

Combined Design and Access Statement and Heritage Impact Statement
Proposed Walk-Through Attraction Building on the Former Enterprise Site.

Alton Towers Resort, Farley Lane, Alton, Staffordshire

ATWT-SA-XS-XX-DAS-A-0001 Rev P1

1. Introduction

This combined Design & Access Statement (DAS) and Heritage Impact Statement (HIS) supports a planning application for the construction of a new enclosed Walk-Through Attraction at Alton Towers Resort. The development is proposed on the site previously occupied by the Enterprise ride within the X-Sector area of the theme park.

The statements respond to national and local planning policy requirements, addressing :

- The design principles guiding the proposal
- Accessibility considerations
- Assessment of heritage impacts
- Mitigation measures and justification for the proposed development

All dimensions, layout arrangements, elevations and site information referenced herein are taken from the submitted drawings:

ATWT-SA-XS-XX-DR-A-0102 Site Plan As Existing
ATWT-SA-XS-XX-DR-A-0103 Site Plan As Proposed
ATWT-SA-XS-ZZ-DR-A-0201 Plans As Proposed
ATWT-SA-XS-ZZ-DR-A-0401 Elevations As Proposed

2. Site Context

2.1 Location

The development site is positioned within the X-Sector, a heavily modernised area of Alton Towers Resort containing major steel rollercoasters, themed structures and contemporary infrastructure. It is spatially separated from the historic core of the Alton Towers estate and screened by tree cover visible on the

2.2 Existing Use

The site formerly hosted the Enterprise flat ride, now removed. The ground comprises hardstanding and modern ride infrastructure within a zone dedicated to thrill-based attractions.

2.3 Relationship to Heritage Assets

Alton Towers comprises a Grade II* listed house and a Grade I Registered Park and Garden. These heritage features are located at a substantial distance from the X-Sector and do not visually or functionally interact with it.

3. Description of the Proposed Development

The proposal entails:

- A new single-storey enclosed Walk-Through Attraction structure, with internal themed walk-through rooms and staff operational areas
- A reused queue line approximately 157 metres long within existing circulation space, respecting established tree canopies

- A modest pitched-roof building designed to integrate thematically into X-Sector

4. Design & Access Statement

4.1 Design Rationale

The design aims to:

- Reinforce the X-Sector's futuristic/industrial theme
- Reuse previously developed land
- Create a contemporary attraction without altering heritage landscapes
- Maintain a modest, subservient scale relative to adjacent rides

4.2 Appearance and Materials

Although the elevations show a simple structural shell, this is intentional: final decorative theming will be added by the resort's creative team in accordance with the area's existing visual language.

Features include:

- Non-reflective, durable cladding
- Industrial-themed finishes suited to the X-Sector
- A subdued roof profile that reduces visibility from outside the local area

4.3 Landscaping

The Site Plan shows mature tree canopies surrounding the proposed queue line; all are retained.

4.4 Access & Inclusivity

- Guest Access: Provided from existing pathways; the queue integrates seamlessly with established movement routes.
- Inclusive Design: The single-storey layout allows level access, and internal arrangements can accommodate guests with mobility needs.

5. Heritage Impact Statement

5.1 Significance of Heritage Assets

The Alton Towers House, gardens, lakes, and ornamental structures collectively form a nationally significant heritage landscape. None of these features lie within or immediately adjacent to the X-Sector.

5.2 Significance of the Development Site

The development site holds low heritage significance, having been substantially altered over previous decades. It contains no surviving historic features.

5.3 Visual and Landscape Impact

The structure's modest height remains well below surrounding large coaster track profiles, and is further shielded by:

- dense tree canopies
- separation from the heritage core
- containment by modern ride structures

there will be no adverse visual impact on heritage assets.

5.4 Impact on the Setting of Listed Buildings

Sightlines from the Grade II* listed Alton Towers House and principal gardens do not extend to the proposed site. The heritage setting will therefore remain unaffected.

5.5 Impact on the Registered Park and Garden

The site does not form part of the designed landscape and does not contribute to the heritage significance of the gardens. No historic views or routes are impacted.

5.6 Archaeology

The ground has been repeatedly disturbed by earlier ride installations. No archaeological impacts are expected.

6. Mitigation Measures

While no significant impacts are predicted, the following measures demonstrate good practice:

- Retention of surrounding tree cover to maintain screening.
- Use of subdued cladding and low-glare finishes
- Reversible construction methods allowing removal without heritage harm
- Controlled lighting minimising spill beyond the immediate area

7. Policy Compliance Summary

The proposal complies with heritage protection policies because.

- It results in no harm—either direct or indirect—to the significance or setting of heritage assets.
- It is located in an extensively modernised area where contemporary structures are contextually appropriate.
- It protects views, landscaping, and the integrity of the Registered Park and Garden.
- It is reversible and maintains existing environmental features.

8. Conclusion

This combined DAS & HIS demonstrates that the proposed Walk-Through Attraction building is:

- Appropriately sited within a contemporary attraction zone
- Modest in scale and designed to limit visibility
- Respectful of the heritage environment
- Non-intrusive, causing no detrimental impact to the Alton Towers House, gardens, or historic landscape
- Compliant with relevant planning and heritage policy

The proposal represents a well-considered and low-impact enhancement to the theme park's offerings while maintaining full protection of the Alton Towers estate's historic significance.