

King’s Lynn Masterplan

Regeneration Prospectus

October 2026

BDP.

Borough Council of King’s Lynn & West Norfolk

INVEST IN KING’S LYNN & WEST NORFOLK

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.

This Regeneration Prospectus sets out the details of key opportunity sites identified by the Council whose delivery has the potential to catalyse wider changes across the town. We cannot do this alone, and support from funders and investors is required to achieve our ambition.

The opportunities within 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, but now is the time to show you who we are and what we have to offer.

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Borough Council of King's Lynn & West Norfolk

Borough Council of King's Lynn and West Norfolk
King's Court, Chapel Street
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KING'S LYNN NEIGHBOURHOOD BOARD

King's Lynn Neighbourhood Board

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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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11 Southgates Regeneration Area

12 Former Post Office

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Introduction

This Regeneration Prospectus sets out the details of key development opportunities within King's Lynn which can catalyse broader transformation across the town.

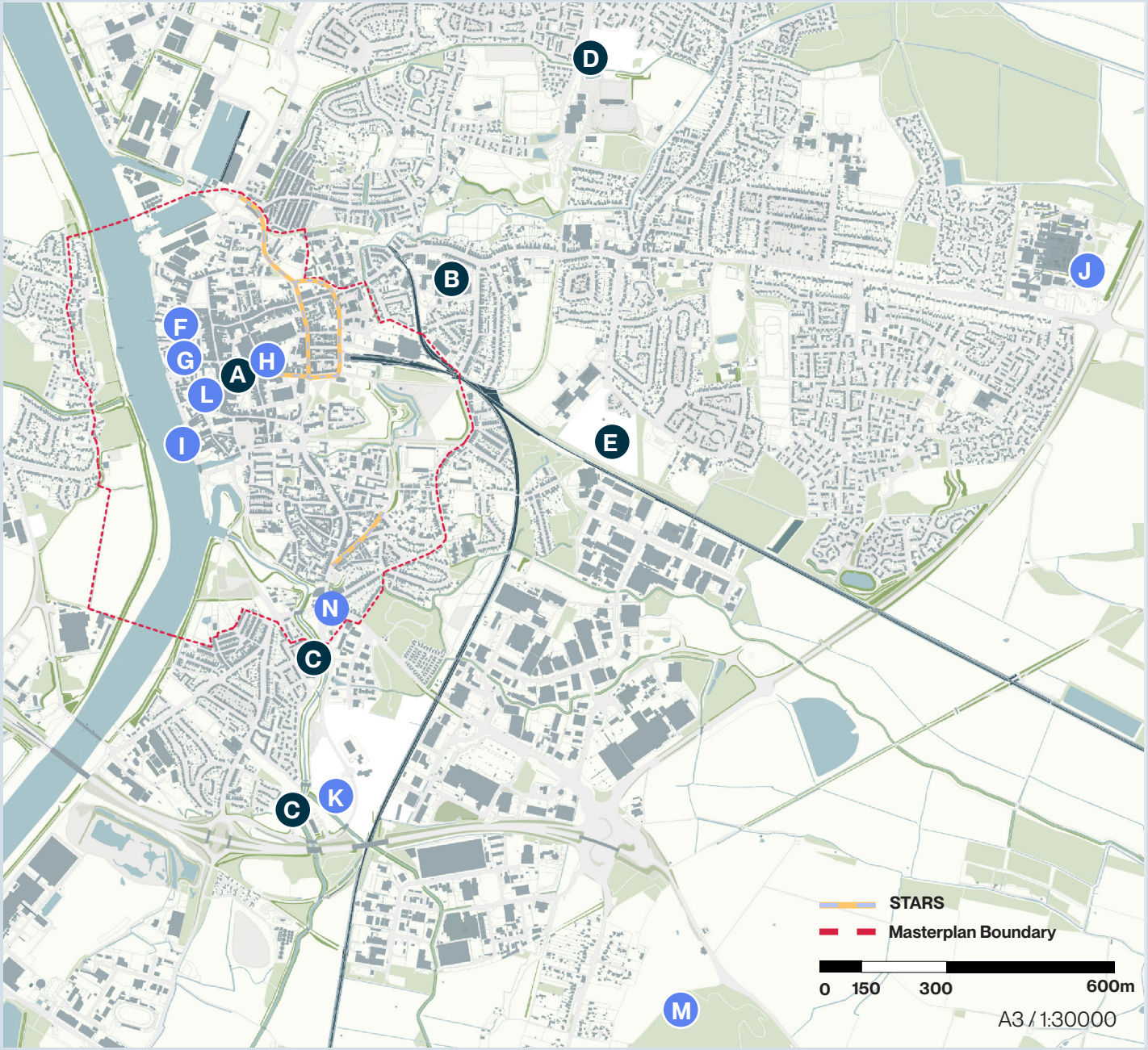
King's Lynn is a historic market town and port on England's east coast. With a population of around 49,000 people and a wider catchment of approximately 250,000, it is the largest settlement in West Norfolk, the second-largest in Norfolk, and the principal commercial, retail and service centre for a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

The continued vibrancy and economic prosperity of King's Lynn is dependant on addressing socio-economic challenges and providing opportunities through regeneration to ensure it remains a place where people choose to live and work. King's Lynn is set to grow significantly with a planned 4,000 home urban extension to the south east of the town and further housing target allocations to be made in the next Local Plan. This provides the opportunity to drive growth and broaden the town's offer, utilising underused brownfield sites and buildings to meet the future needs of the growing population.

The Borough Council's ambition is to capitalise on 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.

Existing Development Context



In recent years the Borough Council has begun to deliver on its ambitions via a range of projects including those progressed through the Towns Fund and Levelling Up funding which are now in the delivery phase.

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 Customs 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.



King's Lynn Neighbourhood Board 'Grand Vision'

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 .

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. Extensive engagement was undertaken to inform this programme and set a 'Grand Vision' and priorities for the King's Lynn Neighbourhood Board.

Together with devolution opportunities set out by government, this creates the conditions for a step change in the town's regeneration.

King's Lynn Masterplan

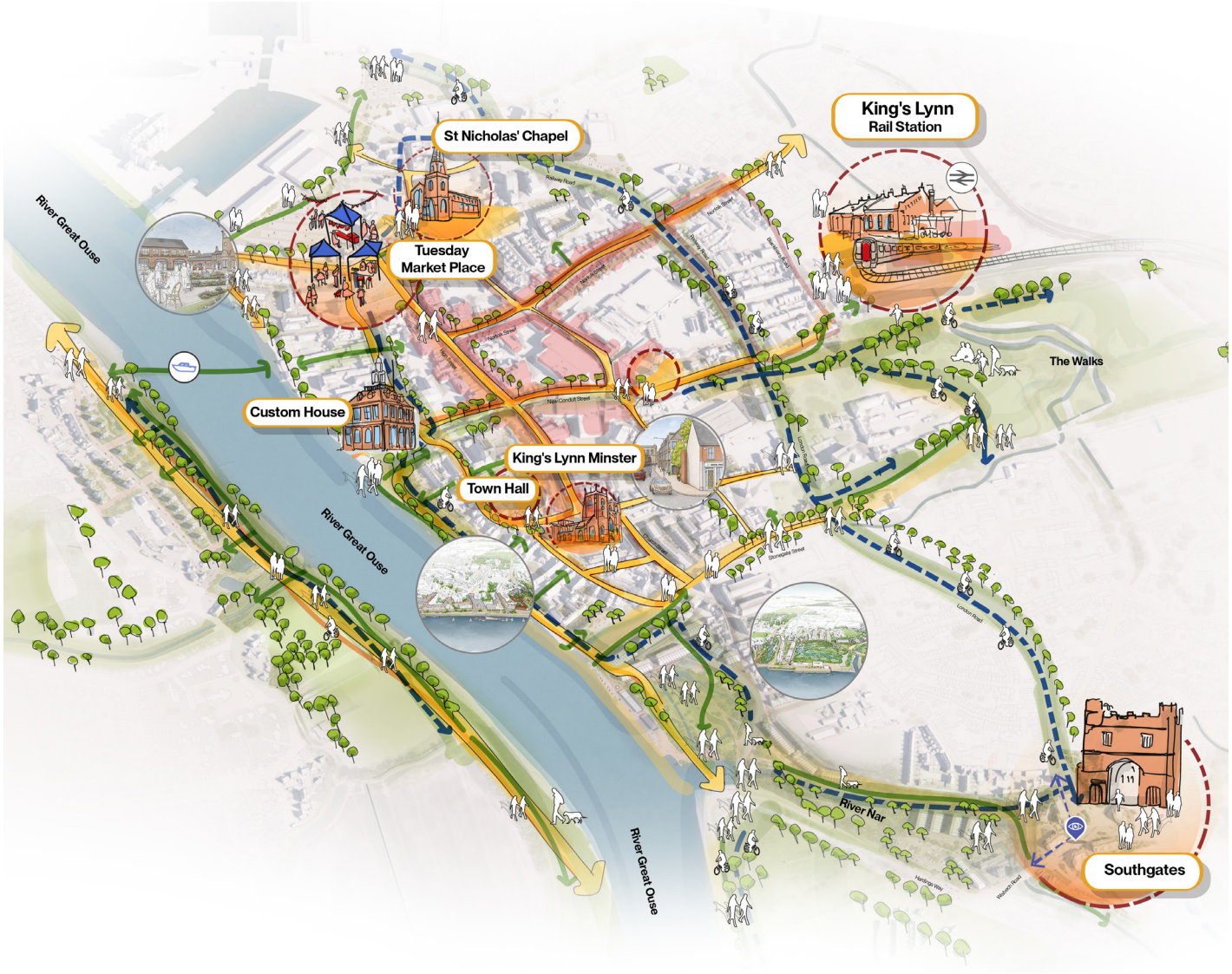
The King's Lynn Masterplan articulates how the 'Grand Vision' for King's Lynn can be translated into a practical plan for delivery of improvements to the built environment over the next 20 years.

A bespoke vision for the physical regeneration of the town seeks to promote a cohesive, town-wide approach to key issues such as flood risk, movement and access, housing delivery, and provision of open space.

The Masterplan Vision:

- Place King's Lynn's culture and heritage at the heart of new development
- Create outstanding spaces and buildings
- Bring underutilised buildings and town centre brownfield sites into use
- Deliver new sustainable high quality town centre living
- Celebrate the riverfront

The Masterplan vision has informed six town-wide strategies set out on the following page. These provide a co-ordinating framework for a series of site-specific interventions set out in the remainder of this prospectus which collectively represent a major opportunity for the sustainable regeneration of King's Lynn.



Masterplan Strategies

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.

Land Uses for Local Needs

Reinforce King's Lynn's role as the heart of West Norfolk. Deliver homes, community, commercial and cultural uses that meet local needs, support town centre living, and contribute to strong economic, cultural and leisure activity throughout the day.

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.

Harness Natural Assets

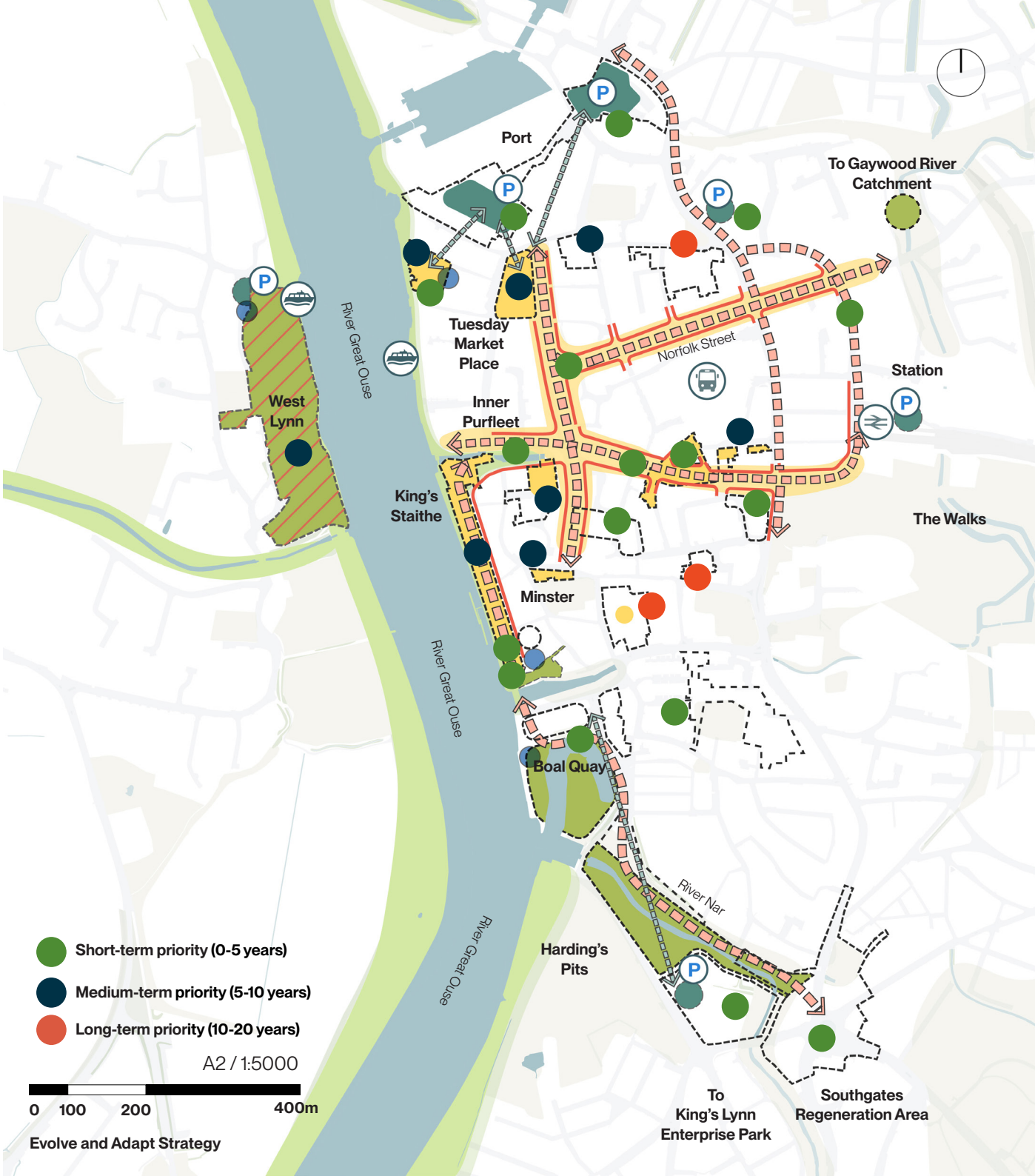
Celebrate King's Lynn's existing natural landscapes including the riverfront, open spaces and green infrastructure, and look for opportunities to sensitively enhance and add to these. Ensure a high quality of environment for existing and future users.

Transport and Access

Build a connected, people-first town by stitching walking and wheeling, cycling and public transport into a coherent door-to door network, making everyday travel and visitor access easy, inclusive and low-carbon.

Built Form and Public Realm

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



The opportunity

Guided by the overarching framework set, the Masterplan identifies a number of 'opportunity sites' within the town centre which are well-placed for investment to deliver on the vision and strategies identified.

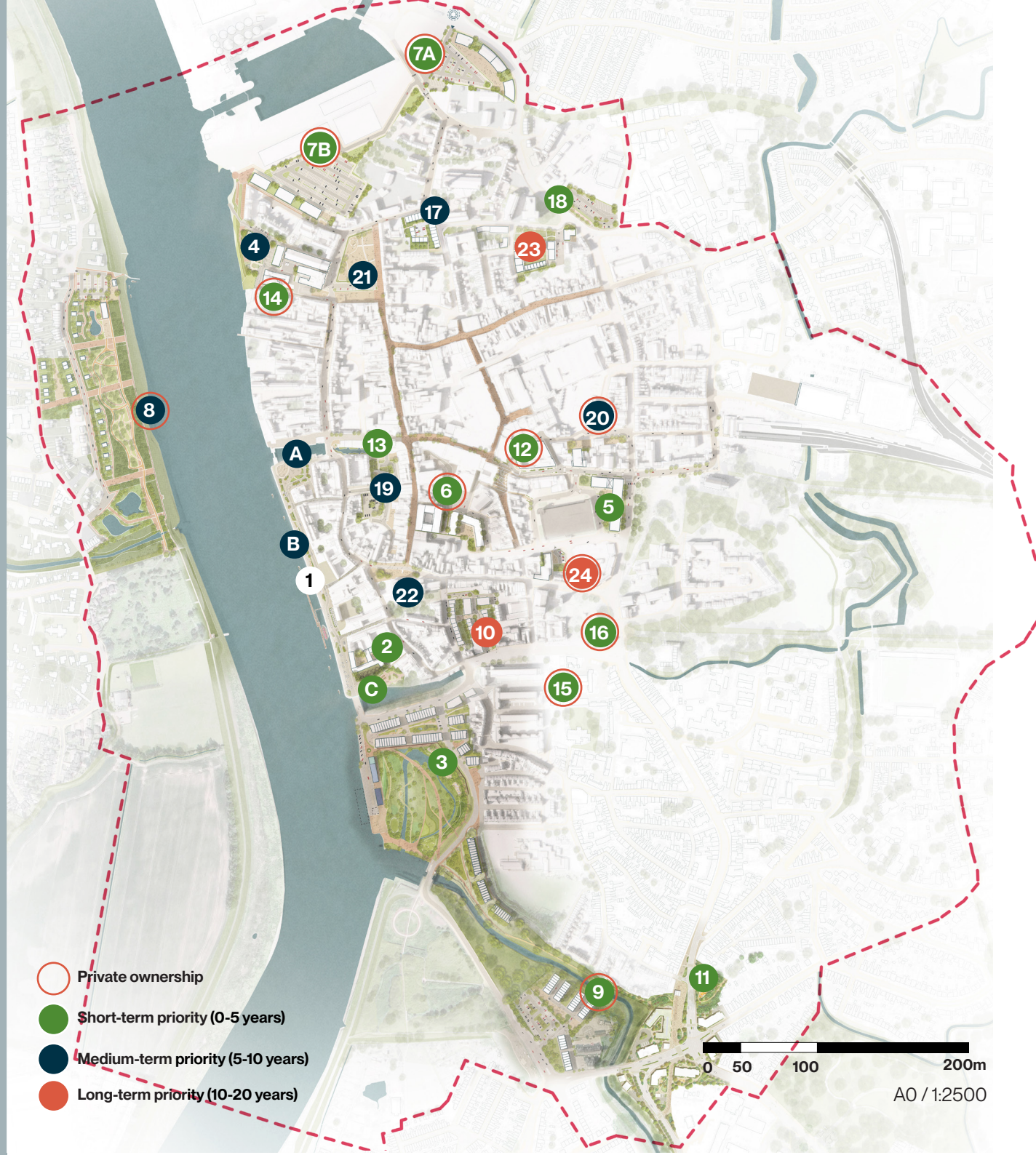
In combination with existing planned projects within the town, this demonstrates the opportunity for a step-change in delivery of new housing and public realm within the town centre.

Overall. there is potential to deliver:

- **730 new homes**
- **16,721sqm non-residential floorspace** across commercial, cultural and community uses
- **15.3ha of public realm and open space**

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.



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)	Non-residential use
	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 and cultural
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**	

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 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





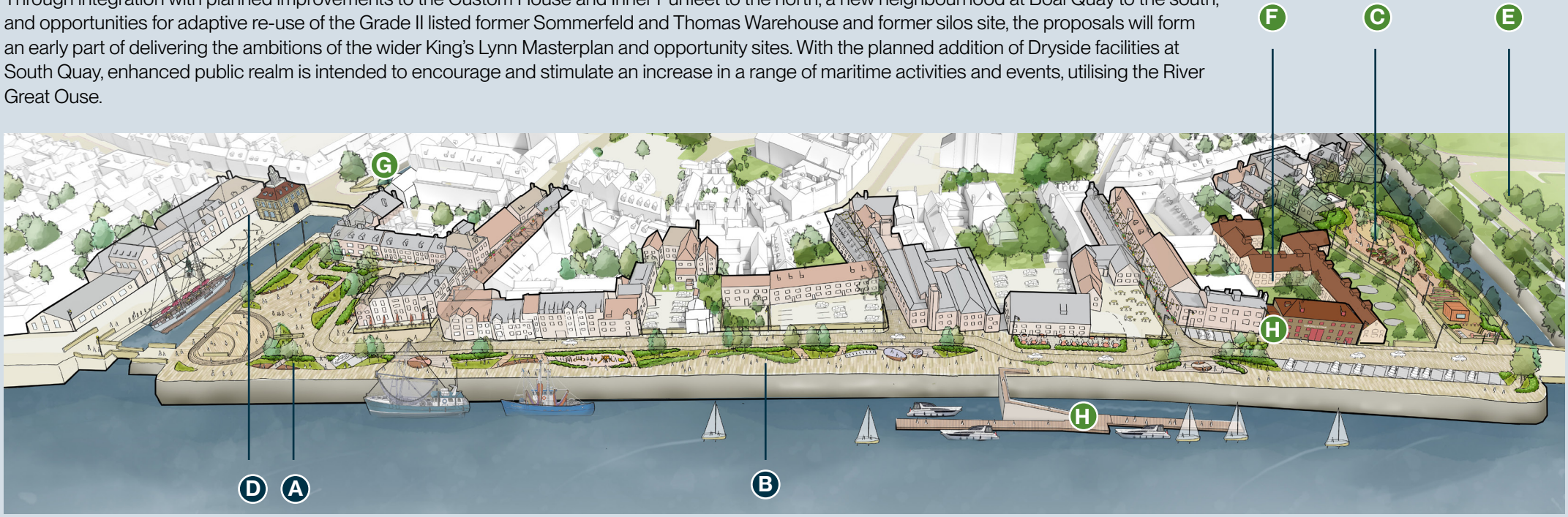
Site designations / constraints

- 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.



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.

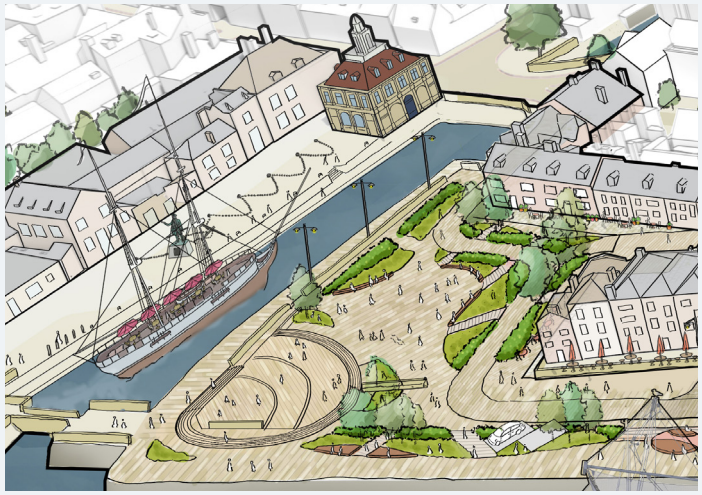
This will need to be informed by detailed ground surveys, which will also ensure that the extent of greening proposed along the wider riverfront - and its benefits in providing shade, shelter and green infrastructure can be achieved. This should also be reviewed to ensure that it is compatible with the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



King's Staithe Square - Indicative Artist's Impression



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.



South Quay - Indicative Proposed Layouts



South Quay - Indicative Artist's Impression

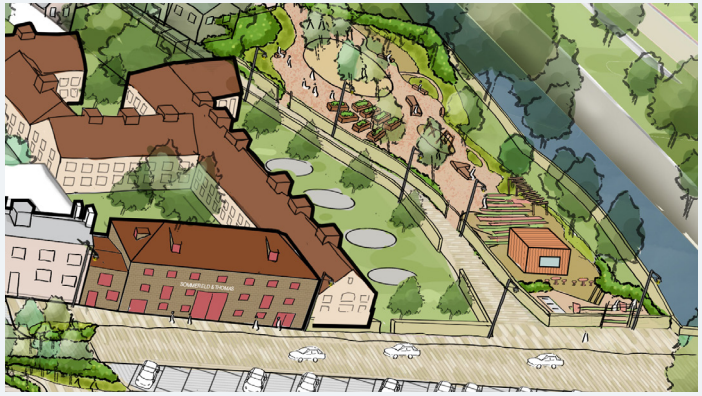
Devil's Alley

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.



Devil's Alley - Indicative Artist's Impression



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





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.



Sommerfeld and Thomas Warehouse - Indicative Plan

0 10 20 40m

A3 / 1:500

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.

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.



Boal Quay - Indicative Plan

0 20 40 80m

A2 / 1:1000



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:

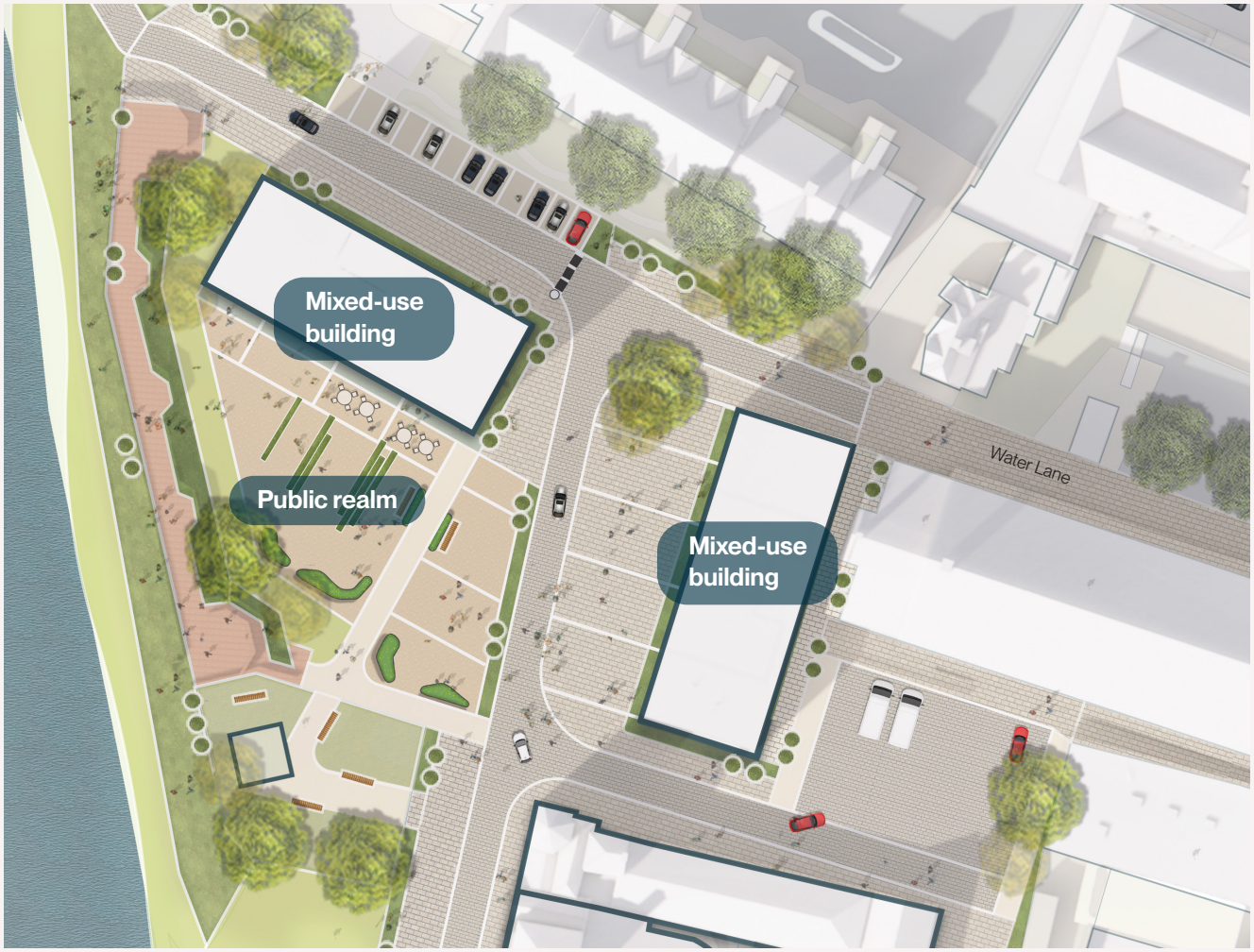
- Adacent to Grade II and II* buildings - Pilots Office and Baths building, Barclays Bank and Corn Exchange
- Archaeological interest associated with earlier quay alignments
- Flood Zone 3A
- Potential for contamination from history as a working quay
- Hard and functional nature detracts from historic 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**



Common Staithe Quay - Indicative Plan

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A3 / 1:500

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.



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

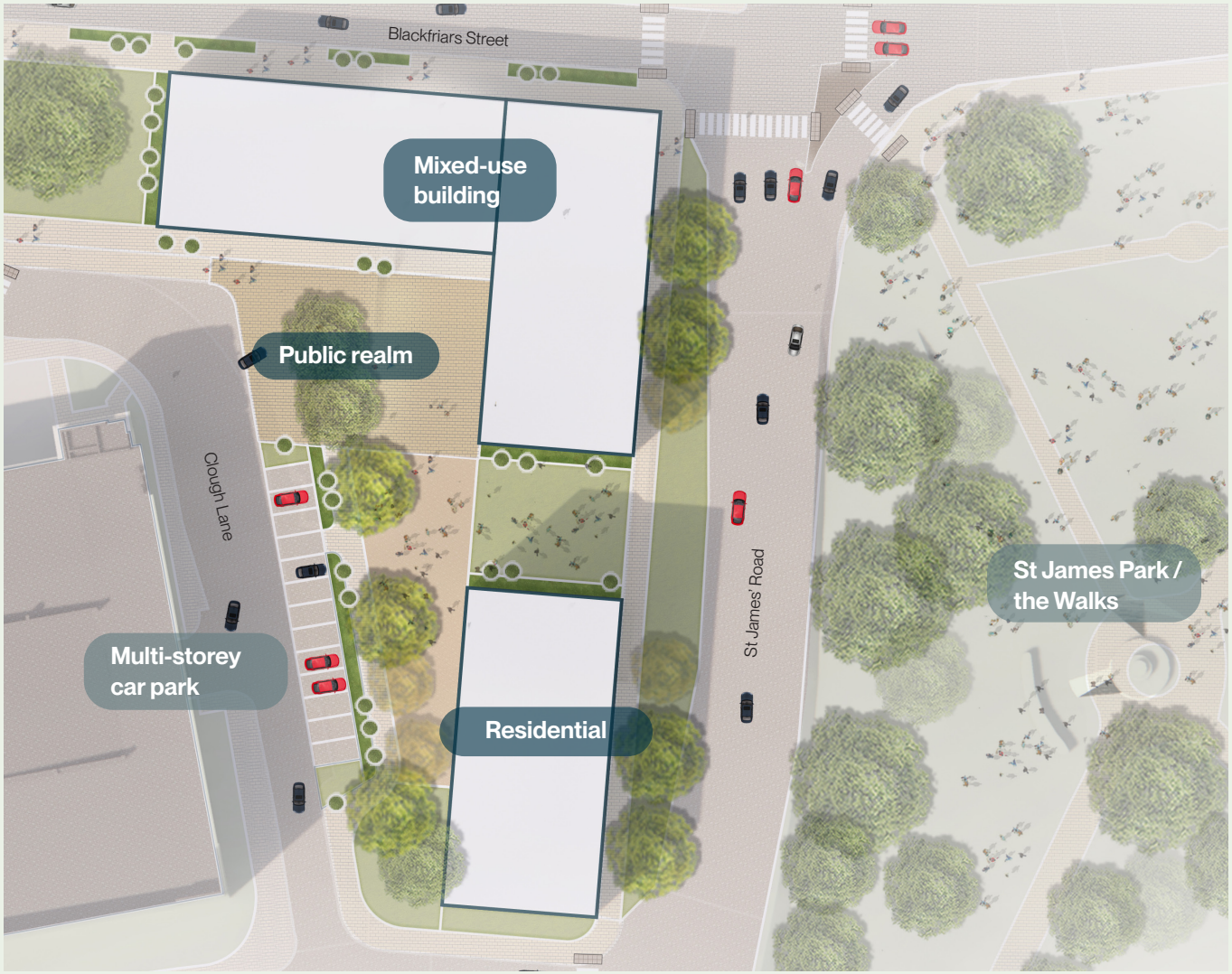
St James' Swimming Pool presents an opportunity to provide new residential or non-residential town centre uses including potential healthcare or hotel facilities through built development which provides a visual landmark, respects its heritage setting and improves connections between the town centre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



St James Swimming Pool - Indicative Plan

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A3 / 1:500

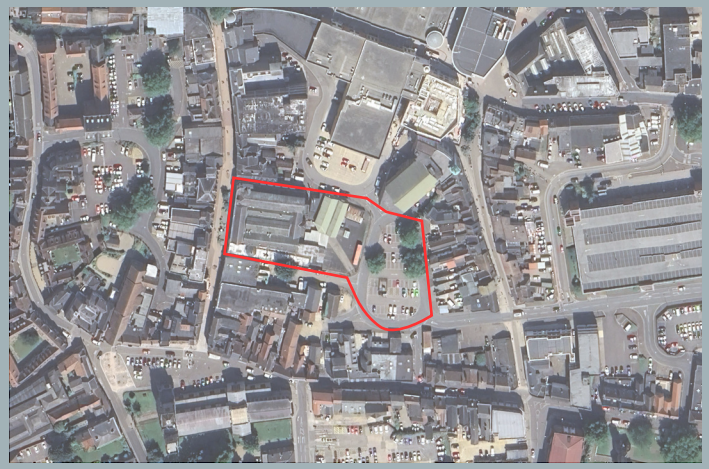
Former Debenhams

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.



Former Debenhams - Indicative Plan

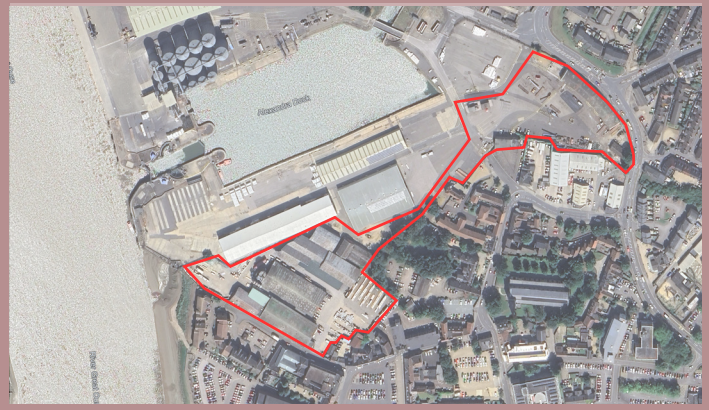
0 10 20 40m

A3 / 1:500

Port Area and Timber Yard

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.

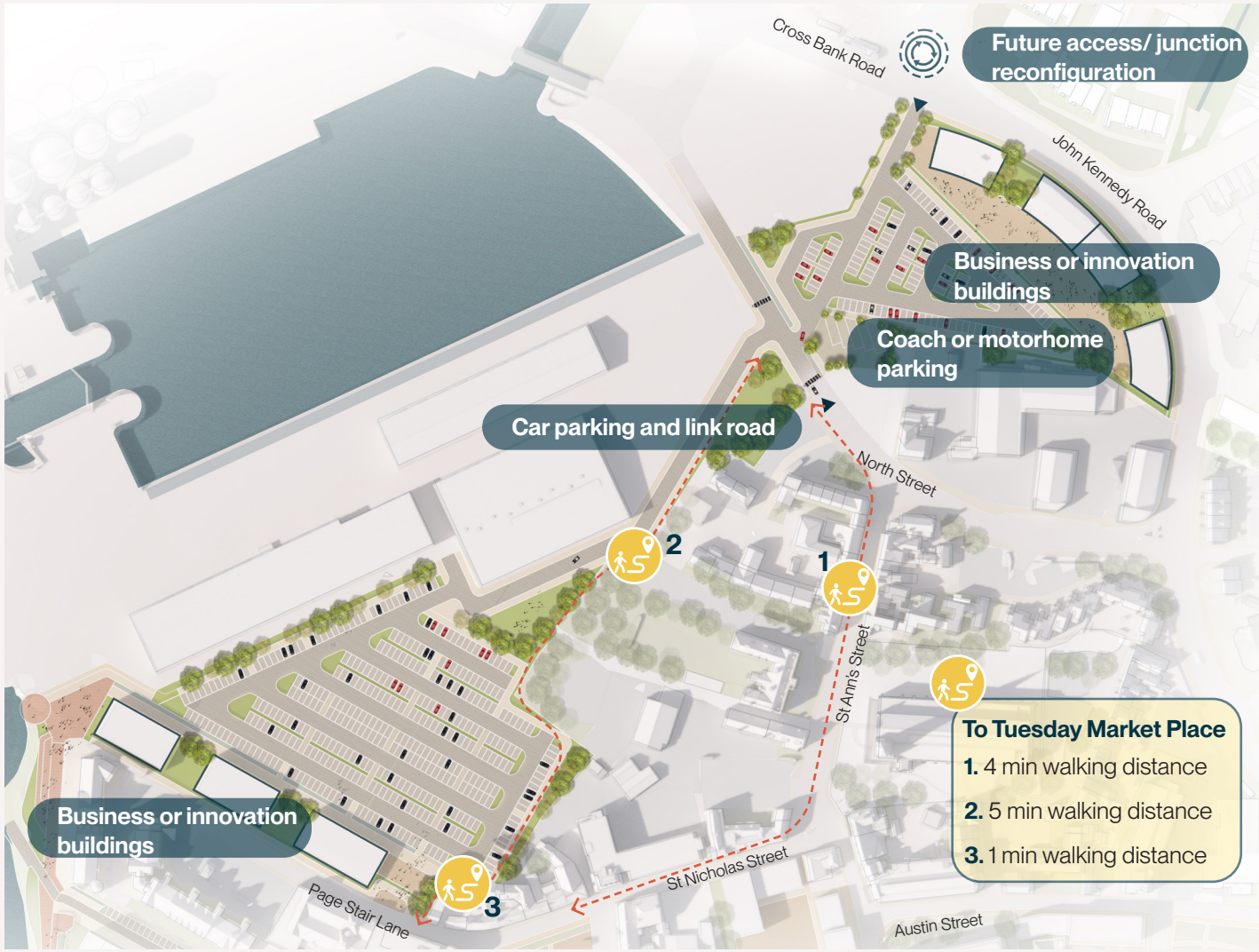
An indicative proposal has been developed which provides:

- **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.



The Port Area and Timber Yard - Indicative Plan

A2 / 1:1000

West Lynn

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.



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.



Land North of Wisbech Road - Indicative Plan

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.

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.



Church Street Car Park - Indicative Plan

0 10 20 40m

A3 / 1:500



Church Street - Indicative Artist's Impression

Southgates Regeneration Area

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.



Southgates Regeneration Area - Indicative Plan



Southgates Regeneration Area - Indicative Artist's Impression

Former Post Office

12

The former Post Office building is located on Baxter's Plain within the town centre of King's Lynn and occupies a prominent island site within an important civic space. Constructed in 1939 as a Post Office and Telephone Exchange, the building was designed in a Neo-Georgian style and historically served as a key communications hub for the town and surrounding region. Although the building ceased operation as a post office in 2007, it remains a notable civic landmark that contributes to the character of Baxter's Plain and the surrounding townscape. The site sits close to several heritage assets and the wider conservation area, reinforcing its historic role within a cluster of public buildings in this part of the town. Current regeneration proposals for Baxter's Plain identify the building as an opportunity for adaptive reuse.





Current Use: Vacant building

Ownership: Private

Total Area: 0.19 ha

Site designations / constraints

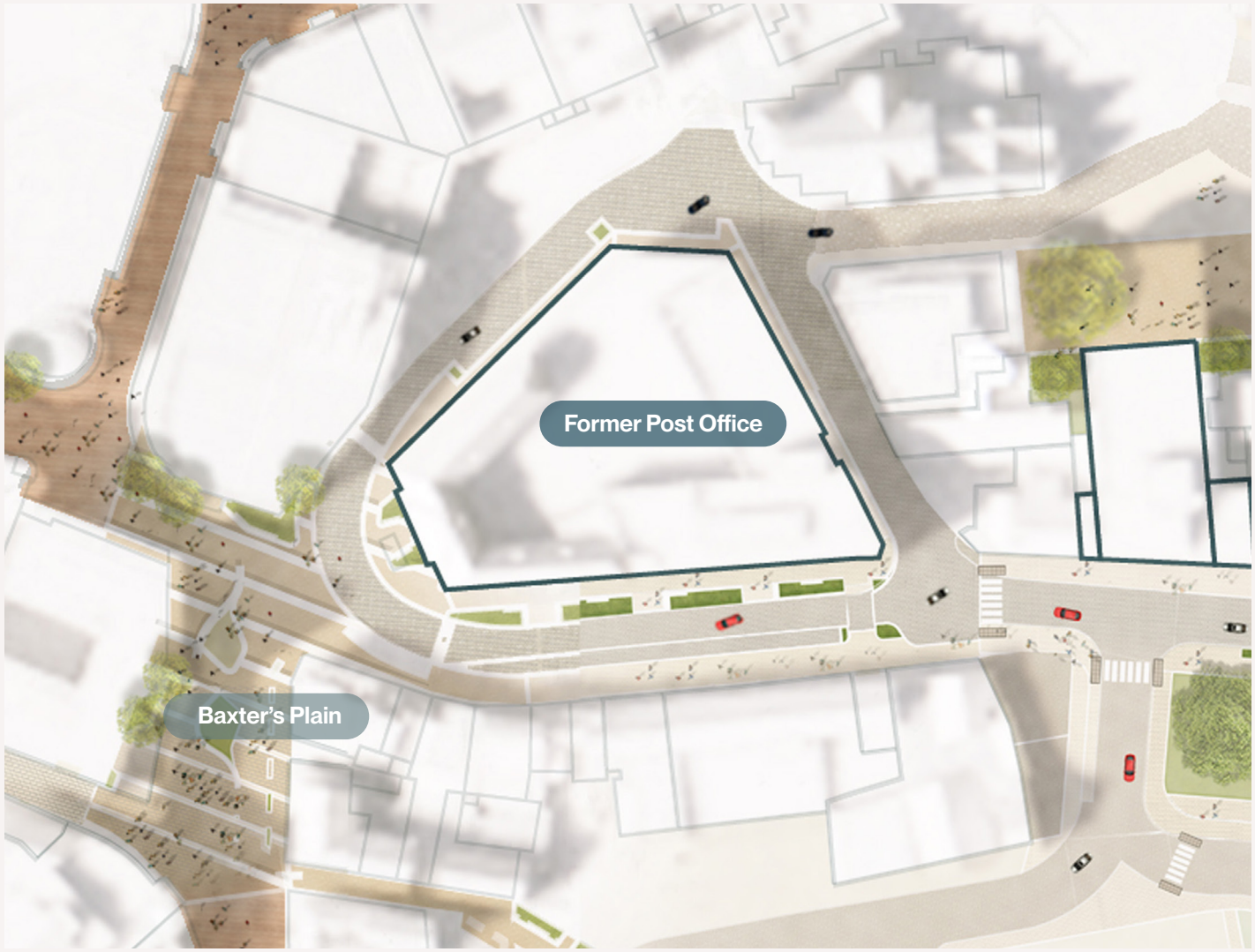
- The site is located adjacent to the King's Lynn Conservation Area.
- Several Grade II listed buildings are located in close proximity.
- Extant planning consent for 34 apartments and 1905sqm of non-residential floorspace.

The opportunity

The proposal aims to revitalise the former Post Office site, which benefits from an implemented planning consent, through the adaptive reuse of the existing building. The scheme introduces a mixed-use development with active commercial uses at ground floor and residential units above, helping to increase activity and footfall within the town centre. By bringing the currently underused building back into productive use, the development supports the wider regeneration of Baxter's Plain and strengthens its role as an important civic space.

The extant planning consent for the site provides:

- **34 residential units**
- **1,905 sqm of non-residential floorspace**



Indicative Plan

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

West Winch Masterplan

The West Winch Strategic Growth Area is the largest and most strategically important site for housing in West Norfolk and will bring up to 4,000 new homes as well as a new housing access road. It will also offer employment opportunities, commercial space, community resources, health facilities, education, play facilities, public open spaces, and transport links all on one site.

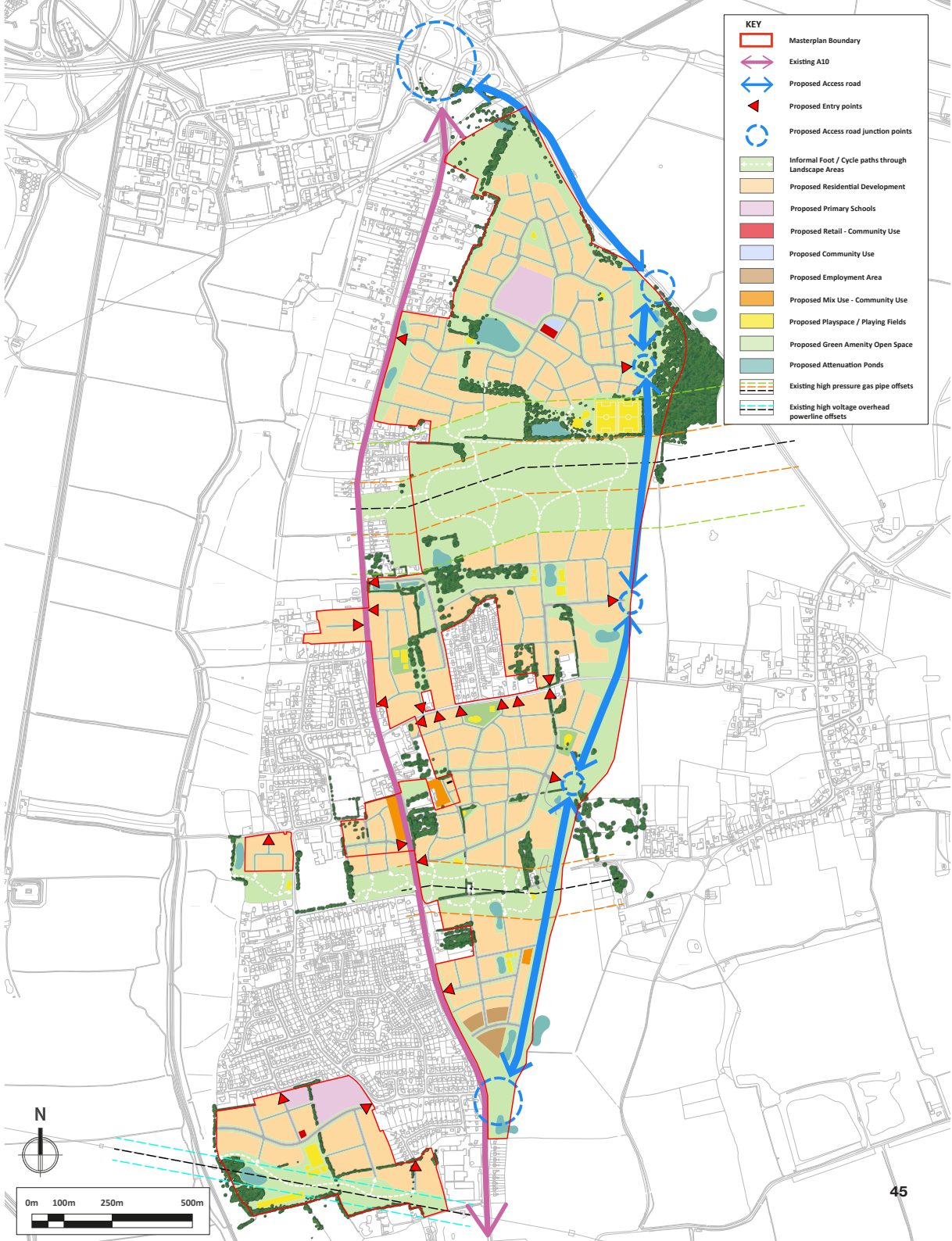
The aim is to integrate a large number of new homes and associated facilities with the existing village community, create a range of major improvements, and shape a place that promotes a sense of community among its residents - existing and new.

Location

The West Winch Strategic Growth Area is a significant area of land covering 196 hectares. The growth area is located to the south-east of King's Lynn and includes parts of the parishes of West Winch and North Runcton. It is roughly bounded by the A10 to the west, the A47 to the east, and the Setchey to Blackborough End road to the south. It stretches around 3.5km north-south and around 1.5km east-west. The area fringes the village of West Winch and the main road (A10) north towards King's Lynn town.

At the core will be up to 4,000 new homes to meet housing need - of which 20% will be affordable housing. But the site will offer much, much more:

- Means of access including a housing access road, new road junctions and alterations to existing junctions
- Employment land
- Local commercial centres including community, residential and healthcare uses
- 2 new primary schools
- Playing fields
- Open green spaces and other amenity areas
- Drainage systems
- Public transport, cycle, and pedestrian routes
- Other related physical infrastructure.



West Winch Masterplan, by WSP

Planning status

- Allocated for up to 4000 homes in local plan.
- Neighbourhood Plan including policies relating to the growth area adopted.
- SPD Framework Masterplan Adopted
- Outline planning permission for up to 1110 new homes.
- A further outline planning application for 500 homes currently being considered by planning team
- Planning Permission for West Winch Housing Access Road granted

Land ownership

There are three elements of landownership.

- Northern Portion
- Collaboration Land
- Zurich Assurance Land (Metacre)

The northern portion has outline planning for up to 1110 homes and the landowners have a developer on board.

The remaining land falls within the collaboration agreement land area or the Zurich Assurance land ownership.

Zurich own 131 acres of land. An outline planning application for 500 homes has been submitted by Metacre and is currently pending consideration.

The Collaboration Land comprises of 220 acres, owned by multiple landowners collaborating through a Collaboration Agreement that is in place. There is currently no developer engaged for this land.

West Winch Housing Access Road (WWHAR)

A key element of the Local Plan allocation is the provision of a West Winch Housing Access road. This will serve the growth area and make sure traffic from the new development has a minimal impact on the existing A10 as it passes through the village of West Winch. Specific access points will draw traffic away from the A10.

The West Winch Housing Access Road will also address existing traffic problems on the A10 by providing an alternative route around the village that conforms to Major Road Network standards.

Norfolk County Council, supported by the Borough Council, have completed the full design of the road and obtained full planning permission.

Funding of £120m to deliver the road in full has been secured from both DFT and Homes England to deliver the road . There is a developer contribution of £14 m across the entire growth area towards the road. This has been forward funded by Homes England and will be recovered as part of the Framework S.106 contributions.

Works to divert two high pressure gas mains on site have commenced with the construction of the road scheduled to commence in early 2027 and completion in 2029. Norfolk County Council will deliver the WWHAR.

Collaboration agreement

A legal agreement that allows multiple landowners to work together in a fair way so they can bring forward their land for development and make an equal contribution to the strategic infrastructure.

Progress to date and key milestones

- **2011** – West Winch Strategic Growth Area allocated in Local Plan
- **2018** – the Infrastructure Delivery Plan was agreed between the relevant partners and adopted by the borough council.
- **2018** – Borough Council agreed strategy to unlock delivery of growth area by facilitating delivery of key infrastructure and collaboration between landowners
- **January 2023** - Framework Masterplan SPD adopted.
- **March 2024** – Homes England Funding secured to Forward Fund developer contributions towards Housing Access Road & Department for Transport Funding for remaining delivery costs of the road
- **2025** – Outline Planning Permission for 1110 homes granted
- **November 2025** – Planning Permission for Housing Access Road granted
- **January 2026** – Landowner Collaboration agreement signed
- **May 2026** – National Gas Transmission (NGT) gas main diversions to commence to enable delivery of Housing Access Road
- **2027** – Construction of Housing Access Road to commence
- **2029** – Housing Access Road to open

Scan the QR code for more information on development and investment opportunities in King's Lynn and West Norfolk.

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Borough Council of King's Lynn & West Norfolk

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