

King's Lynn Masterplan

Draft for Consultation

May 2026



Foreword



Councillor Simon Ring

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

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

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

A formally adopted Masterplan will strengthen the Council's ability to guide and influence development across the Town Centre and Riverfront, allowing the Council to actively shape opportunities and ensure that development proposals align with the priorities of local communities through informed planning decisions based on a clear spatial framework and evidence base.

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



King's Lynn Neighbourhood Board

BDP.

BDP

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London EC1V 4LJ



Aspinall Verdi

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Mikhail Riches

17A Newman Street
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203 Westminster Bridge Road
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The Masterplan at a glance

1 vision for King's Lynn town centre

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

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

741 new homes meeting local need

18,112sqm non-residential floorspace across commercial, cultural and community uses

16.56ha of public realm and open space to enhance biodiversity for the environment, health, well being and recreation



 Masterplan Boundary

Have your say

PUBLIC CONSULTATION 11 MAY - 8 JUNE 2026

The King's Lynn Masterplan will help the Borough Council make important decisions about how we develop the town centre over the next 20 years.

This draft of the Masterplan is informed by a series of engagement undertaken with statutory consultees, local interest groups, and residents and businesses within King's Lynn and the outcomes of previous consultations on proposals for the Pride in Place Programme. The feedback received has been used to shape the vision, strategies and feasibility proposals presented in this report.

We would now like you to have your say on the draft King's Lynn Masterplan.

You can get involved by:

- Visiting www.visionkingslynn.co.uk/have-your-say or scanning the QR code below, to view an interactive version of the Masterplan and fill out a short questionnaire.
- Viewing our exhibition at The Place, 23 New Conduit Street; or
- Speaking to the team developing the Masterplan, at the following dates and times:

- Tuesday 19th May 15:45 - 18:45: King's Lynn Library
- Wednesday 20th May 16:00 - 18:00: St James Swimming Pool
- Saturday 23rd May 10:00 - 14:00: The Place, 23 New Conduit Street
- Tuesday 26th May - 08:30 - 11:30: The Place, 23 New Conduit Street
- Wednesday 27th May 16:00 - 18:00: Lynnsport (Ground floor reception)
- Thursday 28th May 11:00 - 15:00: King's Lynn Library
- Friday 29th May 13:00 - 17:00: The Place, 23 New Conduit Street
- Wednesday 3rd June 13:00 - 17:00: The Place, 23 New Conduit Street
- Friday 5th June 10:00 - 14:00: The Place, 23 New Conduit Street
- Saturday 6th June 11:00 - 14:00: Sainsbury's, Vancouver Quarter



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1. Introduction

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

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

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

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

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

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

The report is structured as follows:

- 01. Introduction** sets out the strategic context, aims and objectives of the Masterplan
- 02. Context for Change** identifies the key opportunities and constraints to which the Masterplan must respond
- 03. Vision and Strategies** sets an overarching vision for regeneration of the town, informing six design strategies for the town centre
- 04. Illustrative Masterplan** sets out an illustrative masterplan identifying both town-wide improvements and site-specific opportunities for delivery of new residential, cultural and commercial development, and public realm
- 05. Opportunity sites** provides further detail of illustrative proposals for eleven opportunity sites which can catalyse broader transformation across the town
- 06. Delivery and next steps** provides an overview of how the strategies and opportunities identified will be delivered over time, and next steps for the Masterplan



- Railway Stations
- Railway
- Airport
- Port
- West Norfolk (current boundary)
- New West Norfolk Unitary Authority (by 2028)

Strategic context: King's Lynn today

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

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

King's Lynn has historically occupied a strategic role regionally and nationally. Its medieval riverfront and historic port which were key to its early growth remain a defining feature of the town, providing a distinctive identity and heritage of national and international significance. In more recent years, the town has evolved to become a hub for healthcare, manufacturing, engineering and culture, supported by rail connections to Cambridge and London. This strategic role continues today with the Government's announcement in March 2026 that by 2028 the current geography of local government will be replaced with a new West Norfolk Unitary Authority, within which King's Lynn will form the largest settlement.

Despite its many strengths, King's Lynn also faces challenges. The town has experienced demand for a wider leisure offer, growth of out-of-town retail and residential development, and a lack of integration between new neighbourhoods and the town centre, constraining the town's vitality.

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

Figure 1. Strategic Context

The case for change

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

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

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

Together with devolution opportunities through the future election of a regional Mayor in 2028, this creates the conditions for a step change in the town's regeneration. The Masterplan will provide a spatial framework articulating how these should be reflected in the physical regeneration of the town, and inform the early stages of preparing a new Local Plan by considering how the town's development needs can be met while respecting its heritage and environment.

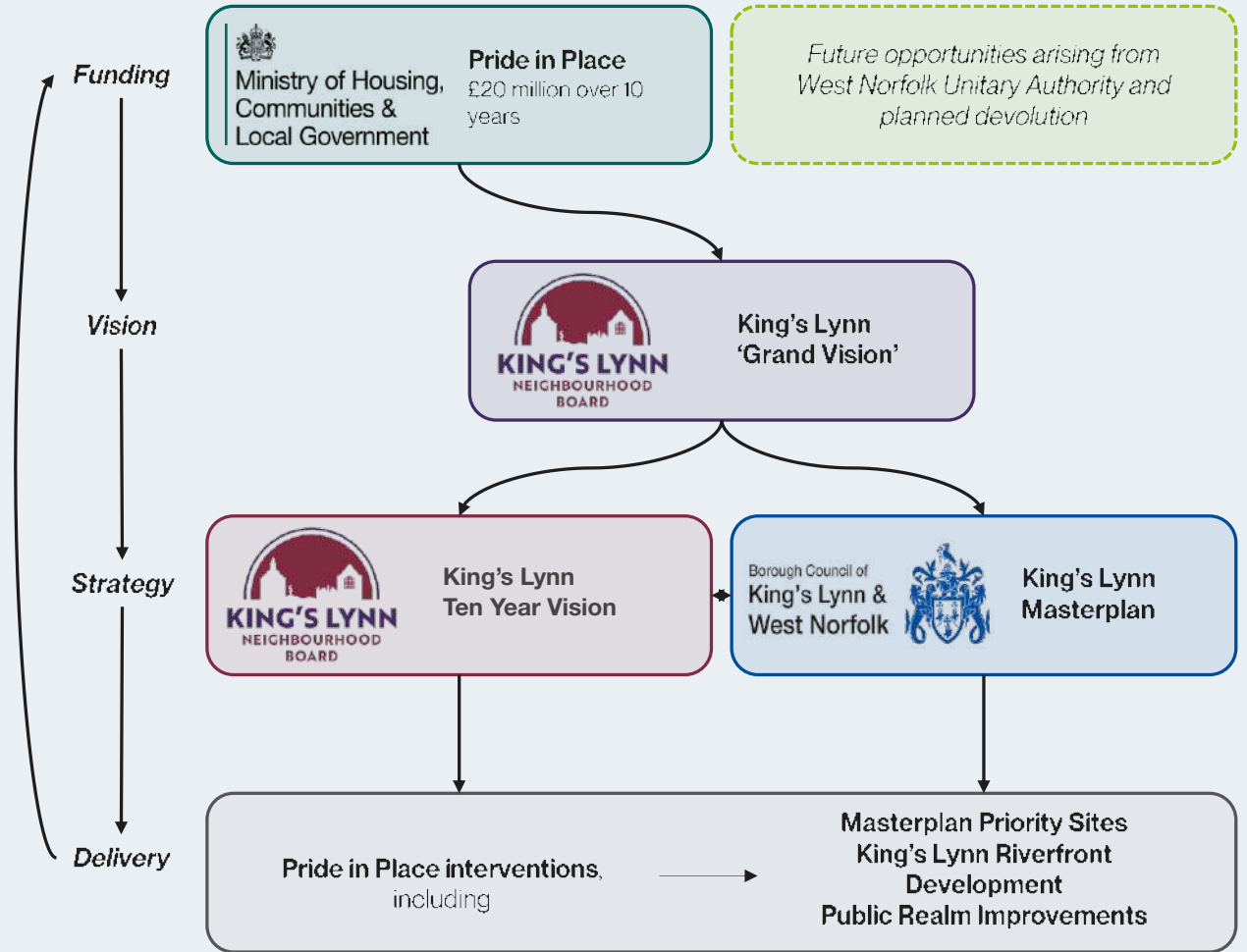


Figure 2. King's Lynn Governance Context



King's Lynn will be a successful and inclusive town for everyone, with flourishing communities and new opportunities for people to live, work and visit. It will be easy to travel in to and throughout the town, with a healthy, safe, and welcoming environment. Improved facilities, leisure, experiences and culture for people of all ages will ensure we are able to achieve our town's ambitions for...



1. A vibrant, prosperous, and attractive town with a wide offering and easy access to green spaces and rich heritage

2. A better connected town



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

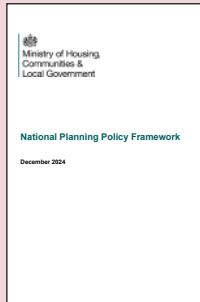
4. A town where people are inspired to aim high and achieve their ambitions and better opportunities



Figure 3. Neighbourhood Board 'Grand Vision' and priorities

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

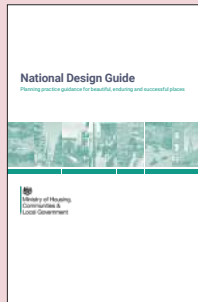
NATIONAL



NPPF (2024, draft 2025)

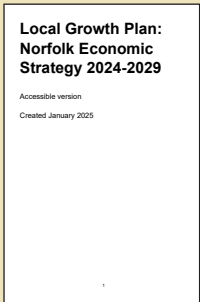


NPPG (various dates, including draft Design and Placemaking PPG)



National Design Guide (2021)

REGIONAL



Norfolk Local Growth Plan (2025)



Norfolk Local Transport Plan (2021)

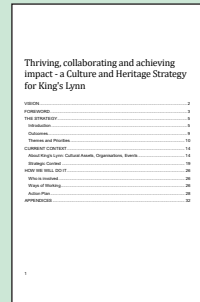
LOCAL



Local Plan (2025)



West Norfolk Economic Strategy (2024)



King's Lynn Culture and Heritage Strategy (2025)



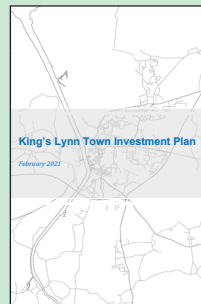
King's Lynn Public Realm Action Plan (2021)



King's Lynn Housing Delivery Strategy (EMERGING)



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



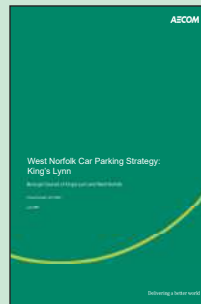
King's Lynn Town Investment Plan (2022)



King's Lynn LCWIP (2022)



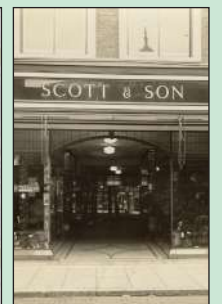
King's Lynn Transport Strategy (2026)



King's Lynn Parking Strategy (DRAFT)



Conservation Area Update and Management Plan (EMERGING)



Shopfront Design Guide (EMERGING)

Site-specific studies:

- Inner Purfleet Feasibility Study (2025)
- STARS Gyratory Proposals (2024)
- Baxter's Plain Feasibility Study (2023)
- Southgates Masterplan (2022)
- Chapel Street Feasibility Study (2022)

- King's Lynn HAZ Unlocking Brownfield Sites (2019)
- King's Lynn Enterprise Park Masterplan (2018)
- King's Lynn Riverfront Delivery Plan (2017)
- Gaywood River Catchment Project (emerging)
- King's Lynn Leisure Facilities Study (emerging)
- West Norfolk Sports Facilities Strategy (2025)

Previous masterplan studies:

- King's Lynn Urban Development Strategy (2006)


Masterplan focus area


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

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

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

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

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

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

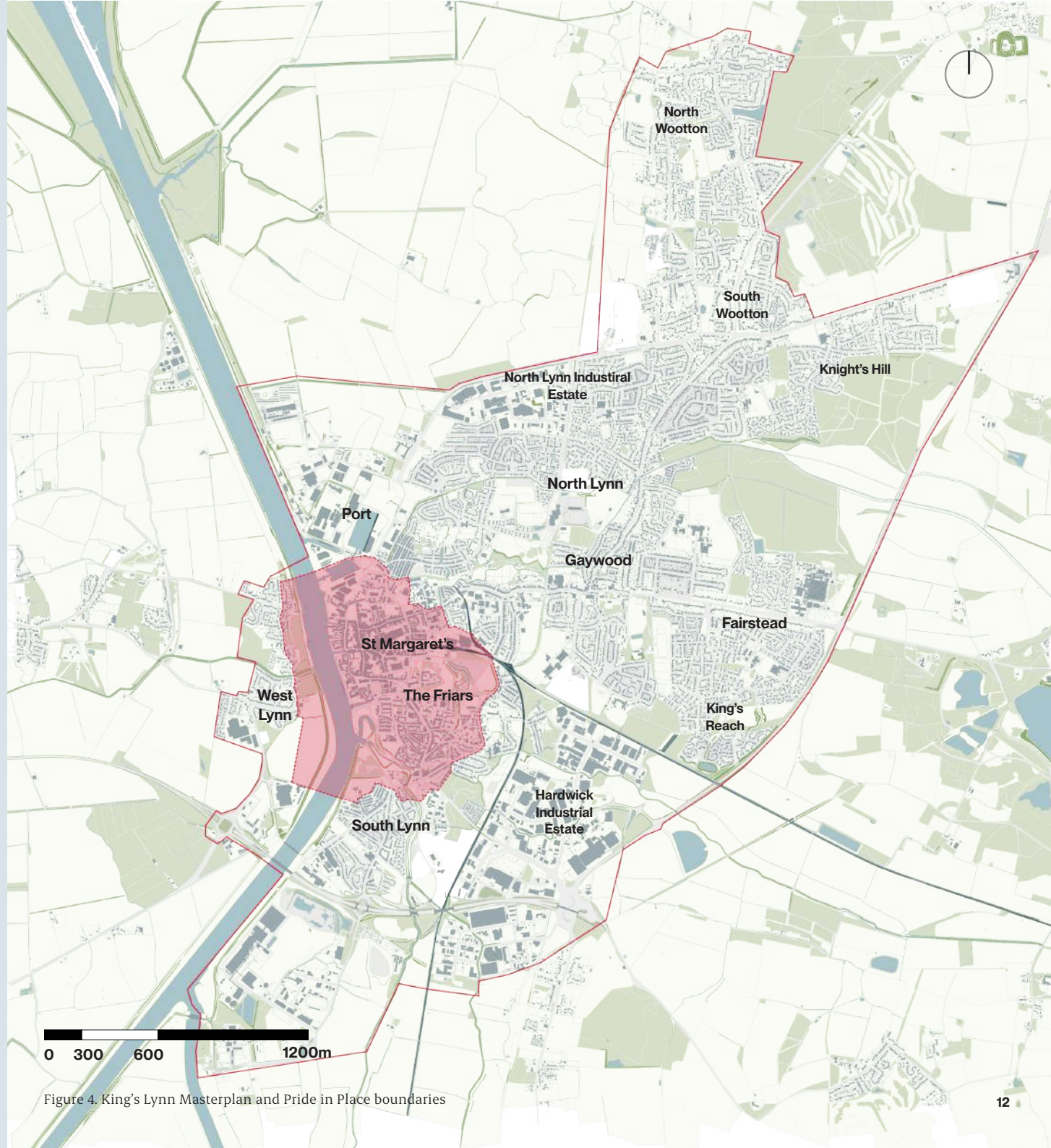


Figure 4. King's Lynn Masterplan and Pride in Place boundaries

Masterplan sites

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

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

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

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

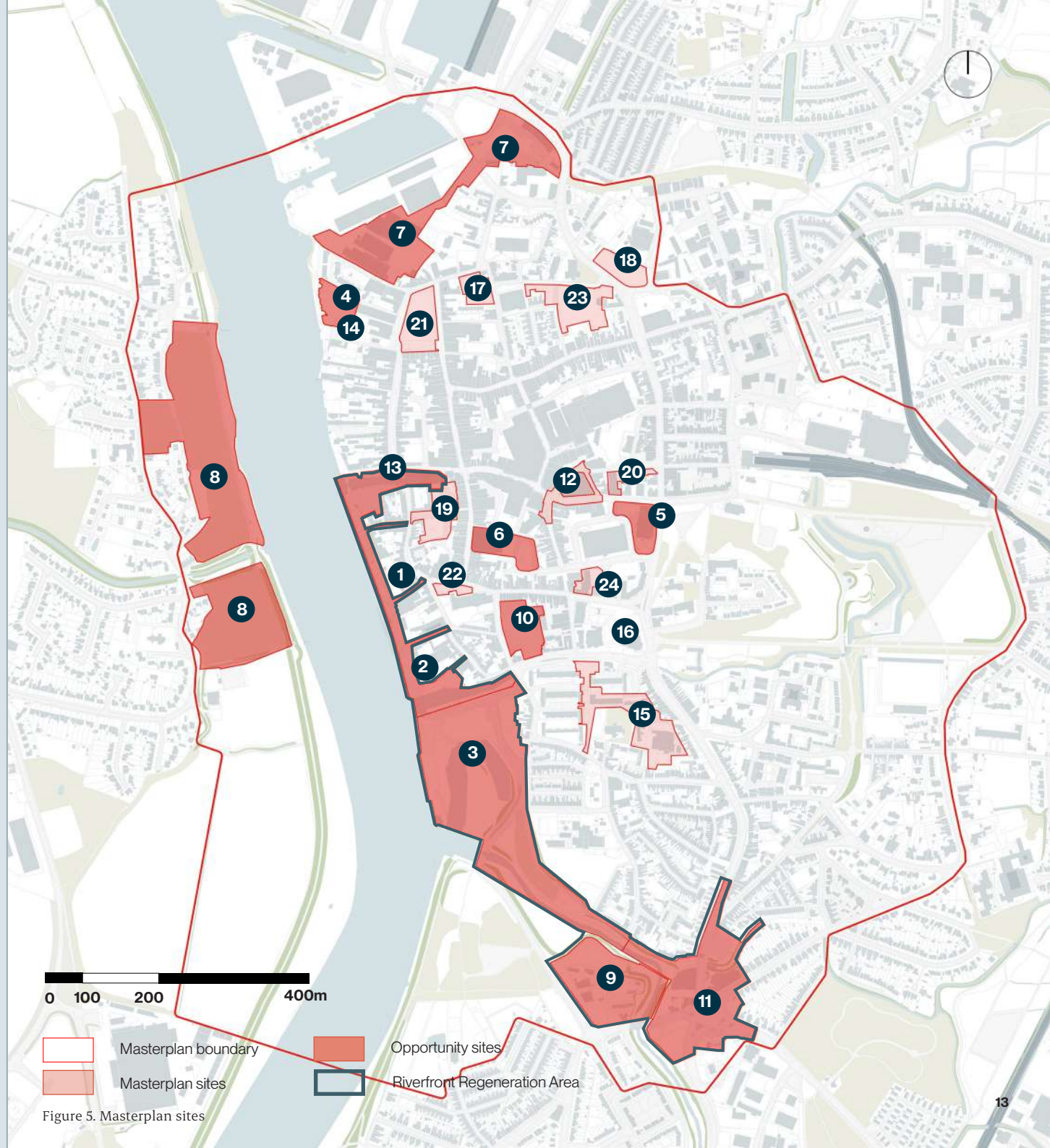


Figure 5. Masterplan sites

Masterplan aims

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

- 01. Define a spatial framework** that integrates land use, transport, public realm, and infrastructure.
- 02. Build on and unify existing studies** within a single, co-ordinated document.
- 03. Focus on the town centre** and surrounding areas, strengthening connections to the wider urban area, and ensuring its offer and services meet current and future needs.
- 04. Support housing delivery in King's Lynn**, recognising its role as an important sub-regional centre and responding to borough-wide housing need to inform and align with new Local Plan.
- 05. Increase the visibility of King's Lynn's cultural offer** and attractiveness to visitors and creative industries as a growing sector in the local economy.
- 06. Engage local communities and stakeholders** to shape proposals and build consensus.
- 07. Provide detailed feasibility studies for eleven opportunity sites**, supporting early delivery and future Local Plan Allocations.
- 08. Provide a platform to attract investment and funding for key regeneration initiatives**, capitalising on opportunities afforded by Pride in Place, devolution, and Government economic growth programmes.

Masterplanning Process & Engagement

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

This process has sought to develop and test ideas with those who know King's Lynn best, to ensure proposals meet the needs of the people and places of the town, and ultimately build consensus and stewardship for the Masterplan, and the Pride in Place Programme including: King's Lynn Town Investment Plan Engagement (2021), King's Lynn Long Term Plan for Towns Consultation (2024), King's Lynn Plan for Neighbourhoods Pulse Survey (2025).

The stakeholders engaged in the Masterplanning process include:

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



2. Context for Change

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

Evolution of a town

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

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

By the 13th century, aided by the diversion of the Ouse from Wisbech to Lynn, the town had become one of England's most important ports. Between the 13th century and 1850, King's

Lynn experienced almost continual expansion, building upon its maritime and trading roots to become a hub for the cloth trade and shipbuilding. Saturday Market Place was established as the town's primary trading hub, with Tuesday Market Place following as development extended northwards. These two market areas were linked by buildings associated with trade, including St George's Guildhall, the Custom House, and the Corn Exchange.

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

The town centre was redeveloped during this period, with many historic buildings demolished.

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

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



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



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



Figure 8. King's Lynn Conservation Area 1969

Spatial Opportunities

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

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

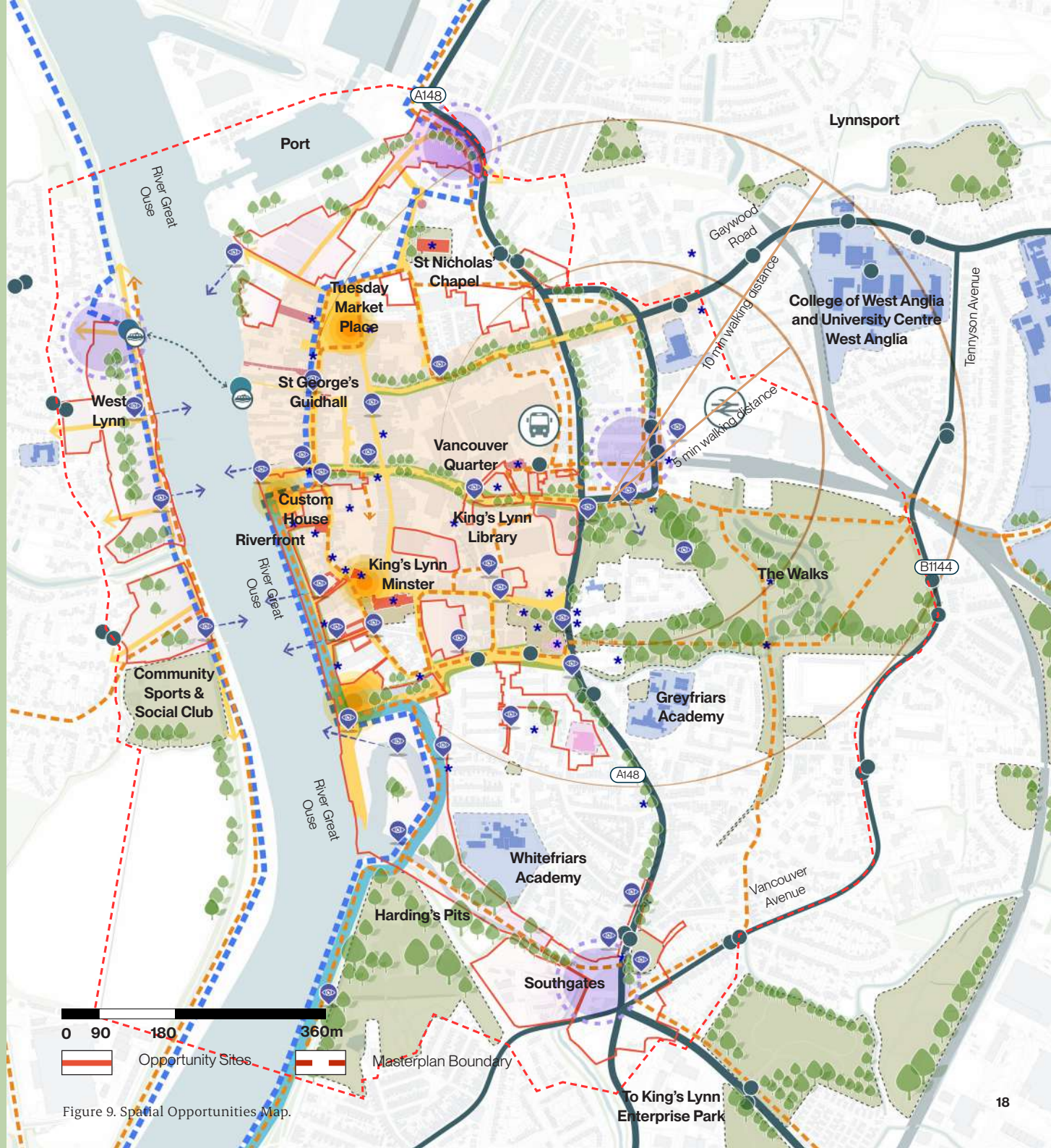


Figure 9. Spatial Opportunities Map.

Heritage Assets

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

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

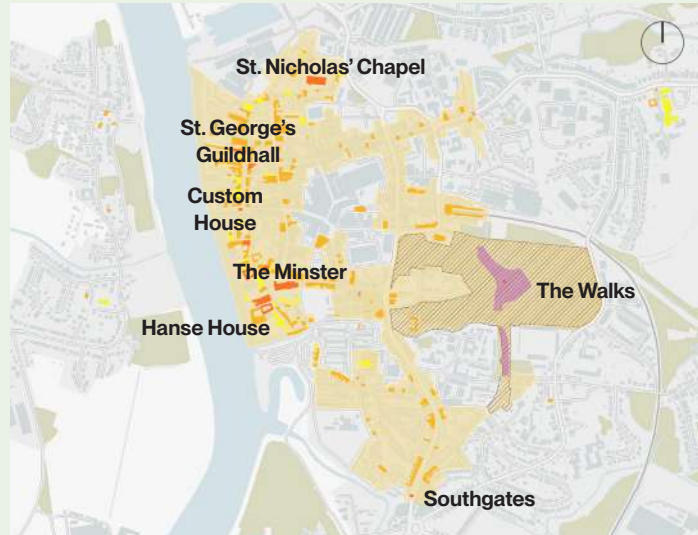


Figure 10. Heritage Designations

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

A2 / 1:5000

Built Form and Building Height

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

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

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



Figure 11. Building Heights

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

A2 / 1:5000

Transport and Movement

The town benefits from strong regional connectivity - including road connections via the A47, A10 and A17, and direct rail links to Cambridge and London. Locally, bus services provide connections to surrounding communities, though there are limited bus stops within the town centre. A passenger ferry links King's Lynn with West Lynn across the River Great Ouse.

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

Surface car parking within the town centre detracts from key heritage assets. In tandem with an emerging town Parking Strategy, and planned delivery of new Active Travel Hubs at Baker Lane and the Enterprise Zone there is an opportunity for rationalisation of the parking offer alongside new opportunities for public and active transport.

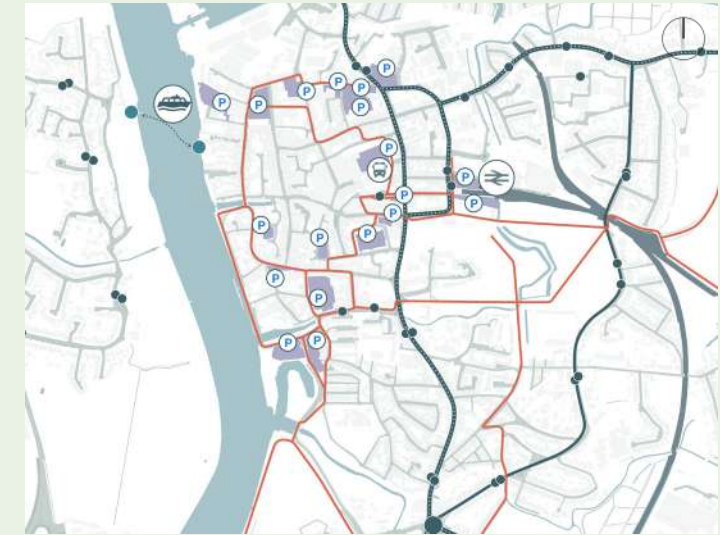


Figure 12. Transport Network

- Major Arterial
- National Cycle Network
- Bus Stops
- Car Parking
- Ferry Stops
- Service Road

A2 / 1:5000

Land Ownership, Market and Delivery

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

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

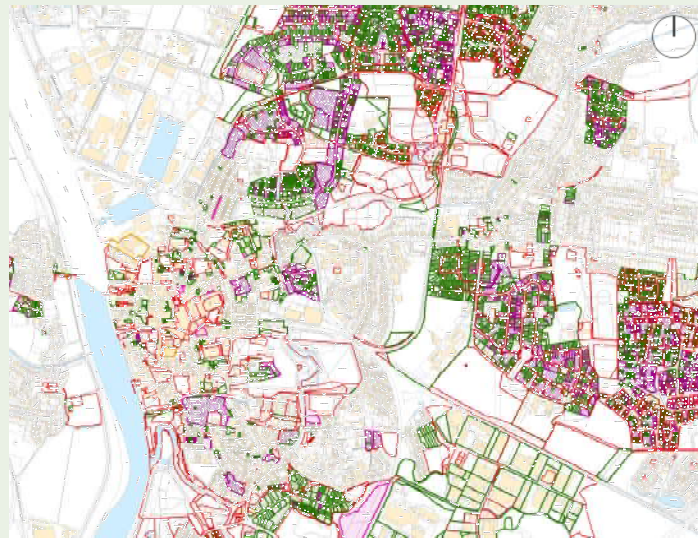
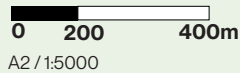


Figure 13. Land ownership



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

Green and Blue Infrastructure

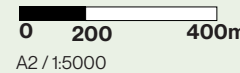
The origins and growth of King's Lynn are closely tied to its relationship with the river and waterways, which have shaped both the town's economy and its landscape character. The River Great Ouse connects the town to The Wash and forms an essential part of its ecological and heritage setting.

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

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



Figure 14. Green and Blue Infrastructure



- Public Green
- Open Green
- Underutilised Green
- Tree Line

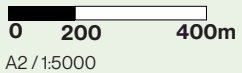
Flood Risk

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

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



Figure 15. Flood risk



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

Existing Development Context

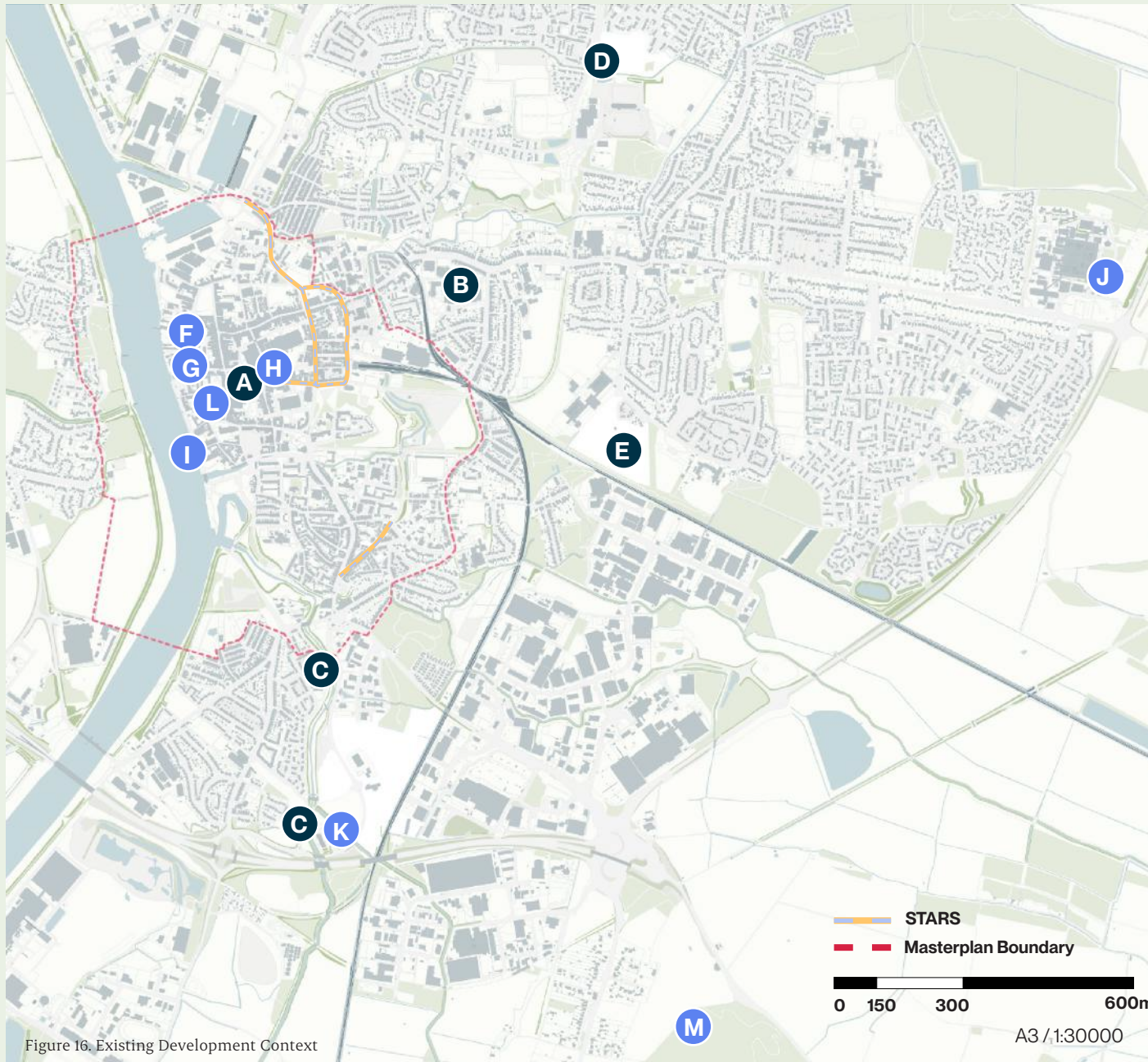


Figure 16. Existing Development Context

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

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

Completed projects

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

Planned or ongoing projects

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

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



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



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



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



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



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



Plans for accessibility improvements to the Grade I listed Customs House were approved in December 2025



Public realm improvements to Baxters Plain, adjacent to the new multi-user community hub, are to be brought forward via the King's Lynn Sustainable Transport and Regeneration Scheme, through Levelling Up Funding from the UK Government



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



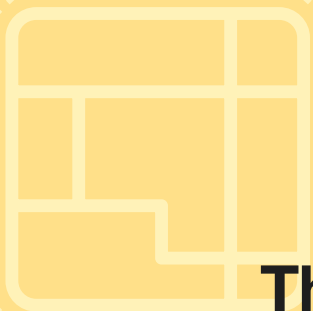
A new state-of-the-art Queen Elizabeth Hospital has secured between £1-1.5 billion of funding from Government, to deliver a sea change in health and care for communities across Norfolk, Cambridge and Lincolnshire



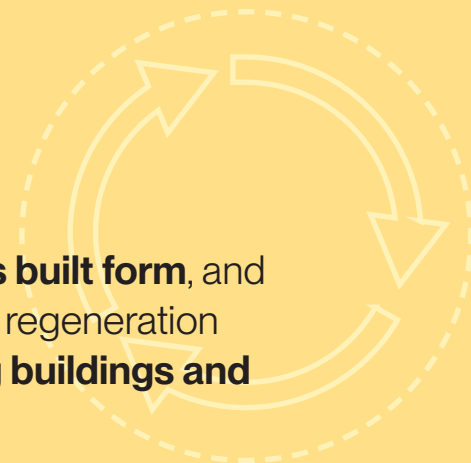
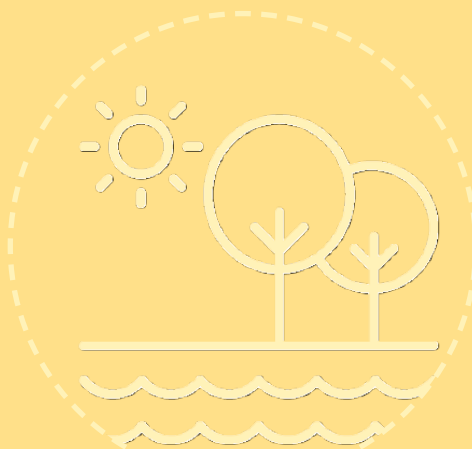
Plans for an active travel hub providing new car, cycle, public transport and pedestrian facilities at King's Lynn Enterprise Park were submitted in 2025 and will be brought forward as part of the Town Deal regeneration programme

3. Vision and Strategies

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



The Vision



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

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

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





Figure 17. Masterplan Vision

From Vision to Strategies

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

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

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

King's Lynn 'Grand Vision'

A vibrant, prosperous, and attractive town with a wide offering and easy access to green spaces and rich heritage

A better connected town.

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

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

Masterplan Vision

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

Masterplan Strategies



Evolve and Adapt



Land Uses for Local Needs



Harness History and Culture



Harness Natural Assets



Transport and Access



Built Form and Public Realm



Strategy 1: Evolve and Adapt

Drive visible, incremental change through early projects that build confidence, unlock investment, and lay the foundations for larger, long-term transformation across King's Lynn.

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

1 Short Term

- 1.1.1 **Use quick wins to improve streets and public spaces:** including new public realm at Devil's Alley; enhancement of walking and cycling routes to Southgates; public realm and shopfront improvements on the High Street & Norfolk Street; Railway Road and Baxter's Plain improvements
- 1.1.2 **Support temporary, flexible and meanwhile uses** including early works to Sommerfeld and Thomas and meanwhile uses of vacant retail units
- 1.1.3 **Introduce low-cost interventions that test future, long-term ideas and improvements:** move car parking from Tuesday Market Place and Common Staithe Quay to the Port Opportunity Site; and accommodate partial relocation of spaces from Boal Quay at land north of Wisbech Road.
- 1.1.4 **Improve the accessibility and legibility of key routes (e.g. Rail-to-River):** Delivery of Rail-to-River connection with public realm, infill and meanwhile uses including Baxters Plain
- 1.1.5 **Prepare sites for future development:** surveys, site clearance and decontamination at sites such as St James Swimming Pool; Repurpose post office property for housing opportunities
- 1.1.6 **Develop business cases, funding routes, partnerships and land assembly**

2 Medium Term

- 1.2.1 **Rework existing buildings with minimal intervention:** Reuse the former Debenhams building for commercial, workspace or leisure uses below residential
- 1.2.2 **Retain heritage character while enabling new uses:** Reactivate landmark buildings - e.g. creative spaces in the Sommerfeld and Thomas Warehouse)
- 1.2.3 **Reinforce active ground floors and diverse uses:** Including at Former Debenhams and Former Post Office
- 1.2.4 **Enhance key public spaces (riverfront, squares, High Street):** Create a riverfront destination: redefine public realm at King's Staithe, South Quay and Devil's Alley; Deliver new public realm at Baxter's Plain and residential/community building at Common Staithe Quay

3 Long Term

- 1.3.1 **Enable phased growth aligned with infrastructure improvements:** At Boal Quay through residential-led mixed use with enhanced green and public spaces and car parking; At The Port Area and Timber Yard through community or education use, with previously relocated car parking
- 1.3.2 **Deliver major mixed-use, cultural and leisure destinations:** At St James Swimming Pool through community use with residential or hotel development above; At West Lynn through nature park with agrotourism and leisure; at Church Street through residential development with reduced retained parking



Strategy 1: Evolve and Adapt

- A** Rationalise Parking: Provide Redevelopment -Port
 - B** Rationalise Car Parking & Provide Redevelopment-Boal Quay
 - C** Former Debenhams
 - D** Sommerfeld and Thomas
 - E** Former Post Office
 - F** Devil's Alley Public Realm
 - G** Inner Purfleet
 - H** St James' Swimming Pool
 - I** Southgates Regeneration Area
 - J** Land North of Wisbech Road
 - K** Pilots Office and Former Baths Building
 - L** Deliver Rail To River Link - Baxters Plain
 - M** Evolve the High Street and Norfolk Street
 - N** Deliver Railway Road Improvements- - STARS
 - O** Hillington Square Phase 6
 - P** Austin Street East Car Park
 - Q** Create Riverfront Destination
 - R** Common Staithe Quay
 - S** Chapel Street Car Park
 - T** West Lynn
 - U** Baker Lane Car Park
 - V** Old Market Street Car Park
 - W** Tuesday Market Place
 - X** Saturday Market Place
 - Y** Deliver Remaining Opportunity Sites
-
- New and Improved Green Areas
 - West Lynn - Green and Agrotourism/Leisure
 - Improved links for walking and wheeling
 - Provide links to new interceptor car parks
 - Rationalise and relocate car parking
 - Public Realm Improvements
 - Opportunities for New Development
 - Frontage Improvement
 - Site Preparation Works
 - Bus Station
 - Train Station
 - Ferry
 - Parking Area



Figure 18. Evolve and Adapt Strategy



Strategy 2: Land Uses for Local Needs

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

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

You may also wish to refer to:

- West Norfolk Economic Strategy (2025)
- King's Lynn Housing Delivery Strategy (emerging)
- King's Lynn Leisure Facilities Study (emerging)
- West Norfolk Sports Facilities Strategy (2025)
- King's Lynn Local Plan

1

Housing & Community

- 2.1.1 **Promote mixed-used development:** at opportunity sites, masterplan sites and throughout the town centre to provide activation during the day and evening
- 2.1.2 **Meet local housing need via an appropriate mix of affordable and market housing which aligns with Local Plan policy and the King's Lynn Housing Strategy.** This includes apartment and housing development responding to a current gap in the market for 1 bed flats
- 2.1.3 **Consider young professionals and local people in the mix of residential and non-residential uses proposed**
- 2.1.4 **Consolidate community services into accessible town centre neighbourhood nodes and industrial areas**
- 2.1.5 **Support health, education and skills provision**
- 2.1.6 **Ensure residential development contributes to active, safe streets**

2


Economy & High Street


- 2.2.1 **Diversify the town centre economy with leisure, workspace, culture and evening uses:** evolve the High Street by consolidating retail and introducing workspace, leisure, and residential uses; reinforce Norfolk Street's role in the evening economy; and indoor market opportunities through adaptive re-use of historic buildings
- 2.2.2 **Support the evening economy through active ground floors and safe, attractive public spaces:** define Blackfriars, New Conduit and Purfleet Street as key mixed-use character areas and the spine of the town including new public realm at Baxters Plain
- 2.2.3 **Strengthen riverfront activity and integrate it with the wider town centre** via destination uses and public realm which support leisure and evening activity, integrated with residential development to the south
- 2.2.4 **Blur the boundaries between industry and town centre:** support creative, industrial and flexible workspace in strategic locations





Strategy 2: Land Uses for Local Needs


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


 Evolve the High Street - consolidate retail plus new leisure/workspace/residential


 Retail/mixed use spine


 Norfolk Street as primary evening economy spine

 Enhanced Green Space


 Green + Agriculture

 Proposed Housing Sites


 Community Uses


 Destination Spaces


 Town Centre

 Tourism / Leisure Uses

 Education / Employment Uses

 Bus Station

 Train Station

 Community, cultural or commercial focus

 Housing Focus



Figure 19. Land Uses for Local Needs Strategy



Strategy 3: Harness History and Culture

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

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

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

You may also wish to refer to:

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

1

Signpost and Appreciate Heritage and Townscape

- 3.1.1 **Reinforce, enhance and supplement existing heritage trails - highlighting historic spaces, important views, cultural interest and natural assets:** Create a maritime and hidden gems trail along the port and riverfront to celebrate the town's former and ongoing maritime industries; and a heritage and cultural walking route covering key landmarks including the St George's Guildhall, Corn Exchange, Majestic Cinema, Lynn Museum, Trues Yard, Town Hall & Stories of Lynn, Galleries, Minster, St Nicholas Chapel and Southgates.
- 3.1.2 **Protect, enhance and reveal key views of landmark buildings - including but not limited to church spires and the town centre skyline - through enhanced interpretation, and the location and configuration of new development**
- 3.1.3 **Improve wayfinding, signage, and visitor experience**

2

Cultural Vitality and Adaptive Re-use

- 3.2.1 **Re-activate historic buildings through sensitive adaptive re-use including workspace, cultural and community uses:** reuse the Sommerfeld and Thomas Warehouse, considering connections to adjacent public realm improvements at Devil's Alley and along South Quay; former Baths; Post Office and former Debenhams building; indoor market opportunities
- 3.2.2 **Utilise heritage assets for local people, to support training, skills, and local economic benefits:** Support reuse of these and further buildings for workspace, cultural, community and leisure uses, including consideration of Historic England guidance on developing creative industry hubs (March 2026)
- 3.2.3 **Promote region-wide heritage marketing and interpretation**
- 3.2.4 **Follow the recommendations and design principles set by the forthcoming Conservation Area Management Plan and Shopfront Design Guide**



Strategy 3: Harness History and Culture

- Adaptive Re-use
- Heritage, Culture and Maritime Trail
- 1 Baths Building
- Historic Core
- 2 Former Debenhams
- Conservation Area
- 3 Post Office
- Key Cultural Buildings
- 4 Sommerfeld and Thomas Warehouse
- Connections with maritime identity
- 5 Former Carnegie Library
- Key Views
- Landmark Buildings
- 6 Kwik Fit
- 7 St George's Guildhall
- Bus Station
- Train Station
- Ferry

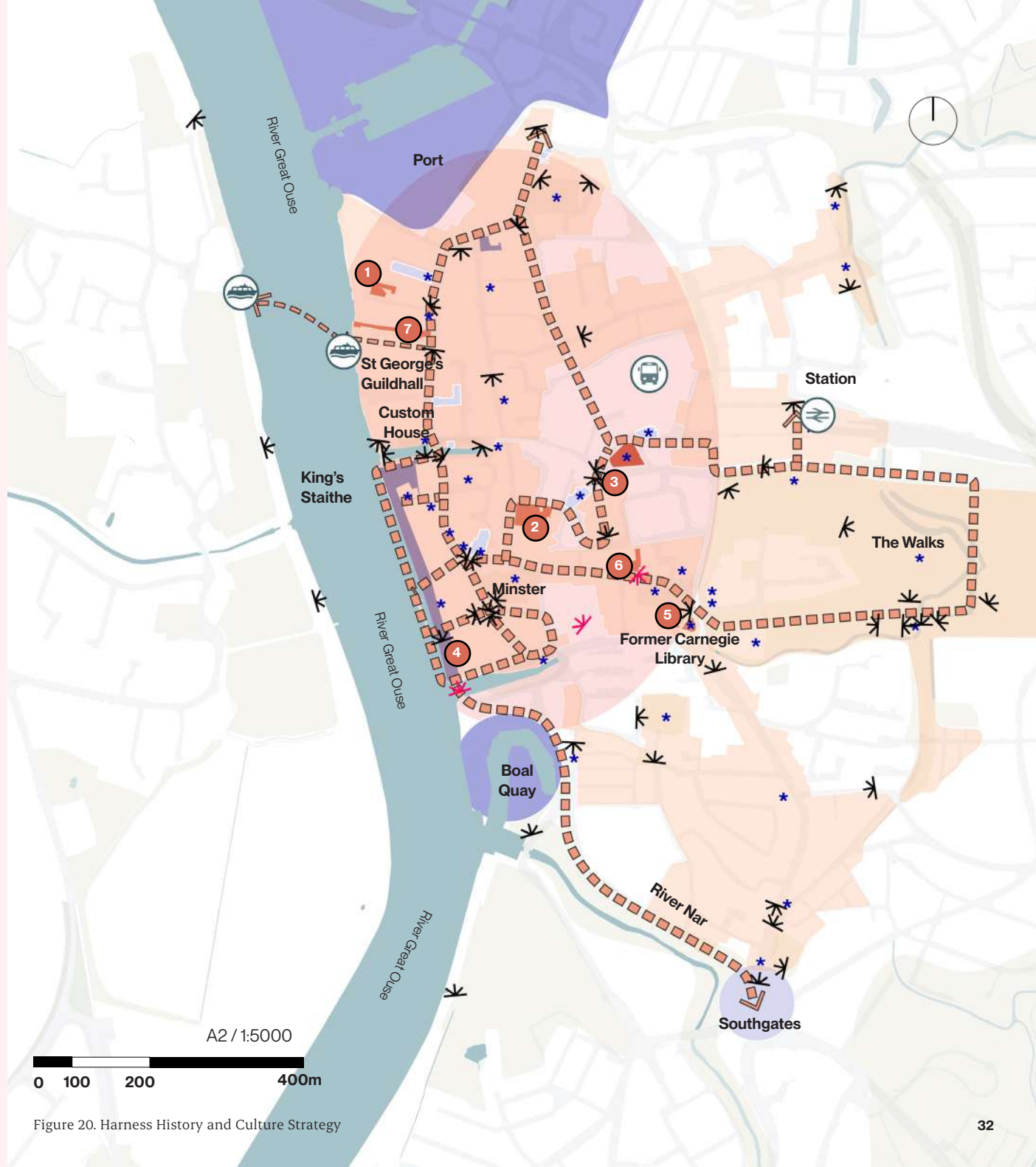


Figure 20. Harness History and Culture Strategy



Strategy 4: Harness Natural Assets

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

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

You may also wish to refer to:

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

1

Green and Blue Infrastructure

- 4.1.1 Introduce new and enhanced green spaces to create a connected green network across the town.**
- 4.1.2 Design multi-functional green spaces supporting recreation, biodiversity and water management. Consider the appropriate use for each space, with a balance between tranquil/ecological zones, structured planting, and play spaces.**
- 4.1.3 Establish key green corridors linking the town centre, station, and riverfront:** Rail To River; The Walks to River; Southgates to the Walks and River; London Road and Railway Road (as part of STARS); Riverfront connections
- 4.1.4 Support the network with walking and cycling routes**
- 4.1.5 Apply heritage-sensitive greening to key historic locations:** including King Street (outside of the St George's Guildhall), Tuesday Market Place, Common Staithe Quay, Purfleet, King's Staithe
- 4.1.6 Improve appreciation of and connections with the river through public spaces, views, and opportunities for leisure** at both the town centre riverfront and West Lynn

2

Environmental Quality

- 4.2.1 Strengthen climate resilience by restoring natural systems, managing water intelligently, and ensuring safe ground and soil conditions**
- 4.2.2 Provide development which is sensitive and resilient to flood risk in terms of the use and configuration of buildings and spaces, and appropriate to its location, to ensure all uses are safe for their lifetime**
- 4.2.3 Upgrade drainage systems and introduce SuDS to ensure sustainable water management**
- 4.2.4 Remediate contaminated land and improve ground conditions to unlock development**

In addition to site-specific measures ensuring flood mitigation, safety and resilience, projected increases to flood risk within the town centre require a strategic response to maintaining and upgrading the town's flood defences - which will both unlock new development and benefit existing residents and businesses in the town centre. This will be considered through strategic flood risk assessment during preparation of the new Local Plan and allocation of sites, in partnership with the Environment Agency.



Strategy 4: Harness Natural Assets

- 1** Old Market Street
- 2** St James' Court Car Park
- 3** Devil's Alley
- 4** Boal Quay
- 5** West Lynn
- 6** Riverfront
- 7** Common Staithe Quay
- A** Rail to River
- B** The Walks to River
- C** Riverfront
- D** Railway Road
- E** River to Southgates
- F** Southgates to The Walks
- G** West Lynn

- Green Route
- Green Link/ Support the Green Route
- New/ Improved Green Areas
- West Lynn, Multifunctional Green Area - Nature and Leisure
- Green Surface Car Parking Areas
- Heritage-Sensitive Greening
- Other New Development to incorporate Greening
- Ecological Green Corridors
- Existing Green Areas
- Site Preparation Works
- Bus Station
- Train Station
- Parking Area

- New and enhanced green spaces
- New and enhanced green connections/routes



Figure 21. Harness Natural Assets Strategy



Strategy 5: Transport and Access

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

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

For further details on reconfiguration of town centre car parking, which has been developed in tandem with the emerging King's Lynn Car Parking Strategy, please see the illustrative Masterplan in Chapter 4 which demonstrates the heritage and placemaking benefits that could be achieved.

You may also wish to refer to:

- King's Lynn Local Cycle and Walking Infrastructure Plan (2022)
- King's Lynn Transport Strategy (2026)
- King's Lynn Parking Strategy (draft)
- Norfolk Local Transport Plan (2021)
- King's Lynn Local Plan

1 Active Travel and Public Transport

- 5.1.1 Provide a people-first, door-to-door network through delivery of safe, continuous and legible routes for walking, wheeling and cycling to/from the town centre, aligned with the King's Lynn Local Cycling and Walking Infrastructure Plan (LCWIP).** This includes connections along the river front (east and west) and between the river and station; the Norfolk Street spine which should be strengthened to support evening activity and safer routes after dark; and a high-quality, legible north-south link through the heart of the town centre for pedestrians and, where appropriate, cyclists; Enhanced north-south link in West Lynn for movement along the riverfront linking with LCWIP connections over Cut Bridge to West Lynn;
- 5.1.2 Deliver high-quality, accessible cycle parking appropriate to its location** (short-stay in the core, longer-stay at hubs/station).
- 5.1.3 Improve reliability, legibility and passenger experience so public transport is a convenient default for local access.** This includes improvements to on-street bus stops, passenger information and accessibility; and introduction of a potential town centre 'service route' (and/or demand-responsive shuttle) to link the railway station, key car parks including coach parking for visitors, the riverfront, town centre destinations and active travel hubs at the Enterprise Zone and Baker Lane.
- 5.1.4 Deliver multi-modal hubs (bus, cycle parking, cycle hire, EV charging and wayfinding) that make switching modes simple and attractive supported by LCWIP Micromobility.**
- 5.1.5 Improve access to the West Lynn ferry** via enhanced parking facilities on the west bank and step-free, legible walking/cycling connections.

2 Car Parking and Vehicle Movement

- 5.2.1 Reconfigure car parking to reduce unnecessary traffic in the historic core while keeping the centre accessible - shifting towards edge/interceptor locations with clear, safe routes towards the town centre to support 'park once' trips and protect town centre streets and heritage spaces for people and activity.** Reduced or removed car parking at Boal Quay, Common Staithe Quay and Church Street car parks can be enabled by delivery of new parking provision at the Port and land north of Wisbech Road. Vancouver car park, St James multi-storey car park, and the Morrisons/Station car park are to be retained as a coherent managed offer.
- 5.2.2 Improve retained car parks via lighting, access, spacing, security/CCTV and wayfinding.**
- 5.2.3 Prioritise short-stay and inclusive access: Provide managed delivery and servicing and accessible bays in the town centre to support business operations and disabled access.**
- 5.2.4 Review and adjust parking tariffs and rules to support turnover, reduce core circulation and enable long-term modal shift.**
- 5.2.5 Plan for EV charging provision across the retained and interceptor car parks, aligned with future demand. Utilise the town-wide parking application and real-time vehicle/space monitoring (e.g., VMS/ANPR) to improve user experience and reduce search traffic.**
- 5.2.6 Deliver phased change with alternatives first: bus and active travel improvements should precede any significant reduction of central parking.**



Strategy 5: Transport and Access

Key Areas for Improvement - Pedestrians and Cyclists

- | | | | |
|----------|--|--|--|
| 1 | King's Lynn Riverside | | Key Pedestrian Routes |
| 2 | Rail to River | | Key Cycle Routes |
| 3 | The Walks to River | | Riverfront Pedestrian Priority |
| 4 | Norfolk Street | | Mobility Hub: Cycle Parking, Information, E-bike Provision |
| 5 | Port to Town Centre | | Bus Station |
| 6 | West Lynn Riverside | | Train Station |
| 7 | High Street | | Ferry |
| P | Pedestrian Focus | | Potential Coach Parking |
| A | River to Southgates (Cycle Focus | | Existing Coach Parking |
| B | Riverlink - King's Lynn to West Lynn/ Ferry way cycle improvements | | |

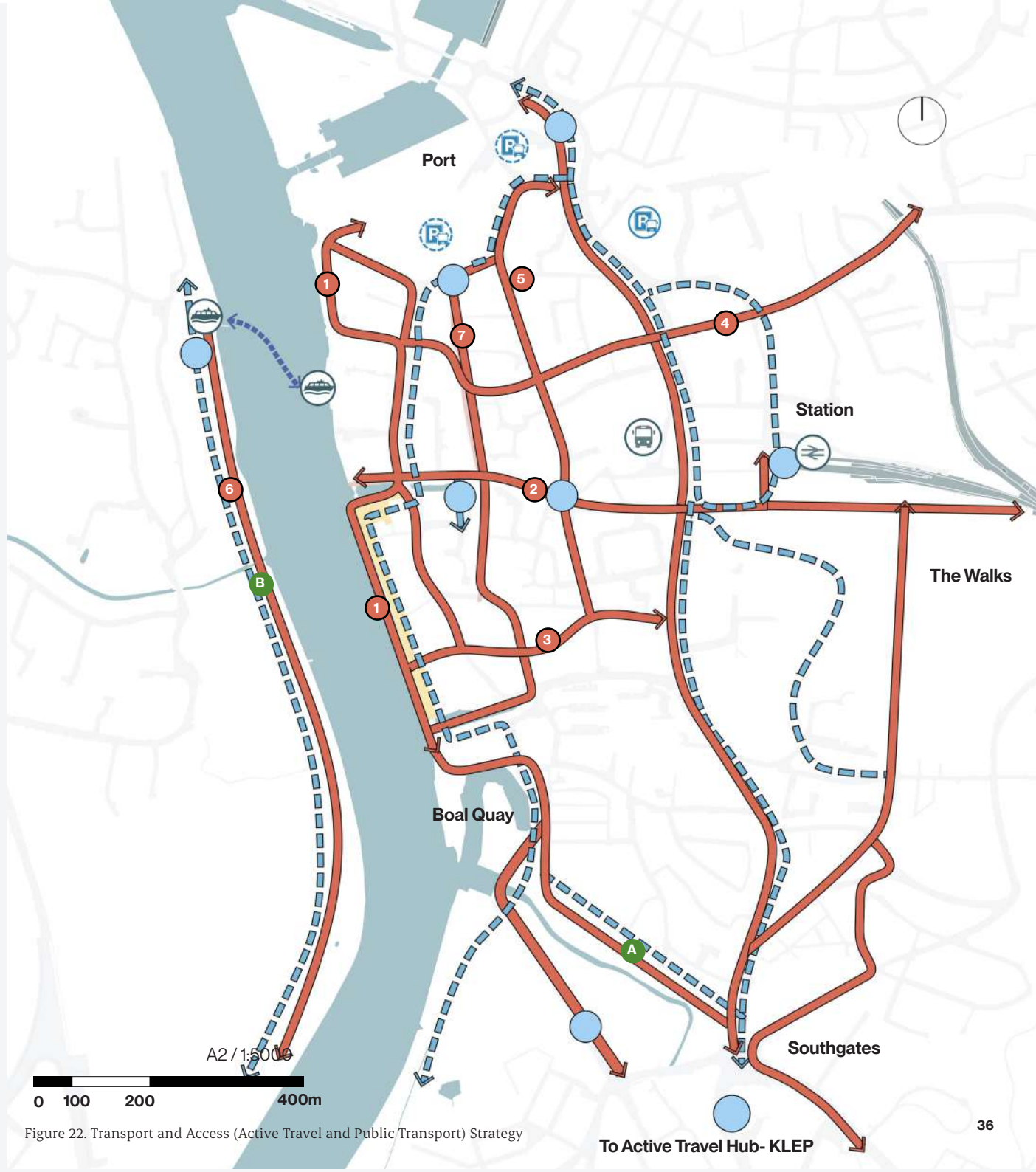


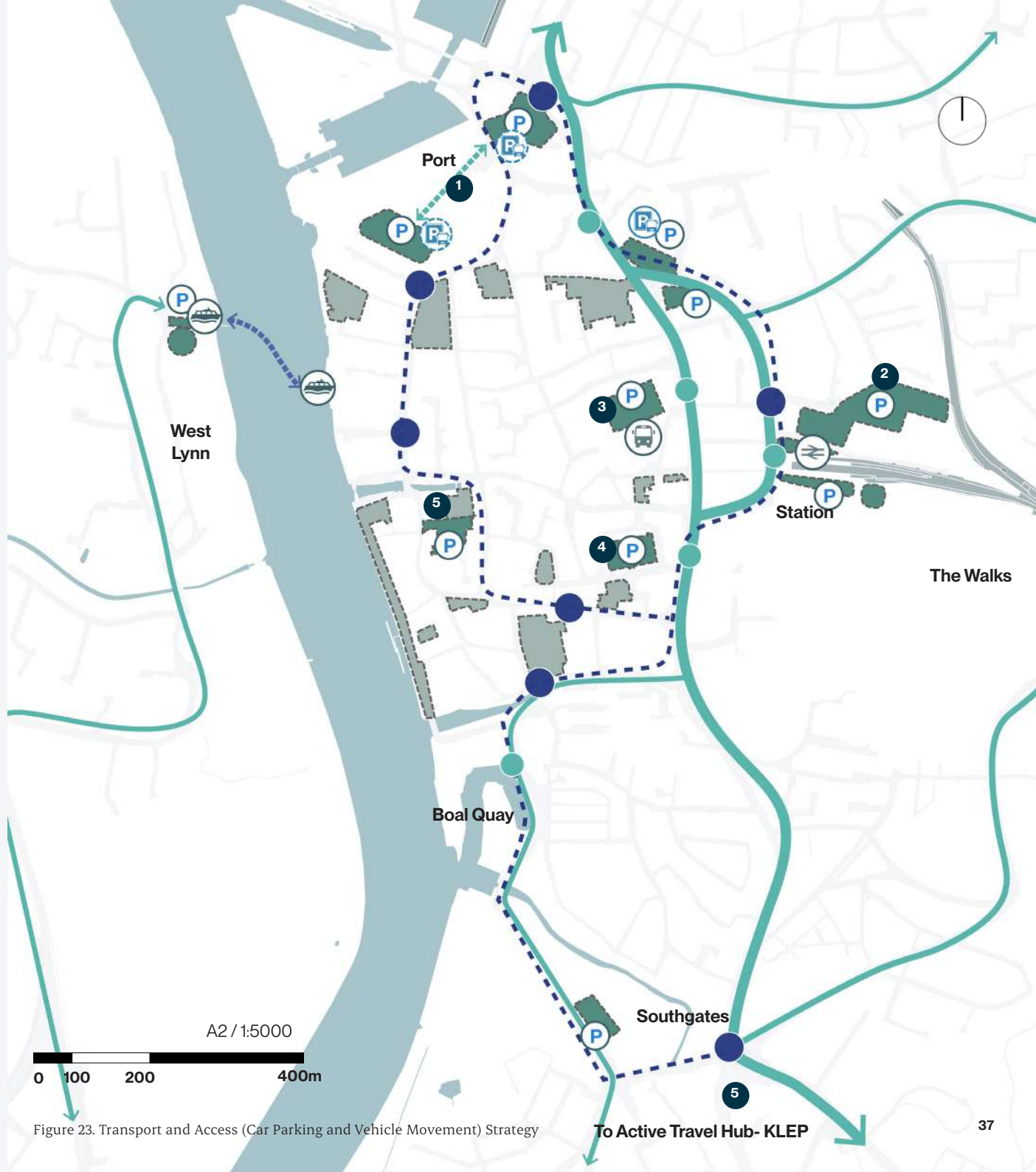
Figure 22. Transport and Access (Active Travel and Public Transport) Strategy



Strategy 5: Transport and Access

Interceptor Car Parks and Public Transport Improvements

- 1** Port
- 2** Morrison's / Station Car Park
- 3** Vancouver Car Park
- 4** St. James' MSCP
- 5** Active Travel Hub
- Opportunity to provide some car parking as part of new development
- Replacement of Bus Stops with on-street bus hubs- 'Lynn Link'
- Potential Town Centre Service Route Stops
- Interceptor Car Park Locations
- Bus Station
- Train Station
- Ferry
- Parking Area
- Potential Coach Parking
- Existing Coach Parking
- ▬ Proposed Bus Route 'Lynn Link'
- ▬ Potential Town Centre Service Route
- ▬ Existing Ferry Route
- Proposed/Improved Car Parking Areas
- Re-purposed car parks



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Figure 23. Transport and Access (Car Parking and Vehicle Movement) Strategy

To Active Travel Hub- KLEP

Car parking

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

The location, quality, and management of parking directly influence how people access the town centre, how long they stay, and whether they choose sustainable alternatives. Regeneration therefore requires parking to be managed not as an end in itself, but as part of a wider place-shaping strategy.

By relocating long-term car parking to strategic interceptor locations, while prioritising short-stay, well-located parking alongside improved bus, walking, and cycling options the Masterplan seeks to support footfall, boost local businesses, and improve the setting of key heritage assets including Tuesday Market Place and the Minster.

Importantly, this will be undertaken as part of a phased approach which delivers improved connections between interceptor car parks and improved public transport and active travel options in the short to medium term before any reduction in spaces takes place in the longer term through delivery of development and a wider shift to sustainable transport.

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



Figure 24. Existing parking at Common Staithe Quay compromises the setting of Grade II and II* listed buildings - Pilots Office, Baths building, Barclays Bank and Corn Exchange



Figure 25. Existing parking at Boal Quay has been granted temporary planning permission since the early 2000s but fails to capitalise on a key waterfront location



Figure 26. Existing parking at Tuesday Market Place compromises the setting of surrounding Grade II listed buildings



Figure 27. New residential and business development, and public realm at Common Staithe Quay enabled by relocation of parking spaces to the Port



Figure 28. New homes and enhanced public realm at Boal Quay enabled by relocation of car parking spaces



Figure 29. New 516 space car park at the port, enabling reduction of parking at Tuesday Market Place to free up land for public realm improvements



Strategy 6: Built Form and Public Realm

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

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

You may also wish to refer to:

- King's Lynn Public Realm Action Plan (2021)
- King's Lynn Local Plan

1

Urban Form

- 6.1.1 **Respect established building heights and townscape character, while responding to opportunities for infill development and optimised land use to deliver new development that meets local needs**
- 6.1.2 **Protect key views and vistas towards heritage assets, across green spaces and across the river**
- 6.1.3 **Re-establish historic plot rhythms where these have been disrupted by modern development, including through new built development**

2

Public Realm and Wayfinding

- 6.2.1 **Prioritise human-scale design to create comfortable, healthy environments**
- 6.2.2 **Deliver community-focused public realm that balances tranquil zones with well-designed, engaging play areas for children**
- 6.2.3 **Create incidental and destination spaces at all scales (micro-destinations - pocket spaces, local squares - to major public realm enhancements along the riverfront).** This includes: reclaiming Tuesday Market Place as a vibrant common ground for celebrating, performing, resting, and gathering; new public realm at Common Staithe Quay which integrates with surrounding community, residential, and evening uses; reshaping the riverfront as a pedestrian-priority destination, linking Inner Purfleet Quay, King's Staithe Square, South Quay, and Devils Alley, with further connections down to Boal Quay and the Southgates Regeneration Area; reclaiming the area around the Minster as a public place which connects seamlessly with the town's heritage and cultural character; improvements at further spaces including Chapel Street Car Park, Baker Lane and Baxter's Plain
- 6.2.4 **Enhance town identity through landscaping, materials and detailing which follow key principles in the Public Realm Action Plan**
- 6.2.5 **Improve wayfinding through coordinated signage & sightlines aligned with the heritage and culture, and transport and access strategies**



Strategy 6: Built Form and Public Realm

- 1** Common Staithe Quay
- 2** Tuesday Market Space
- 3** Chapel Street
- 4** King's Lynn Riverfront
- 5** Baker Lane
- 6** Minster
- 7** Baxters Plain
- A** Devil's Alley
- B** St. James' Court Car Parking
- C** Old Market Street
- D** Boal Quay
- E** West Lynn
- F** Juniper, Austin and Albert Street Car Parks
- G** Southgates to River

- Key Pedestrian/Wayfinding Routes
- Improved/New Public Spaces
- Existing Green Areas
- Proposed New/Enhanced Green Areas
- Wayfinding Points
- Bus Station
- Train Station
- Ferry
- Key Views

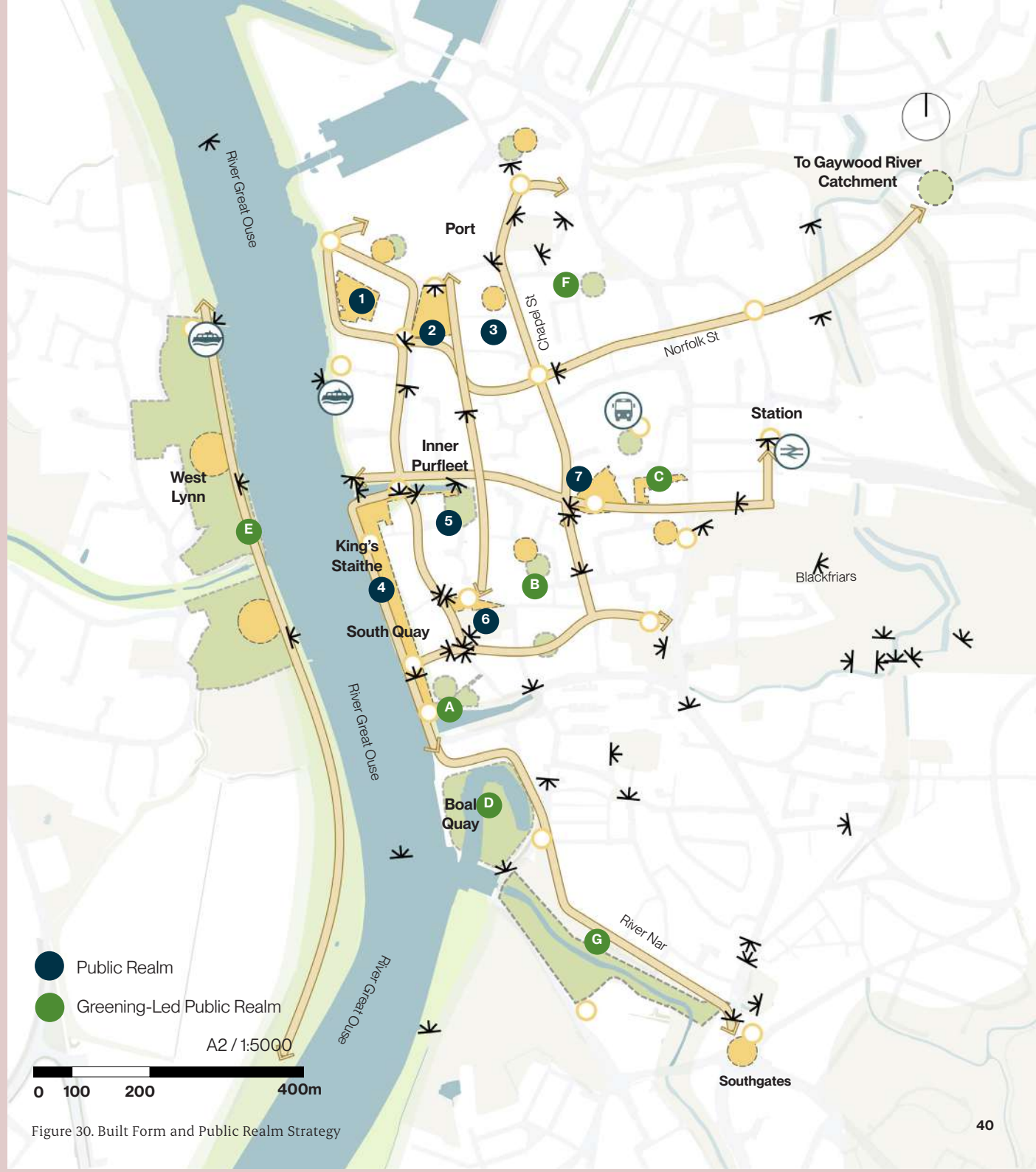


Figure 30. Built Form and Public Realm Strategy

4. Illustrative Masterplan

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

Illustrative Masterplan

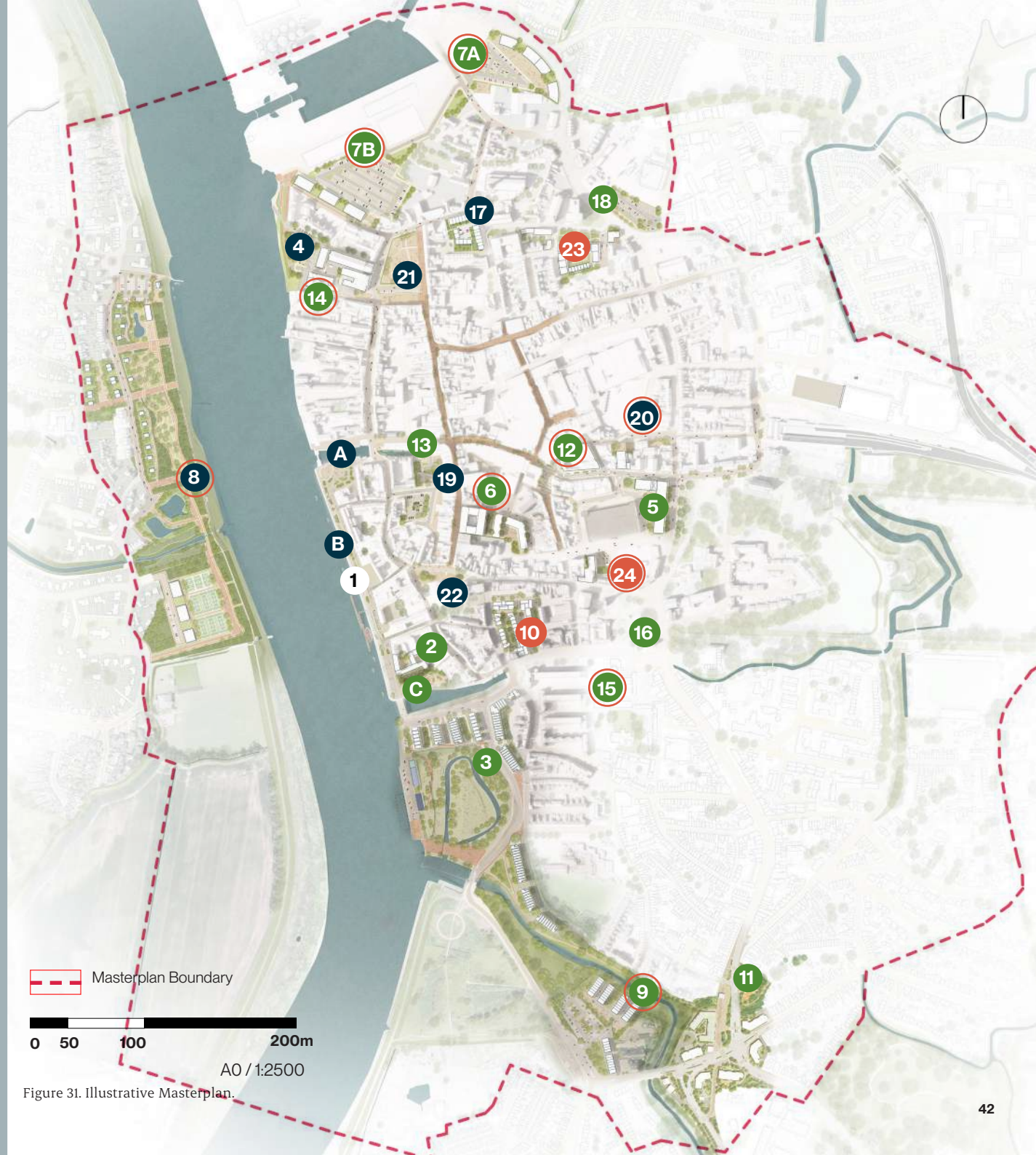
Through a heritage-led and community-focused approach to regeneration, aligned with the preceding Masterplan Vision and Strategies, the Illustrative Masterplan delivers the following quantum of development at 24 identified sites.

- **741 new homes**
- **18,112sqm non-residential floorspace** across commercial, cultural and community uses
- **16.56ha of public realm and open space** to enhance biodiversity for the environment, health, well being and recreation

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

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


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




Masterplan Boundary
 0 50 100 200m
 A0 / 1:2500


Figure 31. Illustrative Masterplan.


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


 Opportunity sites considered further in Chapter 5

 Public realm

 Adaptive re-use

 Parking, transport and active travel

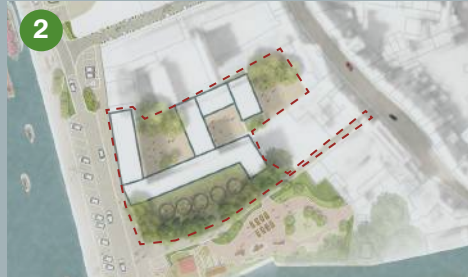
 Housing

 Non-residential



1 **A B C**
Riverfront Public Realm  

11,260sqm public realm and active travel
26 car parking spaces



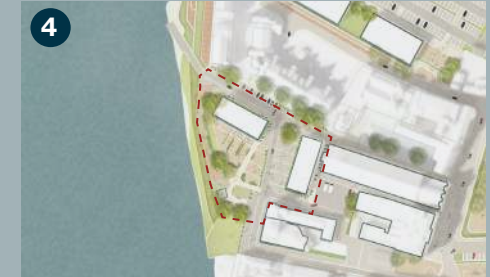
2
Sommerfeld and Thomas  




3,000sqm cultural, creative or commercial floorspace
2,000sqm public realm



3
Boal Quay   

160 residential units
840sqm maritime uses
32,945sqm public realm and open space
20 car parking spaces for maritime uses



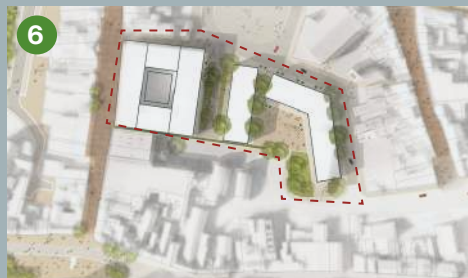
4
Common Staithe Quay   




12 residential units
750sqm commercial/community space
4,520sqm public realm
12 car parking spaces



5
St James Swimming Pool  

59 residential units
970sqm health and wellbeing floorspace
17 car parking spaces
2,100sqm public realm



6
Former Debenhams   

70 residential units
1,400sqm commercial or cultural space
1,000sqm public realm




7
The Port Area and Timber Yard   


3,170sqm business, innovation or leisure space
519 car parking spaces
12,750sqm public realm




8
West Lynn    

13 residential units
1,935sqm sports, commercial and tourist accommodation space
105 car parking spaces
62,000 sqm open/leisure space and public realm


 Opportunity sites considered further in Chapter 5

 Public realm

 Adaptive re-use

 Parking, transport and active travel

 Housing

 Non-residential

9



Land North of Wisbech Road  

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

10



Church Street Car Park   

73no residential units
321sqm commercial floorspace
1,500sqm of public realm

11



Southgates Regeneration Area   

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

12



Former Post Office   

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

13





Inner Purfleet 

1,250 sqm public realm.

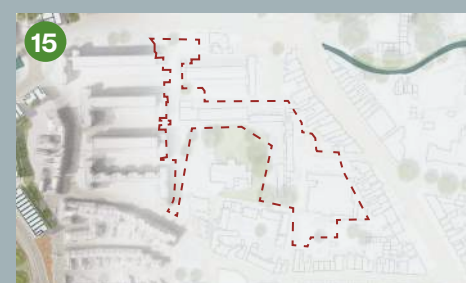
14




Pilots' Office and Former Baths Building  

890sqm cultural, community, and tourism space

15



Hillington Square Phase 6 and Providence House 


65 residential units
1,100sqm community floorspace


16




Former Carnegie Library  


655sqm repurposed cultural and community space
1,110sqm public realm


 Opportunity sites considered further in Chapter 5

 Public realm

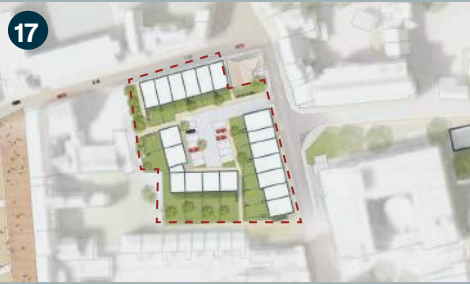
 Adaptive re-use

 Parking, transport and active travel

 Housing

 Non-residential

17



Chapel Street Car Park 

19 residential units

18

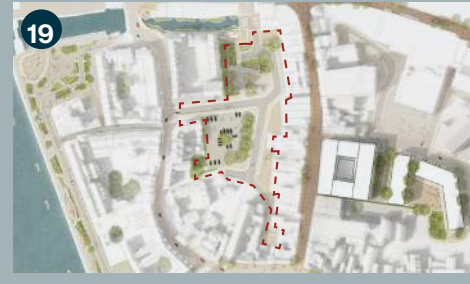


Austin Street East Car Park 

68 car parking spaces

New cycle lane

19



Baker Lane Car Park 

1,500sqm public realm

50 retained car parking spaces

20



Old Market Street  

1000sqm converted commercial space

1,025 sqm public realm

21



Tuesday Market Place 

6,650 sqm public realm

25 retained car parking spaces

22



Saturday Market Place 

1,000 sqm public realm / shared surface

15 retained car parking spaces

23

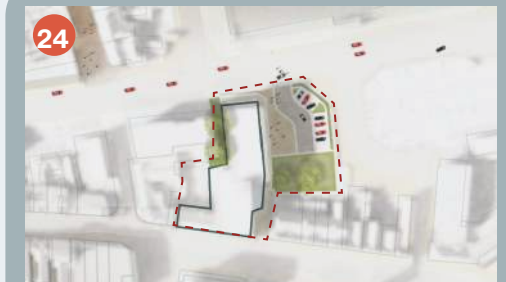


Juniper, Austin, Albert Street Car Parks 

67 residential units

4,250sqm public realm

24

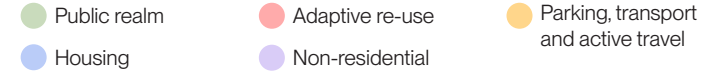


St James Street Kwik Fit  

21 residential units

8 car parking spaces

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



Site	Residential units			Non-residential floorspace (GEA sqm)	Public realm/Common Surface/Landscaping (sqm)	Non-residential use
	Apartments	Houses	Total			
① Riverfront Public Realm	-	-	-	-	-	Public realm and active travel
A King's Staithe Square	-	-	-	-	2,590	
B South Quay	-	-	-	-	7,150	
C Devil's Alley	-	-	-	-	1,520	
② Sommerfeld and Thomas Warehouse	-	-	-	3,000	2,000	Cultural, creative or commercial
③ Boal Quay	103	57	160	840	32,945	Maritime uses
④ Common Staithe Quay	12	-	12	750	4,250	Commercial and community
⑤ St James' Swimming Pool	59	-	59	970	2,100	Health and wellbeing
⑥ Former Debenhams Building	70	-	70	1,400	1,000	Commercial and cultural
⑦ Port Area and Timber Yard	-	-	-	3,170	12,750	Business, innovation and leisure
⑧ West Lynn	-	13	13	1,935	62,000	Tourism, commercial and sport
⑨ Land north of Wisbech Road	18	38	56	-	4,100	Car parking and green space
⑩ Church Street Car Park	55	17	73	321	1,500	Commercial
⑪ Southgates Regeneration Area	88	4	92	176	14,200	Commercial
⑫ Former Post Office	34	-	34	1,905	-	Commercial and community
⑬ Inner Purfleet	-	-	-	-	1,250	Public realm
⑭ Pilots Office and Baths building	-	-	-	890	-	Cultural, Community, and tourism
⑮ Hillington Square Phase 6 and Providence House	65	-	65	1,100	-	Community
⑯ Former Carnegie Library	-	-	-	655	1,100	Cultural and community
⑰ Chapel Street Car Park	-	19	19	-	-	
⑱ Austin Street East Car Park	-	-	-	-	-	Car parking
⑲ Baker Lane Car Park	-	-	-	-	1,500	Public realm / gardens
⑳ Old Market Street	-	-	-	1,000	1,025	Commercial
㉑ Tuesday Market Place	-	-	-	-	6,650	Public realm
㉒ Saturday Market Place	-	-	-	-	1,000	Public realm
㉓ Juniper, Austin and Albert Street Car Parks	60	7	67	-	4,250	Public realm
㉔ St James Street Kwik Fit	21	-	21	-	740	-
TOTAL	585	156	741	18,112	165,630	



12

Figure 32. Adaptive re-use of Former Post Office - imagery from existing planning consent 21/01568/FM - copyright Yeates Design LLP



13

Figure 33. Illustrative proposal for Inner Purfleet public realm developed by BCKLWN and BDP in 2025



15

Figure 34. Hillington Square Phase 6 - imagery from existing planning consent 23/01023/FM - copyright Feilden + Mawson



17

Figure 35. Chapel Street Car Park- imagery from Feilden + Mawson HAZ Proposal

5. Opportunity sites

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

Riverfront Public Realm

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

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



Site details

Current Use: Operational quayside, highway, and public realm

Ownership: Various including Local Authority



Site designations / constraints

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

The opportunity

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

Through integration with planned improvements to the Custom House and Inner Purfleet to the north, a new neighbourhood at Boal Quay to the south, and opportunities for adaptive re-use of the Grade II listed former Sommerfeld and Thomas Warehouse and former silos site, the proposals can act as the first step in delivering the ambitions of the wider King's Lynn Masterplan and opportunity sites.

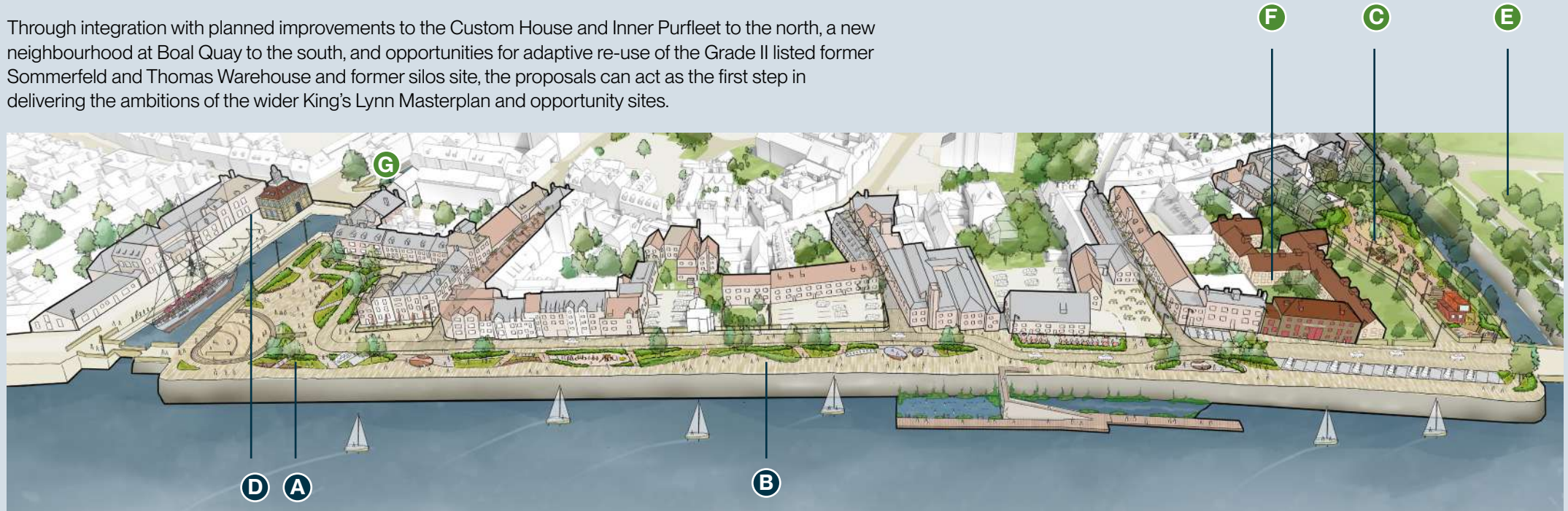


Figure 36. Riverfront - Indicative Artist's Impression

A King's Staithe Square

Located to the south of Purfleet Quay and the Grade I listed Customs House, King's Staithe Square is transformed into a vibrant civic square designed for performances, events, and social activities, acting as a cultural anchor and a welcoming point into the riverfront. This space will encourage community engagement and create a strong sense of arrival.

B South Quay

The primary stretch of riverfront provides a linear park and promenade integrating seating clusters, planting, and outdoor dining spaces to encourage relaxation and social interaction, which is located on the orange LCWIP route.

C Devil's Alley

This space is transformed into a community garden and active social route, incorporating playful design, colour, and art to create a lively and engaging environment.

D Custom House

E Boal Quay (Opportunity Site 3)

F Sommerfeld & Thomas Warehouse (Opportunity Site 2)

G Inner Purfleet (Opportunity Site 13)

King's Staithe Square

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

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



Figure 37. King's Staithe Square - Indicative Artist's Impression



Figure 38. King's Staithe Square - RIBA Stage 2 concept design

South Quay



The concept design for South Quay provides a linear park and walkway with clear views across to West Lynn. This adopts a people-first approach prioritising safe movement for pedestrians and cyclists and reducing car dominance, while maintaining access for existing residents and businesses.

The proposal transitions from outdoor dining adjacent to King's Staithe Square and South Quay, to greener seating, informal play and quiet respite approaching Devil's Alley and wetland spaces at Boal Quay. It also provides seating and activity at Marriotts and Hanse House and Sommerfeld and Thomas. This will enhance the orange LCWIP route in this location on the Riverfront.

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



Figure 40. South Quay - Indicative Proposed Layouts



Figure 39. South Quay - Indicative Artist's Impression

Devil's Alley



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

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

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

At the south west river edge, a proposed built structure acts as a visual marker which could host a café or pop-up events with an outdoor spill out space. There are opportunities to integrate this with adaptive re-use of the Sommerfeld and Thomas Warehouse to the north.



Figure 41. Devil's Alley - Indicative Artist's Impression



Figure 42. Devil's Alley - RIBA Stage 2 concept design

Sommerfeld and Thomas Warehouse

The Sommerfeld and Thomas Warehouse is a Grade II listed mid-18th century building adjacent to Devil's Alley, on South Quay.

Together with an adjacent site formerly used to house grain silos, the building presents the opportunity for a mixed use such as creative, cultural or commercial complementary to the proposed public realm improvements at Devil's Alley.

In 2025 the building featured in Historic England's Heritage Investment Prospectus for its potential as a transformational project to protect heritage, promote high-quality new design, and create lasting value for investors and communities.



Site details

Current Use: Vacant building

Ownership: BCKLWN

Total Area: 0.17ha, plus 0.13ha silo site



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

- Flood Zone 3B (functional floodplain), including flood defences owned and operated by the Environment Agency
- Unknown ground conditions from historic infilling of the quay, with potential for structural issues and widespread contamination
- Approved plans for new dryside facilities for leisure craft owners (24/00817/F) in adjacent annexe
- 2008 application for mixed-use development withdrawn
- 2014 application for 51-unit care home granted at appeal (14/00534/FM)

The opportunity

The Sommerfeld and Thomas Warehouse presents an opportunity for a creative, cultural or commercial destination that strengthens connections between the waterfront and the surrounding urban fabric, supporting Local Plan policies relating to site allocation and riverfront regeneration.

An indicative proposal has been developed which provides:

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



Figure 43. Sommerfeld and Thomas Warehouse - Indicative Plan

0 10 20 40m

A3 / 1:500

Boal Quay

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

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



Site details

Current Use: Surface car park

Ownership: Local Authority

Total Area: 81,100 m² / 8.11 ha



Site designations / constraints

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

The opportunity

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

A feasibility proposal has been developed by expert residential architects Mikhail Riches to provide:

- **160 residential units**
- **840 sqm complementary non-residential floorspace (suggested use cafe/restaurant/retail/workshop space for maritime industries)**
- **32,945 sqm new and improved public realm and open space**
- **20 car parking spaces for maritime industries**

Further development of the scheme will need to take the following into account:

- A small section of flood wall to the west of the existing car park must be relocated
- The proposed development to the south is partially within Flood Zone 3A, which will need to be further assessed
- To deliver the scheme to the south, the Friars would need to be upgraded to integrate a carriageway for refuse and fire appliance access, plus a new pavement and lighting.
- The existing condition of the southern site adjacent to the Friars looks to be of high BNG value. The viability of this part of the site will need to be assessed.



Figure 44. Boal Quay - Indicative Plan

0 20 40 80m

A2 / 1:1000

Design principles

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



Evolve and Adapt

Infrastructure works

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

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



Land Uses for Local Needs

Housing and mixed use development

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



Harness History and Culture

Heritage and Culture

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

Townscape and Views

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



Harness Natural Assets

Green- Blue Infrastructure

1: Provide new public spaces and active green areas for residents and visitors.

2: Connect river and green corridors.

3: Integrate sustainable drainage systems (SuDS).



Transport and Access

Active Travel

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

2: Enhance public transportation network.

3: Strengthen relationship with Riverfront public realm and Southgates.

Car Parking and Vehicle Movement

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



Built Form and Public Realm

Public Realm and Wayfinding

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

Infill development

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

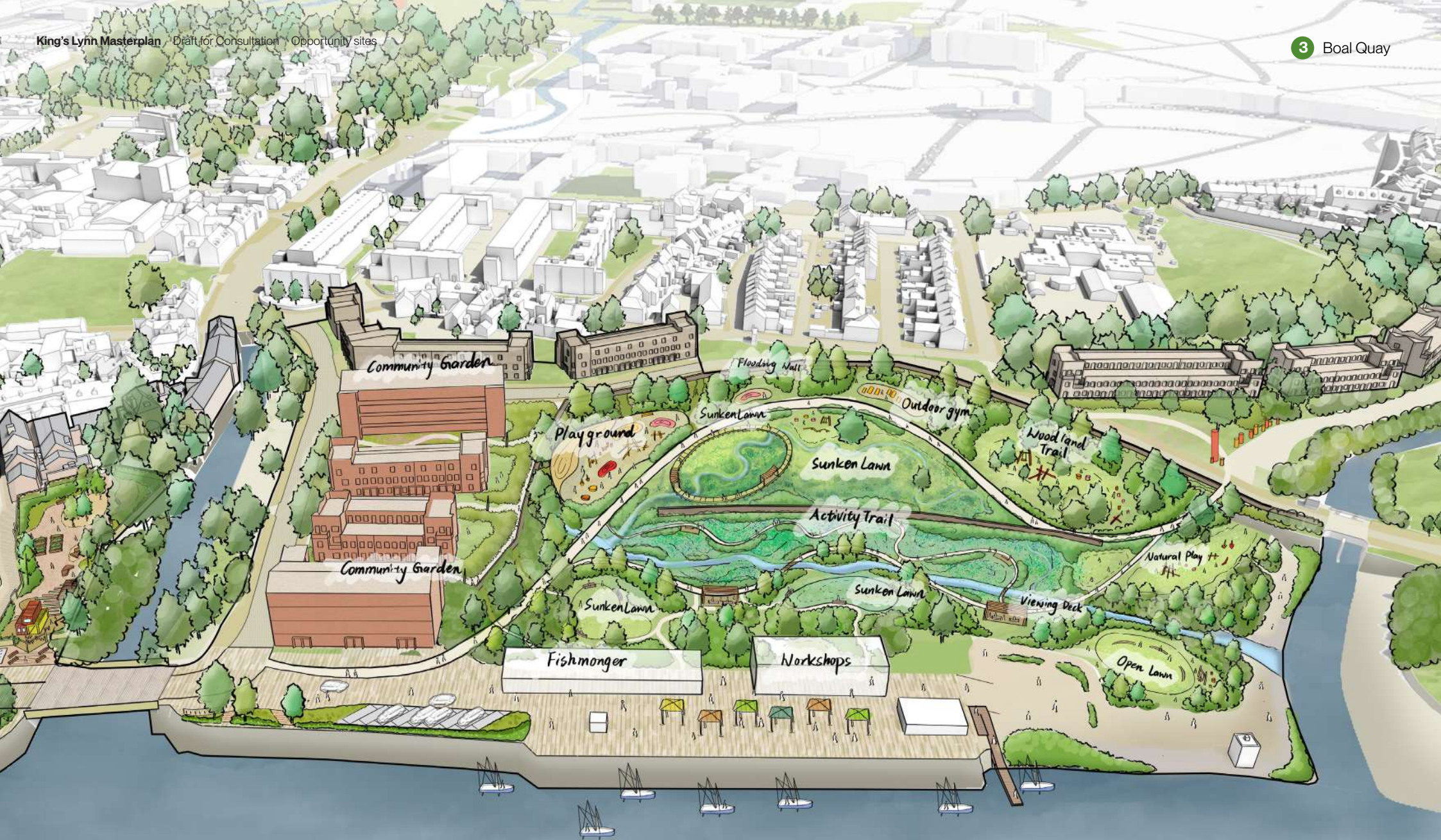


Figure 45. Boal Quay Landscaping - Indicative Artist's Impression

Common Staithe Quay

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

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

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



Site details

Current Use: Surface car park

Ownership: Local Authority

Total Area: 4280 m²/ 0.428 ha



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

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

The opportunity

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

An indicative proposal has been developed which provides:

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

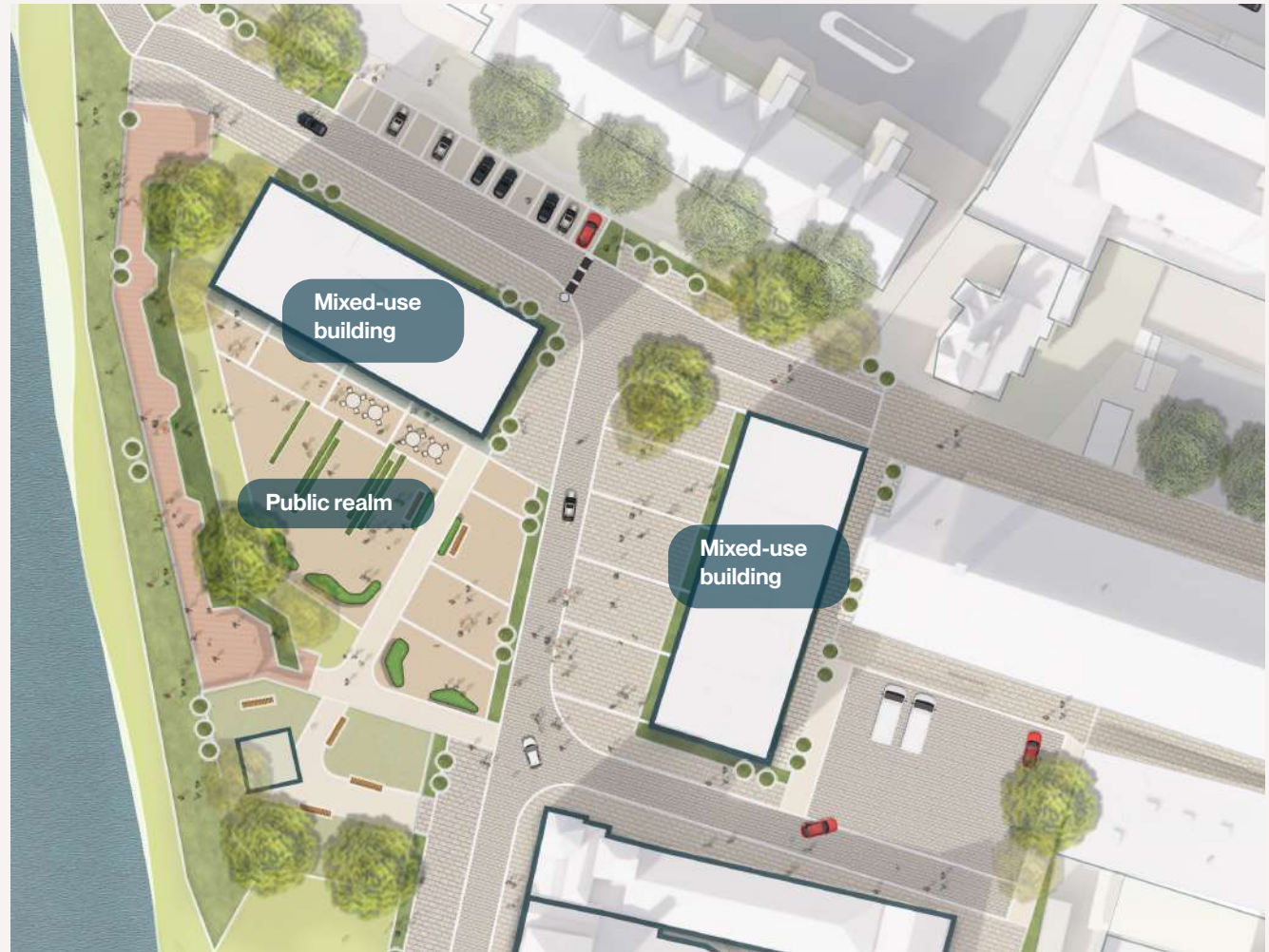


Figure 46. Common Staithe Quay - Indicative Plan

0 10 20 40m

A3 / 1:500

Design principles

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



Evolve and Adapt

Adaptive Reuse

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



Land Uses for Local Needs

Tourism, Culture and Leisure

1: Transform the car park into a vibrant public space that encourages enjoyment of the river and heritage setting.

2: Provide public facing commercial and community uses in line with the areas history as a public quay.

Employment and Creative Opportunities

3: Provide education or commercial uses to support neighbouring port industries.

Housing & Community

3: Provide new housing and increase town centre density.



Harness History and Culture

Heritage and Culture

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

Townscape and views

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

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

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



Harness Natural Assets

Green and Blue Infrastructure

1: Increase biodiversity whilst respecting the maritime nature of the quay.

Environmental Quality

2: Strengthen climate resilience through design sensitive to flood risk.



Transport and Access

Car Parking and Vehicle Movement

1: Minimise potential vehicle and pedestrian conflicts with servicing areas.

2: Maintain HGV access for Corn Exchange.

Active Travel

2: Encourage movement along the river



Built Form and Public Realm

Public Realm and Wayfinding

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



Figure 47. Common Staithe Quay - Indicative Artist's Impression

St James Swimming Pool

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

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

The leisure centre was originally constructed in the late 20th century. With rising operational and maintenance costs the Borough Council has confirmed plans to replace the facility with a new complex at Lynnsport - providing an opportunity for regeneration of the existing site.



Site details

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

Ownership: Local Authority



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

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

The opportunity

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

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

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

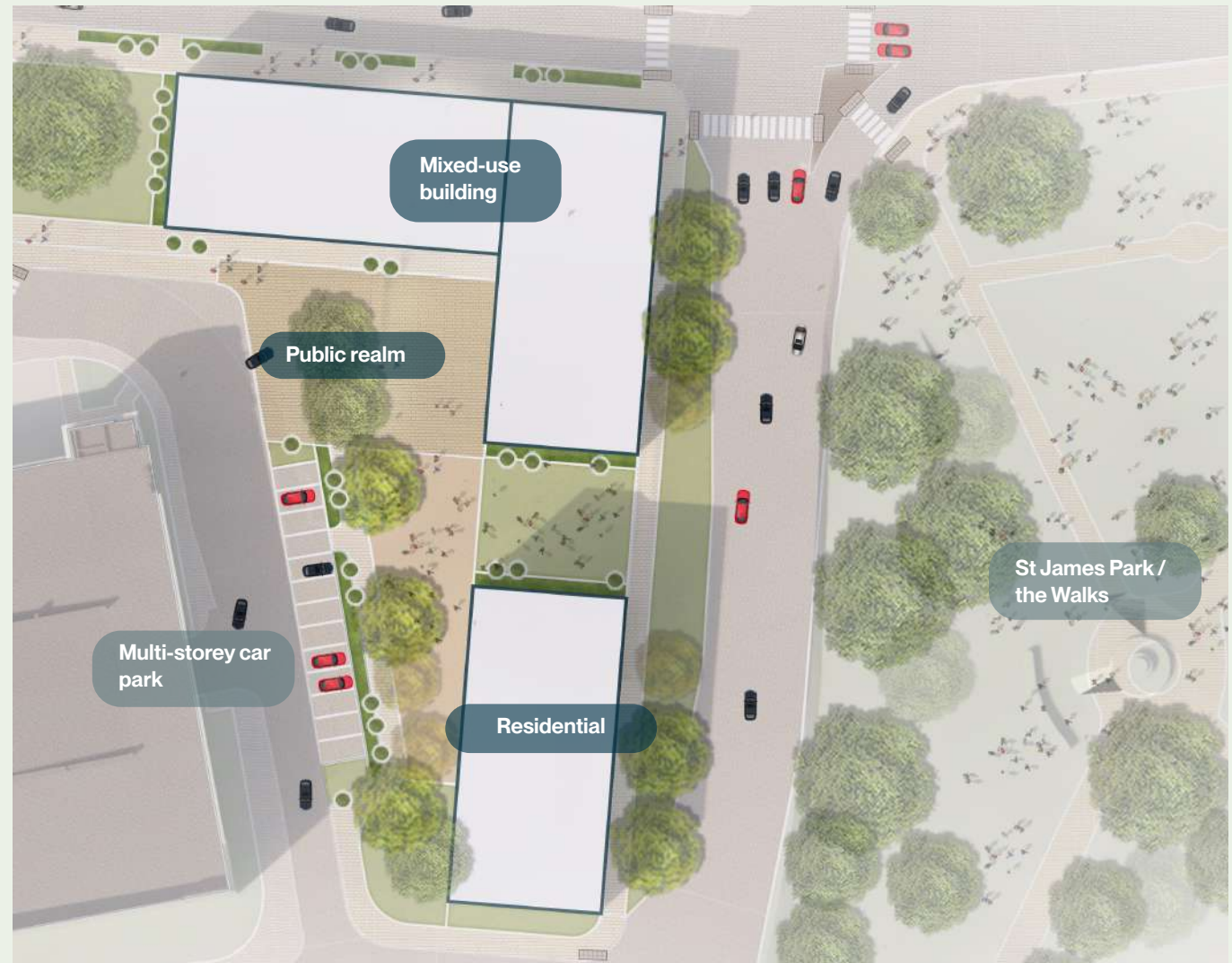


Figure 48. St James Swimming Pool - Indicative Plan

0 10 20 40m

A3 / 1:500

Design principles

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



Land Uses for Local Needs

Mixed use development

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

Community uses

2: Justify the loss of the swimming pool through the re-provision of facilities elsewhere.

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



Harness History and Culture

Heritage and Townscape

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

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

Public Art

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



Harness Natural Assets

Green Infrastructure

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



Transport and Access

Car Parking and Vehicle Movement

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



Built Form and Public Realm

Infill development

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

Public Realm and Wayfinding

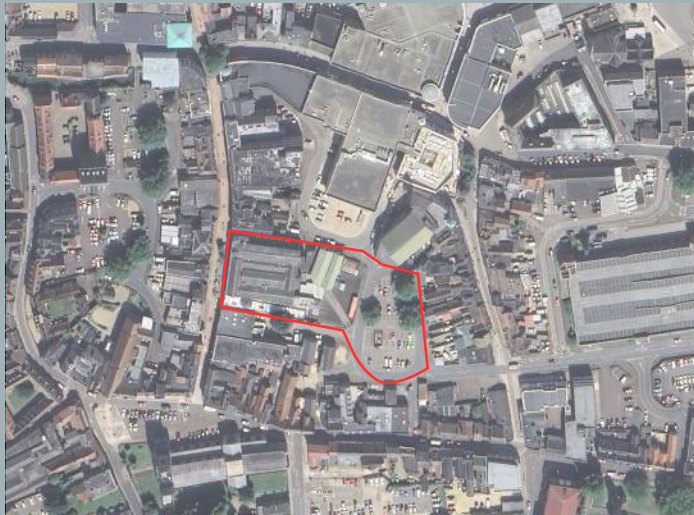
2: Enhance safety, legibility, and inclusivity through high-quality public realm and improved wayfinding including strengthened connections between the town centre and the Walks.

Former Debenhams

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

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

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



Site details

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

Ownership: Third party and Local Authority (car park)



Image Source: Google Street View



Image Source: Google Street View

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

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

The opportunity



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

An indicative proposal has been developed which provides:

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









Figure 49. Former Debenhams - Indicative Plan

0 10 20 40m

A3 / 1:500

Design principles

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

 <p>Evolve and Adapt</p>	 <p>Land Uses for Local Needs</p>	 <p>Harness History and Culture</p>	 <p>Harness Natural Assets</p>	 <p>Transport and Access</p>	 <p>Built Form and Public Realm</p>
<p>Meanwhile uses 1: Work with the landowner, local traders and cultural institutions to provide smaller units which re-activate key frontages ahead of wider redevelopment.</p> <p>Adaptive re-use 2: Deliver phased redevelopment of parts of the building in turn.</p>	<p>Employment - creative industries 1: Provide spaces for smaller retailers/creative industries - as meanwhile uses or permanent solutions to build confidence in the role and viability of the town centre.</p> <p>Housing and mixed-use development 2: Deliver residential development at upper floors to bring activity to the town centre outside opening hours, and provide high-quality town centre living</p> <p>3. Provide active commercial/leisure/cultural uses at ground floor, supported by viable commercial/residential uses above.</p>	<p>Heritage and Culture 1: Retain internal surviving features and reference the history of the building wherever possible.</p> <p>2: Reinstate original building plot rhythm and enhance relationship with the conservation area</p>	<p>Green and Blue Infrastructure 1: Enhance existing green spaces and introduce new green spaces to create a connected green network.</p>	<p>Vehicle movement - separate flows 1: Relocate servicing to secondary routes and frontages to separate and demarcate this from pedestrian access/routes to primary frontages.</p> <p>Active Travel 2: Provide new pedestrian access through the block to enhance permeability and connect to Baker Lane Active Travel Hub.</p>	<p>Infill development 1: Respond to prevalent building height including potential for increased heights deeper into the plan of the building.</p> <p>Public Realm and Wayfinding 2: While allowing appropriate servicing to the rear of the building, activate frontages to Union Street and integrate with high quality public realm.</p>

Port Area and Timber Yard

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

The site is split into two areas in separate ownership - the first a timber and building merchants' yard accessed via Page Stair Lane, and the second a storage area to the east of Alexandra Dock within the boundary of the operational port accessed via John Kennedy Road and Edward Benerfer Way. These are connected via a central joining strip which could be used to allow access to the southern parcel from the north.



Site details

Current Use: Port-related activities and timber yard

Ownership: Third Parties

Total Area: 25,200 m² / 2.52 ha



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

- Local Plan designation E1.2 King's Lynn Port covers the northern parcel of land, within which proposals must have regard to their compatibility with the port. Previous applications for residential redevelopment of the timber yard have been refused (11/00310/OM)
- Flood Zones 2 and 3
- Widespread contamination from ongoing operational use
- Archaeological interest associated with earlier quay alignments
- Constrained access from the south
- Existing planning consent for improved access, demolition and replacement of buildings at the timber yard, expiring February 2027 (23/01343/F)

The opportunity

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

An indicative proposal has been developed which provides:

- 3,170sqm of non-residential floorspace
- 519 parking spaces

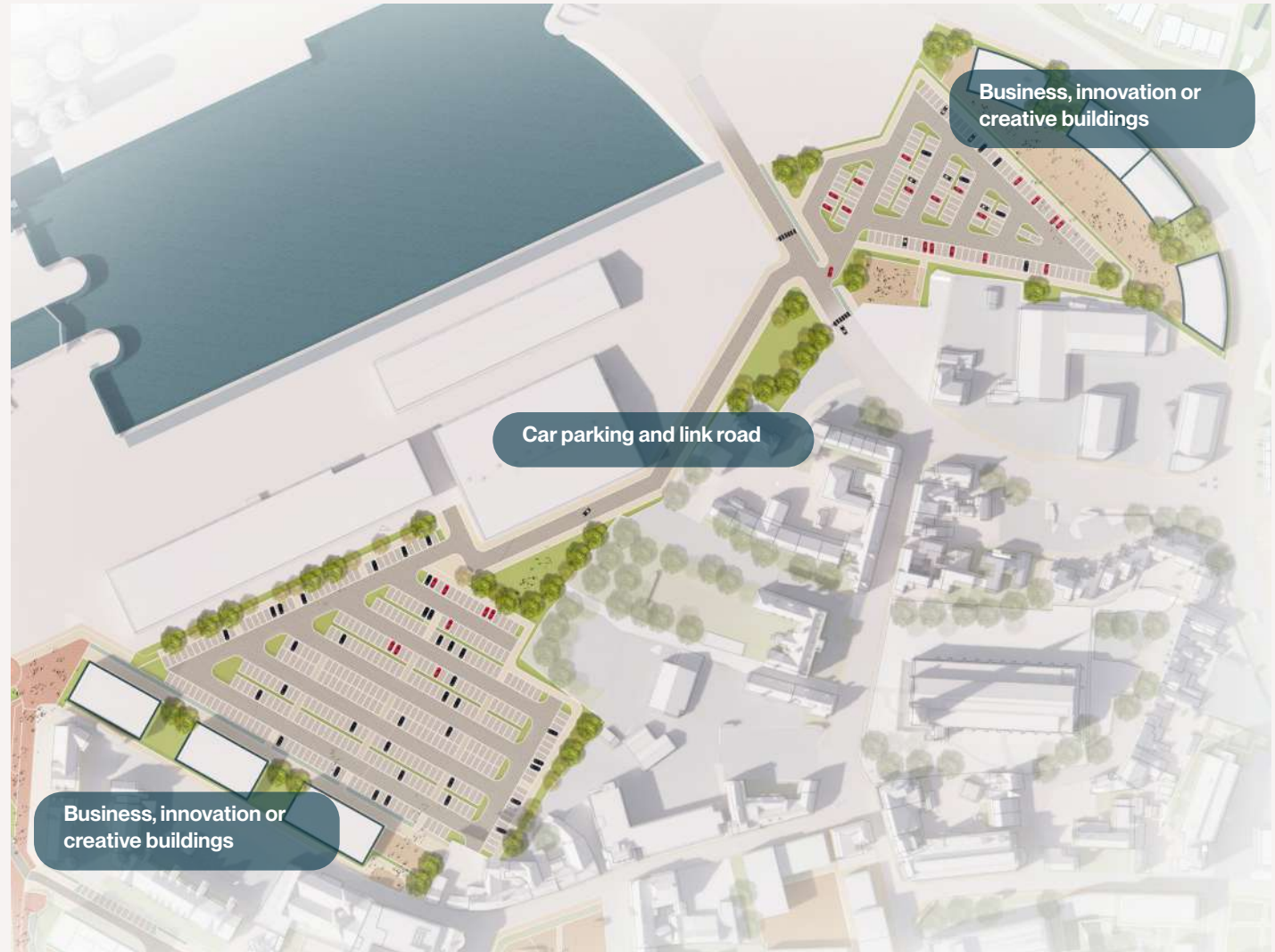








Figure 50. The Port Area and Timber Yard - Indicative Plan

0 20 40 80m

A2 / 1:1000

Design principles

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

 <p>Evolve and Adapt</p>	 <p>Land Uses for Local Needs</p>	 <p>Harness History and Culture</p>	 <p>Harness Natural Assets</p>	 <p>Transport and Access</p>	 <p>Built Form and Public Realm</p>
<p>Infrastructure works - car parking 1: Take advantage of the near-term availability of Patrick and Thompson to relocate parking and unlock development/public realm opportunities elsewhere.</p>	<p>Employment - commercial, creative and industrial uses 1: Reassert the town centre's role as a vibrant hub by creating a strong interface with surrounding industrial areas, integrating business, innovation, educational, or leisure spaces that reinforce its identity as the economic and cultural heart of the town and which are suitable to the site's location within the port area.</p>	<p>Heritage and Culture 1: Provide relocated car parking from Tuesday Market Place and/or Common Staithe Quay in a less heritage sensitive location. 2: Interventions should reference the town's industrial and port heritage.</p>	<p>Green and blue infrastructure 1: Redefine the port edge with green and blue connections.</p>	<p>Vehicle Movement and Active Travel 1: Ensure clear division of operational traffic, public traffic, pedestrian and cycle movement. Car and Coach Parking 2: Provide car parking and coach parking in an appropriate location adjacent but not within the historic core.</p>	<p>Public Realm and Wayfinding 1: Improve public permeability both visually and physically through improved wayfinding.</p>

West Lynn

The West Lynn Riverfront site encompasses land in two parcels along the west bank of the River Great Ouse, opposite King's Lynn's historic core. Formerly the site of a Del Monte canning factory (the Lin-Can building) demolished in 2008, and a depot of the King's Lynn Dredging Company removed in 2006, the sites now comprises vacant and overgrown scrubland. The site is adjacent to a path along the river which forms part of the King Charles III coastal path.

Historically used for small-scale industry and wharfage, the area has seen gradual decline in active river-related use. The Town Investment Plan identifies West Lynn as a potential area for improved ferry connectivity, riverside public realm, and complementary development.

The site is in multiple ownerships, with the northern part owned by Del Monte and the southern by Prime Life.



Current Use: Vacant sites

Ownership: Third Party

Total Area: 72,730 m² / 7.273 ha



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

- Setting of and views towards the King's Lynn Conservation Area on the eastern riverbank
- Adjacent to Grade II* listed St Peter's Church and Grade II listed buildings on the west bank
- Majority Flood Zone 3A, with parts of the southern parcel in Flood Zone 2
- Overgrown scrubland requiring survey works to determine ecological value
- Potential for widespread contamination from previous industrial uses
- Constrained vehicular access via residential scale roads
- Previous planning consents for residential/care home development refused/withdrawn on flood risk and heritage grounds (11/02133/FM, 21/00246/FM) or not implemented (12/01728/FM)
- Opportunity to enhance ferry facilities, public transport, and pedestrian connections including to Peddlars Way and Norfolk Coast Path.

The opportunity

The West Lynn site presents an opportunity to improve visual and functional connections with the town centre through enhancements to access, public realm and nature-based leisure. While built development should be limited in response to the site's environmental value and constraints, there is potential for limited residential development along the site's western edge.

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

- 1,935sqm of non-residential floorspace across potential tourism accommodation, commercial and sports uses and associated outdoor leisure
- 62,000sqm of open space, landscaping, outdoor facilities and public realm
- 13 residential units
- 105 parking spaces



Figure 51. West Lynn - Indicative Plan

0 20 40 80m

A2 / 1:1000

Design principles

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



Land Uses for Local Needs

Community, Leisure and Employment- Cross-river connections

1: Establish a unique destination that celebrates local production and nature-based leisure with community activities.

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



Harness History and Culture

Townscape and Views

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

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



Harness Natural Assets

Green and Blue Infrastructure

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

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

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



Transport and Access

Public Transport

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

Active Travel

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



Built Form and Public Realm

Public Realm and Wayfinding

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

Lighting

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

Land North of Wisbech Road

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

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



Current Use: Industrial

Ownership: Local Authority

Total Area: 1.65ha



Image Source: Google Street View



Image Source: Google Street View



Image Source: Google Street View

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

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

The opportunity

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

An indicative proposal has been developed which provides:

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



Figure 52. Land North of Wisbech Road - Indicative Plan

Design principles

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



Delivering the Ambition

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

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

Housing and Community

1: Deliver a balanced residential development along with public car parking to support town centre function and vitality.

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

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

Heritage and Culture

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

Townscape and Views

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

Green-blue Infrastructure

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

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

3: Integrate multifunctional green infrastructure, including sustainable drainage, to support biodiversity and climate resilience.

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

Car Parking and Vehicle Movement

1: Provide well-located, accessible public car parking to support the need of the town

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

Active Travel

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

4: Prioritise pedestrian and cycle movement.

Public Realm and Wayfinding

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

2: Provide public realm for new residential development.

3: Embed clear wayfinding and integrate cycle parking.

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

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

Church Street Car Park

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

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

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



Current Use: Surface Car Park

Ownership: BCKLWN freehold with third party lease

Total Area: 6650 m²/ 0.665 ha



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

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



The opportunity

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

An indicative proposal has been developed which provides:

- 73 residential units
- 321sqm of non-residential floorspace
- 1,500sqm of public realm



Figure 53. Church Street Car Park - Indicative Plan

0 10 20 40m

Design principles

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



Evolve and Adapt

Infrastructure works

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



Land Uses for Local Needs

Housing and mixed-use development

1: Significant opportunity to provide new housing and increase town centre densities

2: Create more opportunities for town-centre living and active street life with mixed used development.

Employment: commercial and creative uses

3: Support the town's economic growth and creative vitality through diverse activities and uses including commercial, community and cultural.



Harness History and Culture

Heritage, Townscape and Views

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

2: Establish a strong east-west connection through the site to link the Minster with St James Road and the Broad Walk.

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



Transport and Access

Active Travel

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

2: Strengthen the town centre connection with Priory Lane.

3: Consider provision of arrival facilities - visitor information and cycle parking

Car Parking and Vehicle Movement

1: Car parking to be re-provided on-site or in an alternative, appropriate location within the Masterplan



Built Form and Public Realm

Public Realm and Wayfinding

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

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

Urban Form

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

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

Southgates Regeneration Area

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

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



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

Ownership: Local Authority

Total Area: 3.40 ha (33,960 sqm)



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

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

The opportunity

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

A feasibility proposal has been developed to provide:

- 92 residential units
- 176sqm of commercial floorspace



Figure 54. Southgates Regeneration Area - Indicative Plan

0 15 30 60m



Figure 55. Southgates Regeneration Area - Indicative Artist's Impression

6. Delivery and next steps

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

Phasing and delivery

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

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

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

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

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

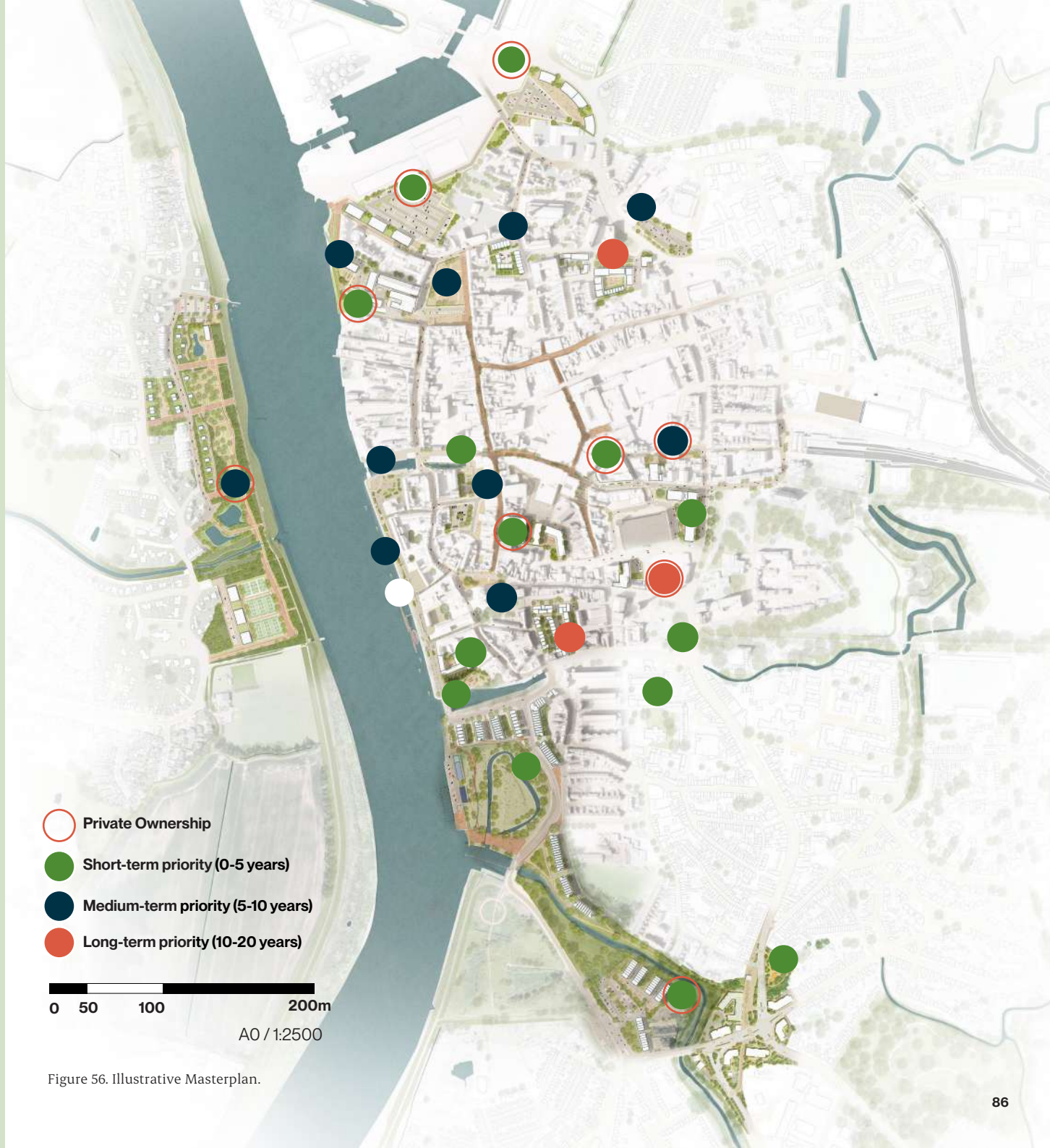


Figure 56. Illustrative Masterplan.

Next steps

Now is the chance to have you say on our vision and ambitions for King's Lynn.

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

The draft Masterplan is now open for further consultation, and the responses received will be used to shape a final draft ahead of its adoption in Autumn 2026.

Chapters 4, 5 and 6 of the report identify how delivery of the Masterplan may be phased over time. Work is ongoing now to ensure that sites identified for delivery within the next five years can be viably brought forward through appropriate funding opportunities.

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

HAVE YOUR SAY

Public Consultation on the draft Masterplan is now open from 11 May - 08 June 2026

Copies of this document, an interactive map and questionnaire can be found at <https://www.visionkingslynn.co.uk/have-your-say>, also accessible via the QR code on this page, or an exhibition will be on display at The Place (23 New Conduit Street) throughout the consultation period. Drop in events will be held between 19th May - 6th June as set out at the front of this document, including a chance to speak to the Borough Council and Masterplan team.



