



# VIRTUAL CONSULTATION FOR THE NEXT PHASE OF THE CORNHILL QUARTER REGENERATION

**DOWNLOADABLE BROCHURE**

<https://thecornhillquarter.consultationonline.co.uk/>

# THE NEXT PHASE OF THE CORNHILL QUARTER REGENERATION

## EXCITING NEW PROPOSALS

Thank you for taking the time to visit our consultation website.

As part of the continued regeneration of The Cornhill Quarter, we are bringing forward proposals for the next phase of its development. We aim to deliver further investment into the city centre through the addition of a flagship McCarthy Stone development, providing specialist residential accommodation for older people, and a new 150-bedroom hotel. Both the hotel and residential development would be located on the former City Square Centre site.

Our plans have undergone an extensive and evolving design process with City of Lincoln Council, and we are pleased to be able to publicly present these proposals as part of for the next phase of The Cornhill Quarter regeneration.

Following the community consultation, McCarthy Stone's proposal will be submitted to City of Lincoln Council as a full planning application. Whereas Lincolnshire Co-op's proposals for a 150-bedroom hotel will be submitted as an outline planning application, and if permission is granted, they will engage in the search for potential operators.

You can learn about both the hotel and residential development on this website by visiting the McCarthy Stone Virtual Consultation and Hotel Virtual Consultation.



Artist's impression of McCarthy Stone's proposals on the corner of Sincil Street and Waterside South

## PROJECT STATUS

As part of our commitment to community engagement, we are currently consulting the local community and elected representatives on both proposals ahead of submitting our planning applications.

We want to know what you think about our plans for both future development proposals. There are two feedback forms on this consultation website, and we strongly encourage you to complete them, so we can understand your thoughts and suggestions ahead of submitting a planning application to City of Lincoln Council.

The proposal site at the former City Square Centre



## THE SITE

The proposed developments are located at the northern end of The Cornhill Quarter, in Lincoln city centre.

The site, on the corner of Sincil Street and Waterside South, was previously known as City Square Centre and consisted of a Co-op food store, a Post Office, Boyes and other outlets, along with associated car parking. The Co-op food store and adjacent outlets have now vacated the site, many of which have relocated to other local premises.

McCarthy Stone and Lincolnshire Co-op have developed their proposals as part of the next phase of the wider regeneration of The Cornhill Quarter.

We strongly believe that this is a suitable and sustainable location to provide both much-needed retirement accommodation for people later in life in Lincoln, as well as a hotel to support the city's status as a visitor destination.

The site is well-located in the city centre to serve not only people in later life, but also visiting tourists, with the development site in easy access of local amenities, including shops, cafes, and restaurants. The site also benefits from good public transport links with both the city's central bus station and Lincoln Central train station close by. The proposals also involve the removal of the footbridge across Melville Street.

Residential and hotel accommodation within the city centre will provide a significant level of local investment, boosting the economy both during the construction phase and for many years to come.



View of the proposal site  
from Waterside South

## THE CORNHILL QUARTER REGENERATION

**Lincolnshire Co-op is undertaking a phased regeneration of The Cornhill Quarter in Lincoln. The aim is to provide new services, boost the local economy and create an outstanding retail and leisure environment.**

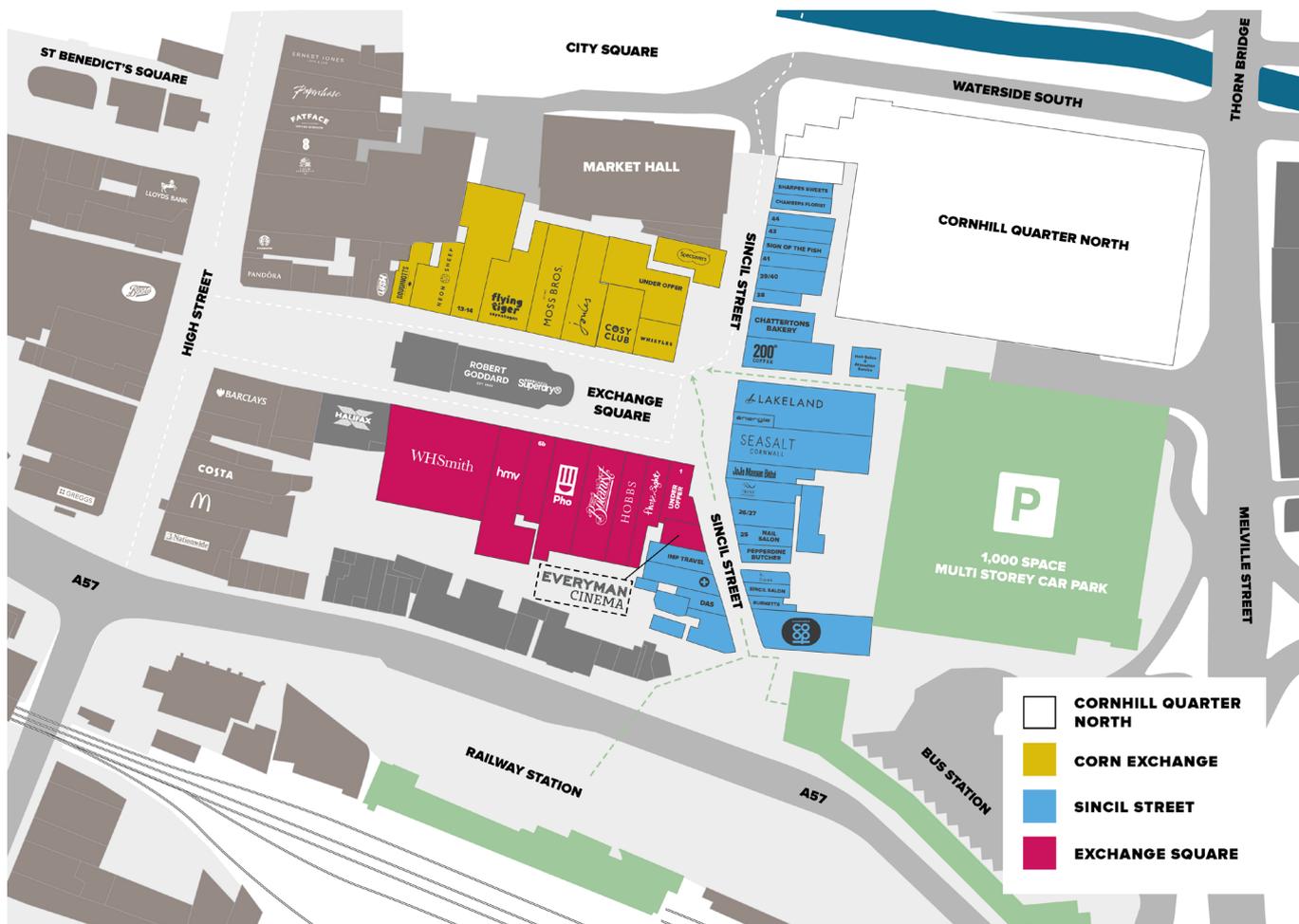
The rejuvenation of the area around Sincil Street and the Corn Exchange has been undertaken through a sensitive combination of repair, refurbishment, extension and new development.

So far, this regeneration has seen a new bus station and a new car park developed by City of Lincoln Council; the restoration of the Corn Exchange to house shops and restaurants; an Everyman Cinema; a new public space called Exchange Square; and new shops and services on Sincil Street.

This next phase of The Cornhill Quarter Masterplan is to redevelop the land at City Square Centre, off Sincil Street, with specialist accommodation for older people and a 150-bedroom hotel.

Ursula Lidbetter, Lincolnshire Co-op’s Chief Executive, has said: “As the development progresses, we can really see our long-term vision for the heart of Lincoln coming together with a combination of popular local businesses alongside national brands.”

The indicative masterplan below shows Lincolnshire Co-op’s phased regeneration of The Cornhill Quarter. This phase covers the white area at the north of the plan, labelled ‘Cornhill Quarter North’.



The Cornhill Quarter Regeneration Masterplan

# McCARTHY STONE CONSULTATION

**McCARTHY STONE**  
*Life, well lived*

## McCARTHY STONE'S PROPOSALS

**As part of this next phase of The Cornhill Quarter Masterplan, it is proposed that land at City Square Centre is redeveloped to provide McCarthy Stone retirement accommodation.**

Through consultation with the City Council, McCarthy Stone has developed proposals for land at Sincil Street and Waterside South. The site's redevelopment will provide high quality specialist retirement accommodation, together with landscaping, indoor communal facilities, a sky lounge and on-site car parking.

A ground floor bistro will provide a vibrant street facing meeting place open to the public and our sky terrace, cinema room, wellness suite, gym and games room will create a lively social life for residents.

As part of the proposals, a retail unit will be incorporated into the ground floor frontage on the corner of Sincil Street and Waterside South, enhancing the commercial offering of The Cornhill Quarter.

Although care is not required by all residents, homeowners have peace of mind of knowing that help and support is on hand if needed. Residents can tailor the level of care they require to suit their personal circumstances and needs. A friendly social environment will provide safe and inclusive living for people of retirement age and above.

Our plans for a new, vibrant retirement community, providing choice for older people in the local area comprise:

- A high-quality scheme featuring 109 specialist apartments, comprising 66 one-bedroom and 43 two-bedroom units. All available for private sale, part rent–part buy and rental options;
- Communal facilities within the building including a sky lounge, cinema room, multi-use space, restaurant, gym, wellness suite, games room and mobility scooter storage with charging points;
- Publicly accessible facilities within the development, enhancing the communal offering in The Cornhill Quarter;
- Flexible care and support designed entirely around the needs and aspirations of our homeowners;
- Provision of 59 on-site car parking spaces, including provision of disabled spaces and electric vehicle charging points;
- Low levels of traffic generation and car ownership;
- Ideal location in The Cornhill Quarter, a short walk from local shops, services and public transport connections;
- Retail unit incorporated into the ground floor frontage on the corner of Sincil Street and Waterside South, enhancing the local commercial offering;
- Support for the local economy through increased local spending;
- Release of family-sized housing in the area back onto local markets as residents downsize to our apartments.

All estate management is provided in-house by McCarthy Stone.

Our proposal for The Cornhill Quarter presents a valuable opportunity to bring forward a specialist retirement community in Lincoln, meeting a local need for this type of accommodation whilst releasing family-sized homes back onto the local market.

Following the community consultation period, we will submit our plans to City of Lincoln Council as a full planning application.

Artist's impression of McCarthy Stone's proposals on the corner of Sincil Street and Waterside South



## OUR DESIGN

**As with every McCarthy Stone Retirement Living development, a community feel is encouraged with communal spaces and shared facilities so that residents can get to know their neighbours.**

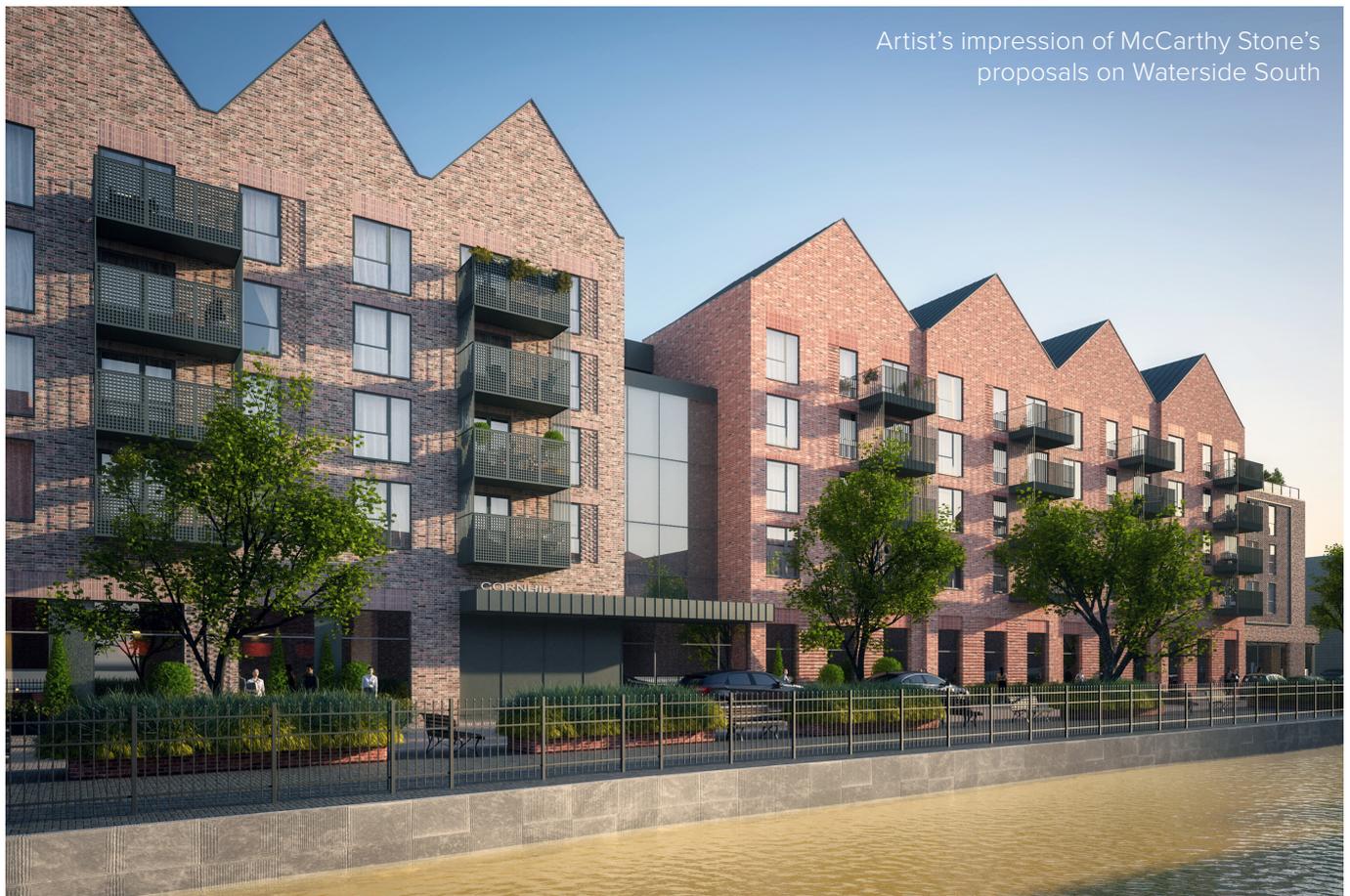
Before we begin designing any proposal, our team of architects spend time researching the architecture and character of the local area to ensure a sensitive design that is in keeping with its surroundings.

With Lincoln's rich history and the site's location in the City of Lincoln Conservation Area, it has been critical to us that we propose a high-quality and well-designed scheme, reflecting and appreciating the scale of surrounding buildings and with a character fitting of the local area.

To ensure this, our proposals for the site have undergone an extensive and evolving design process, both with City of Lincoln Council officers and with Lincolnshire Co-op, who are progressing the regeneration of The Cornhill Quarter.

The layout of the site will allow space for car parking within the residential complex. The car park is located underneath the landscaped gardens and can be accessed at street level via an entrance from Melville Street.

We have carefully considered our design, to breathe life into this sustainable brownfield site, and our proposals present an exciting opportunity to bring forward a specialist retirement community in this historic area of Lincoln. This will provide genuine housing choice for older people so that they can continue to live locally in a home that meets their needs and aspirations in their later years.



Artist's impression of McCarthy Stone's proposals on Waterside South

## HIGHWAYS

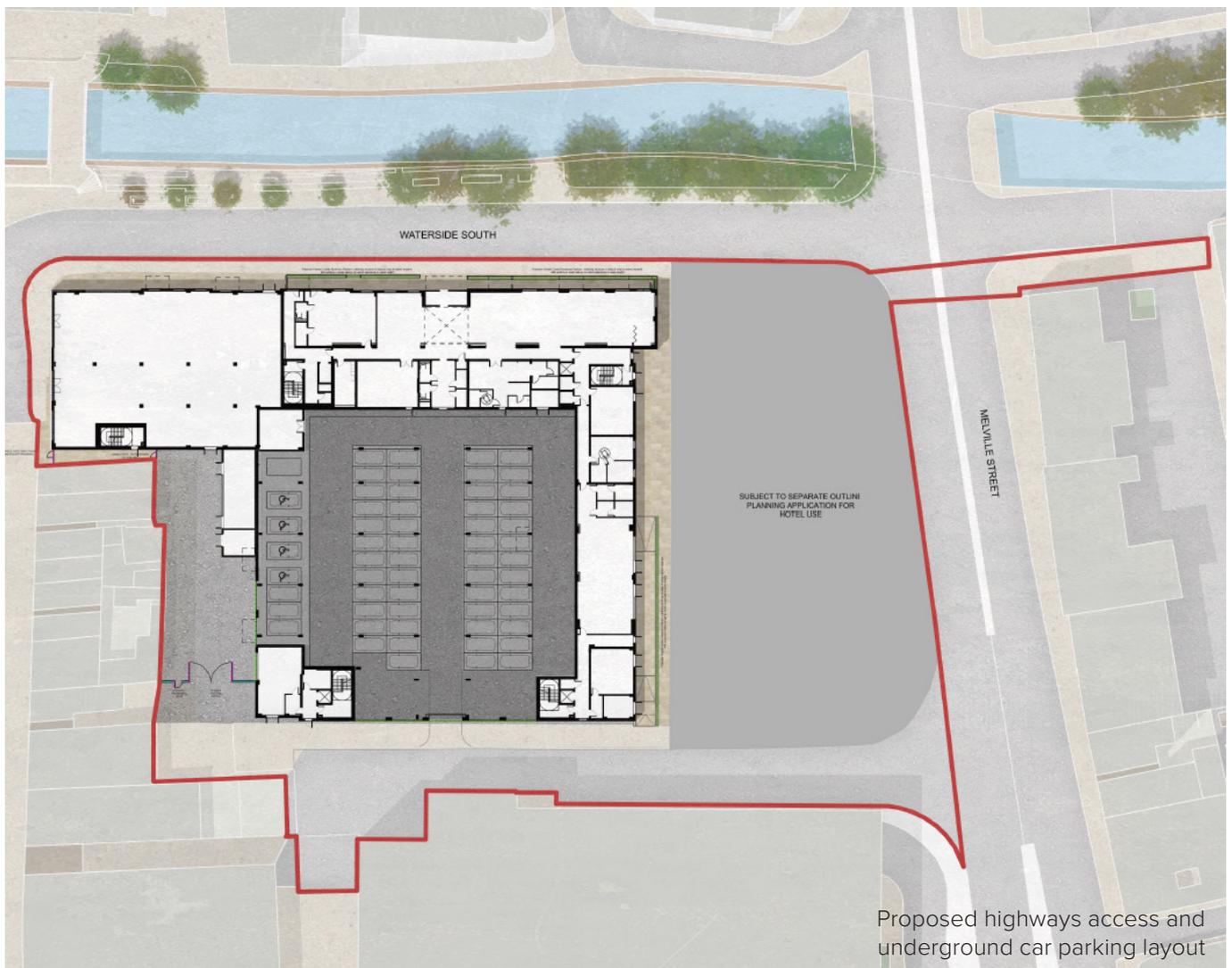
### Vehicle access to the site will be via an entrance from Melville Street.

The proposal includes 59 on-site car parking spaces for residents, staff and visitors. The car parking layout has been designed so that it is concealed within the development, reducing any visual impact of parked vehicles on the historic city centre.

The car park sits within the 'F' shape of the development and is covered by a landscaped garden with new shrubbery and tree planting. This will result in the car park being concealed from view of all internal facing apartments.

The proposed car park will include disabled spaces, charging points for electric vehicles and a pool car for use by residents.

The level of parking provision has been discussed with officers at City of Lincoln Council and Lincolnshire County Council and takes into account the low levels of traffic generation and car ownership associated with this type of development in such a sustainable location.



Proposed highways access and underground car parking layout

## OUTDOOR SPACES

**We seek to ensure that all our developments have high-quality outside space for our residents to enjoy. Particularly during the recent pandemic, this has been of paramount importance.**

Our proposal for The Cornhill Quarter includes landscaped gardens, as well as outdoor seating and new shrub and tree planting. In addition, the proposals include a communal sky lounge on the roof of the development, providing outdoor amenity and attractive views across Lincoln's historic centre and the cathedral.

We recognise that high quality gardens and landscaping turn a good development into a great one, and we are pleased that many of our schemes have won awards for their outside space.

Our own management company will maintain the grounds on behalf of our residents to ensure they develop and mature to enhance both the building and The Cornhill Quarter.



Indicative landscaping within McCarthy Stone's scheme

## LOCAL NEEDS AND BENEFITS

Lincoln has an ageing population and developing this site with specialist retirement accommodation will help to address a local need for specialist housing for older people.

McCarthy Stone developments have a positive impact on the local economy as they are typically located on or close to high streets and local centres, as is the case with the proposed development in The Cornhill Quarter. This ensures that residents have easy access to local shops and services.

This spending by older people can help maintain local outlets from cafes, to restaurants and pubs – in other words the shops and community spaces which make up the heart of local communities.

### BENEFITS

McCarthy Stone’s specialist retirement housing has a number of benefits to the local high street, as well as wider health and social benefits:



**£1.23m** – Total expenditure in the local economy each year through jobs and local spending



The average 80-year-old feels a decade younger after moving to specialist retirement accommodation



**80%** of our customers use the local shops daily or often



Release of under-occupied family homes back into the local market, which will in turn improve the supply of homes for first-time buyers



**£125,200** more expenditure on average than a general needs market scheme



**27%** lower infection rates of Covid-19 in McCarthy Stone’s developments compared with the general over 65s population



The creation of new and permanent jobs through the Extra Care housing and the care home as well as further jobs in construction, management and repairs

**1  
2**

Those in specialist retirement housing are half as likely to be lonely, making them significantly less likely to develop dementia



**£3,500** – average health and social care saving per person per year when someone moves into retirement housing



Sustainable location close to shops and services

# HOTEL CONSULTATION



## HOTEL PROPOSALS

**As part of this next phase of The Cornhill Quarter Masterplan, Lincolnshire Co-op is bringing forward proposals for a new 150-bedroom hotel on the former City Square Centre site, off Melville Street.**

An outline planning application will be submitted for this part of the scheme, and more details of the hotel proposal will come forward as part of later planning applications once a preferred hotel operator has been selected.

Tourism is one of the most important sectors of Central Lincolnshire's economy, with Lincoln attracting over 3.3 million visitors a year. Our proposals for a new hotel present a unique proposition for The Cornhill Quarter and will support and enhance the city centre's role as a key destination for tourism.

The key objectives and principles that have been applied to the proposed hotel scheme include:

- Providing active frontages along Riverside South and Melville Street.
- Enhancing the character of the surroundings, considering both historic form and contemporary materials, establishing a gateway and a destination on a currently underdeveloped site.
- Respecting and prioritising key views, especially regarding the Cathedral, whilst offering a vantage point for the enjoyment of the historic setting.
- Establishing jobs and economic activity in a key area of Lincoln City Centre, providing amenity to both residents of the city and those visiting from outside, with links to nearby transport infrastructure.
- Responding to local planning policy and advancing the local hospitality industry in a zone defined as a part of Lincoln's mixed-use area.



Indicative impression of a hotel at this location on Melville Street

## DESIGN

**Lincolnshire Co-op is proud of The Cornhill Quarter regeneration so far, and delighted with the feedback from residents, traders and visitors about how the area is developing.**

We are now bringing forward a sensitively designed proposal for a hotel that we feel responds to the character of The Cornhill Quarter and is in keeping with the area.

As with other recent developments within The Cornhill Quarter, the plans for the hotel have been developed through ongoing consultation with planning officers at the City of Lincoln Council.

The proposed 150-bedroom hotel sits on the corner of the River Witham and Melville Street, next to Thorn Bridge. At seven storeys high, the development constitutes a landmark building at a key gateway connecting The Cornhill Quarter to the historic city centre.

The vision at this stage includes creating a lively and active frontage to key facades, creating an outward facing and inviting street scene. High quality landscaping will be introduced within the scheme. Six existing trees along Melville Street are being removed and will be replaced with eight new trees of at least 4m, plus shrubs, grasses and perennials.

The hotel will be accessed at the ground floor from Waterside South and Melville Street. The hotel enjoys full exposure to the street and public realm along both streets. A service access road and parking will be located between the hotel and the McCarthy Stone development.

Although the details are still being finalised at this stage, the intention is for the design of the building to be sharp, simple, and elegant, to reflect the regeneration of the area along Melville Street and the gateway characteristic of the site.

The design envisages a limited palette of external materials to maintain a simple elegance. This may include the locally prominent red brick or mottled grey to reflect the historic mill buildings in the area.



Indicative sketch of the hotel proposal looking north towards the River Witham



As part of the hotel proposals, the footbridge across Melville Street will be removed

## THE NEED FOR A HOTEL IN LINCOLN

**Tourism makes a significant contribution to Lincoln's economy with 3.3 million tourists visiting per annum, generating over £130 million and supporting 2,000 jobs.**

It is widely understood by City of Lincoln Council that to support and enhance this status, there is a need for further accommodation options to be developed within the city centre. We strongly believe that our proposals for a new hotel in The Cornhill Quarter will both meet this local need and support the wider growth of Lincoln and its economy.

The Consultation Draft Local Plan (2021) notes that Lincoln is not a seasonal destination and is busy all year round, with visitor accommodation, especially hotels, enjoying year-round occupancy. Currently, hotel room occupancy rates in Lincoln are very high (80%) with hotels frequently full and forced to turn business away.

The draft Plan states that continuing growth in population, investment by businesses, rapidly expanding universities, and investment in and rejuvenation of tourist destinations will continue to attract increasing numbers of visitors to the area.

The draft Plan also refers to the "Hotel Fact File", prepared on behalf of the Greater Lincolnshire Local Economic Partnership. This identified that Lincoln's priority hotel development need is for luxury boutique hotels, that will complement the existing and planned budget, 3- and 4-star hotels. Development of high-quality boutique hotels will support the city to provide comparable accommodation to that available in similar heritage city destinations. We will be mindful of this when talking to potential hotel operators for the site, if planning permission is granted.



The Cornhill Quarter redevelopment so far



The Cornhill Quarter redevelopment so far

## WIDER CORNHILL QUARTER REGENERATION

The proposed McCarthy Stone development and the 150-bedroom hotel in The Cornhill Quarter both form the latest phase of development within the wider Masterplan area.

The indicative Masterplan shows how the surrounding area is being developed in phases, with the overall aim of significantly improving the retail/leisure offer of the City Centre.

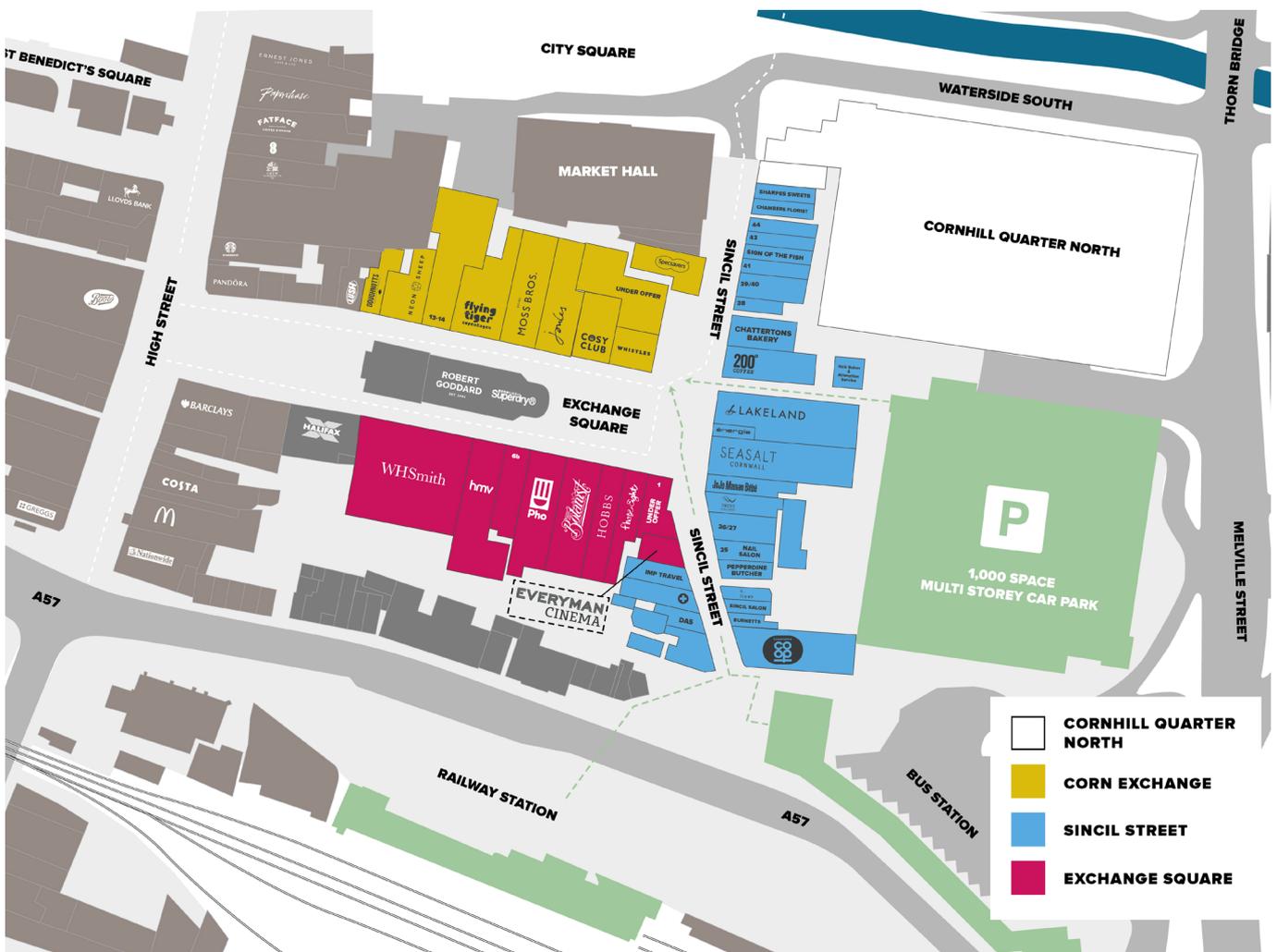
Other developments that have already taken place in the area include:

- The relocation of the bus station
- Redevelopment of the Corn Exchange to provide new retail and restaurant units

- Redevelopment of Cornhill Pavement/Sincil Street to provide retail/commercial units and a new cinema
- A new 1000 space Central car park

A McCarthy Stone development and a new hotel in The Cornhill Quarter will have a long-term positive impact on the local economy.

Surrounding businesses in The Cornhill Quarter, including restaurants, bars and shops, will benefit from the purchasing power of McCarthy Stone homeowners and the influx of tourists being accommodated within the area.



The Cornhill Quarter Regeneration Masterplan

## FEEDBACK

**We are pleased to present our plans for the next phase of The Cornhill Quarter regeneration.**

We would like to know what you think of both McCarthy Stone's proposals for specialist retirement accommodation and Lincolnshire Co-op's proposals for a new hotel.

We would appreciate it if you could take the time to complete the online feedback form for each of the proposals so we can understand your thoughts and suggestions. **You can find feedback forms for both the McCarthy Stone proposal and the Hotel proposal at the links below.**

Following the community consultation, McCarthy Stone's proposal will be submitted to City of Lincoln Council as a full planning application. Whereas Lincolnshire Co-op's proposals for a 150-bedroom hotel will be submitted as an outline planning application, and if permission is granted, they will engage in the search for potential operators, before submitting a full planning application.



# Feedback Form



## PRIVACY STATEMENT

By filling-in this form you are agreeing that BECG can hold and process your personal data in relation to this public consultation exercise.

- BECG will only share your personal data with Lincolnshire Co-op and their planning consultants, Lichfields, for planning evaluation purposes only.
- Your identifiable, personal data will not be used for any other purposes without your consent.

BECCG and Lincolnshire Co-op will use your data to:

- Develop a Statement of Community Consultation (or similar document) about this public consultation that will be submitted to the planning authority or similar body; this will be a publicly available document. Your comments will be anonymous, and we will only identify you in these reports with your express permission.

If you provide us with your contact details, we might also contact you to ask you more about the comments you've made.

## ABOUT THE CONSULTATION

We welcome feedback from local residents and stakeholders on our proposals to redevelop the former City Square Centre site in the Cornhill Quarter with a 150-bedroom hotel.

Please send all feedback by **Monday 17th January 2022**.

## YOUR DETAILS

If you choose not to fill in **all** parts of this section, we will not be able to include your comments in the consultation process.

## YOUR CONTACT DETAILS

We will use these details to contact you and update you on the proposals. You don't have to fill in this section if you'd rather we didn't contact you.

Title (Miss/Mrs/Ms/Mr/Other):	Address:
First Name or Initial:	
Surname:	
Postcode:	
Age Group (please circle): Under 13   13-17   18-24   25-34   35-44 45-54   55-64   65-74   75-84   85+	Telephone:
	Email:

## \*PLEASE COMPLETE ALL SECTIONS IN BLOCK CAPITALS

Once completed, please return this feedback form using the freepost envelope enclosed.

If you have any further questions or would like more information, please contact us on the freephone line 0800 298 7040 referencing the project name 'The Cornhill Quarter – Hotel Consultation' with your name and contact details, and a member of the project team will respond to your query.

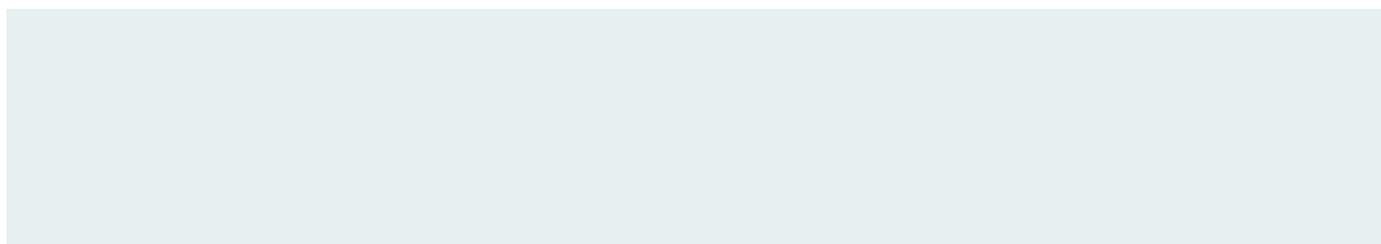
**1. Are you aware of the ongoing regeneration of The Cornhill Quarter?**



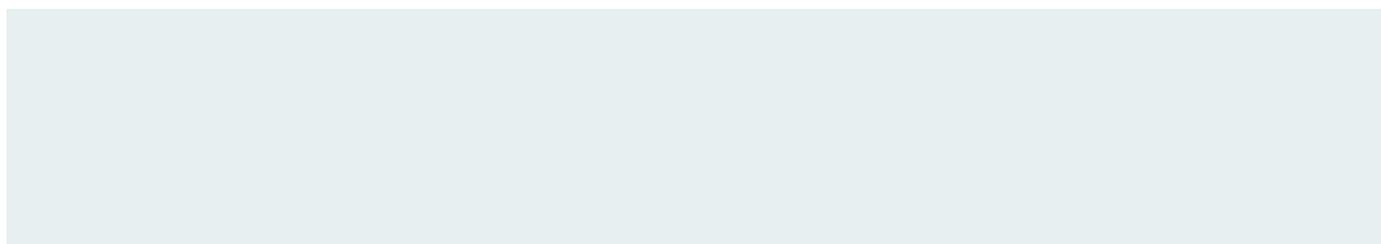
**2. Do you feel that tourism in Lincoln should be supported?**



**3. Do you welcome our plans for a hotel in The Cornhill Quarter?**



**4. Do you believe this is a good use of the site?**



**5. Do you have any comments to make on the proposals?**



**Data Protection**

We hold all personal data in accordance with the retained EU law version of the General Data Protection Regulation ((EU) 2016/679) (the "UK GDPR"), as it forms part of the law of England and Wales, Scotland, and Northern Ireland by virtue of section 3 of the European Union (Withdrawal) Act 2018, the Data Protection Act 2018, the Privacy and Electronic Communications Regulations 2003 as amended, and any successor legislation. Your personal data will not be transferred outside of the EU. You can see our full Privacy Statement, Data Protection Policy, Data Retention Policy and find out how to make a Subject Access Request at the following website address [becg.com/dp](https://becg.com/dp) or by contacting us on 01962 893 893 / [dataprotection@becg.com](mailto:dataprotection@becg.com).

Email: [feedback@consultation-online.co.uk](mailto:feedback@consultation-online.co.uk) Call: 0800 298 7040

## PRIVACY STATEMENT

By filling-in this form you are agreeing that BECG can hold and process your personal data in relation to this public consultation exercise.

- BECG will only share your personal data with the McCarthy Stone group companies for planning evaluation purposes only.
- Your identifiable, personal data will not be used for any other purposes without your consent.

BECCG and McCarthy Stone will use your data to:

- Send you updates about the project (where you provide us with your contact details).
- Develop a Statement of Community Consultation (or similar document) about this public consultation that will be submitted to the planning authority or similar body; this will be a publicly available document. Your comments will be anonymous, and we will only identify you in these reports with your express permission.

If you provide us with your contact details, we might also contact you to ask you more about the comments you've made. BECG acts on behalf of McCarthy Stone to run public consultation activities.

## ABOUT THE CONSULTATION

We welcome feedback from local residents and stakeholders on our proposals to redevelop the former City Square Centre site, on the corner of Sincil Street and Waterside South with specialist accommodation for older people. McCarthy Stone believes that the views of the local community are important, along with conservation and economic factors, when redeveloping sites.

Please send all feedback by **Monday 17th January 2022**.

## YOUR DETAILS

If you choose not to fill in **all** parts of this section, we will not be able to include your comments in the consultation process.

## YOUR CONTACT DETAILS

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Once completed, please return this feedback form using the freepost envelope enclosed.

If you have any further questions or would like more information, please contact us on the freephone line 0800 298 7040 referencing the project name 'McCarthy Stone - The Cornhill Quarter, Lincoln' with your name and contact details, and a member of the project team will respond to your query.

**How informative have you found the consultation?**

Very informative  Somewhat informative  Not informative  Don't know

What is the reason for this

**Do you welcome the provision of specialist housing for local older people in your area?**

**Do you consider that this is a good use of this site for specialist housing for local older people?**

**Do you have any comments on the design and layout of the proposals?**

**Do you have any general comments about the proposals?**

**How did you hear about this consultation?**

**Data Protection**

We hold all personal data in accordance with the retained EU law version of the General Data Protection Regulation ((EU) 2016/679) (the "UK GDPR"), as it forms part of the law of England and Wales, Scotland, and Northern Ireland by virtue of section 3 of the European Union (Withdrawal) Act 2018, the Data Protection Act 2018, the Privacy and Electronic Communications Regulations 2003 as amended, and any successor legislation. Your personal data will not be transferred outside of the EU. You can see our full Privacy Statement, Data Protection Policy, Data Retention Policy and find out how to make a Subject Access Request at the following website address [becg.com/dp](http://becg.com/dp) or by contacting us on 01962 893 893 / [dataprotection@becg.com](mailto:dataprotection@becg.com). You can also find McCarthy Stone's Privacy Statement at [mccarthyandstone.co.uk/privacy-and-cookies](http://mccarthyandstone.co.uk/privacy-and-cookies).

Email: [feedback@mccarthystoneconsultation.co.uk](mailto:feedback@mccarthystoneconsultation.co.uk) Call: 0800 298 7040

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