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7. SUMMARY

0 INTRODUCTION

Courtyard Hotel by Marriott Oxford City Centre is a globally recognised brand of hotel situated in the city centre of Oxford. It caters for a range of business and leisure visitors from both the domestic and international markets.

The existing hotel is a modern 4-star hotel in Oxford City Centre which was constructed between 2018 and 2019 in accordance with the most pertinent planning permission granted in 2017 (LPA Ref: 16/02689/FUL and subsequently 19/00228/FUL for additional rooms). The hotel opened its doors in the summer of 2019 and remains owned and operated by the current applicant and landowner (Dominus).

The hotel currently has 149 rooms in a five storey plus setback on the sixth storey brick building fronting Paradise Street.

The existing hotel operates at an average of 91% occupancy blended across the year, with occupancy levels as high as 98% in June and July. The occupancy rate is expected to grow per annum approaching full occupancy over the summer months.

A pre-application has been prepared, proposing 9 additional rooms to meet the anticipated growth in room demand.

The emerging proposal for the site comprise a rooftop extension to continue the top storey over the underused roof terrace. This modest extension will enable the hotel to provide additional rooms for the hotel and to assist in meeting an acute local need.

The document summarises the design concept and approach for the extension, taking careful consideration of the existing building and surrounding context, whilst providing a contemporary design.

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.



VIEW FROM QUAKING BRIDGE- SKETCH

0 INTRODUCTION

LOCAL DRIVERS FOR CHANGE:

Hotel Needs Assessment By Avison Young (October 2022)

There is an acute need for additional hotel accommodation in Oxford, particularly in the City Centre. This need has been clearly set out in the recent case of Linton Lodge Hotel, which received resolution to grant planning permission in August 2023 (LPA Ref: 23/00142). That application was accompanied by a supporting Hotel Needs Assessment prepared by Avison Young (dated October 2022). The findings of this report were not questioned by the officer in the report to Committee, nor was it questioned by Members at the Committee itself, it is therefore assumed that the evidence produced within it are accepted by Oxford City Council and can be relied upon as such.

The key conclusions can helpfully be summarised as follows:

- There is a low representation of internationally branded 4-star hotels in Oxford;
- The other potential hotels in the pipeline have no certainty of delivery and would not prevent Oxford from remaining above average on hotel occupancy;
- Oxford hotels have a significantly higher than average occupancy rate (and the occupancy rate of the Courtyard Hotel significantly exceeds that average).
- Oxford is a major economic driver for the wider South East of England and has a resultant need for significant hotel provision. This needs to meet the demand from both the tourism sector and the corporate visitors.

Oxford Local Plan

- The adopted Oxford Local Plan 2036 seeks to support the vibrancy of the city centre through several policies.
- The Plan identifies that proposals which facilitate longer stays will result in greater spend in Oxford's shops and restaurants, which will in turn boost their viability and Oxford's economy.
- The hotel will continue to support local retailers and amenities, particularly through its established relationships with local restaurants.
- The Plan explains that when Oxford's hotel occupancy and room rates are compared with those of comparable cities, there is significant unmet demand and potential for growth in all varieties of short-stay accommodation.
- Oxford's Economic Strategy also identifies the city centre as a key area of focus, including the promotion and facilitation of more overnight visitor stays.
- The hotel's central location is within an area of significant visitor and business attractions and is highly accessible

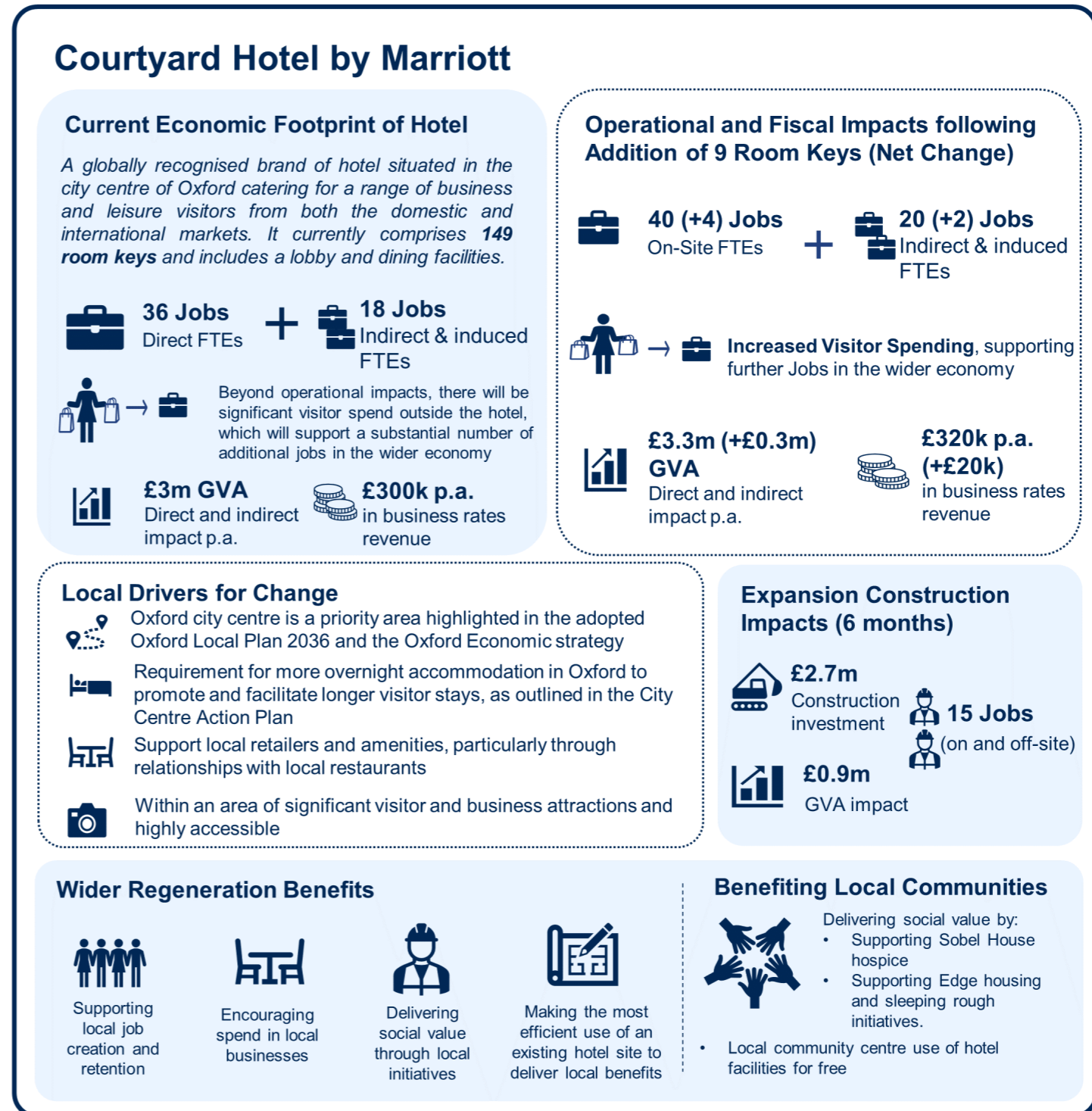


COURTYARD HOTEL BY MARRIOTT OXFORD CITY CENTRE

0 SOCIO-ECONOMIC BENEFITS

The infographic sets out the key economic impacts of the proposed extension of the Courtyard Hotel by Marriott in Oxford City Centre.

For further details on the key assumptions informing the impact assessment, please refer to Oxford Hotel Infographic Note prepared by Ekosgen (December 2023)



COURTYARD HOTEL BY MARRIOTT - SOCIO-ECONOMIC IMPACT INFOGRAPHIC PREPARED BY EKOSGEN

0 ABOUT DOMINUS

From modest origins decades ago, Dominus has grown into one of the UK's most dynamic family-owned business groups, including specialising in industry- leading hotels and student accommodation to award-winning residential properties, regeneration projects and mixed-use schemes.

Dominus is an award-winning, forward-thinking UK real estate owner, developer and investor, fundamentally committed to a better built environment. They build social values by enhancing the world around them, taking meaningful, tangible action in communities.

Working in collaboration nationwide, they make a daily difference at street level, with innovative partnerships and a progressive, long-term view of the future.

Dominus currently operate five hotels under internationally recognised brands, including Courtyard by Marriott Oxford City Centre.



LOST PROPERTY, ST PAUL'S

A Curio collection by Hilton - 3-5 Ludgate Hill, London

- Completed in 2022
- 144 keys



LONDON CITY

Hampton by Hilton- 211 Tooley Street, London

- Completed in 2023 (Phase 1)
- 278 keys



OXFORD

Courtyard by Marriott - 15 Paradise Street, Oxford

- Completed in 2019
- 149 keys



BATH CITY

Hampton by Hilton - Milk Street, Bath

- Completed in 2022
- 202 keys



THE DIXON, TOWER BRIDGE

An Autograph collection by Marriott - 211 Tooley Street, London

- Completed in 2019
- 193 keys

0 ABOUT AXIOM ARCHITECTS

Axiom Architects are a leading practice in the hotel and hospitality sector. Designing and delivering multiple hotel projects, with contracts ranging from 10m-100m, delivering in excess of £500m in total value.

The practice comprises architects, architectural technicians and interior designers. Our projects are partner led, so our leadership team is directly involved from RIBA stages 1-6 working with the client at concept stage, all the way through to working with contractors when novated.

We pride ourselves on high quality, design led projects. Underpinned with technical rigour and commercial awareness, we understand the commercial challenges clients face to deliver quality, beautiful buildings.

Axiom Architects are also Programme Champions at the New London Architecture for retail and hospitality, and contribute to their programme of talks and events.

We have members of our staff closely involved with discussions around the hospitality sector with James Mitchell partner for our London office chairing the hospitality panel.

THOUGHT LEADERSHIP

Axiom contribute to thought leadership pieces to help shape a wider discussion on hotel design. We have contributed to the NLA London's hotels expanding social spaces which explores how prominent the active GF experience is for London, and wider London high streets.

We also produced our own study titled 'Nomad City, Future of Hotels' which explores the future of hotel design, that we live transient lives and hotels need to offer a variety of flexible spaces



0 THE TEAM

An experienced team of consultants have been working on the proposals for the site to bring forward a well considered design.



PLANNING & HERITAGE CONSULTANTS



PLANNING COMMUNICATION & PUBLIC RELATIONS CONSULTANT



VISUAL CONSULTANT



DAYLIGHT CONSULTANT



STRUCTURAL ENGINEER



MECHANICAL & ELECTRICAL CONSULTANT

01 THE SITE

1 THE SITE LOCATION

SITE LOCATION

Courtyard by Marriott Oxford City Centre is located within the City Centre, in close proximity to Oxford Castle and Malmaison Hotel.

NEIGHBOURING BUILDINGS

The site sits between two waterways with Wareham Stream to the hotel's western side and Castle Mill Stream to its eastern side.

The existing building faces Paradise Street to the east, St Thomas Street to the north, and residential buildings to the south and south-west.

The hotel is constrained on all four of its sides, leaving little options for growing the hotel horizontally.

ACCESS

The Eastern side of the hotel opens onto Paradise Street to allow vehicular access for both the guests and hotel services with Taxi pick-ups and loading bays for the hotel's back of house functions.



AERIAL VIEW OF MARRIOTT COURT



WESTERN AERIAL VIEW

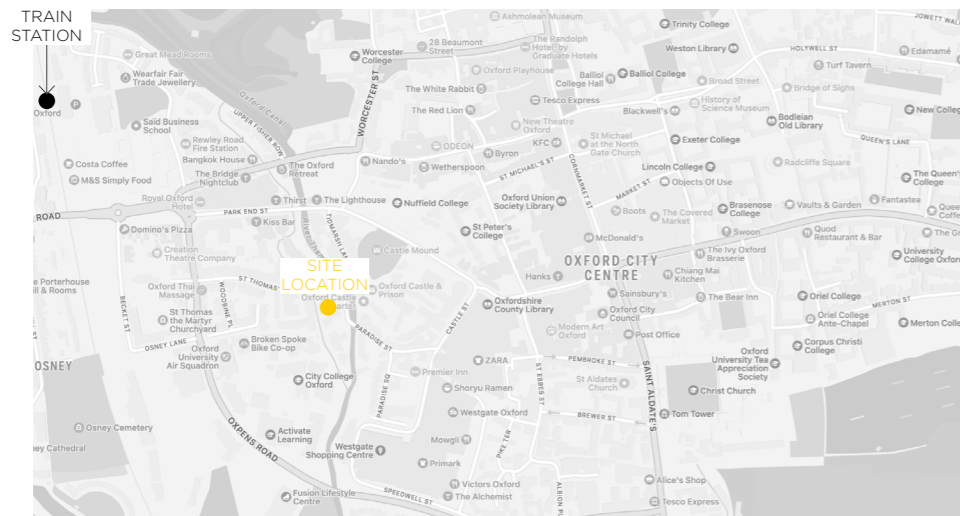


NORTHERN AERIAL VIEW




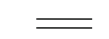






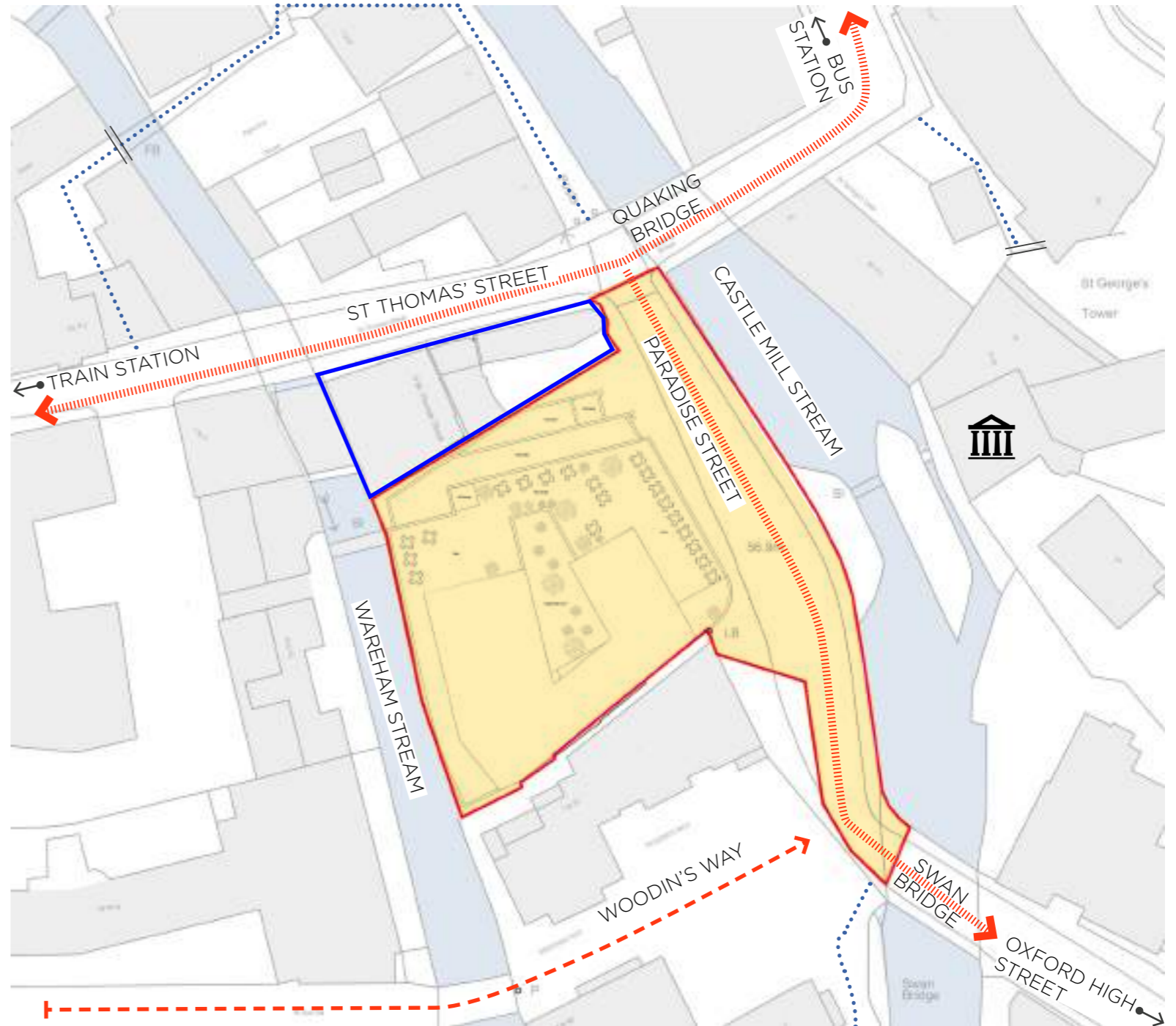
SOUTHERN AERIAL VIEW

1 THE SITE LOCATION



TRANSPORT & AMENITIES

-  Vehicular Access
-  Private Vehicular Access
-  Pedestrian Access
-  Restricted Access/No Access
-  Walking Distance
- Oxford Train Station - 8 minutes walking distance
- Bus Station - 3 minutes walking distance
- Oxford High Street - 7 minutes walking distance
-  Oxford Castle
-  Site Boundary
-  Ownership Boundary



1 THE SITE

STREET VIEWS



VIEW 1 - ST THOMAS STREET



VIEW 2 - QUACKING BRIDGE - ST THOMAS STREET



VIEW 3 - SWAN BRIDGE



VIEW 4 QUACKING BRIDGE LOOKING TOWARDS PARADISE STREET



VIEW 5 - OXFORD CASTLE COURTYARD



VIEW 6 - WOODIN'S WAY

1 THE SITE

COURTYARD HOTEL BY MARRIOTT

Courtyard Hotel By Marriott Oxford City Centre was opened in the summer of 2019 and remains owned and operated by the current applicant and landowner (Dominus).

The hotel currently has 149 rooms in a five storey plus setback sixth storey brick building fronting Paradise Street.

SOCIO-ECONOMIC IMPACT

The hotel has had a positive impact on the local economy, supporting a range of direct or indirect jobs as summarised below:

- The hotel currently supports around 50 jobs. The Full Time Equivalent (FTE) of the total jobs supported on the Site is estimated to be 36.
- The hotel currently delivers around £1.4m in Gross Value Added (GVA) per annum to the local economy.
- 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.
- The current indirect and induced jobs support £1.7m in GVA per annum.
- The hotel currently supports £7.9m in visitor spend per annum.
- Around £300,000 per annum in Business Rates is currently generated which supports essential local services across Oxford.

For further information please refer to Courtyard Hotel by Marriott - Socio-economic Impact Infographic Background prepared by ekosgen.



1 THE SITE

COURTYARD HOTEL BY MARRIOTT



CGI - View taken from Quaking Bridge

1 THE SITE

EXISTING PLANS



The existing 5th floor is stepped back from the rest of the building, providing 9 rooms, external plant area servicing the building and an underused roof terrace.

Existing Plans - 5th Floor

1 THE SITE

ACCESS & INCLUSIVITY

The primary vehicular and pedestrian movement occurs along Paradise Street to the east of the building. The hotel has a designated loading bay located near the hotel service entrance. The pedestrian and vehicular access is demarcated by a different hard landscaping material being used. Pedestrian access to the hotel entrance includes a couple steps, further protecting the vehicle & pedestrian routes and a ramped access in line with the pavement for wheelchair accessibility.

SERVICES:

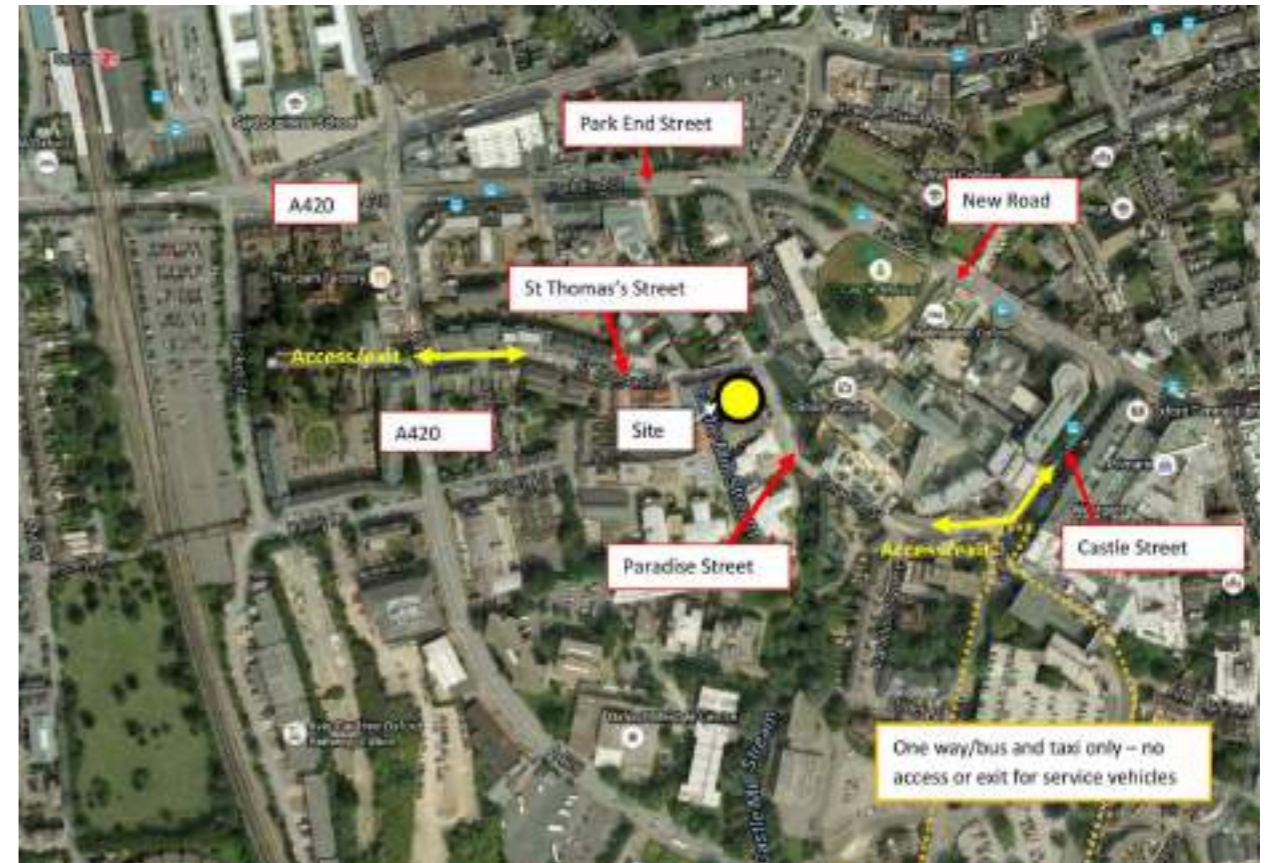
The management of delivery /collection timings are set to avoid congestion and blockages to ensure smooth operations of the loading bay. Therefore deliveries and collections are scheduled and managed by the hotel operation team as such there is only one vehicle utilising the bay at any given time. A daily schedule log/booking system is maintained at the hotel to ensure that all daily servicing is timed accordingly. This provides a safe pedestrian access and ensures that there is no associated congestion along Paradise Street whilst the hotel is being serviced.

The hotel is serviced between 7.00 and midday.

CYCLE FACILITIES

A sheltered and secure cycling storage is available for staff and guests, providing 14 vertical cycling for staff and four vertical cycling storage for guests. Staff showers, changing facilities and lockers are provided within the hotel and are compliant with the current building regulations.

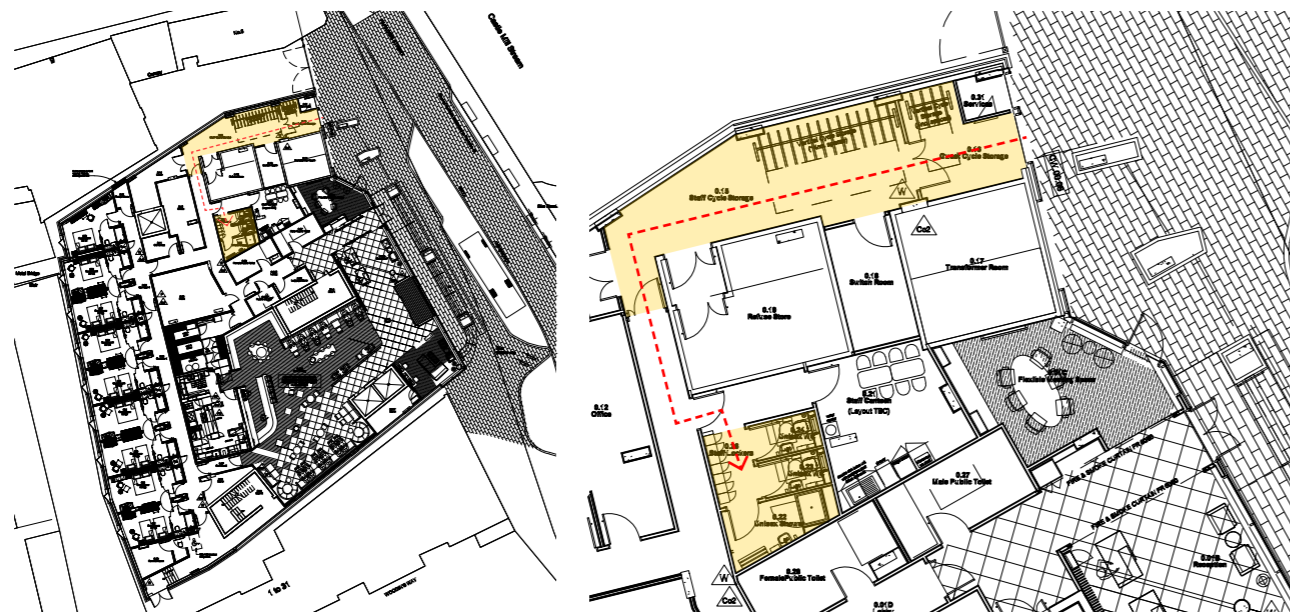
There will be no change to the accessibility, servicing and staff facilities as these will be sufficient to cater for the additional nine proposed bedrooms.



SERVICE VEHICLE ACCESS



7.5 TONNE BOX VAN ENTERING AND EXITING PROPOSED LOADING BAY FROM PARADISE STREET TO ST THOMAS STREET



CYCLE FACILITIES

1 THE SITE

WASTE MANAGEMENT

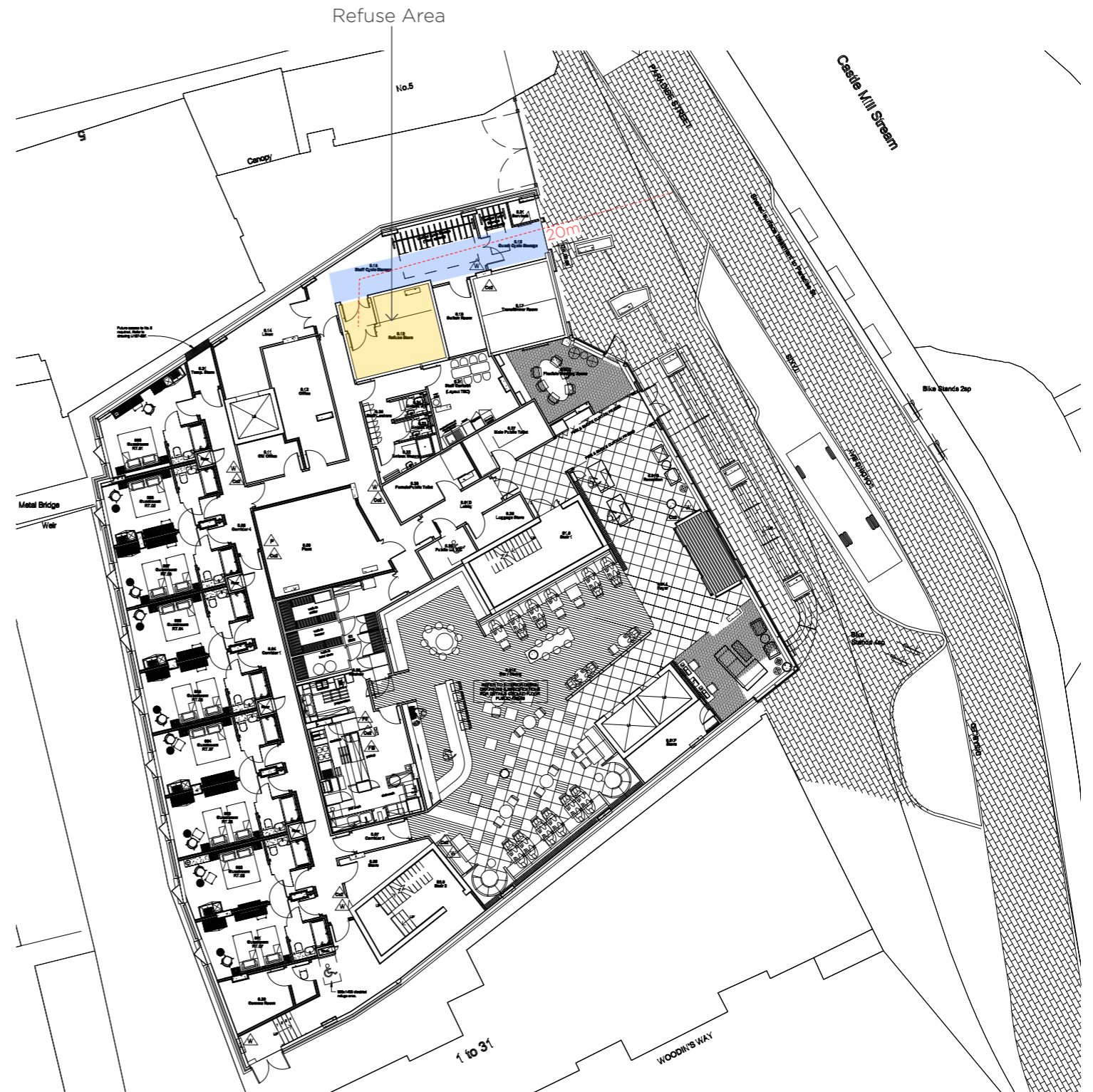
Oxford Local Plan 2036 , Policy DH7: '*External servicing features and stores*' states that the provision for waste management should be considered as an integral element of the design of a development.

A suitable storage area for waste produced by the building is incorporated and the operators made suitable arrangements for the removal of waste in line with local council policies.

The building's current waste strategy will not need to be amended by the additional 9 rooms as the current provisions within the refuse area works with the proposed expansion.

Waste collection is undertaken by a local provider and takes place 4 times a week. The bins are stored within an internal refuse and recycle area near the hotel service entrance.

The location of the refuse area is compliant with the building regulation: The storage is sited not to exceed 30m and the containers are within 25m of the waste collection point specified by the waste collection authority.



02 SITE ANALYSIS








2 SITE ANALYSIS

CONTEXT ANALYSIS



USE

The surrounding uses are predominately residential. Oxford Castle contains a mixed-use of buildings, ranging from cultural, commercial to residential. The neighbouring plot to the south is a residential block with commercial offering at ground floor.







 Office	 Mixed-Use	 Hospitality
 Culture	 Commercial	
 Student Accommodation	 Residential	



MASS

The massing of the neighbouring buildings varies, with St George's Tower dominating the skyline. The building heights range from 4 to 6 stories to south-west; and 1 to 3 stories to north-east.

Currently, the existing Courtyard by Marriott Oxford City Centre hotel has five storeys plus a setback sixth storey.

 1 Storey	 4 Storeys
 2 Storeys	 5-6 Storeys
 3 Storeys	 7 Storeys

2 SITE ANALYSIS

OTHER HOTELS IN OXFORD



- The Site ●
- Other Hotels ●
- Railway —
- Motorway —
- City Centre Area ☀

The map shows existing hotels in Oxford.

The map highlights the acute need for additional hotel accommodation in Oxford, particularly in the City Centre.

EXISTING HOTELS IN OXFORD (INFORMATION TAKEN FROM HOTEL NEEDS ASSESSMENT BY AVISON YOUNG (OCTOBER 2022))