Alton Towers – Meadow Landscaping Works Transport Statement



Proposed Meadow Landscaping Works - Transport Statement

1. Introduction

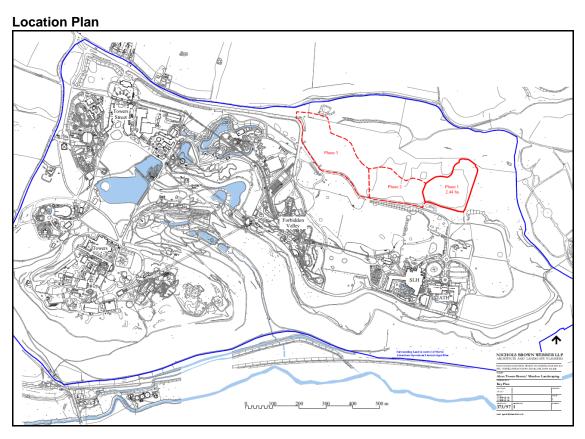
- 1.1. The Alton Towers Resort is a major tourist destination in Staffordshire in the Churnet Valley to the north of Alton village and attracts visitors to the theme park and hotel complex. It is the UK's most popular and largest theme park, making it an important generator of tourism in Staffordshire. The Resort is also a major employer offering a range of permanent and seasonal contracts.
- 1.2. This brief Transport Statement has been prepared to support the planning application for the proposed Meadow Landscaping Works confirming that there is not expected to be any additional traffic generated by this proposal and assessing the transport implications.

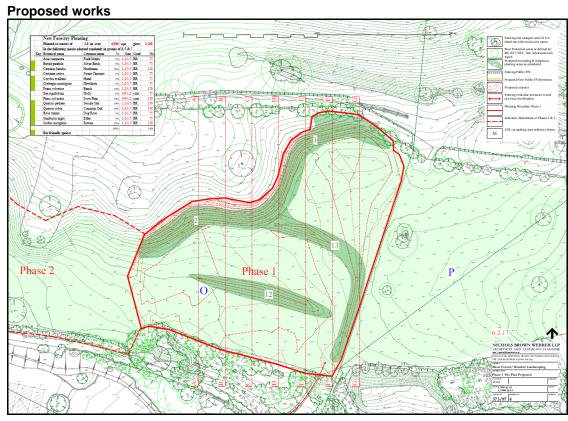
2. The Proposed Development

- 2.1. There are three fields at Alton Towers Resort that are used as temporary car parks (less than 28 days per annum) to the north of the main car park. These are often referred to as Fields 'O', 'M' and 'N'.
- 2.2. This planning application for Meadow Landscaping Works relates to Field 'O'. In the longer term there may be a separate planning application for similar works in Fields 'M' and 'N'. (Phases 2 and 3).
- 2.3. The proposed works on Field 'O' include:
 - Draining of wet spots.
 - Placement of soil to regrade the land and remove existing depressions.
 - Creation of bunds (approx. 3.5m) and structural advanced landscaping to the north and east to enhance visual screening.
 - Temporary parking in line with the existing arrangements under Permitted Development Rights 'PDR' (28 days parking only)
- 2.4. In this phase, there is no hard surfacing or gravel strips proposed for Phase 1 and the aim of the project is to create an unobstructed grass field with additional visual screening, which, in accordance with the Long Term plan for ATR, can be better utilised for parking as part of the next phase of the works.
- 2.5. The location and proposed works are shown below. Access to Field 'O' is from the Resort internal access road beyond the entrance to the main car parks and is managed to provide safe access when utilised. There is safe pedestrian access to the main car park, hotel area and shuttle train

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3. Background

- 3.1. There have been a number of developments at Alton Towers Resort over recent years that have identified the available transport data and key transport parameters for visitors and hotel guests at the Resort. These have included parking activity related to visitors to the Resort.
- 3.2. The number of vehicles generated by the Alton Towers Resort is affected by a number of external factors including the economic climate, the increase in 'staycation' holidays, school holidays, weather, other sporting events and the influence of new attractions.
- 3.3. Alton Towers Resort works closely with Staffordshire County Council and Staffordshire Moorlands District Council on all transport issues. The Alton Towers Resort Transport Liaison Group was set up in 2009 and includes representatives of the County, who chair all meetings, and District Councils. The purpose of the Liaison Group is to review issues related to the impact of development at the Alton Towers Resort on the transport infrastructure. It monitors the local traffic movements and considers local measures that may reduce transport impact. As a partnership between Alton Towers and the local authorities it enables transport issues to be examined, addressed and communicated to the local community.
- 3.4. Over recent years there has not been any significant congestion on the highway network other than on very peak days or if there has been a major event or an incident that has caused unusual delays.
- 3.5. On the major events such as concerts, scarefest and fireworks the Resort generates peaks in visitor numbers that require car parking in excess of the main surfaced areas. On some of these occasions the three fields are opened providing additional soft parking.
- 3.6. In 2009 Alton Towers Resort provided a Long Term Plan that included a Transport Study that stated that improvements at the Resort '....would involve new (replacement) parking areas with enhanced landscaping' on the meadows area (Fields M, N and O).

4. Analysis of Parking Activity

4.1. Alton Towers Resort records daily visitor numbers and parking activity at each of the Resorts car parks. In summary the parking provided is:

• Resort 3,800 cars + 200 coaches or minibuses

Hotel and Lodge Guests
930 cars (often Resort guests)

• Overflow temporary parking 2,000 cars dependent on weather conditions

4.2. Based on car occupancy of 3.6 persons per car and 25 persons average per coach and minibus this level of permanent parking provision generally provides for peak daily visitor numbers up to 20,000.

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- 4.3. ATR has confirmed that the overflow car parks are used within the 28 days per annum that is allowed under permitted development rights. The majority of use is during October and November for Scarefest and Fireworks when weather conditions can make movement and parking safely difficult in the overflow fields.
- 4.4. This proposal includes the drainage of wet spots and raising the level that will enable the overflow car park to be managed better and provide dryer access for pedestrians. In addition, it is proposed to create structural landscaping to enhance visual screening to the site to allow longer term parking changes as identified in the Long Term Pln.

5. Construction Traffic

5.1. The landscaping works will be constructed over a period of months during which time there will be construction traffic associated with the site. The proposed spoil to regrade the land and remove existing depressions will be obtained from within the Resort (as part of the SW8 works) and will not impact on the highway network. Areas on site will be allocated for the storage of equipment and hardware and there will be no need for any off site provision. Alton Towers Resort has vast experience of managing these types of projects with minimal impact on local highways or traffic movements.

6. Conclusion

- 6.1. There will not be any additional traffic generated by this proposal and the proposal will create a more suitable area for temporary car parking and will enhance the visitor experience when the overflow car park has to be used. All construction traffic will be within the Resort.
- 6.2. There are therefore no valid reasons for refusing the proposed development at this site, on highway or transportation grounds.

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