

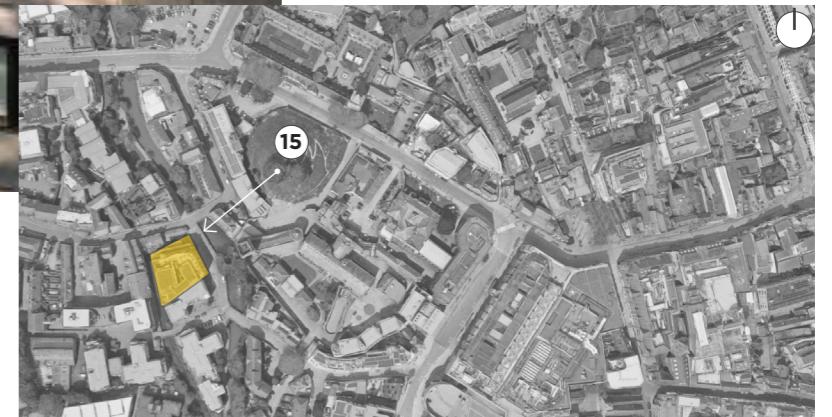
# 6 PROPOSED DESIGN

PROPOSED VIEW 17: QUAKING BRIDGE



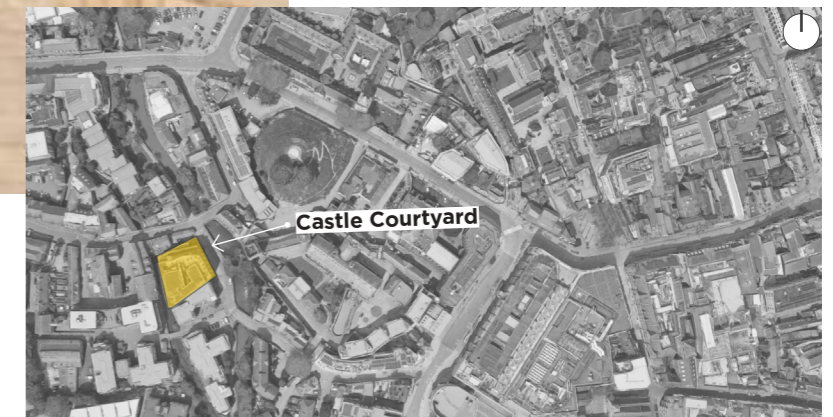
# 6 PROPOSED DESIGN

PROPOSED VIEW 15: THE MOUND



# 6 PROPOSED DESIGN

PROPOSED VIEW CASTLE COURTYARD VIEW



# 6 PROPOSED DESIGN

PROPOSED VIEW 13: ST GEORGE'S TOWER



## **7 SUMMARY**

# 8 SUMMARY



The hotel currently has 149 rooms in a five storey plus set back sixth storey brick building fronting Paradise Street. Due to the high demand of rooms, 9 additional rooms are proposed.

The emerging proposals for the site comprise a rooftop extension to continue the top storey over the underused roof terrace. This modest extension on the roof will enable the hotel to provide additional rooms for the hotel.

The design concept and approach for the extension takes in consideration the surrounding context and existing fabric of the hotel, whilst improving the aesthetics of the building by providing a contemporary design that fits within the industrial character of the area .

The ambition of this development is:

- Accommodating demand for hotel rooms in Oxford at the popular and successful Courtyard by Marriott Oxford City Centre.
- Making the most of the hotel's City Centre location to provide a great experience for business and leisure visitors, including international guests.
- Providing economic benefits, including increased guest spend and generating on-site and off-site employment in the local community.

## BENEFITS SUMMARY

Oxford Hotel Infographic Note prepared by Ekosgen highlights the long-term economic impacts of the hotel and its proposed expansion:

- *According to the Applicant who currently runs the hotel, the hotel currently supports around 50 jobs including part-time and full-time roles. The Full Time Equivalent (FTE) of the total jobs supported on the Site is estimated to be 36. Once the extension is complete, including the addition of 9 rooms, the number of FTE jobs supported by the hotel is expected to increase to 40 (+4).*
- *The hotel currently delivers around £1.4m in Gross Value Added (GVA) per annum to the local economy, which is expected to increase to £1.5m (+£0.1m) as a result of the expansion.*
- *The hotel currently supports 18 FTEs through indirect (supply chain purchases made by the operator and occupiers which can support further local employment) and induced jobs (expenditure from wages injected into the local economy by both direct and indirect workers which can also support further local employment) supported. This is expected to increase to 20 FTEs (+2) following expansion.*
- *The current indirect and induced jobs support £1.6m in GVA per annum, which will increase to £1.8m (+£0.2m) following expansion.*
- *The hotel currently supports £7.9m in visitor spend per annum, increasing to £8.4m (+£0.5m) following expansion.*
- *Around £300,000 per annum in Business Rates is currently generated which supports essential local services across Oxford. This is expected to increase to around £320,000 per annum (+£20,000) following expansion.*

**ONLINE**

[www.axiomarchitects.co.uk](http://www.axiomarchitects.co.uk)  
[info@axiomarchitects.co.uk](mailto:info@axiomarchitects.co.uk)

**TELEPHONE**

01273 479269

**ADDRESS**

2nd Floor, Block D,  
Morelands 5-23 Old Street  
EC1V 9HL

All rights reserved.

No part of this document may be reproduced in any form without permission in writing from the publisher.

Axiom Architects 2023.

