10. Remove surface car park in prime location of Boal Quay on Boal Street. This is another prime location where the identity of King’s Lynn can be indicated.

11. Retain existing housing along Bridge Street and clean up and maximise green and open space in the area. The potential for this area to be highly attractive and vibrant should be maximised by improving the landscape and aspect.

12. Return the marina area to a functional state and increase the surface area of water to house a greater number of boats.

13. Architecture, scale and massing should be aspirational, and aim to create a strong feature and identity for the area. Tall buildings of up to 5 and 6 storeys may be suitable on Southgate roundabout and to the east of Harding’s Pits. Discretion should be used however with the proximity of the houses on Friar’s Fleet. Buildings to the north could justifiably reach 5 storeys particularly those close to the grain silos which are substantial structures themselves.

14. Retain the working nature of Boal Quay by retaining the existing fishing fleet in its current location without detrimentally affecting its business and introducing a boat repair facility.

15. Improve the road network to allow for easy navigation through the area, and allow for a new bus route to service visitors from the south with access to the town centre.

16. Improve the River Nar environment. This can be expanded to accommodate more boats and to create a suitable access to the River Great Ouse.

17. Encourage access to and from the east by creating a new road bridge over the River Nar.

18. Create a strong frontage to Wisbech Road. This is a busy main road which should be faced with a high level of development.

19. Retain much of the large areas of green space, and create new and clear views across this space and to the rivers Ouse and Nar.

20. Retain the green space which extends to the south and link this with the green link through the NORA development. With its trees
21. Create an attractive riverside walk along both rivers by creating a desirable public realm and well considered landscaping.

22. Access to the town centre should be maximised. This will improve the facilities for future residents and will improve town centre movement between the retail core and the historic area.

23. The site should be viewed as an anchor at the southern end of the town which acts in parallel to new development to the north of the town at the Timber Yard and Tuesday Marketplace, and as a draw which strengthens footfall along the parallel north-south lines of the High Street and the waterfront. Creating a strong centre here will therefore underpin these key axes too.