Recommendations to Cabinet on 17th November 2026 from the Joint Panel Meeting held on 11th November 2026

16: **Cabinet Report – King's Lynn Masterplan & Parking Strategy**

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The Deputy Leader and Portfolio Holder for Business and Culture introduced the item. The Assistant Director for Regeneration, Housing and Place, Regeneration Programmes Manager and Regeneration Programmes Officer presented the report and accompanying slides in sections, pausing after each section to invite questions and comments from Members as summarised below.

Purpose, vision and status of the Masterplan

Officers explained that the Masterplan had been jointly commissioned by the Borough Council and the King's Lynn Neighbourhood Board. It brought together earlier regeneration work and established a coordinated spatial vision for the town over the next 20 years and beyond. The framework placed culture and heritage at the centre of regeneration and was organised around six strategies: Evolve and Adapt; Land Uses for Local Needs; Harness History and Culture; Harness Natural Assets; Transport and Access; and Built Form and Public Realm.

Members were advised that endorsement of the Masterplan would not approve individual developments or the wholesale removal of parking. The identified sites represented opportunities and each proposal would require further feasibility work, an individual business case and the usual governance, consultation and planning processes.

The Masterplan identified 24 sites for potential short, medium and long-term progression, including 11 opportunity sites. The overall concept indicatively provided for approximately 730 homes, 16,721 square metres of non-residential floorspace and 15.3 hectares of public realm and open space. Officers emphasised that these figures were not fixed commitments.

In response to Councillor Powers, officers advised that monitoring and reporting arrangements remained to be developed. Key outputs could include the number of homes delivered and the amount of commercial or community floorspace, with progress reported through the Scrutiny Panels and the Neighbourhood Board. Affordable housing would be considered for each site through planning policy, viability work and the relevant business case.

Councillor Crofts asked whether the proposals would support promotion of King's Lynn's heritage and tourism offer. Officers confirmed that heritage and culture were

central to the Masterplan and referred to the marketing work included within the Guildhall business plan.

Councillor Long asked whether it was appropriate to refer publicly to named commercial sites. Officers advised that the relevant owners were aware that the Masterplan would be published, while commercially sensitive delivery information would remain exempt where appropriate.

Consultation and community engagement

Officers reported that the most recent consultation had received 178 questionnaire responses and approximately 416 people had attended in-person events. Across both consultation rounds, approximately 218 responses had been received and more than 550 people had attended events. Sixty per cent of respondents agreed that the Masterplan would make King's Lynn a better place.

In response to questions from Councillors Nash, Long and Devulapalli, officers explained that the questionnaire did not provide a detailed age breakdown. Targeted sessions had, however, been held at the College of West Anglia and The Beacon to engage younger people. Officers agreed to consider whether the ArcGIS data could be analysed further by demographic group, while noting the limitations of the platform.

Councillor Kemp asked how residents without internet access had been able to take part in the consultation process. Officers advised that paper questionnaires had been available at public drop-in sessions and could be returned by post or to King's Court. Exhibition material had also been displayed in town-centre windows. Officers highlighted that severe cold weather had reduced attendance at some of the early drop-in sessions.

Councillor Fry suggested that future consultations should include health centres and the Queen Elizabeth Hospital to reach a broader range of residents. Officers welcomed the suggestion and agreed to consider suitable venues and contacts for future engagement.

Opportunity sites, design and environmental matters

Councillor Long questioned whether Devil's Alley could be described as a quick win, given that earlier proposals had not progressed. Officers advised that previous ground investigation work remained useful, funding had been earmarked by the Neighbourhood Board and the revised concept had been developed with residents. Subject to detailed design and planning, delivery was anticipated within the four-year Pride in Place programme.

Councillors Long, Moore and Heneghan under Standing Order 34a commented on the design of Devil's Alley and the need to respect the area's industrial and historic character. Officers advised that the concept had been shaped through targeted community engagement and that detailed design and further consultation would follow.

Councillors Long, Osborne and the Portfolio Holder for Transport Strategy and Car Parking discussed sustainable drainage systems and solar canopies at existing and future car parks. Officers explained that the illustrations expressed strategic aspirations and that feasibility, land ownership and detailed design would be considered for each site. Members requested that solar canopies and their relationship with electric vehicle charging should be considered through individual business cases.

Councillor Lintern left the meeting at 6.34pm.

In response to a question from Councillor Devulapalli under Standing Order 34a, the Regeneration Programmes Officer confirmed that the Environment Agency had been consulted and would remain involved as individual projects progressed. The Regeneration Programmes Manager added a strategic flood risk assessment for King's Lynn would also be undertaken through preparation of the emerging Local Plan.

Councillor Kemp opposed the development and parking concepts for Hardings Pits East, referring to flood risk, local views, the bus lane and the potential for community and recreational uses. The Assistant Director for Regeneration, Housing and Place advised that the wider Boal Quay area remained part of the Council's long-standing regeneration ambitions and could incorporate green infrastructure and public access. The Chair reiterated that any development would remain subject to planning and flood-risk requirements.

Councillor Osborne asked whether the concept for King's Staithe Square would retain its function as an events space. The Regeneration Programmes Officer confirmed that this was an important consideration and would be addressed through detailed design.

<u>Parking, access and transport</u>

Officers explained that the Parking Strategy proposed consolidating longer-stay parking at accessible edge-of-centre locations while retaining well-located short-stay and accessible parking in the town centre. Parking demand and replacement capacity would be monitored and assessed as individual sites were progressed.

Councillor Colwell asked whether the strategy quantified net parking losses and gains. The Regeneration Programmes Officer referred to the indicative capacity table in the opportunity-sites Appendix 8 but emphasised that it was not a firm forecast and depended on which schemes proceeded. The Regeneration Programmes Manager advised the proposed local bus loop, park-and-ride and other transport measures were aspirations that required further business-case work and partnership discussions.

Councillors Long and Kemp expressed concern that relocating parking could disadvantage disabled people, older residents and people with limited mobility, including those without a Blue Badge. The Assistant Director for Regeneration, Housing and Place advised that accessibility, mitigation and the location and quantity of disabled and very-short-stay spaces would be considered in each site-specific business case.

Councillor Osborne asked whether signage improvements could be introduced before the larger proposals were delivered. The Regeneration Programmes Manager advised that operational improvements would be reviewed with the parking team through ongoing asset management.

Councillor Colwell left the meeting at 7.00pm.

Councillor Crofts requested central coach parking for tourism and theatre visitors. The Regeneration Programmes Officer identified the Port and Timber Yard opportunity site as a potential location, subject to further work.

Councillor Ware left the meeting at 7.04pm.

Under Standing Order 34a, Councillor Devulapalli asked whether the Tuesday Market Place would become fully pedestrianised and whether the market would return. The Regeneration Programmes Officer advised that the concept sought to reduce parking and increase pedestrian and public-realm space but did not prescribe the precise amount of parking to be retained. The Chair commented that the return of the market would depend on stallholder interest.

Councillor Crofts left the meeting at 7.14pm.

Members stressed that parking changes should be coordinated with improvements to bus services and should not make the town centre inaccessible by car. The Deputy Leader and Portfolio Holder for Business and Culture advised that the long-term strategy sought to balance car access, public transport, active travel and regeneration, and that displacement or replacement parking would be considered

before existing spaces were removed. The Chair commented that parking charges were outside the scope of the Masterplan and would be considered through the relevant budget process.

Councillor de Whalley left the meeting at 7.23pm.

Under Standing Order 34a, Councillor Devulapalli asked whether the Masterplan should include improved rail links. The Chair advised that additional ambitions could be considered in future but should not delay progression of the existing framework.

Riverfront and neighbourhood investment

Councillor Nash suggested that a marina should be explored to support tourism and river access. Officers advised that previous marina proposals had presented significant cost, demand and operational risks. Existing visitor pontoons, proposed dry-side facilities and the potential for additional moorings at Boal Quay could, however, support further activity. The Deputy Leader and Portfolio Holder for Business and Culture commented that the Masterplan could evolve to incorporate further river links and ferry options.

Councillor Kemp commented that improvements to the West Lynn landing stage should be prioritised because of the importance of the ferry to residents.

Councillor Griffin asked that the benefits of neighbourhood investment should extend to North Lynn, South Lynn, Gaywood, Fairstead and the Friars. The Regeneration Programmes Manager advised that community builders had begun preparing neighbourhood action plans to identify local priorities and inform future Neighbourhood Board investment.

Delivery priorities and £50,000 feasibility allocation

Officers outlined the initial delivery priorities, including work on Devil's Alley, Sommerfeld and Thomas, consolidated parking in the Port area, Southgates, ferry access and market engagement for other opportunity sites. The Council's role would vary by site and could include direct delivery, enabling development and working with public, community and private-sector partners.

Councillor Long asked what tangible outcomes the proposed £50,000 allocation would deliver. The Assistant Director for Regeneration, Housing and Place advised that it would fund initial market engagement, feasibility work, surveys and plans for priority sites. The detailed allocation had not yet been determined and specialist work might require external consultants, although officers would consider where work could be undertaken internally.

Councillor Long proposed that recommendation 5 be amended to require a report to the Corporate Performance Panel setting out how the £50,000 allocation had been utilised. On being put to the vote, the amendment was agreed with one abstention.

Councillor Kemp proposed that Hardings Pits East be removed from consideration for parking or development. On being put to the vote, the amendment was lost.

RESOLVED: That the Joint Panel support the recommendations to Cabinet as set out below, with an addition to Recommendation 5.

Cabinet resolves to:

1. Endorse the King's Lynn Masterplan (Appendix 1) as a comprehensive strategic framework for guiding the future regeneration and development of King's Lynn.
2. Endorse the King's Lynn Parking Strategy Non-technical Strategy (Appendix 2) and King's Lynn Parking Strategy Supporting Technical Data Report (Appendix 8 EXEMPT) as a comprehensive strategic framework for informing the future development, accessibility and parking provision of King's Lynn.
3. Authorise officers to progress discussions with stakeholders including potential funding and delivery partners, to enable delivery of the priority masterplan projects as set out in section 4.
4. Approve officers undertaking market engagement in relation to the masterplan opportunity sites with potential suitability experienced strategic development and investor partners and investors.
5. Delegates authority to the Deputy Chief Executive/Section 151 Officer, in consultation with the Deputy Leader & Portfolio Holder for Finance, to authorise officers to progress market engagement and feasibility phase up to £50,000 and amend the capital programme 2026/7 to support this work**, with a report on how the £50,000 was utilised to go to the Corporate Performance Panel.**
6. Require a further report to Cabinet setting out the outcome of the market engagement and feasibility work of the masterplan opportunity sites before the Council commits more substantial resources to individual schemes.

Recommendation to Full Council:

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2. Endorse the King's Lynn Parking Strategy Non-technical Strategy (Appendix 2) and King's Lynn Parking Strategy Supporting Technical Data Report (Appendix 8 EXEMPT) as a comprehensive strategic framework for informing the future development, accessibility and parking provision of King's Lynn.