

4 Specific Development Areas

The areas

The diagram shows the areas covered by the Outline Development Briefs or Specific Development Areas. The areas are these:

1. The Timber Yard and Tuesday Market Place
2. Austin Fields
3. Baker Lane Car Park
4. Boal Quay and The South Gates

These areas were chosen as it was felt they epitomised elements of the town that this Urban Renaissance Strategy aims to tackle. These reasons are explained as follows:

1. The Timber Yard and Tuesday Market Place

The Timber Yard is an under utilised area to the north of the town centre close to the central retail area. Development in this area will help to rejuvenate the retail core and Tuesday Market Place. Measures to improve the environment in the market square are representative of other similar spaces in the town centre (specifically Saturday Market Place) and should provide a model for implementation of the wider Urban Renaissance Strategy. The inclusion of Common Staithes Quay will be a useful guide to the treatment of under utilised riverside spaces. The Timber Yard is a suitable location for a multi storey car park. It also includes frontage to the main route from the north (John Kennedy Road) and will act as an indicator to the types of treatments to main arteries into the town centre.

2. Austin Fields

Austin Fields is a significant industrial area of land close to the town centre. It too has a main frontage to a main road into the centre: from the east. The large-scale land use designation and low quality environment is incongruous in relation to its distance from the town centre. Whilst The Strategy aims to encourage employment uses into the centre, it encourages a mix of uses and discourages low grade land uses in close proximity to residential areas. This is also a suitable location for a multi-storey car park and includes a town centre car park suitable for redevelopment.

3. Baker Lane Car Park

This area is in the centre of the town and will show how such a location is suitable for high quality, high density development. This site can take as

its precedent, the nearby converted granary building and will make use of views to the river and will maximise the under-utilised car park and the site's proximity to the town centre and associated facilities.

4. Boal Quay and The South Gates

This is the most substantial of all the areas. It covers a large area to the south of the town and includes the Boal Quay area that has already been earmarked for a marina. It is a largely undeveloped area including Harding's Pits - an area of medium quality and many areas of nondescript use. To the north of the area in South Quay is the Grain Silos site. This is a derelict site that is an opportunity for significant redevelopment providing a building with 'landmark' qualities.

The following text explains the issues relating to each area and the suitable development responses in relation to land use, scale and massing and the location and style of buildings.



The four Specific Development Areas

The Timber Yard/Port

Existing Situation

The Timber Yard is currently an active site although the tenants have indicated the desire to relocate. Deliveries, timber crafting and storage are all still taking place during the day, and is therefore predominantly industrial in character. At night there is very little activity in the area. Access to the timber yard is limited, and currently from Page Stair Lane, which is both narrow for vehicles, and creates an unattractive passage for pedestrians.

Street frontage onto Page Stair Lane is broken and neglectful of this as an active street. Potentially valuable views to the River Great Ouse are lost due to the industrial use of the site, and the public realm is not focused on creating an attractive waterside environment, or places for people as opposed to vehicles.



Waterfront land is under utilised

The Timber Yard site is situated in a prime position, both in its proximity to the town centre, and in its immediate river side access. These both could provide attractive development potential factors. There are valuable historic buildings in this area adjacent to St Nicholas Chapel, which should be retained and respected.

Common Staith Quay is currently used as a car park, which serves mainly the Corn Exchange, and visitors to this part of the town. Access is through Ferry Street, and is entirely dominated by the car. The immediate proximity of this site to Tuesday Market Place means that any improvements will be felt by the entire area.

Tuesday Market Place is currently used as a car park, and roughly half of these cars are removed on Tuesdays to hold the market. The use of these two spaces as car parks above all else is inappropriate. They should be and have been extremely high quality spaces and easily conducted measures can return them to their former glory'.

In addition, there is very little green space in this area as a whole, although there is a substantial area of trees to the rear of the properties on St. Ann's Street. The line of the Town Wall is also a factor to the north of this site, and the remains of St. Ann's Fort should be respected. Fronting the Tuesday Market Place is the Corn Exchange, a Grade II listed Building, that houses concerts and other community events

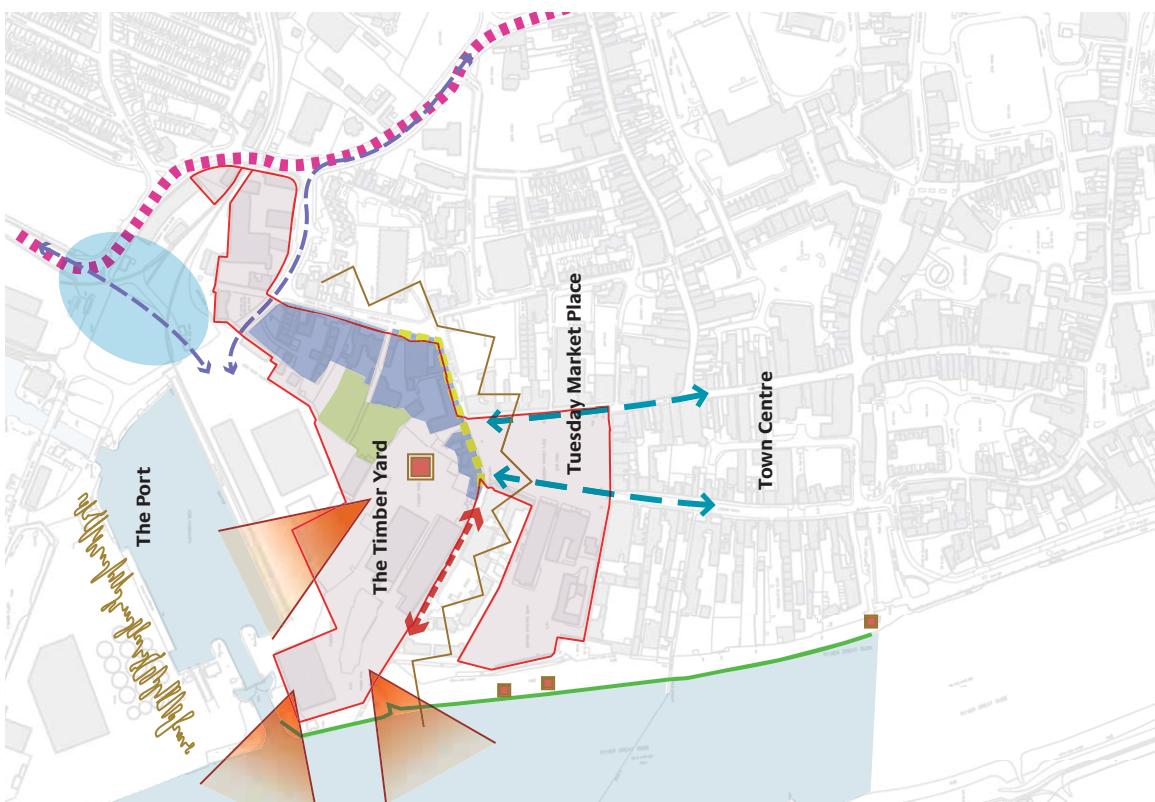
The proposals shown here go beyond the site boundary and assume the redevelopment of the port. Unlike the Timber Yard, the port have no intention to relocate. However, it was felt that an opportunity would be lost if this exercise did not allow for the possibility of this being the case in the future. The layout allows for redevelopment of the port land and shown and ensures that the layout is successful without this land.

The port has a history extending to medieval times, and is an important part of King's Lynn's past, it is still fully functional, and its historic significance should remain as a consideration to future development.

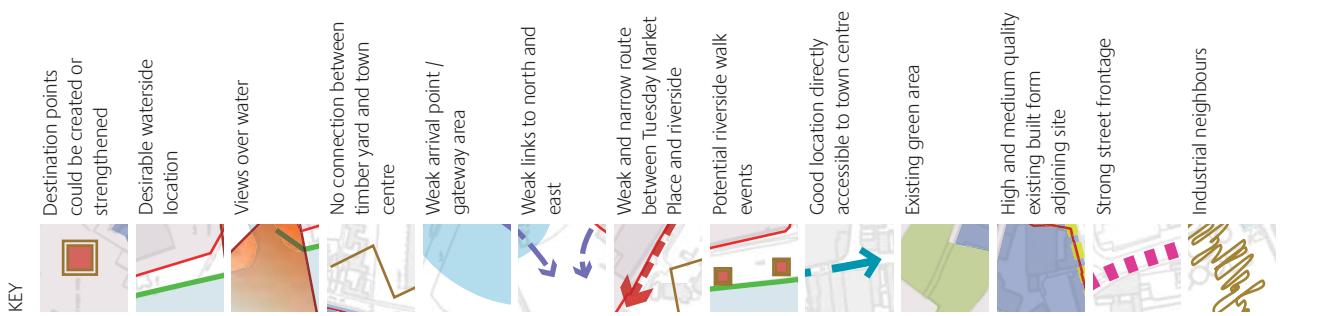
Large volumes of vehicular traffic travelling across the north of Tuesday Market Place to access this area helps to weaken possibility of an intimate and people orientated square. Pedestrians have no destination points on this site, and this is reflected in the current environment. The yard creates a 'full-stop' or barrier at the north of the town centre resulting in little pedestrian movement in the north of the square.

Timber Yard Appropriate Development Responses

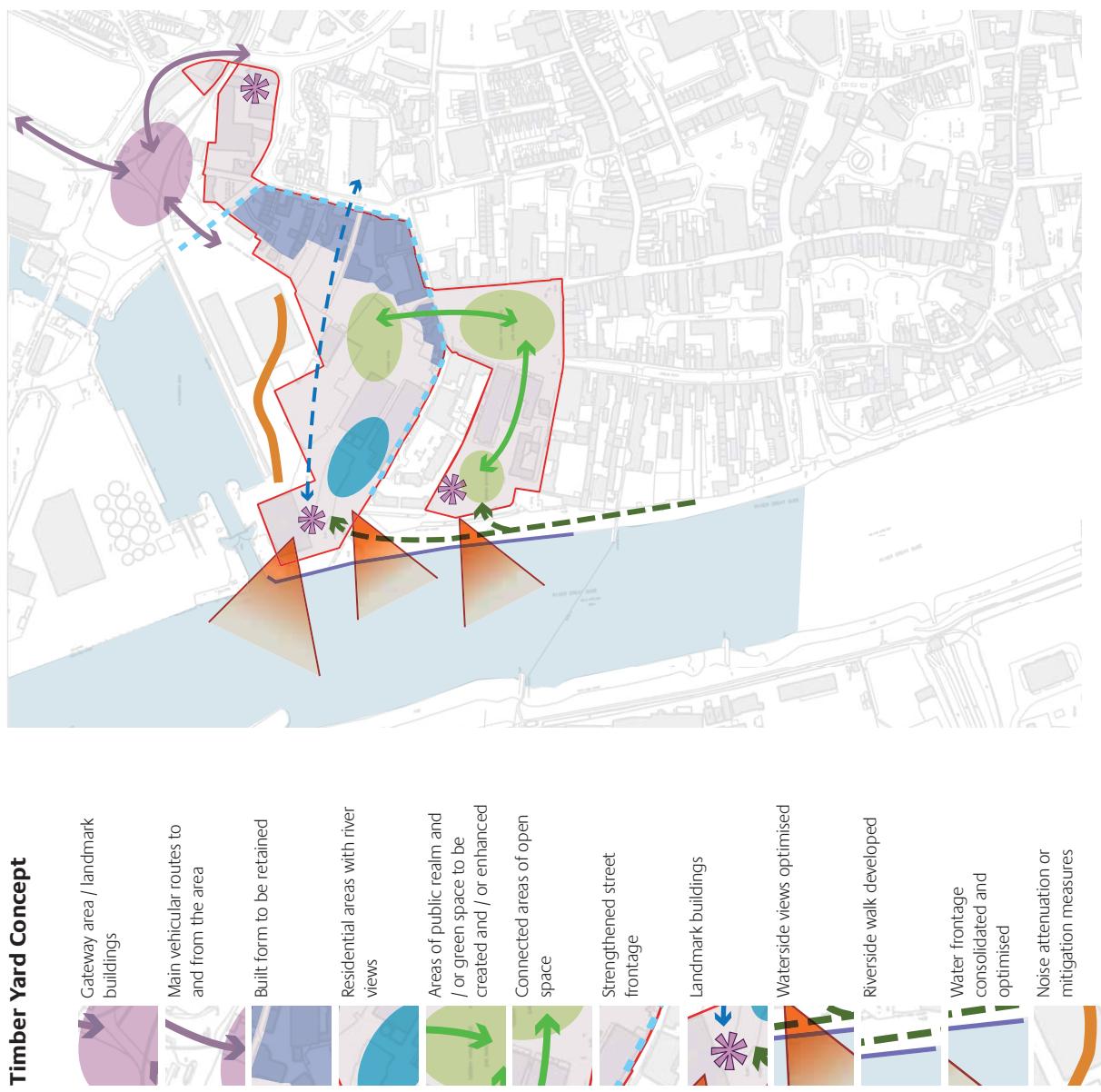
1. Create an active area during the day and night on the waterfront by providing a mixed use development. Residential units can be provided above a commercial ground floor level. This would be particularly suitable in prime locations such as the area directly facing the river, where visitors will be attracted by the views, and lively frontage.
2. Do not detract from the retail core of the town centre, but reinforce the town's appeal. This can be achieved by providing further services such as specialist sector based retail units, which would not be expected to compromise the retail on the High Street.
3. A landmark building on the waterfront can provide a signpost for this area of King's Lynn and can create an identifiable attraction for residents and visitors. Good quality architecture and use of materials can be combined with substantial storey height to result in an attractive waterside environment.
4. Destinations for tourists, walkers and shoppers can be created by offering a range of services. This could be provided through gastronomic facilities, attractive open space and places for people to relax and enjoy the river views.
5. Although the scale of development in this area should not compromise or dominate the excellent buildings in Tuesday Market Place, towards the port and river, buildings of up to 6 storeys could be appropriate and would provide a strong character to the area particularly those near the busy John Kennedy Road. Well designed taller buildings are appropriate on the waterfront and will help the destination to be visible from the town centre and further along the riverside walk.
6. By limiting car access along waterfront, a more intimate, people orientated environment will be created.
7. Create a high quality landscape on the waterfront by adding planting
8. Make access from the town centre as open as possible to continue and extend pedestrian activity from the town centre and riverside walk.
9. The site is suitable for the accommodation of a high number of residential units. The combination of desirable housing and the provision of commercial services will make this area attractive to home buyers.



Timber Yard Analysis



Timber Yard Concept



10. Ideal site for a multi storey car park to serve visitors from the north to replace the parking in Tuesday Market Place.

11. Continue the green route and Heritage Trail by providing clear routes and accommodate green areas, landscaping and planting.

12. Create an appealing public realm on Common Staithes Quay by removing the car parking and providing a place where people can sit, enjoy the views and spend leisure time.

13. To the north of the site, a gateway to the town centre can be created by the design of a landmark building. The use of carefully positioned, high quality architecture can provide this.

14. Historic buildings which front St. Ann's Street should be retained. Access to St Nicholas Chapel should be preserved by retaining the existing walkway which appears opposite the church's westerly side.

15. Retain the substantial area of trees to the rear of the properties along St. Ann's Street.

16. Free Tuesday Market Place of some of its surface level car parking. This will increase the area's appeal to visitors, and could be an ideal place to create a new 'cafe culture'. The market place should be resurfaced with one continuous pedestrian friendly surface stretching from the Corn exchange frontage to the Duke's Head Hotel. Cars would be permitted to drive over this surface but the condition will encourage slow driving. In addition, lateral shifts can be introduced to slow traffic. The market can be spread along the centre of the square in a north south direction to allow the cafes and bars to use the space in front of their properties. In this way, the retention of a hard surface will allow flexibility and will not compromise any of the existing uses. There may be options for introducing some aspect of more permanent covered structures to substantiate the Tuesday Market.

17. Create a route from north if possible to ease traffic along Page Stair Lane. This, along with St. Ann's Street is narrow and can not accommodate a large increase of vehicular traffic. By offering an alternative route to travelling along the north of Tuesday Market Place, the area will retain its clarity as a pedestrian orientated civic space.

18. Maximise river views by opening up and creating new vistas, and providing reasons for visitors to reach the river, such as a new public realm

and commercial services.

19. The riverside area should clearly be open and accessible to the public, the feel of residents only, private spaces should not dominate the area.

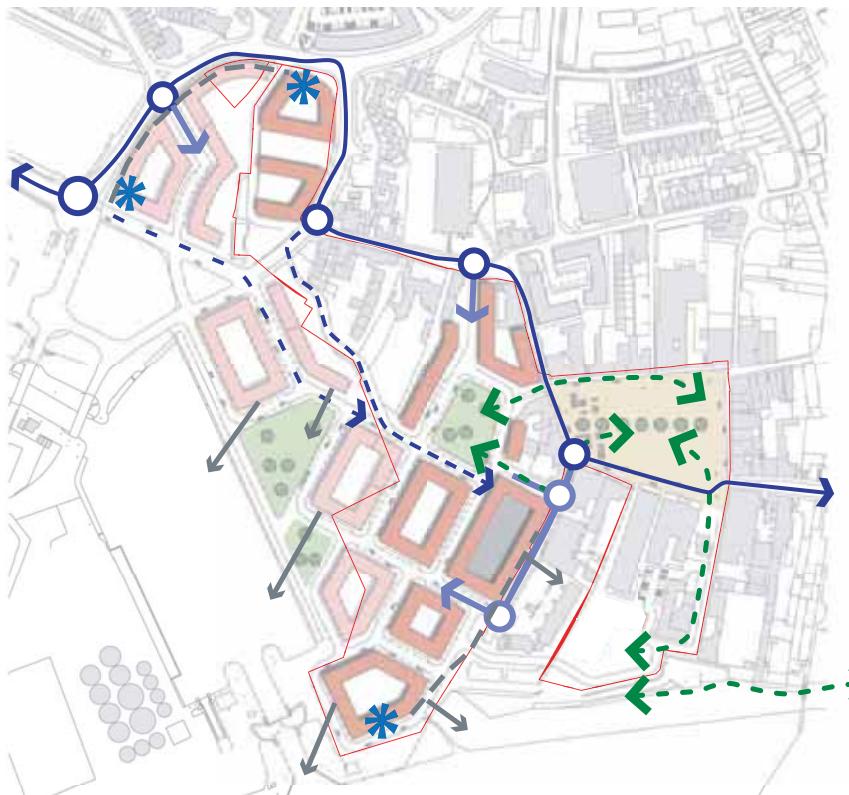
20. The potential of noise from the active Port to the north will need to be mitigated. The orientation of habitable rooms and the use of noise mitigation details such as triple glazing may be appropriate.

21. The port is not part of the development brief area. However, the proximity of the port site to the town centre makes this an ideal area to redevelop too. In addition, a route from the north from Edward Bennefer Way would relieve traffic pressures on St Anns Street and a greater critical mass for development. This area should be safeguarded for development should the Port find this area surplus to requirements. The Council may decide that actively pursuing the sale of this land by the Port is worthwhile.

22. Key to the success of delivering this layout is phasing. The layout is designed to work without the retained port authority owned land but will require the compulsory purchase of some land to provide access. This is an expensive process and unnecessary if the port land is likely to be released in the near future.



How the area would look without the port land redeveloped.



Timber Yard Rationale

KEY

- Landmark buildings

Pedestrian connections with Tuesday Market Place

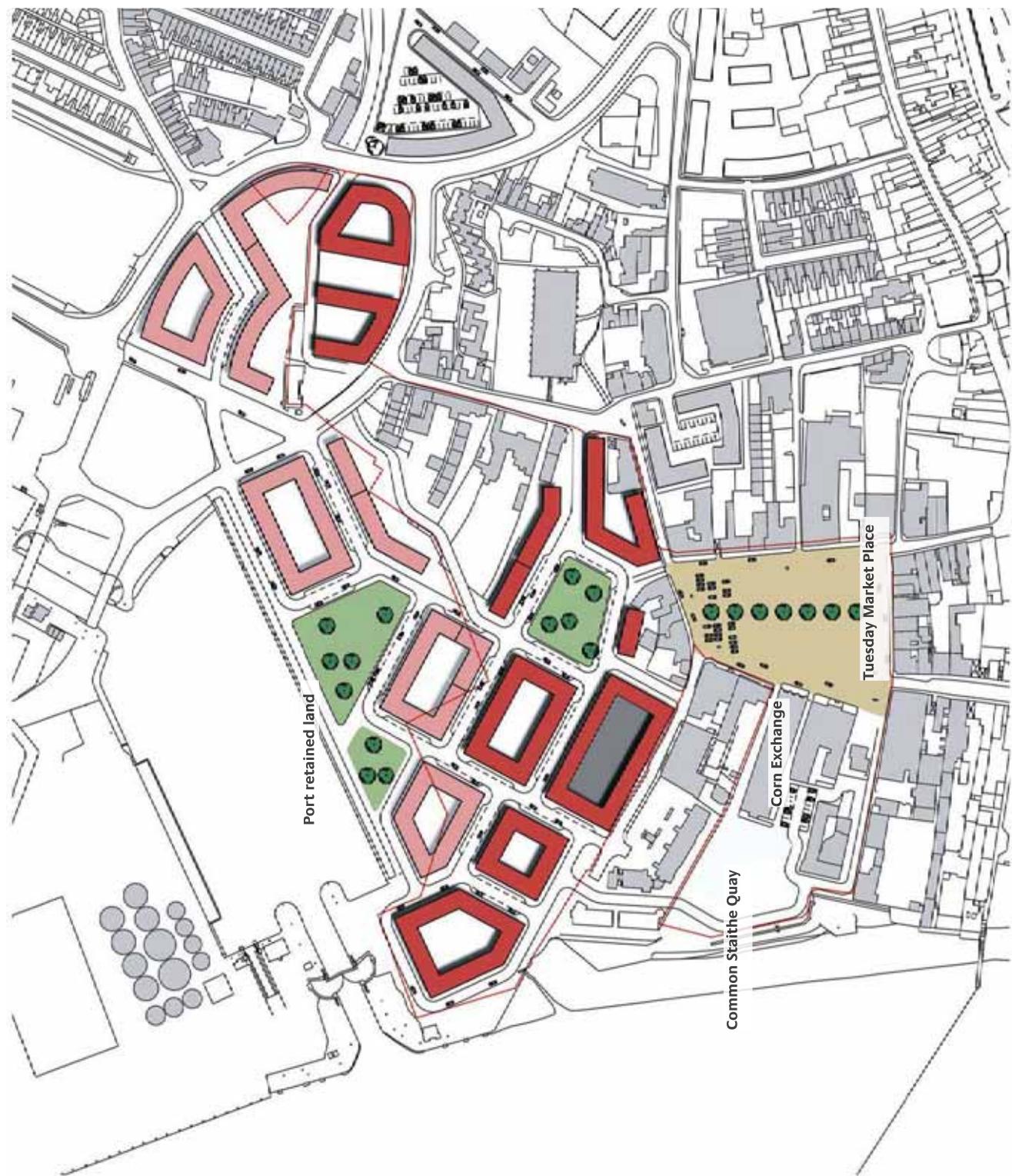
Frontage to Page Stair Lane

Open Space

Residential units with small mixed use on ground floor perhaps studio space

Connections with waterfront and Green Route

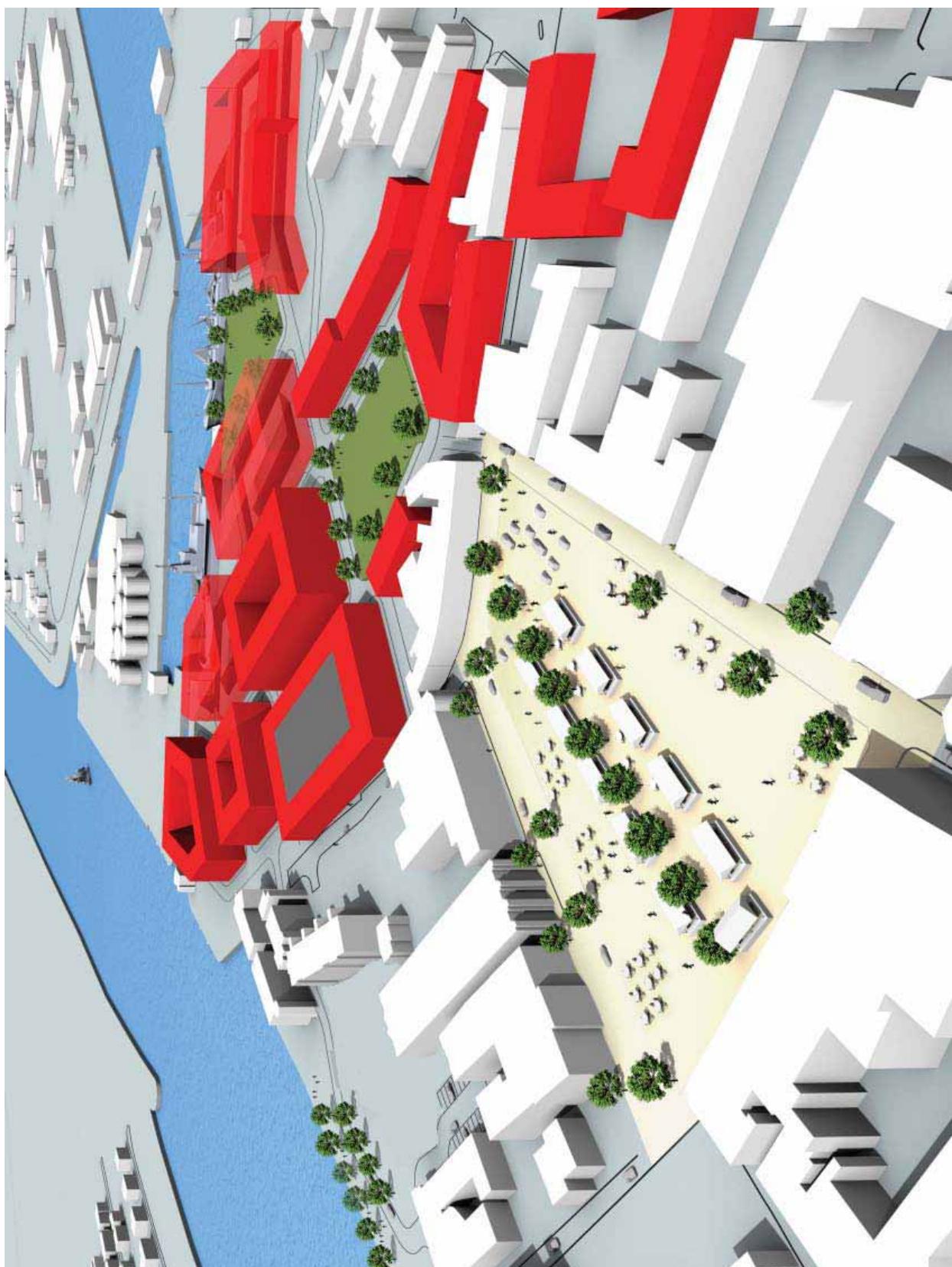
Maximising views of the water



Timber Yard Example Response

- Boundary of development area
- Residential - some may have art or live work space on ground floor
- Multi-storey car park wrapped with residential uses
- Residential on Port Authority retained land (phase 2)
- Tuesday Market Place redesigned to give market and pedestrians priority





Timber Yard Perspective

KEY



Residential
on port
retained land



Wrapped car park with
single aspect residential
units



King's Lynn - Urban Development Strategy