

Public Consultation 12 January – 6 February 2026

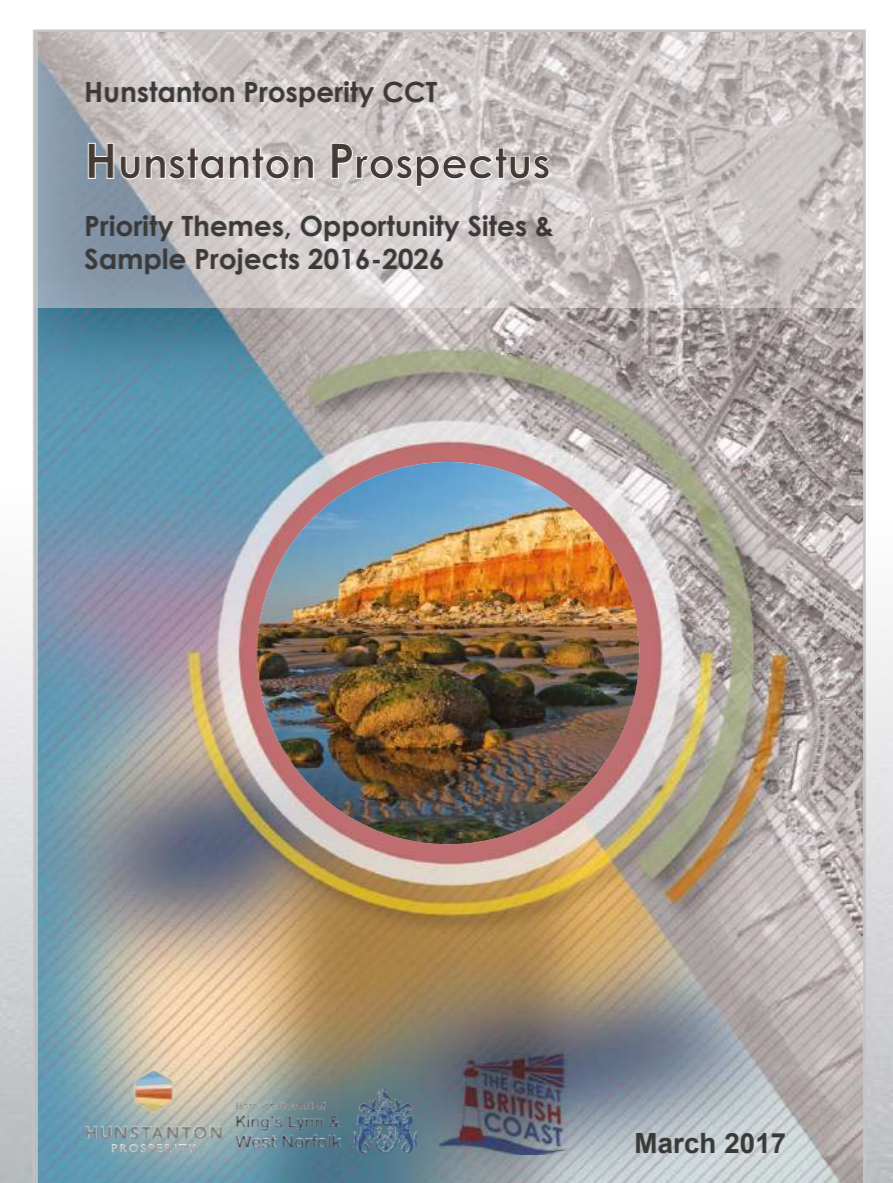
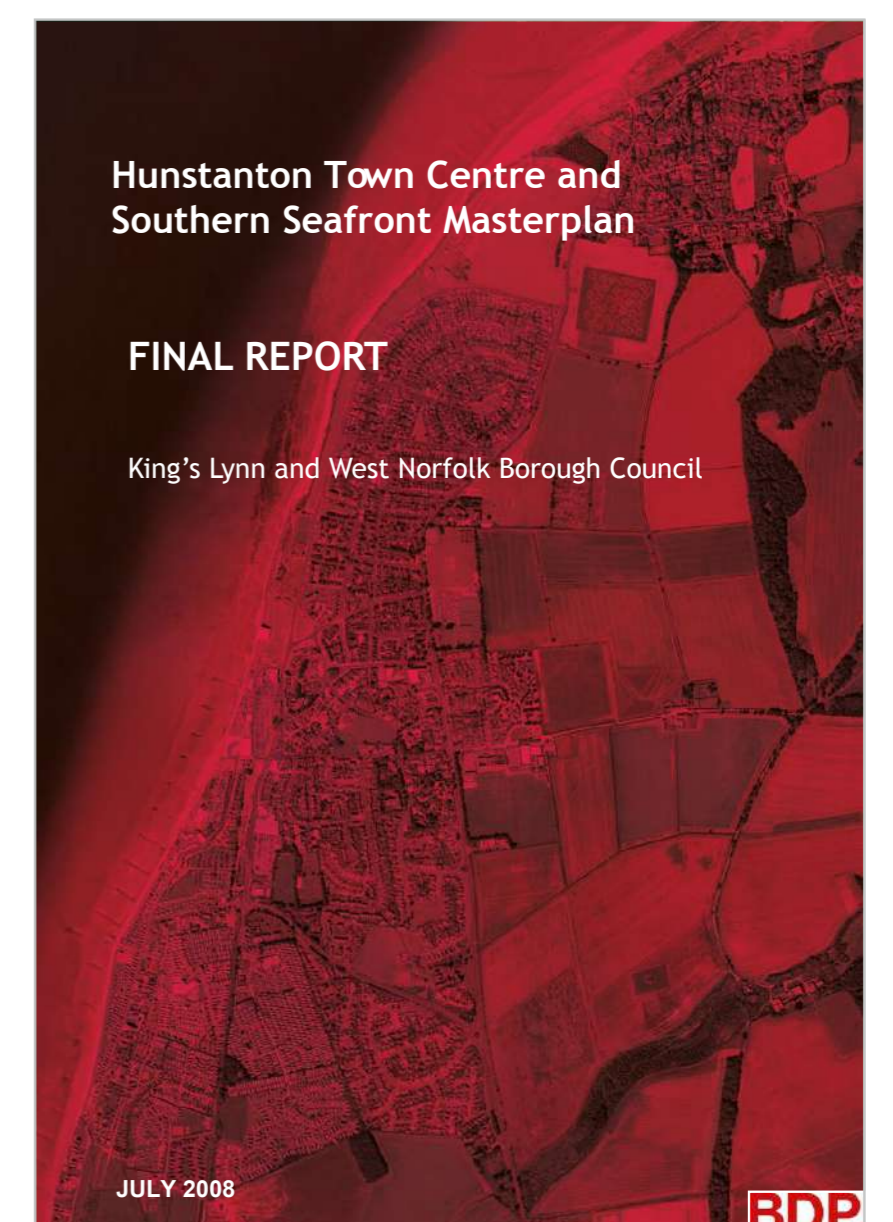
WHY ARE WE DOING A NEW MASTERPLAN?

In 2008, Building Design Partnership were commissioned to produce a masterplan for Hunstanton. This work set out a vision for the town and identified key sites of opportunity for future development. This work was supplemented by further studies through to the Hunstanton Prospectus in 2017.

Since then a number of sites identified in the masterplan and the Prospectus have been developed, or are currently subject to planning applications for development.

The Borough Council now wishes to update the masterplanning work to bring it up to date with current standards and to refresh the vision to make it relevant to 2026 and into the future. As part of this process, sites which have not yet been developed have been considered, and new objectives relevant to today have been identified.

The purpose of this masterplan will be to combine and update the existing masterplans for Hunstanton into one overarching masterplan which can inform future planning policy, and identify inward investment and future funding opportunities.



HUNSTANTON MASTERPLAN

Borough Council of
King's Lynn &
West Norfolk



PREVIOUS STUDIES AND KEY OBJECTIVES

The 2008 masterplan identified five key elements that formed the vision for the town.

- An active town – expand the existing water sports and activities on offer
- A local town that meets the needs of its residents with an expanded retail core
- A more attractive seaside destination where visitors stay longer and spend more
- A town that respects its heritage whilst looking to the future
- An environmental town that makes the most of the towns natural assets

In 2026 these key elements remain relevant but require updating, taking the following into account;

- An active town – due to coastal erosion, the opportunity to expand water sports is now limited, but the opportunity to support existing water sports and to expand other forms of sport and leisure will become a key objective
- A local town – in 2026 the expansion of retail is less viable, but the support of existing retail in the town, along with the development of other leisure and event activities to attract new visitors, is a key objective
- A more attractive seaside destination where visitors stay longer and spend more – this will be expanded to include making the town attractive to visitors over a longer year increasing economic activity during the winter months.

Key objectives for the 2026 Masterplan update have been identified as;

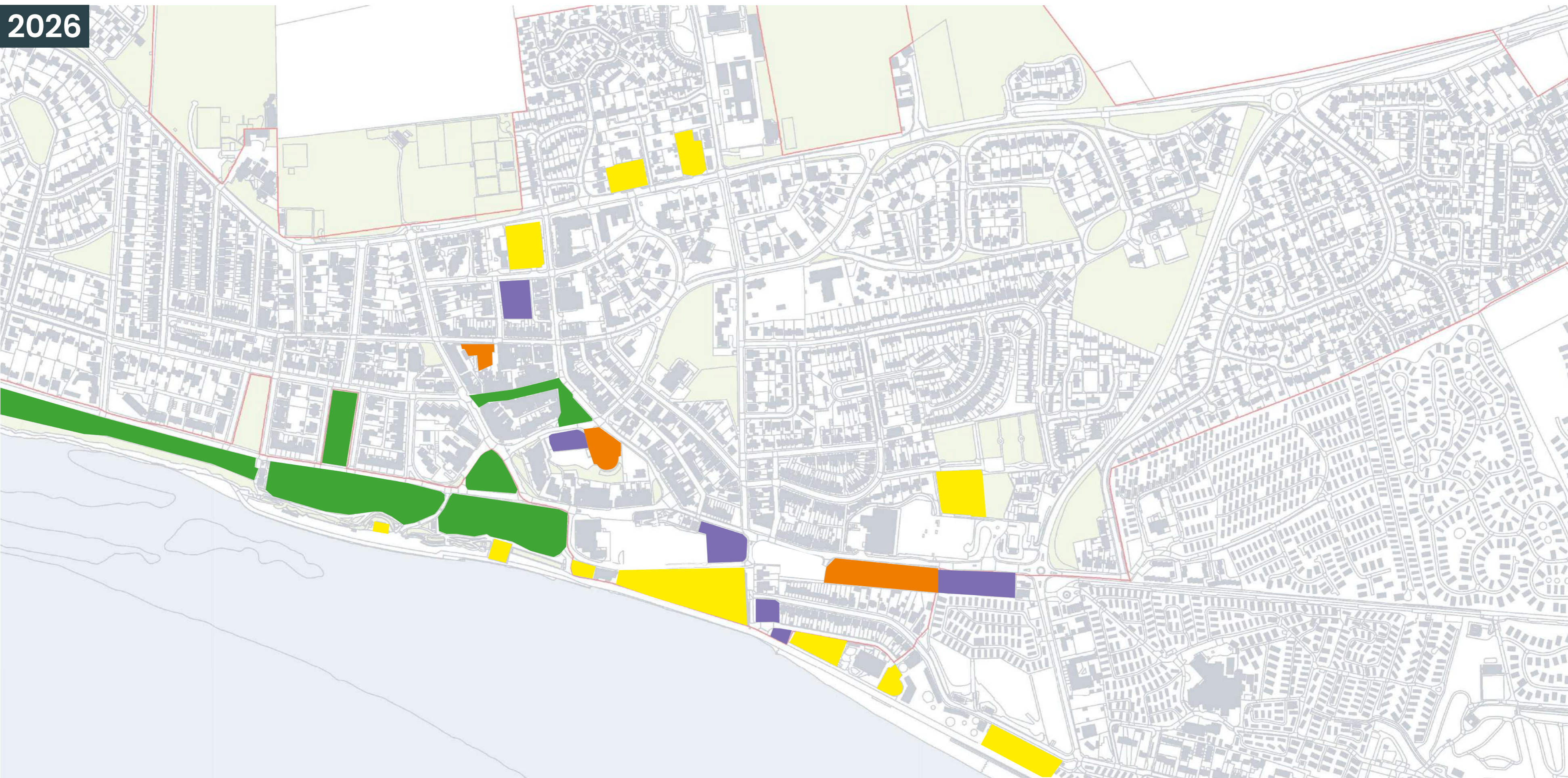
- Increase visitor numbers and economic activity during the off-peak winter months
- Improve integration and connections between the town centre and the seafront
- Identify key anchor sites on the promenade for new leisure and events facilities, including the opportunity for new and enhanced leisure at the wider Oasis site area
- Improve the town centre environment, and identify the heart of the town
- Improve the promenade and develop a design strategy for ensuring that flood defence works create high quality placemaking
- Improve key public realm spaces to create well designed flexible places for people to enjoy
- Integrate with existing walking and cycling strategies, and improve connections with public transport
- Ensure new proposals enhance and improve the existing heritage assets of the town
- Inform the Hunstanton Car Parking Strategy
- Supporting existing and new businesses to thrive in Hunstanton
- Supporting and improving training and employment opportunities in Hunstanton

PREVIOUS MASTERPLANS AND WHERE WE ARE TODAY



**STATUS OF SITES IDENTIFIED IN
PREVIOUS MASTERPLANS AT 2026**

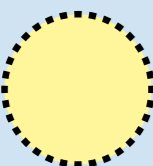
- Sites identified and now developed
- Public Realm improvement works identified and now completed
- Sites identified and now subject to planning applications or other development plans
- Opportunity sites remaining



STRATEGIC SPATIAL STRATEGY



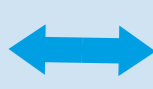
KEY ELEMENTS OF THE MASTERPLAN



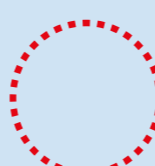
Town centre improvement area - the masterplan will look at high level opportunities to improve the town centre environment to make it more attractive and pedestrian friendly. The public consultation will try and ascertain where the local residents think the "Heart of Hunstanton" is to inform further design work.



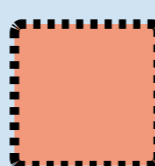
Seafront/promenade improvement area - the masterplan will look at the seafront and promenade to look at what improvements are possible, in particular the possibility of creating some high quality placemaking using the works to be carried out as part of the flood defences work.



Improved integration between town centre and seafront/promenade by creating better quality more useable connections, and very high quality public realm improvements which make the journey between the town and the seafront a pleasing and attractive experience.



Key seafront anchor sites - we have identified that the two key sites for improvement on the promenade provide good opportunities to meet the key objectives of improving and expanding the sport and leisure facilities, and of creating a multi-function events space to draw visitors to the town out of the summer season.



Other development opportunity sites - these are sites which could be available for development, the uses of which will be subject to viability studies for market demand.



Strategic car parking sites - these are sites which could be improved to help with the other environmental improvements which the masterplan examines. The size of the car parks will require assessment and increased/decreased dependant on development/improvements proposed and the impact on parking requirements to be ascertained in future more detailed design stages.



Potential new/improved bus stops



Strategic walking and cycle routes



PRINCIPLE MASTERPLAN AREA



KEY AREAS AND HIGH LEVEL THOUGHTS

1. The Town Centre improvement area and well designed connections down to the seafront. A key parameter for all design work will be a respect and enhancement of the existing heritage assets.

2. New gateway to The Promenade - new high quality flexible public realm spaces with improved links and wayfinding up to the town centre, retaining parking provision, a new piazza space at the entrance to the promenade, and safe pedestrian and cycling priority spaces. All Public Realm works and improved connectivity to respect and enhance the existing Heritage Assets.

3. New leisure facility, utilising the opportunity for new and enhanced leisure at the wider Oasis area site, creating a very high quality multi-use building, including fitness and sport, cinema, hotel, amongst other uses. The exact composition of these uses would be subject to investor input and market testing.

4. Promenade Park - a new high quality public realm space, incorporating flood defence works, but designed to be excellent placemaking. This space would give a sense of place

to The Promenade, creating a beautiful place where people will want to rest and stay. These works may require the relocation of the crazy golf site currently in this area. The new park space will give the opportunity to enhance the setting of the existing Heritage Assets in this area. There is also the opportunity to improve the public realm spaces in the vicinity of the Sea Life Centre entrance.

5. The Yard - a multi use and very flexible events space, which would be a key element in attracting visitors off-season and throughout the year. This would be a simple lightweight sheltered structure (inside/outside space), but would allow many uses that could include;

- pop-up bars and food spaces in cabins and booths
- internal sheltered market place which could be used by local businesses
- weekend themed events to attract visitors from all over the country out of season
- European style longer period Christmas market to bring in customers in winter time over a period of 2-3 months
- mobile ice skating and other wintertime activities

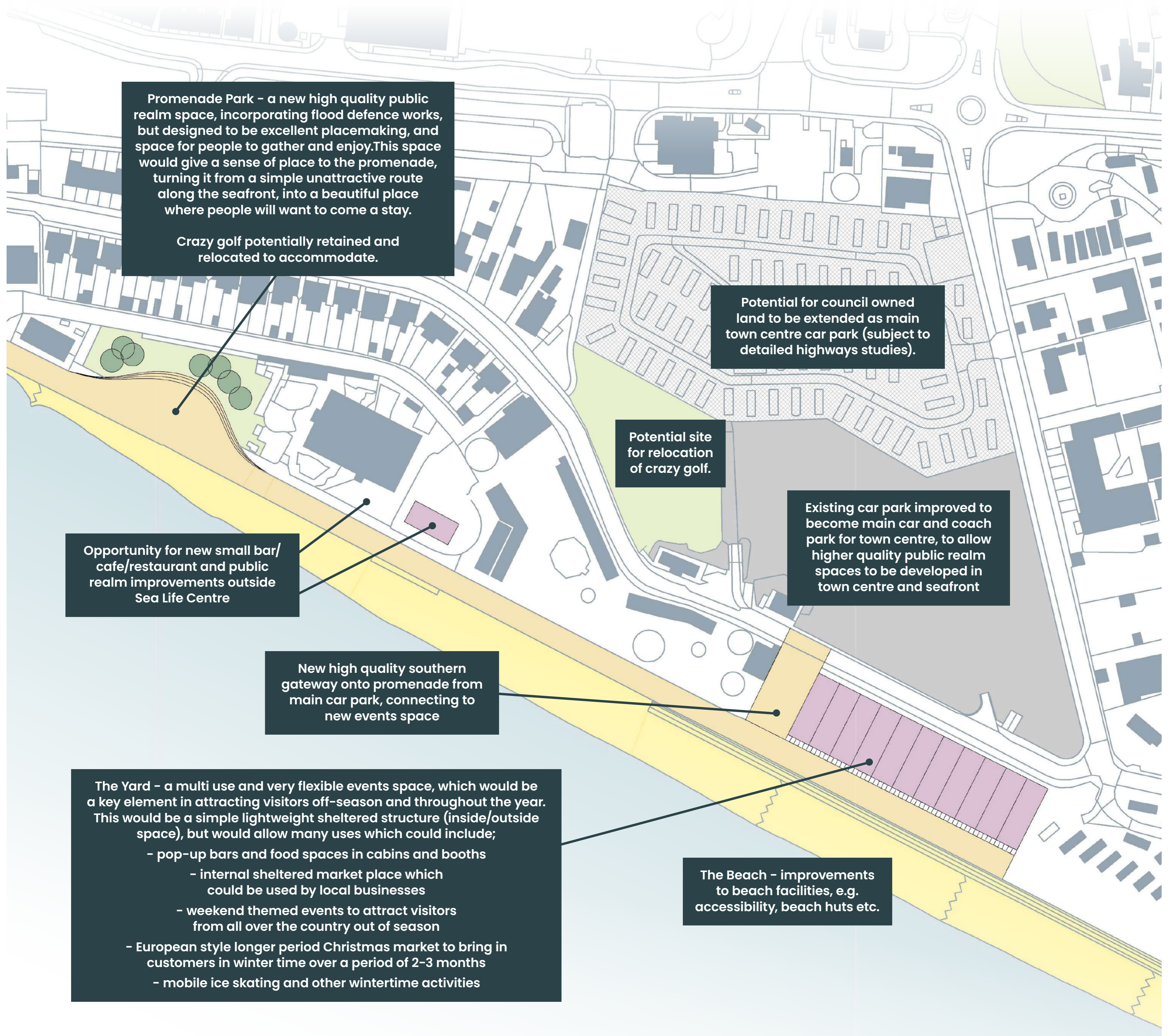
6. The Beach - improvements to beach facilities, eg accessibility, new beach huts etc



TOWN CENTRE IMPROVEMENTS AND CONNECTIONS TO THE SEAFRONT



SOUTHERN GATEWAY TO THE PROMENADE



Public Consultation 12 January – 6 February 2026

HAVE YOUR SAY AND NEXT STEPS

These draft objectives and concept designs have directly responded to previous initiatives, further shaped by initial engagement with local stakeholders, businesses and interest groups.

We would now like you to have your say before refining the Masterplan. The public consultation on the Masterplan will run from **12 January to 6 February 2026**.

These exhibition boards can also be viewed online at
west-norfolk.gov.uk/hunstantonmasterplan

Drop in events will be held at the Hunstanton Town Hall, with the opportunity to speak to the team developing the masterplan.

Thursday 15 January 10am–7pm

Monday 2 February 10am–7pm



SCAN TO VIEW
THE BOARDS
ONLINE

How do I respond?

Please take the time to read the consultation material provided on the boards. Once you have done so, we invite you to tell us what you think by completing a short questionnaire, available at the link above or on paper at the in-person displays.

What Next?

After this public consultation, the feedback received will be used to refine the Masterplan, to ensure it reflects comments made by people living and working in Hunstanton before it is updated, finalised and adopted by BCKLWN.

The final Masterplan will be used to guide future funding, investment and policy for both short-term improvements and long-term regeneration ambitions for Hunstanton over the next 10–20 years. It will set priorities for projects coming forward in the shorter and longer term, which are likely to be subject to further consultation either before or after submitting planning applications, before they are brought forward.

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