



King's Lynn Masterplan

Regeneration Prospectus

May 2026

BDP.

Borough Council of
King's Lynn &
West Norfolk



Built Original.

Foreword



Councillor Simon Ring

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

This prospectus provides a summary of the holistic masterplan developed for King's Lynn, demonstrating its role as a sub regional centre and opportunities for significant growth and regeneration. It is intended to provide a clear and compelling framework to guide future development 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.

This Regeneration Prospectus sets out the details of key opportunity sites identified by the Council whose delivery has the potential to catalyse wider changes across the town. We cannot do this alone, and support from funders and investors is required to achieve our ambition.

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

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Introduction

This Regeneration Prospectus sets out the details of key development opportunities within King's Lynn which can catalyse broader transformation across the town.

King's Lynn has historically occupied a strategic role within the East of England. The town's medieval riverfront and historic port were key to its early growth and continue to provide a distinctive identity and heritage of national and international significance.

In recent years, the town has evolved to become a hub for healthcare, manufacturing, engineering and culture, supported by rail connections to Cambridge and London. 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 serves as the principal commercial, retail and service centre for a large part of East Anglia. It is also the largest town within the forthcoming new West Norfolk Unitary Authority.

King's Lynn is set to grow significantly with a planned 4,000 home urban extension to the south east of the town and further housing target allocations to be made in the next Local Plan. This provides the opportunity to drive growth and broaden the town's offer, utilising underused brownfield sites and buildings to meet the future needs of the growing population.

The Borough Council's ambition is to capitalise on 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.

In recent years the Borough Council has begun to deliver on these ambitions via a range of projects including those progressed through the Towns Fund and Levelling Up funding which are now in the delivery phase.



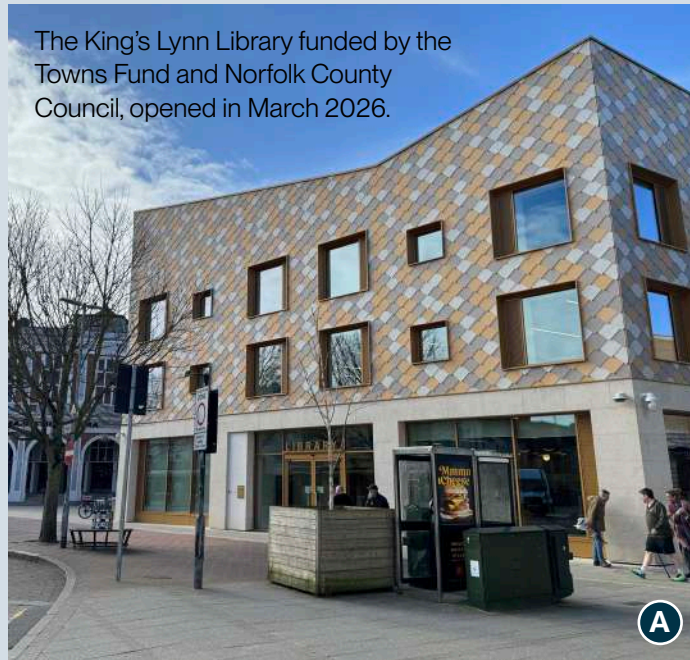
King's Lynn Neighbourhood Board 'Grand Vision'

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.

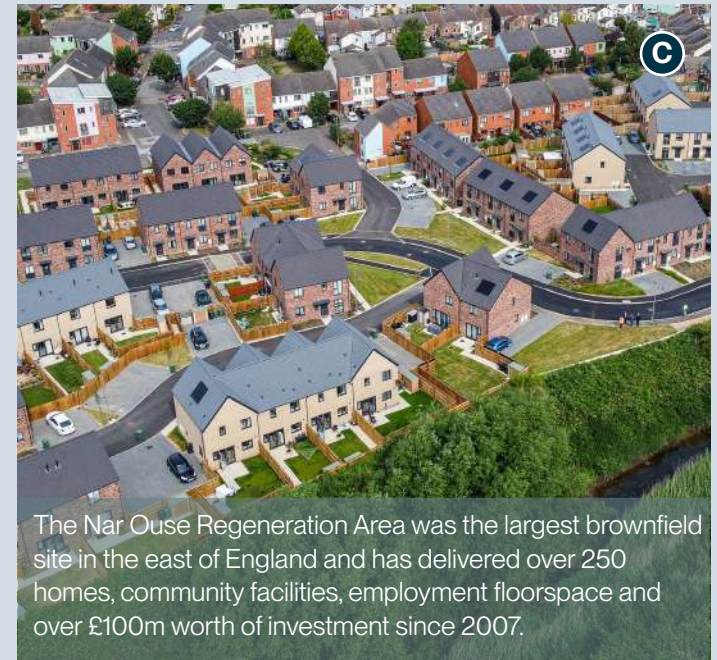
King's Lynn has secured significant investment over the last decade and been delivering against its strategic ambitions through its major housing partnership with Lovell, the Accelerated Construction Programme, Enterprise Zone programme, Towns Fund and Levelling Up Fund. Work continues on building on this investment and delivery to date to continue the regeneration that has begun.

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. Extensive engagement was undertaken to inform this programme and set a 'Grand Vision' and priorities for the King's Lynn Neighbourhood Board.

The continued vibrancy and economic prosperity of King's Lynn is dependant on addressing socio-economic challenges and providing opportunities through regeneration to ensure it remains a place where people choose to live and work. 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 King's Lynn Library funded by the Towns Fund and Norfolk County Council, opened in March 2026.



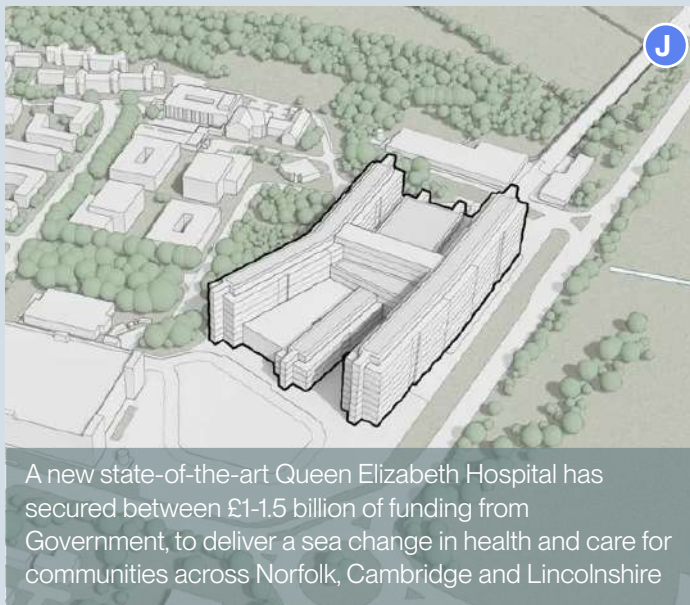
The Nar Ouse Regeneration Area was the largest brownfield site in the east of England and has delivered over 250 homes, community facilities, employment floorspace and over £100m worth of investment since 2007.

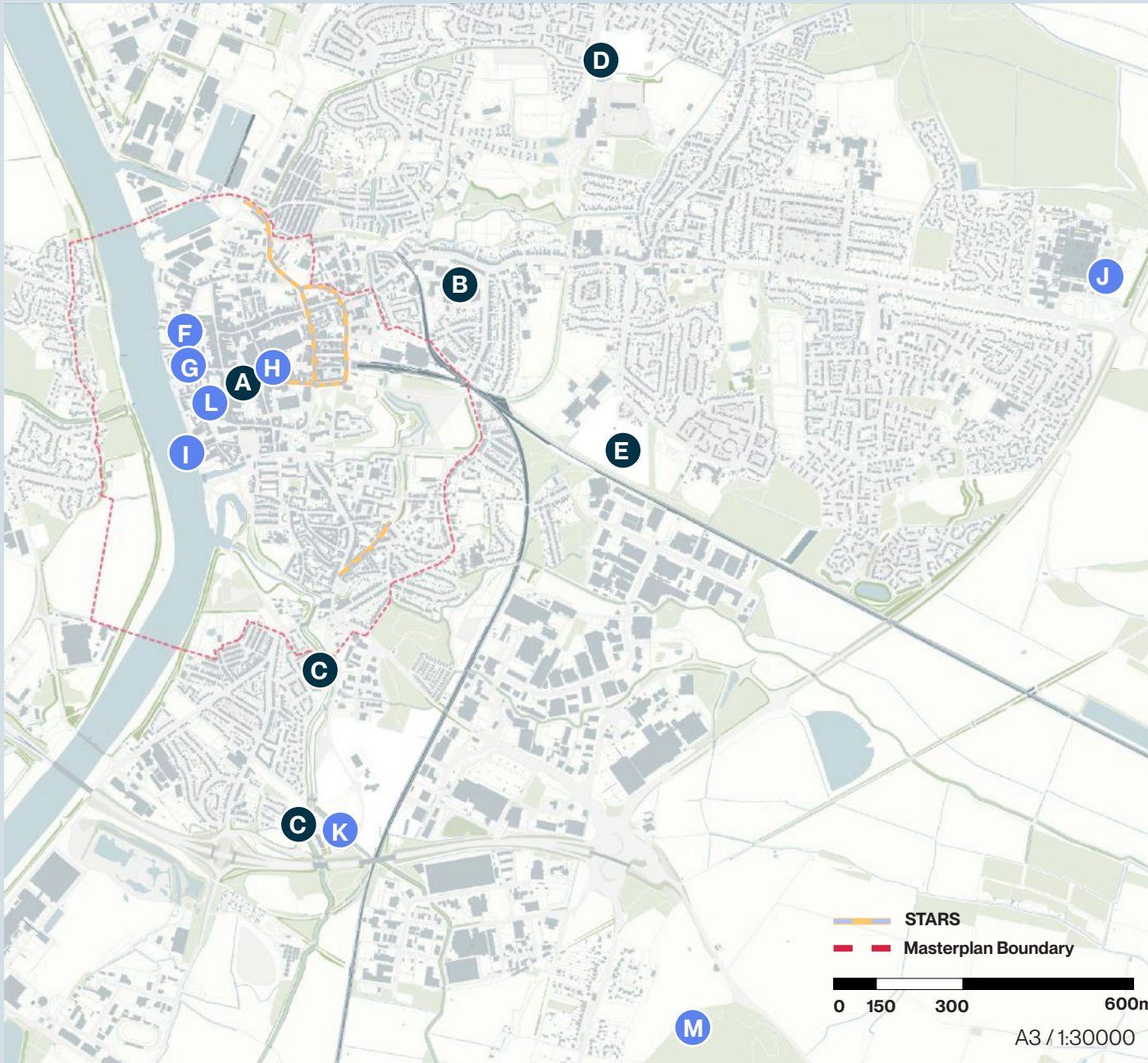


The King's Lynn Enterprise Park is a 15ha business park owned solely by BCKLWN, providing circa 48,000sqm of commercial floorspace with links to the A17, A47 a, A10 and mainline railway services to King's Cross.



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





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 ● ● ● ●

— STARS
 - - Masterplan Boundary

0 150 300 600m

A3 / 1:30000

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

King's Lynn Masterplan

The King's Lynn Masterplan articulates how the 'Grand Vision' for King's Lynn can be translated into a practical plan for delivery of improvements to the built environment over the next 20 years.

A bespoke vision for the physical regeneration of the town seeks to promote a cohesive, town-wide approach to key issues such as flood risk, movement and access, housing delivery, and provision of open space.



The 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 town centre brownfield sites into use
- Deliver new sustainable high quality town centre living
- Celebrate the riverfront

Masterplan Strategies

The Masterplan vision has informed six town-wide strategies. These will provide a co-ordinating framework for a series of site-specific interventions set out in the remainder of this prospectus which collectively represent a major opportunity for the sustainable regeneration of King's Lynn.



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

Reinforce King's Lynn's role as the social, cultural, and economic heart of West Norfolk through land uses which meet the needs of local people, nurture local talent and industries, and focus energy, investment, and connectivity in the town centre.



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, open spaces and green infrastructure, and look for opportunities to sensitively enhance and add to these. Ensure a high quality of environment for existing and future users.



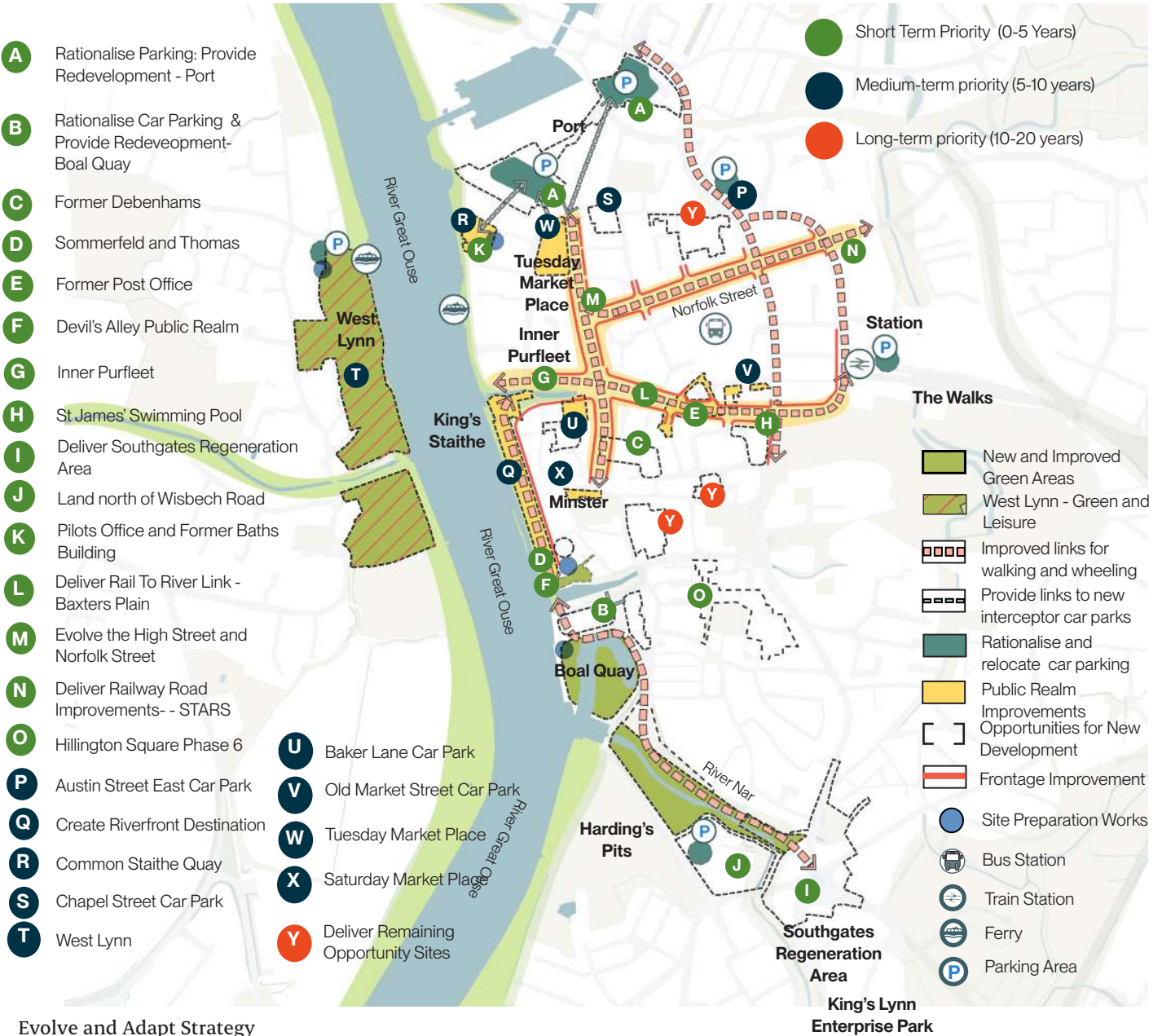
Transport and Access

Build a connected, people-first town by stitching walking and wheeling, cycling and public transport into a coherent door-to-door network, making everyday travel and visitor access easy, inclusive and low-carbon.

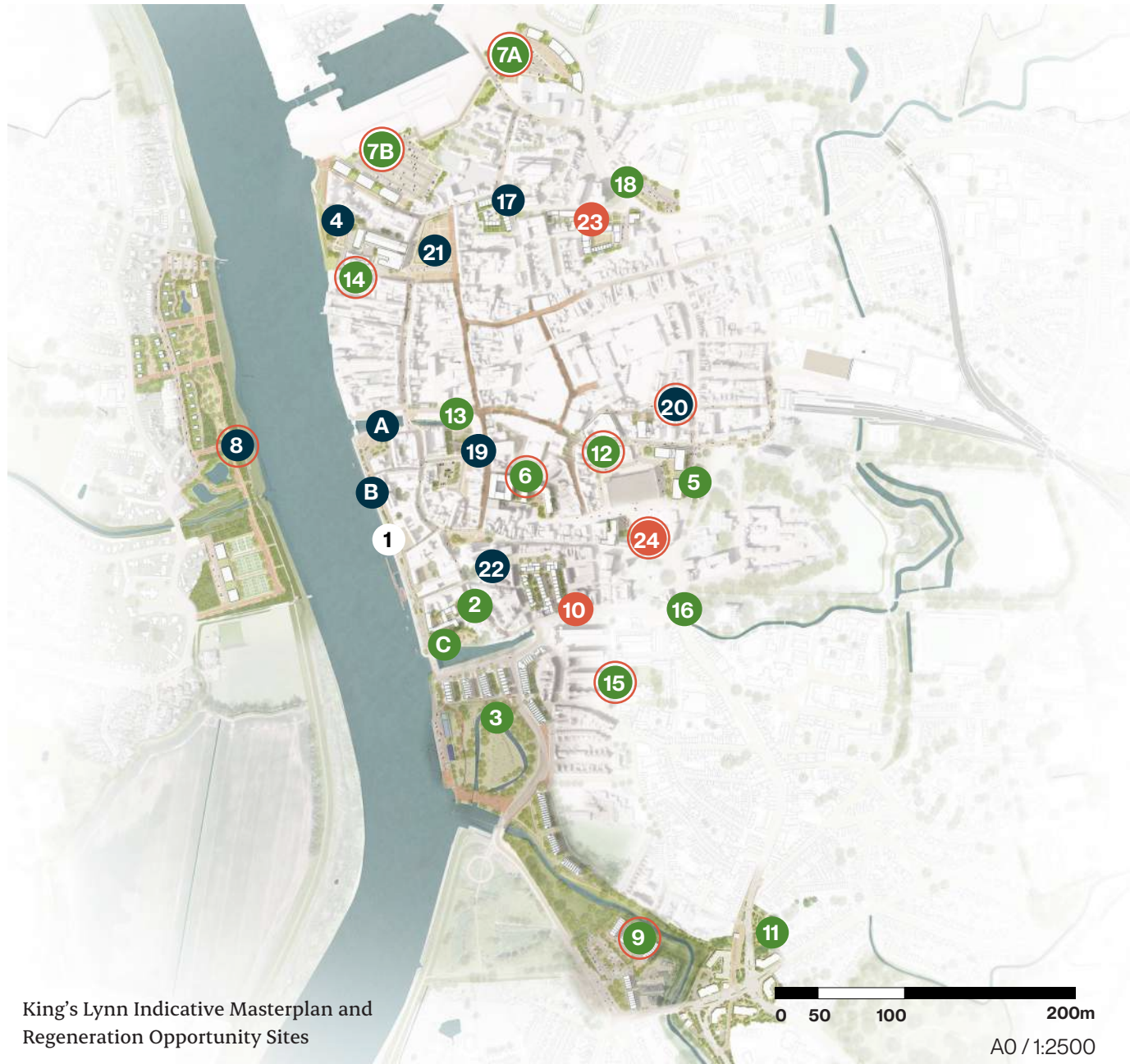


Built Form and Public Realm

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



The Opportunity



King's Lynn Indicative Masterplan and Regeneration Opportunity Sites

Guided by the overarching framework set, the Masterplan identifies a number of 'opportunity sites' within the town centre which are well-placed for investment to deliver on the vision and strategies identified.

In combination with existing planned projects within the town, this demonstrates the opportunity for a step-change in delivery of new housing and public realm within the town centre.

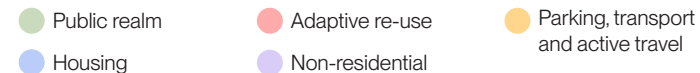
Overall, there is potential to deliver:

- **Around 750 new homes**
- **Over 18,000 sqm sqm of non-residential floorspace**
- **Over 16.5ha of new public realm / common space/ landscaping**

Numbers indicate the maximum potential development options and subject to the further decisions about the sites.

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

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
Ⓐ King's Staithe Square	-	-	-	-	2,590	
Ⓑ South Quay	-	-	-	-	7,150	
Ⓒ 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	

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.



Current Use: Vacant building

Ownership: Local Authority

Total Area: 0.17ha, plus 0.13ha silo site



Site designations / constraints

- 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 site 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 plan has been developed which provides:

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



Indicative Plan

0 10 20 40m

A3 / 1:500

Boal Quay

3

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.



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.

An 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



Indicative Plan

0 20 40 80m

A2 / 1:1000



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.



Current Use: Surface car park

Ownership: Local Authority

Total Area: 4280 m²/ 0.428 ha



Site designations / constraints

- 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

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 plan 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



Indicative Artist's Impression



Indicative Plan



A3 / 1:500



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.



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

Ownership: Local Authority



Site designations / constraints

- 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).

The opportunity

The site 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 plan 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



Indicative Plan

0 10 20 40m

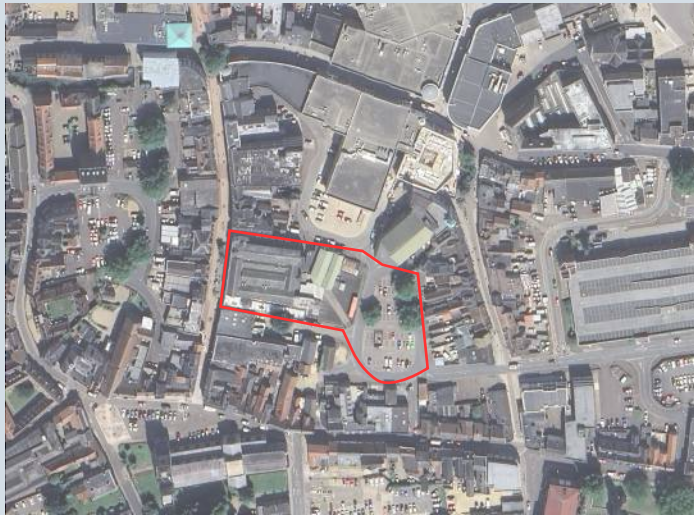
A3 / 1:500

Former Debenhams Building

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 designations / constraints

- 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

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

Ownership: Third party and Local Authority (car park)

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 plan has been developed which provides:

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



Indicative Plan

0 10 20 40m

A3 / 1:500

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.



Current Use: Port-related activities and timber yard

Ownership: Third Parties

Total Area: 25,200 m² / 2.52 ha



Site designations / constraints

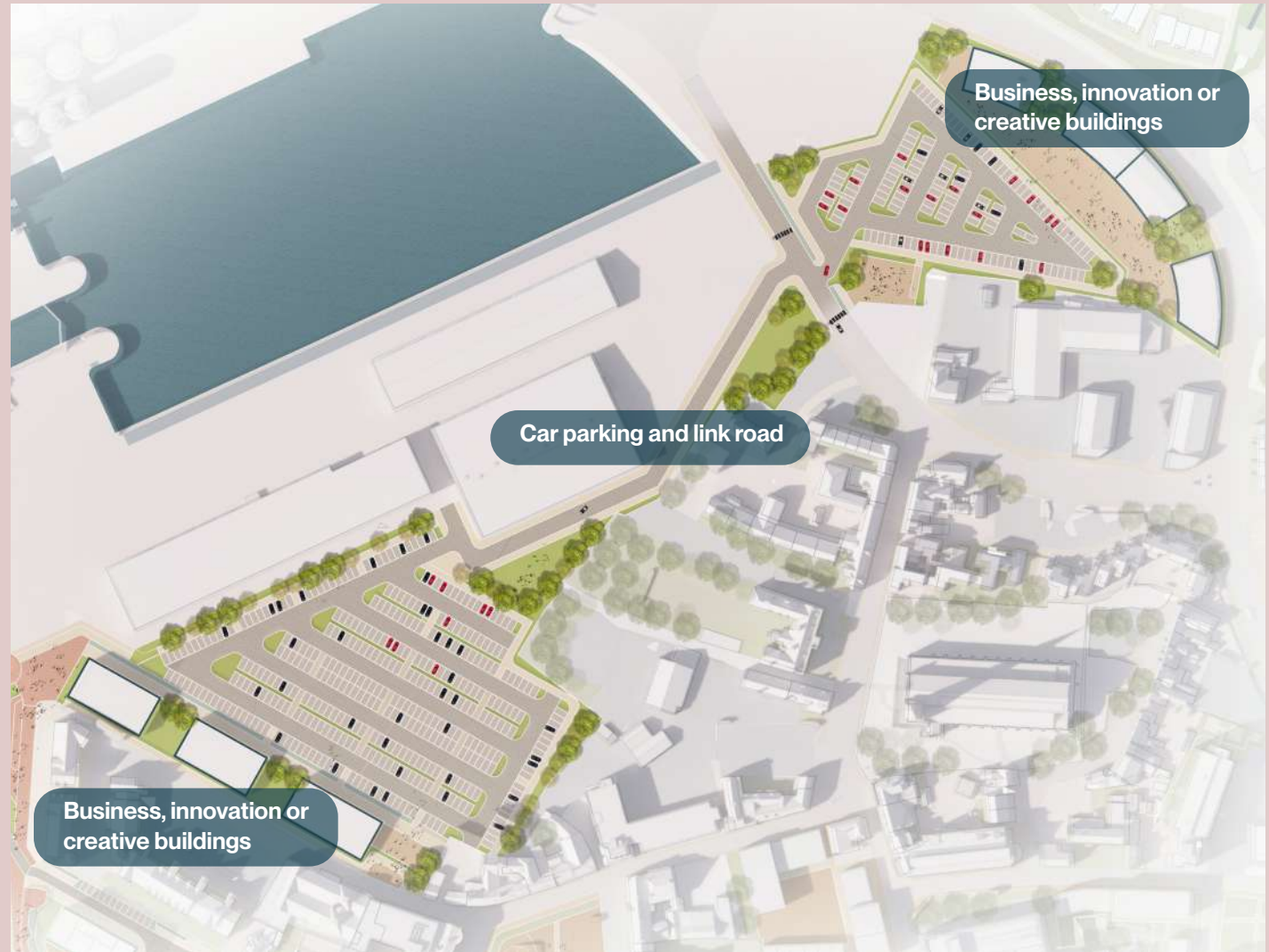
- Local Plan designation E1.2 King's Lynn Port covers the northern parcel of land, within which proposals must have regard to their compatibility with the port. Previous applications for residential redevelopment of the timber yard have been refused (11/00310/OM)
- Flood Zones 2 and 3
- Widespread contamination 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 maritine history may be promoted through public realm interventions and complementary business, innovation or creative activities.

An indicative plan has been developed which provides:

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



Indicative Plan

0 20 40 80m

A2 / 1:1000

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



Site designations / constraints

- 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

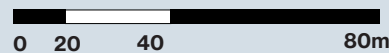
The West Lynn site presents an opportunity to improve visual and functional connections with the town centre through enhancements to access, public realm and nature-based leisure. While built development should be limited in response to the site's environmental value and constraints, there is potential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

An indicative plan has been developed which provides:

- 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



Indicative Plan



A2 / 1:1000

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, 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.



Image Source: Google Street View



Image Source: Google Street View



Current Use: Industrial

Ownership: Third-party

Total Area: 1.65ha



Image Source: Google Street View

Site designations / constraints

- 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



Indicative Plan

0 15 30 60m

A3 / 1:750

Church Street Car Park

Church Street comprises a 243space 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



Site designations / constraints

- 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



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



Indicative Plan



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)



Site designations / constraints

- 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.

The Grade I listed South Gate will be the centrepiece to the area, retaining its historic function as the entrance to the town, with an improved setting that is no longer compromised by vehicle dominance. This will be delivered by improvement and simplification of the road junction to ensure efficient movement of motorised vehicles alongside safe and convenient pedestrian and cyclist access.

Provision of significant areas of public realm and green space will offer opportunities for recreation and reflection, integrating with the existing offer within and beyond the site, and capitalising on connections to the River Nar.

New mixed-use development will provide high quality new homes for the community, together with commercial and retail uses which activate the area as a local destination.

A feasibility proposal has been developed to provide:

- **92 residential units**
- **176sqm of commercial floorspace**



Indicative Plan

0 15 30 60m



Former Post Office

12

The former Post Office building is located on Baxter's Plain within the town centre of King's Lynn and occupies a prominent island site within an important civic space. Constructed in 1939 as a Post Office and Telephone Exchange, the building was designed in a Neo-Georgian style and historically served as a key communications hub for the town and surrounding region. Although the building ceased operation as a post office in 2007, it remains a notable civic landmark that contributes to the character of Baxter's Plain and the surrounding townscape. The site sits close to several heritage assets and the wider conservation area, reinforcing its historic role within a cluster of public buildings in this part of the town. Current regeneration proposals for Baxter's Plain identify the building as an opportunity for adaptive reuse.



Current Use: Vacant building

Ownership: Private

Total Area: 0.19 ha



Site designations / constraints

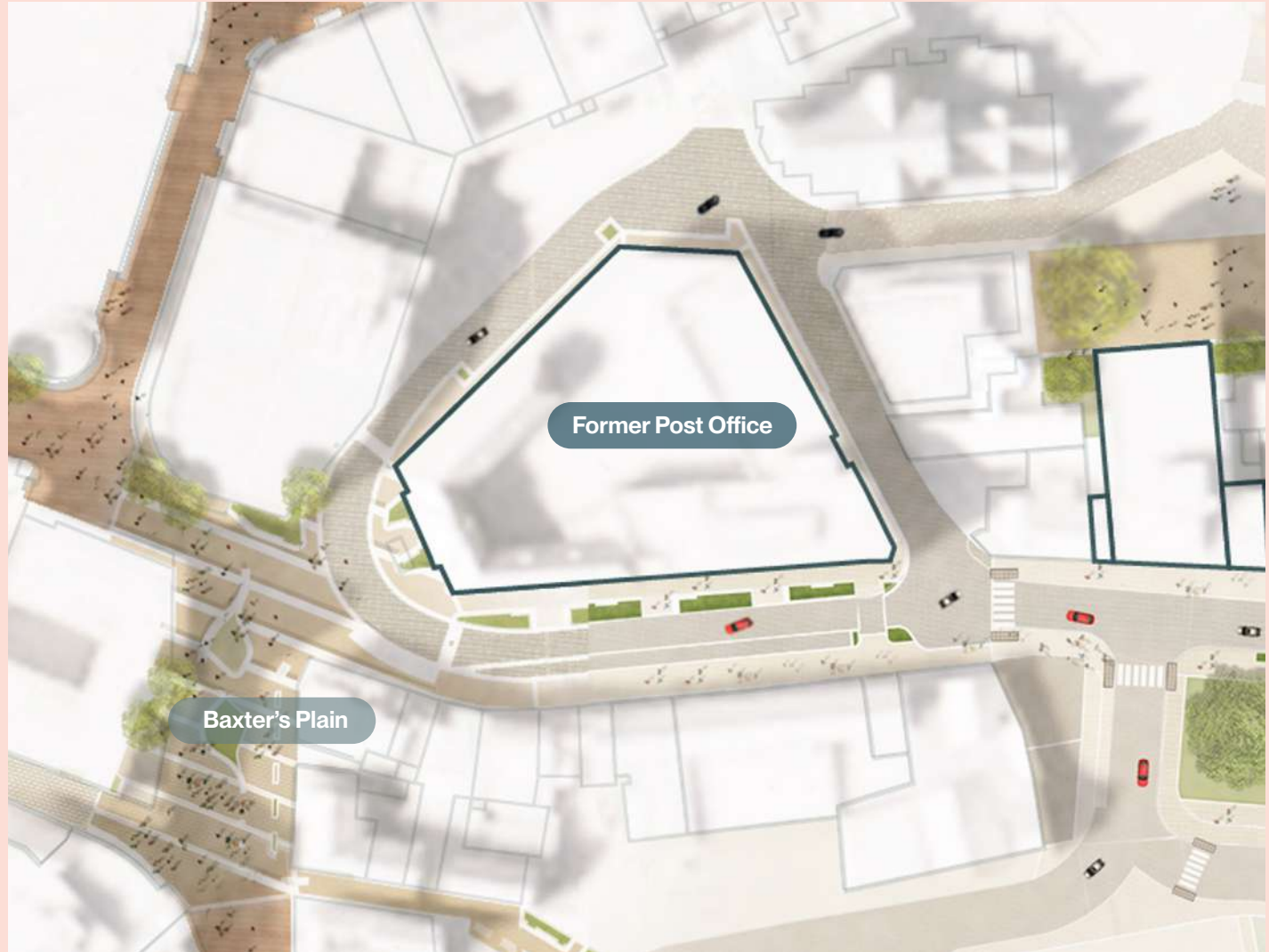
- The site is located adjacent to the King's Lynn Conservation Area.
- Several Grade II listed buildings are located in close proximity.
- Extant planning consent for 34 apartments and 1905sqm of non-residential floorspace.

The opportunity

The proposal aims to revitalise the former Post Office site, which benefits from an implemented planning consent, through the adaptive reuse of the existing building. The scheme introduces a mixed-use development with active commercial uses at ground floor and residential units above, helping to increase activity and footfall within the town centre. By bringing the currently underused building back into productive use, the development supports the wider regeneration of Baxter's Plain and strengthens its role as an important civic space.

The extant planning consent for the site provides:

- 34 residential units
- 1,905 sqm of non-residential floorspace



Indicative Plan

0 10 20 40m

A3 / 1:500

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.



Current Use: Operational quayside, highway, and public realm

Ownership: Various including Local Authority



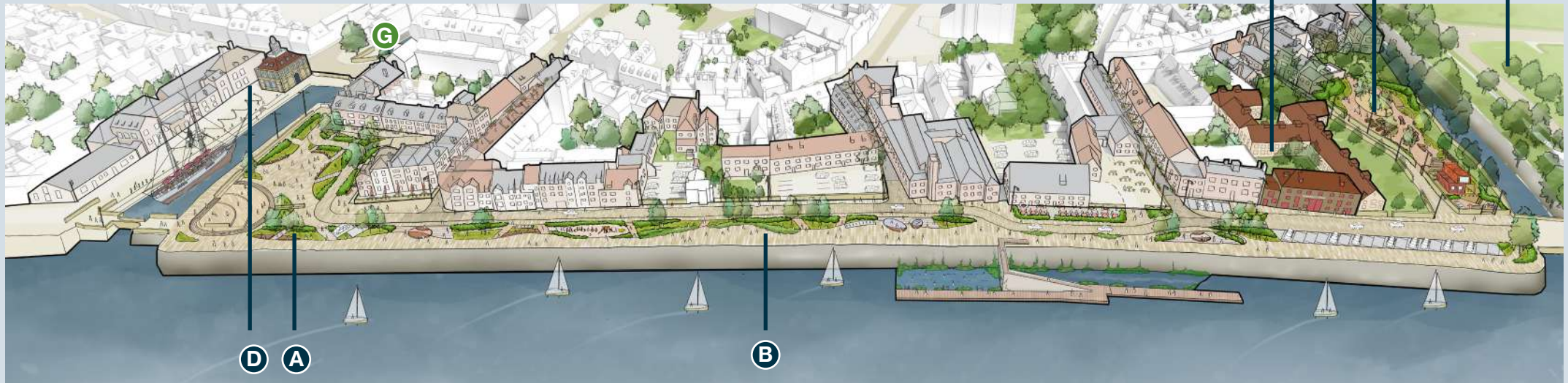
Site designations / constraints

- 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)

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.



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.

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 2)

F Sommerfeld and Thomas Warehouse

G Inner Purfleet

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.



Indicative Artist's Impression



RIBA Stage 2 Concept Design

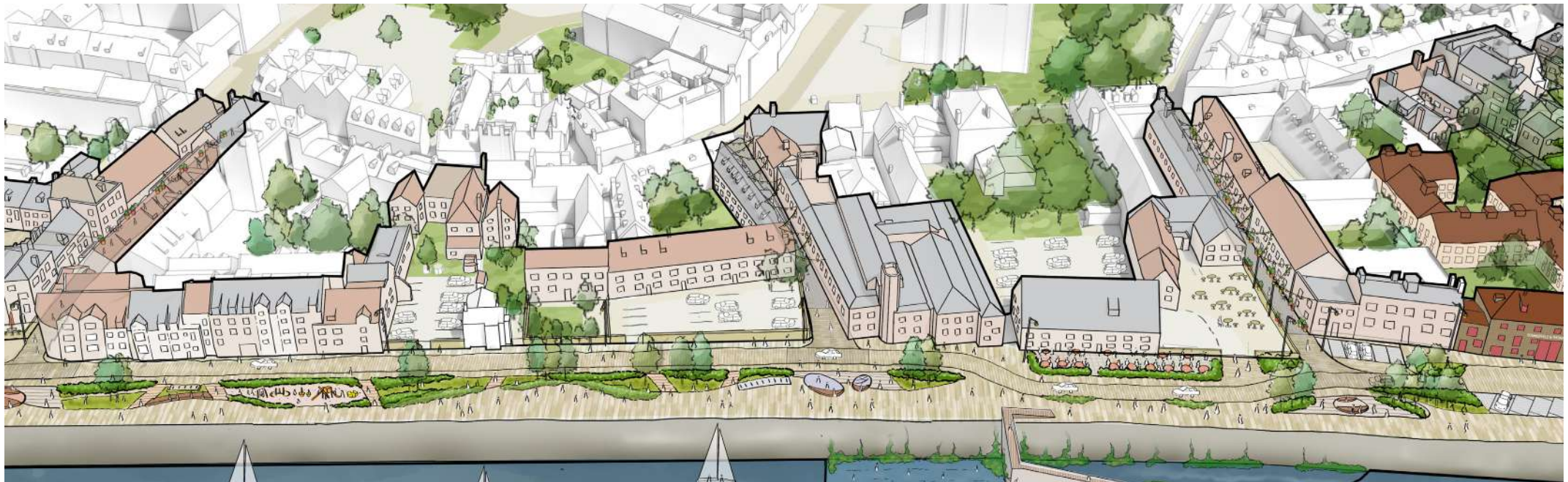
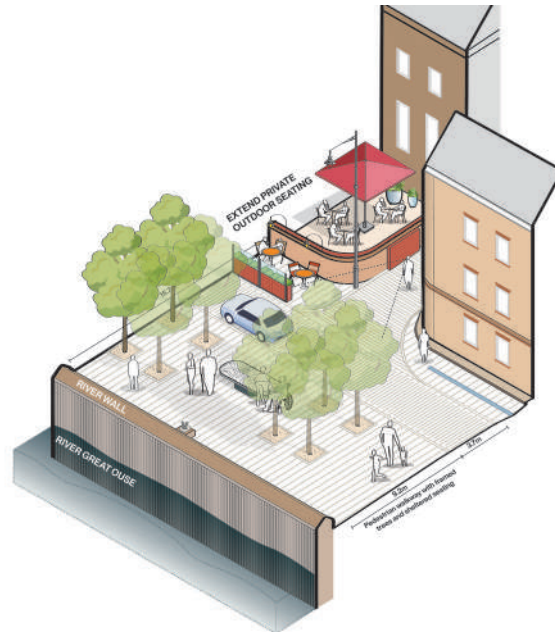
South Quay



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.

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



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.



Indicative Artist's Impression



RIBA Stage 2 Concept Design

West Winch Masterplan

The West Winch Strategic Growth Area is the largest and most strategically important site for housing in West Norfolk and will bring up to 4,000 new homes as well as a new housing access road. It will also offer employment opportunities, commercial space, community resources, health facilities, education, play facilities, public open spaces, and transport links all on one site.

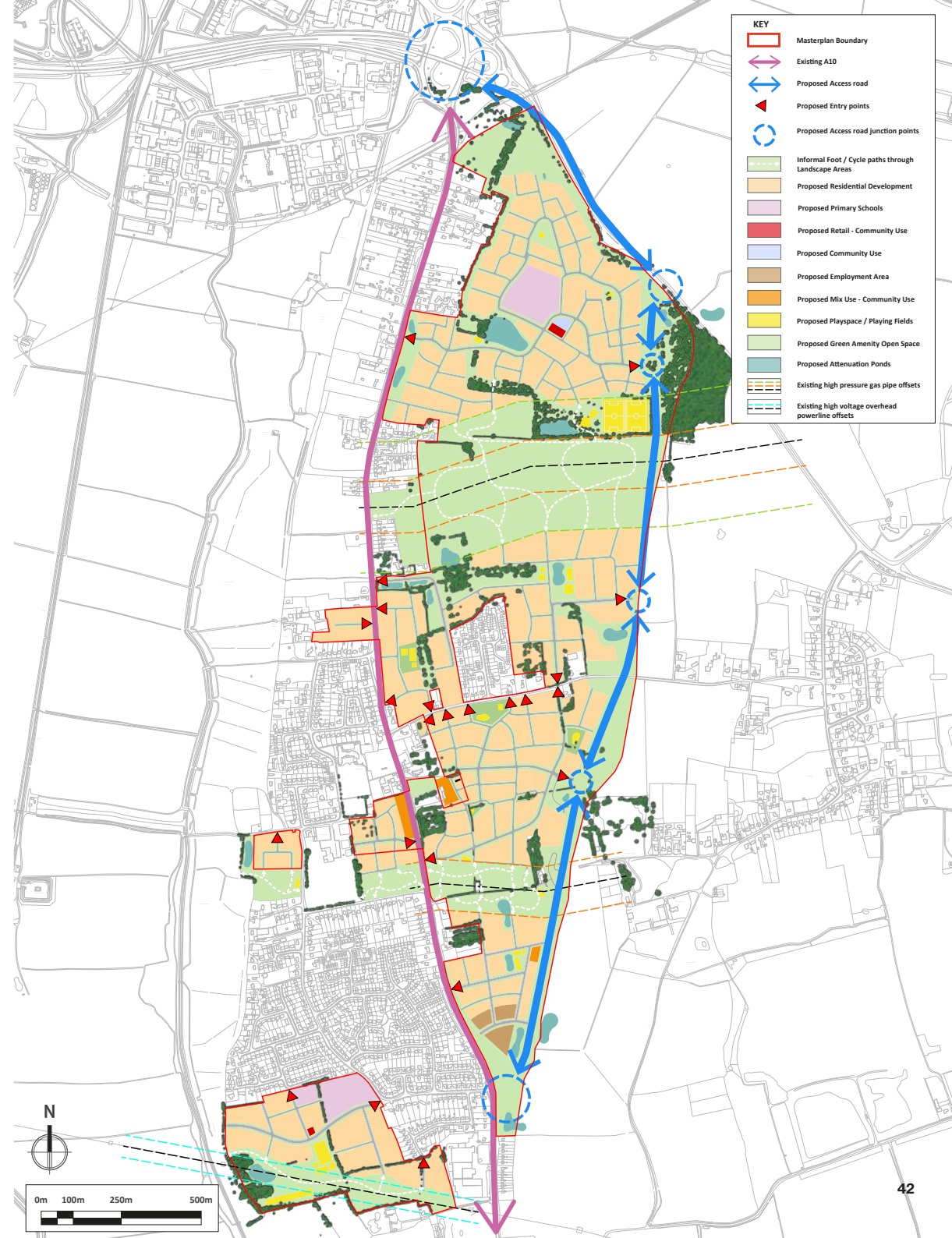
The aim is to integrate a large number of new homes and associated facilities with the existing village community, create a range of major improvements, and shape a place that promotes a sense of community among its residents - existing and new.

Location

The West Winch Strategic Growth Area is a significant area of land covering 196 hectares. The growth area is located to the south-east of King's Lynn and includes parts of the parishes of West Winch and North Runcton. It is roughly bounded by the A10 to the west, the A47 to the east, and the Setchey to Blackborough End road to the south. It stretches around 3.5km north-south and around 1.5km east-west. The area fringes the village of West Winch and the main road (A10) north towards King's Lynn town.

At the core will be up to 4,000 new homes to meet housing need - of which 20% will be affordable housing. But the site will offer much, much more:

- Means of access including a housing access road, new road junctions and alterations to existing junctions
- Employment land
- Local commercial centres including community, residential and healthcare uses
- 2 new primary schools
- Playing fields
- Open green spaces and other amenity areas
- Drainage systems
- Public transport, cycle, and pedestrian routes
- Other related physical infrastructure.



West Winch Masterplan, by WSP

West Winch Masterplan

Planning status

- Allocated for up to 4000 homes in local plan.
- Neighbourhood Plan including policies relating to the growth area adopted.
- SPD Framework Masterplan Adopted
- Outline planning permission for up to 1110 new homes.
- A further outline planning application for 500 homes currently being considered by planning team
- Planning Permission for West Winch Housing Access Road granted

Land ownership

There are three elements of landownership.

- Northern Portion
- Collaboration Land
- Zurich Assurance Land (Metacre)

The northern portion has outline planning for up to 1110 homes and the landowners have a developer on board.

The remaining land falls within the collaboration agreement land area or the Zurich Assurance land ownership.

Zurich own 131 acres of land. An outline planning application for 500 homes has been submitted by Metacre and is currently pending consideration.

The Collaboration Land comprises of 220 acres, owned by multiple landowners collaborating through a Collaboration Agreement that is in place. There is currently no developer engaged for this land.

West Winch Housing Access Road (WWHAR)

A key element of the Local Plan allocation is the provision of a West Winch Housing Access road. This will serve the growth area and make sure traffic from the new development has a minimal impact on the existing A10 as it passes through the village of West Winch. Specific access points will draw traffic away from the A10.

The West Winch Housing Access Road will also address existing traffic problems on the A10 by providing an alternative route around the village that conforms to Major Road Network standards.

Norfolk County Council, supported by the Borough Council, have completed the full design of the road and obtained full planning permission.

Funding of £120m to deliver the road in full has been secured from both DFT and Homes England to deliver the road. There is a developer contribution of £14 m across the entire growth area towards the road. This has been forward funded by Homes England and will be recovered as part of the Framework S.106 contributions.

Works to divert two high pressure gas mains on site have commenced with the construction of the road scheduled to commence in early 2027 and completion in 2029. Norfolk County Council will deliver the WWHAR.

Collaboration agreement

A legal agreement that allows multiple landowners to work together in a fair way so they can bring forward their land for development and make an equal contribution to the strategic infrastructure.

Progress to date and key milestones

- **2011** – West Winch Strategic Growth Area allocated in Local Plan
- **2018** – the Infrastructure Delivery Plan was agreed between the relevant partners and adopted by the borough council.
- **2018** – Borough Council agreed strategy to unlock delivery of growth area by facilitating delivery of key infrastructure and collaboration between landowners
- **January 2023** – Framework Masterplan SPD adopted.
- **March 2024** – Homes England Funding secured to Forward Fund developer contributions towards Housing Access Road & Department for Transport Funding for remaining delivery costs of the road
- **2025** – Outline Planning Permission for 1110 homes granted
- **November 2025** – Planning Permission for Housing Access Road granted
- **January 2026** – Landowner Collaboration agreement signed
- **May 2026** – National Gas Transmission (NGT) gas main diversions to commence to enable delivery of Housing Access Road
- **2027** – Construction of Housing Access Road to commence
- **2029** – Housing Access Road to open



Scan the QR code for more information on development and investment opportunities in King's Lynn and West Norfolk.

