

Nominate a Heritage Asset

The Royal Oxford Hotel Hollybush Row



1. WHAT IS IT? Is it one of the following?	Tick
a building or group of buildings	y
a monument or site (an area of archaeological remains or a structure other than a building)	
a place (e.g. a street, park, garden or natural space)	
a landscape (an area defined by visual features or character, e.g. a city centre, village, suburb or field system)	
2. WHY IS IT INTERESTING? Is it interesting in any of the following ways?	Tick / Rank
Historic interest – a well documented association with a person, event, episode of history, or local industry	y
Archaeological interest – firm evidence of potential to reveal more about the human past through further study	
Architectural interest – an example of an architectural style, a building of particular use, a technique of building, or use of materials	y
Artistic interest – It includes artistic endeavour to communicate meaning or use of design (including landscape design) to enhance appearance	
What is it about the asset that provides this interest?	
Historic interest: Built in 1935 as the GWR hotel and remaining in use as an hotel to the present.	
Architectural interest: Designed by J.C. Leeds in a Neo-Georgian style using Temple Guiting Stone with strong frontages to three streets. The materials and designs draw associations with the landscape and country houses of the Cotswolds to the west, which were popular with travellers in the 1930s, whilst creating the impression of a high class environment for patrons. They include transom and mullion windows and a central pediment and balustrade above, as well as decorative doorcases.	
3. WHY IS IT LOCALLY VALUED? Is the interest of the asset valued locally	Tick / Rank

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for any of the following reasons?	
Association: It connects us to people and events that shaped the identity or character of the area	y
Illustration: It illustrates an aspect of the area's past that makes an important contribution to its identity or character	y
Evidence: It is an important resource for understanding and learning about the area's history	
Aesthetics: It makes an important contribution to the positive look of the area either by design or fortuitously	y
Communal: It is important to the identity, cohesion, spiritual life or memory of all or part of the community	
How is the asset locally valued as heritage?	
<p>Association and Illustration: The building has a strong association with the development of the land surrounding the present Frideswide Square with Oxford's two main railway stations and the development of the area as an important entrance to the city for traveller, causing a reorientation of the city from the London roads in the east to the stations in the west in the late 19th and early 20th century.</p> <p>Aesthetics: The hotel's materials contrast strongly with those of other historic buildings around Frideswide Square, drawing attention to the building as an important commercial structure, intended to be eye-catching. It retains its architectural detailing, including window and door detailings aside from the addition of the large central entrance. The 1930s architecture contributes to the late 19th and early 20th century character of the area as a part of Oxford that was very successful at this period.</p>	

4. WHAT MAKES ITS LOCAL SIGNIFICANCE SPECIAL? Do any of the following features make the heritage significance of the asset stand out above the surrounding environment?	Tick
Age ... Is it particularly old, or of a date that is significant to the local area?	
Rarity ... Is it unusual in the area or a rare survival of something that was once common?	
Integrity ... Is it largely complete or in a near to original condition?	y
Group value ... Is it part of a group that have a close historic, aesthetic or communal association?	y
Oxford's identity ... Is it important to the identity or character of the city or a particular part of it?	y
Other ... Is there another way you think it has special local value?	
How does this contribute to its value?	
<p>Integrity: The building is well-preserved, retaining much of its historic appearance and architectural detailing, contributing to a strong sense of place for the surrounding area.</p> <p>Group value and Oxford's identity: The building contributes to the value of a wider group of Inter-War buildings extending along the north side of Park End Street including the Neo-Georgian and Art Deco buildings of the former King's Motors and Hartwell's Garage. As part of the group of historic buildings surrounding Frideswide Square, including a second hotel, the building also contributes to the character of the area as the late 19th and early 20th century entrance to the city from the railway station with attractive buildings designed to draw in custom from visitors arriving in the city by train.</p>	