

King's Lynn Public Realm Action Plan

King's Lynn has a wealth of historic assets and hidden gems waiting to be explored. Through this Public Realm Action Plan, we set out our vision for a public realm that provides better connections across the town and creates high-quality public spaces for people to enjoy.

The action plan is a key part of King's Lynn's Town Investment Plan. It has been informed by residents, businesses and stakeholders through our consultations. This action plan will support our ambitions for the town centre; short, medium and long term which we can deliver with the support of our partners. We look forward to bringing as many of these exciting proposals to reality when funding becomes available, and continue to develop our town centre as a vibrant and attractive place where people want to live and work, where businesses thrive and where visitors choose to shop or explore.

Councillor Graham Middleton
Portfolio holder for Business Development

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The Value of the Public Realm

The Value of the Public Realm

Our experience of King's Lynn is intrinsically linked to the quality of the spaces we encounter as we move between places. These spaces are commonly known as the public realm - the full extent of the space between buildings which can be accessed by members of the public.

As such, King's Lynn public realm is composed of a wide range of landscape types including marketplaces, streets, lanes, parks and gardens. The quality of the town's public realm can be viewed as an outward demonstration of its health and prosperity, and with improvement can help encourage people to live here and invest in businesses.

It is now well recognised that the public realm provides space for people to meet and gather for leisure, as well as for its more traditional role as a place for trade and civic festivities. The aim of this plan is help address this issue, creating a flexible range of quality spaces for a range of activities in King's Lynn.

The public realm also plays an important role in fostering a sense of community - an active street or a welcoming and pleasant public space can be an indicator of a thriving community with engaged citizens. This plan will address issues relating to the design of safe and inclusive public realm which can have a significant impact on developing a sense of social integration in the town, encouraging all members of society to express themselves freely.

Clearly, investment in the Public Realm is vital to the ongoing success and enjoyment of King's Lynn. For most, initial priorities are safety and cleanliness; however, once these priorities are addressed, issues of design and quality are key factors.

The King's Lynn Public Realm Action Plan sets out a series of strategies to help guide investment in the public realm, aiding the improvement of the town centre to the benefit of all residents, businesses and visitors.



Chapter 1

Historic Context

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Town Centre Analysis

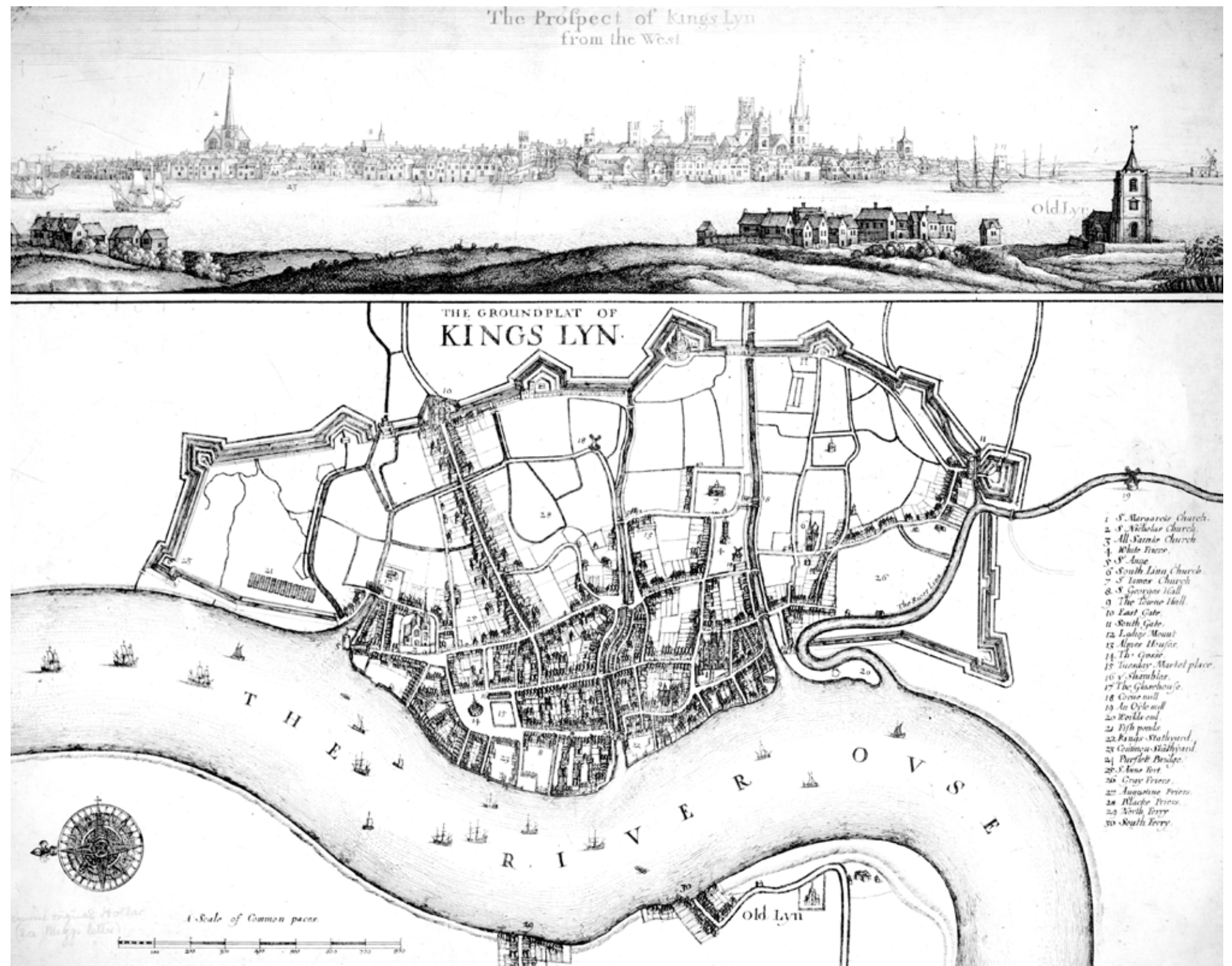
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Background

Historic Context

King's Lynn's public realm reveals the origins of the town and its evolving history. While only traces remain of its Anglo-Saxon beginnings, its late medieval history remains intact and can be seen in its marketplaces, streets, alleys and green spaces. The town centres subsequent expansion elaborated the network of streets and spaces around this medieval core and modern transport and maritime infrastructures were integrated at its outer edges.

Future initiatives in the public realm should be undertaken with an understanding of the specific history of the town, and interventions within the public realm should protect and safeguard this network of public space and incorporate strategies for the communication and interpretation of King's Lynn's history.



The Evolution of Lynn's Public Realm

King's Lynn origins lie in the Anglo-Saxon period, when a small settlement was formed around a tidal lagoon located between the Millfleet and Nar rivers. The town's name is believed to have developed from the siting of this early settlement and the Celtic word 'Lin' meaning a 'lake' or 'pool'.

The founding of the priory church of St Margaret by Bishop Herbert de Losinga (c.1100) led to the creation of a new town, located between the Millfleet and Purfleet, that centred around the Minster and its adjacent marketplace (the Saturday marketplace). Under the patronage of successive bishops of East Anglia, this settlement became a significant regional trading centre. Its rapid expansion led to the formation of a further settlement on the 'newe lande' to the north of the Purfleet. A second marketplace (Tuesday marketplace) was established, and St Nicholas' chapel was constructed as a chapel-of-ease to St Margaret. These two settlements on either side of the Purfleet, with their respective churches and marketplaces, became the nuclei for the subsequent medieval expansion.

In less than 200 years Lynn grew from an obscure Saxon settlement into the third greatest port in England due primarily to its export in wool and cereal to the Low Countries and import of coal, timber and luxury goods – especially after the Hanseatic League established a trading centre in the town (1271). The number of religious houses built by the mendicant friars in the 13th century is an indication of the growing importance of a town: Greyfriars (c.1230); Whitefriars (c.1260); Blackfriars (1272); Austin friars (1293).

To protect the prosperous town and its expanding European trade, the original defence earthworks were replaced by flint and brick walls that ran as far south as the Purfleet. Beyond the Purfleet a system of ditches, canals and earthworks, fed by the adjacent rivers, and a quadrant of defences to the southeast extended as far as the South Gate. In this period, Lynn relied on water for landward defences as it relied on the River Great Ouse and The Wash for its prosperity.

Until about 1300 the line of the Great Ouse approximately followed the line of Nelson Street and Queen Street, with the oldest buildings aligned along their eastern edge. In the following centuries, the riverbank moved westward allowing for new construction on reclaimed land. This established a distinctive 'fishbone' pattern along the riverside with long plots extending east-west from the axis of the north-south street alignment. The arrangement of these plots accommodated the growth in mercantile activity, with houses and offices facing street and warehouses and private courtyards extending to the water where goods were loaded and unloaded from boats to the rear.



Until to the Reformation Lynn was concentrated on this strip of land adjacent to the river and to the west of the present-day Chapel and Tower Streets. The remaining land between the town and its defensive walls and ditches remained largely undeveloped - this land containing fields and precincts for the Blackfriars, Greyfriars and Whitefriars – except for the two urbanised roads that extended to the town gates (Norfolk Street and Friars’ Street). During the subsequent centuries Lynn expanded within its town walls until it finally outgrowing them in the 19th century. This densification took the form of a loose grid of streets framed by low-rise buildings. ‘The Walks’ remains the only surviving part of the friary precincts which is owed to its designation as England’s earliest public park in 1753.

This historic structure - with the tight east-west grid of building plots and north-south streets linking the two market places adjacent to Great Ouse, and the loose grid of larger blocks planned around Norfolk Street and The Walks – remains largely intact and underpinned the subsequent development of King’s Lynn’s town centre. The large-scale infrastructural modernisations - Alexandra Dock (1869), Bentinck Dock (1883), the railway (1844), South Quay (reconstructed 1960) and its suburban expansion – took place around this historic core. Within the town centre the modern highway and road network has been integrated into the historic street pattern and the modernisation of the commercial centre has largely been accommodated within the historic town plan.

King’s Lynn’s contemporary public realm is therefore the legacy of successive generations of its citizens. The open space around the Nar Loop is the likely site of the original Anglo-Saxon settlement. The two marketplaces connected by north-south streets and bridges, with a perpendicular network of alleys and courtyards, attest the to the town’s medieval inception. The alignment of Nelson Street and Queen Street denote the historic riverfront. The Walks are a remnant of the friary precincts. To walk along Norfolk Street and Friar’s Street is to follow the historic routes that led to the town gates within the historic defences. The Outer Purfleet quayside provides a physical trace of the town’s seafaring and mercantile history. The town’s present-day public realm also contains historic structures that testify to its heritage - such as the South Gate, Whitefriar’s Gate and Greyfriars tower.

Residents who have participated in community consultations, conducted by the Borough Council of King’s Lynn and West Norfolk, have regularly highlighted King’s Lynn’s heritage as the number one attribute that they feel makes the town centre special and attract visitors into the town.

Future initiatives in the public realm can serve to highlight and improve access to the town’s heritage. Projects should be undertaken with an understanding of the specific history the town and the role that individual spaces played within the historic network of spaces and routes. Interventions within the public realm should protect and safeguard this network of public space as valuable historic asset in its own right, while understanding its role as an important setting for individual heritage assets and should opportunities for the communication and interpretation of King’s Lynn’s history.



Current Situation

The streets and public spaces of King's Lynn have developed over many centuries to form a unique and distinct urban environment. Traces of development from all periods, from its origins around the Minster in the twelfth century through to more recent commercial developments, have impacted on the character and form of the town centre; however, for the most part, the layout and form of town centre pre-dates the twentieth century, with significant heritage assets sitting within a large Conservation Area. While the character of the conservation area is mostly derived from the built fabric, the quality of the landscape also plays a key role in defining the quality of the overall environment.

While the town centre benefits from a strong spatial structure, with clearly delineated streets and some well-defined public spaces, the quality of the public realm and landscape design can be somewhat mixed and frequently does not equate to the quality of the surrounding built fabric.

The two key public spaces within the town centre, Tuesday Market Place and Saturday Market Place, have both benefitted from some recent investment and improvements; however, both remain dominated by the presence of cars, and would benefit from consideration as to how they can become more people orientated. Smaller, less defined and informal public spaces exist but are presently somewhat incidental; however, with investment these types of space, such as at Baxter's Plain, could become new focusses for activity and drive new investment in the town centre. The street surfacing is generally quite generic, utilising practical, low-cost materials such as concrete paving, brick pavers and asphalt. While this may be appropriate in some instances, in areas such as the historic core it does not provide an appropriate setting for the extensive heritage assets. Consideration should be given to upgrading the streetscape material palette in key locations to provide a setting befitting of the context.

It is also notable that the town centre benefits from little in the way of green space. While the Walks provides a significant green lung close to the town centre, within the historic core green space is principally limited to the church yards of the Minster and St. Nicholas'. The benefits of green space on health are well understood, and the development of this Public Realm Action Plan provides an opportunity to consider an increase in its provision within the town centre – South Quay and the area adjacent to the Nar Loop provide particular opportunities.

Through the 2019 Vision King's Lynn Ideas survey, business and stakeholders groups emphasised opportunities to improve the physical attractiveness of the town centre, including the re-purposing of the town centre and the increased provision of greenery, seating, and artwork. The Action Plan will set out strategies to guide investment and develop the town centre Public Realm in a holistic manner, addressing the issues described above, and many others.



Anticipated Developments

Proposals for the Public Realm Action Plan must also look to build on current and anticipated investment within the town centre. This offers the opportunity to create greater impact by focussing public realm investment in key areas to coincide with proposed developments, or to act as a catalyst for further projects.

King's Lynn is on the cusp of significant period of change, set out in the Town Investment Plan vision and complemented by the town's Heritage Action Zone and High Street Heritage Action Zone designations. A series of investment priorities have been identified through extensive public consultation by 'Vision King's Lynn'. Many of these have the potential to make a significant impact on the built environment of the town centre, including:

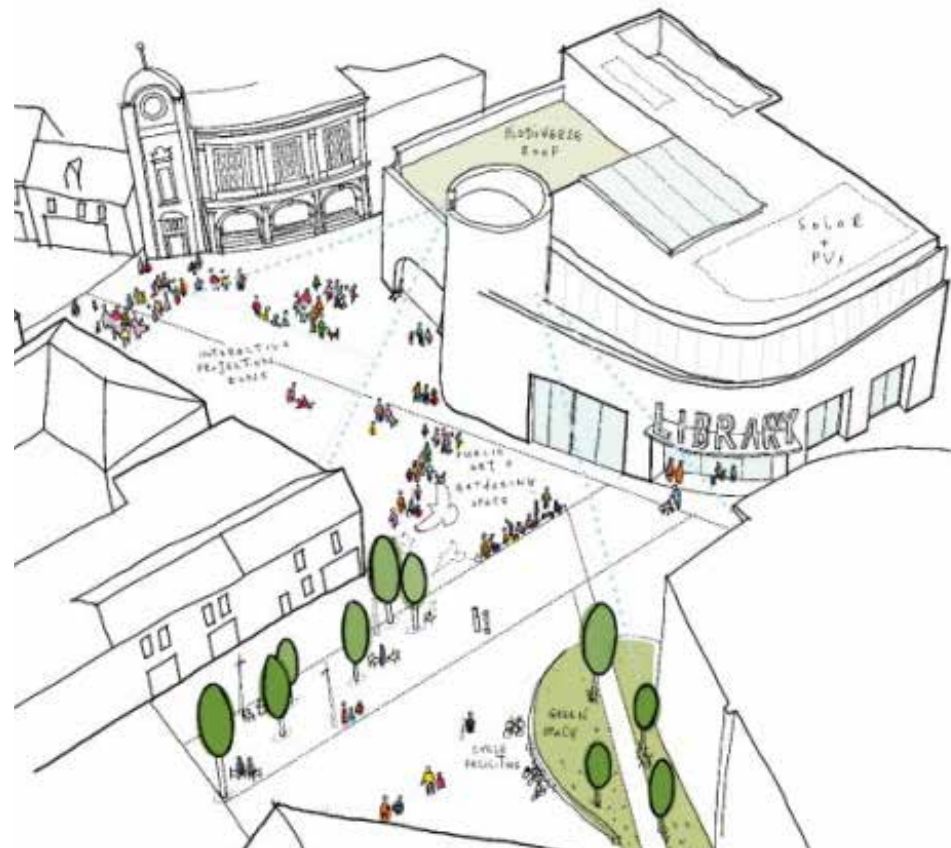
Multi-User Community Hub - proposed conversion of the former Argos building, at the corner of Tower Street and New Conduit Street, to provide a modern shared community space in the heart of the town that brings together a range of services anchored by a relocated town library.

Town Centre Housing - land released from existing car parking space to provide in excess of 150 homes over a ten-year period, bringing more people to live in the town centre.

South Quay Grain Silo and Somerfeld and Thomas Warehouse - a comprehensive and transformational plan for the refurbishment and conversion of the historic warehouse and adjacent site, to provide a mixed-use leisure, hotel and residential scheme.

St George's Guildhall - the refurbishment of St George's Guildhall, creating a new heritage and cultural attraction using the unique selling points of the oldest theatre in the UK and the Guildhall's Shakespeare link.

Post Office Redevelopment - potential site for private investment and regeneration. The development of these projects combined present a clear opportunity to re-invent currently underutilised parts of the town and creating new destinations for people to enjoy and support existing and new businesses and community uses.



Town Centre Analysis

An understanding of the physical context of the town centre is essential to be able to recommend appropriate changes to the public realm. This Public Realm Action Plan must meet the needs of today while creating a sense of continuity with the past, which exerts a great presence within King's Lynn town centre.

The use of the public realm reflects what happens around it - the built form and associated activities. This has changed over time and will undoubtedly continue to do so. The following pages provide a brief overview of the key factors which impact on how the public realm is used and perceived.



Urban Structure and Legibility

The historic urban structure of King’s Lynn town centre has remained mostly intact and has proven to be robust and capable of adapting to changing patterns of use. It is clearly defined by a spine which runs north-south from Tuesday Market Place to Saturday Market Place. The spine is marked by High Street to the east and King Street and Queen Street to the west. Streets and lanes then typically run east-west from this spine, connecting inland to the east and west to the riverfront. This structure clearly grows from King’s Lynn’s historic role as both a port and a market town.

As one moves outward from the historic core, the urban structure begins to break down and the influence of twentieth century development and the provision of infrastructure for vehicular access becomes more apparent.

The Public Realm Action Plan should complement the established street pattern, maximising its pedestrian permeability, and beyond the historic core should seek to develop a high-quality environment which prioritises and promotes active travel.

Legibility

The legibility of a place refers to the ease by which its parts can be recognised and organised into a coherent pattern. A legible town centre is fundamental to our ability to navigate it efficiently, comfortably, and securely.

Bounded to the west by the River Ouse, the compact nature and clear structure around which the town grew makes the historic centre clearly legible to pedestrians, cyclists, and motorists. For pedestrians most central routes lead to, or from, the High Street which becomes a key artery in understanding the centre. The legibility of the street pattern is overlaid by a secondary layer of key buildings, and natural features such as the river, which further enhance our knowledge of the town centre. However, as we move out from the historic core the structure begins to break down and legibility decreases. This is perhaps best exemplified by arrival at the Railway Station, from which visitors exit to be met by the gyratory road system and a lack of clarity in how best to access the town centre. From such positions the presence of the Minster tower on the skyline becomes a significant aid.

The Public Realm Action Plan should reinforce the legibility of the historic core and provide further aids to navigation where the urban structure breaks down.



Mobility and Permeability

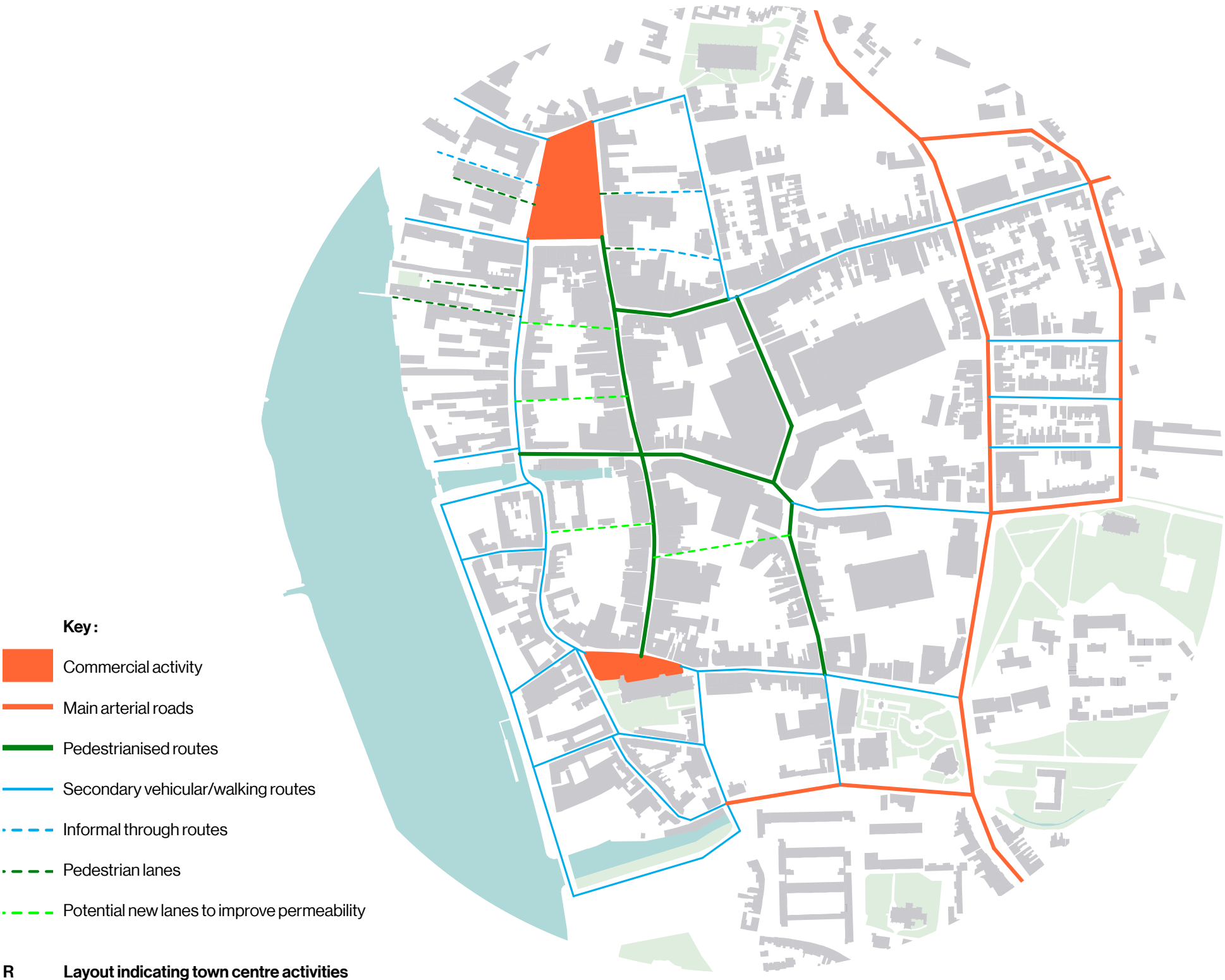
How people move through the town centre has a significant bearing on how it is perceived. Mobility covers a range of modes of movement, including private car, public transport, cycling and walking. Each of these impacts differently on the public realm, and together they form a network which defines the ease with which people can navigate the town centre.

The town centre benefits from both a railway station and bus station, allowing access from further afield. The railway station is located on the eastern edge of the town centre and as such the associated tracks and infrastructure are not detrimental to the quality of the town centre environment. The bus station is located within the Vancouver Quarter, drawing people to the heart of the town centre.

The major town centre traffic artery is the gyratory system encompassing Railway Road and Blackfriars Road, which connects with London Road to the south, John Kennedy Road to the north and Gaywood Road to the east. This traffic system intersects with the eastern town centre and is prone to tailbacks. This in turn leads to poor air quality in places, making the area a poor environment for pedestrians and cyclists. However, vehicular movement within the historic core of the town centre is relatively low impact, with King Street and Queen Street forming the principal north-south axis for local traffic.

Although National Cycle Route 1 passes through the town centre, the route is not clearly delineated, and in general work is required to improve cycling infrastructure. The historic core is generally pedestrian friendly, with the relatively low levels of car traffic creating a calm environment. This is supplemented by pedestrianised areas, such as the High Street and Vancouver Quarter.

The fine grain of the historic core provides a good level of permeability; however, this could be improved in places by raising the quality of lanes and back courts and opening up others for public access to help promote movement between the High Street and the riverfront.



Activity and Use

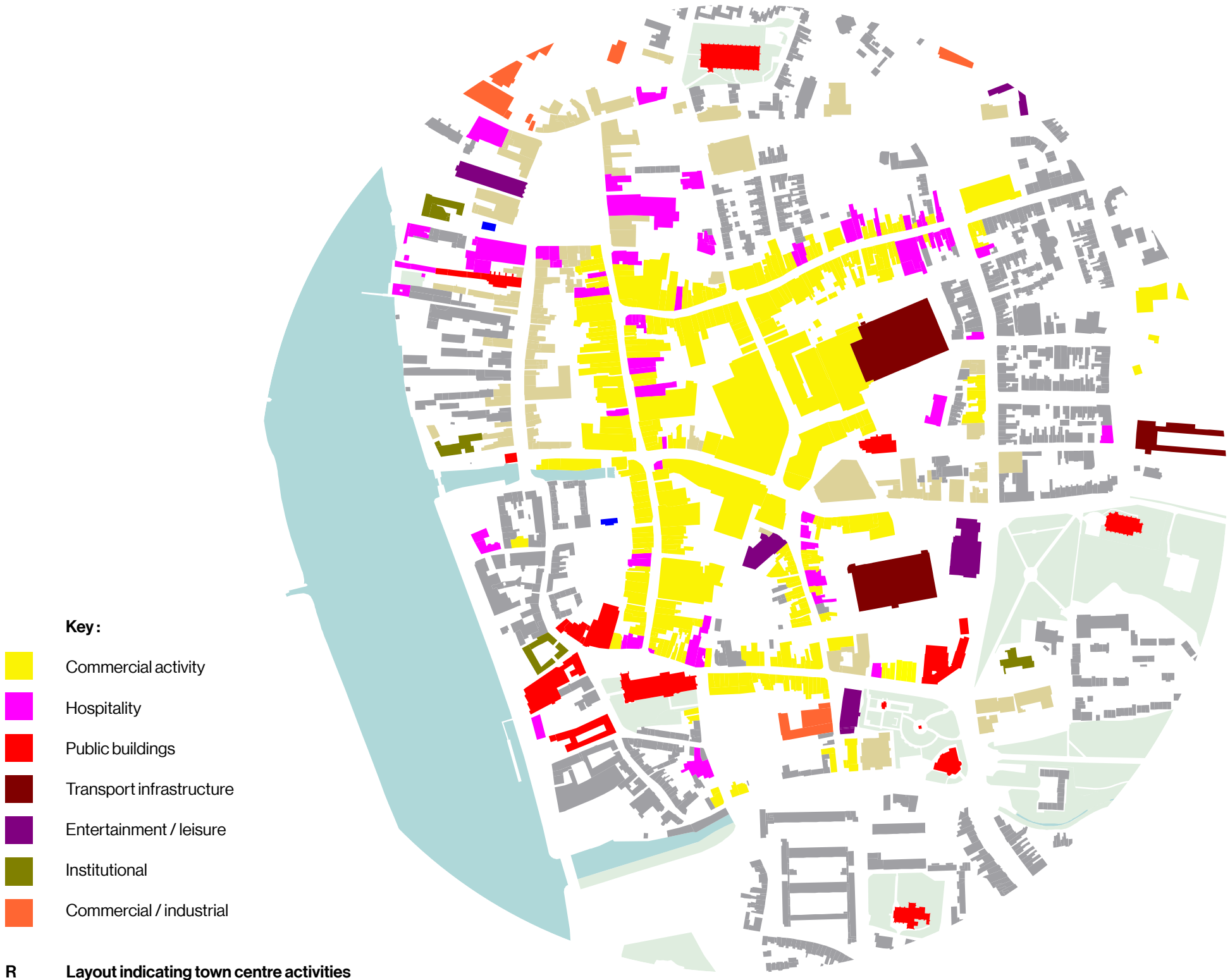
The use of the buildings which line the streets and public spaces of the town centre in many ways define their character. Shops, offices, homes and other uses define how streets and spaces are used, and at what times of day they are busy or quiet. In addition, within the town centre, street level use often varies from that on the upper floors. King's Lynn town centre has a wide range of street level building uses; however, a discernible pattern is apparent.

The pedestrianised High Street forms a strong spine to the town centre, terminating in Tuesday Market Place to the north and Saturday Market Place to the south, and as expected this mostly plays host to retail uses, but with an expanding food and beverage offer. Additional retail activity tends to extend along key routes heading east from the High Street: New Conduit Street and the Vancouver Quarter shopping centre; Norfolk Street; and to a lesser degree St James Street. The upper levels here provide some residential space, but there are many vacant upper levels due to access restrictions.

Running almost parallel to the High Street are King Street and Queen Street, forming the main axis through the historic core of the town and again connecting with Tuesday Market Place and Saturday Market Place. Building use here tends to be residential, commercial or cultural and, although a busy vehicular thoroughfare, a quieter atmosphere is encountered.

The two Marketplaces have differing characters. Tuesday Market Place is dominated by the existing car park, however a wide range of uses line the square, including hotels, bars, restaurants, offices and the cultural offer at the Corn Exchange. Saturday Market Place accommodates more civic roles, with the Minster at its heart, bounded by the Town Hall and with the Crown and Magistrates Courts nearby.

Outside these key areas, activity and use tends toward the residential; however, Tower Street to the east offers a smaller scale, more independent retail offer, and to the west South Quay has the potential to develop into a further mixed-use destination on the riverfront.



Existing Material Palette

The nature of the materials used in King's Lynn have been instrumental in the development of its character. The historic fabric was typically constructed from local materials; brick being the base material with some stone detailing around doors and windows. This language was supplemented by the use of limestone and sandstone for key civic and public buildings.

In contrast, the surfacing of the public realm retains very little trace of historic materials. The most evident examples of historic surfacing are to be found in the lanes running down to the riverfront. The public realm most likely emerged in piecemeal fashion over a period of time, with much of it being replaced in the second half of the twentieth century as the car became the most dominant consideration. It is no surprise therefore that the public realm has less consistency than the built fabric.

Carriageways

The surface dressing of carriageways has responded to changing patterns of use, economics and technology. The earliest roads were likely compacted earth, later pebbled, then laid with setts. Finally, asphalt has now become the dominant material due to its low cost and ease of maintenance.

As we move towards more active travel strategies, we should note that there is historic precedent for natural stone setts in carriageways, with formed drainage channels and natural stone kerbs.

Pavements

Historically, pavements are most likely to have been consistently laid with stone flags, although in some lanes the stone setts simply continued beyond the drainage lines. The stone flags are typically sandstone. As per the carriageways, changing patterns of use and economics have dictated that, although larger format units are still frequently used, concrete has replaced stone as the material of choice. Again, it should be an ambition to upgrade this to natural stone wherever possible. Similarly, brick pavers can be found within the town centre and, although it could be argued that they are contextually responsive to the brick buildings, they should likewise be replaced with natural stone as opportunities arise.



Chapter 2

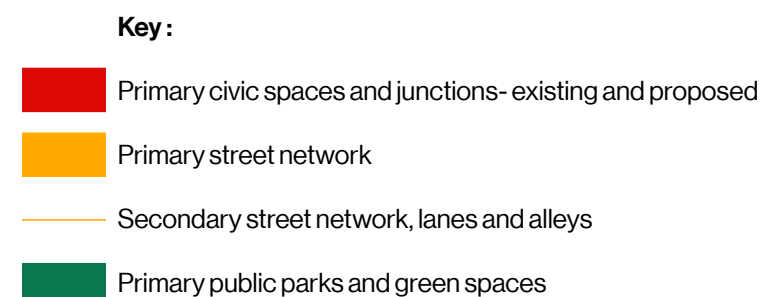
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Public Realm Guidelines

Reinforce the Network of Spaces and their Character

The historic structure of King's Lynn's town centre has a range of high-quality civic and public spaces, of a variety of scales and characters. These spaces are connected by a fine-grained network of streets and lanes that creates a permeable and walkable built fabric.

The legibility and quality of this public realm can be further enhanced by reinforcing the character and function of individual civic spaces and improving the quality and continuity of the connections between them.



R Layout indicating the hierarchy of public spaces



Primary Civic Spaces

For a town of its size, King's Lynn has a rich diversity of high-quality public spaces with a range of scales and characters. Within the town centre these are predominantly hard landscaped civic spaces.

Key spaces, such as the Tuesday and Saturday market places and the quaysides at the Lower Purfleet and river, are heritage sites and play a pivotal in communicating the grandeur and civic qualities of the town. They also provide settings for heritage assets and play an ongoing role as venues for civic events, commercial activities, festivals and attractions. A further suite of spaces, such as the railway station forecourt and key junctions (e.g. Baxter's Plain, King's Street/Purfleet bridge), play significant roles as gateway's to the town or providing orientation within the street network.

To the east and south of the town centre lie important open green spaces, such as The Walks (the Grade II listed 18th century urban park) that acts as provide opportunities for leisure and recreation, and connections to the open countryside and River Ouse. These spaces act as key routes for pedestrians and cyclists, provide opportunities for contact with the natural environment and support the biodiversity of the town.

Residents who have participated in community consultations, conducted by the Borough Council of King's Lynn and West Norfolk, have regularly highlighted King's Lynn's heritage as the number one attribute that they feel makes the town centre special and attract visitors into the town. Future initiatives in the public realm can serve to highlight and improve access to the town's heritage.

Initiatives and proposals that clarify and reinforce the specific identity and civic role of these spaces are endorsed. It is important that a holistic approach to the design of these spaces to avoid the dilution of their identity and fragmentation of their spatial character. Enhancements that increase the day-to-day use of these spaces is encouraged. This infrastructure might include the provision of seating, a coherent lighting design and appropriate tree and low-level planting. For detailed guidance on specific civic spaces – see **Area Concept Plans (p50)**.

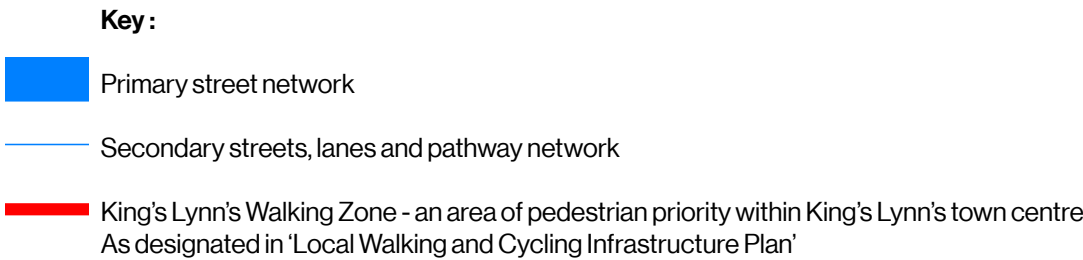


Improve the Walking Routes and Pedestrian Environment

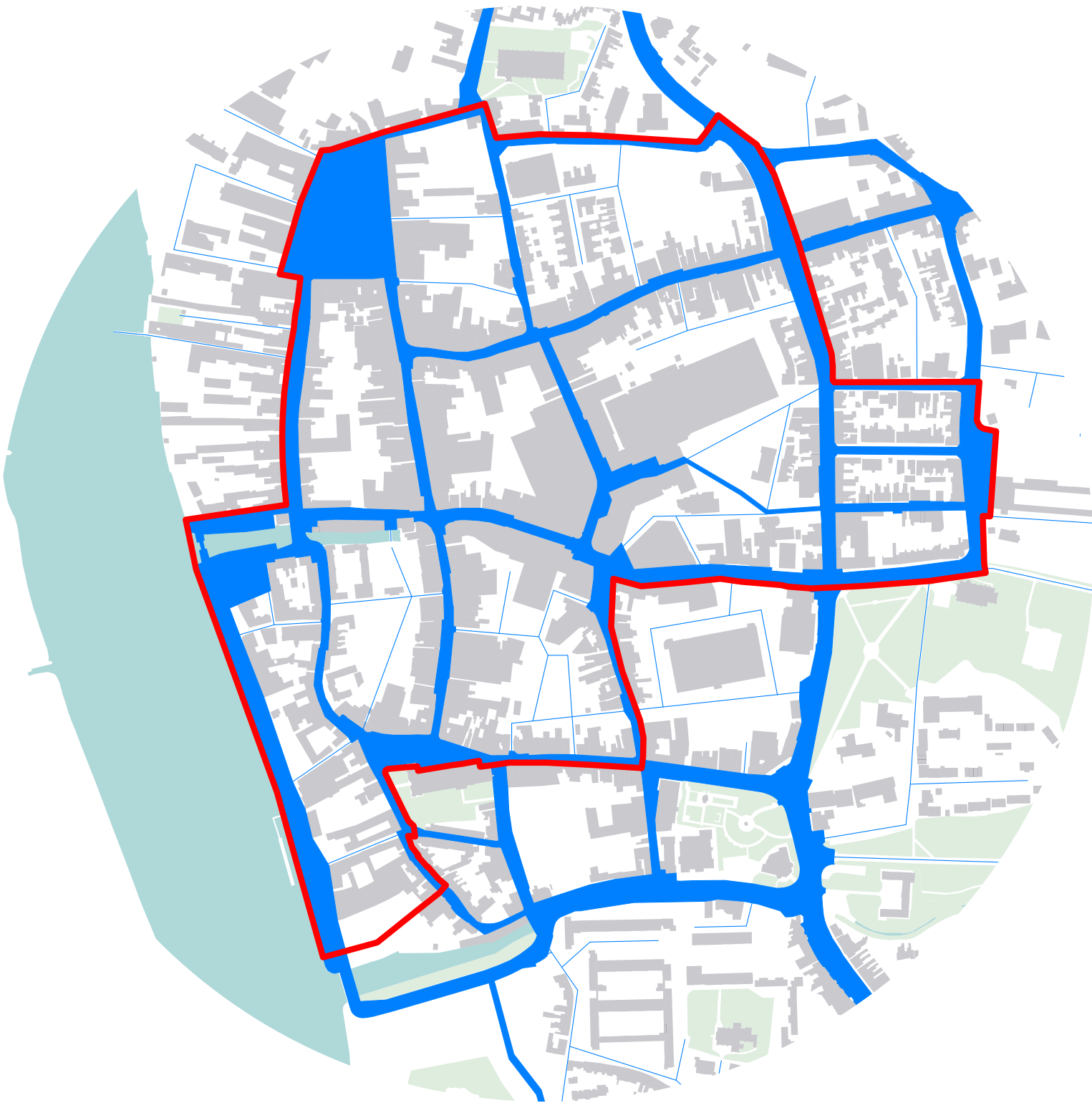
The ‘walkability’ of the public realm underpins the social, economic and environmental sustainability of towns and cities.

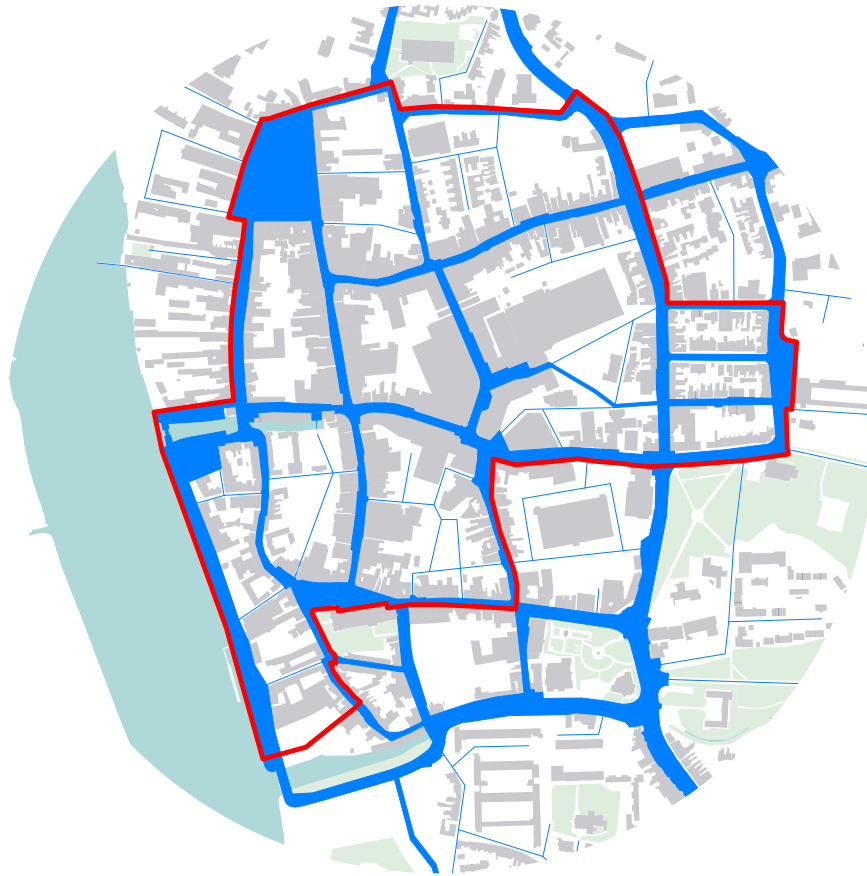
Projects that improved the quality, continuity and safety of the public realm for pedestrians are endorsed and connections to public transport and ‘active-travel’ networks should be improved as a means of increasing the accessibility and quality of the town centre.

These projects should implement the best practice guidance outlined in the Department for Transport’s ‘Manual for Streets 2’.



R Layout indicating pedestrian network





Key:



Primary street network



Secondary streets, lanes and pathway network



King's Lynn's Walking Zone- an area of pedestrian priority in the town centre
As designated in 'Local Walking and Cycling Infrastructure Plan'

Streets, Lanes and Alleys

Residents who have participated in community consultations, conducted by the Borough Council of King's Lynn and West Norfolk, have regularly highlighted Connectivity as a key theme, and a desire to make it easier for people to travel into and around town. King's Lynn's fine-grained network of streets, lanes and alleys is therefore an important asset and contributes to its distinctive spatial character. This network should be maintained and improved to encourage walking and other forms of 'active-travel'.

A holistic approach to the improvement of the walking network should be implemented. This requires a re-evaluation of the existing street infrastructure, which is primarily designed around the car, and the rebalancing and extension of infrastructure that encourages pedestrian movement and the use of public transport and 'active-travel'.

This objective extends beyond the provision of pavements and pedestrianised areas. It is that the pedestrian environment is considered comprehensively, and that infrastructure is provided that make walking safe, healthy, and pleasurable. To enhance the continuity and legibility of the street network a consistent material palette, wayfinding and street furniture strategy should be implemented. Where appropriate this landscape should be supplemented with trees, planting, places to stop and rest. This environment can be further enhanced by considered approaches to night lighting, particularly in zones that are not covered by highway lighting.



Expand the Cycling Infrastructure

The expansion and enhancement of the town's cycling infrastructure will expand opportunities for safe commuting, travel and exploration by bike. It supports health and well-being as well as the accessibility of the town centre.

Where appropriate dedicated bicycle lanes, signage, bicycle storage and secure bike parking should be integrated into the public realm. This infrastructure can also support emerging trends in the use of sustainable, personal vehicles e.g. electric bikes, scooters.



Town Centre Cycle Infrastructure

65% of respondents in the 2020 Cycling and Walking survey stated that they do cycle in King's Lynn, and of those a fifth of respondents cycle five times per week. Even though walking and cycling are clearly popular modes of travel in the King's Lynn area, respondents would like to see improvements to the condition and availability of routes, paths, and pavements. Generally, respondents would like to feel safe when they walk and cycle.

Norfolk County Council, in partnership with the Borough Council of King's Lynn and West Norfolk, have developed and will implement the active transport strategy outlined in the 'Local Cycling and Walking Infrastructure Plan' (LCWIP). Public realm initiatives within the King's Lynn's town centre should be coordinated with the proposal set out in the LCWIP and the development and delivery of specific projects should integrate and deliver the improved cycling and walking infrastructure.

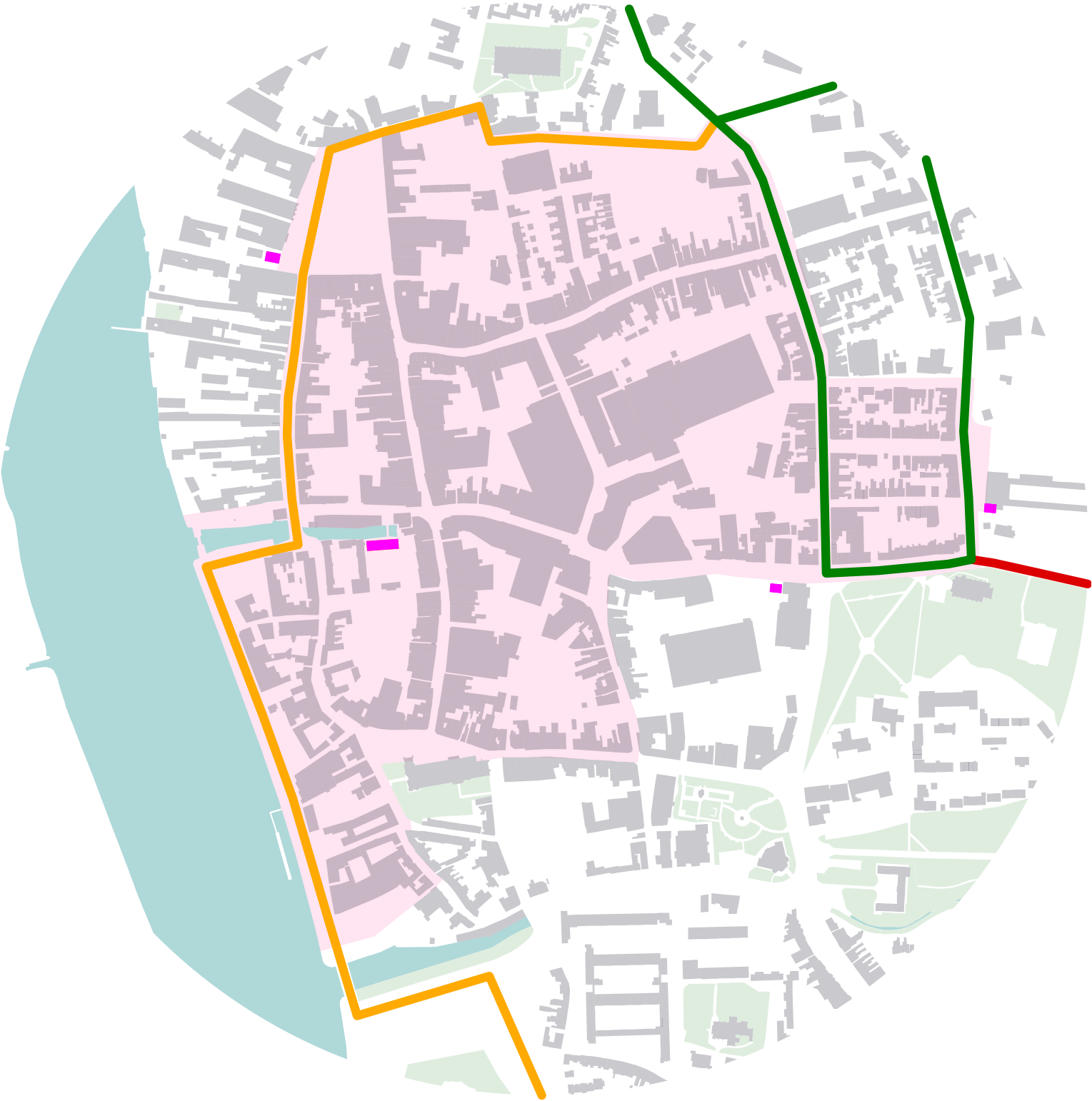
In summary, the LCWIP designates a 'Walking Zone' – an area for pedestrian priority – in King's Lynn's town centre that extend roughly from the railway station in the east to the river, and from Tuesday marketplace in the north to the Millfleet at the south.






Three cycle routes arrive or circumnavigate the edges of 'Walking Zone'. These are the:

- **Clenchwarton cycle route** - which enters the town centre from the south and extends along South Quay/ King's Street/Tuesday Market Place/St Nicholas Street / Austin Street.
- **North Lynn cycle route** – which enters the town centre from the north, via John Kennedy Rd and extends around the Austin Street / Blackfriars Rd / A148 gyratory loop.
- **Wootton's cycle route** – which enters the town centre from the east via the Walks.

This cycle infrastructure must be designed to comply with the standards outlined in the UK Government Department of Transport's current 'Cycle Infrastructure Guidelines'.

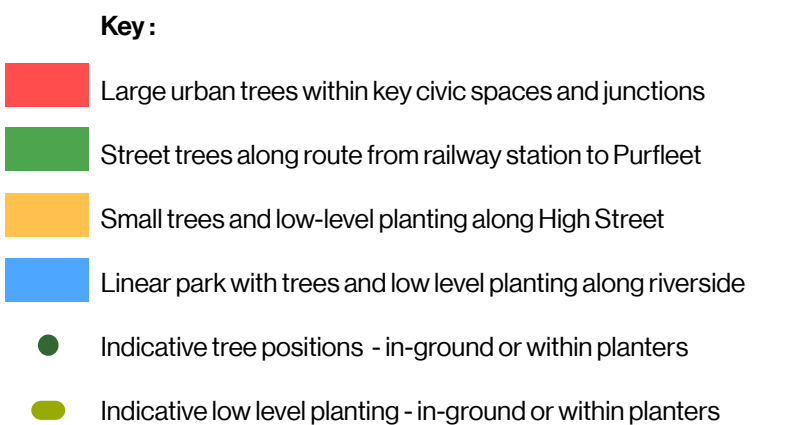
Secure cycle parking hubs should be provided at key transport locations and toward the edges of the King's Lynn 'Walking Zone'. Proposed locations for these hubs are at King's Lynn Railway Station, St James' Swimming Pool., Baker Lane car park and Ferry Street public toilets. In addition to these cycle hubs, suitable positions for cycle stands should be identified close to attractors within the 'Walking Zone' but should not detract from the walking routes.



- Key :
-  Clenchwarton cycle route - as designated in the 'Local Walking and Cycling Infrastructure Plan'
 -  North Lynn cycle route - as designated in the 'Local Walking and Cycling Infrastructure Plan'
 -  Woottons cycle route - as designated in the 'Local Walking and Cycling Infrastructure Plan'
 -  Proposed secure bike parking locations
 -  King's Lynn's Walking Zone - an area of pedestrian priority within King's Lynn's town centre As designated in the 'Local Walking and Cycling Infrastructure Plan'

Improve the Green Infrastructure

At present King's Lynn's town centre public realm is primarily characterised by hard landscaping; its historic landscape included a wider distribution of public and private green spaces and trees. The implementation of strategies that increase the provision of green space and planting within the town are encouraged. These initiatives will improve the well-being residents and the attractiveness of the town centre, while providing valuable habitat and supporting wider ecosystems.



R Layout indicating potential sites for new green infrastructure



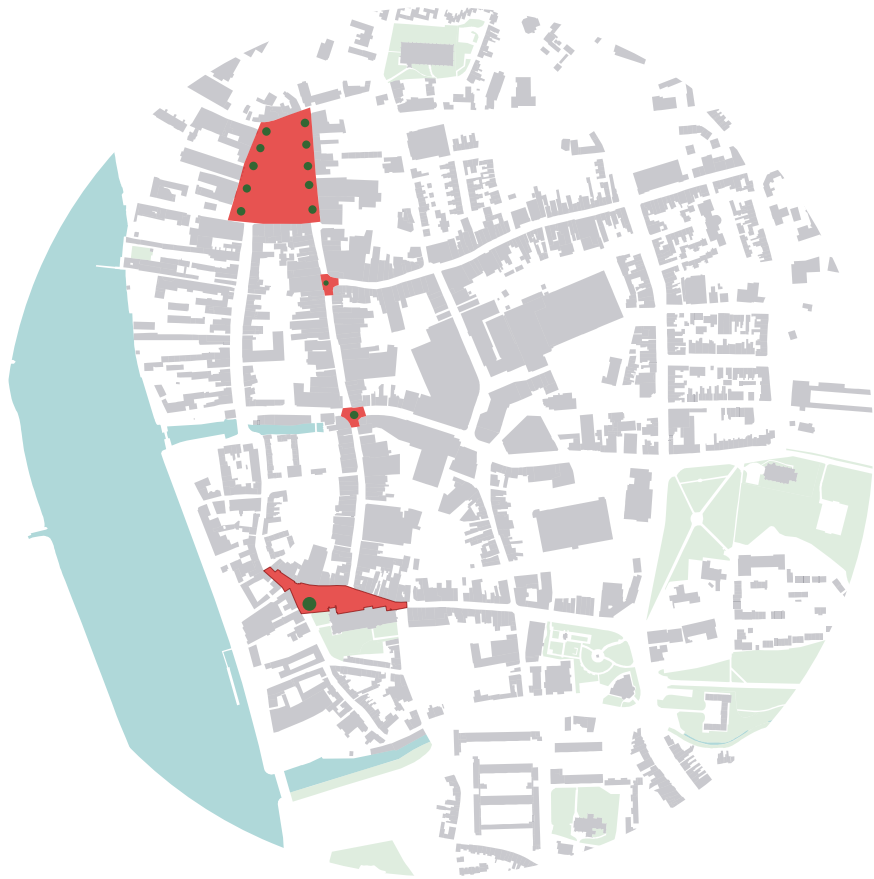
Civic Spaces with Urban Trees

Large urban trees can play an important role in reinforcing the civic scale and role of outdoor spaces. Trees can contribute to the comfort of large open spaces by providing shelter, windbreaks and shade. They can contribute to wayfinding and provide seasonal colour.

There are potential opportunities to re-introduce urban trees within the Tuesday Market Place. Historically, large trees were located along the western edge and along the carriageway on the eastern side. This created a distinct forecourt in front of the Corn Exchange and adjacent buildings.

Likewise, there is an opportunity to introduce single trees at the key junctions along the High Street - at Norfolk Street and Blackfriars Street - and Tuesday Market Place. The placement of these trees can create landmarks that assist wayfinding.

For detailed guidance on specific civic spaces – see **Area Concept Plans**.

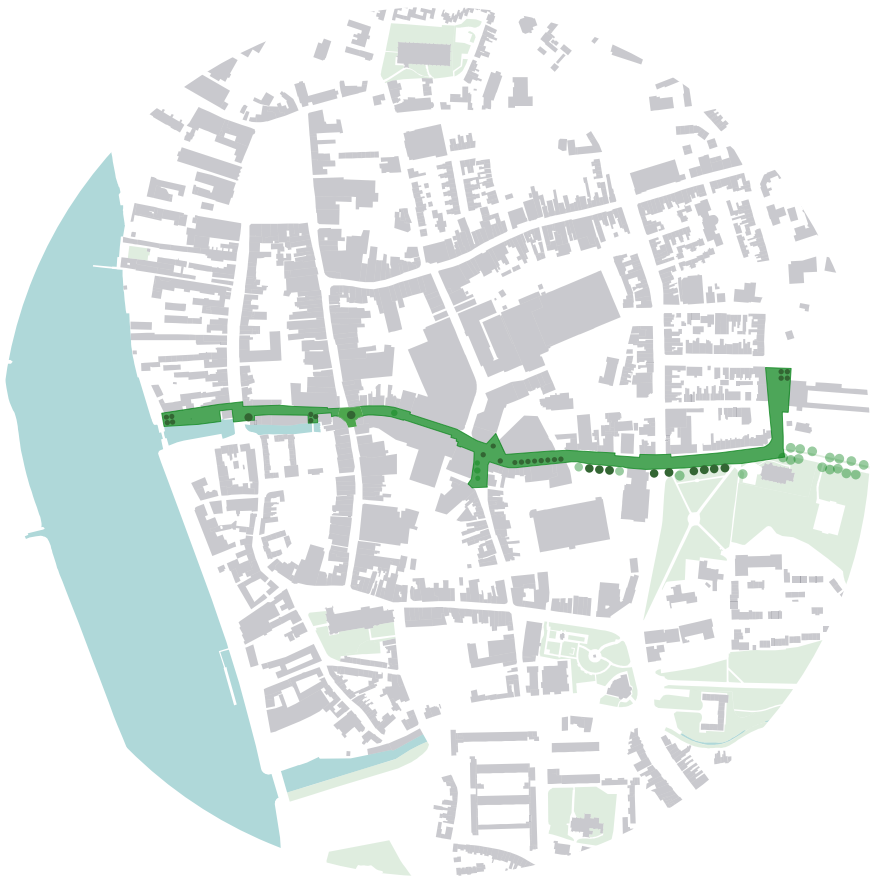


Street Trees - Station to River

The route from King's Lynn's railway station to the Outer Purfleet, via Blackfriars Road/Street, is highlighted as a key route within the Area Concept Plan section of this document. The vision is to strengthen this route as a key gateway into the town centre. Amongst, other initiatives this will require the improvement of the pedestrian infrastructure, the strengthening of the continuity of materials and wayfinding and improvement of key spaces and junctions along this route.

To support this overall ambition, it is proposed that where possible new trees are planted along this route, extending the existing trees in The Walks, St John's churchyard and St James' Park into the centre of the town. It is proposed that additional trees (in-ground or within planters) could be sited in: King's Lynn's railway station forecourt; St James' Park; St James' swimming pool forecourt; Blackfriars Street; Baxter's Plain; Upper Purfleet; Outer Purfleet quayside.

For detailed guidance on specific civic spaces – see Area Concept Plans.



High Street - Planters and Small Trees

The narrower street width of the High Street, high footfall and access requirements generally limits the opportunities for planting. However, in addition to the placement of trees at the High Street junctions with Norfolk Street and Blackfriars Street, there are opportunities to introduce small trees and low-level planting within planters at wider sections of the High Street.

The placement and arrangement should take account of constraints such as access and delivery and should integrate seating, lighting and planting strategies. For detailed guidance on specific civic spaces – see Area Concept Plans.



Riverside Linear Park

The value of King's Lynn's riverfront has been highlighted throughout recent community consultation, and was a consistent theme in stakeholder and business workshops in 2020. In February 2019, respondents fed back that they would like to see greater use of and connection with the river and quayside. The Vision King's Lynn Ideas consultation in December 2019 highlighted use of the riverfront, and maximising the quay area, as a theme.

King's Lynn's historic waterfront and quaysides are an important part of the town's public realm. It has the potential to become a important leisure landscape along the River Ouse, while maintaining access and operation of the working parts of the quay.

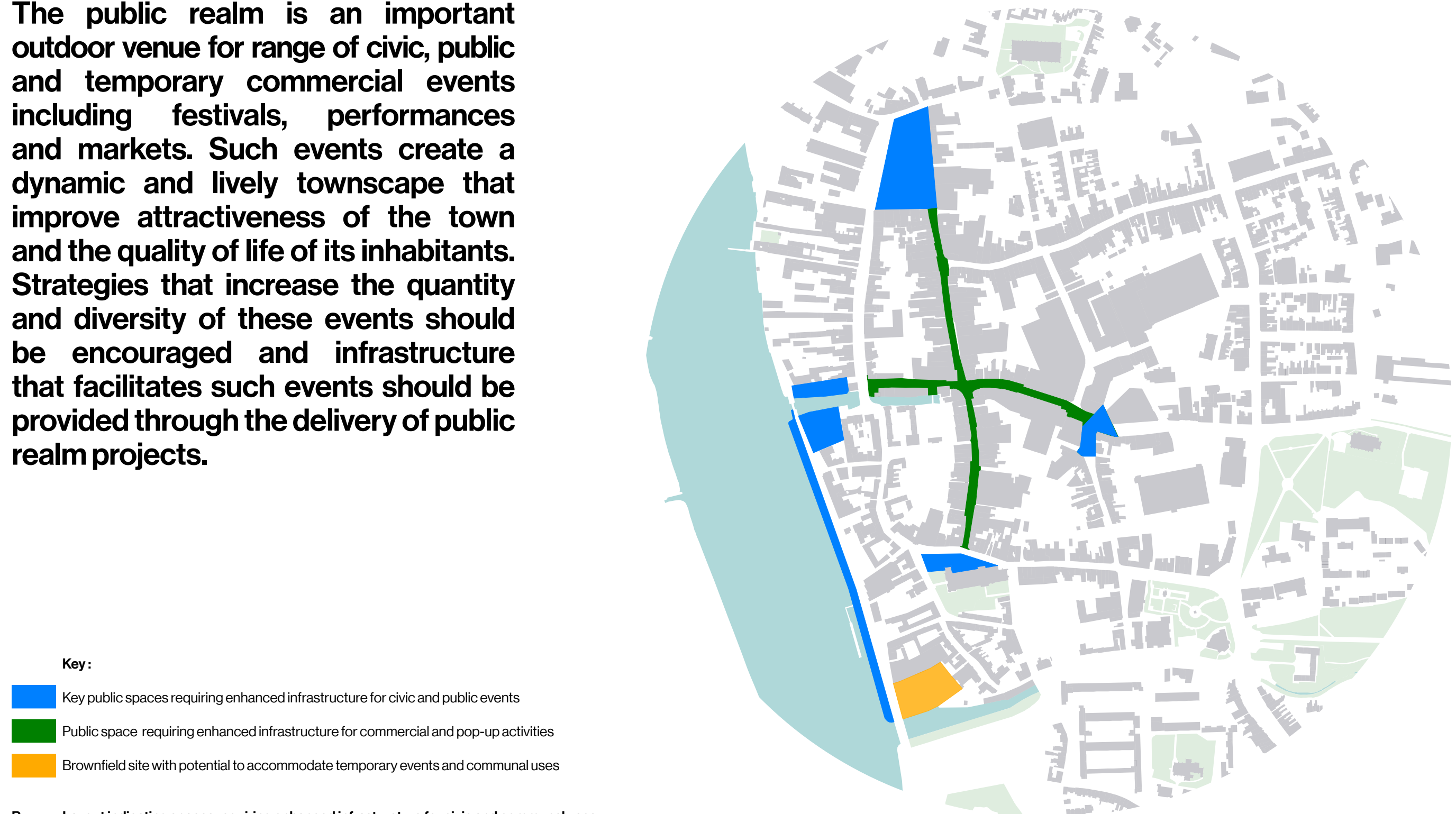
It is proposed that the quayside can be developed into a riverside, linear park – a relatively narrow zone which can integrate soft and hard landscaped areas, artworks, art and architecture pavilions, play and exercise spaces. Similar initiatives have been successfully delivered in other Hanseatic cities and former port landscapes.

Trees and low-level planting here would require to be integrated into above ground planters. Appropriate species should be selected for the maritime environment. The placement of trees should take account of the historic environment and views to and from heritage assets. The landscape design should develop strategies that assist the interpretation of the heritage environment, King's Lynn's history and to promote connections to the wider landscape. For detailed guidance on specific civic spaces – see Area Concept Plans (p50).



Provide Opportunities for Temporary Events

The public realm is an important outdoor venue for range of civic, public and temporary commercial events including festivals, performances and markets. Such events create a dynamic and lively townscape that improve attractiveness of the town and the quality of life of its inhabitants. Strategies that increase the quantity and diversity of these events should be encouraged and infrastructure that facilitates such events should be provided through the delivery of public realm projects.



Key :

- Key public spaces requiring enhanced infrastructure for civic and public events
- Public space requiring enhanced infrastructure for commercial and pop-up activities
- Brownfield site with potential to accommodate temporary events and communal uses

R Layout indicating spaces requiring enhanced infrastructure for civic and communal uses

Public and Civic Events

King's Lynn town centre and its public spaces are host of a wide range of events and attractions that take place throughout the year. These include established events such as the historic 'The Mart' and Hanse Festival, a range of cultural festivals and sporting events such as the Grand East Anglia Run and water sports on the River Ouse. In addition to these major annual events there is a programme smaller events and markets that take place within the town centre.

Individually and collectively these events and festivals play a major role in the cultural and collective life of the town. They attract visitors and contribute to the local economy. In maintaining and improving King's Lynn, it is important to consider the roles that individual spaces play in hosting these events and what infrastructure may be required to support their ongoing operation or might support of the public event programme.

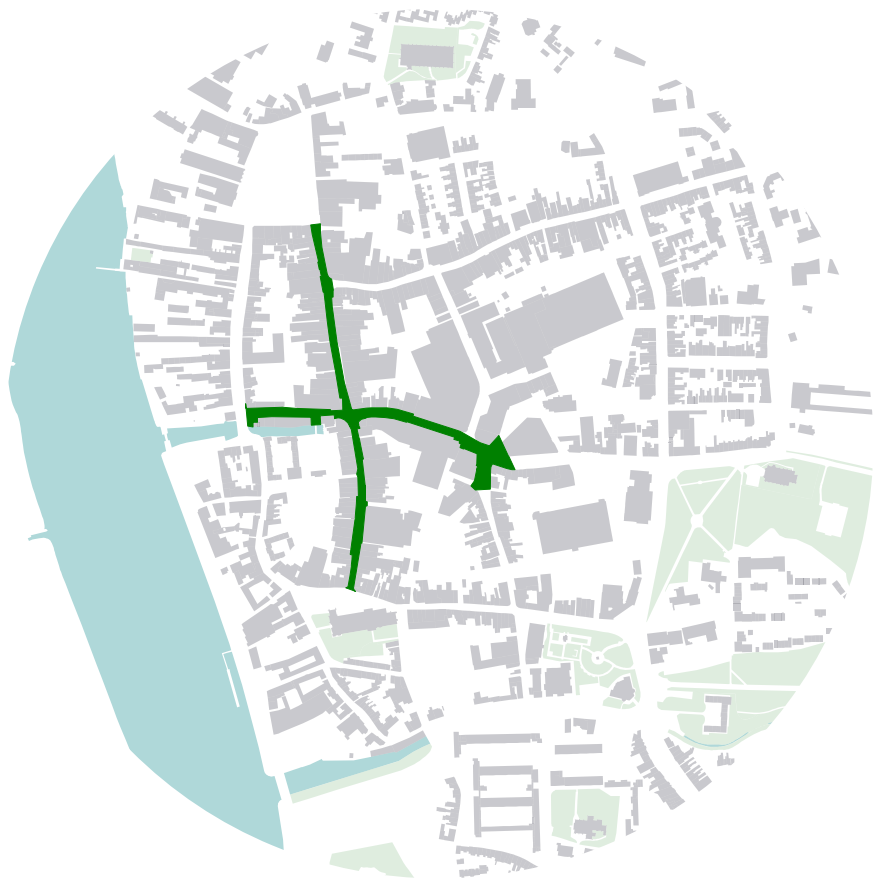


Commercial Zone

Vision King’s Lynn recent business and consumer confidence surveys highlighted pop-up units as a priority improvement respondents would like to see, and throughout all the consultation, the idea of a market style offer has been suggested.

King’s Lynn’s commercial centre is largely characterised by public and private, pedestrianised streets that connect directly to the Tuesday and Saturday marketplaces and Baxter’s Plain. This extensive pedestrian environment creates opportunities for a range of ad-hoc local events such as markets and ‘pop-up’ stalls, exhibitions or cultural events. These events can lend the town centre a dynamic and diverse character and help to support local enterprise and start-up businesses.

To support these initiatives, the discrete integration of infrastructure that facilitates temporary events (e.g. power and potable water connections) at appropriate locations in the commercial zone is encourage.



Temporary Use of Vacant Sites

Within the town centre there are several vacant sites and car parking areas that are not used to capacity across the whole year. These open sites can be regarded as unproductive or unsightly voids in the historic built fabric. However, these sites might provide opportunities for temporary community uses especially for demographics and uses that are currently under served in the town centre.

Where viable, the temporary reuse of these sites should be endorsed. Activities might include, but are not limited to, temporary play areas, leisure uses, allotments and community events and activities.



Aid Legibility through Consistent Wayfinding

At present King's Lynn's town centre public realm is primarily characterised by hard landscaping; its historic landscape included a wider distribution of public and private green spaces and trees. The implementation of strategies that increase the provision of green space and planting within the town are encouraged. These initiatives will improve the well-being residents and the attractiveness of the town centre, while providing valuable habitat and supporting wider ecosystems.

Key :

- River and watercourses
- Green spaces within the town centre
- Civic spaces and key junctions
- Primary street network
- Secondary streets, lanes and pathway network
- Landmarks on the town centre skyline
- Low-level landmarks at key junctions and spaces
- View corridors to the River Ouse and landscape

R Important existing features that aid wayfinding and provide a sense of place



Intrinsic Wayfinding Elements

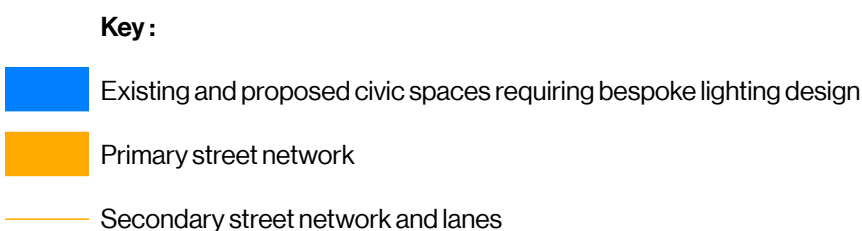
The underlying spatial plan of King's Lynn's compact town centre plays the most fundamental in allowing people to navigate through it. The fine-grained network of streets regularly punctuated with memorable civic spaces and landmark buildings creates a navigable spatial environment. The presence of historic landmarks and figures on the skyline (such as the Minster steeple), as well as encounters with rivers and green spaces provide another layer of orientation points. Views to the River Ouse, from Purfleet and along alleyways are also significant.

Wayfinding strategies within the town centre should be build upon this underlying legibility and should take care not to block, or clutter, key views or relationships. The continuity of materiality along individual streets should be prioritised to consolidate its legibility as a continuous route. The application of a consistent palette of materials and clear hierarchy between streets will further strengthen the legibility of the town. Within this document a number of new spaces and junctions are proposed to provide further points for meeting and orientation within the town centre.

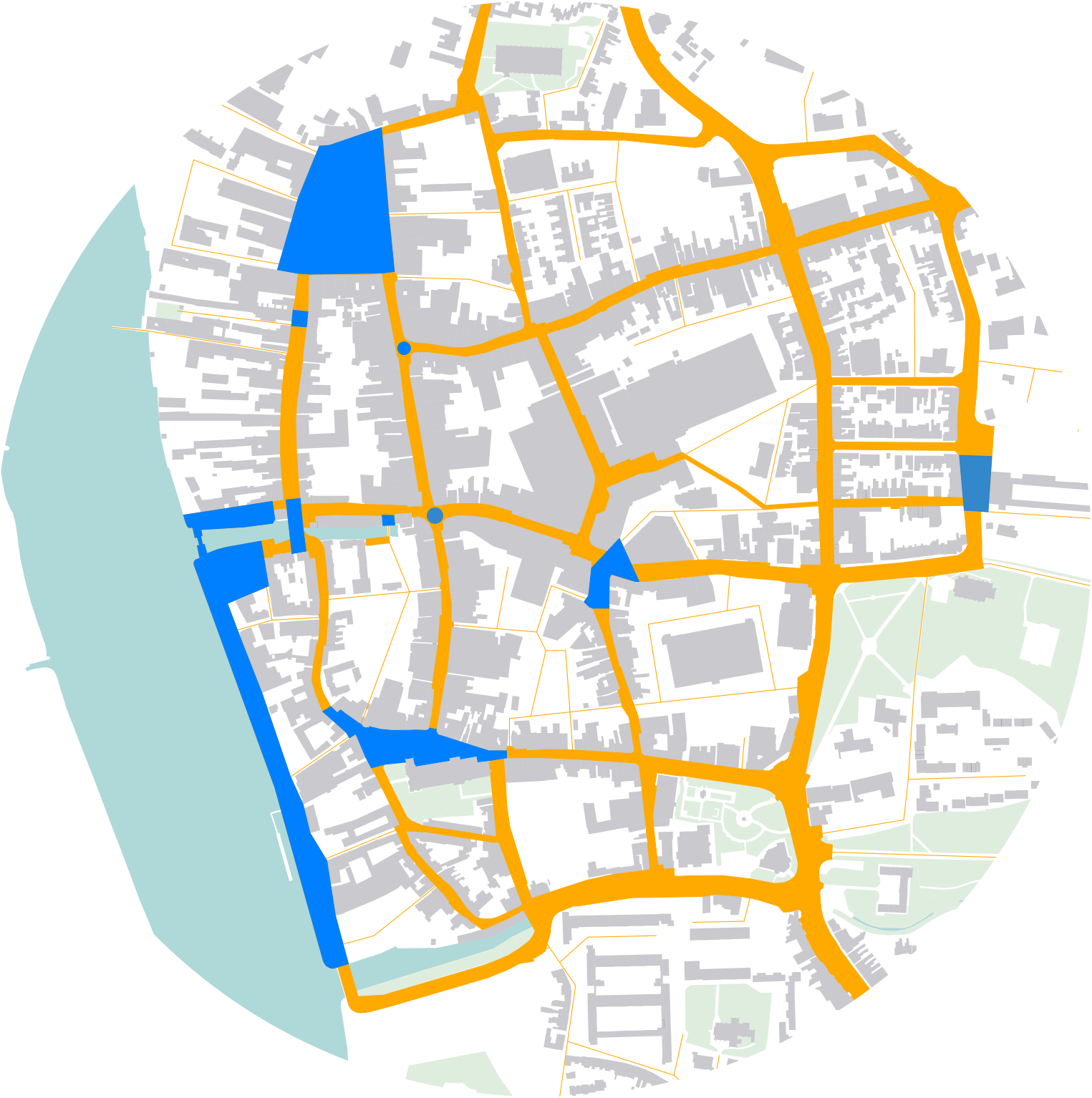


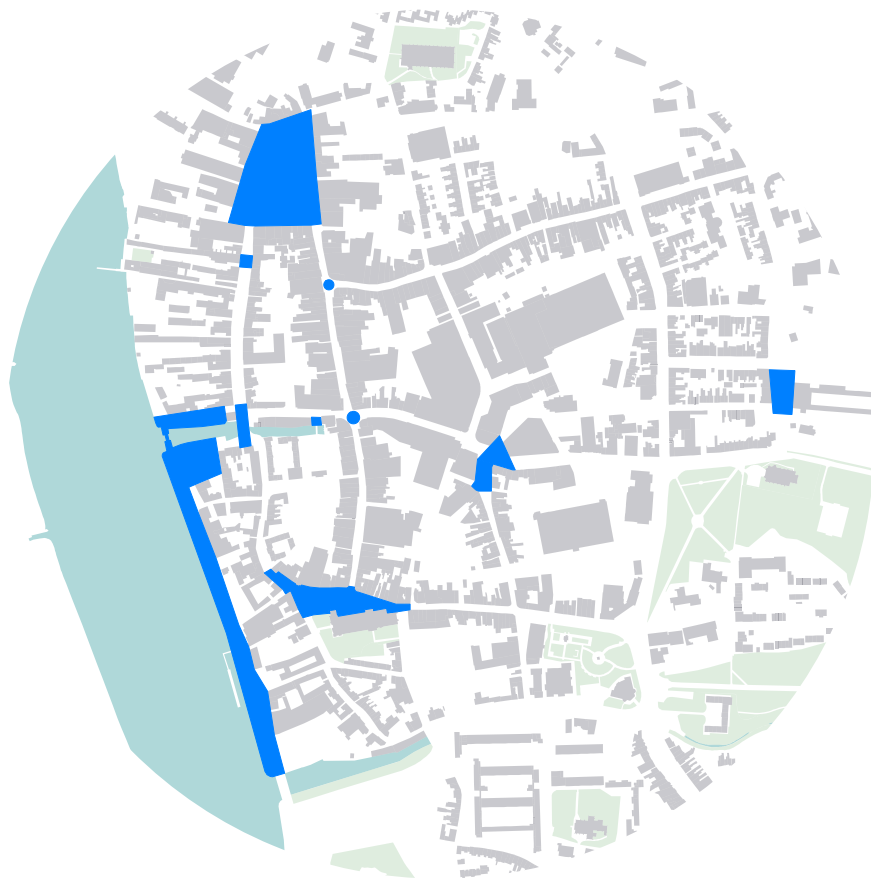
Enhance the Night-time Environment

Artificial lighting plays a fundamental role in our ability to safely navigate the public realm throughout the day and across the seasons. However, it can also contribute to a townscape's identity and sense of place. Appropriate lighting can draw attention to a town's architectural heritage and help to support evening activities and the night-time economy. Lighting strategies that provide an appropriate sense of place within the townspace and extend the period of activity are encouraged.



R Layout indicating light strategy





Lighting Key Civic Spaces

Townscapes are primarily lit by the highway and street lighting that provides safe and uniform levels of lighting to road carriageways and pavements. However, this ubiquitous form of lighting tends to suppress the individual qualities of a townscape and the 'sense of place' within the town.

However, a considered approach to lighting design can be used to highlight individual spaces and buildings. It is therefore proposed that key civic spaces within King's Lynn should be given bespoke lighting designs. In developing these designs, it is important to recognise the civic role of that space and to emphasise the unique built structures and spatial attributes of that space. The layered use of lighting can create different spatial conditions, characters and seasonal variation.

In historic areas of the town centre, lighting should be used to highlight the existing qualities of the townscape and important historical landmarks.

List of Spaces

Tuesday Market Place
Saturday Market Place
Station Forecourt
River Quayside
Baxter's Plain
High Street Junctions
King Street Bridge
Outer Purfleet Quay



Lighting Configurations

For reasons of safety and uniformity, street lighting is typically pole mounted at a uniform height. However, within civic spaces there may be opportunities to utilise a broader range of configurations. This might include the lighting of the façades of significant buildings, pole mounted lighting at different heights, lighting of trees and planting and low-level lighting around items of street furniture.

When carefully composed this approach can be configured to emphasise the intrinsic character of a space and its key elements. The further consideration of its intensity, tone and hue can further strengthen this character or allow variation within a single space to be achieved.



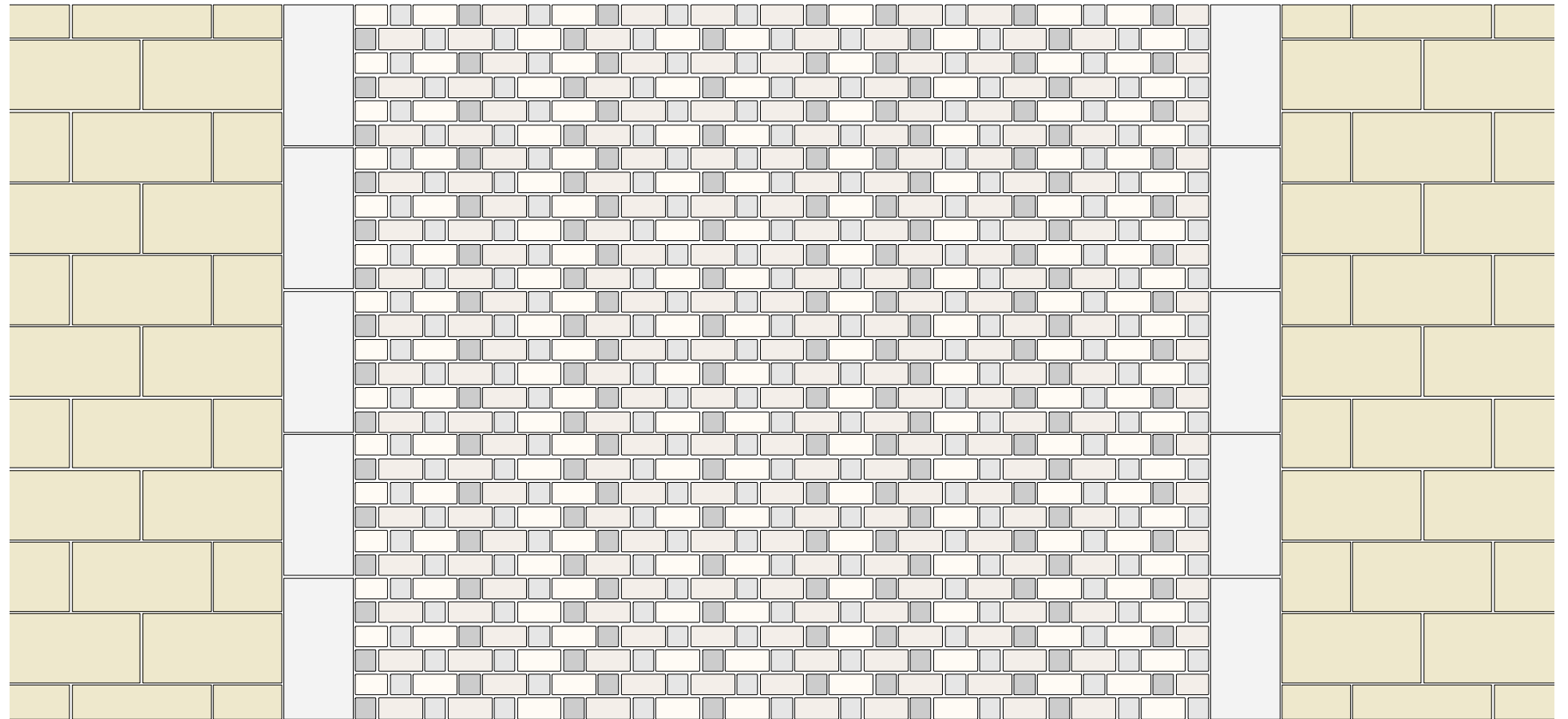
Establish a Consistent Material Palette

The use of a consistent palette of materials can improve the legibility of the public realm, helping to establish a hierarchy of civic spaces and routes. This palette of materials can be used in a range of configurations, that allow individual spaces and routes to be identified, while achieving continuity across the town centre. Key civic spaces and junctions can be articulated through the use of bespoke materials and designs that establish a distinct sense of place and respond to the local context.

- Key :
- Existing and proposed civic spaces requiring bespoke design and material palette
 - Street network to implement consistent material palette
 - Secondary street network to implement consistent material palette

R Layout indicating material palette requirements





Requirement for a Consistent Material Palette

A consistent approach to the design of the public realm will reflect the physical continuity of the town centre, as well as creating an appropriate setting for the significant built heritage. It will create a more legible town centre, with a clear hierarchy of routes and spaces. The required consistency should come from high quality design using of a range of complimentary materials and good quality workmanship during construction.

In developing public realm proposals designers should recognise the role which individual streets or spaces play within the wider town centre. A complimentary range of surface treatments ensures that consistency can be achieved within a range of budgetary constraints. Higher quality materials are suggested for the key routes and spaces within the centre, while a reduced specification may be more appropriate for more peripheral streets and spaces.

The required consistency need not imply a bland uniformity. Space is also allowed for variety and more idiosyncratic treatments, which respond directly to the context. Exceptions to the application of the consistent material palette are key public spaces and nodes. At such locations bespoke design solutions can help establish a distinct sense of place.

Works to the highways and the public realm should follow guidance found in the Department for Transport's 'Manual for Streets 2' and where applicable Historic England's 'Streets for All' document.

Material Palette

The surfaces within the public realm generally consist of pavements, kerbs and carriageways. In developing a material palette for the town centre we have taken cognisance of a number of factors including the historical development of the townscape (including recent investment in the public realm), robustness and durability, cost and maintenance, and sustainability.

The aim of the material palette is to provide a background consistency to how the public realm should be developed over the coming years. Wherever possible it is suggested that natural materials are used, and preferably from local sources; however, this may not always be possible and so alternatives are also proposed.

The suggested base material palette includes the following:

Natural stones, such as Yorkstone and granites

Reconstituted stone and concrete

Brick pavers

Asphalt with 'golden gravel' aggregate rolled in



Material Hierarchy and Applications

The public realm of composed of streets, lanes, alleys, public spaces, gardens and parks. Within this composition there is a hierarchy of importance related to aspects such as purpose, frequency of use and context. It is this hierarchy which should be used to establish the materials to be used in each location.

Typical material hierarchies are described below and on the adjacent drawings:

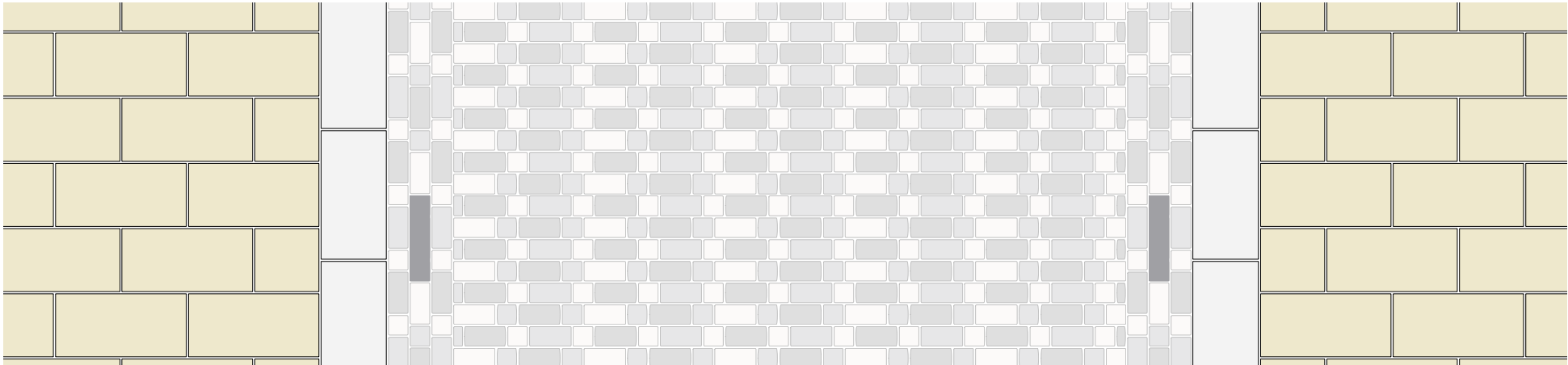
For primary pedestrian routes, natural stone should be used.

For all other primary routes, natural stone should be used for pavements and kerbs. Asphalt, with ‘golden gravel’ aggregate rolled in, should be used for carriageways.

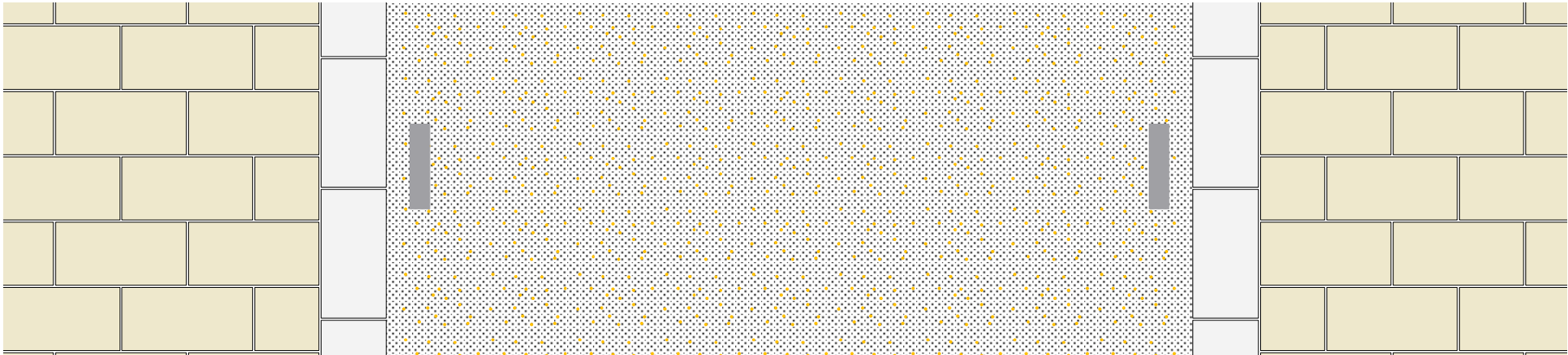
The surface treatments for primary routes should also be prioritised for areas with significant heritage assets within the town centre.

For secondary routes, reconstituted stone, concrete paving or brick pavers should be used for pavements, with natural stone kerbs. Asphalt for carriageways.

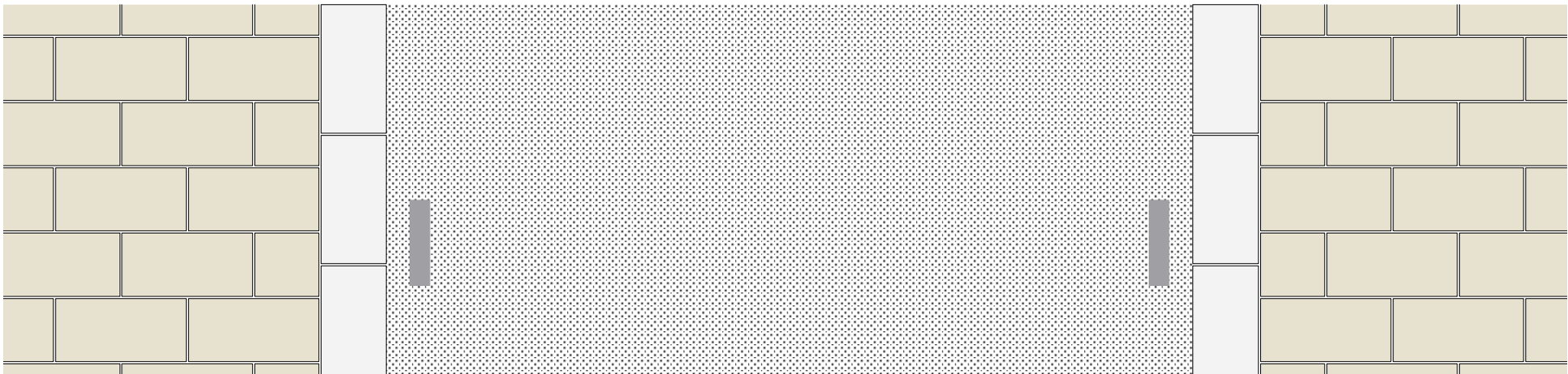
For tertiary routes, asphalt for pavements and carriageways, with concrete kerbs. Lanes within the Conservation area should replicate that which exists – typically granite setts, with natural stone flag paving.



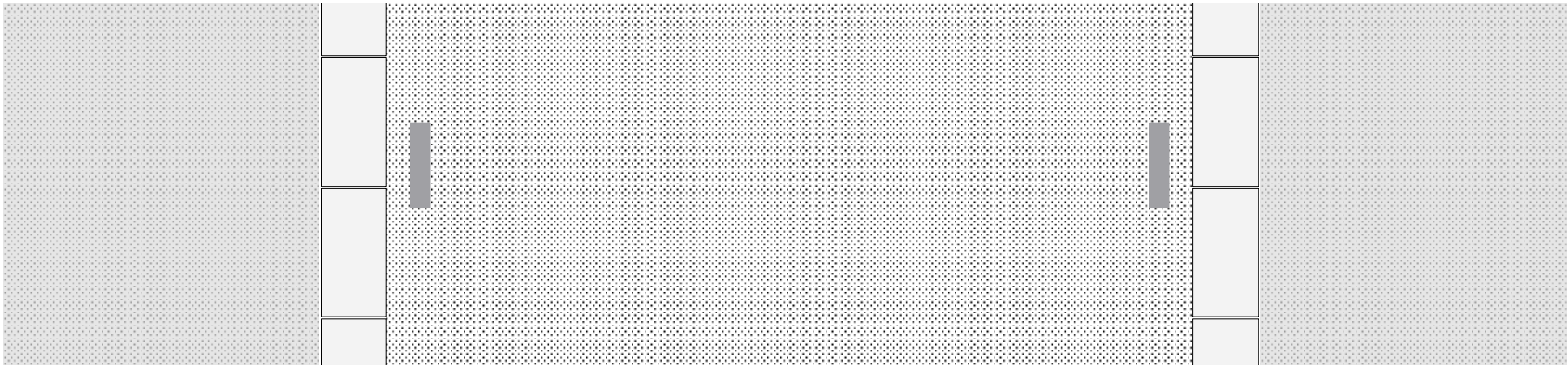
For primary pedestrian routes, natural stone should be used.



For all other primary routes, natural stone should be used for pavements and kerbs. Asphalt, with ‘golden gravel’ aggregate rolled in, should be used for carriageways.



For secondary routes, reconstituted stone, concrete paving or brick pavers should be used for pavements, with natural stone kerbs. Asphalt for carriageways.



For tertiary routes, asphalt for pavements and carriageways, with concrete kerbs.

Material Configurations

While the previous section establishes a base material palette and typical arrangements, alternative paving configurations are also acceptable on the basis that the material palette is adhered to.

The rich built environment of the town provides some clues as to how alternative configurations could be deployed. Herringbone brickwork set within vertical timber framing at the Hanse House and chequerboard stonework on the Town Hall illustrate the imaginative use of traditional materials and could be a reference for paving configurations.

In addition, the composition of material and format can help articulate routes or highlight particular details in the adjacent architecture.





List of Spaces

Tuesday Market Place
 Saturday Market Place
 King's Staithe Square
 Purfleet Quay

South Quay
 Baxter's Plain
 Station Forecourt

Bespoke Design - Main Civic Spaces

King's Lynn has the potential to develop a wide range of public spaces, from the grandeur of Tuesday Market Place and the open expanses offered by South Quay, to the more intimate trading heritage of Purfleet Quay and informality of 21st century commerce at Baxter's Plain. The public spaces within the town centre each perform differing roles, from spaces for markets and performance to simple spaces to relax alone or in company, and this must be carefully considered in their development.

The Action Plan suggests that each and every public space should be articulated as a distinct place within the town centre. At these key locations we suggest that the material palette is loosened to allow designers the freedom to fully explore the creative potential offered by each site.

This strategy will create a rich and vibrant urban experience for residents and visitors to the town centre and can become catalyst for further investment while leaving a rich legacy for future generations.





Bespoke Design - Key Junctions

Within the town centre there are also locations which, although not clearly defined as a public space, act as key gathering points. This could be at the junction of key streets, or simply the space adjacent to important buildings.

As with the design of public spaces, it is suggested that these key locations should similarly be expressed in a unique manner. The material palette will be loosened to again allow designers the freedom to creatively respond to the particular context.

This will add to the variety of the public realm while simultaneously aiding wayfinding through the creation of distinct and identifiable spaces and places.

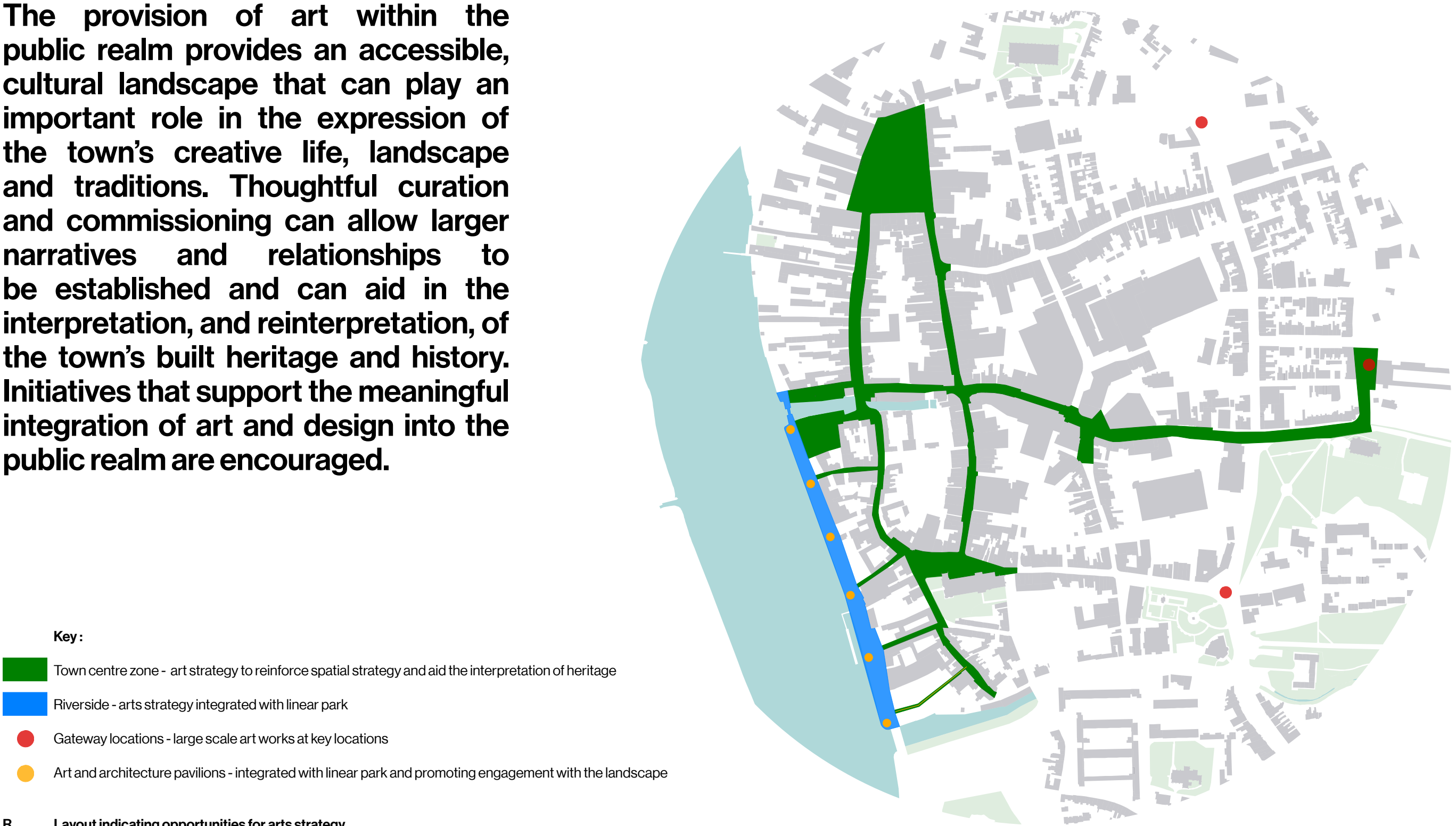
List of Junctions

- Guildhall & King Street
- Custom House / Purfleet Street
- High Street / Norfolk Street
- High Street / New Conduit Street



Commission Art in Public Spaces

The provision of art within the public realm provides an accessible, cultural landscape that can play an important role in the expression of the town's creative life, landscape and traditions. Thoughtful curation and commissioning can allow larger narratives and relationships to be established and can aid in the interpretation, and reinterpretation, of the town's built heritage and history. Initiatives that support the meaningful integration of art and design into the public realm are encouraged.



- Key :
- Town centre zone - art strategy to reinforce spatial strategy and aid the interpretation of heritage
 - Riverside - arts strategy integrated with linear park
 - Gateway locations - large scale art works at key locations
 - Art and architecture pavilions - integrated with linear park and promoting engagement with the landscape

R Layout indicating opportunities for arts strategy



Context for a Public Art Strategy

The provision of art within the public realm provides an accessible cultural landscape that can play an important role in the expression of King's Lynn's creative life, landscape and traditions.

To underpin the commissioning and development of a detailed Public Art Strategy, this Public Realm Action Plan proposes a high-level strategy for the zoning and placement of artworks within the town centre. These are: A Town Centre Zone; Gateway Artworks; Riverside Artworks; Art and Architecture Pavilions.

The intention is that the placement of artworks enhances and reinforces the other strategies outlined in this document. Further details on these proposals are provided in the following paragraphs.



Town Centre Zone

The town centre zone, indicated in green, connects central areas with the highest footfall, arts and cultural institutions and historic built fabric.

Within this zone it is proposed that smaller artworks can be integrated into the public realm that relate to the town's history, traditions and creative life. Thoughtful curation and commissioning within this area can allow larger narratives and relationships to be established between the artworks themselves and the surrounding environment. Likewise, specific commissions can play an important role in facilitating the interpretation, and reinterpretation, of the town's built heritage and history. The detailed development of an arts strategy within this zone might contain a series of diverse themes or subset of distinct areas.



Gateway Artworks

Within the broader road and infrastructural network and built fabric, it can be difficult to perceive the thresholds and entry point to a town centre and feel a sense of arrival. It is therefore proposed that a series of gateway artworks, indicated with red dots, could be commissioned and located at key nodes and arrival point at the boundary of King's Lynn's town centre. Potential locations might include: the junction of St James' Street and St James' Road; on King's Lynn's train station forecourt; the junction of A148, Blackfriars Road, Austin Street and Norfolk Street.

These larger artworks might be larger in scale and be consciously designed acknowledging that they will be primarily viewed from moving vehicles or pedestrians rather than directly engaged with. This might suggest opportunities or themes that could be developed and articulated within the detailed Public Art Strategy.



Riverside Artworks

King's Lynn's quayside has distinct qualities from the rest of the town. Elsewhere within this document it is proposed that this space could be developed to create a riverside linear park, indicated in blue, which creates opportunities for leisure and recreation alongside the existing maritime and civic uses.

It is proposed that public art could be integrated into the linear park. Here there are opportunities for artworks that might respond to the town's history, Hanseatic heritage, the River Ouse, landscape and the wider environment. These should be conceived holistically as part of the linear park as a means of reinforcing the spatial objectives and promoting interaction.



Art and Architecture Pavilions

A series of art and architecture pavilions, indicated with orange dots, are also proposed within the riverside linear park. These larger artworks might also respond to themes relating to the town's history, Hanseatic heritage, the River Ouse, landscape and the wider environment. However, these larger installations can also play an important role as shelters that make the quayside more hospitable in periods of inclement weather.

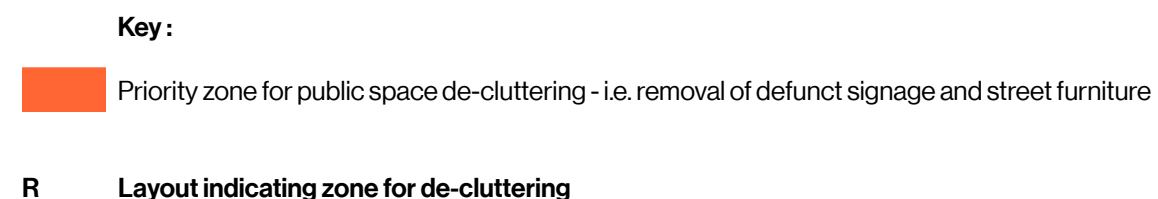
It is proposed that these pavilions should be located adjacent to the key access points along the quaysides from perpendicular streets, lanes and alleys. However, it is important that these structures are moved just off the axis of these perpendicular routes and do not occlude the special views of the river that are visible from these streets and alleys.



De-clutter the Public Realm

While the provision of street furniture and wayfinding infrastructure plays a critical role in function and comfort of the public realm, there is also a tendency for successive generations of these elements to accrue. This can result in a townscape that is visually and spatially congested and has no clear identity or civic role. When implementing changes to the public realm, an assessment and implementation of opportunities to de-clutter the townscape should be undertaken.

The auditing and de-cluttering of the should adopt the best practice approach outlined in the Department for Transport's 'Manual for Streets 2'.

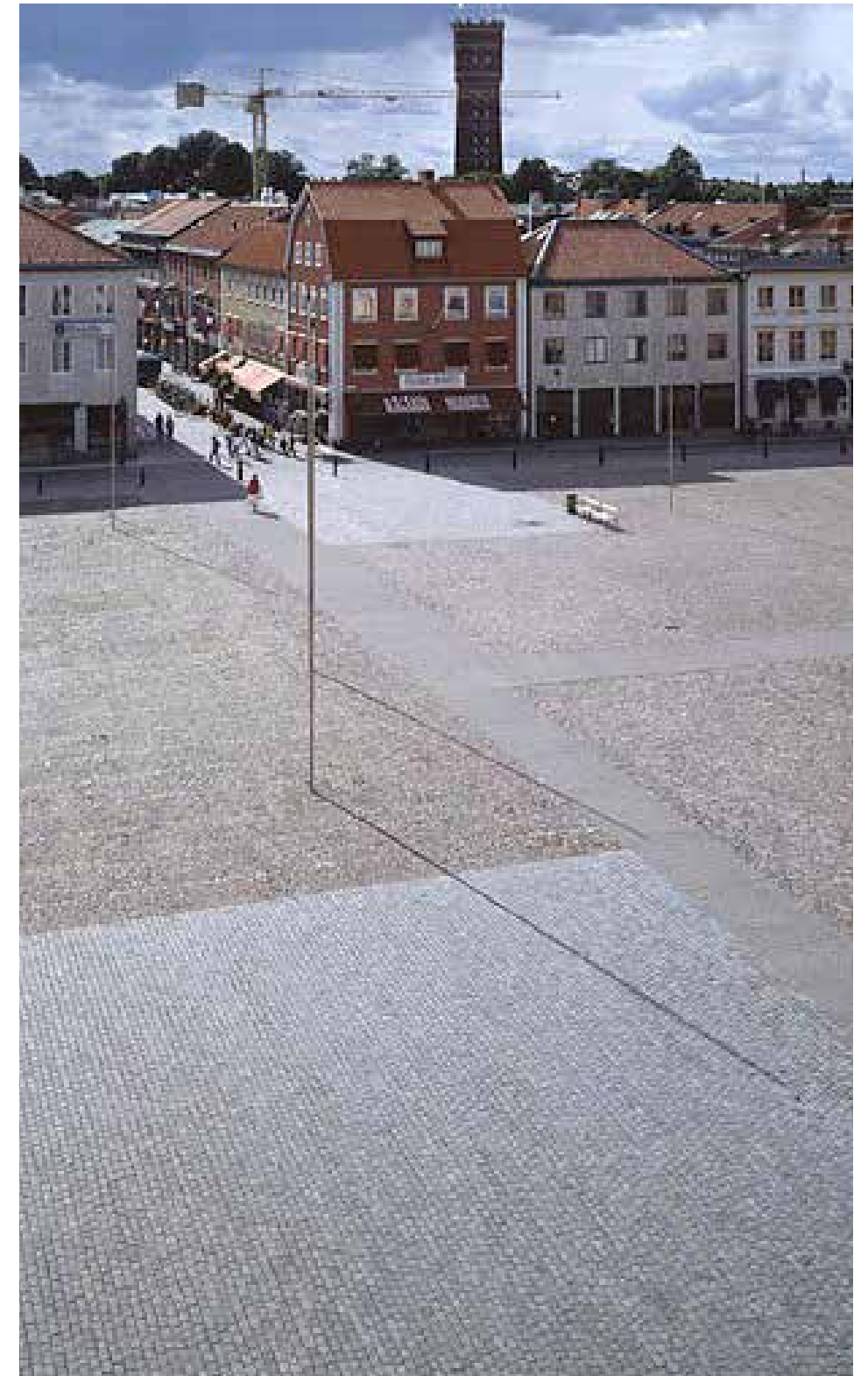


Simplifying Spaces

As elsewhere, King's Lynn town centre suffers from excessive street clutter. Lighting, seating, waste bins, wayfinding signage, information boards and bollards are frequently placed without due consideration to the wider streetscape and can become obstacles to movement as well as visually distracting.

Street furniture and wayfinding infrastructure must be carefully considered during the design of all streets and spaces; firstly, existing elements should be assessed for their necessity; secondly, any new additions should be evaluated for their need. Wherever possible any requirement for street furniture and signage should be combined into a singular composition.

King's Lynn town centre is characterised by a fine grain of relatively tight streets and spaces which have evolved over time. This character should be protected by removing clutter and ensuring that any new elements are of a high quality and appropriately placed.



Chapter 3

The Five Key Routes	p. 51
Route 1 - Railway Station to River - A Gateway to the River	p. 53
Route 2 - High Street - A Commercial Corridor	p. 56
Route 3 - Market Places, King St and Queen St - A Heritage Trail	p. 59
Route 4 - Riverside - A Leisure Landscape	p. 62
Route 5 - Norfolk Street - An Important Artery	p. 67

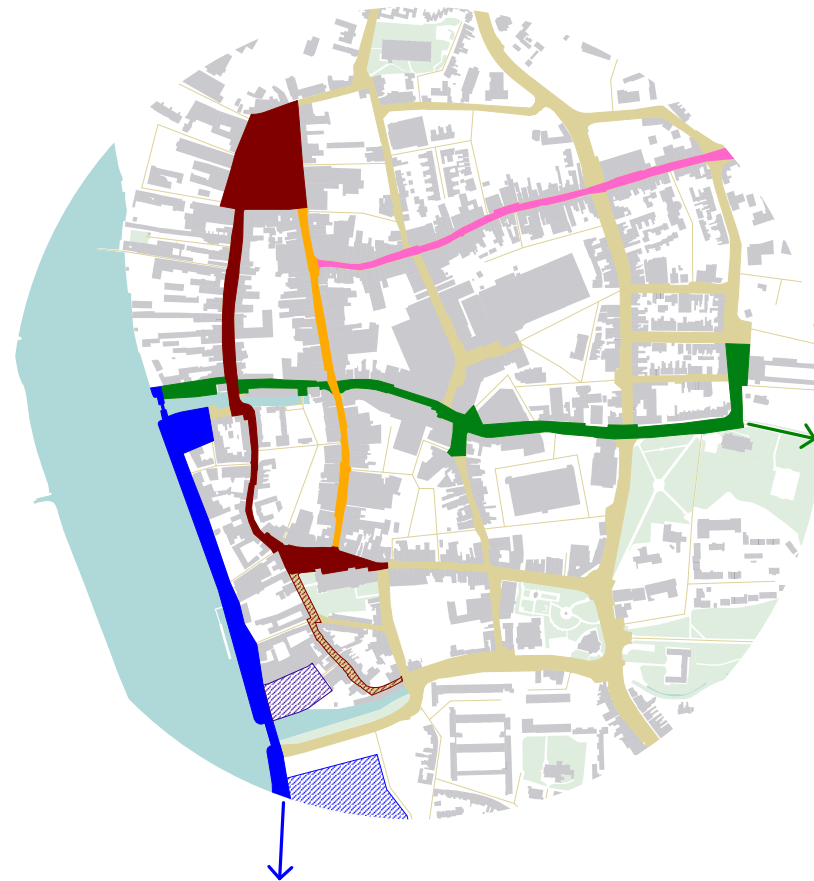
Area Concept Plans

The Five Key Routes

To maximise the effectiveness of resources and investment in King's Lynn's town centre, five key routes have been designated for action.

Each route makes strategic connections and plays a distinct civic role in the town. Collectively these routes form a network that will strengthen the social, economic and environmental sustainability of the town centre.

In addition to the proposals for these routes, improvements to the highways and public realm should follow the guidance found in the Department for Transport's 'Manual for Streets 2' and, where applicable, Historic England's 'Streets for All' document.



Five Routes as a Strategy

In order to support meaningful investment that can maximise benefits a strategy that highlights five key routes as the priority sites for investment is proposed. Each route is composed of a series of individual civic spaces connected along a continuous streetscape. These routes have been deliberately chosen because of their important role in connecting key spaces but also because they have a distinct civic role or meaning within the town centre. The routes are:

- Route 1 - Railway Station to the Purfleet – Gateway to the River
- Route 2 – High Street – Commercial Corridor
- Route 3 – Marketplaces, King Street and Queen Street – A Heritage Trail
- Route 4 – Riverside – A Leisure Landscape
- Route 5 – Norfolk Street - An Historic Artery

Those responsible for the commissioning, detailed design, approval and implementation of this Action Plan are encouraged to adopt a holistic approach to the project and develop projects that contribute to the creation of continuous and coherent routes. A description of each route is provided in the following chapters.

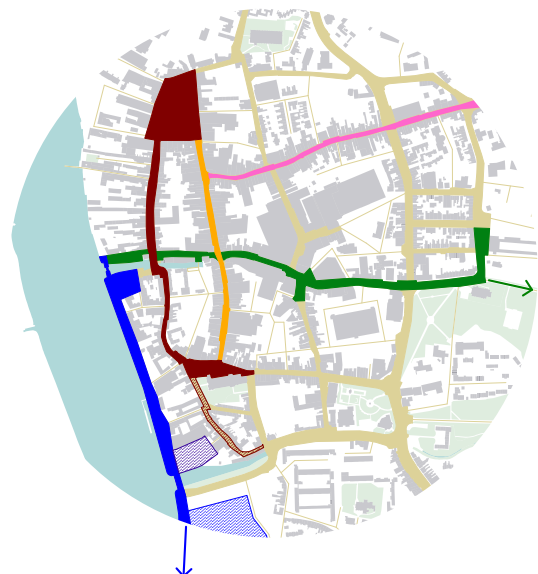


A Network of Spaces

The creation of five routes is intended to strengthen the relationship between key places within the town. However, it is important to recognise that each route is composed of distinct spaces and streets with individual characters and civic functions. It is important that these spaces are not subsumed into singular character but retain their distinctiveness within the route and townscape. Within the following chapters a number of individual spaces are highlighted that should give bespoke designs. These are:

- Route 1 - Station Forecourt / Baxter's Plain / Inner Purfleet / Outer Purfleet
- Route 2 – High Street Junctions / High Street Planting
- Route 3 – Tuesday Marketplace / Guildhall / Purfleet Bridge/ Saturday Marketplace
- Route 4 – Outer Purfleet / Riverfront Park / Boal Quay / Nar Loop
- Route 5 – High Street Junction / Gateway Artwork

Descriptions of the proposals for these spaces are included within each relevant chapter. Images of the proposed sites for improvement are illustrative.

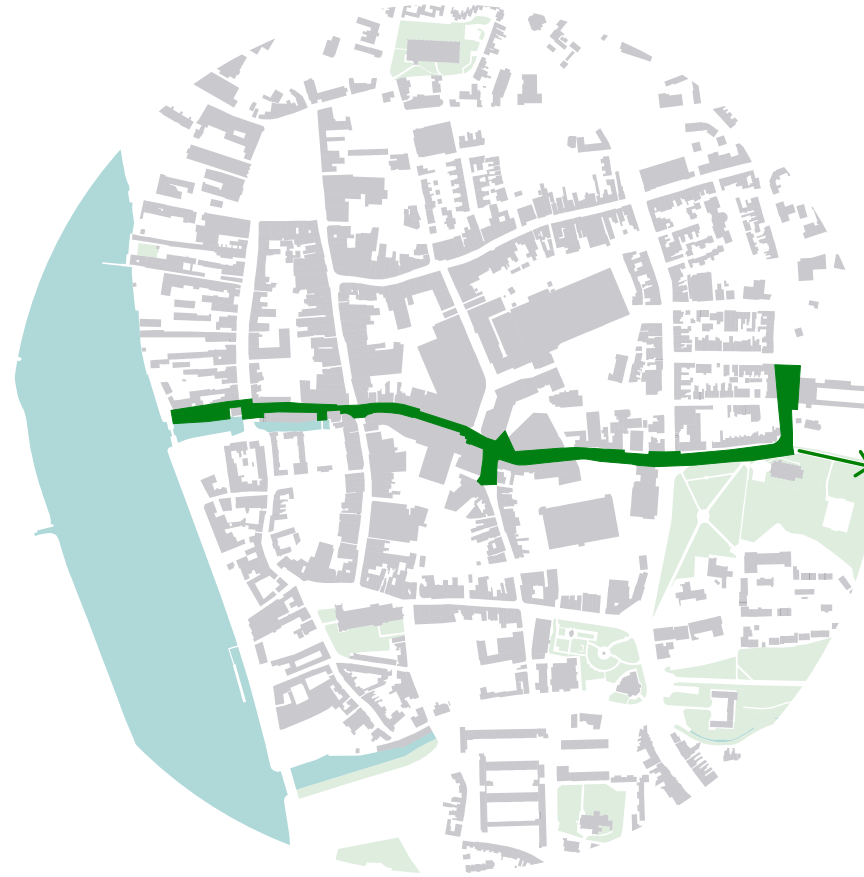


Route 1 - Railway Station to River

Route 1 - Railway Station to River

This route which connects King's Lynn's railway station to the River Ouse plays an important role in forming an enhanced gateway to the town and improving pedestrian access from The Walks to the town centre and riverside.

This will require strategic improvements to the pedestrian environment along its length in order to achieve the quality and continuity of experience.



A Gateway to the River

The first priority route links King's Lynn's railway station to the River Ouse via The Walks, St James' Park / Blackfriars Road, Blackfriars Street, Baxter's Plain, Purfleet and the Outer Purfleet quayside.

The intention is to create a new gateway to the town through improvements to the railway station forecourt and an enhanced pedestrian route that provides access to the town centre and ultimately the riverside. This route exists implicitly at present. However, the relative scales of vehicular and pedestrian infrastructure create a hostile environment for pedestrians that are exacerbated by an uncoordinated approach to surface materials and wayfinding.

Proposals are required that improved the overall pedestrian experience. These should include the implementation of the general strategies for connecting spaces and streetscapes in the 'Establish a Consistent Material Palette' chapter (p38) of this document. However, this route also has the potential to link together converging pathways from The Walks and St James' Park and strengthen its role as a key access route from the suburbs.

New tree and low-level planting along the north edge of St James' Park decrease the impact of traffic. Where possible new trees are planted along this route, extending the existing trees in The Walks, St John's churchyard and St James' Park into the centre of the town.

It is proposed that additional trees (in-ground or within planters) could be sited in: King's Lynn's railway station forecourt; St James' Park; St James' swimming pool forecourt; Blackfriars Street; Baxter's Plain; Upper Purfleet; Outer Purfleet quayside. The extension of the town centre's pedestrianised area to Paradise Road would also significantly improve this route.

The following page highlights key spaces along Route 1. For information on the High Street junction with this route refer to the chapter on Route 2 - High Street (p58). For information on this route's intersection with King Street/Purfleet bridge, refer to the Route 3 - Marketplaces, King Street and Queen Street (p63).



1 Outer Purfleet

The Outer Purfleet is the oldest historic quayside in King's Lynn. It is also an important heritage setting for historic assets such as the Custom House. Its adjacency to the town centre and favourable south and westerly aspect make it an accessible and hospitable location on the riverfront overlooking the mouth of the Purfleet. However, it currently lacks the social amenities for it to be fully utilised.

Seating and street furniture are required to make encourage its use. A bespoke lighting design that highlighted key structures, façades and space would be beneficial. There is also scope for the planting of trees in locations that do not conceal important historic assets.

2 Purfleet and Inner Purfleet

Purfleet provides an important connection between the High Street and the River Ouse. However, from the High Street junction it currently feels like a secondary route and there is no indication it leads to the river. The implementation of the general strategies for connecting spaces and streetscapes (see chapter 'Establish a Consistent Material Palette' - p38) will allow it to be perceived equivalently. At its west end, the pedestrianised area could be extended with a 'shared surface strategy' used to allow access to the private parking.

A special space could be formed at the pedestrian bridge over the Purfleet. Though small this space benefits from a southerly aspect and could provide an informal place for a lunch break overlooking the Inner Purfleet. Here a tree(s) in an above ground planter should be integrated. Solutions that activate the blank gable of Boots are encouraged.

3 Baxter's Plain

The extension of the town centre's pedestrianised area into Baxter's Plain and along Blackfriars Street, as far as Paradise Road, makes an important contribution to the improvement of the pedestrian environment on this route. The extension of this pedestrianised area should generally follow the general guidelines for streetscapes outlined in (see chapter 'Establish a Consistent Material Palette' - p38).

However, at the junction of Blackfriars Street and Tower Street it is proposed that a new, distinct space is created that can form a gateway to the town centre. This space should be designed to support the proposed construction of a new Community Hub here. Street trees and pedestrian infrastructure (e.g. seating and street furniture) should be integrate into this space(s).

4 Station Forecourt

The forecourt of King's Lynn's railway station is an important arrival and departure point for residents and visitors. It plays an important representative role for the town and space for orientation. At present it does not have a requisite civic character or provide adequate infrastructure for wayfinding and waiting.

To address these issues, this space should be comprehensively designed to create a memorable space that conveys a sense of arrival. This space might integrate a Gateway Artwork (see page 45) and requires a coherent design that incorporates seating, street furniture, trees, planting and de-cluttering strategies. Access to the station should be improved through the removal of the existing staircase/ ramp and replaced by the regrading of the surface to create a level access. The design should also consider the connections to, and provide the infrastructure for, transfer to other modes of transport (bikes, cars, buses etc).



Illustrative images of proposed sites for public realm improvements

Route 2 - High Street

Route 2 - High Street

This route is intended to strengthen the historic High Street, which connects the Tuesday and Saturday marketplaces, as a commercial corridor and an important day-to-day social space within the town.

The coordinated provision of seating, planting and wayfinding infrastructure at key points along this route, such as nodal junctions and widened sections of the street, supports social life and improves its accessibility.

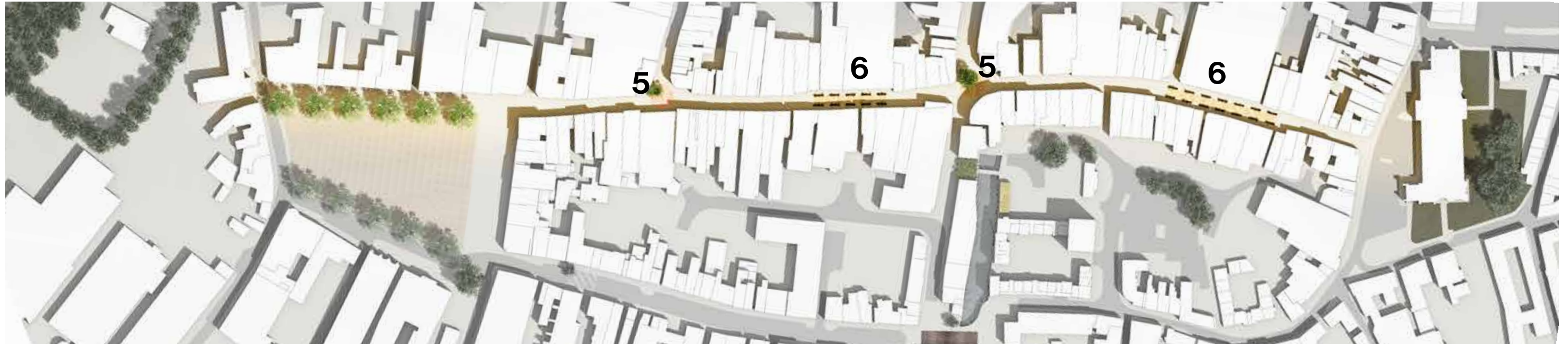


A Commercial Corridor

This route connects the Tuesday Marketplace to the Saturday Marketplace along the High Street. The intention here is to improve a pedestrian environment that acts as the spine between the historic marketplaces and remains the main point of orientation within the commercial centre of King's Lynn. Through this contemporary role it also acts an important informal meeting and social space within the town. However, the current configuration of this space prioritises circulation over any other role. The interventions along this route are therefore intended to improve the social infrastructure and the public realm while maintaining access.

In general, improvements along the High Street should adhere to the general strategies for streetscapes outlined in the 'Establish a Consistent Material Palette' chapter (p38) of this document, and should follow the format already implemented at the southern end of the High Street.

However, within the High Street four locations have been identified for special interventions. These spaces are located at the key junctions – at High Street / Norfolk Street and High Street / Purfleet / New Conduit Street – and two wider sections of the High Street. The following page highlights key spaces along Route 2.



5 High Street Junctions

This is one of two junctions on the High Street that has been identified as significant spaces that requires a bespoke landscape design. This is an historic junction but also remains an important, informal meeting point within the contemporary town. To strengthen this wayfinding and social function, it is proposed that a distinct space is created at this junction within the general landscape of Yorkstone paving.

Within designed junction space, street furniture (seating, lighting, digital wayfinding) should be provided. These items should have a coordinated and complementary design. This space should also include a large, distinctive, single tree that can act as a landmark.

6 High Street Planting

Two further locations for special interventions have been identified on the High Street. One is located between the High Street / Norfolk Street and High Street / Purfleet junctions. The other is located between the High Street / Purfleet junction and the Saturday Marketplace, and should either integrate or replace the existing Amiens project.

At both locations the general surface treatments, indicate in the 'Establish a Consistent Material Palette' chapter (p38) of this document, should be supplemented with planters that integrate seating, bins and infrastructure for temporary events and 'pop-up' stalls (i.e. in-ground power and potentially potable water bib-taps). Small trees and voluminous, low-maintenance planting should be provided in the planters.

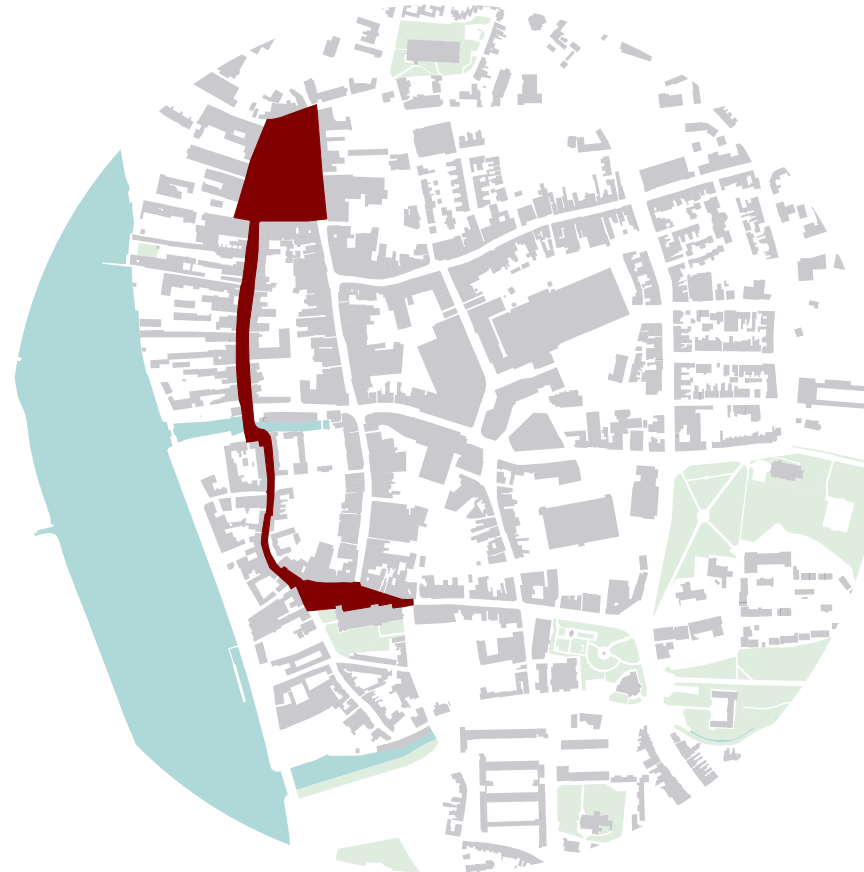


Illustrative images of proposed sites for public realm improvements

Route 3 - Marketplaces, King St and Queen St

Route 3 - Tuesday Marketplace to Saturday Marketplace

This route extends through King's Lynn's oldest built fabric. It is composed of a sequence of historic open spaces and provides an important heritage setting. It connects and provides access to historic buildings, contemporary cultural institutions, religious and arts spaces and visitors attractions. This route could be consolidated into a Heritage Trail that aids the experience and interpretation of the town's history and present cultural life.



A Heritage Trail

This route connects the Tuesday Marketplace to the Saturday Marketplace via King Street and Queen Street.

The intention with this route is to provide a physical infrastructure that connects important parts of King's Lynn's built heritage and its contemporary cultural life, and to strengthen their relationship. This could be the basis of an enhanced tourist offer – a Heritage Trail that provides a simple structure for wayfinding and orientation from which the High Street and riverside can be easily accessed.

A number of King's Lynn's most important heritage assets are linked by this route. These include the Corn Exchange, St George's Guildhall, the Custom's House, Hanse House, the Town Hall (formerly Trinity Guildhall) and King's Lynn Minster. It therefore forms an important heritage setting for these assets as well as a physical link. Within the present town these buildings, and others along this route, house many of the town's performance spaces, museums and cultural venues.

Investment in this route should focus on the enhancement of the pedestrian and visitor experience. Where practicable pavements should be widened, especially adjacent to points of significance. Coordinate strategies for street furniture and wayfinding should be implemented to strengthen the legibility of this route. Seating should be provided at regular intervals, and artworks and interventions that highlight and aid the interpretation of individual heritage sites should be employed. This hard infrastructure would benefit from a parallel soft infrastructure that highlights this route through marketing that indicates the key sites, current events etc.

Along this route two new spaces are indicated – at St George's Guildhall and at Purfleet Bridge. These are intended to highlight the Guildhall and Customs House and support investments and redevelopment of these sites.

The following page highlights key spaces along Route 3. For information on this route's intersection with Route 1 at the Purfleet bridge, please refer to the Route 1 – Railway Station to River



7 Tuesday Marketplace

The Tuesday Marketplace is the largest and grandest of King's Lynn's civic spaces. Though the space has been present in the town plan since medieval period, in its present state it is primarily surrounded by buildings from the Georgian era, notably the Corn Exchange (built 1854) which is now a cinema and theatre venue. Over time the social and commercial function of this space has been overtaken by its role as a car park. Recent investment has created hard landscaped, civic space at the southern end of the marketplace.

It is proposed that the impact of car-parking could be further reduced through its resurfacing from tarmac, though this function could be maintained. It is also proposed that urban trees are re-introduced along the western edge and along the carriageway to create a distinct forecourt in front of the Corn Exchange. This would reinstate a historic configuration of the square. The number and spacing of trees could be designed to avoid concealing and instead frame important buildings.



8 St George's Guildhall

The historic Guildhall of the Guild of St Georges was constructed in the early 1400's and is Grade I listed. It contains the oldest theatre in the UK and is currently used as a public venue for cultural events (performances, music, lectures etc). The council and its project partners have plans to develop the building into a new heritage and cultural attraction.

To support this initiative, it is proposed that area of King Street in front of the venue could be developed as a distinct space. It is proposed that a new hard landscaped surface be extended across the pavement and vehicular carriageway: this may incorporate a raised traffic-calming section. This design would be required to include appropriate solutions for banners/advertising, seating and lighting. The paving should be extended into the complex toward the River Ouse which offers unique public access to a typical internal alley and back court within King's Lynn: spaces that are now typically private.



9 Purfleet Bridge

The Purfleet bridge is Grade II listed. Originally constructed in the 13th century it was known as 'Stone Bridge' and was the western link between the two original settlements of Lynn located to the north and south of the Purfleet. It is now mainly 19th century in construction, though fragments of its lower courses likely date from the 17th century.

Within the contemporary townscape, the bridge is primarily perceived as vehicular and pedestrian thoroughfare. However, there is potential to distinguish this as a distinct space at the end of King's Street, the threshold between the two historic settlements and a space to pause and view the Purfleet and across the River Ouse. It is proposed that a distinct hard landscaping treatment that potentially integrates traffic calming measure. Strategies that help improve the pedestrian experience and aid interpretation of the surrounding historic environment should be integrated.



10 Saturday Marketplace

The Saturday Marketplace is the oldest civic space in King's Lynn: the communal centre of the original Lynn settlement that established itself around St Margaret's Church. Both the views from this space to the buildings that enclose it, and the longer vistas along the streets that converge on it, continues to give a strong impression of King's Lynn's history and origins. This space is an important heritage asset and setting for other historic assets.

Recent investment has improved the surfacing within the square. However, this space could be further improved by extending the stone surfacing across the parking spaces (while retaining this function if desired). This would reinstate its perception as single, civic space, suppressing its contemporary infrastructural function. There is scope for further de-cluttering of this space and possibilities for a single urban tree to be installed.



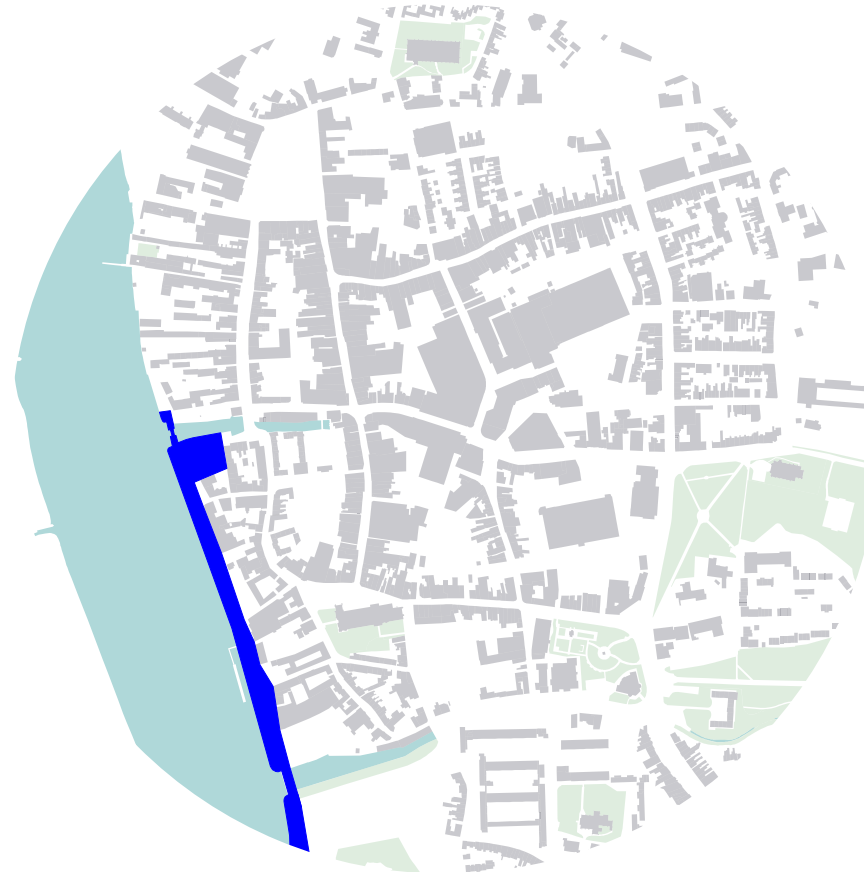
Illustrative images of proposed sites for public realm improvements

Route 4 - Riverside

Route 4 - Riverside

This route is intended to create a continuous public landscape from the Outer Purfleet quayside to the Nar Loop and beyond.

The intention is to create a leisure and recreational space that creates a gradient of spaces from the hard landscaping and civic character of the quaysides to the natural landscapes to the south of the town centre. The key element of this route is a Riverside Linear Park along the South Quay and Boal Quay.



A Leisure Landscape

This route connects the Outer Purfleet to the Nar Loop via King Staithe's Square, the South Quay and Boal Quay. Though composed of a chain of spaces, it is crucial that this route is conceived as a continuous, if varied, landscape. Those responsible for the commissioning, detailed design, approval and implementation of these projects must therefore secure strong connections between individual spaces and beyond - to Harding's Pits and the network of paths and cycle routes extending south.

The overall intention is to create an extended leisure and recreation space that graduates along its length from the civic character of Outer Purfleet quayside to the Nar Loop and ultimately, the open landscapes to the south of King's Lynn. The South Quay and Boal Quay play a significant role as a Riverside Linear Park that integrates soft and hard landscaped areas, artworks, art and architecture pavilions, play and exercise spaces while maintaining access and working space for the ongoing marine activities.

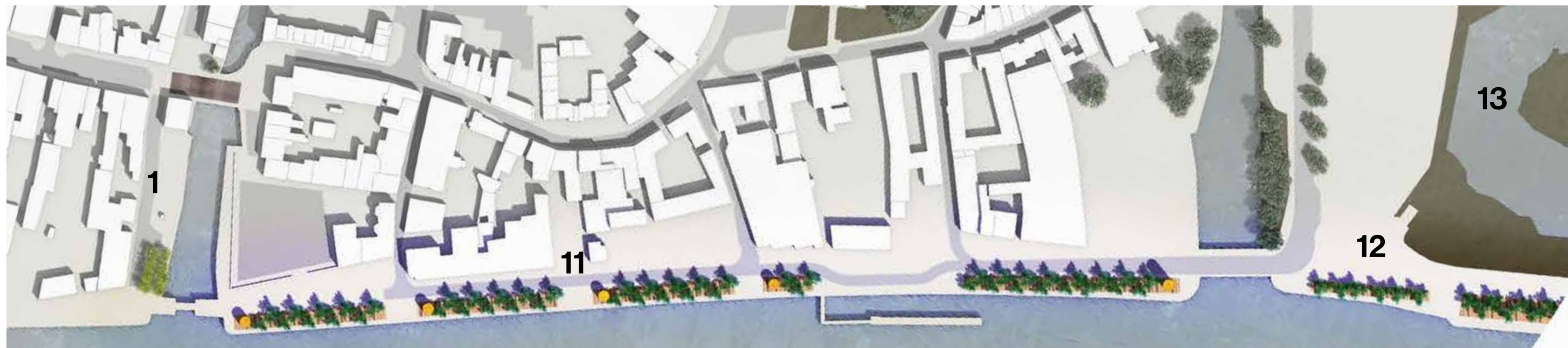
This sequence of spaces can improve access and the interaction with the heritage and natural environments. Similar initiatives have been successfully delivered in

other Hanseatic cities and former port landscapes.

Ultimately, this space could be transformative for the perception and profile of the town and create a distinctive and attractive sequence of spaces for its residents and visitors to enjoy.

The following page highlights key spaces along Route 4.

For information on the junction with this route at the Outer Purfleet quayside, please refer to the chapter on Route 1 - Railway Station to the Purfleet.



1 Outer Purfleet

The Outer Purfleet is the oldest historic quayside in King's Lynn. It is also an important heritage setting for historic assets such as the Custom House. Its adjacency to the town centre and favourable south and westerly aspect make it an accessible and hospitable location on the riverfront overlooking the mouth of the Purfleet. However, it currently lacks the social amenities for it to be fully utilised.

Seating and street furniture are required to make encourage its use. A bespoke lighting design that highlighted key structures, façades and space would be beneficial. There is also scope for the planting of trees in locations that do not conceal important historic assets.

11 Riverfront Park

King's Lynn's historic South Quay is a unique part of the town's public realm. This open space provides opportunities to create a leisure landscape along the River Ouse, while maintaining access and operation of the working parts of the quay.

It is proposed that South Quay can be developed into a riverside, linear park – a relatively narrow zone which can integrate soft and hard landscaped areas, artworks, art and architecture pavilions, play and exercise spaces.

The landscape design, planting, artworks and pavilions can all play a role in the interpretation of the heritage environment, King's Lynn's history and to establish physical and visual connections to the wider landscape.

12 Boal Quay

South Quay and Boal Quay are separated by the Mill Fleet. While the South Quay is predominantly hard landscaped and clearly part of the town's public realm, Boal Quay's surfacing is fragmented and is not perceived to be public. However, there may be an opportunity to extend the public quayside onto Boal Quay toward the Nar Loop and mouth of the River Nar.

This space would act as an extension of, and terminus to, the Riverside Linear Park from South Quay. It should continue the landscape strategies of the Riverside Linear Park by integrating soft and hard landscaped areas, artworks, art and architecture pavilions, play and exercise spaces. Its detailed design ought to maintain access and operations of the resident fishing cooperative and connections to the Nar Loop and onward to the south should be considered.

13 Nar Loop

The Nar Loop is a geological feature and ecological site at the southern edge of King's Lynn's town centre. Historically the estuary of the River Nar followed a 'hair-pin' profile before entering the River Ouse. The Nar Loop was formed as a distinct feature when the river eroded through the narrow central bank and formed a partial Ox-bow lake.

At present this is an undervalued space in the town. A range of opportunities could be considered for this site. A 'light-touch' approach might focus on the pedestrian and cycling links around the Nar Loop and create stronger connections between the South Quay and Harding Pits. Alternatively, the Nar Loop could become a Wetland Park. This could retain the evolving landscape of the Nar Loop itself and supplement it with complementary landscapes on its banks that could integrate pathways, pedestrian bridges, play area and seating to provide unique town centre space.



Illustrative images of proposed sites for public realm improvements

Past with the Present

A significant impetus for the early settlement and development of Lynn was its access to the Great Ouse estuary and the North Sea. The development of Lynn's trading alliances (12th century) as a member the Hanseatic League, a federation of port towns located around the North Sea and Baltic Sea, was a driver for its expansion and growth in stature. This trade would initially have been facilitated by pulling boats ashore, shallow moorings and infrastructure of wharfs extending from the town's medieval alleys and plots. The later construction of the Outer Purfleet quayside and modern infrastructures of the South Quay and harbour docks, successively improved these marine facilities. Though the Outer Purfleet quayside, South and Boal quays post-date King's Lynn's Hanseatic period and much of the adjacent, historic built fabric, they nevertheless provide an important heritage setting. The development of the quays into a leisure landscape, in the form if a Riverside Linear Park, creates opportunities to renew links to King's Lynn's unique history and its wider links to the world. In developing detailed proposals for the quaysides are encouraged to develop and implement proposals that creatively interpret and interpret this history. This could be achieved through the constituent elements of the public realm – its paving and surfaces, street furniture, planting, lighting, artworks, pavilions and play elements. The scale and placement of these elements should be sympathetic to and enhance views of the quayside.

The contemporary and proposed roles of the quayside are no less important. The quaysides remain operational and proposals must not jeopardise their on-going sustainability. Indeed, they can be active and attractive aspect of this space. The proposal to create a linear park can feasibly co-exist with these functions while providing an attractive new amenity for the town's residents and a memorable space for visitors and events to take place.



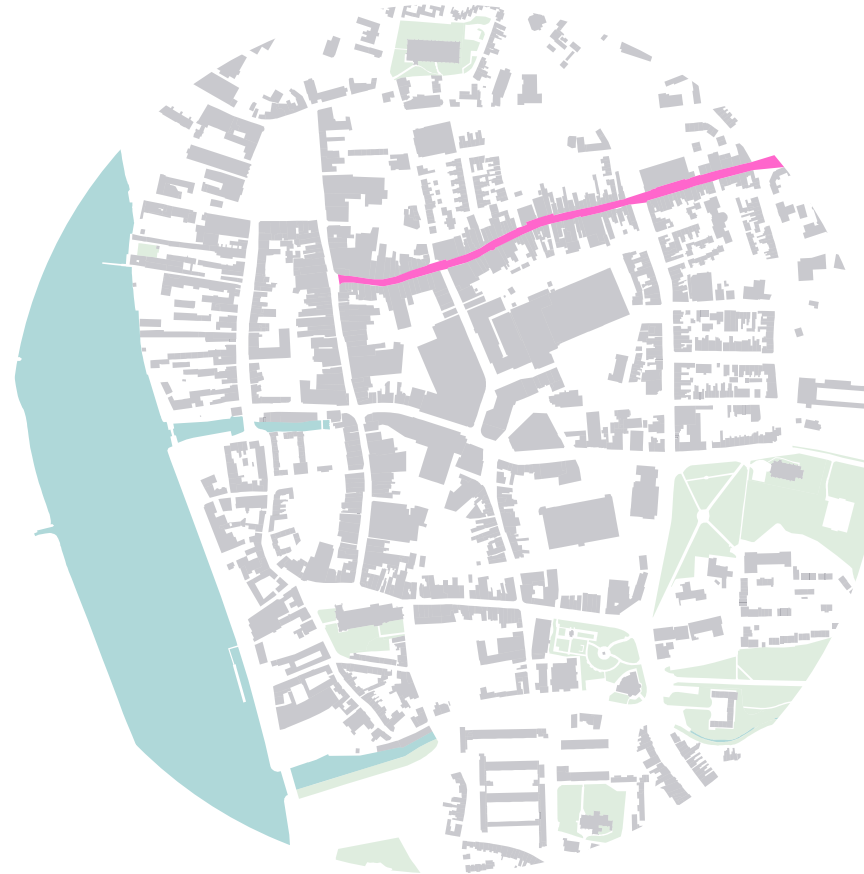


Route 5 - Norfolk Street

Route 5 - Norfolk Street

Norfolk Street is one of King's Lynn's oldest streets and is a valuable element of the town's historic built fabric. Within the contemporary town, Norfolk Street is an important pedestrian route into the town that is lined by local, independent retailers and businesses.

Interventions here should focus on the enhancement of the pedestrian environment and improvements that can support the trading environment.



An Important Artery

Norfolk Street is one of King's Lynn's oldest streets. It was the main thoroughfare from Norwich leading to the northernmost of the two original Lynn settlements on either side of the Purfleet. Once a fortification wall was erected around Lynn, Norfolk Street became one of two gated routes into the town and building plots were consolidated along its length inside the wall. Its trajectory structured the expansion of the northern portion of the town as it grew.

Today, Norfolk Street continues to be characterised by its narrow width and the low height of its enclosing façades. It is an important and busy pedestrian route into the town centre and is populated by a large number of local, independent retailers and businesses. Norfolk Street also supports the town's night-time economy and therefore plays a role in activating the town centre beyond daytime trading hours.

The intention is to enhance the pedestrian experience along this historic thoroughfare. In general, this should follow the general guidelines for streetscapes described in the 'Establish a Consistent Material Palette' chapter (p.38) of this document. Due to the narrow nature of the pavements on the eastern section

of Norfolk Street, a particular emphasis should be placed on de-cluttering the streetscape.

Sites for special interventions on this route include a Gateway Artwork at its eastern end and a new intervention at its junction with the High Street. Street furniture provision should be enhanced along this route.



5 High Street Junction

This is one of two junctions on the High Street that has been identified as significant spaces that requires a bespoke landscape design. This is an historic junction but also remains an important, informal meeting point within the contemporary town. To strengthen this wayfinding and social function, it is proposed that a distinct space is created at this junction within the general landscape of Yorkstone paving.

Within designed junction space, street furniture (seating, lighting, digital wayfinding) should be provided. These items should have a coordinated and complementary design. This space should also include a large, distinctive, single tree that can act as a landmark.

14 Gateway Artwork

It is proposed that a Gateway Artwork is located at the junction of A148, Blackfriars Road, Austin Street and Norfolk Street. This is one of several proposed large artworks (see page 45) that are to be located at key junctions that are intended to provide a sense of arrival to the town centre.

These larger artworks might be larger in scale and be consciously designed acknowledging that they will be primarily be viewed from moving vehicles or pedestrians at distance rather than static viewers. This might suggest opportunities or themes that should be developed and articulated within the detailed Public Art Strategy. To allow the siting and installation of this artwork it is likely that careful consideration will need to be given to its precise siting. This may require augmentations to the traffic carriageway layout and/or the public realm to create space for installation and provide an appropriate setting for this work



Illustrative images of proposed sites for public realm improvements

Chapter 4

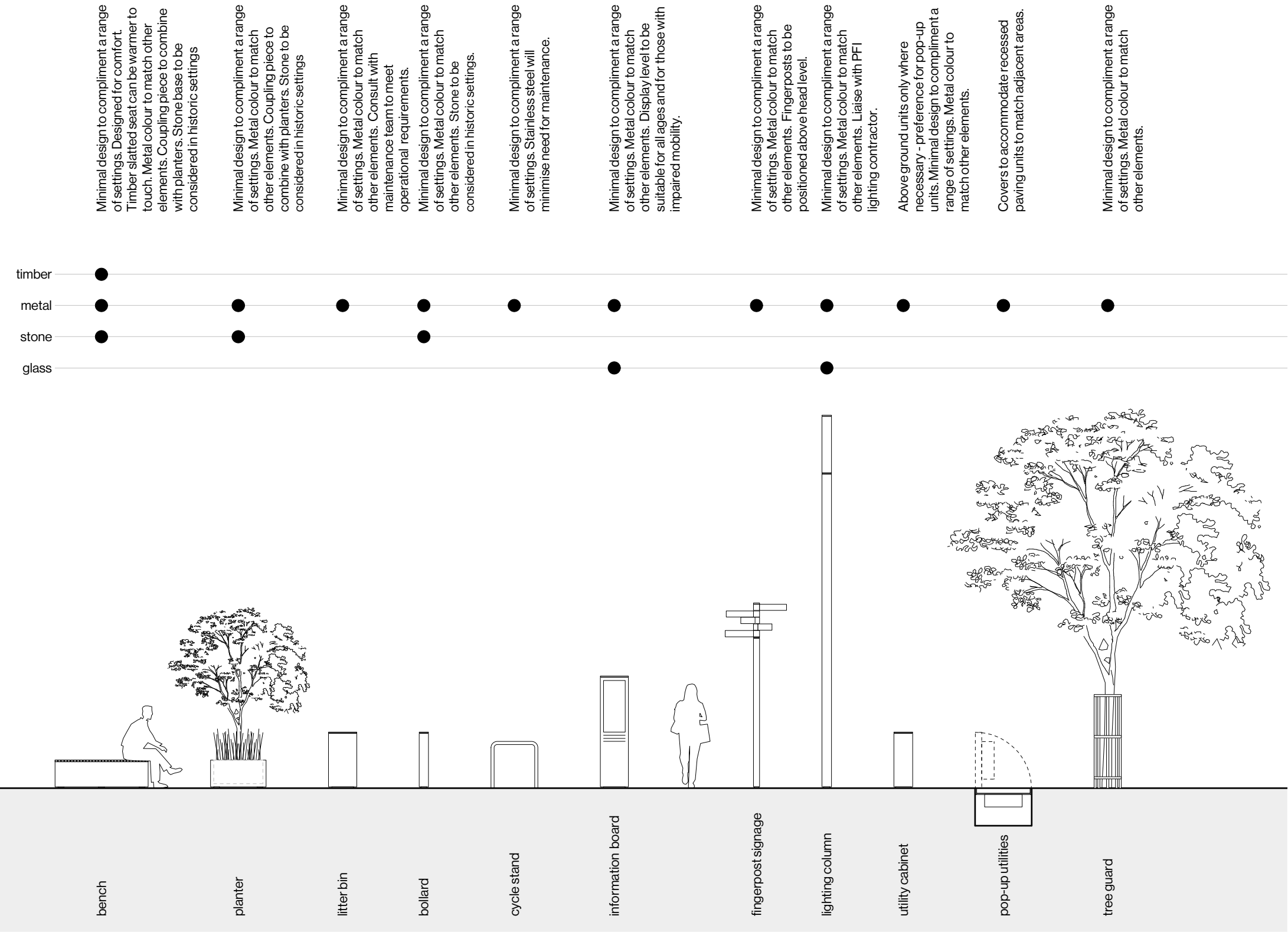
Street Furniture Guide

Street Furniture Guide

This Street Furniture Guide provides a simple, ‘at-a-glance’ guide for the visual appearance, materials and requirements for the street furniture items that are commonly found in the public realm.

In general, items should be selected that have a ‘timeless’ appearance with simple, clean forms and visual appearance that complement both contemporary and historic settings. Items should be selected that will be durable and minimise maintenance and have forms that allow street cleansing to be undertaken around them with ease. Street furniture should ideally be made from materials with a ‘through-and-through’ material composition, so that if scratched they appearance and durability is not compromised (e.g. stainless steel, natural stone). Powder coated street furniture should be RAL 7016.

Where maintenance or improvement projects are undertaken in the town centre, they should look to upgrade in line with the proposals for street furniture provided in this guide.



Implementation Plan

Implementation Plan

This **Implementation Plan** provides a timetable for the delivery of the strategies and proposals outlined in the previous chapters of this document: the improvement of five key routes and the public space infrastructure for cycling, events, signage, lighting and public art. It sets out the priorities for investment and an expected range of delivery dates and requirements.

This **Implementation Plan** should be reviewed on an annual basis to align it with current, or emerging, investment opportunities and coordinate it with intended public realm works programmes. Where maintenance projects are undertaken in the town centre, they should look to upgrade the public realm in line with the proposals in this document.

Action Area	Location	Item	Short-term	Medium-term	Long-term	Notes
Route 1 Station to River	Station Forecourt	New layout; furniture, planting, lighting, resurfacing				Public space to be redeveloped
	Blackfriars Road / The Walks	Additional tree planting				To reinforce green route to town centre
	Blackfriars Street	Street trees				Screening to car park and also to be integrated with existing on-street parking
	Baxter’s Plain	New layout; furniture, planting, lighting, resurfacing				New public space to be formed
	Purfleet Street	New layout at bridge to Baker Street Car Park; furniture, planting, lighting, resurfacing				New public space to be formed
		Opportunity for Pop-ups				Power supply
	Purfleet Quay	New seating and opportunity for trees.				Within flood zone; liaise with the Environment Agency.
	General	Resurfacing				Maintenance – replace surfaces to match existing; explore opportunities to upgrade
		De-cluttering				Take opportunity to de-clutter whenever possible

Action Area	Location	Item	Short-term	Medium-term	Long-term	Notes
Route 2 High Street	Norfolk Street Junction	New layout; furniture, planting, lighting, resurfacing				Bespoke junction design
		Opportunity for Pop-ups.				Resurfacing to match work at south end of High Street. Introduction of seating and planting.
	Adjacent to Primark	New layout; furniture, planting, lighting, resurfacing				Power supply
	New Conduit Street Junction	New layout; furniture, planting, lighting, resurfacing				Bespoke junction design
	Adjacent ex-Debenhams	New layout; furniture, planting, lighting, resurfacing				Resurfacing to match work at south end of High Street. Introduction of seating and planting. Opportunities for pop-ups.
	General	Resurfacing				Maintenance – replace surfaces to match existing; explore opportunities to upgrade
		Resurfacing Upgrade				To match work at south end of High Street
		Lighting Design				Ensure open carriageway retained
		De-cluttering				Take opportunity to de-clutter whenever possible
Route 3 Tuesday Market Place to Saturday Market Place	Tuesday Market Place	Street Trees				Historic precedent for trees at Tuesday Market Place
		Pedestrianisation				Explore opportunity to remove car parking to make a people-centred space.
	St George's Guildhall	New layout; furniture, planting, lighting, resurfacing				Create 'space' adjacent to Guildhall to supplement planned building works.
	Purfleet Bridge	New layout; furniture, planting, lighting, resurfacing				New public realm to create a bespoke setting adjacent to the Custom House
	Saturday Market Place	Resurfacing				Replace black asphalt to parking areas with coloured asphalt to match adjacent stone paving. Explore opportunity to remove car parking from historic setting; replacing asphalt with stone.
	General	Resurfacing				Maintenance – replace surfaces to match existing; explore opportunities to upgrade
		De-cluttering				Take opportunity to de-clutter whenever possible

Action Area	Location	Item	Short-term	Medium-term	Long-term	Notes
Route 4 Riverside	Purfleet Quay	New seating and opportunity for trees.				Within flood zone; liaise with the Environment Agency.
	King's Staithe Square	New layout; furniture, planting, lighting, resurfacing				Public space to be upgraded.
	South Quay	New linear park; furniture, planting, lighting, resurfacing				Creation of new public space for town. Opportunity to explore connections to the town's Hanseatic heritage. Consider view to town from opposite bank of the river. Within flood zone; liaise with the Environment Agency.
	Boal Quay	New layout; furniture, planting, lighting, resurfacing				Within flood zone; liaise with the Environment Agency. Continuation of South Quay park.
	Nar Loop					Potential new wetland park, with access for all.
	General	Resurfacing				Maintenance – replace surfaces to match existing; explore opportunities to upgrade
		De-cluttering				Take opportunity to de-clutter whenever possible
Route 5 Norfolk Street	High Street Junction	New layout; furniture, planting, lighting, resurfacing				Bespoke junction design
	Area east of Albert Street	New layout; furniture, planting				Use similar palette to High Street
	Blackfriars Road Junction	New layout; opportunity for public art gateway				Integration of public art to create new town centre gateway. Co-ordinate with changes to gyratory.
	General	Resurfacing				Maintenance – replace surfaces to match existing; explore opportunities to upgrade
		De-cluttering				Take opportunity to de-clutter whenever possible
Cycling Infrastructure	Baker Street Car Park	Cycle hub, at location of 'Amiens' project				Bespoke structure providing enclosed, secure parking facilities.
	Tuesday Market Place	Cycle Hub				Bespoke structure providing enclosed, secure parking facilities.
	Railway Station	Cycle Hub				Bespoke structure providing enclosed, secure parking facilities.

Action Area	Location	Item	Short-term	Medium-term	Long-term	Notes
Events and Pop-Ups	To be confirmed	Power and water				Locations to be confirmed and programme of events to be developed.
Signage	Town Centre	Signage strategy and new signage designs to be developed.				
		Implement new signage strategy				Replace signage with revised designs wherever possible.
Feature Lighting	South Quay	Lighting of quayside and planting in new linear park				Within flood zone; liaise with the Environment Agency. Compliment lighting installation at Custom House. Co-ordinate with design of new linear park.
	Tuesday Market Place	Lighting of key civic space and setting				Co-ordinate with tree planting and/or pedestrianisation of space.
	Saturday Market Place	Lighting of key civic space and setting				Compliment lighting installation at the Minster.
	Baxter's Plain	Lighting of potential new public space				Co-ordinate with development of public space proposals.
	Station Forecourt	Lighting of station and forecourt				Co-ordinate with redesign of station forecourt.
Public Art	South Quay	Art and architecture collaboration.				Within flood zone; liaise with the Environment Agency. Series of pavilions to provide shelter and views.
	St George's Guildhall	Artwork to reveal history of the site				Potential use of text
	Norfolk Street / Blackfriars Road junction	New layout; opportunity for public art gateway				Integration of public art to create new town centre gateway. Co-ordinate with changes to gyratory.
	London Road / St James Street junction	New layout; opportunity for public art gateway				Integration of public art to create new town centre gateway. Co-ordinate with changes to gyratory and associated works.

