

ALTON TOWERS HOTEL

DESIGN & ACCESS STATEMENT

August 2006

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- Appendix 3: Aerial Photograph
- Appendix 4: Landscape and Woodland Strategy
- Appendix 5: Application scheme drawings
- Appendix 6: Sustainability Statement
- Appendix 7: Interior room layouts and design (illustrative drawings)
- Appendix 8: Access Statement

1.0 INTRODUCTION

Purpose of the Statement

- 1.1 This Design and Access Statement has been prepared on behalf of Alton Towers Hotels Ltd and The Tussaud's Group. It accompanies the full planning application for works to extend the existing Alton Towers Hotel to create 36 suites, with ancillary accommodation, 2 additional bedrooms and an extension to the existing hotel car park of 74 spaces including disabled parking provision. It should be read in conjunction with the Planning Statement, with its associated appendices, Transportation Assessment (Atkins) and Economic Assessment (NLP).
- 1.2 This report responds to the requirements of the Town and Country Planning (General Development Procedure)(Amendment)(England) Order 2006 (the "GDPO") for planning applications - apart from some exceptions - to be accompanied by a Design and Access Statement that explains:
- a) the design principles and concepts that have been applied to the development; and,
 - b) how issues relating to access to the development have been dealt with.
- 1.3 The structure and content of the statement has been informed by DCLG Circular 01/2006 *"Guidance on Changes to the Development Control System"* (12 June 2006) and *"Design and Access Statements: How to Write, Read and Use Them"* (CABE 2006). Together these provide advice on what a Design and Access Statement should include. In essence, there is a need to:
- i) provide a review of the site's immediate and wider context in terms of its physical, social and economic characteristics and relevant planning policy and guidance;
 - ii) provide a rationale for the scheme's design based on (i);
 - iii) explain and illustrate the design principles in terms of the development's layout, density, scale, landscape and visual appearance;
 - iv) explain how future users of the site will be able to access the development from the existing transport network and why the main access points to the site and the layout of access routes have been chosen; and,
 - v) explain how the development will meet the local authority's planning and urban design objectives.

Consultation

- 1.4 As part of the preparation of the application meetings have been held with offices of the District and County Councils. Representatives of the local communities have received a presentation on the proposals.

Report Structure

- 1.5 Based on the Circular 01/2006 and CABE advice, this statement is structured thus:

- **Section 2.0 "Understanding the Context"**: provides a review of the existing physical, social and economic characteristics of the site and its surroundings in terms of its history, land uses and public transport accessibility, and provides a brief review of relevant design related policies and guidance.
- **Section 3.0 "Analysis"**: provides an analysis of the form, character and visual role of proposal site and an analysis of the constraints to, and opportunities for, the site's redevelopment. It also sets out the design principles to be used for the site.
- **Section 4.0 "The Proposal"**: describes the proposal and its evolution with regards to consultation. This section outlines the approach taken in terms of use, amount, scale, layout, landscaping, appearance and access.
- **Section 5.0 "Assessment against Policy"**: provides a review against relevant policies in the local plan.

- 1.6 The appendices to the report contain the following:

- Appendix 1: Site Location Plan
- Appendix 2: Site Photograph
- Appendix 3: Aerial Photograph
- Appendix 4: Landscape and Woodland Strategy
- Appendix 5: Application drawings
- Appendix 6: Sustainability Statement
- Appendix 7: Interior room layouts and design (illustrative drawings)
- Appendix 8: Access Statement

2.0 UNDERSTANDING THE CONTEXT

- 2.1 This section demonstrates that a clear understanding of the site's characteristics and its context has been gained. "Context" relates to the physical, social and economic characteristics of the area together with the planning policy context - namely the policies and guidance that affect and shape the development of the site.

Location of Alton Towers

- 2.2 Alton Towers is located in the Churnet Valley to the north of Alton Village. For administrative purposes the site is located in Staffordshire County Council and Staffordshire Moorlands District Council. In terms of levels, the main site is located on a plateau from which levels drop into surrounding valleys. There are extensive areas of woodland, particularly on the steep downward slopes of the southern and eastern boundaries. The woodland serves to screen the main part of the park's development from the surrounding area.
- 2.3 The park site is broadly rectangular in shape with an east west dimension in excess of 2km and a north south dimension of approximately 1km, albeit varying across the site.

Regional Context

- 2.4 The nearest major urban areas are Stoke on Trent, approximately 19km (12 miles) east of the park, and the City of Derby, 29km (18 miles) to the east. The smaller towns of Leek, Ashbourne and Uttoxeter are located to the north-west, north-east and south respectively. The nearest major urban conurbations are at Manchester to the north and Birmingham to the south, both approximately 64km (40 miles) from the site.

Local Context

- 2.5 Alton Towers is surrounded by attractive countryside, designated as a Special Landscape Area. The park is bounded to the north by Wootton Lane. There are a small number of dwellings on the north side of this road but the main adjoining land use is agricultural land. To the east, there is the JC Bamford excavator manufacturers test track and agricultural land. To the south is the River Churnet, including the route of a dismantled railway now used as a cycle path, and the villages

of Alton and Denstone. To the west is Farley Park, comprising open agricultural land, parkland and woodland. The village of Farley is to the north-west of the Park.

Public Transport and Vehicular Accessibility

- 2.6 The area is served by country roads which form a 'web' of routes bringing visitors to the site. The main routes to the park are via the M1 and M6 with links from the A50 and A52. These routes are well sign posted. Access to the site is more fully described in the Transport Assessment.

Description of the Application Site and Surroundings

- 2.7 The application site itself is located to the south of the existing Alton Towers Hotel, which is located to the south-east of the main theme park (see site location plan at Appendix 1). The site is currently a grassed area between the deer wall and the hotel. To the south beyond the deer wall is the Alton Towers woodland. A photograph of the application site as viewed from the Splash Landings hotel is attached at Appendix 2.

Economic Context

- 2.8 Alton Towers provides a range of local economic, tourism and community benefits. The Economic Statement provided with the application provides a more detailed assessment but in summary Alton Towers:
- c) attracts £111 million of visitor spending in total, both on and off site;
 - d) generates some £30 million of additional income in the local economy, and up to £100 million nationally, through the total visitor spending associated with the Park;
 - e) helps support some 200 local firms through supplier spending;
 - f) is one of the largest private sector employers in Staffordshire Moorlands district;
 - g) accounts for a total of 3,980 direct, indirect and spin-off jobs in the local area,
 - h) supports the growth of the local tourism industry and accommodation sector by creating a destination which raises the profile of the area and encourages increased visitor spending; and
 - i) provides a range of other local economic, tourism and community benefits.

Summary of Planning History

- 2.9 The Alton Towers Hotel was originally granted planning permission in 1993. The Splash Landings Hotel, Conference Centre and Waterpark were permitted in 2002, following an earlier consent for a similar form of development. Together the hotels provide 391 bedrooms. The Alton Towers Theme Park has been a public amusement park since the 1920s. The whole site has an Established Use Certificate (equivalent to a lawful existing use certificate) for an amusement park. This was granted by the District Council in 1980.

Planning Policy Context

- 2.10 A full review of planning policy relevant to the proposal is provided in the Planning Statement that accompanies the application. The following provides a brief summary of those policies and guidance that affect and shape the development of the site.
- 2.11 **Planning Policy Statement 1: Delivering Sustainable Development (2004)** sets out central government's overarching planning policies on the delivery of sustainable development and design quality through the planning system. At paragraph 35 it states that:

"Although visual appearance and the architecture of individual buildings are clearly factors in achieving these objectives, securing high quality and inclusive design goes far beyond aesthetic considerations. Good design should:

- address the connections between people and places by considering the needs of people to access jobs and key services;*
- be integrated into the exiting urban form and the natural and built environments;*
- be an integral part of the process for ensuring successful, safe and inclusive villages, towns and cities;*
- create an environment where everyone can access and benefit from the full range of opportunities available to members of society; and,*
- consider the direct and indirect impacts on the natural environment".*

- 2.12 **Planning Policy Guidance 13: Transport (2001)** gives guidance on the integration of planning and transport at the national, regional, strategic and local level. Its principal aims are set out at Paragraph 4. These are to:

"Promote more sustainable transport choices for both people and for moving freight;

Promote accessibility to jobs, shopping, leisure facilities and services by public transport, walking and cycling; and,

Reduce the need to travel, especially by car."

- 2.13 **Planning Policy Guidance 15: Planning and the Historic Environment (1994)** gives guidance on the planning system and its relationship to the historic environment. The note provides guidance on development proposals in conservation areas, in areas of historic landscape value and in relation to the settings of listed buildings.
- 2.14 The guidance states that the *"objective of planning process should be to reconcile the need for economic growth with the need to protect the natural and historic environment"* (paragraph 1.2)
- 2.15 Paragraph 4.14 identifies that planning functions should seek to preserve or enhance the character or appearance of a conservation area. Paragraph 4.20 notes that *'preservation'* can be achieved by either *"...development which makes a positive contribution to an area's character or appearance, or by development which leaves character and appearance unharmed."*
- 2.16 **Planning Policy Guidance 21: Tourism (November 1992)** emphasises the importance of tourism as a major contributor to the economy and driver of job creation. It states that "the government's policy is that the tourism industry should flourish in response to the market, while respecting the environment which attracts visitors but has a far wider and enduring value". PPG21 is due to be replaced by PPS21 in September 2006. PPS21 continues to emphasise the importance of tourism to national and local economies but sets the government's policies within the wider context of the sustainable development agenda.
- 2.17 **Planning Policy Statement 22: Renewable Energy (August 2004)** sets out the Government's policies for renewable energy. The guidance notes that local planning authorities and developers should consider the opportunity for incorporating renewable energy projects in all new developments (para 18).

Staffordshire Moorlands Local Plan (1998)

- 2.18 The Staffordshire Moorlands Local Plan was adopted in September 1998. It contains four policies which are specific to Alton Towers. These are:
1. Policy R21 which states that in considering applications at Alton Towers the local planning authority will have regard to: *"its duty to conserve and enhance the conservation area, the amenity of residents living close to the estate and the main traffic routes to it and also the economic and employment benefits of the proposed development."*
 2. Policy R22 states that development proposals at Alton Towers should:
 - a) protect the peripheries of the estate from visual and aural intrusion.
 - b) protect the historic gardens.
 - c) protect the towers (listed building) and other listed buildings and their settings.
 - d) protect the historic landscapes of the estate and its trees and woodlands.
 3. Policy R23 states that where planning permissions are granted for new development within the leisure park planning conditions will require a high standard of landscaping, materials and finishes.
 4. Policy R24 states that the local planning authority will *"continue to support a new main vehicular access to Alton Towers from the direction of the Denstone (to the east) and the retention of a subsidiary vehicular access from the Alton-Farley Road."*
- 2.19 The Plan identifies that decisions relating to development proposals are a judgement between the balance of protecting the countryside and meeting the commercial needs of the entertainment business. It is recognised that Alton Towers has *"brought wealth, employment and favourable publicity to North Staffordshire"*.
- 2.20 Alton Towers is located within an area that is subject to a number of specific designations. These are:
- 2.21 Alton Towers is located within the countryside and therefore development should respect the qualities of the countryside and its landscape. Policy N27 seeks to discourage development of the best and most versatile agricultural land and the fragmentation of farm holdings
- 2.22 The site is within a Special Landscape Area. This is a broad area identified in the County Structure Plan. Local plan policies require more careful consideration of landscape impact than would normally be the case. Development should promote a high standard of design (policy N9) and should not detract from the high quality landscape (Policy N8).

- 2.23 The gardens at Alton Towers are listed Grade I on the Register of Parks and Gardens. Development which has a harmful effect on the character, setting or appearance of a Registered Historic Parks or Garden will not be permitted. (Policy B20).
- 2.24 To the south of the application site are wooded slopes located in the Churnet Valley. This area is designated as a Nature Conservation Site. Where development could adversely affect a site of nature conservation value Policy N15 requires that biological and geological interests are conserved and that replacement habitats are provided where damage is unavoidable.
- 2.25 The importance of archaeology in the District is noted in the plan, including the presence of the burial mounds, as in the case of Scheduled Ancient Monument (Bunbury Earthworks) at Alton Towers. The normal policy presumption is to avoid the disturbance of remains and to preserve them in situ. (Policies B1-B4).
- 2.26 The Alton/Farley Conservation Area was designated for statutory purposes in 1971 by the County Council. The area was specifically designated to encompass the village with the Alton Towers Estate as a linking element. Within Conservation Areas the Council's policies allow development which can be shown to preserve or enhance the appearance and character of the area. Policies encourage the retention of trees and buildings which make a positive contribution to conservation areas (Policies B10-12).
- 2.27 The Council have a number of policies relating to listed buildings. Policies seek to protect listed buildings from demolition or insensitive alteration and development proposals should not adversely affect the setting of a listed building. Flexible planning standards are encouraged where necessary to secure the preservation and feasibility of a listed building.
- 2.28 Section 18 of the local plan acknowledges the economic role of tourism development.

Alton Towers Supplementary Planning Guidance

- 2.29 The District Council prepared and adopted Supplementary Planning Guidance for Alton Towers in 1988. This includes a broad range of policies for the site. The main principles are to allow the economic development of the site as a visitor attraction of national importance while conserving and protecting its heritage interest and preventing external impacts beyond the Park.

Staffordshire Moorlands Local Development Framework

2.30 A summary of Staffordshire Moorlands progress with the LDF is provided below:

1. The Local Development Scheme (LDS) was adopted in March 2005 and identifies that a Supplementary Planning Document on Alton Towers is timetable to commence after 2007. However the timetable set out in the LDS is currently being revised and an updated LDS is to be submitted to the Government Office for West Midlands.
2. The Inspectors report on the Statement of Community Involvement (SCI) has been received and the SCI is expected to be adopted in October 2006.
3. The Council is in the process of producing an Area Action Plan (AAP) for Biddulph Town Centre. Once adopted the AAP will be a statutory document that provides land allocations and planning policies to guide future development and stimulate regeneration in the Town Centre. The Biddulph Town Centre AAP is due to be examined by an independent Inspector in October 2006 and the Inspectors report is expected in January 2007.
4. The Core Strategy Issues and Options consultation is scheduled to take place in late September 2006, with Preferred Options in May/June 2007.

Staffordshire and Stoke-on-Trent Structure Plan

2.31 The County Structure Plan was adopted in May 2001, it provides county wide policy for planning purposes and provides the context in which local plans are prepared. At present the Structure Plan policies have been saved until September 2007 and it forms part of the Development Plan unless policies are in conflict with the provisions of the Regional Spatial Strategy for the West Midlands (the RSS then takes precedence as it was published most recently). The main Structure Plan policies of significance are set out below:

2.32 Through Policy E11A plan supports proposals for new and expanded tourist attractions provided they:

- "a) Reflect the inherent character of their location, emphasising, where relevant, features of industrial, cultural and natural heritage interest through design, materials and site features;*
- b) are in keeping with policies to conserve and promote the landscape, wildlife and cultural heritage qualities of the area;*
- c) have regard to the provision of public transport services/facilities;*
- d) do not generate traffic which cannot be accommodated on the road system without undue adverse effect;*
- e) do not harm the amenity of local residents"*

- 2.33 Policy E11B identifies that major tourist attractions *“may need to provide on-site and off-site ameliorative measures to be acceptable.”* In relation to Tourist Accommodation the County Council supports major hotel developments and conference centre facilities *“where they will not have adverse impacts upon local resident, businesses or the environment”* (Policy E12).
- 2.34 The Structure Plan generally support sustainable forms of development (Policy D1) and encourages development to conserve and improve the environment (Policy D2). Within Conservation Areas there is:

“a presumption in favour of retaining and enhancing buildings, groups of buildings, or other features, including open spaces and views through, into or out of the areas which contribute to their special character, appearance or interest” (Policy NC19)

3.0 ANALYSIS

- 3.1 This section evaluates the information gathered and set out in Section 2.0 in order to define those constraints that restrict the site's development capacity and potential opportunities/options for its redevelopment. The rationale behind the decisions made is explained by reference to the submitted plans and elevations.
- 3.2 The following essentially describes how the proposed development has been defined to take into account the characteristics and sensitivity of the site. In particular the need to link the hotel site with the core of Alton Towers, maintain the visual amenities of the conservation area, Special Landscape Value, protect the woodland surrounding the site and ensure that the proposals appropriately integrated with the existing hotels, conference centre and waterpark complex.

Urban Form

- Alton Towers is a theme park and is already a substantially developed site within a rural area. It has a very different character to the development in its locality, essentially villages in a rural setting. In townscape terms there is therefore no need for the layout of the hotel extension to respect the form of development beyond the boundaries of the park. Rather the aim is to create an extension which will read as a natural part of the existing hotel complex. This will be achieved by creating an enclosed landscaped space and by using matching architectural forms and materials to the existing hotel.
- Existing boundary vegetation screens views into the site, there is a potential to manage the adjoining woodland and supplement this planting to provide additional screening and enhance the ecology of the land around the application site.

Movement and Access

- The existing hotel access is via the main Park entrance gate and via the security gate when the park is closed. Both entrances are from Farley Lane. The hotel complex is at the eastern end of the park, being reached by a wide internal access road with traffic light control at key junctions with the site. Consequently the effects at the site entrance are very small. The Transport Statement submitted with the application provides full details of the access strategy.
- The hotel car park will be extended as part of the development to provide an addition 74 spaces (net addition) and new disabled parking close to the entrance to the site.
- The Park is accessible by rail and bus links routes from main line railway stations. Staff travel to the hotel by public transport Linking the use of the hotels and the theme park already reduces traffic movements. A new Travel Plan is being

prepared which will encourage guests and staff to use more sustainable means of travel.

Landscape

- The Hotel complex is already attractively landscaped. The adjoining woodlands are subject to a Woodland Management Plan which has dedicated funding secured via a s106 agreement. The immediate environs of the hotel extensions which will be landscaped with high quality surfaces and planting. The woodland to the south of the hotel would be subject to management with selective felling of diseased, dead or inappropriate species and new planting of native species.

Environment

- The hotel extension provides opportunities for a development that utilises renewable and recycled materials. Details are set out in the sustainability statement attached to the Planning Statement.
- There is the potential to create enhanced spaces around the hotel complex and provide new landscaped routes between the hotel and the core of the theme park via a reconfigured woodland walk.

Summary of Constraints

- The site is an existing theme park with a hotel, conference centre and waterpark complex. The overall park is over 200 hectares. It is set within a rural area.
- The site is within a conservation area and contains a number of listed buildings. The site is also within an Special Landscape Value.
- The southern side of the site is densely planted with trees which are protected by their location in the conservation area.
- There are glimpsed views of the existing hotel complex from beyond the site and views from within the site from a public footpath which runs from south to north to the east of the existing Alton Towers Hotel.

Summary of Opportunities/Potential

There is an opportunity for the proposed development to provide the following:

- Additional screening into the site through improved woodland management.
- Increased ecology and biodiversity value in the woodland to the south of the site.
- New landscaped open spaces around the Alton Towers Hotel Extension.
- The creation of a sustainable hotel building using energy efficient technologies, albeit having regard to the fact that this is an extension to an existing hotel.

- To create a high quality designed hotel extension that is visually linked to the existing hotel complex.

4.0 THE PROPOSAL

- 4.1 This section provides a brief summary of the design evolution of the scheme and how it has responded to issues raised at consultation. It provides a description of the scheme and how it has been informed by Sections 2.0 and 3.0 and the project brief. As required by the GDPO 2006, this section provides a description of the amount and use of development proposed together with the scale, landscape and appearance. Details on the design approach are provided below and a summary of the landscape and woodland strategy (prepared by Nichols Brown Webber) is attached at Appendix 4.

Design Concept

- 4.2 The design concept is to provide 36 suites and a 2 bedroom extension to the existing Alton Towers Hotel with a target of achieving 20% recycled material content in the building fabric (copies of the planning application drawings are attached at Appendix 5 and a Sustainability Assessment prepared by Cyril Sweett is contained at Appendix 6).
- 4.3 The hotel extension is designed so that there is a visual link with the existing hotel and landscape. The aim is to minimise any visual impact of the building beyond the Park's boundaries. Two examples of possible bedroom layouts (prepared by Crerar and Partners) are attached at Appendix 7. The layouts are illustrative, but they provide an indication of the type of environment that will be created within the suites.

Use

- 4.4 Within the hotel building there will be 36 hotel suites bedrooms with ancillary functions including a lounge area and dedicated spa facilities, extending the existing spa area. The 36 suites could also be converted to 72 double rooms depending on demand, seasonality and conference centre requirements.

Amount

- 4.5 The proposed hotel extension would have a level 'G' footprint of 974m² and a level 1 footprint of 1,280m² and a total floor area of 4,488m². The footprint will allow the hotel to be limited to a maximum of four storeys whilst also proving the required level of additional facilities and connection to the existing Alton Towers Hotel.

Layout

- 4.6 The layout of the hotel extension is the form of a new southern wing to the existing hotel. This would be connected by the existing hotel bedroom corridors and extension to the existing spa building. A ramp would be incorporated into the extension to accommodate the change in level between the main site and the extension site. The bedroom accommodation would face the principal wing of the Alton Towers Hotel across the existing landscaped gardens. Existing planting would be retained to filter and mediate the relationship between the extension and the existing buildings. Guests in the new bedrooms accommodation would have views of the gardens to the north and the attractive area of woodland to the south.

Scale

- 4.7 The ridge level of the hotel will have a maximum height of approximately 14.55m above the finished floor level and the building will not exceed four storeys. The general height limit of 14.55m, combined with its proximity to the extensive woodland planting, would minimise the visual role that the hotel plays in the surrounding area. Details of the assessment that was undertaken to appraise the visibility of hotel are provided in Appendix 4 to the Planning Statement.

Landscaping

- 4.8 Landscaping is likely to be the subject of a planning condition should the Council be minded to grant planning permission. Consequently, the details are not being agreed as part of this application. Details of the proposals are shown indicatively on the application drawings at Appendix 5 and additional information in connection with the landscape and woodland strategy is provided at Appendix 4.

Appearance

- 4.9 The detailed design of the hotel extension would match the treatment of the existing Alton Towers Hotel. This comprises brick, slate, painted timber and elements of steel and mouldings.

Access

- 4.10 The hotel and coach park will be accessed via the existing theme park entrance road which connects to Farley Lane. The use of the existing access will ensure that Alton

Towers staff can manage the flow of traffic into the site and direct the different guests to the theme park car park, the hotel car park or the coach park.

- 4.11 The existing hotel car park would be extended in order to provide 74 new spaces (equivalent to the maximum use of the 36 suites and 2 bedrooms as 74 individual rooms). These works would include the provision of dedicated disabled parking spaces.
- 4.12 A Travel Plan is being prepared for the Alton Towers hotel to set out how the development will promote more sustainable means of travel (the document is being finalised and it is anticipated that it will be submitted to the Council within the next few weeks).
- 4.13 The design principles are aimed to promote the intentions of inclusive design to achieve a safe, predictable and convenient environment for all the building occupants and users including the immediate environs related to the building and its access. The proposals will conform with the recommendations of Part M of the Building Regulations and British Standard 8300:2001. The Access Statement attached at Appendix 8 provides additional information in relation to inclusive design and access.

Parking

- 4.14 Parking spaces will be designated for hotel guests who are blue badge holders and will be located within close proximity of the principal hotel entrance, as shown on the submitted site layout plans.
- 4.15 The parking bays are to be identified with surface marking comprising a pictogram and hatching and will be 480 x 2400mm with 1200mm access zones between bays and a 1200mm rear safety zone to separate the bays from circulation routes and to provide safe access to car boots or rear mounted hoists.
- 4.16 A designated setting down point is already provided directly opposite the principal entrance to the hotel. The set down point has convenient access to and from the main entrance for people in wheelchairs or with walking difficulties.

Walkways/footpaths

- 4.17 All footpaths on circulation and access routes will be a minimum 1800mm wide. Paths will be formed without intrusions and will be flush with any abutting planting beds or

grassed areas, the abutments to be formed with British Standard BS 7263: Part 1: 1990 flat top edgings.

- 4.18 Abutments to roadways are to be formed with British Standard BS 7263: Part 1 1990 standard kerb profiles with sections of dropped kerb as described above where appropriate.
- 4.19 Paths will also be kept clear of any projecting or suspended items less than 2100mm above the path level.

5.0 ASSESSMENT AGAINST POLICY

- 5.1 The design approach in terms of use, amount, scale, layout, landscaping, appearance and access is set out in section 4.0. This section of the Design and Access Statement identifies how the proposals satisfy the policy tests that were identified in section 2.0.

1) Achieving high quality design

- 5.2 The detailed design of the proposed hotel would match the successful Alton Towers Hotel building. The layout of the hotel would create an attractive setting, with new landscaping and the retention of existing landscaping and water features. Hotel guests will have views of this landscape and, for those with south facing rooms, views of the deciduous woodland surrounding the site.

2) Make best use of the available land

- 5.3 The existing site is landscaped with amenity grass and is occasionally used for hotel events and attractions. It is of low ecological value. The extension makes use of a well contained piece of land which has only recently been graded and landscaped by as a result of the implementation of the 1993 hotel permission.

3) Sustainable approach to the use of natural resources;

- 5.4 The design approach that has been adopted will create a sustainable hotel extension. Impacts during the construction stage will be mitigated through reducing waste volumes, noise and pollution, and the amount of energy and water used on site. A target of 20% recycled material content has been set for the specification of materials for the extension and the hotel extension will use energy and water efficient technologies.

4) Integrate proposal with its surroundings

- 5.5 The hotel extension will be integrated with the surrounding natural environment and will be linked visually to the existing hotel complex. Indeed the natural environment of the side will be considerably enhanced. Beyond the Park's boundaries the hotel will not have an adverse impact on its surroundings.

5) Respect local character and use of appropriate materials and sympathetic landscaping

- 5.6 The scale of the proposed hotel will respect its surroundings and in townscape and landscape terms the design approach will seek to meet the expectations of theme park guests whilst respecting the visual constraints of the site. The appearance of the hotel would be consistent with the existing Alton Towers Hotel.

6) Create attractive and accessible places and 7) Create places for people that are safe and easy to move through and are accessible to all

- 5.7 Paragraphs 4.14-4.19 set out the proposed measures that will be taken to ensure that the hotel extension is accessible to all. The design of the hotel extension promotes inclusive access and would create a safe environment within the building and in its immediate surroundings. The proposed layout of the hotel extension will enable high quality, naturally overlooked spaces to be created.

8) Ensure that all development contributes to local distinctiveness and character

- 5.8 The Hotel will be carefully themed to continue the themed appearance of the existing hotel. The general height limitation for the development will respect the wider landscape would ensure that the visual effects of the development on the wider conservation area are kept to a minimum.

9) Encourage vibrant and mixed communities where people feel safe

- 5.9 The existing hotel complex is open through out the year and ensures that high quality staff are be recruited and retained. The all year operation provides facilities for the theme park guests, conference uses and also to the local community and ensures that there are active uses on the site. The hotel extension and parking facilities would create safe environments where inclusive access is promoted.

10) Promote more sustainable transport choices and reduce the need to travel, especially by car

- 5.10 The Alton Towers and Splash Landing hotels allow guests to extend their visit to the Park by staying on the site. The updated travel plan, will assist in encouraging people to take more sustainable forms of transport.