

# **INNOVATION PARK MEDWAY**

## **STATEMENT OF REASONS AND LOCAL DEVELOPMENT ORDER**



**MADE BY MEDWAY COUNCIL**

**February 2019**

### **VISION STATEMENT**

INNOVATION PARK MEDWAY WILL DELIVER UP TO 101,000 SQM OF HIGH QUALITY, INNOVATIVE COMMERCIAL SPACE IN A PRIME SPOT BETWEEN LONDON AND THE CONTINENT. THE SITE WILL BE A MAGNET FOR HIGH VALUE TECHNOLOGY, ENGINEERING, MANUFACTURING AND KNOWLEDGE INTENSIVE BUSINESSES LOOKING TO GROW IN THE SOUTH EAST, JOINING THE 14,000 BUSINESSES WHICH HAVE ALREADY MADE MEDWAY THEIR HOME. PART OF THE NORTH KENT ENTERPRISE ZONE, THE SITE WILL OFFER ACCESS TO WORLD-CLASS RESEARCH AND DEVELOPMENT AND HIGHLY SKILLED TALENT THROUGH THE CLUSTER OF KENT AND MEDWAY BASED UNIVERSITIES.

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## **Interpretations and Definitions**

*Please see Appendix 1*

## Foreword

**Cllr Alan Jarrett (Leader of Medway Council)**

**'Medway is fast becoming known as the new economic powerhouse for the south-east'**

*This is an exciting time for Medway, with a monumental regeneration programme already underway and providing opportunities for those who live, study and work in the area. Medway is fast becoming known as the new economic powerhouse for the south-east and has a growing reputation for innovative businesses.*

*We are committed to creating a high quality, commercial innovation space for a wide range of high-value technology, engineering, manufacturing and knowledge-intensive businesses, and Innovation Park Medway does just that. It offers new and existing businesses the opportunity to grow and be surrounded by successful companies, some of which already do business internationally.*

*The site also offers attractive business rates, something we were keen to introduce to further support our business community. We recognise the importance of helping businesses grow and to build foundations now to benefit Medway's future and the development of IPM is fundamental to achieving this.*

## Executive Summary

The core ambition of the Council is to strengthen the performance of Medway's economy, securing high value jobs in the local area, capitalising on the further and higher education offer, and realising the area's potential as the largest city in Kent, enjoying a strategic location in the Thames Gateway. Although Medway is a major economic hub in the South East region, it does not perform to its potential.

Whilst the GVA is improving, there is a clear gap between the GVA per head in Medway when comparing to the South East and United Kingdom. The GVA per head in Medway for 2016 was £18,550, compared to the UK at £26,584 and the South East at £28,506. The Council therefore recognises that Medway has the potential to significantly improve and boost its economic performance. This will be promoted by the Local Plan and the new Medway Regeneration Strategy, Medway 2035 together with setting out the priorities for realising the area's economic potential, through establishing Medway as an attractive, sought after place to work and study, with a good supply of the correct type of employment land with a supportive environment for business growth.

IPM will provide modern day commercial space that will both enable and encourage innovation and business growth across Medway, complementing the existing Innovation Centre and Innovation Studios. Furthermore, it will deliver approximately 101,000 sqm metres of commercial floor space designed in such a way to encourage collaboration, ensure flexibility of workspaces to foster face-to-face communication and to allow for technology change and at the same time strengthen links with local universities which already provide highly skilled talent and world-class research and development facilities.

Through the implementation of the LDO and the creation of a site of high value-technology, engineering, advanced manufacturing and knowledge-intensive businesses, IPM will help create many new high-skilled jobs and allow for the up-skilling of local residents and thereby, reduce the levels of out-commuting. It is the expectation that IPM will act as the key driver in continuing the growth of professional, scientific and technical industries jobs which currently account for 15.3% (1,285/8,425) of all businesses. Whilst the numbers of such jobs have increased, this is still lower than the South East and UK averages of 20.3% and 17.8%, respectively<sup>1</sup>.

High-value technology, engineering, advanced manufacturing and knowledge-intensive businesses are therefore sectors which Medway Council are keen to encourage and see as very important for the future growth of Medway's economy. Medway is already home to a number of businesses in these sectors including BAE Systems and Delphi as well as a learning quarter which has been established in Chatham Maritime, with the Universities at Medway, Mid Kent College, the University Technical College the Royal School of Military Engineering. The presence of a range of successful universities presents great opportunities to raise skills levels and enable further economic development based on a knowledge economy, providing for higher value employment that could drive the success of Medway. It is the intention of IPM to build on this platform.

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<sup>1</sup> Medway Council Planning Service, 2016, *Business and Employment Information April 2016*, Medway Council

# 1 STATEMENT OF REASONS

## Purpose of Document

- 1.1 This section provides the justification for undertaking the type of development sought on a key Council owned site through a Local Development Order ('LDO') at Innovation Park Medway ('IPM')
- 1.2 The LDO will support the objectives of Medway Council (the 'Council') and Tonbridge & Malling Borough Council ('TMBC'), who as the administrative bodies, are seeking to create high value jobs, improve skills, retain talent and deliver on the opportunities that arise from IPM forming part of the North Kent Enterprise Zone ('NKEZ'). An LDO is a favoured route to secure this type of development and the justification for this is set out below.
- 1.3 The aim is to deliver high quality and innovative commercial space (Use Class B1) and (Use Class B2) (which will act as a magnet for businesses looking to grow in the South East through the provision of an LDO. Specifically, this LDO will deliver up to 101,000 sqm (GEA) including up to 23,700 sqm (GEA) for Use Class B1 and up to 76,948 sqm (GEA) for Use Class B2 of buildings falling within the following Use Classes of the Town and Country Planning (Use Classes) Order 1987 (as amended):
  - B1(a) office;
  - B1(b) research and development, studios, laboratories, high-technology industries;
  - B1(c) light industry; and
  - B2 general industrial uses.
- 1.4 This LDO provides certainty as to the type, use and form of development that is permitted and in return, facilitate economic growth, enabling it to happen in a timely manner and allowing firms to react quickly to growth opportunities through a simplified planning process. Through the LDO providing certainty it will stimulate investment by reducing the potential and perceived risks and barriers associated with the formal planning process.
- 1.5 Through the implementation of this LDO and the accompanying IPM Design Code ('Design Code'), the Council will be able to strengthen the performance of the local economy, to create high skilled jobs and drive innovation in order to secure growth and prosperity in the region, and to realise the potential of the area whilst ensuring the operational longevity of Rochester Airport. This LDO will also support the Council's goals of supporting commerce and encouraging the development of high value technology, advanced manufacturing and engineering and knowledge-intensive businesses which are considered by the Council to be key target areas with the potential for significant economic growth.
- 1.6 Other intentions of this LDO include:
  - Providing the Council, Local Highways Authority, local community and other stakeholders with certainty as to the type, use and form of development permitted at IPM;

- Deliver a key part of the NKEZ and assist the economic growth of Medway, the Thames Estuary and the wider South East;
- To provide IPM with a source of competitive advantage compared to other areas in Kent, the South East and wider area; and
- To maintain biodiversity at IPM through considered landscaping and ecological features.

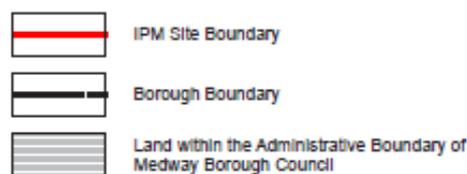
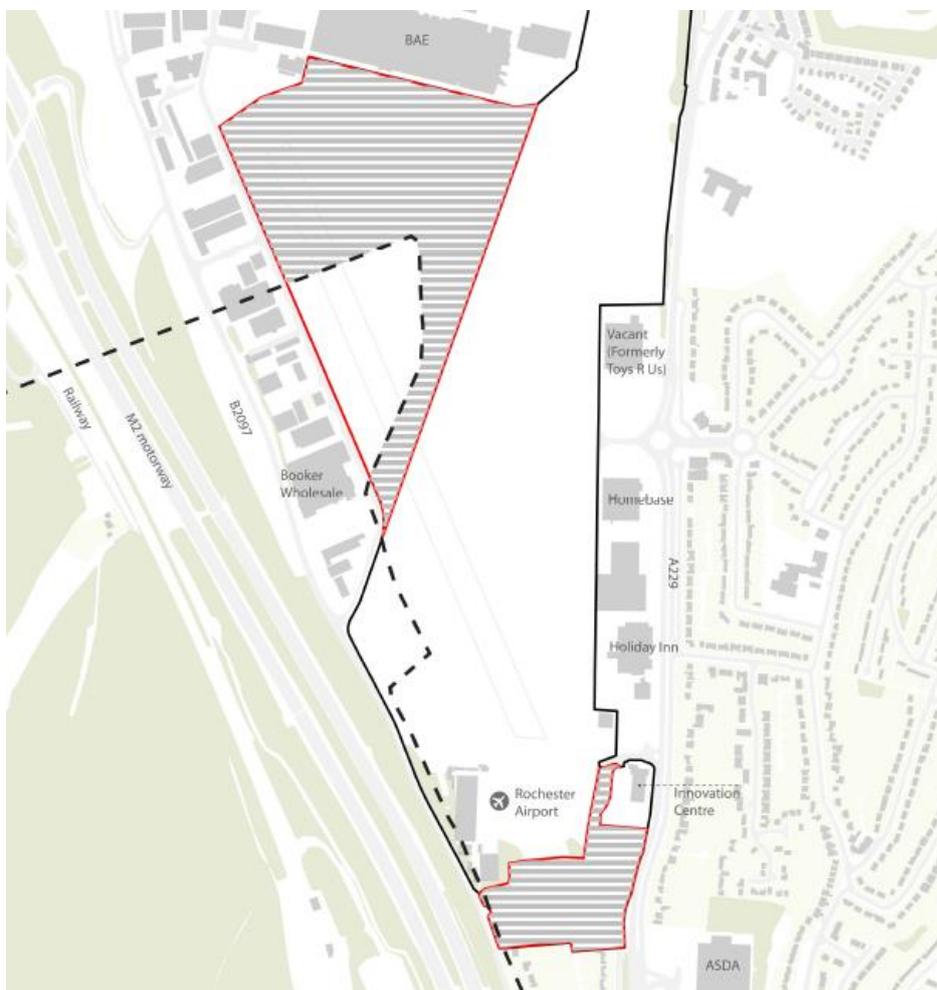
## **Sector Focus**

- 1.7 Whilst approximately 15.3% of businesses in Medway are in the professional, scientific and technical sectors, however this is lower than the South East and UK averages of 20.3% and 17.8%, respectively<sup>2</sup>. Science and technology are therefore sectors which the Council are keen to encourage and see as very important for the future growth of Medway's economy. Medway is already home to a number of businesses in these sectors including BAE Systems and Delphi as well as a learning quarter which has been established in Chatham Maritime, with the Universities at Medway, Mid Kent College, the University Technical College and the Royal School of Military Engineering.
- 1.8 By promoting the creation and expansion of technology, advanced manufacturing and knowledge-intensive businesses, IPM will help create new high-skilled jobs and allow for the up-skilling of local residents to help meet the needs of new business occupiers and help increase student retention and reduce the issue of out commuting which currently accounts for 49% of those residents economically active with many travelling to work in Maidstone, Swale and Tonbridge & Malling, and including further afield to London<sup>3</sup>.
- 1.9 Investment to enhance the skills of local residents will be made through the creation of new apprenticeships, post-graduate opportunities and training facilities. This will then go on to improve the resilience of local residents in today's complex working world and allow wider access to job markets.
- 1.10 The Universities at Medway produce many high-calibre graduates but many seek graduate opportunities elsewhere. IPM will create opportunities for graduates to establish themselves, grow and flourish in Medway.
- 1.11 The LDO is intended to be in place for a period of 10 years and has been made to drive economic development through the delivery of IPM which will act as a new and vibrant employment hub for high-value technology, advanced manufacturing, engineering and knowledge-intensive businesses all as part of 21<sup>st</sup> century sustainable development.

### The Area subject of LDO

1.12 IPM is located on two areas of the current Rochester Airport site, which is a general aviation aerodrome on the southern edge of Rochester. It lies approximately 3.5 kilometres (km) to the south of Chatham and Rochester town centres and 57 km east of Central London. It is located approximately 1.4 km north of Junction 3 of the M2 motorway and 5.7 km north of Junction 6 of the M20 motorway, linking the site with London, the M25 motorway and Continental Europe thereby making the site an attractive location for business. Javelin Trains using HS1 mean Rochester is just 37 minutes from Central London, whilst Eurostar services to Europe can be accessed from Ebbsfleet International Station.

**Figure 1 – IPM LDO Area**



- 1.13 IPM will be split into two separate areas each of which will comprise two distinct parcels with the overall area extending to 18.54ha. The Northern site consists of a main parcel (Parcel 1) which currently forms part of Runway 16/34 and is made up of laid to well-maintained grass and a second parcel (Parcel 2) currently laid to concrete slabs with a secured palisade fence since it is used by BAE Systems as a car park area. The Southern site consists of an eastern parcel (Parcel 3) which comprises the remnants of previously demolished structures, a small utilities structure and associated compound and an overflow car park for the adjacent Innovation Centre Medway. The western parcel (Parcel 4) comprises an operational caravan storage park, Woolmans Wood Caravan Park, which has capacity for approximately 100-125 caravans (see Figure 1 above).
- 1.14 Parcels 1, 2 and 3 are owned by the Council. Currently, Parcel 1 is leased to Rochester Airport Ltd and Parcel 2 is to be leased by BAE Systems. BAE also own a small strip along the northern boundary of Parcel 2. Although owned by the Council, part of Parcel 1 lies within the neighbouring Borough of Tonbridge & Malling. Parcel 4 is privately owned (see Figure 1 above).
- 1.15 The areas within the LDO are split into a number of smaller development areas and these are the subject of general parameters and conditions as set out within the LDO and the Design Code.

### **The Surrounding Area**

- 1.16 Adjacent to the Airport are a number of successful employment uses including the BAE Systems Rochester Campus and Rochester Airport Industrial Estate to the north and west and to the east the Innovation Centre Medway, which opened in 2008.
- 1.17 Running alongside the eastern edge of the Airport is a Holiday Inn hotel and Horsted Retail Park, which is home to a number of national retailers. To the South East of the Airport is the Bridgewood Manor Hotel and an Asda superstore, which includes a pharmacy and petrol station. Immediately to the south is a small collection of residential homes whilst further east of the Airport are the residential suburbs of Walderslade.
- 1.18 To the west of the Airport, on the opposite side of the M2 motorway, is the Kent Downs Area of Outstanding Natural Beauty (AONB) which stretches from the county border with Surrey down to Dover. The AONB is a peaceful, rural landscape with significant ecological value and also provides recreational opportunities and keeps settlements from coalescing. It is afforded the highest status of protection in relation to landscape and scenic beauty. As part of the management of the AONB, Medway are part of the Joint Advisory Committee ("JAC"), a body of twelve authorities who have joint responsibility to prepare and manage the Management Plan. The location of IPM in the wider area is shown below:

**Figure 2 - Location of IPM within the wider context**



## **Public Consultation and Engagement**

- 1.19 It is a requirement that LDOs are the subject of consultation with the procedures set out in Article 38 of DMPO 2015. The Council recognises the choice of consultation method needs to reflect the audience that it was seeking to reach and has ensured the consultation process is compliant with the requirements of not just Article 38, but also the EIA Regs 2017 and the Council's own guidance on public consultation as set out in the Statement of Community Involvement ('SCI'), adopted in September 2014.
- 1.20 All necessary documentation will be placed on the Council's website and will be available for inspection and public consultation for the statutory period of time.
- 1.21 The draft LDO will be refined in response to comments received during the public consultation where these were considered appropriate. Once finalised, the LDO can be adopted and presented to Cabinet and Full Council, and the Secretary of State will then be informed as soon as practicable after adoption.

## 2 THE PURPOSE OF LOCAL DEVELOPMENT ORDERS

2.1 This section explains the legislative background, and explains what an LDO is. The LDO's conditions and appendices should be read in full to determine the precise details and requirements of the classes of the permitted development.

### **Legislative Background / What is an LDO?**

2.2 LDOs were introduced through the Planning and Compulsory Purchase Act 2004 ('2004 Act') and allow local planning authorities to extend permitted development rights for certain specified forms of development subject to conditions. The powers were subsequently amended in the Town and Country Planning Act 2008 ('2008 Act'), which removed the requirement that LDOs should implement policies set out in the Development Plan. The Growth and Infrastructure Act 2013 ('2013 Act') went further and simplified the LDO process by replacing the requirement for local planning authorities to submit them to the Secretary of State ('SoS') before adoption. Instead, it is now a requirement to inform the SoS as soon as practicable after adoption. The 2013 Act also removed the requirement for an LDO to be reported on as part of the Annual Monitoring Report ('AMR').

2.3 As part of these amendments, updated legislation was published and set out the requirements for LDOs under Section 61A(2) of The Town and Country Planning Act 1990 ('1990 Act') (as amended) and Article 38 of the Town and Country Planning (Development Management Procedure Order) ('DMPO 2015').

2.4 Article 38, paragraph 1, of DMPO 2015 outlines that if a Council proposes to make an LDO they must first prepare:

- a) A draft of the Order; and
- b) A statement of their reasons for making the Order.

2.5 Article 38, paragraph 2, of the DMPO 2015 states that statement of reasons must contain:

- a) A description of the development which the Order would permit; and
- b) A plan or statement identifying the land to which the Order would relate.

2.6 The LDO satisfies the requirements of Article 38(1) and (2) of the DMPO 2015.

2.7 Regulation 32, paragraph 5, of the Town and Country Planning (Environmental Impact Assessment) Regulations 2017 ('EIA Regs 2017') states that a Council must not make an LDO which would grant planning permission for EIA development unless:

- An Environmental Statement has been prepared in relation to that development; and
- the EIA has been carried out in respect of that development.

- 2.8 The LDO is accompanied by an Environmental Statement ('ES') which was prepared to carry out the EIA for the development proposed. It comprises EIA development by virtue of it exceeding the threshold criteria of 0.5 hectares for industrial estate development as set out in Schedule 2 Category 10a of the EIA Regs 2017.
- 2.9 A Strategic Environment Assessment is not relevant as LDOs are covered under the EIA Regs 2017 and as such environmental information is considered under these regulations in the Environmental Statement submitted in support of this LDO.
- 2.10 LDOs are recognised in the National Planning Policy Framework ('NPPF') at paragraph 51 as a means of setting the planning framework for a particular area where the impacts would be acceptable and where it would promote economic, social or environmental gains.
- 2.11 The process governing the preparation and the implementation of LDOs is outlined in Planning Practice Guidance ('PPG'). At paragraph 077 of the section entitled 'When is permission required?'<sup>4</sup> it states that a LDO cannot cross local authority boundaries. Two or more local planning authorities may wish to co-implement or co-consult on cross boundary LDOs, but each individual authority must adopt their own LDO. As the LDO crosses the authority boundary between Medway and Tonbridge & Malling, accordingly, both Councils have worked together to jointly prepare and consult on the LDOs before each adopting their own separate version.
- 2.12 Given the simplified process in granting permission, LDOs are gaining increasing importance as the government encourages local authorities to streamline planning in order to increase certainty and reduce both delay and cost in delivering sustainable development.

## **Background to LDO**

- 2.13 The overall aim through the delivery of IPM is to achieve entrepreneurial growth by strengthening links between local academic schools, universities and industrial partners to enable an increase in the number of high skilled employment opportunities within the Professional, Scientific and Technical industries. It is these particular sectors which have steadily grown since 2012 and is now the second largest sector in Medway which accounts for 15.3% (1,285/8,425) of all businesses.

## **North Kent Enterprise Zone**

- 2.14 Officially opened for business in 2017, NKEZ is strategically located between London and continent is one of the South East's new hubs for innovation and entrepreneurial growth. The NKEZ comprises five sites across three highly accessible locations in Medway, Maidstone and Ebbsfleet and includes IPM.

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<sup>4</sup> See: <https://www.gov.uk/guidance/when-is-permission-required>

Each site is intended to provide state-of-the-art commercial space and a positive business environment for high value, forward-thinking companies.

- 2.15 The designation of the NKEZ was the result of successful collaboration between local authorities, the Thames Gateway Kent Partnership, Locate in Kent, the Kent & Medway Economic Partnership and the South East Local Enterprise Partnership.
- 2.16 Enterprise Zones are Government-designated areas that offer incentives to business occupiers in order to stimulate business growth and the creation of new jobs including up to 100% business rate discount worth up to £55,000 annually over a five-year period and simplified local authority planning such as Local Development Orders (LDOs).
- 2.17 Enterprise Zone status has already attracted an £8.1 million allocation in Government support from the Local Growth Fund to provide the infrastructure and facilities to make Innovation Park Medway a thriving high-value employment centre. The NKEZ has also provided a network to link private sector businesses, local universities at the Universities at Medway and other Higher and Further Education providers such as MidKent College. This network allows for discussion and collaboration between parties to share new ideas, skills and expertise. This drives forward innovation by breaking down the silos of different knowledge bases bringing together academic expertise and business know-how to create new opportunities.

### **The Council's Local Plan**

- 2.18 The Council's Development Plan comprises the saved policies of the Medway Local Plan 2003. The Rochester Airport Masterplan, adopted in 2014, provides supplementary guidance on the Council's vision and its approach to development of the Airport. This includes the use of surplus land to create high value economic activities, an approach which is now being taken forward in this document.

### **Emerging Local Plan and Programme**

- 2.19 The Council is now preparing a new Local Plan which once adopted will replace the 2003 Medway Local Plan and cover the period up to 2035 providing for the number of homes jobs and supporting infrastructure such as transport, health facilities and parks that the area and its growing population need over time.
- 2.20 It is expected that Regulation 19 (Pre-submission) will be consulted on in 2019 with submission to the SoS for Examination in Public ("EiP") in 2019 and adoption expected in 2020.
- 2.21 The first iterations of the new Local Plan continue to safeguard the Airport as an enhanced aviation facility and supports the development of a strategic gateway and economic hub: IPM. The ambition for such a hub is to develop a very high quality commercial environment of predominantly B1 and B2 uses that can attract high value businesses offering skilled employment opportunities. It would include workspace for

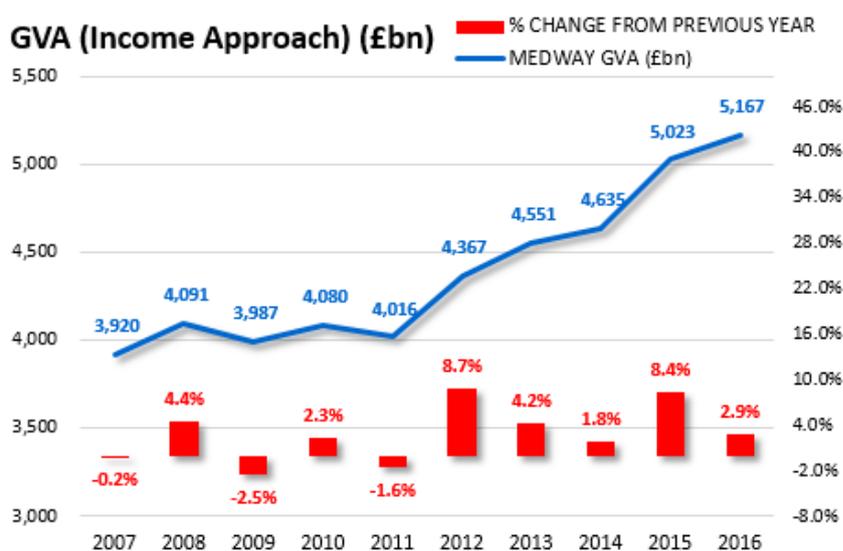
advanced manufacturing, R&D and prototyping and aims to be a focus for entrepreneurial growth to strengthen links between local academic and industrial partners.

2.22 Amongst the various issues identified in the emerging Local Plan, the local economy and the employment land supply are key issues of relevance to this LDO., ie sets the background and justification for the LDO and its aims and objectives.

### The Local Economy

2.23 With the number of unemployed people having reduced over the past 5 years, it has coincided with the percentage of people economically active in Medway (82.0%) rising above that of the South East (81.3%) and Great Britain (78.4%). However, the average weekly earnings of those working in Medway are lower than that of people that live in Medway but do not work here. Subsequently, this often means that Medway residents look to work outside of Medway in order to seek better wages and could discourage people living outside of Medway commuting to work here.

2.24 It is therefore a core ambition of the Council is to enhance the performance of Medway's economy through partly the delivery of IPM, which will create high-quality jobs in the local area, capitalising on the further and higher education offer, and realising the area's potential as the largest city in Kent, which enjoys a strategic location in the Thames Gateway. Furthermore, Medway's location within the Thames Gateway offers excellent opportunities to capitalise on regeneration and other investment, and to stimulate business growth, benefitting from connectivity through the motorway and rail networks to the wider economy as shown on the plan above.



2.25 Although Medway is a major economic hub in the South East region, it does not perform to its potential despite GVA figures (provisional) identifying that in 2016 Medway's economy was worth just under £5.17bn, up on the 2015 level (+£144m) by 2.9% (an increase of +£144m) as shown on the graph below<sup>5</sup>. This growth is ahead of Kent and the South East,

which grew by 2.2% and 2.5% respectively, but below England at 3.6% and the UK at 3.7%<sup>6</sup>. Whilst the

<sup>5</sup> Source: ONS Regional Gross Value Added (Income Approach) – (2016)

<sup>6</sup> Medway Economy - Regeneration, Culture, Environment and Transformation Business Intelligence (RCET BI) (August 2018)

GVA is improving, there is a clear gap between the GVA per head in Medway when comparing to the South East and United Kingdom.

2.26 The GVA per head in Medway for 2016 was £18,550, compared to the UK at £26,584 and the South East at £28,506. The percentage growth from 2015 to 2016 in Medway was 2.1%, above the increase of 1.7% in the South East, but below that of the UK at 2.7%. Over the past 5 years between 2012 and 2016, Medway's GVA per head has increased by 13.9%, above that of the South East at 11.5% and UK at 12.5%<sup>7</sup>. The Council therefore recognises Medway has the potential to significantly improve and boost its economic performance. This will be promoted by the Local Plan and the new Medway Regeneration Strategy, Medway 2035 which will set out the priorities for realising the area's economic potential, through establishing Medway as an attractive, sought after place to work and study, with a good supply of employment land for example at IPM and a supportive environment for business growth.

### **Employment Land**

2.27 Medway has a shortfall of quality employment land in locations and in flexible formats that businesses seek<sup>8</sup> and to ascertain exactly the future growth needs, the Council undertook an Employment Land Assessment in 2015.

2.28 The assessment identified that the existing economic assets [the Universities] of Medway were likely to drive future economic opportunity<sup>9</sup> with clusters of creative, digital and advance manufacturing businesses in particular being key components to the future economy. As set out as part of the Council's development strategy, the presence of a number of well performing Universities presents great opportunities to raise skills levels and enable further economic development based on a knowledge economy, providing for higher value employment that could drive the success of the area. Furthermore, the Council identified that the growth in these high value sectors will also link to key physical assets and opportunities including the Universities at Medway and plans for IPM, centred around Rochester Airport.

2.29 In order to drive economic growth, the Council will support opportunities to strengthen the local economy through encouraging development of businesses in successful growth sectors, and diversifying the employment base<sup>10</sup>. It is the intention that through the delivery of IPM, it will provide a development that is attractive to the modern day demands of higher value businesses wanting to locate.

2.30 The key driver for the Council is therefore to reduce the majority of out-commuting for employment as at current levels, only 51% of Medway's economically active residents work in the area, reflecting the high levels of out-commuting<sup>11</sup>. It is therefore the commitment of the Council to ensure Medway becomes a

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<sup>7</sup> Medway Economy - Regeneration, Culture, Environment and Transformation Business Intelligence (RCET BI) (August 2018)

<sup>8</sup> Future Medway, Development Strategy (Employment) (2018)

<sup>9</sup> Future Medway, Development Strategy (Employment) (2018)

<sup>10</sup> Future Medway, Development Strategy (Employment) (2018)

<sup>11</sup> Future Medway, Development Strategy (Employment) (2018)

great place to work, live and play and continues its resurgence as a key location in the South East and the development of IPM through the delivery of the LDO is fundamental to this.

## The Medway Regeneration Agenda

2.31 Medway Council and its partners in the public and private sectors are undertaking a significant amount of work to regenerate Medway which is set out in the Council's regeneration strategy<sup>12</sup>, Medway 2035.

2.32 The strategy aims to deliver the Council's aspiration for Medway to become a University Waterfront City that connects innovation, people and place and as the South East's leading smart city. IPM sits at the apex of the Council's aspirations and will help deliver on the six priorities of the regeneration strategy as demonstrated below.

- **Destination and Placemaking:** put Medway on the map as a smart and sustainable waterfront university city;
- **Inward investment:** Increase high-value businesses and expand high-quality employment;
- **Innovation:** Continue to support business creation and growth;
- **Business Accommodation and Digital Connectivity:** Provide the right infrastructure for business success;
- **Sector Growth:** enhance a strong mixed economy; and
- **Improving employability:** Match business demand and skills supply.

2.33 With specific focus on IPM, a total of £8.1m has been awarded from Central Government's Local Growth Fund through the South East Local Enterprise Partnership (SELEP) to help bring this site forward for development, creating a hub for knowledge-based employment and innovation. Further funding has been awarded through the Growing Places Fund and Sector Support Fund to support the development of the IPM masterplan, LDO and development proposals.

## The Vision

2.34 Following a detailed analysis of the site including its opportunities and constraints, an illustrative Masterplan has been developed that incorporates design features based on research into the innovation environments of national and international best practice projects. The masterplan focuses on creating a place where people belong, make connections, test ideas and are inspired.

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<sup>12</sup> <https://www.medway.gov.uk/info/200177/regeneration>

### 3 THE LDO

3.1 The structure of this Section is detailed below:

- Details of the Evidence Base which supports the LDO;
- The Masterplanning;
- The Order; and
- Details of Development Permitted;

#### **Evidence Base**

3.2 The LDO is supported by a range of technical studies and assessments including:

- Design Code prepared by LDA Design, January 2019
- Environmental Statement prepared by CampbellReith, dated January 2019 and includes reference to the following:
  - SuDS Design prepared by CampbellReith, August 2018
  - Flood Risk Assessment prepared by CampbellReith, August 2018
  - Air Quality Assessment prepared by ACCOM, January 2019
  - Noise Impact Assessment prepared by ACCOM, January 2019
  - UXO Screening Study prepared by Fellows International, January 2019
  - Ecological Impact Assessment prepared by BSG Ecology, September 2018
  - Habitats Regulation Assessment Screening prepared by BSG Ecology, January 2019
  - AONB Assessment prepared by LDA Design, January 2019
  - Ground Conditions Desk Study prepared by CampbellReith, September 2018
- Landscape and Visual Impact Assessment prepared by LDA Design, January 2019
- Archaeological & Heritage Impact Assessment prepared by CampbellReith
- Transport Assessment prepared by CampbellReith, January 2019
- Framework Travel Plan prepared by CampbellReith, January 2019
- Illustrative Masterplan prepared by LDA Design, January 2019
- Parameter Plans including;
  - 6278\_PL\_001A (Site Boundary)
  - 6278\_PL\_0038 (Indicative Plot Plan)
  - 6278\_PL\_0048 (Parameter Plan Access)
  - 6278\_PL\_0058 (Parameter Plan Landscape)
  - 6278\_PL\_0038 (Parameter Plan Building Heights)
- Innovation Environment Study prepared by Vivid Economics, June 2018

3.3 In addition to these technical studies, the Council has prepared:

- Environmental Impact Assessment (EIA) Screening Opinion; and
- Environmental Impact Assessment (EIA) Scoping Opinion.

### **The Masterplan**

- 3.4 The Masterplan which has been prepared in support of IPM is based around the following 'four big design moves':
- The Runway Park shown at Section 6, p.54 of the Masterplan;
  - Iconic Buildings shown at Section 6, p.54 of the Masterplan;
  - Pedestrian Friendly Clusters shown Section 6, p.54 of the Masterplan; and
  - Four Landscaped Character Areas shown at Section 6, p.54 of the Masterplan.
- 3.5 Further detail on land use, building heights, access & movement and landscape can be found in the masterplan document.
- 3.6 Furthermore, the Design Code (at pp. 17-21) then outlines four proposed character areas :
- Runway Edge;
  - Park Edge;
  - Core; and
  - Woodland and Landscape Edge.

### **Plot Passports**

- 3.7 Within each character area, IPM is split into plot parcels as shown below which provide a greater level of guidance to assist with the design as set out in the Design Code. The plot passports do not aim to be an overly prescriptive manual but rather a tool to assist both Councils and the end user. Each plot belongs to a defined character (please refer to Section 3.5 - Character Areas of the Design Code at p.17).

### **The Order**

- 3.8 The Order sets out the relevant legal provisions under which the Council has made the LDO. It outlines the length of time for which the LDO is valid and highlights the limitations which apply to developments granted planning permission under the terms of the LDO Schedule.

### **The LDO Schedule, Conditions and Informatives**

- 3.9 The LDO identifies the specific classes of permitted development which are granted planning permission by the Order. The range of permitted development is confirmed by the Schedule which is described in further detail in the next section.

- 3.10 Planning conditions for the various types of permitted development are listed under the respective class in the LDO Schedule. Any applicant wishing to remove or vary a condition can apply to do so through the standard procedure established in Section 73 of the 1990 Act.
- 3.11 The informatives provide additional guidance on particular issues but do not act as specific requirements of the LDO Schedule and conditions.

### **LDO Appendices**

- 3.12 The LDO appendices should be read alongside the Order and LDO Schedule.

### **Limitations**

- 3.13 There are a number of limitations to the types of permitted development which are set out in full in the Order.
- 3.14 The LDO does not allow for changes of use between use classes, including those that would otherwise be permitted under the GPDO 2015 (or any order amending, revoking and re-enacting that Order)
- 3.15 The LDO does not grant planning permission for any developments other than those expressly listed. Normal planning application requirements will apply to those developments that fall outside the scope of the LDO.

### **The Lifetime of the LDO**

- 3.16 The LDO will be implemented for a period of 10 years from the date the LDO is made by the Council, but will be reviewed after 5 years to consider whether the terms should be amended.
- 3.17 Prior to the expiration of the 10 year period following adoption the LDO will be reviewed again to determine whether an extension to its lifespan should be considered, whether the terms should be amended, or whether it should be allowed to lapse.
- 3.18 Development permitted under the terms of the Order that has begun (as defined by Section 56 of the 1990 Act) before the LDO expires will be permitted to be completed and operated in accordance with the requirements and conditions of the LDO.
- 3.19 Uses which have been developed and implemented under the provisions of the Order will be allowed to continue to operate following the expiry of the LDO, provided these uses are carried out in accordance with the relevant conditions set out in the LDO.

### **Prior notification Procedure**

- 3.20 As the first step, applicants will be required to familiarise themselves with the general principles of the Design Code before discussing with officers at the Council. In order to discuss with officers, applicants

are required to attend a pre-application (pre-app) discussion for the proposal. The aim of the pre-app discussion is to:

- Understand whether the proposal meets the detailed requirements of the LDO and Design Code;
- Identify suitable plots; and
- Identify whether the proposal is in keeping with the overarching aims of the LDO and Design Code.

3.21 The fee-based pre-application process will be an informative and mandatory part of the process, the fee being based on:

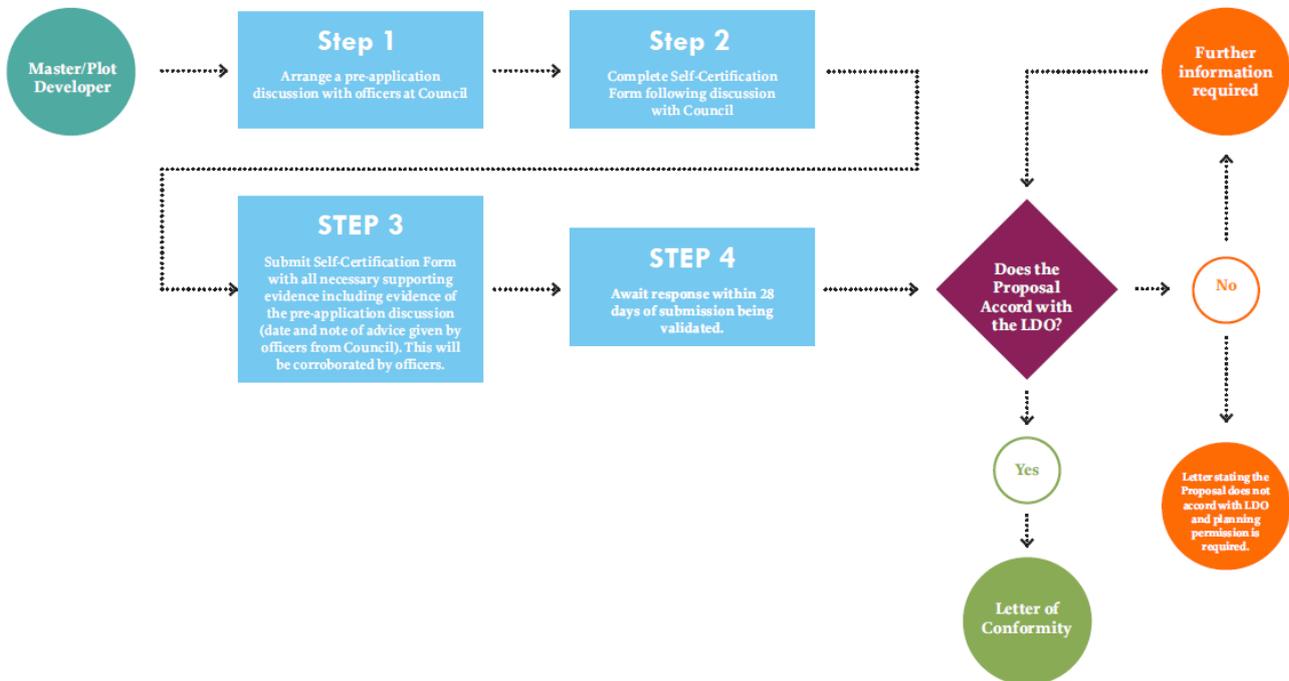
- the size of the plot;
- the prominence of the plot; and
- the floor area.

3.22 Following the pre-application meeting, proposals are expected to reference the parameter plans within the Masterplan at Section 8 and guidance as set out in Design Code. Furthermore, a Self-Certification Form (the 'Form') enclosed at Appendix 2 will need to be submitted to the Council along with the relevant supporting information as set at Appendix 1 of the Form.

3.23 Should the Council respond positively in writing or fail to respond within 28 days, then prior approval is granted for the proposal by this LDO.

3.24 The need for an extension of time for a specified period beyond the 28 days may be necessary where the proposal is complex and in such instances, the Council will contact the developer to agree an extension of time in which to consider whether, for example, additional information should be submitted.

3.25 The complete procedure is set out below:



3.26 Proposed development which falls outside the scope of the LDO will require the submission of a planning application or other appropriate application. For the avoidance of doubt, the LDO does not prevent applicants from applying for planning permission for developments that are not permitted by the Order. Neither does the LDO supersede the requirements for development to comply with all other relevant legislation including, but not limited to, Building Regulations, Environmental Health requirements, Hazardous Substances Consent, and licences or permits from bodies such as the Environment Agency. Applications that are complementary to the aims and vision of IPM but not permitted under the LDO are encouraged and will be determined on a case-by-case basis. Examples of certain ancillary / supporting uses include Use Class A3 (Food and Drink) and Use Class D2 (Assembly and Leisure).

### Application of the Design Code

- 3.27 The Design Code is applicable within the boundary as defined as shown at Figure 1.
- 3.28 The Design Code will work alongside the Masterplan and the LDO to provide certainty as to what is considered acceptable design. The Design Code will also help ensure the high standard of placemaking at IPM is delivered.

### Monitoring

- 3.29 The 2013 Act removed the requirement for an LDO to be reported on as part of the AMR. However, the Council consider it useful to monitor the progress of IPM in order to assess the effectiveness of the LDO.

As such, through information that will be requested and collated through the Form, the Council will include the following information about IPM in its AMR<sup>13</sup>

- Amount and type of completed employment floorspace in Use Classes B1 and B2
- Number of people employed and jobs created (both Full Time Equivalent (FTE) and part-time)<sup>14</sup>;
- Gross Value Added (productivity); and
- Trip generation.

3.30 The information will be updated annually and reported as part of the Council's AMR for the following monitoring period.

3.31 The monitoring data gathered will inform the first review of the LDO which will take place prior to 5 years after its adoption. The review will assess how successful the LDO has been in delivering development at IPM. Depending on the results of this assessment, the terms of the LDO may be altered to ensure more effective delivery.

### **Compliance and Enforcement**

3.32 Failure to comply with the terms of this LDO or any other statutory requirements may result in appropriate enforcement action.

### **Development permitted by the LDO**

3.33 The types of permitted development are set out in four separate Schedules of the LDO which cover the following forms of development:

- Building Development including the provision of Infrastructure, Facilities and Public Realm (Schedule A);
- Extensions and Alterations (Schedule B);
- Change of Use (Schedule C); and
- Other Operations (Schedule D).

3.34 Each type of permitted development may require additional bespoke conditions related to the proposal and these will be discussed with the Council during the pre-application meeting.

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<sup>13</sup> An AMR provides statistical information on a range of datasets for the annual period running between 1 April and 31 March of the following year. The report is a key element in effectively monitoring the current Medway Local Plan 2003 and the emerging Local Plan 2012-2035, measuring how far the policies set out are being achieved. The gap between reports must be no longer than 12 months.

<sup>14</sup> Each business that locates to IPM will be required to provide an update to the Council on the anniversary of opening

## 4 LDO SCHEDULE

4.1 The structure of this Section is detailed below and includes:

- The LDO Schedule, conditions and informatives; and
- Appendices 1 to 4.

### **Schedule A – Building Development including the provision of Infrastructure, Facilities and Public Realm**

4.2 Class 1 – Erection of office, research and development, studios, laboratories and high technology industries, light industrial, general industries infrastructure, facilities and public realm.

#### **Development Permitted**

4.3 The erection of up to 101,000 sqm (GEA) including up to 23,700 sqm (GEA) for Use Class B1 and up to 76,948 sqm (GEA) for Use Class B2 of buildings falling within the following Use Classes of the Town and Country Planning (Use Classes) Order 1987 (as amended).

- B1(a) office;
- B1(b) research and development, studios, laboratories, high-technology industries;
- B1(c) light industry; and
- B2 general industrial uses.

4.4 The proportion and distribution of the permitted classes of development across IPM will be agreed and discussed at the time of the prior notification application.

4.5 Site investigation, engineering operations, provision of site infrastructure and/or Public Realm required by development and/or public realm required to facilitate development.

#### **Requirements**

4.6 Prior approval is provided under Class 1 of Schedule A subject to the following conditions:

- Compliance conditions (CO1 to CO3)
- Highways & Movement conditions (H1 to H8)
- Drainage & Flood risk conditions (D1 to D3)
- Construction conditions (C1 to C3)
- Landscaping conditions (L1 to L3)
- Ground Investigation & Contamination conditions (G1 to G4)
- Environmental conditions (E1 to E4)
- Archaeology conditions (A1 to A4)

- 4.7 Each type of permitted development may require additional bespoke conditions related to the proposal and these will be discussed with the Council during the pre-application meeting.

## **Schedule B – Extensions or Alterations**

- 4.8 Class 1 – Extensions or alterations of office, research and development, light industrial and industrial buildings up to the maximum of up to 101,000 sqm (GEA) including up to 23,700 sqm (GEA) for Use Class B1 and up to 76,948 sqm (GEA) for Use Class B2 of buildings.

### **Development Permitted**

- 4.9 The extension or alteration of buildings in:
- B1(a) office;
  - B1(b) research and development, studios, laboratories, high-technology industries;
  - B1(c) light industry; and
  - B2 general industrial uses.
- 4.10 Site investigation, demolition and engineering operations directly required by development permitted by Class 1 of Schedule B.
- 4.11 The provision of associated site infrastructure and facilities directly required by development permitted under Class 1 of Schedule B.

### **Requirements**

- 4.12 Prior approval is provided under Class 1 of Schedule B subject to the following conditions:
- Extensions or alterations conditions (EA1 to EA3)
  - Compliance condition (CO1 to CO3)
  - Highways & Movement conditions (H3, H4, H5, H6, H7, H8)
  - Drainage & Flood risk conditions (D1 to D3)
  - Construction conditions (C1 to C3)
  - Landscaping condition (L1)
  - Ground Investigation / Contamination conditions (G1 to G4)
  - Environmental conditions (E1 to E4)
  - Archaeology conditions (A1 to A4)
- 4.13 Each type of permitted development may require additional bespoke conditions related to the proposal and these will be discussed with the Council during the pre-application meeting.

## **Schedule C – Changes of Use**

4.14 This LDO permits the following change of uses subject to notification of the Council.

### **Development Permitted**

- From Use Class B1 (Business) to Use Class B2 (General Industrial); and
- From Use Class B2 (General Industrial) to B1 (Business Use).

### **Requirements**

Prior approval is provided under Class 1 of Schedule C is subject to the following Conditions:

- Compliance condition (CO1 to CO3)
- Extensions or alterations conditions (EA1 to EA3)
- Highways & Movement conditions (H1, H5, H6, H7, H8)
- Drainage & Flood risk conditions (D1 to D3)
- Construction conditions (C1 to C3)
- Landscaping condition (L1)
- Ground Investigation / Contamination conditions (G1 to G4)
- Environmental conditions (E1 to E4)

4.15 Each type of permitted development may require additional bespoke conditions related to the proposal and these will be discussed with the Council during the pre-application meeting.

4.16 None of the rights contained in Schedule [2] Part [3] of the GPDO 2015 (or any order amending, revoking and re-enacting that Order) shall apply to the development authorised by this LDO.

## **Schedule D – Other Operations**

- 4.17 This LDO permits Other Operations provided it is within the parameters of the LDO area and accords with both the conditions and Design Code.

### **Development Permitted**

- Class 1 – The installation, alteration or replacement of external cladding, shutters, windows or doors
- Class 2 – The installation, alteration or replacement of external lighting
- Class 3 – The erection, construction, maintenance, improvement or alteration of a fence, gate, wall or other means of enclosure
- Class 4 – The installation, alteration or replacement of fixed plant and equipment
- Class 5 – The installation, alteration or replacement of site required infrastructure and utilities
- Class 6 – The installation of a single storey structure for ancillary storage purposes
- Class 7 – The formation, layout or construction of a hard surface to form a service road or yard and the maintenance or improvement of such a surface

### **Requirements**

- 4.18 Prior approval is provided under Class 1 of Schedule D is subject to the following Conditions:

#### **Class 1 – The installation, alteration or replacement of external cladding, shutters, windows or doors**

- Compliance conditions (CO1 and CO2)
- Extensions or alterations condition (EA1)

#### **Class 2 – The installation, alteration or replacement of external lighting**

- Compliance conditions (CO1 and CO2)
- Environmental condition (E3)

#### **Class 3 - The erection, construction, maintenance, improvement or alteration of a fence, gate, wall or other means of enclosure**

- Compliance conditions (CO1 and CO2)
- Highways & Movement condition (H2)
- Landscaping conditions (L1 to L3)

#### **Class 4 - The installation, alteration or replacement of fixed plant and equipment**

- Compliance conditions (CO1 and CO2)
- Environmental Conditions (E1 and E2)

**Class 5 - The installation, alteration or replacement of site required infrastructure and utilities**

- Compliance conditions (CO1 and CO2)
- Highways & Movement Conditions (H1, H2, H3, H5, H6, H7, H8)
- Drainage & Flood risk conditions (D1 and D2)
- Construction conditions (C1 to C3)
- Landscaping conditions (L1 to L3)

**Class 6 - The installation of a single storey structure for ancillary storage purposes**

- Compliance conditions (CO1 and CO2)
- Extensions or alterations condition (EA1)
- Construction conditions (C1 and C2)
- Ground Investigation / Contamination conditions (G1 to G4)

**Class 7 - The formation, layout or construction of a hard surface to form a service road or yard and the maintenance or improvement of such a surface**

- Compliance conditions (CO1 and CO2)
- Highways & Movement (H1, H2, H3, H5, H6, H7, H8)
- Drainage & Flood risk (D1 to D3)
- Construction conditions (C1 and C2)
- Landscaping conditions L1 to L3)
- Ground Investigation / Contamination conditions (G1 to G4)
- Archaeology conditions (A1 to A4)

4.19 Each type of permitted development may require additional bespoke conditions related to the proposal and these will be discussed with the Council during the pre-application meeting.

## **Conditions**

### **COMPLIANCE**

#### **Condition CO1: Confirmation of Compliance**

No development permitted by this LDO shall be begun until:

Full details of the development have been submitted to the Council by way of the completion of their Self-Certification Form together with all other supporting documents as required by the LDO Checklist contained as part of that Form.

The Council will issue written confirmation of compliance (or non-compliance) within 28 days of the receipt of the required information or may issue a request for further information. The Council will be deemed to have accepted the proposal if they fail to respond in writing (which may include a request for further information) within 28 days or receipt of the Self-Certification Form.

For the purposes of calculating the 28 day LDO Compliance Assessment Period, any Bank Holiday and any day between and inclusive of Christmas Eve and New Year's Day each year shall not be taken into account.

The subsequent development should be carried out strictly in accordance with the LDO Self Certification Form and the Design Code.

***Reason:** To ensure development conforms with the LDO and Design Code and to ensure that LDO development can be monitored over the lifetime of the LDO.*

#### **Condition CO2: Expiry of Prior Approval**

Development shall be commenced within 12 months of the date of the Council's confirmation that it is in conformity with the LDO.

***Reason:** To ensure construction is realised and realistic employment generating proposals proceed.*

#### **Condition CO3: Deliveries**

No commercial goods shall be loaded, unloaded, stored or otherwise handled and no vehicles shall arrive or depart, within the application site outside the hours 07:00 to 19:00 Monday to Friday, 08:00 to 18:00 Saturday or at any time on Sunday or Bank Holidays.

***Reason:** In the interests of neighbouring uses.*

## **HIGHWAYS & MOVEMENT**

#### **Condition H1: Highways**

Before the development of plot(s) / parcels within any area as defined by the Design Code and identified on plans approved in accordance with Condition CO1 commences, a scheme for all highways works to be

undertaken on land within or serving that plot (including layout, geometry, dimensions, levels, gradients, surfacing, visibility splays, means of surface water drainage and street lighting) shall be submitted to and approved in writing by the Council.

All highways works shall then be constructed in accordance with the approved details and no permanent development, whether or not permitted by the provisions of the GPDO 2015 (or any order amending, revoking and re-enacting that Order) shall be carried out at any time on the land so shown or in such a position as to prejudice those approved details.

**Reason:** *To ensure roads/footways are constructed to an appropriate standard in the interests of highway safety.*

### **Condition H2: Vehicular Visibility Splays**

The premises within any area as defined by the Design Code and identified on plans approved in accordance with Condition CO1 shall not be occupied, until any road or vehicle junction access / egress on land within that area has been provided with visibility splays in accordance with the Design Code. The vehicular visibility splays shall be provided before the road junction or vehicle access point is first used by vehicular traffic and shall be retained free of any obstruction at all times thereafter, No permanent development, whether of not permitted by the provisions of this Order or the GPDO 2015 (or any order amending, revoking and re-enacting those Orders) shall be carried out at any time on the land so shown or in such a position as to prejudices those visibility splays.

**Reason:** *To provide inter-visibility between vehicles using the road junction / access and those in the existing public highway in the interest of highway safety.*

### **Condition H3: Movement / Parking**

Before the development of plot(s) / parcels within any area as defined by the Design Code and identified on plans approved in accordance with Condition CO1 commences, a scheme for vehicle parking provision to serve the uses within that area including the total number of bays, layout and dimensions along with provision of accessible spaces / cycle spaces shall be submitted and approved in writing by the Council. Future use of car parking areas including multi-storey, at grade or temporary will accord with the principles of the Design Code and shall be submitted and approved in writing by the Council.

**Reason:** *to ensure the cumulative impact of the development does not exceed the assessed level undertaking as part of the Transport Assessment by CampbellReith.*

### **Condition H4: Travel Plan**

The premises within any area as defined by the Design Code and identified on plans approved in accordance with Condition CO1 shall not be occupied, until a Travel Plan in connection with the uses taking place within in that area has been submitted to and approved in writing by the Council. The Travel Plan shall be prepared in accordance with the IPM TP and must include:

- Measures to encourage sustainable travel patterns (may include cycle schemes, car sharing, car clubs, as appropriate);
- A scheme for the management and implementation of the Travel Plan;
- Targets for modal shift;
- Implementation timescales;
- Marketing and incentives; and
- Arrangements for monitoring and review.
- Details of on-site facilities (changing rooms / showers)

Individual Travel Plans shall implement the overarching targets outlined in the Travel Plan.

***Reason:** In the interests of promoting sustainable development and the use of sustainable modes of transport.*

#### **Condition H5: Servicing**

The premises within any area as defined by the Design Code and identified on plans approved in accordance with Condition CO1 shall not commence, until details of servicing arrangement, including the proposed arrangement of access points to each parcel within that area have been submitted to and approved in writing by the Council: such details shall be in accordance with the broad principles set out in the Design Code. The approved details must be fully implemented prior to commencement of the use to which the servicing arrangement relate and retained at all times.

***Reason:** In the interests of highway safety.*

#### **Condition H6: Vehicle Turning and Circulation Areas**

Before the development of plot(s) within any area as defined by the Design Code and identified on plans approved in accordance with Condition CO1 commences, a scheme for vehicle turning, circulating and manoeuvring within that sector demonstrating that vehicles can enter and exit the sector within a forward gear shall be submitted and approved in writing by the Council.

***Reason:** To ensure that vehicles can enter and leave the highway in a forward gear in the interest of highway safety and to ensure that all servicing and turning of vehicles takes place within a site and not on the highway.*

#### **Condition H7: Refuse Storage and Collection Facilities**

Before the development of plot(s) / parcels within any area as defined by the Design Code and identified on plans approved in accordance with Condition CO1 commences, a scheme for the storage and screening of refuse and facilities and arrangements for the collection of refuse within that sector shall be submitted and approved in writing by the Council. The facilities shall be provided on site, prior to the occupation of the associated buildings within the relevant sector and in accordance with the approved details. Thereafter the identified facilities shall be kept available for such use and no permanent development, whether or not permitted by this Order or the Town and Country Planning (General Permitted Development) Order 1995

(or any order amending, revoking and re-enacting those Orders) shall be carried out on the land so shown or in such a position as to preclude the provision of these facilities.

**Reason:** *To ensure refuse arising from the development is appropriately managed.*

**Condition H8: Highways Works associated with Extensions, Alterations and Change of Use**

Where any development undertaken through Schedule B, Schedule C or Schedule D of the LDO would require any work to a public highway or any road or footway to which the public will have right of access to, that development shall not be begun until details of the those highways works (including layout, geometry, dimensions, levels, gradients, surfacing, visibility splays and means of surface water drainage) have been submitted to and approved in writing by the Council. Development undertaken through Schedule B, Schedule C or Schedule D of the LDO shall not be occupied until the approved highways works have been completed in accordance with the approved details.

**Reason:** To ensure all highways works are constructed to an appropriate standard in the interests of highway safety.

**DRAINAGE & FLOOD RISK**

**Condition D1: Drainage**

Before the development of plot(s) / parcels within any area as defined by the Design Code and identified on plans approved in accordance with Condition CO1 commences, a scheme for the disposal of surface water, based on sustainable drainage principles set out in the Design Code, including details of the design, phasing (where appropriate) implementation, maintenance and management of the surface water drainage scheme on land within that sector shall be submitted to and approved in writing by the Council.

Those details shall include (if applicable):

- a timetable for its implementation, and
- a management and maintenance plan for the lifetime of the development within the relevant sector which shall include the arrangements for adoption by any public body or statutory undertaker, or any other arrangements to secure the operation of the sustainable drainage scheme throughout its lifetime.

The approved scheme shall be implemented in full in accordance with the specified timetable and retained, managed and maintained at all times thereafter and no development whether or not permitted by this Order or the GPDO 2015 (or any order amending, revoking and re-enacting those Orders) shall be carried out on the land so shown or in such a position as to prejudice the scheme as approved.

**Reason:** *To manage surface water during and post construction and for the lifetime of the development.*

### **Condition D2: Verification Report for SuDS**

The premises within any area as defined by the Design Code and identified on plans approved in accordance with Condition CO1 shall not be occupied, until a signed verification report carried out by a qualified drainage engineer (or equivalent) relevant to the land within that sector has been submitted to and approved by the Council to confirm that the Sustainable Drainage System has been constructed in accordance with the approved scheme and associated plans.

***Reason:** This condition is sought in accordance with paragraph 163 of the NPPF to ensure that suitable surface water drainage scheme is designed and fully implemented so as to not increase flood risk onsite or elsewhere.*

### **Condition D3: Foul Water**

No phase or sub-phase of the development hereby permitted under Condition CO1 shall commence until details of the means of control and disposal of foul and surface water during the construction and operational phases of that phase or sub phase of the development have been submitted to and approved in writing by the Council. The submitted scheme for the phase or sub-phase of the development under consideration shall include the provision of petrol/oil interceptors as appropriate. The approved scheme of details for that phase or sub-phase shall be implemented to accommodate foul and surface water during both construction and the operational phases of the development and shall be retained thereafter.

***Reason:** In the interests of prevention of pollution and to ensuring provision of both surface and foul water disposal.*

## **CONSTRUCTION**

### **Condition C1: Construction Environmental Management Plan**

Before the development of plot(s) within any area as defined by the Design Code and identified on plans approved in accordance with Condition CO1 commences, a Construction Environmental Management Plan (CEMP) shall be submitted to and approved in writing by the Council. The CEMP shall specify:

- an appropriate construction access;
- turning and off loading facilities for delivery / construction vehicles within the limits of the construction site;
- parking areas clear of the highway for those employed in developing the site;
- wheel cleaning facilities;
- details of any hoarding to be erected during the construction works;
- the construction traffic routes;
- the hours of construction work / operation including timings of deliveries;
- the protection of public rights of way;
- provisions for a before and after road condition survey;

- details of noise abatement procedures and means of reducing emissions to air from plant details of means of compliance with requirements for construction stated in the ecology, arboricultural, archaeological and ground conditions reports, and the ES; and
- The approved statement shall be adhered to throughout the construction of the development being undertaken within the relevant sector.

**Reason:** *To ensure that an approved programme for construction work is carried out during specified hours in the interests of the amenity of the area and to ensure that debris or construction material is not deposited on the highway.*

### **Condition C2: Details of Piling**

No building(s) shall be erected in each phase or sub-phase of the development until the method for piling foundations has been submitted to and approved in writing by the Council. No piling works shall take place at any time on a Sunday or public holiday or outside the hours of 0900hrs to 1700hrs Mondays to Fridays and 0800 to 1300 on Saturdays unless any variation is specifically approved in writing by the Council. The piling shall only be undertaken in accordance with the approved details, unless any variation is otherwise first approved in writing by the Council.

**Reason:** *The site is located on potentially contaminated land. Uncontrolled piling could result in potential contamination of groundwater in the vicinity of the application site*

### **Condition C3: Demolition Method Statement**

Before the demolition of any buildings within any area as defined by the Design Code and identified on plans approved in accordance with Condition CO1 commences, a Demolition Method Statement relevant to the buildings or other structures within the relevant area shall be submitted to and has been agreed in writing by the Council. The Statement shall specify:

- an appropriate access and egress arrangement for vehicles engaged in the demolition of buildings;
- turning and loading facilities for delivery /construction vehicles within the limits of the application site;
- a parking area clear of the highway for those employed in demolishing buildings within the site;
- wheel cleaning facilities;
- a strategy for the recycling and / or reuse of materials;
- traffic routes to be used by vehicles engaged in demolition works;
- hours of demolition work;
- details of dust suppression;
- the protection of any public rights of way; and
- arrangements for a before and after road condition survey;
- Details of areas designated for the storage of all demolition waste material and a programme for its disposal which ensures removal of waste material within 3 months of the relevant demolition having taken place.

Thereafter, all demolition shall be undertaken in accordance with approved details.

**Reason:** *To ensure that demolition works cause the minimum of disturbance to adjoining parcels and businesses.*

## **LANDSCAPING**

### **Condition L1: Detailed Landscaping Scheme**

Before the development of plot(s) within any area as defined by the Design Code and identified on plans approved in accordance with Condition CO1 commences, a scheme for, a detailed landscape scheme shall be submitted to and approved in writing by the Council in accordance with the Design Code. The scheme will include proposed measures for a scheme of hard and soft landscaping and boundary treatments for all land within that sector including specification of all landscaping and surfacing materials will be supplied within a detailed method statement which will include site preparation, planting techniques, aftercare and a programme of maintenance for a period of 5 years following completion of the scheme and a scheme for the future management of any communal open spaces relating to the land within that sector. The approved scheme of landscaping shall be implemented during the first planting season following occupation of the buildings or the completion of the development relevant to the specified sector, whichever is the earlier. Any boundary fences or walls or similar structures as may be approved shall be erected before first occupation of the building to which they relate. The approved scheme shall be retained and maintained at all times thereafter and no development whether or not permitted by this Order or GPDO 2015 (or any order amending, revoking and re-enacting those Orders) shall be carried out on the land so shown or in such a position as to prejudice the scheme as approved.

**Reason:** *To comply with the duties indicated in Section 197 of the 1990 Act and to ensure satisfactory landscape treatment of the Site in the interests of visual amenity and to screen and enhance the development in the interests of visual amenity.*

### **Condition L2: Tree Re-Planting**

If within a period of five years from the date of planting of any tree, that tree, or any tree planted in replacement for it, is removed, uprooted or destroyed or dies, or becomes seriously damaged or defective, another tree of the same species and size as that originally planted shall be planted at the same place.

**Reason:** *In the interest of the appearance of the proposed development and to ensure any damaged or destroyed trees are replaced.*

### **Condition L3: Hedges adjacent to a public highway**

Any hedge must be maintained (pruned) so that they do not encroach upon the highway.

**Reason:** *To preserve the integrity of the public highway and in the interests of highway safety.*

## GROUND INVESTIGATION / CONTAMINATION

### **Condition G1: UXO Risk Assessment**

All future intrusive work should be accompanied by a UXO risk assessment at a level suitable for, and in proportion to, the nature of the works. This work is to be agreed with the Council prior to the commencement of physical works.

*Reason: To ensure the necessary area is assessed and any required mitigation is secured*

### **Condition G2: Contaminated Land Remediation Scheme**

If a contaminated land investigation and risk assessment scheme indicates the presence of contamination, development on that plot / parcel of development as defined by Condition CO1, shall not be begun until a scheme to bring that area into a condition suitable for the intended use by removing unacceptable risks to human health, property, adjoining land, groundwater and surface waters, natural habitats and ecological systems and archaeological sites and ancient monuments has been submitted to and approved in writing by the Council. The scheme must:

- outline all remediation works to be undertaken;
- include proposed remediation objectives and remediation criteria;
- include a timetable of works;
- specify site management procedures; and
- ensure that the site will not qualify as contaminated land under Part 2A of the Environmental Protection Act 1990 (as amended) in relation to the intended use of the land after remediation.

No development within any area as defined by the Design Code and identified on plans approved in accordance with Condition CO1 other than the approved scheme for remediation shall take place within the relevant area until such time as a relevant verification report that scientifically and technically demonstrates the effectiveness and completion of the remediation scheme at above and below ground has been submitted for the information of the Council. Where it is identified that further remediation works are necessary, details and a timetable of those works shall be submitted to the Council for written approval and shall be fully implemented as approved. Thereafter, no development whether or not permitted by this Order or the GPDO 2015 (or any order amending, revoking and re-enacting those Orders) shall be carried out on the land so shown or in such a position as to as to prejudice the effectiveness of the approved scheme of remediation.

*Reason: To ensure that an appropriate scheme for the remediation of any areas of contaminated land identified under Condition G1 is submitted and approved.*

### **Condition G3: Verification Report for Land Contamination**

Prior to occupation of any development as approved under Condition CO1, a signed verification report carried out by a qualified contamination officer (or equivalent) must be submitted to and approved by the Council to confirm that the Contaminated Land Remediation Works as agreed as part of Condition 21 have been carried out as per the agreed scheme and plans.

***Reason:** This condition is sought to ensure that the remediation measures approved under Condition G2 have been implemented to best practice guidance.*

### **Condition G4: Contaminated Land**

In the event that any further contamination is found on any part of a site at any time when carrying out the approved development, it must be reported in writing immediately to the Council and the following measures taken:

- an investigation and risk assessment must be undertaken in accordance with the requirements of Condition G1;
- where remediation is necessary, a remediation scheme must be prepared in accordance with the requirements of Condition G2 and shall be subject to the approval in writing of the Council; and
- the approved scheme must be implemented before the development is occupied or first used.

***Reason:** To ensure that any further areas of contaminated land which are found following the implementation of LDO conditions G1 to G3 are mitigated and remediated in an appropriate manner.*

## **ENVIRONMENTAL**

### **Condition E1: Noise**

Prior to the occupation of any phase, sub-phase including the change of use of the development hereby permitted, a scheme to minimise the transmission of noise from the use of the premises, shall be submitted and approved in writing by the Council. Noise from the premises should be controlled, such that the noise rating level (L<sub>A,r</sub>,T<sub>r</sub>) emitted from the development shall at least 10dB below the background noise level (L<sub>A90</sub>,T) at the nearest residential facade. All measurements shall be defined and derived in accordance with BS4142: 2014. All works which, form part of the approved scheme shall be completed before any part of the development is occupied and shall thereafter be maintained in accordance with the approved details.

***Reason:** In the interests of neighbouring uses.*

### **Condition E2: Air Quality**

No development, including any phase, sub-phase or change of use hereby permitted shall take place until an Air Quality Emissions Mitigation Assessment and Statement has been submitted to and approved in writing by the Local Planning Authority. The statement shall be prepared in accordance with the Medway Air Quality Planning Guidance, and shall specify the measures that will be implemented as part of the

development to mitigate the air quality impacts identified in the approved Air Quality Assessment, reference....., dated..... The total monetary value of the mitigation to be provided shall be demonstrated to be equivalent to, or greater than, the total damage cost values calculated as part of the Air Quality Emissions Mitigation Assessment and Statement. The development shall be implemented, and thereafter maintained, entirely in accordance with measures set out in the approved Mitigation Statement.

**Reason:** *To protect air quality and people's health by ensuring that the production of air pollutants, such as nitrogen dioxide and particulate matter, are kept to a minimum during the course of building works and during the lifetime of the development. To contribute towards the maintenance or to prevent further exceedances of National Air Quality Objectives.*

### **Condition E3: External Lighting Scheme**

Before the development of plot(s) within any area as defined by the Design Code and identified on plans approved in accordance with Condition CO1 commences, a comprehensive external lighting scheme serving that sector of development shall be submitted to and approved in writing by the Council. The approved lighting scheme shall be installed, subsequently operated and thereafter retained in strict accordance with the approved details before the development within that sector is first occupied in order to ensure continued compliance

**Reason:** *In the interests minimising light pollution, intrusion and spillage to adjoining residential areas and in the interests of highways safety, to ensure that the lighting does not give rise to glare creating a hazardous distraction to drivers of vehicles on the adjacent highway.*

### **Condition E4: Sustainability**

All development shall be constructed to achieve a minimum rating of BREEAM 'very good'.

**Reason:** *To ensure development is sustainable and that necessary measures are taken with respect to mitigating environmental impacts with respect to climate change.*

## **ARCHAEOLOGY**

### **Condition A1: Written Scheme of Investigation / Method Statement for Archaeological Evaluation**

On any land with archaeological potential, no development shall be begun until a Written Scheme of Investigation has been submitted as part of the Prior approval Process and approved in writing by the Council as part of the prior approval process.

The Written Scheme of Investigation shall include a Method Statement which shall outline a programme of archaeological work including the proposed fieldwork techniques (including trial trenching and/or geophysical prospection) to identify archaeological deposits within IPM.

The Written Scheme of Investigation shall take account of the IPM Archaeological and Heritage Impact Assessment.

**Reason:** *The Site is of likely archaeological interest, as confirmed by the Historic Environmental Assessment.*

**Condition A2: Submission of Written Archaeological Report**

On any land with archaeological potential no development, other than that required to carry out archaeological work, shall be begun until a written report outlining the findings of archaeological fieldwork has been submitted to and approved in writing by the Council. The report must include:

- a description of the survey methods used;
- the location and size of trial trenches;
- a detailed summary of all archaeological deposits and evidence gathered;
- an assessment of the significance of all archaeological deposits and evidence gathered;
- a strategy for the preservation in situ of archaeological remains and/or further archaeological investigation and recording;
- Archaeological Post-Excavation Assessment Report and Updated Project Design;
- All future work must be carried out in accordance with the submitted report.

**Reason:** *To ensure all archaeological evidence is recorded and assessed and an appropriate strategy is in place for the preservation of archaeological deposits at IPM.*

**Condition A3: Post publication of results**

Provision must be made for the publication and dissemination of the results of the site investigation and archive deposition of the records and finds.

**Reason:** *To ensure all archaeological evidence is recorded to inform future phases of development.*

**Condition A4: Archaeology (Code of Conduct)**

All archaeological works shall be carried out in accordance with the Code of Conduct and relevant Standard and Guidance of the Chartered Institute for Archaeologists (CiFA) and in line with the Written Scheme of Investigation, Archaeological Report and updated Project Design as agreed with the Council.

**Reason:** *To ensure archaeological survey work is undertaken in accordance with appropriate professional standards and required to deliver works as submitted and approved by the Council.*

**EXTENSION OR ALTERATION**

**EA1: Building Materials on Extensions**

Any extension or alteration shall be constructed using materials which have a similar external appearance to those used for the original building being extended or altered and accord with the principles as set out in the Design Code.

**Reason:** *In the interests of the character and appearance of IPM.*

**EA2: Massing of Extended or Altered Buildings**

The height of any extended or altered building shall be in accordance with building height standards set out in the Design Code.

**Reason:** *To ensure extensions or alterations are undertaken in accordance with the Innovation Park Medway Design Code.*

**EA3: Highways Works associated with Extensions, Alterations and Change of Use**

Where any development undertaken through Schedule B or Schedule C of the LDO would require any work to a public highway or any road or footway to which the public will have right of access to, that development shall not be begun until details of the those highways works (including layout, geometry, dimensions, levels, gradients, surfacing, visibility splays and means of surface water drainage) have been submitted to and approved in writing by the Council.

Development undertaken through Schedule B or Schedule C of the LDO shall not be occupied until the approved highways works have been completed in accordance with the approved details.

**Reason:** *To ensure all highways works are constructed to an appropriate standard in the interests of highway safety.*

## **Informatives**

### INF1: Surface Water and Wheel Cleaning

It is contrary to Section 163 of the Highways Act 1980 for surface water from private development to drain onto the highway or discharge into the highway drainage system. All development should therefore be designed and constructed so that surface water, including that from wheel cleaning, does not drain into the public highway or the highway drainage system.

### INF2: Trade Effluent

The Water Industry Act 1991 states that any liquid produced wholly or in part from any trade or business activity carried out on your trade premises qualifies as trade effluent and therefore requires consent from United Utilities. Trade effluent control applies only to those discharges made to the foul sewer. No discharge of trade effluent should be made to the surface water sewer; this includes vehicle washes.

### INF3: Flood Risk and Drainage

When addressing flood risk and drainage, consideration should be given to opportunities to reduce the overall level of flood risk in the area and beyond through the layout and form of the development and the application of sustainable drainage systems (SuDS). New development should be sustainable and where appropriate contribute to the creation of infrastructure and communities that are safe from flooding for their intended lifetime through the use of SuDS.

Prior to any development involving the creation of hardstanding or impermeable surface, including the erection of ancillary structures or the extension of any existing building, it is advised that you discuss the management of surface water with the Environment Agency, the Lead Local Flood Authority and relevant Sewerage Undertaker. Applicants may be asked to provide information to allow for an assessment to be made of the appropriateness of the type of surface water drainage system for a proposed site, along with details of its extent/position, function and future management arrangements. SuDS should be properly designed and ensure that the maintenance and operation costs are proportionate and sustainable for the lifetime of the development.

### INF4: Applications to Remove or Vary a Condition under Section 73

Applications to remove or vary any condition imposed by the LDO may be made under Section 73 of the Act 1990 (as amended).

### INF5: Planning Applications

A normal planning application may be submitted under the Act 1990 (as amended) for development proposals within the LDO area which are outside the scope of the classes of permitted development set out in the LDO.

INF6: Section 106 contributions

Section 106 contributions will be secured if the required mitigation for the elements (as listed below) cannot be provided by the developer in order to mitigate the necessary effects of the development against the following:

- Air Quality;
- Highways; and
- Ecology.

The associated financial contribution will be calculated and agreed on a case-by-case basis during the pre-application discussions and the wording of the Grampian condition will be as follows:

*No development shall be commenced until details demonstrating how any [air quality/ highway/ecology] impacts of the development will be mitigated has been submitted to and approved in writing by the Council. Such mitigation may include financial contributions pursuant to section 106 of the Town and Country Planning Act 1990 (as amended).*



## **APPENDIX 1: INTERPRETATIONS AND DEFINITIONS**

*The LDO's appendices should be read in full to determine the precise details and requirements of the classes of the permitted development.*

**Archaeological & Heritage Impact Assessment** is referred to as the 'AHIA'.

*Provides an assessment of the historic or archaeological significance of a building or landscape within the wider setting of the Development*

**Associated Site Infrastructure and Facilities** are defined as:

- *The provision of a junction access onto the highway*
- *The provision of main access and utility services throughout IPM including electricity substations and associated electric lines, broadband connection, electric vehicle recharging points, gas and water*
- *The provision of hard standing areas required for disabled parking bays, designated loading and services bays, vehicle turning and circulation area*
- *The provision of multi-storey car parking facilities, surface car parking and temporary car parking (in accordance with the detail as set out in the Design Code)*
- *The erection of a gate, fence, wall or other means of enclosure;*
- *Street furniture as set out in the Design Code*
- *Soft landscaping as set out in the Design Code including Sustainable Drainage System (SuDS)*
- *Trees, hedges, vegetation and other areas of soft landscaping / public realm (in accordance with the detail as set out in the Design Code)*

**Authority Monitoring Report** is referred to as the 'AMR' and confirms:

Whether targets set in the Local Development Framework / the Local Plan have been achieved and confirms whether objectives behind policies / policy documents are still relevant.

**Construction Environmental Management Plan** is referred to as the 'CEMP'

*A CEMP outlines how a **construction** project will avoid, minimise or mitigate effects on the environment and surrounding area*

**Consultation Statement** is referred to as the 'Statement'

*This Statement sets out why and how both Councils have engaged with the local community and key stakeholders. It explores how feedback from the consultation influenced the Masterplan*

**Design Statement** means the Statement submitted in support of the Development and in accordance with the Self-Certification Form

**Development** has the same meaning as defined in Section 55 of the Town and Country Planning Act 1990 (as amended)

**Environmental Statement** is referred to as the 'ES' prepared by CampbellReith, dated January 2019 and includes reference to the following:

- SuDS Design prepared by CampbellReith, August 2018
- Flood Risk Assessment prepared by CampbellReith, August 2018
- Air Quality Assessment prepared by ACCOM, January 2019
- Noise Impact Assessment prepared by ACCOM, January 2019
- UXO Screening Study prepared by Fellows International, January 2019
- Ecological Impact Assessment prepared by BSG Ecology, September 2018
- Habitats Regulation Assessment Screening prepared by BSG Ecology, January 2019
- AONB Assessment prepared by LDA Design, January 2019
- Ground Conditions Desk Study prepared by CampbellReith, September 2018
- Utilities Assessment prepared by CampbellReith,

*The ES tests the Development against the likely environmental effects*

**Examination in Public** is referred to as "EiP"

**Environment Impact Assessment** is referred to as EIA

**Funding** means:

*A total of £8.1m has been awarded from central government's Local Growth Fund through the South East Local Enterprise Partnership (SELEP) to help bring this site forward for development, creating a hub for knowledge-based employment and innovation. Further funding has been awarded through the Growing Places Fund and Sector Support Fund to support the development of the Innovation Park Medway masterplan, Local Development Order and development proposals.*

**General Permitted Development Order** is referred to as 'GPDO 2015 (or any order amending, revoking and re-enacting that Order)

**Gross External Area** is referred to as 'GEA'

*GEA is defined as the total covered floor area inside a building envelope, including the external walls of a building as measured in accordance with the Royal Institution of Chartered Surveyors' Code of Measuring Practice, Sixth Edition published in May 2015;*

**Gross Value Added** is referred to as 'GVA' and means

*The measure of the value of goods and services produced in area, industry or sector of an economy.*

**Highways England** are referred to as 'HE'

**Innovation Park Medway** – is referred to as 'IPM'

**IPM Design Code** is referred to as the 'Design Code' prepared by LDA Design, January 2019

*Provides a manual for the design of the development within IPM and comprise both written and diagrammatic guidance. The Design Code will be used as a development facilitation tool and serve as a reference point for ongoing design processes. This document will focus on the characteristics desired for each area of the regeneration site and stipulate design guidance for all features considered critical to achieving them.*

**Landscape and Visual Impact Assessment** is referred to as 'LVIA'

*Is the assessment of evaluating the effect of IPM upon the surrounding landscape*

**Kent County Council** is referred to as 'KCC'

**Local Development Order** – is referred to as the 'LDO'

LDO Compliance Assessment Period means:

*The Council will issue written confirmation of compliance (or non-compliance) within 28 days of the receipt of the required information or may issue a request for further information. The Council will be deemed to have accepted the proposal if they fail to respond in writing (which may include a request for further information) within 28 days or receipt of the Self-Certification Form.*

*For the purposes of calculating the 28 day LDO Compliance Assessment Period, any Bank Holiday and any day between and inclusive of Christmas Eve and New Year's Day each year shall not be taken into account.*

**Masterplan Proposals** are referred to as the 'Masterplan' prepared by LDA design, dated January 2019

**Medway Council** – is referred to as 'the Council'

**Tonbridge & Malling Borough Council** is referred to as 'TMBC'

**The Town and Country Planning Act 1990** is referred to as the '1990 Act'

**The Planning and Compulsory Purchase Act 2004** is referred to as the '2004 Act'

**The Town and Country Planning Act 2008** is referred to as the '2008 Act'

**The Growth and Infrastructure Act 2013** is referred to as the '2013 Act'

**The Town and Country Planning (Development Management Procedure) (England) Order 2015** is referred to as the 'DMPO 2015'

**The Town and Country Planning (Environmental Impact Assessment) Regulations 2017** is referred to as ('EIA Regs 2017')

**The "IPM LDO area"** is defined as the area comprised within the red line boundary (Northern and Southern sites)

The time when development has '**begun**' has the same meaning as defined in Section 56 of the 1990 Act (as amended)

**North Kent Enterprise Zone** is referred to as 'NKEZ'

**National Planning Policy Framework** is referred to as the 'NPPF'

*The National Planning Policy Framework sets out the Government's planning policies for England and how these should be applied*

**Ownership means** *Parcels 1, 2 and 3 are owned by Medway Council. Currently, Parcel 1 is leased to Rochester Airport Ltd. Parcel 2 is leased by BAE Systems, with a small area of this parcel within the ownership of BAE Systems. Although owned by Medway Council, part of Parcel 1 lies within the neighbouring Borough of Tonbridge & Malling. Parcel 4 is privately owned. (See Figure 2).*

**Planning Practice Guidance** is referred to as 'PPG'

*The PPG replaces and consolidates 7,000 pages of planning guidance on topics including transport and design and it should be read in conjunction with the NPPF*

**Proposed Land Uses include:**

*Use Class B1 (Business)*

*Use Class B2 (General Industry)*

**Proposal means**

*The development of 101,000 sqm metres (GEA) of commercial floor space (Use Class B1 (Business) and Use Class B2 (General Industry) and associated infrastructure split over two sites within Rochester Airport*

*South East Local Enterprise Partnership is referred to as the 'SELEP' The SELEP is one of 38 LEPs which are established to provide clear vision and strategic leadership to drive sustainable private sector-led growth and job creation*

**Site Location** means the area defined by the red line on plan (Parameter Plan – Site Boundary) and described as:

*IPM is located on two areas of Rochester Airport which is a general aviation aerodrome on the southern edge of Rochester. It lies approximately 3.5 kilometres (km) to the south of Chatham and Rochester town centres and 57 km east of Central London. It is located approximately 1.4 km north of Junction 3 of the M2 motorway and 5.7 km north of Junction 6 of the M20 motorway, linking the site with London, the M25 motorway and Continental Europe thereby making the site an attractive location for business. Javelin Trains using of HS1 mean Rochester is just 37 minutes from Central London, whilst Eurostar services to Europe can be accessed from Ebbsfleet International Station.*

*IPM will be split into two separate areas each of which will comprise two distinct parcels with the overall area extending to 18.54ha. The Northern Area consists of a main parcel (Parcel 1) which currently forms part of Runway 16/34 and is made up of laid to well-maintained grass and a second parcel (Parcel 2) currently laid to concrete slabs with a secured palisade fence since it is used by BAE Systems as a car park area. The Southern Area consists of an eastern parcel (Parcel 3) which comprises the remnants of previously demolished structures, a small utilities structure and associated compound and an overflow car park for the adjacent Innovation Centre Medway. The western parcel (Parcel 4) comprises an operational caravan park, Woolmans Wood Caravan Park, which has capacity for approximately 100-125 caravans.*

*Parcels 1, 2 and 3 are owned by Medway Council. Currently, Parcel 1 is leased to Rochester Airport Ltd and Parcel 2 is to be leased by BAE Systems. Although owned by Medway Council part of Parcel 1 lies within the neighbouring Borough of Tonbridge & Malling. Parcel 4 is privately owned.*

*The LDO is intended to be in place for a period of 10 years and has been made to drive economic development through the delivery of IPM which will act as a new and vibrant employment hub for high-value technology, advanced manufacturing, engineering and knowledge-intensive businesses all as part of 21<sup>st</sup> century sustainable development.*

**Science Park trip rates** (the justification for the use of)

*The trip rates for Science Park uses are less than those from typical B1/B2 developments. This is due to the specialist nature of the end use found on Science Parks. The TRICS trip database confirms this in a survey at Cambridge Science Park. Technical Note T1 presents a review of the trip rates and associated trip generation.*

**Secretary of State** is referred to as 'SoS'

**Self-Certification Form** is referred to as 'the Form'

*Request to for confirmation that a development is compliant with the LDO*

**Standard Industrial Classification** is referred to as the 'SIC'

*The Standard Industrial Classification is a system for classifying industries by a four-digit code used by government agencies to classify industry areas*

**Statement of Community Involvement** is referred to as the 'SCI'

**Statement of Reasons** is referred to as the 'SoR'

**Transport Assessment** is referred to as the 'TA' prepared by CampbellReith, January 2019

*The TA assesses the transport issues relating to the Development following discussions and agreement with Kent County Council and Highways England. The TA identifies the measures that will be incorporated to mitigate the impacts of the Development.*

**Travel Plan Framework** is referred to as the 'TP' prepared by CampbellReith, September 2018

*Identifies the package of actions / works designed to encourage safe, healthy and sustainable travel options to IPM*

*The Masterplan forms part of the evidence base to the LDO*

**Uses** means high values technology, engineering, manufacturing and knowledge intensive businesses



## **APPENDIX 2:SELF-CERTIFICATION FORM**



Medway Council  
 Gun Wharf  
 Dock Road  
 Chatham  
 Kent  
 ME4 4TR  
 T: 01634 331 700  
 E: [regeneration@medway.gov.uk](mailto:regeneration@medway.gov.uk)  
 W: [www.medway.gov.uk](http://www.medway.gov.uk)

## SELF CERTIFICATION FORM FOR INNOVATION PARK MEDWAY LOCAL DEVELOPMENT ORDER

**(Request for confirmation that a development is compliant with the Local Development Order)**

This Form is available as a Word Document on request

This document should be read in conjunction with the Innovation Park Medway Local Development Order (IPM LDO). For interpretations and definitions, please see Appendix 1 of the LDO.

1. When to Use this Form			
<p>This form enables you to apply for Prior Approval confirmation that your scheme complies with the IPM LDO. If your application satisfies the Council's standards, this will be confirmed by the issuing of a "Lawful Development Certificate" by the Council.</p> <p>Prior to completing this form, contact must be made with the Council to arrange a pre-application meeting to discuss your proposal.</p> <p>Please contact us on 01634 331 700 or email us at <a href="mailto:planning.representations@medway.gov.uk">planning.representations@medway.gov.uk</a> to arrange the pre-application meeting</p>			
2. Pre-application reference number and date of meeting			
3. Applicant's Details (and Agent's details if applicable)			
Applicant's Name and Address		Agent's Name and Address	
Applicant's Telephone Number		Agent's Telephone Number	
Applicant's Email		Agent's Email	
Parcel Plot / Zone			

Address of Site	
<b>4. Details of Proposed Development</b>	
Please provide a description of the proposed development below	
<b>Existing Floor space schedule (if applicable)</b>	<b>Amount (GEA sqm) / Please state the hours of operation</b>
B1a Business (Office)	
B1b Business (Research and Development, studios, laboratories, high-technology industries)	
B1c Light Industrial	
B2 General Industrial	
<b>Total (GEA sqm)</b>	
<b>Proposed Floor space schedule (if already located at IPM)</b>	<b>Amount (GEA sqm) / Please state the hours of operation</b>
B1a Business (Office)	
B1b Business (Research and Development, studios, laboratories, high-technology industries)	
B1c Light Industrial	
B2 General Industrial	
<b>Total (GEA sqm)</b>	
Are there activities associated with the operation of the proposed use that will take place outside of the typical operating hours (0900hrs – 1700hrs)?  <i>Please provide details of the nature of activities, how often they will take place and the duration</i>	

**5. Confirmation of Schedule of Development**

Please indicate which of the following Schedules the development falls under:

*Schedule A – Building Development including the provision of Infrastructure, Facilities and Public Realm (p.37 of LDO)*

*Schedule B – Extensions or Alterations (p.39 of LDO)*

*Schedule C – Change of Use (p.40 of LDO)*

*Schedule D – Other Operations (p.41 of LDO)*

**6. Please explain how the proposed development accords with the overarching aims and ambitions of IPM**

**Business Innovation:** How do you consider your business to be innovative?

**Growth / Jobs:** What are your future growth plans including workforce and skills requirements?

**Quality of Design/Purpose of development:** The quality of each plot / provision of infrastructure is a significant factor in supporting firstly the vision and secondly, the types of quality businesses that will locate at IPM. How will your business accord with the vision of IPM set by the Four Big Moves? *For more information see Section 2 (p.10) of the Design Code.*

**Wider Contribution / Social Value:** What contribution can the business make? How will your business contribute to the local community and the wider Medway area?

**7. Design Code Compliance**

Code	Applicable Plots	Summary of Objectives	Not Applicable	Complie d With	Not Complie d with	Council to confirm	Document Reference / Comments <i>Please provide any additional detail explaining why (if applicable) your proposals do not comply and justification. Provide references to appropriate plans, documents or page numbers to support your response.</i>
<b>1. Parameter Plans</b>							
<b>Landscape</b>	All	<ul style="list-style-type: none"> <li>Proposals must work within the development envelope and respect the landscape framework set out in the approved parameter plan for IPM</li> </ul>					
<b>Access and Movement</b>	All	<ul style="list-style-type: none"> <li>Proposals must connect into the proposed access and movement hierarchy as set out in the approved parameter plan for IPM</li> </ul>					
<b>Building Heights</b>	All	<ul style="list-style-type: none"> <li>Proposals must comply with the development envelope and height parameters set out within the approved parameter plan for IPM; and be in accordance with the operational requirements of the airport.</li> </ul>					
<b>2. Site Wide Guidelines</b>							
<b>CA_01</b> Character area Guidance - Park Edge	All	<ul style="list-style-type: none"> <li>Part of the character area will be delivered in the initial phase, proposals should set the standard for later phases to tie in to ensure continuity of design and delivery of the wider development area.</li> <li>Proposals should provide high quality employment spaces of exemplary design quality.</li> </ul>					

		<ul style="list-style-type: none"> <li>Proposals should capitalise on proximity to the Runway Park to attract investors with demand for innovative employment spaces.</li> </ul>					
<b>CA_02</b> Character area Guidance - Runway Edge	All	<ul style="list-style-type: none"> <li>Proposals should respect site heritage and the unique landscape backdrop.</li> <li>Proposals are encouraged to provide pavilion typologies to accommodate start up organisations and SMEs, promoting a supportive network of like minded businesses embracing the ethos of enterprise.</li> </ul>					
<b>CA_03</b> Character area Guidance - Core	All	<ul style="list-style-type: none"> <li>Proposals should capitalise on direct access to the gateway street and the opportunity to create a higher density quarter for larger scale buildings.</li> </ul>					
<b>CA_04</b> Character area Guidance - Woodland	All	<ul style="list-style-type: none"> <li>Proposals should be in keeping with the woodland setting and promote the use of simple and refined palette of materials with a single main material utilised to create simple building forms, providing a strong and clear identity (e.g.: timber cladding).</li> <li>Proposals should encourage high quality design of frontages that will act as the front door to the southern plots and promote an appropriate sense of arrival.</li> </ul>					

3. Public Realm Codes						
<b>P1_TS</b> Palette – Tree Selection	All	<ul style="list-style-type: none"> <li>Proposals should select from a palette of different tree categories set out as an index by designers and those involved in the delivery of public realm at IPM to respond to the specific conditions of character areas and the public realm typologies proposed.</li> </ul>				
<b>P2_SL</b> Palette – Soft Landscape	All	<ul style="list-style-type: none"> <li>Proposals should select from a palette of different soft landscape categories set out as an index for designers and those involved in the delivery of public realm at IPM, to respond to the specific conditions of character areas and the public realm typologies proposed.</li> </ul>				
<b>P3_HL</b> Palette – Hard Landscape	All	<ul style="list-style-type: none"> <li>Proposals should select from a palette of different hard landscape categories set out as an index for designers and those involved in the delivery of public realm at IPM, to respond to the specific conditions of character areas and the public realm typologies proposed.</li> </ul>				
<b>P4_SF</b> Palette – Street Furniture	All	<ul style="list-style-type: none"> <li>Proposals should select from a palette of different street furniture categories set out as an index for designers and those involved in the delivery of public realm at IPM, to respond to the specific conditions of character areas and the public realm typologies proposed.</li> </ul>				
<b>ST_01</b> Design Code – Gateway Streets	All	<ul style="list-style-type: none"> <li>Proposals for the Gateway Streets should accentuate key arrival points and aid legibility through paving materiality, lighting and way-finding signage.</li> <li>They should be designed to aid movement, but also provide meeting or resting spots.</li> </ul>				

<b>ST_02</b> Design Code – The Boulevard	All	<ul style="list-style-type: none"> <li>Proposals for the The Boulevard should provide a formal avenue of trees that runs along its entire length, articulating a leafy and intimate environment with dappled light that differentiates it from all other types of streets cross the site.</li> <li>Proposals for The Boulevard should provide ‘softer’ boundaries to plots which will start to loosen-up the overall street-scene.</li> </ul>					
<b>ST_03</b> Design Code – Minor Access Streets	All	<ul style="list-style-type: none"> <li>Proposals for the Minor Access Streets should be defined from their primary and secondary counterparts by reduced road widths, less restrictions on boundary treatments which, together with the woodland setting, will result in a more relaxed and intimate environment. The design of the streets should promote a more people-oriented environment to encourage collaboration and innovation.</li> </ul>					
<b>LA_01</b> Design Code – The Woodland Typology	All	<ul style="list-style-type: none"> <li>Proposals for this typology should incorporate a naturalistic woodland planting character and brings a touch of nature into the scheme. The untouched and naturalistic appearance of the existing woodlands is to be both protected &amp; enhanced through the adoption of a ‘low intervention’ approach throughout, with reliance upon natural processes.</li> </ul>					
<b>LA_02</b> Design Code – The Parkland Typology	All	<ul style="list-style-type: none"> <li>Proposals should create a high quality green spine as the fundamental landscape structuring element which will create a clear identity and provide the high quality open space that investors demand from</li> </ul>					

		innovative employment sites to attract and retain skilled staff.					
<b>LA_03</b> Design Code – The Runway Edge Typology	All	<ul style="list-style-type: none"> <li>Proposals should create a landscape buffer between the operational airport and the IPM site, articulating a unique landscape backdrop punctuated by trees of distinction providing a seasonal set piece that puts people in touch with nature.</li> </ul>					
<b>LA_04</b> Design Code – The Plaza Typology	All	<ul style="list-style-type: none"> <li>The Plazas should be designed to serve as an integral piece of public realm where different landscape typologies converge.</li> </ul>					
<b>LA_05</b> Design Code – The Gateway Typology	All	<ul style="list-style-type: none"> <li>Gateways should present a high quality public realm and sense of enclosure that celebrates a sense of arrival and sets the tone for a place of distinction.</li> </ul>					
<b>4. Plot Passports</b>							
<b>BA_01</b> Building Aesthetics Guidance	All	<ul style="list-style-type: none"> <li>Use material complementary to the context and the unified colour palette to achieve visual consistency and brand identity</li> </ul>					
<b>SG_01</b> Sustainability Guidance	All	<ul style="list-style-type: none"> <li>Embrace the spirit of innovation by meeting, and where possible exceeding, the prevailing sustainability standards of their time</li> </ul>					
<b>BT_01</b> Boundary Treatment Guidance	All	<ul style="list-style-type: none"> <li>Balance the need for plot tenants to create secure businesses premises with the need to create an attractive and high quality environment for businesses and pedestrians.</li> </ul>					
<b>PG_01</b> Parking Guidance	All	<ul style="list-style-type: none"> <li>Ensure parking standards (such as parking space dimensions and maximum percentage of on plot parking) are adhered to.</li> <li>Encourage future proofed parking solutions that could unlock</li> </ul>					

		opportunities for intensification, particularly if a modal shift is achieved through successful delivery of more sustainable movement patterns.					
<b>PT_01</b> Plot Type - Gateway Plots	N1.1/N1.4/ N2.6/N3.7/ N4.1/N5.7	<ul style="list-style-type: none"> <li>• Create a sense of arrival and support site brand and identity through using active building frontages to address views into the site gateways;</li> <li>• Ensure the layout and physically and visual permeability of buildings encourage collaboration to 'spill out' of buildings into shared open spaces;</li> <li>• Enhance wayfinding and the rhythm of the street by positioning entrances along the primary frontage;</li> <li>• Encourage boundary treatment continuity, especially to areas that interact with active development edges (i.e. Laker Road, Maidstone Road and the airfield perimeter)</li> </ul>					
<b>PT_02</b> Plot Type – Park Edge Plots	N2.3/N2.4/ N3.2/N3.3/ N3.5/N3.6/ N4.3/N4.6	<ul style="list-style-type: none"> <li>• Design spill-out areas as multifunctional space fronting the park to accommodate a wide range of uses, events and activities that promote social interaction and collaboration;</li> <li>• Celebrate horticultural seasonality by providing a continuous changing palette of texture and colour;</li> <li>• Encourage ground floor uses that maximises opportunities to spill out into the public realm, the Runway Park should become an extension of the buildings;</li> <li>• Provide 'eyes on the street' with active uses/spaces overlooking the Runway Park</li> </ul>					

<p><b>PT_03</b> Plot Type - General Plots</p>	<p>N2.7/N4.2/ N4.4/N4.7/ N5.3/ N6.1/N6.2/ N7.2/S2.2/ S2.3</p>	<ul style="list-style-type: none"> <li>• Achieve continuity of building line for primary frontages whilst retaining a degree of flexibility;</li> <li>• Avoid over development on plot and allow for sufficient spatial separation between buildings;</li> <li>• Establish a consistent level of material quality and detail;</li> <li>• Animate the street frontages on both primary and secondary routes to create lively streets;</li> <li>• Encourage open boundaries to maximise the benefits of natural surveillance and overlooking.</li> </ul>					
<p><b>PT_04</b> Plot Type – Parking Deck Plots</p>	<p>N1.3/N2.5/ N3.4/N4.5/ N6.3/ N7.3</p>	<ul style="list-style-type: none"> <li>• Adopt facade treatments to contribute to the rhythm of the street;</li> <li>• Sensitive design response to massing to ensure it is designed to sit sensitively within clusters of developments and avoid visual impact (particularly in the woodland area);</li> <li>• Create planting and soft landscape buffers at side and rear of parking deck plots that are permeable;</li> <li>• Encourage planted privacy strips along building frontages to maintain security and privacy for the adjacent buildings</li> </ul>					
<p><b>PT_05</b> Plot Type – Runway Edge Plots</p>	<p>N5.1/N5.2/ N5.4/N5.5/ N5.6/ N7.2/N7.4/ N7.5</p>	<ul style="list-style-type: none"> <li>• Use and maintain trees of character planting at an acceptable height to form a secured boundary to the airfield;</li> <li>• Provide ‘pavilion’ typology buildings that can accommodate both business incubators and start-ups of a range of sizes;</li> <li>• Provide generous public realm and shared spaces to encourage incubator and start-up tenants</li> </ul>					

		collaboration and new ideas can be freely exchanged.					
<b>PT_06</b> Plot Type - Woodland Plots	N2.1/N2.2/ N6.4/S1.2/ S1.3/ S2.1	<ul style="list-style-type: none"> <li>• Ensure minimise tree loss through plot access;</li> <li>• Ensure car movements and parking are contained within the designated areas and provide car free cores to encourage collaboration;</li> <li>• Promote the use of simple and refined palette of materials with a single main material utilised to promote simple building form and provide a strong and clear identity.</li> </ul>					
<b>PT_07</b> Plot Type – Iconic Building Plots	N1.2/ S1.1	<ul style="list-style-type: none"> <li>• Ensure material selection and building articulation on iconic building plots is be subject to the highest level of consideration to respond to the landmark location and importance of these plots</li> <li>• Encourage iconic building frontages to be designed to feature office and/or reception areas overlooking key view corridors.</li> <li>• Encourage bold accent colours for iconic buildings along gateway frontages.</li> <li>• Encourage continuity and consistent quality that promotes the appropriate sense of arrival for a high quality employment area.</li> </ul>					

**8. Encouraging the Principles of Sustainable Travel**

Please state how the development accords with the measures set out in Framework Travel Plan

What incentives do you propose to encourage sustainable modes of travel? For instance, bike to work schemes, car sharing programmes and/or financial incentives through the provision of season passes to use local train / buses. Please also include details of the showers / wash room facilities, cycle parking etc. that will be provided as part of the development.

Please explain how your strategy of sustainable travel is/will be monitored and reviewed to comply with the IPM and national policy changes?

### 9. Vehicle Parking

Please provide the proposed number of parking spaces

Type of Vehicle	Total Spaces required / number of deliveries	On-plot	Deck car park	Temporary at-grade	Street parking
Car					
Disabled car parking spaces					
Vans / light good vehicles					
Heavy Good Vehicles					
Cycle					
Motorcycles					

### 10. Traffic Generation

What times do you anticipate the most traffic movements to occur in relation to your business (both AM and PM)?

**AM peak movements:**

**PM peak movements:**

For these peak times, please indicate the likely numbers of different types of traffic

**AM (enter time):**

Cars

Vans / light good vehicles

Heavy Good Vehicles

Cycle

Motorcycles

**PM (enter time):**

Cars

Vans / light good vehicles

Heavy Good Vehicles	
Cycle	
Motorcycles	
How have you arrived at these numbers (e.g. formal transport assessment, estimates based upon current business, knowledge of similar businesses)?	

11. Relevant Supporting Information and Plans – Checklist		
<i>All of the following supporting information and plans must be submitted with this application form at the required scale</i>	Yes	No
Completed LDO Self Certification Form		
Submission of BREEAM Pre-Assessment Form		
A location plan (1:1250 or 1:2500) showing direction of north, based upon an up-to-date map which identifies the site / plot edged red - (all plans must include a scale bar)		
Site Plan (drawn at a scale of 1:500 or 1:200) – (all plans must include a scale bar)		
Block plan of the site / plot (1:100 or 1:200 scale) including a scale bar – (all plans must include a scale bar)		
Proposed elevations (1:50 or 1:100 scale) and details of materiality including a scale bar - (all plans must include a scale bar)		
Proposed floor plans (1:50 or 1:100 scale) including a scale bar - (all plans must include a scale bar)		
Proposed sections and finished floor and site levels (1:50 or 1:100 scale), eaves and ridge heights - (all plans must include a scale bar)		
Design Statement		

12. Monitoring Data	
<b>Existing</b>	
How many jobs – both full time equivalent (FTE) and part-time	FTE: Part-time:
What type of jobs Please state number / type (Administrative / Professional etc.)	
Internal floor space (in sqm)	
Do you have established links with Educational Institutions (universities, colleges, schools or other), Medical Institutions, specialised businesses and/or any other organisations.  If yes, please state which and explain how links are forged / created, i.e., do you offer work experience routes / paid internships / do you seek graduates directly from the Universities	
Level of Gross Value Added (GVA)  *For consistency across all prior approval applications please use the method below to calculate the GVA.	£
<b>Proposed</b>	
How many jobs will be created – both full time equivalent (FTE) and part-time	FTE: Part-time:
What type of jobs will be created? Please state number / type (Administrative / Professional etc.)	
Amount of internal floor space (in sqm)	
Do you propose to enhance / create links with Educational Institutions (universities, colleges, schools or other), Medical Institutions, specialised businesses and/or any other organisations.  If Yes, which?  If NO, why?	

Anticipated level of Gross Value Added (GVA) *For consistency across all prior approval applications please use the method below to calculate the GVA.	£
Please tick to confirm the following monitoring data will be provided annually:	
<ul style="list-style-type: none"> <li>- Floorspace delivery</li> <li>- Job creation</li> <li>- Trip generation (including staff mode of travel/traffic counts)</li> <li>- GVA</li> </ul>	<input type="checkbox"/>

<b>13. Notice to Landowner</b>		
Notice must be served on the Landowner prior to the submission of this form. Please provide the necessary details as shown at Appendix 2		
Name of Owner	Address	Date notice served
Signed (Applicant / Agent)	Date	

#### 14. Declaration

I/we hereby apply for confirmation of compliance with the IPM LDO as described in this form and the accompanying plans/drawings and additional information. I/we confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine opinions of the person(s) giving them. I/we confirm that a copy of this application form and accompanying plans/drawings and additional information has been submitted to the Council.

**Signed**

xxx

**Date**

(xx/xx/xxxx)

**\*GVA calculation method:** GVA is calculated from the companies last set of accounts by adding salary & wage costs, pre-tax profit and depreciation. This is then divided by the number of FT employees to give GVA per employee.

***Please return to:***

*Medway Council  
Gun Wharf  
Dock Road  
Chatham  
Kent  
ME4 4TR*

***Please clearly mark all correspondence as an "Application under IPM LDO".***



## **Appendix 1**

### **Guidance notes for IPM LDO Self-Certification Form**

**Seeking prior approval:**

**Step 1:** Arrange a pre-application discussion with officers at Council

**Step 2:** Complete Self-Certification Form following discussion with Council

**Step 3:** Consult the Design Code and masterplan for more detailed guidance

Step 4: Submit Self-Certification Form with all necessary supporting evidence including evidence of the pre-application discussion (date and note of advice given by officers from Council) and confirmation of compliance with the Design Code. This will be corroborated by officers.

**Step 4:** await response within 28 days of submission being validated.

Document	Additional Notes
A completed LDO Self Certification Form (This form)	This ensures all relevant and necessary questions are answered, appropriate information is provided and declarations are signed
A location plan (1:1250 or 1:2500) showing direction of north, based upon an up-to-date map which identifies the site / plot edged red - (all plans must include a scale bar)	Plans should show at least two named roads and surrounding buildings / plots named or numbered. The red line should include all land necessary to carry out the development subject of this application. This includes any land required for access to the site from a public highway, visibility splays and landscaping
Site Plan or Block Plan drawn at a scale of 1:500 or 1:200 - (all plans must include a scale bar)	This should accurately show: a) the direction of north; b) the proposed development of the plot in relation to the plot boundaries and the wider development of Innovation Park Medway c) all buildings, roads and footpaths adjoining the plot including access arrangements to the plot
Other plans and drawings or information necessary to describe the subject of this application - (all plans must include a scale bar)	Site survey plan (at the same scale as site or block plan) should show: plot boundaries; the type and height of boundary treatment; the position of any building(s) or structure(s) surrounding the plot
Proposed Elevations (1:50 or 1:100 scale) including a scale bar - (all plans must include a scale bar)	All elevations must be shown with written dimensions of height, width and depth and these should also indicate where possible the proposed building materials in accordance with the submitted design code.  Where a proposed elevation adjoins another building or is in close proximity, the drawing should clearly show the relationship between them and detail the positions of openings on each property
Proposed floor plans (1:50 or 1:100 scale) including a scale bar	These should explain the proposal in detail

- (all plans must include a scale bar)	
Proposed sections and finished floor and site levels (1:50 or 1:100 scale) - (all plans must include a scale bar)	Cross sections through the building should be shown. Full information should be submitted to demonstrate how the new building(s) relate to neighbouring development including floor levels, eaves and ridge heights.
Design Statement	Details the approach, justification, detail of the design of the plot, public realm or infrastructure, and describes the standards of accessibility that would be designed into the development (where necessary)
Design Code Compliance Checklist (This Form)	Completion of the relevant IPM design code compliance checklist
BREEAM Pre-Assessment Form	Confirms how the development will achieve its BREEAM rating



## **Appendix 2**

### **Notice to Landowner template**

Name  
Street  
Town  
County  
Postcode

Xxx  
Xxx  
xxx  
T: xxx

Your ref: xxx  
Our ref: xxx

(Insert Date xxx/xx/xxxx)

Dear Sir / Madam

**TOWN AND COUNTRY PLANNING (DEVELOPMENT MANAGEMENT PROCEDURE)  
(ENGLAND) ORDER 2015**

**NOTICE UNDER ARTICLE 13 OF NOTIFICATION OF SUBMISSION OF PRIOR  
APPROVAL APPLICATION AT IPM**

We give notice that xxx is applying to Medway Council for:

*(Please set out the description of development as agreed with the Council as part of the pre-application discussions)*

Any owner of the land who wishes to make representations about this prior approval application should write to:

Medway Council  
Gun Wharf  
Dock Road  
Chatham  
Kent  
ME4 4TR

By xxx (i.e. 21 days from the date of this notice).

Should you have any queries, please do not hesitate to contact me.

**Yours sincerely / Yours faithfully**

xxx

E: xxx  
T: xxx  
M: xxx

## **APPENDIX 3: INTENTION TO START ON-SITE FORM**



Medway Council  
 Gun Wharf  
 Dock Road  
 Chatham  
 Kent  
 ME4 4TR  
 T: 01634 331 700  
 E: [regeneration@medway.gov.uk](mailto:regeneration@medway.gov.uk)  
 W: [www.medway.gov.uk](http://www.medway.gov.uk)

**INTENTION TO START ON-SITE FORM**

**NOTICE OF COMMENCEMENT OF DEVELOPMENT TO MEDWAY COUNCIL WITHIN  
 INNOVATION PARK MEDWAY**

This Form is available as a Word Document on request

<b>ADDRESS OF DEVELOPMENT PLOT / ZONE</b>			
<b>DETAILS OF PROPOSED DEVELOPMENT</b>			
<b>COMMENCEMENT OF DEVELOPMENT ON:</b> (XX/XX/XX)			
<b>FOR AND ON BEHALF OF</b> (Name and address of business / proposed occupier)			
<b>CONTACT NAME</b> (Of developer)		<b>CONTACT NUMBER</b> (Of developer)	
<b>SIGNED</b> (Of developer)		<b>DATE</b> (XX/XX/XX)	
<b>SIGNED</b> (By business / proposed occupier)		<b>DATE</b> (XX/XX/XX)	

***Please return to either:***

[regeneration@medway.gov.uk](mailto:regeneration@medway.gov.uk)

***Or***

*Medway Council  
Gun Wharf  
Dock Road  
Chatham  
Kent  
ME4 4TR*

***Please clearly mark all correspondence as “Notice of Commencement of Development”***



## **APPENDIX 4: DESIGN CODE**



# Innovation Park Medway Design Code

LD&DESIGN

1.1 6278\_R002E



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Version: 5  
 Version date: 19/02/2019  
 Comment: Final Report

This document has been prepared and checked  
 in accordance with ISO 9001:2000.





# 1.0

# INTRODUCTION

# 1. Introduction

## 1.1 Project summary

1.1.1 Innovation Park Medway (IPM) at Rochester Airport is an important redevelopment opportunity to shape the economic future of the region and has been on Medway Council’s regeneration agenda for a significant period of time.

1.1.2 Through social interaction and exchange of knowledge ‘Innovation Park Medway’ will offer up to 100,000 sqm of high quality, innovative commercial space in a prime location between London and the continent. Innovation Park Medway will be a magnet for high value technology, engineering, manufacturing and knowledge intensive businesses looking to grow in the south east, joining the 14,000 businesses which have already made Medway their home.

1.1.3 As an integral part of the North Kent Enterprise Zone, the site will offer access to world-class research and development and highly skilled talent through the cluster of Kent and Medway based universities.

1.1.4 The IPM masterplan outlines a robust plan for the key structuring elements that define the fundamental infrastructure corridors and spaces that will not only facilitate the marketing of serviced plots but also, crucially, provide a signpost of the quality of place that will emerge.

## 1.2 Purpose of the Document

1.2.1 This Design Code, prepared by LDA Design on behalf of Medway Council and Tonbridge & Malling Borough Council, will be used as a development facilitation tool and serve as a reference point for ongoing design processes. This document will focus on the characteristics desired for each area of the regeneration site and stipulate design rules for all features considered critical to achieving them. It will also facilitate the quick resolution of future prior approvals that will be taken forward.

1.2.2 This Design Code provide a manual for the design of future development proposals within the IPM masterplan area and comprise both written and diagrammatic instructions. The instructions build on the Parameter Plans and provide the next layer of guidance, and fix tighter parameters that detailed development proposals should adhere to.

1.2.3 This Design Code should be read alongside the masterplan containing the parameter plans.

1.2.4 Future development proposals permitted through the LDO will need to conform to, where appropriate, planning conditions and the Design Code which accompany the LDO.

1.2.5 The primary purpose of the Design Code is to:

- \* Provide robust and tested guidance to inform future development proposals;
- \* Ensure each character area to be distinctive and recognisable whilst achieving coherent overall identity across the site as a whole;
- \* Ensure high quality design for streets, open spaces, plots and buildings;
- \* Create connection to landscape corridors to enhance wider connectivity between IPM and neighbouring developments;
- \* Positively influence future development in Rochester Airport Industrial Estate and Laker Road Industrial Estate.

## 1.3 Structure of the Document

1.3.1 The document is structured as follows:

**\* Section 1.0 – Introduction**

Building on a brief summary of project background and policy context, Section 1.0 will present the manual to use this document.

**\* Section 2.0 – Vision**

This section will provide an overarching summary of the design and placemaking objectives for the regeneration site, and of individual character areas outlined in the masterplan.

**\* Section 3.0 – Sitewide Guidelines**

The masterplan for IPM has been defined by a series of key structuring guidelines, including planning parameters and the urban design framework. The guidelines are applicable to the whole development area and are not character area specific, to ensure sitewide consistency. These are set out in Section 3.0 of this document.

**\* Section 4.0 – Public Realm Design Codes**

For the vision and sitewide guidelines to be achieved, a series of design codes, relating to streets and open spaces, should be adhered to. These are set out in Section 4.0 of this document.

**\* Section 5.0 – Plot Passports**

The last section will introduce Plot Passports as simple and succinct summaries of the design parameters for different types of plots to better facilitate future development proposals.

## 1.4 How to use this Design Code

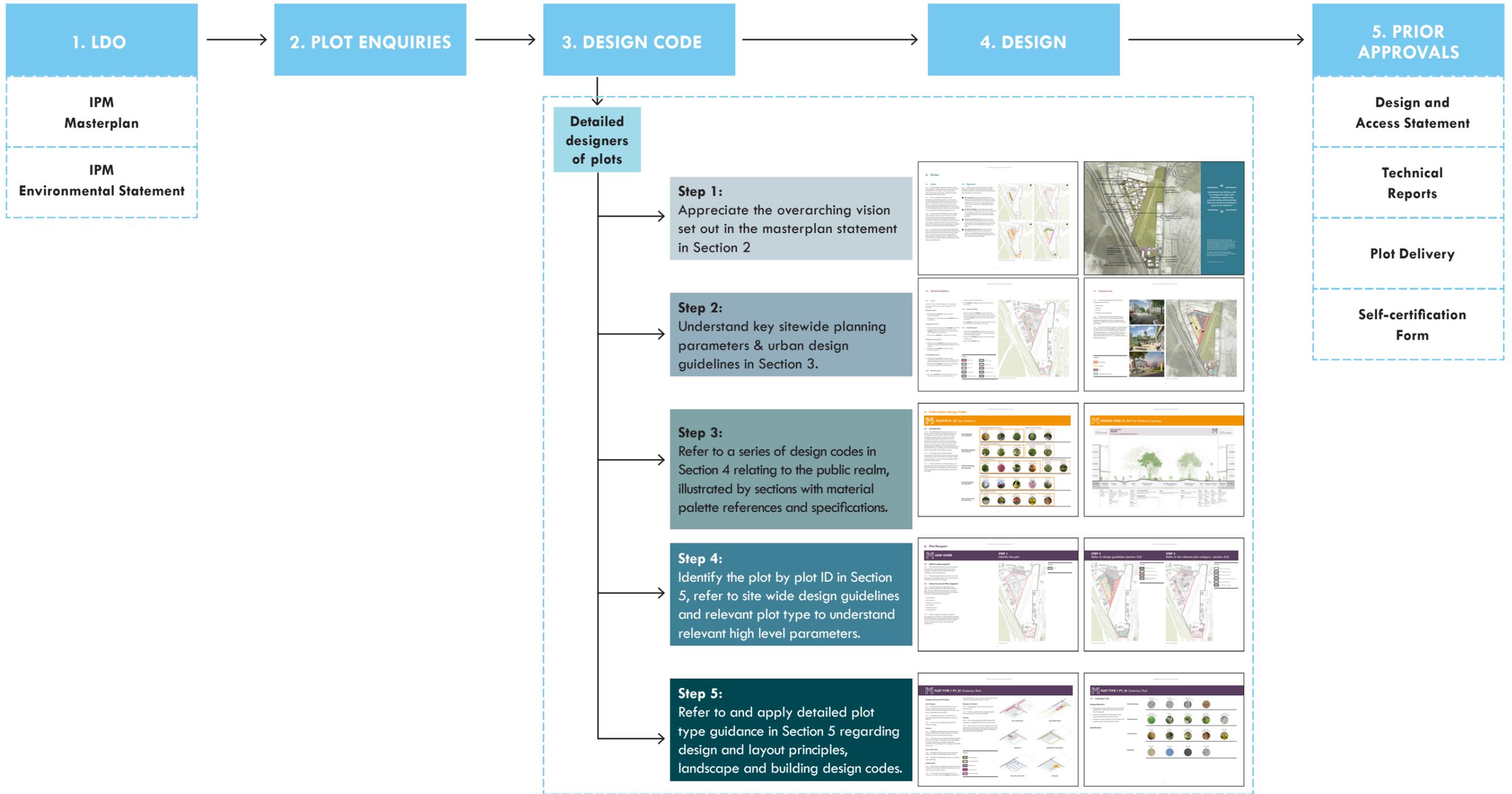
1.4.1 The Design Code covers the IPM masterplan area.

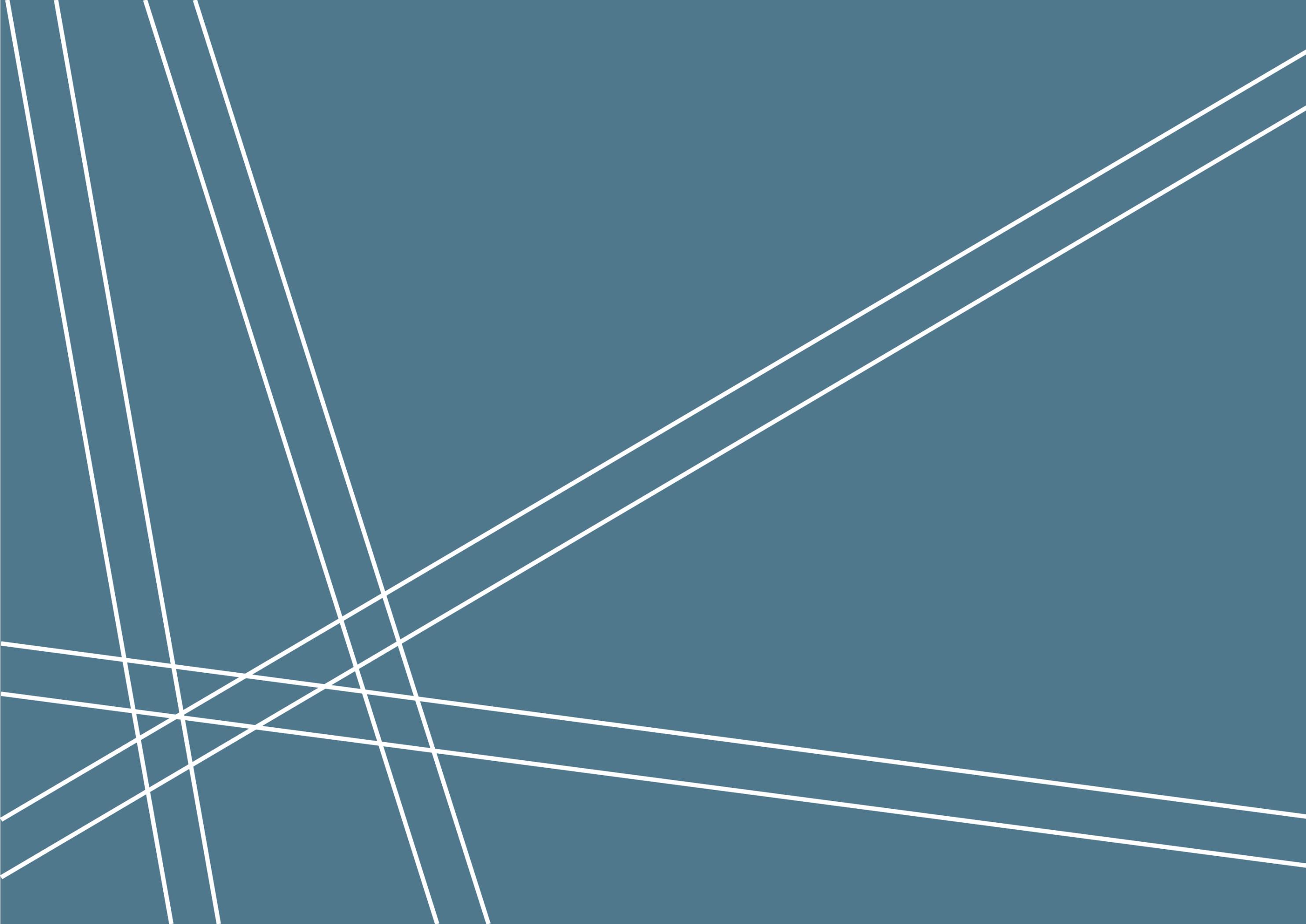
1.4.2 Coding relates to urban design principles only; it is ‘style neutral’ in architectural terms and future prior approvals for development proposals should justify detailed design responses.

1.4.3 The interpretation of each code will be influenced by site specific design and viability considerations that apply to each development parcel.

- \* It is recommended that formal pre-application discussions are conducted between designers and planning officers in advance of applicants submitting the requisite design material to satisfy planning validation requirements.

1.5 Roadmap







# 2.0 VISION

## 2. Vision

### 2.1 Vision

2.1.1 All users of this Design Code document should be aware of the overarching vision for the site as summarised below. Further information on design intent and site wide guidance is provided in section 3.0

2.1.2 The IPM masterplan outlines a vision that will deliver a high quality innovation park, and flexible plots to attract a wide range of high-value technology, engineering, manufacturing and knowledge-intensive businesses.

2.1.3 The overarching masterplan framework retains flexibility for detailed development proposals to come forward for individual plots in a phased manner, which will help to accommodate the evolving requirements of future occupants. The first phase will set the standard and later phases must tie in to ensure continuity of materials and quality of design and delivery of IPM.

2.1.4 The IPM masterplan is underpinned by a set of parameters and these, along with the accompanying Design Code, will become a mechanism to control development proposals so that they accord with the vision and the intended placemaking objectives.

2.1.5 The core vision for IPM is to create a place where people and businesses belong, make connections, test ideas and be inspired. The enhanced entrepreneurial connectivity will also be underpinned by physical connectivity, ultimately fostering an environment that encourages collaboration and innovation. This new network of innovators will have the opportunity to upskill and share knowledge with the wider community.

2.1.6 By creating a welcoming, flexible and durable space that fosters entrepreneurial activity, Medway will attract the right mix of businesses and secure quality jobs to retain local people and their skills. IPM can help change the public perception of Medway from a commuter belt to a place where people, businesses and ideas grow and flourish.

### 2.2 Big moves

2.2.1 The project has four big design moves that define the masterplan: the runway park, iconic buildings, pedestrian friendly clusters and intelligently placed landscape character areas.

- 1 **The runway park:** the proposed green spine is aligned to the existing runway that is planned for closure, serving as a significant structural element of the masterplan which seeks to function as a high quality piece of open space as well as an instrument to attract investment.
- 2 **Iconic buildings:** a perceptual link is made between two iconic tower buildings to the north and south of the site, creating a 'dialogue' between the two.
- 3 **Pedestrian friendly clusters:** in order to promote social interaction and collaboration, the clusters are designed as free flowing pedestrian areas with vehicular movements captured by strategic car parks.
- 4 **Four landscape character** areas are identified including; park edge, outdoor collaboration 'rooms', runway edge and woodland. These distinct areas in turn influence the identity of each zone within the Innovation Park.

NOTE: Indicative locations are provided for 'outdoor collaboration rooms' that indicate a site wide aspiration to create space for innovation in open spaces that connect buildings.

#### Legend

- Park Edge plots
- Woodland clusters
- Runway Edge cluster with trees of character maintained to acceptable height
- Outdoor collaboration rooms

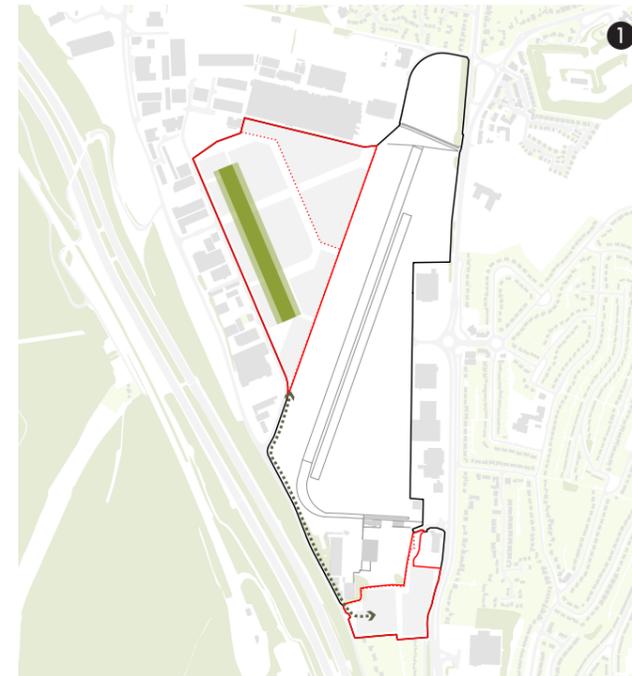


Figure 2.1. A Runway Park

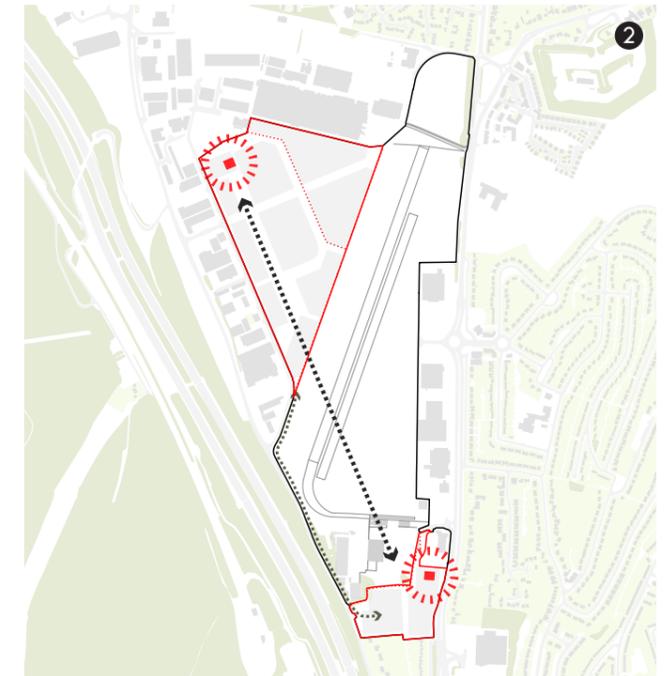


Figure 2.2. Iconic Buildings

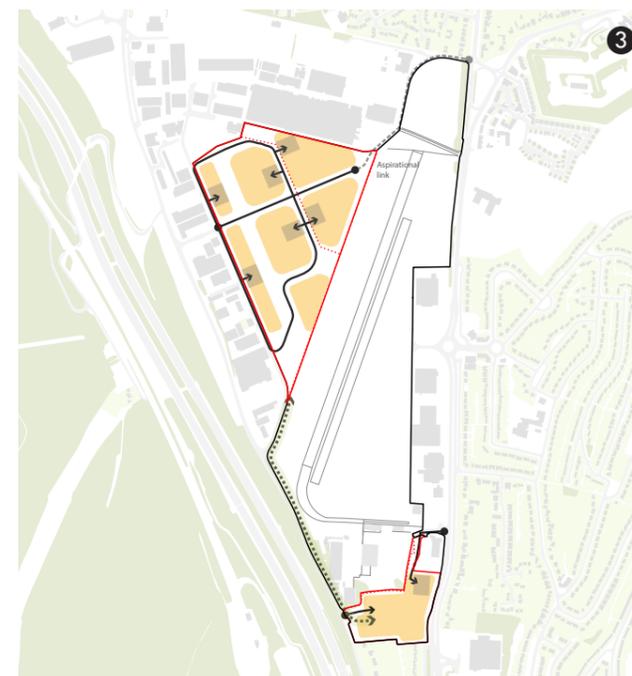


Figure 2.3. Pedestrian Friendly Clusters

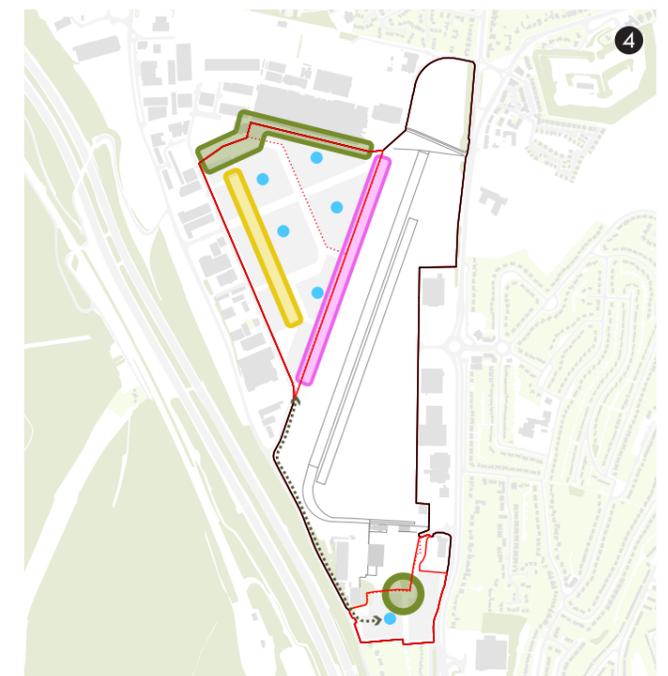


Figure 2.4. Landscape Character Areas



Potential iconic building in a new woodland setting that enhances boundary



Outdoor rooms / collaboration spaces



Runway Park



Plaza



Potential link within site boundary for pedestrian connectivity to shared amenities



Outdoor rooms / collaboration spaces



Outdoor rooms / collaboration spaces



Landscaped Runway Edge with trees maintained to acceptable height



Innovation cluster in Woodland setting

“

Innovation Park Medway will be a magnet for high value technology, engineering, manufacturing and knowledge intensive businesses looking to grow in the south east

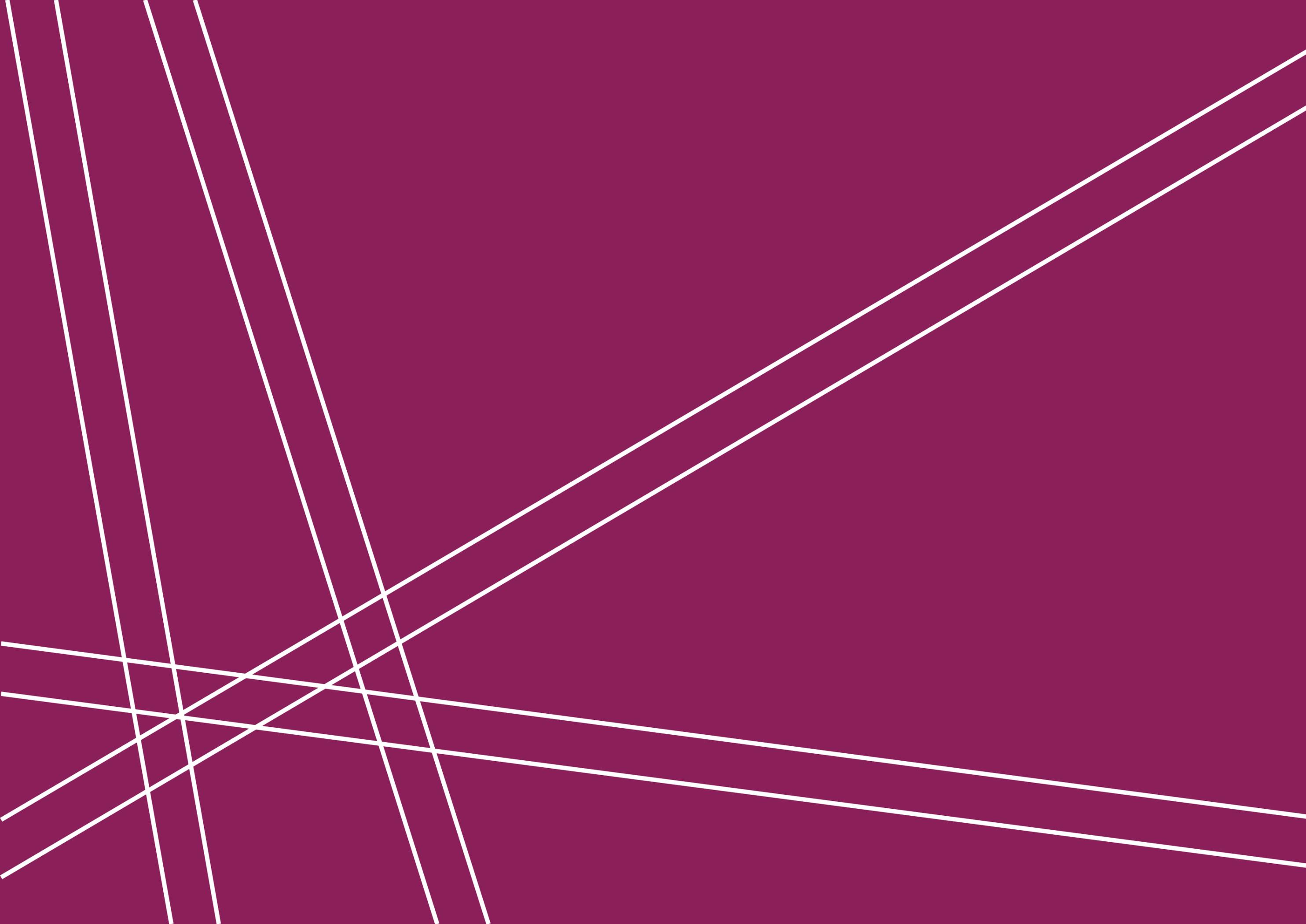
”

The IPM illustrative masterplan provides a spatial representation of the vision for IPM. The masterplan incorporates the key design moves which are underpinned by an understanding of the site opportunities and constraints whilst also exploring the creative opportunities to create a place of authenticity and distinction.

The Design Code will provide parameters that detailed development proposals should adhere to.

All future development proposals should be discussed with the necessary stakeholders and pre-application discussions regarding design approach are recommended in advance of submitting the requisite design materials to satisfy planning validation requirements.

Figure 1.2. IPM Illustrative Masterplan





# 3.0

## SITE WIDE GUIDELINES

### 3. Site Wide Guidelines

The following set of parameter plans set out the key layers that underpin the masterplan and are intended to guide future. The parameters include:

- \* The site boundary
- \* Landscape parameters
- \* Access parameters
- \* Building height parameters

#### 3.1 Landscape Parameters

3.1.1 ‘The Runway Park’ green spine at the heart of the northern parcel is inspired by the idea that a place can emerge around this fundamental placemaking framework over many years and many phases of development ... a place built around and underpinned by a strong landscape feature.

3.1.2 The vision for IPM features the concept of a wider ‘legacy landscape’, a landscape framework that sets out a very robust mechanism which will assist the phased delivery of plots over many years. The landscape framework, thus, will act as a long term generator of place, value and a tool that guides phased delivery of plots. Development plots also respect the existing landscape features such as the southern woodland area with associated root protection areas.

3.1.3 The landscape framework becomes the key piece of infrastructure, allowing efficient sequencing of delivery that ensures each subsequent phase ‘plugs into’ an overarching landscape framework to effectively bring together each parcel and each phase as a cohesive place. This approach delivers maximum flexibility as a framework that guides phasing, assists the delivery of key infrastructure and utilities and delivers a high quality place.

#### 3.2 Access and Movement Parameters

3.2.1 A number of points of access are proposed to connect the site to existing highways infrastructure. For the northern site, the central of the three points of access from Laker Road is proposed as a bus priority access point with cars using the northern/southern

access points to penetrate the site. This reduces conflicting movements at the crossroads.

3.2.2 Within each cluster space is allocated for a multi-storey decked parking solution which will allow the clusters to capture vehicles from the primary circulation loop and retain the Runway Park as a pedestrian friendly environment.

3.2.3 The quantum of parking to be provided ensures compliance with the current Medway parking standards. It is noted that these standards are a maximum, therefore reducing parking numbers will maintain compliancy. Minimum requirements will be met for accessible spaces, cycle parking and delivery space off the public highway. This can be managed on independent plots or through the shared use of decked parking structures and servicing areas. Based on expected accumulation of parking bay demand using Science Park trip rates, there may be potential to decrease the number of parking spaces required in the future.

#### 3.3 Building Height Parameters

3.3.1 The IPM illustrative masterplan generates a number of plots which can come forward for development in a flexible manner. Building heights proposed within these plots, as illustratively proposed on the building heights plan, work within the parameters set by the requirements of the adjacent continued use of the airport as an operational airport.

3.3.2 Airport safeguarding restricts building heights and a height contour is applied with the acceptable height of development increasing with distance from the runway. This is reflected in the heights parameter plan (figure 3.3).

3.3.3 Whilst the illustrative masterplan is flexible, any future development proposals for plots will need to consider and respect the maximum height of buildings and structures that may be accommodated within the safeguarded zones and with due consideration of the AONB and its setting.



**Legend**

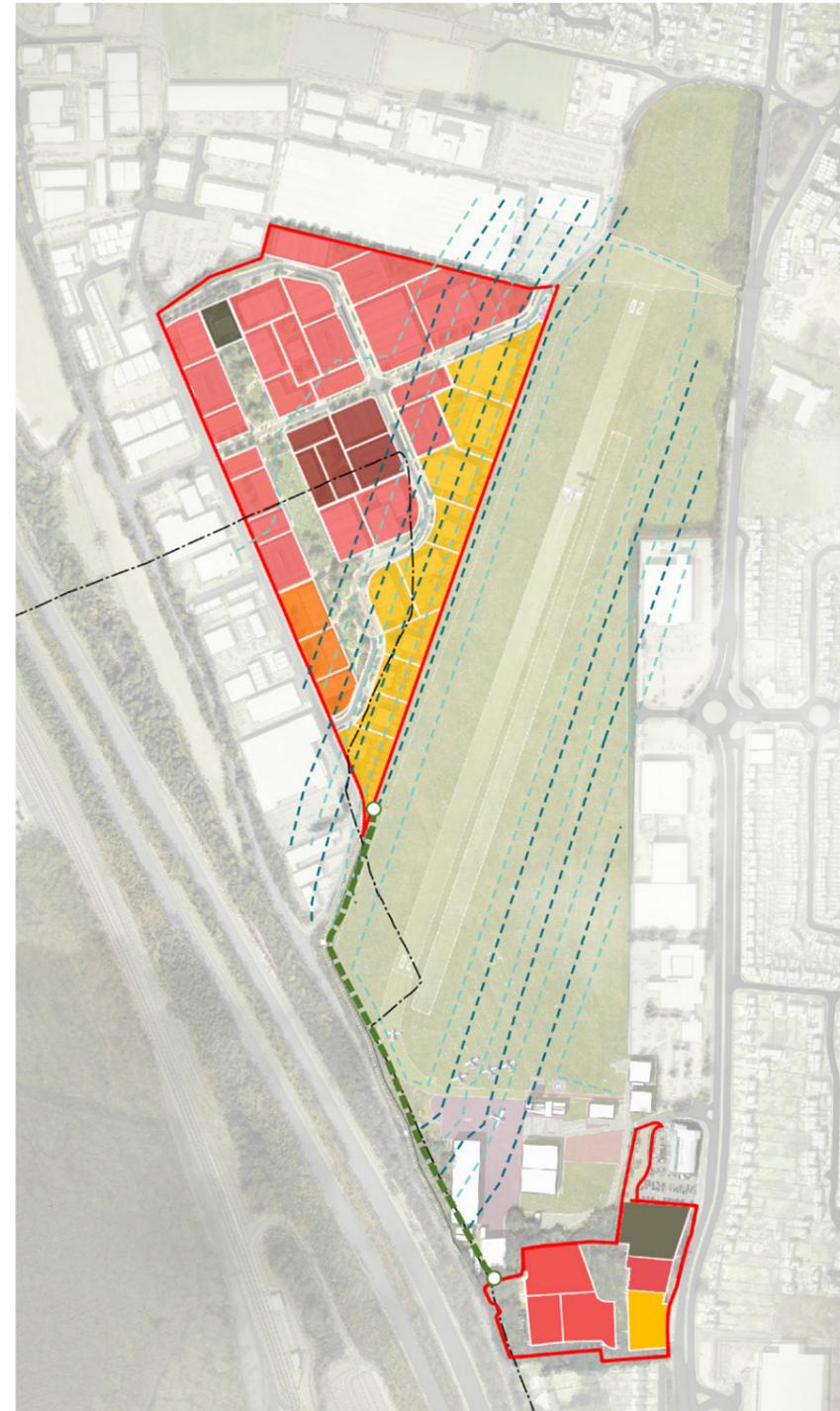
-  Site boundary
-  Medway Council and Tonbridge & Malling Borough Council boundary
-  Development parcels
-  Proposed landscape
-  Potential extension of the Runway Park
-  TPO

Figure 3.1. Landscape Parameters Plan



**Legend**

-  Site boundary
-  Medway Council and Tonbridge & Malling Borough Council boundary
-  Development parcels
-  Potential pedestrian link between sites within secured site boundary
-  Primary access points
-  Secondary access points
-  Potential long term access points
-  Bus priority access
-  Indicative primary access route
-  Secure pedestrian link within site boundary to connect north and south sites



**Legend**

-  Site boundary
-  Medway Council and Tonbridge & Malling Borough Council boundary
-  Rochester Airport Height Restriction 5m Contour
-  Potential pedestrian link between sites within secured site boundary
-  Up to 6 storeys
-  Up to 5 storeys
-  Up to 4 storeys
-  Up to 3 storeys
-  Up to 2 storeys

Figure 3.2. Access and Movement Parameters Plan

Figure 3.3. Building Height Parameters Plan

### 3.4 Site Wide Guidelines

3.4.1 All future prior approvals should make a clear justification for the architectural response and the design rationale discussed with planning officers.

3.4.2 A number of site wide design principles are suggested by the IPM Masterplan. These general principles explain the design intent behind the illustrative masterplan which, when considered together, explain how a place of quality can emerge over time to achieve the objectives of IPM.

#### Appropriate response to key facades:

- \* Generally, all facades **should** be designed to a good quality with the following locations identified as key facades that **should** respond to the indicative material palette suggested in this document.

#### Facing key spaces:

- \* Building frontage **should** be designed to high architectural quality.
- \* Building lines and on plot design features **should** define the road corridor with continuity.

#### Facing the runway Park:

- \* Active frontages and uses that encourage collaboration **should** be provided on all elevations overlooking the Runway park. These uses **should** be visible from the Park to encourage vibrancy to spill out into the public realm.
- \* Service access **should** be avoided at these frontages.
- \* Building frontage **should** be designed to high architectural quality with design rationale fully justified

#### Facing gateway entrances:

- \* Building frontage **should** address primary access road and gateways positively. Buildings **should** define the road corridor.
- \* Building frontage **should** be designed to high architectural quality with design rationale fully justified.

#### Facing Maidstone Road:

- \* Building frontage **should** be designed to a high architectural material quality as judged and agreed by

planning officers, design rationale **should** reference material selection and rhythm of Maidstone Road elevations to enhance a sense of arrival where appropriate.

- \* Building heights **should** be appropriate to the existing context and comply with the parameter plan.

#### Key open spaces

- \* Open spaces **should** be located strategically to capture the movements of pedestrian users and provide a space for enjoyment and social interaction.
- \* Plots **should** be designed in a way to cater for the key open spaces.

#### Fronts and backs

- \* The front of the plot **should** generally be where the plot meets the access corridor or key open space. In the instance that plot backs onto a key open space, the design of the plot **should** be appropriate to accommodate the open space.
- \* Plots **should** generally back onto the least public area e.g the retained runway along the eastern edge.

#### Iconic building plots

- \* Iconic building plots **should** appear different in style to the other general plots by using statement facade treatments, building layout and height **should** also emphasise the iconic character.
- \* The plot frontage **should** face the most publicly viewable aspect.

#### Legend

	Site boundary		Key frontage
	Front of plot		Runway park frontage
	Back of plot		Gateway frontage
	Gateway plot		Maidstone Road frontage
	Iconic Landscape		Potential pedestrian link between sites within secured site boundary
	Key open space		Iconic building plot

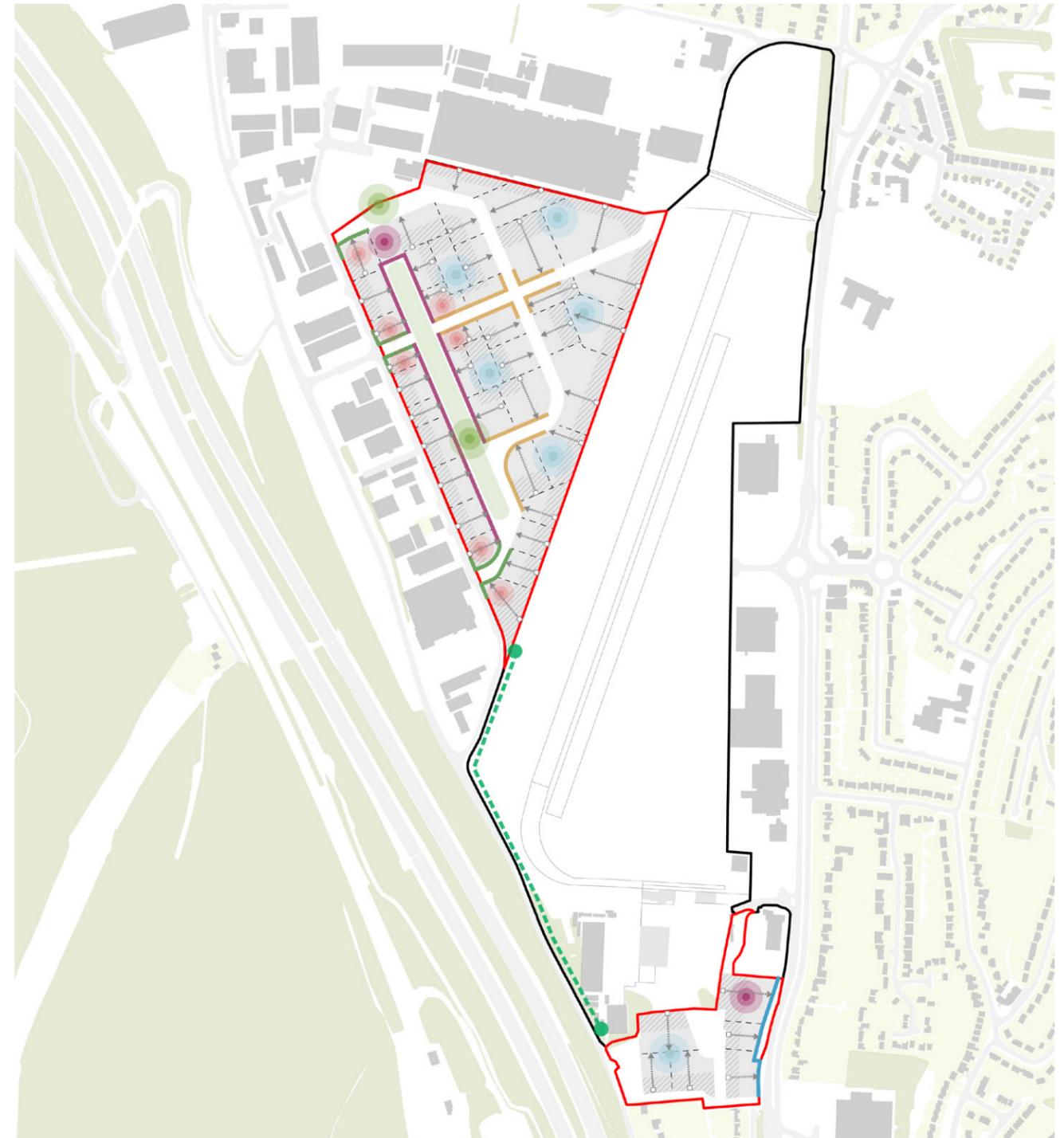


Figure 3.4. Urban Design Framework Plan

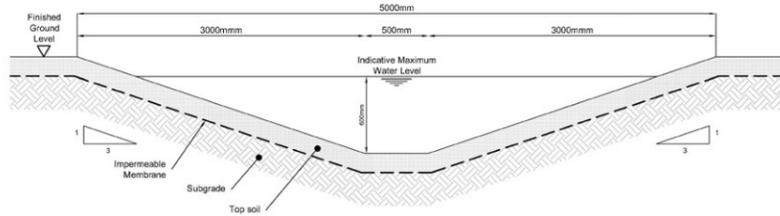
**Key open spaces**

- \* Strategic surface water drainage solution should be prepared for plots based upon a range of infiltration techniques that can be employed across the development.
- \* Surface water flood routing across the development should also route flood water in the extreme events away from building footprints into areas of containment, such as swales along the streets and landscaped green corridors, and open storage structures for parking plots and other hard surfaces.

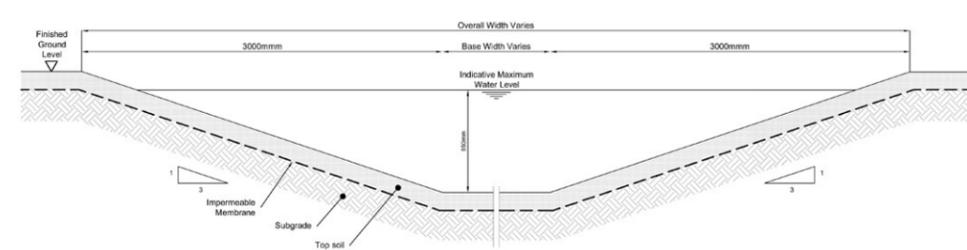
**Legend**

- Permeable paving
- Cellular storage
- Tree pits
- Dry basin
- Swales

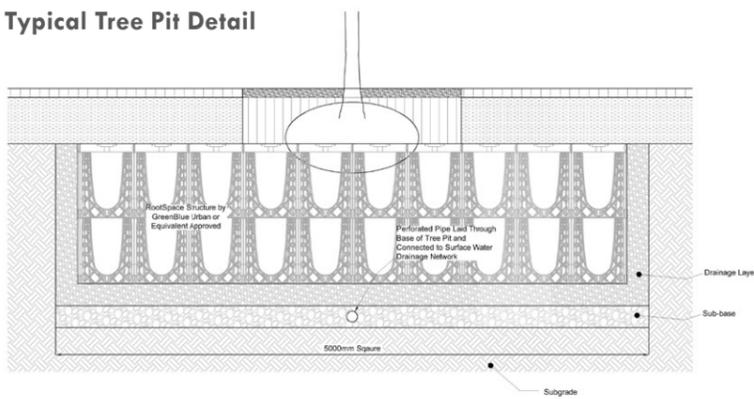
**Typical Swale Detail**



**Typical Dry Basin Detail**



**Typical Tree Pit Detail**



**Typical Below Ground Cellular Storage**

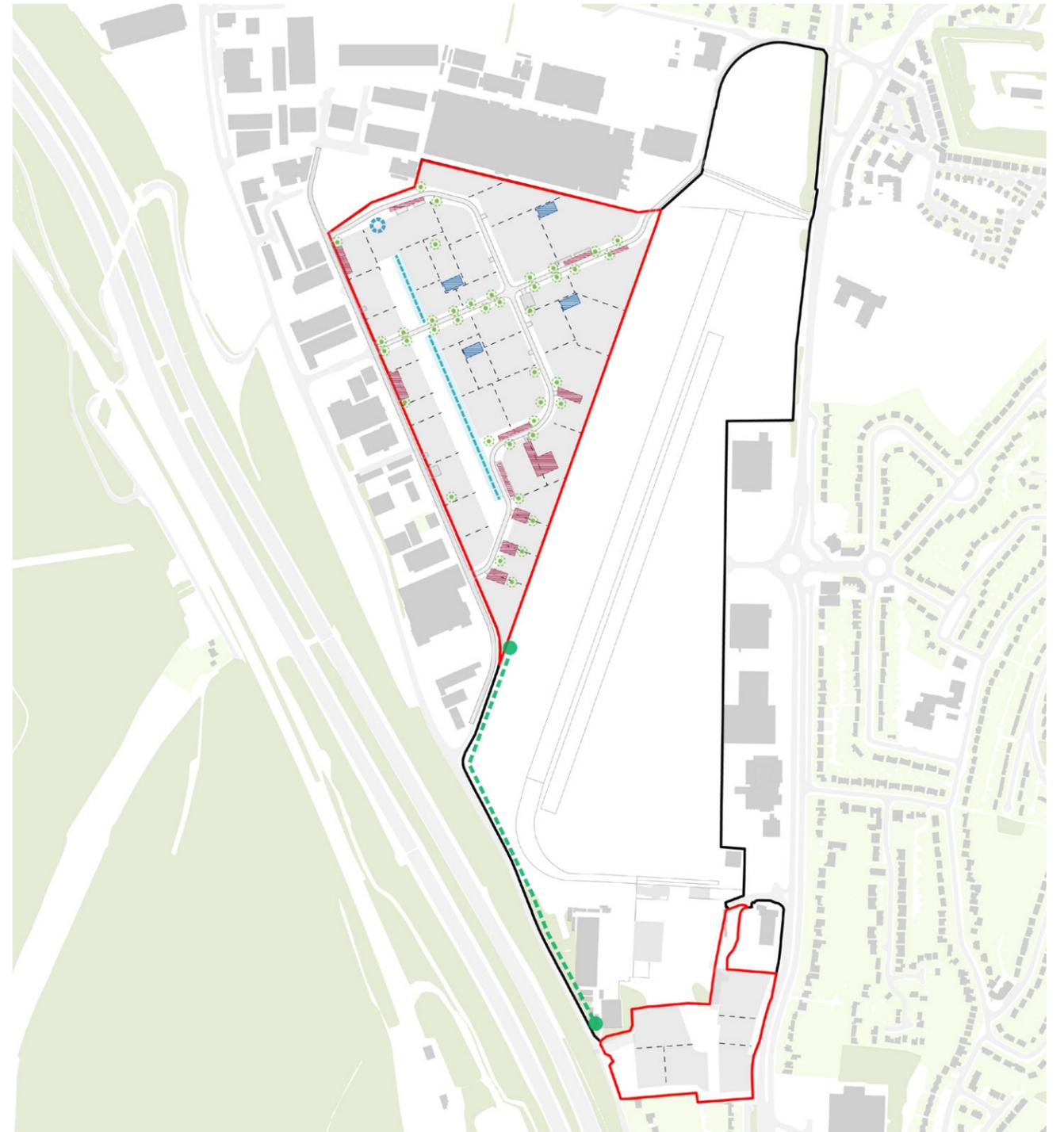
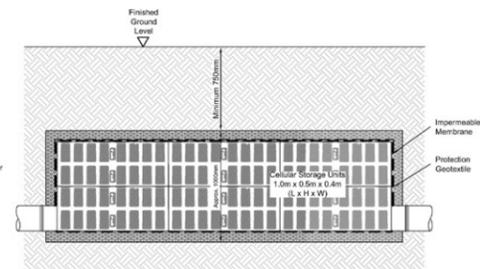


Figure 3.5. Drainage Plan

### 3.5 Character Areas

3.5.1 The IPM Masterplan outlines four proposed character areas:

- \* Runway Edge;
- \* Park Edge;
- \* Core; and
- \* Woodland and Landscape Edge

3.5.2 This document will offer supplementary guidance on how these character areas should be manifested and delivered on site in regard to their built form, composition, quality and materiality and landscaping.

3.5.3 By implementing the guidance outlined in this document, Innovation Park Medway will benefit from greater cohesion and an integrated design approach, ensuring the delivery of a scheme with a strong sense of place. The importance and details of this is outline in Section 3.1.

3.5.4 All future prior approvals **must** make a clear justification for the architectural response and the design rationale **must** reference how proposals support the design intent of the prevailing character area.



**Legend**

- Runway Edge
- Park Edge
- Core
- Woodland & Landscape Edge
- Potential pedestrian link between sites within secured site boundary



Figure 3.6. Character Areas Plan

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# CHARACTER AREA GUIDANCE CA\_01 Park Edge



Figure 3.7. Location map of Park Edge Character Area

## Character Area Summary & Vision

This character area is centred around the proposed green spine that will serve as a significant structural element of the masterplan, bounded by the Woodland Character Area to the north, Laker Road to the west, Core Area to the east and the proposed primary route to the south.

3.5.5 The development of this part of the site will form the gateway to IPM and will serve as an interface between the existing Laker Road industrial estate and the wider IPM development. In order to ensure IPM has a clear identity, development at this key location should comprise of high quality employment spaces, of an exemplary design quality.

3.5.6 Part of the character area will be delivered in the initial phase and will set the standard for later phases to tie in to ensure continuity of design and delivery of the wider development area.

3.5.7 The masterplan for this character area is driven by the desire to promote IPM as a whole, and to provide a strong sense of arrival.

### Likely Land Uses and Business Activities

3.5.8 The plots within this character area will benefit from attractive views over the Runway Park at the heart of the IPM development. As such these plots are suitable for prime B1/B2 spaces.

3.5.9 Due to close proximity to the integral structuring element of the masterplan and a primary forum for collaboration, the Runway Park, plots in this character area are best positioned to attract investors with demand for innovative employment site.

### Likely Building Form, Scale and Heights

3.5.10 The gateway buildings in the designated plots at the junction of the primary access route and Laker Road should be iconic in terms of design, and should be at a maximum of 5 storeys in height, excluding the iconic

building in plot N1.2 with a maximum height of 6 storeys.

3.5.11 The form and massing of the plots fronting both Laker Road and the Runway Park is more sensitive than those to the east due to the buildings' location within the wider landscape. These units should be at a maximum of 4 storeys in height, and may benefit from the use of materials from a similar palette to ensure visual continuity and consistency in design quality and delivery.

3.5.12 The development of this part of the site should be of a scale in keeping with neighbouring industrial development.

3.5.13 Simply detailed, bespoke contemporary architecture, in a sympathetic palette of materials and colour, may be appropriate for buildings fronting Laker Road These may take design cues from the elevational rhythms and proportions of the adjacent industrial estate.

3.5.14 For plots which overlook the AONB, sensitive materials are required to be used for design.

### Minimising risk of bird strike on airfield

3.5.15 Selection of species in the planting scheme **should** avoid small berried and nut bearing species in order to minimise attraction of large birds and/or flocks which could contribute to risk of bird strike on the airfield.

3.5.16 Sufficient bins **should** be located in the public realm to minimise litter and waste food that might attract gulls and contribute to risk of bird strike on the airfield. Sufficient space **should** be allocated for secure on-plot bin storage in visually unobtrusive locations, with a need to prevent bird access to litter and waste food that might attract gulls and contribute to risk of bird strike on the airfield.

3.5.17 Building design and maintenance strategy **should** consider potential roosting and nesting which could contribute to risk of bird strike on the airfield.



# M CHARACTER AREA GUIDANCE CA\_02 Runway Edge



Figure 3.8. Location map of Runway Edge Character Area

## Character Area Summary & Vision

This character area is located along the western boundary of the operational Rochester Airport, bounded by the Runway Edge and Core Character Areas to the west and Laker Road to the south.

3.5.18 The masterplan for this character area is driven by the desire to respect site heritage. The development plots within this character area will be nestled into a unique landscape backdrop, with pavilion typologies making a nod to the site heritage as 'hangars on the airport.'

3.5.19 Given its immediate proximity to the airfield and interaction with airfield perimeter, this character area has a vital role to play in defining means of enclosure to avoid casual intrusion and penetration into the restricted parts of the airport.

## Likely Land Uses and Business Activities

3.5.20 Plots in this character area will provide a unique offer for start up organisations and SMEs within a supportive network of like minded businesses embracing the ethos of enterprise.

3.5.21 This part of the site has the capacity to provide a range of varied high quality employment spaces, between 400 sqm to 2,100 sqm.

## Likely Building Form, Scale and Heights

3.5.22 The form and massing of these plots is more sensitive than those to the west due to their interface with the operational airfield. These units **should** be at a maximum of 2 storeys in height. The external massing of the hangars and their layout as a group are the most critical aspects. Future design proposals **should** consider the potential to explore a range of varied facade treatments and colours to emphasise the individuality of the hangar typologies.

3.5.23 Proposed hangar typologies within this character area need to be respectful of the setting, plots

designated to accommodate larger units **should** reflect the scale and proportion of the existing hangars.

3.5.24 There is relative freedom in the architectural style of this part of the site.

3.5.25 Generally low lying massing composition, responding to context and airport safeguarding restrictions on building heights. A height contour **should** be applied with the acceptable height of development increasing with distance from the runway. In the areas immediately adjacent to the airport to single storey structures, with single storey hangar typologies located along the Runway Edge.

## Minimising risk of bird strike on airfield

3.5.26 Selection of species in the planting scheme **should** avoid small berried and nut bearing species in order to minimise attraction of large birds and/or flocks which could contribute to risk of bird strike on the airfield.

3.5.27 Sufficient bins **should** be located in the public realm to minimise litter and waste food that might attract gulls and contribute to risk of bird strike on the airfield. Sufficient space **should** be allocated for secure on-plot bin storage in visually unobtrusive locations, with a need to prevent bird access to litter and waste food that might attract gulls and contribute to risk of bird strike on the airfield.

3.5.28 Building design and maintenance strategy **should** consider potential roosting and nesting which could contribute to risk of bird strike on the airfield.





## CHARACTER AREA GUIDANCE CA\_03 Core



Figure 3.9. Location map of Core Character Area

### Character Area Summary & Vision

This character area is situated at the heart of the IPM development, enclosed by other character areas and the Rochester Airport Industrial Estate to the north.

3.5.29 This area **should** comprise the larger scale buildings with a strong central street accommodating major vehicular and public transport linkages. Parking demand of this character area will be high and thus **should** to make efficient use of the designated multi-storey car parks and on-site parking spaces to not intrude on the street scene.

3.5.30 The Gateway Street to the area **should** be animated by the uses that front onto it with active frontages to ensure street continuity. The area **should** be animated by people arriving and leaving the site by public transport.

3.5.31 The masterplan for this character area is driven by the desire to promote a higher density quarter as it is further away from the airfield to the east and existing industrial estate to the west. The area requires an 'urban' design response to achieve the required development density and parking standards.

### Likely Land Uses and Business Activities

3.5.32 The plots within this character area will benefit from direct access to the Gateway Street which running across the northern site and larger building footprints to accommodate B1/B2 uses.

### Likely Building Form, Scale and Heights

3.5.33 Buildings in this character area **should** predominantly be 2 - 4 storey, with one plot at the centre of the area at a maximum of 5 storeys in height, and may benefit from the use of materials from a similar palette to ensure visual continuity and consistency in design quality and delivery.

3.5.34 Given the height of buildings in this character area, the level of articulation and architectural detail

to building form and facades **should** read from long, medium distances.

3.5.35 The development of this part of the site **should** be of a scale in keeping with neighbouring industrial development to the north;

3.5.36 Hybrids with discretely varied massing to achieve an interesting but coherent roof and streetscape.

### Minimising risk of bird strike on airfield

3.5.37 Selection of species in the planting scheme **should** avoid small berried and nut bearing species in order to minimise attraction of large birds and/or flocks which could contribute to risk of bird strike on the airfield.

3.5.38 Sufficient bins **should** be located in the public realm to minimise litter and waste food that might attract gulls and contribute to risk of bird strike on the airfield. Sufficient space **should** be allocated for secure on-plot bin storage in visually unobtrusive locations, with a need to prevent bird access to litter and waste food that might attract gulls and contribute to risk of bird strike on the airfield.

3.5.39 Building design and maintenance strategy **should** consider potential roosting and nesting which could contribute to risk of bird strike on the airfield.



# M CHARACTER AREA GUIDANCE CA\_04 Woodland



Figure 3.10. Location map of Woodland Character Area

## Character Area Summary & Vision

3.5.40 The development of this part of the site will form a natural edge complementing the existing industrial estate to the north and residential area to the south. This area forms the gateway of the site, complemented by two iconic buildings to define the quality and identity of IPM. As such development at this key location should comprise of high quality employment space.

3.5.41 Capitalising on the existing landscape asset of the site, this character area **should** deliver places with distinctive character, creating specific kinds of value. It will create an extraordinary environment within which moments of inspiration will occur and ideas can be exchanged.

3.5.42 The woodland **should** serve to prevent the visual coalescence of buildings in Phase 1 and allows for the creation of an attractive composition of buildings on the northern boundary of the site.

3.5.43 The woodland **should** provide an intimate setting to development, in particular providing for smaller scale business and incubation space. The woodland on the southern plot provides one of the most sheltered and intimate environments of the development and will be likely to attract interest from SMEs to form creative clusters in the landscape setting. There will therefore be opportunities for small scale public spaces and opportunities to enliven these with bespoke street furniture.

## Likely Land Uses and Business Activities

3.5.44 The plots within this character area will benefit from attractive views over the woodland setting at the heart of the IPM development. As such these plots are suitable for prime B1/B2 spaces.

3.5.45 Due to close proximity to the integral structuring element of the masterplan and a primary forum for collaboration, the Runway Park, plots in this

character area are best positioned to attract investors with demand for innovative employment site.

## Likely Building Form, Scale and Heights

3.5.46 Plots designated to accommodate iconic buildings **should** be designed as landmarks in terms of quality and should be at a maximum of six storeys in height.

3.5.47 Whilst being sensitive to the landscape heritage aspects of the scheme, new build on other plots **should** also achieve high quality in architectural design and building materials due to their visibility from existing main transport routes.

3.5.48 Development **should** encourage high quality design of plot frontages that will act as the front door to the southern plots and promote an appropriate sense of arrival. Promote the use of simple and refined palette of materials with a single main material utilised to promote simple building form and provide a strong and clear identity (e.g.: timber cladding).

## Minimising risk of bird strike on airfield

3.5.49 Selection of species in the planting scheme **should** avoid small berried and nut bearing species in order to minimise attraction of large birds and/or flocks which could contribute to risk of bird strike on the airfield.

3.5.50 Sufficient bins **should** be located in the public realm to minimise litter and waste food that might attract gulls and contribute to risk of bird strike on the airfield. Sufficient space **should** be allocated for secure on-plot bin storage in visually unobtrusive locations, with a need to prevent bird access to litter and waste food that might attract gulls and contribute to risk of bird strike on the airfield.

3.5.51 Building design and maintenance strategy **should** consider potential roosting and nesting which could contribute to risk of bird strike on the airfield.



### 3.6 Street Design Guidelines

3.6.1 The overall hierarchy and structure of streets within the development is set out in the Street Hierarchy Plan (Figure 3.11).

3.6.2 The Street Design Guidelines set out more detailed specifications for three different types of streets on the site, each with differing characteristics which dictate how pedestrians and traffic use the route as well as the character and feel of it. The following section sets out the general design principles and specifications for each of the following street types:

- \* Gateway Streets
- \* The Boulevard
- \* Minor Access Streets

3.6.3 Specific codes for individual street types are set out in sections 4.7- 4.9. They have been coded to contain specific tree selection palette, soft and hard landscape materials and street furniture.

#### General Design Principles

1. **Design streets as places**  
The design of all streets in the IPM development should equally contribute to the place-making and movement functions of the street. All streets **should** create a pleasant environment for pedestrians, ultimately providing a permeable pedestrian network with enhanced way-finding.
2. **Design for pedestrians and cyclists**  
Streets **should** be designed for pedestrians and cyclists **should** be accommodated on all streets where possible.
3. **Reduce clutter**  
The use of traffic signs and other street furniture **should** be considered carefully and the excessive use of lighting, kerbing, signage and road markings **should** be avoided.
4. **Ground floor uses should be consistent with the street's role in the hierarchy**  
Uses that feature active ground floors **should** be

located on the relevant routes of the hierarchy, to support vibrancy and both commercial and social activity.

5. **Select Appropriate Materials**  
The identification of materials for public realm within this document reflects the hierarchy of street types to assist legibility and wayfinding, and also reflects the character of different areas of the site to provide variety and diversity within a coherent framework. Materials selected at the detailed design stage **should** be robust, durable and cost effective.

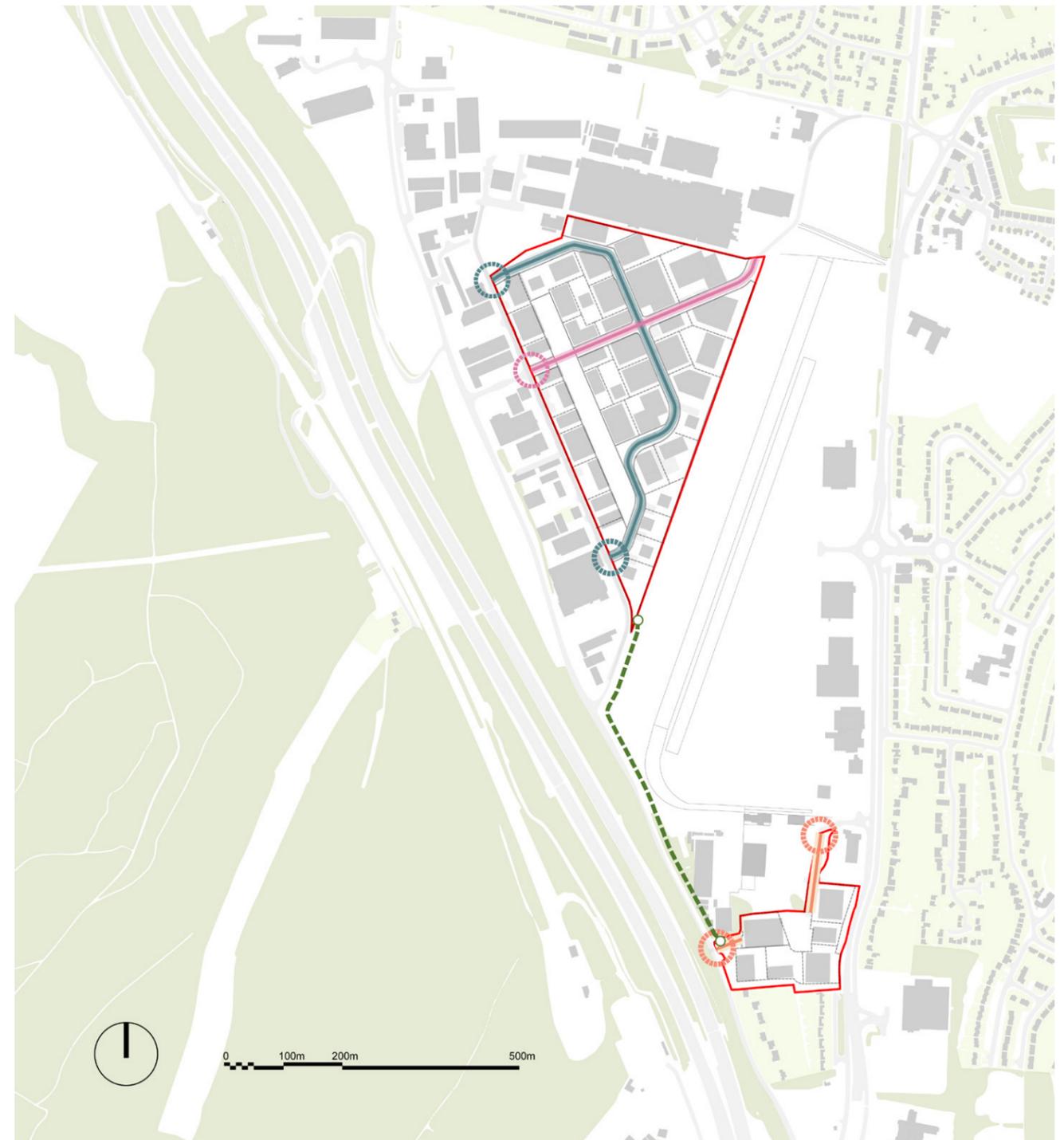


Figure 3.11. Street Hierarchy Plan

### 3.7 Open Space Guidelines

#### Introduction

3.7.1 The overall hierarchy and structure of open spaces within the development is set out in the Open Space Hierarchy Plan (Figure 3.12).

3.7.2 This section sets out more detailed specifications for five different types of open spaces on the site, each with differing characteristics which dictate how pedestrians use the space as well as the character and feel of it. This section sets out the general design principles and specifications for each of the following types:

- \* Woodland Typology
- \* Runway Park Typology
- \* Runway Edge Typology
- \* Plaza Typology
- \* Access Gateway Typology

3.7.3 Specific codes for individual typology of open spaces are set out in sections 4.10 - 4.14. They have been coded to contain recommended palettes for tree selection, soft and hard landscape and street furniture. All future detailed design for public realm and open space should make a clear justification for the design rationale and material selection and specification.

3.7.4 Open spaces in IPM are designed to fulfil many crucial roles; it will be essential in expressing some of the intangible design aspirations of the innovation park, including providing the environment that encourages collaboration.

3.7.5 The diverse range of open spaces will ultimately function as pockets of multifunctional spaces that encourage communication, collaboration and innovation.

#### General Design Principles

##### 1. Animate the Edges

Ensure buildings along green ways or surrounding green space are enlivened by providing active uses and entrances overlooking the green space

##### 2. Preserve and Celebrate Existing Natural Assets

The open spaces **should** be designed to preserve the distinctive character features of the site and a backdrop to the composition of development clusters.

##### 3. Using Lighting Design to Activate the Public Realm

Lighting **should** be used to make the public realm inviting at all times. Lighting design **should** aim to create high quality, inviting public realm that is attractive and usable at all times of the day. Note: Lighting levels **should** be discussed with surrounding users, including Rochester Airport prior to submitting proposals. Light pollution needs to be a consideration for buildings visible from the AONB.

##### 4. Safety and Security

Ensure the juxtaposition of green spaces and development is designed in accordance with the principles of 'Secured by Design'. In particular, open spaces **should** be designed to maximise the benefits of natural surveillance and overlooking.

##### 5. Creating Spaces that Encourage Different Milieus for Different Activities

The open space framework **should** provide welcoming, civic spaces that will celebrate the sense of arrival and encourage the seeding of innovation. At the same time, quieter spaces **should** be designed to heighten the senses and offer moments to pause and relax amongst workspaces.

#### Legend

-  Woodland Typology
-  Runway Park Typology
-  Potential Extension of the Runway Park
-  Runway Edge Typology
-  Plaza Typology
-  Access Gateway Typology

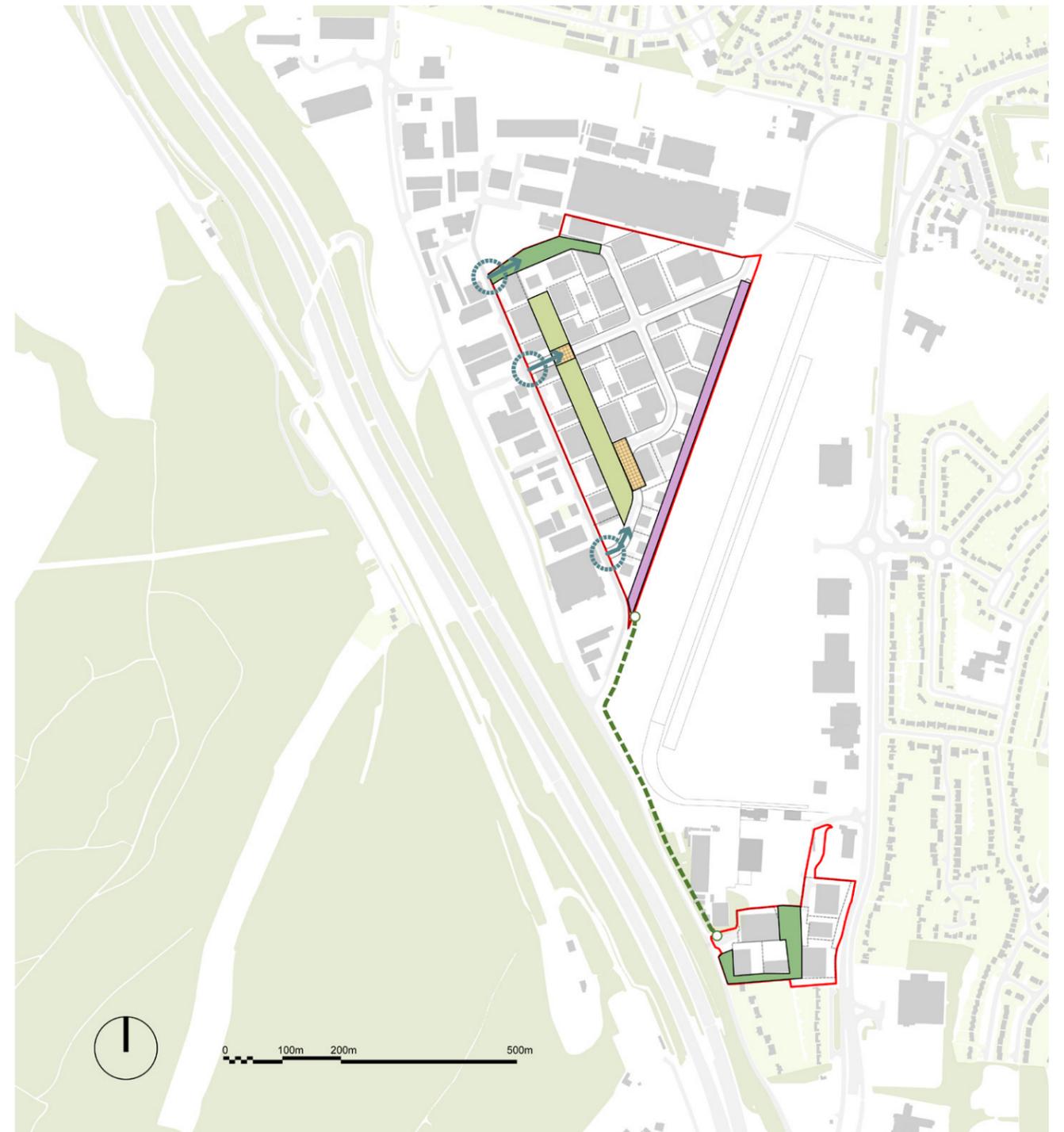


Figure 3.12. Open Space Hierarchy Plan



# STREET DESIGN GUIDANCE ST\_01 Gateway Streets *Main site circulation routes*

## Location

3.7.6 The 'Gateway Streets' form the primary movement corridor serving the majority of development area within plot 1 of the site.

## Core Functions

3.7.7 While these routes function as the movement route and traffic distributors for the core development area which plots are directly accessed off, they have also been designed as multifunctional streets that benefit from active frontages.

3.7.8 It is anticipated that the Primary Streets will accommodate highest traffic volumes across the site. It will adopt an 'urban' treatment within a clear and well-defined streetscape created by the use of material palettes, robust detailing, strong street frontages, clear demarcation and hard boundary treatments.

## Objectives

1. To create a street through the northern cluster to frame the initial phases of development.
2. Route to be designed as an urban street integrated within the cluster.
3. Route to incorporate entrance spaces on arrival to the IPM from the west.

## Design Freedom

3.7.9 As a key piece of infrastructure that could act as a catalyst for delivering a movement framework and make a statement about the economic potential of the site, the Gateway Streets will be subject to a higher level of design control and scrutiny from planning officers.

3.7.10 To maximise potential placemaking benefits, localised elements of dynamism and vibrancy could be focussed around gateway spaces. This could include clusters of street furniture and public art in the public realm at primary locations (plaza, gateways)

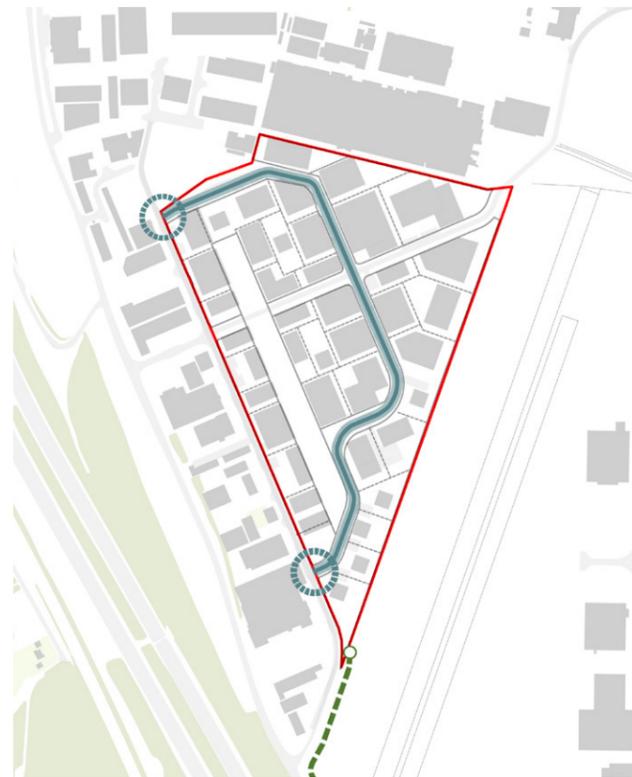


Figure 3.13. Gateway Streets Plan

## Legend

-  **Street Type 1: Gateway Streets**  
*Main site circulation routes*
-  **Street Type 1 Access Point**

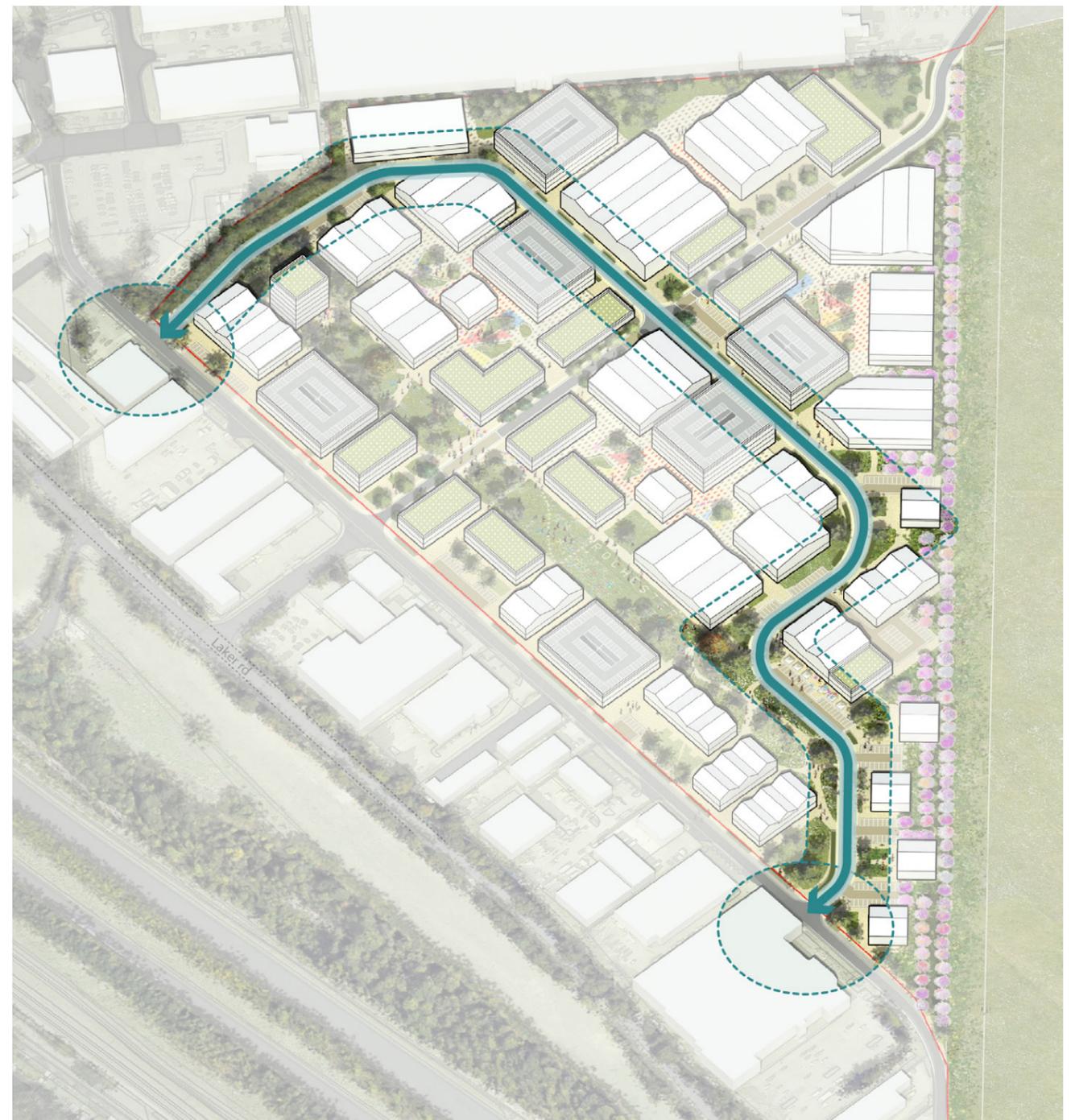
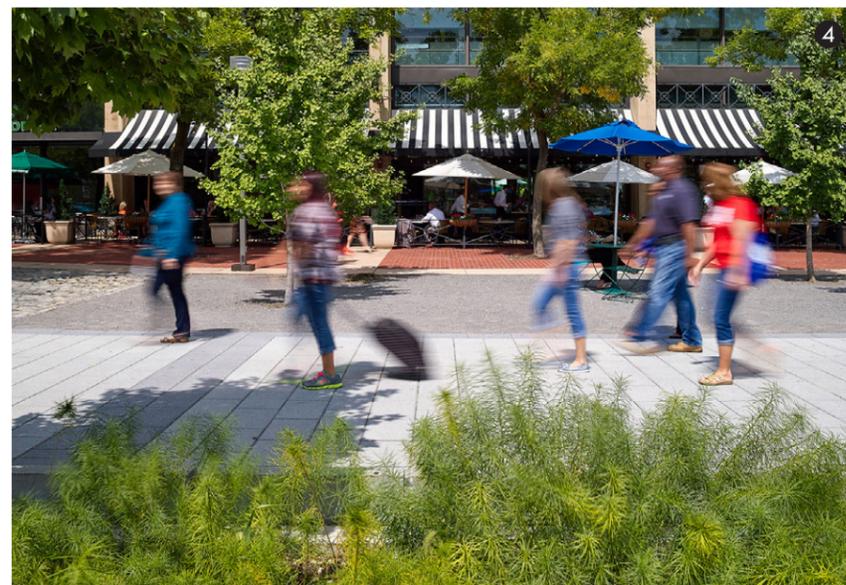


Figure 3.14. Gateway Street Axo

Precedents



① Verges and street trees complemented by informal planting design with long, tufty grasses and wild flowers.  
 ② (Bagby Street, Houston)

③ Neutral, restrained & accessible hardscape on Gough Street in San Francisco. All street clutter (e.g. cycle stands, lighting columns, benches, bins etc.) is confined to a 'functional strip' that separates vehicular from pedestrian zones in order to maintain clear and legible routes for passing traffic. Intermittent street trees also site within this strip, adding a welcoming dose of greenery to the otherwise hard, urban treatment of this space.  
 (Gough Street, San Francisco)

④ Landscaped boulevard with active street frontages.  
 (Pratt Street, Baltimore)



# STREET DESIGN GUIDANCE ST\_02 The Boulevard *Tree-lined leafy thoroughfare*

## Location

3.7.11 The east-west 'Boulevard' is a pivotal route that enhances long-term site connectivity. The boulevard forms a secondary vehicular movement corridor but also provides priority access for public transport for the northern plots of the site.

## Core Functions

3.7.12 The overarching features of this street type is its formal avenue of trees that runs along its entire length, articulating a leafy and intimate environment with dappled light that differentiates it from all other streets across the site.

3.7.13 An access from Laker Road to the boulevard is envisaged to function as a priority point serving Phase 1 cluster and future developments. Cars will use the northern/southern access points to penetrate the site. This reduces conflicting movements at the crossroads.

3.7.14 The street will be designed with 'softer' boundaries to plots which will start to loosen-up the overall street-scene.

## Objectives

1. Lower traffic flows and an avenue of trees to achieve the more friendly and enclosed feel.
2. To be integrated with the central civic space - runway park.
3. To provide a complimentary backdrop for the more varied street-scene.

## Design Freedom

3.7.15 Rules regarding material palettes and boundary treatments have been loosened up to provide a greater degree of design flexibility than that found in Gateway streets.



Figure 3.15. The Boulevard Plan

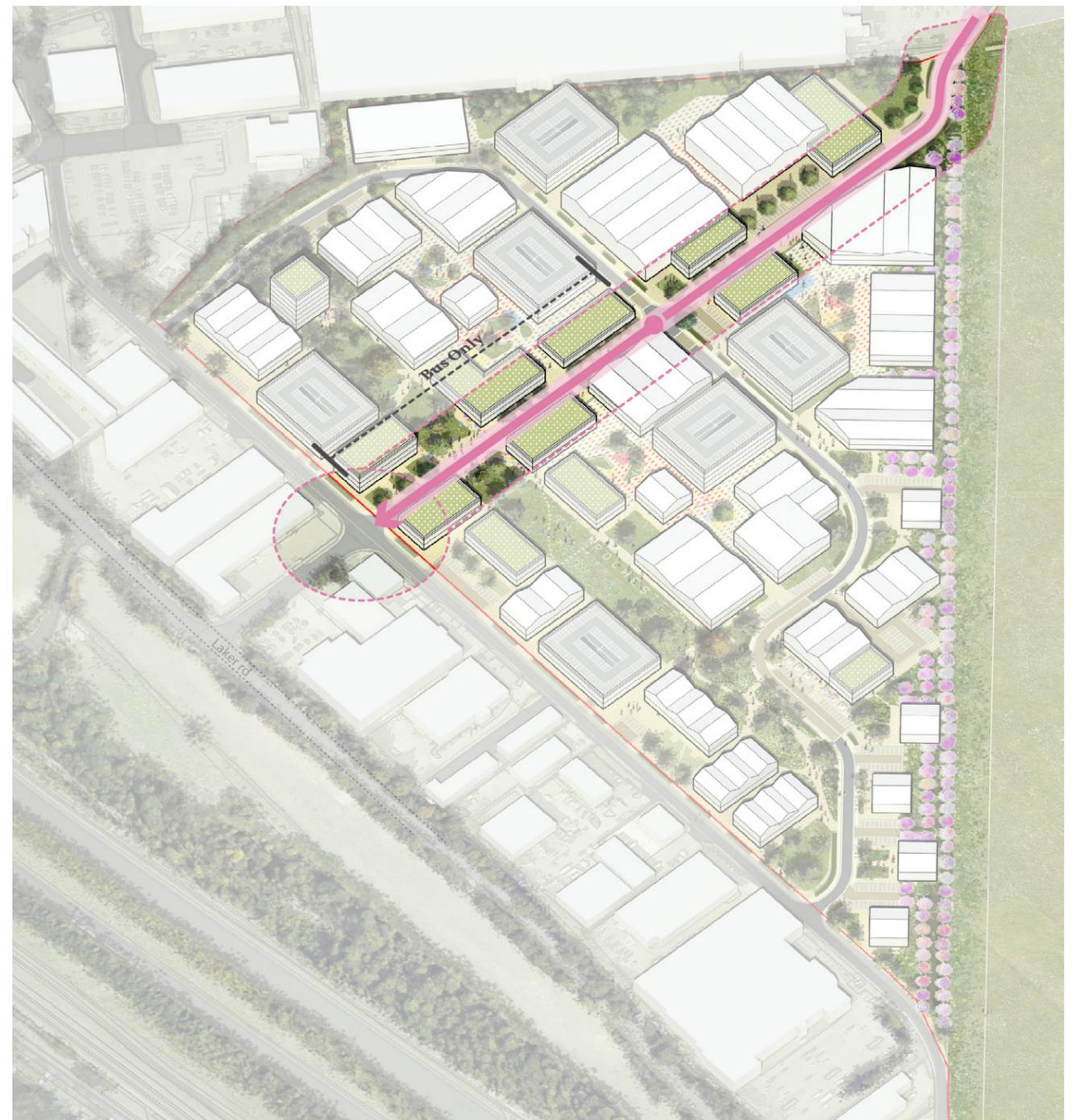
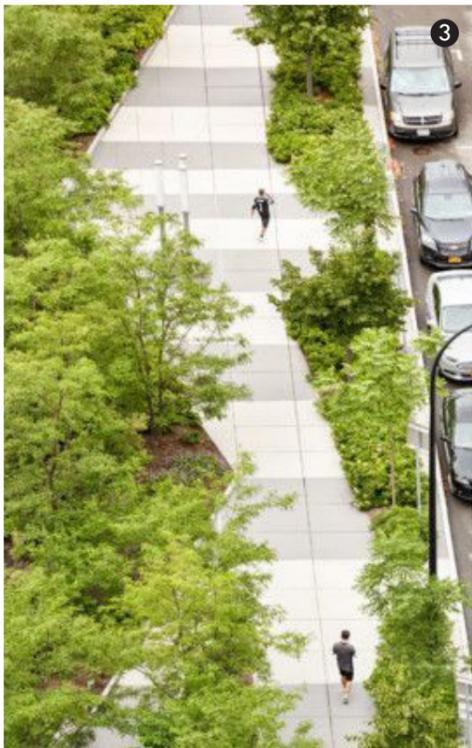


Figure 3.16. The Boulevard Axo

## Legend

-  **Street Type 2: The Boulevard**  
*Tree-lined leafy thoroughfare*
-  **Street Type 2 Access Point**

Precedents



- ① *A simple paved area provides a multi-use space for a variety of community activities. A similar flexible space is proposed along the Gateway Plaza.*  
**(Lonsdale Street, Dandenong)**
- ② *Building spaces that encourage physical activity, social interactions, and also peace and quiet.*  
**(30th Street, Philadelphia)**
- ③ *Improvement to the public realm transforms a once homogenous edge into a dynamic and ever-changing forested walkway, offering new experiences for students, patients, and visitors who use the path every day.*  
**(Buffalo Niagra, North West Cambridge)**
- ④ *Informal, vibrant and easy-going feel of the street helps to promote a more people-oriented environment.*  
**(Trapeze West, Paris)**



# STREET DESIGN GUIDANCE ST\_03 Minor Access Streets *Local lanes that face onto the landscape*

## Location

3.7.16 The 'Minor Access Streets' are located in the southern site, providing access to the innovative cluster in a woodland setting.

## Core Functions

3.7.17 These streets will be defined from their primary and secondary counterparts by; reducing road widths, less restrictions on boundary treatments which, together with the woodland setting, will result in a more relaxed and intimate environment. This setting aims to promote a more people-oriented environment to encourage collaboration and innovation.

3.7.18 Providing linkage between the woodland innovation cluster with key local transport corridors and routes.

## Objectives

1. To achieve an informal, vibrant and easy-going feel along these access routes.
2. To be seen as subordinate to primary and secondary streets in the overall street network hierarchy and to discourage through traffic.
3. To create routes which 'read' as an element of the innovation cluster rather than a public street dissecting the site.
4. To provide vehicular access to each cluster and to the communal multi-storey parking areas serving each cluster.

## Design Freedom

3.7.19 This type of street will be offered with the highest level of design freedom. As such, the design codes are kept as brief and simple as possible.



Figure 3.17. Minor Access Streets Plan

### Legend

-  **Street Type 3: Minor Access Streets**  
*Local lanes that face onto the landscape*
-  **Street Type 3 Access Point**



Figure 3.18. Minor Access Streets Axo

Precedents



- ① A simple paved area provides a multi-use space for a variety of community activities. A similar flexible space is proposed along the Gateway Plaza.  
**(Bonn Square, Oxford)**
- ② Tree-lined avenue leading from the main entrance area of HereEast illustrates the quality of space that can be afforded through the application of robust detailing alongside visually strong landscaping statements.  
**(HereEast, London)**
- ③ A street which 'reads' as an element of the campus rather than an urban street, providing shared pedestrian and cycle route within the existing lane through the campus.  
**(Kings Hill, Maidstone)**
- ④ Spaces for people to stop will be curated through materials that suggest warmth and comfort, raked timber seating will allow people to sit on the coldest of days protected from biting winds by tall evergreen planting and the clipped canopy of multi-stem trees.  
**(New Road, Brighton)**



# LANDSCAPE DESIGN GUIDANCE LA\_01 The Woodland Typology *A peaceful retreat*

## Location

3.7.20 'Woodland' habitats **should** be created at both north and south plots and include more rustic recreational routes and play areas. The existing woodland is predominately located along the fringe of the southern plot. The strategic locations of any new areas of woodland have been informed by the location of these existing habitats and where opportunities to fulfil additional functions can be best delivered.

## Core Functions

3.7.21 To reinforce the defining natural asset of the development and the unique identity of the site.

3.7.22 It **should** incorporate a naturalistic woodland planting character and brings a touch of nature into the scheme. Tree and plant species **should** be at least 75% native. The untouched and naturalistic appearance of the existing woodlands is to be both protected & enhanced through the adoption of a 'low intervention' approach throughout, with reliance upon natural processes.

## Objectives

1. The Woodland Typology **should** act as a transition between the development and northern boundary of the site.
2. Create opportunity for interaction with nature habitat and encourage exploration of local species within retained woodland corridor; Respect the mature woodland and open up access to this peaceful and naturalistic landscape to support physical and mental health and well-being.

## Design Freedom

3.7.23 The woodland functions as strategic amenity and requires on-going long term management if the use and evolution of these spaces is to be explored. As such, some design freedom is afforded.



Figure 3.19. Woodland Typology Plan

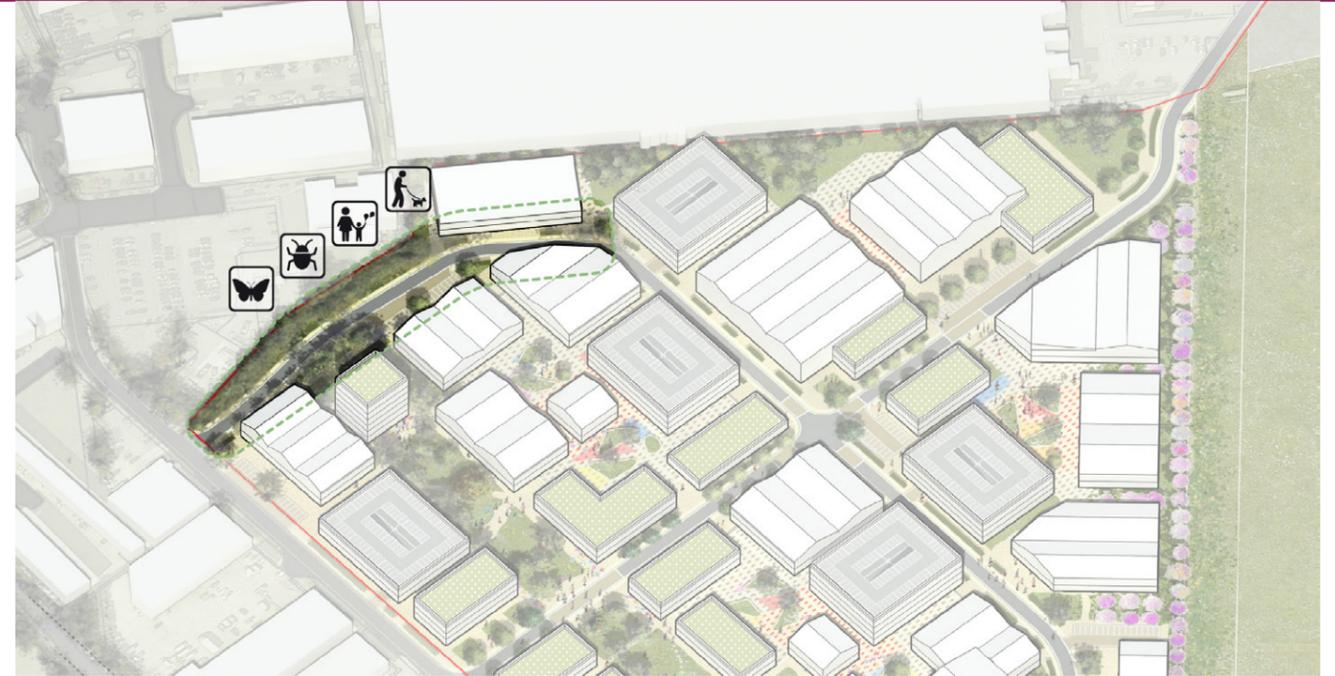
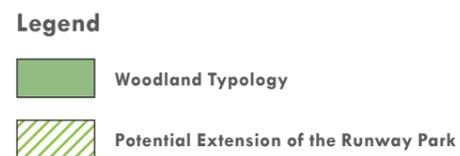
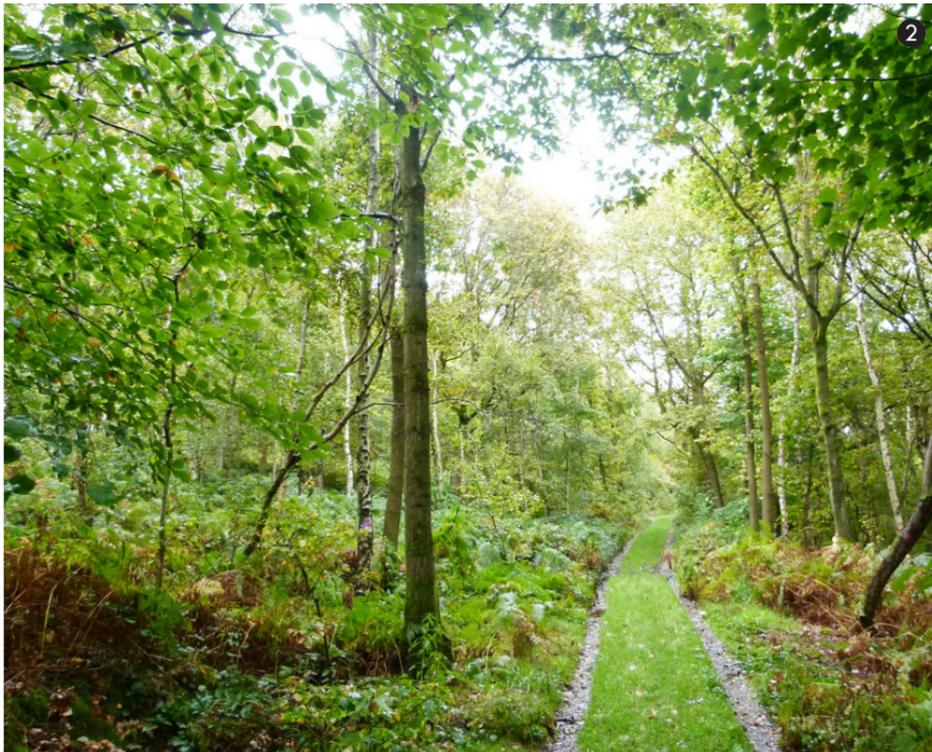


Figure 3.20. Woodland Typology Axo (Northern Site)



Figure 3.21. Woodland Typology Axo (Southern Site)

## Precedents



- 1 Technology-enabled and nature-inspired treehouse workspaces designed to serve as meeting spaces and a more casual work environment.

**(Microsoft Redmond Campus, Washington)**

- 2 Photo depicts an existing lowland pocket of woodland at Oughtibridge with grassy ground cover. The untouched and naturalistic appearance of these woodlands is to be retained.

**(Oughtibridge, Sheffield)**

- 3 Routes in a woodland setting sensitively upgraded to form a well-used, meandering recreation route suitable for cycling and walking.

**(Hammarby, Stockholm)**



# LANDSCAPE DESIGN GUIDANCE LA\_02 The Parkland Typology *Getting innovation on track*

## Location

3.7.24 The 'Parkland' serves as a north-south green spine that runs across the centre of the northern plot.

## Core Functions

3.7.25 A primary access loop to create a framework within which plots can emerge over time.

3.7.26 A fundamental landscape structuring element which will create a clear identity and provide the high quality open space that investors demand from innovative employment sites to attract and retain skilled staff.

## Objectives

1. Establish itself as a primary forum for collaboration, bring businesses and individuals together in the public realm to foster an innovative spirit.
2. Acting as a 'social track' to provide a flexible space and a home for the range of activities that will attract and retain talent.
3. Attract investors through the certainty that a quality feature will be committed to as the core element.

## Design Freedom

3.7.27 As the integral structuring element of the masterplan, great care should be taken in its delivery and so the Parkland will be subject to a higher level of design control. Some design freedom will be afforded to boundary treatment.



Figure 3.22. Parkland Typology Plan

### Legend

- Parkland Typology
- Potential Extension of the Runway Park



Figure 3.23. Parkland Typology Axo

Precedents



1 A concept pop-up co-working space that utilises London's open spaces.

(Hoxton Square, London)

2 Outdoor coworking space designed by U.S. firm Industrious to eliminate the barrier that separates work from nature.

(Freeport, Maine)

3 Running tracks along park edges at Navy Yards promotes social interaction and provides a range of activities that will attract the local communities.

(Navy Yards, Philadelphia)

4 The buildings adjacent and surrounding public parks can provide spill out retail and recreational spaces as well as event spaces that blur the plot edges and permeates into meadows and naturalistic parkland.

(HereEast, London)



# LANDSCAPE DESIGN GUIDANCE LA\_03 The Runway Edge Typology

*Trees of distinction providing a seasonal set piece that puts people in touch with nature*

## Location

3.7.28 Located at the southern end of the Runway Park, the development plots are nestled into a unique landscape backdrop punctuated by trees of character, with pavilion building typologies making a nod to the site heritage as ‘hangars on the airport’.

## Core Functions

3.7.29 The Runway Edge will provide a unique offer for start up organisations and SMEs within a supportive network of like minded businesses embracing the ethos of enterprise.

3.7.30 The Runway edge will serve as a landscape buffer for the single storey hangar typologies.

## Objectives

1. Low-lying trees of character with small crown such as is preferred due to the management regime and height, this helps to avoid disruption to on-going operation of the airport.
2. Articulate an environment which fosters a supportive network for like minded smaller businesses to embrace the ethos of enterprise.
3. Create an intimate and sheltered cluster with small scale buildings showcasing a variety of architectural detailing and pedestrian dominated spaces set within a unique landscape setting.
4. Create a seasonal set piece that puts people in touch with nature.

## Design Freedom

3.7.31 Due to the building height and boundary treatment of the ongoing airport operational requirements, the Runway Edge Typology will be more rigorously controlled than other typologies.

3.7.32 The higher level of control ensures that the ‘fringes’ of the development sit comfortably in their

setting and do not impact negatively on surrounding uses and views.

3.7.33 Despite the need for more control, design freedom is still afforded to building typologies and on several aspects of the plot design which **should** be justified to officers as part of the prior approval process.



Figure 3.24. Runway Edge Typology Plan

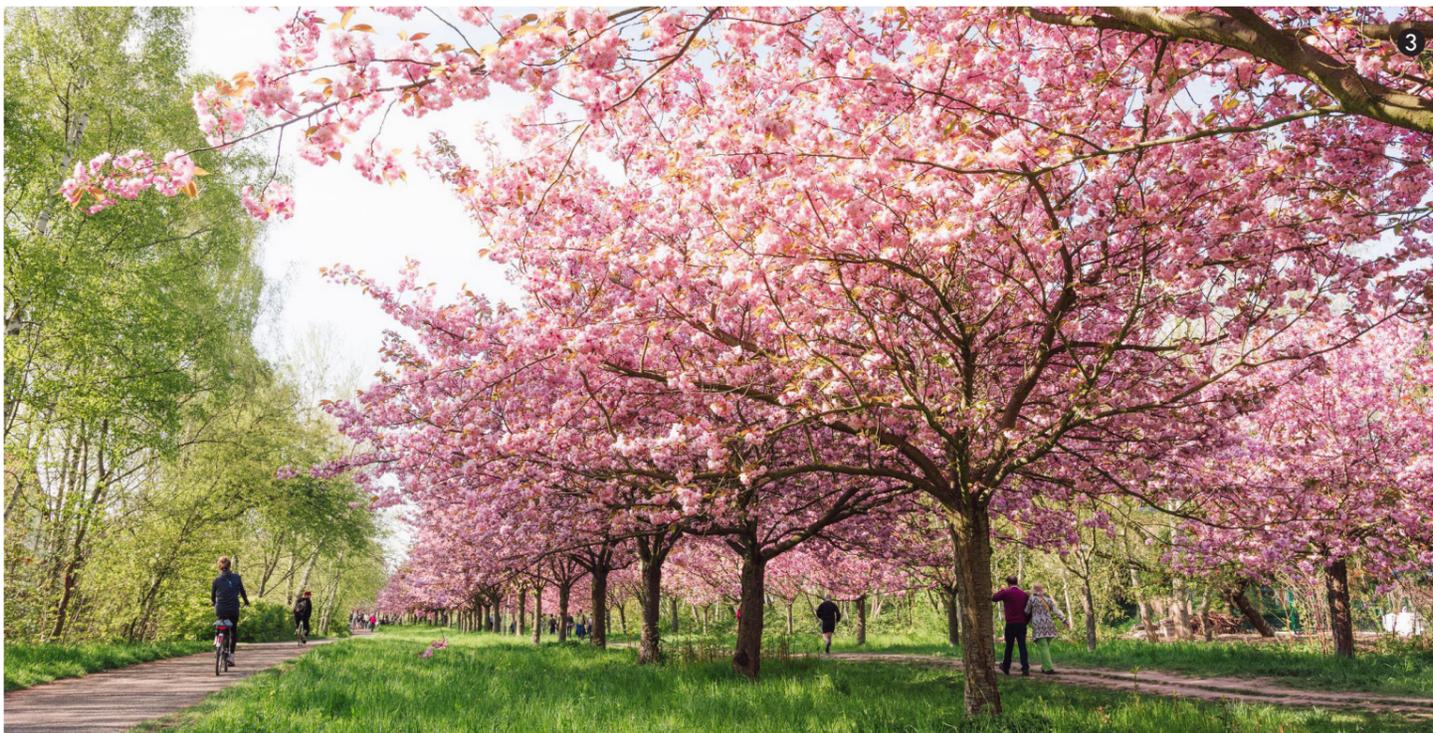
## Legend

- Runway Edge Typology
- Potential Extension of the Runway Park



Figure 3.25. Runway Edge Typology Axo

Precedents



① Temporary collaboration space to demonstrate how digital transformation is making the workplace more flexible, collaborative, and open.

**(Madison Square Park, New York)**

② Generous plaza space provides the stage for Madreat, the gastronomic fair brings to the street young professionals across various industries, from innovative startups to well-established global companies to build lasting social networks.

**(Azca, Madrid)**

③ Cherry trees to provide seasonal delight for the local community.

**(Botanical Garden of Essen, Germany)**



# LANDSCAPE DESIGN GUIDANCE LA\_04 The Plaza Typology *Collaborative spaces to seed innovation*

## Location

3.7.34 Situated at the southern end of the Runway Park, the plaza primary movement corridor serving the majority of development area within plot 1 & 2 of the site.

## Core Functions

3.7.35 Generous plaza space will provide the stage for lunchtime food trucks to draw employees in from the wider site and build lasting social networks.

3.7.36 The plaza will serve as an integral piece of public realm where different landscape typologies converge.

3.7.37 The plaza will be complemented by contemporary urban character and activated ground floors, creating a vibrant and complementary civic space.

## Objectives

1. Create a high quality space as a welcoming and convivial meeting point.
2. Encourage interaction between tenants, local communities and other users while also providing a safe environment for children to play.
3. Create an enabling environment for innovation, focusing on encouraging collaboration, fostering face to face communication.

## Design Freedom

3.7.38 Creative experimentation is encouraged with a view to achieving the informal, vibrant and collaborative space desired. Plots within this area will, therefore, offer a higher level of design freedom.



Figure 3.26 Plaza Typology Plan

## Legend



Figure 3.27. Plaza Typology Axo

Precedents



- 1 Outdoor workspace space designed to feel as active and vibrant on a winters day as it will through the heights of summer thanks to the planting mixes which celebrate the changing season.  
(BCBSCN, Durham)
- 2 Spaces for people to stop will be curated through materials that suggest warmth and comfort, raked timber seating will allow people to sit on the coldest of days.  
(Pitt Street, Sydney)
- 3 Cafes and restaurants spill out onto the street to activate street frontages and provide a more stimulating experience for passersby.  
(Granary Square, London)
- 4 Outbox - a brightly coloured workspace designed to seat 20 people and equipped with wi-fi and outlets, popped up in the plaza at the centre of arts and entertainment districts.  
(Silver Spring, Maryland)
- 5 Aker Brygge in Oslo demonstrates the vibrancy that street furniture and such shared-surface environments can bring.  
(Aker Brygge, Oslo)



# Landscape Design Guidance LA\_05 The Gateway Typology Arrival points & identity markers

## Location

3.7.39 All three 'Gateway' accesses are located along Laker Road as arrival points and identity markers.

## Core Functions

3.7.40 Gateways **should** open up access and transform perceptions, placing IPM on the map for investors.

3.7.41 Gateways **should** present a high quality public realm and sense of enclosure that celebrates a sense of arrival and sets the tone for a place of distinction.

## Objectives

1. To provide key gateways into the IPM, that link to the existing road network, new public spaces and key gateway buildings to signify the arrival.
2. To enable positive gateways that exemplify the quality of public realm at IPM.
3. To build momentum for the identity of the place from the outset.

## Design Freedom

3.7.42 These gateway locations will require detailed discussions with officers and early discussions are recommended. Some design freedom is afforded through the provision of recommended material palettes which design teams can respond to and justify their decisions. Innovation is encouraged and **should** be a key consideration.



Figure 3.28 Gateway Typology Plan

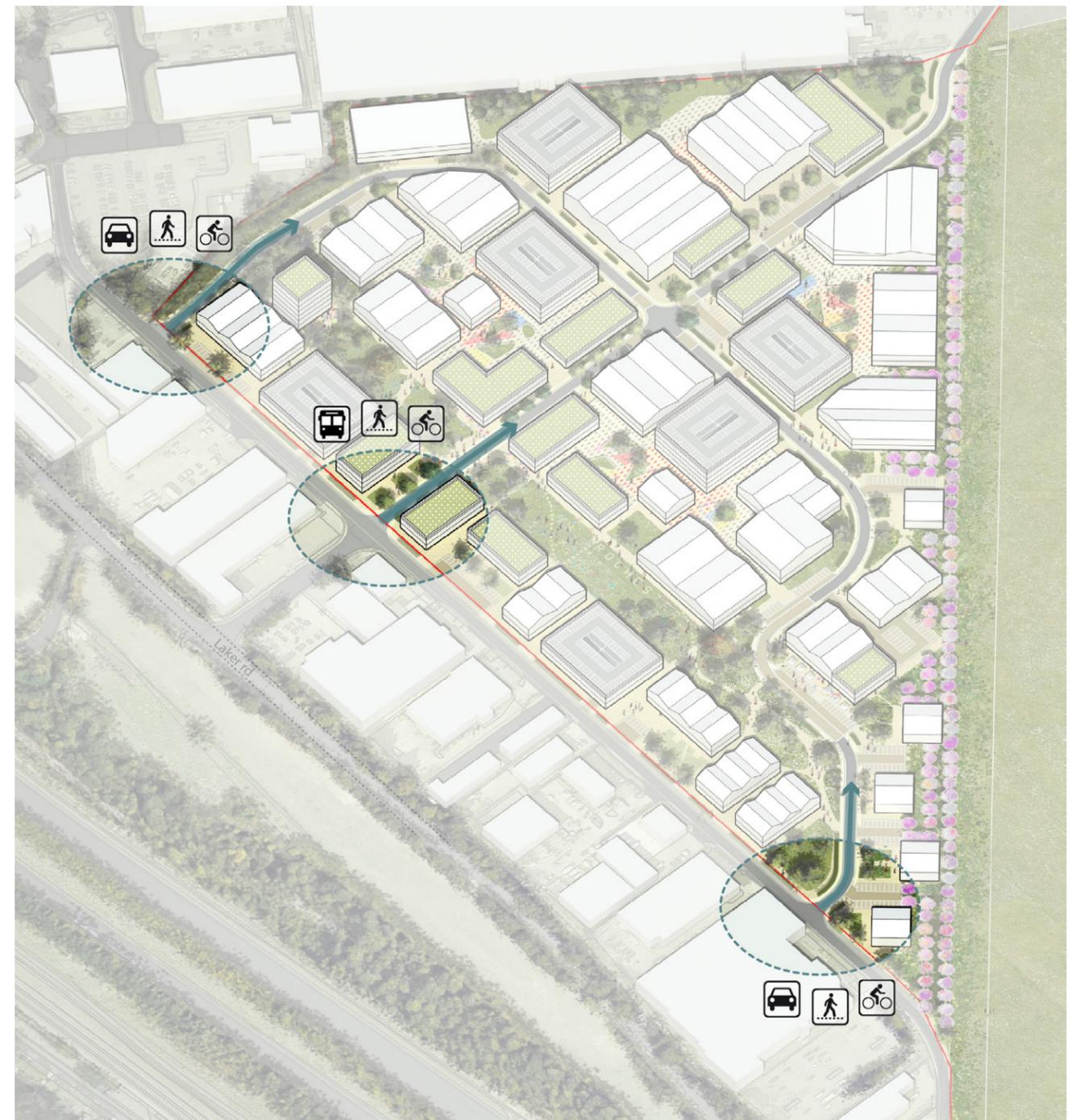
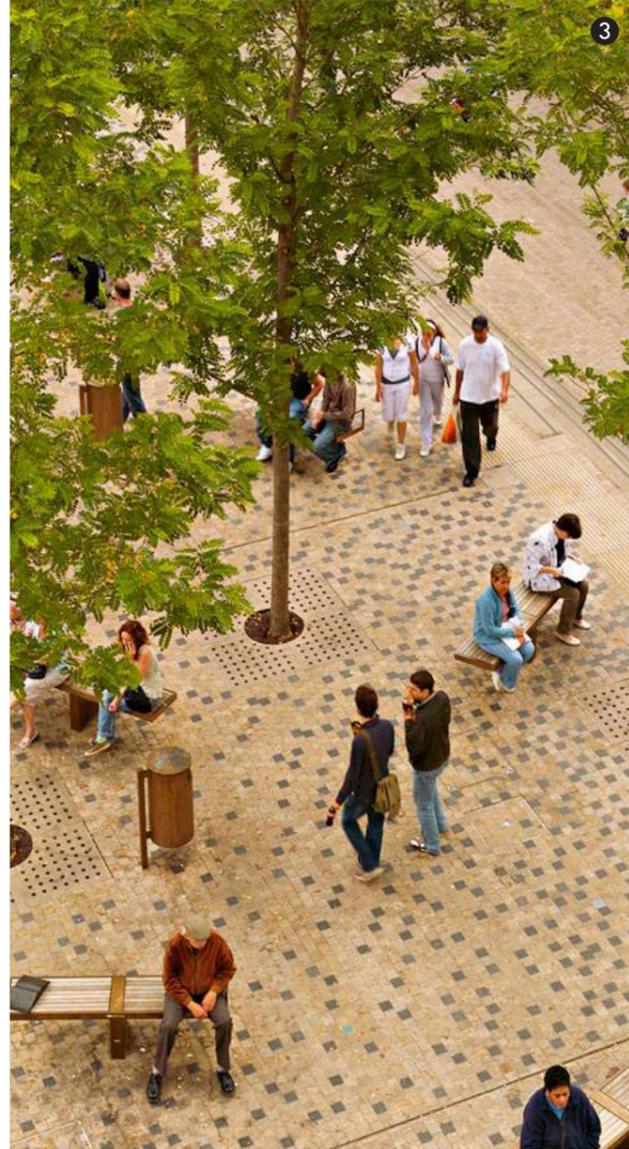
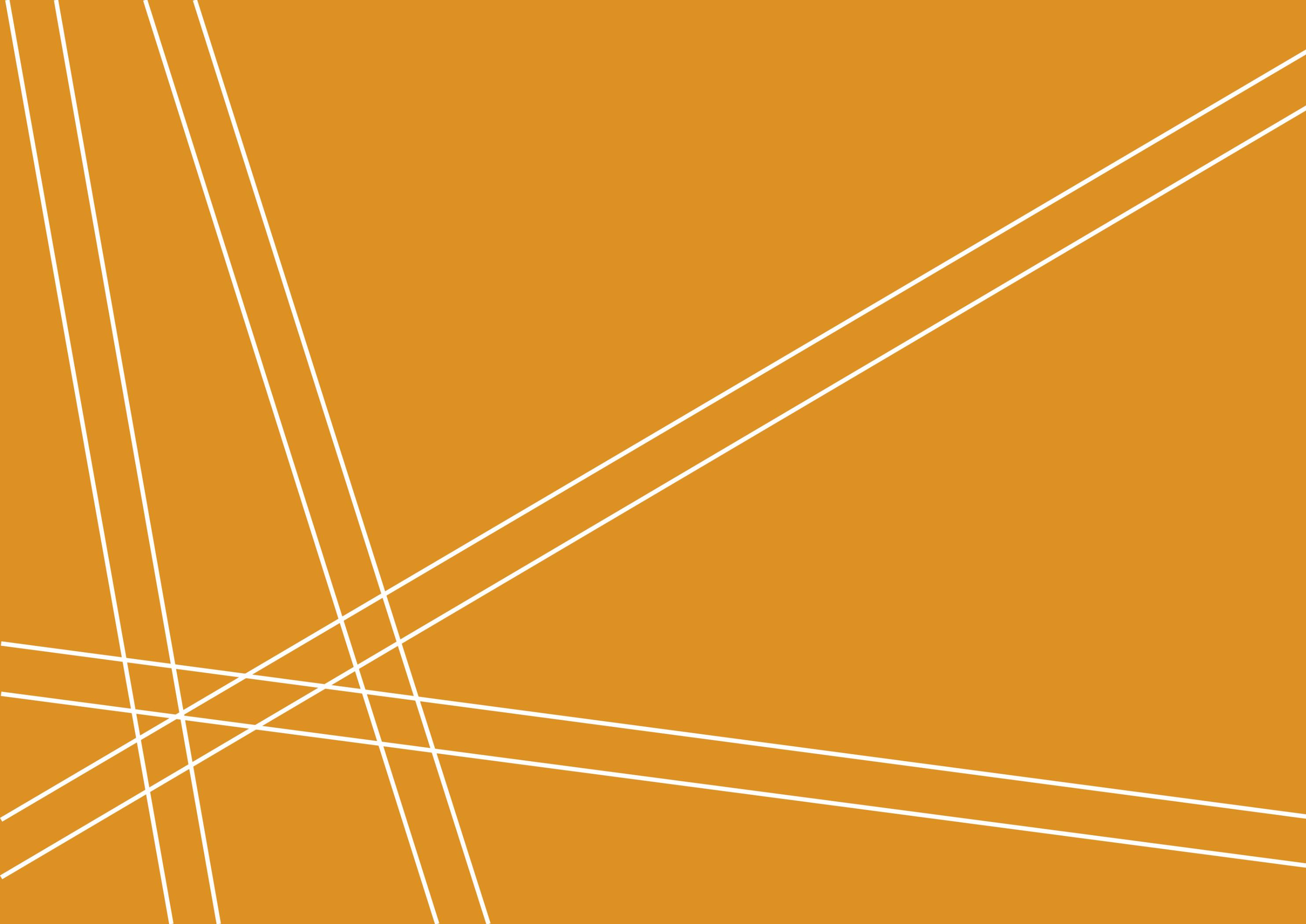


Figure 3.29. Gateway Typology Axo

## Precedents



- 1 Temporary and alternative public space at the edge of a local street in Bat-Yam, providing outdoor space and ample opportunities for collaboration.  
**(Olympic Park, London)**
- 2 A multi-use gateway area to celebrate the regeneration of Wood Street and inspire the local community to use their recently developed plaza for exciting and engaging events.  
**(Wood Street, London)**
- 3 A simple paved area provides a multi-use space for a variety of community activities. A similar flexible space is proposed along the Gateway Plaza.  
**(Bonn Square, Oxford)**





**4.0**  
PUBLIC REALM  
DESIGN CODES

## 4. Public Realm Design Codes



### PALETTE P1\_TS Tree Selection

#### 4.1 Introduction

4.1.1 The 'Public Realm Design Codes' are a set of specific rules or requirements to guide the physical development of the public spaces and streets. The aim of coding these key public spaces and corridors is to provide clarity for future decision makers as to what constitutes acceptable design quality and thereby a level of certainty for developers and the local community alike that can help to accelerate the delivery of high quality new development.

4.1.2 A library of palettes for hard landscape, soft landscape, tree selection and street furniture have been provided to guide the future detailed design of streets and public realm.

4.1.3 The design codes provide requirements for the design of streets and open spaces and co-ordinates this across the site to support the overall vision. Each space and street is underpinned by a series of common principles which support the delivery of the overall vision.

4.1.4 Early phases of development at IPM will set a benchmark for later phases to follow. A key priority for each phase of development is to strive for aesthetic cohesion and continuity of finish in order to stitch in with the previous phases.

#### 4.2 Tree Selection

4.2.1 A palette of different tree categories are set out as an index for designers and those involved in the delivery of public realm at IPM to select from. The intention is for proposals to respond to the specific conditions of character areas and the public realm typologies proposed. More detail on specific species is provided within each street and space code.

4.2.2 Continuity of tree species through formal corridors is required. Height of trees proposed is to be considered in accordance with the Rochester Airport height restriction contour. Selection of species in the planting scheme to avoid small berried and nut bearing species in order to minimise attraction of large birds and/or flocks which could contribute to risk of bird strike on the airfield.

#### Street Typology Tree Selection

#### Woodland Typology Tree Selection

#### Parkland Typology Tree Selection

#### Runway Edge Typology Tree Selection

#### Plaza and Gateway Tree Selection

##### Primary and Boulevard Street Trees



##### Minor Access Street Trees



##### Upper Canopy Woodland Trees



##### Lower Canopy Woodland Trees



##### Primary Parkland Trees



##### Secondary Parkland Trees and Scrubs



##### Runway Edge Trees



##### Plaza and Gateway Trees





# PALETTE P2\_SL Soft Landscape

## 4.3 Soft landscape

4.3.1 A palette of different soft landscape categories are set out as an index for designers and those involved in the delivery of public realm at IPM to select from. The intention is for proposals to respond to the specific conditions of character areas and the public realm typologies proposed. More detail on specific species is provided within each street and space code.

4.3.2 Continuity of soft landscape species through formal corridors is required.

4.3.3 Selection of species in the planting scheme to avoid small berried and nut bearing species in order to minimise attraction of large birds and/or flocks which could contribute to risk of bird strike on the airfield.

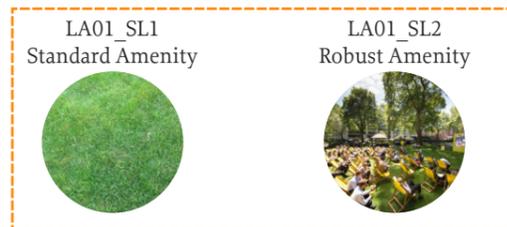
### Robust Street Planting

#### Linear Street and Raised Planter Planting



### Lawns

#### Amenity Lawn



#### Species-Rich Lawn / Meadow



### Herbaceous, Grass and Shrub Planting

#### Herbaceous and Shrub Planting

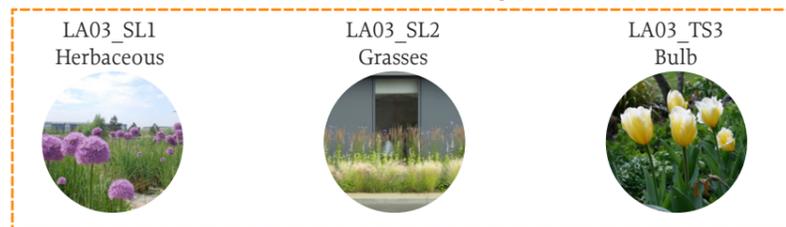


#### SuDS Planting



### Plaza Planting

#### Herbaceous and Ornamental Grass Planting



#### Low Shrub and Structural Planting



### Woodland Planting

#### Understorey Planting





# PALETTE P3\_HL Hard Landscape

## 4.4 Hard landscape

4.4.1 A palette of different hard landscape categories are set out as an index for designers and those involved in the delivery of public realm at IPM to select from. The intention is for proposals to respond to the specific conditions of character areas and the public realm typologies proposed. More detail on specific materials is provided within each street and space code.

4.4.2 Continuity of materials through formal corridors is required.

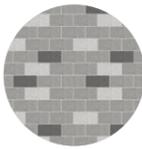
4.4.3 Street paving selection offers alternatives ranging from natural stone finishes to concrete blocks. Continuity is crucial and the first phases delivered at IPM are intended to set the standard that all later phases follow.

4.4.4 Paving units must be in accordance with local authority's requirements and structurally suitable for the ground conditions.

### Street Paving

#### Primary Street Paving \*

ST\_HL1  
Granite Paving:  
Grey mix



ST\_HL2  
Granite Setts:  
Grey Mix



ST\_HL3  
High Quality  
Concrete Blocks:  
Colour Mix

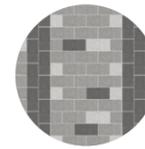


#### Secondary Street Paving

ST\_HL4  
Concrete Blocks:  
Grey mix



ST\_HL5  
Granite Contrast/  
edge: Dark Grey



#### Tertiary Street Paving

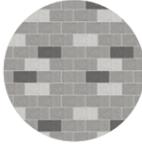
ST\_HL6  
Resin-bound  
Gravel: Buff



### Parkland Paving

#### Primary Parkland Paving

LA01\_HL1  
Granite Paving:  
Grey mix



LA01\_HL2  
Concrete blocks:  
Grey mix



#### Secondary Parkland Paving

LA01\_HL3  
Resin-bound  
Gravel: Buff



#### Tertiary Parkland Paving

LA01\_HL4  
Resin-bonded  
Gravel: Buff



LA01\_HL5  
Resin-bonded  
Gravel: Silver



### Public Realm Plaza Paving

#### Primary Plaza Paving

LA02\_HL1  
Granite Paving:  
Grey/pink mix

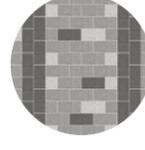


LA02\_HL2  
Granite Setts:  
Grey Mix



#### Secondary / Contrasting Paving

LA02\_HL3  
Granite contrast/  
edge: Dark Grey



LA02\_HL4  
Resin-bound  
Gravel: Buff



### Cycle Lane and Carriageway Paving

#### Cycle Lane Paving

LA03\_HL1  
Bituminous  
Macadam: Buff



LA03\_HL2  
Bituminous  
Macadam: Colour



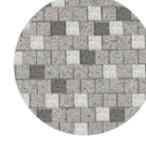
#### Primary Carriageway Surfacing

LA03\_HL3  
Asphalt (Adoptable)



#### Secondary Carriageway Surfacing

LA03\_HL4  
Granite Setts: Grey Mix



\* Primary Street Paving: granite is the preferred material for primary streets, however, the concrete block may be applied to primary streets where an alternative cost / material option is desired.



# PALETTE P4\_SF Street Furniture

## 4.5 Street furniture

4.5.1 A palette of street furniture categories are set out as an index for designers and those involved in the delivery of public realm at IPM to select from. The intention is for proposals to respond to the specific conditions of character areas and the public realm typologies proposed. More detail on specific street furniture requirements is provided within each street and space code.

4.5.2 Continuity of street furniture quality and location is required through formal corridors and key spaces.

4.5.3 Alternative suppliers are acceptable but continuity is crucial and the first phases delivered at IPM are intended to set the standard that all later phases should follow.

4.5.4 All streets to be appropriately lit to deliver a safe public realm whilst minimising light pollution and avoiding any operational risks to the airport

4.5.5 Sufficient bins to be located in the public realm to minimise litter and waste food that might attract gulls and contribute to risk of bird strike on the airfield.

### Street Furniture

#### Linear Bench (single-facing)



#### Linear Bench (double facing)



#### Raised Planter Bench



#### Bespoke Bench



### Lighting

#### Primary Street and Public Realm Lighting



#### Parkland Lighting



#### Accent / Furniture Lighting



### Litter Bins

#### Street and Public Realm Litter Bin



#### Mixed Recycling Bin



#### Dog Waste Bin



### Cycle Stands

#### Street and Public Realm Cycle Stands



### Wayfinding

#### Wayfinding



# M BRAND IDENTITY

## 4.6 Brand Identity

4.6.1 Drawing on the Zest branding work previously commissioned by the Medway Council, this document sets out a logo, a unified colour palette, design objectives and precedents to guide the future design work on public realm and buildings within the IPM.

4.6.2 The graphic language will be underpinned by the 'pathways of discovery', with a subtle nod to aviation and demonstrate Rochester Airport's heritage and its future direction.

4.6.3 Colour palette - blue as the primary colour to maintain a strong connection to Medway's heritage, complemented by a fresh and inspiring secondary palette.

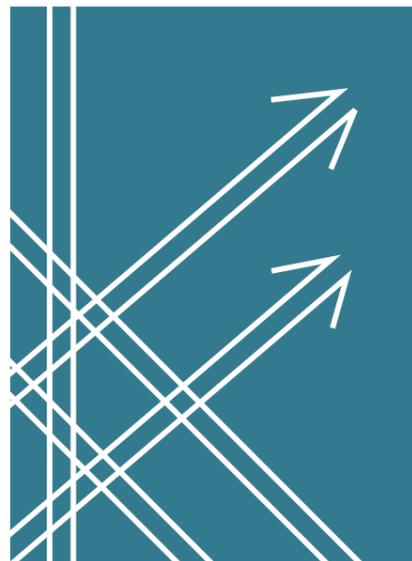
**Primary Colour**



**Secondary Colour**



**INNOVATION  
PARK  
MEDWAY**



TO GO BEYOND  
YOUR OWN  
LIMITATIONS IS  
AN INTIMIDATING  
THOUGHT. BUT  
TO CREATE AND  
DELIVER TRUE  
INNOVATION THAT IS  
WHAT IS REQUIRED.  
ARE YOU READY?



## Public Realm Brand Identity

### 4.6.4 Design Objectives

1. To increase and improve the direction signage beyond and within the boundaries of the IPM, which contribute towards strengthening the brand identity;
2. To avoid visual clutter and ensure advertisements and signage are incorporated into the design of the wider development and positively contribute to the identity, character and legibility of the site;
3. To illuminate street furniture in the public realm with LED lighting; and
4. Use material complementary to the context to achieve visual consistency and brand image

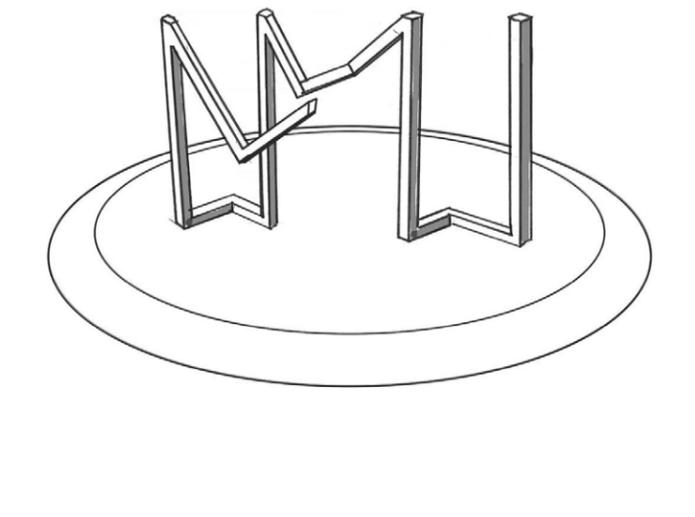
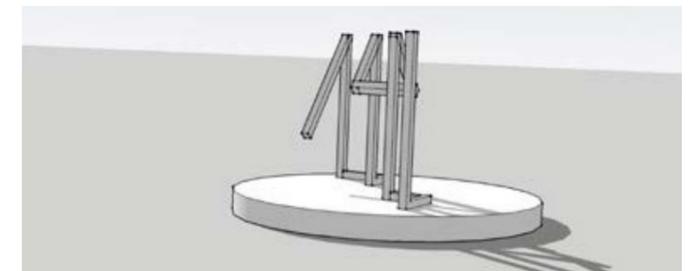
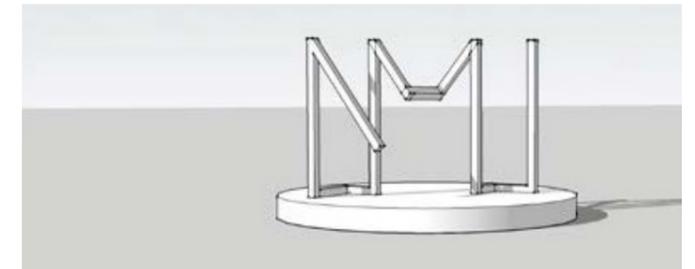
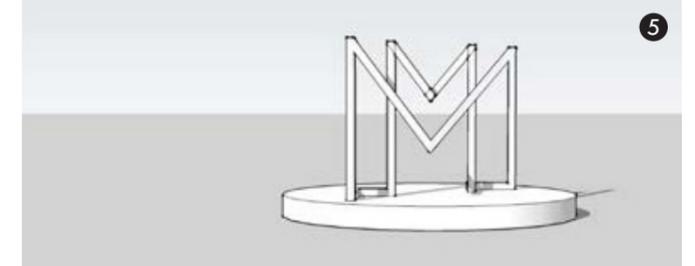
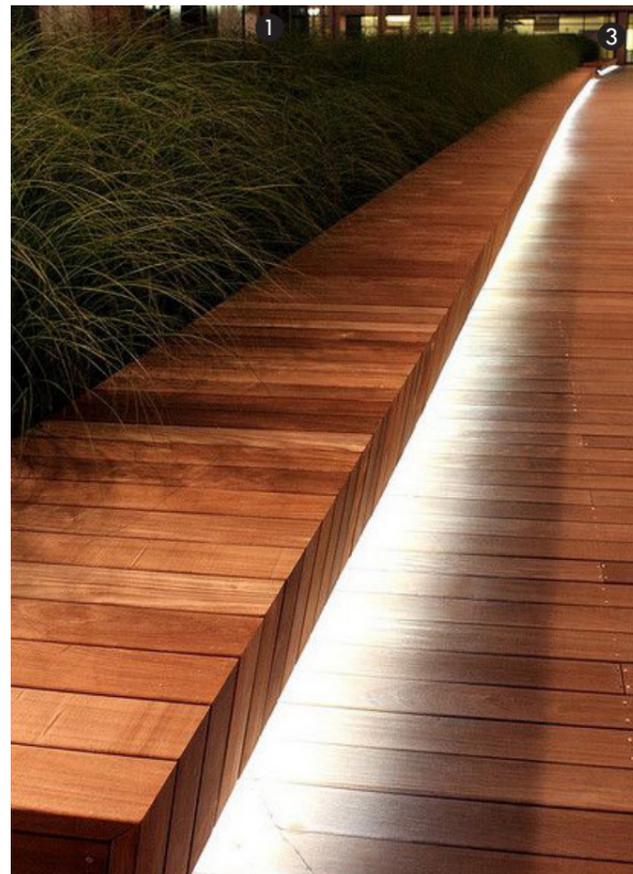
**1** Walkways and paths in the park can be designed to follow the style of pathway lines, defined by clear geometry and sharp corners.

**2** Monolith entrance signage at primary locations (e.g.: gateways and plaza) to create a sense of arrival and help people navigate their way through streets and spaces.

**3** Seating planters that breakout from the paths and walkways can be illuminated underneath so that at night they take on a visual life of their own.

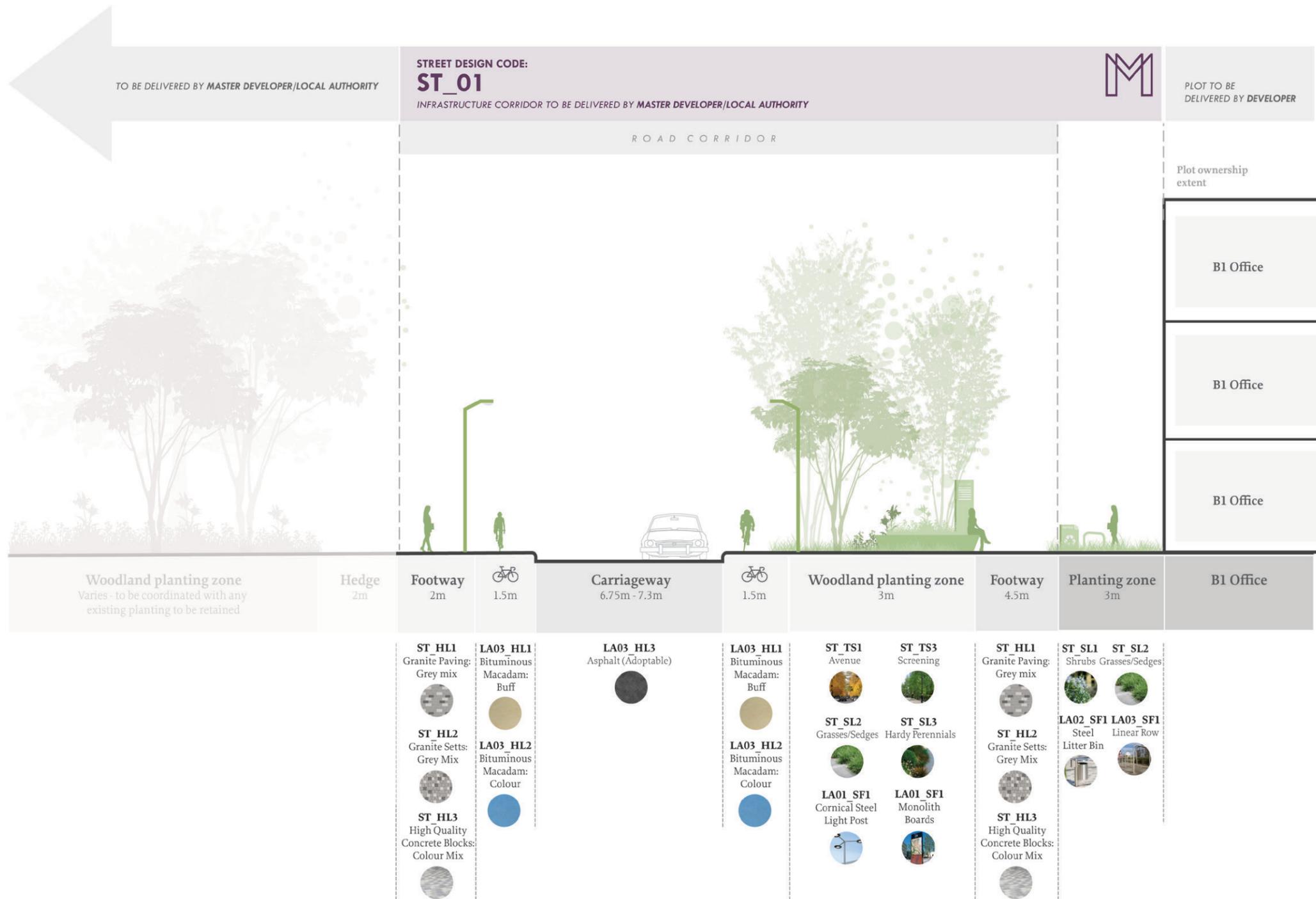
**4** Direction signage beyond the boundaries of the IPM.

**5** Iconic optical installations that can be illuminated at night.





# DESIGN CODE ST\_01 Gateway Streets



# M DESIGN CODE ST\_01 Gateway Streets

## Design Objectives

Gateway Streets accentuate key arrival points and aid legibility through paving materiality, lighting and way-finding signage. They should be designed to aid movement, but also provide meeting or resting spots. Predominantly hard landscaped areas, Access Gateways may incorporate street planting or other planting types where appropriate.

## Specification

**User Groups:** Pedestrian, cyclist, cars, public transport, service vehicles, HGV

**Lighting:** column lighting

## Design Criteria:

Design speed: 20-30mph (depending on adoption)

Speed Limit: Speed 20-30mph (depending on adoption)

Vehicle types: Bicycle, Car, Bus HGV

Direction of traffic: Two way

On-street parking: None

Bus access: Yes

Bus lanes: No

Bus stops: Yes

## 4.7 Gateway Streets

### Tree Selection Palette

4.7.1 All street trees should be suitable for urban conditions. Where located close to buildings, roads or underground services, suitable root barrier protection should be provided for all trees.

4.7.2 Primary Street Trees (ST\_TS1), (ST\_TS3) should be single-stem and have a mature clear canopy height of no less than 2.0m. They should be larger species and generally achieve no less than 16+m at mature height, however they must comply with runway height restrictions at all times. They should be located in streets with higher strategic importance, planted in rows or avenues to create an avenue or boulevard aesthetic and reinforce the linear nature of the route. Street tree centres should be planted at least 1.8m from road carriageway edges. No more than two different species of Primary Street Trees should be planted per street. Suggested tree species for Gateway Streets include: *Platanus x hispanica* (London Plane), *Tilia cordata* (Small Leaved Lime). Selection of species in the planting scheme should avoid small berried and nut bearing species in order to minimise attraction of large birds and/or flocks which could contribute to risk of bird strike on the airfield.

### Soft Landscape Palette

4.7.3 Robust Linear Street Planting (ST\_SL1), (ST\_SL2) or (ST\_SL3) – To be applied to linear planting strips along streets and avenues, or within raised planters in streets. Low maintenance shrubs (ST\_SL1), grasses (ST\_SL2) and hardy perennial plants (ST\_SL3) which can withstand urban conditions. Robust street planting may include; *Carex flacca* (Blue Sedge), *Buxus sempervirens* (Box), *Sarcococca Hookeriana*, *Rosemarinus officinalis* (Rosemary); *Carex morrowii* ‘Ice Dance’ (Variegated Sedge). Planting may be interspersed with more ornamental herbaceous planting where location and conditions allow. Street planting should always reflect the planting character of adjacent Open Space Typologies.

### Hard Landscape Palette

4.7.4 Street Paving Type 1 (ST\_HL1) - Granite paving mix to primary streets and key public spaces to denote importance within street and open space hierarchy. Street Paving Type 1 may comprise: Granite paving mix, light grey(25%)/mid grey(65%)/dark grey(10%). Unit size - varies (L) x 300 (W) x varies (D), stretcher bond, colour laid in a random pattern

4.7.5 Street Paving Type 2 (ST\_HL2) – Granite setts to key raised tables, shared vehicular surfaces and important road crossing locations. Materiality should match Street Paving Type 1, but using smaller sett unit sizes. Construction and specification must be suitable for heavy vehicle loads. Street Paving Type 2 may comprise: Street Paving Type 2 may comprise: Granite paving mix, light grey(45%)/mid grey(45%)/dark grey(10%), unit size 100(L) x 100 (W) x varies(D) mm, stretcher bond, colour laid in a random pattern.

4.7.6 Street Paving Type 3 (ST\_HL3) - high end concrete block which allows for variation in colour mix/dimensions to achieve a similar visual aesthetic as an alternative to granite. Cycle Lane Surfacing (LA03\_HL1) or (LA03\_HL2) – Bituminous Macadam to cycle lanes adjacent to highways. Colour may be Buff to visually match ST\_HL5, or may be a contrasting bright colour Bituminous Macadam. Cycle lanes should be constructed to withstand occasional heavy vehicular loading and have designated cycle demarcation to Local Authority Adoptable standards.

4.7.7 Primary Carriageway Surfacing (LA03\_HL3) – Asphalt finish to highways carriageway to Local Authority adoptable standards.

### Street Furniture Palette

4.7.8 Linear Bench (ST\_SF1), (ST\_SF2), (ST\_SF3) or (ST\_SF4) - Linear Benches should be located along routes or bounding key spaces within the park. Where applicable, they should be set back within planting on hardstanding to match the adjacent Paving Type. Single-facing benches (ST\_SF1) should have planting or

building façade located to the back of the seat. Double-facing linear benches (ST\_SF3) may be located along wide streets where there is a clear 2.5m offset to either side, or within public realm spaces (ST\_SF4). Linear Benches should comply with Local Authority guidance and ensure that both back and armrests are provided (ST\_SF2) for a proportion of seating provision. Linear Bench may comprise; Treated hardwood timber seating top with stainless steel frame/legs/ Materiality should match that used for Litter Bins and other street furniture within the scheme.

4.7.9 Street Light Column (LA01\_SF1) or (LA01\_SF2) – Decorative Stainless Steel light column to primary streets and key public realm spaces. LA01\_SF1 Street Light Columns should delineate key routes or linear routes. LA01\_SF2 Street Light Columns may be more sculptural or cast more down-light to act as focal elements within public realm design. All Street Light Columns should provide verticality to the public realm and be no less than 3000mm in height. Where located along streets, Light Columns should be located within a designated furniture zone so as not to affect movement routes. Street Light Columns may comprise; Stainless Steel body/frame, minimum 3000mm, LED-based light. Note: Street Light Columns do not replace typical highways lighting, which should be to Local Authority adoptable standards

4.7.10 Litter Bin/Mixed Recycling Litter Bin (LA02\_SF1) or (LA02\_SF2) or (LA02\_SF3) – Litter Bin/Mixed Recycling Bin within Streets, Plaza and Parkland. Within streets, Litter Bins should be located along primary routes, close to building entrances or within key public realm spaces. Bins should be located within a designated furniture zone so as not to impact movement routes. Litter Bins should relate to the materiality of other street furniture within the development. LA02\_SF1 may comprise; Street Litter bin, stainless steel, capacity varies. LA02\_SF2 may comprise; Street Litter bin, stainless steel and timber, capacity varies. LA02\_SF3 may comprise; Mixed Recycling litter bin, stainless steel/timber finish to match either LA02\_SF2 or LA02\_SF3, capacity varies.



# M DESIGN CODE ST\_02 The Boulevard

## Design Objectives

Proposals for the The Boulevard should provide a formal avenue of trees that runs along its entire length, articulating a leafy and intimate environment with dappled light that differentiates it from all other types of streets cross the site.

## Specification

**User Groups:** Pedestrian, cyclist, cars, public transport, service vehicles

**Lighting:** column lighting, medium level

Where possible, lighting should be on a time restriction to ensure minimum energy use, mitigate adverse effects on ecology and light pollution.

## Design Criteria:

Design speed: 20-30mph (depending on adoption)  
Speed Limit: Speed 20-30mph (depending on adoption)

Vehicle types: Bicycle and Bus only for particular segments, cars, HGV

Direction of traffic: Two way

On-street parking: None

Bus access: Yes

Bus lanes: No (bus priority from Laker Road)

Bus stops: Yes

## 4.8 The Boulevard

### Tree Selection Palette

4.8.1 Boulevard Trees (ST\_TS2), (ST\_TS3) should be single-stem and have a mature clear canopy height of no less than 2.0m. They should be larger species and generally achieve no less than 16+m at mature height. They should be located in streets with higher strategic importance, planted in rows or avenues to create an avenue or boulevard aesthetic and reinforce the linear nature of the route. Street tree centres should be planted at least 1.8m from road carriageway edges. No more than two different species of Primary Street Trees should be planted per street. Suggested tree species for The Boulevard include: Platanus x hispanica (London Plane), Tilia cordata (Small Leaved Lime). Selection of species in the planting scheme should avoid small berried and nut bearing species in order to minimise attraction of large birds and/or flocks which could contribute to risk of bird strike on the airfield.

### Soft Landscape Palette

4.8.2 Robust Linear Street Planting (ST\_SL1), (ST\_SL2) or (ST\_SL3) – To be applied to linear planting strips along streets and avenues, or within raised planters in streets. Low maintenance shrubs (ST\_SL1), grasses (ST\_SL2) and hardy perennial plants (ST\_SL3) which can withstand urban conditions. Robust street planting may include; Carex flacca (Blue Sedge), Buxus sempervirens (Box), Sarcococca Hookeriana, Rosemarinus officinalis (Rosemary); Carex morrowii 'Ice Dance' (Variegated Sedge). Planting may be interspersed with more ornamental herbaceous planting where location and conditions allow. Street planting should always reflect the planting character of adjacent Open Space Typologies.

### Hard Landscape Palette

4.8.3 Street Paving Type 4 (ST\_HL4) – Concrete Block paving to secondary routes and spaces. Concrete Block should be aggregate-based, grey colour mix to

compliment ST\_HL1, but a greater percentage of light grey tone. Street Paving Type 3 may comprise: Concrete block paving mix, 300(L) x 200(W) x varies(H); light grey(70%)/mid grey(25%)/dark grey(5%), stretcher bond, colour laid in a random pattern

4.8.4 Street Paving Type 5 (ST\_HL5) – Contrasting Granite edge / channel course. Dark grey granite paving to be applied to ST\_HL1, ST\_HL2 or ST\_HL 1,2,4 and all the interface between paving and all kerbs or building facades. Street Paving Type 4 may comprise; Dark grey Granite paving, double row, stretcher bond, 300(L) x 150(W) x varied(H) mm.

4.8.5 Cycle Lane Surfacing (LA03\_HL1) or (LA03\_HL2) – Bituminous Macadam to cycle lanes adjacent to highways. Colour may be Buff to visually match ST\_HL5, or may be a contrasting bright colour Bituminous Macadam. Cycle lanes should be constructed to withstand occasional heavy vehicular loading and have designated cycle demarcation to Local Authority Adoptable standards.

4.8.6 Secondary/Tertiary Carriageway Surfacing (LA03\_HL4) – Granite sett paving to match Street Paving Type 2 (ST\_HL2). To be applied to secondary or tertiary streets/roads where a shared vehicular/pedestrian surface approach is permissible and where Local Authority adoptable standards do not need to be met.

### Street Furniture Palette

4.8.7 Linear Bench (ST\_SF1), (ST\_SF2), (ST\_SF3) or (ST\_SF4) - Linear Benches should be located along routes or bounding key spaces within the park. Where applicable, they should be set back within planting on hardstanding to match the adjacent Paving Type. Single-facing benches (ST\_SF1) should have planting or building façade located to the back of the seat. Double-facing linear benches (ST\_SF3) may be located along wide streets where there is a clear 2.5m offset to either side, or within public realm spaces (ST\_SF4). Linear Benches should comply with Local Authority guidance

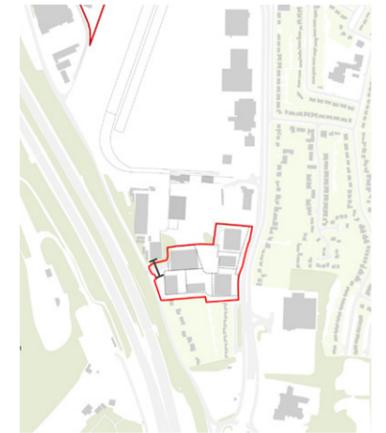
and ensure that both back and armrests are provided (ST\_SF2) for a proportion of seating provision. Linear Bench may comprise; Treated hardwood timber seating top with stainless steel frame/legs/ Materiality should match that used for Litter Bins and other street furniture within the scheme.

4.8.8 Street Light Column (LA01\_SF1) or (LA01\_SF2) – Decorative Stainless Steel light column to primary streets and key public realm spaces. LA01\_SF1 Street Light Columns should delineate key routes or linear routes. LA01\_SF2 Street Light Columns may be more sculptural or cast more down-light to act as focal elements within public realm design. All Street Light Columns should provide verticality to the public realm and be no less than 3000mm in height. Where located along streets, Light Columns should be located within a designated furniture zone so as not to affect movement routes. Street Light Columns may comprise; Stainless Steel body/frame, minimum 3000mm, LED-based light. Note: Street Light Columns do not replace typical highways lighting, which should be to Local Authority adoptable standards

4.8.9 Litter Bin/Mixed Recycling Litter Bin (LA02\_SF1) or (LA02\_SF2) or (LA02\_SF3) – Litter Bin/Mixed Recycling Bin within Streets, Plaza and Parkland. Within streets, Litter Bins should be located along primary routes, close to building entrances or within key public realm spaces. Bins should be located within a designated furniture zone so as not to impact movement routes. Litter Bins should relate to the materiality of other street furniture within the development. LA02\_SF1 may comprise; Street Litter bin, stainless steel, capacity varies. LA02\_SF2 may comprise; Street Litter bin, stainless steel and timber, capacity varies. LA02\_SF3 may comprise; Mixed Recycling litter bin, stainless steel/timber finish to match either LA02\_SF2 or LA02\_SF3, capacity varies.



# DESIGN CODE ST\_03 Minor Access Streets



# M DESIGN CODE ST\_03 Minor Access Streets

## Design Objectives

Proposals for the Minor Access Streets should be defined from their primary and secondary counterparts by reduced road widths, less restrictions on boundary treatments which, together with the woodland setting, will result in a more relaxed and intimate environment. The design of the streets should promote a more people-oriented environment to encourage collaboration and innovation.

## Specification

**User Groups:** Pedestrian, cyclist, cars, service vehicles

**Lighting:** column lighting, medium level

Where possible, lighting should be on a time restriction to ensure minimum energy use, mitigate adverse effects on ecology and light pollution.

## Design Criteria:

Design speed: 20-30mph (depending on adoption)

Speed Limit: Speed 20-30mph (depending on adoption)

Vehicle types: Bicycle and Bus only for particular segments, cars, lorries

Direction of traffic: Two way

On-street parking: None

Bus access: No

Bus lanes: No

Bus stops: No

## 4.9 Minor Access Streets

### Tree Selection Palette

4.9.1 Minor Access Street Trees (ST\_TS4), (ST\_TS5), (ST\_TS6) should be single stem and have a mature clear canopy height of no less than 1.5m. They should be medium size species with upright habits that are suitable for smaller or narrower streets. Street tree centres should be planted at least 1.5m from road carriageway edges. *Ulmus* 'New Horizon' Elm 'New Horizon', *Acer platanoides* 'Columnare' (Norway Maple 'Columnare'), *Pyrus calleryana* 'Chanticleer' (Ornamental Pear). Selection of species in the planting scheme should avoid small berried and nut bearing species in order to minimise attraction of large birds and/or flocks which could contribute to risk of bird strike on the airfield.

### Soft Landscape Palette

4.9.2 Robust Linear Street Planting (ST\_SL1), (ST\_SL2) or (ST\_SL3) – To be applied to linear planting strips along streets and avenues, or within raised planters in streets. Low maintenance shrubs (ST\_SL1), grasses (ST\_SL2) and hardy perennial plants (ST\_SL3) which can withstand urban conditions. Robust street planting may include; *Carex flacca* (Blue Sedge), *Buxus sempervirens* (Box), *Sarcococca Hookeriana*, *Rosemarinus officinalis* (Rosemary); *Carex morrowii* 'Ice Dance' (Variegated Sedge). Planting may be interspersed with more ornamental herbaceous planting where location and conditions allow. Street planting should always reflect the planting character of adjacent Open Space Typologies.

### Hard Landscape Palette

4.9.3 Street Paving Type 6 (ST\_HL6) – Resin bound gravel – alternative secondary paving type where a softer look is desired, or where visual connections to parkland areas are required. Buff colour and permeable construction build-up where vehicular and loading requirements allow.

4.9.4 Cycle Lane Surfacing (LA03\_HL1) or (LA03\_HL2) – Bituminous Macadam to cycle lanes adjacent to highways. Colour may be Buff to visually match ST\_HL5, or may be a contrasting bright colour Bituminous Macadam. Cycle lanes should be constructed to withstand occasional heavy vehicular loading and have designated cycle demarcation to Local Authority Adoptable standards.

4.9.5 Secondary/Tertiary Carriageway Surfacing (LA03\_HL4) – Granite sett paving to match Street Paving Type 2 (ST\_HL2). To be applied to secondary or tertiary streets/roads where a shared vehicular/pedestrian surface approach is permissible and where Local Authority adoptable standards do not need to be met.

### Street Furniture Palette

4.9.6 Linear Bench (ST\_SF1), (ST\_SF2), (ST\_SF3) or (ST\_SF4) - Linear Benches should be located along routes or bounding key spaces within the park. Where applicable, they should be set back within planting on hardstanding to match the adjacent Paving Type. Single-facing benches (ST\_SF1) should have planting or building façade located to the back of the seat. Double-facing linear benches (ST\_SF3) may be located along wide streets where there is a clear 2.5m offset to either side, or within public realm spaces (ST\_SF4). Linear Benches should comply with Local Authority guidance and ensure that both back and armrests are provided (ST\_SF2) for a proportion of seating provision. Linear Bench may comprise; Treated hardwood timber seating top with stainless steel frame/legs/ Materiality should match that used for Litter Bins and other street furniture within the scheme.

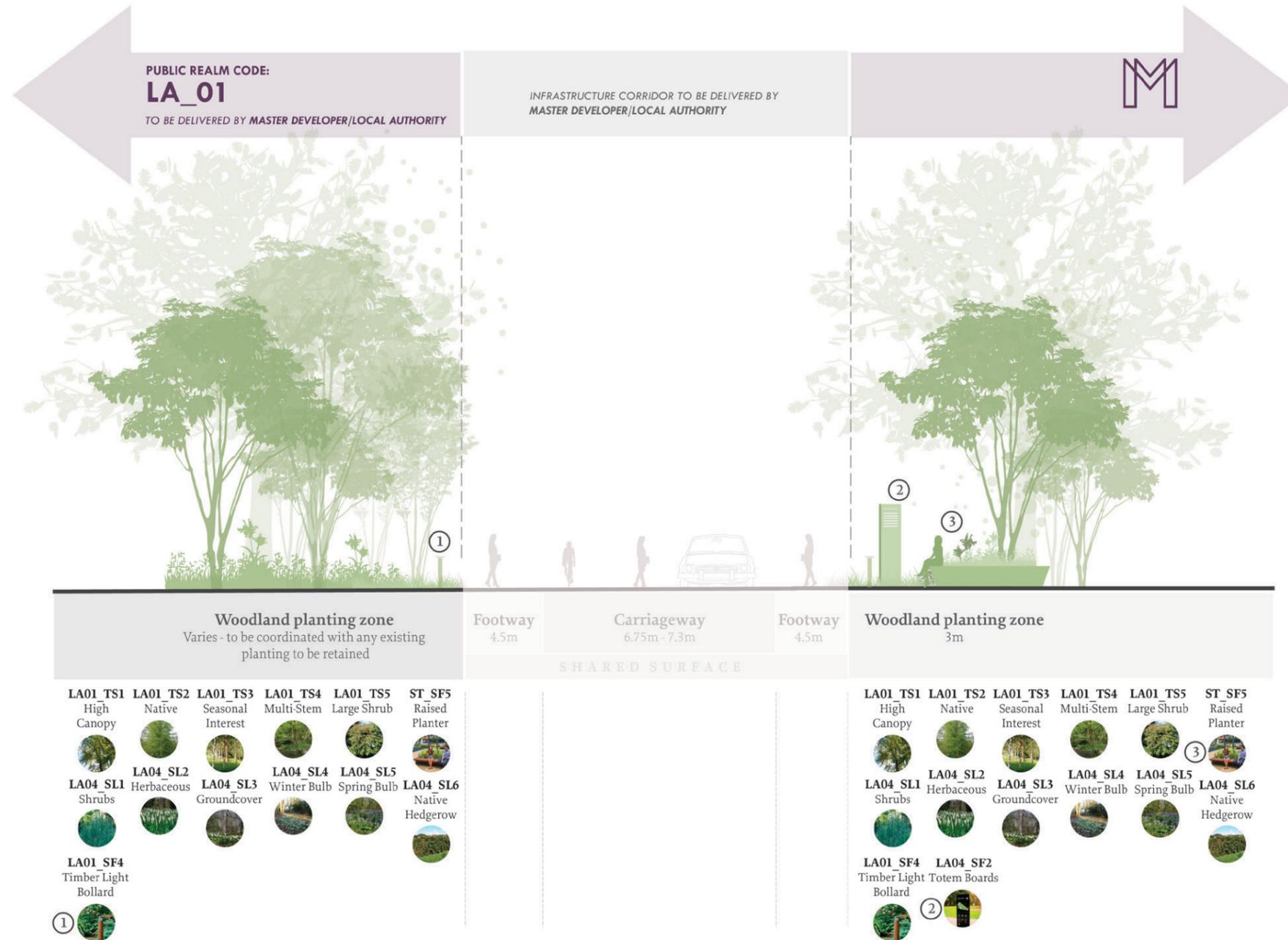
4.9.7 Street Light Column (LA01\_SF1) or (LA01\_SF2) – Decorative Stainless Steel light column to primary streets and key public realm spaces. LA01\_SF1 Street Light Columns should delineate key routes or linear routes. LA01\_SF2 Street Light Columns may be more sculptural or cast more down-light to act as focal elements within public realm design. All Street Light

Columns should provide verticality to the public realm and be no less than 3000mm in height. Where located along streets, Light Columns should be located within a designated furniture zone so as not to affect movement routes. Street Light Columns may comprise; Stainless Steel body/frame, minimum 3000mm, LED-based light. Note: Street Light Columns do not replace typical highways lighting, which should be to Local Authority adoptable standards

4.9.8 Litter Bin/Mixed Recycling Litter Bin (LA02\_SF1) or (LA02\_SF2) or (LA02\_SF3) – Litter Bin/Mixed Recycling Bin within Streets, Plaza and Parkland. Within streets, Litter Bins should be located along primary routes, close to building entrances or within key public realm spaces. Bins should be located within a designated furniture zone so as not to impact movement routes. Litter Bins should relate to the materiality of other street furniture within the development. LA02\_SF1 may comprise; Street Litter bin, stainless steel, capacity varies. LA02\_SF2 may comprise; Street Litter bin, stainless steel and timber, capacity varies. LA02\_SF3 may comprise; Mixed Recycling litter bin, stainless steel/timber finish to match either LA02\_SF2 or LA02\_SF3, capacity varies.



# DESIGN CODE LA\_01 The Woodland Typology





## DESIGN CODE LA\_01 The Woodland Typology

### Design Objectives

4.9.9 The Woodland Typology should capitalise on existing natural assets of the site to retain native trees, blend development with adjacent land and to create a verdant landscape character to open spaces and public realm where the Woodland Typology applies.

4.9.10 It should incorporate a naturalistic woodland planting character with an upper tree canopy and a low shrub, herbaceous and groundcover layer. The Lower planting layer should allow for views through the planting. Root Protection Zones to existing trees should be respected within Woodland Typology areas.

4.9.11 To the northern-most boundary of the Site, a native hedgerow should be planted along the length of the site boundary.

4.9.12 In the southern woodland area root protection areas of existing mature trees should be respected when setting out development plots.

### 4.10 Woodland Typology

#### Tree Selection Palette

4.10.1 Woodland Trees (LA01\_TS1), (LA01\_TS2), (LA01\_TS3), (LA01\_TS4), (LA01\_TS5) - Trees species selection should be comprised of minimum 75% native species. Of trees species: a minimum of 70% should be selected/managed to retain a clear stem height of minimum 1.8m to create an 'upper canopy' (LA01\_TS1, LA01\_TS2 or LA01\_TS3). A maximum of 30% of species may be selected as multi-stem (LA01\_TS4) or large shrubs (LA01\_TS5). Woodland Typology trees may comprise; *Alnus glutinosa* (Alder), Birch, downy (*Betula pubescens*), *Populus tremula* (Aspen), *Betula pendula* (Silver Birch). Selection of species in the planting scheme should avoid small berried and nut bearing species in order to minimise attraction of large birds and/or flocks which could contribute to risk of bird strike on the airfield.

#### Soft Landscape Palette

4.10.2 'Understorey' Planting (LA04\_TS1), (LA04\_TS2), (LA04\_TS3), (LA04\_TS4), (LA04\_TS5) - May be comprised of low shrubs (LA04\_TS1), herbaceous (LA04\_TS2), and groundcover plants (LA04\_TS3) which should be selected to create a woodland planting character. Winter or Spring Bulbs may also be planted (LA04\_TS4 or LA04\_TS5). Planting should be minimum 75% native. Planting should be selected/managed to a maximum height of 1.2m to promote visual links through the Woodland Typology area. 'Lower' canopy planting may comprise; *Anemone nemorosa* (Wood anemone), *Cornus sanguinea* (Dogwood), *Hyacinthoides non-scripta* (Bluebell), *Galanthus nivalis* (Snowdrop).

4.10.3 Hedgerow Planting (LA04\_TS6) - Hedgerow should be comprised of 100% native species, and planted/managed to achieve a minimum 2.0m width at maturity. It should be planted along the full length of the northern Site boundary where it adjoins adjacent land ownership. Hedgerow planting may comprise;

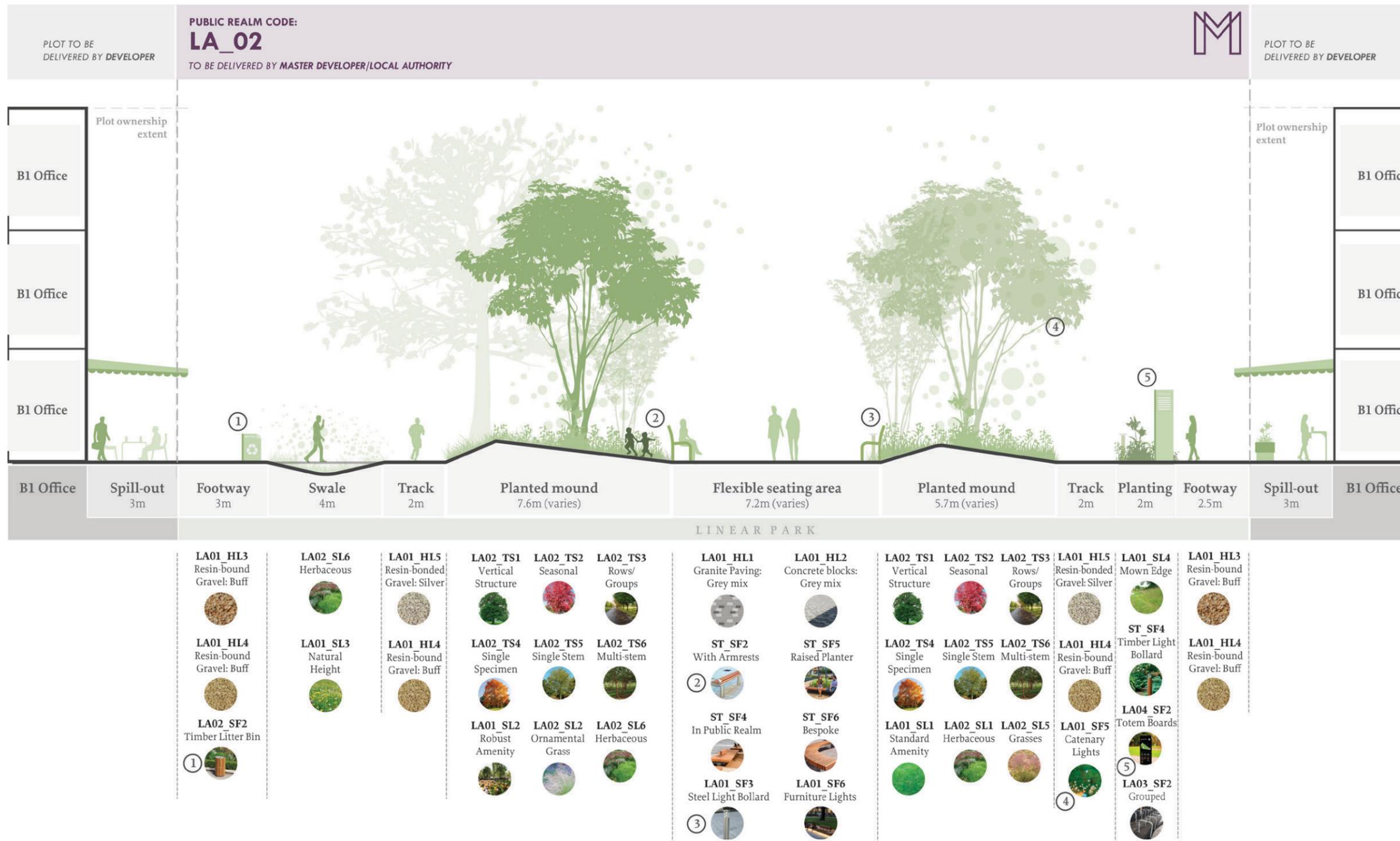
*Carpinus betulus* (Hornbeam), *Crataegus monogyna* (Hawthorn), *Corylus avellana* (Hazel).

#### Hard Landscape and Street Furniture Palette

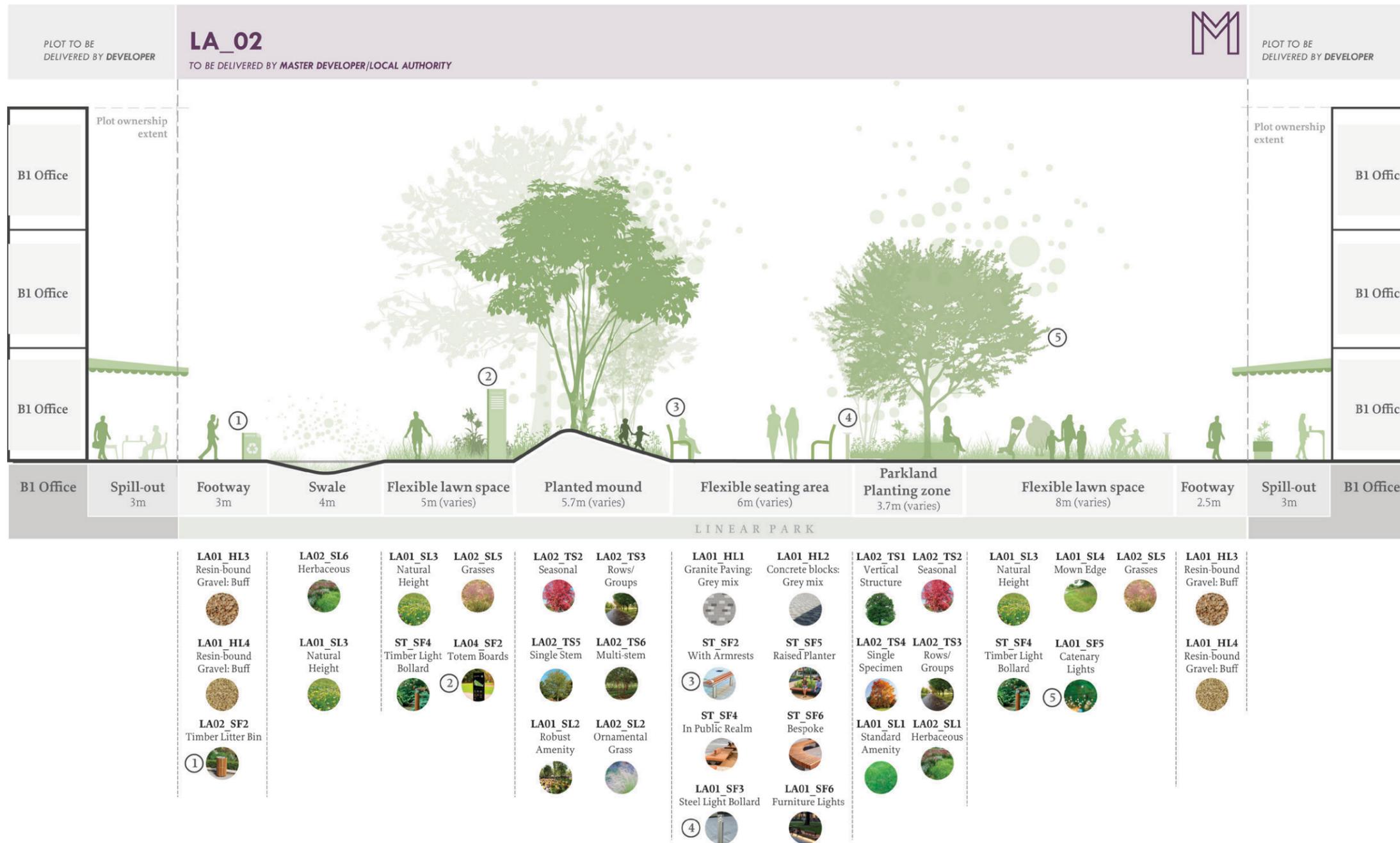
4.10.4 Secondary/Tertiary Parkland Paving (LA01\_HL3), LA01\_HL4 and LA01\_HL5) - Where required, paving within the Woodland Typology should match Secondary or Tertiary Parkland paving. Street furniture should match that within the Parkland Typology.



# DESIGN CODE LA\_02 The Parkland Typology\_Social Track



# M DESIGN CODE LA\_02 The Parkland Typology\_Social Track





# DESIGN CODE LA\_02 The Parkland Typology\_Park Edge

## LA\_02

TO BE DELIVERED BY MASTER DEVELOPER/LOCAL AUTHORITY



Planted mound  
7.7m (varies)

Flexible seating area  
6m (varies)

Planted mound  
11.7m (varies)

Footway  
3m

Carriageway  
6.75m - 7.3m

Footway  
3m

Planting  
Varies

Footway  
Varies

LINEAR PARK

LA02\_TS2 Seasonal



LA02\_TS3 Rows/ Groups



LA01\_HL1 Granite Paving: Grey mix



LA01\_HL2 Concrete blocks: Grey mix



LA01\_SL3 Natural Height



LA01\_SL4 Mown Edge



LA02\_SL5 Grasses



LA02\_SL6 Herbaceous



LA02\_TS5 Single Stem



LA02\_TS6 Multi-stem



ST\_SF2 With Armrests



ST\_SF5 Raised Planter



LA02\_TS1 Vertical Structure



LA02\_TS2 Seasonal



LA02\_TS3 Rows/ Groups



LA02\_TS5 Single Stem



LA01\_SL2 Robust Amenity



LA02\_SL2 Ornamental Grass



ST\_SF4 In Public Realm



ST\_SF6 Bespoke



ST\_SF4 Timber Light Bollard



LA01\_SF5 Catenary Lights



LA04\_SF2 Totem Boards



LA01\_SF3 Steel Light Bollard



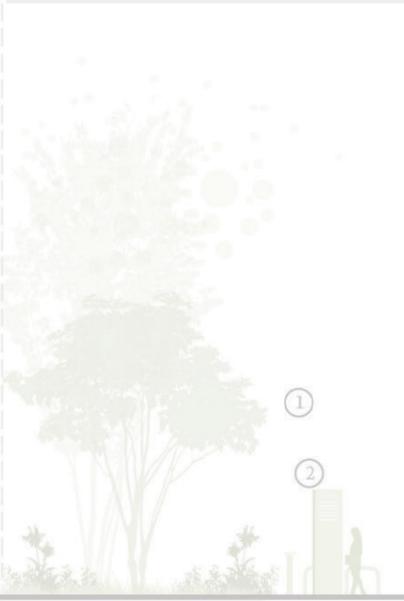
LA01\_SF6 Furniture Lights



INFRASTRUCTURE CORRIDOR TO BE DELIVERED BY MASTER DEVELOPER/LOCAL AUTHORITY

## LA\_04

INFRASTRUCTURE CORRIDOR TO BE DELIVERED BY MASTER DEVELOPER/LOCAL AUTHORITY



# M DESIGN CODE LA\_02 The Parkland Typology\_Park Edge

## Design Objectives

1. Parkland should be predominantly green in character, with a mixture of open lawns, biodiverse planting areas and a mix of trees and shrubs. It will form a heart to the development and provide a relaxing space for people to interact with nature, have lunch or for occasional events. Amenity lawns and a circuit route for jogging will provide the opportunity for informal exercise.
2. Of total Parkland provision: A minimum of 70% should be provided as Soft. A maximum of 30% may be provided as Hard park area.
3. Of total Soft parkland provision: A maximum of 70% may be provided as Lawn (Amenity or Species-Rich) and a minimum of 30% should be provided as Herbaceous and Shrub Planting. Primary Park Trees and Secondary Trees and Shrubs may be applied to either category, which does not affect percentage provision.

## 4.11 Parkland Typology

### Tree Selection Palette

4.11.1 Primary Parkland Trees (LA02\_TS1), (LA02\_TS2) or (LA02\_TS3) - Primary trees should be selected to provide the primary height and vertical structure to the park. A maximum five species of Primary Park Tree should be selected to encourage a cohesiveness across parkland areas. Species selection should offer seasonal interest. Trees may be selected in rows, groups or located as singular specimens. Primary Park Trees should typically be specified as having minimum 35cm girth at planting. *Alnus glutinosa* 'Laciniata' (Cut-leaved Common Alder), *Alnus glutinosa* (Alder), *Liquidambar styraciflua* (Sweet Gum). Selection of species in the planting scheme should avoid small berried and nut bearing species in order to minimise attraction of large birds and/or flocks which could contribute to risk of bird strike on the airfield.

4.11.2 Secondary Park Trees and Shrubs (LA02\_TS4), (LA02\_TS5) or (LA02\_TS6) - Secondary Trees and Shrubs may form a sub-canopy to Primary Park Trees, grouped as specimens of no less three per group, or located as structural elements within Herbaceous and Shrub Planting areas. Secondary Trees should have a smaller mature height than Primary Park Trees, generally growing to a maximum mature height of no more than 15m. A minimum of 30% of Secondary Trees and Shrubs should be evergreen. Secondary Park Trees and Shrubs may comprise of; *Acer palmatum* (Japanese Maple), *Amelanchier x grandiflora* 'Ballerina' (Serviceberry Ballerina'), *Cornus kousa* (Kousa).

### Soft Landscape Palette

4.11.3 Lawns (LA01\_SL1), (LA01\_SL2), (LA01\_SL3) or (LA01\_SL4) - Of total Lawn provision: A maximum of 70% should be provided as Amenity Lawn and may be regularly mown to maintain a short sward (LA01\_SL1). Amenity Lawn will provide the primary area for amenity, informal recreation or events within parkland areas. Robust or reinforced Amenity Lawn (LA01\_SL2)

may be applied where greater footfall of events are anticipated. Of total Lawn provision: a minimum of 30% should be provided as Species-Rich Lawn and should have an appropriate mowing regime to allow for a tall sward and maximised flowering period (LA01\_SL3) for biodiversity/ecological benefit. Species-Rich Lawn may have a mown edge where a neater boundary is desired adjacent to public realm or streets (LA01\_SL4). Species-Rich Lawn should not be located within areas identified as being primary areas for amenity or recreation. Either Amenity Lawn or Species-Rich/Flowering Lawn may have Primary or Secondary Parkland Trees within them.

4.11.4 Hedgerow Planting (LA04\_TS6) - Hedgerow should be comprised of 100% native species, and planted/managed to achieve a minimum 2.0m width at maturity. It should be planted along the full length of the northern Site boundary where it adjoins adjacent land ownership. Hedgerow planting may comprise; *Carpinus betulus* (Hornbeam), *Crataegus monogyna* (Hawthorn), *Corylus avellana* (Hazel), *Rubus idaeus* (Raspberry), *Rubus fruticosus* (Blackberry).

4.11.5 Herbaceous and Small Shrub Planting (LA02\_SL1), (LA02\_SL1), (LA02\_SL3) or (LA02\_SL4) - Herbaceous (LA02\_SL1), ornamental grass (LA02\_SL2) and small shrub planting (LA02\_SL3) should form a biodiverse palette of plant species; providing colour, texture and seasonal interest to Park areas (LA02\_SL4). Species should be selected to for maximum flowering period. Of Herbaceous and Small Shrub Planting, a minimum of 30% should be of local native species (LA02\_SL6).

4.11.6 SuDS Planting (LA02\_SL5) and (LA02\_SL6) - The provision of Sustainable Drainage Systems (SuDS) should be considered as part of a site-wide sustainable drainage strategy. Within Parks, SuDS may be comprised of rain gardens, detention ponds, linear swales or other natural drainage features. Features should be well-integrated as part of the overall landscape design, with capacity/connectivity requirements guided by a drainage engineer. Any SuDS

features within Parks should provide biodiversity and ecological benefits through selection of appropriate planting species and habitat creation including grasses (LA02\_SL5) and perennial/herbaceous plants (LA02\_SL6). SuDS Planting may be calculated as part of the minimum 30% 'Herbaceous and Small Shrub Planting' requirement within Parks.

### Hard Landscape and Street Furniture Palette

4.11.7 Primary Parkland Paving (LA01\_HL1) or (LA01\_HL2) - A high quality, hard-wearing material that should be applied to primary routes which connect key buildings and key spaces within the public realm. Focal hard spaces within Parkland, such as small event spaces, social seating areas or spill-out space for adjacent buildings should incorporate Primary Parkland Paving (LA01\_HL1) or (LA01\_HL2). This paving type should match the materiality for Street Paving Type 1 (ST\_HL1). LA01\_HL1 may comprise: Granite paving mix, light grey(25%)/mid grey(65%)/dark grey(10%). Unit size - varies (L) x 300 (W) x varies (D), stretcher bond, colour laid in a random pattern.

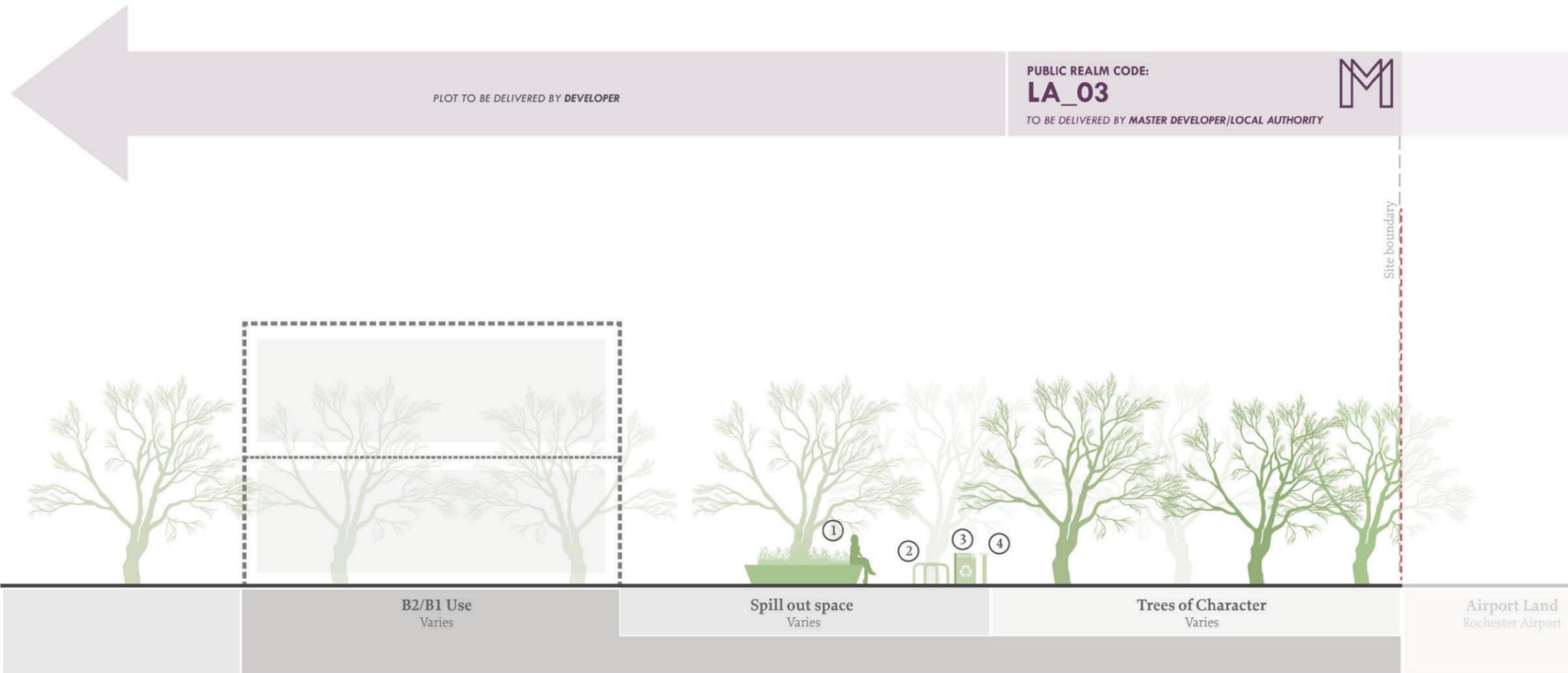
4.11.8 An alternative paving option (LA01\_HL2) which matches Street Paving Type 3 (ST\_HL3) may be applied to primary park routes and spaces where adjoining to footways which implement that material palette.

4.11.9 Secondary Parkland Paving (LA01\_HL3) - A hard material that is more tactile in nature, it should be applied to secondary routes which form part of the Parkland movement network, but may take on more of a meandering or secondary nature. Secondary Parkland Paving (LA01\_HL3) should match Street Paving Type 5 (ST\_HL5). LA01\_HL3 may comprise; Resin bound gravel, Buff colour and permeable construction build-up where vehicular and loading requirements allow.

4.11.10 Tertiary Parkland Paving (LA01\_HL4) or (LA01\_HL5) - Alternative paving options comprised of resin-bonded gravel may be applied where a loose or soft landscape character is required for tertiary are



# DESIGN CODE LA\_03 Runway Edge Typology



- |   |   |  |                                    |                          |                                   |                                   |                               |                              |                           |
|---|---|--|------------------------------------|--------------------------|-----------------------------------|-----------------------------------|-------------------------------|------------------------------|---------------------------|
| <b>LA02_HL1</b><br>Granite Paving:<br>Grey/pink mix | <b>LA02_HL2</b><br>Granite Setts:<br>Grey Mix | <b>ST_SF4</b><br>In Public<br>Realm        | <b>ST_SF5</b><br>Raised Planter    | <b>ST_SF6</b><br>Bespoke | <b>LA03_TS1</b><br>Linear Rows    | <b>LA03_TS2</b><br>Blocks/Grouped | <b>LA03_TS3</b><br>Fruiting   | <b>LA03_TS4</b><br>Flowering | <b>LA03_TS5</b><br>Native |
|   |   |  |                                    |                          |                                   |                                   |                               |                              |                           |
| <b>LA03_SF2</b><br>Grouped                          | <b>LA02_SF3</b><br>Mixed Recycling            | <b>LA01_SF4</b><br>Timber Light<br>Bollard | <b>LA01_SF5</b><br>Catenary Lights |                          | <b>LA01_SL3</b><br>Natural Height | <b>LA01_SL4</b><br>Mown Edge      | <b>LA02_SL1</b><br>Herbaceous | <b>LA03_TS3</b><br>Bulb      |                           |
|   |   |  |                                    |                          |                                   |                                   |                               |                              |                           |



## DESIGN CODE LA\_03 Runway Edge Typology

### Design Objectives

1. In the area adjacent to the airport western boundary tree planting should respect operational requirements and airport safeguarding considerations and height of trees must comply with runway height restrictions at all times
2. The Runway Edge Typology should create linear belts of blossoming trees and natural open space. It should comprise a mix of fruiting and

### 4.12 Runway Edge Typology

#### Tree Selection Palette

4.12.1 Character Trees (LA03\_TS1), (LA03\_TS2), (LA03\_TS3), (LA03\_TS4), (LA03\_TS5) - The mix species should be chosen to extend the blossom flowering period for as long as possible. Where planted in linear rows, trees should be planted as a double row as a minimum (LA03\_TS1), with a minimum of 3.0m between planting centres. The same dimensions apply where trees of character or planted in blocks or groups (LA03\_TS2). Height of selected tree species must comply with runway height restrictions at all time. Tree centres should be planted 2.0m away from adjacent footways, carriageways or hedgerows as a minimum. Fruiting (LA03\_TS3) and flowering (LA03\_TS4) species should be selected. A minimum of 50% of fruit tree species should be native (LA03\_TS5). Trees of character may comprise; *Malus domestica* (Apple), *Malus Elstar* (Elstar Apple), *Pyrus communis* (Pear), *Arbutus unedo* (strawberry). Selection of species in the planting scheme should avoid small berried and nut bearing species and discourage nesting and roosting in order to minimise attraction of large birds and/or flocks which could contribute to risk of bird strike on the airfield.

#### Soft Landscape Palette

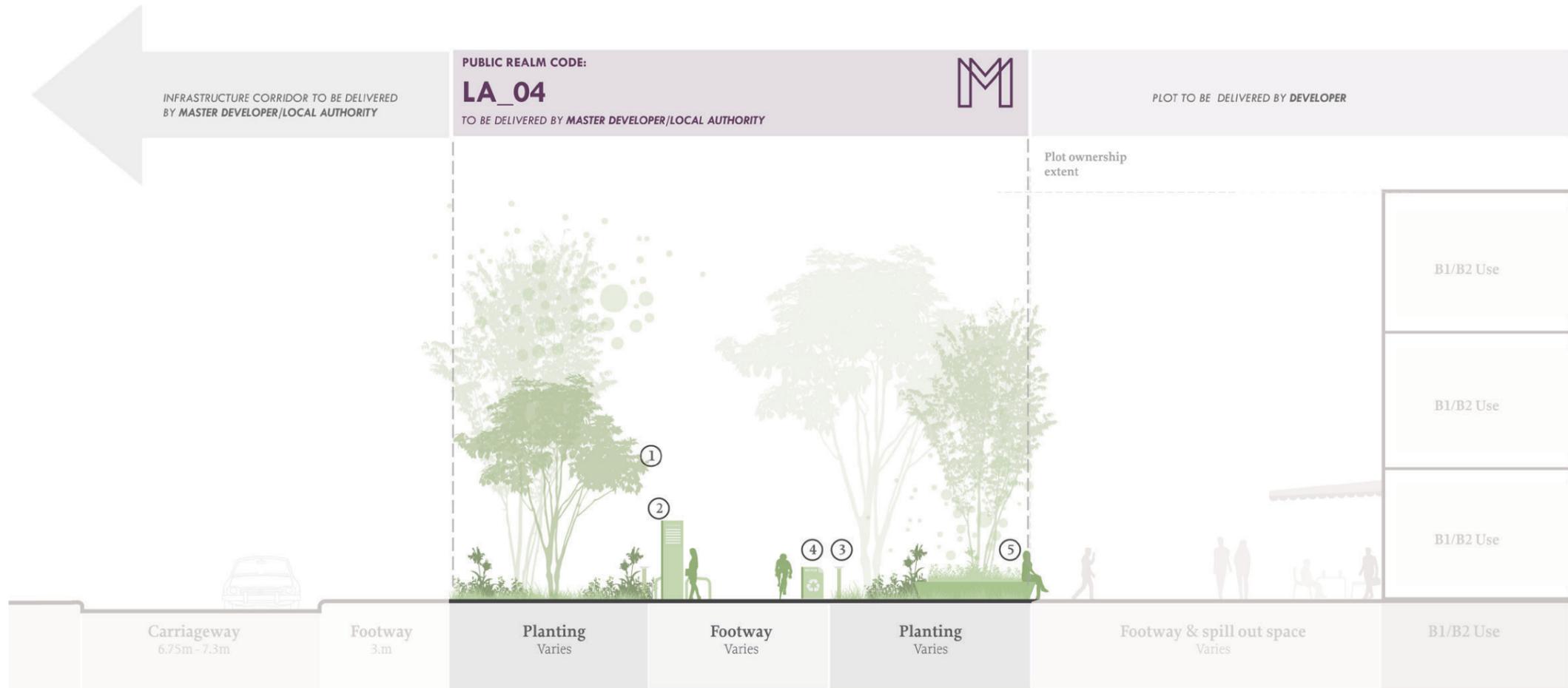
4.12.2 Species-Rich Lawn/ Meadow and Herbaceous Planting (LA01\_SL3), (LA01\_SL4), (LA02\_HL1), (LA02\_HL2) or (LA04\_TS5) - Trees of character should be planted within a soft landscape of meadow/grassland of locally appropriate species. Soft landscape areas may be additionally planted with flowering spring bulbs or herbaceous planting offset at least 1.0m from tree centres. Soft landscape species for trees of character may comprise; *Agrostis capillaris* (Common Bent), *Leucanthemum vulgare* (Ox-Eye Daisy), *Pseudonarcissus lobularis* (Daffodil).

#### Hard Landscape Palette and Street Furniture

- 4.12.3 Primary Plaza Paving (LA02\_HL1), (LA02\_HL2)
- 4.12.4 Linear Benches / Raised Planters / Bespoke Benches (ST\_SF4), (ST\_SF5), (ST\_SF6)
- 4.12.5 Grouped Cycle Stands (LA03\_SF2)
- 4.12.6 Public Realm Litter Bin (LA02\_SF2), (LA02\_SF3)



# DESIGN CODE LA\_04 The Plaza Typology



<b>LA04_TS1</b> Grouped	<b>LA04_TS2</b> Rows	<b>LA04_TS4</b> Colour	<b>LA02_HL1</b> Granite Paving: Grey/pink mix	<b>LA01_SF5</b> Catenary Lights	<b>LA04_TS1</b> Grouped	<b>LA04_TS2</b> Rows	<b>LA04_TS4</b> Colour
<b>LA04_TS3</b> Single Specimen	<b>LA04_TS5</b> Seasonal Interest	<b>LA03_SL1</b> Herbaceous	<b>LA04_SF2</b> Totem Boards	<b>LA01_SF4</b> Timber Light Bollard	<b>LA04_TS3</b> Single Specimen	<b>LA04_TS5</b> Seasonal Interest	<b>LA03_SL1</b> Herbaceous
<b>LA03_SL2</b> Grasses	<b>LA03_SL3</b> Bulb	<b>LA03_SL4</b> Low Shrub	<b>LA02_SF2</b> Timber Litter Bin	<b>LA03_SF2</b> Grouped	<b>LA03_SL2</b> Grasses	<b>LA03_SL3</b> Bulb	<b>LA03_SL4</b> Low Shrub
<b>LA03_SL5</b> Structural			<b>LA02_SF4</b> Dog Waste Bin		<b>LA03_SL5</b> Structural	<b>ST_SF5</b> Raised Planter	<b>ST_SF6</b> Bespoke

# M DESIGN CODE LA\_04 The Plaza Typology

## Design Objectives

1. Plazas form key public spaces and unify primary buildings. Predominantly hard spaces, they should have active frontage to at least two edges, and form social spaces with seating, flexibility to host occasional pop-up events.
2. They should incorporate high quality materials to denote their importance within the open space hierarchy.

## 4.13 Plaza Typology

### Tree Selection Palette

4.13.1 Plaza and Gateway Trees (LA04\_TS1), (LA04\_TS2), (LA04\_TS3), (LA04\_TS4) (LA04\_TS5) - Trees should be single-stem specimen trees with a high clear crown/canopy, allowing for activity underneath. They should be selected to withstand urban conditions and may be grouped (LA04\_TS1), in rows (LA04\_TS2), or as single specimens (LA04\_TS3). Trees should provide seasonal interest through leaf colour (LA04\_TS4), or Bark detail (LA04\_TS5). A maximum of three types of three species of Plaza Tree should be selected per Plaza space. Plaza Trees may include; Quercus palustris (Pin Oak), Acer campestre 'Streetwise' (Field Maple).

### Soft Landscape Palette

4.13.2 Plaza Planting (LA03\_TS1), (LA03\_TS2), (LA03\_TS3), (LA03\_TS4), (LA03\_TS5) - Plazas should be predominantly hard spaces but may have complimentary soft landscape comprised of herbaceous (LA03\_TS1), ornamental grasses (LA03\_TS2), bulb (LA03\_TS3). Low shrub (LA03\_TS4) and structural planting (LA03\_TS5) is permitted providing clear sightlines are not significantly obscured. Planting species should be appropriate to microclimate and provide colour, texture and seasonal interest. Planting may be in-ground or within raised planters. Plaza soft planting may include; Stipa tenuissima (Mexican feather Grass); Verbena bonariensis (Purpletop Vervain), Perovskia atriplicifolia (Russian Sage).

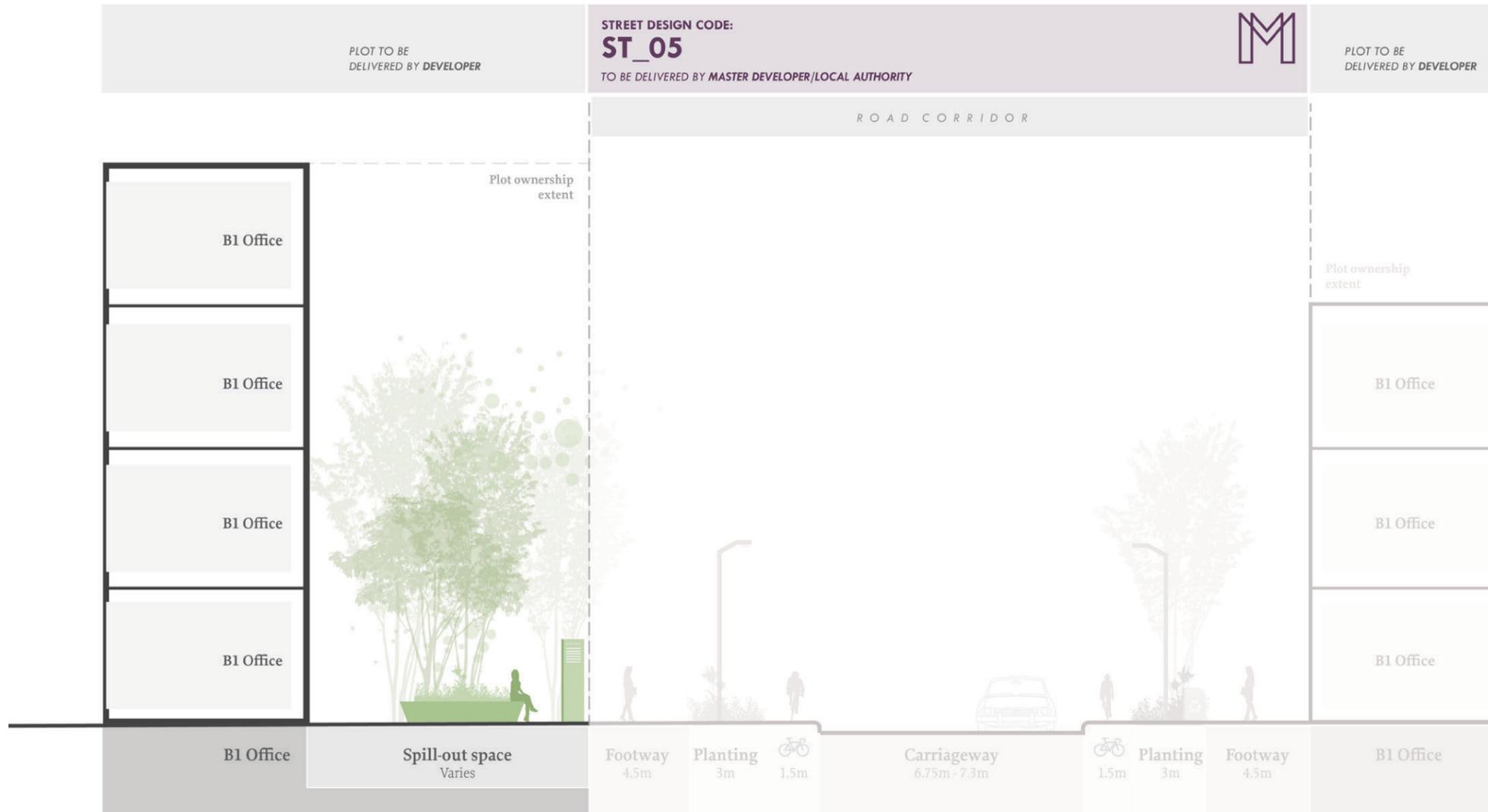
### Hard Landscape and Street Furniture Palette

4.13.3 Primary Parkland Paving (LA01\_HL1) or (LA01\_HL2) - A high quality, hard-wearing material that should be applied to primary routes which connect key buildings and key spaces within the public realm. Focal hard spaces within Parkland, such as small event spaces, social seating areas or spill-out space for adjacent buildings should incorporate Primary Parkland Paving (LA01\_HL1) or (LA01\_HL2). This

paving type should match the materiality for Street Paving Type 1 (ST\_HL1). LA01\_HL1 may comprise: Granite paving mix, light grey(25%)/mid grey(65%)/dark grey(10%). Unit size - varies (L) x 300 (W) x varies (D), stretcher bond, colour laid in a random pattern.

4.13.4 Public Realm and Plaza Paving (LA02\_HL1) should visually match Street Paving Type 1, with the addition of a pink coloured hue to create a subtle visual difference within the Plaza space. Street Paving Type 4 may also be implemented to create contrasting edges or patternation. Plaza Paving may comprise; Granite paving mix of, light grey(25%)/mid grey(40%)/dark grey(10%)/pink(25%). Unit size - varies (L) x 300 (W) x varies (D), regular bond, colour laid in a random pattern.

# M DESIGN CODE LA\_05 The Gateway Typology



- | Tree Selection          | Soft Landscape | Hard Landscape |
|-------------------------|----------------|----------------|
| ST_TS1                  | ST_SL1         | ST_HL1         |
| ST_TS2                  | ST_SL2         | LA02_HL1       |
| ST_TS3                  | ST_SL3         | LA01_HL3       |
| LA04_TS1                | LA03_SL1       |                |
| LA04_TS2                | LA03_SL2       |                |
| LA04_TS3                | LA03_SL3       |                |
| LA04_TS4                | LA03_SL4       |                |
| LA04_TS5                | LA03_SL5       |                |
| <b>Street Furniture</b> |                |                |
| ST_SF1                  | ST_SF4         |                |
| ST_SF2                  | LA01_SF2       |                |
| ST_SF3                  | LA04_SF2       |                |

# M DESIGN CODE LA\_05 The Gateway Typology

## Design Objectives

1. Access Gateways accentuate key arrival points and aid legibility through paving materiality, lighting and way-finding signage. They should be designed to aid movement, but also provide meeting or resting spots.
2. Predominantly hard landscaped areas, Access Gateways may incorporate street planting or other planting types where appropriate.

## 4.14 Gateway Typology

### Tree Selection Palette

4.14.1 Primary Street Trees or Plaza and Gateway Trees (ST\_TS1), (ST\_TS2), (ST\_TS3), (LA04\_TS1), (LA04\_TS2), (LA04\_TS3), (LA04\_TS4) or (LA04\_TS5). Any Primary Street Tree, or Plaza and Gateway Tree, may be applied to Access Gateways. These may be planted in groups, rows or as a single specimen.

### Soft Landscape Palette

4.14.2 The Robust Street Planting or Plaza Planting (ST\_SL1), (ST\_SL2), (ST\_SL3), (LA03\_SL1), (LA03\_SL2), (LA03\_SL3), (LA03\_SL4) or (LA03\_SL5) – Planting may be applied to Access Gateways where applicable. Planting should be designed to aid a sense of arrival, but should not obstruct sight-lines or movement routes and may incorporate either Robust Street Planting or Plaza Planting types.

### Hard Landscape Palette

Primary Public Realm and Plaza Paving (ST\_HL1) or (LA02\_HL1) - Access Gateways should predominantly have a surface material to match Primary Street Paving (ST\_HL1) or Primary Public Realm and Plaza Paving (LA02\_HL1) to denote their importance within the public realm hierarchy. Where vehicular movement is required, Primary Street Paving Type 2 (ST\_HL2) may be applied.

Parkland Paving (LA01\_HL1), (LA\_01\_HL2) or (LA\_01\_HL3) - Where Access Gateways are integrated as part of, or adjacent to, Parkland areas, Primary Parkland Paving (LA01\_HL1 or LA\_01\_HL2) or Secondary Parkland Paving Type (LA01\_HL3) may be applied.

### Street Furniture Palette

4.14.3 Linear Benches / Raised Planters / Bespoke Benches (ST\_SF1), (ST\_SF2), (ST\_SF3), (ST\_SF4), (ST\_SF5) or (ST\_SF6) – Street furniture and raised

planters may be located within Access Gateway areas to provide meeting and waiting spots. They should be located outside of footpath clear width zones and have a minimum of 2.5m clear offset. Materiality should match that within streets and public realm - refer to street furniture in Street Typologies section.

4.14.4 Street Light Columns (LA01\_SF1) or (LA01\_SF2) - Street Light Columns may be located within Access Gateways to act as sculptural or focal points (LA01\_SF2) or in linear rows to reinforce key movement routes (LA01\_SF1). Design, materials and details should match Street Light Columns elsewhere in the development – refer to street furniture in Street Typologies section.

4.14.5 Way-finding and Signage (LA04\_SF1), (LA04\_SF2), (LA04\_SF3) - Assisting way-finding and legibility for the scheme is a core purpose of Access Gateways. They should incorporate a suite of signage boards, posts and maps that are coordinated as part of a wider way-finding strategy. Way-finding and signage may comprise; Monolith boards (LA04\_SF1), Totem Boards (LA04\_SF2) and Fingerpost signs (LA04\_SF3) in a mix of stainless and colour powder-coated steel with maps and site information. Way-finding may be integrated as part of an integrated site branding strategy incorporating matching colouration, logos and font used elsewhere across the scheme.





# 5.0 PLOT PASSPORTS

## 5. Plot Passports

# M BUILDING AESTHETICS GUIDANCE BA\_01

### 5.1 Brand Identity

5.1.1 Drawing on the Zest branding work previously commissioned by the Medway Council, this document sets out a logo, a unified colour palette, design objectives and precedents to guide the design work on public realm and buildings within the IPM.

5.1.2 The graphic language will be underpinned by the 'pathways of discovery', with a subtle nod to aviation and demonstrate Rochester Airport's heritage and its future direction.

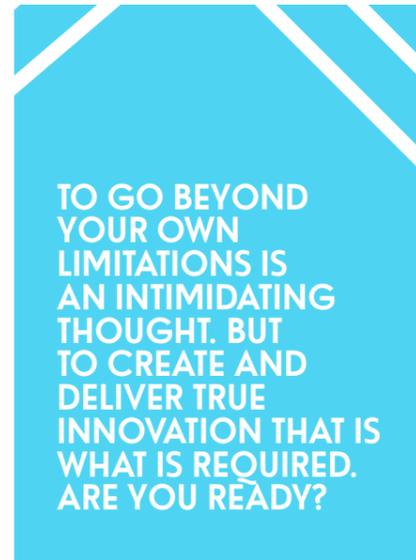
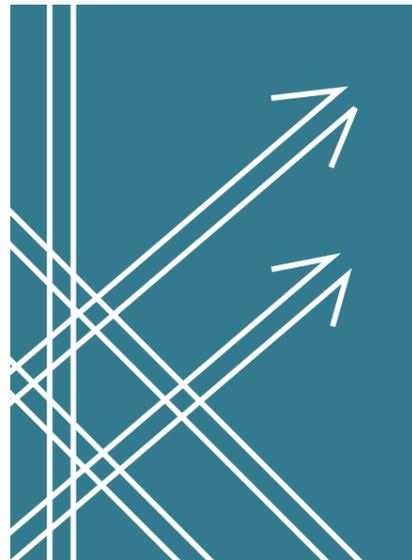
5.1.3 Colour palette - blue as the primary colour to maintain a strong connection to Medway's heritage, complemented by a fresh and inspiring secondary palette.



Primary Colour



Secondary Colour

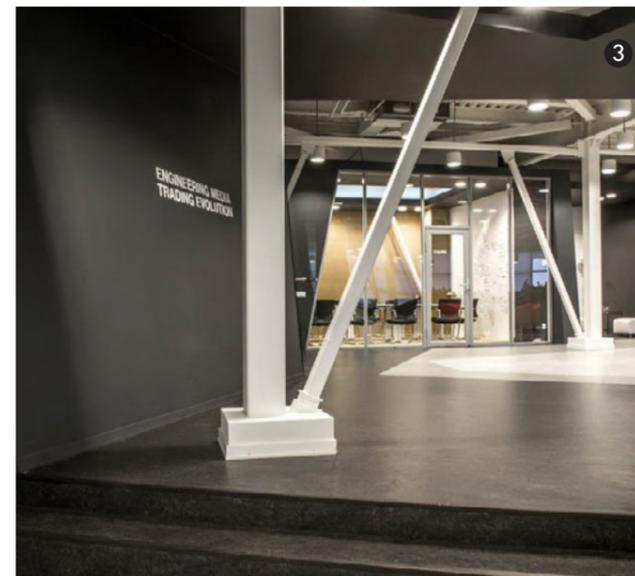
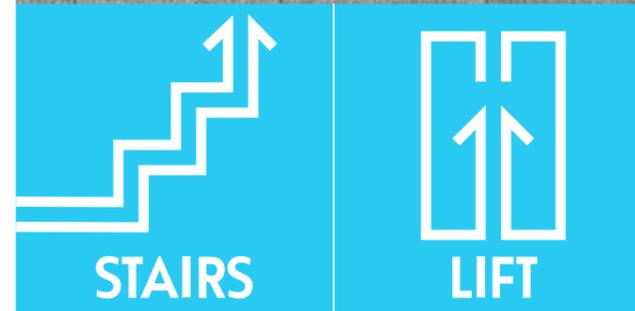
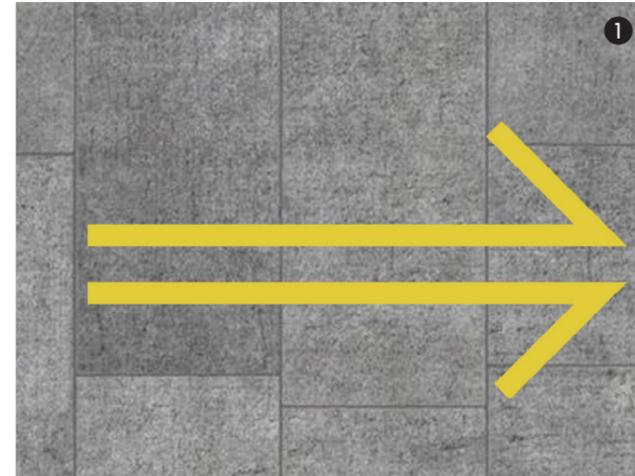


# M BUILDING AESTHETICS GUIDANCE BA\_01

## Building Brand Identity

### Design Objectives

1. Consider interior wayfinding as a functional necessity and ensure it is designed as a memorable experience for the users who will interact within this environment;
2. Pay homage to the heritage of Rochester Airport, ensure elements of pathways are incorporated into both interior and exterior design of the building;
3. Use material complementary to the context and the unified colour palette to achieve visual consistency and brand identity;



- 1 Reference to discovery lines for wayfinding signage.
- 2 Pathways can be integrated into the interior design of lighting and circulation for buildings .
- 3 Pathways could even be pulled out in some exposed steel beams.
- 4 Pathways elements can be used for exterior design to echo the flight paths in the sky.

# M BUILDING AESTHETICS GUIDANCE BA\_01

## Iconic Buildings

5.1.4 Iconic buildings should be designed as prominent landmarks projecting from gateway locations, overlooking key landscape assets, visible from main transport routes and providing a signifier for IPM.

5.1.5 The element of pathway should be incorporated into both interior and exterior design of the building. Use material complementary to the context and emphasise brand identity.

5.1.6 Bold accent colours for iconic buildings at key gateway locations.



Figure 5.1. Location Plan of Iconic Buildings

## Park Edge Character Area

5.1.7 Design should capitalise on the proposed green spine to set the standard for later phases to tie in and ensure continuity of design quality and delivery.

5.1.8 Ensure that roofs are not visually dominant and are broken up in views, the colour of roofs is important in achieving this. Frontage to maximise/optimize stunning views of the Runway Park.

5.1.9 a sympathetic palette of materials and colour, may be appropriate for buildings fronting Laker Road These may take design cues from the elevational rhythms and proportions of the adjacent industrial estate.



Figure 5.2. Location Plan of Park Edge Character Area

## Core Character Area

5.1.10 The development of this part of the site should be of a scale so as to not compromise neighbouring industrial development.

5.1.11 To create simple, robust architecture to provide enclosure to the northern end of the site.

5.1.12 Elevations should be composed by differentiating between these elements to ensure that the buildings within character area have shared primary characteristics.



Figure 5.3. Location Plan of Core Character Area

## Runway Edge Character Area

5.1.13 Finer grain hangar typologies with spillout spaces for collaboration.

5.1.14 Design proposals should consider the potential to explore a range of varied facade treatments and colours to emphasise the individuality of the hangar typologies.

5.1.15 Designers should create variety and emphasis within the overall composition and building mass by employing different opening proportions, materials and details.



Figure 5.4. Location Plan of Runway Edge Character Area

# M BUILDING AESTHETICS GUIDANCE BA\_01

## Woodland Character Area

5.1.16 Design response to edge to ensure it sits sensitively within the wooded ridge top and avoid negative visual impact in views.

5.1.17 The level of articulation and architectural detail to building form and facades should read from long, medium and short distances.

5.1.18 The facade treatment should respond to orientation and surroundings.

5.1.19 Promote the use of simple and refined palette of materials with a single main material utilised to promote simple building form and provide a strong and clear identity (e.g.: timber cladding).

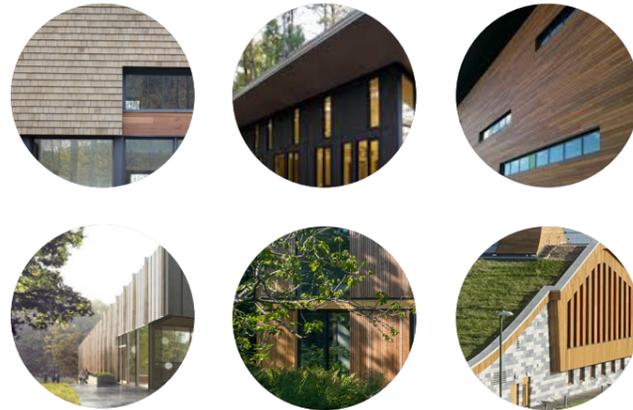


Figure 5.5. Location Plan of Woodland Character Area

# M SUSTAINABILITY GUIDANCE SG\_01

## 5.2 Sustainability Guidance

5.2.1 Sustainability are at the heart of all aspects of the proposals for IPM. In order to be seen as an exemplar site that embraces the spirit of innovation, each phase of the development will need to meet, and where possible exceed, the prevailing sustainability standards of their time as they come forward for approval and development.

5.2.2 This section of the Design Code sets out how the sustainability objectives and aspirations should be considered:

### Sustainability Objectives

#### 1. Built Form

- \* All buildings should be designed to achieve a BREEAM “Very Good” rating.
- \* Building design should consider orientation.
  - West and east facing facades should make use of a mix of solar control glazing and shutter systems to reduce overheating potential.
  - South facing facades will be designed to maximise winter thermal gains whilst minimising summer overheating using solar control measures.
- \* Avoidance of excessive external glazing areas that could increase overheating risk, cooling demands in summer or heat loss in winter.
- \* The use of shading to reduce solar gains including:
  - External shutters, brise soleil, recessed windows
  - Natural vegetation (either growing up the building or neighbouring trees) providing shade in the summer when required, but loss of leaves in the winter means better solar access.
- \* It is encouraged that all buildings will be designed for passive operation where possible with a preference for natural ventilation. Buildings should have sufficient areas of opening windows and secure shuttered ventilation. Shallow plan or dual aspect buildings would allow cross ventilation. (This also means natural daylighting will be improved).

- \* Cooling should only be provided where specific requirements exist for strict control of conditions.
- \* High thermal mass buildings which provide a buffer to higher daytime external temperatures and allows for night cooling.
- \* The design of built forms should minimise light pollution.

#### 2. Energy

- \* BREEAM Very Good will ensure that the development is low carbon. Proposals for IPM are expected to demonstrate best practice for the implementation of energy efficiency and the sustainable use of renewable energy sources
- \* Energy demand should be minimised through increased building fabric efficiency.
- \* This site has a number of opportunities for the incorporation of innovative approaches to the conservation and on-site renewables to reduce regulated carbon emissions. For example, the design of roofs should incorporate adequate areas for photovoltaics and ensure the arrays are ‘designed-in’ and not simply ‘bolted-on’.
- \* Any application of renewables must be technically reviewed against compliance with airport operational requirements and avoid any conflicts

#### 3. Materials:

- \* Materials should be selected according to their BREEAM Green Guide rating. In general, materials should be selected with a high (A or A+) Green Guide rating, and lower rating materials should only be used where alternatives do not exist.
- \* Materials selection should also consider other factors such as local sourcing, recycled content, and embodied carbon. The design of buildings in combination with materials selection should consider maintenance and future replacement life cycles.

#### 4. Transport

- \* A network and hierarchy of footpaths and cycle ways as part of the movement and access strategy to provide attractive and well distributed linkages that increase the accessibility of the IPM site and reduce the use of vehicles for short trips within the site.
- \* Encourage sustainable access and easy movement to and within IPM, as well as to the local centres, allowing access by all modes of transport including walking and cycling.
- \* The strategic and local vehicular routes through the site **should** apply sustainable methods of construction.

#### 5. Parking

- \* Provide parking facilities that is flexible to meet anticipated parking requirements in the short and medium term whilst retaining sufficient flexibility to allow conversions into other land uses in the future.
- \* Encourage the provision of EV charging points in multi-storey car parks and in on-plot parking areas across the development.

#### 6. Water

- \* Reduce water consumption and increase the ability to alternative sustainable water sources. Greywater and rainwater harvesting systems are encouraged on a building or communal basis to reduce the demand on mains water. Water for irrigation purposes will be sourced from rainwater or greywater systems.
- \* Explore opportunities to incorporate surface water attenuation and purification through the detail design of the car parking plots should be explored as part of an overall sustainable urban drainage system.
- \* Water fittings and sanitary ware should be selected on the basis of low consumption, including dual flush toilets, aerated taps and showers, and intelligent water controls.
- \* Water will be metered for all buildings, via smart meters, allowing occupants to monitor and observe water consumption.

#### 7. Landscape and Public Realm

- \* Existing tree belts along the southern edge **should** be retained and enhanced with additional tree and appropriate understory planting as part of a landscape management strategy for the IPM site.
- \* New landscape character types **should** enhance the sustainability, amenity and bio-diversity value of the site.
- \* Planting of trees and vegetation in the public realm **should** provide shade, wind shelter and evaporative transpiration.
- \* Permeable paving systems **should** be used to improve attenuation and trapping of moisture to assist natural cooling.

# M SUSTAINABILITY GUIDANCE SG\_01

## References



- ① Natural vegetation growing up the building facade.
- ② Materials with a high BREEAM Green Guide rating.
- ③ Designed-in photovoltaic roofing.
- ④ Parking bays with EV charging points.
- ⑤ Permeable paving systems to improve attenuation.

# M BOUNDARY TREATMENT GUIDANCE BT\_01

## 5.3 Boundary Treatment Guidance

5.3.1 The quality of the public realm can be significantly affected by the form of boundary treatments that separate it from land in private ownership. The location and design of fencing can have a highly detrimental impact on the character and appearance of the public realm and people's sense of safety and security when moving through an environment.

5.3.2 The design codes in this section therefore aim to balance the need for plot tenants to create secure businesses premises with the need to create an attractive and high quality environment for businesses and pedestrians.

### Secure Airport Fences

5.3.3 2.2m palisade fencing to secure airport perimeter. 2m landscape strip to the back of plots that meet perimeter fencing (with potential for some drainage features).

5.3.4 To achieve a secure separation between airside and non-airside areas.

### Secure Pedestrian Connection between Two Sites

5.3.5 The two development areas also have the potential to be physically linked via a potential footpath that passes securely along the site boundary.

5.3.6 Provide a sufficient landscape buffer between airside and the pedestrian connection route that respects existing site vegetation.

### Secure Perimeter Fences

5.3.7 To ensure continuity in fencing used to secure the perimeter fencing used across the IPM site.

5.3.8 Security fencing should be buffered by soft landscaping and planting set back strip which shall run between a fence and the perimeter boundary.

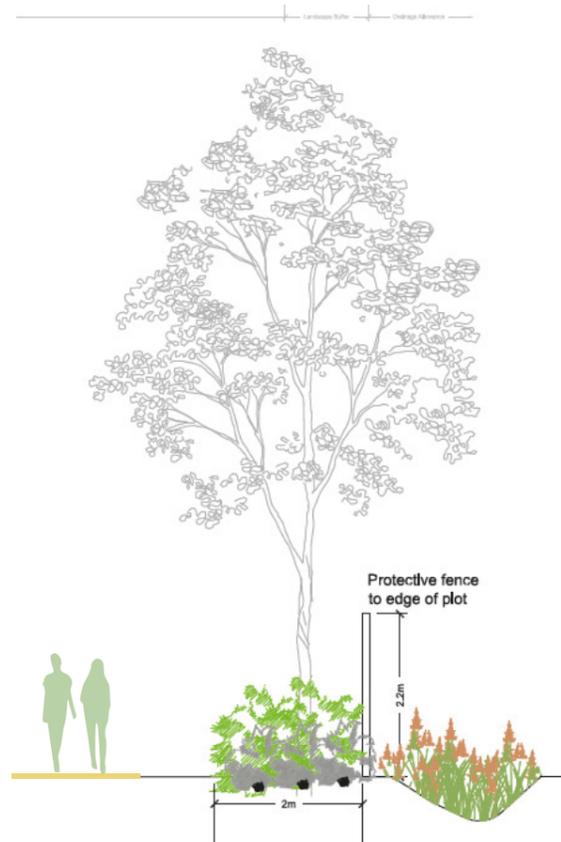


Figure 5.6. Secure fencing with either landscape strip and/or drainage feature

### Visually Permeable Boundaries

5.3.9 Where possible, boundary treatments in employment areas should not be obvious, larger planter boxes, hedges and shrub planting at medium height should be encouraged to ensure a level of visual permeability.

#### 5.3.10 Hedges and fencing



#### 5.3.11 Shrub Planting



### Physically Permeable Boundaries

5.3.12 In areas which require a higher level of free movement to encourage collaboration and exchange of ideas to foster entrepreneurial and innovative activities, obtrusive fences and hard edges should only be used where absolutely necessary.

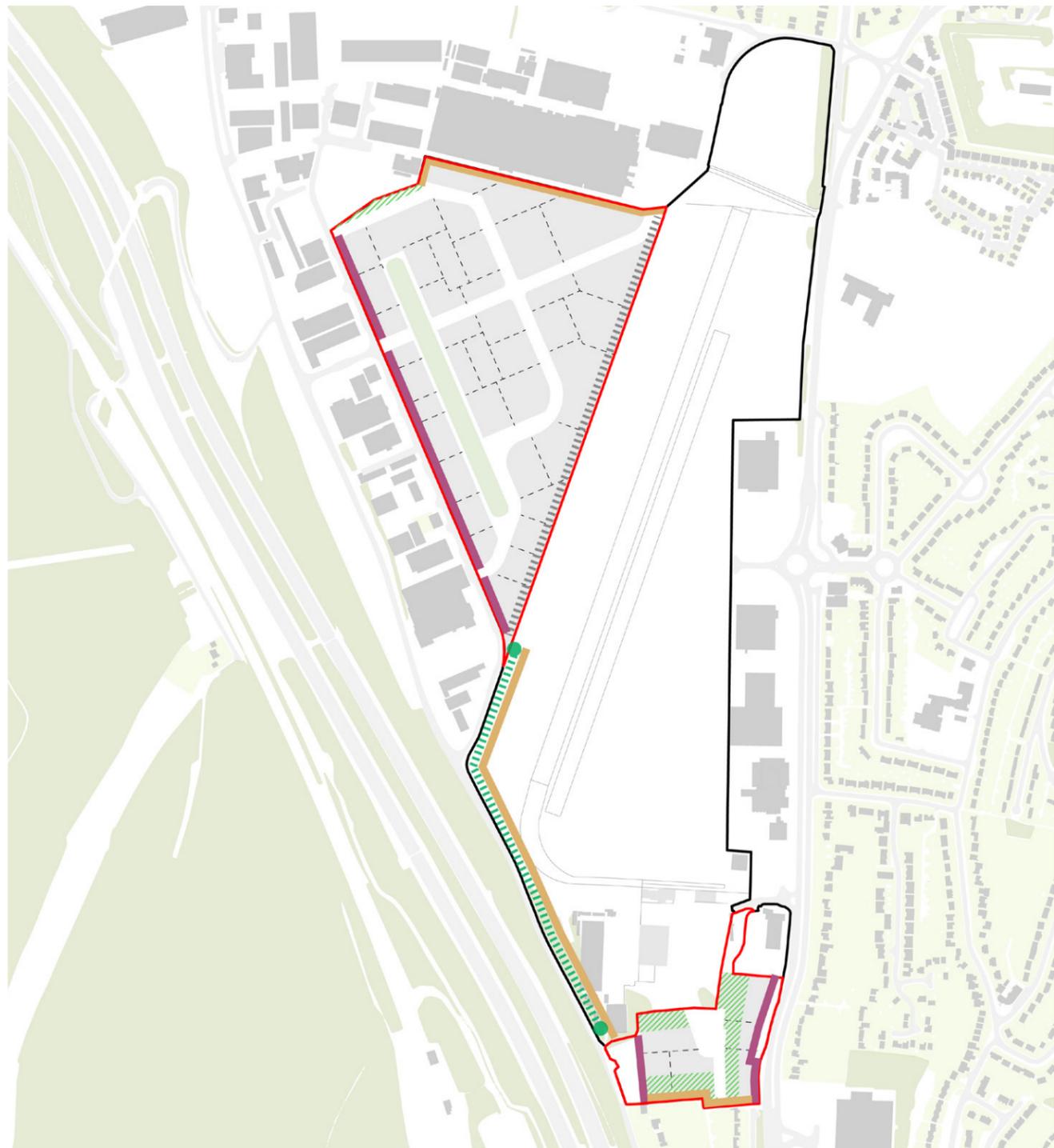
5.3.13 A range of physically permeable fencing treatment options should be explored, these include bollards, earth mounds and plantings.



### Retained Trees

5.3.14 The retained trees in the woodland settings will serve to enclose site boundary and ensure the site is both visually and physically permeable to a reasonable degree.

# M BOUNDARY TREATMENT GUIDANCE BT\_01



### Legend

- Airport fencing boundary (permanent)
- Secured boundary with visual permeability
- Visually permeable boundary with some physical permeability
- ▨ Woodland boundary

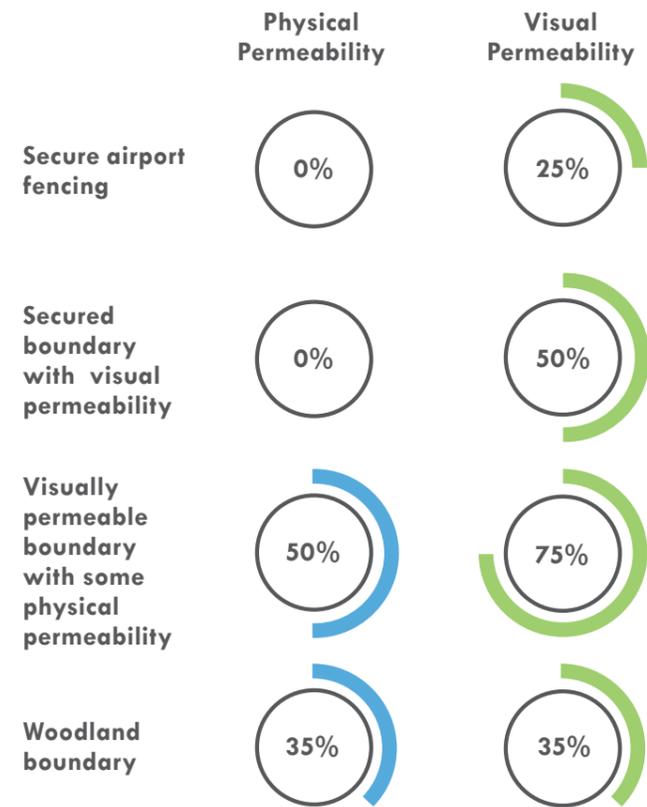


Figure 5.7. Fencing and Boundary Treatment Plan

# M PARKING GUIDANCE PG\_01

## 5.4 Parking Guidance

### Future Proofing: Parking areas that can be re-purposed

5.4.1 The concept of futureproofing should extend to allowing for a variety of parking solutions to be accommodated which could unlock opportunities for intensification, particularly if a modal shift is achieved through successful delivery of more sustainable movement patterns.

5.4.2 This section provides guidance on future proofed parking solutions that should be adopted across IPM, accompanied by precedents of retrofitted multi-storey car parks and innovative design of new multi-storey car parks.

5.4.3 Whilst plots can come forward independently to be policy compliant with a surface parking solution and even temporary parking on adjacent vacant plots, the framework also allows the benefits of decked

solutions to be explored which will maximise the potential to achieve placemaking objectives with strategic vehicle capture allowing for car free areas for collaboration.

5.4.4 On plots identified as multi-storey car park plots, temporary grade parking with grasscrete or similar design approaches should be explored (see figure 5.7) prior to infill with shared deck parking solution.

5.4.5 In time, shared deck parking solutions would allow for intensification of plots and the decked parking structures themselves could be future proofed to allow for conversion into additional employment spaces.

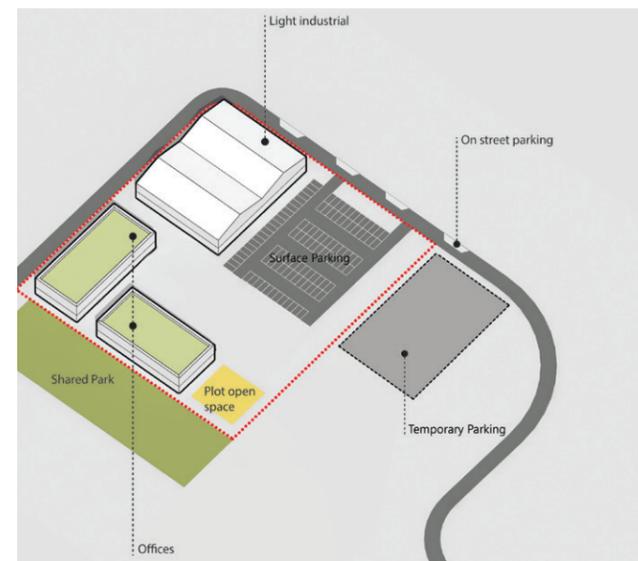


Examples of grasscrete and grass mesh design approaches for temporary grade parking in business/science parks

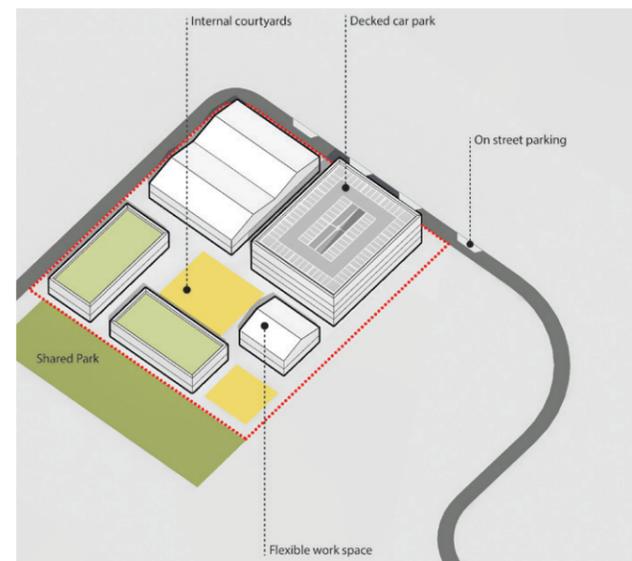
### Policy Compliant Parking

### Future Modal Shift

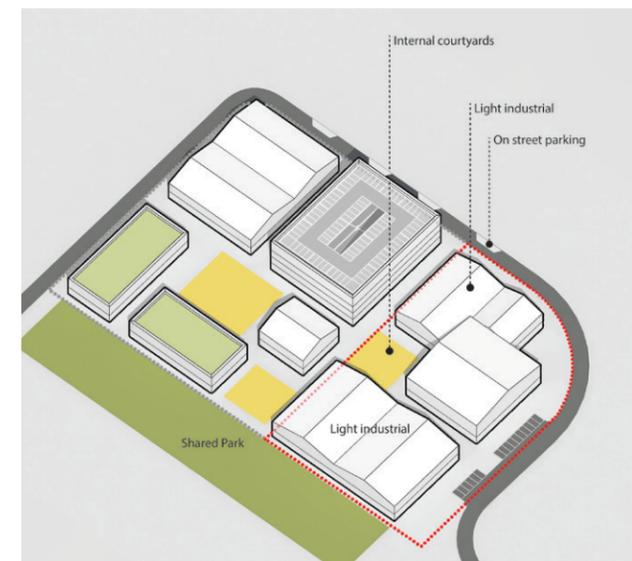
#### Policy Standards (as a maximum)



#### Infill with deck solution



#### Shared deck solution



#### Intensified car free clusters

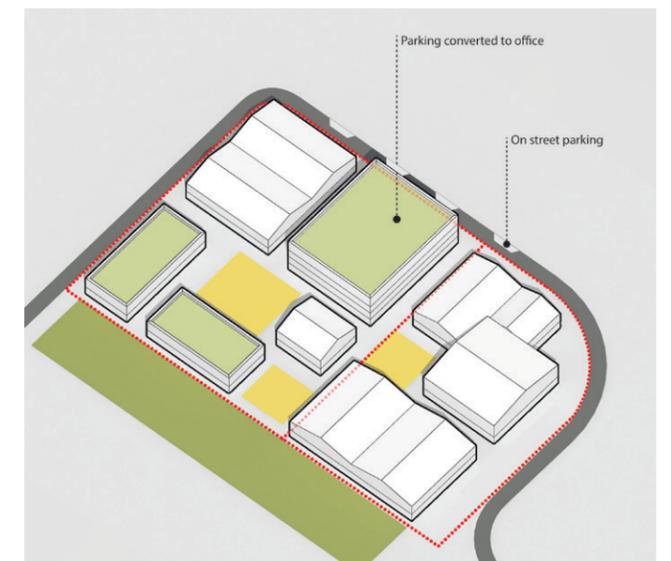


Figure 5.7. Indicative concepts for illustrative purposes only. Interested parties who deliver plots will need to consider access for deliveries and parking, with the primary route available for additional bays if required and acceptable in planning and design terms

# M PARKING GUIDANCE PG\_01

## Future Proofing: Creative re-use of parking structures when demand decreases

### Peckham Levels *Peckham, London*

5.4.6 Occupying seven of the previously empty levels of the existing multi-storey car park in Peckham, London, Peckham Levels delivers specialist facilities including creative work studios, shared workshops, co-working, 3D printing among other uses and is home to a diverse community of tenants, ranging from individual start-ups to organisations working in arts and culture.



### Broadway Autopark *Wichita, Kansas*

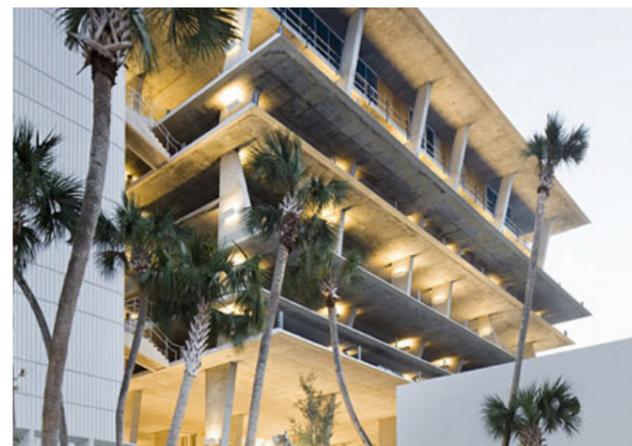
5.4.7 Conversion of the former Broadway Autopark – a 1949 parking garage at Broadway and English – into the 44-unit Broadway Autopark Apartments. The 101,000-square-foot, five-story building also will have commercial space on its first floor and public parking on the first floor.



## Future Proofing: Parking structures that are designed with adaptation in mind

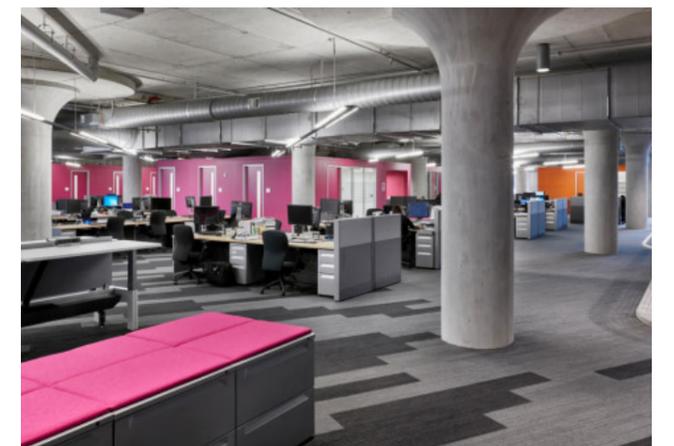
### 1111 Lincoln Road *Miami, Florida*

5.4.8 1111 Lincoln Road features a new paradigm for multi-storey car park. Designed by Herzog & de Meuron, the facility brings together retail, dining, commercial, private event space and parking uses under one roof, making it a compelling destination with sufficient flexibility built in to accommodate future modal shift and conversion of parking levels into other uses.



### 84.51 Centre *Cincinnati, Ohio*

5.4.9 Some buildings built in areas where developers believe there's a need for parking now, are designed for future conversion—with building owners deciding that the extra cost is worth it for the potential of extra income in the future. At the Cincinnati headquarters of the data analytics and marketing company 84.51, also designed by Gensler, three floors of indoor parking were designed to convert into office space in the future.





# PARKING GUIDANCE PG\_01

## Parking Standards for B1/B2 Uses

5.4.10 The following vehicle parking standards for private cars and commercial vehicles were adopted in May 2001 through the Medway Council Parking Standards policy document. These standards are referenced as a maximum to guide the parking provision of IPM.

## Parking Space Dimensions

5.4.11 Tables opposite show Medway Council's minimum and optimum dimensions for parking spaces and aisle widths. This must be adhered by plot developers for the provision of on-plot parking spaces and multi-storey car parks.

## On-site Parking Maximum Plot Coverage



Minimum number of parking spaces for motorists with a disability		
Land use category	Car park size	
	Up to 200 spaces	Over 200 spaces
<b>Business premises - employees</b>	One for each registered disabled employee	One for each registered disabled employee.
<b>Business premises - visitors</b>	Two or 5% of the maximum parking standard (whichever is greater)	Six or 2% of the maximum parking standard (whichever is greater)

Land use category	Parking standards			Threshold for transport assessment
	Maximum no. of car parking spaces	Minimum no. of commercial vehicle parking spaces	Minimum no. of cycle parking spaces	
<b>B1 Business</b>				
Offices, research and development of products and processes, industrial processes	One per 30m <sup>2</sup> GFA	(refer to note 1)	One per 400m <sup>2</sup> GFA for staff	2500m <sup>2</sup>
<b>B2 General industrial</b>				
General industrial	One per 50m <sup>2</sup> GFA	(refer to note 1)	One per 500m <sup>2</sup>	3000m <sup>2</sup>

	Minimum size	Optimum size
Car parking space	2.4m x 4.8m	2.4m x 5.5m
Car parking space for motorists with a disability	3.2m x 4.8m	3.6m x 5.5m
Car parking spaces laid end to end	2.4m x 6m	–
Van parking space	3.5m x 7.5m	–
Articulated lorry space	3.5m x 16m	–
Rigid lorry space	3.5m x 12m	–
Width of aisle giving direct access to 90 <sup>o</sup> parking	6m	–
Single garage size (for the purpose of parking assessment)	13.2m <sup>2</sup> (See note 2)	
Double garage size (for the purpose of parking assessment)	26.4m <sup>2</sup> (See note 2)	

Note 1. Space for deliveries off the public highway required.

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# M USER GUIDE

## STEP 1 Identify the plot

### 5.5 What is a plot passport?

5.5.1 The fundamental purpose of the plot passport is to provide the plot designer with a greater level of guidance to assist with the design and ultimate compliance with the design code.

5.5.2 The plot passport does not aim to be an overly prescriptive manual but rather a tool to assist both the local authority and the plot designer.

### 5.6 Character areas & plot categories

5.6.1 Each plot belongs to a defined character (please refer to Section 3.5 - Character Areas), whether it be Woodland, Core, Park Edge or Runway Edge. Each of the prescribed character has an over arching vision for the area, within each character area exists six different plot categories:

- \* Gateway plots
- \* Park edge plots
- \* Multi-storey car park plots;
- \* General plots
- \* Runway Edge plots; and
- \* Woodland plots

5.6.2 This two-stage level of detail (see fig.5.1) provides greater certainty over the important elements that will shape Innovation Park Medway and safeguard the vision whilst ensuring sufficient design freedom to allow developers to achieve their individual requirements.

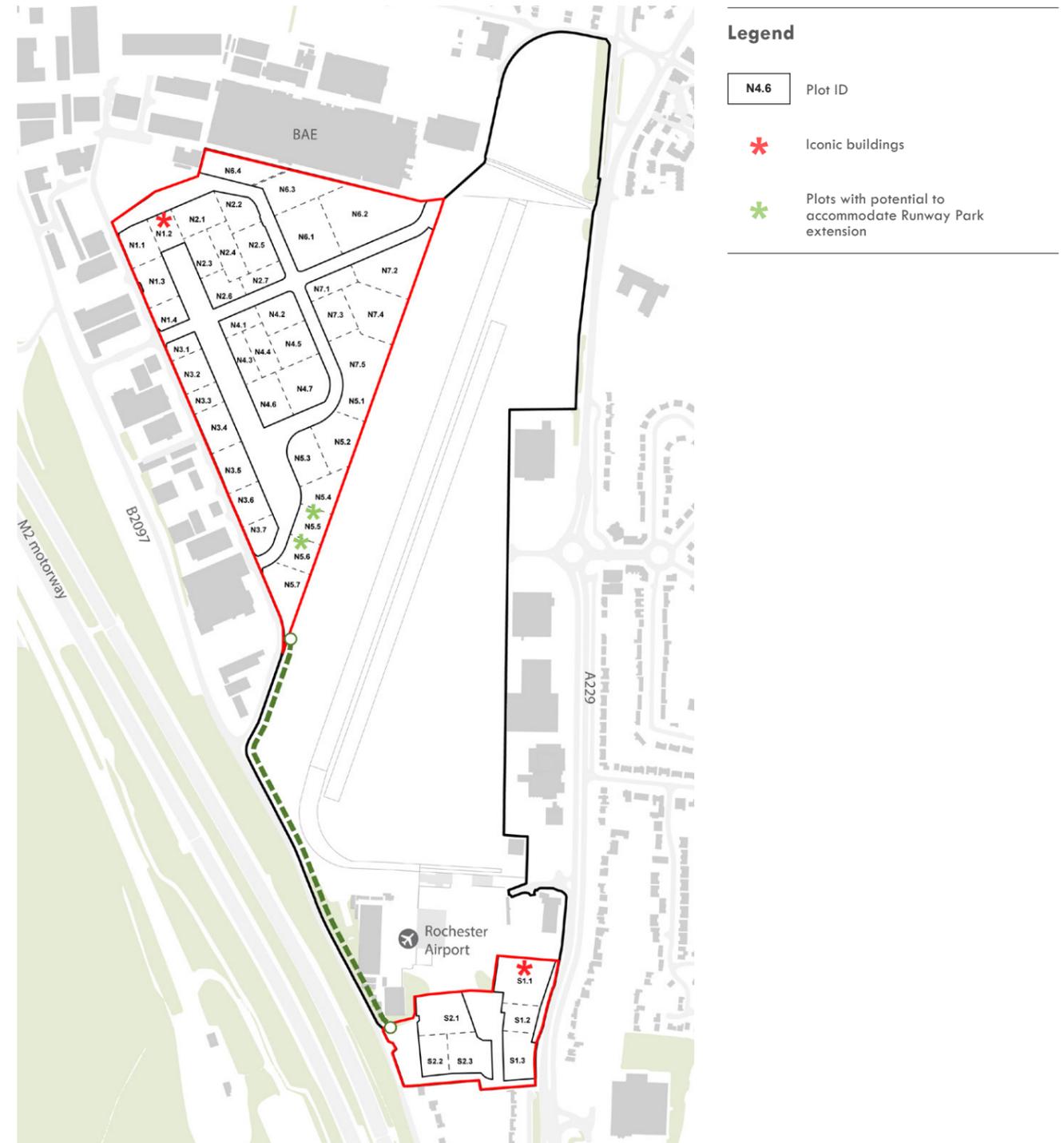


Figure 5.1. Plot IDs

## STEP 2

Refer to Character Area design guidelines (section 3.0)

## STEP 3

Refer to the relevant plot category (section 5.0)

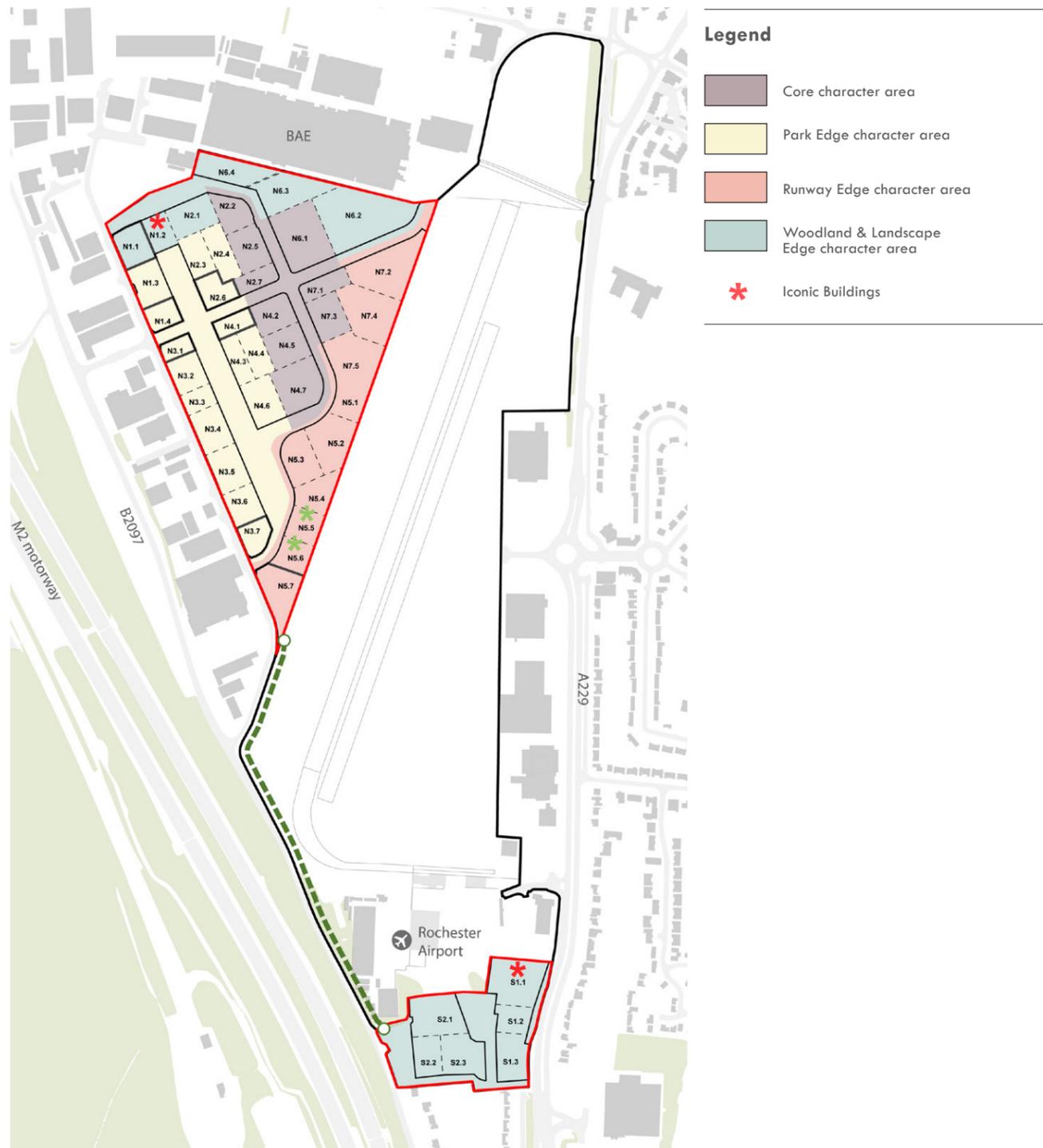


Figure 5.2. Plot character areas

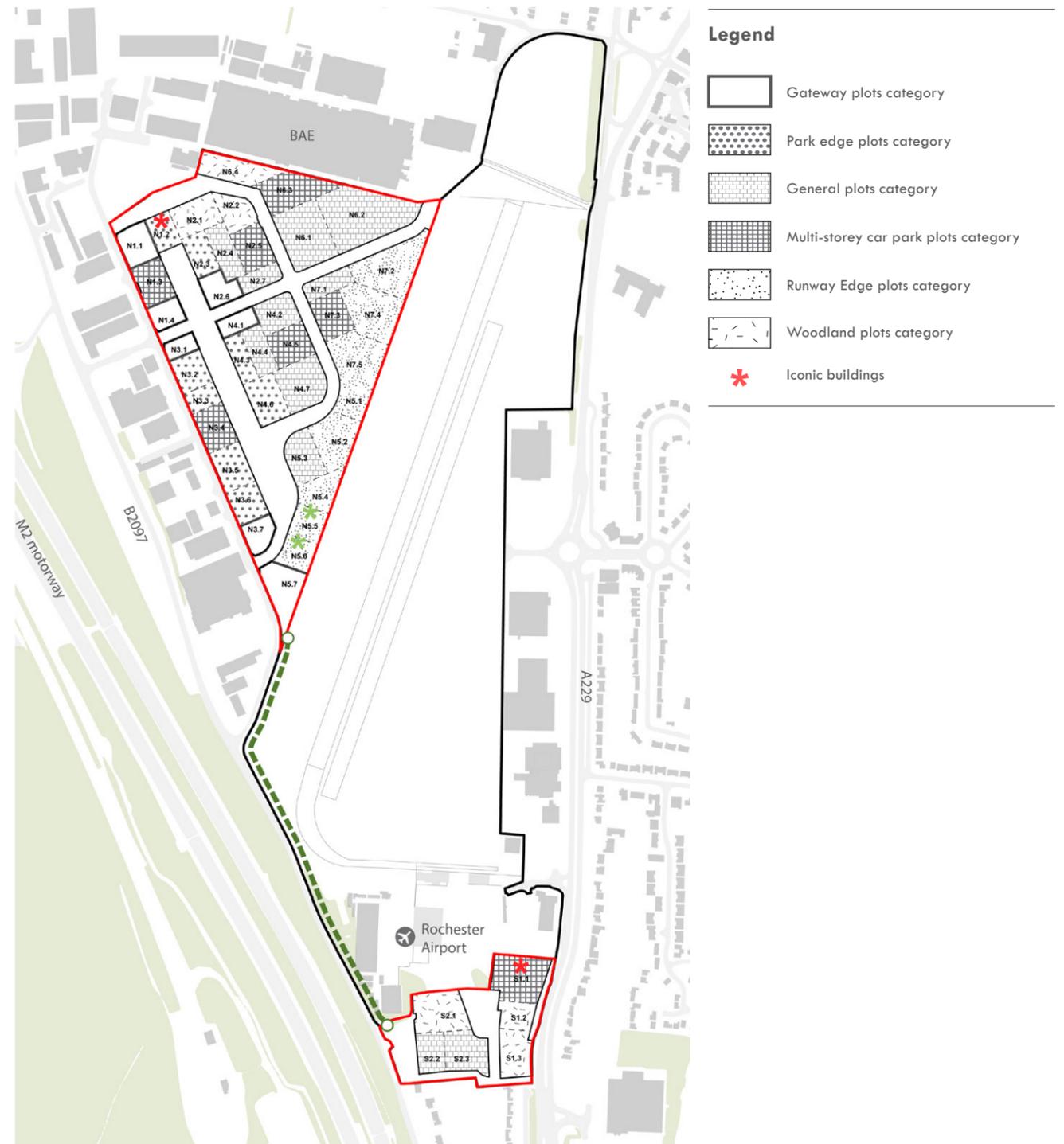


Figure 5.3. Plot categories

# M USER GUIDE

## 5.7 Plot Table

PLOT ID	CHARACTER	CATEGORY	HEIGHTS <small>(MAXIMUM PARAMETER)</small>	INDICATIVE BUILDING FOOTPRINT (SQM)	POTENTIAL LAND USE
N1.1	Woodland & Landscape Edge	Gateway	4 St	3,000	B2
N1.2	Woodland & Landscape Edge	Iconic Building	6 St	500	B1
N1.3	Park Edge	Car Park	4 St	2,000	Deck Car Park
N1.4	Park Edge	Gateway	4 St	800	B1
N2.1	Woodland & Landscape Edge	Woodland	4 St	1,500	B2
N2.2	Core	Woodland	4 St	1,698	B2
N2.3	Park Edge	Park Edge	4 St	1,500	B2
N2.4	Park Edge	Park Edge	4 St	500	B2
N2.5	Core	Car Park	4 St	2,000	Deck Car Park
N2.6	Park Edge	Gateway	4 St	1,200	B1
N2.7	Core	General	4 St	1,000	B1
N3.1	Park Edge	Gateway	4 St	800	B1
N3.2	Park Edge	Park Edge	4 St	800	B1
N3.3	Park Edge	Park Edge	4 St	800	B2
N3.4	Park Edge	Car Park	4 St	2,000	Deck Car Park
N3.5	Park Edge	Park Edge	3 St	1,000	B2
N3.6	Park Edge	Park Edge	3 St	800	B2
N3.7	Park Edge	Gateway	3 St	800	B2
N4.1	Park Edge	Gateway	5 St	1,000	B1
N4.2	Core	General	5 St	2,000	B2
N4.3	Park Edge	Park Edge	5 St	800	B1
N4.4	Park Edge	General	5 St	500	B2
N4.5	Core	Car Park	5 St	2,000	Deck Car Park
N4.6	Park Edge	Park Edge	4 St	2,400	B2
N4.7	Core	General	4 St	2,200	B2

PLOT ID	CHARACTER	CATEGORY	HEIGHT <small>(MAXIMUM PARAMETER)</small>	INDICATIVE BUILDING FOOTPRINT (SQM)	POTENTIAL LAND USE
N5.1	Runway Edge	Orchard	2 St	400	B2
N5.2	Runway Edge	Orchard	2 St	1,000	B2
N5.3	Runway Edge	General	2 St	450	B1
N5.4	Runway Edge	Orchard	2 St	1,050	B2
① N5.5	Runway Edge	Orchard	2 St	400	B2
① N5.6	Runway Edge	Orchard	2 St	400	B2
N5.7	Runway Edge	Gateway	2 St	400	B2
N6.1	Core	General	4 St	4,500	B1/B2
N6.2	Woodland & Landscape Edge	General	4 St	3,600	B1/B2
N6.3	Woodland & Landscape Edge	Car Park	4 St	2,000	Deck Car Park
N6.4	Woodland & Landscape Edge	Woodland	4 St	1,800	B2
N7.1	Core	General	4 St	800	B1
N7.2	Runway Edge	Orchard	2 St	2,778	B2
N7.3	Core	Car Park	4 St	2,000	Deck Car Park
N7.4	Runway Edge	Orchard	2 St	1,500	B2
N7.5	Runway Edge	Orchard	2 St	2,198	B2
② S1.1	Woodland & Landscape Edge	Iconic Building	6 St	2,000	Deck Car Park
S1.2	Woodland & Landscape Edge	Woodland	4 St	1,000	B2
S1.3	Woodland & Landscape Edge	Woodland	2 St	2,000	B2
S2.1	Woodland & Landscape Edge	Woodland	4 St	2,800	B2
S2.2	Woodland & Landscape Edge	General	4 St	1,500	B2
S2.3	Woodland & Landscape Edge	General	4 St	1,000	B1

① Land use of the plot may change subject to potential extension of the Runway Park

② Potential to explore employment spaces within this plot.

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# M PLOT TYPE 1 PT\_01 Gateway Plots

## 5.8 Gateway Plots

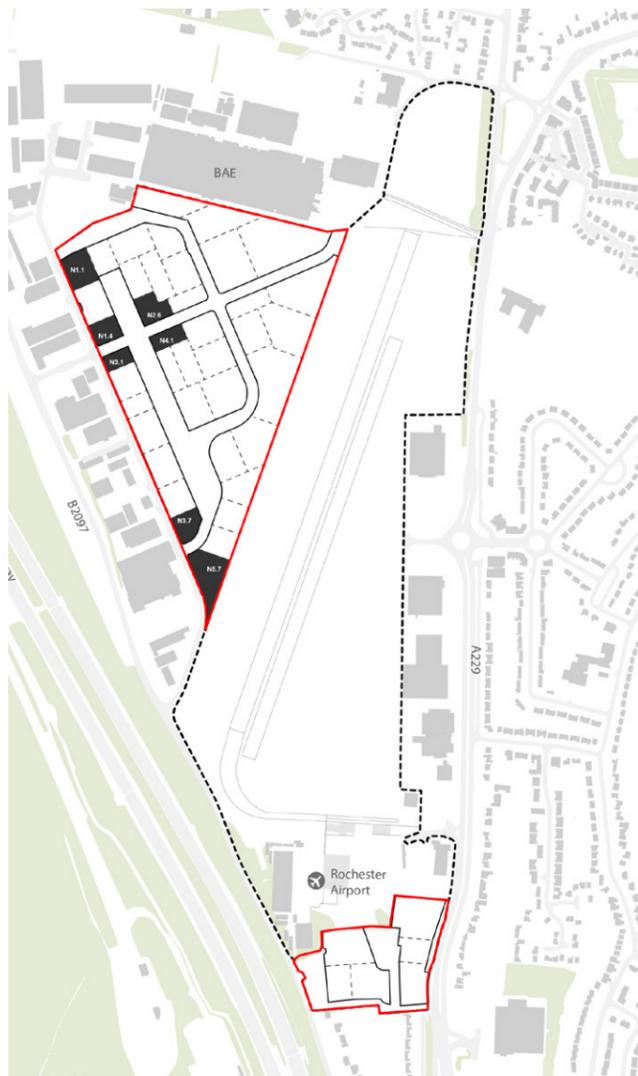


Figure 5.4. Gateway Plot Plan

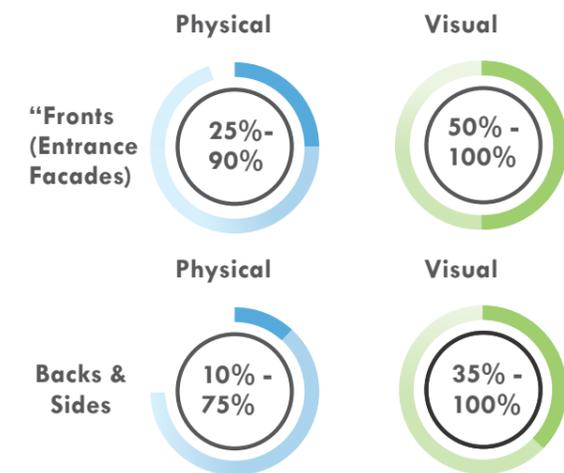
### List of all gateway plots

PLOT ID	CHARACTER	CATEGORY	HEIGHTS <small>(MAXIMUM PARAMETER)</small>	INDICATIVE BUILDING FOOTPRINT (SQM)	POTENTIAL LAND USE
N1.1	Woodland & Landscape Edge	Gateway	4 St	3,000	B2
N1.4	Park Edge	Gateway	4 St	800	B1
N2.6	Park Edge	Gateway	4 St	1,200	B1
N3.1	Park Edge	Gateway	4 St	800	B1
N3.7	Park Edge	Gateway	3 St	800	B2
N4.1	Park Edge	Gateway	5 St	1,000	B1
N5.7	Runway Edge	Gateway	2 St	400	B2

### Suggested maximum plot parking coverage



### Preferred building permeability



# M PLOT TYPE 1 PT\_01 Gateway Plots

## Design and Layout Principles

### Key Frontages

5.8.1 Building frontage should address views into the site gateways and primary access points in a positive manner to create a sense of arrival and support site brand and identity. Key frontages should be active and have a positive relationship with the street.

5.8.2 Primary entrances for pedestrians **should** be located on key frontages and **should** be proportioned to reflect the scale and importance of that gateway location. For example, a main entrance could overlook a gateway junction and could feature a cut or chamfered corner to make gateway plots distinct and deliver a generous gateway space.

5.8.3 Services access **should** be avoided at the primary frontage with back of house areas concealed from gateway views.

### Porosity

5.8.4 Buildings **should** be physically permeable on the ground floor with visually transparent elements along the primary and secondary frontages.

5.8.5 The main entrance **should** be located along the primary frontage, it **should** be clearly identifiable to contribute to wayfinding and the language and rhythm of the street.

### Eyes on the Street

5.8.6 Buildings **should** provide 'eyes on the street' with active spaces such as arrival lobbies and office spaces overlooking the public realm. Entrances and ground floor facades **should** support natural surveillance and wayfinding.

### Collaboration

5.8.7 Spill out spaces **should** be provided at the rear of the plots to encourage collaboration with tenants and other users from adjacent plots.

5.8.8 In the instance that the plot backs onto a key open space, the design of the plot **should** be appropriate to

connect staff to the open space and encourage collaboration to 'spill out' of buildings into shared open spaces.

### Boundary Treatment

5.8.9 Boundary treatment continuity is encouraged along primary frontages with gateways and primary streets. Opposing street sides **should** also use the same boundary type.

5.8.10 Provide a consistent and simple boundary treatment along the secondary boundary. Boundary treatment along the primary road **should** wrap around the corner for gateway plots.

### Parking and Refuse

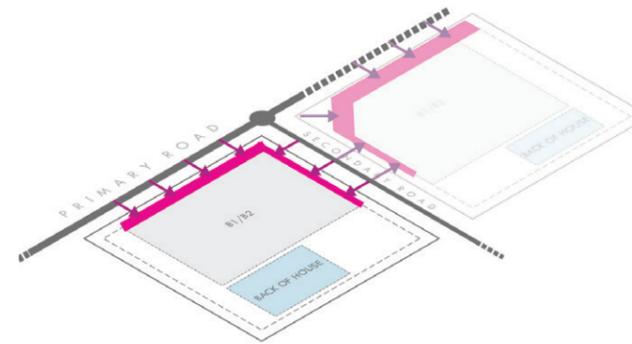
5.8.11 On-site parking and drop off **should** only be permitted on designated bays at the rear of the plots. On-street provision for blue badge /operational parking **should** be carefully considered on gateway plots, with specific locations to be agreed through detailed discussions with officers.

5.8.12 Entrance points to on-plot parking bays and servicing yard **should** enjoy a level of flexibility to accommodate requirements from individual businesses.

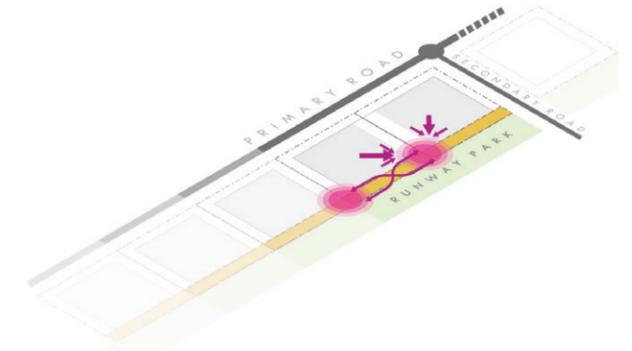
5.8.13 Sufficient space **should** be allocated for secure on-plot bin storage in visually unobtrusive locations, with a need to prevent bird access to litter and waste food that might attract gulls and contribute to risk of bird strike on the airfield.

### Legend

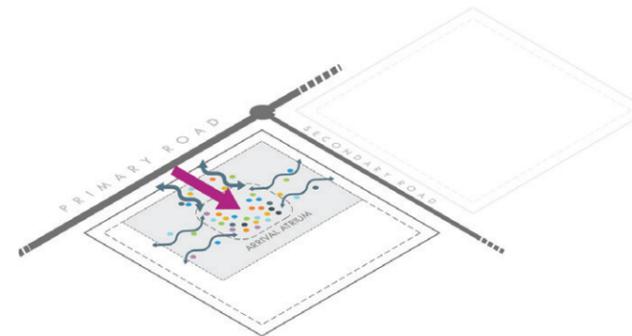
	Primary Boundary		Back of House
	Secondary Boundary		On-plot Parking
	Primary Frontage		Main Entrance
	Secondary Frontage		



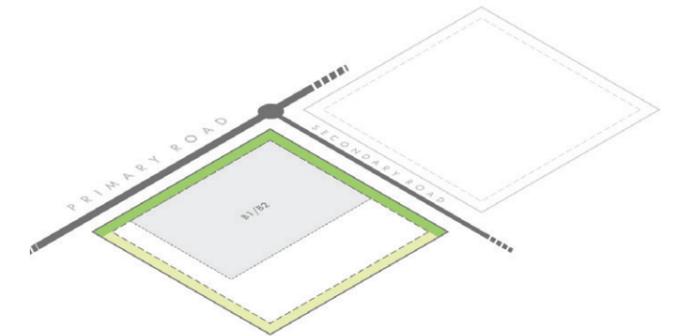
KEY FRONTAGES



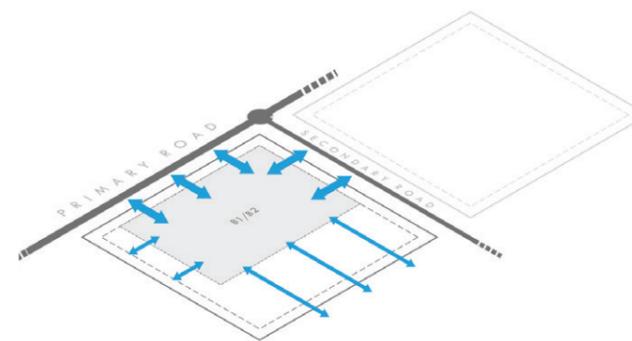
COLLABORATION



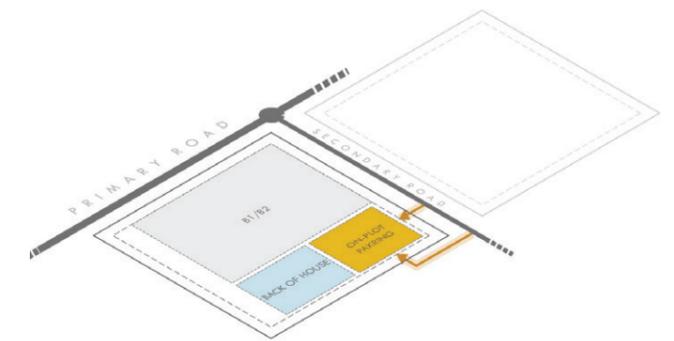
POROSITY



BOUNDARY TREATMENT



EYES ON THE STREET



PARKING

# M PLOT TYPE 1 PT\_01 Gateway Plots

## Landscape Code

### Design Objectives

1. Encourage continuity and consistent quality that promotes the appropriate sense of arrival for a high quality employment area.
2. Promote high quality hard landscape treatment along the main frontages for plots fronting Laker Road.
3. Design public realm and shared spaces to provide a stage where collaboration and new ideas can be freely exchanged.
4. Create a welcoming environment with spaces that celebrate the sense of arrival and project a clear identity.
5. Animate the street frontages on both primary and secondary routes to create lively streets.
6. Selection of species in the planting scheme **should** avoid small berried and nut bearing species in order to minimise attraction of large birds and/or flocks which could contribute to risk of bird strike on the airfield.

### Material Palette

5.8.14 Please also refer to Section 4, Section 4.3 - 4.10 for the detailed public realm design codes. The following codes will provide guidance on the selection of materials for specific plot types.

5.8.15 CCTV cameras are envisaged to be located on building facades and/or combined with lighting columns on plot where specific occupiers require security measures to be put in place.

### Hard Landscape



### Soft Landscape



### Tree Selection



### Boundary



### Security and lighting



### Precedents



# M PLOT TYPE 1 PT\_01 Gateway Plots

## Building Code

### Design Objectives

1. To provide a home for pioneering innovators and early occupants and create a positive perception of IPM as a unique investment opportunity.
2. Material selection and building articulation on gateway plots **should** be subject to a higher level of consideration to respond to the importance of these plots and the form and scale of the building proposals envisaged.
3. Courtyard / atria spaces **should** be incorporated to provide increased opportunity for good daylight and natural ventilation into the buildings, and also to provide a collaborative environment for networking and innovation.
4. Building frontages at key gateway areas **should** be designed to feature office and/or reception areas overlooking primary road corridors.
5. Adopt appropriate colour palette to ensure that the buildings blend with the skyline when viewed from the AONB.
6. Sufficient space **should** be allocated for secure on-plot bin storage in visually unobtrusive locations, with a need to prevent bird access to litter and waste food that might attract gulls and contribute to risk of bird strike on the airfield.
7. Building design and maintenance strategy **should** consider potential roosting and nesting which could contribute to risk of bird strike on the airfield.
8. Buildings and on-plot environment **should** be appropriately lit realm whilst minimising light pollution and avoiding any operational risks to the airport.

## Building Frontage



## Building Permeability



# M PLOT TYPE 2 PT\_02 Park Edge Plots

## 5.9 Park Edge Plot

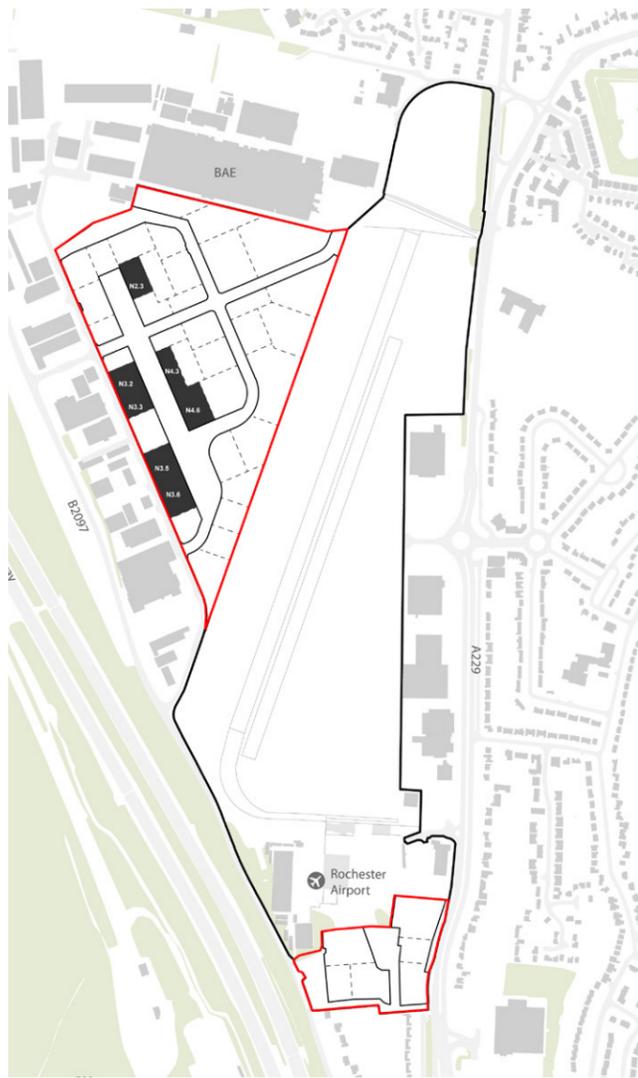
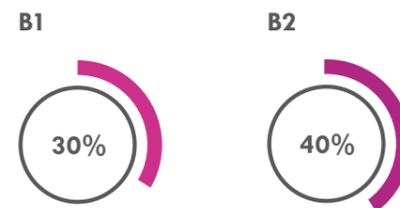


Figure 5.5. Park Edge Plot Plan

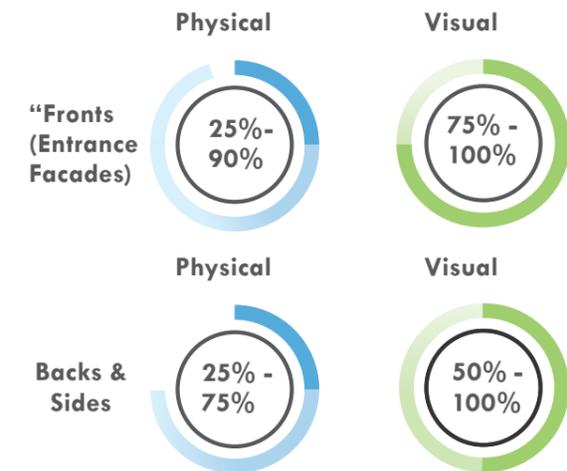
### List of all park edge plots

PLOT ID	CHARACTER	CATEGORY	HEIGHTS <small>(MAXIMUM PARAMETER)</small>	INDICATIVE BUILDING FOOTPRINT (SQM)	POTENTIAL LAND USE
N2.3	Park Edge	Park Edge	4 St	1,500	B2
N2.4	Park Edge	Park Edge	4 St	500	B2
N3.2	Park Edge	Park Edge	4 St	800	B1
N3.3	Park Edge	Park Edge	4 St	800	B2
N3.5	Park Edge	Park Edge	3 St	1,000	B2
N3.6	Park Edge	Park Edge	3 St	800	B2
N4.3	Park Edge	Park Edge	5 St	800	B1
N4.6	Park Edge	Park Edge	4 St	2,400	B2

### Suggested maximum plot parking coverage



### Preferred building permeability



# M PLOT TYPE 2 PT\_02 Park Edge Plots

## Design and Layout Principles

### Key Frontages

5.9.1 Building frontages **should** address the Runway Park positively as a priority and courtyard frontages as a 2nd tier priority to ensure collaboration interfaces both sides of the building. Entrances, active frontages and user focussed internal accommodation **should** be provided on all elevations onto the Runway park. These uses **should** be visible from the Park to encourage activity and contribute to the public realm.

5.9.2 Opportunities **should** be sought to allow communal uses contained within buildings, such as cafes, restaurants, meeting rooms and shared spaces to spill onto the public realm without impeding pedestrian routes in order to activate public spaces.

5.9.3 Servicing entrances to ground floor service rooms **should** be from within the block interior to minimise impact on building connectivity with the Runway Park and public realm.

### Porosity

5.9.4 Buildings **should** be physically permeable on the ground floor with visually transparent elements along the primary frontages of the park and courtyard.

5.9.5 The main pedestrian entrance **should** be located along the primary frontage (facing the runway park), it should be clearly identifiable to create an open and accessible environment, encourage interaction with the runway park.

### Eyes on the Street

5.9.6 Buildings **should** be configured to maximise natural surveillance. Corner turning plots to provide 'eyes on the street' with active uses/spaces (meeting rooms, workshop/laboratory spaces, canteens and etc.) overlooking the runway park.

### Collaboration

5.9.7 Spill out space **should** be provided along the

primary frontage of the plots to encourage collaboration with tenants and users from other plots that also front the Runway Park.

5.9.8 The park edge plots **should** capitalise on the potential role of the Runway Park as a primary forum for collaboration, bring businesses and individuals together in the public realm to foster an innovative spirit.

### Boundary Treatment

5.9.9 Largely open boundary or low level enclosure treatment along the primary frontage, the use of materials and planting **should** emphasise pedestrian priority. Where rear boundaries are in view, simple well proportioned hedgerow is considered suitable.

### Parking and Refuse

5.9.10 On-site parking and drop off **should** only be permitted on designated bays in the block interior.

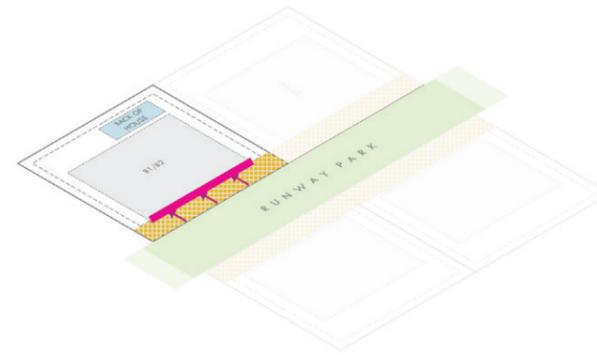
5.9.11 On-street provision for blue badge /operational parking **should not** be permitted on the park edge and instead should be located at specific locations within the block interior.

5.9.12 Entrance points to on-plot parking bays and servicing yard **should** enjoy a level of flexibility to accommodate requirements from individual businesses.

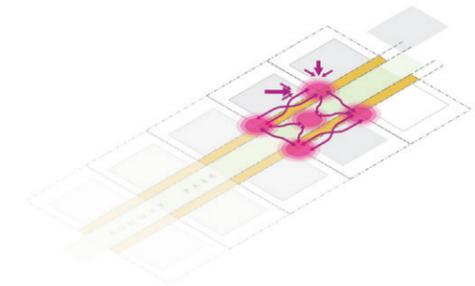
5.9.13 Sufficient space **should** be allocated for secure on-plot bin storage in visually unobtrusive locations, with a need to prevent bird access to litter and waste food that might attract gulls and contribute to risk of bird strike on the airfield.

### Legend

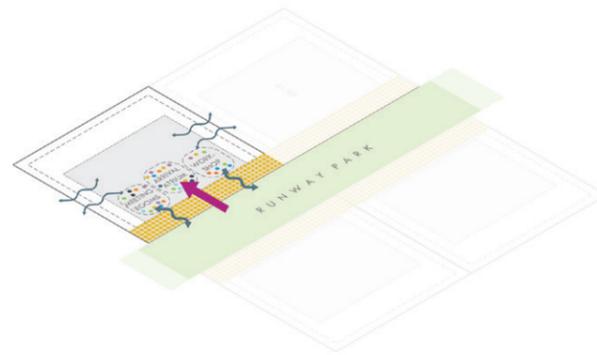
	Primary Boundary		BOH
	Secondary Boundary		On-plot Parking
	Main Entrance		
	Primary Frontage		



KEY FRONTAGES



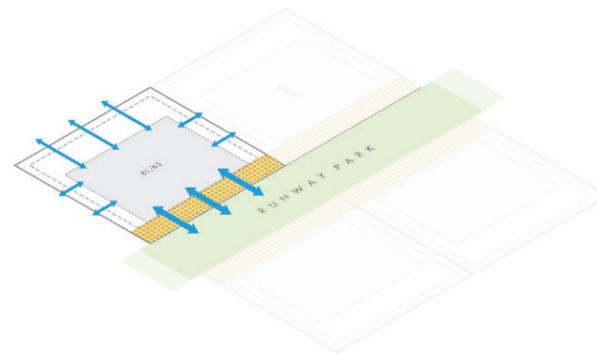
COLLABORATION



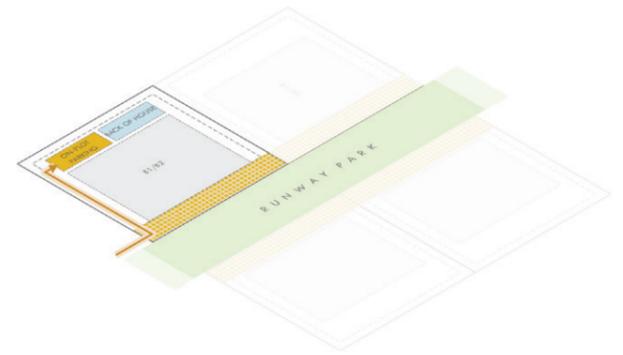
POROSITY



BOUNDARY TREATMENT



EYES ON THE STREET



PARKING

# M PLOT TYPE 2 PT\_02 Park Edge Plots

## Landscape Code

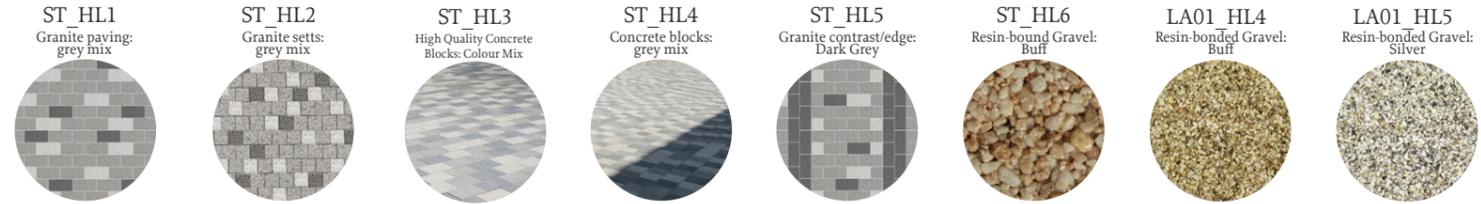
### Design Objectives

1. The spill out area **should** be designed as a multifunctional space that accommodates a wide range of uses, events and activities on both the park side and courtyard side.
2. Provide a rich patchwork of naturalistic and productive landscape elements for people of all ages to enjoy tranquil pursuits that assist health and well-being.
3. To ensure appropriate and consistent boundary treatments where adjoining park edge plot boundaries meet.
4. Street furniture **should** be well designed, robust, provide character and be appropriate to the aesthetic of the individual character area. Where possible furniture that include materials that are recycled or are sustainably sourced are desirable.
5. Celebrate horticultural seasonality by providing a continuous changing palette of texture and colour celebrating the climatic changes throughout the year.
6. Specification of street furniture and the detailed design of the streetscape **should** be hardwearing and resistant to vandalism due to anticipated usage level.
7. Selection of species in the planting scheme **should** avoid small berried and nut bearing species in order to minimise attraction of large birds and/or flocks which could contribute to risk of bird strike on the airfield.

### Material Palette

5.9.14 Please also refer to Section 4, Section 4.3 - 4.10 for the detailed public realm design codes. The following codes will provide guidance on the selection of materials for specific plot types.

### Hard Landscape



### Soft Landscape



### Tree Selection



### Boundary



# M PLOT TYPE 2 PT\_02 Park Edge Plots

## Building Code

### Design Objectives

1. The design of all facades overlooking the Runway Park **should** be active and where possible visually transparent to capitalise on the view and provide natural surveillance of the open space. Entrances **should** be located where animation and activity is desired.
2. Materials chosen **should** be fully justified in future prior approvals to achieve textures, colours, and qualities that reinforce the design and layout principles.
3. To provide people focussed ground floor uses such as cafes, restaurants or meeting rooms allowing for spill out of uses into areas of outdoor seating where possible.
4. High quality facades should be encouraged long the main park frontages to facilitate spill over activities and announce the quality of IPM.
5. The park can become an extension of the building - the design **should** open up sections of the facades and encourage spill out along the primary boundary.
6. Sufficient space **should** be allocated for secure on-plot bin storage in visually unobtrusive locations, with a need to prevent bird access to litter and waste food that might attract gulls and contribute to risk of bird strike on the airfield.
7. Building design and maintenance strategy **should** consider potential roosting and nesting which could contribute to risk of bird strike on the airfield.
8. Buildings and on-plot environment **should** be appropriately lit realm whilst minimising light pollution and avoiding any operational risks to the airport.

## Building Frontage



## Building Permeability



# M PLOT TYPE 3 PT\_03 General Plots

## 5.10 General Plots

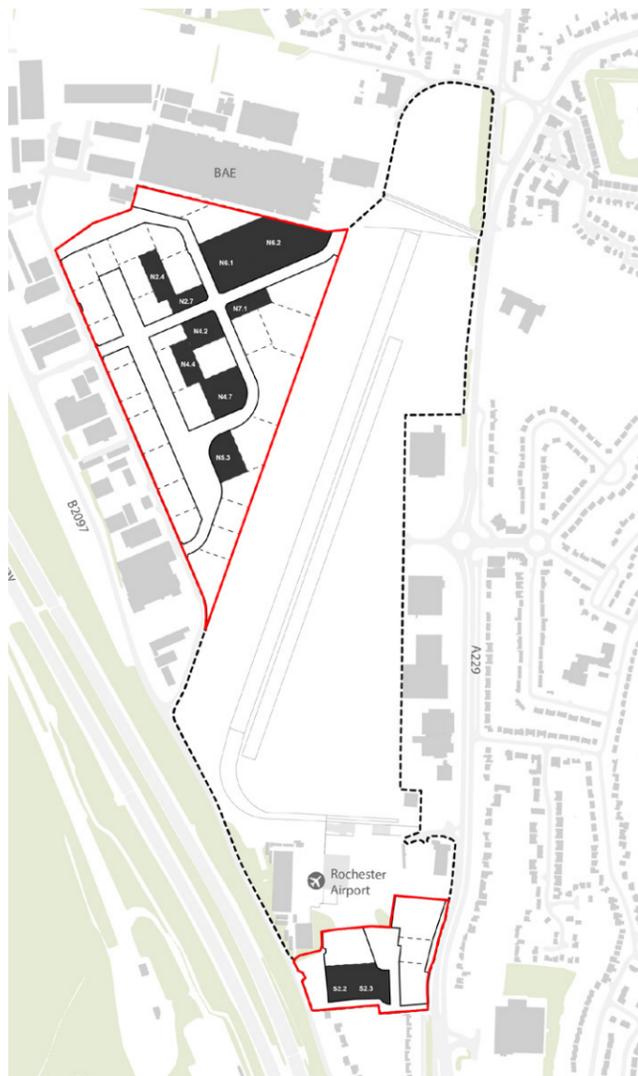
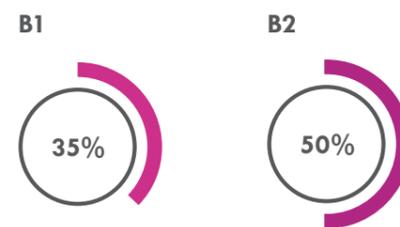


Figure 5.6. General Plot Plan

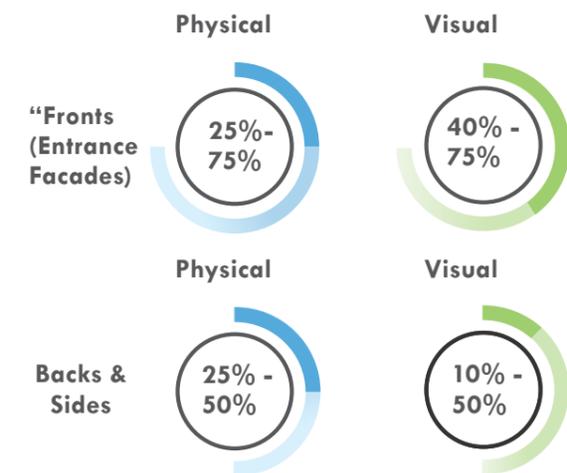
### List of all general plots

PLOT ID	CHARACTER	CATEGORY	HEIGHT <small>(MAXIMUM PARAMETER)</small>	INDICATIVE BUILDING FOOTPRINT (SQM)	POTENTIAL LAND USE
N2.7	Core	General	4 St	1,000	B1
N4.2	Core	General	5 St	2,000	B2
N4.4	Park Edge	General	5 St	500	B2
N4.7	Core	General	4 St	2,200	B2
N5.3	Runway Edge	General	2 St	450	B1
N6.1	Core	General	4 St	4,500	B1/B2
N6.2	Woodland & Landscape Edge	General	4 St	3,600	B1/B2
N7.1	Core	General	4 St	800	B1
S2.2	Woodland & Landscape Edge	General	4 St	1,500	B2
S2.3	Woodland & Landscape Edge	General	4 St	1,000	B1

### Suggested maximum plot parking coverage



### Preferred building permeability



# M PLOT TYPE 3 PT\_03 General Plots

## Design and Layout Principles

### Key Frontages

5.10.1 Building frontage and on plot design features **should** define road corridors and present frontages onto the street network.

5.10.2 Variable building lines to primary and secondary streets are acceptable on general plots.

5.10.3 Back of house, storage and ancillary spaces **should not** be on any primary frontages.

### Porosity

5.10.4 Buildings **should** be physically permeable on the ground floor with any visually transparent elements encouraged to be located along the primary frontages.

5.10.5 Layout **should** maintain principal entrances from primary or secondary road corridors and be in accordance with pedestrian movement.

### Eyes on the Street

5.10.6 Entrances **should** support natural surveillance and wayfinding.

5.10.7 Streets and public spaces **should** be over looked with continuous street frontage.

### Collaboration

5.10.8 Spill out space **should** be provided at the rear of general plots to encourage collaboration with tenants and other users from adjacent plots.

5.10.9 Plots within clusters near the park edge plots should capitalise on the potential role of Runway Park as the forum for collaboration, bring businesses and individuals together in the public realm to foster an innovative spirit.

### Boundary Treatment

5.10.10 Use of 'open fronts' **should** be encouraged and **should** be appropriate to the scale and design of the

building, the street type and the objectives of the relevant character area.

5.10.11 Enclosed boundaries are not recommended as they may impede the permeability of sites that is vital to fostering social interaction and collaboration.

5.10.12 Open boundaries are encouraged to maximise the benefits of natural surveillance and overlooking.

### Parking and Refuse

5.10.13 On-site parking and drop off **should** only be permitted on designated bays at the rear of the plots.

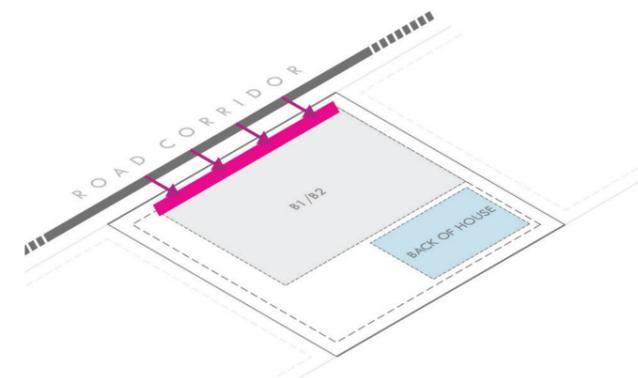
5.10.14 On-street provision for blue badge /operational parking **should** be accommodated at specific locations within IPM.

5.10.15 Entrance points to on-plot parking bays and servicing yard **should** enjoy a level of flexibility to accommodate requirements from individual businesses.

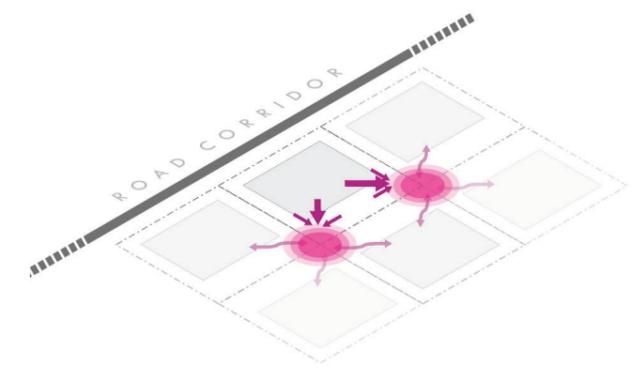
5.10.16 Sufficient space **should** be allocated for secure on-plot bin storage in visually unobtrusive locations, with a need to prevent bird access to litter and waste food that might attract gulls and contribute to risk of bird strike on the airfield.

### Legend

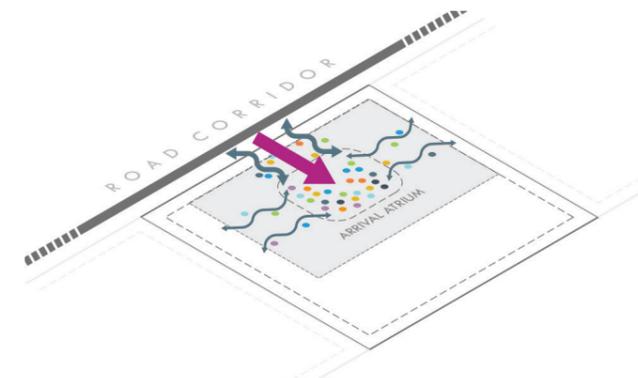
	Primary Boundary		BOH
	Secondary Boundary		On-plot Parking
	Main Entrance		
	Primary Frontage		



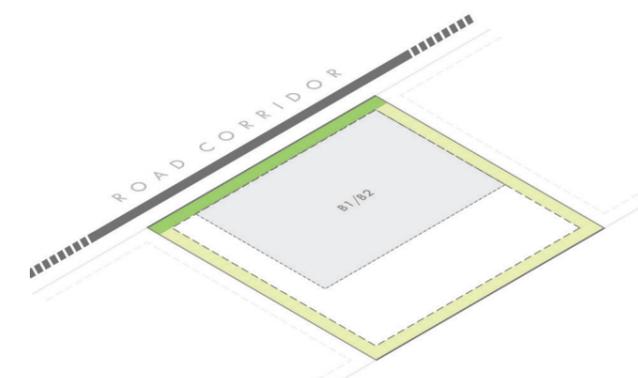
KEY FRONTAGES



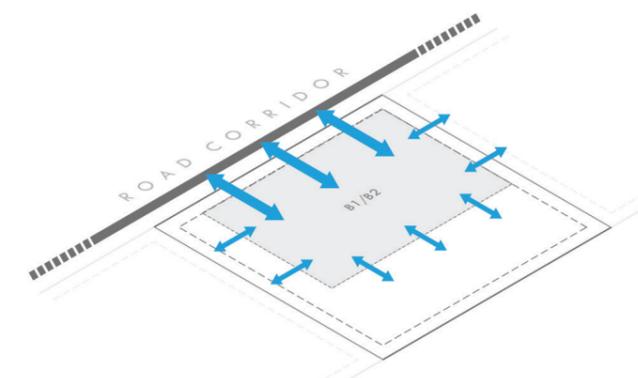
COLLABORATION



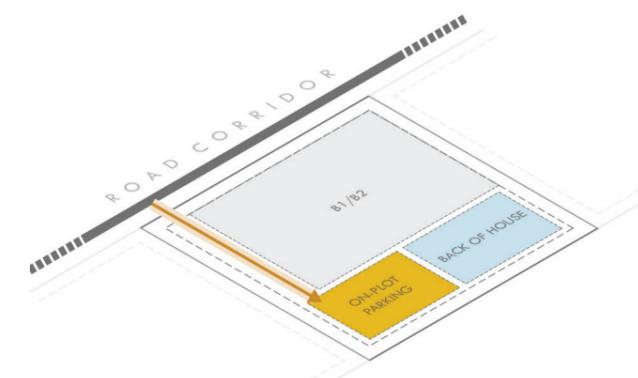
POROSITY



BOUNDARY TREATMENT



EYES ON THE STREET



PARKING

# M PLOT TYPE 3 PT\_03 General Plots

## Landscape Code

### Design Objectives

1. To promote use of trees based on local species found near the site.
2. Benches and other seating opportunities should be designed and integrated into the public realm design at frequent intervals.
3. Street lighting **should** reinforce character and the structure of the character area and the plot characters.
4. Animate the street frontages on both primary and secondary routes to create lively streets.
5. Selection of species in the planting scheme **should** avoid small berried and nut bearing species in order to minimise attraction of large birds and/or flocks which could contribute to risk of bird strike on the airfield.

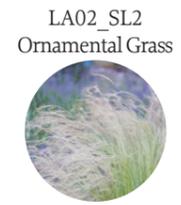
### Material Palette

5.10.17 Please also refer to Section 4, Section 4.3 - 4.10 for the detailed public realm design codes. The following codes will provide guidance on the selection of materials for specific plot types.

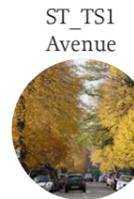
### Hard Landscape



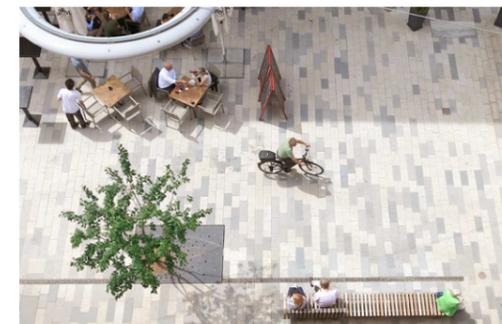
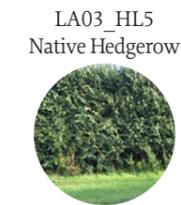
### Soft Landscape



### Tree Selection



### Boundary



# M PLOT TYPE 3 PT\_03 General Plots

## Building Code

### Design Objectives

1. Achieve continuity of building line for all general plot frontages but with some flexibility for general plots.
2. To avoid over development on plot and allow for sufficient spatial separation between buildings.
3. Propose a spectrum of colours that will be appropriate at IPM in order to provide a degree of control on applications that might come forward for development parcels.
4. To control the use and layout of 'front of house' areas to avoid inappropriate activity and character, with any lobby spaces and office related elements encouraged for primary facades fronting onto streets.
5. Establish a consistent level of material quality and detail throughout each development plot.
6. Sufficient space **should** be allocated for secure on-plot bin storage in visually unobtrusive locations, with a need to prevent bird access to litter and waste food that might attract gulls and contribute to risk of bird strike on the airfield.
7. Building design and maintenance strategy **should** consider potential roosting and nesting which could contribute to risk of bird strike on the airfield.
8. Buildings and on-plot environment **should** be appropriately lit realm whilst minimising light pollution and avoiding any operational risks to the airport

## Building Frontage



## Building Permeability



# M PLOT TYPE 4 PT\_04 Parking Deck Plots

## 5.11 Parking Deck Plots

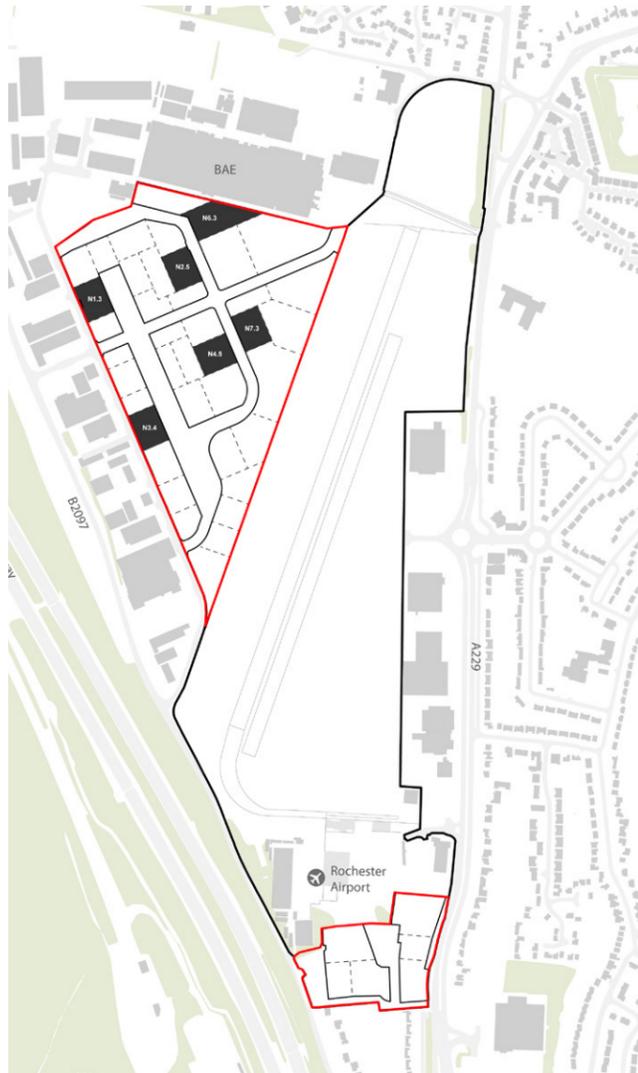
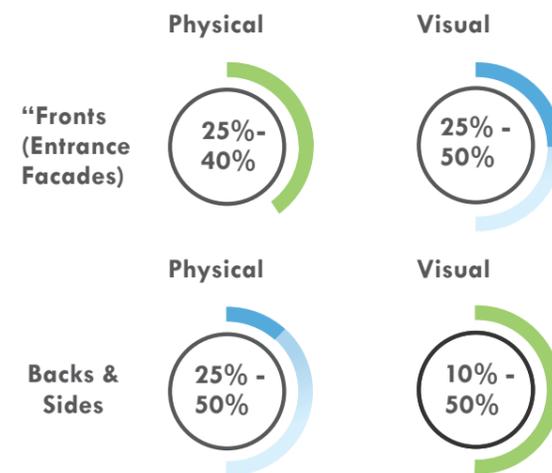


Figure 5.7. Parking Deck Plots Plan

### List of all parking deck plots

PLOT ID	CHARACTER	CATEGORY	HEIGHTS	INDICATIVE BUILDING FOOTPRINT (SQM)	POTENTIAL LAND USE
N1.3	Park Edge	Car Park	4 St	2,000	Deck Car Park
N2.5	Core	Car Park	4 St	2,000	Deck Car Park
N3.4	Park Edge	Car Park	4 St	2,000	Deck Car Park
N4.5	Core	Car Park	5 St	2,000	Deck Car Park
N6.3	Woodland & Landscape Edge	Car Park	4 St	2,000	Deck Car Park
N7.3	Core	Car Park	4 St	2,000	Deck Car Park

### Preferred Building Permeability



# M PLOT TYPE 4 PT\_04 Parking Deck Plots

## Design and Layout Principles

### Key Frontages

5.11.1 Design of multi-storey decked car park **should** deliver a high quality facade and or green screening along any primary frontages where public views are exposed.

5.11.2 Design of decked car parks **should** not have a negative impact at street level by the creation of dead frontage.

### Porosity

5.11.3 Layout **should** maintain a level of managed permeability underpinned by multiple pedestrian access points (front, side and rear).

5.11.4 Multiple entrance points for pedestrians from the side and rear will enhance site accessibility and ensure minimise dead frontages.

### Eyes on the Street

5.11.5 Multiple pedestrian entrances **should** be provided to support natural surveillance and wayfinding.

5.11.6 Streets and public spaces **should** be over looked with continuous street frontage in areas adjacent to parking deck plots.

### Collaboration

5.11.7 Decked solutions **should** be explored which will maximise the potential to achieve placemaking objectives with strategic vehicle capture allowing for car free areas for collaboration.

### Boundary Treatment

5.11.8 Use of 'open fronts' **should** be encouraged for front, side and rear boundaries and **should** be appropriate to the scale, function and design of the building.

5.11.9 The use of soft and hard landscape elements (e.g.: low-lying planting and contrasting paving materials) are encouraged to mark out a privacy strip between the building

line and the public realm, to provide permeability and sense of inclusion rather than a solid boundary such as a wall or a fence.

### Parking and Refuse

5.11.10 Decked parking structures **should** be future proofed to allow for conversion into additional employment spaces.

5.11.11 Easily accessible sections of the decked car park **should** be designated to accommodate blue badge / operational parking.

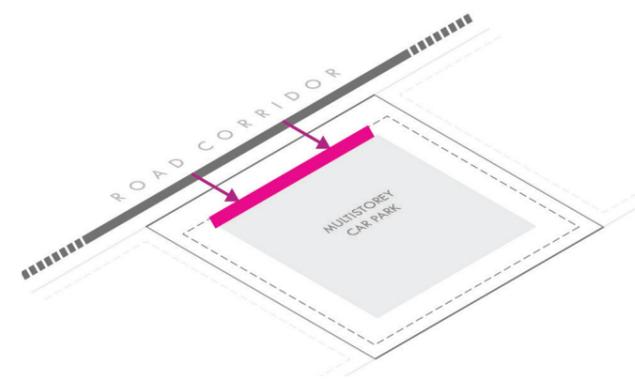
5.11.12 Night time lighting **should** be incorporated into the design of the parking structures.

5.11.13 Entrance points to on-plot parking bays and servicing yard **should** enjoy a level of flexibility to accommodate requirements from individual businesses.

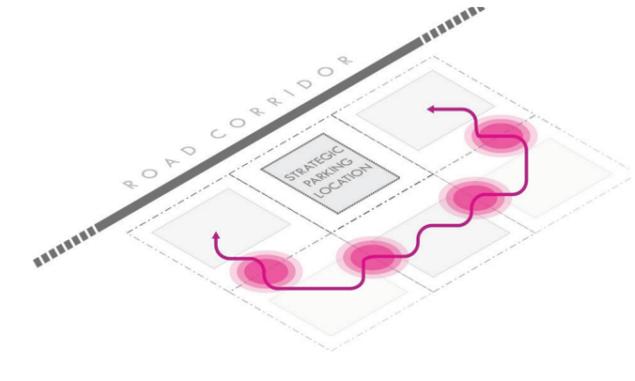
5.11.14 Sufficient space **should** be allocated for secure on-plot bin storage in visually unobtrusive locations, with a need to prevent bird access to litter and waste food that might attract gulls and contribute to risk of bird strike on the airfield.

### Legend

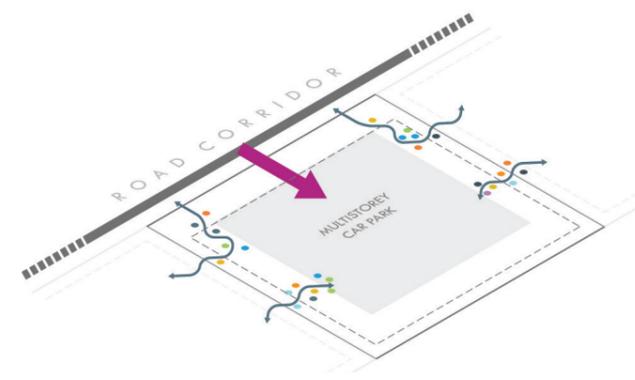
	Primary Boundary		BOH
	Secondary Boundary		On-plot Parking
	Main Entrance		
	Primary Frontage		



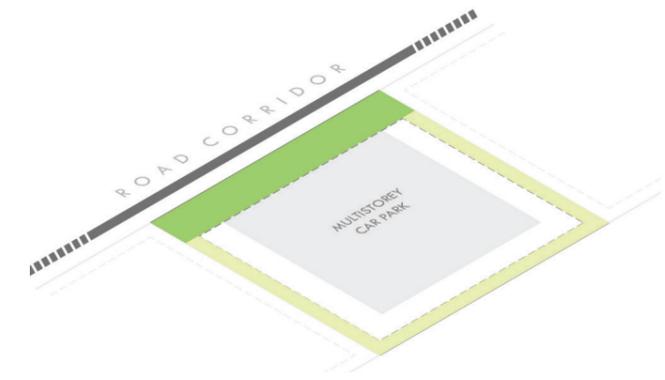
KEY FRONTAGES



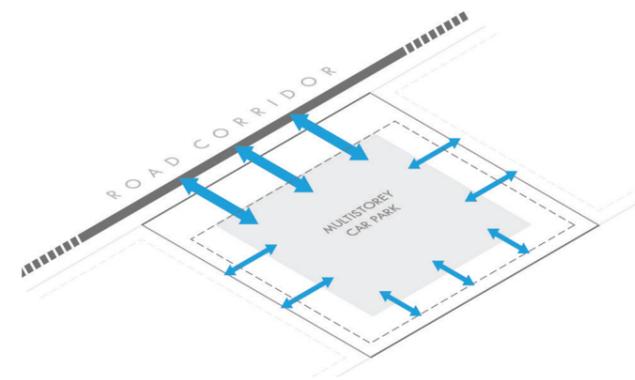
COLLABORATION



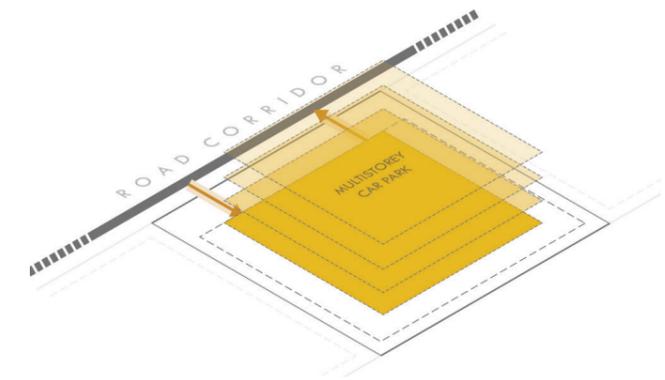
POROSITY



BOUNDARY TREATMENT



EYES ON THE STREET



PARKING

# M PLOT TYPE 4 PT\_04 Parking Deck Plots

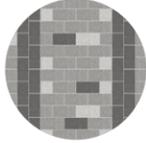
## Landscape Code

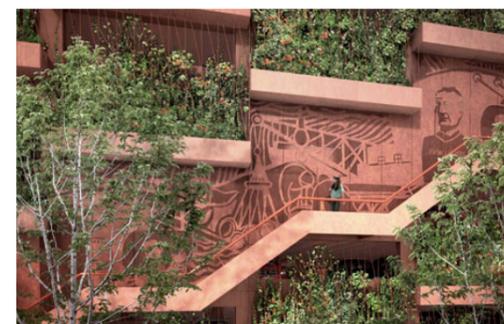
### Design Objectives

1. Encourage planted privacy strips along building frontages to maintain security and privacy for the adjacent buildings. These will feature native and ornamental plants which contribute to the character and setting within this space.
2. Ensure the space is level where possible to maintain accessibility for all users.
3. Create planting and soft landscape buffers at side and rear of parking deck plots that are permeable.
4. Ensure street furniture, planting and trees are arranged so that they are coordinated with buildings, reinforce key views / sight lines and maintain key connections.
5. Selection of species in the planting scheme **should** avoid small berried and nut bearing species in order to minimise attraction of large birds and/or flocks which could contribute to risk of bird strike on the airfield.

### Material Palette

5.11.15 Please also refer to Section 4, Section 4.3 - 4.10 for the detailed public realm design codes. The following codes will provide guidance on the selection of materials for specific plot types.

		ST_HL4 Concrete blocks: grey mix	ST_HL5 Granite contrast/edge: Dark Grey	ST_HL6 Resin-bound Gravel: Buff						
<b>Hard Landscape</b>										
		ST_SL1 Shrubs	ST_SL2 Grasses/Sedges	ST_SL3 Hardy Perennials	LA01_SL1 Standard Amenity	LA01_SL2 Robust Amenity	LA02_SL1 Herbaceous	LA02_SL2 Ornamental Grass		
<b>Soft Landscape</b>										
		ST_TS1 Avenue	ST_TS2 Boulevard	ST_TS3 Screening	ST_TS4 Columnar	ST_TS5 Place-making				
<b>Tree Selection</b>										
		LA03_HL1 Railing with Planting	LA03_HL2 Decorative Screen with Planting	LA03_HL4 Low Hedge	LA03_HL5 Native Hedgerow					
<b>Boundary</b>										



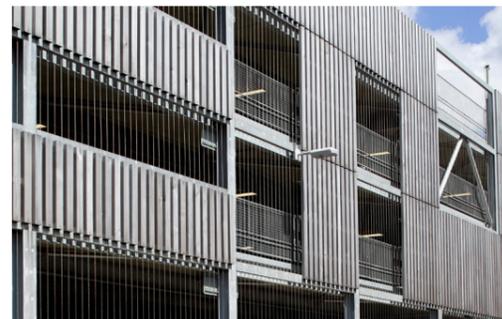
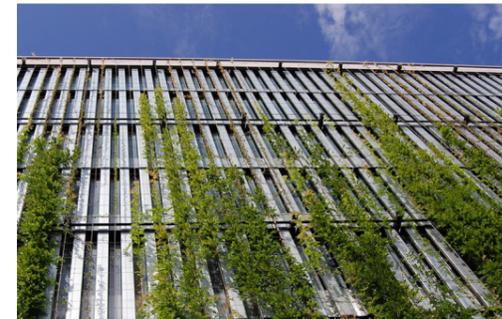
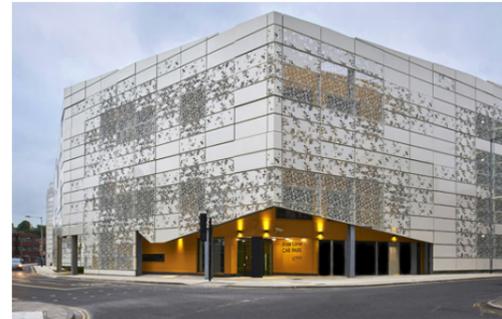
# M PLOT TYPE 4 PT\_04 Parking Deck Plots

## Building Code

### Design Objectives

1. Design **should** adopt facade treatments such as green walls (lightweight, fast and easy to install) to contribute to wayfinding and the language and rhythm of the street.
2. Sensitive design response to massing to ensure it is designed to sit sensitively within clusters of developments and avoid visual impact or prominence in view, particularly in the woodland character area.
3. Sensitive design to break down scale through material / lighting treatment.
4. Enhance building permeability through creation of multiple entrances.
5. Provide a quality and durability appropriate to the use and long term value of the development that are capable of weathering well over the lifetime of the building and minimising maintenance.
6. Screens used to obscure primary structure, the buildings should feature entrance lobby where possible.
7. Consider long term conversion and adaptability for other uses.
8. Sufficient space **should** be allocated for secure on-plot bin storage in visually unobtrusive locations, with a need to prevent bird access to litter and waste food that might attract gulls and contribute to risk of bird strike on the airfield.
9. Building design and maintenance strategy **should** consider potential roosting and nesting which could contribute to risk of bird strike on the airfield.
10. Buildings and on-plot environment **should** be appropriately lit realm whilst minimising light pollution and avoiding any operational risks to the airport.

## Building Frontage



# M PLOT TYPE 5 PT\_05 Runway Edge Plots

## 5.12 Runway Edge Plots

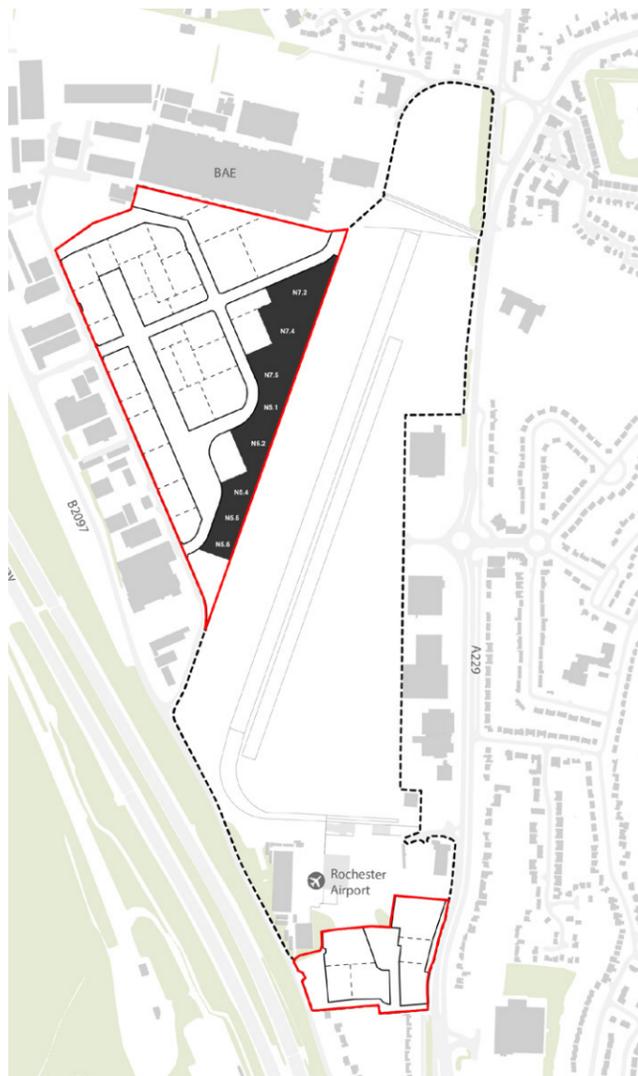


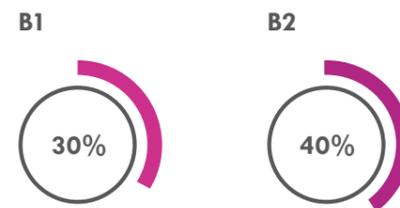
Figure 5.8. Runway Park Plots Plan

### List of all Runway Edge plots

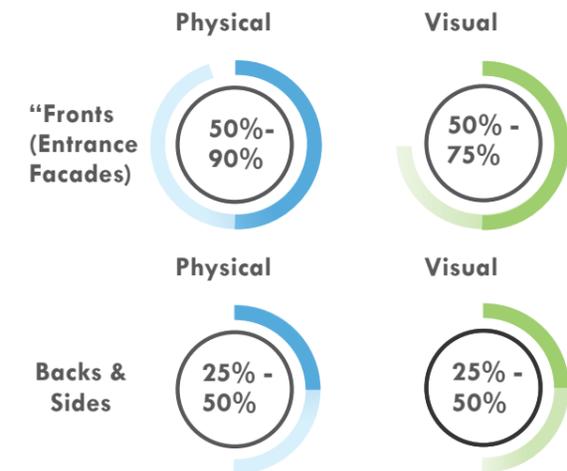
PLOT ID	CHARACTER	CATEGORY	HEIGHT (MAXIMUM PARAMETER)	INDICATIVE BUILDING FOOTPRINT (SQM)	POTENTIAL LAND USE
N5.1	Runway Edge	Runway Edge	2 St	400	B2
N5.2	Runway Edge	Runway Edge	2 St	1,000	B2
N5.4	Runway Edge	Runway Edge	2 St	1,050	B2
① N5.5	Runway Edge	Runway Edge	2 St	400	B2
① N5.6	Runway Edge	Runway Edge	2 St	400	B2
N7.2	Runway Edge	Runway Edge	2 St	2,778	B2
N7.4	Runway Edge	Runway Edge	2 St	1,500	B2
N7.5	Runway Edge	Runway Edge	2 St	2,198	B2

① Land use of the plot may change subject to potential extension of the Runway Park

### Suggested maximum plot parking coverage



### Preferred building permeability



# M PLOT TYPE 5 PT\_05 Runway Edge Plots

## Design and Layout Principles

### Key Frontages

5.12.1 Primary frontages **should** be active and have a positive relationship with the street. Service access should be avoided on primary frontages.

5.12.2 Entrances and active frontages and uses **should** be provided on elevations along the Plaza and the primary route. These uses **should** be visible from the street to encourage activity and contribute to the public realm.

### Porosity

5.12.3 Layout **should** maintain a high level of physical and visual permeability underpinned by multiple transparent facades and primary and secondary access points (front and side).

5.12.4 Multiple entrance points and spill out spaces at the front and side **should** be provided, this will encourage social interaction and networking among the cluster of tenants within the single storey hangars.

### Eyes on the Street

5.12.5 Provide unobstructed views of neighbouring plots, public spaces and footpaths without affecting privacy.

5.12.6 Streets and public spaces **should** be over looked with continuous street frontage.

### Collaboration

5.12.7 Ample spill out space **should** be provided along the front and side of plots as outdoor rooms and collaboration spaces.

### Boundary Treatment

5.12.8 The front boundaries **should** provide depth and richness to the street scene.

5.12.9 The trees of character settings **should** physically restrict casual intrusion and penetration into the restricted parts of the airport, as such the rear of the runway edge plots

will present a secured boundary to the airfield.

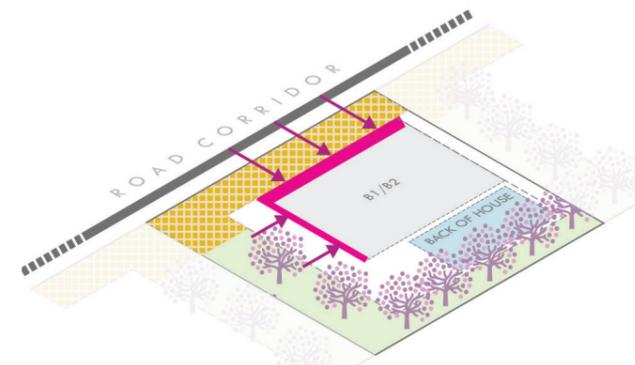
### Parking

5.12.10 On-site parking and drop off **should** only be permitted on designated bays at the rear of the plots.

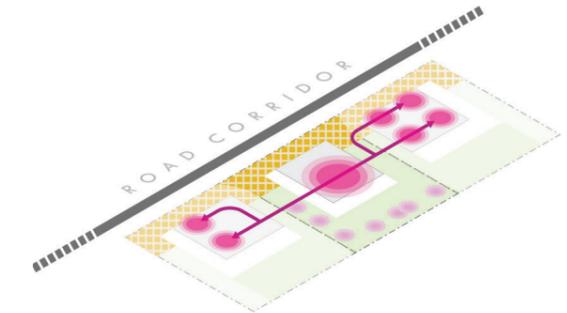
5.12.11 On-street provision for blue badge /operational parking **should** be accommodated at specific locations within IPM.

5.12.12 Entrance points to on-plot parking bays and servicing yard **should** enjoy a level of flexibility to accommodate requirements from individual businesses.

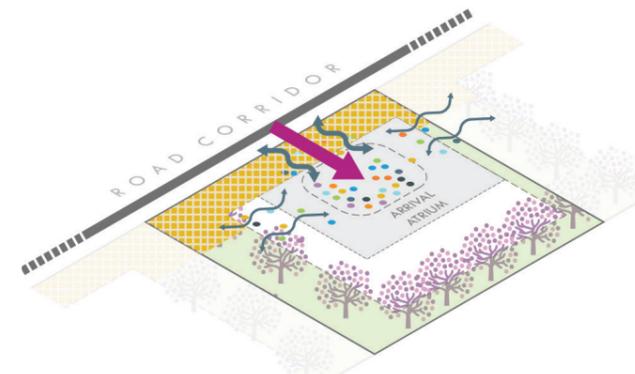
5.12.13 Sufficient space **should** be allocated for secure on-plot bin storage in visually unobtrusive locations, with a need to prevent bird access to litter and waste food that might attract gulls and contribute to risk of bird strike on the airfield.



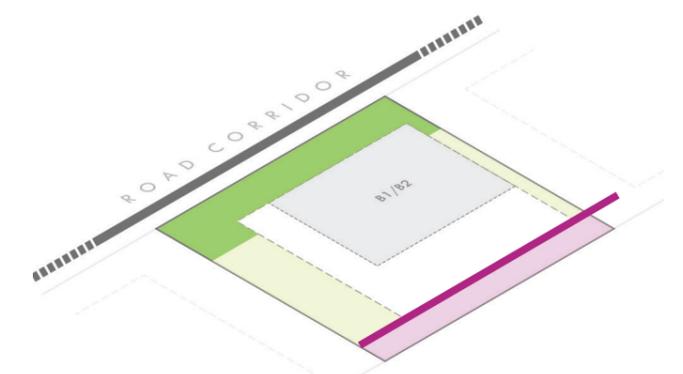
KEY FRONTAGES



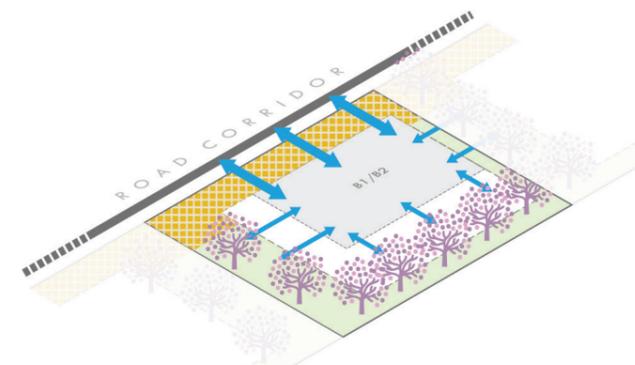
COLLABORATION



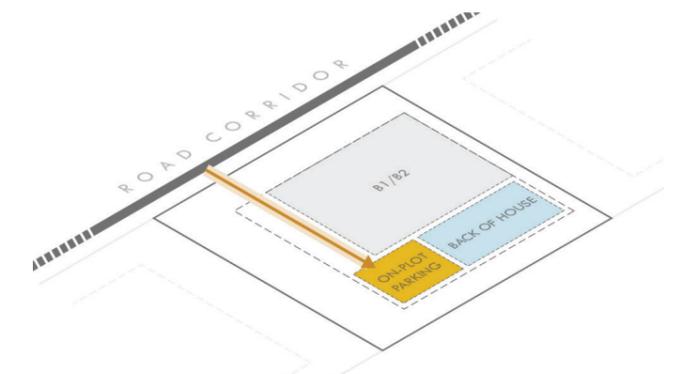
POROSITY



BOUNDARY TREATMENT



EYES ON THE STREET



PARKING

### Legend

	Primary Boundary		BOH
	Secondary Boundary		On-plot Parking
	Main Entrance		
	Primary Frontage		

# M PLOT TYPE 5 PT\_05 Runway Edge Plots

## Landscape Code

### Design Objectives

1. Design public realm and shared spaces to provide a stage where collaboration and new ideas can be freely exchanged.
2. To provide a clearly defined development side and airport side split.
3. Trees of distinction **should** be maintained to acceptable height to form a secured boundary to the airfield.
4. Selection of species in the planting scheme **should** avoid small berried and nut bearing species in order to minimise attraction of large birds and/or flocks which could contribute to risk of bird strike on the airfield.

### Material Palette

5.12.14 Please also refer to Section 4, Section 4.3 - 4.10 for the detailed public realm design codes. The following codes will provide guidance on the selection of materials for specific plot types.

### Hard Landscape



### Soft Landscape



### Tree Selection



### Boundary



# M PLOT TYPE 5 PT\_05 Runway Edge Plots

## Building Code

### Design Objectives

1. Entrances and active frontages and uses **should** be provided on all elevations onto the plaza space. These uses **should** be visible from the street to encourage activity and contribute to the public realm.
2. The buildings within Runway Edge plots **should** take the form of a 'pavilion', providing a simple form that can accommodate both business incubators and start-ups of a range of sizes.
3. The buildings on Runway Edge plots **must** respect the height parameters associated with proximity to the operational runway. The buildings will most likely be a tall single storey building or feature mezzanine levels.
4. Any manufacturing spaces **should** be screened by office and/or reception areas located on the key frontages identified. Active facades displaying products to public street areas is acceptable.
5. Sufficient space **should** be allocated for secure on-plot bin storage in visually unobtrusive locations, with a need to prevent bird access to litter and waste food that might attract gulls and contribute to risk of bird strike on the airfield.
6. Building design and maintenance strategy **should** consider potential roosting and nesting which could contribute to risk of bird strike on the airfield.
7. Buildings and on-plot environment **should** be appropriately lit realm whilst minimising light pollution and avoiding any operational risks to the airport.

## Building Frontage



## Building Permeability



# M PLOT TYPE 6 PT\_06 Woodland Plots

## 5.13 Woodland Plots

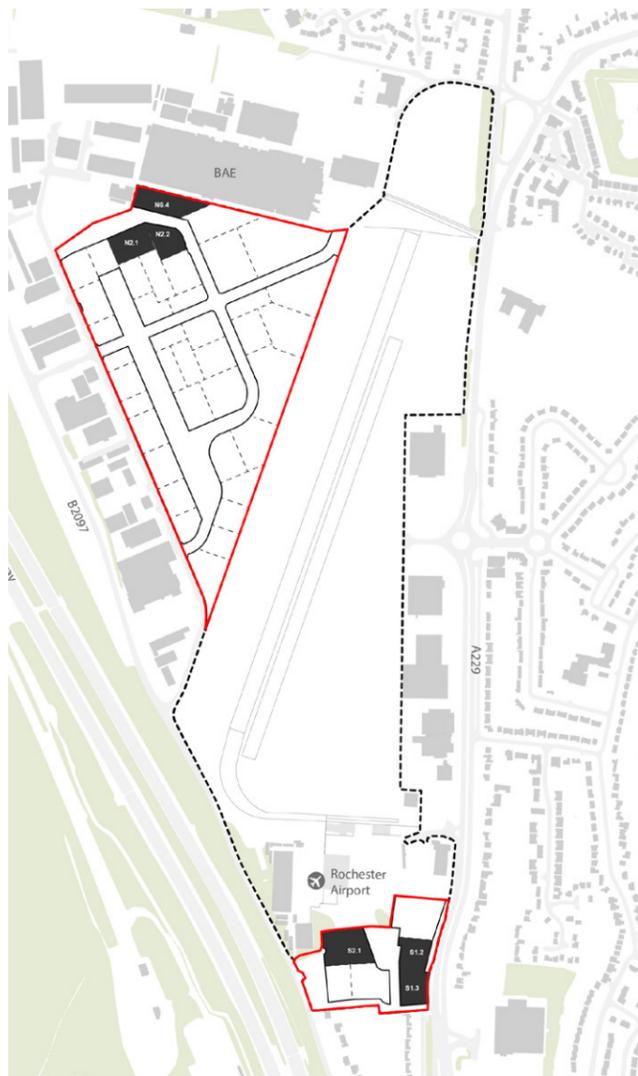


Figure 5.9. Woodland Plots Plan

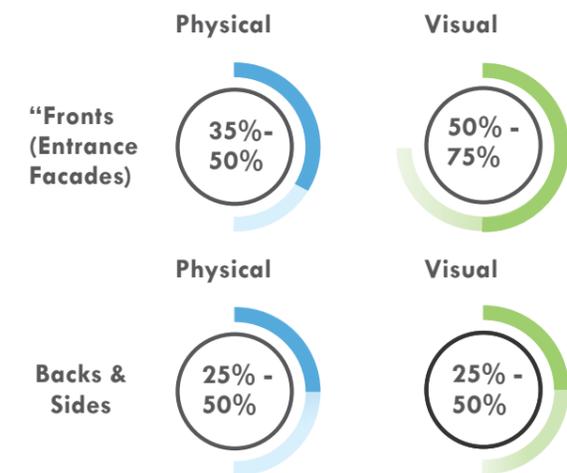
### List of all Woodland plots

PLOT ID	CHARACTER	CATEGORY	HEIGHT (MAXIMUM PARAMETER)	INDICATIVE BUILDING FOOTPRINT (SQM)	POTENTIAL LAND USE
N2.1	Woodland & Landscape Edge	Woodland	4 St	1,500	B2
N2.2	Core	Woodland	4 St	1,698	B2
N6.4	Woodland & Landscape Edge	Woodland	4 St	1,800	B2
S1.2	Woodland & Landscape Edge	Woodland	4 St	1,000	B2
S1.3	Woodland & Landscape Edge	Woodland	2 St	2,000	B2
S2.1	Woodland & Landscape Edge	Woodland	4 St	2,800	B2

### Suggested maximum plot parking coverage



### Preferred building permeability



# M PLOT TYPE 6 PT\_06 Woodland Plots

## Design and Layout Principles

### Key Frontages

5.13.1 Primary frontages **should** be active and have a positive relationship with pedestrian arrival points. Service access should be avoided on primary frontages.

5.13.2 Building line and siting of building footprints **should** respect retained tree blocks.

### Porosity

5.13.3 Layout **should** maintain a high level of permeability underpinned by multiple access points (front and side).

5.13.4 Multiple entrance points and spill out spaces at the front and side **should** be provided, this will encourage social interaction and networking among the cluster of tenants within the woodland plots.

### Eyes on the Street

5.13.5 Provide unobstructed views of neighbouring plots, public spaces and footpaths without affecting privacy.

5.13.6 Streets and public spaces **should** be overlooked without intrusion onto natural landscape areas.

5.13.7 Lighting in the woodland areas **should** be discussed in detail with officers at pre-application stages and the advice of ecologists **should** be sought if required.

### Collaboration

5.13.8 Ample spill out space **should** be provided where opportunities for buildings to share outdoor rooms and collaboration spaces.

### Boundary Treatment

5.13.9 The woodland settings **should** physically restrict casual intrusion and penetration into the restricted parts of the airport.

5.13.10 Root protection areas **should** be respected wherever

possible to retain mature trees on site.

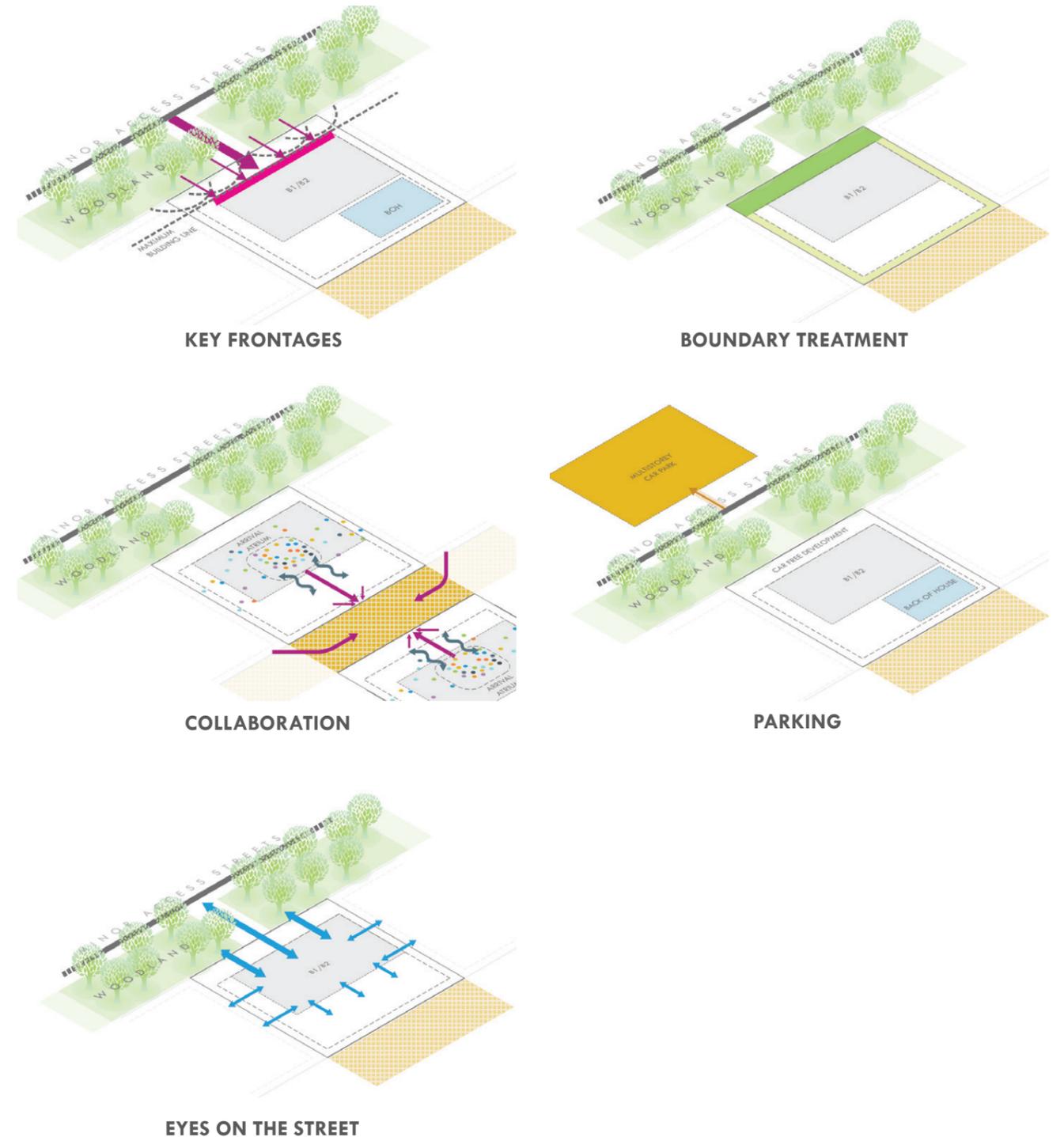
### Parking

5.13.11 On-site parking **should not** be permitted, parking spaces **should** be provided in the multi-storey decked car park only. Drop off **should** be permitted along the access road only to ensure minimal tree loss through site access.

5.13.12 On-street provision for blue badge /operational parking **should** be accommodated at specific locations within IPM.

5.13.13 Entrance points to on-plot parking bays and servicing yard **should** enjoy a level of flexibility to accommodate requirements from individual businesses.

5.13.14 Sufficient space **should** be allocated for secure on-plot bin storage in visually unobtrusive locations, with a need to prevent bird access to litter and waste food that might attract gulls and contribute to risk of bird strike on the airfield.



# M PLOT TYPE 6 PT\_06 Woodland Plots

## Landscape Code

### Design Objectives

1. Respect root protection areas to retain trees.
2. Ensure minimal tree loss through plot access.
3. Ensure car movements and parking are contained within the designated areas and provide car free cores to encourage collaboration.
4. Long seating / contemporary benches to be used along key paths between plots to encourage social interaction.
5. Selection of species in the planting scheme **should** avoid small berried and nut bearing species in order to minimise attraction of large birds and/or flocks which could contribute to risk of bird strike on the airfield.

### Material Palette

5.13.15 Please also refer to Section 4, Section 4.3 - 4.10 for the detailed public realm design codes. The following codes will provide guidance on the selection of materials for specific plot types.

### Hard Landscape



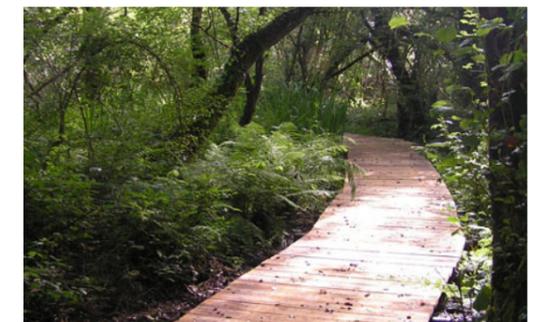
### Soft Landscape



### Tree Selection



### Boundary



# M PLOT TYPE 6 PT\_06 Woodland Plots

## Building Code

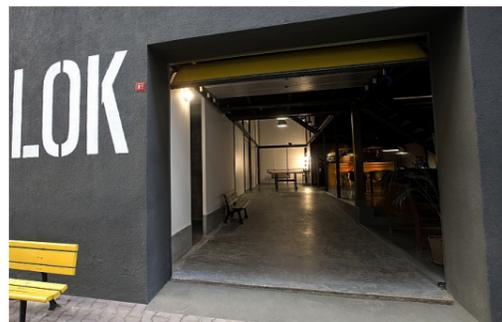
### Design Objectives

1. Promote the use of simple and refined palette of materials with a single main material utilised to promote simple building form and provide a strong and clear identity (e.g.: timber cladding).
2. The woodland can become an extension of the building with the ability to open the facades and spill out.
3. Encourage high quality design of plot frontages that will act as the front door to the southern plots and promote an appropriate sense of arrival.
4. Sufficient space **should** be allocated for secure on-plot bin storage in visually unobtrusive locations, with a need to prevent bird access to litter and waste food that might attract gulls and contribute to risk of bird strike on the airfield.
5. Building design and maintenance strategy **should** consider potential roosting and nesting which could contribute to risk of bird strike on the airfield.
6. Buildings and on-plot environment **should** be appropriately lit realm whilst minimising light pollution and avoiding any operational risks to the airport.

## Building Frontage



## Building Permeability



# M PLOT TYPE 7 PT\_07 Iconic Building Plots

## 5.14 Iconic Building Plots

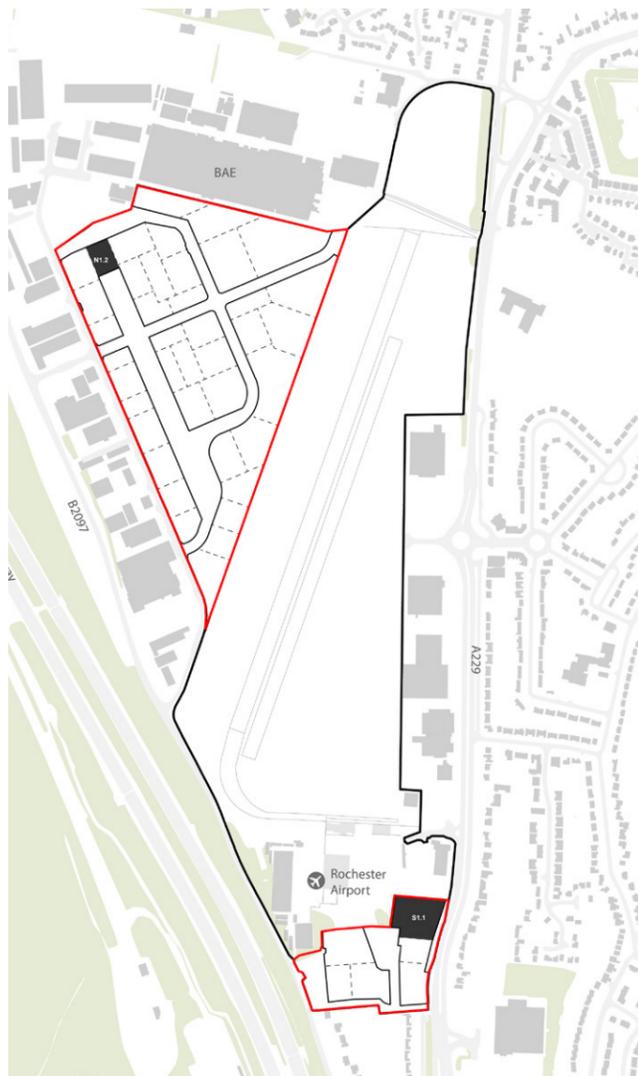


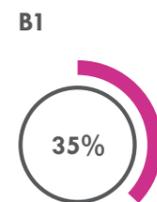
Figure 5.8. Iconic Building Plots Plan

### List of all Iconic Building plots

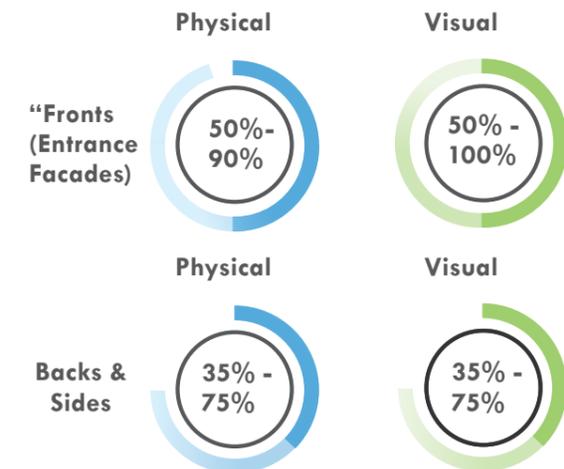
PLOT ID	CHARACTER	CATEGORY	HEIGHTS <small>(MAXIMUM PARAMETER)</small>	INDICATIVE BUILDING FOOTPRINT (SQM)	POTENTIAL LAND USE
N1.2	Woodland & Landscape Edge	Iconic Building	6 St	500	B1
② S1.1	Woodland & Landscape Edge	Iconic Building	6 St	2,000	Deck Car Park

② Potential to explore employment spaces within this plot.

### Suggested maximum plot parking coverage



### Preferred building permeability



# M PLOT TYPE 7 PT\_07 Iconic Building Plots

## Design and Layout Principles

### Key Frontages

5.14.1 Building frontage **should** address views into the primary public realm, key view corridors and primary access points. The main frontages should be designed to the highest level of quality to create a sense of arrival and act as the front door to other plots in the IPM development.

5.14.2 Primary entrances for pedestrians **should** be located on key frontages and **should** be proportioned to reflect the scale and importance of that their location. For example, a main entrance could overlook the runway park or along the Maidstone Road and could feature different facade treatments to make iconic plots more distinct and unique.

5.14.3 Services access **should** be avoided at the primary frontage with back of house areas concealed from gateway views.

### Porosity

5.14.4 Iconic buildings **should** actively encourage physical permeability on the ground floor with visually transparent elements along all frontages.

5.14.5 The main entrance **should** be located along the primary frontage or key open spaces, it **should** be clearly identifiable to contribute to wayfinding and the language and rhythm of the street.

### Eyes on the Street

5.14.6 Buildings **should** provide ‘eyes on the street’ with active spaces such as arrival lobbies and office spaces overlooking the public realm. Entrances and ground floor facades **should** support natural surveillance and wayfinding.

### Collaboration

5.14.7 Spill out spaces **should** be provided in the

adjacent public realm to utilise the unique location of the plots.

5.14.8 In the instance that the plot backs onto a key open space, the design of the plot should be appropriate to connect staff to the open space and encourage collaboration to ‘spill out’ of buildings into shared open spaces.

### Boundary Treatment

5.14.9 Boundary treatment continuity should be ensured along primary frontages. Opposing street sides **should** also use the same boundary type.

5.14.10 Provide a consistent and simple boundary treatment along the secondary boundary. Boundary treatment along the primary road **should** wrap around the corner for iconic building plots.

### Parking

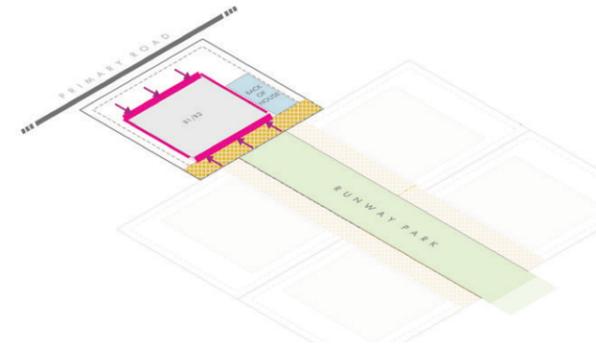
5.14.11 On-site parking and drop off **should** only be permitted on designated bays at the rear of the plots.

5.14.12 On-street provision for blue badge /operational parking **should** be carefully considered on gateway plots, with specific locations to be agreed through detailed discussions with officers.

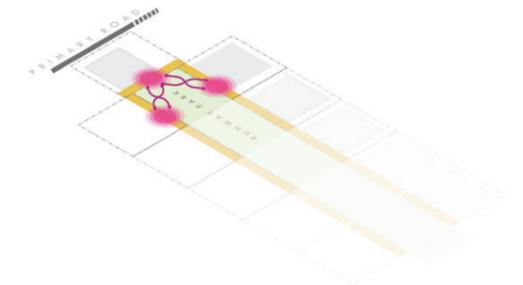
5.14.13 Entrance points to on-plot parking bays and servicing yard **should** enjoy a level of flexibility to accommodate requirements from individual businesses.

### Legend

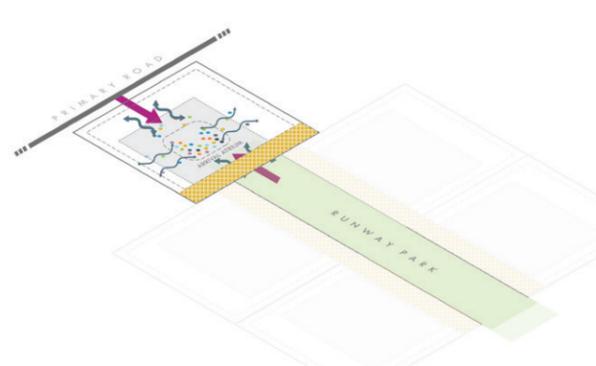
	Primary Boundary		Back of House
	Secondary Boundary		On-plot Parking
	Primary Frontage		Main Entrance
	Secondary Frontage		



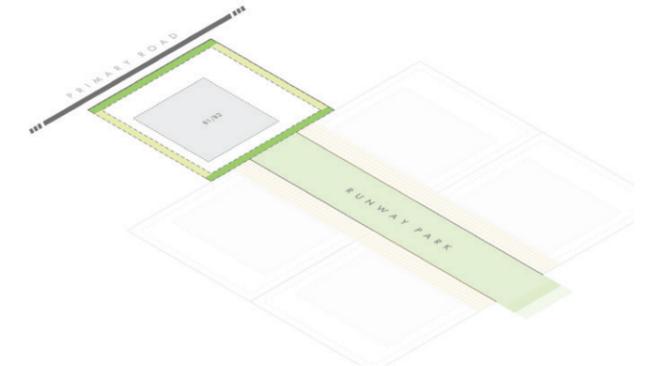
KEY FRONTAGES



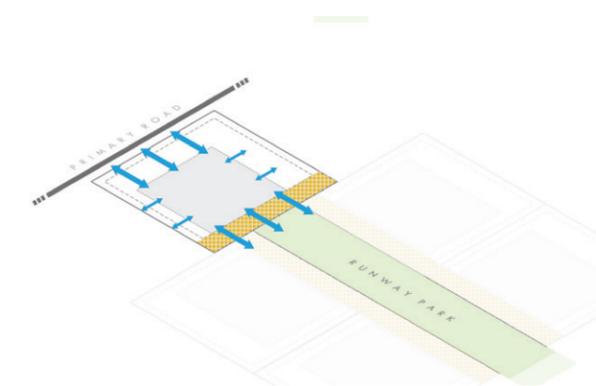
COLLABORATION



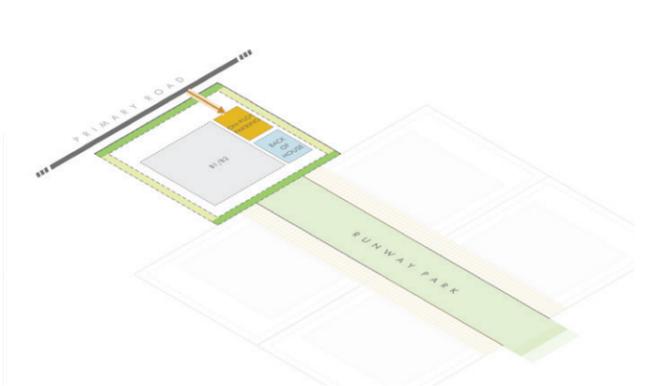
POROSITY



BOUNDARY TREATMENT



EYES ON THE STREET



PARKING

# M PLOT TYPE 7 PT\_07 Iconic Building Plots

## Landscape Code

### Design Objectives

1. Encourage continuity and consistent quality that promotes the appropriate sense of arrival for a high quality employment area.
2. Promote high quality hard landscape treatment along the main frontages fronting the primary route and key public spaces.
3. Design public realm and shared spaces to provide a stage where collaboration and new ideas can be freely exchanged.
4. Potential landscape strip along the secondary boundary of the plot.
5. Animate the street frontages on both primary and secondary routes to create lively streets.
6. Selection of species in the planting scheme **should** avoid small berried and nut bearing species in order to minimise attraction of large birds and/or flocks which could contribute to risk of bird strike on the airfield.

### Material Palette

5.14.14 Please also refer to Section 4, Section 4.3 - 4.10 for the detailed public realm design codes. The following codes will provide guidance on the selection of materials for specific plot types.

### Hard Landscape



### Soft Landscape



### Tree Selection



### Boundary



### Precedents



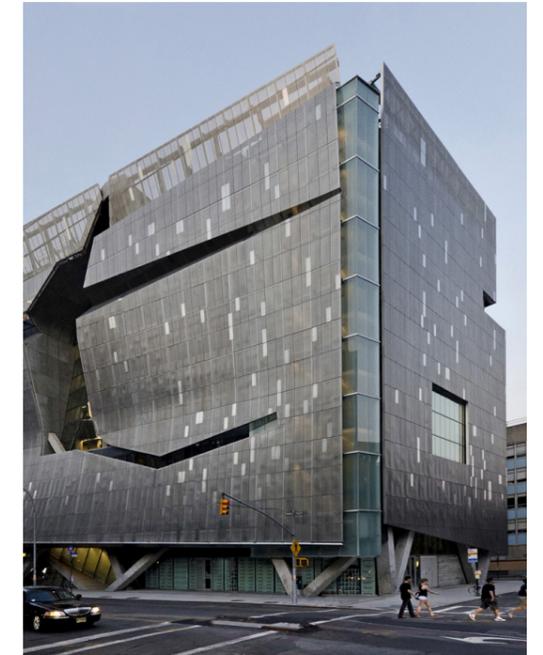
# M PLOT TYPE 7 PT\_07 Iconic Building Plots

## Building Code

### Design Objectives

1. Iconic building frontages at landmark locations should be designed to feature office and/or reception areas overlooking key view corridors.
2. To provide a home for pioneering innovators and early occupants and create a positive perception of IPM as a unique investment opportunity.
3. Encourage bold accent colours for iconic buildings at gateway frontages.
4. Material selection and building articulation on iconic building plots **should** be subject to the highest level of consideration to respond to the landmark location and importance of these plots.
5. Building frontages at these locations **should** be designed to feature office and/or reception areas overlooking primary road corridors and key view corridors.
6. Adopt appropriate colour palette to ensure that the buildings blend with the skyline when viewed from the AONB.
7. Sufficient space **should** be allocated for secure on-plot bin storage in visually unobtrusive locations, with a need to prevent bird access to litter and waste food that might attract gulls and contribute to risk of bird strike on the airfield.
8. Building design and maintenance strategy **should** consider potential roosting and nesting which could contribute to risk of bird strike on the airfield.
9. Buildings and on-plot environment **should** be appropriately lit realm whilst minimising light pollution and avoiding any operational risks to the airport.

## Building Frontage



## Building Permeability



