



King's Lynn Marina Master Plan

Borough Council of King's Lynn and
West Norfolk and EEDA

Final Master Plan

July 2007

Llewelyn Davies Yeang in association with
ECOTEC, Royal Haskoning, Sense,
The Tourism Company and Harvey & Co

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This master plan marks an exciting stage on the path to providing a marina in King's Lynn.

Building a marina at Boal Quay was identified as a key project in the King's Lynn Urban Development Strategy. It is crucial to reinforcing the link between the town and the waterfront, at the same time providing a genuine visitor attraction.

More than being simply a wonderful facility for the boating and sailing community, the marina acts as a catalyst for the creation of a new quarter for the town. On the fringe of the historic town centre, a new community will take shape. A mix of waterside flats and family houses will be built, while new shops, cafes, bars and restaurants will mark the marina quarter out as a popular destination for local people and visitors alike.

This will be a green development. Open to the water, feeding on the green lung of Harding's Pits and the ecological corridor of the River Nar, nature will never be far away. Furthermore, buildings will be constructed to meet stringent

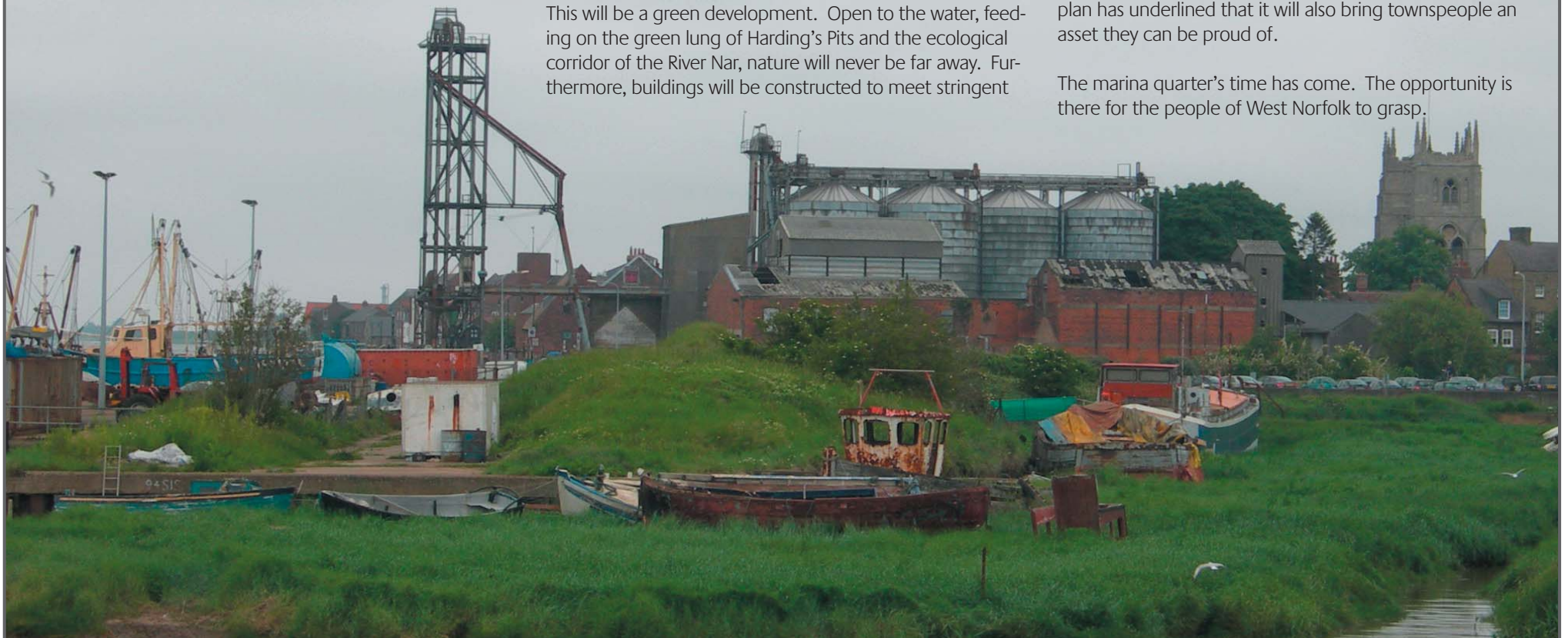
green standards, staying one step ahead of current market expectations.

The master plan also sets the expectations for a place designed for people, not traffic, based around a series of riverside footpaths, new public spaces and pedestrian-priority roads.

King's Lynn has massive unrealised potential in the quality of its built and natural environment, too often under-appreciated. The marina proposals seek to tap into that potential as the town takes another great leap in its rebirth as a place of choice for residents, businesses and visitors.

Constructing the marina and associated development will inject up to £13 million each year to the district's economy, creating up to new 300 jobs. Consultation on this master plan has underlined that it will also bring townspeople an asset they can be proud of.

The marina quarter's time has come. The opportunity is there for the people of West Norfolk to grasp.



1. Introduction

1.1 Background

This master plan sets out a vision for the development of a marina and associated development at Boal Quay.

It builds on the proposal for a marina on this site in the King's Lynn Urban Development Strategy, adopted by the Council in 2006. The strategy recognised the development potential of the site and, moreover, the wider contribution that a marina could make to the town's economic development. This is predicated on the maximisation of the potential of its key assets: a waterfront location and a high quality historic environment.

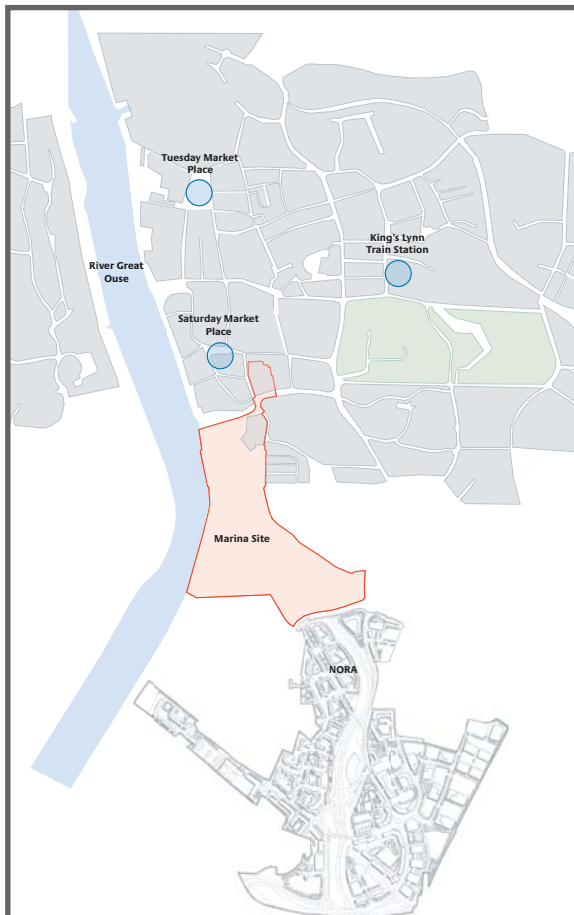
As well as the Urban Development Strategy, this master plan builds on a series of studies into the feasibility and viability of a marina at Boal Quay.

The master plan has been produced alongside an Economic Impact Analysis, produced by ECOTEC on behalf of the East of England Development Agency.

1.2 The site

The site comprises 7 hectares of largely open land to the immediately to the south of the town centre. One land for the protected Harding's Pits Doorstep Green and the potential marina have been accounted for, approximately 5 hectares is available for development.

On the east bank of the River Great Ouse, the site is strategically placed between Lynn's historic core and the Nar Ouse Millennium Community, which is now starting to take shape. It is within comfortable walking distance from the train station and several town centre car parks. The River Nar runs along the eastern edge of the site and the Nar loop, a former meander of the river remains (the river has since been diverted) to the north.



Site context

Further details on the characteristics of the site and adjacent areas are included in chapter 2

1.3 Producing the master plan

This master plan has been produced by consultants Llewelyn Davies Yeang with Royal Haskoning, Harvey & Co and Sense on behalf of the Borough Council of King's Lynn and West Norfolk. It has been prepared with the involvement of a wide range of stakeholders.

Previous reports produced as part of the study include an Interim Report (September 2006), which set the context of the development, and an Options Report (November 2006), which outlined and costed a number of alternative scenarios.

A set of options were subject to public consultation in autumn 2006. This consultation exercise, which included a public exhibition, publicity in the local media and a series of stakeholder meetings, has influenced the final master plan.

The master plan has also been influenced by the emerging findings of the Economic Impact Analysis and by in-depth case studies of three comparable existing marinas. In addition, an earlier draft plan was also subject to review by Inspire East's expert Design Review Panel.

1.4 Structure of the report

Chapter 2 provides a summary of the analysis on which the master plan has been based

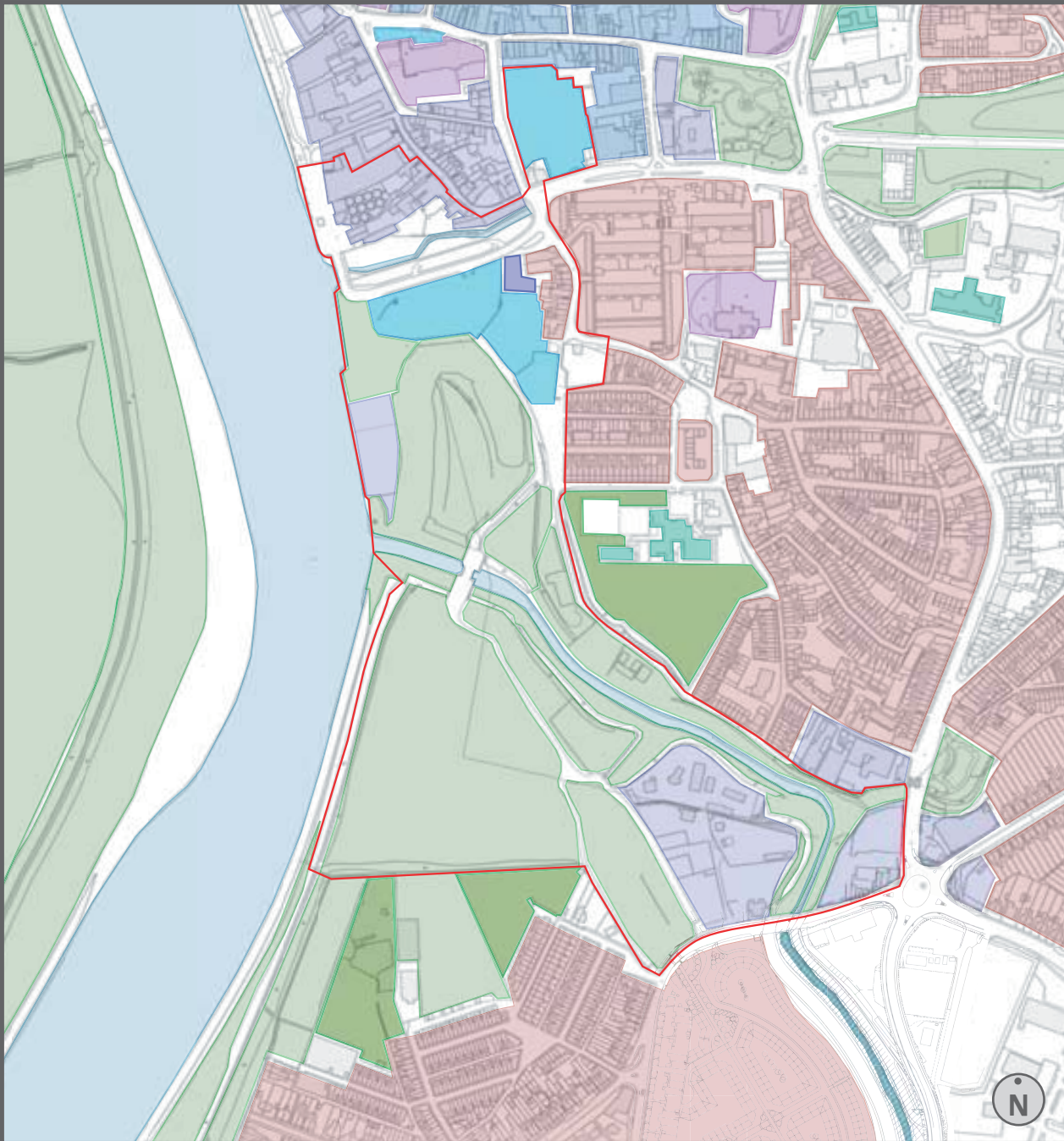
Chapter 3 includes the Design Statement and is the main focus of the master plan

Chapter 4 considers the next steps towards implementation

Appendices contain the marina operational assumptions, report on the consultation undertaken and summarise the Economic Impact Analysis.

2. Analysis

This chapter summarises the analysis of the site that has informed the design choices. A fuller version of this baseline work can be viewed in the Interim Report, which also includes economic and market analysis.



Land Use

A large proportion of the site is open space. Much of this is public, and can be accessed both from the town centre, the riverside walk and from the south. The quality of this open space varies, but is relatively well-used. There is a lack of facilities and well maintained play areas.



The site is bounded to the south and east by residential areas. This should suggest high levels of activity in the site area, but it is not as frequently used as a facility as could be expected of an area this size.

The town centre is close by giving access to its shops and services, and historic assets of King's Lynn are nearby. This makes the area well connected to transport links offered in King's Lynn and also the attractive character of the historical core.

Water is a dominant feature both within and surrounding the site area.

The large car park to the north of the site area is in a gateway position into the site from the town centre. This is a weak and unattractive first impression of the area.

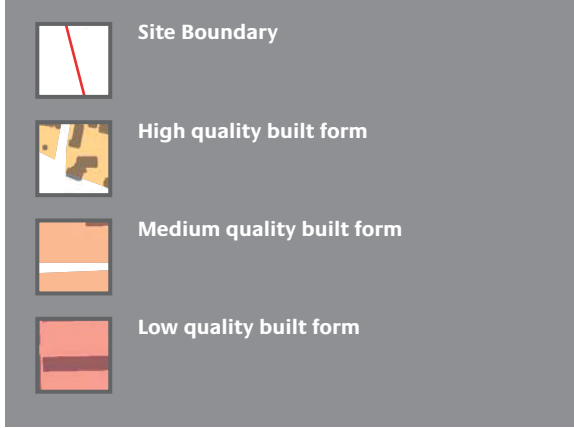


Built Form Analysis

The majority of the surrounding areas comprise high quality built form: well maintained and generally have a legible and clear layout. The historic town, being built along historic trading routes, has a structure of roads which are easy to navigate and distinguish from one another. They serve a variety of functions and are successful in their contribution to the streetscape.

To the north east, Hillington Square has totally dominated and dwarfed the church it is built around to the extent that it is almost totally segregated from casual users. The layout of the blocks is regimented and at odds with the housing areas in the proximity.

Lower quality built form can be found in the south-east largely in the industrial areas containing larger units. Choice of building materials and their level of care let down these areas, which already suffer from a lack of coherence in their layout with a poor relationship with the surrounding spaces. It is of note that the South Gate roundabout is surrounded by poor built form. The industrial and car dominated environment makes for a poor first impression of the town.



Applications and Proposals

The key development proposals affecting the master plan are as follows:

The Grain Silos (1)

The current activity in the Boal Quay area confirms the interest in development in this location. At the time of writing, an expected application on the Grain Silos site has been delayed, although expectations were raised of a scheme to demolish the silos and replace them with flats.

Nar Ouse Regeneration Area (2)

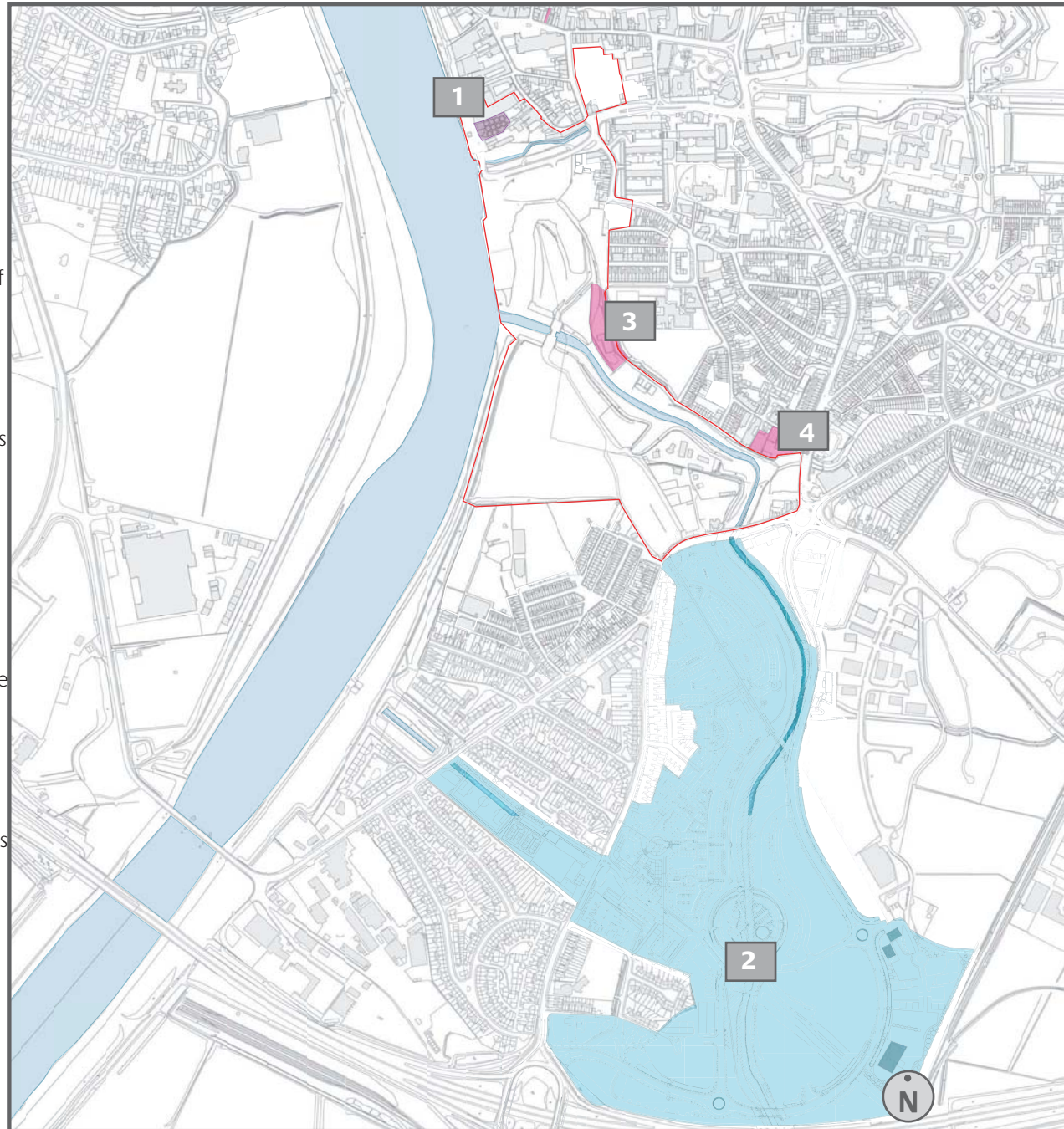
This large master plan for residential and employment uses is now on site. This master plan has many synergies with a marina in Boal Quay in terms of increasing the potential visitors numbers and improving the quality of the local environment.

Land South West Of Whitefriars Road (3)

Permission has been granted for the construction of 20 houses within 6 three storey blocks. This scheme, while in terms of uses conforms with the master plan, does not seem to pay any regard to the river Nar or the land to the west which includes the Boal Quay area. It faces away from the site of the proposed marina and compromises the route of the Park & Ride bus. Minor amendments to the proposals could remedy these shortcomings, to the benefit of both the scheme and the wider master plan, and the designs presented in this document do assume that some changes in position, but not form or scale, will take place.

Former John Grose Accident Repair Centre (4)

Construction of 30 no. 2 and 3 bedroom flats and houses for social rent and shared ownership is underway.





Heights and Massing

Apart from in the heart of the town centre, two-storey buildings predominate. There are some notable exceptions towards the northern end of the site, however, including Hillington Square, the grain silos and the converted mill building fronting on to the Millfleet. These can act as a guide when considering heights in the master plan.







With the exception of Hillington Square, street patterns adjacent to the site are conventional and traditional.

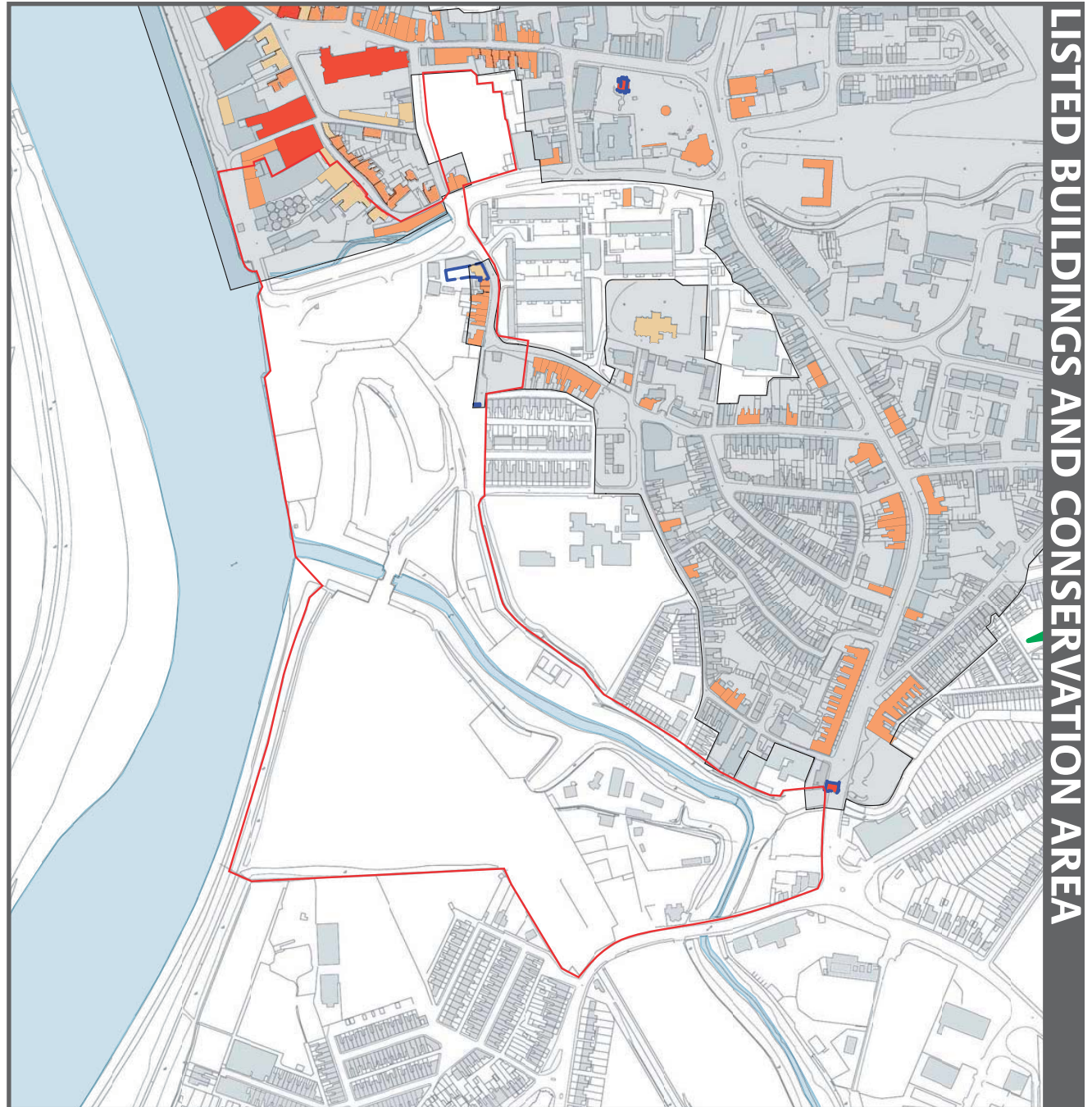


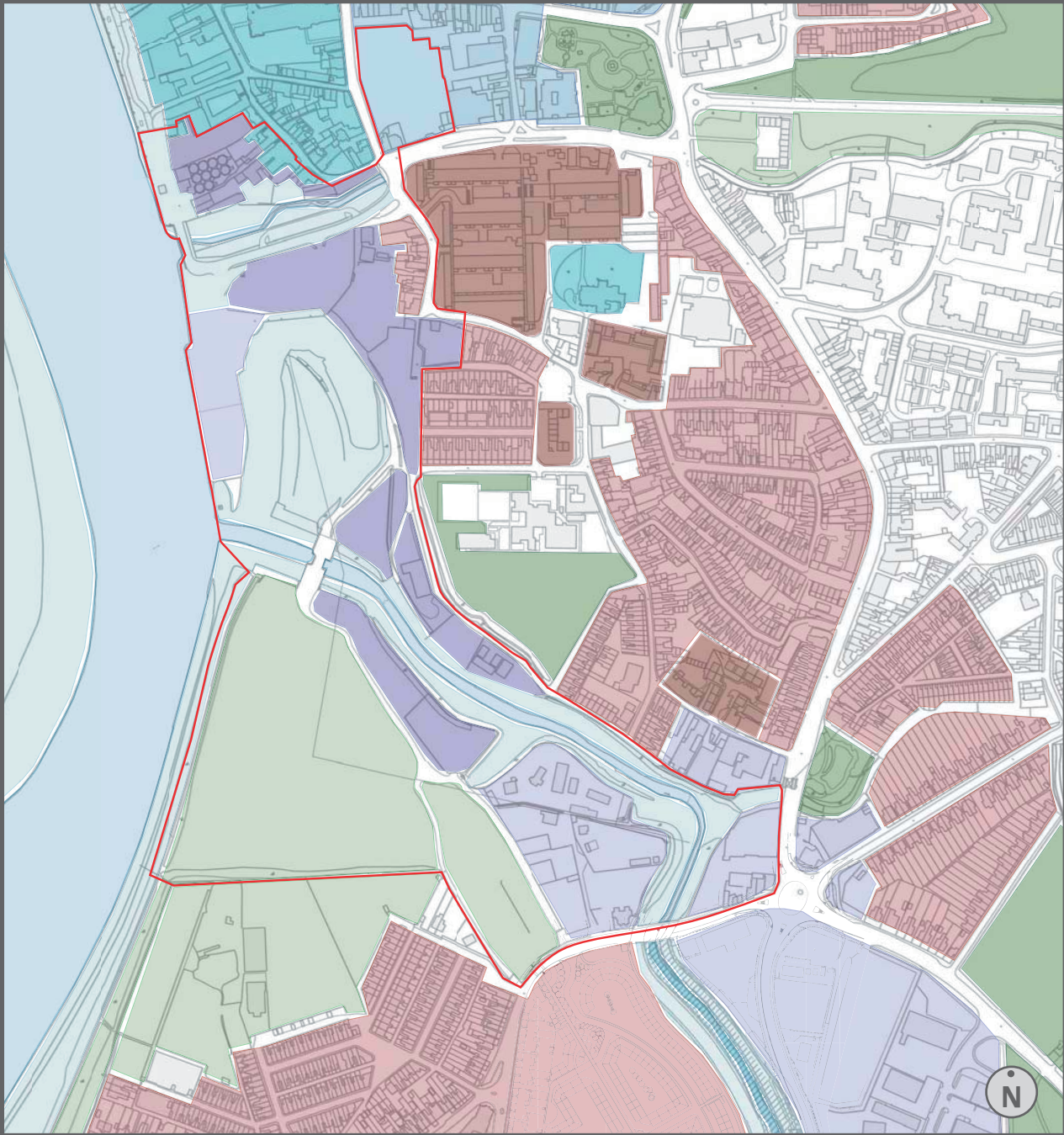
Listed Buildings and Conservation Area

Bridge Street includes a short run of high quality listed houses at the northern end of the site. While these do add an attractive character and is of historical importance, they also provide a constraint as to how the immediate area could be developed.

The majority of the site is outside the conservation area so this poses little constraint to development. There are many listed buildings to the north of the site in the historical core of the town. Whitefriars Gate (Carmelite Arch) is close by; also South Gate is nearby to the south. This is in a prominent location, is a landmark and gateway into the town and should be respected in terms of future development.

-  Site boundary
-  Grade II* listed building
-  Grade II listed building
-  Grade I listed building
-  Scheduled Ancient Monument
-  Conservation Area





Character Areas

The vast majority of the study area has a character which requires some level of intervention to improve the quality of the environment. Both open space and the built form in this area has levels of attractiveness which lessens the appeal to visitors.

The general feel of the site is low key. Safety at night and indeed quiet times of the day is questionable as activity levels are low, and lighting and pathways are minimal.

A waterside character dominates the site, but little is provided to encourage interaction and access to the river.

The surrounding the area is of a mixed quality and spaces vary in terms of function and the feel of the environment.



Abandoned land.

These areas feel unsecured and appear not to be frequently managed. Activity levels are low and the function of these areas are unclear. Maintenance appears to be minimal.



High quality residential areas.

These areas of housing appear well maintained and often hold historical qualities. Street layout is legible and the environment is desirable.



Areas with historical quality.

These areas have been maintained to preserve their historical qualities. Areas are free of conflicting development which may dilute its historical integrity.



Retail/town centre.

In these areas there are high activity levels from shoppers, tourists and other visitors. Shops, services and amenities are predominantly provided here.



Poorer quality residential areas.

These residential units lack notable architectural integrity and their design often results in an unclear layout.



High quality open space.

These open spaces are frequently used, the environment is attractive due to frequent maintenance, appropriate lighting, walkways and planting.



Apparently declining industrial areas.

These areas hold little architectural merit and layout is poor. Some level of abandonment is apparent and investment appears to be low.



Water.

This includes The River Great Ouse, the River Nar, and any streams and culverts.



Informal open space.

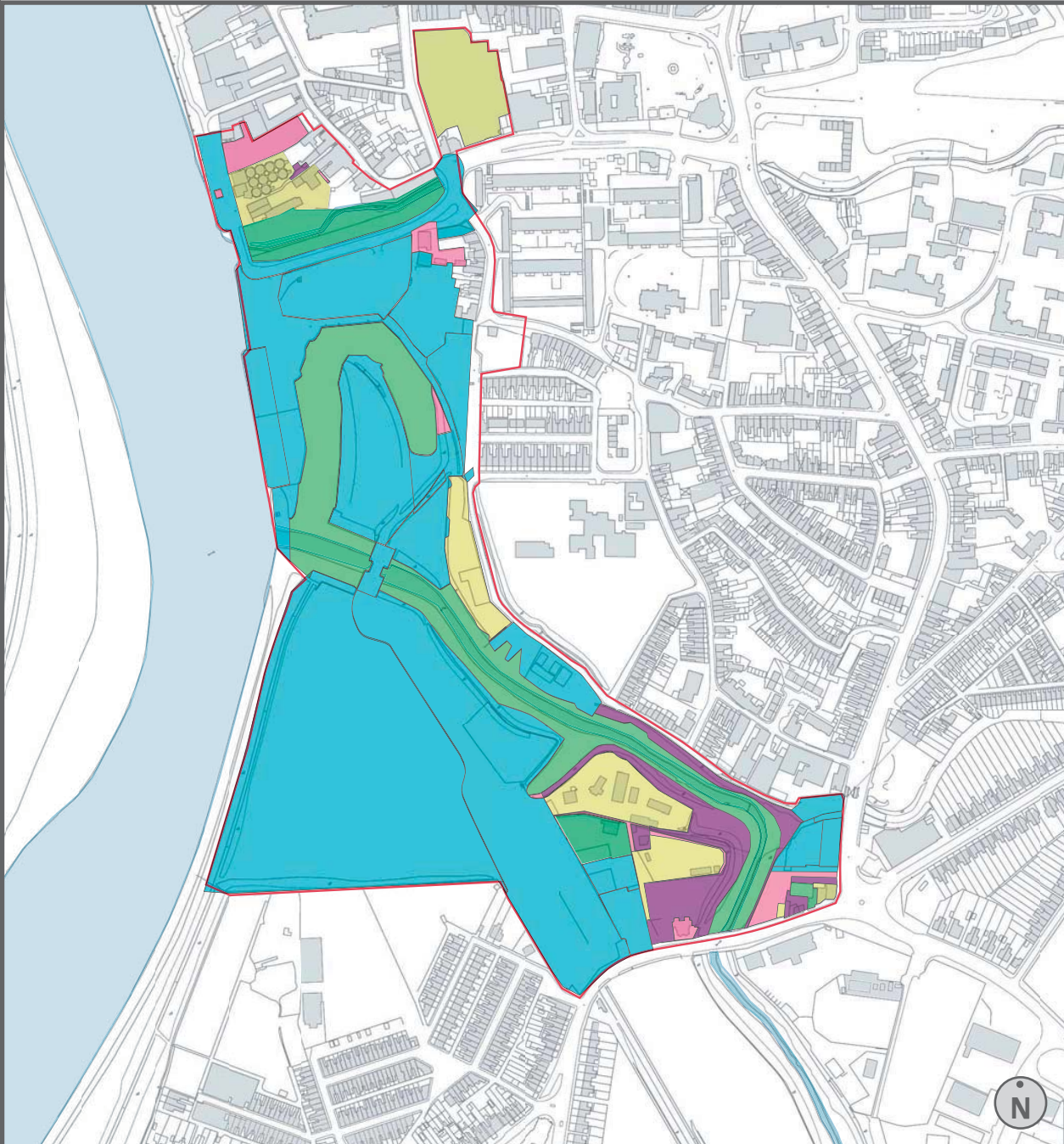
Harding's Pits is a Doorstep Green managed by the community, which can be susceptible to vandalism.



Waterside.

These areas are dominated by nearby water. They have a variety of functions and characteristics that are on, or near riverside locations





Land Ownership

The Council owns much of the land on the site which should be considered an advantage to the successful development of the master plan. There are other key landowners within the area who must be consulted and if necessary, pre-emptive action taken to remove the possibility of ransom holdings. Other key landowners are;

- Crown Estates, who own the watercourses and for whom development would trigger pre-agreed payments.
- Anglian Water, who own land towards the south of the site which contain a pumping station.

For a full list of land ownership references and for fishing rights and other easements, please refer to the Interim Report.

