

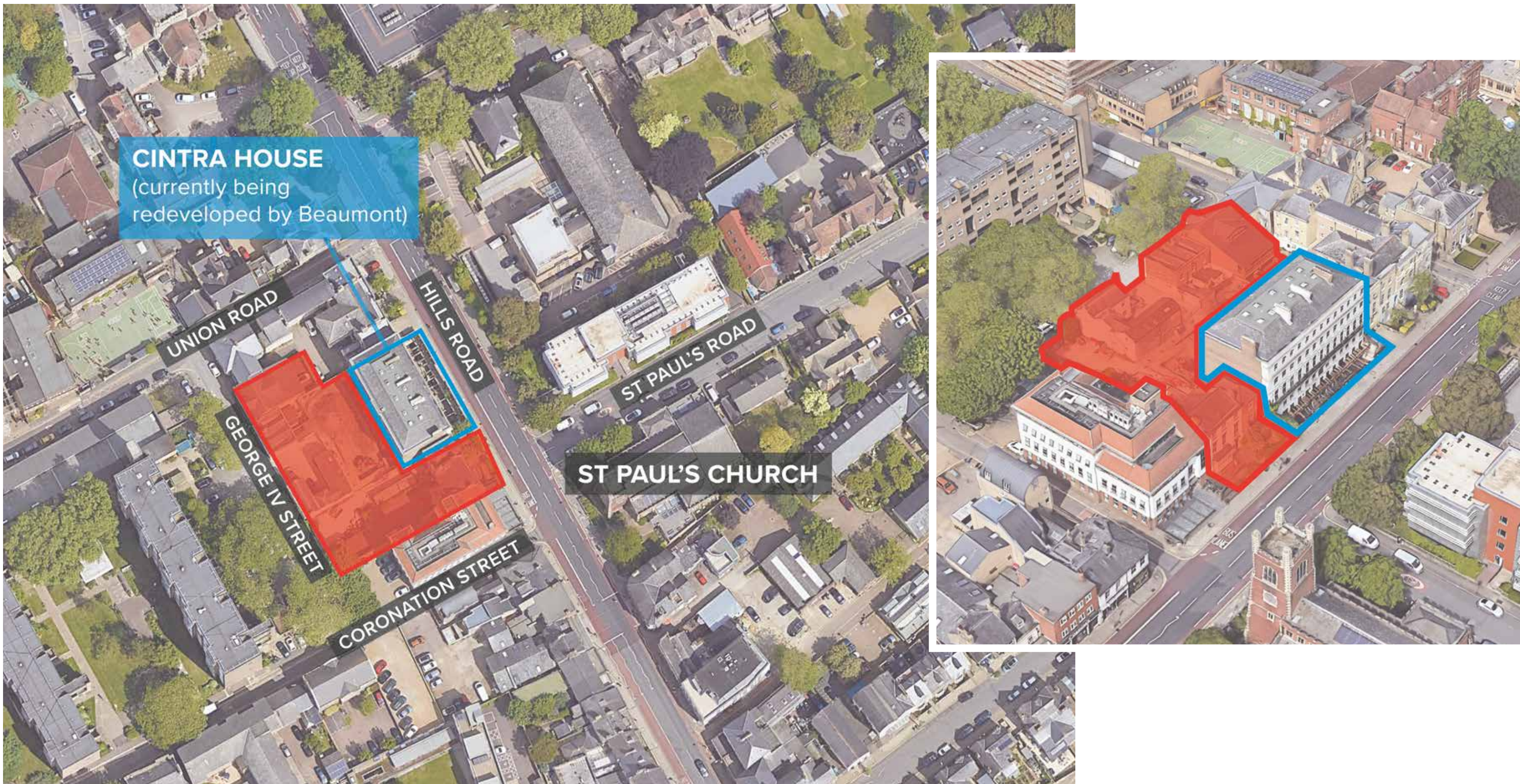
Welcome

Welcome to our public engagement event on proposals for a mixed-use redevelopment and restoration scheme for 14-18 George IV Street and 20-22 Hills Road, Cambridge.

The purpose of today’s event is to present the emerging proposals for the site, which are being put forward by Beaumont, as well as gain your feedback.

We have a set of plans and information boards on display today, setting out the proposed extent and broad nature of the proposals, including key design and development principles.

These plans will form the basis of a planning application which we intend to submit later this year.



Aerial view with Cintra House outlined in blue and the land on George IV Street and Hills Road in red

Our team:

Beaumont.
Developer

ARCOVA
Project manager
and contractor

DP9
Planning consultant

MATT
ARCHITECTURE
Architect

devcomms
Community
engagement and
consultation

VELOCITY
Transport
consultants

Site Context

The site comprises 14-18 George IV Street and 20-22 Hills Road. The site is next to Cintra House, which is owned and currently being refurbished by Beaumont.

The proposed redevelopment provides an opportunity to improve the site through a more coordinated and comprehensive design approach, delivering a high-quality mixed-use development.

The scheme will respond carefully to the New Town and Glisson Road Conservation Area, and the surrounding existing and proposed developments, including Hanover Court and Princess Court.



An image of 20-22 Hills Road



Some images of 14-18 George IV Street



Planning context

New offices are encouraged to come forward in Policy 40 of the Cambridge Local Plan.

Proposals for new offices within the City will be considered on their merits, in line with other policies within the Local Plan.

The aim is to deliver a high-quality mixed-use redevelopment that reflects local character, provides new office space and co-living spaces, and contributes to the Council’s requirement for deliverable sites in a planned and coordinated way.

Want to read the Cambridge Local Plan?

Scan the QR code:



The Proposals

Beaumont is bringing forward proposals for a mixed-use co-living and commercial restoration and redevelopment scheme, designed to accurately reflect the city’s existing character and heritage.



Ground floor view of the emerging proposals along George IV Street – currently proposed

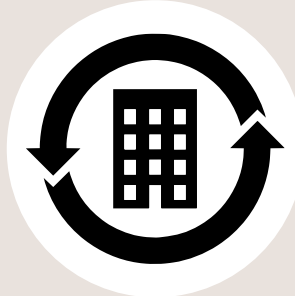


Ground floor view of the emerging proposals along George IV Street – currently proposed but also showing existing trees to be retained

Our proposals include:



New high-quality commercial space fronting onto George IV Street, supporting the local economy by creating further employment opportunities in Cambridge.



Securing the long-term repair, restoration, and viable reuse of the existing listed buildings at 20–22 Hills Road through their conversion to residential co-living units.



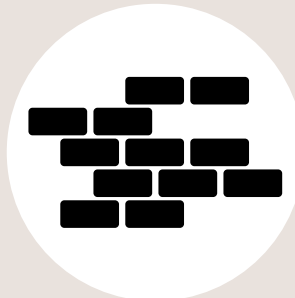
Transformation of George IV Street through the provision of wider pavements, new trees, and fresh planting.



Creation of green roofs, rain gardens, new planting, and restoration of a landscaped residents’ garden.



Use of contemporary architecture to enhance the Conservation Area and local street scenes.



Façades of locally produced brick, manufactured from clay excavated on site.



A low-carbon, fully electric design incorporating heat pumps and solar panels, supporting long-term sustainability.



Provision of circa 200 secure cycle spaces to support active travel.

A Place for People to Call Home

Our proposals imagine the redevelopment and restoration of 20-22 Hills Road as new co-living units.

The buildings have undergone several alterations over their lifetime, resulting in the loss of many of their original architectural details. The proposals provide an opportunity to restore and enhance the buildings' appearance, retaining their historic character while delivering high-quality and attractive new façades.



View of the proposed refurbishment of 20-22 Hills Road – existing (left) and proposed (right)



What is co-living?

Our emerging proposals seek to deliver approximately 18 new co-living units and we know this is a housing type that is relatively new.

Co-living is community-centric housing that seeks to increase the opportunities for human connection and create a sense of community for those living in the same building.

Co-living, unlike traditional rental housing, comes with all bills included, meaning residents can lead a more convenient life alongside high-quality shared spaces such as workspaces and courtyards.

Why it works

Successful co-living projects are situated in highly sustainable metropolitan centres that include a range of uses and with excellent transport links.

For context, our site is just a short walk to Cambridge city centre, placing us right at the heart of the local community and economy.

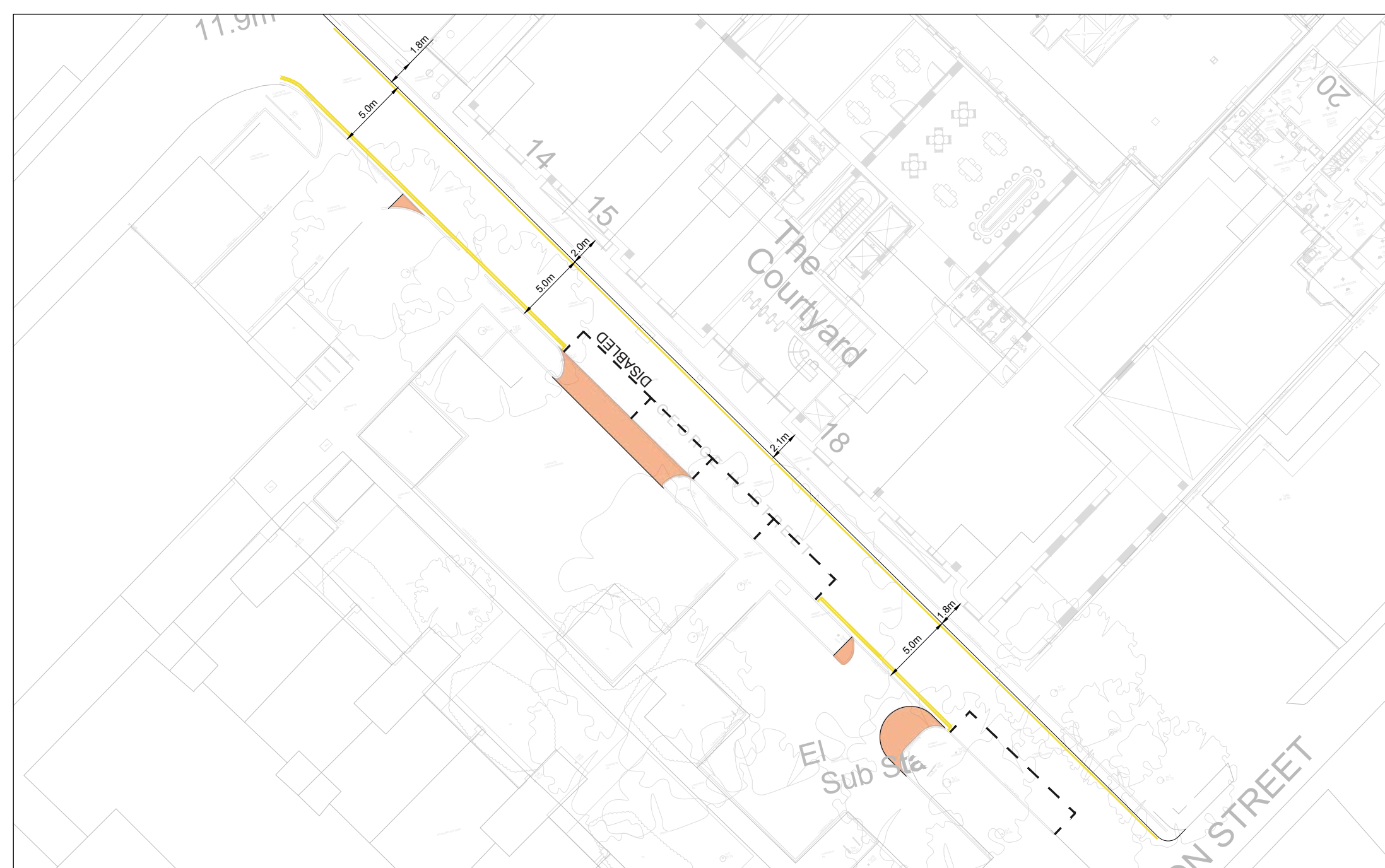
Improving the Pedestrian Experience

The proposals will improve George IV Street for pedestrians by widening the pavement and narrowing the road slightly to slow traffic, while still letting two vehicles pass.

We are also exploring better paving, more attractive design, and possible traffic-calming measures – with no overall loss of parking spaces.

The new development will be car-free, suiting its central, well-connected location.

Deliveries and bin collections will continue from George IV Street as now, with around four to six trips a day scheduled outside peak times where possible.



Encouraging sustainable travel

The emerging proposals will also include secure, easy-to-use cycle parking for office workers and residents, including accessible spaces.

The site's location has excellent transport links, with bus stops right outside on Hills Road and Cambridge Station around a 10-minute walk away, plus shops, schools, parks and other amenities within easy walking or cycling distance.

The proposals include approximately 200 secure cycle spaces located on site. There are several different options for cycling stands:



Two-tier racks – a popular high-capacity stand offering cycle parking on two levels. People pull the top rack out and down into the aisle, roll their bike on, then lift it back into place.



Sheffield Stands – popular for short-stay cycle parking as they let bikes be secured at both wheel and frame, giving extra protection against theft.

Landscaping and Public Art

Our emerging proposals also introduce new green features that will enhance the area and provide a pleasant experience for those who live and work in the new building as well as those who walk past.

Some of these features include:

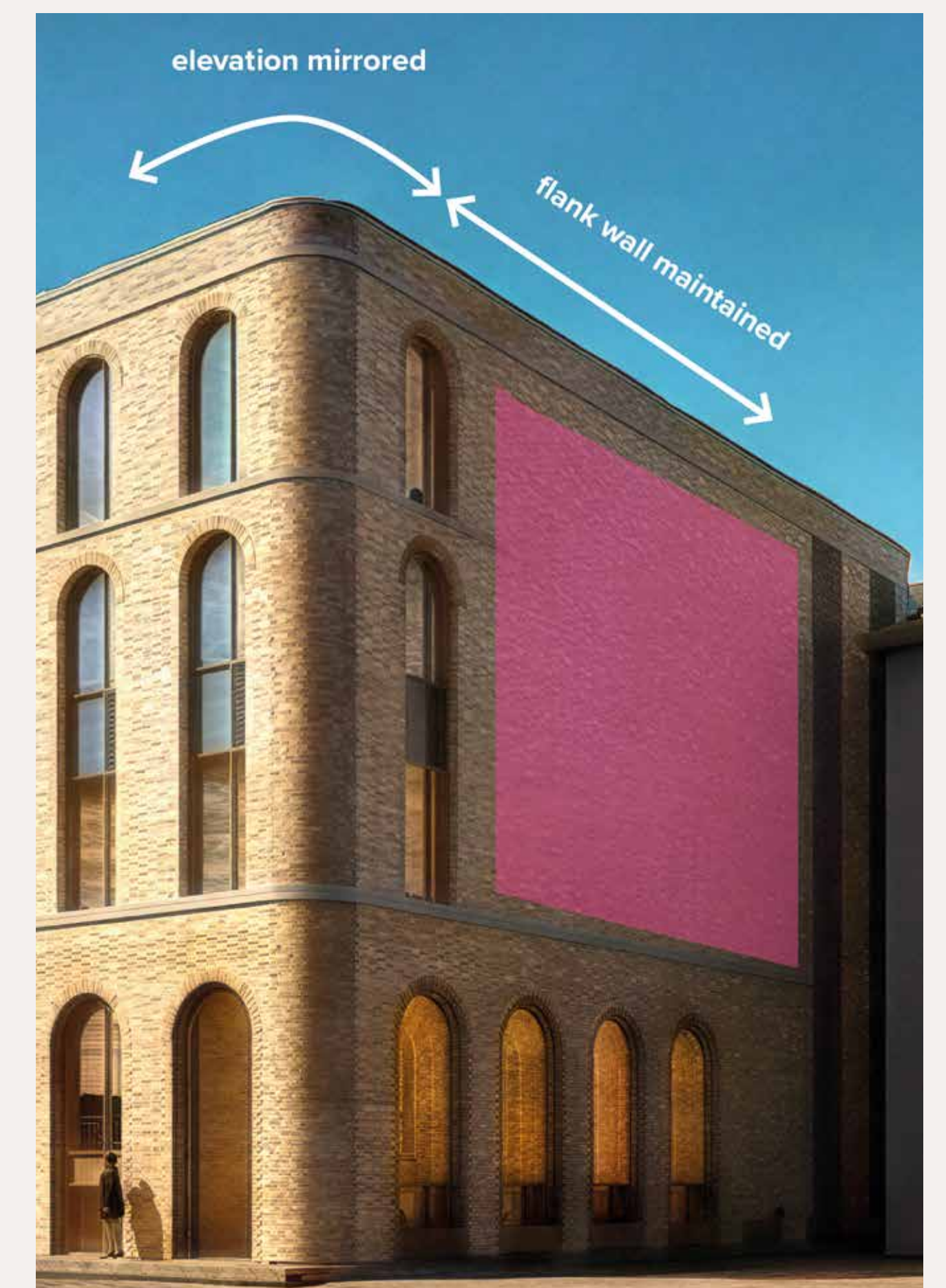
- **10 new trees** to be planted, helping to cut pollution and provide natural shading.
- **New planting areas** and green spaces on roof terraces, supporting local wildlife.
- **New green roofs**, saving energy by keeping the building cool and providing a safe space for insects and other wildlife.



Sketch of the landscaping masterplan

Public art will be an important part of this project, helping create a sense of place and reflect the local area's character. We will develop a dedicated programme working with local schools, colleges and youth organisations, giving young people a meaningful role in shaping the proposals.

The approach to designing, selecting and delivering the artwork is still being developed, and we are exploring the best ways for the community to get involved. Further details on how to take part, and on the artwork itself, will be shared as the proposals progress.



The opportunity for public art as part of the emerging proposals

Your Feedback and Timeline

Thank you for attending our public engagement event for the emerging proposals for 14-18 George IV Street and 20-22 Hills Road, Cambridge.

We would like to invite you to share your feedback and questions via the feedback form provided today.

You can also send feedback on our website using the link **www.george4cambridge.consulting** or by scanning the QR code below.



We would be grateful if you could provide any feedback by

Friday 24th July

What's next?

We intend to submit an application for planning permission to Cambridge City Council in September 2026.

Our indicative timeline is:

- **Public consultation**
June and July 2026
- **Submission of the planning application**
September 2026
- **Indicative determination of the planning application**
Q4 2026
- **Indicative construction on site**
Q1 2027

Contact us

If you have any further questions about the project, please contact us via

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☎ 0800 080 3160