

Borough Council of
**King's Lynn &
West Norfolk**



Regeneration and Development Panel

Agenda

Tuesday, 11th April, 2023
at 4.30 pm

in the

**Council Chamber, Town Hall and available
for the public to view on [WestNorfolkBC on
You Tube](#)**



King's Court, Chapel Street, King's Lynn, Norfolk, PE30 1EX
Telephone: 01553 616200

Wednesday 29th March 2023

Dear Member

Regeneration and Development Panel

You are invited to attend a meeting of the above-mentioned Panel which will be held on **Tuesday, 11th April, 2023 at 4.30 pm** in the **Council Chamber, Town Hall, Saturday Market Place, King's Lynn PE30 5DQ** to discuss the business shown below.

Yours sincerely

Chief Executive

AGENDA

1. Apologies for absence

To receive any apologies for absence.

2. Minutes (Pages 5 - 9)

To approve the minutes of the previous meeting.

3. Declarations of Interest

Please indicate if there are any interests which should be declared. A declaration of interest should indicate the nature of the interest (if not already declared on the Register of Interests) and the agenda item to which it relates. If a disclosable pecuniary interest is declared, the Member should withdraw from the room whilst the matter is discussed.

Those declarations apply to all Members present, whether the Member is part of the meeting, attending to speak as a local Member on an item or simply observing the meeting from the public seating area.

4. Urgent Business

To consider any business which, by reason of special circumstances, the Chair proposes to accept as urgent under Section 100(b)(4)(b) of the Local Government Act, 1972.

5. Members Present Pursuant to Standing Order 34

Members wishing to speak pursuant to Standing Order 34 should inform the Chair of their intention to do so and what items they wish to be heard before a decision on that item is taken.

6. Chair's Correspondence

If any.

7. Update on the Tourism Informal Working Group (Pages 10 - 11)

8. Cabinet Report - Southgates Area Masterplan Delivery Plan (Pages 12 - 181)

9. Riverfront Regeneration Town Deal Project Update (Pages 182 - 185)

10. Work Programme and Forward Decision List (Pages 186 - 194)

11. Date of the next meeting

To note that the next meeting of the Regeneration & Development Panel is scheduled to take place on Tuesday 13th June 2023.

12. Exclusion of Press and Public

To consider passing the following resolution:

“That under Section 100(A)(4) of the Local Government Act, 1972, the press and public be excluded from the meeting for the following item of business on the grounds that it involves the likely disclosure of exempt information as defined in paragraph 3 of Part 1 of Schedule 12A to the Act”.

13. EXEMPT - Cabinet Report - Asset Management - Land and Property - King's Lynn - Nar Ouse Business Park: Proposed Sale of Land. (Pages 195 - 212)

To:

Regeneration and Development Panel: P Beal, F Bone, C Bower, Mrs J Collingham (Chair), C J Crofts, M de Whalley, P Gidney (Vice-Chair), B Jones, C Manning, C Morley, C Rose and D Whitby

Members of the Environment and Community Panel for Agenda Item 7.

Portfolio Holders:

Councillor R Blunt – Portfolio Holder for Regeneration and Development

Councillor A Lawrence – Portfolio Holder for Property

Councillor G Middleton – Portfolio Holder for Business, Culture and Heritage

Officers

Jemma Curtis – Regeneration Programmes Manager

Duncan Hall – Assistant Director

Matthew Henry – Assistant Director

Abigail Rawlings – Project Support Officer

BOROUGH COUNCIL OF KING'S LYNN & WEST NORFOLK**REGENERATION AND DEVELOPMENT PANEL**

Minutes from the Meeting of the Regeneration and Development Panel held on Wednesday, 1st February, 2023 at 4.30 pm in the Assembly Room, Town Hall, Saturday Market Place, King's Lynn PE30 5DQ

PRESENT: Councillors J Collingham (Chair), P Beal, F Bone, C Bower, C J Crofts, M de Whalley, P Gidney, B Jones, C Manning, C Morley, C Rose and D Whitby.

PORTFOLIO HOLDER: Councillor R Blunt – Portfolio Holder for Regeneration and Development

PRESENT UNDER STANDING ORDER 34: Councillor Ware (remotely)

OFFICERS:

David Ousby – Assistant Director

RD82: APOLOGIES FOR ABSENCE

There was none.

RD83: MINUTES

RESOLVED: The minutes from the previous meeting were agreed as a correct record and signed by the Chair.

RD84: DECLARATIONS OF INTEREST

There was none.

RD85: URGENT BUSINESS

There was none.

RD86: MEMBERS PRESENT PURSUANT TO STANDING ORDER 34

There was none.

RD87: CHAIR'S CORRESPONDENCE

[Click here to view the recording of this item on You Tube.](#)

The Chair informed the Panel that she had asked officers to investigate the possibility of a Parkway Railway Station at the KLIC and would report back to the Panel as appropriate.

RD88: **CABINET REPORT - HUNSTANTON MULTI USER HUB AND TRANSPORT INTERCHANGE**

[Click here to view the recording of this item on You Tube.](#)

The Assistant Director presented the Cabinet report which provided the background to the project and the issues that were now being faced. A copy of the presentation is attached. It was explained that issues with Planning Permission Regulatory changes, unforeseen rises in construction costs following the Covid-19 pandemic and more recently forecast falling house prices, have had a material impact on the financial viability of this scheme.

Alternative options for the site were being considered, but the conclusion was that the site had become unviable for a variety of reasons as a location for housing, the availability of other government grants for transport and NCC prepared to fund their own library and to invest in the site as an Active Travel Hub, officers are instead recommending that the Council pursues this option.

The Chair thanked the Assistant Director for his report and invited question and comments from Members of the Panel, as summarised below.

In response to a question from Councillor Beal, the Assistant Director explained that recommendation two included details of the TIC provision.

Councillor Beal referred to the bus stops outside the Princess Theatre and Spinney and felt that these were no longer needed and should be reverted back to much needed car parking spaces. The Assistant Director explained that this would be a matter for the Highways Authority.

In response to a question from Councillor Beal regarding the Camper Van trial, the Assistant Director explained that no sites had been identified presently.

Councillor Beal referred to the Hunstanton Oasis and commented that it needed to be retained on the Seafront and not moved to a car park. He also suggested use of the school site. The Assistant Director explained that consultations and discussions had taken place with Hunstanton Town Council and Hunstanton Advisory Group on the school site, but it would involve a loss of playing fields. The Assistant Director explained that the next steps for the Oasis were being looked

at and feedback on the unsuccessful Levelling Up Fund application was awaited.

Councillor Beal raised concerns on the charges and subsidies of the Oasis.

The Vice Chair, Councillor Gidney made reference to access to the development and storage for cycles. He also asked if it was possible to see an interior ground floor plan of the development to see if there was potential for expansion in the future. Councillor Gidney also commented that solar panels should be used alongside things that were beneficial for wildlife, such as bird boxes. The Assistant Director explained that he could feedback Councillor Gidneys comments to the Norfolk County Council proposal. The Assistant Director confirmed that the development would be fully DDA compliant and would provide cycle parking and storage provisions.

Councillor de Whalley asked for clarification on the management of the TIC and if this area would also serve as a waiting room and for detail on how this development would link in with the Local Cycling and Walking Infrastructure Plan. The Assistant Director explained that the TIC would not be manned, but would be an information point and could also be used as a waiting area. It was noted that there was also dedicated waiting areas and shelters included as part of the development. The Panel was informed that Norfolk County Council would ensure that the plans linked up with the Countywide Local Cycling and Walking Infrastructure Plan and the Active Travel Hub proposed for King's Lynn.

Councillor Bone commented that he was disappointed that the whole scheme was not going forward, but acknowledged the issues that had prohibited this.

The Portfolio Holder for Development, Councillor Blunt agreed that it was disappointing, but unforeseen circumstances had resulted in the original development being unviable. Lots of discussions had been held on how to take the project forward and he felt that this scheme was a positive for the area.

Councillor Morley referred to the recommendations within the report and felt that these needed simplifying and detailed design work was needed.

The Chair, Councillor Collingham asked about the implications of changes to the development in terms of the ACP and the Portfolio Holder explained that the Council was working with ACP to look at other sites to transfer the funding to.

In response to a question from the Chair it was explained that the cost of safety measures were high because of the mixed use of the site.

The Assistant Director provided detail of the mixed use suppression systems for residential and commercial development.

Councillor Morley proposed revised recommendations as set out below:

1. This Council recognises the existing plans for Hunstanton bus Station and Library have been frustrated due to changes in Regulations and now cannot be achieved.
2. In consultation with Norfolk County Council this Council will forward a revised plan, excluding residential development, but caters for; bus station, library hub, TIC, facilities for cycles and welfare facilities.
3. The outline design will be agreed with Norfolk County Council and Hunstanton Advisory Group to proceed to secure sufficient grants including bus back better and ACP funding.

The Chair commented that recommendations contained within the original report, including the recommendation on removing the project from the Capital Programme and the delegated authorities within the report, were pertinent to moving the project forward.

The Panel supported the original recommendations as set out within the report and that these be recommended to Cabinet.

RESOLVED: That the Regeneration and Development Panel support the recommendations to Cabinet, as set out below.

That Cabinet approve the following:

1. The Council will not proceed with housing on the bus station site in view of external factors affecting the viability of the scheme and the opportunity to pursue a viable alternative, and will remove the project from the Capital Programme.
2. NCC will continue to proceed with the improved library / adult education facility (including the library, toilets, and changing places toilet) on the site enabled with the addition of land owned by the Borough which will include the provision of an area for West Norfolk tourism information (subject to further negotiation);
3. NCC will proceed with the Bus Back Better Grant to improve coastal travel, cycle facilities and sustainability, invest to improve the bus station as a transport interchange and to agree terms with Borough Council for the land;
4. The Borough Council, supported by Norfolk County Council, to negotiate with Homes England in respect of the ACP funding originally allocated to development of this site.
5. The Borough Council will work with all parties on developing a joint strategic approach to regeneration and growth in the wider Hunstanton area through an agreed Masterplan;
6. That the Assistant Director for Property and Projects, in consultation with the Portfolio Holders for Property and Finance, S151 officer and Monitoring Officer be given delegated authority to finalise the legal arrangements for the land.

RD89: **WORK PROGRAMME AND FORWARD DECISION LIST**

RESOLVED: The Panel's Work Programme was noted.

RD90: **DATE OF THE NEXT MEETING**

The next meeting of the Regeneration and Development Panel was scheduled to take place on Tuesday 28th February 2023 at 4.30pm in the Town Hall.

The meeting closed at 5.20 pm

POLICY REVIEW AND DEVELOPMENT PANEL REPORT

REPORT TO:	Regeneration and Development Panel		
DATE:	11 th April 2023		
TITLE:	Update on the Work of the Tourism Informal Working Group		
TYPE OF REPORT:	Update from Informal Working Group		
PORTFOLIO(S):	Business, Culture and Heritage		
REPORT AUTHOR:	Duncan Hall		
OPEN/EXEMPT	Open	WILL BE SUBJECT TO A FUTURE CABINET REPORT:	Yes

REPORT SUMMARY/COVER PAGE

PURPOSE OF REPORT/SUMMARY:
This report provides an update on the work to date of the Tourism Informal Working Group.
OVERVIEW:
<p>At its meeting on 8th November 2022, the Regeneration and Development Panel established a joint Tourism Informal Working Group with the Environment and Community Panel. The Terms of Reference for the Informal Working Group were agreed as:</p> <ol style="list-style-type: none"> 1. To assist with the formation of a high-level strategy and action plan for Tourism in West Norfolk. 2. To address the tourism related Notices of Motion referred to the Panel from Full Council and report back to the Panel on their findings. 3. The Informal Working Group to comprise of six core members, be Chaired by an independent facilitator and draw in input from a range of Members as required. 4. The Informal Working Group can meet in person or remotely. 5. The informal Working Group to report back their initial findings to the Regeneration and Development Panel in April 2023 and after that upon request from the panel. 6. The Informal Working Group will remain established until such time the Regeneration and Development Panel see fit, so that the informal Working Group can conduct post evaluation reviews as required.
MEMBERSHIP AND MEETINGS HELD:
<p>Members of the Informal Working Group are Councillors Beal, Sampson, Moriarty, Gidney, Jones, Collingham, Bone and Bower. The Working Group is Chaired by an Independent Facilitator.</p> <p>Meetings and workshops have been held as follows:</p> <p>15th December 2022 – Initial meeting. 10th January 2023 – Thematic workshop session – Employment and Training. 1st February 2023 – Sustainable Tourism and Tourism Levy 28th March 2023 – Infrastructure 11th April 2023 – Visitor Accessibility.</p> <p>Further workshop sessions are to be scheduled to cover:</p> <ul style="list-style-type: none"> - Innovation and Digitalisation - Experiential Tourism and Developing the Cultural Product.

Agendas and Minutes from the meetings are available for Members to view on Mod Gov.

RECOMMENDATIONS:

The Panel are requested to note the update.

REASONS FOR RECOMMENDATIONS:

To note the ongoing work of the Tourism Informal Working Group.

POLICY REVIEW AND DEVELOPMENT PANEL REPORT

REPORT TO:	Regeneration and Development Panel		
DATE:	11 th April 2023		
TITLE:	Southgates Area Masterplan Delivery Plan		
TYPE OF REPORT:	Cabinet Report		
PORTFOLIO(S):	Councillor Blunt, Regeneration and Development		
REPORT AUTHOR:	Jemma Curtis		
OPEN/EXEMPT	Open	WILL BE SUBJECT TO A FUTURE CABINET REPORT:	Yes

REPORT SUMMARY/COVER PAGE

PURPOSE OF REPORT/SUMMARY:
<p>This report proposes the next stages of the Southgates Area Masterplan Development Brief which has been prepared following extensive site analysis and public consultation, for the historic King's Lynn Southgates area. The masterplan sets out the vision and design principles for the development of this strategic regeneration area. The Development Brief is accompanied by a financial viability and Delivery Strategy.</p> <p>The report recommends next steps to develop and progress the project with key partner Norfolk County Council, to enable to the future regeneration and development of the area.</p>
KEY ISSUES:
<p>Members are directed to the attached Cabinet report for full details of the key issues.</p>
OPTIONS CONSIDERED:
<p>Members are directed to the attached Cabinet report for full details of the options.</p>
RECOMMENDATIONS:
<p>The Panel are requested to consider the report and make any appropriate recommendations to Cabinet.</p>
REASONS FOR RECOMMENDATIONS:
<p>To scrutinise recommendations being made for an executive decision.</p>

REPORT TO CABINET

Open with Exempt appendices		Would any decisions proposed:		
Any especially affected Wards	Mandatory/	Be entirely within Cabinet's powers to decide	YES/NO	
	Discretionary /	Need to be recommendations to Council	YES/ NO	
	Operational	Is it a Key Decision	YES/ NO	
Lead Member: Cllr Richard Blunt E-mail: cllr.richard.blunt@west-norfolk.gov.uk		Other Cabinet Members consulted:		
		Other Members consulted: R&D Panel		
Lead Officer: Jemma Curtis E-mail: jemma.curtis@west-norfolk.gov.uk Direct Dial: 01553 616716		Other Officers consulted: Lorraine Gore, Duncan Hall, Matthew Henry, David Ousby, Abigail Rawlings, Stuart Ashworth.		
Financial Implications YES/ NO	Policy/Personnel Implications YES/NO	Statutory Implications YES/NO	Equal Impact Assessment YES/ NO If YES: Pre-screening/ Full Assessment	Risk Management Implications YES/ NO
If not for publication, the paragraph of Schedule 12A of the 1972 Local Government Act considered to justify that is paragraph 3.				

SOUTHGATES AREA MASTERPLAN DELIVERY PLAN

Date of meeting: 18th April 2023

Summary

This report proposes the next stages of the Southgates Area Masterplan Development Brief which has been prepared following extensive site analysis and public consultation, for the historic King's Lynn Southgates area. The masterplan sets out the vision and design principles for the development of this strategic regeneration area. The Development Brief is accompanied by a financial viability and Delivery Strategy.

The report recommends next steps to develop and progress the project with key partner Norfolk County Council, to enable to the future regeneration and development of the area.

Recommendation

1. Approve the final Southgates Masterplan Development Brief Document and the preferred option as set out in Appendix 1.
2. Approve further feasibility and options testing for the development and delivery of the sites in the Southgates area.
3. Delegate authority to Assistant Director for Property and Projects in consultation with Portfolio Holder for Property, Portfolio Holder for Regeneration & Portfolio for Finance, to agree BCKLWN land contribution to Norfolk County Council's King's Lynn – Sustainable Transport and Regeneration Scheme (STARS) project.
4. Instruct Regeneration and Economic Development officers to progress with seeking further external funding that may be required to deliver the

scheme.

5. A further report is brought back to Cabinet to update on the outcome of the next steps detailed in sections 4 & 5 of this report and consider the final arrangements for overall scheme delivery in early 2024.

Reason for Decision

To guide the future regeneration of this gateway site to King's Lynn's town centre in line with the aims and objectives of the Heritage Action Zone, the Town Investment Plan and the corporate business plan objective to 'promote the borough as a vibrant place in which to live, to do business and as a leading visitor and cultural destination.'

1. Background

- 1.1 Heritage Action Zones (HAZ) was a national programme led by Historic England to work with places of historic importance and assets to boost economic growth, using the historic environment as a catalyst. The King's Lynn HAZ Delivery Plan sets out a vision for King's Lynn aimed at strengthening its role as a regional centre by using the major heritage assets of the town as a positive feature for encouraging sustainable growth. The five-year programme (2017-2022) identified a number of regeneration actions, one of which was focused around using brownfield sites to reinstate the urban structure and historic grain to improve the first impressions of the town for visitors, potential employers, employees and investors and to strengthen the town's regional position.
- 1.2 The Southgates Regeneration Area was a key element of the HAZ programme. Following extensive research commissioned by Historic England, in partnership with the Council as part of the early stages of the HAZ programme, funding was secured through the Norfolk Business Rates Pool to commission the next stage of detailed masterplanning and any necessary site investigations and surveys required to define the strategic vision for future redevelopment of the area. The site offers the potential to create a high-quality gateway to King's Lynn to change the perception and first impression of the town and strengthen the identity of King's Lynn as a sub-regional economic centre and visitor destination.
- 1.3 Over the last 15 years, the Council has progressed with strategic land acquisitions in the area to facilitate comprehensive redevelopment of the site and complement the existing regeneration that is well under way on the Nar Ouse Regeneration Area to the south. The site area contains a combination of vacant, derelict or properties in poor condition around the Southgate roundabout, the under-utilised Southgate Park and hoardings site to the east. The most significant feature of the area is the South Gate Scheduled Ancient Monument (SAM) and its striking central location as the key southern access into King's Lynn is paramount.

- 1.4 In June 2021, Cabinet approved the commissioning of a holistic and comprehensive masterplan for the area (site area in Appendix 4) to define the vision and establish the principles and options for redevelopment of this area. The aim was to bring strands of existing activity and studies together including; the Unlocking Brownfield Sites Study (2019), Local Cycling and Walking Infrastructure Plans (LCWIP), The King's Lynn Transport Strategy and the Southgate Gateway (Future High Streets Fund project).
- 1.5 Following a competitive tendering process BDP, in partnership with Urban Flow (transport specialists) and Montague Evans (property and development specialists), were appointed in January 2022 to undertake consultation, engagement, and a comprehensive review of previous work to prepare a number of options that considered land use, public realm, highways and transports for the area alongside an assessment of the potential viability, costs and delivery strategy for the scheme.

2. Options and Consultation

- 2.1 The Masterplan Development Brief Document (masterplan) has been developed through extensive consultation and detailed site analysis. An initial stakeholder workshop was held in early 2022 to gauge initial ideas and aspirations for the area. Through further engagement with members, officers, Historic England, Norfolk County Council, residents, and local stakeholders, a vision, design principles and site development options were developed. A preferred option was identified and subject to a four-week public consultation in October 2022 (full consultation report in Appendix 3).

The proposed Vision for the Southgates area is;

'The vision for Southgates is to create an attractive and active gateway to King's Lynn, which draws upon the rich past of the site in order to meet the needs of the present day, and optimise benefits for the town's residents and visitors alike.'

Building on the vision, objectives, and preferred option identified, a series of key principles were developed which have been organised into four site strategies;

- Placemaking and Urban Form
- Travel and Movement
- Heritage
- Environment and Sustainability.

The options development stage of the project involved;

- identification of a series of high-level scenarios, forming the basis for a series of more detailed Masterplan options;
- development of proposed scenarios and options through workshops and presentations with BCKLWN Members and local stakeholders. A recording of the project team's presentation to the BCKLWN

Regeneration and Development Panel can be found on the Council's YouTube channel: <https://www.youtube.com/watch?v=BAzstqPfxEk>

2.2 Preferred Option

A detailed description of the preferred option can be found on page 40 of the Southgates Masterplan Development Brief Document (Appendix 1). The preferred option would create a diversion around the South Gate, would create up to 115 residential units, ground floor commercial space and would deliver comprehensive public realm improvements to the town's gateway.

The preferred option was chosen on the basis that it considered to:

- Present a much-improved setting for the South Gate monument, with the realigned London Road some c.15-25m distant from it.
- Create substantial opportunities for new public realm and related amenities, including the opening of the new views to the South Gate.
- Create the potential for the relocation of enhanced / enlarged green space in replacing that area of the park affected by London Road realignment.
- Deliver a considerably calmer traffic environment for local people in the South Gate vicinity
- Improve the presentation of the east-west Vancouver Avenue to Wisbech Road link as a 'street' in contrast to the present dominant traffic carrying 'road(s)'.
- Maintenance of movement through South Gate through alignment of pedestrian and cycle links (in line with King's Lynn LCWIP).
- Enable the provision of coherent and convenient walking links across the Southgates area, connecting communities and opportunities.
- Create dedicated cycle facilities including the potential for segregated cycle lanes, for example an east-west lane from Vancouver Avenue to Wisbech Road.
- Create an opportunity to provide integrated bus priority facilities within the re-planned road arrangement, led by NCC as the public lead authority for public transport, who have undertaken consultation under the Bus Service Improvement Plan Consultation.
- Deliver an arrangement of development land parcels in such a way that site areas are more sizable and favourable in development terms, with more straightforward access.

For the ambition of the preferred option to be achieved, a significant proportion of the significant funding will be public investment. This is detailed further in section 5 of this report and potential sources of funding identified.

2.3 Public Consultation Results

From early 2022 BDP began a series of stakeholder engagement sessions. A letter went to households and business within the Southgates area inviting people to have 1-2-1 meetings about the proposals. Stakeholder meetings were held with local interest groups and statutory organisations to inform the development of the preferred option.

Public consultation on the preferred masterplan and the Development Brief attracted more than 100 people to drop-in sessions. 128 survey responses were received, along with a number of detailed responses from stakeholder groups and organisations.

In summary, the results of the public consultation were;

- 81% agreed with the level of ambition proposed by the Masterplan.
- 77% agreed with the proposed Masterplan vision.
- 83% agreed that traffic movements should be diverted around the South Gate in order to protect the structure from damage and provide an appropriate setting.

In addition, key stakeholders, including Historic England (who have provided a letter of endorsement for the Masterplan Development Brief Document) and Norfolk County Council, were consulted. The full results and feedback received during the consultation are available in the Southgate Area Masterplan Consultation Report (Appendix 3).

We have engaged and consulted with landowners within the area and will continue to do so as the project evolves (see section 7 for further details).

3. Final Southgates Masterplan Development Brief Document

- 3.1 The preferred option at public consultation has been refined taking into consideration the consultation feedback to produce the final Masterplan Development Brief Document (Appendix 1). The final development brief has drawn together the vision and design principles to set out a schematic development layout to transform the site and enhance the setting of this historic gateway to King's Lynn. Cabinet are recommended to endorse this document as the policy to guide the future regeneration of the area (recommendation 1).

4. Recommended Next Steps to Progress Scheme

- 4.1. Montague Evans (property and development specialists) have provided advice on viability, options and approach to delivery of this complex project. Given that the site comprises historic assets, primary highway infrastructure, existing brownfield sites (both in BC and third-party ownership) it is envisaged that the regeneration of this area will need to be brought forward in phases in order to deliver and require public investment to do so in order to achieve the full ambition for the area.

This is likely to be a combination of delivery involving BCKLWN, NCC and potential private sector partners. The recommended next steps to develop the scheme further are detailed below.

1. Governance arrangements to oversee the comprehensive transformation of the area.
2. Delivery strategy and phasing.
3. External funding
4. Landowner Coordination (Exempt section 7)

4.2 Governance

In line with BCKLWN's approach to project management, the following governance and programme management structure is proposed and includes NCC as a key strategic partner (Appendix 5) and lead council for the delivery of elements of the scheme. The governance reflects the various workstreams, partnership working and decision-making responsibilities to progress the next stage of development of the scheme. This may be subject to the relevant funding programme and will be subject to change.

This is important in recognition of NCC's role as Accountable Body for delivery of the STARS project and the implications this has on the Council's land and assets (as detailed in section 7.4). The next stage of the project will include discussions with NCC to formalise each partner's roles and responsibilities in a Partnership Agreement.

4.3 Planning Implications

There is a potential for the masterplan to be a Supplementary Planning Document (SPD) to ensure that any development is true to the masterplan's vision and informs the development of planning applications in the area, particularly where there are third party landowners. SPDs build upon and provide more detailed guidance about policies in the Local Plan. Legally, they do not form part of the Local Plan itself and they are not subject to independent examination, but they are material considerations in determining planning applications.

This provides a greater sense of certainty, confidence and guidance to the developers on the parameters, type and quality of development will be expected to come forward in the area. The masterplan has been through extensive public consultation, and has been prepared in accordance with the requirements of a Supplementary Planning Document (SPD). However, due to the current cycle of the Council's Local Plan Review, it is not possible to adopt it as an SPD at this stage. It is anticipated the next opportunity to adopt the masterplan as an SPD would be through the next Local Plan, which is anticipated to be 5-6 years unless there are changes to the NNPF that provides an opportunity to do so.

In the interim it is recommended the masterplan is adopted as a Development Brief to be a material consideration in the event of any future planning application. Planning applications will be required in due course for the development proposed in the Southgates masterplan. As

with all planning applications, these will be considered in accordance with the development plan, taking into account any other material considerations. The adoption of the Southgates masterplan will be a material consideration in the determination of the planning applications.

4.4 Scheme Viability

The masterplan's viability has been tested through factoring in relevant values and costs into cash-flowed development appraisals. It is important to note that the current appraisals are indicative appraisals based on high level assumptions and on current market values and costs. It does not take the abnormal costs into account.

The next steps will involve testing and completing more detailed appraisals as greater scheme information is developed, including evaluation of abnormal costs, a full cost schedule; and so also to reflect changes in construction costs (which are subject to significant inflation at present) and the property market.

The Corporate Projects team will assess abnormal costs based on available information about the site and recent construction at NORA under the Major Projects Construction Programme. This will be needed to gain more insight into the likely viability gap and inform any future bids for funding (as detailed below).

4.5 Delivery Options

The Delivery Strategy Report (EXEMPT Appendix 2) sets out options available to the Council to take the scheme forward to development. The delivery options include;

- a. Direct Development / Delivery by Council – similar to the way the Major Housing programme operates.
- b. Development Agreement with a third party, potentially with Housing Associations (including West Norfolk Housing Company) with Affordable Housing grant.
- c. Developer / Asset Management – private developer
- d. Site Specific Corporate or Contractual Joint Venture
- e. Overarching Delivery Vehicle

At this stage based on the strategy report and initial viability appraisal, it is anticipated the options most likely to secure delivery of the scheme in line with the masterplan would be through options a, b or c.

The further viability work required by officers to explore all options further will include;

- Review and quantify the extent of abnormal costs and potential funding sources (see section 5) based on further site investigation and comparison against abnormal costs (factoring in inflation) on similar schemes delivered by the council under the major housing programme.

- Discussions with housing providers/associations on their interest to deliver the scheme using their access to affordable housing grant.
- Explore opportunities for funding/partnership working with Homes England
- Further market testing with local developers and third-party landowners in the area.

Recommendation 5 of the report refers to bringing a further report back to cabinet in early 2024 following the results of the further work above and recommendations for a preferred delivery route for the Council to proceed with.

4.6 Programme and Phasing

Montague Evans (property specialists) have recommended that given the complex nature of the scheme it would require phasing that prioritises the highway and public realm infrastructure to be developed first. This would be done in parallel with the design of the development plots. Delivery of the highway and public realm infrastructure first also offers the potential to add value to the development sites. It is anticipated that a regeneration scheme of this complexity will be delivered over a period of around 6-10 years subject to market conditions and funding opportunities. The phasing will be significant in terms of managing cashflow and levels of borrowing required while ensuring the optimum returns and regeneration benefits are achieved on each site.

The STARS workstream (see section 5.1) to be funded through LUF is expected to be delivered by 2027; because of the extent of works and associated disruption it is envisioned that highways and infrastructure works would complete before any work to residential/development plots. It is therefore crucial that during the development and delivery of the STARS element of the scheme that work continues by officers to coordinate and test the delivery options set out in 4.5 through further detailed feasibility of the development sites, including potential funding that may be required to support the abnormal site costs.

5 External Funding

Recommendation 6 seeks approval to instruct officers to seek further external funding to support delivery of the scheme. The following funding opportunities are considered the highest priority at this moment in time based on the initial viability and delivery strategy set out in 4.4; if other funds become available that aligns with the project then these will also be considered/progressed.

5.1 Levelling Up Fund: King's Lynn Sustainable Transport And Regeneration Scheme (STARS)

During the development of the masterplan, Levelling Up Fund (LUF) round 2 was announced by government. A decision was taken by

Norfolk County Council (NCC) to focus their application for Norfolk under the Transport strand of LUF on King's Lynn with the Southgates and Gyrotory scheme (which was removed from the Towns Fund following the reprioritisation in 2022).

A £24million bid was approved in January 2023 of which £18,945,900 is to support the Southgates Sustainable Transport, bus priority and active travel (walking and cycling) scheme as part of the wider STARS project. The submitted scheme at the time was in line with the evolving highways and public realm proposals for the Southgates as developed by BDP in the Masterplan. Details on submission were presented to R&D on 23rd June 2022. <https://youtu.be/GuF4jd6Uhgs?t=5832>

This represents a significant step for the overall programme. The next steps for the Southgates element of the scheme will be to rapidly progress to the detailed and technical design required.

A 'local contribution' is required for all LUF projects. NCC have confirmed they will be providing a capital contribution to the scheme. In addition, the report to cabinet in June 2022 agreed in principle to a land contribution from BCKLWN. Further details are set out in section 7 of the report.

5.2 Brownfield Land Release Fund

Up to £180 million Brownfield Land Release Fund (BLRF2) capital grant funding is available to all English councils over a three-year period to support the release of council-owned brownfield land for housing. Land can be defined as "released" when: a) an unconditional contract, development agreement or building licence with a private sector partner is signed, or a freehold or leasehold transfer takes place b) Land has transferred to a development vehicle owned, or partly owned, by the local authority; or c) The point at which development begins on site if (a) and (b) have not happened.

Funding is available for up to £2m of front capital to address viability issues arising from abnormal costs. The type of abnormal costs requiring funding may include but are not limited to:

- Site levelling, groundworks, demolition, remediation;
- Provision of small-scale infrastructure;
- Highways works or other access challenges;
- Addressing environmental constraints;
- External works, substructure and piling;
- Asbestos removal;
- Sewer diversions.

Further work is required to develop a remediation strategy and cost estimate to inform a funding application to the BLRF. It is therefore recommended officers works towards preparing a submission under Round 3 of the BLRF, through the One Public Estate partnership expected in 2023/24.

The proposal is to submit an application for the council-owned land at Southgates (as defined in Appendix 4). Applications are assessed on the following criteria;

- Priority to highest priority areas for levelling up
- Pass/Fail – designated brownfield land, council-owned sites, capital works, identified housing need, evidence of Value for Money, market failure/viability gap, deliverability.
- If the project passes both eligibility and gateway criteria, it will be prioritised for funding using the following criteria: Place-based metrics 50%, Strategic case 35%, Innovation 10%, Public Sector Equality Duty 5%.

5.3 Devolution Deal and potential funding opportunities

The Norfolk Devolution Deal sets out details of capital funding of £6.98M to support the delivery of new homes on brownfield sites through collaborative working between NCC and district/borough councils. Other capital funding of £5.9M for housing and regeneration priorities will be available for Norfolk in the current spending review period. The deal also sets out how collaborative work with Homes England and DLUHC will identify a pipeline of sites where barriers can be unlocked to deliver affordable housing, regeneration and wider housing growth. Given the stage of development this scheme is at, it is recommended that officers prioritise the Southgates programme for devolution funding.

6. Policy Implications

6.1 The corporate business plan sets the priorities to drive up economic growth, and create a prosperous future for the people that live and work here, whilst ensuring that the quality of life and natural assets of the area are preserved. One of the six priority areas includes;

- driving local economic and housing growth
- develop our town centres and the rural offering;
- recognised as great places to live, visit and invest into.

6.2 Part of the masterplan area is allocated as part of the King's Lynn Riverfront Regeneration Area for mixed use and residential development in the Site Allocations and Development Management Policies document (2016) (Site E1.11), and is supported by policies within the current SADAMP and the Local Plan Review. Both current and draft planning policy set a vision for King's Lynn as an urban centre of regional significance, which effectively balances the needs of conservation with those of renewal and strategic growth.

6.3 The masterplan area lies within the King's Lynn 'development boundary', within which the principle of development is supported by a raft of policies in the Local Plan and Local Plan Review.

6.4 The scheme was identified as a priority project in the Heritage Action Zone (HAZ) Delivery Plan. The joint initiative with Historic England recognises the strategic importance of ensuring development of this

brownfield site is a high quality and complementary development to the town's historic core. While the HAZ programme has ended, a number of schemes, including Southgates, have emerged as a high priority to progress, with support from Historic England, beyond the HAZ programme.

6.5 Regeneration of the Southgates area was included as high priority for regeneration in The King's Lynn Town Investment Plan (2021), but it wasn't prioritised for funding under the Town Deal because of the stage of development the scheme was at the time. However, its strategic importance to the town was recognised and included in the 10-year pipeline of projects to be progressed at the appropriate time.

7 Financial Implications

EXEMPT

8 personnel Implications

8.1 The Regeneration & Economic Development Team has led the development of the masterplan and accompanying funding applications. The next phase of the scheme moves towards further detailed development in consultation with other departments where appropriate. It is anticipated Corporate Projects, with support from Property Services, takes over the scheme delivery (if the council takes a direct delivery role) when the final scheme is agreed. If the scheme goes to implementation phase the Council will need to review the internal resources required to ensure it has the appropriate capacity and expertise to deliver a scheme of this scale.

9 Statutory Considerations

9.1 A decision is needed on whether the Southgates Masterplan Development Brief document will be taken forward as a Supplementary Planning Document.

9.2 The Southgate is an asset which BCKLWN has statutory responsibility to maintain and preserve.

10 Risk Management Implications

A series of high-level risks have been identified at this stage. The route to deliver this project to therefore minimise/manage the level of risk exposed to the council balanced against the required level of return is critical.

Risk	Risk Implications and Mitigation	Level of Risk
------	----------------------------------	---------------

External funding is not secured	<p>Risk Resources and approvals to progress with scheme puts Levelling Up Fund (secured by NCC) at risk. Opportunity to progress other external funding i.e. Brownfield Land Release Fund impacts on ability to achieve the full ambition set out in the masterplan</p> <p>Consequences/Mitigation Opportunity to secure external funding means the full scheme and ambition is not achievable. The Council and County Council will need to consider alternative funding mechanisms to meet infrastructure/abnormal costs and provide appropriate level of resource to secure this. Will need to be considered including prudential borrowing or use of capital receipts.</p>	Low
Scheme viability	<p>Risk Outcome of the next phase work results in higher abnormal costs than expected and the ability to secure third-party funding to bridge the funding gap. Lack of developer/investor interest and change in market conditions impacts on scheme.</p> <p>Consequences/Mitigation Reduces the investment potential of the scheme and ability to secure third parties to develop.</p> <p>Next stage of development will include further exploration with Homes England on delivery options and funding.</p>	Medium
Reputational damage	<p>Risk Adverse publicity detracts from the overall benefits of the scheme.</p> <p>Consequences/Mitigation Establish Stakeholder Forum to engage key stakeholders during the development of the scheme. Develop Communications plan for the next phase of work</p>	Medium
Land control	<p>Risk Land in third-party ownership is not available.</p> <p>Consequences/Mitigation The council will need to determine its role in this and whether it will utilise CPO powers if needed to ensure a comprehensive scheme.</p>	High
Planning	<p>Risk Planning consent for the scheme is not achieved</p> <p>Consequences/Mitigation Ambition set out in the masterplan is not achieved. Alternative scheme would have to revert back to a 'do minimum' scheme which would not achieve the transformation aspired for in the area.</p> <p>Planning, NCC & Historic England have been engaged</p>	Low



	early in the masterplan process and will continue to be through the next stages of development, including progressing with adoption as an SPD to provide greater level of certainty to third parties.	
--	---	--

Equality Impact Assessment (EIA)

(Pre screening report template attached)

Declarations of Interest / Dispensations Granted

None

Background Papers

1. Southgates Masterplan Development Brief Document
2. **EXEMPT** Southgates Masterplan Delivery Strategy (Private & Confidential)
3. Southgates Masterplan Public Consultation Results
4. Southgates Regeneration Area Landownership Plan.
5. Southgates proposed governance

Name of policy/service/function	Regeneration & Economic Development				
Is this a new or existing policy/ service/function?	New / Existing (delete as appropriate)				
Brief summary/description of the main aims of the policy/service/function being screened. Please state if this policy/service rigidly constrained by statutory obligations	New masterplanning policy for the regeneration of the Southgates Regeneration Area which forms part of the wider Town Investment Plan for King's Lynn.				
Question	Answer				
<p>1. Is there any reason to believe that the policy/service/function could have a specific impact on people from one or more of the following groups according to their different protected characteristic, for example, because they have particular needs, experiences, issues or priorities or in terms of ability to access the service?</p> <p>Please tick the relevant box for each group.</p> <p>NB. Equality neutral means no negative impact on any group.</p>		Positive	Negative	Neutral	Unsure
	Age			X	
	Disability			X	
	Gender			X	
	Gender Re-assignment			X	
	Marriage/civil partnership			X	
	Pregnancy & maternity			X	
	Race			X	
	Religion or belief			X	
	Sexual orientation			X	
Other (eg low income)	X				
Question	Answer	Comments			
2. Is the proposed policy/service likely to affect relations between certain equality communities or to damage relations between the equality communities and the Council, for example because it is seen as favoring a particular community or denying opportunities to another?	Yes / No				
3. Could this policy/service be perceived as impacting on communities differently?	Yes / No				
4. Is the policy/service specifically designed to tackle evidence of disadvantage or potential discrimination?	Yes / No	It would be a positive impact on communities, by improving perception of the town, enhancing active travel and bus service infrastructure to support modal shift, health and wellbeing and increasing opportunities for people to live and work in the town.			
5. Are any impacts identified above minor and if so, can these be eliminated or reduced by minor actions? If yes, please agree actions with a member of the Corporate Equalities Working Group and list agreed actions in the comments section	Yes / No	Actions:			
		Actions agreed by EWG member:			
Assessment completed by: J Curtis					
Job title Regeneration Programmes Manager	Date 13/02/2023				

Please Note: If there are any positive or negative impacts identified in question 1, or there any 'yes' responses to questions 2 – 4 a full impact assessment will be required.

Document is Restricted

Southgates Masterplan Development Brief Document

November 2022

Borough Council of
King's Lynn &
West Norfolk



Foreword

Cabinet Member and Portfolio Holder for Development - Councillor Richard Blunt



I am delighted to introduce the Southgates Masterplan Development Brief Document.

The Southgates area is a strategic location for the Borough Council of King's Lynn and West Norfolk. It is a priority for the Heritage Action Zone Programme, the King's Lynn Transport Strategy and the Town Investment Plan, which identify the potential to create an attractive and active entrance into King's Lynn by delivering major highways and public realm improvements and opening up the historic South Gate as a major asset for the town.

Over recent years the Council has progressed a series of feasibility studies alongside Historic England research exploring the potential for road diversion around the South Gate. The current Masterplan seeks to draw on and learn from this evidence base but also takes its own approach, putting the task of 'placemaking' at its heart.

This is the right time to take on such a task. Changing patterns of living and working, the urgent need to tackle the climate crisis, and the Government's ambition to 'Level Up' the UK create a clear mandate for interventions which deliver active travel, heritage and sustainability improvements, strengthen the identity of the town, and offer benefits for residents and visitors alike.

The scope of the opportunity available is clear, and I hope that you will join us on the journey to deliver transformational change for Southgates.

A handwritten signature in black ink, appearing to read 'R. P. Blunt'.

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1

Introduction

This report presents a Masterplan Development Brief for the regeneration of the historic Southgates area of King's Lynn.

The Masterplan has been commissioned by the Borough Council of King's Lynn and West Norfolk (BCKLWN) and prepared by BDP, an experienced practice of urban designers, town planners, architects and landscape architects, together with transport advisors Urban Flow and property advisors Montagu Evans.

The Masterplan is focused on a highways junction which has functioned as the southern entrance into King's Lynn since medieval times. The presence of the historic South Gate, which is a Grade I listed building and Scheduled Ancient Monument, offers the potential to create a high-quality entrance to King's Lynn to change the perception and first impression of the town, increase pride of place, and strengthen its identity as a sub-regional economic centre by delivering benefits for residents and visitors alike.

The Masterplan sets a vision and series of design principles to guide future investment and development at Southgates, which will sustain long-term economic activity and create an attractive and active gateway to King's Lynn. Subject to further decision-making and review, the vision and principles identified may be secured through adoption of the Development Brief as a Supplementary Planning Document (SPD), through the next review of the BCKLWN Local Plan.

The recommendations made contain a degree of flexibility, enabling multiple potential iterations of development to come forward. However in order to enable understanding of the site's potential for change, a series of illustrative sketch views have been prepared to indicate the scale, form and character of proposals that may be progressed in future.



River Nar

South Gate

GUANOCK TERRACE

VANCOUVER AVENUE

LONDON ROAD

WISBECH ROAD

SOUTHGATES ROUNDABOUT

HARDWICK ROAD

River Nar

NAR OUSE WAY

Not to scale

Figure 1. Masterplan study area - Aerial base from Google Maps, 2022

Background

Relationship to previous studies

The Masterplan has been prepared in the context of a series of existing feasibility studies which have been carried out in and around the Southgates area in recent years. This includes a body of work associated with the King's Lynn Heritage Action Zone, a previous bid for Future High Streets Funding, and a Levelling Up Funding bid that was submitted in August 2022. King's Lynn is a category 1 area for Levelling Up Funding, meaning that it is identified as most in need of investment through the Fund.

The Masterplan seeks to bring together and draw from the existing evidence base, while also ensuring that the approach taken optimises benefits for the people of King's Lynn. While previous studies have tended to have a narrow focus on the South Gate Scheduled Ancient Monument and road junction to the south, the current Masterplan incorporates a wider study area, and champions a 'placemaking' approach to transport, movement and heritage at its core.

The opportunity available

The renewed focus of the current Masterplan responds to the challenges and opportunities presented by our current political, social and environmental context, including the impacts of the Covid-19 pandemic, BCKLWN's 2021 announcement of a climate emergency, and the Government's 'Levelling Up' agenda.

These factors present an opportunity for place-based improvements that encourage modal shift to sustainable travel options and deliver real value for the people of King's Lynn. The scope and strength of opportunity available is discussed further in Section 2 of this report.

Next steps and delivery

In order to provide greater weight to the Masterplan's recommendations, the Development Brief may be adopted as a Supplementary Planning Document (SPD).

Following adoption of the Development Brief, further technical highways and cost analysis will be undertaken to ensure the deliverability of the proposals.

Further details on the Masterplan process and next steps are provided on the following page, and Section 7 of this report respectively.

Masterplan Aims

The aims of the Southgates Masterplan Development Brief Document are as follows:

- Provide a development framework that identifies a strategic vision and design principles to guide future development
- Set a strategic direction and inform briefs for detailed studies geared towards delivery
- Open up public debate, encourage political ambition, and seek to generate consensus
- Identify a delivery strategy for the improvements proposed

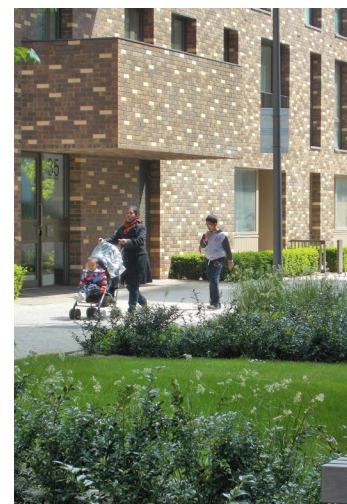


Figure 2. Precedent images illustrating Masterplan aims

Masterplan Process

The key stages for preparation of the Southgates Masterplan are set out below.

Stage 1: Baseline Review

The baseline stage of the project involved:

- Auditing the existing evidence base for the area to identify key opportunities and constraints;
- Initial consultation with key residents and stakeholders - in total 54 local residents and 22 stakeholders were invited to participate; and
- Regular discussions with the Masterplan Steering Group, comprised of BCKLWN, Historic England, and Norfolk County Council.

The findings of the baseline stage are discussed further in Section 2 of this report.

Stage 2: Options Development

The options development stage of the project involved:

- Identification of a series of high-level scenarios, forming the basis for a series of more detailed Masterplan options; and
- Development of proposed scenarios and options through workshops and presentations with BCKLWN Members and local stakeholders. A recording of the project team's presentation to the BCKLWN Regeneration and Development Panel can be found on the Council's YouTube channel: <https://www.youtube.com/watch?v=BAzstqPfxEk>

Stage 3: Preferred Scenario and Draft Masterplan Development Brief

- The Draft Masterplan Development Brief represented the preferred option selected following feedback from local stakeholders and elected Members.
- The recommendations were developed in collaboration with BCKLWN officers and Members, and the Masterplan Steering Group.

Stage 4: Public Consultation

- A period of public consultation was held on the draft Development Brief Document in October 2022.

Stage 5: Adoption of the Development Brief and Next Steps

The consultation responses received were used to shape the final draft of the Southgates Masterplan, adopted by BCKLWN as a Development Brief to provide the document with formal status as a tool to guide investment in the area.

Following adoption of the forthcoming King's Lynn and West Norfolk Local Plan, the Masterplan may also be adopted as a Supplementary Planning Document (SPD), giving the document further weight in the planning process. This is subject to further decision-making by the Council.

Sections 7 and 8 of this report set out the recommended next steps to ensure delivery of the Masterplan.



2

The Site and Opportunity

The built environment, and the society within which it exists, are changing. The Southgates Masterplan is being developed within a key window of opportunity, where evolving political, social and environmental factors combine to create the conditions for transformational change.

This section provides an overview of the Masterplan site, its strengths and its weaknesses, and how these locally-experienced factors intersect with wider changes and a regional, national and international level to define the scope of opportunity available. Taken together, this leads to a series of key considerations which have informed the shape of the Masterplan.



KING'S LYNN

The Site

Southgates is located at a roundabout junction which acts as the southern entrance into King's Lynn, at the confluence of the A148 (London Road/Nar Ouse Way), A149 (Hardwick Road) and Wisbech Road. The below sets out a brief summary of the site's key features and characteristics.

Heritage, character and urban form

The Southgates area has been used as the southern entrance into King's Lynn since medieval times and retains elements of this historic character today, with the Grade I listed South Gate and associated Southgates bridge still used as the vehicular entrance into town, albeit the bridge is concealed underneath the modern road. The northern part of the site lies within the Friar's Conservation Area, and adjacent to the Grade II listed Buckingham Terrace and 1-11 Guanock Place. The Masterplan site also includes a number of heritage assets of local interest, including the former Ford Garage and Prince of Wales Public House, and Southgates Park. Buried assets, including former Civil War defences, are also likely at the northern part of the site, and would be of national importance if discovered.

At the same time, the character of the site in the present day is compromised by the scale of the roundabout and the form and layout of existing development. These result in a poorly defined area, dominated by motorised vehicles with little sense of enclosure. The presence of heavy traffic movement also results in direct physical impacts on the site's heritage assets. As well as general traffic the South Gate is presently subject to the adverse impacts of buses and HGVs passing northbound through the arch, with vehicle collisions degrading the structure itself along with its visual setting and importance as an important town landmark.

Land use and development context

The area is associated with a number of previous industrial uses, including trade and shipbuilding adjacent to the river since medieval times, and more recently use of the south-western plot as a gasworks. This was decommissioned in 1962 and now lies vacant. Current land uses on the site include the First Bus Depot to the north, and a hand car wash facility together with small commercial units to the west of the site.

Surrounding land uses to the north are largely residential, with some commercial uses along London Road. Recent new development has been concentrated at the site's southern boundary, where a series of residential, commercial and hotel uses have been brought forward in recent years as part of the Nar Ouse Regeneration Area (NORA). Meanwhile, the western part of the site and its surrounds is designated within the BCKLWN Local Plan as the King's Lynn Waterfront Regeneration Area, which seeks to create a high quality waterfront area contributing to the town's daytime and evening economies.



Figure 3. Site characteristics

Transport and movement

The Southgates site is located at a strategic road junction and entrance into King's Lynn. Analysis of the existing Southgates roundabout arrangement has demonstrated that, in addition to the detrimental impact on urban form and heritage significance in the area, the present road network performs poorly in a further number of important aspects:

- It presents an unwelcoming and vehicle dominated entry point to King's Lynn
- It is subject to serious and purposeful traffic movements and has a poor road safety record, including a recent fatality
- The roundabout form, large-scale and approach roads are unsuited to the provision of contemporary standards of provision for pedestrian conditions and facilities, in terms of road crossing distances and delays with pedestrian signal controlled crossings on only two of the five approach arms. This is also true of cycle facilities, with no dedicated/segregated cycle lanes; and bus priority measures.
- The layout fails to capitalise on connections to nearby active travel routes along Harding's Way, green spaces within and around the site, or the River Nar to the west.

The scale of the roundabout is derived from its function in being the focus of the convergence of five roads and 18 lanes of entry/exit traffic, with two of those roads primarily strategic in function. This convergence produces an unpleasant and intense environment for those on foot or cycle or living in the vicinity. This is compounded by traffic signal controlled crossings being available on only two of the five junction approaches meaning crossing the junction is inconvenient and hazardous for pedestrians and cyclists. The functional hard landscape also lacks greening to soften the urban feel of the area.



Figure 4. Transport and Movement Issues and Constraints

Main Movement Issues

- 

Constant flow of vehicles including heavy vehicles are funnelled towards Southgate creating an intimidating environment for pedestrians and cyclists. This is likely to result in local people choosing to drive the short distance into town
- 

Only brave cyclists would attempt to travel through the roundabout. There is no road safety provision for cyclists. Fast moving vehicles across several lanes creates a significant barrier to cycling
- 

Existing signalised crossings are not on desire lines and require pedestrians to cross in several stages causing delay to journeys. There is no provision for cyclists at these crossings
- 

No formal crossing provision is provided on these arms resulting in pedestrians (and cyclists) having to cross several lanes of continuously moving traffic. The island provision is inadequate, providing only minimal protection. The crossing provision is inadequate for vulnerable road users including those with physical and mental impairments
- 

Footways are narrow and uncomfortable due to heavy traffic, particularly large vehicles
- 

Nar Valley Way is in disrepair. Unpassable by foot. Presents a personal security issue

Main Local Movement Constraints

- 

Southgate heritage site is severely impacted by constant heavy traffic. Large vehicles have to slow down to get through causing significant tail backs
- 

Poorly used green space. Lack of relationship with London Road.
- 

Advertising hoardings impact on visibility and road safety. Creates an intimidating space for pedestrians
- 

Residential properties impacted by vehicle movements, associated poor air quality and noise
- 

Lack of activation and access to the River Nar. Vegetation and river in poor condition. Creates a barrier to local and strategic movement



The South Gate and former Honest Lawyer Public House, viewed from Southgates Park and adjacent pavement



Statue of Frederick Savage, London Road



Former Prince of Wales Public House



Former Ford Garage



Vehicular movement through South Gate arch



Middleton Stop Drain, Southgates Park



Hardings Way



Connections to River Nar



Grade II Listed 1-11 Guanock Place, London Road



Grade II Listed Buckingham Terrace, London Road



First Bus Depot



Traffic queue along Vancouver Avenue



Former gasworks site and adjacent NORA development



View across the Masterplan site to the former Prince of Wales Pub, former Ford Garage, former filling station and Bus Depot (L-R)

Constraints

During the initial stages of the Southgates Masterplan project, a baseline audit was undertaken of the existing evidence base for the Southgates area, together with a series of initial stakeholder engagement and site visits by the project team.

This was used to identify a number of constraints which the Masterplan must address, set out below and on the diagram overleaf.

Contaminated land. Previous and ongoing industrial and commercial uses have resulted in the presence of contamination across the masterplan site. This is likely to act as an abnormal constraint for any built development coming forward, which would need to incorporate appropriate mitigation measures.

Market conditions and third party ownerships. Initial review of the property market demonstrates that there are likely to be viability challenges faced by redevelopment, particularly for residential and office uses. Third party ownerships may also limit BCKLWN's ability to implement changes in these areas of the site.

Utilities. The presence of underground utilities may prevent significant changes to the layout of the highways network and/or introduction of new built development.

Vehicle dominance. The site is currently dominated by vehicle movements around the roundabout and congestion on surrounding roads. This results in difficulties with local access, poor road safety and barriers to active travel, and environmental issues including noise and air pollution. This also prevents the South Gate from reaching its full potential as a visitor attraction.

Constrained land parcels. The dominance and scale of existing highways infrastructure means that the surrounding land plots are constrained in size and access, with poor pedestrian and cyclist connections between.

Lack of enclosure. The scale of the roundabout and relationship between road width and building height fails to provide a sense of enclosure, desire lines or wayfinding for those on foot.

Flood Risk. The site sits within Flood Zones 2 and 3, although it does benefit from existing flood defences along the River Nar.



0 25m 50m 100m














- | | | | |
|---|-------------------------------|--|--------------------------|
|  | Site boundary |  | Constrained land parcels |
|  | Listed buildings |  | Level difference |
|  | Conservation areas |  | Existing mature trees |
|  | Third party ownership |  | High pressure gas main |
|  | Busy road/air pollution/noise |  | Medium pressure gas main |
|  | Other roads |  | Low pressure gas main |
|  | Approx. area of contamination | | |

Figure 5. Site Constraints

Opportunities

The baseline analysis undertaken also identified a series of key site strengths, including those identified on the diagram overleaf and as follows:

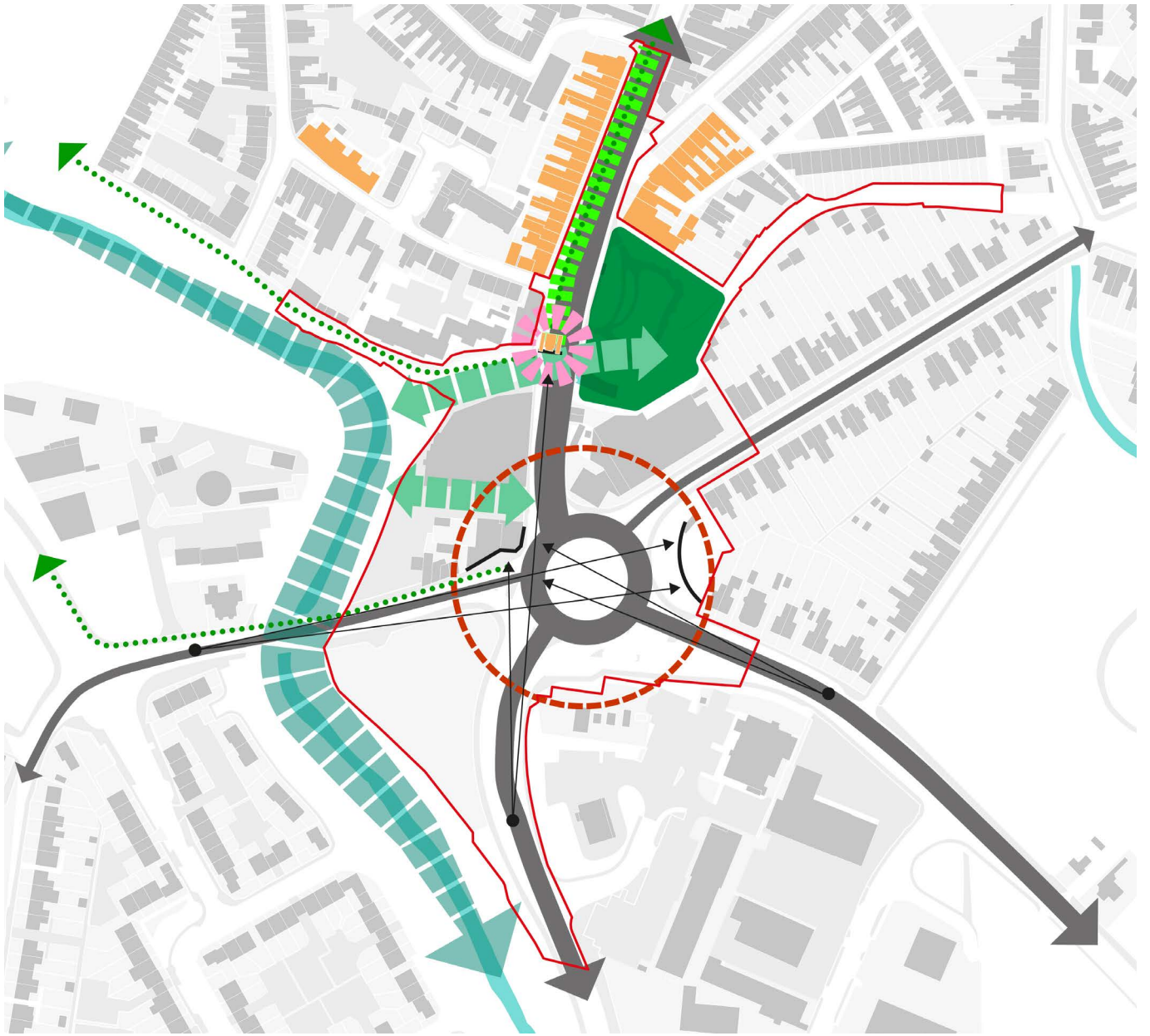
Gateway. The site acts as the main entrance to King's Lynn from the south, which presents the opportunity to create an arrival point, aiding legibility and creating a sense of place grounded in its historic, aesthetic and communal value. There is an opportunity to enhance the area's function as a gateway and improve appreciation South Gate's historical significance.

Heritage assets. To the north, the Masterplan area contains or lies adjacent to a number of heritage assets, providing the area with a character and sense of place that can be built on by interventions across the site. Most significant of these is the South Gate Scheduled Ancient Monument but there is also the opportunity to enhance the setting of listed buildings along Buckingham Terrace and Guanock Place. The site also contains locally significant assets including the former Prince of Wales Pub and former Ford Garage.

River connections and corridor. The site lies in close proximity to the River Nar to the west, presenting an opportunity to connect in to the landscape corridor brought forward as part of the NORA development to the south, and routes along the Nar Valley Way.

Active travel connections. The site is accessible by foot and bike from a wide catchment area including the town centre. Improvements to active travel around the road junction can link in to existing routes such as cycle access along Hardings Way and the Active Travel Hub to be delivered at NORA. Both Hardings Way and Southgates are identified as priority schemes in the King's Lynn Local Cycling and Walking Infrastructure Plan (2022).

Surrounding development. The Masterplan area lies at the interface between the Nar Ouse Regeneration Area to the south, currently under development, and the Waterfront Regeneration Area to the north which is allocated within the Local Plan. This presents the opportunity to integrate with the wider regeneration of King's Lynn and complement the land uses brought forward within these two areas, as well as existing residential and commercial development along London Road and the surrounding streets.



0 25m 50m 100m











- | | | | |
|---|-------------------------------|--|---|
|  | Site Boundary |  | Connect to river corridor |
|  | Enhance gateway |  | Improve pedestrian + cycle connectivity |
|  | Enhance public realm |  | Key vistas |
|  | Potential for reconfiguration |  | Enhance and better connect park |
|  | Enhance river corridor |  | Enhance heritage assets |

Figure 6. Site Opportunities

The Opportunity

The way that people live, work and travel through the built environment is shifting. The increasing prevalence of digital technology in our everyday lives, the urgency of the climate emergency, and changing work and leisure patterns have all been accelerated by the Covid-19 pandemic. These regional, national and international trends intersect with locally-experienced issues and opportunities to form a wider political, social and environmental context that offers a clear window of opportunity for meaningful change at Southgates.

The below sets out the key factors contributing to this context for change, before considering how these might intersect to enable delivery of a transformational plan for Southgates.

The climate emergency

Recent years have seen increasing awareness of the environmental sustainability agenda, which only becomes more urgent. In the summer of 2021, BCKLWN announced a climate emergency, and in November of the same year published a Climate Change Strategy and Action Plan setting out the initial steps of a phased approach to aid the reduction of emissions both within the Council and district-wide.

New public realm, transport and movement infrastructure and built development brought forward by the masterplan therefore presents an opportunity to respond to the climate emergency as well as implement wider sustainability measures.

Changing patterns of living, working and travel

The increasing prevalence and sophistication of technology in our everyday lives is leading to long-term shifts in the way that we live and work, which has been hastened by the rise of remote and hybrid working during the Covid-19 pandemic. In turn, this has also accelerated the pre-pandemic shift in movement policy and action, first precipitated by climate change and health and wellbeing agendas, towards active travel and away from motorised traffic as the default travel mode. This is evident in the Southgates context where the pandemic saw a reduction in peak congestion traffic levels in the area.

Although the duration and magnitude of this change is uncertain, it appears unlikely that the pre-pandemic movement environment will be fully restored. We may expect some continuation of remote and hybrid working, a greater reliance of local amenities for everyday needs, and the resultant reduction of traffic levels, most notable during traditional morning and evening peak hours. Overall, there is a clear opportunity to capitalise on shifts towards active and sustainable movement, by creating a built environment that is conducive to these modes of travel. This is evidenced by NCC and BCKLWN's Local Cycling and Walking Infrastructure Plan (LCWIP) adopted in spring 2022 which proposes a range of active travel interventions across the Southgates area and beyond.

'Levelling Up'

Opportunities are also created by the current Government's 'Levelling Up' agenda, which seeks to extend opportunity and deliver positive change across the UK. The assessment criteria set by the Levelling Up Prospectus published in March 2022 demonstrate how the societal shifts described above have led to a broadening of the assessment of infrastructure projects beyond their effects on vehicular movement, to also consider social, economic and environmental factors.

In particular, the focus in the Levelling Up White Paper on encouraging local pride and belonging through engagement in culture and community speaks to the challenges and opportunities present within the Southgates area, and which has the potential to form an attractive and active gateway to King's Lynn through interventions which draw on the area's rich heritage and existing assets.

Section 7 of this report identifies the key interfaces between the Southgates Masterplan and a range of planned and proposed improvements within the surrounding area. This includes the King's Lynn Gyratory Bus and Active Travel Scheme, which together with the Southgates Masterplan was the subject of a joint bid for Levelling Up Funding made by Norfolk County Council in August 2022. The scheme seeks to make major improvements to the London Road and town centre Gyratory (Railway Road, Austin Street, Blackfriars Road and surrounding routes) in order to address the corridor's long-term bottleneck issue, encourage modal shift, reduce congestion, and improve traffic flow for public transport. These measures create an opportunity for the Masterplan to capitalise on wider improvements to the traffic and transport environment within King's Lynn, through measures specific to the Southgates area.

Delivering a transformational plan

There is a window for significant change within the Masterplan area, afforded by the momentum for urgent action on health and socioeconomic wellbeing, the climate emergency, and potential to capitalise on longer-term shifts in these areas which have been accelerated by the Covid-19 pandemic. This includes reduced road traffic volumes, the embedding of remote and hybrid working into the working week, the rise of local living and the encouragement of active travel modes.

There are clear synergies between these aims, with action on each individual area of interest benefiting the others too. The process of placemaking provides a strong basis for combining those elements into a positive framework for change.



Figure 7. Masterplan opportunities and outcomes
57

Agency



Active travel & model shift



Enhanced sense of place and local pride



Sustainability Enhancements



enda

THE OPPORTUNITY

Reflection on the current issues faced by the site, and the opportunities presented by both its immediate characteristics and the wider environment for change have given rise to a series of key considerations that have shaped the draft Masterplan.



Extent and ambition of highways interventions

The current political and policy context, informed by the challenges of climate change and impact of the Covid-19 pandemic, emphasises the importance of active travel and sustainability enhancements to the future of transport and travel, seeking to widen the agenda beyond optimisation of vehicular movement.

The prevalence of active travel, wellbeing and environmental goals has led Norfolk County Council to reconsider earlier proposals to further enlarge Southgates junction in order to address prevailing traffic congestion concerns. The Development Brief must therefore consider the wider benefits that transport and highways interventions might offer beyond strategic, road based issues - in terms of promoting active travel improvements, addressing the challenges of climate change, delivering social value, and contributing to the placemaking process.

The site constraints identified suggest that one of the key challenges posed by the current highways layout is the dominance of the roundabout junction in terms of scale and vehicular movement, resulting in spatial and access constraints for surrounding development plots. This indicates that comprehensive reconfiguration of the existing highways layout could unlock major benefits for the area, and is likely to be necessary to deliver long-term meaningful change.



Heritage influence

Heritage assets within and around the site represent a key opportunity to promote Southgates' 'sense of place' by reflecting the historic core of King's Lynn at this gateway site.

Previous studies exploring diversion of the A148 around the historic South Gate have generated public debate over the optimum heritage solution for the site, and how the historic gateway function of the asset is best balanced with the need to protect its physical fabric by limiting vehicular movement through the gate.

Sensitive diversion of the road around the South Gate has achieved support from a number of key stakeholders, including Historic England. The Development Brief has explored how this could be achieved in a way that preserves and enhances the heritage significance of the asset, including retaining some form of movement through the gate, as well as delivering wider heritage and public benefits.



Viability and extent of development

Market conditions and the values likely to be generated through new development are unlikely to be able to fund major highways intervention or deliver quality development without achieving external funding, particularly given likely abnormal costs associated with ground conditions across the site.

The alignment of existing BCKLWN ambitions for the Southgates area with the current and forthcoming availability of funding opportunities, such as the Levelling Up, Shared Prosperity and Brownfield Land Release Funds; Homes England opportunities; and the Community Infrastructure Levy therefore presents a key opportunity for delivery of the Masterplan.



Scope and timings of transformational improvements

The delivery of comprehensive improvements to the Southgates area will be a long-term process undertaken over a number of years, which must align with forthcoming funding opportunities as well as the aspirations of development partners. The site sits adjacent to the BCKLWN Waterfront Regeneration Area, which is subject to a number of Local Plan site allocations and anticipated to experience significant growth and development in coming years, resulting in a changing context for the site. The Masterplan is also intended to come forward in conjunction with wider improvements to the travel environment within King's Lynn Town Centre, proposed under the Gyratory Bus and Active Travel Scheme along with the wider King's Lynn Local Cycling and Walking Infrastructure Plan (LCWIP) and Transport Strategy.

As such, the Masterplan should consider whether there are interim or smaller-scale interventions that could be undertaken as part of a phased approach, to deliver shorter-term improvements prior to longer-term change aligned to funding and surrounding development timescales.

3 Vision and Objectives

The Masterplan Vision

The following Masterplan Vision has been set to guide formulation of the Development Brief, and future development of the Southgates area. Any future proposals must succeed in satisfying this vision, which has been informed by the initial baseline analysis and stakeholder engagement undertaken.

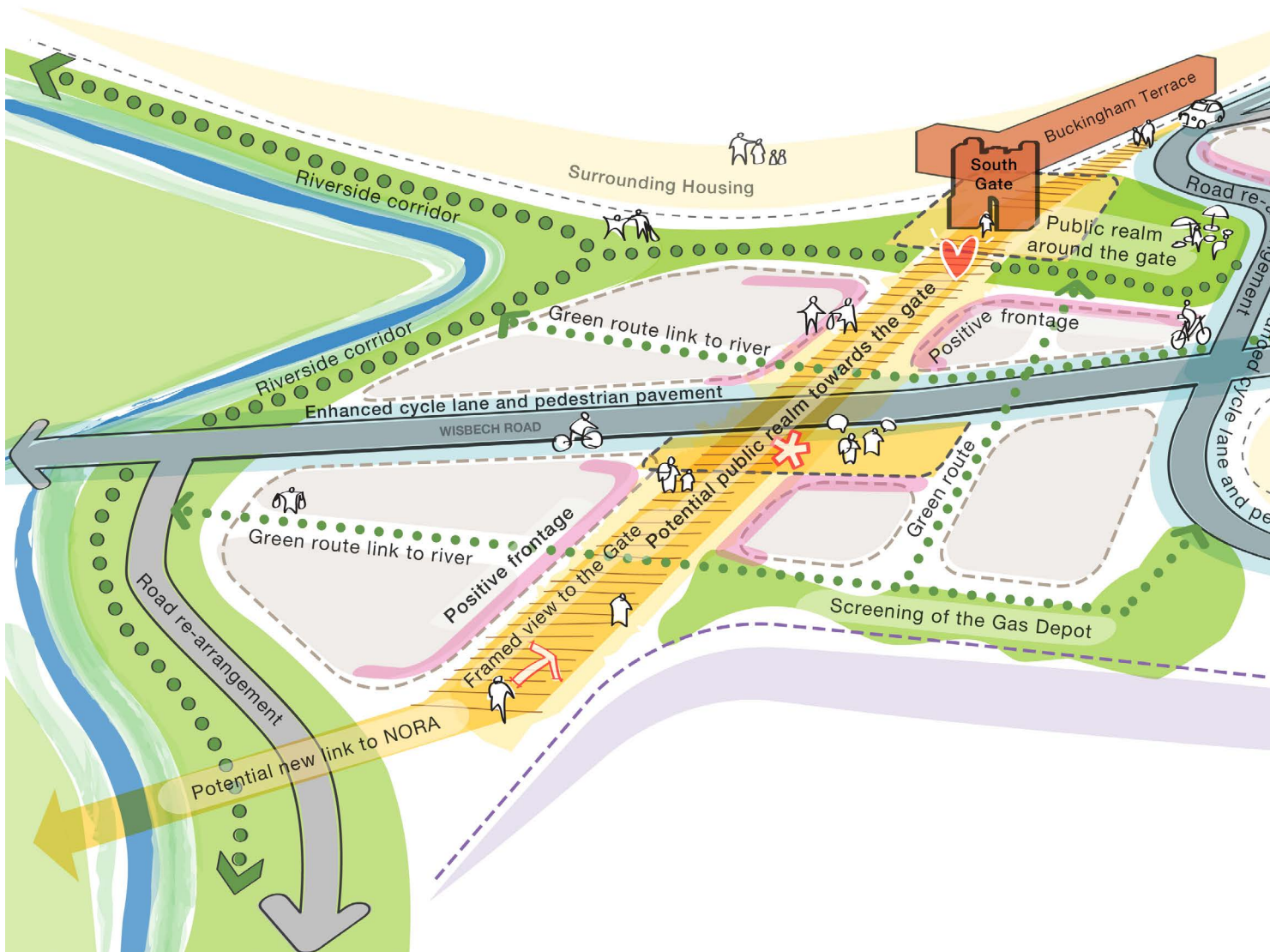


Figure 8. Artist's impression of the Masterplan Vision

The vision for Southgates is to create an attractive and active gateway to King's Lynn, which draws upon the rich past of the site in order to meet the needs of the present day, and optimise benefits for the town's residents and visitors alike.

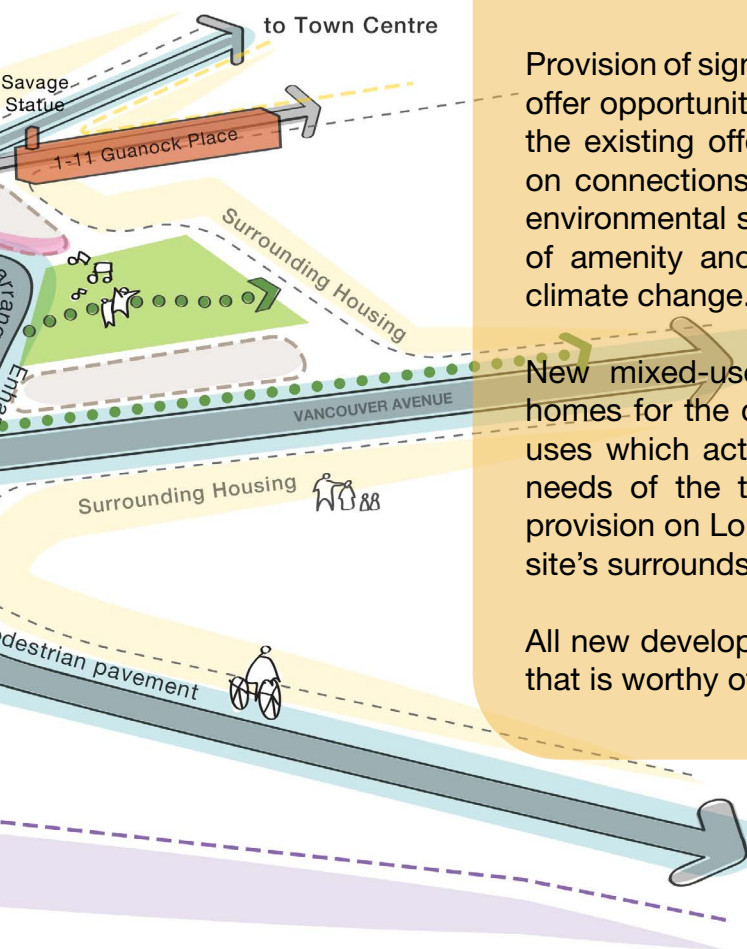
The site's heritage assets will be revealed and enhanced through sensitive retention and conversion where appropriate. The Grade I listed South Gate will be the centrepiece to the area, retaining its historic function as the entrance to the town, with an improved setting that is no longer compromised by vehicle dominance.

This will be aided by improvement and simplification of the road junction to ensure efficient movement of motorised vehicles alongside safe and convenient pedestrian and cyclist access, encouraging modal shift through connections to existing and future active travel routes surrounding the site.

Provision of significant areas of public realm and green space will offer opportunities for recreation and reflection, integrating with the existing offer within and beyond the site, and capitalising on connections to the River Nar. New development will place environmental sustainability at its heart, ensuring a high quality of amenity and addressing the challenges of flood risk and climate change.

New mixed-use development will provide high quality new homes for the community, together with commercial and retail uses which activate the area as a local destination, serve the needs of the town's people, and complement both existing provision on London Road and planned development within the site's surrounds.

All new development must create a first and lasting impression that is worthy of the town, its historic past and future needs.

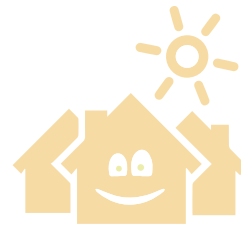


Masterplan Objectives

The Masterplan Vision will be achieved through a series of seven objectives, set out below:

Placemaking

Create a sense of place linked to Southgates' role as a key gateway into the town, in order to facilitate pride of place and belonging. This will be achieved by enhancing existing heritage assets, as well as high quality new development responding to local character.



Heritage

Preserve and enhance the area's nationally and locally important heritage assets through interventions that bring them into new use and relevance while respecting their historic significance.



Active travel and transport

Resolve existing highways issues including vehicle dominance, accident rates, congestion, and associated air quality, noise quality and accessibility issues. Promote and enhance active travel connections through and beyond the area.



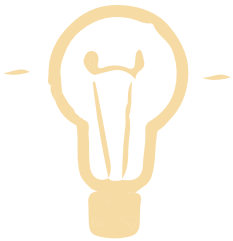
Social value

Create longlasting social, economic and environmental outcomes for the people of King's Lynn, and ensure that due consideration is afforded to social and environmental benefits - such as meeting local housing needs and responding to the climate change emergency.



Environmental Sustainability

Resolve existing issues including land contamination, flood risk and poor air quality, and offer subsequent enhancements which enhance local environmental amenity and meet wider challenges of climate change.



Interface with surrounding development

Complement surrounding development in order to lever maximum benefit for the area as a whole. This includes long-standing land uses along London Road, the Nar Ouse Regeneration Area, the West Winch Growth Area, and forthcoming new development at King's Lynn Waterfront.



Deliverability

Ensure that proposals are deliverable through either private investment or public funding; including the ability to achieve a high quality of design.





4

Masterplan Options

The site vision and objectives identified have been used to develop a series of three scenarios for the future of Southgates, each proposing a greater level of intervention. These are set out overleaf.

Following feedback received during stakeholder and public consultation, and considering the level of ambition required to deliver meaningful change in full accordance with the vision, objectives and opportunities available, Scenario 3 (highest intervention) was considered to best meet the vision and objectives and four sub-options were developed. This remainder of this section sets out the rationale behind selection of the preferred option, and the potential benefits that this affords.

The scenarios proposed are not however mutually exclusive, and a range of measures from Scenarios 1 and 2 could be used to deliver a first phase of interim or 'meanwhile' improvements prior to implementation of the full Masterplan.



Proposed Scenarios

The following three scenarios were explored at the options stage. These are not mutually exclusive, but rather a means to test key design moves before arriving at a preferred option containing the optimum combination of measures.

Scenario 1: Do minimum.

- Retain existing junction
- Minor public realm improvements around the gate, the park and the roundabout
- Plots developed to accommodate a pedestrian/cycle route along the river and through the park
- Ford garage façade retained with a mixed use redevelopment with views to the River Nar
- Pub retained

Scenario 2: Intermediate.

- Improvements to roundabout junction
- Greater ambition in terms of public realm
- Development forming a new space to the southwest of the gate, with frontage allowing for wider pavements along the ford garage plot
- East- west routes across the northern plots
- Maximising development across all plots

Scenario 3: Do maximum.

- Comprehensive reconfiguration of junction and road network
- South Gate used as pedestrian / cycle route, linking to wider network
- Beneficial if the masterplan extends to the wider area
- Potential for creating a destination which contributes to the regeneration and growth of the town and complements to town centre offer

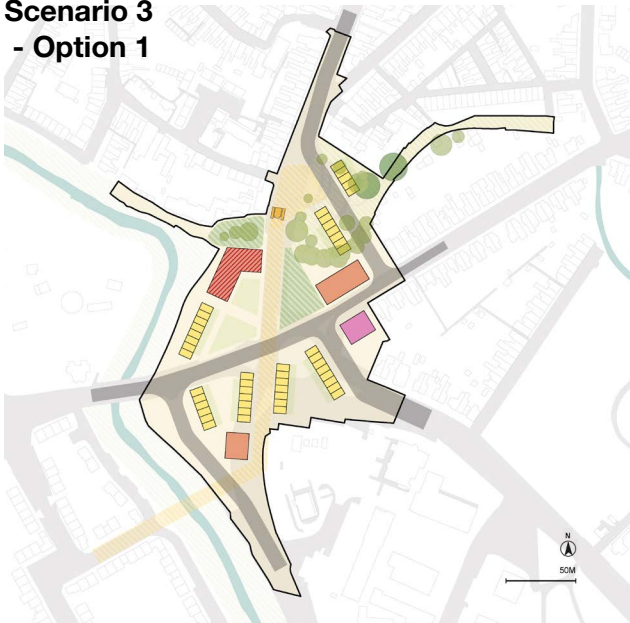
Scenario 1



Scenario 2



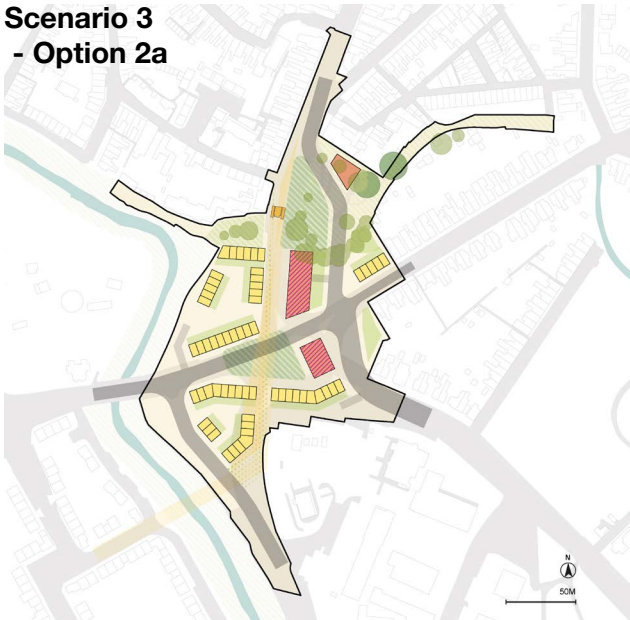
**Scenario 3
- Option 1**



**Scenario 3
- Option 2**



**Scenario 3
- Option 2a**



**Scenario 3
- Option 3**

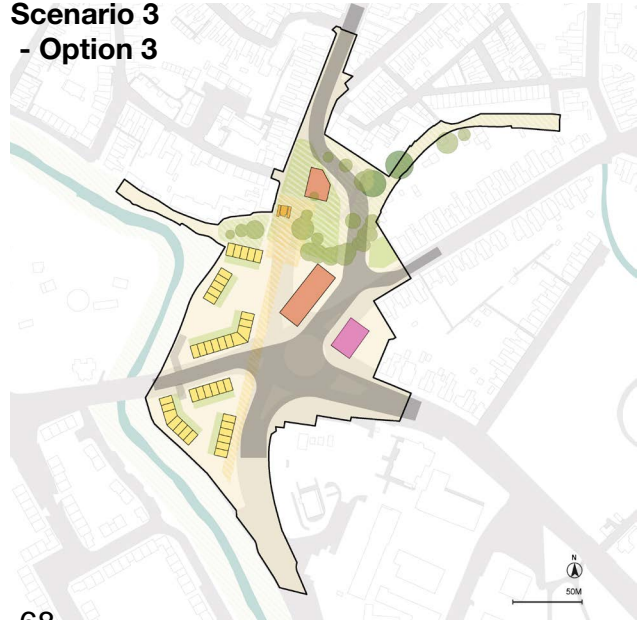
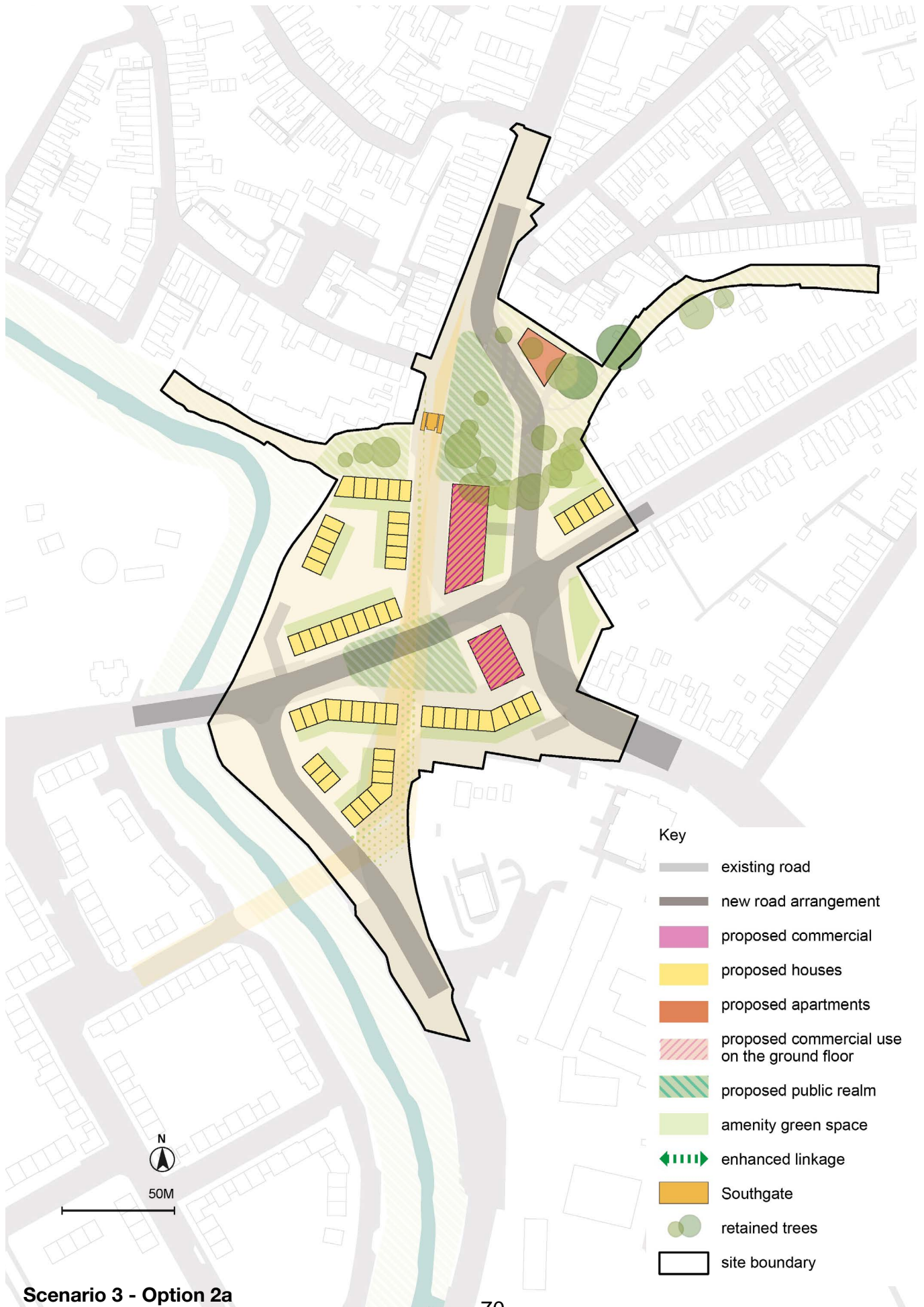


Figure 9. Proposed scenarios

Options Assessment

The three scenarios identified were tested against the Masterplan objectives in order to understand the potential for each to contribute to the vision for transformational change. A summary of this assessment is set out below, which indicates that the preferred option is likely to be a variation of Scenario 3. This was tested with key stakeholders, with Option 2a emerging as the most favourable option, subject to layout improvements to maximise visibility of the South Gate. This is reflected in the Illustrative Masterplan in the next section.

Masterplan objectives	Scenario 1	Scenario 2	Scenario 3
Placemaking	x	-	✓
Heritage	x	x	✓
Active travel and transport	x	x	✓
Social value	-	-	✓
Environmental sustainability	x	x	✓
Interface with surrounding development	-	-	✓
Deliverability	-	-	- (✓ with external funding opportunities)



Scenario 3 - Option 2a

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The Preferred Option

As stated above, Scenario 3 is considered to offer the greatest potential for transformational change, capitalising on the opportunities available and best meeting the Masterplan vision and objectives set. The below sets out the anticipated benefits of this approach, and considers how these should be understood in light of changing approaches to transport assessment.

The benefits

In comparison to Scenarios 1 and 2, re-drawing the road network to reduce the number of converging approaches from that single focus point changes the form of the junction and considerably reduces its scale in the general location of the present roundabout. The proposed road arrangement options are set out on the previous page, and show the partial relocation of London Road to the east and/or Nar Ouse Way to the west, along with some local realignment of Hardwick Road approach. This delivers the following benefits in comparison to the present roundabout arrangement:

- A much improved visual setting for the South Gate monument, with the realigned London Road some c.15-25m distant from it
- Substantial opportunities for new public realm and related amenities, including the opening up of new views to the South Gate
- The potential for the relocation of enhanced / enlarged green space in replacing that area of the park affected by London Road realignment
- A considerably calmer traffic environment for local people in the South Gate vicinity
- The presentation of the east-west Vancouver Avenue to Wisbech Road link as a 'street' in contrast to the present dominant traffic carrying 'road(s)'
- Maintenance of movement through South Gate through alignment of pedestrian and cycle links
- The provision of coherent and convenient walking links across the Southgates area connecting communities and opportunities
- Dedicated cycle facilities including the potential for segregated cycle lanes, for example an east-west lane from Vancouver Avenue to Wisbech Road
- The opportunity to provide integrated bus priority facilities within the re-planned road arrangement.
- An arrangement of development land parcels in such a way that site areas are more sizable and favourable in development terms, access is more straightforwardly facilitated.

Assessing the benefits

The assessment criteria

The benefits set out on the previous page indicate the advantages of the preferred option over the present roundabout-based arrangement.

At the same time however, most of these benefits do not have ready metrics with which to weigh their impacts. Conventionally, road traffic performance modelling has often been the focus of decision making for such interventions, coming with convenient metrics relating to road capacity and delays to motorists, but with little or no consideration of wider matters. The question “Does it work” has largely been limited to answering this single interest question with road capacity metrics. Times have though changed, as evidenced by central government funding criteria now demanding a much wider and comprehensive view be taken in support of infrastructure funding.

In considering the traditional road network modelling approach, it is not necessarily the case that replacing the present partially signalised roundabout junction with an arrangement comprising one / two additional junctions will perform less well than the present roundabout. The present roundabout’s performance is tuned to minimise motorist delay and maximise throughput, omitting three signalised crossings in the interests of reducing measured delay to motorists at the expense of pedestrian convenience. In contrast, the new arrangements are envisaged to provide for all turning movements with traffic signals where necessary regulating competing movements and providing pedestrian and cyclist crossing facilities, with much decreased road crossing distances and ‘island-hopping’.

Another factor is that of which scenario is appropriate for any such road network performance testing considering the upheaval in those established pre-pandemic behaviours and patterns and the questions that remain relating to traffic flow levels in future years. The maintenance of current reduced traffic levels compared to pre-pandemic levels seems likely, though we may only speculate regarding the timeframe for that. Then there is the matter of the effects on movement of future initiatives aimed at addressing the range of other important considerations, for example addressing climate change, supporting active travel, enabling development and growth, and placemaking objectives amongst others.

Next steps

Further and more detailed road network design will be needed to understand the effects of the proposed changes along with road network modelling to assess and refine a preferred road arrangement. That work is programmed to be undertaken by NCC taking account of the need to provide significant bus priority measures to complement the Bus Service Improvement Plan (BSIP) and improvements for Active Travel modes. However, the concept options presented here embody the desire for transformational change whilst delivering development and growth with placemaking at its heart.



5

Illustrative Masterplan

The following illustrative material demonstrates how the site strategies and principles could be built out, in order to bring life to the Masterplan Vision.

This is one of many possible iterations for the future of Southgates. It will be necessary for the final form of development proposed to respond to the results of further technical studies, and the social, political, economic and environmental context of the time, including new development that may come forward in the Masterplan site surrounds in the meantime.



Illustrative Masterplan

- 1. Retained bridge and wall
- 2. New space with views to the South Gate and the bridge
- 3. New building to retain alignment of Ford Garage building
- 4. Public space enhancing the setting of the South Gate
- 5. Retained former pub
- 6. Retained trees
- 7. South Gate view corridor and new cycle / pedestrian route



Figure 10. Illustrative Masterplan



The Illustrative Masterplan achieves the following quantum of development (approx.):

- 0.5ha of open space
- 82 residential units with a mix of 69 apartments and 13 houses
- 550sqm (GEA) commercial space

NOT TO SCALE

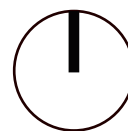




Figure 11. Artist's impression of the Masterplan site





Figure 12. Artist's impression of the approach to the South Gate





6

Site Strategies

Building on the vision, objectives, and preferred option identified, this section sets out a series of key principles organised into four site strategies:

- Placemaking and Urban Form
- Travel and Movement
- Heritage
- Environment and Sustainability

The strategies and principles identified are not intended to be prescriptive or restrictive, but rather to provide a positive framework to guide future development. The following pages lock in a series of key moves to ensure design quality, while allowing flexibility for proposals to incorporate creativity, and respond to changing social, environmental, economic and political circumstances.

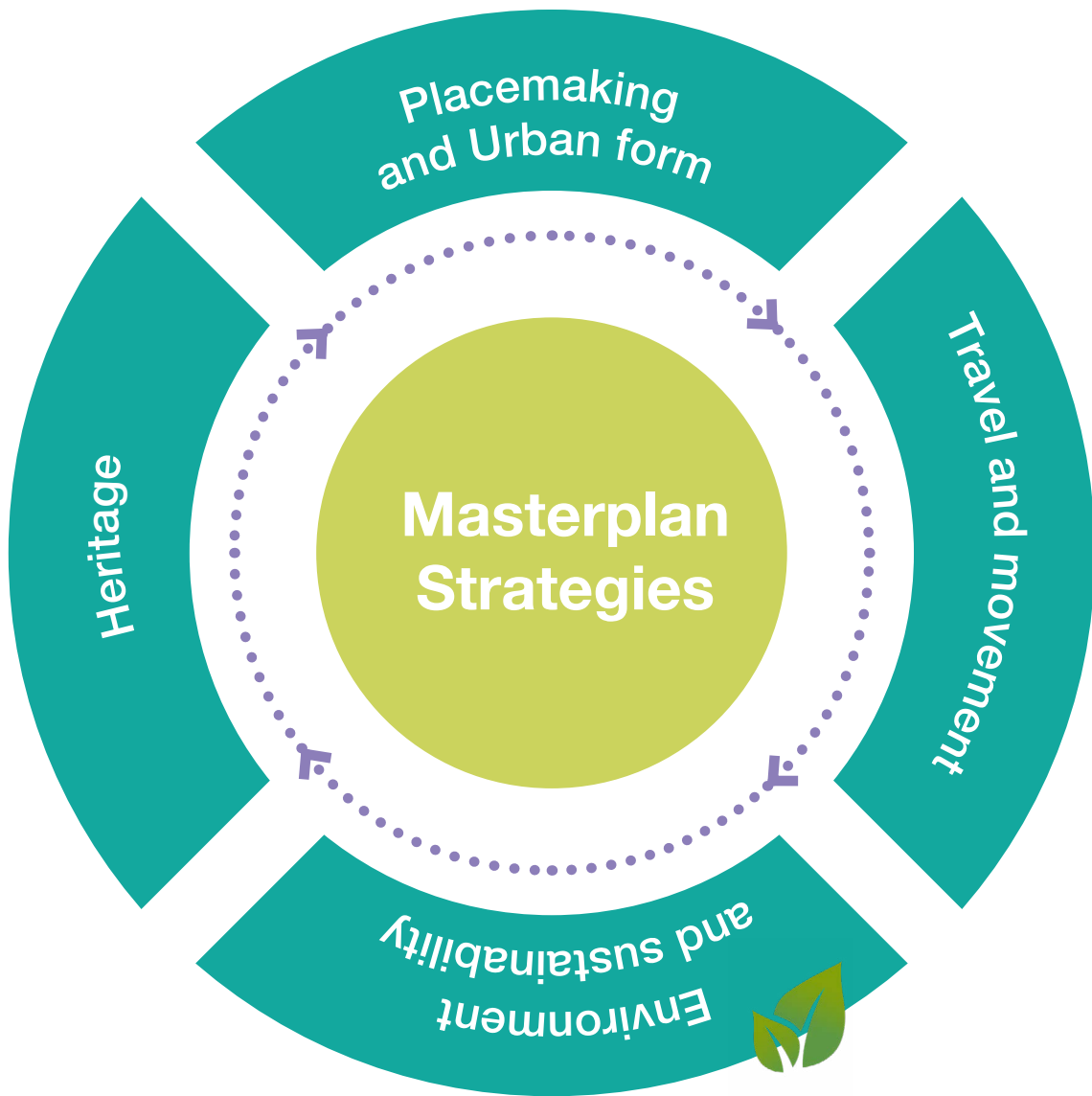


Figure 13. Masterplan Strategies

Strategy 1: Placemaking and Urban Form

1A - Existing poor quality buildings and structures should be removed, and replaced with high quality buildings and spaces that reflect and enhance the character of Southgates and wider King’s Lynn.

1B - The reconfiguration of highways layout should create well proportioned streets that help generate activity and visual interest.

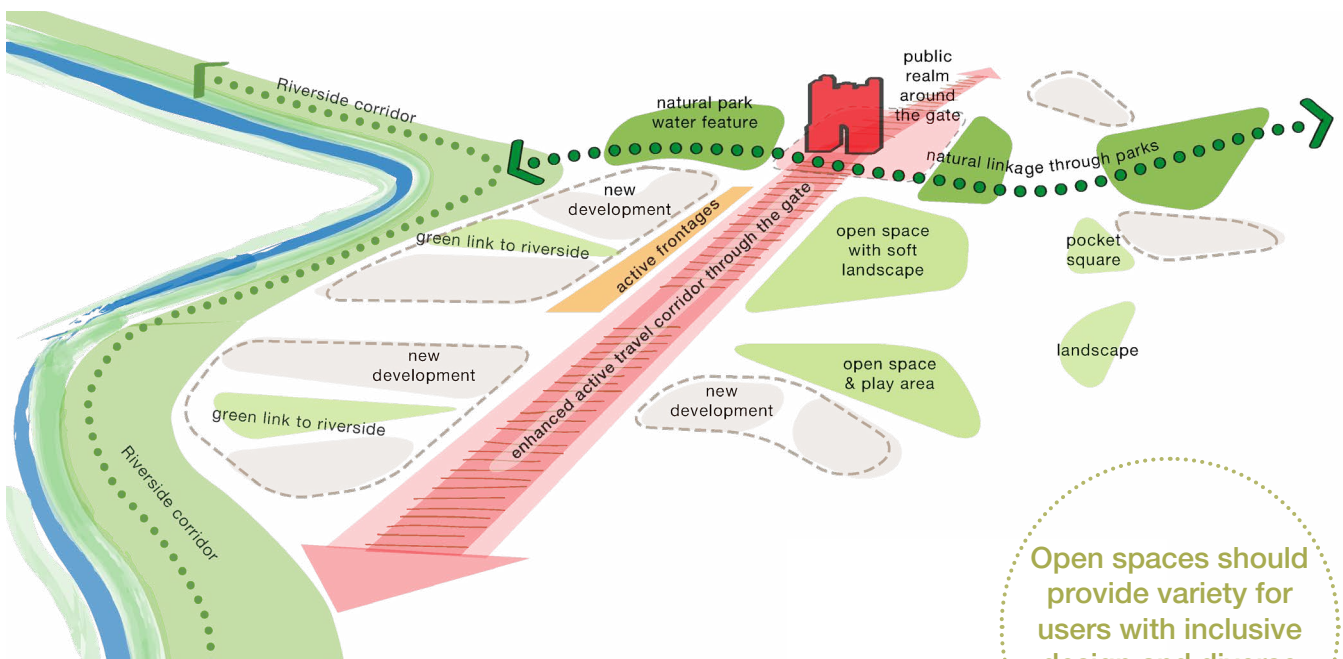


Figure 14. New development plots and open space

Open spaces should provide variety for users with inclusive design and diverse features

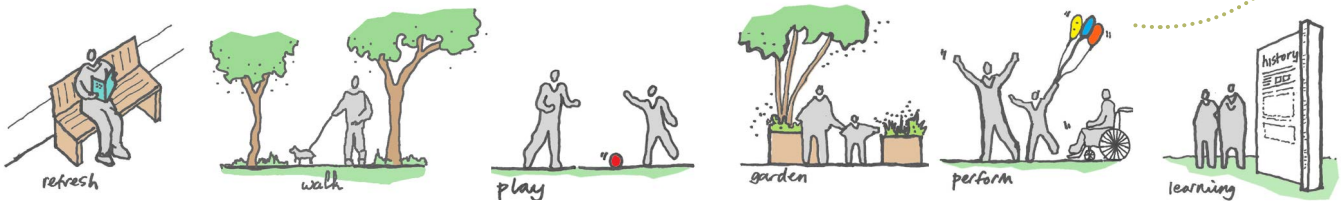


Figure 15. Variety of users and activities in open spaces

1C - New areas of public realm should enhance the function of the Southgates area as both a gateway and destination, enabling movement, recreation and rest, and integrating with existing and proposed land uses. These should also improve access to the South Gate.

1D - Visual and physical connections to key site features including the South Gate and River Nar should be strengthened through the alignment of public realm and new buildings, framing key views and outlook, and providing easily-navigable pedestrian and cyclist links beneath the gate and to the river. Proposals should seek to enhance interpretation and function of the South Gate as a visitor attraction.

1E - The scale and layout of new buildings and spaces must create an improved sense of enclosure through use of appropriate street to building height ratios, to assist with wayfinding, interest and sense of place.

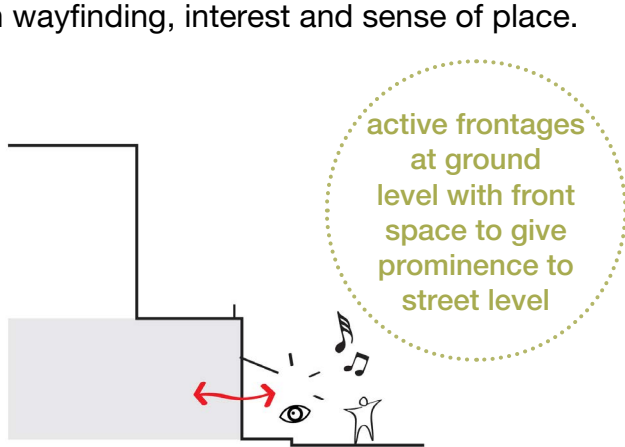


Figure 16. Active frontage at ground floor

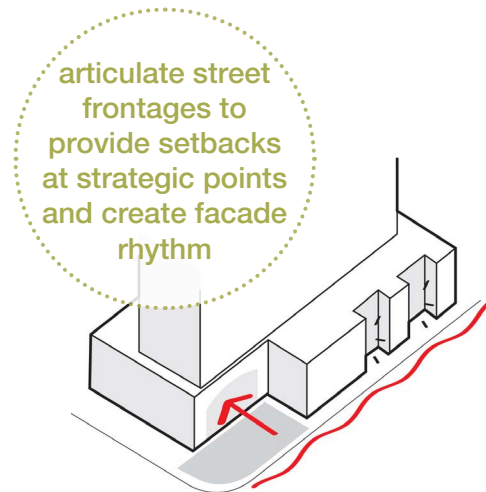


Figure 17. building frontages and set back

1F - Buildings should be a maximum of three storeys tall (plus roof level), and offset at least 20 metres from the South Gate to provide space within its immediate setting.

1G - New public realm should incorporate an appropriate mix of hard and soft landscaping to provide recreational opportunities, contribute to greening and visual attractiveness of the site, and enhance the setting of heritage assets, including the historically hard-landscaped setting of the South Gate.



Figure 18. landscape contributes to placemaking

1H - The location and alignment of public space should ensure that it receives appropriate overlooking and natural surveillance in order to ensure the safety of users.

1I - Commercial uses should be located at ground floor, in locations which provide active frontages to public space and pedestrian routes.



Figure 19. Precedent images of active frontages

Strategy 2: Travel and Movement

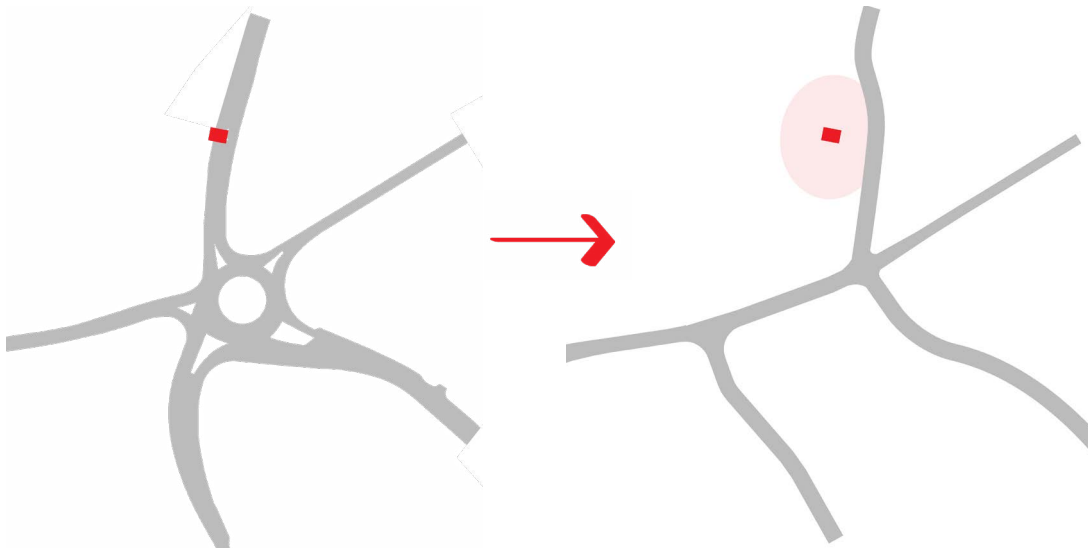


Figure 20. Existing road junction

Figure 21. Proposed highway improvement

2A - Undertake major highways improvements which transform the existing road junction and connecting roads to a more human scale, following the placemaking principles in Strategy 1 to regulate traffic movements while affording convenient vehicular passage.

2B - Traffic movements along London Road should be diverted around the South Gate in order to protect the structure from damage and provide appropriate context and setting.

2C - The configuration of active travel links should facilitate pedestrian and cyclists movement beneath the South Gate to retain its historic gateway function.

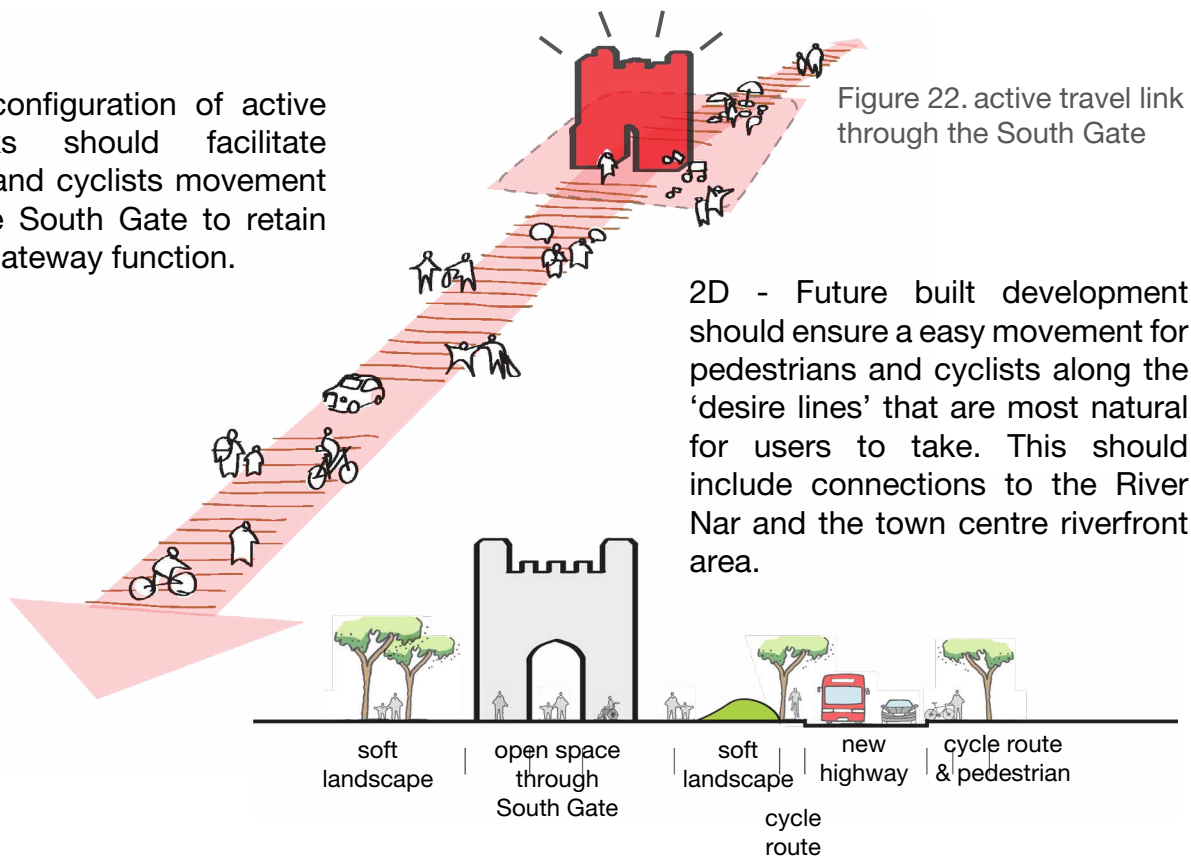


Figure 22. active travel link through the South Gate

2D - Future built development should ensure a easy movement for pedestrians and cyclists along the 'desire lines' that are most natural for users to take. This should include connections to the River Nar and the town centre riverfront area.

Figure 23. Indicative west-east section

2E - Highways improvements should incorporate dedicated cycling facilities such as segregated cycle lanes and priority crossings to provide for longer-distance journeys between key destinations and communities.



Figure 25. Precedent images of green linkages

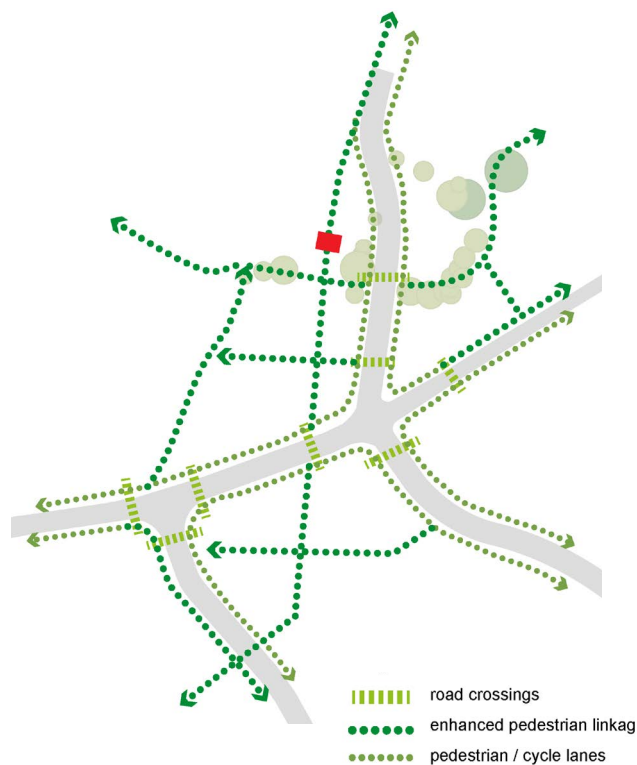


Figure 24. Proposed green linkages and riverside connections

2F - Arrangements for pedestrians should provide a coherent walking link network with improved footways and facilities, enabling safe and convenient access and crossing facilities.

2G - The transport network should incorporate bus priority measures, appropriate waiting facilities and route information in order to encourage patronage of public transport.

2I - Highways improvements must retain good access to surrounding roads including Southgate Street and Thomas Street. For the latter, which lies within the Masterplan site, interventions should consider the potential for improvements to pedestrian, cyclist and car movement, and public realm enhancements.

2H - Any redevelopment or new development should ensure appropriate provision of car and cycle parking spaces, in line with Local Plan policy.

2J - The principles above should be implemented in line with the NCC and BCKLWN Local Cycling and Walking Infrastructure Plan (LCWIP) adopted in spring 2022. In addition to conventional network modelling metrics, measures and metrics for non-highways matters, such as the Healthy Streets appraisal framework, should be applied to assist in assessing the impacts of proposed improvements.



Figure 26. Healthy Streets Indicators

Strategy 3: Heritage

3A - New buildings and spaces must improve the setting and access to existing heritage assets within and around the Masterplan site, preserving elements of the setting that make a positive contribution to the asset, and seeking to better reveal its significance. This includes improving visitor access to the Gate.

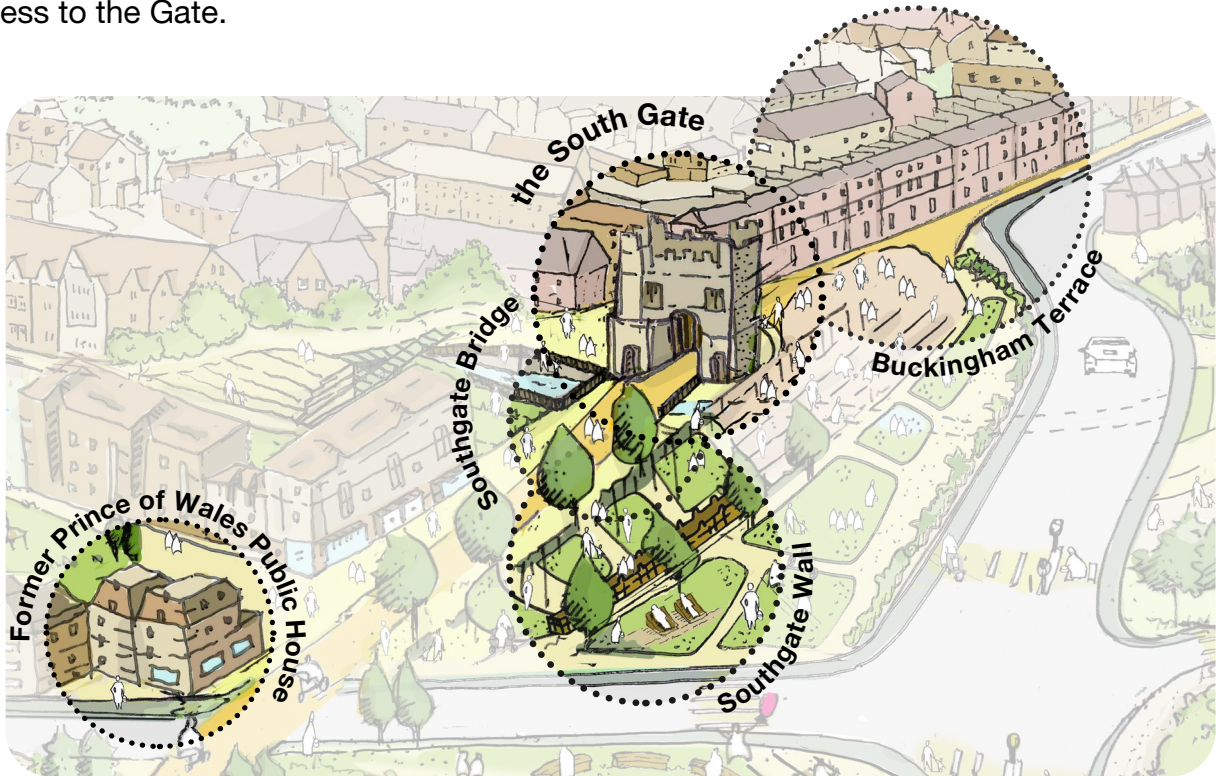


Figure 27. Existing heritage assets within the site

3B - While realising the benefits of highways improvements, the historic movement function of the South Gate should be retained via alignment of active travel movements beneath the gate.

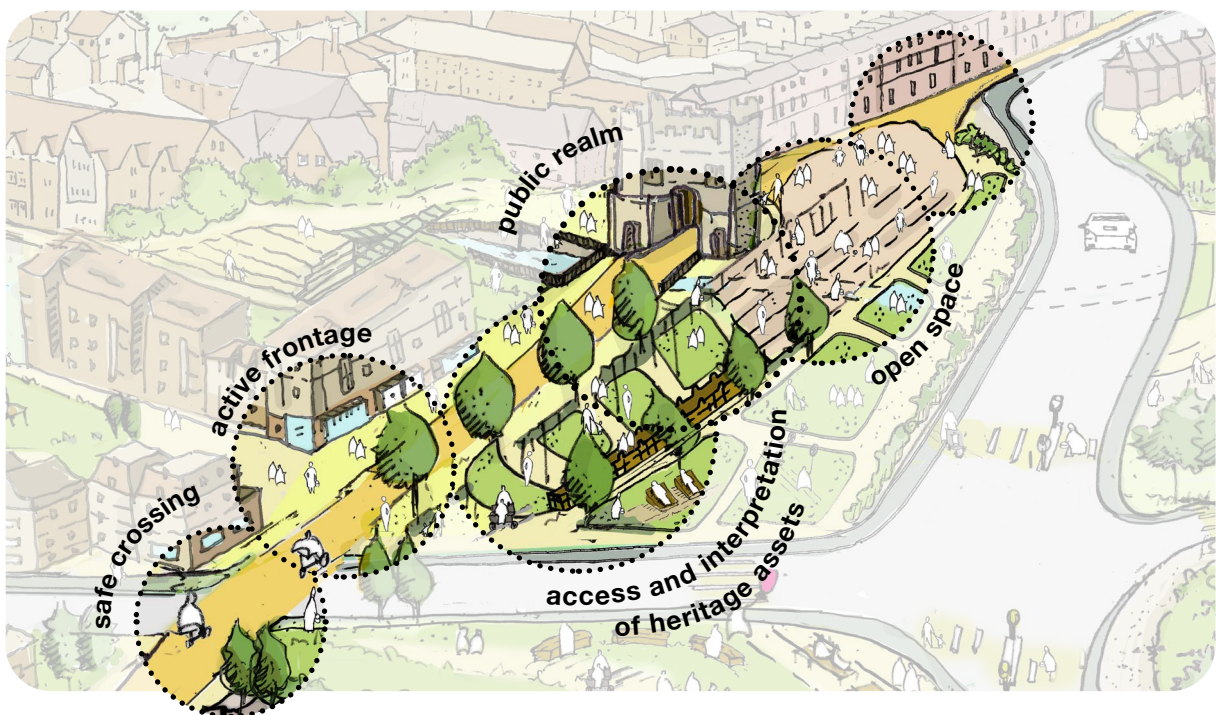


Figure 28. Activities along the proposed active travel link through the South Gate

3C - The route through the South Gate should be easily identifiable as the main historic route into King's Lynn. Thus should be achieved through the use of hardstanding material which references and is reminiscent of the historic carriageway.



Figure 29. Scale and height of new buildings

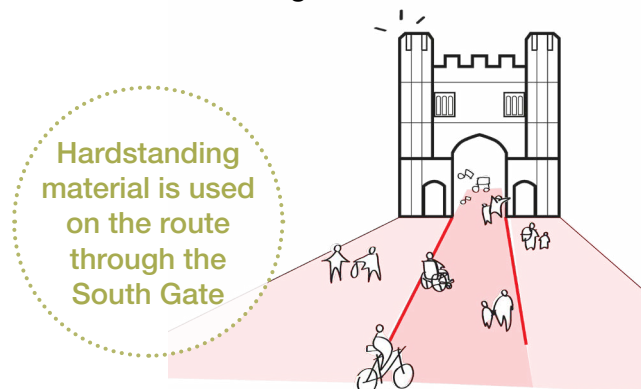


Figure 30. Hardstanding material on the route through the South Gate

3D - Highways alterations around the South Gate should consider the feasibility of revealing the medieval structure of the Southgates bridge.

3E - Locally significant assets should be retained and sensitively restored where this is feasible and can be used to lever benefits for the wider redevelopment of the site. Any replacement buildings or spaces must be of high quality, to outweigh the harm caused by loss of these assets. The potential to incorporate significant elements of previous buildings, such as the Ford Garage sign, should also be explored.

3F - Public realm improvements should extend to the northern part of the Masterplan site to deliver improvements to the King's Lynn Conservation Area, and the setting of listed buildings along Buckingham Terrace and London Road.

3G - Future development must seek to understand the likely archaeological impacts of proposals and to protect buried heritage assets such as civil war defences or Second World War structures in Southgates Park, including consideration of retention in situ, and/or display.



Figure 31. The South Gates, King's Lynn 1854 by Thomas Baines



Figure 32. Precedent images of new buildings and public realm responding to historic context

Strategy 4: Environment and Sustainability

4A - The design of buildings and spaces should ensure that all new development is protected from and mitigates flood risk - through measures including incorporation of Sustainable Drainage Systems (SuDS), and location of bedrooms on first floor and above.

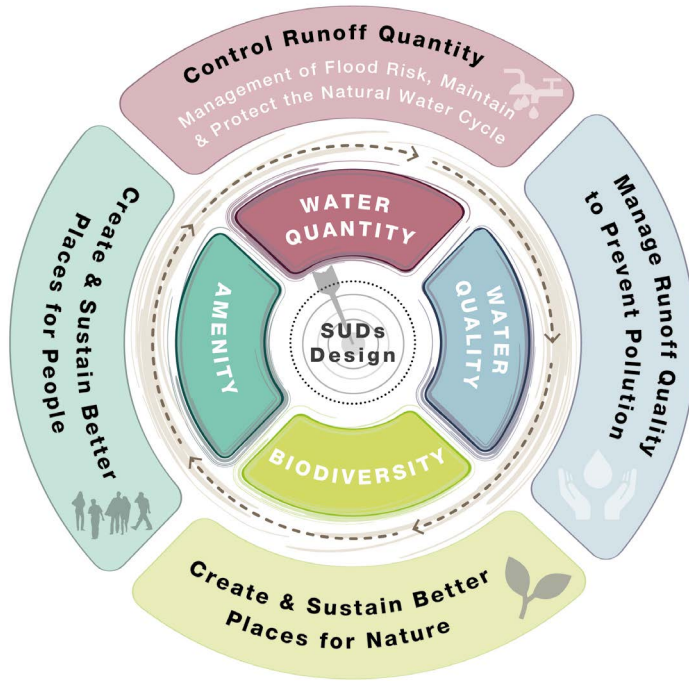


Figure 33. Four Pillars of SuDS Design (The SuDS Manual C753, Ciria)

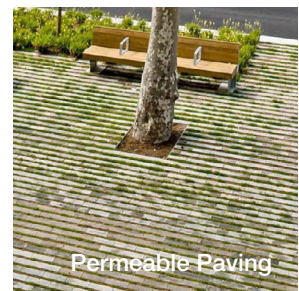


Figure 34. Precedent images of SuDS



Figure 35. Precedent images of biodiversity improvements

4B - New development should deliver green infrastructure and biodiversity improvements via provision of soft landscaping and planting which is visually attractive and offers multifunctional amenity benefits wherever possible. This should integrate sensitively with the site's existing heritage context.

4C - All development which has the potential to be affected by land contamination must be subject to appropriate technical assessment, and incorporate remediation and mitigation measures as required.

4D - New development should be responsive to the challenges of climate change, and seek to achieve best practice in energy efficiency and sustainability terms. This may include reference to Future Homes, RIBA, LETI or NABERS targets.

4E - The configuration of highways, public realm and residential development should seek to minimise adverse air and noise quality impacts on users and occupiers, with appropriate mitigation measures to be incorporated at a detailed design stage, where appropriate - such as the orientation of habitable rooms.

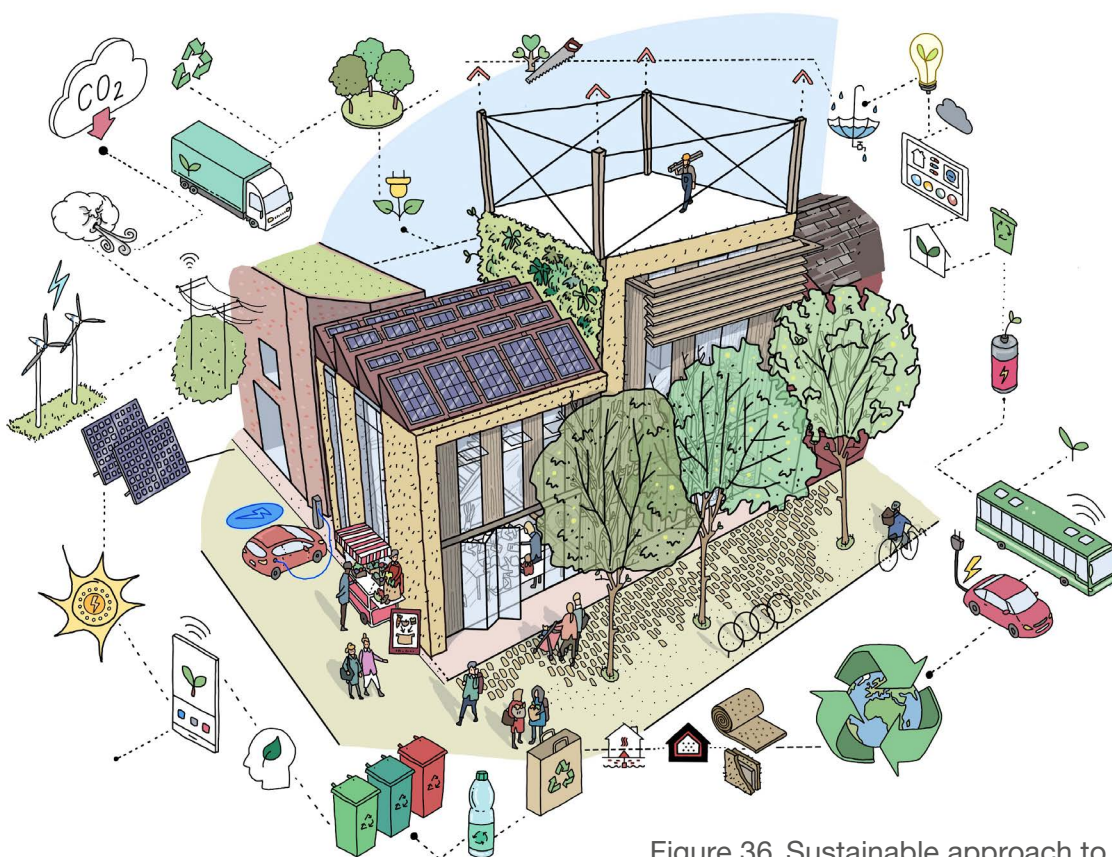


Figure 36. Sustainable approach to development



Figure 37. Precedent image of daylighting

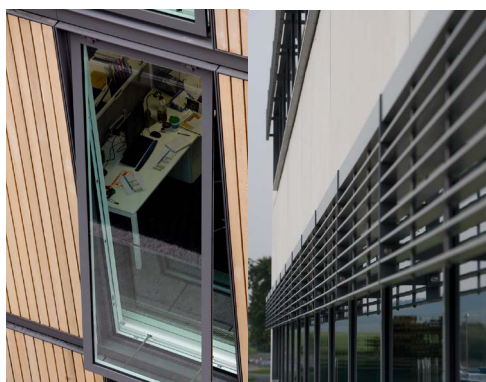


Figure 38. Precedent images of natural ventilation

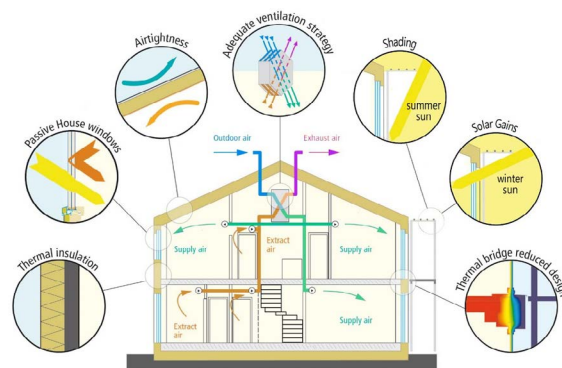


Figure 39. Low Carbon Passive Design Principles



7

Implementation & Delivery

This section of the report sets out how the interventions recommended in the Southgates Masterplan Development Brief will be delivered over time, in tandem with wider projects across King's Lynn.

BCKLWN will seek to ensure that reconfiguration and redevelopment of the Southgates area is consistent with the vision, strategies and principles set out by the Masterplan.

The majority of land within the Masterplan site is owned by BCKLWN, with highways under the control of Norfolk County Council (NCC). The two councils will therefore play an important role in bringing the vision for Southgates forward in terms of identifying delivery partners and funding opportunities.



4.1m
13'6"

Town
centre



CV14 GBY

Delivery Strategy

Delivery Mechanism

BCKLWN is currently undertaking a market testing exercise with housing providers in order to understand the practicalities of delivery and identify a preferred delivery route, while also refining the proposed mix and quantum of uses. Once complete, this will enable decisions to be made on how delivery could be phased over time.

Following market testing, the next stage in realising the vision for Southgates will be to identify an appropriate delivery mechanism to bring forward the improvements proposed by the Masterplan.

The viability of the scheme – and therefore the delivery approach which has been tested to date – has been based on a traditional developer-led approach. There are however alternative approaches to delivery, which in some cases may offer a better “fit” to the project. There is not a one size fits all delivery mechanism for projects and the choice should reflect the size and nature of the Masterplan.

Initial viability analysis of the Masterplan proposals indicates that abnormal constraints across the site, such as the presence of land contamination and areas of third-party ownership, create challenges for private sector delivery of a viable development. Alternative routes may be more viable and deliverable and this will become clear throughout the market testing exercise. Some potential delivery options might include the Council partnering with BCKLWN Housing Company or other Housing Associations, where there is access to other funding opportunities to support the abnormal development costs and a lower than market rate developer return is considered acceptable.

Delivery of the Masterplan is likely to be undertaken with the input of a development partner, and any agreement entered into will be on the basis that the land contributes to the wider vision set out within this report. BCWKLN also recognises that successful delivery of the Masterplan may require acquisition of third party land in order to remove complexity for potential developers and ensure that the full extent of the Masterplan area is able to come forward for redevelopment. Further work is required to understand the full extent of third party acquisition costs.

Funding opportunities

In addition to the abnormal constraints associated with the existing site, the proposed scale of highways amendments and extent of public realm to be created in the Masterplan is beyond that which a developer would typically be expected to provide. This is however considered a critical piece of infrastructure, which would support the delivery of the Masterplan vision and provide wider public good.

Recognising this, in August 2022 Norfolk County Council submitted an application to the Government’s Levelling Up Fund seeking funding for the highways, active travel and public realm elements of the Masterplan. Where possible, additional funding streams will be identified, recognising that the funding regime is likely to evolve over the delivery timeframe of the Masterplan and additional opportunities may arise.

Further studies

Transport analysis

The Masterplan has been subject to initial transport and highways analysis, taking account of Government aspirations for traffic reductions. It is considered to represent a viable way forward which offers multiple benefits in terms of encouraging active and sustainable travel.

Following adoption of the Development Brief, further and more detailed road network design will be needed to understand the effects of the proposals and refine a preferred arrangement. This work will be undertaken by NCC.

Defining the road network design will also enable a more detailed understanding of the funding required to bring highways amendments forward.

Land contamination and remediation

Further work will also be required to clarify the nature and extent of contaminated land across the entirety of the Masterplan site, and devise a remediation strategy. This will assist with refining viability analysis and understanding the funding required for remediation works. Subject to funding availability, these could come forward prior to developer involvement in order to create an attractive investment proposition. The next page considers how 'meanwhile uses' could be provided on remediated land.

Archaeological investigations

Further archaeological investigations will be required in order to understand the potential for buried assets across the site, particularly around the South Gate and Southgates bridge Ancient Monuments, and within Southgates Park. This will help to determine how development can best preserve, enhance and showcase important archaeological assets on the site, and may assist in achieving funding for the necessary measures to do so.

Supplementary Planning Document

Following adoption of the BCKLWN Local Plan, the Masterplan may be adopted as a Supplementary Planning Document (SPD), providing it with further weight in the planning process. This is subject to further decision-making and review as part of the Local Plan Review process.

Future planning applications

The Council will also use its role as Local Planning Authority, together with NCC as Highways Authority, to manage development proposals throughout the planning process. This will also help to ensure that high quality schemes are planned, designed and delivered in accordance with the Masterplan and the wider Local Plan for King's Lynn.

At the planning application stage, detailed assessment will be required to understand the full impact of proposals in terms of heritage and archaeology, transport and movement, residential amenity and environmental and sustainability concerns.

Development Phasing and Delivery Interfaces

As described above, it is expected that the Southgates Masterplan will be delivered in a number of phases as funding opportunities become available. This may also be affected by interfaces between the Southgates area and wider development across King's Lynn, as set out in the table opposite.

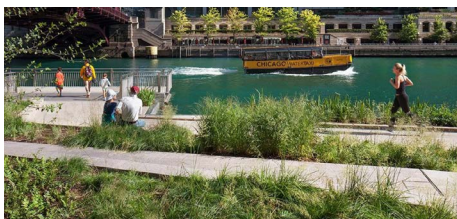
In order to ensure that improvements can be delivered in a timely manner, while longer-term proposals are developed in line with funding opportunities and the aspirations of development partners, there is an opportunity for a series of 'quick win' improvements, meanwhile or interim uses that could be brought forward in a shorter time period. These will signal that transformation is underway in the Southgates area, and can act as a catalyst for change.

Potential ideas for meanwhile uses, which will be explored further as part of the site delivery strategy, are set out below.



Temporary road closures to provide active travel routes beneath the South Gate and enable close-up interaction with the heritage asset, signalling permanent improvements to come.

Signage and displays encouraging engagement with the history of the area and providing information on historic assets that will be uncovered as part of future works, such as the Southgates bridge and civil war defences.

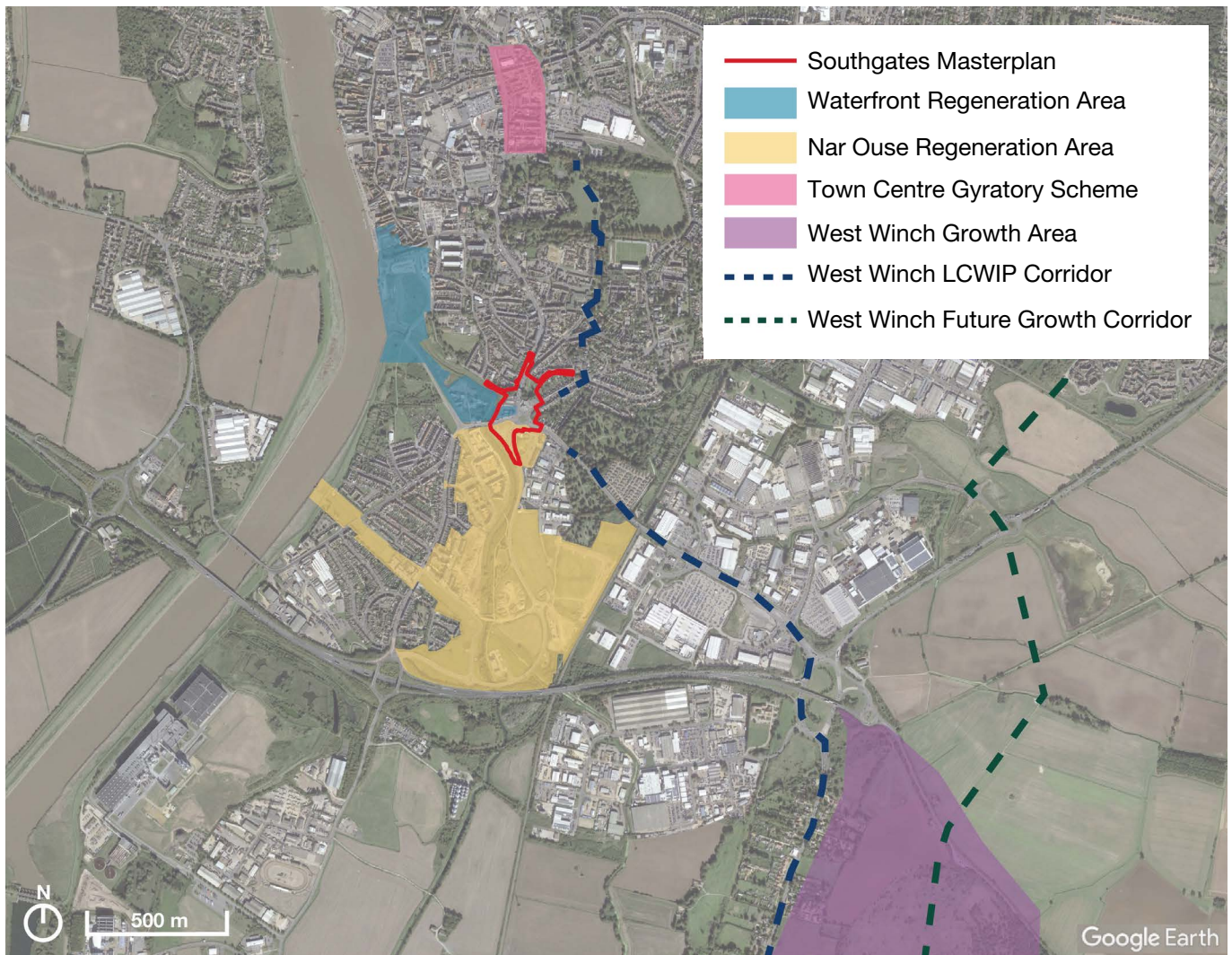


Footpath connections to the River Nar and provision of land and water based recreational opportunities.

Creation of public spaces on existing vacant plots, or following demolition of buildings, prior to further development.



'Pop up' events such as an outdoor cinema or heritage displays, particularly on remediated land which may be less suited to soft landscaping.



Project description	Delivery Partners	Funding Streams	Priority	Timescales
Nar Ouse Regeneration Area (NORA): Enterprise Zone, Business Park site infrastructure, and employment premises and plots	Borough Council of King's Lynn and West Norfolk Norfolk County Council New Anglian LEP	Enterprise Zone Pot B NALEZ Growth Fund	High	Phase 1 - current Phase 2 - next 20 years
Waterfront Regeneration Area	Borough Council of King's Lynn and West Norfolk	To be confirmed	High	To be confirmed
West Winch Growth Area	Borough Council of King's Lynn and West Norfolk Norfolk County Council Homes England Private Sector	Major Road Network and Large Local Major Programme	High	To 2026 and beyond
Local Cycling and Walking Infrastructure Plan (LCWIP)	Borough Council of King's Lynn and West Norfolk Norfolk County Council	King's Lynn Town Investment Plan Active and Clean Town Deal	High	To March 2026
Town Centre Gyrotory Bus and Active Travel Scheme	Borough Council of King's Lynn and West Norfolk Norfolk County Council	Levelling Up Fund	High	By 2026



8

Next steps

This report has set out a Masterplan Development Brief for Southgates, which will be used as a tool to guide investment, and is a material consideration for any planning applications in the area.

The Development Brief Document has been informed by an extensive process of consultation with local interest groups, residents and businesses within and beyond the Southgates Masterplan area, which were used to shape the vision, objectives and site strategies identified above.

Following adoption of the King's Lynn and West Norfolk Local Plan, the Masterplan may also be adopted as a Supplementary Planning Document (SPD) during the next Local Plan Review, providing the document with further weight in the planning process. This will be subject to further review and decision-making by the Council.

Section 7 of this report set out a series of next steps to ensure implementation and delivery of the Masterplan. It is expected that the Masterplan will be delivered in a number of phases as delivery opportunities become available in tandem with wider development across King's Lynn, which presents the potential for interim and meanwhile uses to signal that transformation is underway in the Southgates area, and act as a catalyst for change.



BDP.

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London EC1V 4LJ, United Kingdom

Document is Restricted



SOUTHGATES MASTERPLAN DEVELOPMENT BRIEF



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Southgates Masterplan Development Consultation

Executive summary

The Southgates Masterplan Development Public Consultation took place from 3rd – 31st October 2022. The public consultation began on the 3rd October with a virtual presentation and Q&A session chaired by Cllr Richard Blunt, Cabinet member for Regeneration and Development, this presentation was available online throughout the public consultation. Three drop-in consultation events took place in Events Trailer on the Tuesday Market Place on Wednesday 9th, Tuesday 11th and Friday 28th October. A permanent exhibition was also held at Stories of Lynn throughout the consultation. The information boards and Draft Masterplan Development document were available to view and download, along with the survey from the Borough Council of King's Lynn and West Norfolk website and Vision King's Lynn website.

As with other BCKLWN surveys, the survey was promoted via multiple channels, including the Vision King's Lynn website, BCKLWN website, social media channels and in the local media. A video promoting the consultation was used to support the social media posts. Postcards were sent to addresses and businesses within the Southgates Area and were advertised in key attractions on Heritage Open Day just before the consultation began.

Approximately 100 people attended the drop-in events, 275 people viewed the virtual presentation and 128 respondents completed a questionnaire.

The questionnaire comprised 8 questions, with multiple choice tick boxes and an answer box for further comments on each question.

Each question was based around a key theme of the Masterplan vision.

- Southgates today
- Opportunity and ambition
- The vision
- Placemaking and urban form
- Travel and movement
- Heritage
- Environment and sustainability
- Further comments

Key themes

There are a number of key themes that emerge throughout the responses:

Heritage- undoubtedly the most important element for almost every respondent to the questionnaire was the protection of the South Gate as a heritage asset for King's Lynn: **'The Southgate is a major asset [...] it should be enhanced more.'** The South Gate is considered a valuable asset to Kings Lynn.

The South Gate is considered to be lost in its present surroundings and any impact it has is ruined by the busy road. There is also a lot of concern for other heritage assets in the area such as the houses along Buckenham Terrace. The former Ford Garage, which isn't listed, is also mentioned many times within the responses. Some people feel that this is locally iconic building and should be retained or incorporated if possible: **'The Ford building frontage should be retained, as it tells its own history.'** While others felt it is part of the derelict industrial buildings in the area and would be happy to see it taken down.

Traffic- feedback clearly indicates a great worry about the existing traffic within the area and any effect the masterplan would have on traffic in the future. Many respondents commented on traffic issues outside of the Southgates Masterplan area and the effect this can have in the area and throughout the wider town. The Respondents liked the idea of traffic reductions but acknowledged that King's Lynn is currently reliant on car use, and it may be a hard habit to change. **'I think by making people the priority over cars and improving the area can bring real opportunities for all aspects of the scheme.'** Some respondents felt that the vision could only be realised if large reductions in traffic are part of the scheme.

Parking- similarly to traffic, the issue of parking for current residents and any potential new ones came up often in the questionnaire. **'Parking is vital for disabled people and for families'**. The overnight resident's parking in front of Buckingham Terrace and the parking for businesses along London Road was also often discussed at the drop in events and is considered very important to retain (the businesses) or reinstate elsewhere (the resident's road parking).

Green Space- respondents to the questionnaires, those who attended the drop-in sessions and online launch raised the importance of the green spaces within the Southgates area. There is acknowledgment that the current green space is underused and neglected, and that any green space used for new road space should be replaced elsewhere within the area. Respondents would like to see more greenery in the area, with planting of trees and plants. **'The environment and wildlife must have much space and take priority.'** Green space was considered important both from an aesthetic, amenity and environmental perspective. **'Like the idea having more trees and open space for public to get air, like we learnt from covid outside wellbeing is great for mental health as it has perks of good living.'**

Access- access to the surrounding roads such as Southgates Street and Vancouver Avenue (including access to the rear of properties) was often raised within the responses. Ensuring that residents and school traffic can still access these areas is important to the respondents, who would like to see further detail around the highway mechanisms for these roads. Heavy traffic was often cited as being a problem in the area. Respondents would like to ensure correct signage is used for and adhered to by HGVs.

Ambition- many respondents to the questionnaire agreed with the level of ambition proposed by the masterplan. Responses such as **'this is a once-in-a-lifetime to improve this key location'** and **'large scale action is needed to secure the future of the Southgates'** highlight the support of many to **'be bold'** with the level of ambition. Many respondents commented that this is something they have been wanting to see for a long while and hoped it could be carried out soon, with one enthusiastic person urging BCKLWN to **'Get on with it!'**

Key Findings

Q1: Do you agree with the key issues identified as facing Southgates today?

Respondents agreed that vehicle dominance and poor road safety and physical damage to the South Gate (both 81%) were the top two issues facing the Southgates today. Unpleasant pedestrian and cyclist environment (70%) and harm to setting of heritage assets (70%) were the next most frequently issues identified. Contaminated land was considered the least key issue of the available options, with only 41% of respondents agreeing.

Q2: Do you agree with the level of ambition proposed by the masterplan?

A significant majority of 81% respondents agreed with the level of ambition proposed by the masterplan.

Q3: Do you agree with the proposed Masterplan vision?

77% of respondents agreed with the proposed Masterplan vision set out in the public consultation.

Q4: Do you agree with the site strategy and principles for the masterplan?

87% of respondents agreed that 'removing poor quality buildings and structures and replacing with high-quality buildings which enhance local character', from the 8 site strategies and principles options. 80% agreed with the proposal to 'strengthen visual & physical connections to key site features including the South Gate and River Nar'. The third most agreed with was 'Reconfigure the highways layout to create well-proportioned streets which generate activity and visual interest' with 79% of respondents agreeing. It is worth noting that all of the 8 options achieved over 57% of respondents agreement.

Q5: Do you agree with the site strategy and principles for travel and movement?

83% of respondents agreed that traffic movements should be diverted around the South Gate in order to protect the structure from damage and provide an appropriate setting. 74% agreed that pedestrian and cyclist links should run beneath the South Gate to retain its historic gateway function, along with potential limited light vehicle access. Arrangements for pedestrians to provide a coherent network of improved footways and facilities would like to be seen by 72% of respondents.

Q6: Do you agree with the site strategy and principles for heritage?

A majority of 87% of respondents agreed that new buildings and spaces must respect and enhance the setting of existing heritage assets. 80% agreed that the historic entrance function of the South Gate should be retained via pedestrian and cycle movements beneath the gate. 75% of respondents agreed that the route through the South Gate should be easily identifiable as the main historic route into King's Lynn.

Q7: Do you agree with the site strategy and principles for environment and sustainability?

89% of respondents agreed that all new development must be protected from and mitigate flood risk- through measures including incorporation of sustainable drainage systems (SuDS) and location of bedrooms on first floor or above. 79% of respondents agreed that all development which may be affected by land contamination must be subject to technical assessment and incorporate remediation.

Question 1:

Southgates today

Do you agree with the key issues identified as facing Southgates today	Responses	
	Count	Percentage
Vehicle dominance and poor road safety	103	81%
Unpleasant pedestrian & cyclist environment	90	70%
Harm to setting of heritage assets	89	70%
Physical damage to the south Gate	103	81%
Poor urban form	70	55%
Contaminated land	52	41%
Lack of investment & vacant plots	78	61%

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Please provide reason for your response:

A heritage site should not have traffic, including heavy lorries, travelling under it, putting it at great risk of damage.

I have always thought it tragic that the gate was surrounded by such utilitarian ugliness. This plan looks vastly better.

The issue is the traffic that blocks the South Lynn exit by queuing across the roundabout to get into town. There's no yellow box to stop people pulling forwards and blocking routes by queuing to get down London Road from the roundabout.

Investment in existing area without major new development would improve the area whilst maintaining the historical element of the area. In today's current economic situation my opinion is that this area has survived whilst all around it changes through the years.

All well identified. I've lived in West Norfolk for over 20 years. I identified these key issues very soon after arriving! Currently, what a poor portal to this historic town, in presentation, in quality of life and amenity for local residents and visitors, in heritage management.

The large vacant plot opposite Southgate's is the only issue. None of the other issues listed have any substance

The art deco Ford garage really needs TLC. It's tatty and unloved; I think the embossed 'Ford' logo and tail band should be red?? Unsympathetic changes have filled in probable windows in the O and D of said logo - how cool would that be - and replaced the (now covered) glazing with a much blander design

Pollution on heritage site and there has been physical damage in the past caused by vehicles.

It has always been a disappointment to me that the general area there was a precious heritage asset and was being despoiled by traffic and dereliction.

The Southgates deserves a high profile for visitors, in photos etc of the town, similar to the Custom House, but has been blighted by traffic all my life.

Tourism potential of the historic South Gate itself - should land nearby be earmarked for a visitor centre? Think of the potential other locations gain from standing historic monuments such as York

Vehicle dominance - yes but services like park and ride or Trams are not available to shuttle people into the town. The Southgate has always been a bottle neck, this plan should ease that, but also I think making the A148 / A149 the main flow route will also help. I am assuming traffic light-controlled junction and not a free for all?

As a pedestrian walking in the area is unpleasant due to the size of the foot paths, lack of crossings with many lanes of traffic, and general run-down feel of the area especially with the vacant plots, any investment in this part of town is greatly needed.

Yes, all of these issues are present in the area. There is a further serious issue - traffic calming. The stretch of road immediately past the South Gates as you enter London Road is used as a drag strip for motorcycles and high-performance cars. I believe part of this is because they like to rev hard and accelerate as they go under the gate, which the scheme would address in part. However, I also think some form of traffic calming is needed in the area. I suggest speed cameras and cameras on all the pedestrian crossings in the immediate area as people very often also run red lights in this area.

I live close to the South Gates and have to use the gate and surrounding routes to go anywhere to the south of the town. Most of my journeys are by cycle and the current road layout is unsafe for cycling. There are paths around one side of the roundabout, but they are discontinuous and very slow to use. Another issue that has not been properly addressed is that of air quality which is very poor in the area around the South Gates.

My young family and I live on Buckingham Terrace and tick all of those boxes! This is a great opportunity to make significant if not ground-breaking changes to the local area and the perception of the whole town.

The South gate is a site of historical significance and deserves to be protected and enhanced as an asset to the town. The current roundabout causes traffic chaos at busy times and access to nearby businesses is sometimes tricky. It is not always possible or practical to walk or cycle to reach the town centre or my place of employment (CWA) for people like me who live in one of the outlying villages where there is little or no public transport. We rely on good and convenient vehicular access to these areas.

Southgate always seems lost in the traffic and bustle.

As a new resident in the area, i find this a grim approach to an otherwise interesting, historical town.

Problems with traffic management I.E so coming up Vancouver cars get queued back at peak times as cars coming out of town have priority. Lanes coming from Vancouver not allocated correctly for exits - left lane should be to Hardwick and Nar Ouse way and right lane for South Lynn and through Southgates. Traffic lights on the roundabout itself means dangerous tail backs queued over lanes of roundabouts.

Like the idea having more trees and open space for public to get air, like we learnt from covid outside wellbeing is great for mental health as it has perks of good living.

Very scruffy entrance to the town going through the South gate is the only bit that is not a eyesore.

The redevelopment of the whole area is essential - especially the Old Ford garage area.

In principle I agree that traffic has to be removed from Southgate. I think the idea of creating some kind of pedestrian area is nonsense, how are people going to get there? Don't say they will cycle or walk that is pie in the sky, what about the elderly. The disabled. Don't waste money on a white Elephant. Re-route the road but forget the rest.

I use this vehicle entrance into Town most days , it causes massive traffic hold ups.

I totally agree that the area desperately needs improving. Please consider opening up the bus lane only into Lynn too - This would half the traffic needing to go through Southgate and all the way round town instead of driving direct to the waterfront and onto Tuesday market.

'Vehicle dominance' is about people's choices to use cars. That is their choice and won't be changed by road layout. Yes, it needs a clean up but that's all.

cyclists on pavements. air pollution.

There is little or no access to one of Lynn's finest Grade 1 listed buildings.

The traffic around the area is shocking because of the south gates building, needs to be a 2 lane road the whole way into and through town, also, there's too many traffic lights also slowing down the traffic.

Unpleasant to cross the road there to the bus stop. Where the traffic diverges into one lane, this causes road rage and scrapes. Cyclists cycle dangerously on the pavement to avoid cycling through the South Gates.

I have lived in King's Lynn since 1993 and the Southgates area has always been
a) a dump b) clogged with traffic and c) dangerous for cyclists.

The old car showroom is an eyesore. Difficult for pedestrian to walk around Southgate, and to cross Vancouver Avenue.

I use the roundabout frequently to get to work on Innovation Way from Tennyson Avenue and the roundabout hasn't been designed well at all. It's quite dangerous to drive on and also the lanes haven't been set up correctly. The approach to the South Gates isn't in anyway attractive either and is an area of town I would avoid.

Just remove the traffic lights from the main junctions as these are what causes the chaos.

With over 40 listed buildings on London Road, it is essential to undo the recent silly decision that diverted all HGV traffic along London Road and the associated vibrations that are undoubtedly damaging the structure of the many old buildings that line the length of the road. Send the HGV traffic back whence they came along Vancouver Avenue, which as a point of interest has zero listed buildings and was constructed as a relief road to take traffic away from London Road in the first place.

¹⁶ The Southgate's will need protection from growing traffic usage in years to come.

It's been so sad to watch juggernauts thundering through such a historic building. Every time I take my wife to work I say the same thing, that the Highways department need to make a new roundabout by knocking down the old bus garage.

After reading the document and from travelling on these roads in a car I agree with these points. Vehicles dominate this whole area currently, often it is back-to-back traffic with vans and lorries too making it a horrendous place to be in a smaller car, let alone a cyclist or pedestrian! It is mainly concrete and tarmac and must be very polluted. I would hate to have to walk or cycle this area currently. The roundabout is known to be terrible with frustrated and impatient drivers often driving dangerous and fast, pulling out when not really enough time or space and blocking exits etc.

The traffic is poorly managed Why not traffic light every entrance to the roundabout?

The whole area look like a bomb site from the second world war.

This needs improving as does the infrastructure to all KL approaches
esp. South Wootton. OVER DEVELOPMENT!!

I agree that the Southgates, probably the main entrance to King's Lynn, is not a positive aspect of the town. The roads feel cramped and inefficient and being a cyclist or pedestrian feels dangerous and unpleasant.

I think these are the most important issues that need attention.

As Southgates is of such historical importance and also the gateway to Lynn it would be wonderful to

have it put centre stage and the area around it developed to enhance it. It will fantastic to bring the beautiful Georgian terraces into the whole and make King's Lynn the best town approach in Norfolk

Yes however, I believe the Ford building should be retained and enhanced as a community heritage facility.

It is vital to improve safe access for pedestrians and cyclists.

Definitely cycling and walking problems in this area

Essential to the Masterplan is surely to address vehicle dominance, i.e. managing and reducing the amount of vehicle traffic into town via Southgates. So, the plan should consider e.g. a park-and-ride system; an out-of-town commercial delivery hub to reduce lorry traffic; subsidies and other measures to encourage use of public transport rather than private cars; and tighter rules on development consent so that new housing developments incorporate shops and essential services. Such measures are ambitious, expensive and potentially controversial; but the Masterplan's preferred Scenario 3 is, rightly, all of these.

I don't see any evidence for physical damage to the South Gates, or any evidence for harm to the setting of listed buildings, in the current arrangements. The South Gate was built as just that, a gateway to the town, to stop it from being this would be a great loss to the historic setting of this structure. Similarly, the diversion of the road away from the gates would change the setting of the listed houses on London Road, especially the east side.

Vehicle dominance is because of blockages on routes in and out of the town; and unless vehicle movements are freed up or car use reduced the underlying problems cannot be fixed. A NORA park and ride mini-bus service between South Lynn via Harding's Way and Tennyson Avenue in high traffic hours will help, even 10% will help.

This could be a very pleasant area and a welcoming entrance to the town but it is currently congested, meaning it is difficult for pedestrians and cyclists to navigate and it doesn't encourage people to pause and appreciate the heritage in the area.

One of the main problems here is the Council ownership of the old car dealership. Why has the council not demolished this and made it into a green space? there is very little green space at this end of the town. The proposal causes much more harm to the heritage assets than the current situation. In particular destroys a local park and all its biodiversity and archaeological and heritage remains.

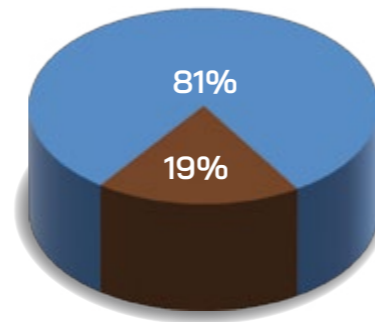
The Southgates restricts access to and from the town. We need a better plan that what is being proposed. Perhaps using Harding's Pits in a better way but London Road is our problem, we need a better traffic plan.

I feel a radical discouragement of car traffic is necessary. Local residents should in particular be encouraged to cycle, walk or bus into the centre of King's Lynn, especially in light of 'extra' house building, traffic should be incentivised to decrease.

Question 2:

Opportunity and ambition

Do you agree with the level of ambition proposed by Masterplan Scenario 3?	Responses	
Yes	103	81%
No	25	19%
Total	128	100%



Please provide reason for your response:

Waste of money, no one ever walks around that area.

A bold plan is needed to transform the approach to King's Lynn which is underwhelming at best at the moment.

I prefer options 2 & 3. The roundabout (of course technically it now isn't a roundabout) itself has been tinkered with many times now is time for a more radical change. I was involved in an RTC there, it needs to be made safer

You are just moving the problem further up the road.

I think it would be a mistake to do a half-hearted scheme - that roundabout alone has had so many guises and sizes and yet the need to protect the South Gates from damage and make such a key feature of the town a pleasant place to be has not been addressed until now.

Can't really see how the plans will help. Looks a bit confusing via the diagrams. The amount of work it's going to take and the time it will probably take will cause no end of traffic issues in the town until its completed. Perhaps stop lorries/ large vehicles from entering London Road (as lorries have to go on the other side currently as they can't get through which is dangerous). Perhaps put pedestrian traffic lights in or a zebra crossing for the school kids trying to get across from south Lynn. And pop a yellow box and fine people if they block the road by waiting in traffic in the yellow box.

The ambition of the plan far out ways any expenditure and improvements made.

Yes. This project demands an aspirational and ambitious aim. Tinkering round the edges would do little.

It attempts to solve a problem that doesn't exist. The issue at Southgate's is nothing to do with the Southgate's roundabout, and everything to do with the poor connectivity King's Lynn experiences due to the lack of a ring road. If a road was to branch off from the A17 between Terrington St Clements and Clenchwharton, and new northern bridge, somewhere north of the waste treatment plant was built, that would actually solve the problem's experienced at the Southgate roundabout during the tourist season. This will make the gridlock worse, and gridlock the whole town for months of the year.

A half hearted attempt with scenarios 1&2 will bring some improvements but for long lasting improvements only scenario 3 seems to deliver the justice that is required for such an historic and (potentially) beautiful area. This plan (scenario 3) is much more reminiscent of good public space in the Netherlands and would make it much safer for active travel and other public activities / heritage visits.

This would involve demolition of the complimentary grandiose art deco bus garage at the mouth of Vancouver Avenue. Not only is it used as a valuable store and maintenance area for First's long-range Excel bus service - a positive to help reduce carbon emissions - alongside the Ford dealership it showcases the later, grand town-edge expansion, creating impactful entrances. It makes a striking opening to and sets the scene for one of the town's busiest routes, and its (arguably overdesigned) white classical frontage blends well with the South Gate. The only detraction here is the disused Heart of Cars and its enormous canopy blockade (& the ad boards).

Too much in a small area and not in the interest of people living there.

Absolutely, if you are going to re-vitalise the area then do it properly.

We have to be bold get traffic away from it and improve the wider area - full marks for option 3 the do maximum option I am really keen to see more made of the link to the river - my son's German girlfriend on first visiting Kings Lynn was struck by the buildings as good as any in Northern Europe in her view, but disappointed at the prominence given to cars and the fact that apart from the Walks the town lacked greenery. Option 3 would start to address this.

Regeneration is definitely required to preserve the Southgate, tidy the area and make it more presentable. (I would have loved to have seen a tram link through it though)

I agree with scenario 3 as the more change in this area the better.

Don't mess about. Do the whole scheme.

This is a once-in-a-lifetime to improve this key location. It is essential that planners keep this level of ambition and are not swayed by regressive voices that just want to cater for more cars.

I feel that it doesn't give enough consideration to people who need to travel to the area for work and for whom cycling and walking is not an option. Making their journey longer and possibly more circuitous would not promote the town as a place to work, shop, or visit. I do think that some changes are necessary to the junction to improve traffic flow and safety and also appearance. Maybe scenario 2 would be a better option.

Large scale action is needed to secure the future of the Southgates and area. This plan is ambitious in scope and addresses the identified issues.

Ambitious solution needed to radically improve situation.

Whilst radical in its thinking I would want to see comprehensive traffic flow analysis and simulations carried out prior to looking at removing roundabout. The plans in this scenario do look to be most favourable to protecting the gate itself.

Be more positive for the environment.

I thought it was a joke at first seeing the proposed reconstruction, pictures of family's walking around the area, why would anyone want to sit or walk up that end of town it has been a place that the council has turned into bedsit land and sorry to say quite a few undesirable people. It would just attract the wrong type of people sitting on the benches hanging around. What I don't understand is how the traffic congestion would be resolved? Are you going to knock down people's houses to widen the roads it will all end up in a bottle neck anyway, you need to be more forceful with the large lorries ect coming through town and not using bypasses.

To have the Southgate as a destination will be a fabulous asset for Kings Lynn, with the attraction of cafes and to view and preserve the gate is important to me.

It needs to be a redevelopment of the whole gateway area plus a realignment of the road layout.

Could Gates be taken down and re-sited to be more accessible as a historical site. It has been done before.

Where there's a will there's a way. Surely we can find the funding to level up and make Kings Lynn a destination.

I live in South Lynn and cycle everywhere it isn't a problem. I don't believe people will visit the area on foot. Maybe the people at the travel lodge will. It is an entrance gate let it stay that...use the money to keep it up

...it will just become a redundant historic arch. You lose the link to history when people don't use it every day.

Seems ok. (the Masterplan B shows key Southgate approach exaggerated in size).

Improvement of the area is needed and welcome! The massive roundabout is too big and dangerous.

Levelling-up outcome has not been demonstrated.

This is an important landmark and an ambitious plan should be adopted.

Chaos during construction. Unsure how this will benefit traffic flow

Something needs to be done to improve traffic in the area

The South Gates in King's Lynn have been the most important entrance into the town for over 500 years. The idea to "side-line" the South Gates by the Borough Council and their Advisors is up there with the tragic decision to demolish Capot Gorge Vancouvers House in the 60's to make way for a car park. Entering Kings Lynn through the South Gates is special. Whoever produced the plans for diverting traffic from the Gate does not know Kings Lynn very well. There is no doubt the South Gates area has been neglected by the Borough for many years and needs improvement but making the entrance to the town into just another building and denying it's role is a tragedy.

This will not only protect the building, but will be good for tourism. Pedestrians are currently unable to view its true splendour and this plan will enable that to happen.

I think the roundabout currently is poorly managed and a source of a lot of traffic. I support the road layout being changed as per scenario 3, but would like to understand how it would reduce traffic jams. If traffic is required to sit at traffic lights or another roundabout, the same issue as exists remains. This plan needs to include a method of diverting large commercial vehicles away from the town centre where possible, make traffic flow more easily to avoid jams which are more than prevalent in this area, and provide MUCH better bus services into the centre for example a park and ride system to reduce the overall volume of cars.

A fantastic looking scheme that gives the Southgates the respect it deserves.

In general, but I don't know how the road re-arrangement through the park can be achieved as its at a different level to the adjacent roads.

The area needs a complete overhaul.

Too much.... cut costs on the proposal by just using the green space next to Southgates to widen the road and keep everything else as it is.

It's a heritage site that needs preservation. Visitors and pedestrians would relish walking near it. Traffic is damaging it.

I agree that the South Gate should be a huge feature upon entrance to the town, it should be enjoyed and if possible, traffic diverted from going underneath it. However, there are parts of the plan of the plan need reconsideration. The area does need some regeneration, the current park next to the South Gate has been left to rack and ruin and is a disgrace. It would be nice if someone actually visited it to see the current state. It is a concern that the council would leave the new area to fall into the same shoddy state, so there should be a plan to maintain what is provided. The lack of parking for visitors is very unrealistic too.

But with reconsideration in regards to parking for local residents. In the evenings Buckingham Terrace has vehicles parked along the road outside, where would these go? The opening of the old watercourse under the Southgates may prove problematic as it was filled in after severe flooding to the local area when the drain overflowed onto London Road, flood mitigation measures should be incorporated into the design. The current Southgates park has a couple of hidden constructions within that may be World War 2 Bomb Shelters, saving these would add more to the heritage aspect of the area.

I do but I am a little concerned about the new access points to KL once this area is pedestrianised. It will take time to settle.

(YES and NO both ticked) I disagree that 'we need to have more bus lanes', if you had done the surveillance correctly, we in St German's have one bus per hour! to the fact that my wife works in the Vancouver Quarter and the last bus home leaves at 5:20pm as most retail workers finish at 5:30 means that their families have to drive into town to pick them up, to have a solely bus lane round that runs from Southgate to Boal Quay where the road could be better used by opening it up for general traffic thus reducing the traffic at Southgate- which in turn will keep traffic moving in rush hours thus making cleaner air!!

I found some of it hard to interpret as it all looks lovely on paper - in reality it can often be very different. But! Anything is an improvement on what it is there presently. I do think a complete bypass of the Southgates is needed now due to the constant volume of vehicles that just seems to grow every year. We need better and more reliable and cheap public transport.

It will disrupt access to the town centre for years and destroy any town centre businesses we have at the moment.

Bypass the south gates but keep the roundabout. As for the proposed seats, who in their right mind is going to sit next to queues of noisy traffic unless they are a p*ssheads?

Much needed but development must be reduced. Car parking and access provided to Town Centre. Build a new bridge to get lorries to Docks directly not through South Wootton! Which I am told is a 'good address and everyone wants to live there'. Don't want to lower the tone down!! Stop the unnecessary overdevelopment cancel both major planned estates now

I feel this would allow residents of (and visitors to) King's Lynn to be able to enjoy one of the historical assets of the town more and will help shift the emphasis towards more sustainable living.

I think it is the right level of ambition.

The proposal to divert the road into Lynn through the park at the Southgates represents a major loss to the town of a green space which, with some investment could be made really attractive, which has mature trees and is a valuable recreation space. It also proposes running a major road across the very important remnants of the town's civil war defences - a site of outstanding heritage interest. The high level 'ambitious' plans as set out massively under-represent the reality of a multi-lane road through this area. The whole scheme smacks of an expensive proposal brought together quickly to try to access a major pot of money.

Although we generally agree an ambitious approach is required in order to address all the key issues, we are concerned that insufficient contact has been made with individual landowners affected by the proposed masterplan. Early engagement with key private landowners is essential. Furthermore, within the existing draft document not enough thought has been given to timescales for delivery and how development of existing vacant plots will fit into the long-term vision for the area.

Scenarios 1 and 2 do not create the significant improvements that are needed in order to regenerate this area. The masterplan objective will only be achieved by doing the maximum possible.

We need to radically rethink the whole area. It's an important gateway into the town and currently is a poor advert for King's Lynn.

Generally.

I would like to see some beauty in the design, with setts on the road and attractive streetlights with plantings and actual trees.

What about traffic pollution and congestion??

Yes and no.

It would be great to get rid of some old ugly buildings. Calm the traffic down and enhance the entrance to town.

Although we generally agree an ambitious approach is required in order to address all the key issues, we are concerned that insufficient contact has been made with individual landowners affected by the proposed masterplan. Early engagement with key private landowners is essential. Furthermore,

within the existing draft document not enough thought has been given to timescales for delivery and how development of existing vacant plots will fit into the long-term vision for the area.

I think change is needed here and this ambitious approach seems likely to create an open and welcoming space as well as encourage active travel.

I think that something should be done but the council has become obsessed with realigning the road. This is not a priority for the town or for the area. The consultation document is full of contradictions, about changing patterns of usage and climate change and yet proposes a massive new road building programme. The ambition for a better space round the Southgates is good but it won't be solved by road engineers and developer led housing which is bound to be cheap and nasty. There needs to be a green led strategy which enlarges the park, diverts heavy traffic away from the gates and narrows pavements.

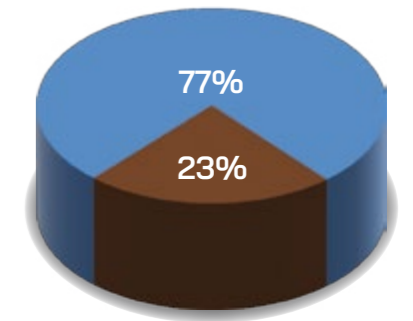
Unsure on the plan being proposed, lorries coming down Vancouver Ave is a massive problem (there is a weight limit down there!!) Lorries on London Road is a massive problem, not safe for cyclists, mum/dads with young children pedestrians.

More reduction in car traffic must be considered. Pedestrian Crossing is welcome, but these must give priority to pedestrians over vehicles. Could traffic speeds limit be reduced to 20mph over in the plan?! What happens when the cyclist/pedestrian route south to north running south of Southgates meets car traffic coming west-east at the South of the Gate?

Question 3:

The vision

Do you agree with the proposed Masterplan vision?	Responses	
Yes	99	77%
No	29	23%
Total	108	100%



Please provide reason for your response:

Waste of money. Could be better spent improving the town centre.

It will greatly enhance the main approach to the town.

It just looks like it's limiting the routes available by making a pedestrian only zone. Meaning all the other routes are going to be more congested.

Totally disagree with the current idea that the Southgates area needs to change.

Because it achieves urban and heritage transformation for an important but neglected part of KL.

It is a poor uses of limited resources, failing to address the actual problems.

A comprehensive review, and holistic approach with a view to the future. Kings Lynn could be an example to all town centres and historic areas.

This promotes the demolition of half of Lynn's art deco assets, both of which have been designed in keeping with the gate. The very useful bus depot/garage's grand classical whitewashed facade is just right and doesn't upstage the gate. The groovy Ford dealership has a complimentary tower with clever windows in the o and d of Ford, leading the eye into the gate itself. This effect would be improved with restoration and repainting of drip mould which runs its length.

Takes traffic and parking from already struggling business. Blocks access for residents and puts more pressure on already clogged roads and a waste of money.

As the location is so far from the town centre, I'm not sure that it will form a 'hub' for attracting people and therefore that aspect of the vision may not be realised in terms of future use.

Keeping the "good bits" is always a good idea (I do think that traffic may spoil it though - but for encouraging the visitor revenue its a priority).

I agree with the masterplan vision as it will make the south gate area a destination in itself not just a place you pass to reach the town.

This needs to be transformational, not just fiddling around the edges.

It appears that borough planners have finally recognised that the future of access to King's Lynn lies predominantly with active travel and public transport. This will transform this area and make it an attractive place to both travel through and visit. I particularly like the idea of the South Gate reverting

to its original intention of an impressive gateway to the town for non-motorised travellers.

Option 3. I live on the road with my family. We drive, cycle, and walk in the local area and the ambitious plan appears ideal. As a family we could lose out in terms of parking space etc but the overall benefits are much greater.

Scenario 2 is preferable.

Having a safe route between the town centre and Southgates would enable the Education Officer to link up with the site and SDL/LM/Library/Trues Yard.

Make it better for pedestrian use and also visual amenity.

Somewhat, I like the notion to move the bus depot to a more practical site currently it has outgrown its current location and the freeing up of that land would allow for better traffic flow. I think that using the end of horsey fields and taking that road out onto Nar Ouse Way would also help alleviate some congestion around the site.

As said in last response it would be a total waste of money that end of town is not the South of France it's south Lynn, the only people to use that area of town that are walking to get somewhere. The council have let the area turn in to a undesirable place to live full of bedsits ect and turning it into a pedestrian area would turn it into a undesirable meeting place you are not going to change the area it would just make it worse. The new road will at some point return to the usual bottleneck

It's very ambitious but needs a scheme like this.

Overall very happy with the plan part from emphasis on cycling. More consideration for vehicle users required.

And open the buses only to traffic which can half the traffic going through Southgates. It's so ridiculously simple.

Look after our heritage but use it. Or out becomes the customs house, guildhall etc. We need to interact with these buildings by continuing to use it as an entrance we interact with our heritage. The area is grim but it needs tidying up get rid of the hoardings but in flowers...

Broadly agree, will protect the South Gate, have heard the idea of literally just moving that would be cheaper! I do like the Ford building.

1 No provision for first time visitor to Southgate to park. Should they used Travel Lodge or Hungry Horse?

The vision does not take into account access to the Southgate from the historic town centre. The scope of the scheme is too narrow and should include routes to link the old town : 1. Guanoock Terrace as far as the Walks and Red Mount Chapel. 2. London Road as far as the Library / Walks / Greyfriars Gardens. 3. Southgate Street/River Nar as far as Harding's Way / Whitefriars Arch. This would allow the South Gate to be linked to other heritage sites in the town.

It's a good idea on paper, just unsure if in practice it will translate.

King's Lynn needs to look attractive to all visitors, and be a 'place to go'.

Kings Lynn is one of only a few towns in the United Kingdom with a gated entrance It makes entering the town special, why deny residents and visitors that wonderful experience?

This will be good for tourism in such a historic part of the town.

Yes it will be a real improvement to the public realm and movement of people.

In principal it makes a lot of sense, but I don't think the pedestrian access will be enough to reduce car use as many people travel from further outside town.

(Mostly agree). Partially I agree on better pedestrian access, but not the housing in front of the Southgate.

The more done the better. Best to do everything rather than just part of it. Maximum not minimum.

No need for all the public space. junctions could all have zebra crossings, the Southgates can be

bypassed by demolishing the garage on the corner of the bus depot and the road widened through the green park. This does not affect any of the houses or businesses currently in place.

It's ambitious and would transform a thoroughly unpleasant walking experience.

Yes but would like more clarity on new road layout.

Yes and No selected.

It all seems a good idea for the town.

It will destroy our current town centre.

Too many cars in the area full stop which will only get worse with the 4000 homes planned at West winch. Where any of you actually born in Lynn?

on the whole yes, but it clearly does not allow for increased volume of traffic.

I strongly believe that any towns primary purpose should be to provide a pleasant and rewarding place to live with positive communal spaces available. I feel that this proposal is a big step in the right direction.

I think the vision looks very good.

BUT: (1) The "modal shift" to other active traffic routes may adversely affect e.g. Guanoock Place/Terrace, narrow residential streets already subject to speeding cars, large lorries and traffic ignoring one-way restriction. Could the plan extend to enforcement cameras here? (2) "Staggered" pedestrian crossings as per illustration mean pedestrians must wait, breathing traffic fumes, between two traffic streams. (3) How will pedestrian crossings/cycle routes further down London Road be affected?

I don't think it will enhance the heritage/listed buildings, and instead will destroy a public park and important archaeological features. The drawings massively underrepresent the scale of the road and traffic on it.

this will vastly improve the entrance to Kings Lynn.

In general - but the latest masterplan illustration and artists impressions seem to reflect a replacement large road cutting the whole area in half again, flanked by amenity landscape areas that will adjoin this road and therefore not be attractive places to use. This is retrogressive in comparison to earlier ideas presented in the consultation process. It does not reflect the photographs of examples from other places.

Whilst we are in general agreement with the overall Masterplan Vision, it is not entirely clear from the draft document where the proposed residential units and commercial space are to be sited. Exhibition Board 5 appears to show a new building block on land between existing residential development along Vancouver Avenue and Hardwick Road. We would strongly support redevelopment of this vacant plot for residential use.

I think that that enhancement of heritage assets is crucial to the future development of King's Lynn. The new multiuse development will create a much more positive impression of the town.

The road is still far too dominant. The artist drawing shows benches for people to sit on and watch the traffic go by! Who would do this? And it only shows one or two cars. What about all the HGVs thundering into and out of town? They are not supposed to use that route but they all do.

You are replacing a large single node with two smaller nodes. I am sure that the traffic issue will remain a problem, but so very pleased with the diversion around the South Gates.

It looks very pretty but the issue is, new housing, new businesses, more traffic no parking.

Yes and no.

To a point.

Whilst we are in general agreement with the overall Masterplan Vision, it is not entirely clear from the draft document where the proposed residential units and commercial space are to

be sited. Exhibition Board 5 appears to show a new building block on land between existing residential development along Vancouver Avenue and Hardwick Road. We would strongly support redevelopment of this vacant plot for residential use. (Continued in any other comments)

I agree with the vision of making local heritage more accessible to residents and visitors by enhancing the Southgates area.

The plan is obsessed with bypassing the South Gate. This is the town's trademark, an exciting original and historic entrance like those at York, Canterbury, Beverley, Chester and elsewhere. The solution is to enhance the experience of using it. banning HGVs, widening pavements and extending the green park and not destroying it.

As long as it includes traffic calming measures that are seriously implanted, for example speed bumps or cobbled areas, preferably in addition to a 20-mph limited as mentioned before. If the traffic were to remain at anything like the current volume on the diverted London Road, the scheme is at best an optimistic fantasy.

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Question 4:

Placemaking and urban form

Do you agree with the site strategy and principles for masterplan? (tick all that apply)	Responses	
Remove poor quality buildings and structures and replace with high-quality buildings which enhance local character	100	88%
Reconfigure the highways layout to create well-proportioned streets which generate activity and visual interest	96	79%
Strengthen visual and physical connections to key site features including the South Gate and River Nar	97	80%
Create an improved sense of enclosure through appropriate street to building height ratios, to assist with wayfinding, interest, and sense of place	69	81%
Buildings to be max. 3 storeys tall (plus roof level) and offset from the South Gate by at least 20 metres	78	55%
New public spaces to incorporate an appropriate mix of hard and soft landscaping to provide recreational opportunities	91	41%
Location and alignment of public space to ensure that it receives appropriate overlooking and natural surveillance, for safety of users	84	69%
Commercial uses to be located at ground floor, in locations which provide active frontages to public space and pedestrian routes	81	67%

Please provide reasons for your response:

All these measures will make a massive difference to the town.

This is a real chance to make what is often a neglected and sad looking area a really attractive and effective entrance to the town.

You already have a fairly new highway connection to the town that is rarely used apart from the odd bus!! More appropriate use of public monies would be to make better use of this road which would reduce use of traffic

going through the Southgates. I know this is such a very simplistic view from someone who has lived in the town all of their lives and passionate about its history but also aware that there are greater needs within the town.

Balanced and Sensible.

None of these are valid aims.

The above options provide the best in terms of public engagement with the historic area, natural world, and accessibility to shops, cafes and other amenities.

No buildings, bar the Heart of Cars & ridiculous associated canopy need demolition. As for highway rerouting, it's fun and unique that we have a 'functioning' town gate. Rather than demolish and replace as in the 60s, why not care for the unique buildings there now? The early 20th century went to town on complimenting and furthering the magnificent character & impact of the town's southern opening, reflecting an unreplaceable era of town growth. It's only been let down by lack of care since.

No extra public space is needed with the walks so close. highways do not need reconfiguring.

But it is important that the new buildings reflect the style and proportions of the old. I would not wish to see a carbuncle in the scheme.

the commercial uses should include visitor and leisure economy uses which make the most of the green space and view of the Southgates

I agree the advertising hoarding, the former garage, the bus depot, look unattractive/run down, and I would support their removal, however the Ford building should remain (certainly the streetside frontage), and be adapted to another use. I agree the highways layout needs to divert around the South Gate, but don't agree streets need to generate activity etc. I totally disagree with buildings to be maximum three storeys, as this would make them four storeys tall with the roof - this is too tall.

I don't like to repeat myself, but traffic flow MUST be more of a priority for the workers and shoppers to gain access to the town quickly, after all that's where the revenue for the town comes from.

I agree with all above as it will make the south gate area a destination in its own right. In regards to removing poor quality buildings I agree with all of this however I believe that protecting current businesses that have already tried to improve the area should remain (Stagg barbers and gems peri peri). The old Ford garage, petrol station and bus depot should go as they are an eye sore to the area.

All new developments should be 'people-scaled', rather than dominated by commercial interests or motor vehicles.

I'm a fan of keeping the Ford Garage ... it's an interesting and congruous counterbalance to the South Gate and reflects the changing nature of the town - and celebrates its history and industry.

Purpose and convenience should have priority over visual interest.

It currently looks so industrial and rundown. it isn't inviting for residents or visitors currently.

Buildings should be shorter than the Southgates so it is not lost in the new developments.

Gate needs to be key focus and not overshadowed by inappropriate buildings or design features.

Ford garage should be kept or at least the sign as it's so old. Tear down bus depot and Victorian bridge - the park behind is little used and all that space can be used better. Incorporate old industrial land next to South Lynn access.

All the above I've ticked would be good for Lynn and new image.

That all sounds nice so are you going to demolish most of London road and replace with nice family houses, move out all the bedsits and give people a decent place to live maybe they would respect the area better.

Essential that everything on here takes place, not just some piecemeal approach.

The only viable parts of the plan are to remove traffic going through Southgate and improve the area through demolition of dated, poor quality buildings and replacing with higher quality housing. The rest is pie in the sky as there is no parking for people to get to the "Pedestrian Eutopia".

Only remove the buildings necessary to create the road/walkway.

The items here about building heights and commercial use is already in hands of planners. So they can do this piece of work. Surveillance for safety of users? Users of what... people walk around that area all the time safely. If there are people behaving inappropriately give extra money to police to manage them.

Broadly okay.

concern that proposed commercial development will obscure view of Southgate from Hardwick Road and not be in keeping with and in conflict with amenity/historic area.

I agree with these, but there is very little pedestrian or cycle traffic likely to use the South Gate from the South. Most pedestrians and cyclists from South Lynn will likely use Harding's Way to access the town centre. Those who do need to use the South Gate should be given a route to walk all the way into the town centre by extending the scheme along London Road and Guannock Terrace or along Vancouver Avenue toward the college.

A mixed use of commercial and leisure space with housing so people could walk or cycle to work in the town centre, Nar Ouse businesses, or the Hardwick.

The area is too far out of town for it to ever be a busy area. Plus, like a lot of Lynn, it would end up being abused by youths, alcoholics and drug addicts. I think a homeless shelter building would be great there.

Whoever came up with these plans are over-thinking and over-designing the area. There is a risk the South Gates area will be transformed into a bland and urban landscape.

The town houses are beautiful when you pass through the Gate towards the town centre. Sadly, you are then almost immediately hit with hideous looking shops that are completely out of keeping with the Gate and historical dwellings in this area.

Yes, currently the area is car dominated and an eye sore. You do not speak to many people who would wish to explore this side of Kings Lynn. I think by making people the priority over cars and improving the area can bring real opportunities for all aspects of the scheme.

I agree that this is a good opportunity to make this area more engaging for pedestrians, but the commercial benefit MUST attract business, else it will just sit empty and be of no benefit to now.

I agree but PLEASE retain the Ford building with its unique windows (blocked at present). have it backlit at night to make a feature of it?

Great to have new buildings but built in the traditional way in an older style. The town centre is modern and not at all attractive.

I do not agree with any of the above.

Currently the gates appear to be hemmed in by buildings. So while I support the first part of line 1, I remain slightly unsure about the second half.

It doesn't need any commercial use buildings near it.

The Ford garage and petrol station should be removed, they are unsightly and detract from the Gate, there should be access to the River Nar especially with new housing to provide easier pedestrian access into the town and facilities on London Rd. I feel that Gate should stand on its own with new buildings 20m away to really set off the Gate and make the most of it, perhaps lighting up in the evening too. It would be lovely to have more green spaces for local residents too.

Whilst the removal of poor-quality buildings is much needed, the replacement of new builds must

be limited, indeed just removing the dilapidated, unsightly and abandoned buildings will improve the area and the visual impact without the need for replacements. Guard against new commercial use that may impact the already established businesses, along with the risk of empty shop units or out-of-keeping new businesses that would undermine the visual attraction of the whole enterprise.

I think the plan is well thought through.

The historical Southgate is an iconic part of King's Lynn and needs to be presented.

I just hope there is priority for green spaces.

I think it will be a waste of money as there won't be a town centre left to visit after years have been spent wasting money and making it difficult to get into town.

Get rid of the billboards and plant some trees to hide that gas depo. Public spaces attract pissheads and other wasters. This is Lynn, not Holt.

More parking needed. Save and improve Historical Importance.

I feel that these proposals will help shift the focus of the area back to something more useable by the community and will help create new positive places to visit within the town.

This approach will improve the area for many years to come.

I cant think of any way these plans could be improved.

I believe there is opportunity for retaining the ford building and that it shouldn't be seen as a distraction from the South Gate. The two have co-existed for almost 100 years and the Ford building defines the gateway to Lynn as much as the South Gate during that time.

London Rd, as one of the major routes through the town, should be a pleasant place to be. It's as simple as that really.

The proposal to remove the rare and interesting early brick Ford Garage with a nowhere-ville bland structure shows this scheme does not properly understand what 'local character' and 'poor quality' buildings are. Public space will be lost, not gained with this scheme.

All the principles seem about right - although I am not clear that the whole area needs to be restricted to 3 storeys. It may add more variety and interest to have some 4 or even 5 storey buildings if they are well designed and do not impose on the heritage assets. The matter of 'well-proportioned streets' maybe in the eye of the beholder - but in my view is not reflected by the current masterplan illustration.

We are in general agreement with the proposed approach to Placemaking and Urban Form, although in order to allow for the removal of existing poor quality buildings and structures, the Council needs to liaise and work with existing landowners to achieve a successful outcome for all parties.

River Nar is underused facility.

This will provide much improved environment for a wide variety of users and activities. Regeneration of this area is much needed.

Removing some of the blight (the garage on the roundabout, the bus depot, the old Ford garage) is key to regenerating this area. If we are to have new buildings, make them of high quality that will stand the test of time. South Gate has been there for 500 years; the housing on London Road and Guanock Place since the early 1800s. We should match their longevity. We already have a small park - let's try to keep the 'feel' of it.

Did you consider reducing the built environment to a few good structures, extensive landscaping and extending open space around the intersections and building elsewhere?

Where are 3 story buildings going to go? Parking needs addressing in areas where houses exist already!

New houses and buildings should have plenty of parking spaces. Parking is a problem

in the area and new houses are going to create more traffic as well.

I have concerns about how far the new road will encroach on the park.

I think these strategies could improve the area considerably providing the buildings are not too densely packed.

I'm afraid all these questions are loaded. Most are hard to disagree with, but if I agree with them it points to my support for the masterplan. I do not support the masterplan which is based on an aggressive new road scheme which will have a devastating impact on people who live on London Road and on the historic environment of the Southgates and destroy an historic and precious greenspace.

I fully support the ambitions of the scheme. It will improve the area immensely but only if traffic is much reduced. I support the idea of a regular frequent free bus service for both residents and visitors. This could be financed from fees from an out of town car park situated south of Southgates Masterplan Development.

Question 5:

Travel and movement

Do you agree with the site strategy and principles for travel & movement	Responses	
Undertake highways improvements which downsize the existing road junction to human scale, without affording convenient vehicular passage	77	63%
Traffic movements should be diverted around the South Gate in order to protect the structure from damage and provide appropriate setting	102	83%
Pedestrian and cyclist links should run beneath the South gate to retain its historic gateway function	91	74%
Easy movement for pedestrians and cyclists along routes that are natural for users to take	88	72%
Highways improvements to incorporate dedicated cycling facilities such as segregated cycle lanes and priority crossings	81	66%
Arrangements for pedestrians to provide a coherent network of improved footways and facilities	88	72%
Provision of bus priority measures, appropriate waiting facilities and route information	74	60%
Implementation of the above in line with Local Walking and Cycling Plan, considering wider benefits beyond the efficiency of vehicle movement	73	59%

Please Provide reasons for your response:

Generally support measures outlined although it has to be recognised it will remain the main vehicular artery into the town.

Bus times need to be improved for people to actually be able to use them. Whilst I appreciate this is about a more greener environment you are not taking into account people do and will still drive meaning cars are going to be gridlocked.

No i don not agree. The majority of these points can be covered by the existing new road made specifically for buses.

Balanced and sensible, forward-thinking towards greener forms of transport

No. These aims seem ill advised, and the absence of a dissenting option calls into question this whole consultation

This seems common sense to protect the local area and demonstrate an order of magnitude improvement to the safety of all transit routes.

Could be a good bus lane. But again, the area doesn't need or warrant complete redevelopment. And the only reason you're interested now is because of its housing potential (equalling money). Not because of the architecture or heritage (arguably equalling lots of spending).

I do not agree.

The most important thing is to increase safe cycling and walking routes which make use of the gateway.

The priority is to protect the SAM/LB, but also to make the southern town access safer for commuters on foot/cycling. I don't think any vehicles should pass through the South Gate, so disagree with the "potential limited light-vehicle access" statement.

Only grounds maintenance vehicles should be permitted through the arch.

The highway should not be downsized, it is already a heavily used route to get into town and any downsizing will increase queuing traffic. This also applies to priority crossings. Can you consider the use of pedestrian footbridges over roads?

I agree with the cycling and walking ideal but where will these walkers and cyclists actually propagate from?

I think making a pedestrian and cyclist route under the south gate is a very good idea as it will keep the structures historic use as a gateway into town. Diverting the traffic is also a good idea as it will protect.

Don't understand the bus priority need, but otherwise yes.

People travelling by foot or cycle are an increasing proportion of users of the Southgates area and should be prioritised, in line with both government ('Gear Change') and local policies. It is also important that future growth in active travel is catered for. For this reason shared pedestrian and cycle facilities should be avoided in favour of dedicated, segregated cycle and pedestrian routes.

Can the parking restrictions on nearby roads be adjusted to accommodate residents of Buckingham Terrace who will have to park elsewhere. Currently many park outside their homes overnight and it looks like that option will be removed. There is also the question of car charging points and accommodating EVs. Residents of Buckingham Terrace will have the option of charging vehicles overnight removed.

I would prefer no vehicular access to pass through the South Gate, rather than light weight

It is essential to maintain a convenient, quick and easy route to the town centre and also to places of employment such as schools and CWA for those travelling from the west currently using Nar Ouse Way route.

I am a cyclist, improvements to those facilities are vital.

Protection of the historic structure is important. Safer cycling and walking routes essential. Retaining a 'gateway' function provides historical continuity.

I just don't understand what this will achieve, the are paths both side for pedestrians, most cyclists ride on the path anyway. Unless you widen all the roads there will always be traffic problems. There is a diverted bus lane from that end of town. I honestly think if you ask King's Lynn residents, they will think it's a total waste of money.

Very important to make improvements for public transport users, cyclists and pedestrians as well as motorists

People are not going to walk or cycle to the area. Where are they

coming from? Cloud cuckoo land thinking. Get real.

The buses are so expensive my college kids use bikes. Massive improvement for safety needed.

Buses reduce car routes. Harding's pits route is used constantly by cyclists buses and pedestrian yet council and ncc threaten to open this to cars at various times .. how is it aim for new layout but not Harding's pits?

Attack commuting.

Must be bike friendly.

There is no mention of Park and Ride, using existing bus route, and attempting to reduce traffic in town centre. Any improvement in traffic flow at the Southgate will push congestion up London Road towards town centre.

Too much focus on a very limited area. The pedestrian and cycle routes cannot simply stop at the boundary of the scheme. In particular, the scheme needs to be fully integrated into the old town by extending along London Road, Guannock Terrace and River Nar. The developers are only considering access from outside the town and not considering accessing the South Gate from other historic parts of the town. The South Gate should not be treated as an island, but should be integrated with other heritage.

There's already a bus only road just around the corner.

I do NOT agree with diverting traffic from the South Gates as explained in previous comments

I disagree with any vehicle access going through the South Gate and feel it should be restricted to pedestrians and cyclists only.

We all wish and push for more sustainable travel movements, but I guess to hope the scheme will be successful the monitoring of foot fall and cyclists when this comes to light (hopefully) should be managed to see if there is anyway behaviour change can be boosted. e.g. the KLIC centre or new developments installing cycle hubs, cycle infrastructure and encouraging the use of the new movement corridor etc.

→ Again, this must include park and ride services, and must also include options for traffic to get into/out of town by an alternate route, as otherwise the traffic problem will be compounded by the reduced size of the road. The roadworks must also provide a suitable diversion for the full period of the traffic will kill the town before anything else gets done.

I agree with the reservation that just moving the traffic jam benefits no-one.

No traffic needs to go through the Southgates, buses can be diverted Only pedestrian or cycling needs to go under it

Vital to protect the South Gate in any way possible, reducing HGV's at a minimum, pedestrian and cycle routes would be nice if the Gateway is a feature to the town. Currently cyclists have no respect for pedestrians so if they had a dedicated space it would be safer for slow moving pedestrians. However, it is totally unrealistic to not provide parking in the plan not everyone that visits Lynn lives near enough to cycle. Families with small children and disabled people should not be excluded.

I don't think there should cycle access beneath the Southgate it should be pedestrian only.

Most of my estate population are retired and would be impossible for them to cycle into town. there are many retired folk in and around Kings Lynn.

Private vehicles need to stop being the number one priority all the time. Public transport needs to be much improved.

Again on the whole reasonable car access must be provided NOT limited to discourage us from using cars.

I feel that encouraging a shift to more sustainable and healthier alternatives to travel is a good thing and making it safer and more pleasant to be a cyclist or pedestrian would help encourage that. I am not a fan of the idea of allowing light vehicles to pass under the Southgate's, if it is being repurposed for bikes/people there should be no safety concern around vehicles.

These measures will protect the South Gate and help to future proof the area.

They are so good.

There needs to be better bus provision in the area e.g from the new developments of South Lynn to Hardwick retail and along Vancouver Avenue to reduce reliance on Cars - particularly to Hardwick retail. Better segregated cycling over what is a relatively flat landscape.

London Rd used to be a smart, proud entrance for people to walk and ride through into the town. It should be restored to a smart, proud entrance for people to walk and ride through and take buses into town, and a minimal number of cars and vans too, in situations where their use and presence is appropriately justified. London Rd in its current form looks very bad to visitors coming to the town for the first time.

BUT: (2A) I agree in principle, but are these aims really compatible? Can all these objectives be achieved without measures to REDUCE vehicle access? (2F) Pedestrian crossing facilities along the length of London Road (including north of the Masterplan area) are poor and need consideration alongside the plan.

I fundamentally disagree with the proposal to divert road traffic out of the South Gates. The idea that doing so will provide 'appropriate context and setting' for a historic gate designed for traffic into the town is ridiculous. The drawings massively under-represent what the new road and junction would be like in terms of traffic (it shows just five cars!) and the impact it would have on residents.

All great principles. Please stick to them.

The proposed approach to Travel and Movement is to be encouraged, provided this does not preclude or delay development of existing vacant plots. Further thought therefore needs to be given to timescales for delivery and phasing of works, with early engagement with key private landowners.

Passage through this area of town is difficult for both pedestrians and vehicles with the present arrangements.

Prioritise people not vehicles! It's currently almost impossible to cross London Road below the pedestrian crossing. Cycling down it means taking your life in your hands. Agree with having pedestrians and cyclists through South Gate but what does 'potential limited light-vehicle access' mean? Sounds like cars!

No. human scale?? No. 3 'beneath' should read 'through'. Yes good intentions

'Limited light vehicle access'? Bins at bus stops. London Road is the main entry to KL we need Park and Ride. What do you propose to do with the heavy traffic?!

What will the light vehicles be?

Pedestrians and pedestrian crossings are a must.

We already have a bus lane into town, do we need more

This could really help to encourage walking and cycling in King's Lynn, with associated benefits for health and the environment.

Again all these are worded in such a way so as to get people to agree with the masterplan. You should have asked 'do you agree with the building of a new four lane road destroying an historic park and increasing traffic speeds into the town?' Or 'do you agree with a scheme that causes increased traffic delays into the south of the town?' The survey questions are, I'm afraid dishonest.

I agree with most of the above, but we have cyclists and pedestrians moving in different ways along this busy road so we need cycle ways and pedestrian ways on both sides of the road, where will this road come from!

Currently trying to cross London Road just north of the proposed development is a horrible experience. After a long wait in favour of cars, pedestrians are given a very short crossing time far too short for everyone differently abled.

Question 6:

Heritage

Do you agree with the site strategy and principles for heritage?	Responses	
New buildings and spaces must respect and enhance the setting of existing heritage assets	110	87%
The historic entrance function of the South Gate should be retained via pedestrian and cycle movements beneath the gate	101	80%
The route through the South Gate should be easily identifiable as the main historic route into King's Lynn, through the use of hardstanding material	94	75%
Highways alterations should consider the feasibility of revealing the medieval Southgates bridge	93	74%
Locally significant assets should be retained where this is feasible and can lever benefits for wider redevelopment. Any replacement buildings or spaces must be of high quality	88	70%
Public realm improvements should extend to the northern part of the masterplan site to deliver improvements to conservation area	82	65%
Future development must seek to understand archaeological impacts and consider retention in situ.	93	74%

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Please provide reasons for your response:

Important to maximise heritage benefits

The word historic is very relevant. This has been a gateway to our town and should remain so for all coming in no matter what form of transportation be it by foot, cycle or motor vehicle as they have done for many years.

South Gate and Buckingham Terrace are deserving of greater respect as important heritage buildings.

No. These aims seem ill advised, and the absence of a dissenting option calls into question this whole consultation.

Again, this seems common sense given an historic lack of priority to all but road users.

Variation is good. The older ones, which have already been designed in keeping with the South Gate, just need TLC. The Ford garage could be sympathetically converted into housing, and the Bus Garage provides a useful function as a bus garage - good for promoting & creating sustainable journeys. You also do not want to make it harder for bus operators to continue here. So far there's been no improvement for buses.

You have covered it all. Separating cyclists and pedestrians will be needed too as a lot of younger cyclists are a danger on footpaths.

agree with all of these and would pick out the historic bridge and water access - this is hugely attractive to most people and create a sense of place and inclusion, critical as well for a historic hanseatic town.

Totally agree. The area is currently spoilt by stark or ugly buildings/structures (Ford build excluded). I don't even like the current appearance of the former Prince of Wales pub. I would not agree with any new dwellings being 'modern' in style. I think these should be designed to look old and fit with the other surrounding homes to reflect the former character of the area.

I'm concerned abo the cost and practicality of removing the existing road infrastructure and replacing with hardstanding material. But would support if that's the more sustainable option.

As mentioned previously I think retaining the south gates function as an entrance for pedestrians is a good idea and if the path way before is reverted back into the medieval bridge that would add a lot to the area visually.

All yes, but this needs sustained investment. How will you make sure the area stays in good condition over time? How will you attract good businesses and shops?

It is important that the South Gates reverts to it's original purpose as an impressive gateway to the town for non-motorised travellers and visitors.

I've lived 30 metres from South Gate for 2.5 years and am amazed that traffic still passes through such a high profile building. Please can these changes be made as soon as possible. I am a car owner but there has to be a better option.

It is important to preserve the South Gate as a place of historical significance. I think just pedestrians under the actual Gate would be better than cyclists too.

It is a Historic Area which should be celebrated but shouldn't be cut off from cyclists or pedestrians.

Focus on heritage of area will enhance all surrounding locations.

Yes I like the Masterplan.

Again this is already in hands of planners who oversee planning applications.

Broadly ok.

The Ford sign is iconic and should be incorporated somewhere.

The Southgate originally formed part of the Town Defences and was integrated with the town wall and ditches/ Rivers Nar and Ouse. It should be seen and viewed as part of a whole defence system. This is a chance to rectify it's isolation.

See previous comments regarding the need to extend the scheme to fully integrate the South Gate with other historic parts of Lynn.

The route through the South Gate should be easily identifiable as the main historic route into King's Lynn, through the use of hardstanding material which references the historic carriageway? NO, keep the South Gates as a vehicular access. Measures to prevent larger vehicles accessing the town through the South Gates by diversion should be found.

This is an important historical area and at present does not reflect its true quality. This plan will definitely make the South Gate and surrounding area a focal point for King's Lynn.

I definitely agree that existing heritages should be retained and protected. The historic entrance is probably the only nice thing about this area thinking off the top of my head.

Revealing the medieval Southgates bridge. I LOVE this idea. definitely reveal it and make King's Lynn a sought-after tourist attraction.

New buildings need to blend in Listed buildings along London road should be protected and enhanced.

If we are spending millions let's do it well and preserve the heritage asset this town has, we should learn from other towns and make our heritage a reason to visit that is accessible for all. Parking is vital for disabled people and families so that it can be a shared space for all to enjoy and for local commerce to flourish.

New building should be limited, the old ford garage should be removed and if deemed feasible the old " Ford" brick sign rescued and used elsewhere. Removing the abandoned buildings first and replacing them with green open space will provide an instant low-cost improvement to the area, from which any further improvements and funding could spring.

Please please do not just let property developers destroy existing green spaces or historical buildings etc.

I think it is a waste of time and money and will destroy the existing businesses in the town centre with the traffic disruption the works will cause

The environment and wildlife must have much space and take priority.

I feel that any adjustments to the space should aim to enhance and emphasise the historical aspects of the area.

It is important to protect and preserve the history of Kings Lynn.

I like to see new and old architecture together it gives a sense of continuity .What is new today will be historic one day.

Opportunity to retain the Ford building for a public/retail function must be explored.

London Rd should be a smart, proud, bustling entrance to the town, as it would have been. It should be somewhere people want to stop and be, whether residents or visitors.

The historic entrance function should be retained through the gates remaining in use for vehicles.

I think these are all givens - although I am not clear how the 'medieval' bridge (which I believe is underground?) can be revealed. I believe the existing brick wing walls in the approach to the gate are Victorian? Local enthusiasts have flagged up a 2WW air raid wardens shelter at the back of the bus depot? Needs further review and consideration.

We generally agree with the proposed approach to heritage, provided this does not place undue restrictions or constraints on any future proposals to develop existing vacant plots surrounding Southgates roundabout.

Improved visitor access is important for the economic developments of the town centre, together with the creation of a positive image.

Better to have fewer but better quality new buildings - modern exciting design is better than faux historical design. Make new buildings as eco as possible.

More green areas, trees where possible would be nice to improve the historical settings.

Is the road going to be closer to listed buildings?

There are a pair of toilets going down the steps from the wall on London Road near the South Gate. I believe these were locked up some years ago. Perhaps these can be incorporated in the new plan and opened on days such as Heritage Open Day.

It will improve the approach to the town.

I should like to know more about this hidden bridge.

We generally agree with the proposed approach to heritage, provided this does not place undue restrictions or constraints on any future proposals to develop existing vacant plots surrounding Southgates roundabout.

Any changes should be undertaken in a way that enhances the heritage in the area.

I'm sorry but these questions are just as dishonest. why did you not ask whether people agreed that the Southgates should remain the vehicular entrance to the town? The current option assumes that building a new road is the only option. It isn't.

Has the importance of the South Gate which is a scheduled ancient monument been adequately recognised? Where is the medieval Southgates bridge? Part of the old town wall? yes it should be relevelled if no covered or underground.

Our heritage is important, we must preserve it for our future generations. Once it's gone we never get it back!!!

Question 7:

Environment and sustainability.

Do you agree with the site strategy and principles for environment and sustainability?

Responses	
All new development must be protected from and mitigate flood risk- through measures including incorporation of sustainable drainage systems (SuDS) and location of bedrooms on first floor or above	110 89%
New development should deliver green infrastructure and biodiversity improvements via soft landscaping and planting which offers multifunctional amenity	95 77%
All development which may be affected by land contamination must be subject to technical assessment and incorporate remediation	98 79%
New development should be responsive to the challenges of climate change and meet all energy efficiency and sustainability targets set by planning policy	92 74%
Development should minimise adverse air and noise quality impacts on users and occupiers, with appropriate mitigation measures to be incorporated	95 77%

Please provide reasons for your response:

- An absolute priority!*
- Support the approach. Consideration needs to be made of the existing residents*
- All new development should follow any guidelines already in place.*
- Self-evident*
- No. These aims seem ill advised, and the absence of a dissenting option calls into question this whole consultation.*
- It would be foolish to embark on such a plan without considering that which might endanger the future of the site...*
- It's obvious that we need to minimize environmental degradation. In a busy townscape we should have trees and greenery, and the trees there are mature enough to hide the modern*

roundabout, creating a historic setting and framing of the gate. It could be nice to provide some relief from the very urban landscape on the way in by landscaping the Heart of Cars area.

This area is over developed now.

Climate change and the green approach is likely to change in the wake of the war and this must be borne in mind and not followed slavishly at all costs as set by current policy. It may need to change...

agree, but on contaminated land this does not mean you have to move the soil - this is very costly and simply moves the problem - most contaminated soil can be stabilised and capped where it is and there are better ways to spend money

Whilst meeting modern sustainability targets and up to date green infrastructure etc, new buildings should not look new, only be designed to be new, so that they capture the historic setting, such as other old parts of the town

This is a noisy area of King's Lynn, and care should be taken to reduce noise and ensure this accommodation sets an example in regards to sustainable goals.

Retaining existing trees as much as possible too.

Adding more 'soft landscaping' and trees to the area will make the south gate much more appealing and blend it in with the surrounding area, as the NORA development, Harding pits common and nar river.

Climate change item is dubious, but I understand why you have to mention it. This is not the major issue, by any stretch, in this small urban area. Fix the big problems first and don't greenwash the plan and waste money.

Minimising and mitigating the effects of air and noise pollution are insufficient. The vision needs to have much stronger ambitions here with, ultimately, a zero-tolerance approach to noise and air pollution. Many Dutch, German and Swiss towns have restricted vehicle access to the least polluting vehicles and reduced noise issues by low or very low speed limits

Flood risk impacts local residents in terms of being able to arrange insurance cover for properties. I have struggled to find a provider. I haven't ticked the climate change box. Global impact is important - and I think the proposals will help meet such targets but I wouldn't ever suggest they should be a deal-breaker for a program which will improve the quality of life of residents in what is currently a rundown part of town.

Care must be taken to take into account previous land use which could be a source of contamination. Being near the river all measures regarding safety from flood risk should be implemented. Access to the town should not be compromised in putting this plan in place as the local economy depends on it.

New developments require a new way of thinking and building.

Minimising adverse environmental impacts of any development is crucial.

We are all responsible for climate change.

site strategyand again.

Obvious make the area look nice and anything new needs to include climate issue

More green spaces needed!

The project should not only 'meet all energy efficiency and sustainability targets' it should aim to exceed these targets where at all possible.

Any soft landscaping should use native species Measures to encourage and preserve wild species should be incorporated: swift nest bricks/boxes, bee bricks/hotels, hedgehog highways, bat boxes, insect attracting native plants. Fruit trees should be incorporated. Communal vegetable, herb and fruit gardens should be incorporated Minimum tended grass and flower beds.

These matters are something that have not been considered in the past

and must now be to sustain our heritage and climate.

Absolutely- all new developments/master plans have the potential to do something great like this scheme. We should never settle for less standards if we want to be considered a great example for other areas to follow. The development will outlive all of us involved in having our say or making the decisions now so we should strive for the best for future generations to deal with.

Sorry, i am not a tree-hugger. Get the job done as fast as possible - that way you minimise pollution.

Soft landscaping and planting would enhance the area greatly

The river was blocked off due to flooding in the 1970's, if we open it again a new plan to deal with flooding must be implemented. Opening up the area and providing green space is essential for locals and visitors to enjoy the environment, it will also be a wonderful surround for the South Gate. Not sure why you ask about the contamination measures, surely this is a given???

Contaminated land should not be built on, disturbing the soil would surely contaminate the air in the neighbourhood. Flood measures should be incorporated for existing buildings as well as any new builds, especially if reopening watercourses. Design should be in keeping with the heritage area first and environmental challenges second, not building in the area would alleviate this problem.

If the grant is unsuccessful, would it be possible to mark yellow hatching on road after the last traffic lights heading into the Southgate.

The environment should be the highest priority.

I didn't want to agree to any of these points.

On the whole reasonable again, but the whole of Kings Lynn area should be more carefully considered and officers must not be allowed to push through developments such as the two in South Wootton (Knights Hill/Hall Lane).

Any adjustments we make should incorporate these pressing developments.

If we don't protect the environment in a sustainable way it will all be a waste of time.

futureproofing for flooding is so important. It would be great to have small lakes for flood runoff anywhere there is space especially where there are new builds.

Lynn is very vulnerable to the effects of climate change, particularly flooding, and the fires we had in summer 2022 were a further wake up call. It is vital therefore to mitigate against climate change with SUDs and planting that will help protect against both heat and floods, and street layouts that encourage healthy, low-impact, accessible modes of transport.

I am especially pleased at the prominence the plan gives to SuDS, which I believe are essential for all new developments.

The embedded carbon in the existing buildings and infrastructure should a major consideration, the building of a new road junction will have a high carbon impact. Instead the benefit of retaining more of what remains and making improvements rather than wholesale bulldozing and pouring acres of new concrete etc should be considered.

The whole town (and much of the surrounding area) is at flood risk and I am not clear that site specific solutions are the way forward. I barrage for the Ouse is required - although I understand a barrage for the entire wash is another idea. Site contamination seems to be a technical matter that must be accommodated as required. Air quality must be considered (avoid a big road through the middle of the site!) but may be resolved by other technology in coming years.

In order to encourage redevelopment of existing vacant plots that are in third party ownership, additional requirements that are beyond the provisions of existing local and national planning policies should be avoided.

Flood risk has to be high priority given climate change and King's Lynn's low-lying position. Green infrastructure

has to be protected from the vagaries of engineers/drainage specialists etc who always water down good design. All development (everywhere) should be energy-efficient and not reliant on fossil fuels.

First box, maybe flood 'resilient' in some cases, Last box, consider extending green areas reducing the 'built up' proposals, air quality - noise issues etc? Accessibility for emergency services.

Residences along London Road and Guanock Place need sealed doors and windows for noise and air pollution.

All the above are important.

All new developments should consider sustainability; eg. energy efficient heating systems should be considered.

I support the principles for the environment.

Will the moving of the road into the park have an adverse effect on the local houses?

Please note the following: 1. biodiversity will be reduced, and historic green space destroyed by a new road. 2. the new road encourages more car use and faster driving and more emissions. 3. the current plan brings queuing traffic onto London Road which is residential reducing air quality for residents.

I live very close to the Southgates and you must make sure all environment measure in place particularly 'Air quality and flooding'.

I support this site strategy, but feel it is unrealistic due to current air and noise pollution caused by traffic pollution. Surely this is only attainable at a further distance from the albeit diverted, London Road.

Question 8:

Further comments

Do you have any further comments?

It is possible that fewer workers in the West Norfolk area have adopted the post covid work from home strategy than in many other urban areas. Therefore, the supposed general reduction of car traffic into Kings Lynn may have been exaggerated. The success of the masterplan will depend on an imaginative and determined efforts at traffic reduction, which would be benefit to all. Overall, the masterplan is desirable and worthwhile. I am a local resident of a listed building within the target area. Thank you for giving my views consideration.

It might be good to see if we can have another access/exit to the town via a bridge over the Ouse and into the town via West Lynn.

There doesn't seem to be any reference regarding disabled access or suitability. Being a wheelchair user things like surfacing and gradients are so important. Previous decisions in the town haven't always been reflected.

I really hope that this scheme goes ahead - I fully support all the aims of the Masterplan. A historic asset will be preserved and enhanced as will the area around it and it will be a real asset to the town.

Just put a yellow box on the roundabout to stop people blocking access. put a zebra crossing in front of the Southgate area for kids to cross safely rather than dodge traffic in the morning. Stop lorries from going down London Road past the Southgate

Whilst I am passionate about the history of our town, I do understand to maintain this we have to work alongside the needs of the town. In this instance I believe there is already a solution in place that needs to be revisited to achieve the aim of the plan. The bus route recently built in the Nar River area is very underused and the majority of the time, EMPTY. By diverting traffic via this route, it would reduce travel flow under the Southgate's and meeting the some needs of the town whilst keeping our "historic gateway" as it was meant to be used. Cost implications would also be reduced.

I would love to see this visionary plan delivered; it would be transformative of a lovely and important part of KL which is currently rather overlooked and ignored. We had already considered moving to the South Gates area, we'd leap at the chance if it looked like this!

I am disappointed that there is no option to suggest that this work shouldn't go ahead at all, and that funds would be better spent on other projects.

Excellent proposal. Something which I have been looking forward to very much indeed.

Out South Gates is a big enough road to be reconfigured without short sighted demolition of current landmark and useable assets. Surely if the road through the gate becomes a bus lane and pedestrian/cycle way - promoting sustainable travel - the multilane exit can be calmed into a simple in and out road, much more akin to Vancouver Avenue. Well designed traffic routing features can be deployed, as long as they're sympathetically placed. This would also make crossing London Road much safer. Honestly, the red brick Heart of Cars is the only structure that could be demolished and landscaped.

It is a complete waste of time and money and is not in the interest of the people of King's Lynn or West Norfolk and is purely a vanity project for the Council.

None you have done a comprehensive job.

Get on with it! This is a project we have been waiting forever to see come forward, so let's see if we can accelerate delivery of what would be a major improvement to the Town.

A waste of public money, surely would be better used at the queen Elizabeth hospital funding repairs

to the structure. This is an ambitious over development with more properties enclosing an already extremely busy junction feeding the town centre and would cut of any future road work improvements should it not work. If protecting the south gates is what this is about widen the road and go around it.

I'm concerned that the re-routing of roads will impact on people's homes/businesses. I'm concerned some concepts/visualisations show modern buildings alongside the old. The Ford building frontage should be retained, as it tells its own history, but I agree the internal use should change and adaptations could be made to elevations not visible from the frontage to support the change of use. I wouldn't like to see commercial/retail units below dwellings, or at all, in this location, other than a sympathetic 'tearoom' to support tourist visits to the South Gate etc..... not pizza, kebab places.

This area desperately needs transformation to improve the first impression of kings lynn. This should be an area to be proud of, not ashamed of.

t feels like visitors from the north, e.g Wisbech and south Lincolnshire will be discouraged from Wisbech Road and A148. I agree with diverting traffic away from the Wisbech road area. But would be concerned if traffic from these regions has to go all the way to the A149 to enter the town. Perhaps employers could be incentivised or supported to review there employees commute arrangements by offering safe cycling stores, adopting flexible and agile working practices, subsidising public transport costs, installing EV charge points.

No, other than get on with it.

I support scenario with the most change as the south gate area has a lot of potential to be something special and the more investment and change brought to the area the better.

Very much in support of this. I live very close by. Yes, there will be short-term disruption, but it is worth it. But please, make sure you do the full plan and make sure you have a viable plan and realistic timeline that is regularly communicated to the public - if you start this and then half-arse it or have long delays, it will be worse than nothing. Get the money in place, and then go for it. Thanks for you work on this!

Whilst I welcome this vision it must not be considered in isolation but form part of a radical re-alignment of local transport policies. Whole-journey considerations need to be made, particularly about how people travelling into town or to the schools and colleges on foot or by cycle will proceed once they are through the South Gates. In particular this should include improved pedestrian and cycle access on Vancouver Avenue and links via Guanock Terrace. It is also important that bus links on London Road are maintained. The Southgates stop, used by the Norwich-Peterborough Excel service is well used.

Good luck. It's a great idea. I'd like to continue being involved in the decision-making process. Is there any way that can be arranged?

I would like to see this development realised within a realistic, set time frame.

Toilet facilities are required for people in the area. We can't use Southgate's with school groups because we have no toilet facilities pr safe drop off zone for buses. A safe walk that is engaging would really help the inclusion of the Southgate into the town.

Scenario 3, Option 2 looks to be worst option of the four proposed.

All the good stuff to help future of Britain and King's Lynn really. Make it like more attractive to come into Lynn and make it more welcome to people who like to walk and move about freely near wildlife.

Progress is necessary change is needed.

How much has this cost already, and how much is costing in the future. I guess it won't affect the biscuits and tea budget for council meetings, but the money has to ultimately come from taxpayers.

Car use Electric, Hydrogen or even petrol is, and will be, the most used form of transport in Norfolk. Public transport infrastructure is not, and never will be, in place to cope with moving people from villages to where they need to go. Politicians need to recognise that and stop fantasising about everybody walking, using non-existent buses or biking and demonising car drivers. King's Lynn needs

workers, shoppers and visitors to survive, they will mainly use cars. Apart from removing traffic from going through the gate, the second priority should be to ensure the free flow of traffic.

Please don't let this go to waste. Tell Liz Truss to find the money needed and get this started ASAP. In the meantime, please open the road to the river to cars and not just buses, it's so frustrating having to queue every day to squeeze through the beautiful fragile Southgate. It's a big asset to the town and we need to show it off and regenerate this lovely town.

Please just leave it alone....don't waste money....it will end up like the memorial gardens which no one visits....just a dead space.

Heritage is a neglected resource- eg Guildhall Theatre.

Please consider just moving the Southgate and doing relevant archaeological stuff re Civil War.

As a Town Guide, it is virtually impossible to comfortably for a visit to the South Gate into a walk of historic King's Lynn. The new scheme will not help this because it does not adequately link the South Gate to the rest of the town.

The traffic around the area during busy times is horrendous. Something needs to be done about this as soon as possible. 2 lane traffic each way the whole way through town, not as many traffic lights for crossing when there are already some 100 foot away, makes the traffic so much worse.

I am strongly against closing the historic South Gates entrance to Kings Lynn to traffic. The town will lose a special feature for the sake of urban development.

I am 100% in favour of this scheme and am excited to see it develop!

Not particularly. However, I think the artistic illustrations really shine light on the scheme and I hope to see option 3 come to life.

The survey would have been better if there was an option to tick 'All' rather than individually.

Can the Council also consider highlighting other historic features (town wall segments etc) and create a Tourist Trek through the town?

If new road build across park- needs to ensure it is built to save the great damage to historical structures.

Diverting the main London Road around the Southgates can be done by demolishing the old Chariots car garage and widening the road through the green park area. Keeping the actual gate as pedestrian is a great idea, maybe making green space around that instead of hardstanding. One concern is the plans show numerous flats and public seating areas which will encourage disorderly behaviours (we already have enough of those issues present at Harding pits and Greenland park. The idea of knocking all the current building down seems crazy when with some funding they could be made into beautiful building.

I've always liked the ide that the South gates still are the entry point to King's Lynn, but the traffic usage means that it's impossible to enjoy them. Walking thorough the area as a pedestrian is deeply unpleasant. My reservation would be that the traffic plan simply moves the current traffic jam somewhere else.

Can't wait to see if this is successful!

Current traffic must be redirected or accounted for, it will not simply vanish into thin air however good the cycling options are. The reality is the West Winch and other developments will have car owners who want to visit so parking is essential. Looking at car charging point areas is more realistic. Opening the bus route off Wisbech Road could direct traffic into town. Parking on London Rd for the Post Office and other businesses is essential, if this is taken away you will have dying businesses and boarded up buildings which will not be classed as regeneration.

Car parking is not addressed at all in the plan. The businesses near the Southgates on London Road depend on the layby for business and these parking bays must be retained within any plan. Real-world planning will require additional car parking for visitors, residents and the disabled. Surrounding streets are already at capacity and further housing development, businesses and an improved visitor attraction will require additional year-round parking. Please ensure that funding provided for this

plan is indeed utilised in the Southgates area and not siphoned off into other developments.

Good to see something being done in this area.

Yes, where is First Bus going to be put and why can't you use the bus lane for cars and buses.

Continued from Question2 (ran out of space) I also disagree for the 'need for pedestrians to come into town via Nar Ouse Way' I've travelled through this road for over 18 years and if I've seen more than 10 people walking this route would be generous! I also find the masterplan vision very poorly named as to roads which have no identity eg Hardwick Road'.

Think about how you will impact the town centre and the businesses there. The traffic is already a problem and you are simply going to make it worse. For years.

There was a comment in the paper when this project was announced about people should use buses not cars. I have a blue badge and not prepared or able to use 2 or 3 buses to get to where i live plus quite a walk with heavy shopping. I will be keeping my privacy and convenience not be told by some bumbling old councillor in office, who is not fit for purpose, to use a bus! I DONT LIKE BEING DICTATED TOO or being told what to do by a councillor who never shows his face in his ward except when he is going to get his picture in the paper.

I appreciate the drive that currently exists to try and improve our town, other than a new hospital this is one of the most exciting proposals I have seen. I would very much like to see the Southgate's area given the attention it deserves.

Something like this has been needed for a long time.

Only that it is so impressive.

Many visitors to the town say that this area is ugly and uninviting....too much pollution and noise.

This scheme is long overdue. London Rd is shameful, whereas it would have been a proud, smart entrance to the town, and can be again. Please give residents and visitors the healthy, safe environment they deserve to improve wellbeing, productivity and prosperity.

Safer cycling and walking should be at the heart of any changes.

Much of the plan seems dependent on the "changing patterns" identified on board 3. Will pandemic-created remote/hybrid working really be a long-term shift away from cars? King's Lynn is full of retail, hospitality and light manufacturing where remote working is not possible; and people come into the town for shops and entertainment from a wide rural area. I live by London Road and traffic already seems back to pre-pandemic levels. All the new residential developments to the south of town will add to that. Much as I admire the Masterplan, I worry that it is based on an over-optimistic premise.

This scheme will be incredibly expensive and delivers very little for it. The Southgate is not currently either in physical danger (it has had traffic going through it for 600 years, and motorised vehicles for 100, and is still in great shape) and its appropriate setting is as a gate into the town. The road scheme as drawn is disingenuous - misrepresenting the scale of the new road that would destroy an important small park with fragile archaeology. The council would be much better improving the current arrangement, making a new cycle path, turning the Heart of Cars into new public/green space

A grand plan for one do the jewels of King's Lynn.

One of the most important regeneration opportunities for the town centre that could significantly enhance this gateway to the town.

As already stated earlier in this survey response, to date there has been insufficient engagement with key landowners affected by the proposals within the draft Masterplan. Early engagement will be crucial to ensure delivery and a suitable outcome for all parties. Although the draft Masterplan refers to new mixed use development with the provision of high quality new homes together with commercial and retail uses, it is not currently clear what will be considered acceptable for individual sites. Online survey only allows limited text so please refer to emailed version and cover letter.

It is important that the South Gate is a worthy entrance to this Historic Town.

I would like to see some impact of the proposed changes on nearby residents located in the historic town core and conservation area. I live in Ethel Terrace and my usual access to London Road is from Southgates Street, just north of the Southgate. This route is also much used by parents/children going to Whitefriars School. It is not clear from the development brief document as to what limitations may be imposed on those using this vehicular route.

What I find hard to understand is how this development will help with 'levelling up' King's Lynn. There are other areas (Fairstead, North Lynn, South Lynn) that are crying out for attention. It all looks lovely but how will it help to make us 'levelled up'? Because of that, I wonder what are our chances of getting the funding.

I generally agree with the Masterplan although have some continuing concerns regarding traffic; would prefer to see retention of the Jubilee Park rather than smaller pockets of green space. I am concerned about the demolition of the former Ford garage but if this is replaced, would like to see commercial buildings of quality and more appropriate design than the sketches indicate.

Excellent ideas for the South Gates and pedestrian/ cycling provisions. Clearly the problems of traffic volumes and clearing of the intersections are only marginally affected, but still a positive. Decluttering the built environment where possible in this location could surely be an option worth considering.

very concerned about traffic.

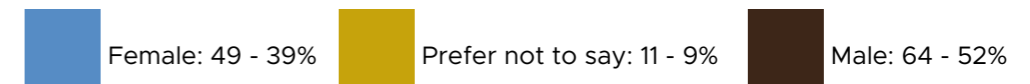
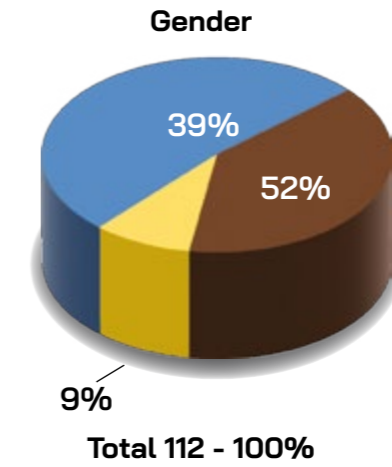
My view of the new development is that I support the councils move to improve and enhance the Southgates and the approach to the town. However, from a purely selfish view, my garden backs on the park in question and would not like the new road to come so close. In the plans there were drawings of green areas outside the Southgates. I feel this will be a waste as people who use the new route will be going to and from work, school and town and will not use this area and may bring the road closer to my garden.

I think efficient traffic lights will be essential to prevent unnecessary congestion at busy times.

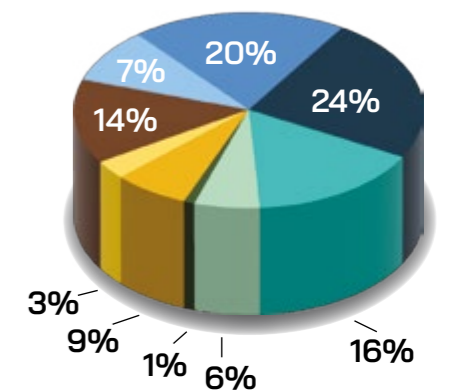
The proposed method of funding the scheme will not guarantee any quality buildings because the costs of the scheme are vastly greater than can be afforded by a quality developer. So far planning at the South gates has been given for a travel lodge, a chain pub and a drive through Starbucks. This is the quality you will get if you are lucky. Funding a multi-million-pound road scheme though.

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Respondent profile

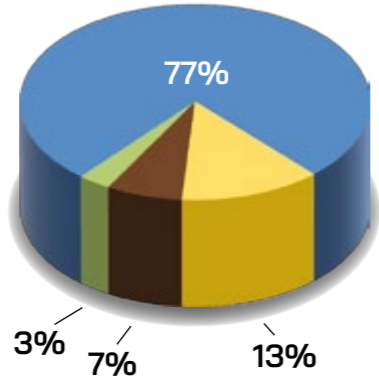


Age	Responses	
	Count	Percentage
18-24	4	3%
25-34	18	14%
35-44	11	9%
45-54	25	20%
55-64	31	24%
65-74	21	16%
75-84	7	6%
85+	1	1%
Prefer not to say	9	7%
Total	127	100%

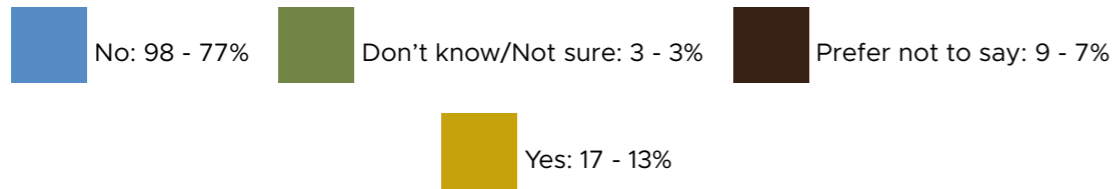


Disability

Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?

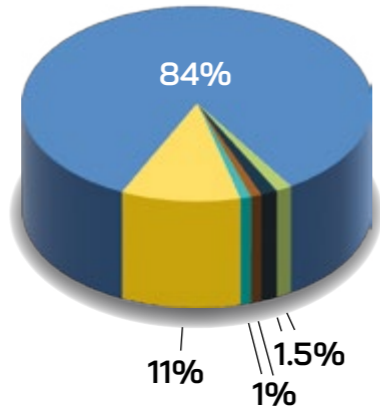


Total 127 - 100%



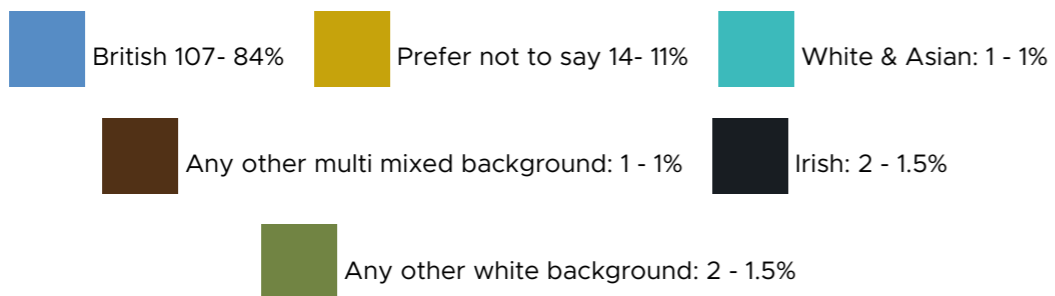
Ethnic Origin

What is your ethnic group?

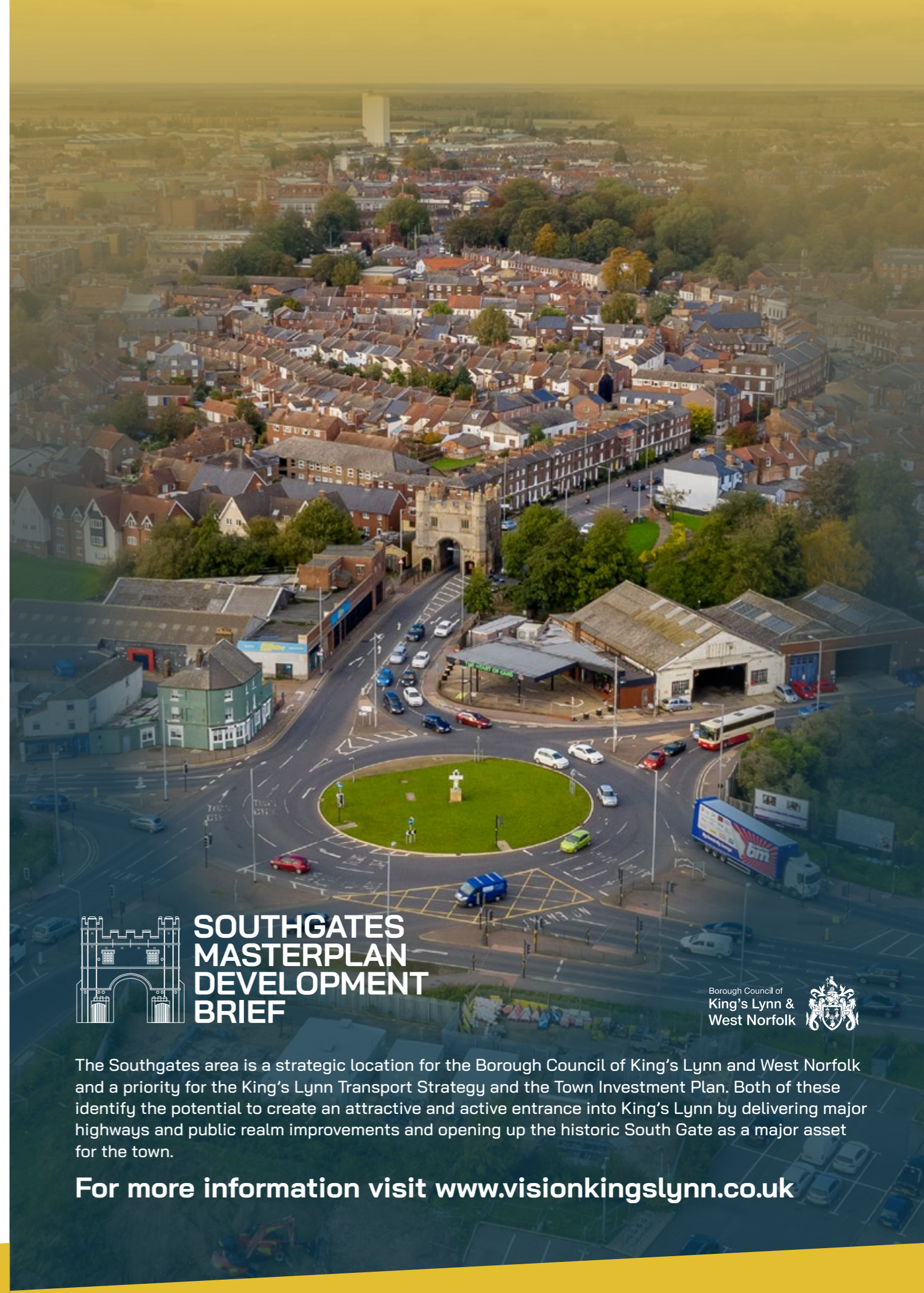


Total 127 - 100%

Please note one respondent did not select an option



179



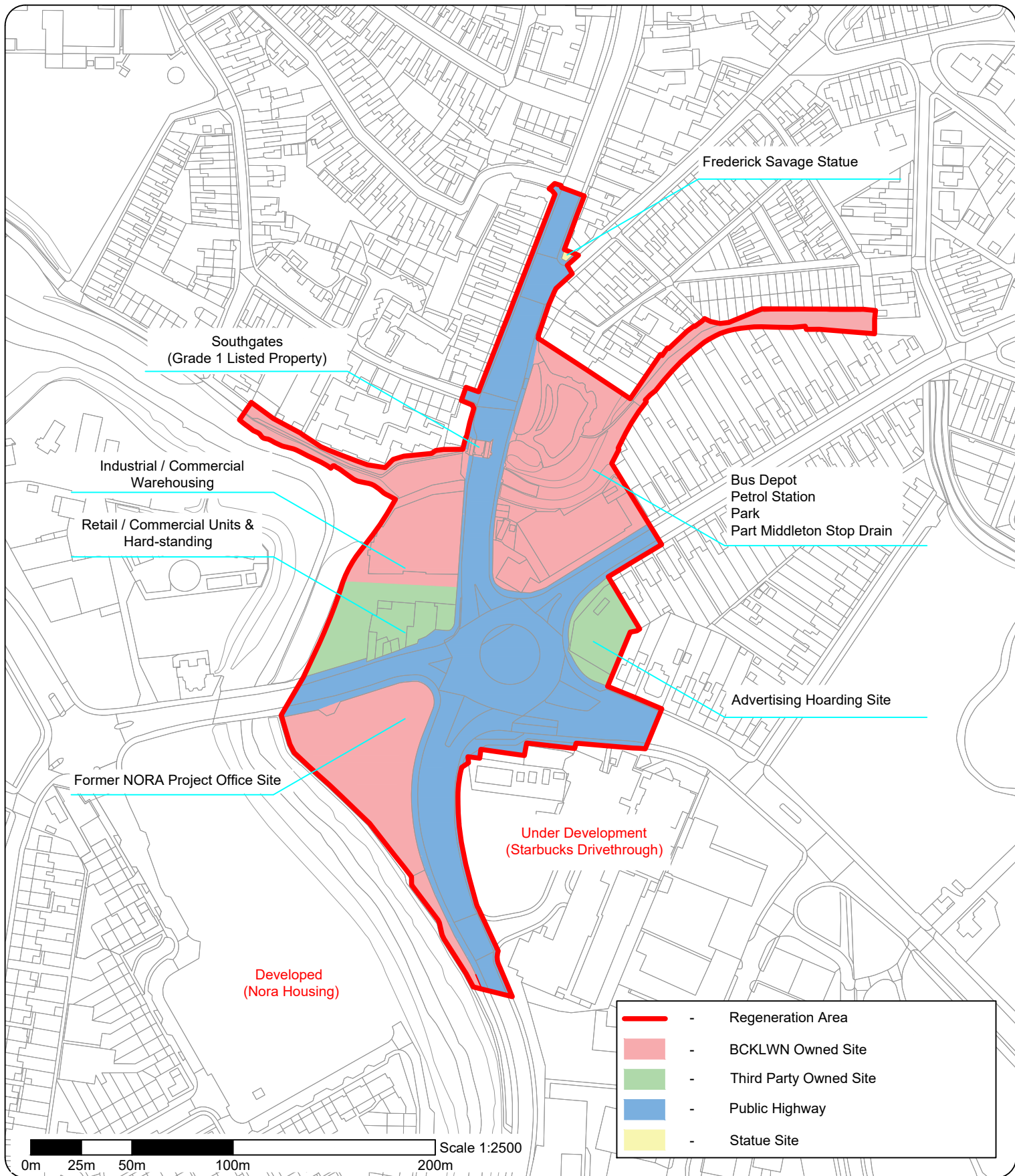
SOUTHGATES MASTERPLAN DEVELOPMENT BRIEF

Borough Council of King's Lynn & West Norfolk



The Southgates area is a strategic location for the Borough Council of King's Lynn and West Norfolk and a priority for the King's Lynn Transport Strategy and the Town Investment Plan. Both of these identify the potential to create an attractive and active entrance into King's Lynn by delivering major highways and public realm improvements and opening up the historic South Gate as a major asset for the town.

For more information visit www.visionkingslynn.co.uk




	-	Regeneration Area
	-	BCKLWN Owned Site
	-	Third Party Owned Site
	-	Public Highway
	-	Statue Site

Borough Council of King's Lynn & West Norfolk

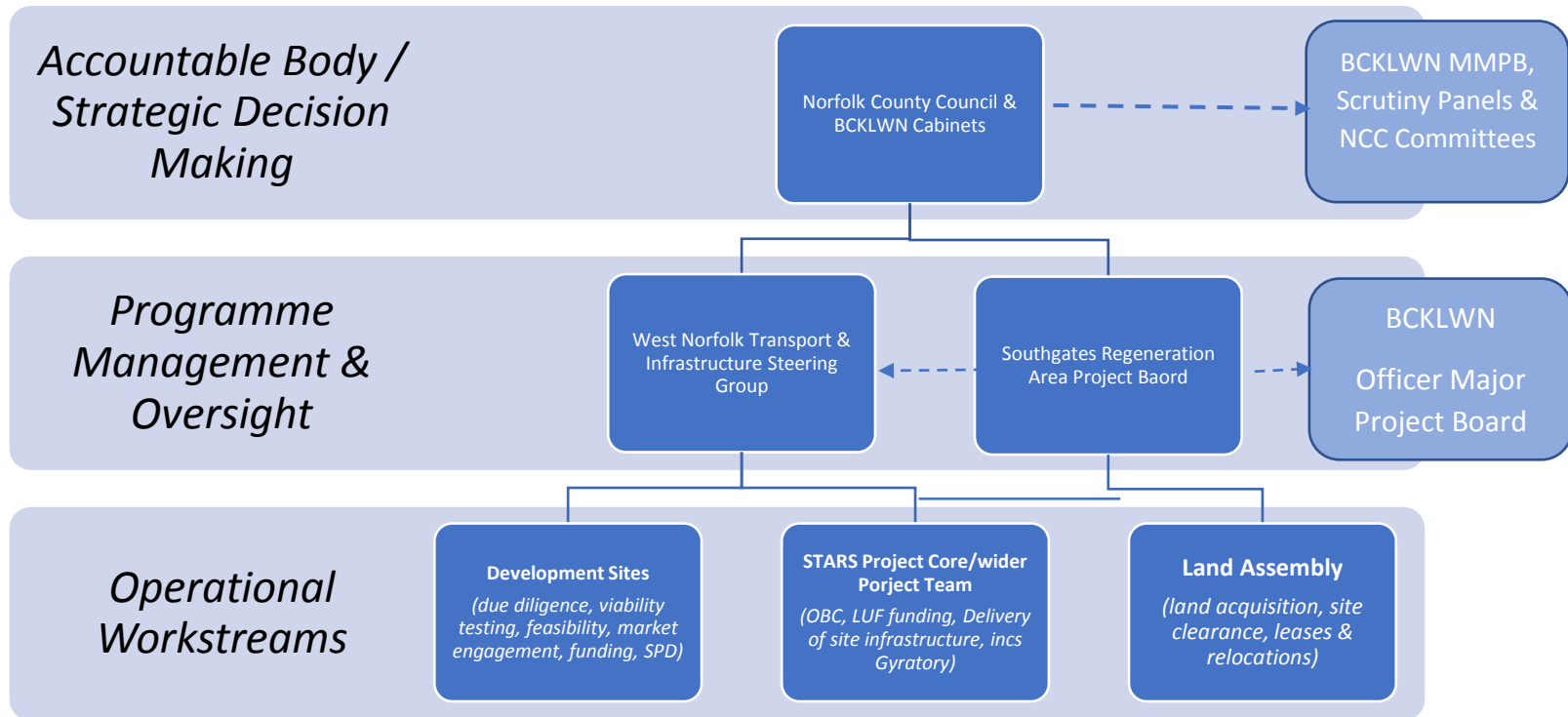


Tel: (01553) 616200 Fax: (01553) 616682
Email: EDandP@west-norfolk.gov.uk

Title Masterplanning Brief		Scale 1/2500 @ A4
Project / Details Southgate Regeneration Area Plan		Date 10/11/2020
Drawn by JG		Drawing / Reference Number N/A

Southgates Regeneration Area Governance

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POLICY REVIEW AND DEVELOPMENT PANEL REPORT

REPORT TO:	Regeneration and Development Panel		
DATE:	29/03/2023		
TITLE:	Riverfront Regeneration – Town Deal Funded Project		
TYPE OF REPORT:	Update following workshop held on 15/03/2023		
PORTFOLIO(S):	Development & Regeneration		
REPORT AUTHOR:	Heather Northey, BCKLWN		
OPEN		WILL BE SUBJECT TO A FUTURE CABINET REPORT:	No

REPORT SUMMARY

PURPOSE OF REPORT/SUMMARY: To give an update on the project and in particular give feedback following the workshop held on 15 th March 2023.
KEY ISSUES: For information only
OPTIONS CONSIDERED: Not applicable
RECOMMENDATIONS: To note the update
REASONS FOR RECOMMENDATIONS: To ensure the Panel are kept up to date with progress.

REPORT DETAIL

1. The Riverfront Regeneration project is one of 6 approved Towns Deal projects. It consists of works at South Quay between the Purfleet and the Millfleet and includes a refurbishment of the Custom House, public realm interventions to enable events and activities, in King's Staithe Square and along the riverfront, new lighting, seating etc along the South Quay and the creation of an urban public realm adjacent to Devils Alley where events, public amenities are sited.
2. The purpose of the regeneration is to create an active and animated riverfront space that attracts usage throughout the day and evening, drawing footfall from the town centre and that improves the perception of Kings Lynn to residents, businesses and visitors.
3. As part of preparing the Business Case, a workshop was held in April 2022 at the start of the concept design process for RIBA stage 2. The priorities agreed at this workshop formed the basis for the development of the design options during summer 2022..
4. Graeme Massie Architects developed a RIBA stage 2 scheme which provided the concept design for the area. The scheme identified a number of opportunities to provide social and leisure facilities at the riverfront, however these required a much larger project budget. Some of the ideas would also require a significant negotiation with the heritage and conservation teams in order to gain planning approval. Therefore it was decided to create a separate phase of works which could be progressed once further funding was identified but noting the initial project should enable their later addition to the area. This is reflected in the Business Case which was approved by Cabinet 26 September 2022 and submitted to DLUHC in October 2022. Town Deal funding of £4.05m has been secured with £845k match funding from BCKLWN & Norfolk Business Rates Pool..
5. The agreed outputs and outcomes for this project are:

Project Outcome	Project Indicator	Project Outputs
Remediation and development of abandoned site	Amount of rehabilitated land	3,000m ²
	Number of sites cleared	1
	Number of public amenities / facilities created	1
Upgraded historic landmark site	Number of historic landmarks and buildings refurbished	2
	Amount of floorspace (commercial, residential, industrial) created	4,000m ²
Improved perception of place	Number of temporary FT jobs supported	154

by residents, visitors and businesses	during project implementation	
	Number of FTE jobs created and safeguarded	12.1
	Amount of public realm enhanced	7,845m ²

6. Progress to the next stage of design could only progress once resources were in place to deliver the project. An interim project Manager was secured in January 2023 to progress the project.

7. In order to progress to RIBA stage 3 a new design team must be procured. Whilst this procurement is being progressed, the members of the project team and other relevant interested parties who attended the April 2022 workshop were invited to a review on 15th March 2023. The purpose of this 2nd workshop was to review the works to date and the RIBA stage 2 report, assess whether the objectives of the Business Case have been achieved and to set priorities for the next stage of design. We were particularly cognisant that construction inflation was higher than the allowances made at the time of the Business Case and so a new prioritisation list of project objectives and outcomes would be required. It was noted that the Riverfront project was better situated than many Town Deal funded projects as there was no one 'big ticket' item and the smaller interventions could be scaled, however it was likely savings of over 15% would need to be found.

8. Whilst the projects primarily involve physical works, a significant amount of the project works is in the enablement of future activities at the riverfront. One of the project strands of works is also to identify activities and events that can take place at the riverfront to complement and augment the town cultural and social offering; this will be critical to achieve some of the outputs in the business case and a sustainable revenue model for the area going forward.

9. One action therefore from the workshop was to undertake a review of what events are currently planned in the town and wider borough and its surroundings, map these events in terms of location and timing, and to then identify further opportunities to either extend existing events to the riverfront, create new events that do not clash or cannibalise existing events elsewhere, and create a route for delivery. This work has started with meetings being held with the tourism officers, and the BID team to collate current information. Next steps will be to meet with the cultural and business operations teams to complete the picture. The profile of events will be mapped and the opportunities/options will form part of the public consultation for the project later in the year.

10. Other actions included creating a stronger vision for the use of the Custom House, and this would also link into the town wide survey of cultural and social offerings to ensure its use complemented the other activities.
11. Some workshop members also highlighted areas of the existing design they would prefer changing e.g., the tower, and these will be referred into the next stage of design development.
12. In the interim the ITT for the design is to be placed to tender via a framework procurement portal and it is intended that a preferred bidder will be in place by the end of May 2023.

Background Papers

- Riverfront Regeneration Business Case Cabinet report – September 2022
- Town Deal Update Cabinet report June 2022
- Town Deal Cabinet report August 2021

REGENERATION AND DEVELOPMENT PANEL WORK PROGRAMME 2022/2023

DATE OF MEETING	TITLE	TYPE OF REPORT	LEAD OFFICER/ ATTENDEE	OBJECTIVES AND DESIRED OUTCOMES
6th June 2022 Special Meeting	Appointment of Vice Chair for the Municipal Year			
	Cabinet Report: Update to Town Deal to reflect the revised project prioritisation and changes in funding allocations	Cabinet Report	Jemma Curtis	To consider the report and make any appropriate recommendations to Cabinet
14th June 2022	A tour of the Guildhall, starting at 2.00pm, has been arranged for Panel Members prior to the meeting.			
	Appointments to Task Groups and Informal Working Groups	Operational	Democratic Services Officer	
	Portfolio Holder Q&A Session			Questions to be submitted in advance of the meeting
	Local Development Scheme	Cabinet Report	Claire May	To consider the report and make any appropriate recommendations to Cabinet
	Chairs Item – Verbal Update on Caravan Site in King’s Lynn and Coach Park	Verbal Update	Duncan Hall	Verbal Update requested by the Chair.
23rd June 2022 Special Meeting	Cabinet Report - Levelling Up Fund	Cabinet Report	Jemma Curtis	To consider the report and make any appropriate recommendations to Cabinet
	Cabinet Report – Guildhall Complex Business Case	Cabinet Report		To consider the report and make any appropriate recommendations to Cabinet
	Cabinet Report – Norfolk County Council Levelling Up Submission	Cabinet Report		To consider the report and make any appropriate

				recommendations to Cabinet
21st July 2022	Update on Active Travel Programme	Update requested by the Panel	David Ousby, Jason Richardson	Previous update presented in April and Panel requested it come back in July.
	Multi User Community Hub – Town Deal Project		Jemma Curtis	
	Riverfront Regeneration – Town Deal Project		Jemma Curtis/ Matthew Henry	
	Cabinet Report – CIL proposed changes to the Governance Arrangements		Hannah Wood Handy	To consider the report and make any appropriate recommendations to Cabinet
	Cabinet Report - West Winch Concept Masterplan		Claire May	To consider the report and make any appropriate recommendations to Cabinet
30th August 2022 Special Meeting	Cancelled			
13th September 2022 MEETING CANCELLED	Southgates Masterplan Public Consultation	Policy Development	Abigail Rawlings	Presentation from BDP
	Town Deal Business Case – MUCH	Cabinet Report		To consider the report and make any appropriate recommendations to Cabinet
	Cabinet Report – Town Deal Business Case ACC	Cabinet Report		To consider the report and make any appropriate recommendations to

				Cabinet
22nd September 2022 – Special Meeting	Cabinet Report - Town Deal Business Case – Riverfront	Cabinet Report	Matthew Henry	To consider the report and make any appropriate recommendations to Cabinet
	Cabinet Report - Town Deal Business Case – MUCH	Cabinet Report	Jemma Curtis, Duncan Hall and NCC	To consider the report and make any appropriate recommendations to Cabinet
	Cabinet Report – Town Deal Business Case ACC	Cabinet Report	David Ousby, Jemma Curtis	To consider the report and make any appropriate recommendations to Cabinet
8th November 2022	Portfolio Holder Q&A Session			Questions to be submitted in advance of the meeting
	Establishment of a Tourism Informal Working Group	Operational	Democratic Services	To set up an Informal Working Group and agree its Terms of Reference
	HLF Guildhall Update and Next Steps		Jemma Curtis, Duncan Hall and Mike Auger	To receive an update
	Vice Chair Discussion Item – Climate Change and Future Development	At the request of the Vice Chair	Councillor Gidney	Panel discussion
10th January 2023	Norfolk Local Cycling and Walking Infrastructure Plan		Jemma Curtis and representatives from Norfolk County Council	
	Cabinet Report – Parkway	Cabinet Report	David Ousby	To consider the report and make any appropriate recommendations to

				Cabinet
	Cabinet Report - West Winch Framework Masterplan	Cabinet Report	Geoff Hall	To consider the report and make any appropriate recommendations to Cabinet
	Guildhall Project – Business Case Budget	Update requested by the Panel	Duncan Hall	
	Town Deal Projects Update	Update requested by the Panel	Duncan Hall and Jemma Curtis	
	Update on Railway Gates as raised at the meeting in November.	Update requested by the Panel	Duncan Hall	
1st February 2023 at 4.30pm Additional Meeting	Cabinet Report – Hunstanton Bus Station	Cabinet Report	David Ousby	To consider the report and make any appropriate recommendations to Cabinet
28th February 2023	MEETING CANCELLED			
11th April 2023	Update from the Tourism Informal Working Group	Update		To receive an update on the work of the Informal Working Group. Invite Environment and Community Panel.
	EXEMPT - Cabinet Report – Asset Management – Land and Property – King’s Lynn – Nar Ouse Business Park: Proposed Sale of Land	Cabinet Report	O Judges and M Henry	To consider the report and make any appropriate recommendations to Cabinet
	Cabinet Report – Southgates Area Masterplan Delivery Plan	Cabinet Report	D Hall	To consider the report and make any appropriate recommendations to

				Cabinet
	Riverfront Regeneration Town Deal Project Update		J Curtis/D Hall	Update requested by the Chair.

To be scheduled

- Heacham Beach Development opportunities
- Hunstanton Masterplan Update
- Custom Build Task Group – Review of Terms of Reference

FORWARD DECISIONS LIST

Date of meeting	Report title	Key or Non Key Decision	Decision Maker	Cabinet Member and Lead Officer	List of Background Papers	Public or Private Meeting
18 April 2023	Asset Management – Land and Property - Nar Ouse Report and NHS ICB	Key	Cabinet	Property Exec Dir – O Judges		Private - Contains exempt Information under para 3 – information relating to the business affairs of any person (including the authority)
	Southgates Regeneration Area Development Brief and Next Steps	Key	Council	Development and Regeneration Asst Dir – D Hall		Public
191	Towns Fund Local Assurance Framework	Non	Cabinet	Business Culture & Heritage Asst Director – D Hall		Public
	Members ICT	Non	Cabinet	Corporate Asst Dir – M Drewery		Public
	Notice of Motion 16/22 – Peer Review	Non	Cabinet	Leader Chief Executive		Public
	Parking Operations – Back Office Operations	Non	Cabinet	Corporate Asst Director – M Chisholm		Private Contains exempt Information under para 3 – information relating to the business affairs of any person (including the authority)

Date of meeting	Report title	Key or Non Key Decision	Decision Maker	Cabinet Member and Lead Officer	List of Background Papers	Public or Private Meeting
20 June 2023	Assets of Community Value	Non	Council	Leader Monitoring Officer		Public
	5 Year Mart Agreement	Non	Cabinet	Business Culture & Heritage Exec Dir – G Hall		Private - Contains exempt Information under para 3 – information relating to the business affairs of any person (including the authority)
	Staff Pay Award 2023/24	Key	Council	Leader Asst Dir – B Box		Public
	Members Allowances	Key	Council	Leader Monitoring Officer		Public
192	Alive West Norfolk Fees and Charges	Non	Cabinet	People and Communities Alive West Norfolk		Public
	Southend Road Hunstanton	Key	Cabinet	Development and Regeneration Asst Dir – D Ousby		Public
	CIL Report- application for Docking Pavilion Refurb	Non	Cabinet	Regeneration & Development Asst Dir S Ashworth		Public
	Officer Major Project Board Terms of Reference	Non	Cabinet	Asst Dir – A Baker		Public
	LAHF Allocations Policy	Non	Cabinet	Asst Dir D Hall		Public

Date of meeting	Report title	Key or Non Key Decision	Decision Maker	Cabinet Member and Lead Officer	List of Background Papers	Public or Private Meeting
1 August 2023	West Winch Collaboration Agreement	Non	Cabinet	Development and Regeneration Exec Dir – G Hall		Public

	King's Lynn Town Football Club	Non	Cabinet	Property Asst Dir – M Henry		Private- Contains exempt Information under para 3 – information relating to the business affairs of any person (including the authority)
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Date of meeting	Report title	Key or Non Key Decision	Decision Maker	Cabinet Member and Lead Officer	List of Background Papers	Public or Private Meeting
26 September 2023	Overnight Campervan parking in Hunstanton	Non	Cabinet	Leader Asst Director – M Chisholm		Public

Date of meeting	Report title	Key or Non Key Decision	Decision Maker	Cabinet Member and Lead Officer	List of Background Papers	Public or Private Meeting
31 October 2023						

Date of meeting	Report title	Key or Non Key Decision	Decision Maker	Cabinet Member and Lead Officer	List of Background Papers	Public or Private Meeting
5 December 2023						

Date of meeting	Report title	Key or Non Key Decision	Decision Maker	Cabinet Member and Lead Officer	List of Background Papers	Public or Private Meeting
15 January 2024						

Date of meeting	Report title	Key or Non Key Decision	Decision Maker	Cabinet Member and Lead Officer	List of Background Papers	Public or Private Meeting

6 February 2024						
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Date of meeting	Report title	Key or Non Key Decision	Decision Maker	Cabinet Member and Lead Officer	List of Background Papers	Public or Private Meeting
5 March 2024						

Date of meeting	Report title	Key or Non Key Decision	Decision Maker	Cabinet Member and Lead Officer	List of Background Papers	Public or Private Meeting
23 April 2024						

Items to be scheduled

194	Notice of Motion 7-21 – Councillor Kemp – Equalities	Non	Council	Leader Asst Dir B Box		Public
	Procurement Strategy	Non	Cabinet	Finance Asst Dir – D Ousby		Public
	Review of Planning Scheme of Delegation (summer 23)	Non	Council	Development and Regeneration Asst Dir – S Ashworth		Public
	Lynnsport One (summer 23)	Key	Council	Regeneration & Development Asst Dir Companies & Housing Delivery – D Ousby		Public
	Redundancy Policy	Non	Council	Leader Exec Dir – D Gates		Public
	Custom and Self Build Site – Stoke Ferry	Non	Cabinet	Regeneration and Development Assistant Director - D Hall		Public

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