

WELCOME

1

Welcome to this public consultation on the King's Lynn Masterplan, which will help the Borough Council of King's Lynn and West Norfolk make important decisions about new and improved buildings and spaces in the town centre over the next 20 years. Before the Masterplan report is finalised and adopted in Autumn 2026, we want to hear your views.

What is the Masterplan?

The Masterplan indicates the future uses and amount of development on sites that could be achieved within King's Lynn over the next 20 years. It brings together existing initiatives and new ideas into a single report which communicates the Borough Council's ambitions for the town. Importantly, it is not a final proposal but sets a framework to inform future town planning policy and decisions, investment and delivery.

Why is the Masterplan needed?

King's Lynn's role as a regional centre, its historic buildings and waterfront location mean that the town has great potential - but due to site constraints or local economic conditions this is not always realised. Potential new funding sources including the Government's Pride in Place Programme and devolution to an elected Mayor for Norfolk and Suffolk mean that now is the right time to communicate the town's potential so that the Council has the resources to realise development opportunities by itself or in partnership with other funders and the private sector.

How can I get involved?

The draft Masterplan has been informed by the outcomes of previous consultation on proposals for the town, and further engagement undertaken by the Masterplan team.

We now want to hear your thoughts on the full draft report, summarised on these boards. You can get involved:

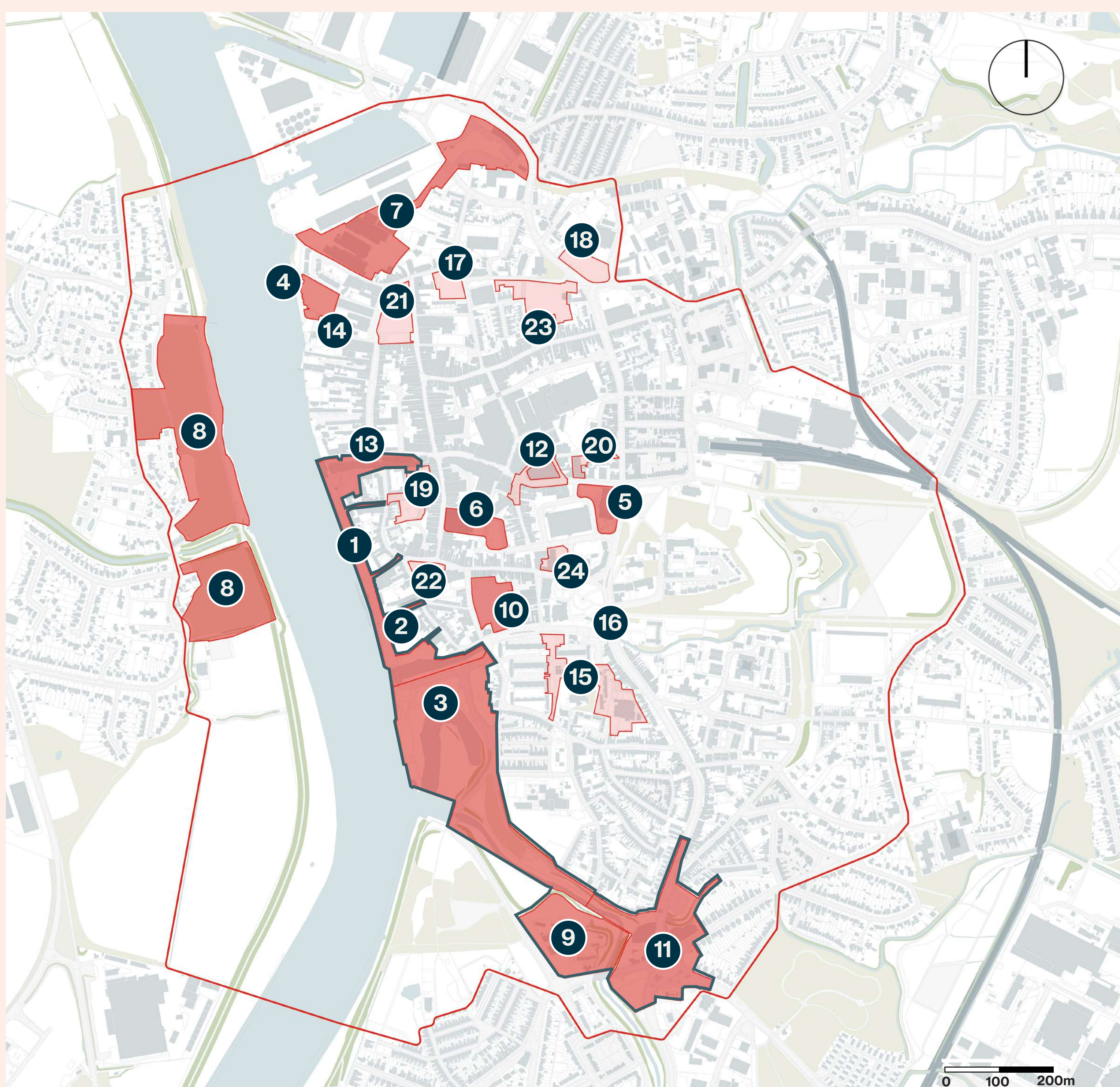
- Online: by going to <https://www.visionkingslynn.co.uk/have-your-say/> where you can review the full Masterplan or an interactive summary, and complete a short online questionnaire



- In-person: by attending one of our engagement events and completing a paper copy of the questionnaire.

Public consultation is open from 11 May to 8 June 2026.

Masterplan Study Area and Sites



The Masterplan focuses on King's Lynn town centre and waterfront.

Within this area, individual sites have been identified for their potential to benefit from new or enhanced built development and public realm, and unlock further improvements across the town. Eleven 'opportunity sites' have been subject to more detailed consideration.

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 Warehouse | 14. Pilots Office & Former Baths Building |
| 3. Boal Quay | 15. Hillington Square 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 |

- Masterplan Sites
- Opportunity Sites
- Masterplan Boundary
- Riverfront Regeneration Area



King's Lynn Riverfront and Boal Quay



Sommerfeld & Thomas Warehouse



Common Staithe Quay



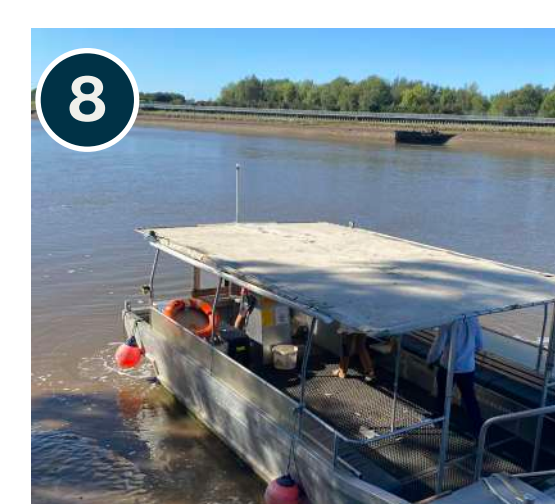
St. James Swimming Pool



Former Debenhams



Port Area and Timber Yard



West Lynn



Land North of Wisbech Road



Church Street Car Park

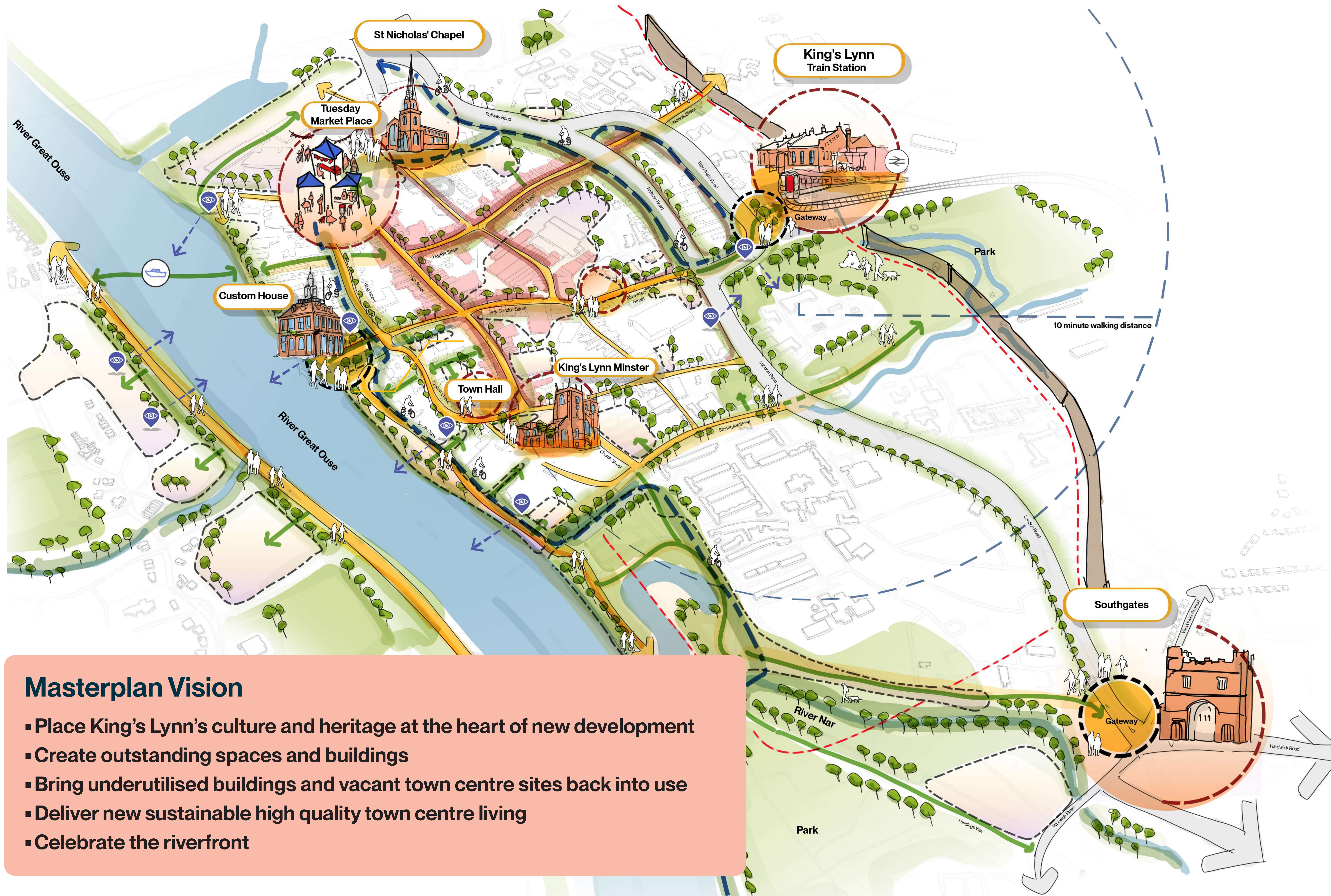


Southgates Regeneration Area

MASTERPLAN VISION & STRATEGIES

2

The Masterplan sets a vision for transformation of King's Lynn's town centre, which has been used to develop six Masterplan Strategies which should guide delivery of future development and improvements to the town centre.



Masterplan Vision

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

Masterplan Strategies

Evolve and Adapt

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

Land Uses for Local Needs

Focus energy and investment in the town centre to reinforce King's Lynn's role as the heart of West Norfolk.

Harness History and Culture

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

Harness Natural Assets

Celebrate King's Lynn's existing natural landscapes including the riverfront and green spaces, and look for opportunities to sensitively enhance and add to these.

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.

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.

Car Parking

Guided by the transport and access strategy, the Masterplan shows how the reconfiguration of car parking in King's Lynn has the potential to unlock major placemaking and heritage benefits.

Relocating long-term car parking spaces to locations on the edge of the town centre will support footfall, boost local businesses, improve the setting of key heritage assets, and free up land for new public realm or development.

Importantly, this will be undertaken as a phased approach which delivers new parking spaces improved public transport and active travel options in the short to medium term (over the next 10 years), before any significant reduction in spaces takes place. The longer term ambition is for a wider shift to sustainable transport.

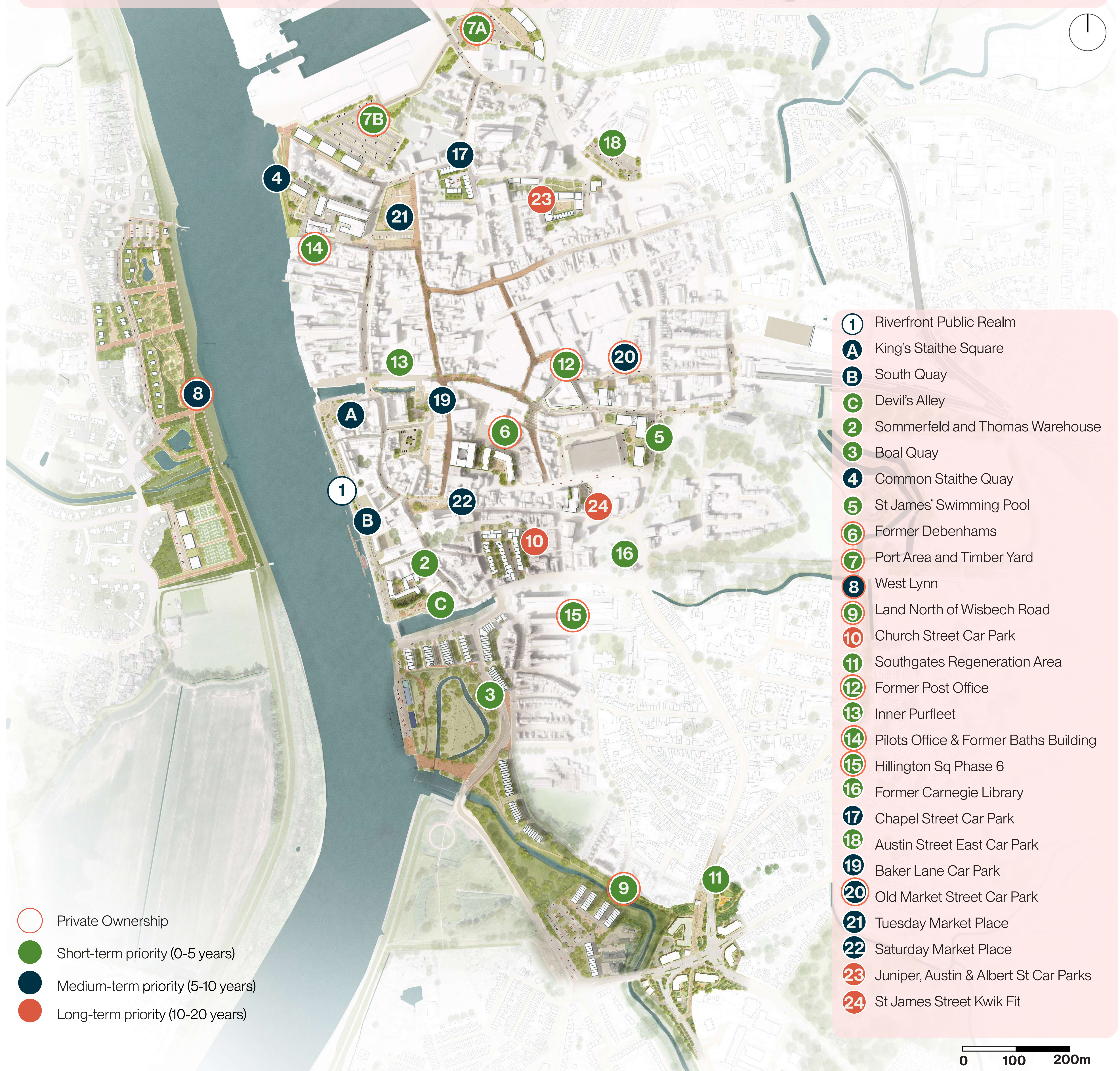
This approach aligns with the emerging King's Lynn Parking Strategy which will be finalised alongside the Masterplan, and delivers key priorities set out in the adopted King's Lynn Transport Strategy and Local Cycling and Walking Infrastructure Plan (LCWIP).

ILLUSTRATIVE MASTERPLAN

3

Informed by the Masterplan Vision and Strategies, an Illustrative Masterplan has been developed to show how the 24 Masterplan sites have the potential to deliver the following, indicative quantum of development over the next 20 years. Importantly, this is not a final proposal and will need to be subject to further design and engagement prior to the submission of planning applications or commencement of works.

- **Around 750 new homes** meeting local need
- **Over 18,000sqm of floorspace** across commercial, cultural and community uses
- **Over 16.5ha of new or improved public realm and open space** to enhance biodiversity for the environment, health, well-being and recreation

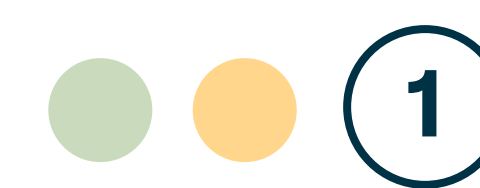


RIVERFRONT REGENERATION AREA

4

Public realm improvements have been designed for three areas along the riverfront, which collectively offer leisure, recreational and social spaces to celebrate King's Lynn's waterfront heritage.

Riverfront Public Realm



- D** Custom House
- E** Boal Quay (site 3)
- F** Sommerfeld and Thomas Warehouse (site 2)
- G** Inner Purfleet (site 13)

Indicative Riverfront Sketch

A King's Staithe Square



King's Staithe Square Concept Design

Located to the south of Purfleet Quay and the Grade I listed Custom 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.

The proposal defines distinct zones for potential outdoor dining, green lawns, and events, while maintaining clear pedestrian and cyclist circulation and accommodating essential vehicular and operational access.

B South Quay



South Quay greening and seating opportunities

The primary stretch of riverfront provides a linear park and promenade integrating seating clusters, planting, outdoor dining spaces, and pedestrian and cyclist connections to encourage relaxation and social interaction.

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

C Devil's Alley



Devil's Alley Concept Design

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. A community space with raised beds offers social use.

An open lawn in the centre provides flexible green space for informal use. At the south west river edge, a proposed built structure could host a café or pop-up events with an outdoor spill out space.

RIVERFRONT REGENERATION AREA

5

Proposed enhancements to public realm along the riverfront will be complemented by the delivery of new residential, commercial and cultural uses. The Council has reviewed previous proposals for the below sites within the Riverfront Regeneration Area to ensure these remain deliverable and meet identified need, and developed illustrative plans to show the amount of development that could be achieved. All images are indicative and will need to be subject to further design and engagement prior to the submission of planning applications or commencement of works. These proposals are designed to integrate with the Southgates Regeneration Area which is detailed on the Opportunity Sites board.

Boal Quay

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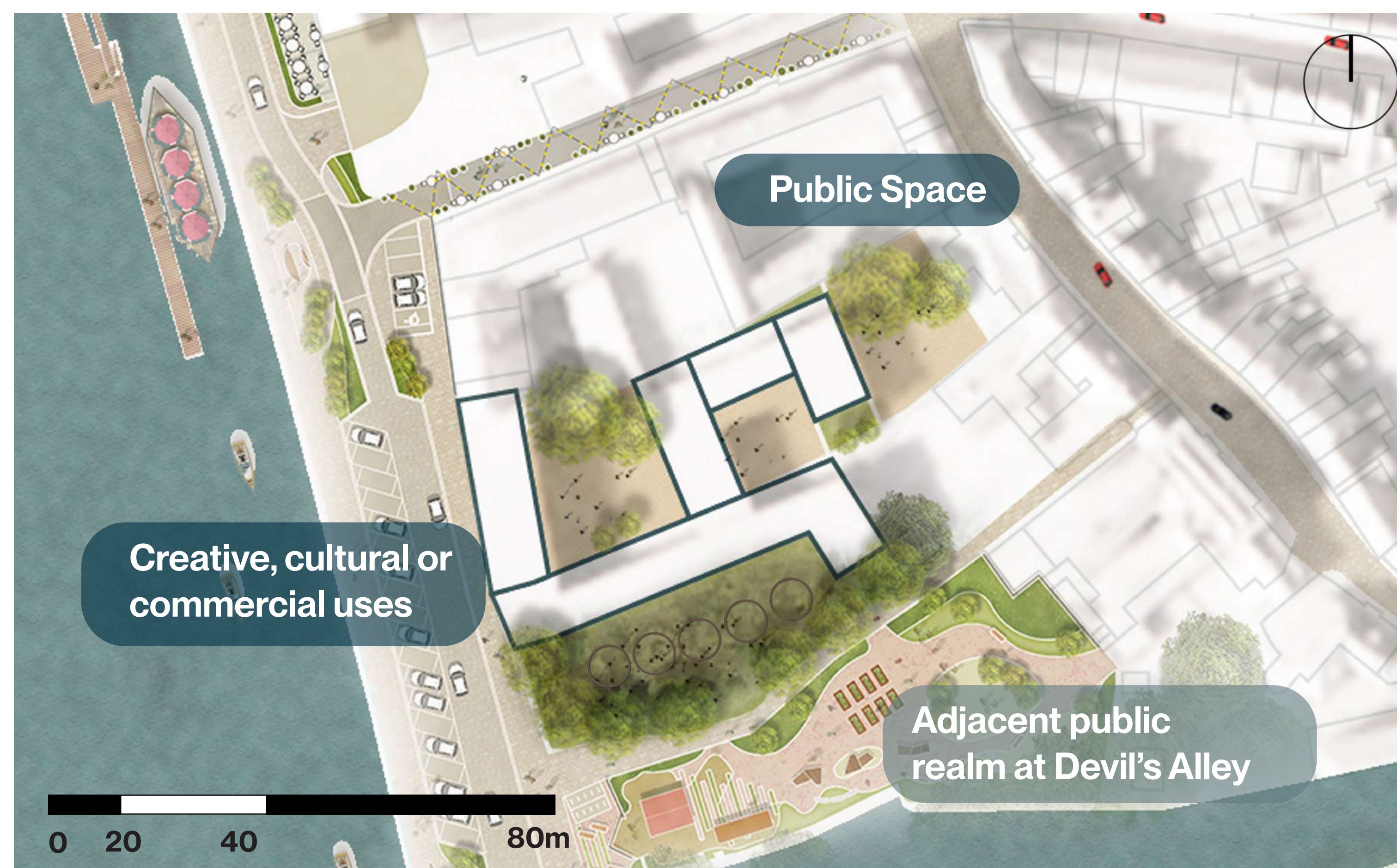
Boal Quay presents an opportunity to create a sustainable new neighbourhood embedded within its setting, providing a transition between the built riverfront and heritage buildings to the north and west, to wetland landscapes and community open spaces to the south. New routes will link to further residential development at Land North of Wisbech Road (site 9), and the Southgates Regeneration Area (site 11)

Subject to future refinement and design development, there is potential to deliver:

- 160 new homes
- 840sqm of public realm and open space
- 32,945sqm complementary non-residential floorspace - suggested use as a cafe/restaurant/retail/ workshop space for maritime uses.

Sommerfeld and Thomas Warehouse

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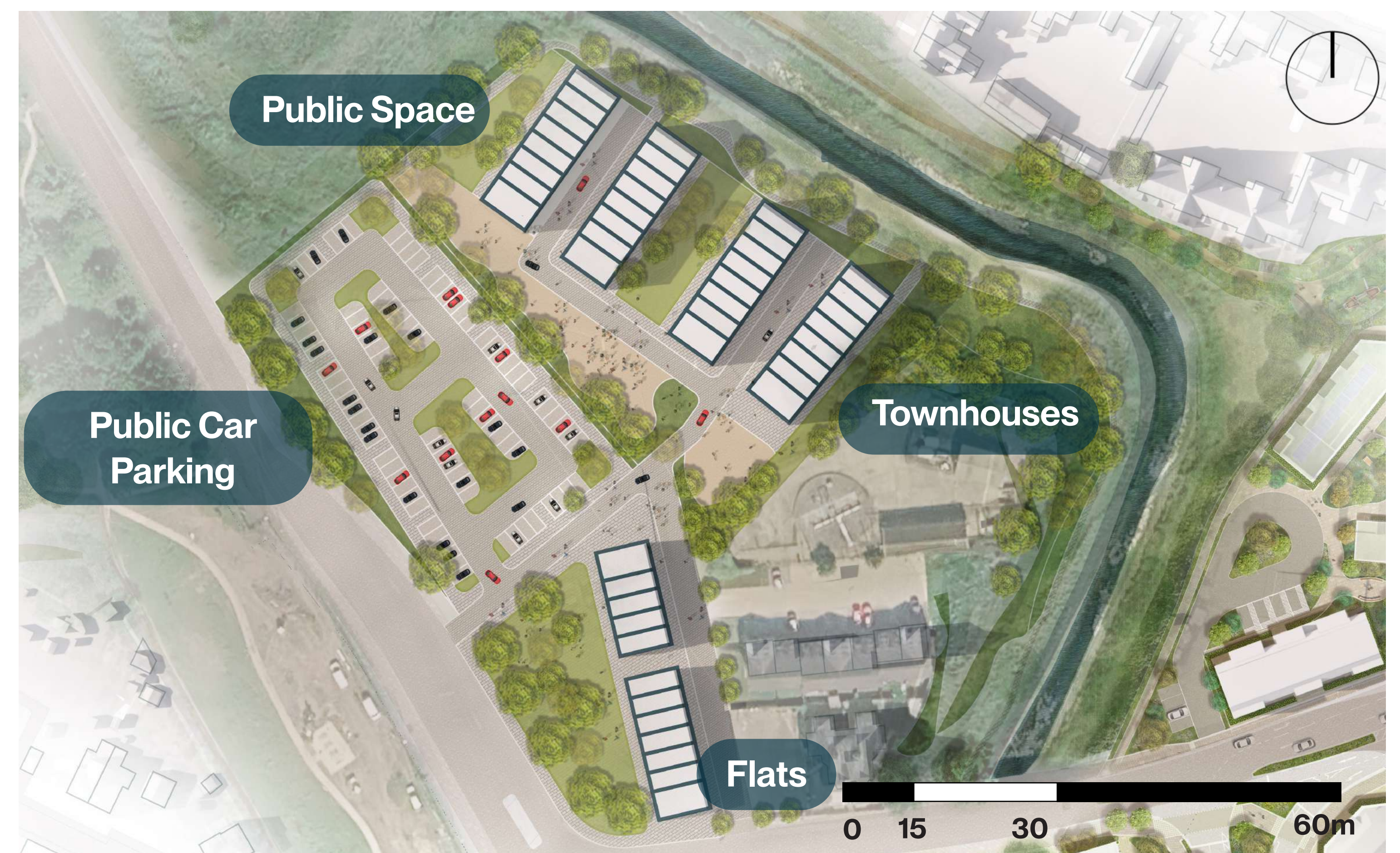
The Sommerfeld and Thomas Warehouse presents an opportunity for a creative, cultural or commercial destination that strengthens connections between the waterfront and the surrounding urban fabric, supporting Local Plan policies relating to site allocation and riverfront regeneration.

Subject to future refinement and design development, there is potential to deliver:

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

Land North of Wisbech Road

● ● ● 9



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.

Subject to future refinement and design development, there is potential to deliver:

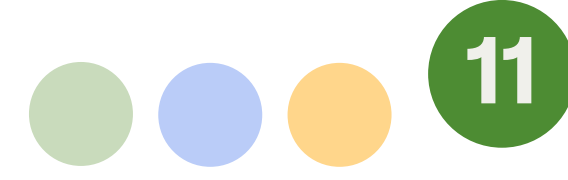
- 56 new homes
- 4,100sqm of public realm
- 89 parking spaces allowing relocation of spaces from town centre sites with the potential to utilise existing bus routes on Hardings Way to access town centre quickly.

OPPORTUNITY SITES

6

Indicative proposals have been developed for seven further opportunity sites within the town centre. This board details those within the ownership of the Borough Council. All images are indicative and will need to be subject to further design and engagement prior to the submission of planning applications or commencement of works.

Southgates Regeneration Area

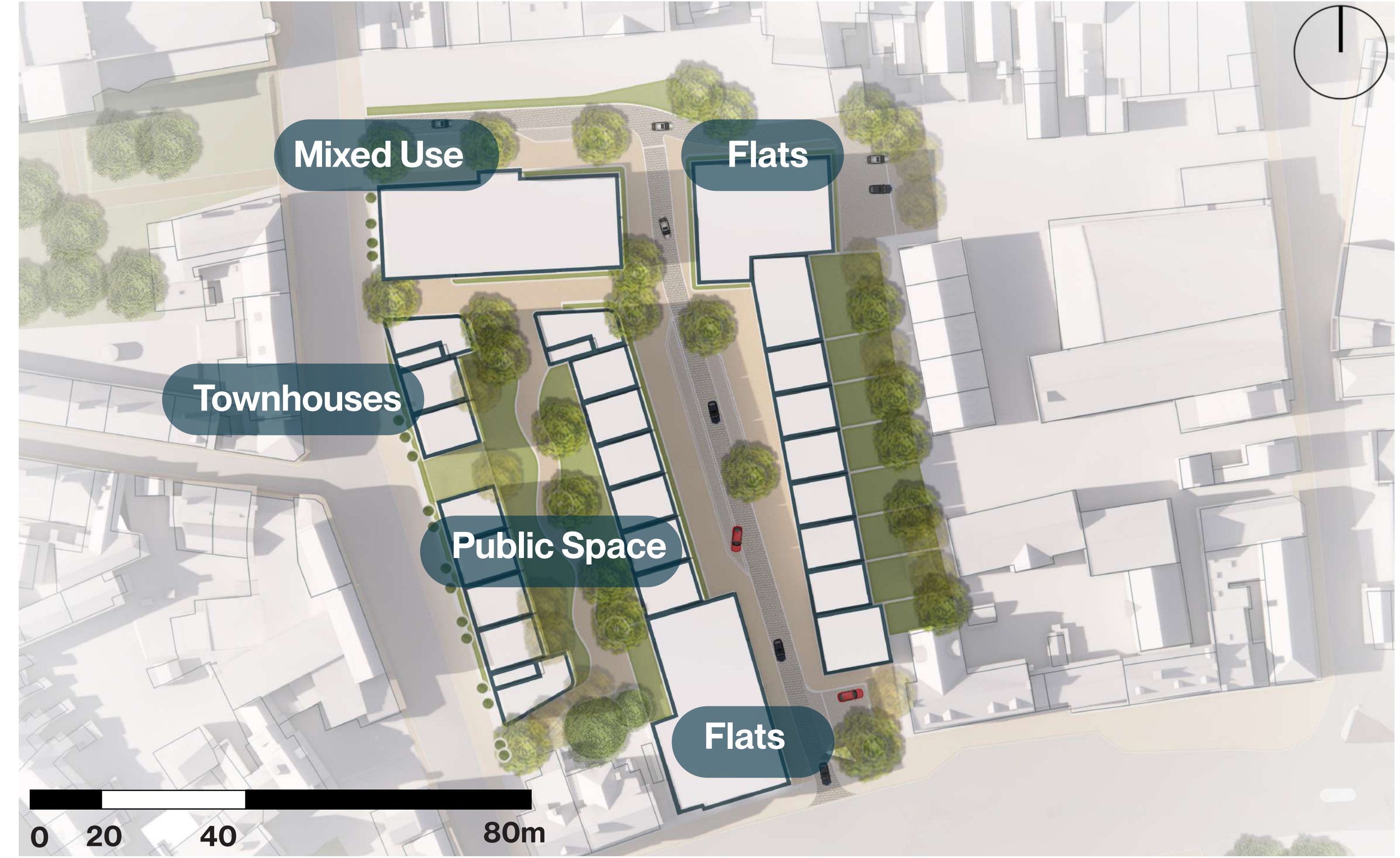
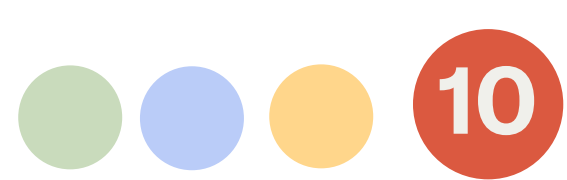


Southgates Regeneration Area presents an opportunity to create a more attractive and active gateway to King's Lynn by reducing traffic, improving public and active transport, and enhancing access to the local heritage, along with high quality new homes for the community, together with commercial and retail uses.

Subject to future refinement and design development, there is potential to deliver:

- 92 new homes
- 176sqm local retail floorspace
- 14,200sqm public realm

Church Street Car Park

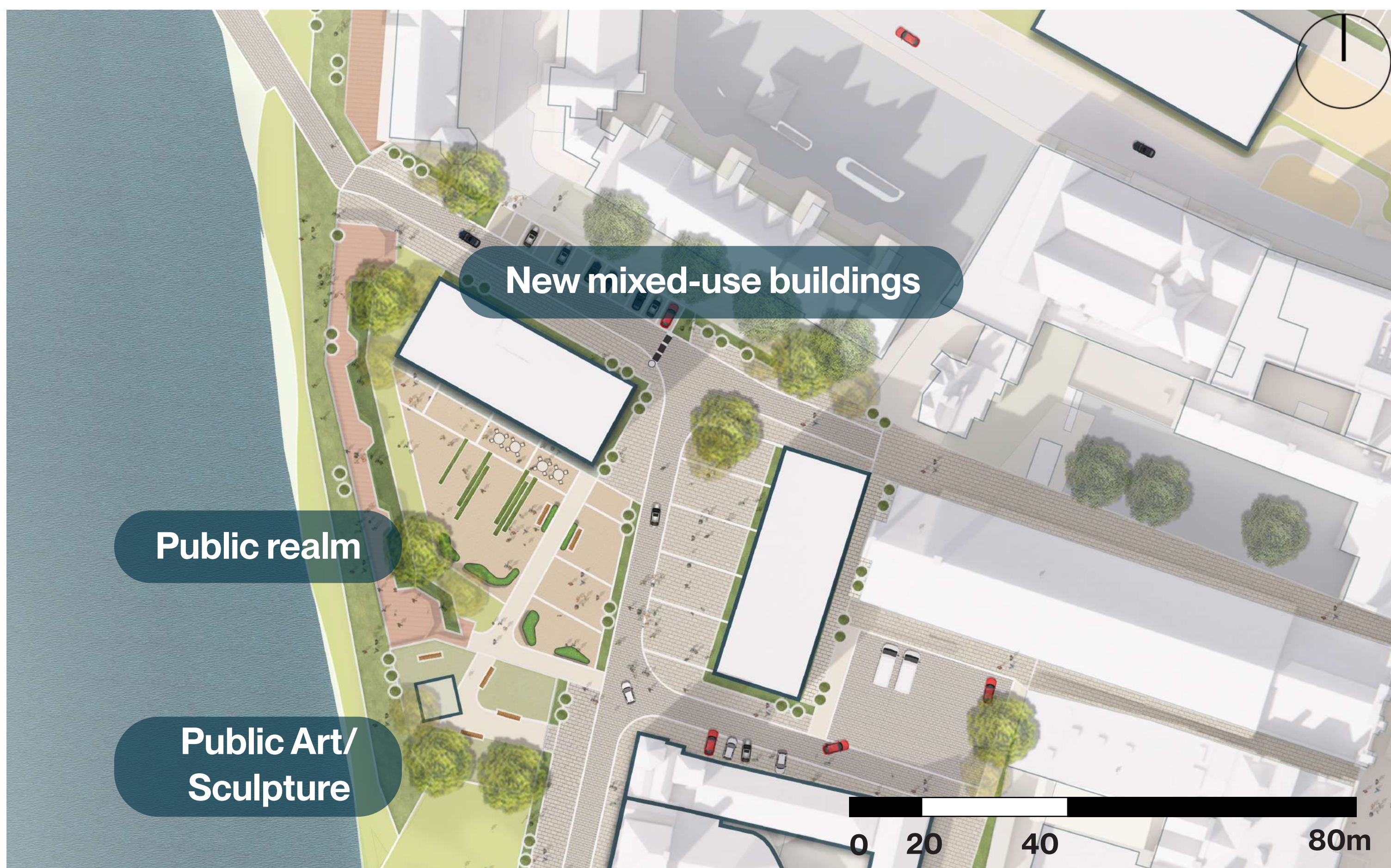
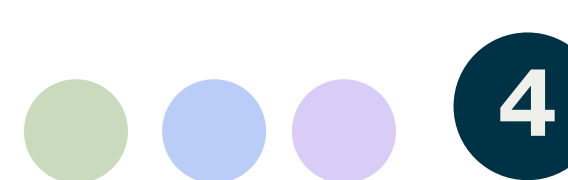


Church Street Car Park presents an opportunity to deliver high quality residential development alongside commercial floorspace and multifunctional public space which together repair the urban grain in a prominent town centre location.

Subject to future refinement and design development, there is potential to deliver:

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

Common Staithe Quay

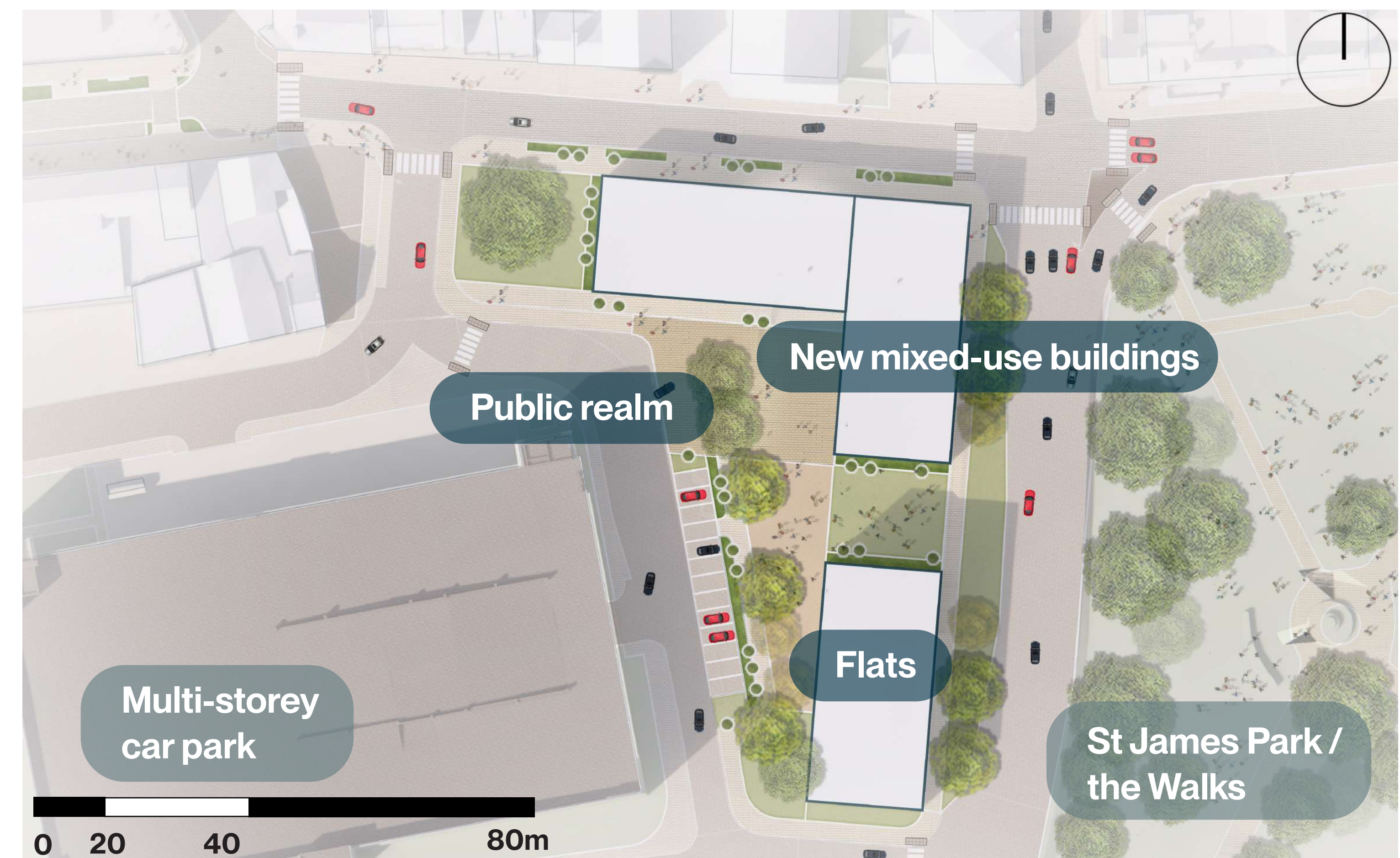


Common Staithe Quay presents an opportunity to provide a high quality, multifunctional public space which strengthens the relationship between the riverfront and town centre; with the potential for medium-scale development to the east and north of the site whilst supporting the function of the Corn Exchange.

Subject to future refinement and design development, there is potential to deliver:

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

St James Swimming Pool



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.

Subject to future refinement and design development, there is potential to deliver:

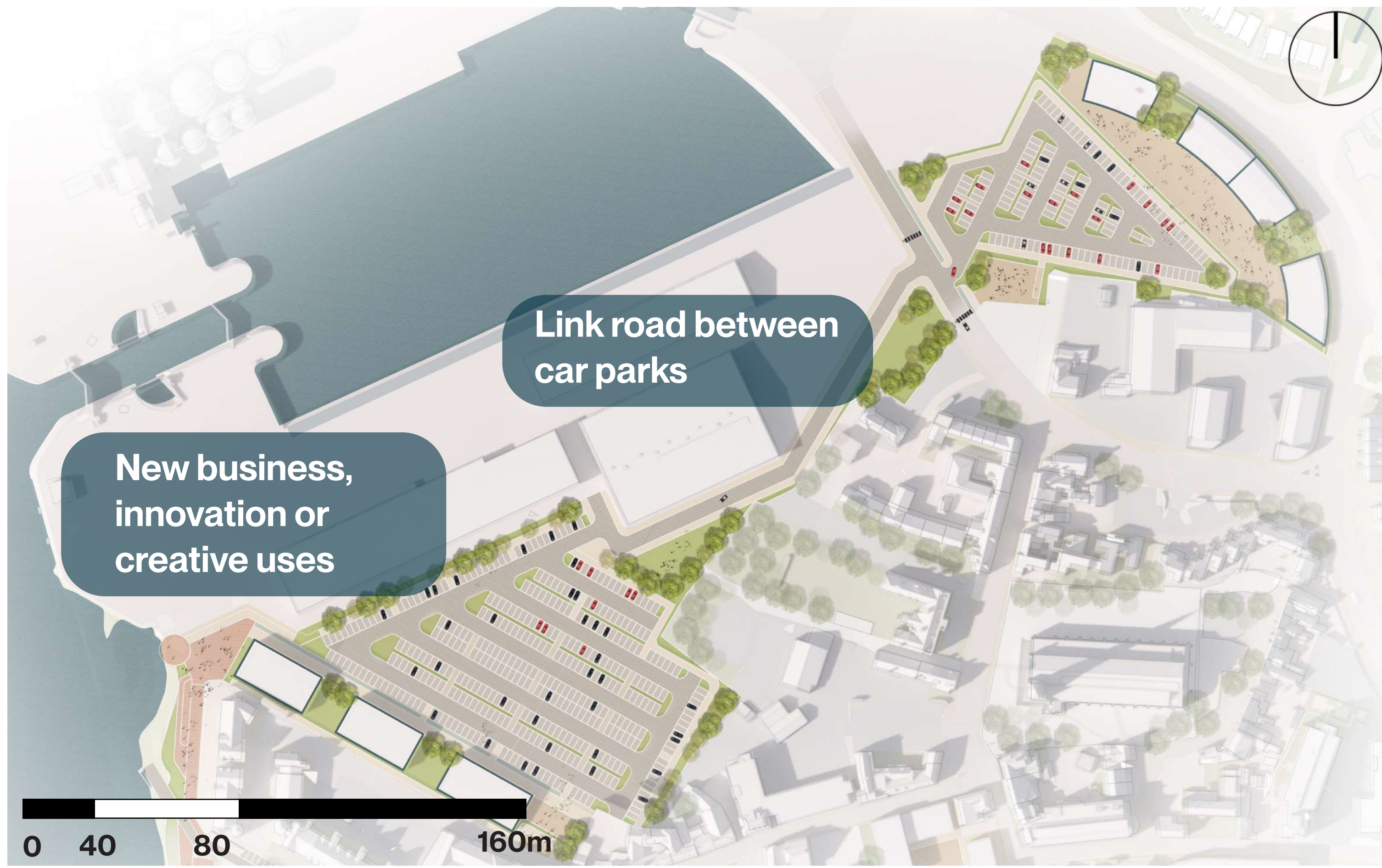
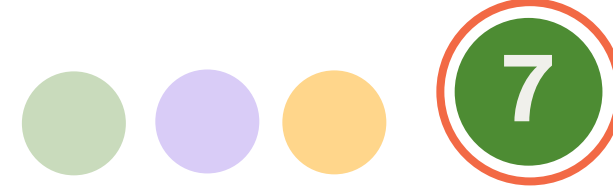
- 970sqm of non-residential floorspace (suggested healthcare or hotel)
- 59 new homes
- 17 parking spaces
- 2,100sqm of public realm/common surface/landscaping

OPPORTUNITY SITES

7

This board details the opportunity sites in private ownership. All images are indicative and will need to be subject to further design and engagement prior to the submission of planning applications or commencement of works.

Port Area and Timber Yard

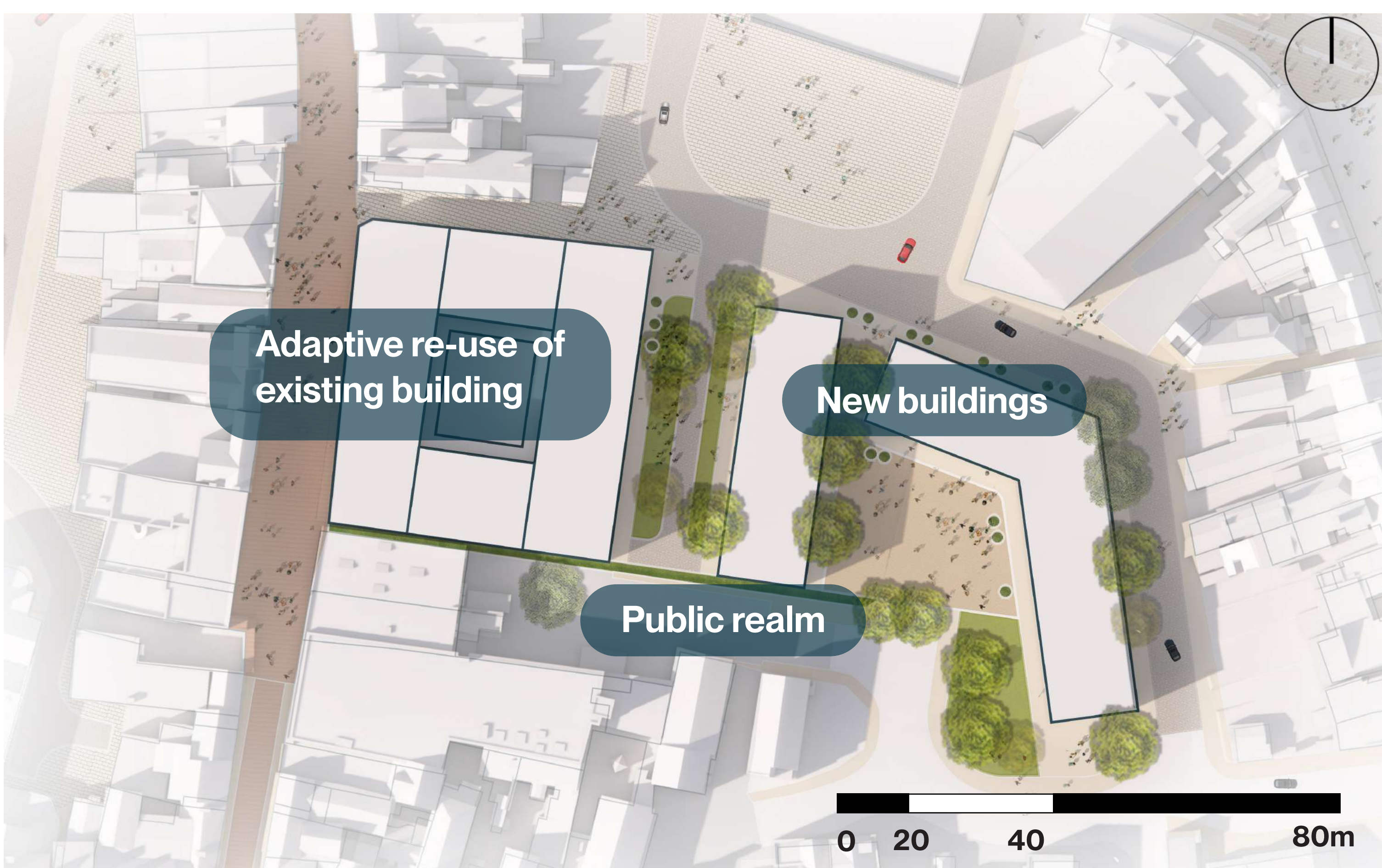
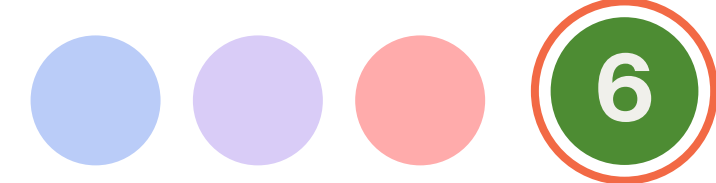


The Port Area and Timber Yard presents an opportunity to provide new parking facilities enabling relocation of car parking from the historic core to a less sensitive location. The port's role as a living part of King's Lynn's maritine history may be promoted through public realm interventions and complementary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

Subject to future refinement and design development, there is potential to deliver:

- **2,259sqm** of non-residential floorspace
- **519** parking spaces

Former Debenhams

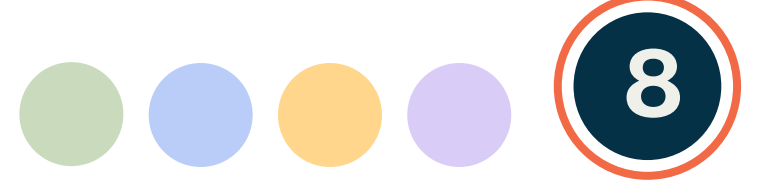


The former Debenhams building and St James Court car park present an opportunity to capitalise on a prime town centre location to provide mixed-use residential and commercial development which activates key frontages and integrates with its surrounds. There is potential for phased development or meanwhile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

Subject to future refinement and design development, there is potential to deliver:

- **1,400sqm** of Class E floorspace
- **70** new homes
- **1,000** sqm public space/common surface/landscaping

West Lynn



West Lynn 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 eastern edge.

Subject to future refinement and design development, there is potential to deliver:


- **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** new homes
- **105** parking spaces to enhance the 'park and sail' offer and enable reduction of town centre parking spaces.

MASTERPLAN SITES

8

The remaining sites subject to indicative proposals within the Illustrative Masterplan are detailed below. Some of these have been subject to previous studies or planning applications, which are noted where relevant, while others are being reconsidered or for the first time. Where projects are not subject to existing planning consents, all images are indicative and will need to be subject to further design and engagement prior to the submission of planning applications or commencement of works.

12




Former Post Office

- 34 new homes
- 1,905sqm commercial and community floorspace

As per existing planning consent 21/01568/FM- image copyright Yeates Design LLP

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13



Inner Purfleet

- 1,250 sqm public realm

As per 2025 study by BCKLWN and BDP.

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14



Pilots' Office and Former Baths Building

- 890 sqm cultural and community space

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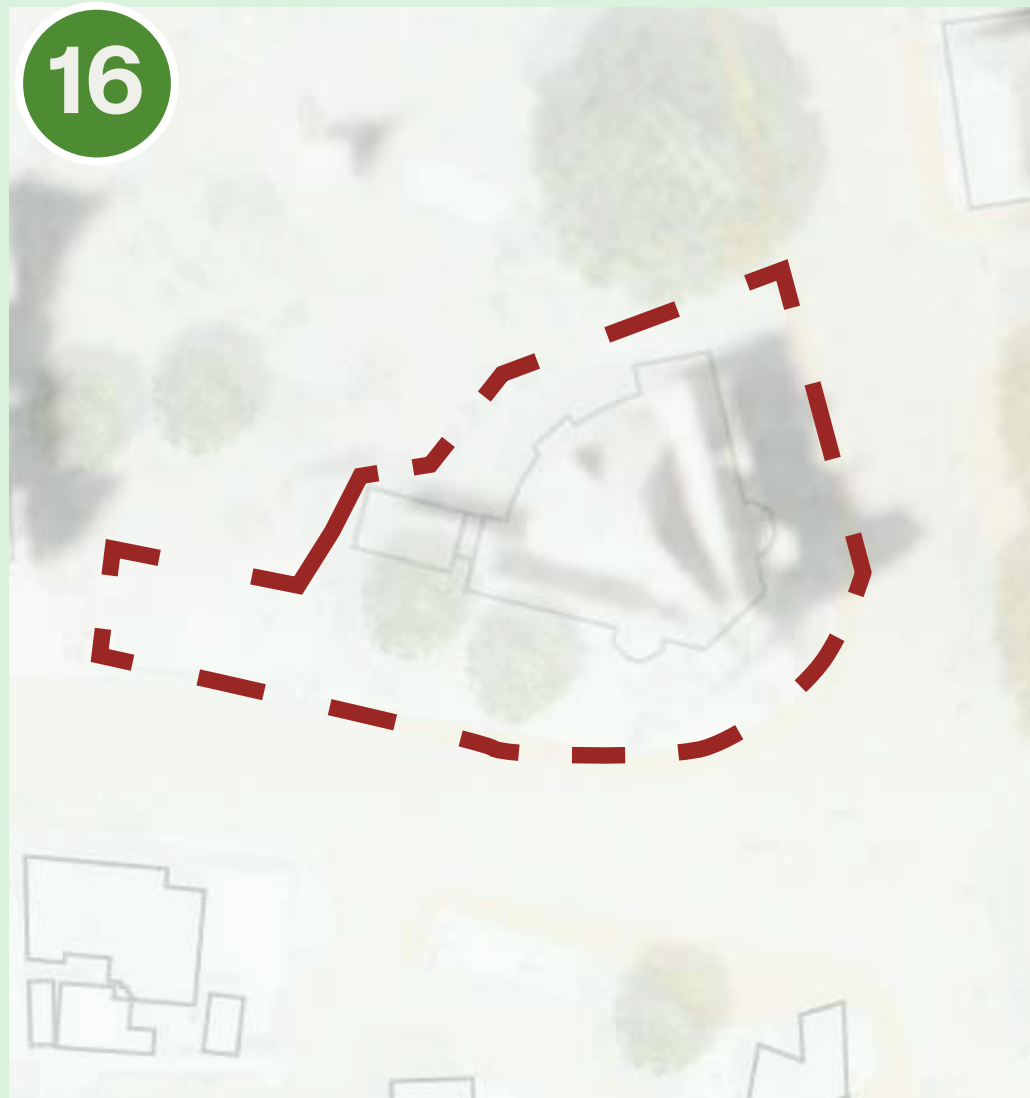
Hillington Square Phase 6 and Providence House

- 65 new homes
- 1,106sqm community floorspace

As per existing planning consent 23/01023/FM- image copyright Feilden + Mawson

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16




Former Carnegie Library

- 655sqm cultural and community floorspace
- 1,110sqm public realm acquired by The Workshop to create a performing arts and creative arts venue.

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17



Chapel Street Car Park

- 19 new homes

As per 2021 Heritage Action Zone proposal by BCKLWN and Feilden + Mawson

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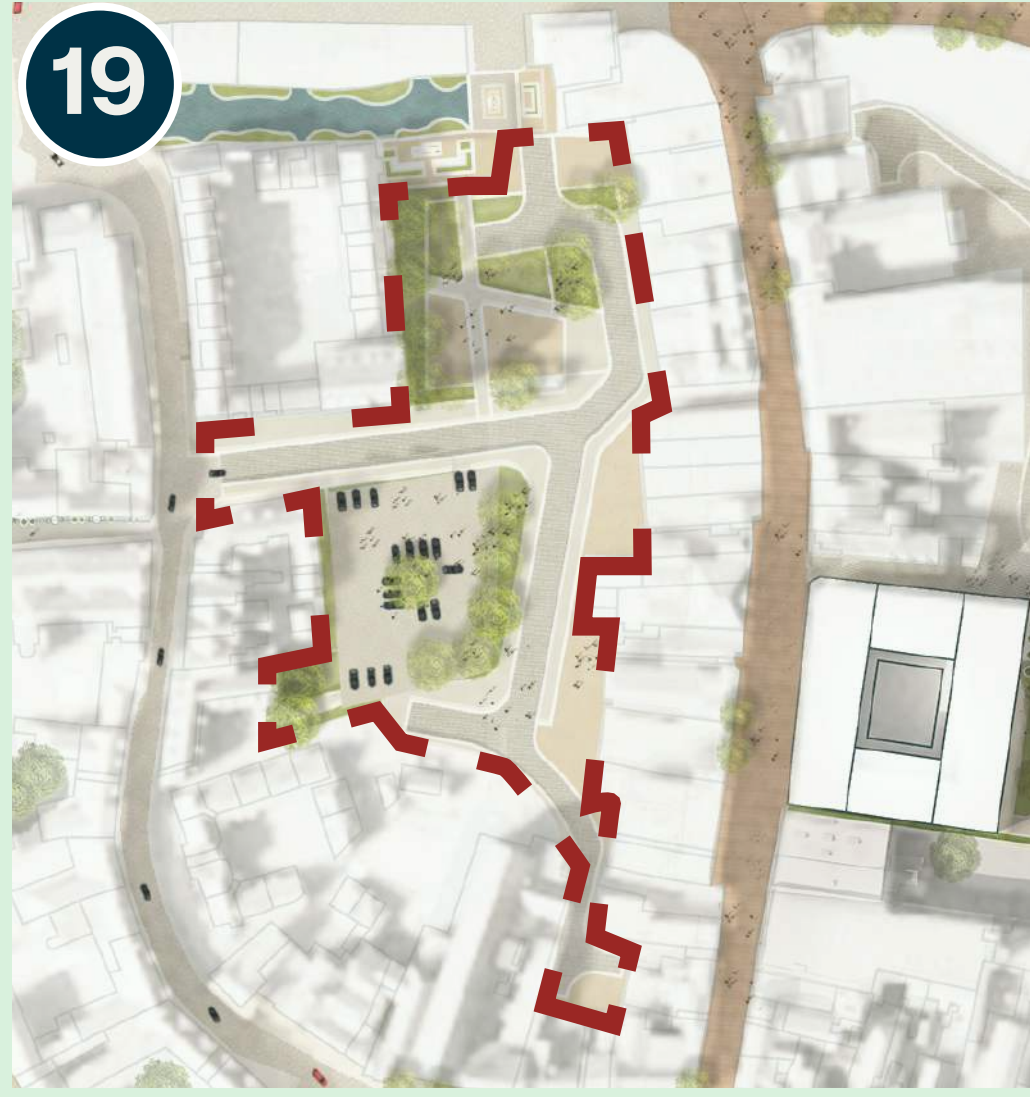


Austin Street East Car Park

- 68 car parking spaces
- New cycle lane to be delivered through STARS programme by Norfolk County Council.

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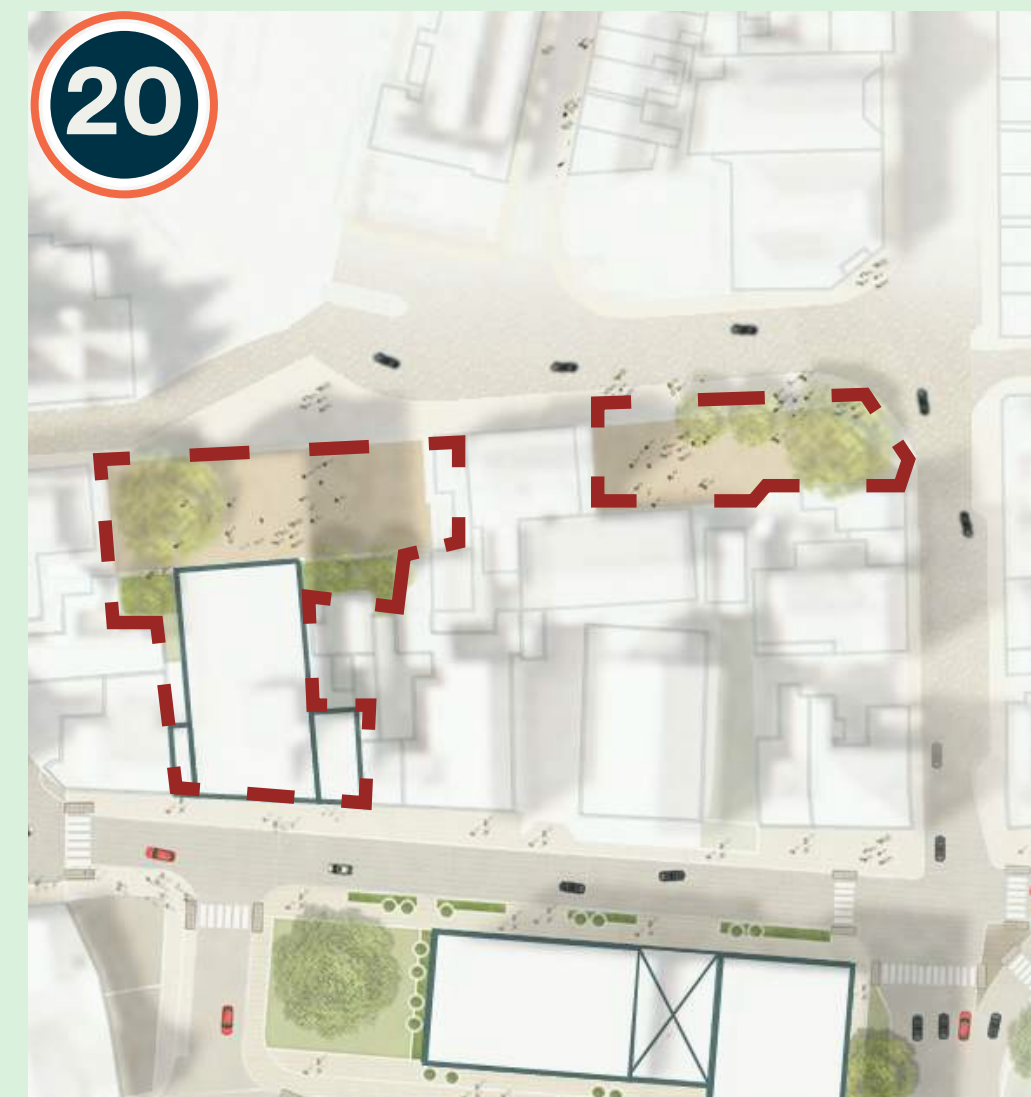


Baker Lane Car Park

- 1,500sqm public realm
- 50 retained car parking spaces

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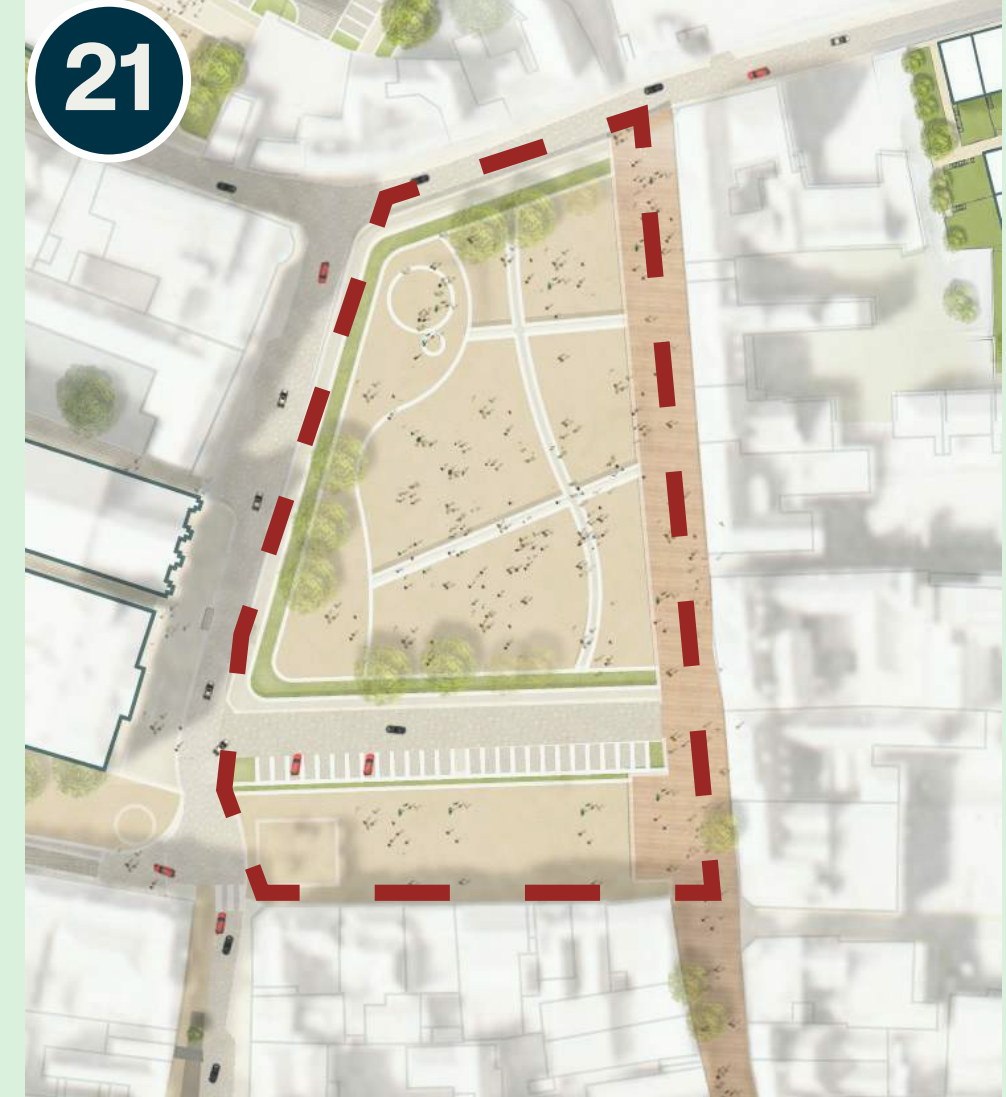


Old Market Street

- 1000sqm commercial space
- 1,025 sqm public realm

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21



Tuesday Market Place

- 6,650 sqm public realm to provide opportunities for more flexible uses and activities all year round.
- 25 retained car parking spaces

●

22



Saturday Market Place

- 1,000 sqm public realm / shared surface
- 15 retained car parking spaces

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23



Juniper, Austin, Albert Street Car Parks

- 67 residential units
- 4,250sqm public realm, common surface / landscaping

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24



St James Street

- 21 residential units
- 8 car parking spaces
- 740sqm landscaping

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