects to benefit from funding are overseen by the Neighbourhood Board, which in March 2026 received approval for its 10 Year Vision for the Pride in Place Programme.
Regeneration	A process of redeveloping or renewing urban areas which have experienced decline, neglect or underutilisation to improve social, economic, environmental, and physical conditions, enhancing the quality of life for communities. It goes beyond mere physical improvements, incorporating social, cultural, environmental, and economic interventions
STARS	Sustainable transport and regeneration scheme- a project developed by NCC to support more people to walk and cycle in the town, and public transport measures on the gyratory.
Strategic objectives	Priorities and principles grouped into six Masterplan strategies, which will form a practical framework for delivery of future development and improvements to the town centre.
Sustainable Drainage Systems (SuDS)	A mixture of built and nature-based techniques to controls surface water runoff close to where it falls, mimicking natural drainage as closely as possible, and accounting for the predicted impacts of climate change. These vary from small scale interventions such as permeable paving and soakaways to larger integrated schemes.
Towns Fund	A £3,6bn fund to support economic regeneration, announced by central government in 2019. King's Lynn is one of the towns benefitting from investment, led by the Neighbourhood Board, nd secured a £25m Town Deal from the fund in 2020.
Urban grain	The pattern, texture, and arrangement of buildings, streets, and spaces, reflecting the density, connectivity, and scale of the urban environment.
Unitary Authority	A single-tier system of local government where one Council is responsible for all local services - as contrasted with the current two-tier system of local government in King's Lynn (BCKLWN and NCC).

BDP.

Built Original.