Innovation Park Medway
Design Code

LDĀDESIGN

1.1 6278_R002G

Contents

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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

1. LDO

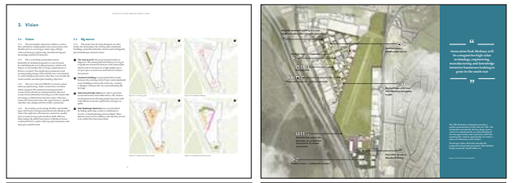
- IPM Masterplan
- IPM Environmental Statement

→ **2. PLOT ENQUIRIES** →

3. DESIGN CODE

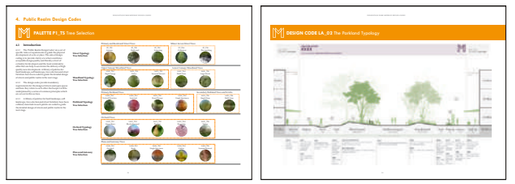
Detailed designers of plots

Step 1:
Appreciate the overarching vision set out in the masterplan statement in Section 2



Step 2:
Understand key sitewide planning parameters & urban design guidelines in Section 3.

Step 3:
Refer to a series of design codes in Section 4 relating to the public realm, illustrated by sections with material palette references and specifications.



Step 4:
Identify the plot by plot ID in Section 5, refer to site wide design guidelines and relevant plot type to understand relevant high level parameters.

Step 5:
Refer to and apply detailed plot type guidance in Section 5 regarding design and layout principles, landscape and building design codes.

→ **4. DESIGN** →

5. PRIOR APPROVALS

- Design and Access Statement
- Technical Reports
- Plot Delivery
- Self-certification Form

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 and promotes health and wellbeing. 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’, trees of character 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
- Outdoor collaboration rooms
- Woodland clusters
- Runway Edge cluster with trees of character maintained to acceptable height

Figure 2.1. A Runway Park

Figure 2.2. Iconic Buildings

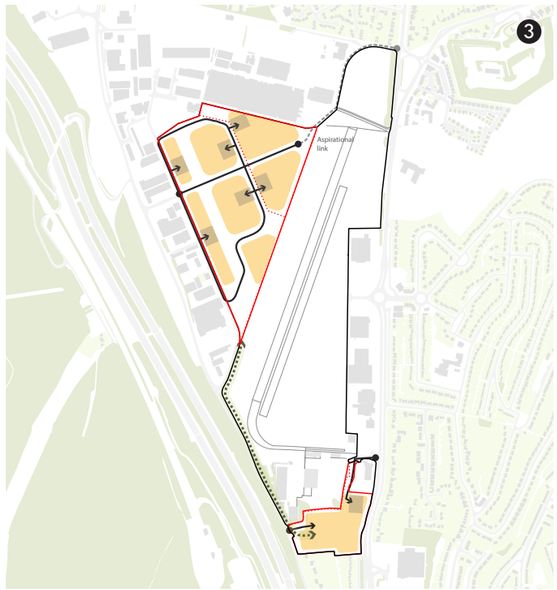


Figure 2.3. Pedestrian Friendly Clusters

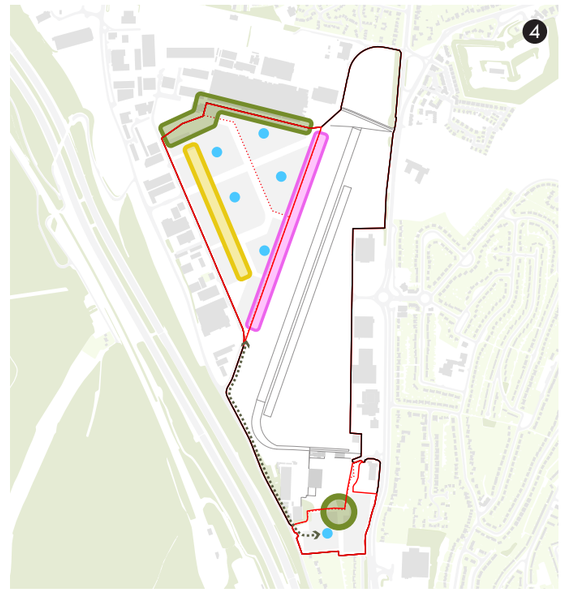


Figure 2.4. Landscape Character Areas

"

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.

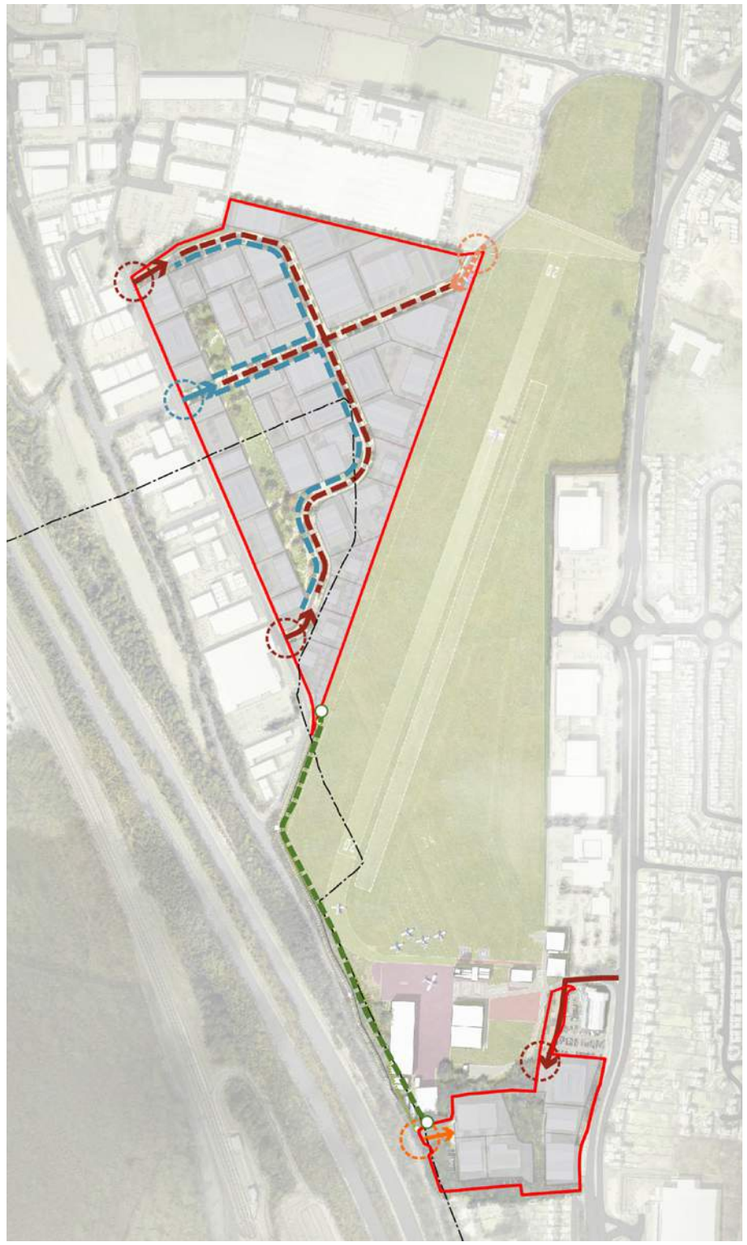
3.3 Building Height Parameters

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.

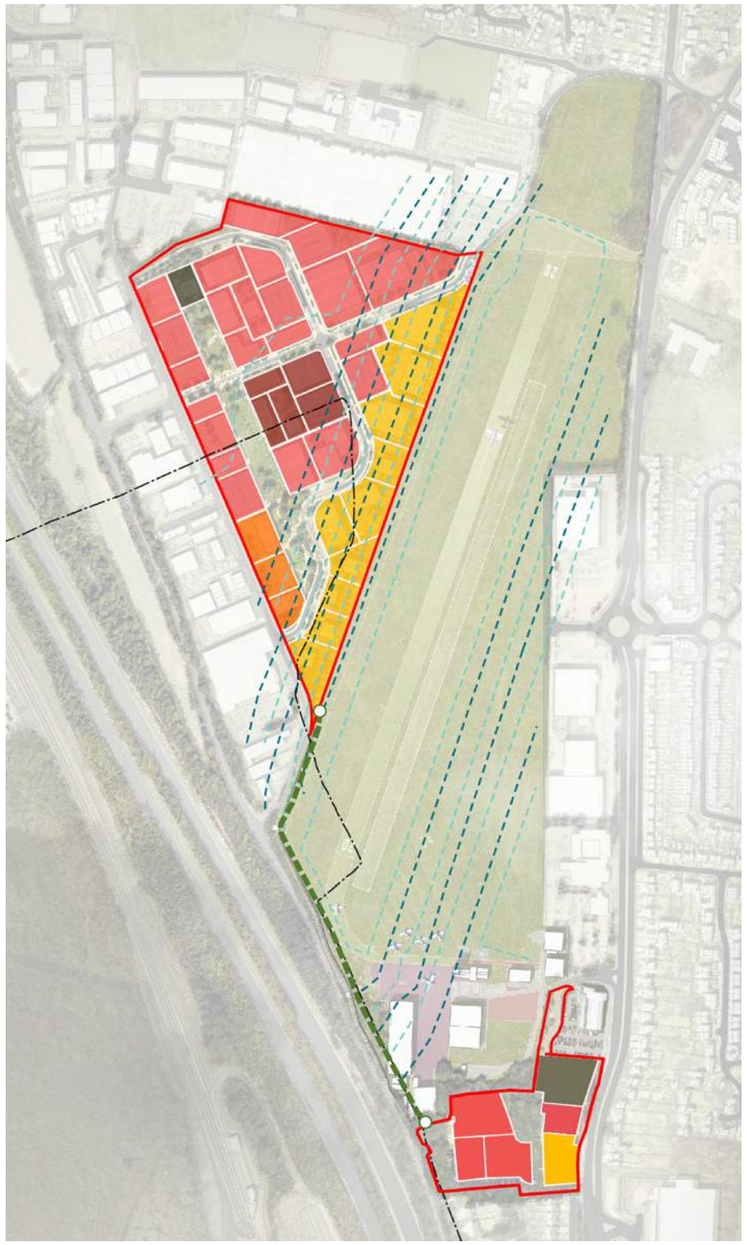
Figure 3.1. Landscape Parameters Plan



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

Figure 3.2. Access and Movement Parameters Plan



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 3.3. 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.
* For all buildings that may be visible from the Kent Downs AONB, requirements set out in section 3.5 "Designing with the Kent Downs AONB in mind" **must** be followed.

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. Use of statement facade treatments, building layout and height **should** emphasise the iconic character, whilst ensuring proposals do not conflict with the objectives set out in section 3.5.
* The plot frontage **should** face the most publicly viewable aspect.

Fire & Rescue

* Applicants should refer to design guidance produced by Kent Fire & Rescue Service for providing adequate access for fire appliances.

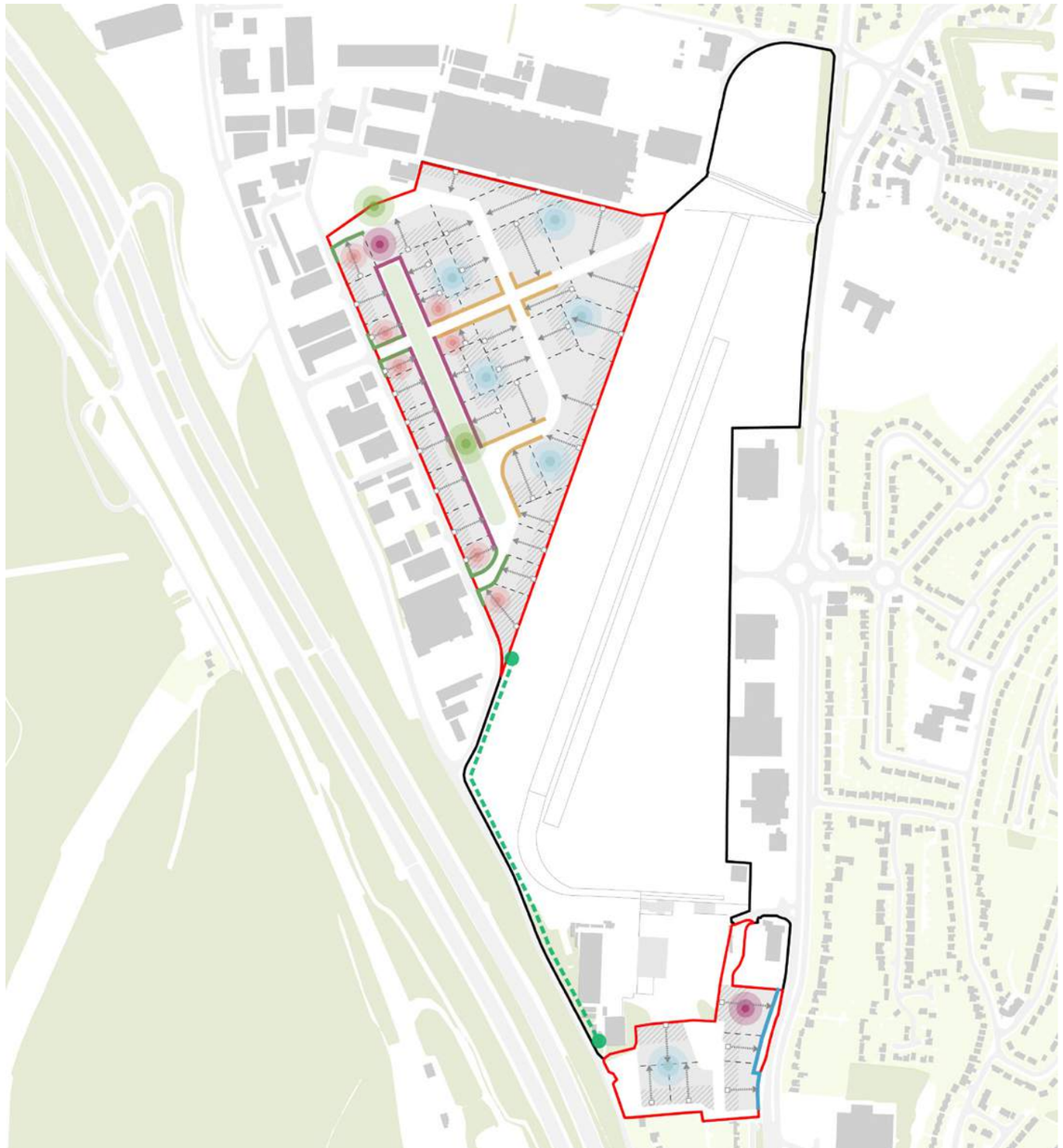


Figure 3.4. Urban Design Framework Plan

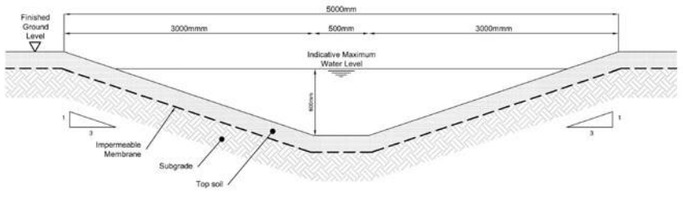
Key open spaces

* 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.

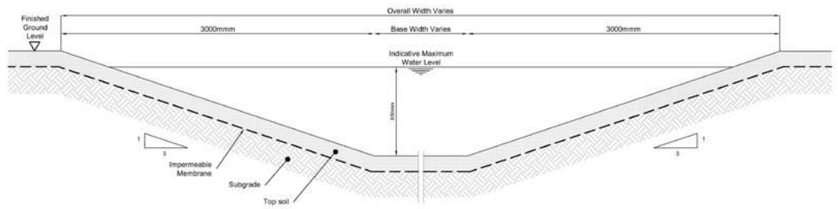
Legend

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

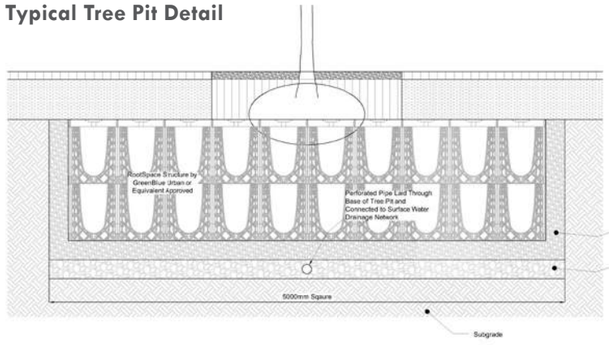
Typical Swale Detail



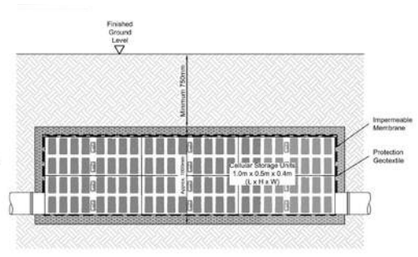
Typical Dry Basin Detail



Typical Tree Pit Detail



Typical Below Ground Cellular Storage



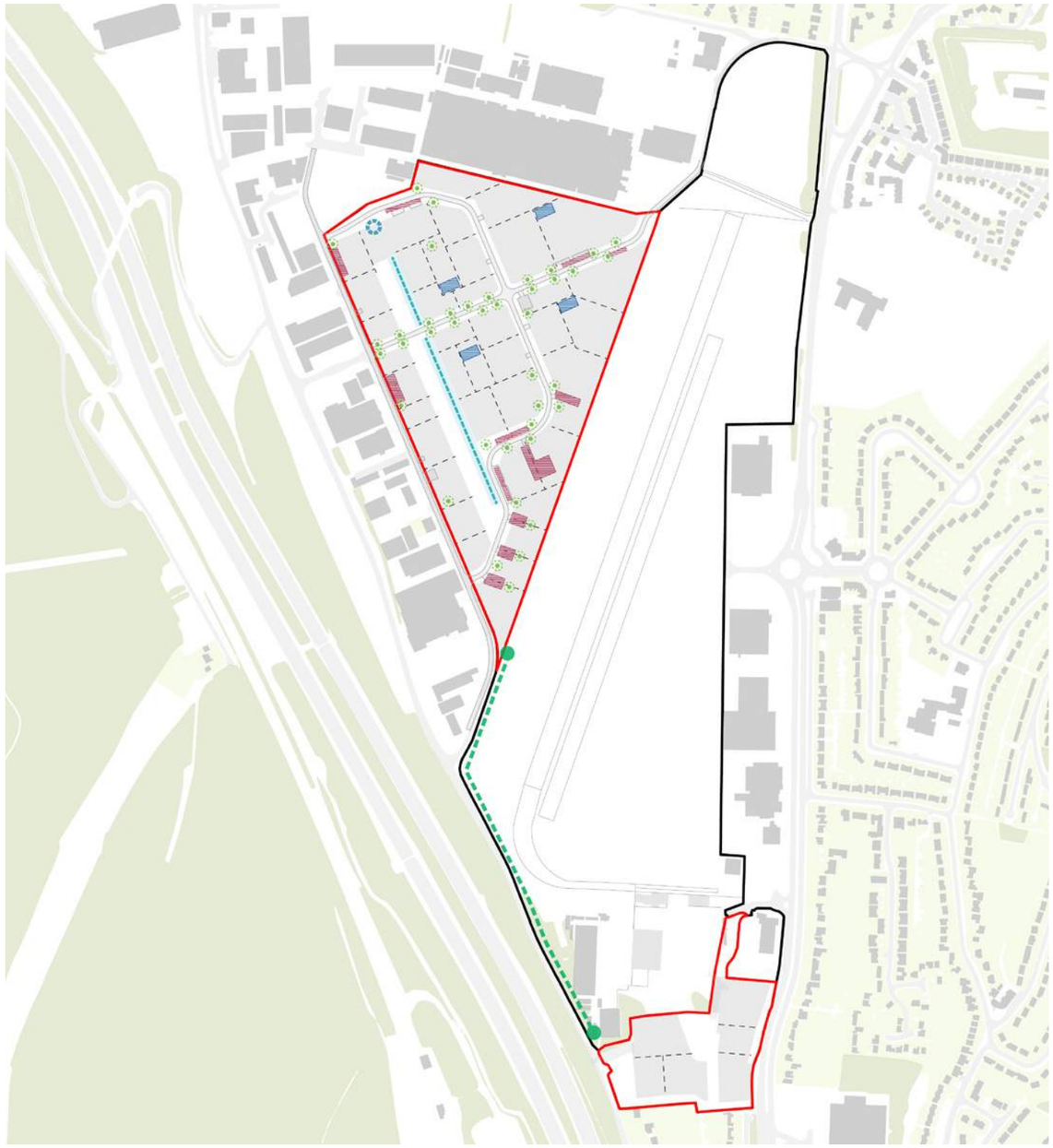


Figure 3.5. Drainage Plan

3.5 Designing with the Kent Downs AONB in Mind

Introduction

3.5.1 Given the proximity of IPM to the Kent Downs AONB, it is essential that applicants appreciate the importance of designing within the setting of the AONB.

3.5.2 This section of the Design Code sets out guidance on understanding the environmental context of the Site in relation to the AONB to ensure buildings are integrated with their surroundings, are visually unobstrusive and make a positive contribution to the AONB.

Understanding Context

3.5.3 The Kent Downs AONB comprises a diverse landscape that is based on its underlying geology. A key landscape feature within this part of the AONB is the prominent chalk scarp slope rising to a ridgeline that marks the boundary between the AONB and urban area of Chatham.

Landscape and Visual Analysis

3.5.4 The LVIA (Landscape and Visual Impact Assessment) accompanying the LDO identified that buildings, if designed to the maximum parameters, would be visible along the ridgeline from parts of the AONB, in particular from Nashenden Down Nature Reserve, an area to the north-west of IPM (Figure 3.9).

3.5.5 Figure 3.6 to 3.8 represent views from a permissive footpath within with Nashenden Down Nature Reserve (viewpoint 9), illustrating the location and heights of the buildings, as per the parameter plans.

3.5.6 Views from Nashenden Down Nature Reserve look across the M2 road and High Speed 1 rail infrastructure corridor towards the well-treed scarp slope, with open areas of grassland and scrub, defining the edge of Rochester. Existing buildings within the urban area are visible along the ridge, either through, above or between gaps in the treeline. Visibility of these buildings, as with the proposals, varies depending on the elevation of the terrain.

3.5.7 Buildings located in proximity to IPM are predominantly industrial in use but of varying design: some are standard units, with minimal fenestration; others have more clearly legible structures, with angled roofs, clearly visible floors with windows, roof lights, and so on. There is no one defining architectural style or composition from which the proposed buildings should take their lead. However, it is worth noting that the facades of buildings that have less detail and that

Figure 3.6. Viewpoint 9 - Nashenden Down Nature Reserve - Existing View

Figure 3.7. Viewpoint 9 - Nashenden Down Nature Reserve - Photowire

Figure 3.8. Viewpoint 9 - Nashenden Down Nature Reserve - Photomontage

Legend

- Site boundary
- Distance from Site Boundary (1, 2 a nd 3km)
- District
- Kent Downs AONB
- National Trail - North Downs Way
- Sustrans National Route
- Nashenden Down Nature Reserve
- Recently constructed industrial units
- Viewpoint

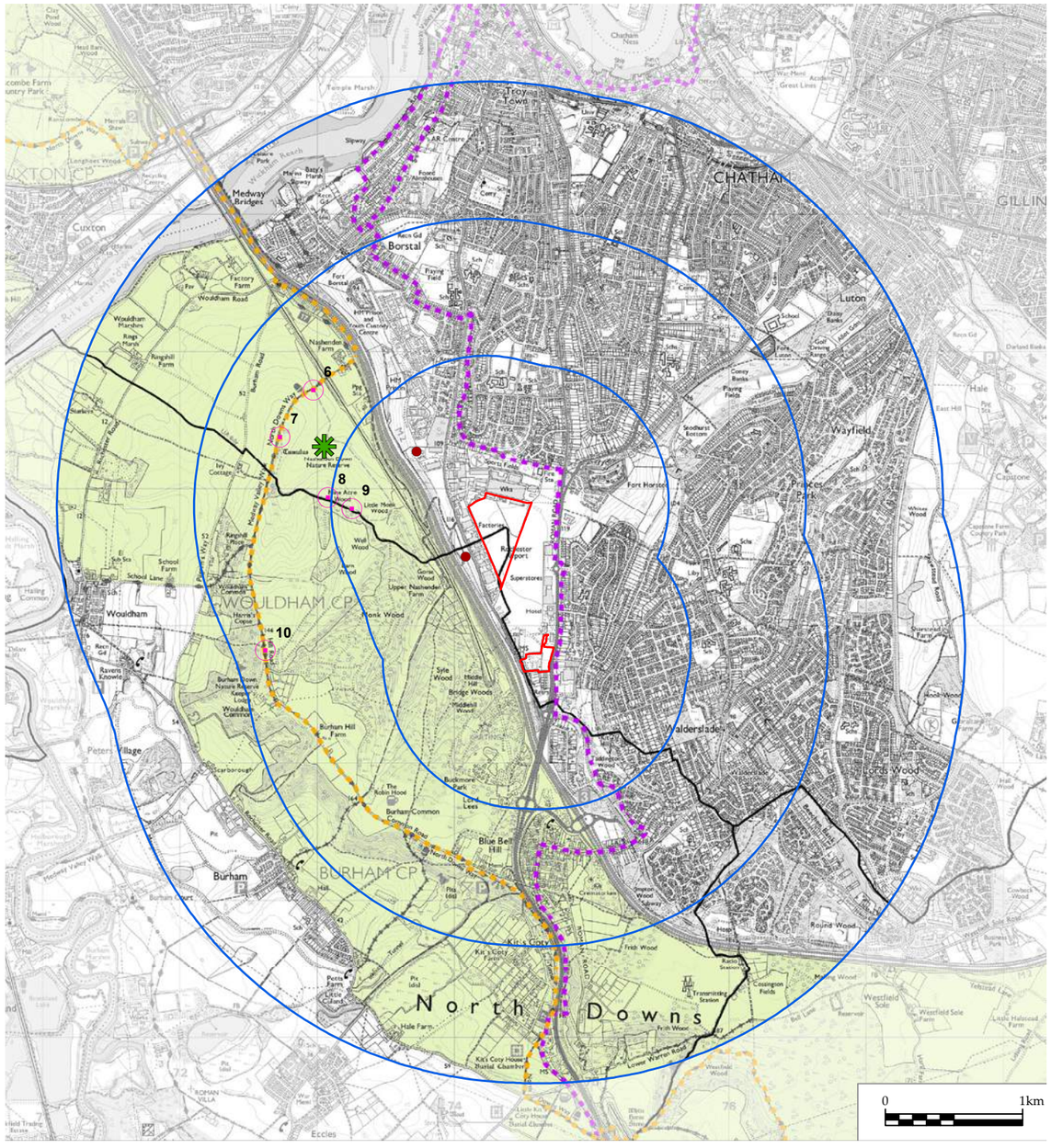


Figure 3.9. Site Location, Context and Viewpoints

are less scalable, are more successful at blending with their surroundings.

Environmental Colour Assessment

Introduction

3.5.8 To gain a greater depth of contextual understanding, an environmental colour assessment has been undertaken.

3.5.9 Colour plays a significant part in the creation of landscape character, local identity and natural beauty, which can make a noticeable contribution to achieving high standards of design. It is vital therefore that due regard is given to colour and materials in managing change within the setting of the AONB.

3.5.10 The purpose of the IPM colour study is to assess the site's existing palette of tonality and hue when viewed from the AONB, in order to find a range of colours that can be applied to proposals within IPM that will help reduce the visual impact of new development. The intention is not to copy the complex palette of nature but to understand its constituent elements and to use this information to create a range of related colours, modified and extended to offer harmonious combinations which will help to integrate new structures into the landscape.

3.5.11 This section of the Design Code summarises the findings of the study. Applicants should read the full report appended to the Design Code, which should be read alongside the Kent Downs AONB "Guidance on the Selection and Use of Colour in Development".

Landscape hue and tonality survey

3.5.12 Colour is never seen in isolation from surrounding colours. Selecting colours for buildings or any other form of development must take account of the site context.

3.5.13 An assessment of existing tonality and hue of the receiving landscape, from the same viewpoints identified in the LVIA, has been undertaken. Allowance for seasonal changes of colour have been made with reference to the Kent Downs AONB Guidance.

3.5.14 Whilst hue changes with distance and from season to season, the tonality of the landscape remains largely consistent. Objects are recognised in the landscape in terms of the difference in lightness between the object and its surroundings. If this difference is minimised then the object becomes to a greater extent, part of the landscape.

Building hue and landscape tonality survey

3.5.15 Existing buildings visible on the skyline have been surveyed for hue and tonality and compared to the tonality of the landscape.

3.5.16 The review of existing buildings within and adjacent to the site points out many of the issues the colour study seeks to address.

3.5.17 Light coloured roofs and inappropriate hues make buildings visually prominent. Buildings visible on the skyline are lighter than the landscape tonality and therefore more prominent than they would be if matched to the landscape tonality. More recent buildings however are moving towards darker tones and are therefore more successful in integrating with the landscape.

Summary

3.5.18 The development should be viewed as a whole with colour selection supporting other strategies to reduce massing, scale and height. The developed palette presented in section 3.5.48 - 3.5.55 offers colours from all the quadrants of the colour wheel and therefore offers scope to articulate building frontages and townscape alike.

Figure 3.10 Viewpoint 9

Viewpoint 9: Landscape hue and tonality survey

Viewpoint 9: Building hue and landscape tonality survey

Objectives

Western facing edge

3.5.19 It is those plots on the western edge of IPM, that permit buildings up to three and four storeys; and plot N1.2 that permits a building up to six storeys, that are a primary consideration. Plots located further east within the core of IPM would be less visible but nevertheless should take on board this guidance.

3.5.20 The lower storeys of the buildings within IPM would be screened by units within the Laker Road industrial estate and by trees along Rochester Road.

3.5.21 It is therefore the upper storeys (three storeys and above) of western and northern facing facades that would be most visible from within the AONB and MUST employ mechanisms to reduce the visibility of buildings.

Overarching objective

3.5.22 The objective is to create a simple datum of buildings along the western, outward facing edge of IPM that is visually unobtrusive and integrates with the surrounding environment.

3.5.23 The design approach **must** reduce active elements and promote anonymous, passive behaviours.

Legend

Site boundary

Plots with potential visual impact on the Kent Downs AONB

Figure 3.11. Plots with potential visual impact on the Kent Downs AONB

Design Principles – Framework for Good Design

3.5.24 This section outlines a set of design principles that **must** be adhered to ensure visual impacts on the AONB are minimised as far as possible. They have been informed by the site context, project requirements and consultation feedback. The principles should be a point of departure, setting out a common understanding of the issues to be addressed.

3.5.25 During the pre-application process, applicants and case officers at the Council **must** consider the appearance of the development as a whole, rather than reviewing plot proposals in isolation.

Height / Scale / Massing

3.5.26 The height, scale and massing of buildings are separate but interconnected issues.

3.5.27 Variation in height, scale and mass of buildings on the western boundary of the site is required to break up the massing of buildings and ensure they are not read as a single block of built form.

3.5.28 Provision of 3D images along with sections and elevations will be helpful in understanding the height, scale and massing of proposals relative to adjacent plots and the surrounding context.

Building heights

3.5.29 Building heights are fixed by the parameter plans (defined as storeys) and **must** not be exceeded. This includes any additional structures that may be required for operational purposes, such as air conditioning units. The maximum height of each storey is as follows:

Storey	Height
2	8m
3	11m
4	14m
5	17m
6	20m

Applicants and case officers **must** ensure that buildings are variable in height, providing a staggered roof line. Development along the western edge should not all be provided at the maximum height set out in the building parameters.

Building Line / Orientation

3.5.30 Building line along the frontage with Laker Road **must** vary, with some buildings set back from others, to avoid a continuous building line and breaking up the massing of the built form.

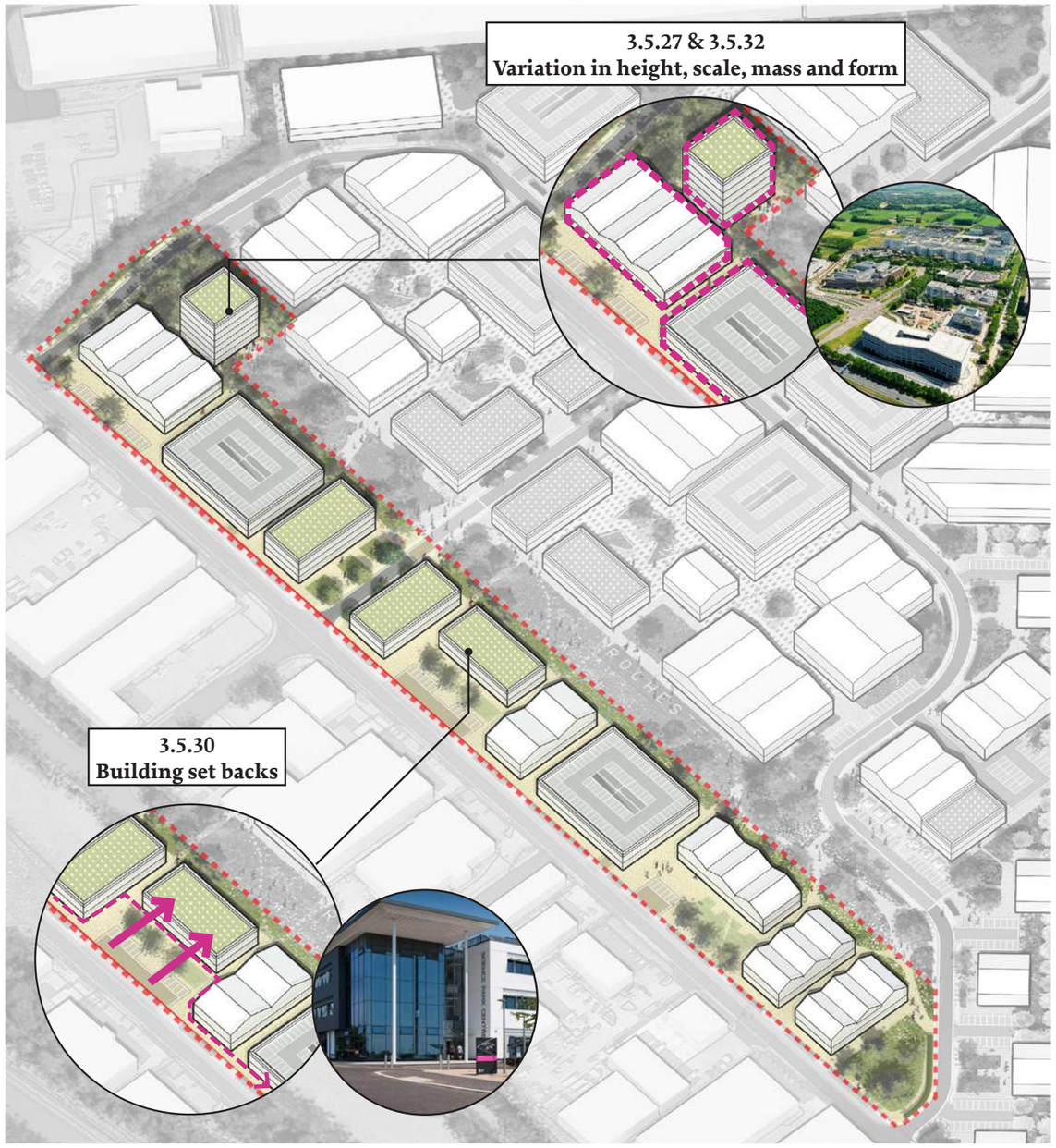
3.5.31 Orientation of buildings to prevent a continuous building line should also be employed. Buildings should be predominantly orientated east to west rather than having a long elevation parallel with the M2/AONB boundary.

Shape / Form

3.5.32 The shape and form of each building is likely to be driven by individual requirements. However, applicants **must** consider the design of buildings as part of a group that is complementary in form and profile.

3.5.33 Variation in form, leading to innovative design proposals that reduce the visual impact of buildings, is to be encouraged. Buildings should take the opportunity to develop an interrelated language of formal expression between groups of buildings to include the following approaches to reduce the perceived scale of buildings and legibility of storeys:

* Recess and projection of the volume
* Vertical fragmentation of the volume
* Emphasised purity of the volume
* Chamfered edge conditions and geometric manipulation of the building volume



Roofline

3.5.34 Ensure that roofs are not visually dominant and are broken up in views. The colour of roofs is important in achieving this.

3.5.35 Roof articulation: The use of curved or sinuous roofs can be employed but this form of articulation should aim to reduce the visual effect of the building rather than accentuate its apex.

3.5.36 Roof Colour: See section on colour

Fenestration

3.5.37 Designs should apply techniques to reduce the perceived scale of buildings from a distance by manipulating the size and arrangement of visible components and façade details, subject to operational requirements.

3.5.38 Windows: This may include limiting the number of windows and providing solutions that reduce the visibility of windows and legibility of storeys

3.5.39 Ancillary structures: Subject to operational requirements, all roof level plant equipment and protrusions should be concealed behind a raised building parapet as far as is reasonably practicable.

3.5.40 The need for permanent access systems, railings and other secondary structures attached to buildings will be minimised and, where visible from public viewpoints, should maintain a coordinated approach, where reasonably practicable.

Materials

3.5.41 The selection of materials and their potential effects should be given careful consideration early in the design process. The colour, variation, reflectivity, texture of materials and the extent and character of glazing will all influence the appearance of a building.

3.5.42 The way materials are seen and appreciated may alter under different atmospheric conditions, for example in bright sunshine and at different times of the day and night. The consideration of materials under different weather conditions should be tested through the provision of visualisations agreed during pre-application consultation.

3.5.43 Consideration of how materials will change over time, the performance life of materials and their maintenance requirements should also inform the design and material palette chosen.

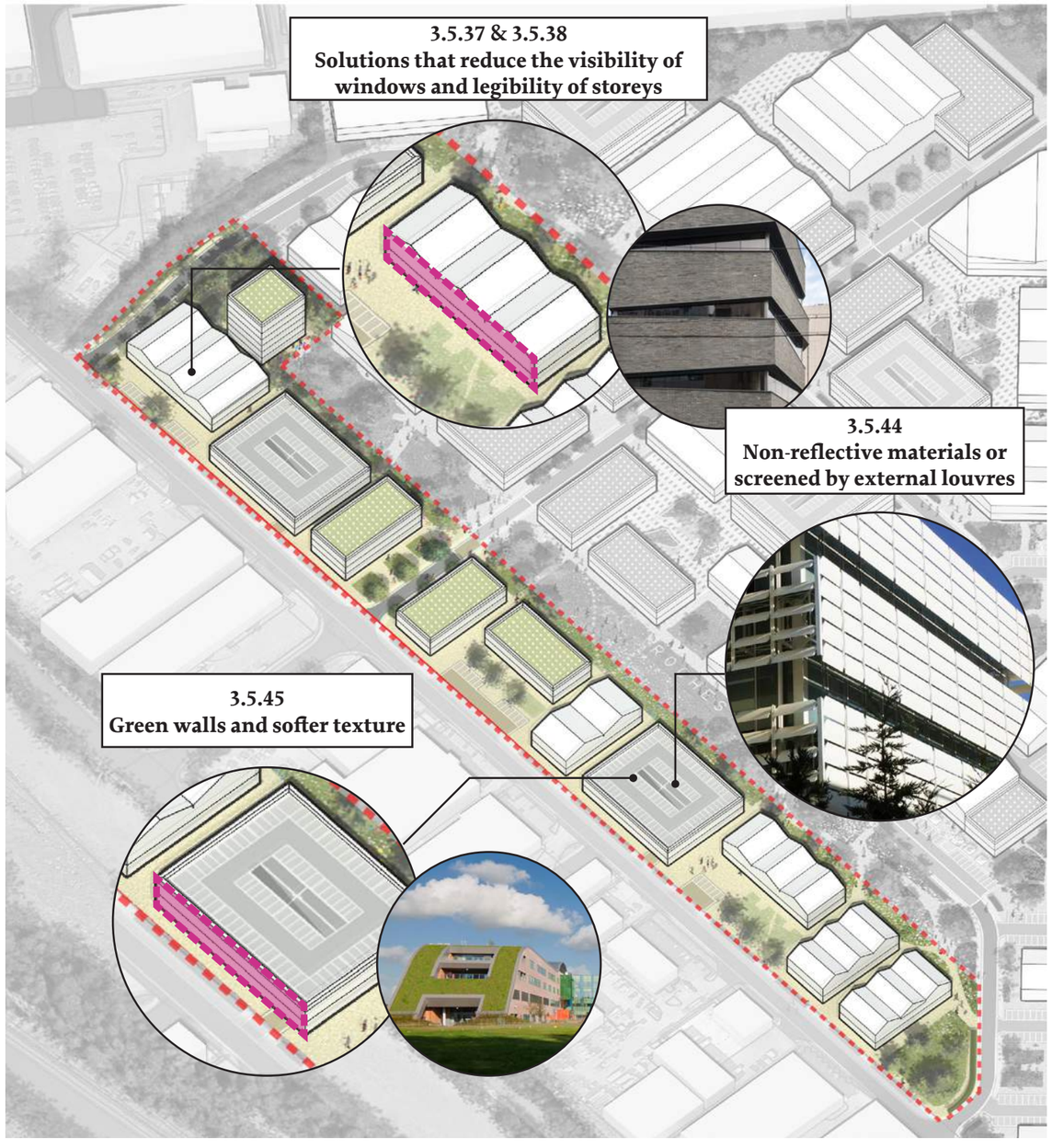
Reflectivity

3.5.44 Glazed elevations, particularly west facing elevation, should be avoided, and where necessary, be composed of non-reflective materials or screened by louvres. Low transmittance glass or tints to be applied and consideration of external louvres or installation of internal automatic blinds.

Texture

3.5.45 Use of green walls and softer texture should be promoted to reduce the perceived scale of buildings and legibility of storeys.

3.5.46 Use of texture for the western facades should be sympathetic to the setting of the AONB and can be differentiated from other facades of the buildings.



Colour / Tone:

3.5.47 The Environmental Colour Assessment defines a palette of tonality and colour to help mitigate visual impact. This palette forms baseline information for the detailed design of individual buildings.

3.5.48 Facades facing the AONB should be treated with an external colour palette that is responsive and integrates with the surrounding landscape.

Developed Colour Palette

3.5.49 The palette is based upon an analysis of site colours and tonality. The developed palette is applicable during any season, in offering colours with close tonal resemblance to the landscape, whilst still offering choice in the range of hues.

3.5.50 The palette specifies colours from the Natural Colour System, details of which can be found within the appended report.

3.5.51 Colours of completed building facades will always appear lighter and brighter than the small-scale colour samples upon which colour selections for building materials are based. This has been allowed for in the developed palette, but checks **should** be made with meaningfully sized samples on site before final decisions are taken.

Application of colour

3.5.52 The developed palette takes account of the need to fully integrate the IPM buildings along the western frontages by identifying colours with a tonality that is one stage darker than the general landscape tonality, to compensate for the tonal shift between inherent and perceived colours.

3.5.53 Colours are arranged vertically following the NCS colour wheel-yellow, red, blue and green and horizontally as follows:

3.5.54 Treatment of main elevations: Moving from left to right the first three colours are integration colours for the treatment of main elevations. These colours replicate closely the tonality of the contextual landscape and will result in the development receding into that landscape.

3.5.55 Use of Greys to articulate form: The next pair of colours are greys, the first a tinted grey which corresponds to the hue of the row and the second a pure grey which corresponds to the dominant tone of the landscape. These greys may be used in combination with any of the colours within the same row to articulate form. The darker grey may be useful for visible roofs as pitched roofs always appear lighter than facades and therefore some compensation of tone is required.

3.5.56 Contrast to help influence scale, mass and height of a building*:* The final pair of colours are related to the integration colours in each row. The first colour is one stop lighter and the second colour is one stop darker than the integration colours. This greater contrast between colours may be used to provide accent and form to a development, helping to influence the perceived scale, mass and height of a building. The use of lighter colours should be used sparingly in relationship to sensitive elevations.

3.5.57 All external building materials **should** have a matt or low sheen finish. Highly reflective finishes will create glare and lighten even the darkest colour.

3.5.58 Elevations with little scalable details will fit in better with the landscape but some detailing of the surface to create light and shade will help integrate the buildings into the texture of the tree lined scarp.

3.5.59 The buildings which will be visible from the AONB **should** be treated as a total composition in colour terms rather than as a series of individual properties. The developed palette offers scope to mix colours from different quadrants of the colour wheel.

Developed Palette

Other principles

Lighting

3.5.60 Both internal and external light sources should be considered.

3.5.61 Lighting on AONB facing facades must be minimised to reduce visual effects at night from lighting and light spill, without compromising either safety or security.

3.5.62 Lighting should be kept to the minimum levels required for safety and security purposes and intelligent (or adaptive) street lighting should be used.

3.5.63 Facades facing the AONB should generally be formed of solid components without glazed openings to reduce light spill.

3.5.64 The external lighting design should respond to the maintenance and security brief but where practicable should minimise light spill.

3.5.65 Security systems and lighting must be integrated, evenly set-out and applied consistently to all facades to reduce the appearance of visual clutter as far as reasonably practicable.

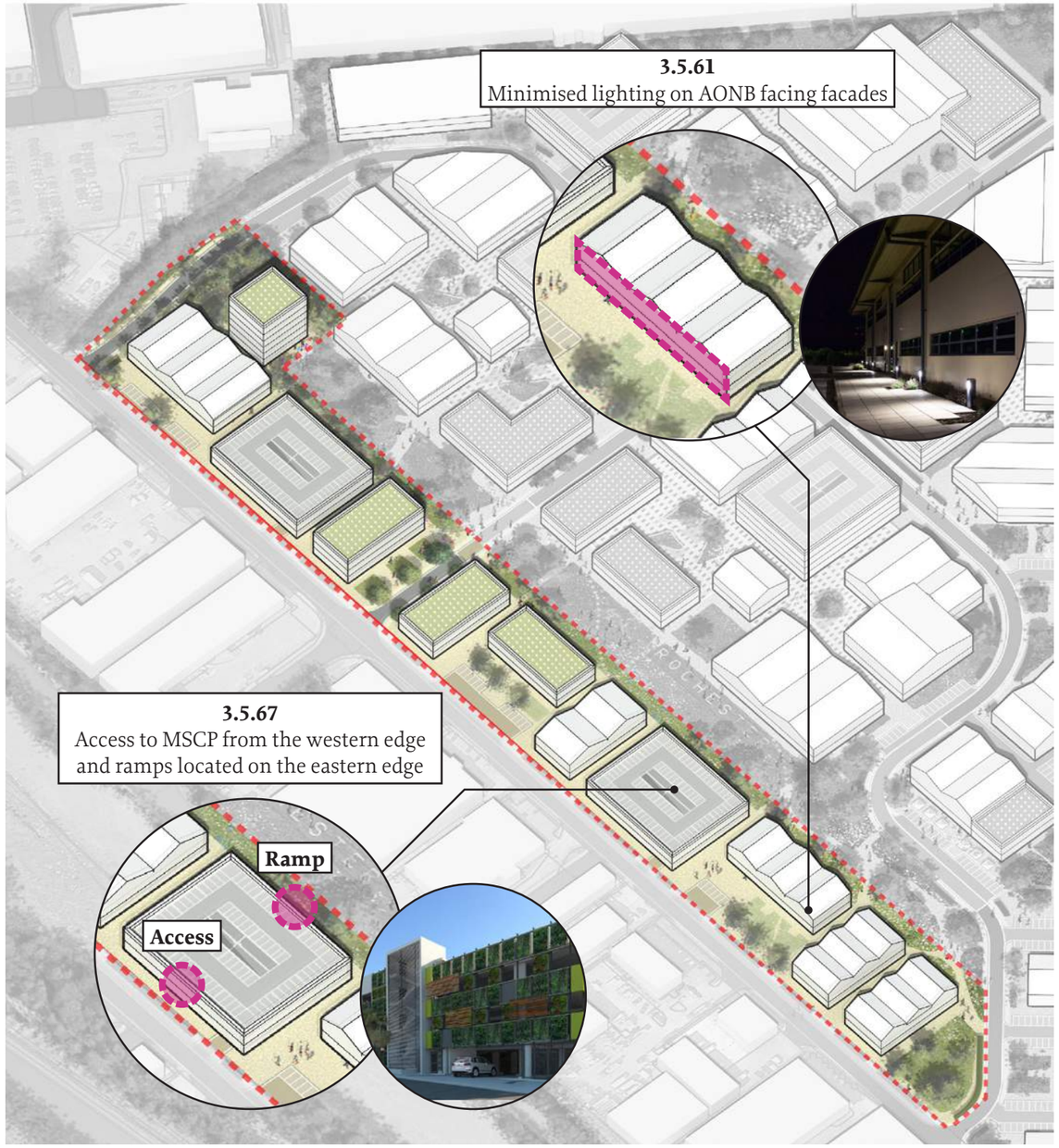
Movement

3.5.66 IPM is likely to require multi-storey car parks, some of which are likely to be located within westernmost plots. The design of buildings on these plots **must** reduce visible movement.

3.5.67 Access to MSCP can be from Laker Road (western edge) at ground floor level but vehicle ramps to upper storeys (three and above) should be located on eastern facing edges of building.

Vegetation

3.5.68 Naturalistic woodland planting character along the development's northern edge – woodland typology - should act as a transition between the development and northern boundary of the site.



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3.6 Character Areas

3.6.1 The IPM Masterplan outlines four proposed character areas:

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

3.6.2 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.

3.6.3 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.

3.6.4 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

3.6.5 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.

3.6.6 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.

3.6.7 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.

3.6.8 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

3.6.9 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.

3.6.10 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

3.6.11 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 4 storeys in height, excluding the iconic building in plot N1.2 with a maximum height of 6 storeys.

3.6.12 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.

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

3.6.14 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.

3.6.15 For plots which overlook the AONB, developments **must** follow guidelines set out in section 3.5, to create an outward facing edge that is visually unobtrusive and integrates with the surrounding environment. The design approach **must** ensure consistency in design quality and delivery and **must** reduce active elements and promote anonymous, passive behaviours.

Minimising Risk of Bird Strike on Airfield

3.6.16 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.

3.6.17 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.

3.6.18 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_02 Runway Edge

Figure 3.8. Location map of Runway Edge Character Area

Character Area Summary & Vision

3.6.19 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.

3.6.20 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.

3.6.21 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

3.6.22 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.

3.6.23 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

3.6.24 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.

3.6.25 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.

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

3.6.27 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

3.6.28 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.

3.6.29 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.

3.6.30 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

3.6.31 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.

3.6.32 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.

3.6.33 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.

3.6.34 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

3.6.35 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

3.6.36 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.

3.6.37 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.

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

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

Minimising Risk of Bird Strike on Airfield

3.6.40 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.

3.6.41 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.

3.6.42 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_04 Woodland

Figure 3.10. Location map of Woodland Character Area

Character Area Summary & Vision

3.6.43 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.

3.6.44 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.

3.6.45 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.

3.6.46 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

3.6.47 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.

3.6.48 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

3.6.49 The plot 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.

3.6.50 For plots which overlook the AONB, developments **must** follow guidelines set out in section 3.5. 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.

3.6.51 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

3.6.52 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.

3.6.53 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.

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

3.7 Street Design Guidelines

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

3.7.2 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

3.7.3 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.

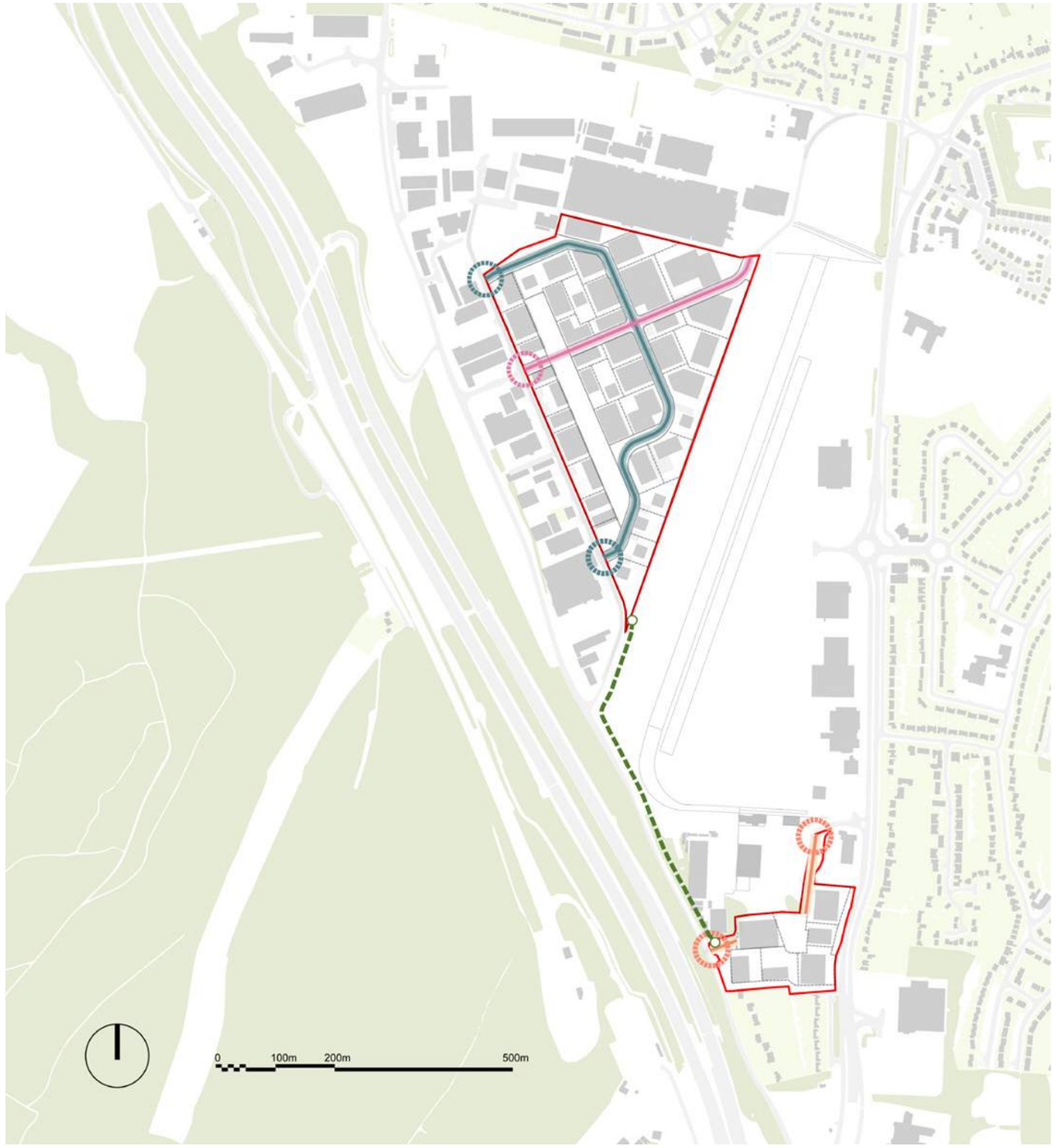


Figure 3.11. Street Hierarchy Plan

3.8 Open Space Guidelines

Introduction

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

3.8.2 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

3.8.3 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.

3.8.4 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.

3.8.5 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. Section 3.5 provides further guidance in relation to avoiding light pollution and associated impacts on the AONB. To reduce impacts on protected species (bats and dormice), an appropriate lighting scheme should be implemented around the Site, particularly around the woodland boundaries in the southern site area. In these areas lighting should be low-level or should use hoods or cowls to prevent light spill onto the woodland.

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.

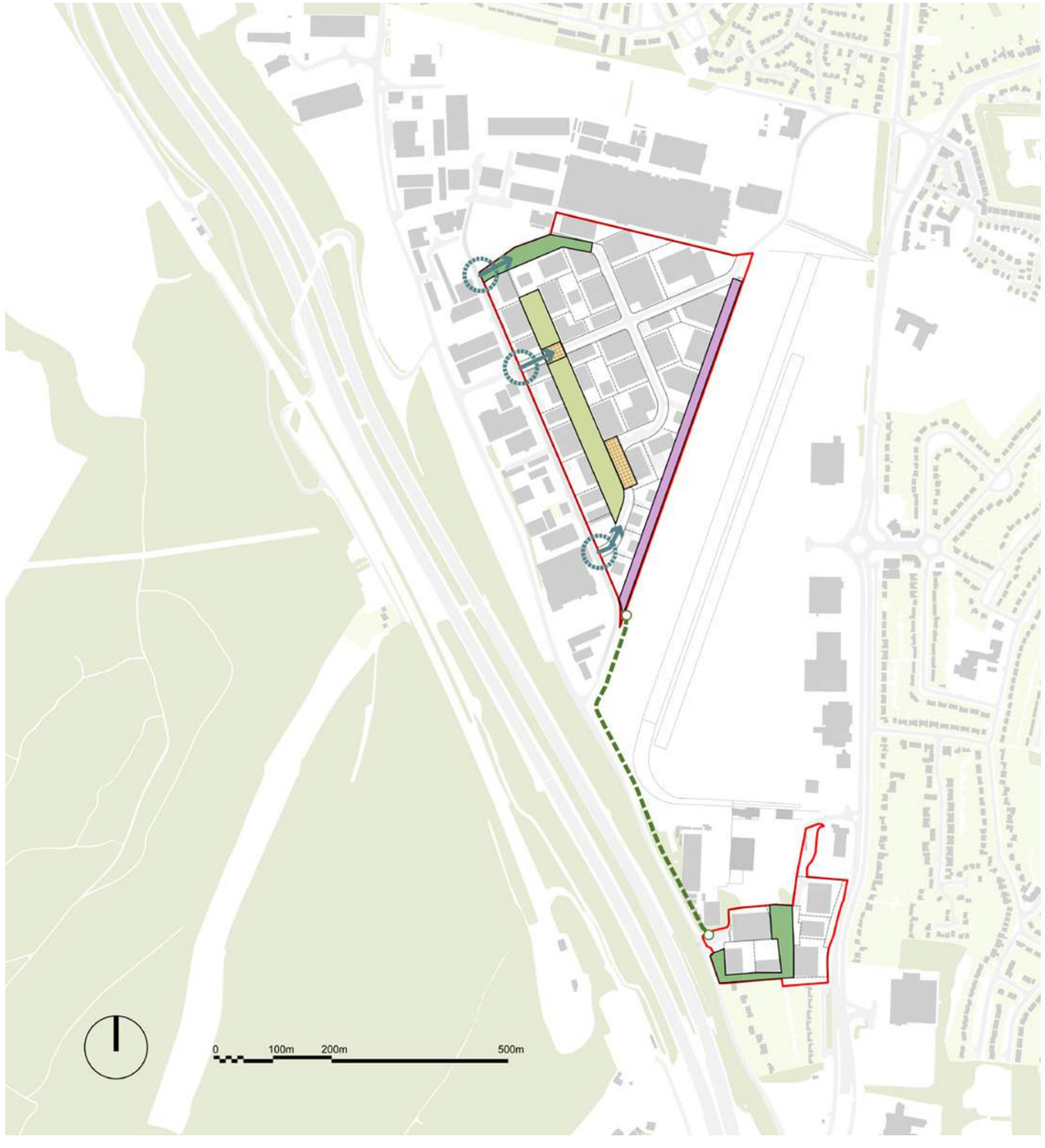


Figure 3.12. Open Space Hierarchy Plan

STREET DESIGN GUIDANCE ST_01 Gateway Streets *Main site circulation routes*

Location

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

Core Functions

3.8.7 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.

3.8.8 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

3.8.9 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.

3.8.10 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)

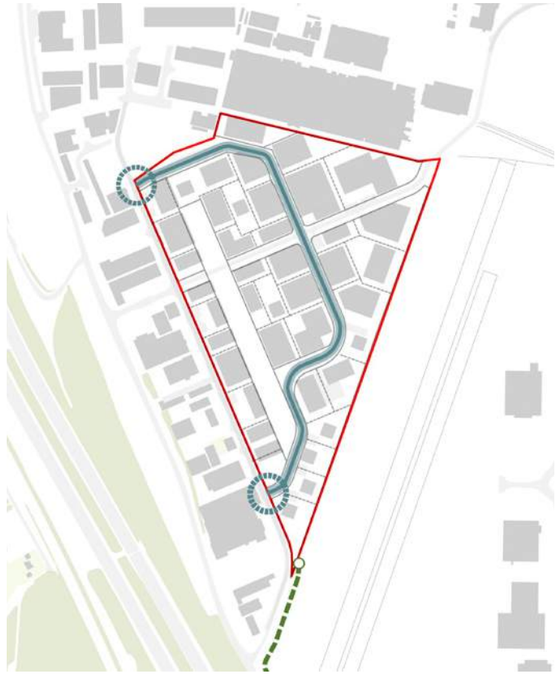


Figure 3.13. Gateway Streets Plan

Legend

Street Type 1: Gateway Streets
Main site circulation routes

Street Type 1 Access Point

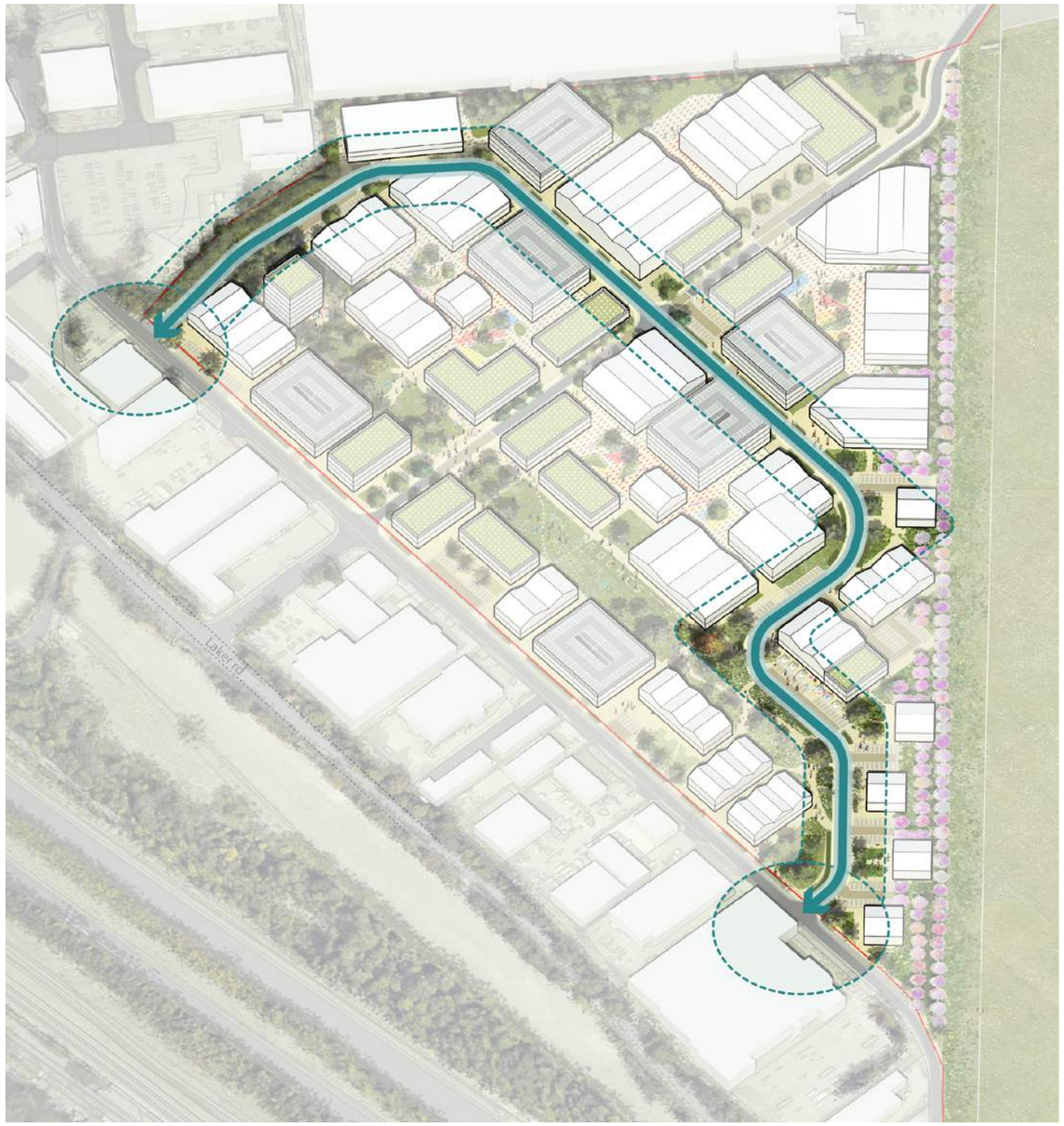


Figure 3.14. Gateway Street Axo

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

3.8.11 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

3.8.12 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.

3.8.13 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.

3.8.14 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

3.8.15 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

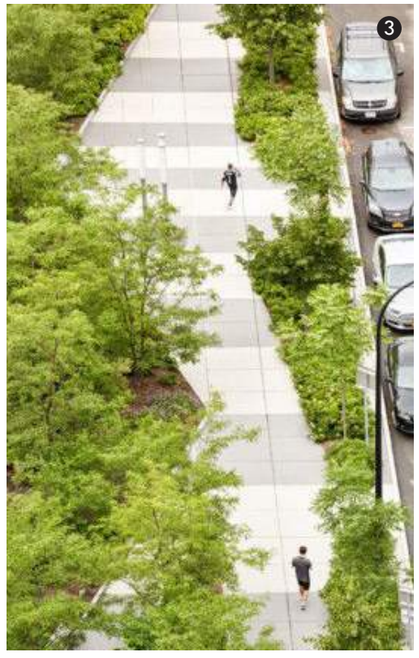
Legend

Street Type 2: The Boulevard
Tree-lined leafy thoroughfare

Street Type 2 Access Point

Figure 3.16. The Boulevard 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.*

   (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

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

Core Functions

3.8.17 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.

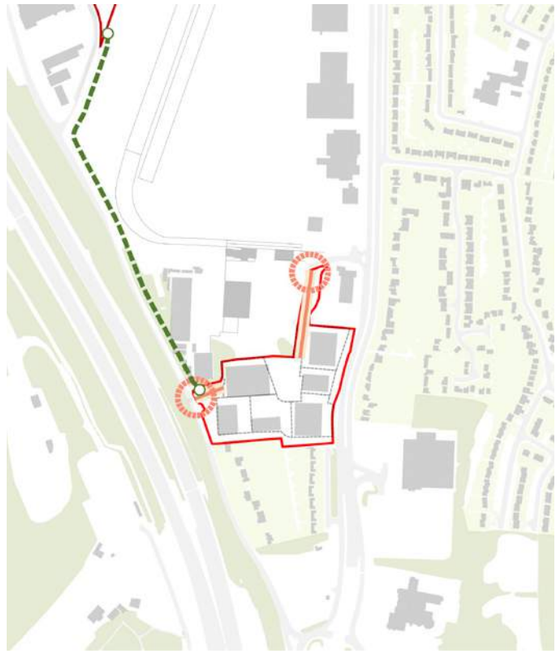
3.8.18 Providing linkage between the woodland innovation cluster with key local transport corridors and routes.

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

3.8.19 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.



Legend

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

Street Type 3 Access Point

Figure 3.17. Minor Access Streets Plan

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

3.8.20 '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

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

3.8.22 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

3.8.23 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.

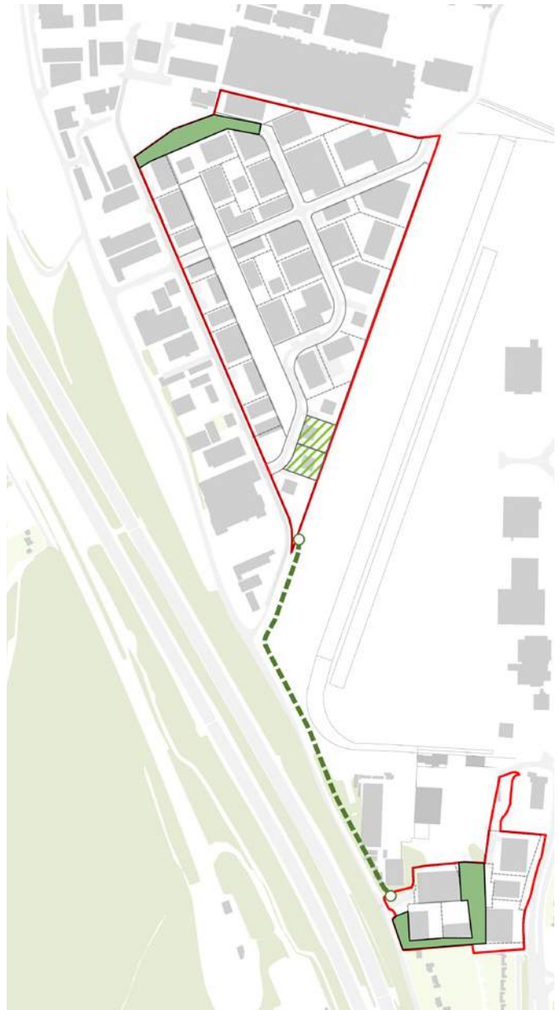


Figure 3.19. Woodland Typology Plan

Legend

- Woodland Typology
- Potential Extension of the Runway Park

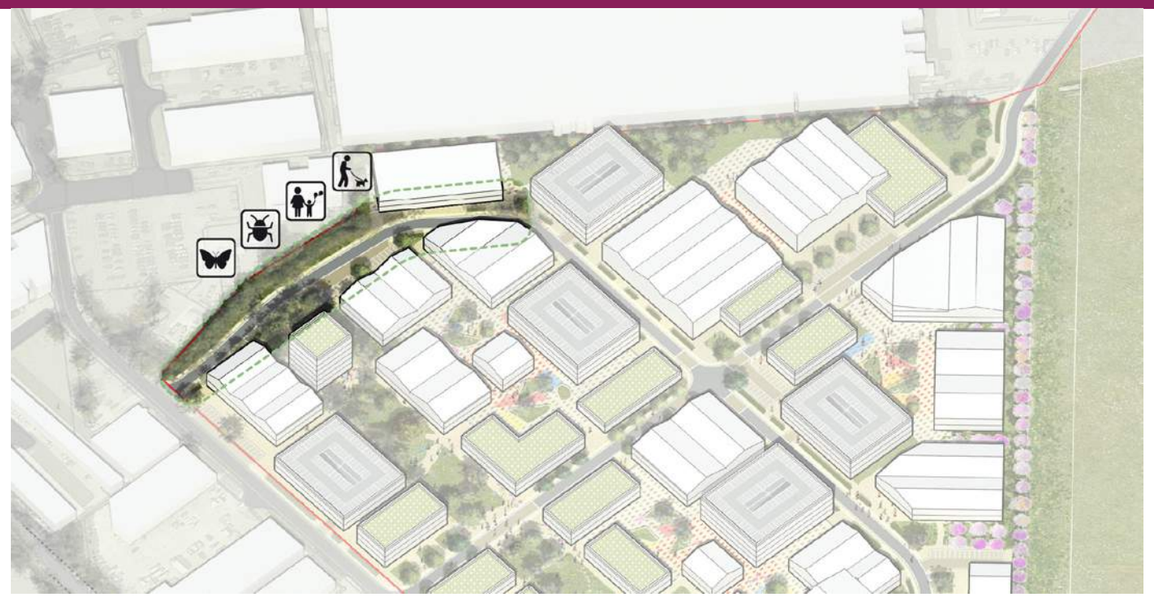


Figure 3.20. Woodland Typology Axo (Northern Site)

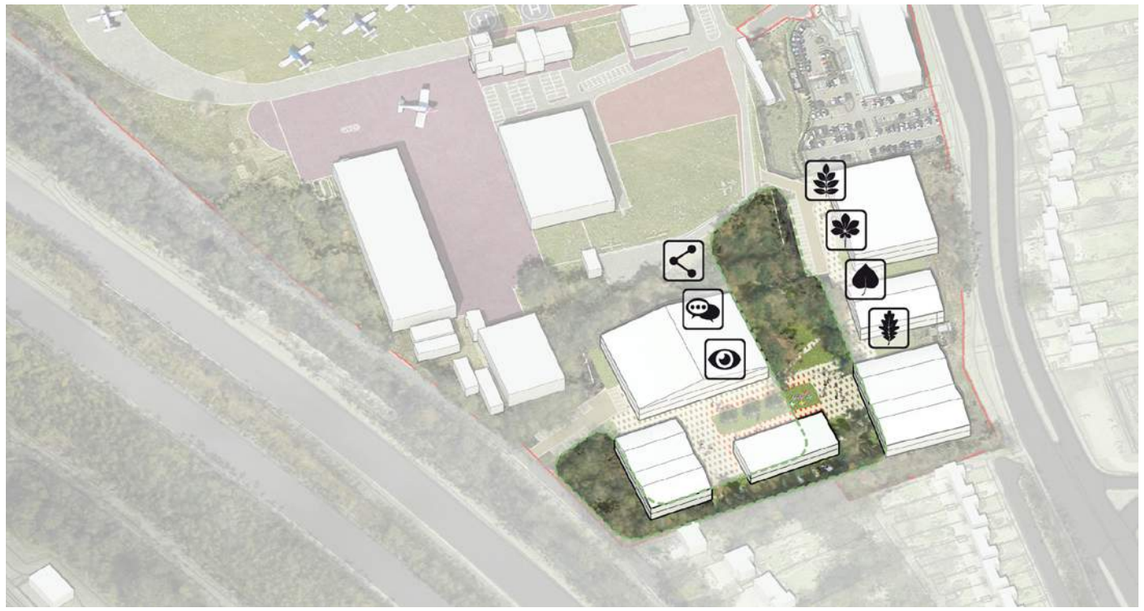


Figure 3.21. Woodland Typology Axo (Southern Site)

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

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

Core Functions

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

3.8.26 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

3.8.27 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

3.8.28 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

3.8.29 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.

3.8.30 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

3.8.31 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.

3.8.32 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.

3.8.33 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.

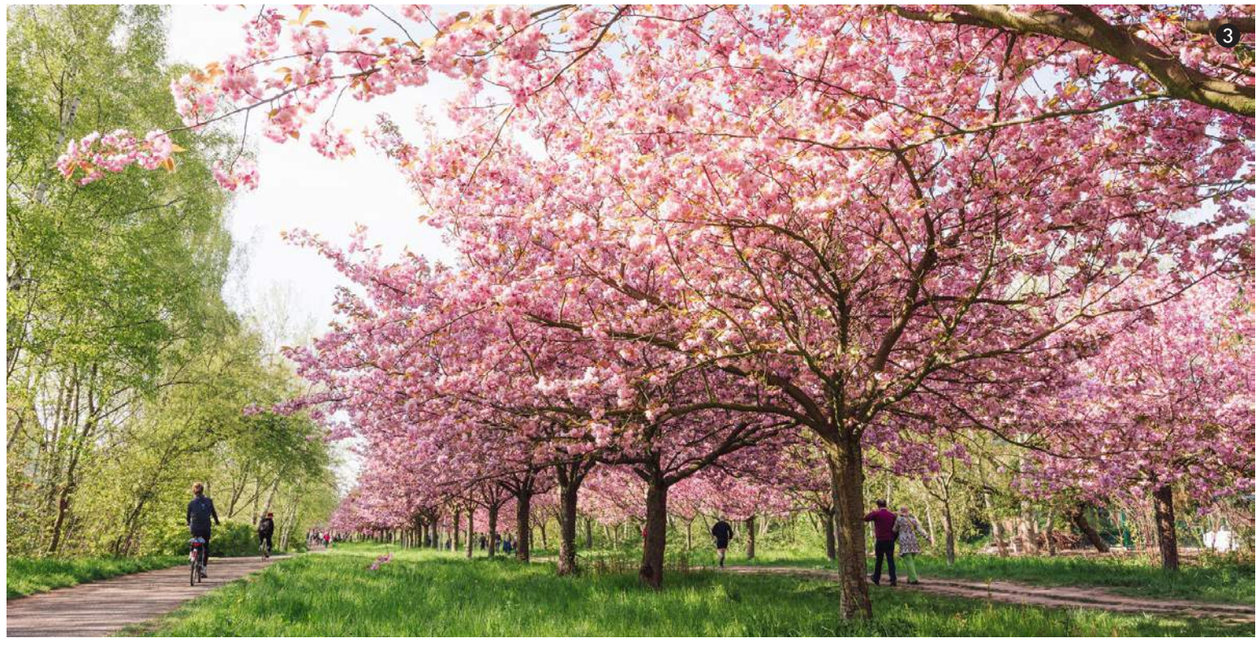
Figure 3.24. Runway Edge Typology Plan

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

3.8.34 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

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

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

3.8.37 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

3.8.38 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

Plaza Typology

Figure 3.27. Plaza Typology Axo

Precedents

1. *Outdoor worksapce 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, Syndey)

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

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

Core Functions

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

3.8.41 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

3.8.42 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.

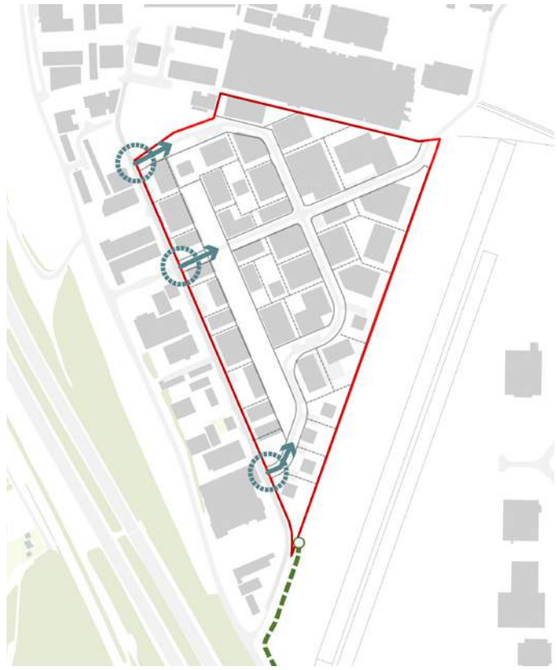


Figure 3.28 Gateway Typology Plan

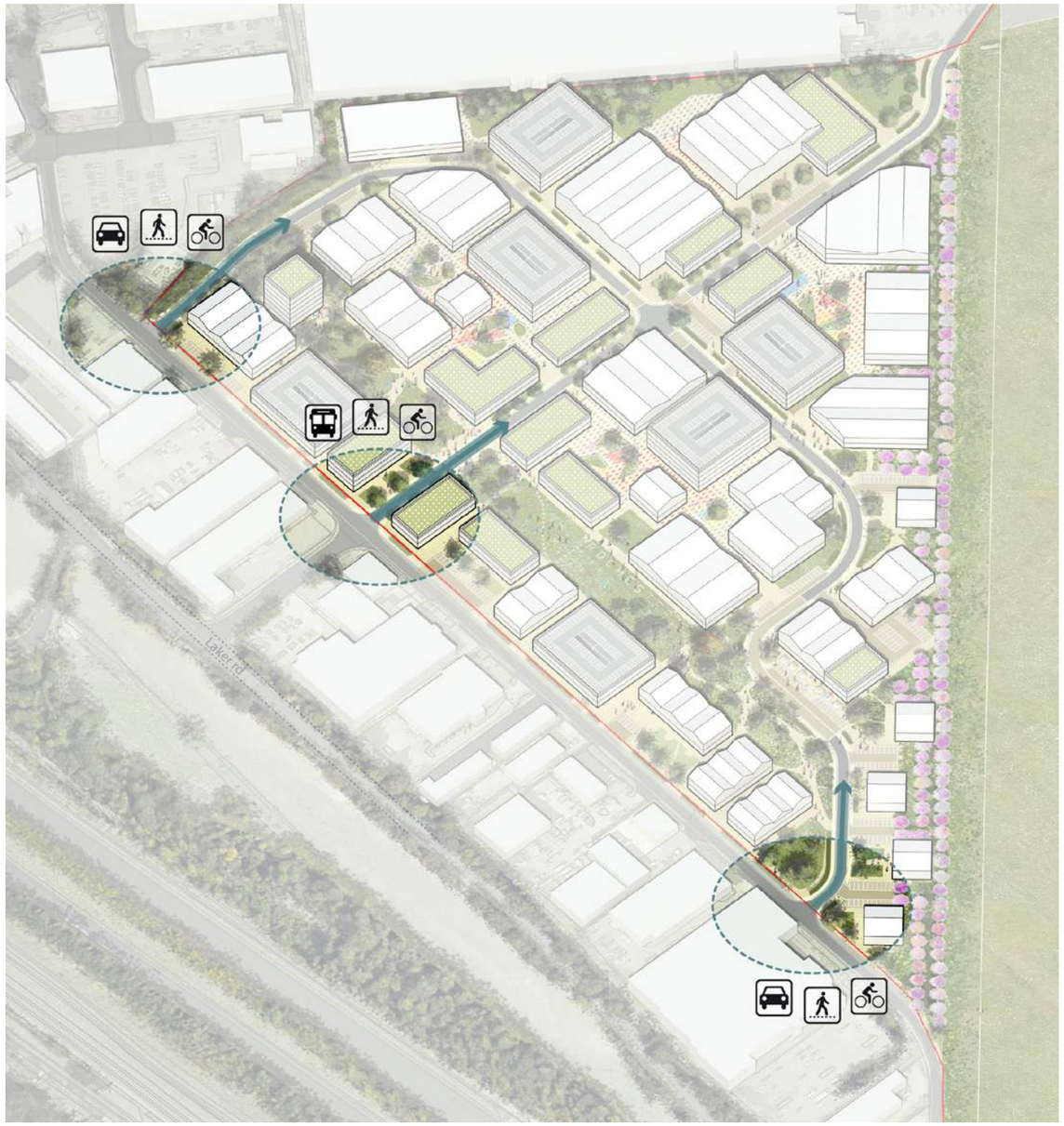
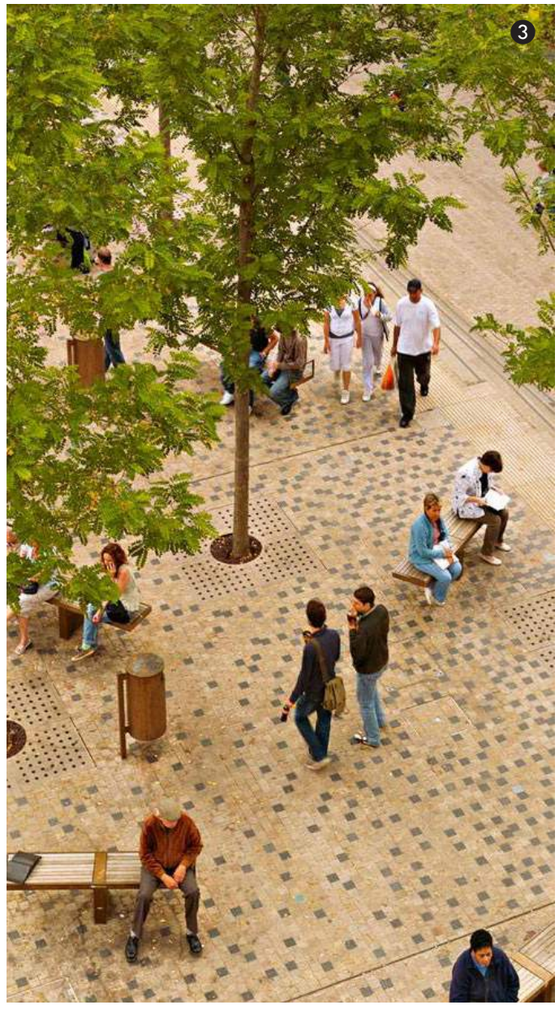


Figure 3.29. Gateway Typology Axo

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. 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.

4.1.3 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

Primary and Boulevard Street Trees

ST_TS1 Avenue

ST_TS2 Boulevard

ST_TS3 Screening

Minor Access Street Trees

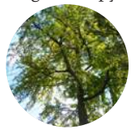
ST_TS4 Columnar

ST_TS5 Place-making

Woodland Typology Tree Selection

Upper Canopy Woodland Trees

LA01_TS1 High Canopy



LA01_TS2 Native

LA01_TS3 Seasonal Interest

Lower Canopy Woodland Trees

LA01_TS4 Multi-Stem

LA01_TS5 Large Shrub

Parkland Typology Tree Selection

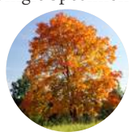
Primary Parkland Trees

LA02_TS1 Vertical Structure

LA02_TS2 Seasonal

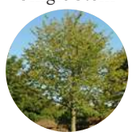
LA02_TS3 Rows/Groups

LA02_TS4 Single Specimen



Secondary Parkland Trees and Scrubs

LA02_TS5 Single Stem



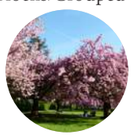
LA02_TS6 Multi-stem

Runway Edge Typology Tree Selection

Runway Edge Trees

LA03_TS1 Linear Rows

LA03_TS2 Blocks/Grouped



LA03_TS3 Fruiting

LA03_TS4 Flowering

LA03_TS5 Native

Plaza and Gateway Tree Selection

Plaza and Gateway Trees

LA04_TS1 Grouped

LA04_TS2 Rows

LA04_TS3 Single Specimen

LA04_TS4 Colour

LA04_TS5 Seasonal Interest

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

ST_SL1 Shrubs

ST_SL2 Grasses/Sedges

ST_SL3 Hardy Perennials

Lawns

Amenity Lawn

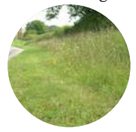
LA01_SL1 Standard Amenity

LA01_SL2 Robust Amenity

Species-Rich Lawn / Meadow

LA01_SL3 Natural Height

LA01_SL4 Mown Edge



Herbaceous, Grass and Shrub Planting

Herbaceous and Shrub Planting

LA02_SL1 Herbaceous

LA02_SL2 Ornamental Grass

LA02_SL3 Shrub

LA02_SL4 Seasonal Interest

SuDS Planting

LA02_SL5 Grasses

LA02_SL6 Herbaceous

Plaza Planting

Herbaceous and Ornamental Grass Planting

LA03_SL1 Herbaceous

LA03_SL2 Grasses

LA03_TS3 Bulb

Low Shrub and Structural Planting

LA03_SL4 Low Shrub

LA03_SL5 Structural

Woodland Planting

Understorey Planting

LA04_SL1 Shrubs

LA04_SL2 Herbaceous

LA04_SL3 Groundcover

LA04_SL4 Winter Bulb

LA04_SL5 Spring Bulb

LA04_SL6 Native Hedgerow

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

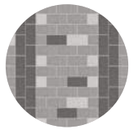
ST_HL2
Granite Setts:
Grey Mix

ST_HL3
High Quality
Concrete Blocks:
Colour Mix

Secondary Street Paving

ST_HL4
Concrete Blocks:
Grey mix

ST_HL5
Granite Contrast/
edge: Dark Grey



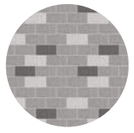
Tertiary Street Paving

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

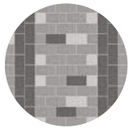
Primary Plaza Paving

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 To reduce impacts on protected species (bats and dormice), an appropriate lighting scheme should be implemented around the Site, particularly around the woodland boundaries in the southern site area. In these areas lighting should be low-level or should use hoods or cowls to prevent light spill onto the woodland.

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

4.5.4 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.

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

4.5.6 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)

ST_SF1
Steel / Timber

ST_SF2
With Armrests

Linear Bench (double facing)

ST_SF3
In Streets / backrests

ST_SF4
In Public Realm

Raised Planter Bench

ST_SF5
Raised Planter

Bespoke Bench

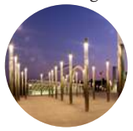
ST_SF6
Bespoke Geometry

Lighting

Primary Street and Public Realm Lighting

LA01_SF1
Cornical Steel Light Post

LA01_SF2
Linear Steel Light Post



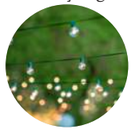
Parkland Lighting

LA01_SF3
Steel Light Bollard

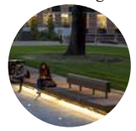
LA01_SF4
Timber Light Bollard

Accent / Furniture Lighting

LA01_SF5
Catenary Lights



LA01_SF6
Furniture Lights



Litter Bins

Street and Public Realm Litter Bin

LA02_SF1
Steel Litter Bin

LA02_SF2
Timber Litter Bin

Mixed Recycling Bin

LA02_SF3
Mixed Recycling

Dog Waste Bin

LA02_SF4
Dog Waste Bin

Cycle Stands

Street and Public Realm Cycle Stands

LA03_SF1
Linear Row

LA03_SF2
Grouped

Wayfinding

Wayfinding

LA04_SF1
Monolith Boards

LA04_SF2
Totem Boards

LA04_SF3
Finger Boards

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.

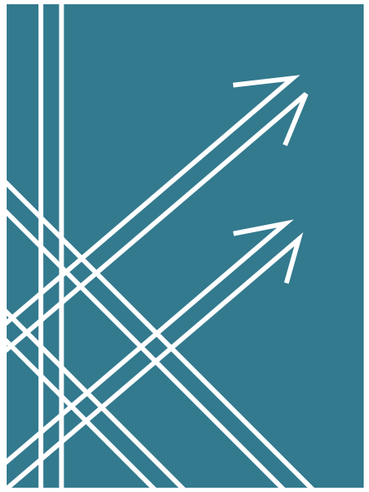
4.6.2 The graphic language will be underpinned by the 'pathways of discovery', with a subtle nod to aviation and demonstrate Rochester Airport's heritage and its future direction.

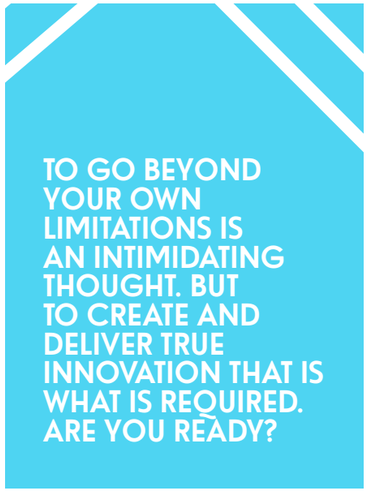
4.6.3 Colour palette - blue as the primary colour to maintain a strong connection to Medway's heritage, complemented by a fresh and inspiring secondary palette.

Primary Colour

Secondary Colour

INNOVATION PARK MEDWAY

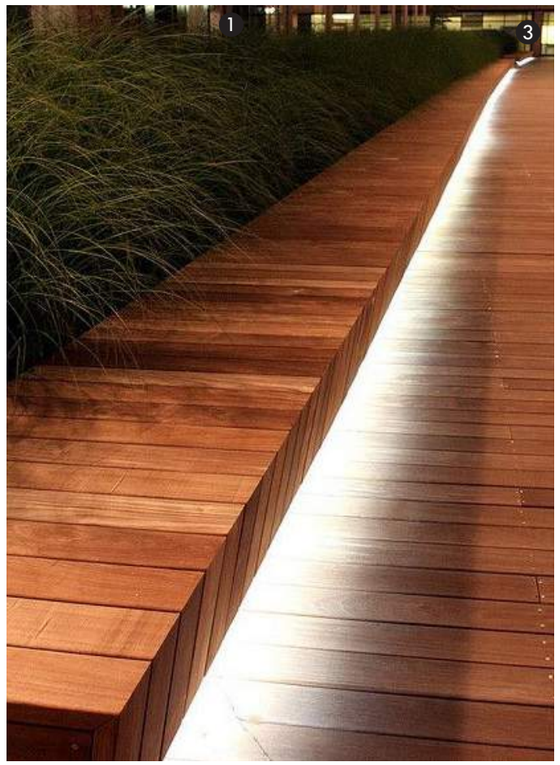


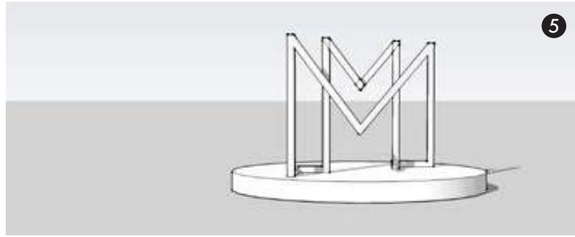


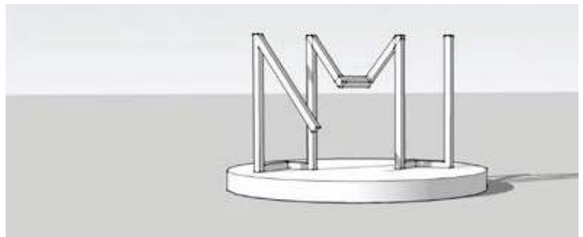
Public Realm Brand Identity

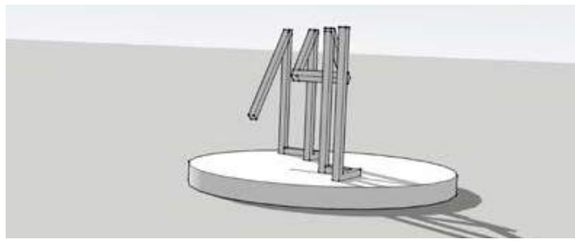
4.6.4 Design Objectives

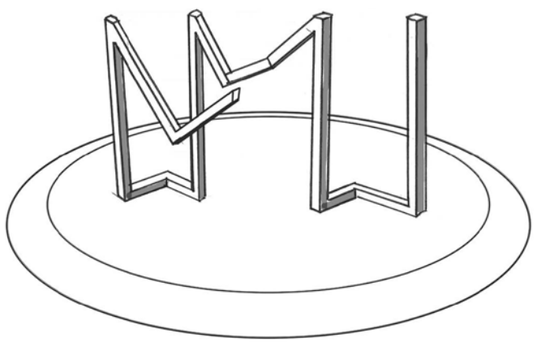
1. To increase and improve the direction signage beyond and within the boundaries of the IPM, which contribute towards strengthening the brand identity;
2. To avoid visual clutter and ensure advertisements and signage are incorporated into the design of the wider development and positively contribute 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.*

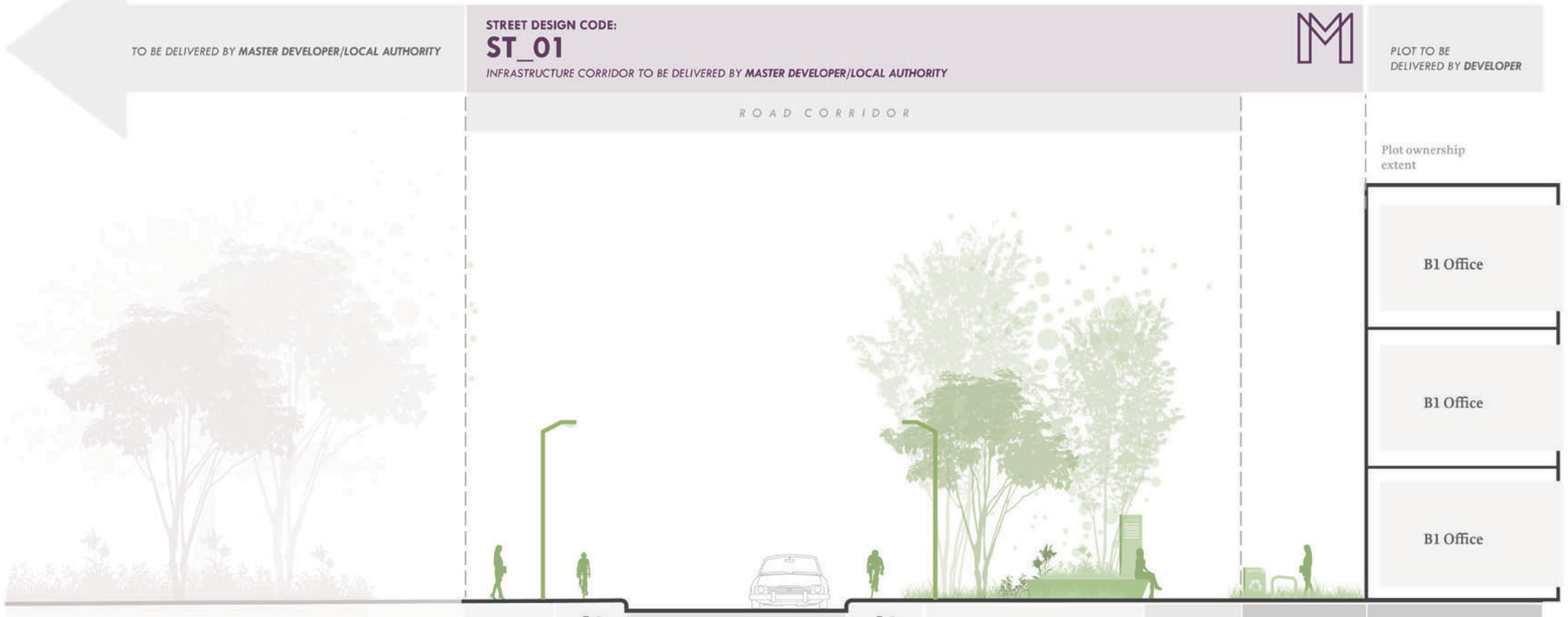
5 *Iconic optical installations that can be illuminated at night.*

DESIGN CODE ST_01 Gateway Streets

TO BE DELIVERED BY **MASTER DEVELOPER/LOCAL AUTHORITY**

STREET DESIGN CODE:
ST_01
INFRASTRUCTURE CORRIDOR TO BE DELIVERED BY **MASTER DEVELOPER/LOCAL AUTHORITY**

PLOT TO BE DELIVERED BY **DEVELOPER**



Woodland planting zone	Hedge	Footway		Carriageway		Woodland planting zone	Footway	Planting zone	B1 Office
Varies - to be coordinated with any existing planting to be retained	2m	2m	1.5m	6.75m - 7.3m	1.5m	3m	4.5m	3m	
		ST_HL1 Granite Paving: Grey mix	**LA03_HL1** Bituminous Macadam: Buff	**LA03_HL3** Asphalt (Adoptable)	**LA03_HL1** Bituminous Macadam: Buff	**ST_TS1** Avenue; **ST_TS3** Screening; **ST_SL2** Grasses/Sedges; **ST_SL3** Hardy Perennials; **LA01_SF1** Cornical Steel Light Post; **LA01_SF1** Monolith Boards	**ST_HL1** Granite Paving: Grey mix	**ST_SL1** Shrubs; **ST_SL2** Grasses/Sedges; **LA02_SF1** Steel Litter Bin; **LA03_SF1** Linear Row	
		ST_HL2 Granite Setts: Grey Mix	**LA03_HL2** Bituminous Macadam: Colour		**LA03_HL2** Bituminous Macadam: Colour		**ST_HL2** Granite Setts: Grey Mix		
		ST_HL3 High Quality Concrete Blocks: Colour Mix					**ST_HL3** High Quality Concrete Blocks: Colour Mix		

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 specicies 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), Sarcocca 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.

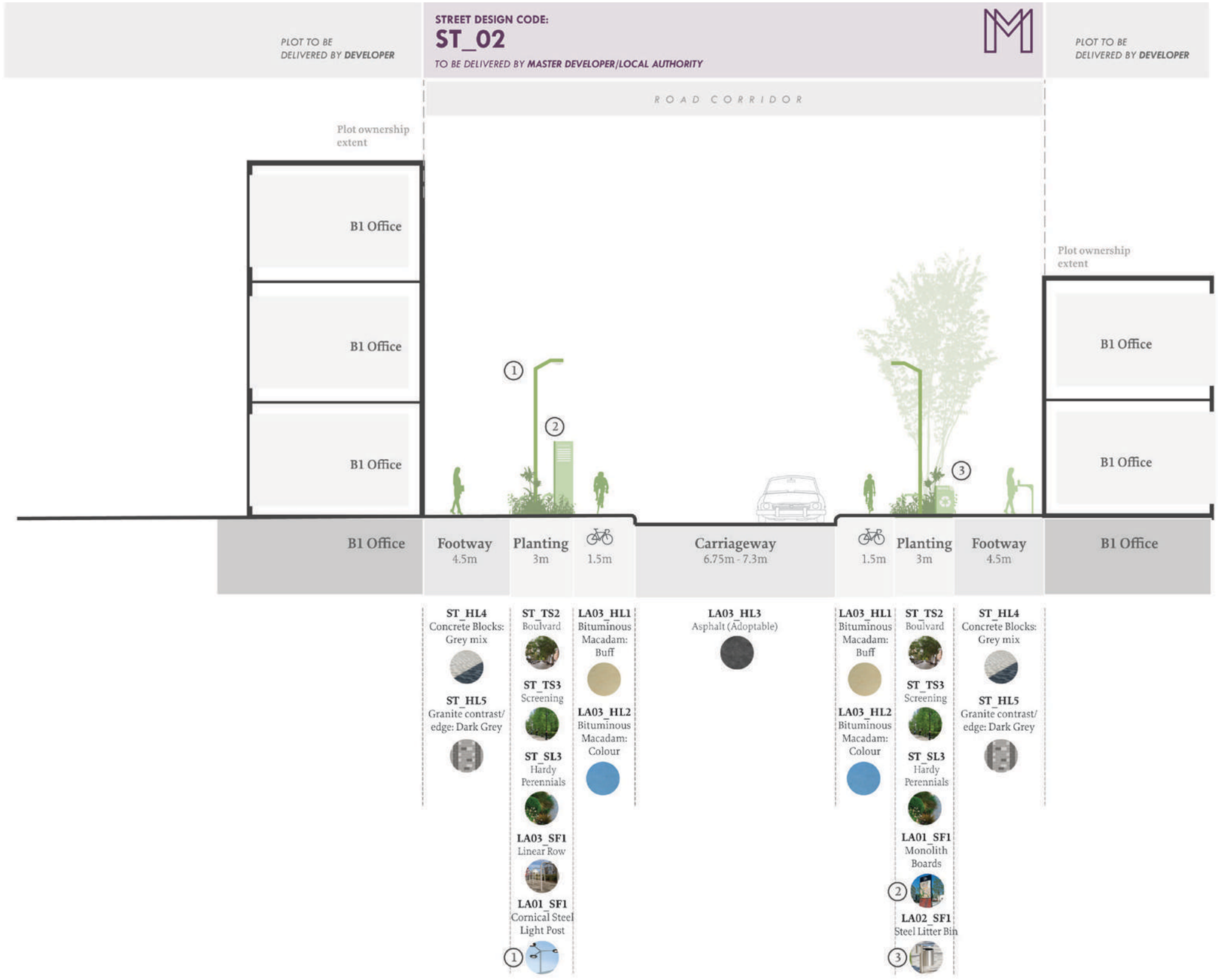
Street Furniture Palette

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.

DESIGN CODE ST_02 The Boulevard



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), Sarcocca 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.

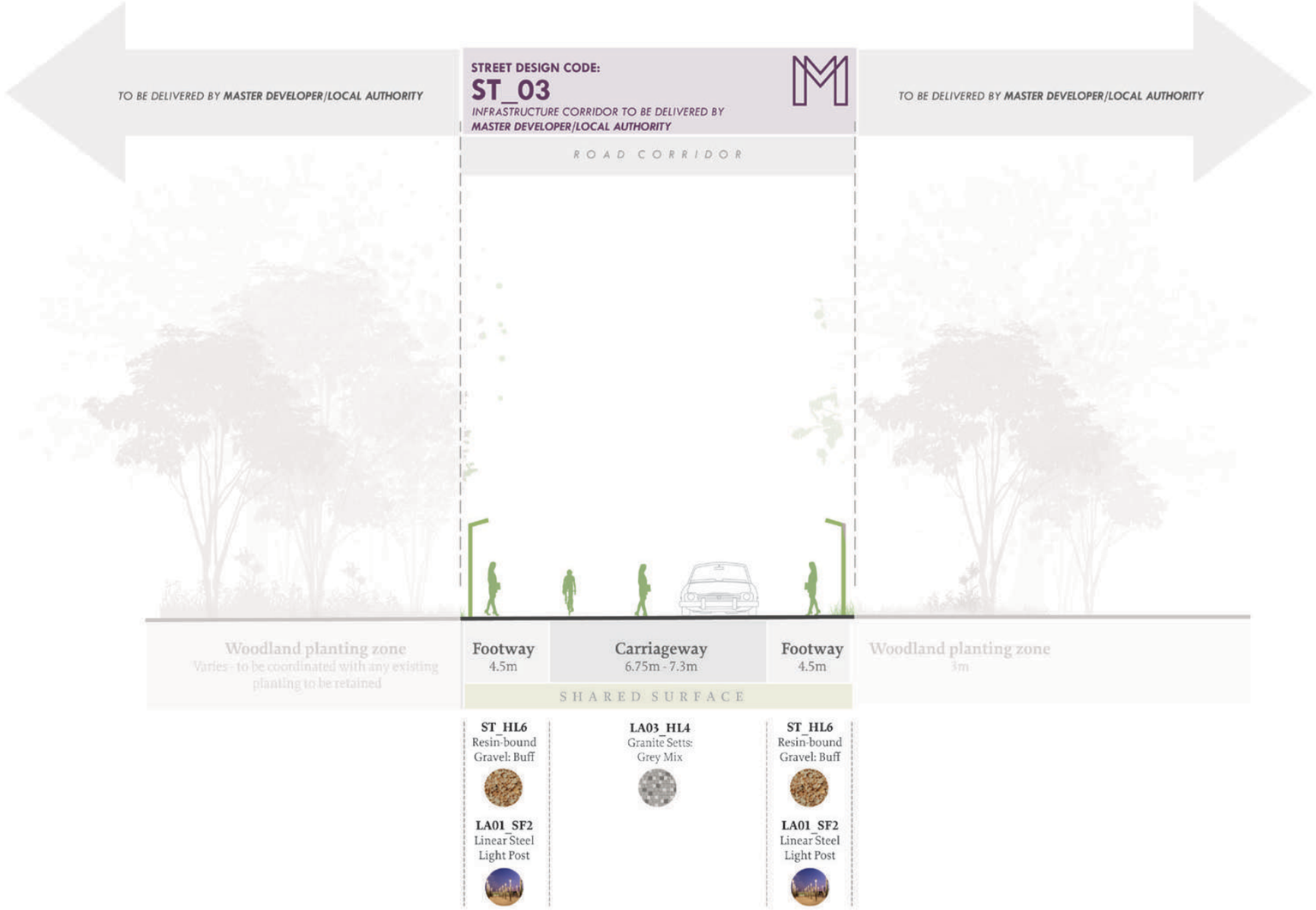
Street Furniture Palette

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



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), Sarcocca 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

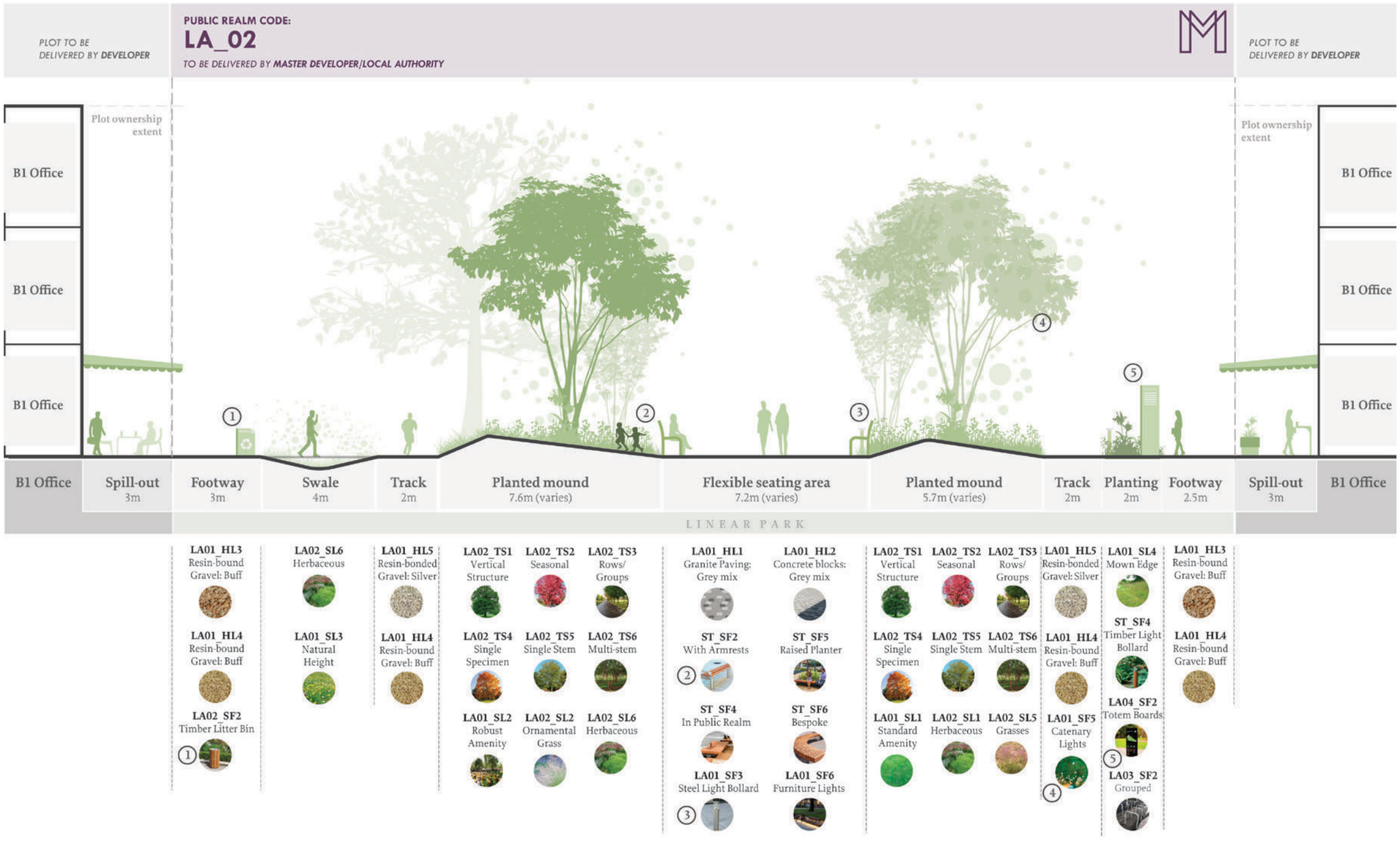
4.10.2 'Understorey' Planting (LA04_TS1), (LA04_TS2), (LA04_TS3), (LA04_TS4), (LA04_TS5) - May be comprised of low shrubs (LA04_TS1), herbaceous (LA04_TS2), and groundcover plants (LA04_TS3) which should be selected to create a woodland planting character. Winter or Spring Bulbs may also be planted (LA04_TS4 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).

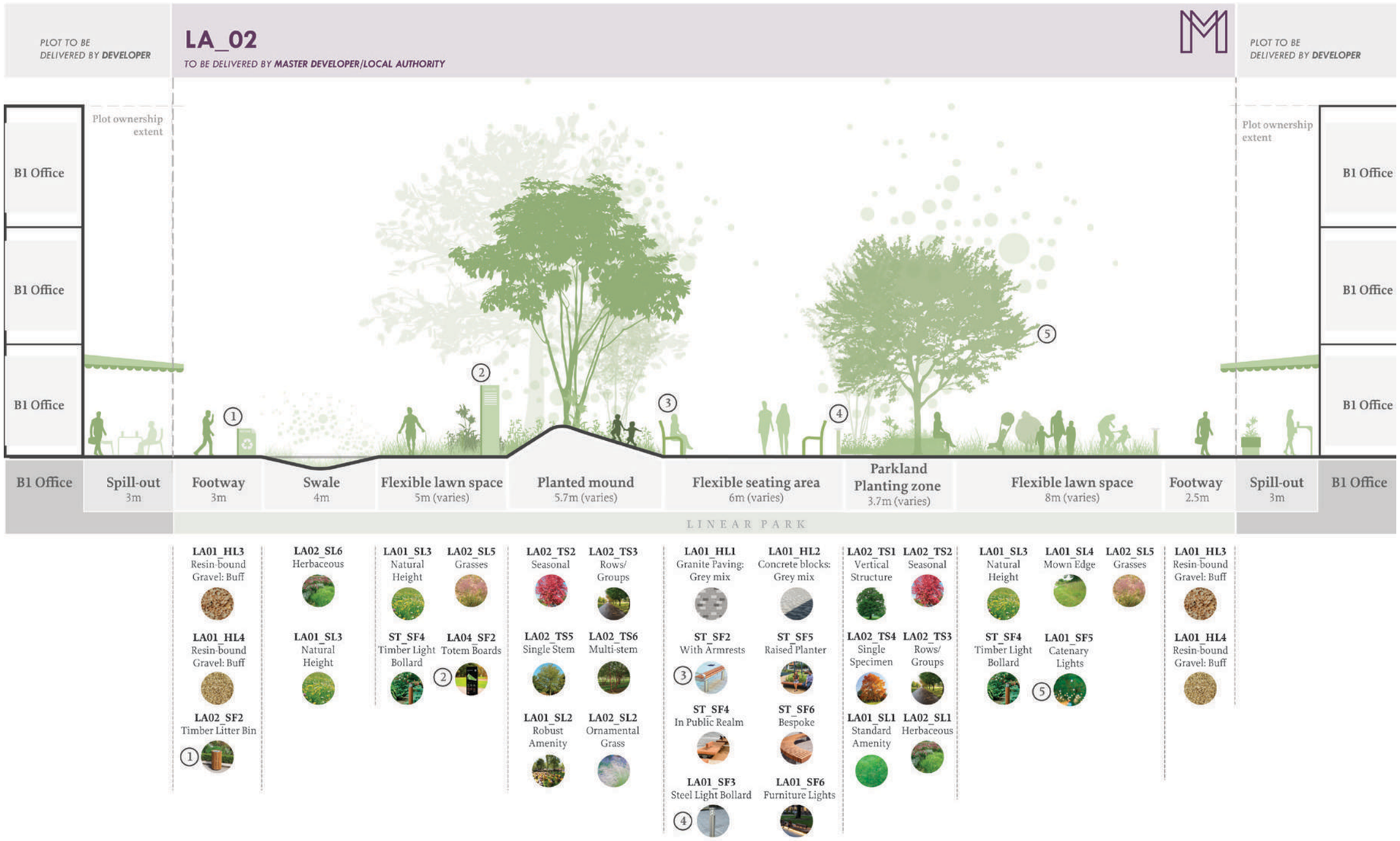
Hard Landscape and Street Furniture Palette

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.

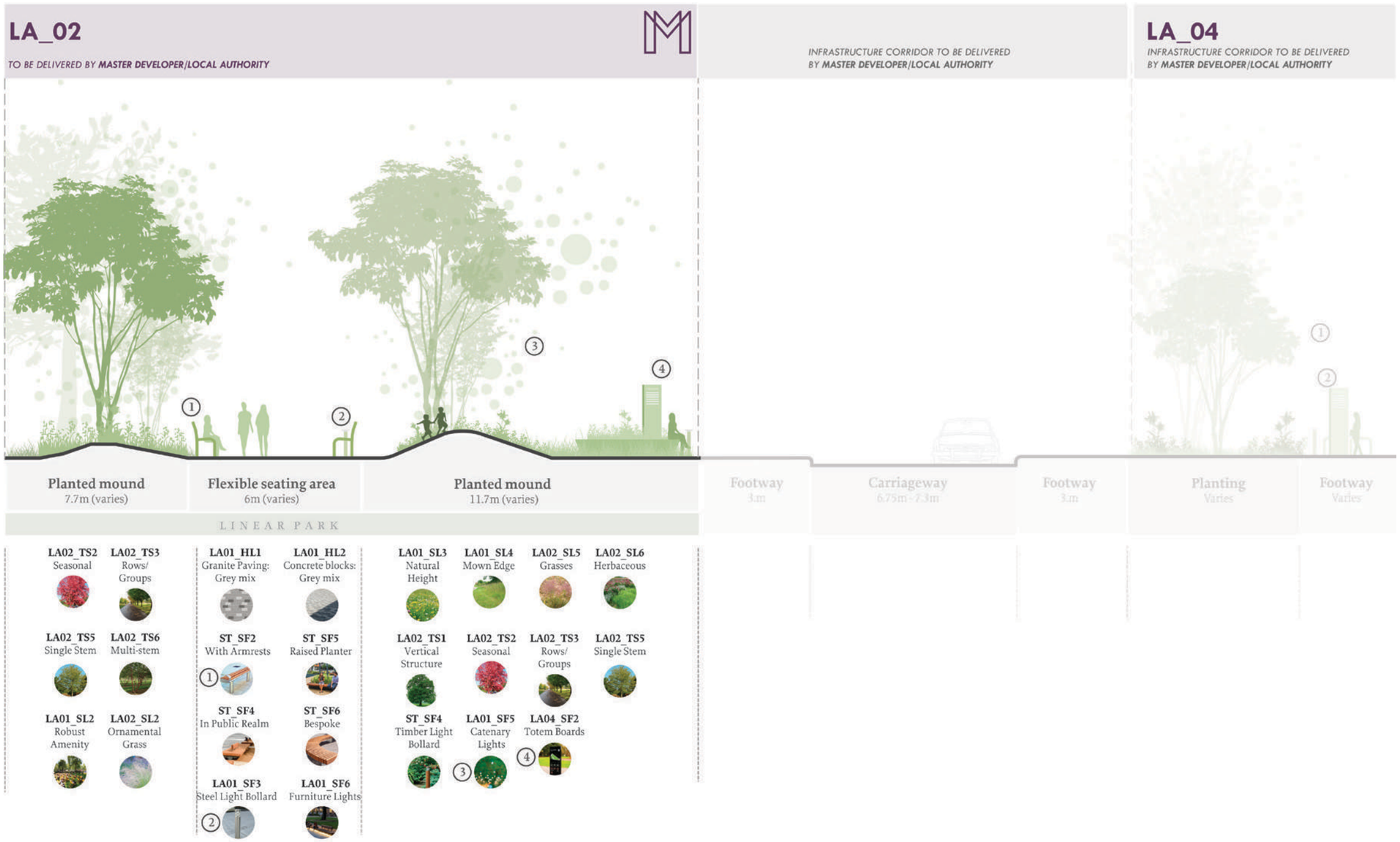
DESIGN CODE LA_02 The Parkland Typology_Social Track



DESIGN CODE LA_02 The Parkland Typology_Social Track



DESIGN CODE LA_02 The Parkland Typology_Park Edge



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 a 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

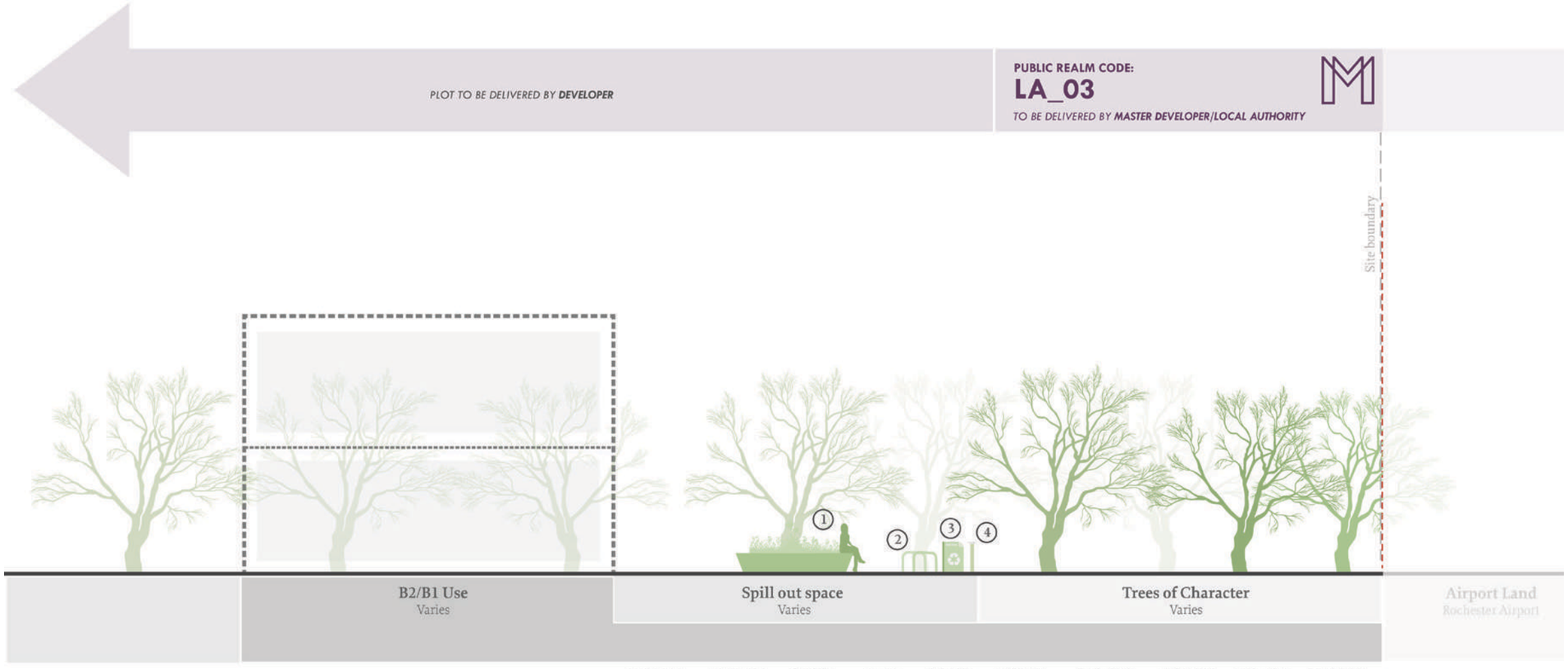
4.11.7 Primary Parkland Paving (LA01_HL1) or (LA01_HL2) - A high quality, hard-wearing material that should be applied to primary routes which connect key buildings and key spaces within the public realm. Focal hard spaces within Parkland, such as small event spaces, social seating areas or spill-out 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 'garden-like' routes. LA01_HL4 may comprise; resin-bonded gravel, buff colour. LA01_HL5 may comprise; resin-bonded gravel, natural stone colour

DESIGN CODE LA_03 Runway Edge Typology



LA02_HL1 Granite Paving: Grey/pink mix

LA02_HL2 Granite Setts: Grey Mix

ST_SF4 In Public Realm

ST_SF5 Raised Planter

ST_SF6 Bespoke

LA03_SF2 Grouped

LA02_SF3 Mixed Recycling

LA01_SF4 Timber Light Bollard

LA01_SF5 Catenary Lights

LA03_TS1 Linear Rows

LA03_TS2 Blocks/Grouped

LA03_TS3 Fruiting

LA03_TS4 Flowering

LA03_TS5 Native

LA01_SL3 Natural Height

LA01_SL4 Mown Edge

LA02_SL1 Herbaceous

LA03_TS3 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 non-fruiting flowering species, chosen to create a magnificent spring blossom effect.

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 specivies 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

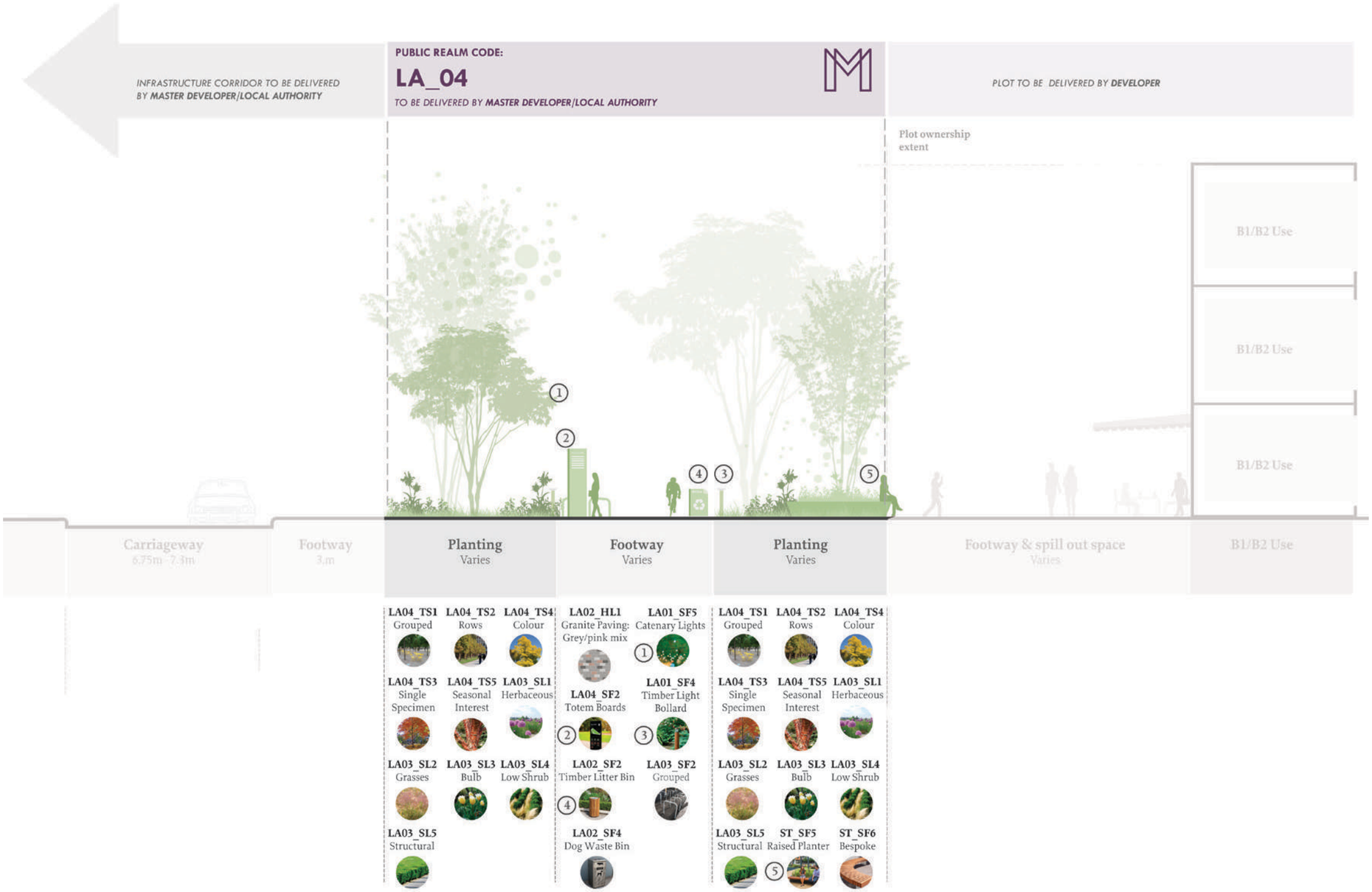
4.12.3 Primary Plaza Paving (LA02_HL1), (LA02_HL2)

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



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

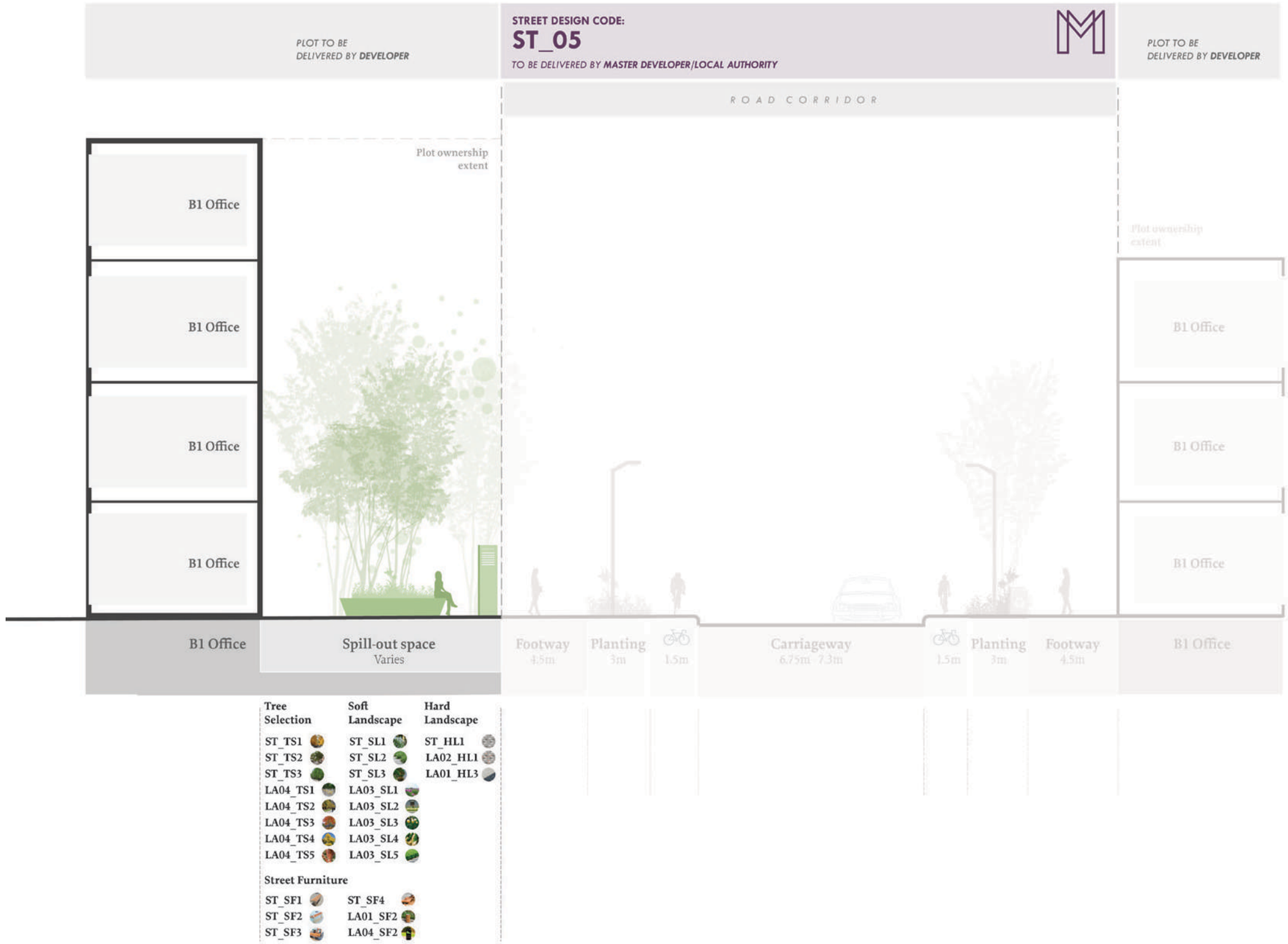
4.13.2 Plaza Planting (LA03_TS1), (LA03_TS2), (LA03_TS3), (LA03_TS4), (LA03_TS5) - Plazas should be predominantly hard spaces but may have complimentary soft landscape comprised of herbaceous (LA03_TS1), ornamental grasses (LA03_TS2), bulb (LA03_TS3). Low shrub (LA03_TS4) and structural planting (LA03_TS5) 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.

DESIGN CODE LA_05 The Gateway Typology



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

4.14.3 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.

4.14.4 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

4.14.5 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 or 2.5m clear offset. Materiality should match that within streets and public realm - refer to street furniture in Street Typologies section.

4.14.6 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.

4.14.7 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

BUILDING AESTHETICS GUIDANCE BA_01

5.1 Brand Identity

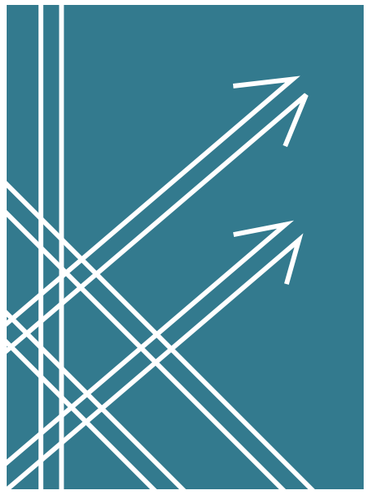
5.1.1 Drawing on the Zest branding work previously commissioned by the Medway Council, this document sets out a logo, a unified colour palette, design objectives and precedents to guide the design work on public realm and buildings within the IPM.

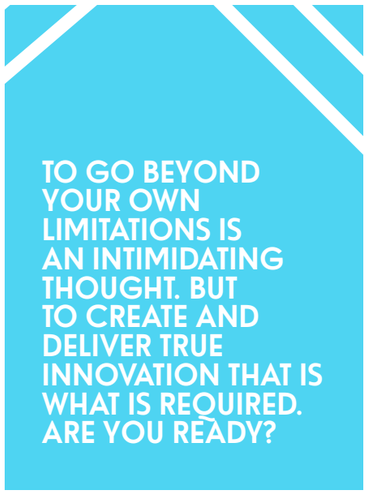
5.1.2 The graphic language will be underpinned by the 'pathways of discovery', with a subtle nod to aviation and demonstrate Rochester Airport's heritage and its future direction.

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



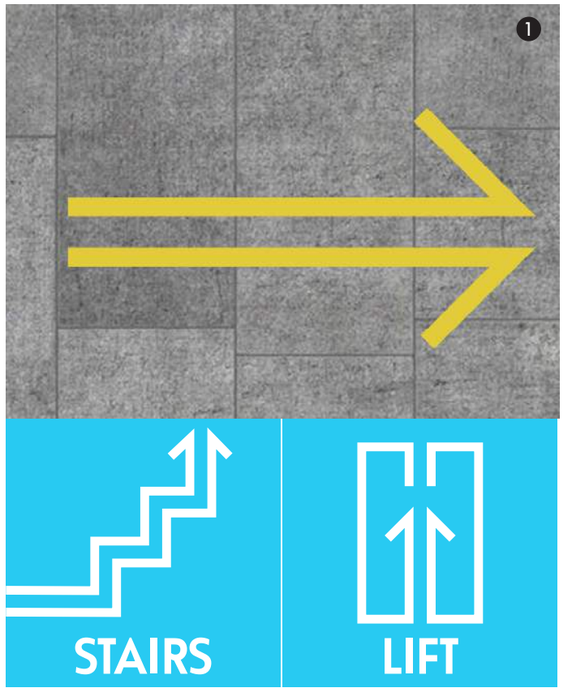


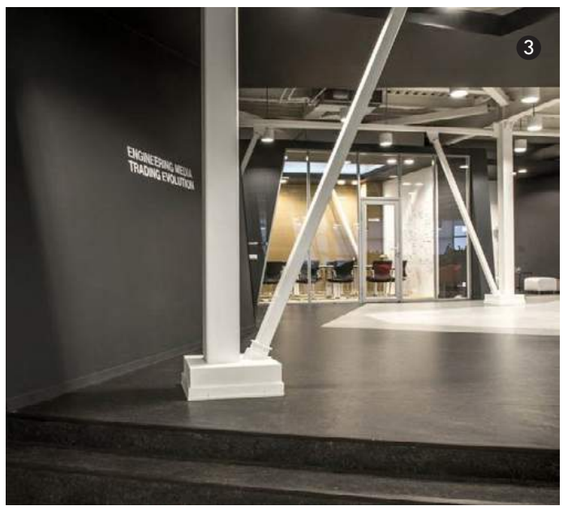
BUILDING AESTHETICS GUIDANCE BA_01

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.*

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.

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/ optimise stunning views of the Runway Park.

5.1.9 Facades facing the AONB (including the iconic building) should be treated with an external colour palette (refer to section 3.5)that is responsive and integrates with the surrounding landscape.

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.

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 5.1. Location Plan of Iconic Buildings

Figure 5.2. Location Plan of Park Edge Character Area

Figure 5.3. Location Plan of Core Character Area

Figure 5.4. Location Plan of Runway Edge Character Area

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. particularly for Plot N1.1 and N1.2.

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 Facades facing the AONB should be treated with an external colour palette (refer to section 3.5) that is responsive and integrates with the surrounding landscape.

5.1.19 The facade treatment should respond to orientation and surroundings.

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

Figure 5.5. Location Plan of Woodland Character Area

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.

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.*

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.

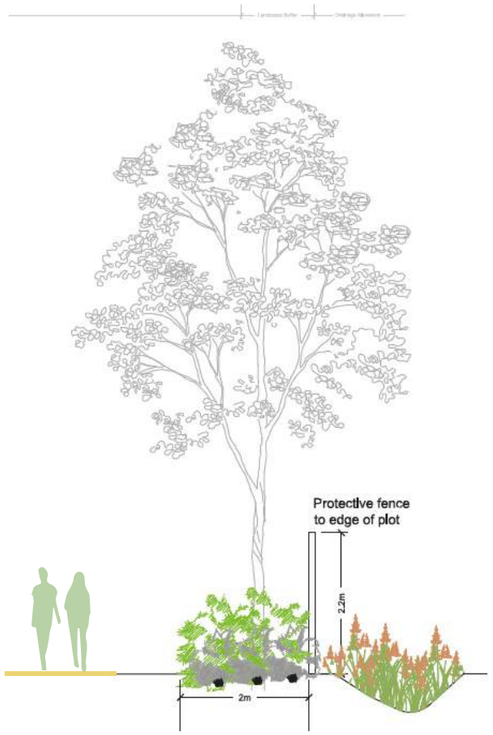


Figure 5.6. Secure fencing with either landscape strip and/or drainage feature

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

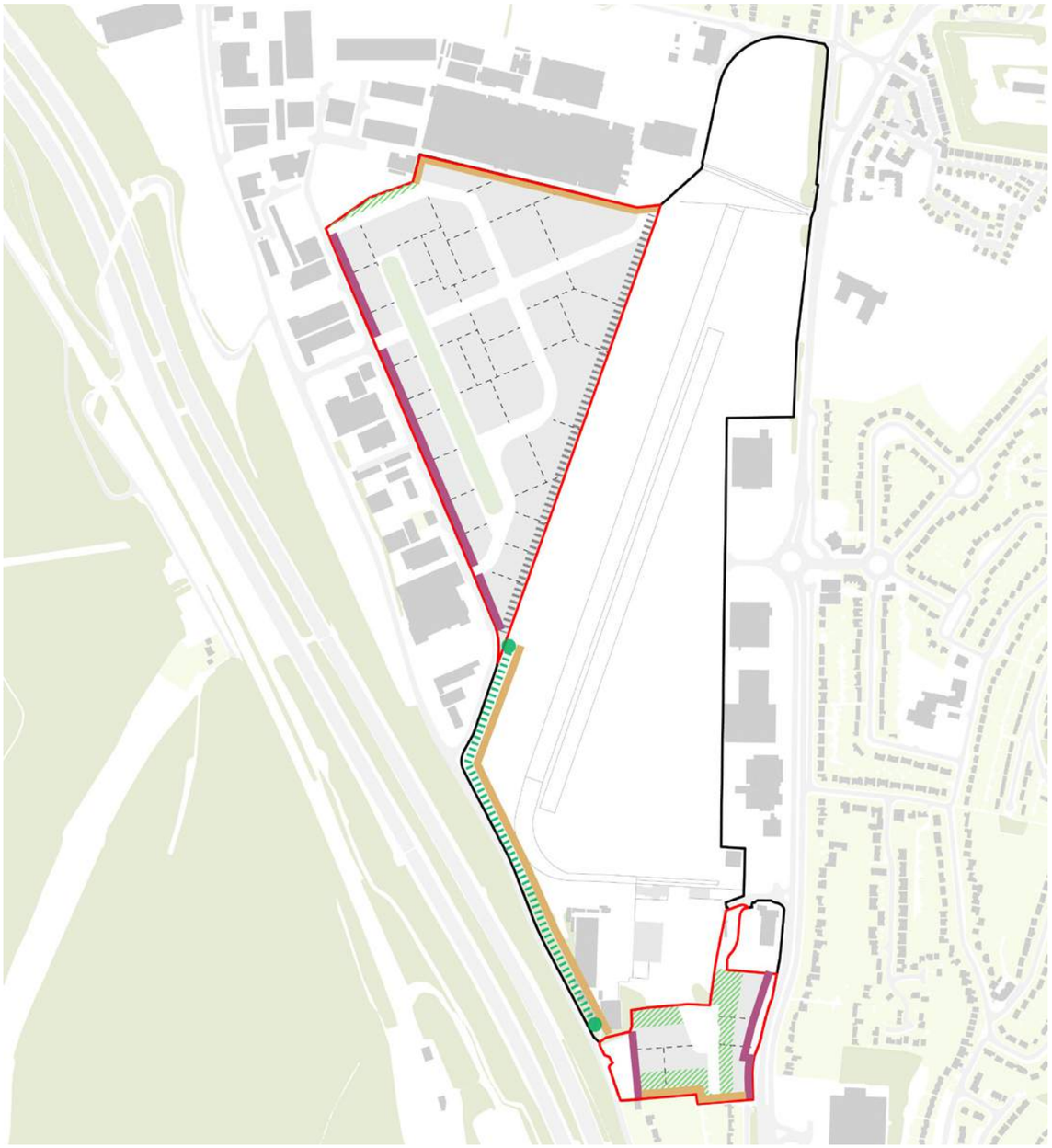
5.3.12 In areas which require a higher level of free movement to encourage collaboration and exchange of ideas to foster entrepreneurial and innovative activities, obtrusive fences and hard edges should only be used where absolutely necessary.

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.

BOUNDARY TREATMENT GUIDANCE BT_01



Legend

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

	Physical Permeability	Visual Permeability
Secure airport fencing	0%	25%
Secured boundary with visual permeability	0%	50%
Visually permeable boundary with some physical permeability	50%	75%
Woodland boundary	35%	35%

Figure 5.7. Fencing and Boundary Treatment Plan

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**

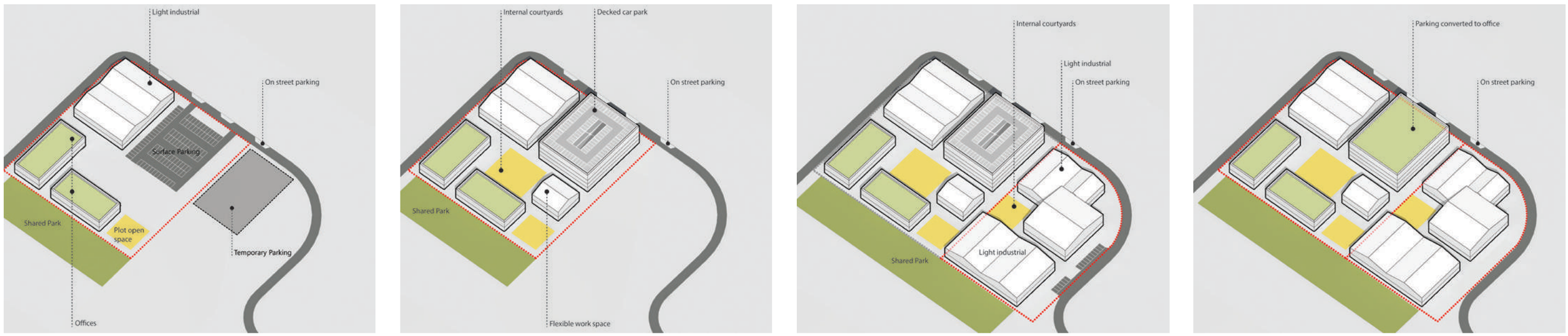


Figure 5.7. Indicative concepts for illustrative purposes only. Interested parties who deliver plots will need to consider access for deliveries and parking, with the primary route available for additional bays if required and acceptable in planning and design terms

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.

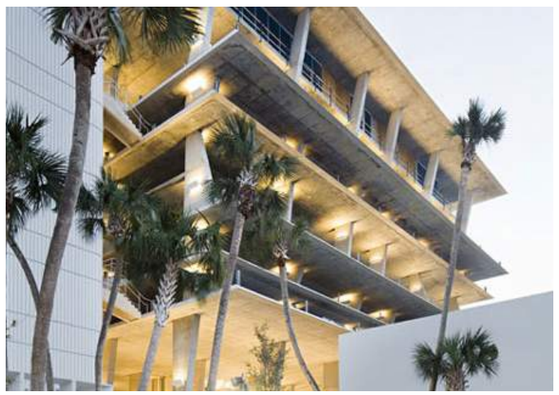
Broadway Autopark
Wichita, Kansas

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

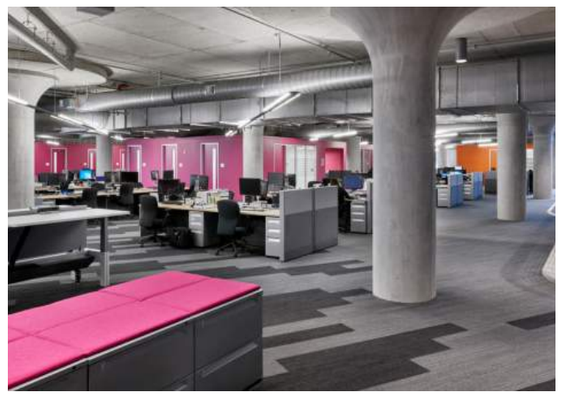
1111 Lincoln Road
Miami, Florida

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

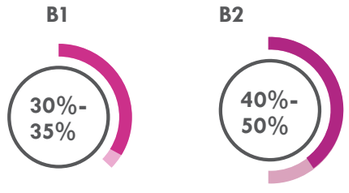
Parking Standards for B1/B2 Uses

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**
Business premises - employees	One for each registered disabled employee	One for each registered disabled employee.
Business premises - visitors	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**	
B1 Business				
Offices, research and development of products and processes, industrial processes	One per 30m² GFA	(refer to note 1)	One per 400m² GFA for staff	2500m²
B2 General industrial				
General industrial	One per 50m² GFA	(refer to note 1)	One per 500m²	3000m²

	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 90⁰ parking	6m	–
Single garage size (for the purpose of parking assessment)	13.2m² (See note 2)	
Double garage size (for the purpose of parking assessment)	26.4m² (See note 2)	

Note 1. Space for deliveries off the public highway required.

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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 (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.

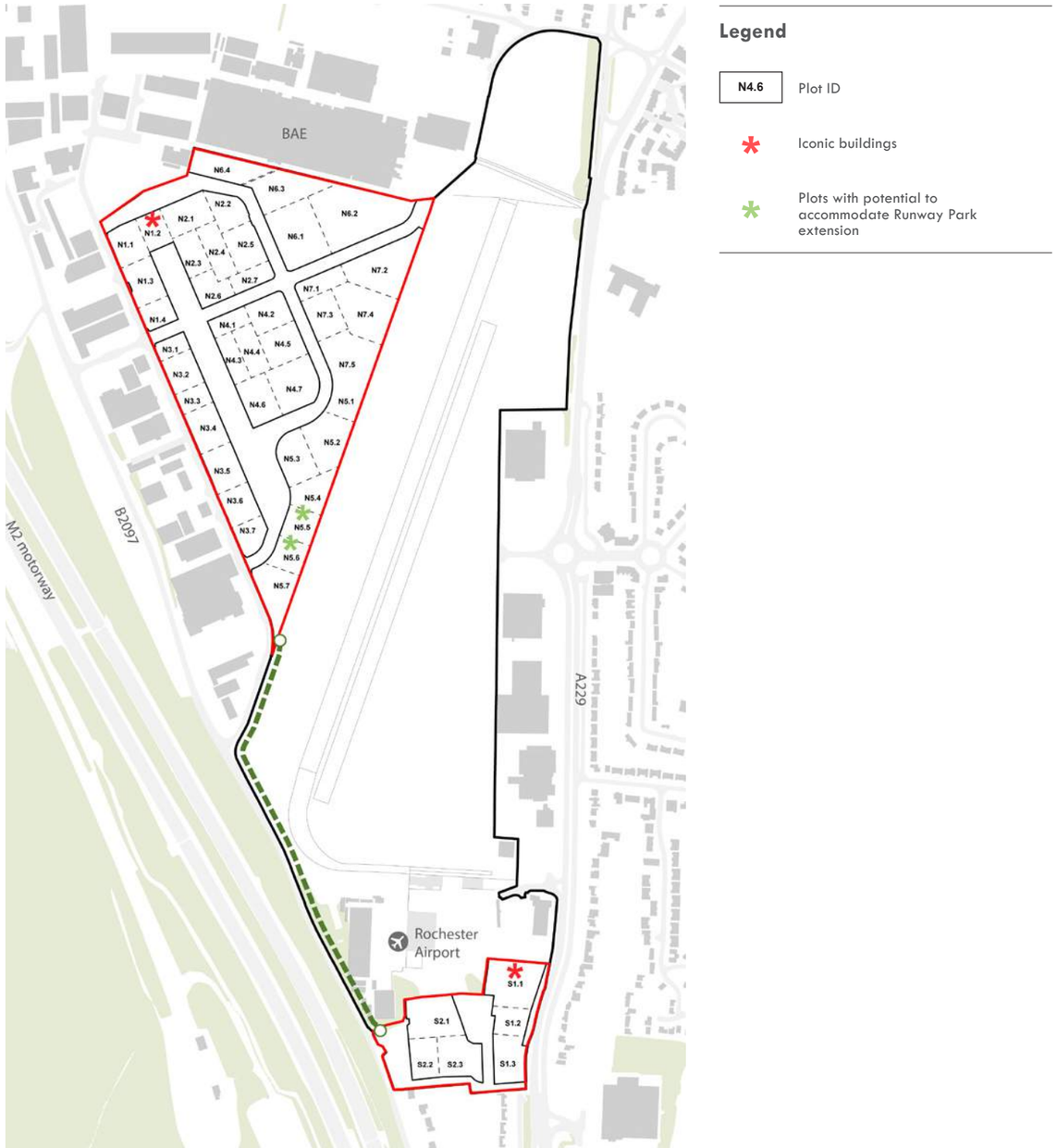

Figure 5.1. Plot IDs

STEP 2
Refer to Character Area design guidelines (section 3.0)

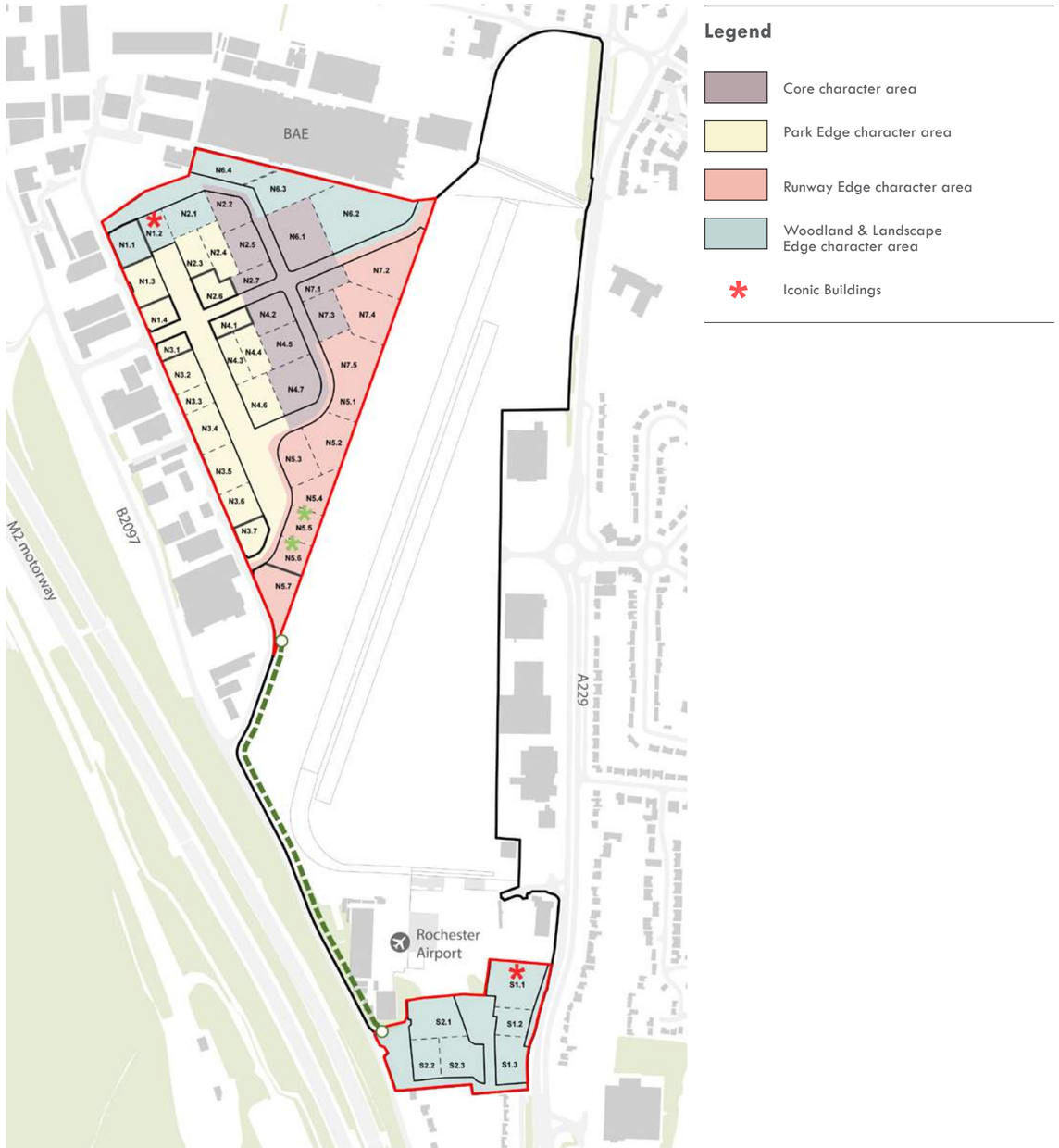

Figure 5.2. Plot character areas

STEP 3
Refer to the relevent plot category (section 5.0)

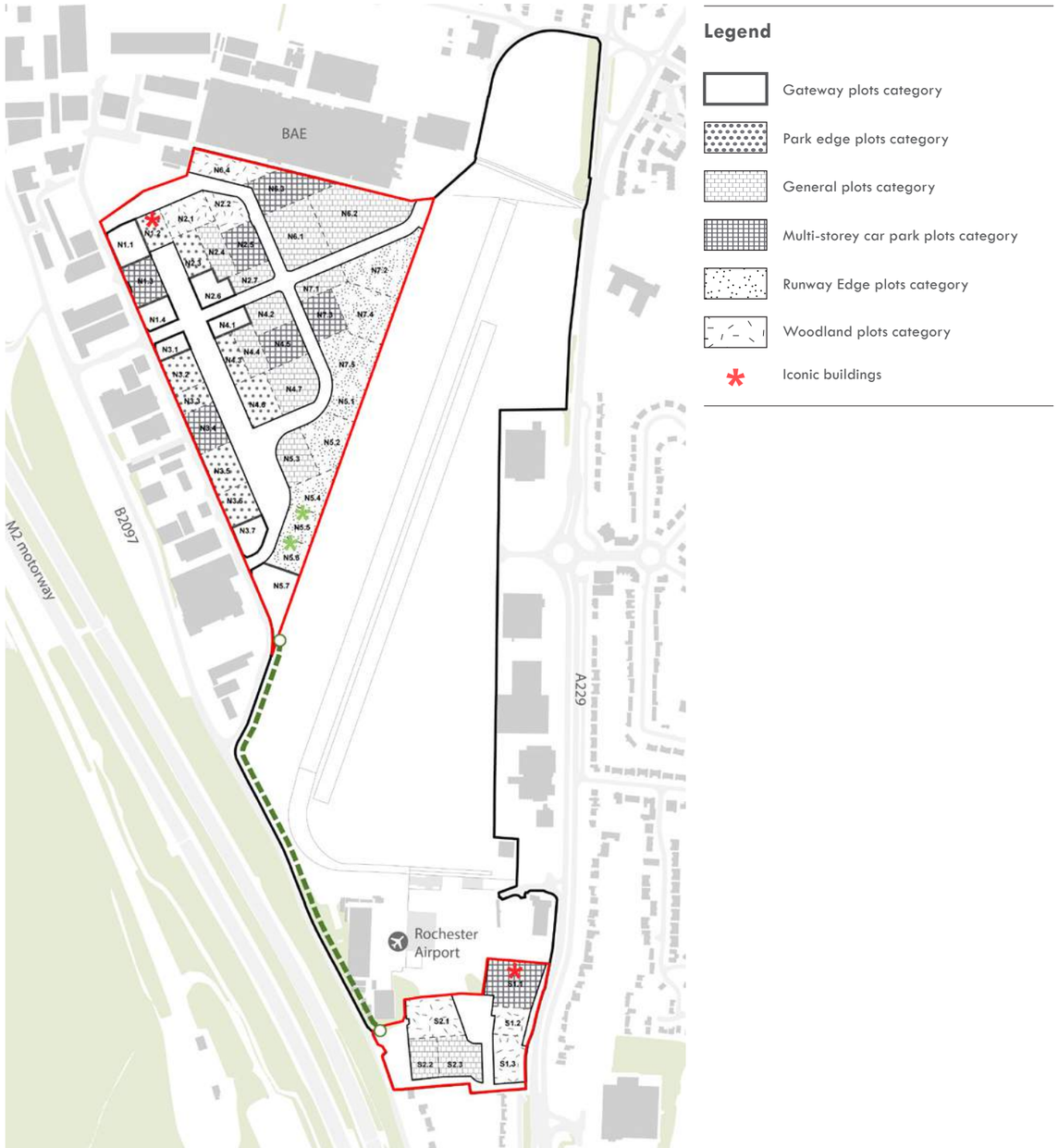

Figure 5.3. Plot categories

USER GUIDE

5.7 Plot Table

PLOT ID	CHARACTER	CATEGORY	HEIGHTS (MAXIMUM PARAMETER)	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 (MAXIMUM PARAMETER)	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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PLOT TYPE 1 PT_01 Gateway Plots

5.8 Gateway Plots

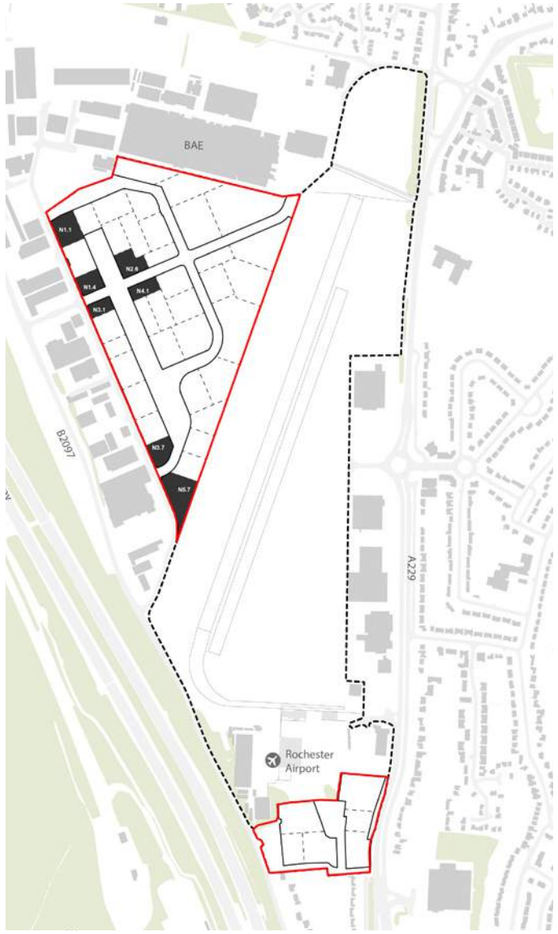
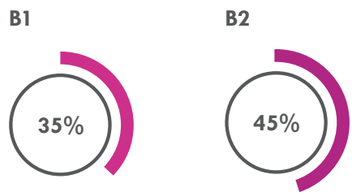


Figure 5.4. Gateway Plot Plan

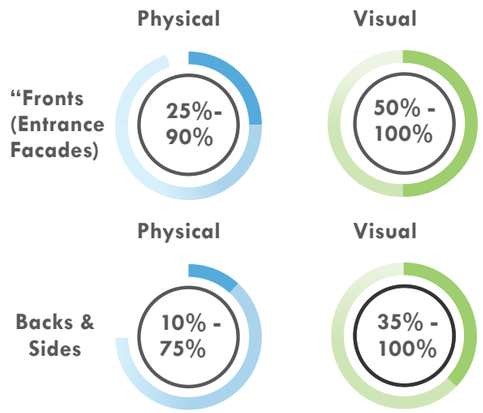
List of all gateway plots

PLOT ID	CHARACTER	CATEGORY	HEIGHTS *(MAXIMUM PARAMETER)*	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



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

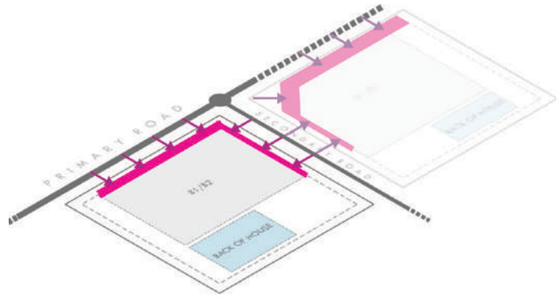
5.8.11 On-site parking and drop off **should** only be permitted on designated bays at the rear of the plots. On-street provision for blue badge /operational parking **should** be carefully considered on gateway plots, with specific locations to be agreed through detailed discussions with officers.

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.

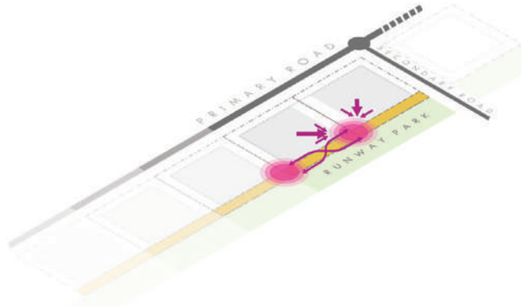
5.8.13 Sufficient space **should** be allocated for secure on-plot bin storage in visually unobtrusive locations, with a need to prevent bird access to litter and waste food that might attract gulls and contribute to risk of bird strike on the airfield.

Legend

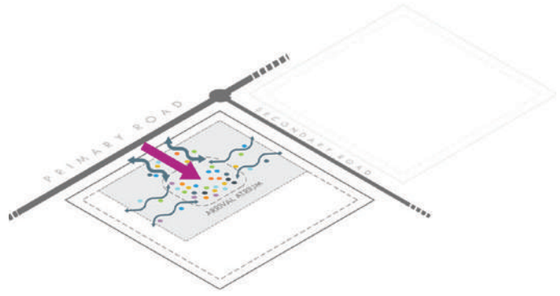
- Primary Boundary
- Secondary Boundary
- Primary Frontage
- Secondary Frontage
- Back of House
- On-plot Parking
- Main Entrance



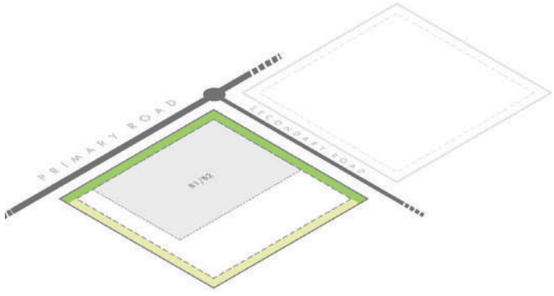
KEY FRONTAGES



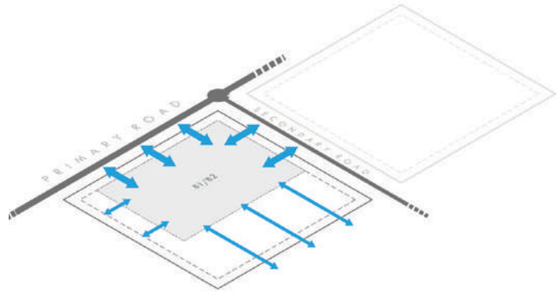
COLLABORATION



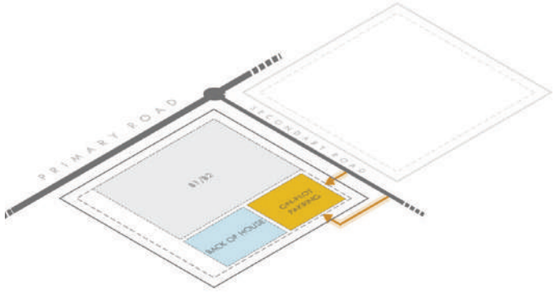
POROSITY



BOUNDARY TREATMENT



EYES ON THE STREET



PARKING

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

ST_HL1 Granite paving: grey mix

ST_HL2 Granite setts: grey mix

ST_HL3 High Quality Concrete Blocks: Colour Mix

ST_HL4 Concrete blocks: grey mix

ST_HL5 Granite contrast/edge: Dark Grey

LA01_HL3 Resin-bound Gravel: Buff

LA01_HL4 Resin-bound Gravel: Buff

Soft Landscape

ST_SL1 Shrubs

ST_SL2 Grasses/Sedges

ST_SL3 Hardy Perennials

LA03_TS1 Herbaceous

LA03_TS2 Grasses

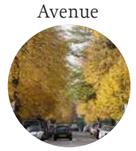
LA03_TS3 Bulb

LA03_TS4 Low Shrub

LA03_TS5 Structural

Tree Selection

ST_TS1 Avenue



ST_TS2 Boulevard

ST_TS3 Screening

LA04_TS1 Grouped

LA04_TS2 Rows

LA04_TS3 Single Specimen

LA04_TS4 Colour

LA04_TS5 Seasonal Interest

Boundary

LA03_HL3 Special Gateway

LA03_HL4 Low Hedge

LA03_HL5 Native Hedgerow

Security and lighting

LA05_SF1 CCTV Cameras

Precedents

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. Design for facades facing the AONB should follow guidance set out in Section 3.5 to ensure that the buildings blend with the skyline when viewed from the AONB and integrate with the surrounding landscape.
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






PLOT TYPE 2 PT_02 Park Edge Plots

5.9 Park Edge Plot

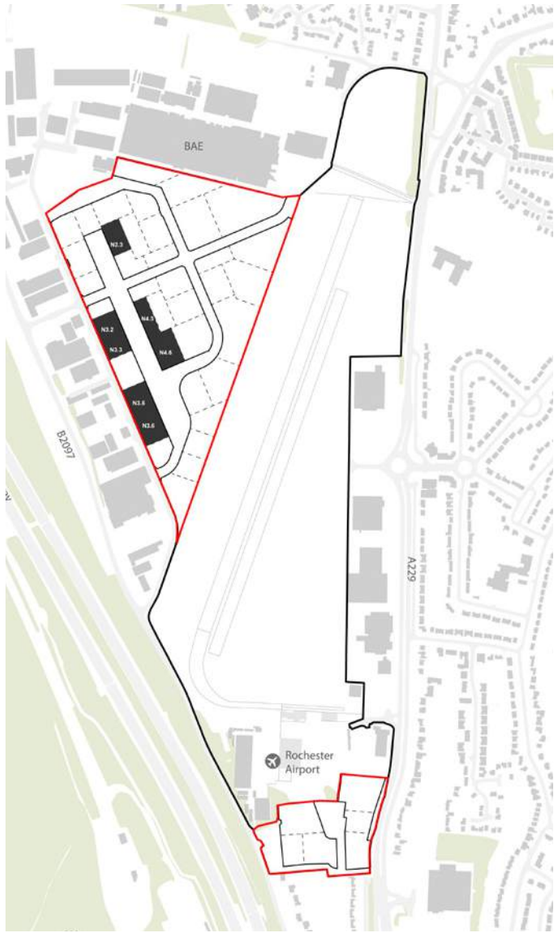
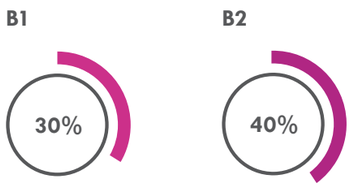


Figure 5.5. Park Edge Plot Plan

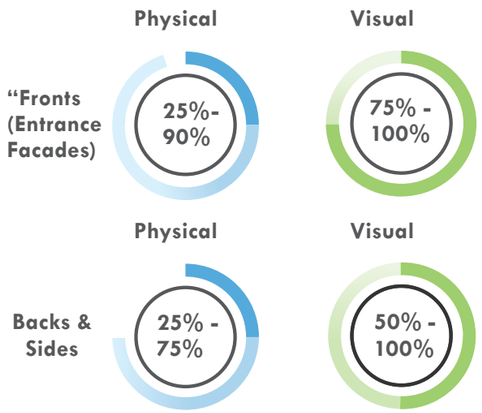
List of all park edge plots

PLOT ID	CHARACTER	CATEGORY	HEIGHTS *(MAXIMUM PARAMETER)*	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



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.

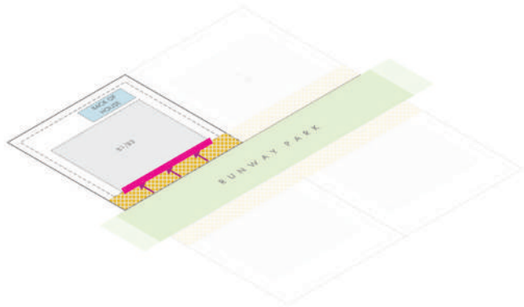
5.9.11 On-street provision for blue badge /operational parking **should not** be permitted on the park edge and instead should be located at specific locations within the block interior.

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.

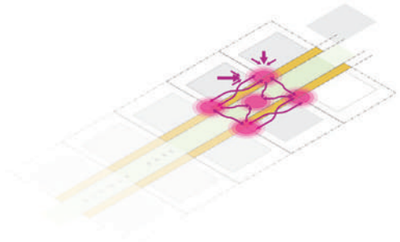
5.9.13 Sufficient space **should** be allocated for secure on-plot bin storage in visually unobtrusive locations, with a need to prevent bird access to litter and waste food that might attract gulls and contribute to risk of bird strike on the airfield.

Legend

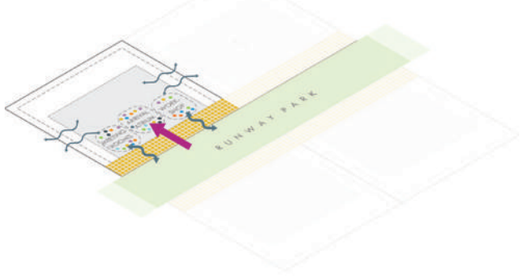
- Primary Boundary
- Secondary Boundary
- Main Entrance
- Primary Frontage
- BOH
- On-plot Parking



KEY FRONTAGES

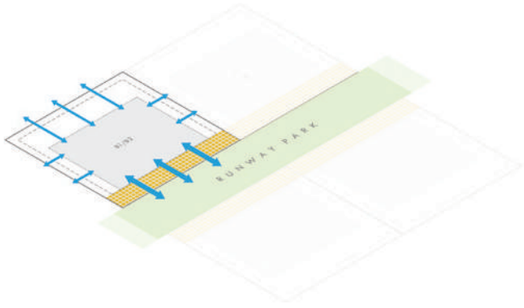


COLLABORATION

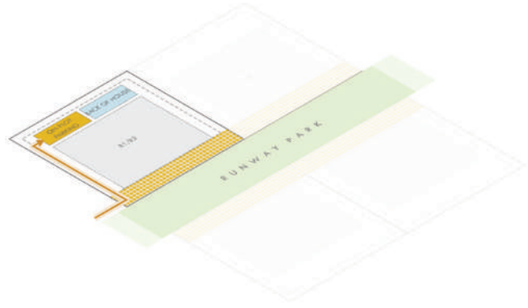


POROSITY

BOUNDARY TREATMENT



EYES ON THE STREET



PARKING

PLOT TYPE 2 PT_02 Park Edge Plots

Landscape Code

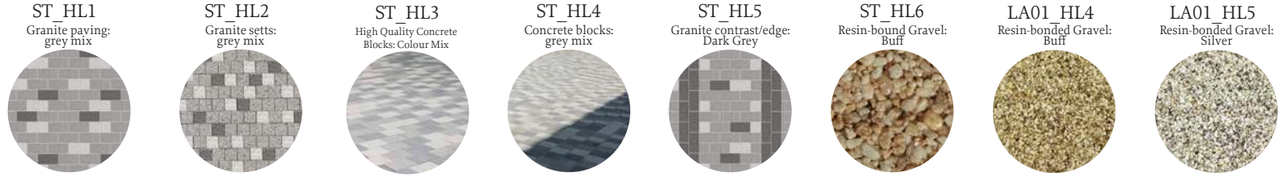
Design Objectives

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

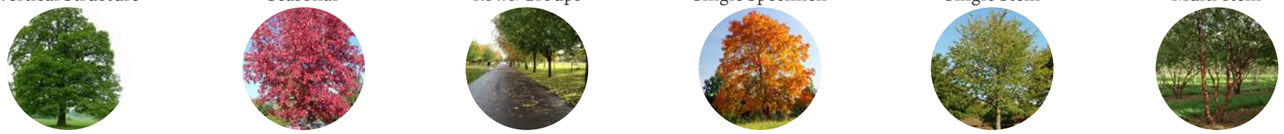
5.9.14 Please also refer to Section 4, Section 4.3 - 4.10 for the detailed public realm design codes. The following codes will provide guidance on the selection of materials for specific plot types.

Hard Landscape



Soft Landscape

Tree Selection



Boundary

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. Design for facades facing the AONB should follow guidance set out in Section 3.5 to ensure that the buildings blend with the skyline when viewed from the AONB and integrate with the surrounding landscape.
3. Materials chosen should be fully justified in future prior approvals to achieve textures, colours, and qualities that reinforce the design and layout principles.
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





PLOT TYPE 3 PT_03 General Plots

5.10 General Plots

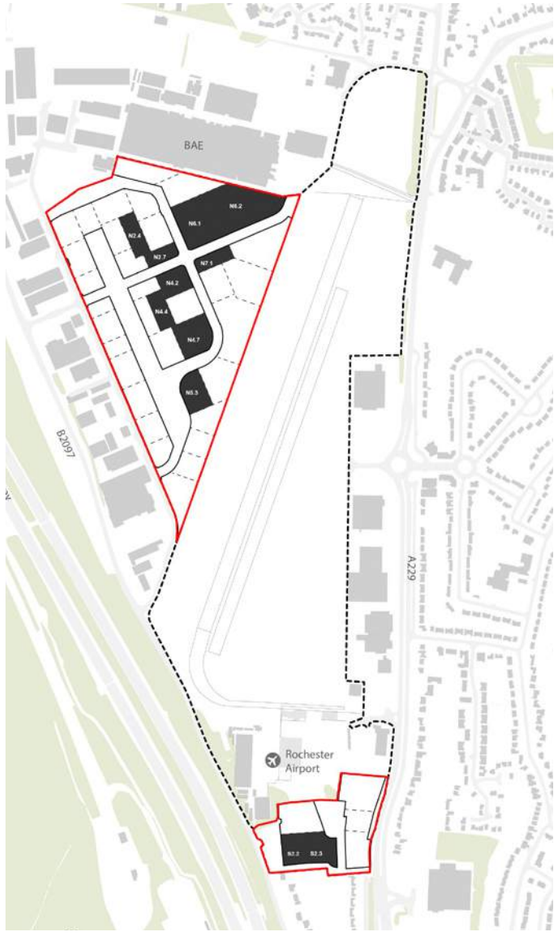


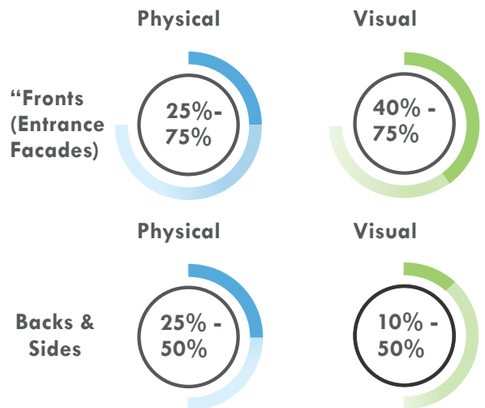
Figure 5.6. General Plot Plan

List of all general plots

PLOT ID	CHARACTER	CATEGORY	HEIGHT *(MAXIMUM PARAMETER)*	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



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.

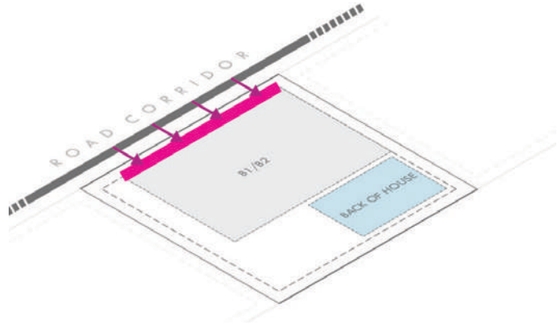
5.10.14 On-street provision for blue badge /operational parking **should** be accommodated at specific locations within IPM.

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.

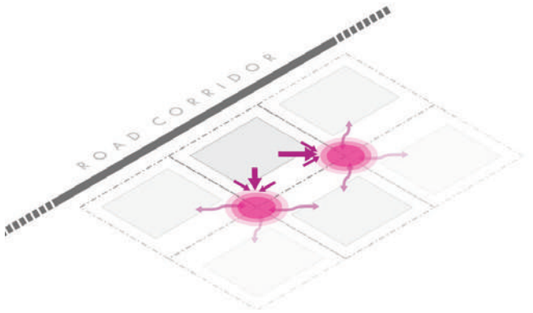
5.10.16 Sufficient space **should** be allocated for secure on-plot bin storage in visually unobtrusive locations, with a need to prevent bird access to litter and waste food that might attract gulls and contribute to risk of bird strike on the airfield.

Legend

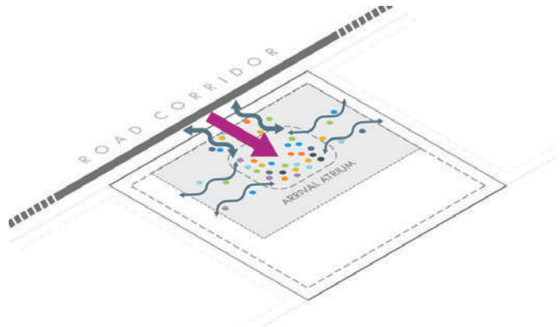
- Primary Boundary
- Secondary Boundary
- Main Entrance
- Primary Frontage
- BOH
- On-plot Parking



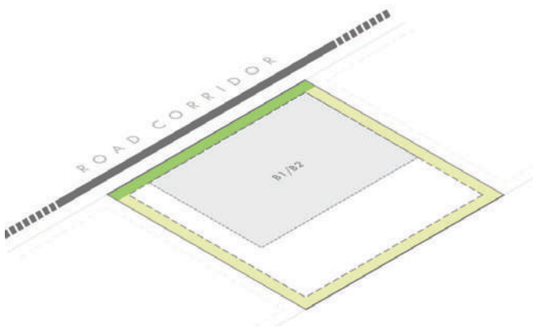
KEY FRONTAGES



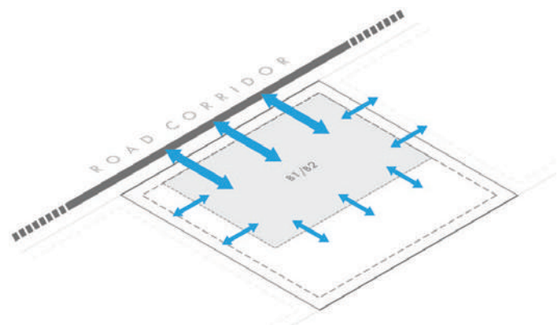
COLLABORATION



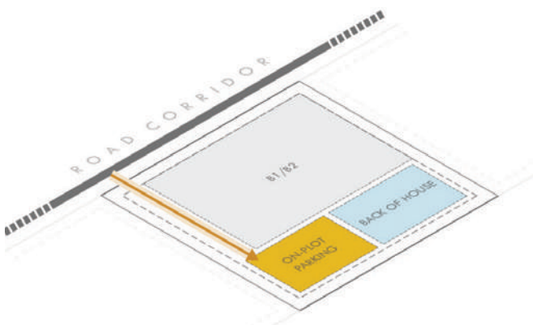
POROSITY



BOUNDARY TREATMENT



EYES ON THE STREET



PARKING

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

ST_HL4
Concrete blocks: grey mix

ST_HL5
Granite contrast/edge: Dark Grey

ST_HL6
Resin-bound Gravel: Buff

Soft Landscape

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

Tree Selection

ST_TS1
Avenue

ST_TS2
Boulevard

ST_TS3
Screening

ST_TS4
Columnar

ST_TS5
Place-making

Boundary

LA03_HL4
Low Hedge

LA03_HL5
Native Hedgerow

PLOT TYPE 3 PT_03 General Plots

Building Code

Design Objectives

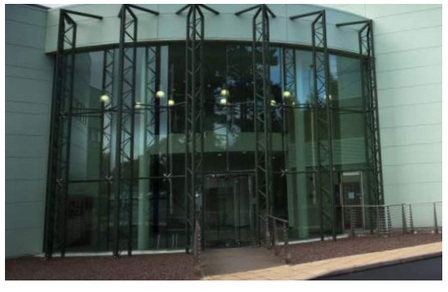
1. Achieve continuity of building line for all general plot frontages but with some flexibility for general plots.
2. To avoid over development on plot and allow for sufficient spatial separation between buildings.
3. Propose a spectrum of colours that will be appropriate at IPM in order to provide a 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

PLOT TYPE 4 PT_04 Parking Deck Plots

5.11 Parking Deck Plots

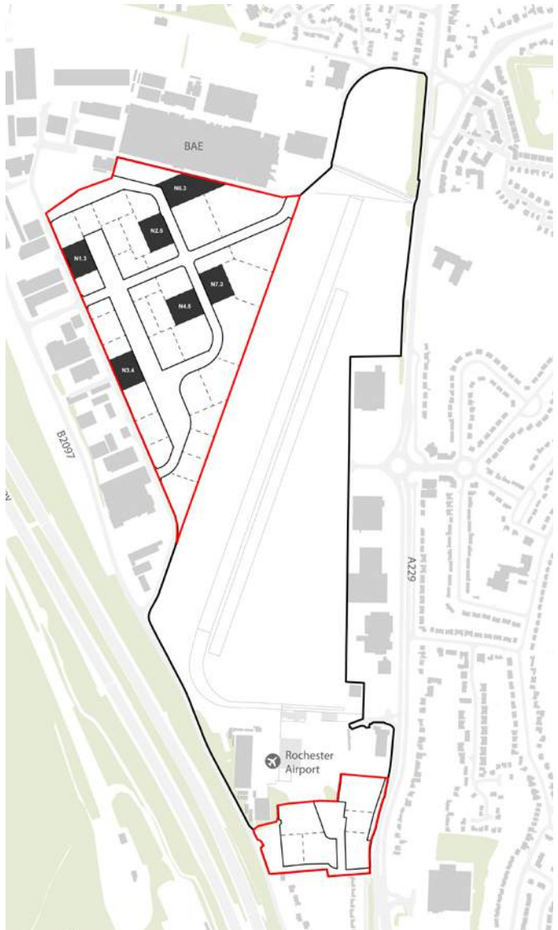
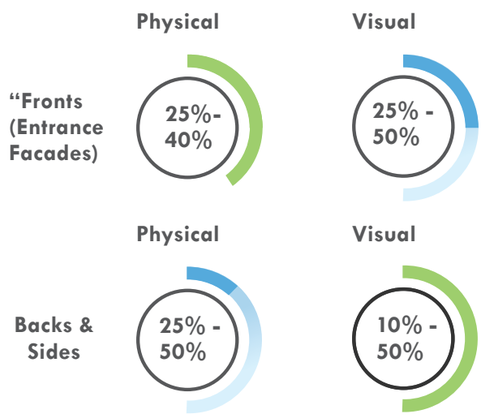


Figure 5.7. Parking Deck Plots Plan

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



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.

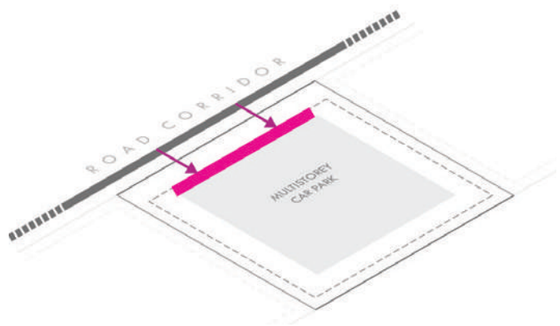
5.11.12 Night time lighting **should** be incorporated into the design of the parking structures.

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.

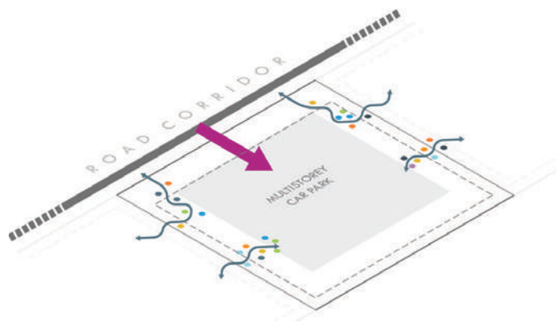
Legend

- Primary Boundary
- Secondary Boundary
- Main Entrance
- Primary Frontage
- BOH
- On-plot Parking

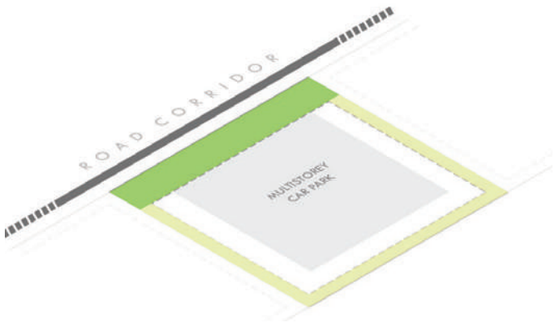


KEY FRONTAGES

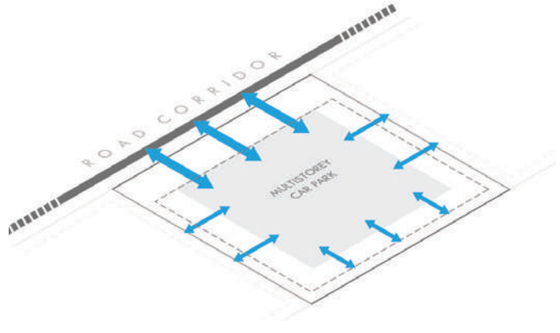
COLLABORATION



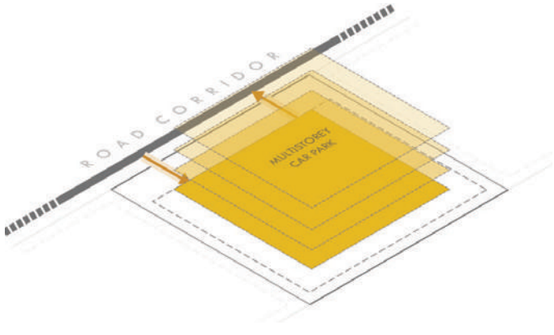
POROSITY



BOUNDARY TREATMENT



EYES ON THE STREET



PARKING

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.

Hard Landscape

ST_HL4
Concrete blocks: grey mix

ST_HL5
Granite contrast/edge: Dark Grey

ST_HL6
Resin-bound Gravel: Buff

Soft Landscape

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

Tree Selection

ST_TS1
Avenue

ST_TS2
Boulevard

ST_TS3
Screening

ST_TS4
Columnar

ST_TS5
Place-making

Boundary

LA03_HL1
Railing with Planting

LA03_HL2
Decorative Screen with Planting

LA03_HL4
Low Hedge

LA03_HL5
Native Hedgerow

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. Design for facades facing the AONB should follow guidance set out in Section 3.5 to ensure that the buildings blend with the skyline when viewed from the AONB and integrate with the surrounding landscape.
4. Sensitive design to break down scale through material / lighting treatment.
5. Enhance building permeability through creation of multiple entrances.
6. 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.
7. Use of green walls and softer texture should be promoted to reduce the perceived scale of buildings and legibility of storeys.
8. Consider long term conversion and adaptability for other uses.
9. 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.
10. Building design and maintenance strategy should consider potential roosting and nesting which could contribute to risk of bird strike on the airfield.
11. Buildings and on-plot environment should be appropriately lit realm whilst minimising light pollution and avoiding any operational risks to the airport.

Building Frontage












PLOT TYPE 5 PT_05 Runway Edge Plots

5.12 Runway Edge Plots

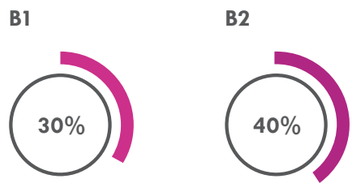
Figure 5.8. Runway Park Plots Plan

List of all Runway Edge plots

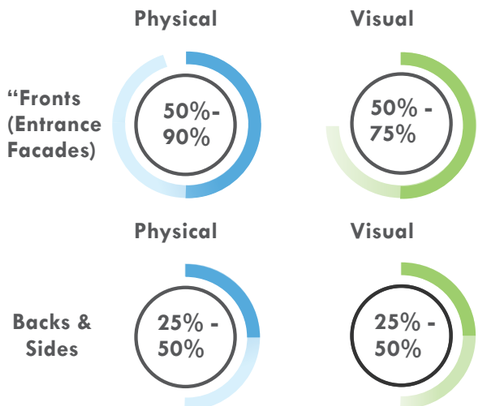
PLOT ID	CHARACTER	CATEGORY	HEIGHT *(MAXIMUM PARAMETER)*	INDICATIVE BUILDING FOOTPRINT (SQM)	POTENTIAL LAND USE
N5.1	Runway Edge	Runway Edge	2 St	400	B2
N5.2	Runway Edge	Runway Edge	2 St	1,000	B2
N5.4	Runway Edge	Runway Edge	2 St	1,050	B2
① N5.5	Runway Edge	Runway Edge	2 St	400	B2
① N5.6	Runway Edge	Runway 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



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.

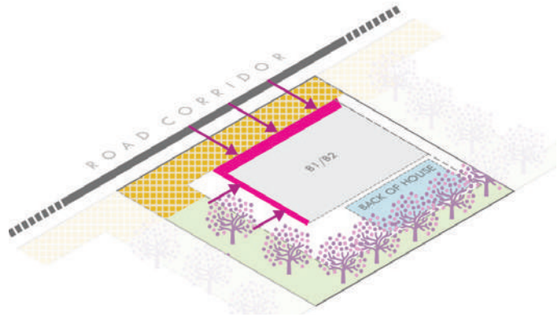
5.12.11 On-street provision for blue badge /operational parking **should** be accommodated at specific locations within IPM.

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.

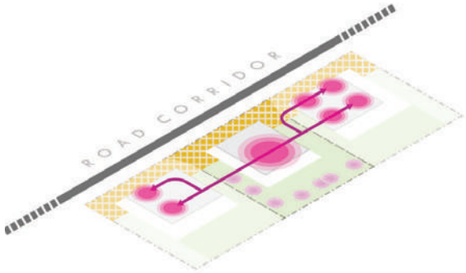
5.12.13 Sufficient space **should** be allocated for secure on-plot bin storage in visually unobtrusive locations, with a need to prevent bird access to litter and waste food that might attract gulls and contribute to risk of bird strike on the airfield.

Legend

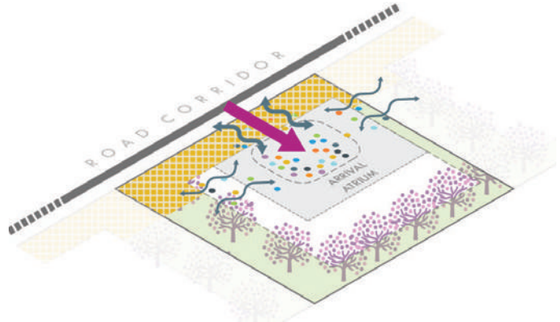
- Primary Boundary
- Secondary Boundary
- Main Entrance
- Primary Frontage
- BOH
- On-plot Parking



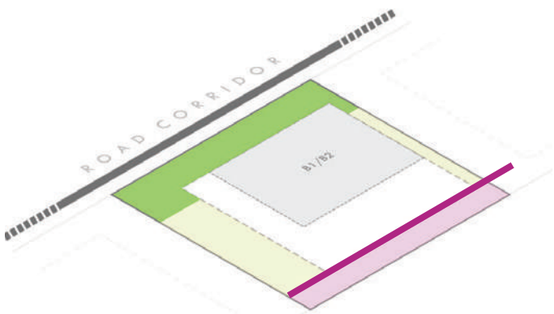
KEY FRONTAGES



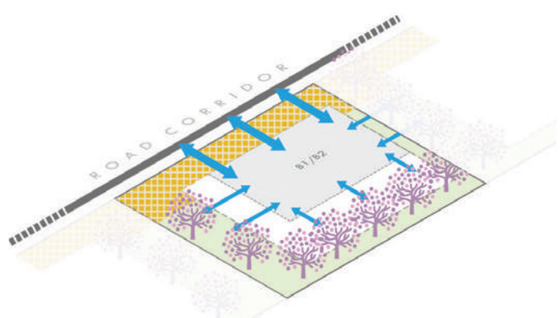
COLLABORATION



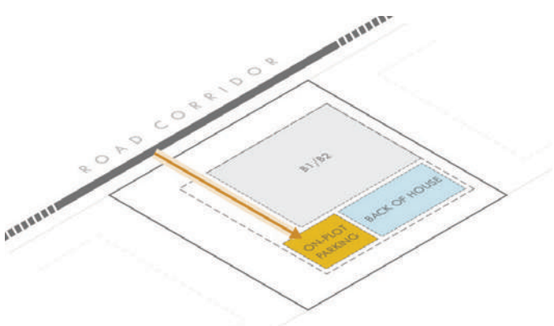
POROSITY



BOUNDARY TREATMENT



EYES ON THE STREET



PARKING

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

ST_HL4
Concrete blocks: grey mix

ST_HL5
Granite contrast/edge: Dark Grey

ST_HL6
Resin-bound Gravel: Buff

Soft Landscape

LA01_SL3
Natural Height

LA01_SL4
Mown Edge

LA02_SL1
Herbaceous

LA02_SL2
Ornamental Grass

LA02_SL5
Grasses

Tree Selection

LA03_TS1
Linear Rows

LA03_TS2
Blocks/Grouped

LA03_TS3
Fruiting

LA03_TS4
Flowering

LA03_TS5
Native

Boundary

LA03_HL4
Low Hedge

LA03_HL5
Native Hedgerow

PLOT TYPE 5 PT_05 Runway Edge Plots

Building Code

Design Objectives

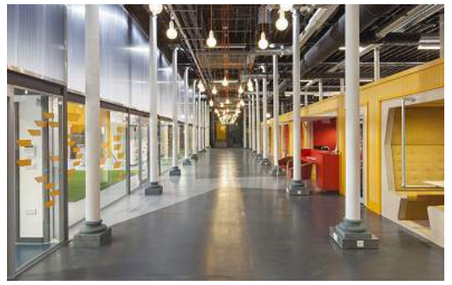
1. Entrances and active frontages and uses should be provided on all elevations onto the plaza space. These uses should be visible from the street to encourage activity and contribute to the public realm.
2. The buildings within Runway Edge plots should take the form of a 'pavilion', providing a simple 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



PLOT TYPE 6 PT_06 Woodland Plots

5.13 Woodland Plots

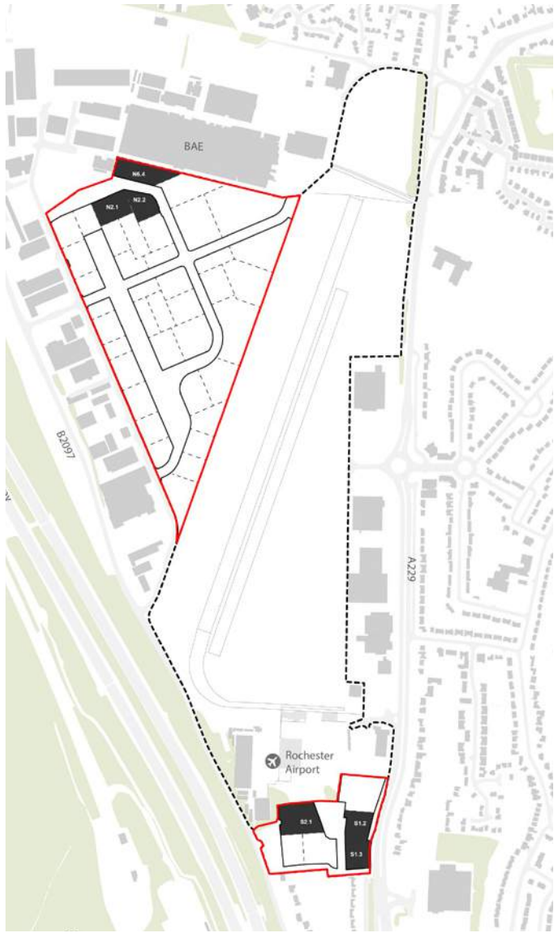
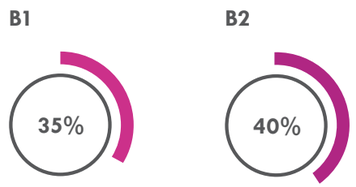


Figure 5.9. Woodland Plots Plan

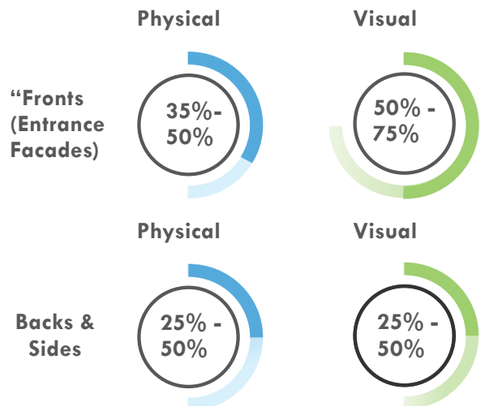
List of all Woodland plots

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



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 over looked 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.

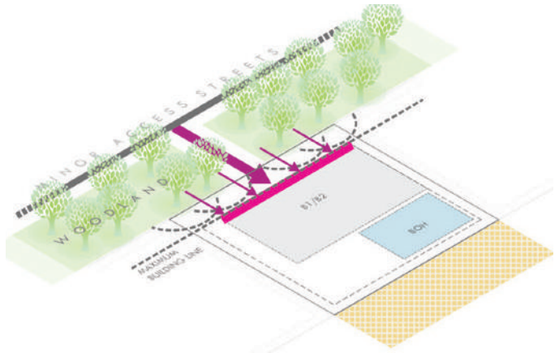
5.13.12 On-street provision for blue badge /operational parking **should** be accommodated at specific locations within IPM.

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.

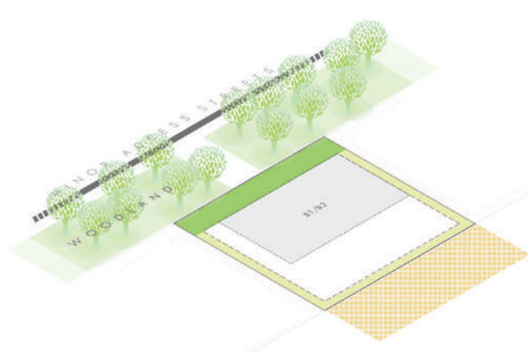
5.13.14 Sufficient space **should** be allocated for secure on-plot bin storage in visually unobtrusive locations, with a need to prevent bird access to litter and waste food that might attract gulls and contribute to risk of bird strike on the airfield.

Legend

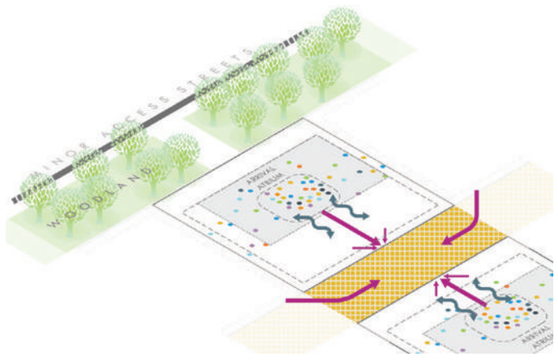
- Primary Boundary
- Secondary Boundary
- Main Entrance
- Primary Frontage
- BOH
- On-plot Parking



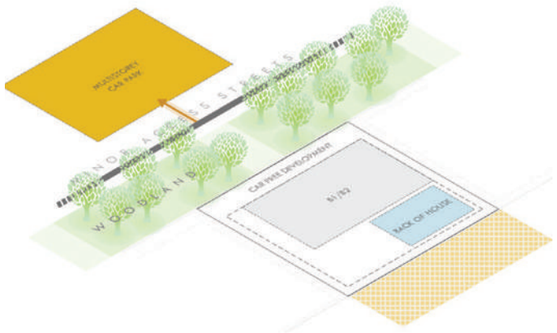
KEY FRONTAGES



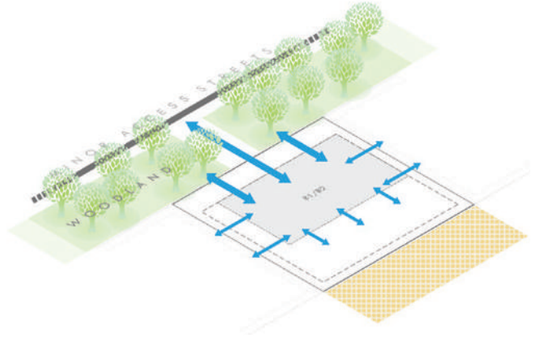
BOUNDARY TREATMENT



COLLABORATION



PARKING



EYES ON THE STREET

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

ST_HL4
Concrete blocks: grey mix

ST_HL5
Granite contrast/edge: Dark Grey

ST_HL6
Resin-bound Gravel: Buff

Soft Landscape

LA04_TS1
Shrubs

LA04_TS2
Herbaceous

LA04_TS3
Groundcover

LA04_TS4
Winter Bulb

LA04_TS5
Spring Bulb

LA04_TS6
Native Hedgerow

Tree Selection

LA01_TS1
High Canopy

LA01_TS2
Native

LA01_TS3
Seasonal Interest

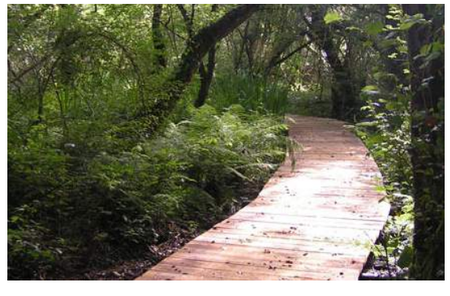
LA01_TS4
Multi-Stem

LA01_TS5
Large Shrub

Boundary

LA03_HL4
Low Hedge

LA03_HL5
Native Hedgerow



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





PLOT TYPE 7 PT_07 Iconic Building Plots

5.14 Iconic Building Plots

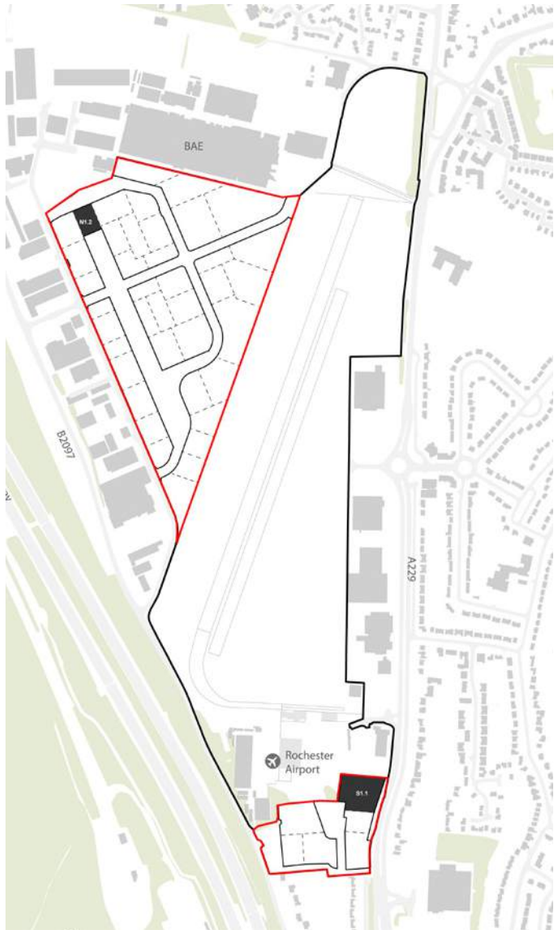


Figure 5.8. Iconic Building Plots Plan

List of all Iconic Building plots

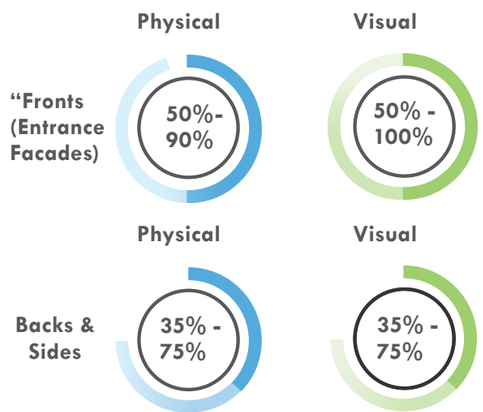
PLOT ID	CHARACTER	CATEGORY	HEIGHTS *(MAXIMUM PARAMETER)*	INDICATIVE BUILDING FOOTPRINT (SQM)	POTENTIAL LAND USE
N1.2	Woodland & Landscape Edge	Iconic Building	6 St	500	B1
② S1.1	Woodland & Landscape Edge	Iconic Building	6 St	2,000	Deck Car Park

② Potential to explore employment spaces within this plot.

Suggested maximum plot parking coverage

B1

Preferred building permeability



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

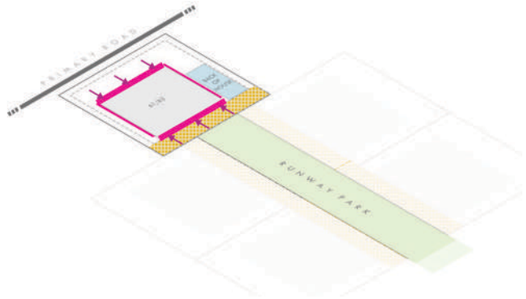
5.14.11 On-site parking and drop off **should** only be permitted on designated bays at the rear of the plots.

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.

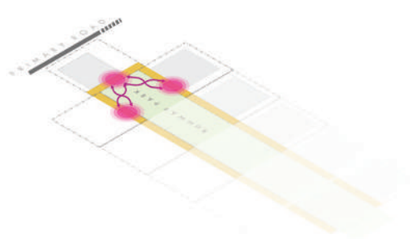
5.14.13 Entrance points to on-plot parking bays and servicing yard **should** enjoy a level of flexibility to accommodate requirements from individual businesses.

Legend

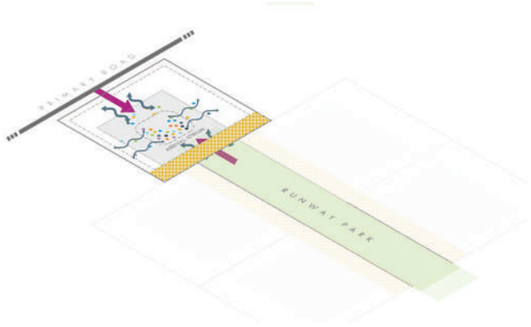
- Primary Boundary
- Secondary Boundary
- Primary Frontage
- Secondary Frontage
- Back of House
- On-plot Parking
- Main Entrance



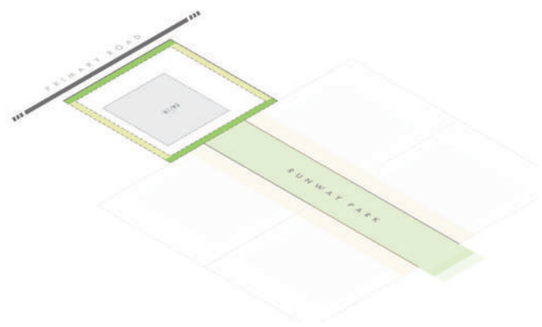
KEY FRONTAGES



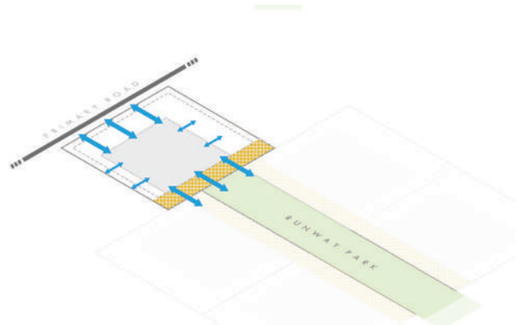
COLLABORATION



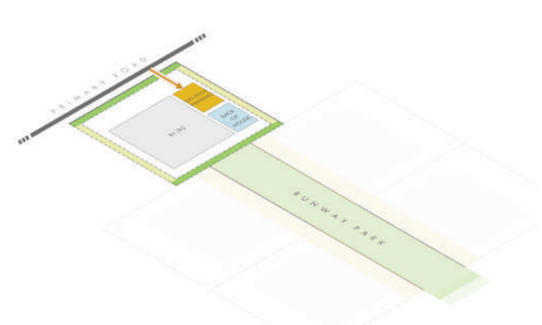
POROSITY



BOUNDARY TREATMENT



EYES ON THE STREET



PARKING

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

PLOT TYPE 7 PT_07 Iconic Building Plots

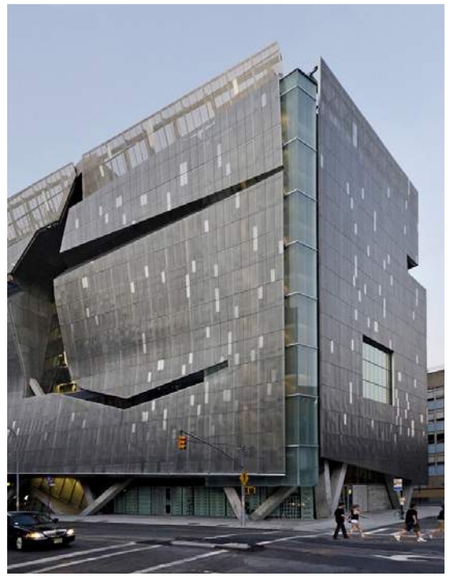
Building Code

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. Design of facades facing the AONB should follow guidelines set out in Section 3.5 to ensure that the buildings blend with the skyline and natural surroundings 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