Norfolk County Council

King's Lynn Sustainable Transport and Regeneration Scheme Public Consultation

King's Lynn STARS is a project developed by Norfolk County Council to support more people to walk, wheel and cycle and enable regeneration in the town.

Have Your Say on the Future of King's Lynn

We want your views on the King's Lynn STARS proposals, which are outlined in this document.

Complete the questionnaire: **www.norfolk.gov.uk/klstars**



Introduction

King's Lynn STARS aims to encourage walking, wheeling (i.e. wheelchairs or mobility aids) and cycling around the town centre, as well as creating better public spaces for everyone.

The scheme will create more direct, accessible links for people walking, wheeling and cycling within the gyratory (one-way system). This area currently separates the town centre from the railway station, as well as nearby shops, businesses and homes.

The proposals will make it safer and easier to walk, wheel and cycle with new routes and signal-controlled crossings being proposed.

At Baxter's Plain, the proposals include improvements for pedestrians and enhancements to public spaces around the new library. These changes will create a more attractive and vibrant area. New trees and planting will improve green spaces.

You can find out more about the proposals in this consultation brochure.





Why are we consulting?

In 2026, Norfolk County Council secured a commitment of **£18.7 million** from the Department for Transport (DfT) towards the **£20.8 million** STARS project.

The purpose of this consultation is to get your views on our current proposals so that we can develop them further and work towards a final scheme design.

Background and objectives

The proposals for STARS have been developed to take account of the following:

- The King's Lynn Transport Strategy (KLTS), adopted in 2026.
- The Local Cycling and Walking Infrastructure Plan (LCWIP), adopted in 2022.

The KLTS explains how we intend to make it easier and safer to travel around King's Lynn and outlines infrastructure improvements to manage congestion, reduce emissions and support housing growth.

The LCWIP identifies routes where improvements to walking, wheeling and cycling infrastructure will be prioritised and delivered in the short, medium and long term.

Both plans support the objectives of Norfolk County Council's Local Transport Plan, adopted in 2022. The plan aims to improve accessibility and connectivity and promote a switch to sustainable transport.



We have developed the following objectives to guide the STARS scheme:

- To enhance connectivity and accessibility for all within King's Lynn
- To protect and enhance King's Lynn's heritage and cultural environment through place-making
- To improve local air quality and King's Lynn's natural environment
- To improve road safety in King's Lynn

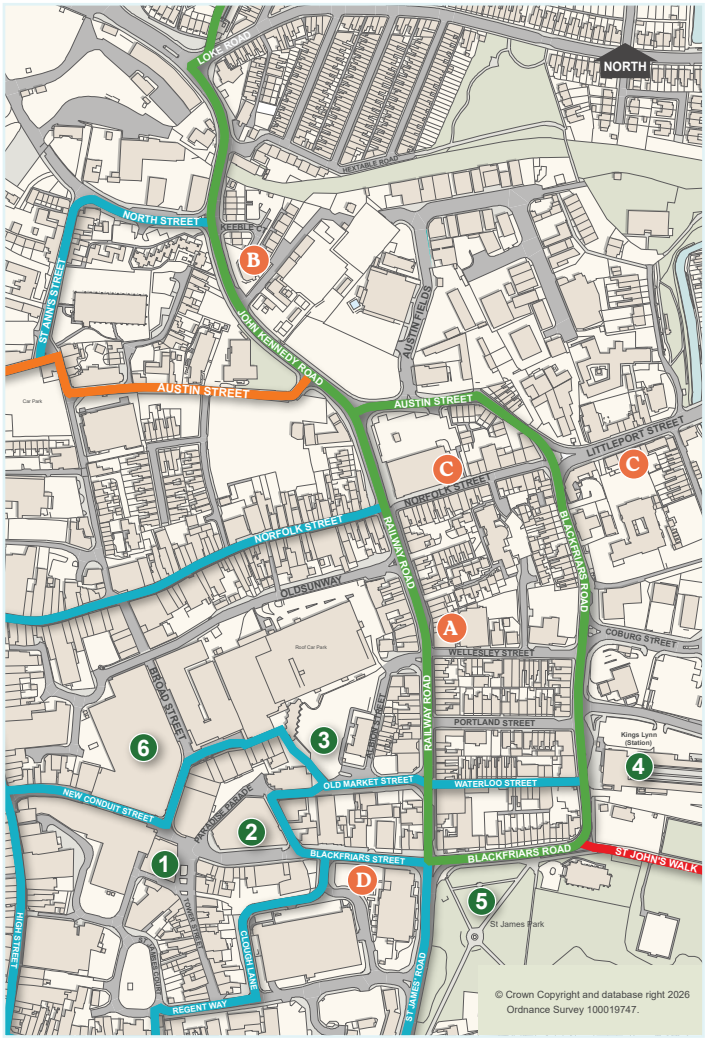
Walking, wheeling and cycling improvements: Introduction

Norfolk County Council (NCC) and the Borough Council of King's Lynn and West Norfolk (BCKLWN) have worked together to create a Local Cycling and Walking Infrastructure Plan (LCWIP) for King's Lynn and neighbouring parishes.

The walking, wheeling and cycling proposals that are part of the STARS project provide improvements that link sections of the LCWIP network in the centre of King's Lynn.

The plan below shows where the walking, wheeling and cycling improvements are proposed, and how they link with the LCWIP network. The following pages explore these proposals in more detail.

King's Lynn Centre LCWIP Routes



LCWIP routes

- North Lynn
- Wootton
- Clenchwarton
- Neighbourhood

*New Conduit Street and High Street on Neighbourhood route only suitable as walking routes.

1. Library
2. Post Office Building
3. Bus Station
4. Train Station
5. St James Park
6. Vancouver Centre

A. See Pages 5 and 6 for the proposals on Railway Road

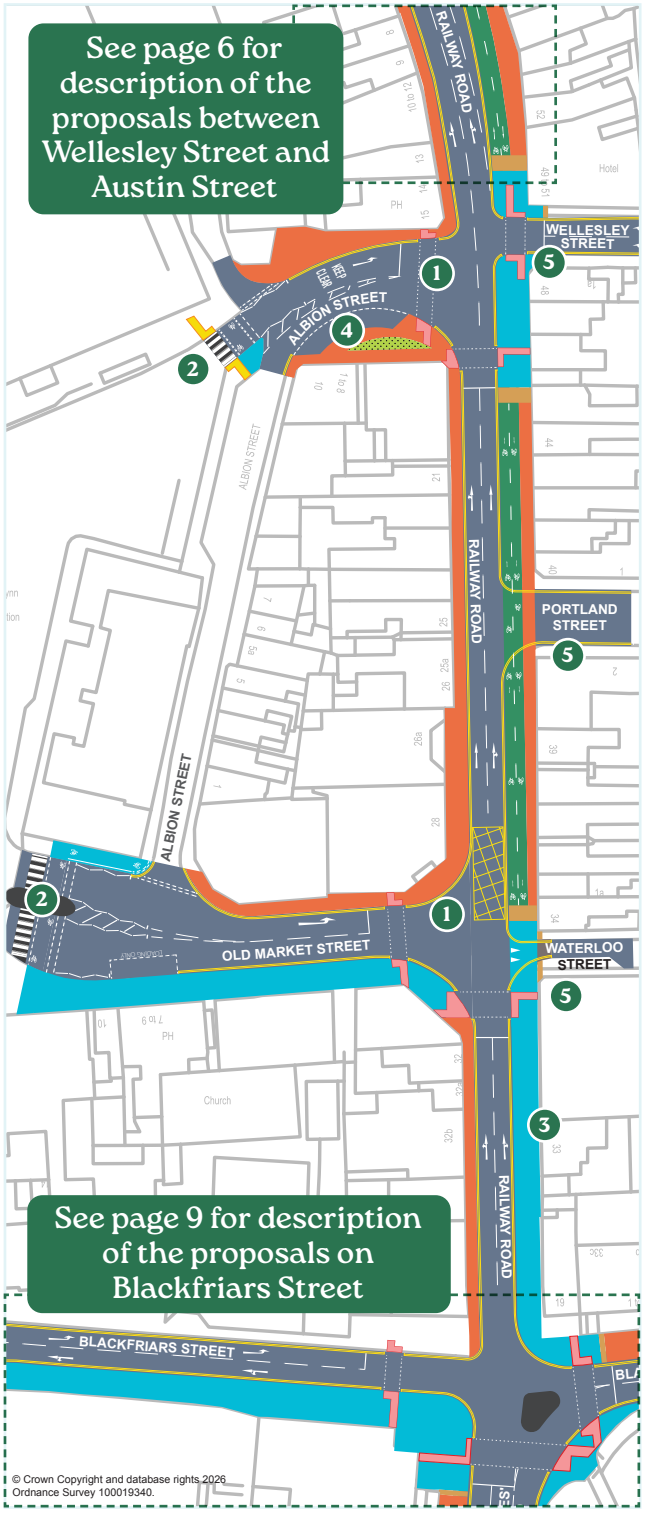
B. See Pages 7 and 8 for the proposals on John Kennedy Road

C. See Page 6 for the proposals on Norfolk Street and Littleport Street

D. See Page 9 for the proposals on Blackfriars Street

Walking, wheeling and cycling improvements: Railway Road

Railway Road from Blackfriars Street to Wellesley Street



This plan shows the proposed improvements on Railway Road between Blackfriars Street and Wellesley Street, including side roads such as Albion Street and Old Market Street. The existing gyratory (one-way) system creates a barrier for people walking, wheeling and cycling. The proposals will provide improved links between the railway station, bus station and town centre.

To improve walking, wheeling and cycling facilities, the existing outside traffic lane on Railway Road would be removed. This lane is used less often than the other traffic lanes.

- Shared walking, wheeling and cycling path
- Bi-directional cycleway
- New or resurfaced footway (widened where possible)
- Carriageway (to be resurfaced where required)
- Red Tactile paving at signal crossings (for visually impaired people)
- Buff tactile paving at other crossings (for visually impaired people)
- Corduroy tactile paving used as hazard warning

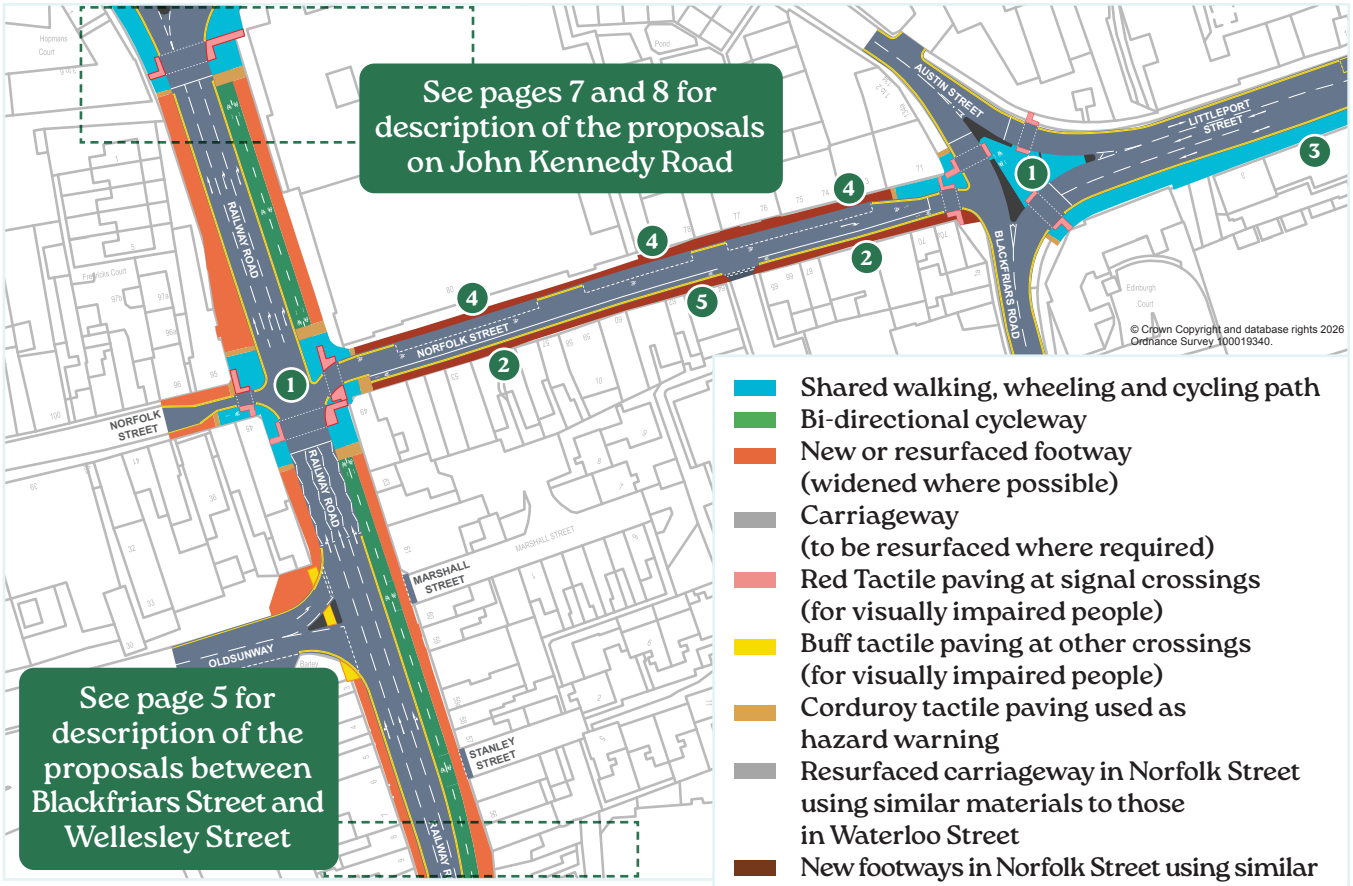
1. Reconfiguration of junctions including new and improved crossing facilities for walkers, wheelers and cyclists. Signal phasing will be reviewed to see if bus priority can be provided
2. Existing crossings upgraded to the latest standards
3. Existing one hour parking bay removed
4. Existing 30 minutes parking bay retained
5. Existing one-ways on Wellesley Street, Portland Street and Waterloo Street (including westbound contraflow cycle route here) to be retained

Walking, wheeling and cycling improvements: Railway Road

Norfolk Street is currently one-way for vehicles, travelling from Railway Road towards Austin Street and Blackfriars Road. The proposals would allow cyclists to travel in both directions and would include improvements to the footways and road surface.

Similar to the southern section of Railway Road, the outside traffic lane would be removed to provide the walking, wheeling and cycling improvements. A shared use footway/cycleway is proposed on the south side of Littleport Street up to Wyatt Street where it would link to existing cycle facilities.

Railway Road from Wellesley Street to Austin Street



- Shared walking, wheeling and cycling path
- Bi-directional cycleway
- New or resurfaced footway (widened where possible)
- Carriageway (to be resurfaced where required)
- Red Tactile paving at signal crossings (for visually impaired people)
- Buff tactile paving at other crossings (for visually impaired people)
- Corduroy tactile paving used as hazard warning
- Resurfaced carriageway in Norfolk Street using similar materials to those in Waterloo Street
- New footways in Norfolk Street using similar materials to those in Waterloo Street

1. Reconfiguration of junctions including new crossing facilities for walkers, wheelers and cyclists. Signal phasing will be reviewed to see if bus priority can be provided
2. Existing eastbound one-way on Norfolk Street retained with new westbound contraflow cycle route provided
3. Proposed shared walking, wheeling and cycling path to Wyatt Street
4. Existing 30 minutes Monday to Saturday parking bays on north side of Norfolk Street retained
5. Existing no waiting 8am to 6pm restriction on south side of Norfolk Street amended to no waiting at any time

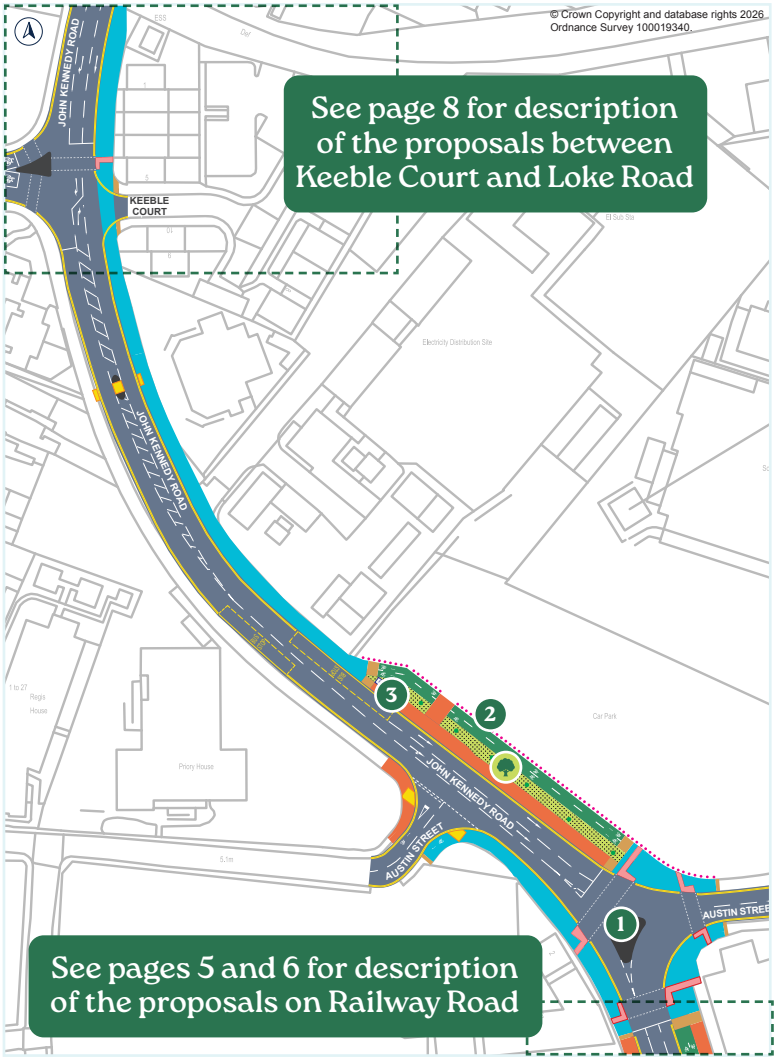
Walking, wheeling and cycling improvements: John Kennedy Road

Improving facilities on John Kennedy Road would create a better cycling route between Railway Road and the existing cycle route along Bawsey Drain at Loke Road. There is not enough space to provide separate walking, wheeling and cycling paths whilst still maintaining two-way traffic.

Instead, a shared walking, wheeling and cycling path is proposed on the east side of John Kennedy Road. This would be created by slightly narrowing the existing traffic lanes, while keeping the same number of lanes for vehicles.

The route for people walking, wheeling and cycling would use part of the existing Austin Street East car park.

John Kennedy Road from Austin Street to Keeble Court

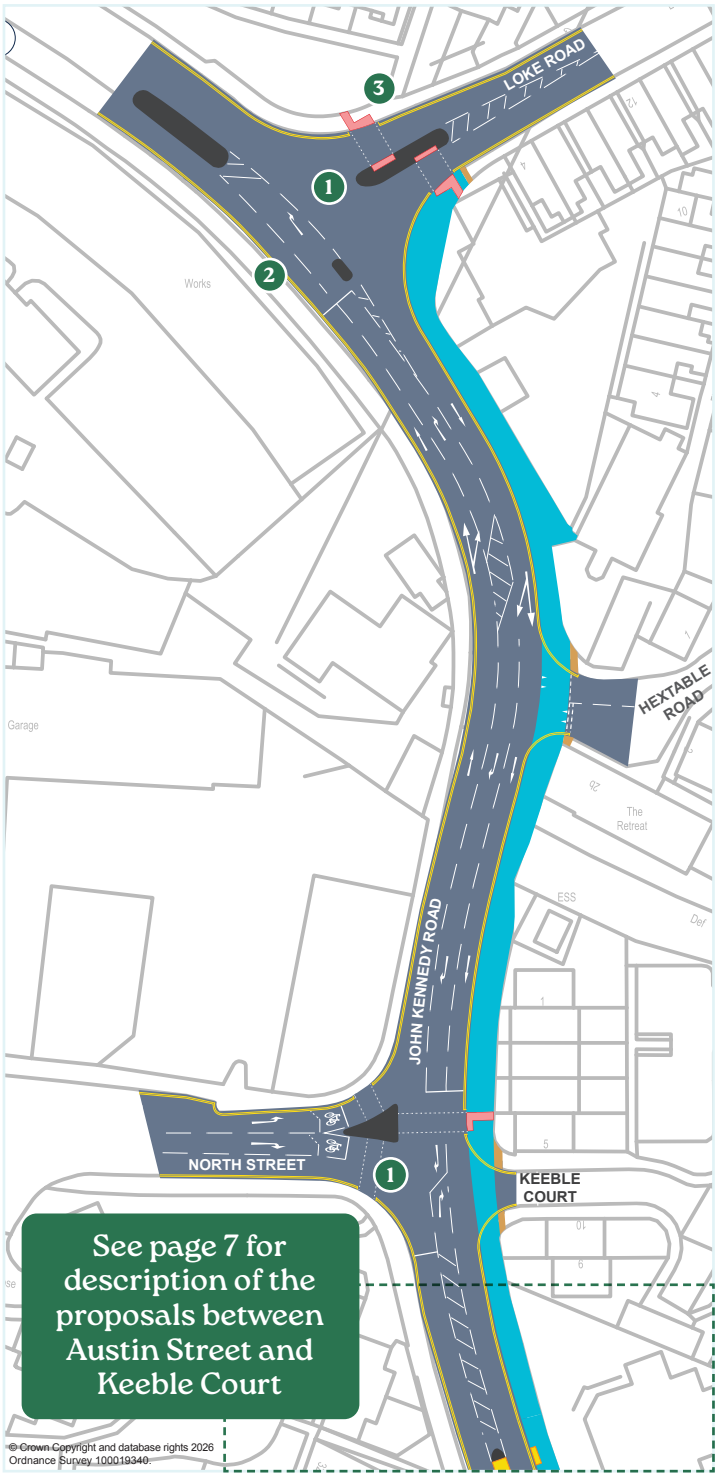


- Shared walking, wheeling and cycling path
- Bi-directional cycleway
- Existing trees retained and opportunities for additional planting
- New or resurfaced footway (widened where possible)
- Carriageway (to be resurfaced where required)
- Red Tactile paving at signal crossings (for visually impaired people)
- Buff tactile paving at other crossings (for visually impaired people)
- Corduroy tactile paving used as hazard warning

1. Reconfiguration of junctions including new and improved crossing facilities for walkers, wheelers and cyclists. Signal phasing will be reviewed to see if bus priority can be provided
2. New bi-directional cycle route through Austin Street East car park (uses the parking spaces closest to the road)
3. Bus stop and shelter relocated to here

Walking, wheeling and cycling improvements: John Kennedy Road

John Kennedy Road from Keeble Court to Loke Road



See page 7 for description of the proposals between Austin Street and Keeble Court

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- Shared walking, wheeling and cycling path
- Carriageway (to be resurfaced where required)
- Red Tactile paving at signal crossings (for visually impaired people)
- Buff tactile paving at other crossings (for visually impaired people)
- Corduroy tactile paving used as hazard warning

1. Reconfiguration of junctions including new and improved crossing facilities for walkers, wheelers and cyclists. Signal phasing will be reviewed to see if bus priority can be provided
2. Existing cycling facilities here to be removed and changed to footway
3. Existing walking, wheeling and cycling route alongside Bawsey Drain

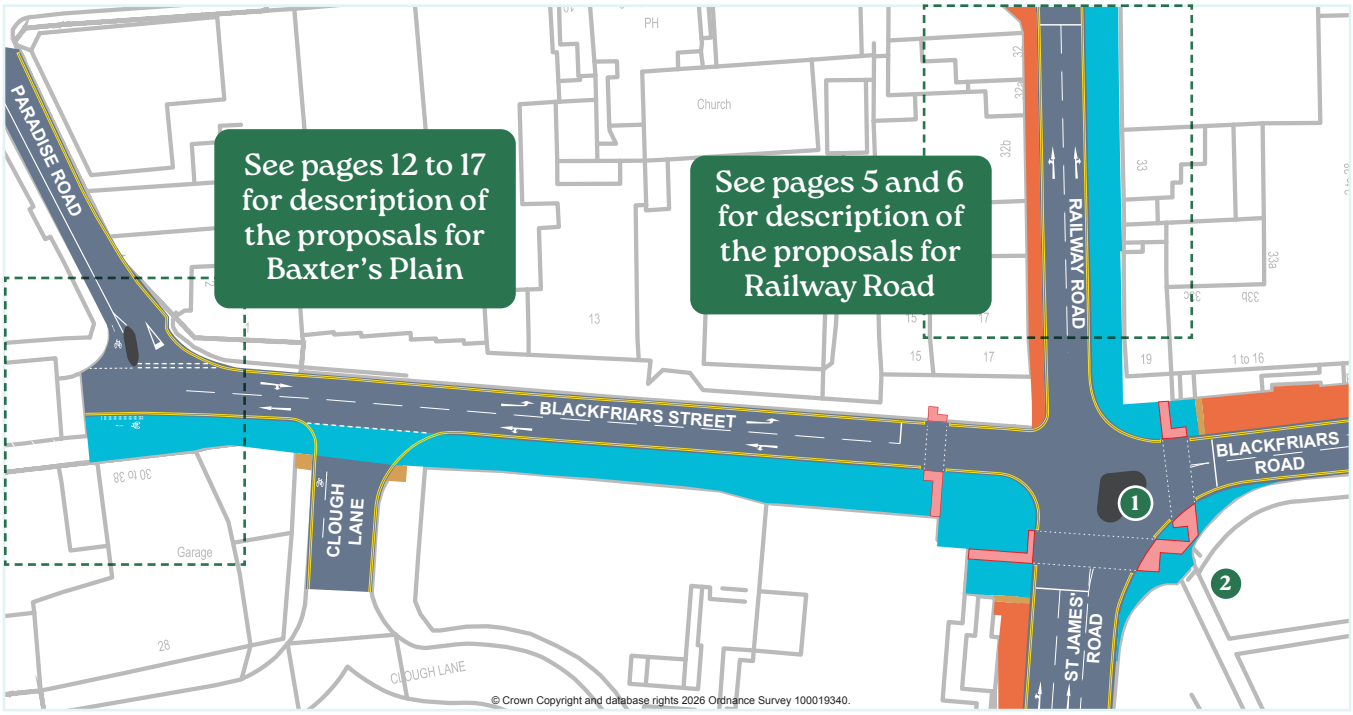
Walking, wheeling and cycling improvements: Blackfriars Street

The plan below shows the proposed walking, wheeling and cycling improvements on Blackfriars Street. These improvements would create a better link between Railway Road and the town centre, including Baxter's Plain, where STARS also proposes improvements to public spaces.

The Blackfriars Street/Railway Road/ Blackfriars Road/St James Road junction would be reconfigured to provide direct crossings for walkers, wheelers and cyclists. This would make it easier and safer to reach St James Park.

To provide larger areas for those waiting to use the crossings, the feasibility of amending the lane allocation on the Blackfriars Road and St James Road arms of the junctions will be examined further.

Blackfriars Street



- Shared walking, wheeling and cycling path
- New or resurfaced footway (widened where possible)
- Carriageway (to be resurfaced where required)
- Red Tactile paving at signal crossings (for visually impaired people)
- Corduroy tactile paving used as hazard warning (for visually impaired people)

1. Reconfiguration of junction including enhanced crossing facilities for walkers, wheelers and cyclists. Signal phasing will be reviewed to see if bus priority can be provided
2. Entrance to St James Park with connections to LCWIP routes

Baxter's Plain improvements: Introduction

Baxter's Plain sits at the edge of the town centre pedestrian area, where several streets come together. It is also home to the new library, which recently opened in 2026. The vision is to create a distinctive space that helps define the route between the railway station and the river.

The Borough Council of King's Lynn and West Norfolk has already carried out extensive work to develop proposals for Baxter's Plain.

Feedback from a previous consultation has helped shape outline designs that aim to:

- Give Baxter's Plain its own character, linked to King's Lynn's history
- Make the area more attractive and better connected
- Improve routes for people walking
- Plant more trees and greenery
- Create space for events and public art
- Remove clutter and simplify street furniture

Overall, the proposals aim to make better use of the space by removing some existing street furniture and reorganising the area. This would create more opportunities for small events, community gatherings, outdoor dining and seating.



Baxter's Plain improvements: Location plan

The plan below shows the area where public realm improvements are proposed.

Baxter's Plain



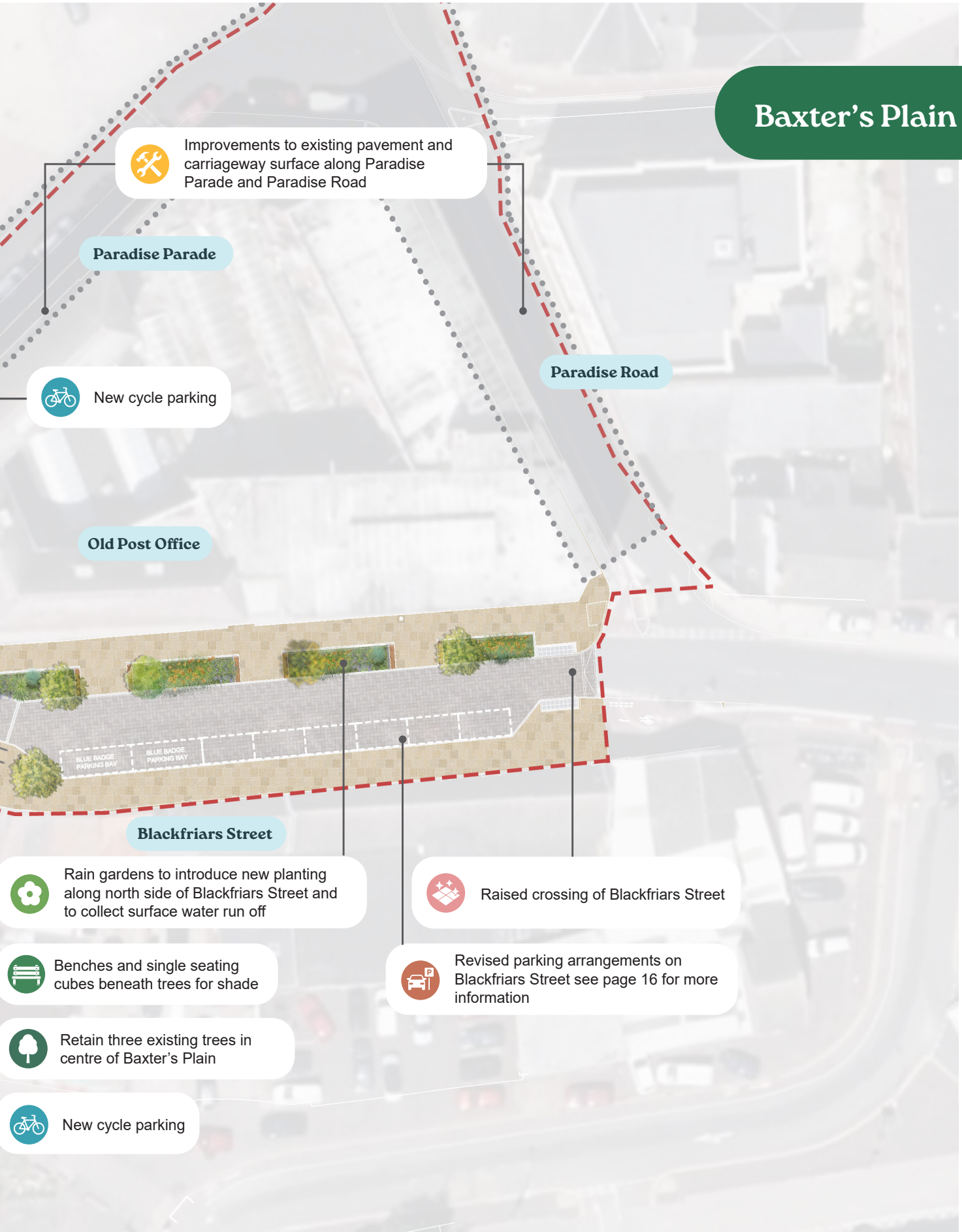
You can read more about the design proposal for Baxter's Plain on the following pages.

Baxter's Plain improvements: Proposals plan



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Baxter's Plain



Baxter's Plain improvements: Hard landscaping and street furniture

The proposed street furniture for Baxter's Plain will be chosen to enhance the functionality, character, and flexibility of the space. A combination of seating and informal gathering features is proposed with the aim of creating areas for daily use whilst supporting outdoor performances and community events.

Opportunities for playable features for children will be explored to encourage informal play, exploration, and interaction without compromising the overall character of the space. An area for performance and events is proposed outside the Majestic Cinema with specific seating provided that can be used for both daily usage and viewing events.

The suggested ideas for street furniture are shown here.



Suggested style for benches



Suggested style for single seating cubes



Suggested style for two tier benches around event space



Typical style of cycle parking stands

Different surfacing materials are proposed to differentiate areas that vehicles may have to use from the other public realm areas. The surface materials proposed would be a combination of paving and smaller blocks.



Example of paving in areas for pedestrians only



Example of smaller blocks in areas where vehicles can travel

Baxter's Plain improvements: Planting

The planting proposals are built around the retention of the three existing trees in the centre of Baxter's Plain, with the addition of new planting. The aim is to create an environment that is greener and more vibrant, so that it improves the experience for visitors and local businesses.

The types of planting will be chosen so that they provide colour and texture all year round.

Opportunities for rain gardens will be incorporated into the scheme. These manage the water on the footways and roads to help feed the planting. In addition to creating greener areas, rain gardens help to manage surface water sustainably, which contributes to improving climate resilience.



Typical example of rain garden planting

New trees are also proposed on Blackfriars Street. Examples of possible tree species are shown here.



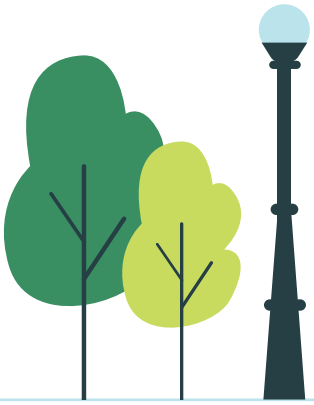
Betula papyrifera (multistem). Has a compact form and interesting bark



Carpinus betulus 'Frans Fontaine'. Has a compact form and strong structure that can be used to create an avenue effect

Baxter's Plain improvements: Lighting

New lighting columns are proposed in Baxter's Plain to replace the existing columns. The exact type of lighting column and their locations will be chosen so that they are in keeping with the overall environment of the area.



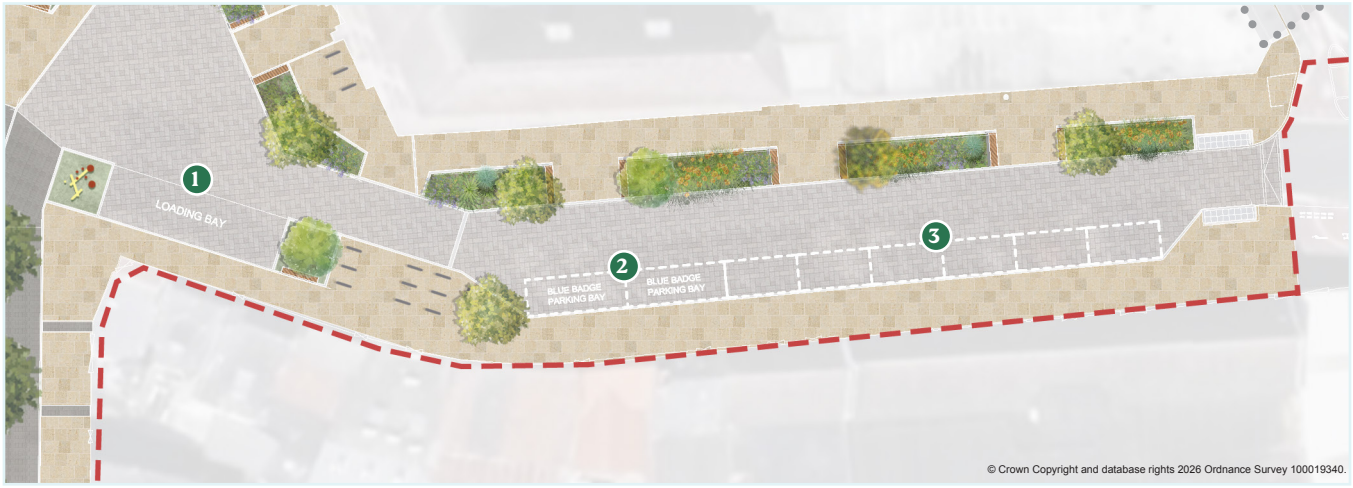
Baxter's Plain improvements: Parking

All vehicles can currently use Blackfriars Street, Paradise Parade and Paradise Road via a circulatory one-way system. On these roads there are parking spaces that provide limited parking for 30 minutes (no return within 30 minutes) between 8am and 6pm, Monday to Saturday. Outside these hours, parking in these spaces is unrestricted.

In addition on the north side of Blackfriars Street there are disabled parking bays with a taxi and loading/unloading bay provided on the south side.

The new parking arrangements on Blackfriars Street that are proposed as part of the STARS scheme are shown in the plan below.

It is not proposed to change the parking arrangements on Paradise Parade or Paradise Road.



1. Loading bay 20 minutes (no return one hour) and drop off point for buses between 6am and 10pm, taxis bay between 10pm and 6am
2. New disabled parking spaces at all times (no time limit)
3. Limited parking for 30 minutes (no return within 30 minutes) between 8am and 6pm, Monday to Saturday. Unrestricted at other times

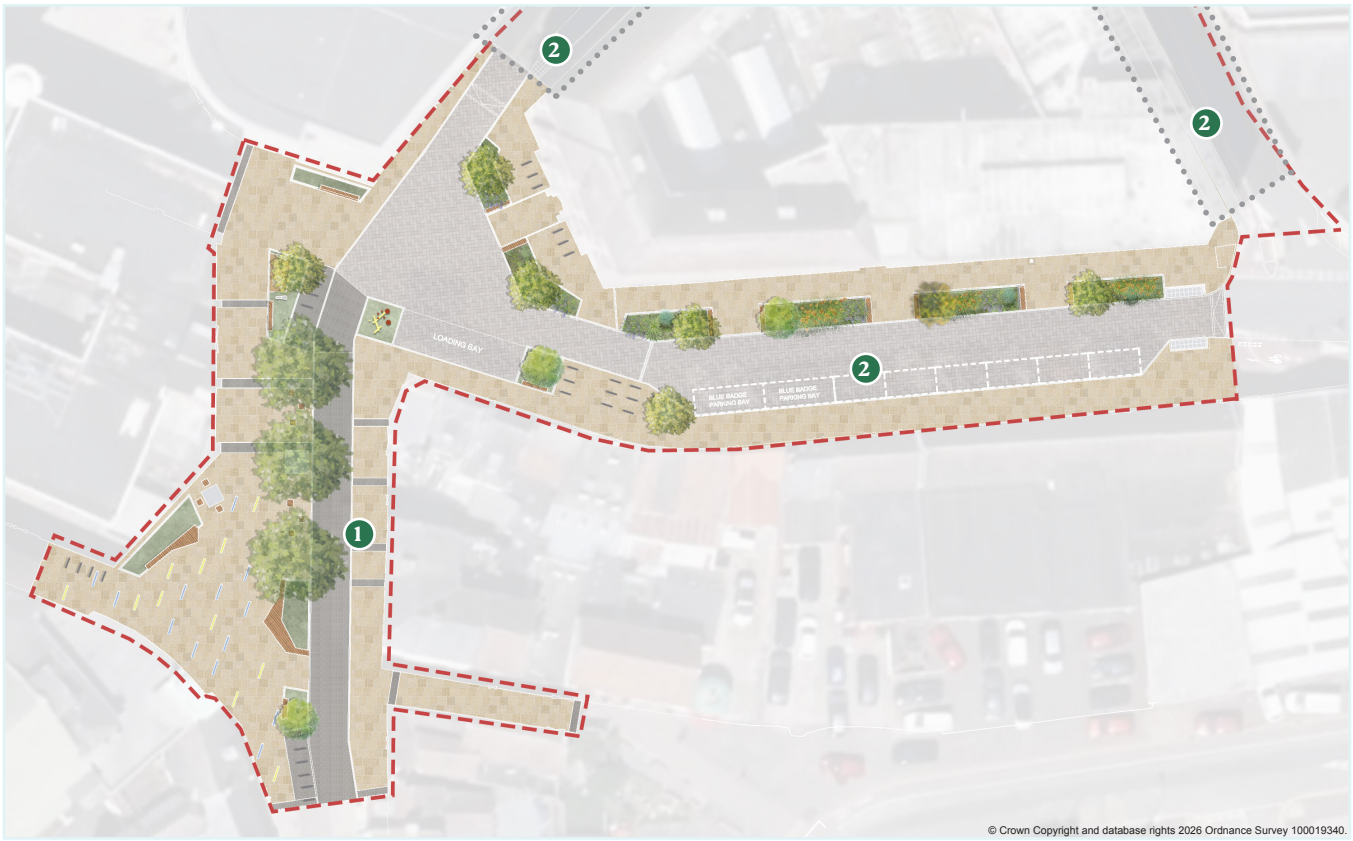
Baxter's Plain improvements: Access and movements

Tower Street (north of Regent Way) and Baxter's Plain are currently a pedestrian zone. This means that vehicles are only allowed to enter this area for loading and unloading between 10pm and 10am (i.e. overnight). Because the vehicles are not restricted from travelling northwards on Tower Street and through Baxter's Plain overnight, the route these vehicles should use needs to be identified on site.

Similar to Tower Street, the intention is to highlight the vehicular route through Baxter's Plain using different surfacing materials and textural features to assist the visually impaired.

In addition, a kerb line with an upstand could also help identify the route but this could act as a barrier for wheelers and would therefore need gaps at suitable locations to allow people to cross.

We intend to work with key stakeholders to determine the most appropriate method to highlight the vehicle route.



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1. Route through Baxter's Plain restricted to between 10pm and 10am for loading/unloading only
2. Routes via Blackfriars Street, Paradise Parade and Paradise Road not restricted and the current access arrangement to remain

What happens next?

Your comments will help us refine the proposals so that we can develop a finalised scheme to take forward to construction.

Following this consultation the two different elements of STARS will be progressed separately. The estimated timescales for delivery of each element are provided below.

Walking, Wheeling and Cycling Improvements:



Early 2027
Consider consultation comments and determine any changes

Summer 2027
Complete Design

Summer 2027
Construction Start

Spring 2028
Construction Complete

Baxter's Plain Improvements:



Early 2027
Consider consultation comments and determine any changes

Late 2027
Complete Design

Early 2028
Construction Start

Summer 2028
Construction Complete



Your feedback will help shape the final design of the scheme.

Have your say

Norfolk County Council

We want to hear your views.
Your feedback will help shape the final proposals.

Complete the quick and easy online questionnaire at:
www.norfolk.gov.uk/klstars

The survey is open until midnight on
Sunday 20 December 2026.

If you need a printed copy of the consultation brochure or questionnaire, please:

Email: klstars-consultation@norfolk.gov.uk

Call: 0344 800 8020



You can also come along to one of our drop-in events where you can meet the team, find out more and ask questions:

Location	Date and Time
King's Lynn Library, 49 New Conduit Street, King's Lynn, PE30 1DL	Wednesday 25 November 2026 from 12pm to 7pm
King's Lynn Library, 49 New Conduit Street, King's Lynn, PE30 1DL	Thursday 3 December 2026 from 12pm to 7pm

The easiest way to have your say is to complete the online questionnaire via **www.norfolk.gov.uk/klstars**. But you can also:

- Complete a paper copy of the questionnaire and post it to: Freepost Plus RTCL-XSTT-JZSK, Norfolk County Council, County Hall, Martineau Lane, Norwich, NR1 2DH
- Email: klstars-consultation@norfolk.gov.uk
- Write to: Freepost Plus RTCL-XSTT-JZSK, Norfolk County Council, County Hall, Martineau Lane, Norwich, NR1 2DH

If you need help to take part, please email us at **klstars-consultation@norfolk.gov.uk** or ring us on **0344 800 8020** and we'll do our best to assist you.

Our privacy statement can be found at: **www.norfolk.gov.uk/privacy**

Norfolk County Council

