

## 2. The overarching principles

Twenty seven overarching principles will underpin the Urban Renaissance of King's Lynn. Generated with and tested by a large range of local stakeholders (community groups, businesses, service providers, the Council, government agencies) at a series of day-long workshops, their aim is to make best practice in planning, design and management, at every level from town wide to the individual building, the norm in King's Lynn.

The principles, or sustainable development objectives, are based upon a mix of national and international best practice and a thorough analysis of the issues facing the town. They form the basis for each of the five key sections in the Urban Development Strategy:

### Built Environment

Development, regeneration and the operational aspects of King's Lynn must:

1. Provide opportunities for a lively waterfront;
2. Be complementary and be well linked to the historic parts of the town centre;
3. Introduce more housing to the town centre where appropriate;
4. Create destinations for visitors to the town;
5. Impress through its quality of design and construction;
6. Be founded upon high quality public space;
7. Provide a rich mix of town centre uses;
8. Diversify the town's offer in terms of shopping, leisure, housing and services;
9. Balance the need for accessibility by motor vehicles with the needs of pedestrians and a high quality walking environment;
10. Fulfil the needs and aspirations of local people of all ages.

### Transport and Movement

Development, regeneration and the operational aspects of King's Lynn must:

11. Organise parking differently to make better use of space;
12. Reconfigure movement patterns and user behaviour to lessen congestion;
13. Promote opportunities for people to choose public transport over the car where practical;

14. Establish a safe and attractive network of routes for pedestrians and cyclists;
15. Minimise the impact of traffic.

### Economy

Development, regeneration and the operational aspects of King's Lynn must:

16. Provide opportunities for economic diversification, including newer under-represented knowledge-based sectors;
17. Promote tourism;
18. Create the kind of environment that will attract inward investment
19. Help to put the town 'on the map' by offering the right sorts of business facilities and infrastructure;
20. Strengthen the town's identity.

### Social Provision

Development, regeneration and the operational aspects of King's Lynn must:

21. Respond to the changing needs of the existing and growing population;
22. Increase access to services and opportunities for education, training, work and leisure to retain its young talent;
23. Be supported by local communities.

### Viability

Development, regeneration and the operational aspects of King's Lynn must:

24. Be commercially viable;
25. Be in line with market perceptions, but also help to change them by raising the quality property market profile of King's Lynn ;
26. Provide opportunities for retail, housing, leisure, employment and other uses;
27. Have a clear plan for its delivery.