

Public Consultation results November 2022



**SOUTHGATES  
MASTERPLAN  
DEVELOPMENT  
BRIEF**

Borough Council of  
King's Lynn &  
West Norfolk



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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%

## 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.

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.

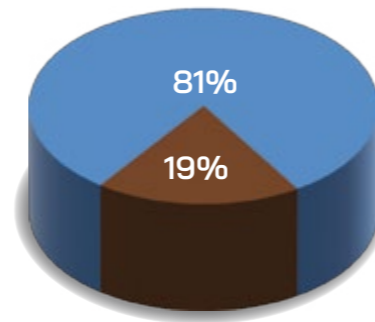
The Southgates restricts access to and from the town. We need a better plan that what is being proposed. Perhaps using Harding's Pits in a better way but London Road is our problem, we need a better traffic plan.

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%
<b>Total</b>	<b>128</b>	<b>100%</b>



## 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.

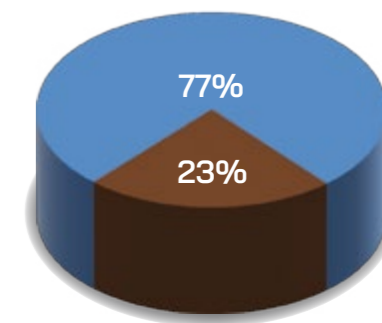
Unsure on the plan being proposed, lorries coming down Vancouver Ave is a massive problem (there is a weight limit down there!!) Lorries on London Road is a massive problem, not safe for cyclists, mum/dads with young children pedestrians.

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%
<b>Total</b>	<b>108</b>	<b>100%</b>



### 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.

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.

## 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 business 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%

## 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 strategy .....and 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.

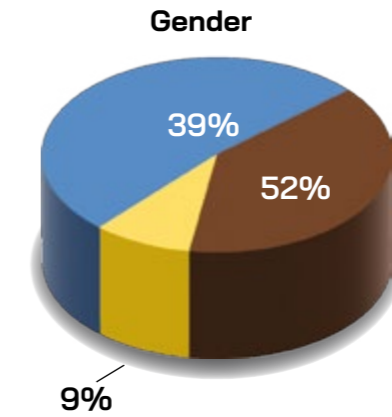
very concerned about traffic.

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.

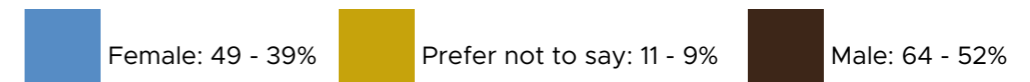
I think efficient traffic lights will be essential to prevent unnecessary congestion at busy times.

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.

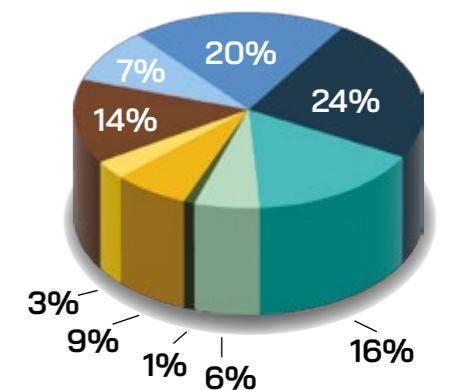
## Respondent profile



Total 112 - 100%

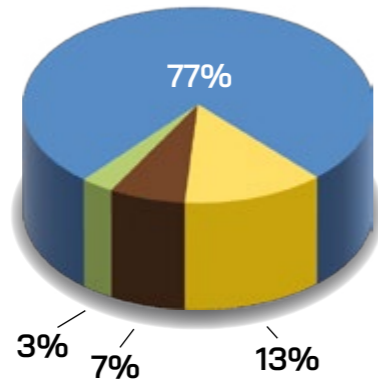


Age	Responses	
	Count	Percentage
18-24	4	3%
25-34	18	14%
35-44	11	9%
45-54	25	20%
55-64	31	24%
65-74	21	16%
75-84	7	6%
85+	1	1%
Prefer not to say	9	7%
<b>Total</b>	<b>127</b>	<b>100%</b>

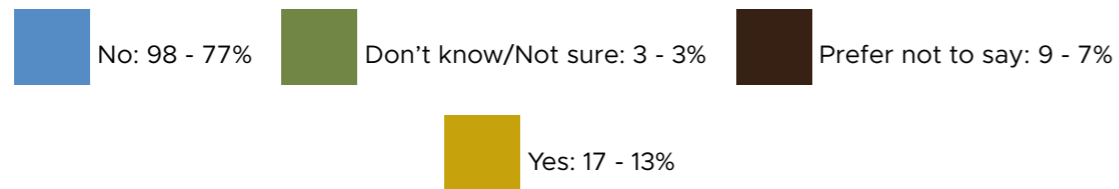


### Disability

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?

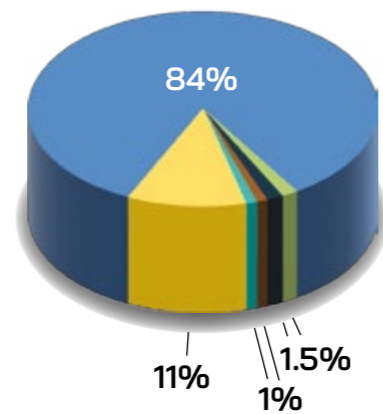


Total 127 - 100%



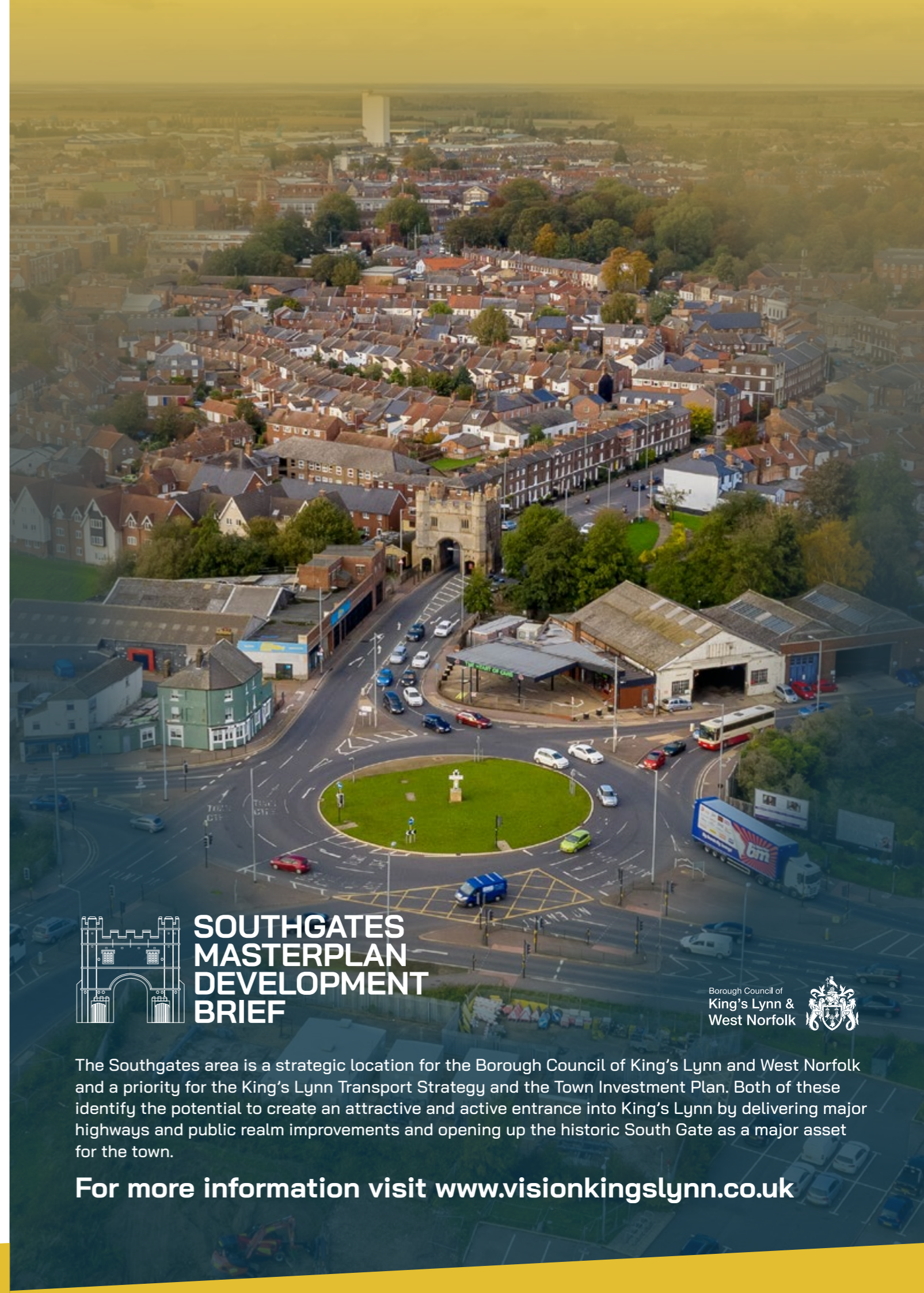
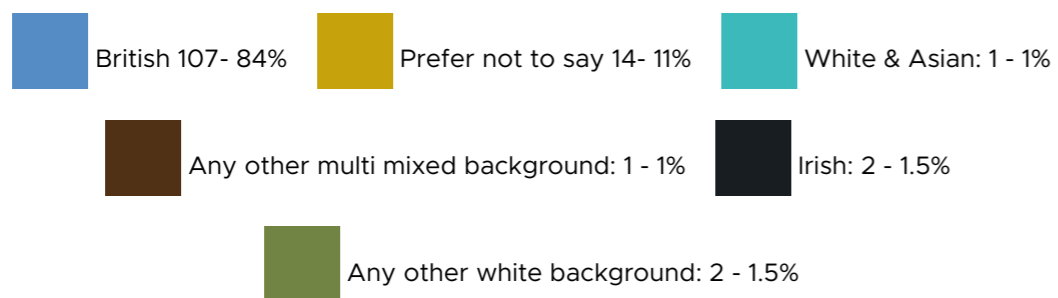
### Ethnic Origin

What is your ethnic group?



Total 127 - 100%

Please note one respondent did not select an option



## 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](http://www.visionkingslynn.co.uk)**