

Welcome

Innovation Park Medway is an important opportunity to help shape the economic future of the region for Medway Council and Tonbridge & Malling Borough Council and has been a long-term ambition.

The core ambition for both councils is to strengthen the performance of the local economy, to create jobs in order to secure growth and prosperity, and to realise the potential of the area, whilst ensuring the long-term operating future of Rochester Airport.

Innovation Park Medway is a key part of that ambition.

HAVE YOUR SAY...

Medway Council and Tonbridge & Malling Borough Council are seeking your opinion on the emerging masterplan for the Innovation Park.

We would be grateful if you could take the time to review the information presented at this exhibition, which includes supporting studies and surveys that have been undertaken to guide the masterplan.

Comments can be provided in the following ways:

- By feedback form:**
- **Online** at www.medway.gov.uk/innovationparkmedway
 - **Hard copy** at Innovation Centre Medway, Gun Wharf, Chatham Community Hub or Rochester Community Hub

By post to Regeneration, Medway Council, Gun Wharf, Dock Road, Chatham, ME4 4TR

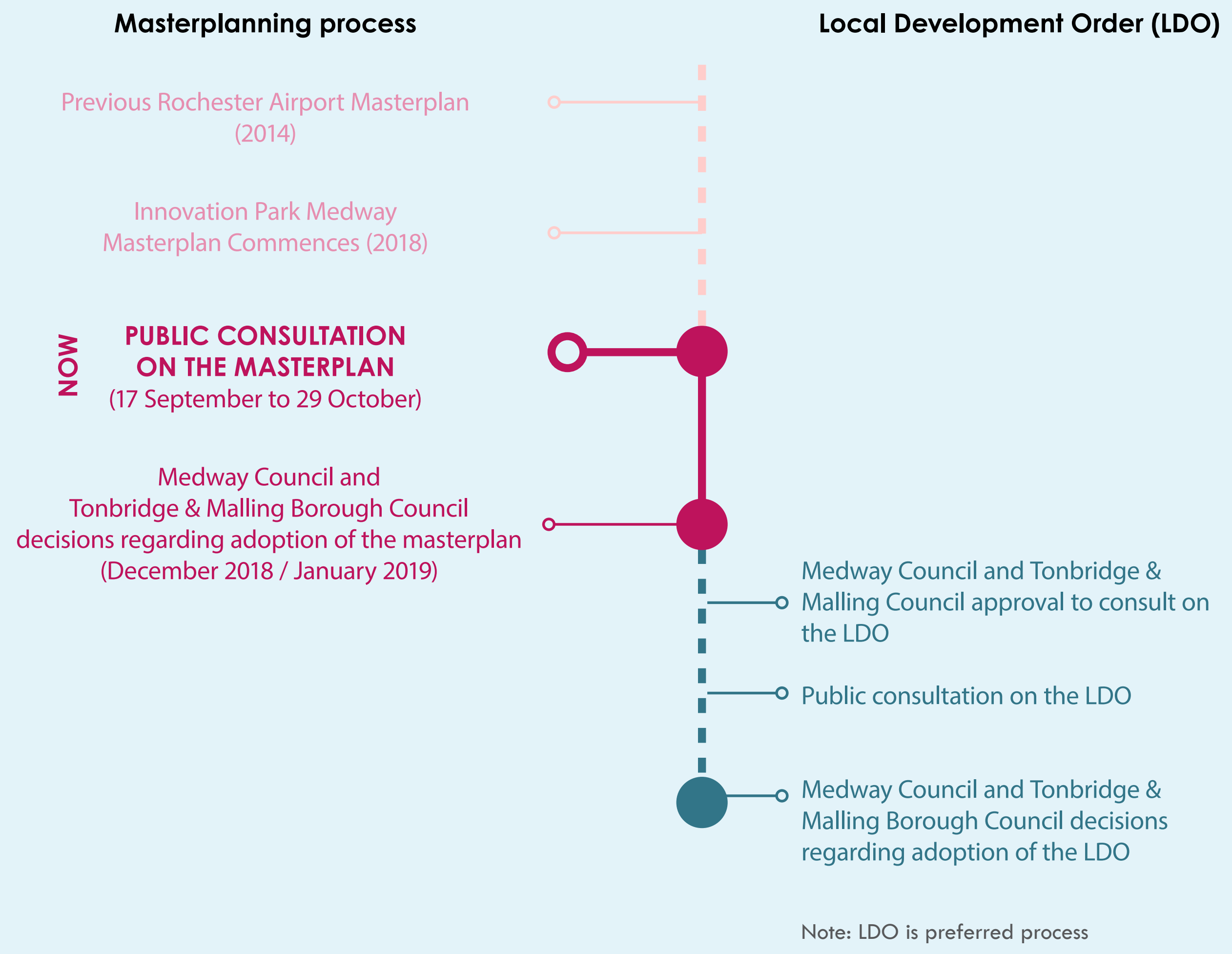
By email to regeneration@medway.gov.uk

WHAT HAS HAPPENED SO FAR AND NEXT STEPS...

Innovation Park Medway forms part of the wider Rochester Airport site. Whilst Medway Council's emerging Local Plan continues to safeguard the Airport as an enhanced aviation facility, there is support for the development of a strategic gateway and economic hub within the area.

Kick-started by the opening of Innovation Centre Medway, Medway Council adopted the Rochester Airport Masterplan Supplementary Planning Document (SPD) in January 2014. The SPD established the vision for the airport and defined parcels of land suitable for redevelopment.

The masterplan for Innovation Park Medway is the next step in the process and will be used as evidence and a basis for developing the appropriate planning mechanism to deliver the Council's ambitions. Once adopted, the masterplan will provide guidance to support the consideration and determination of development proposals.



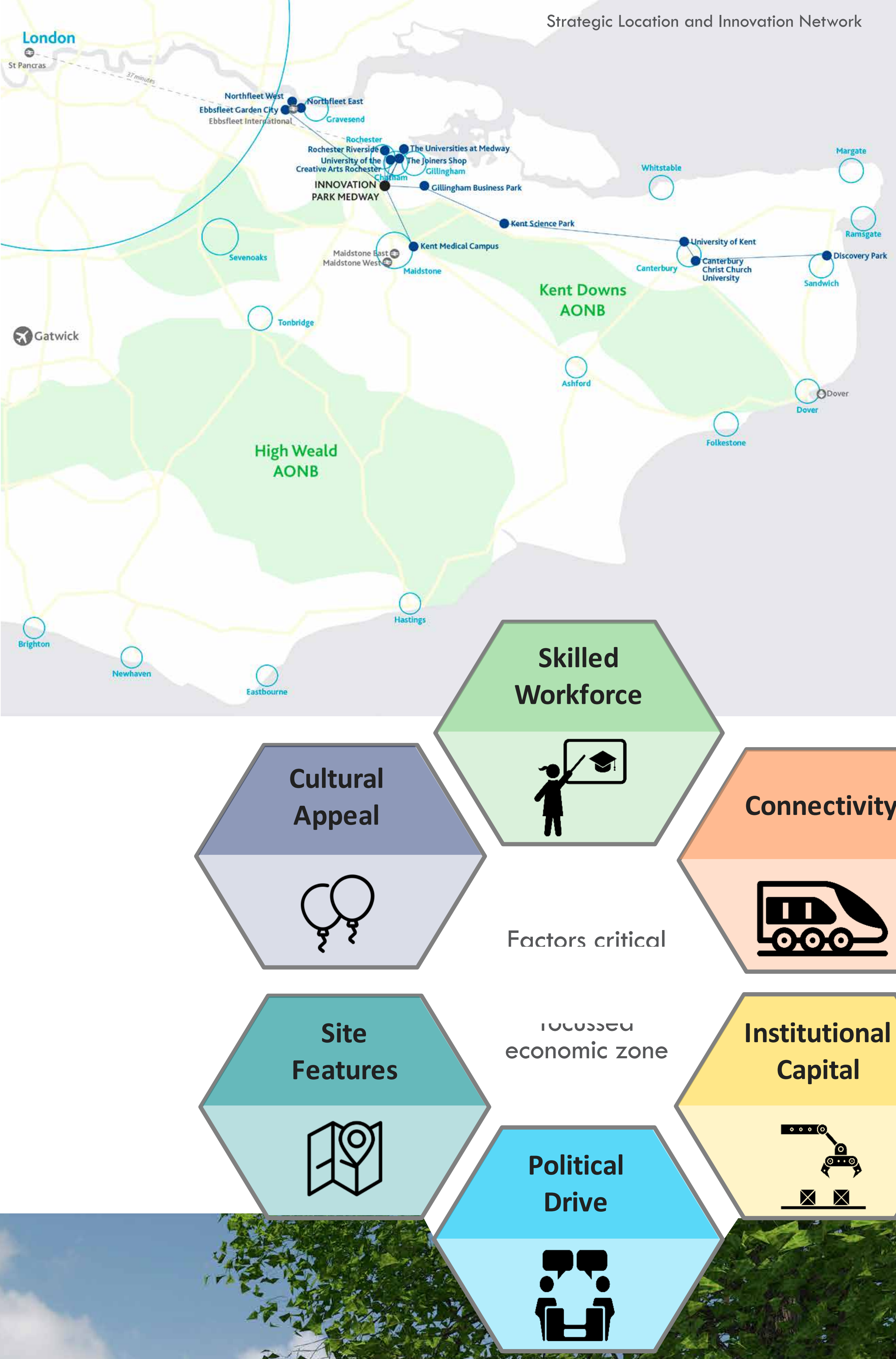
Why here?

Innovation Park Medway is located within the **KENT INNOVATION CORRIDOR**.

Extending from Discovery Park Enterprise Zone in East Kent to The Nucleus in Dartford, the corridor includes a chain of strategic sites offering a mix of office and workshop space, bringing together businesses working in advanced technology sectors including life sciences, pharmaceuticals, ICT, digital media and specialist engineering.

Rochester Airport is part of the **North Kent Enterprise Zone**. Enterprise Zones are Government-designated areas in England that offer incentives to businesses to stimulate the creation of new jobs. Enterprise Zone status commenced in 2017 at the North Kent Enterprise Zone, operating across three sites, one of which is Rochester Airport.

Medway has an industrial, engineering and manufacturing industry history, which will be central in delivering further economic growth and innovation within the region. Together with the potential to build strong links with key educational institutions to drive the development of skills, Innovation Park Medway can attract investment and build value between local businesses.



AMBITIONS FOR INNOVATION PARK MEDWAY (IPM) ARE:

- attracting high value businesses
- improving the number and quality of jobs
- retaining and increasing the local skills base
- strengthening links between educational institutions
- establishing IPM as a preferred destination and partner for regional business
- promoting the region's brand and image



*Artists impression of potential character subject to detailed design with funding of works to be explored in the future



What is an Innovation Park?



AN INNOVATION ENVIRONMENT

An innovation environment should be a place that promotes connectivity between businesses physically and through the creation of new business ventures: a place where people seek advice, test ideas and are inspired.

To develop the right environment, the following ingredients should be in place:

- A clear site brand and positioning offering a focus to investors and businesses;
- Affordable, flexible work spaces for early stage companies, with enough space to allow these start-ups to grow;
- A mix of office and Research & Development (B1) uses alongside industrial activities (B2), where innovation can transfer between these uses;
- Access to informal meeting places and social spaces to encourage exchange of ideas and problem solving across disciplines;
- Close to technology-focused universities to promote research and innovation;
- Provision of utilities and services such as broadband to match the competition.

1
Break innovation out of individual silos

2
Combine skills and expertise to encourage collaboration

3
Flexibility to adapt and grow

The Orchard Hangars



*Artists impression of potential character subject to detailed design with funding of works to be explored in the future



Two key concepts

At this stage in the process, the masterplan for Innovation Park Medway must retain flexibility for future occupiers, whilst providing a platform to deliver a successful place.

The masterplan layout is based on two key concepts. The concepts have been developed to accommodate the requirements of an innovation environment within a robust and adaptable framework.

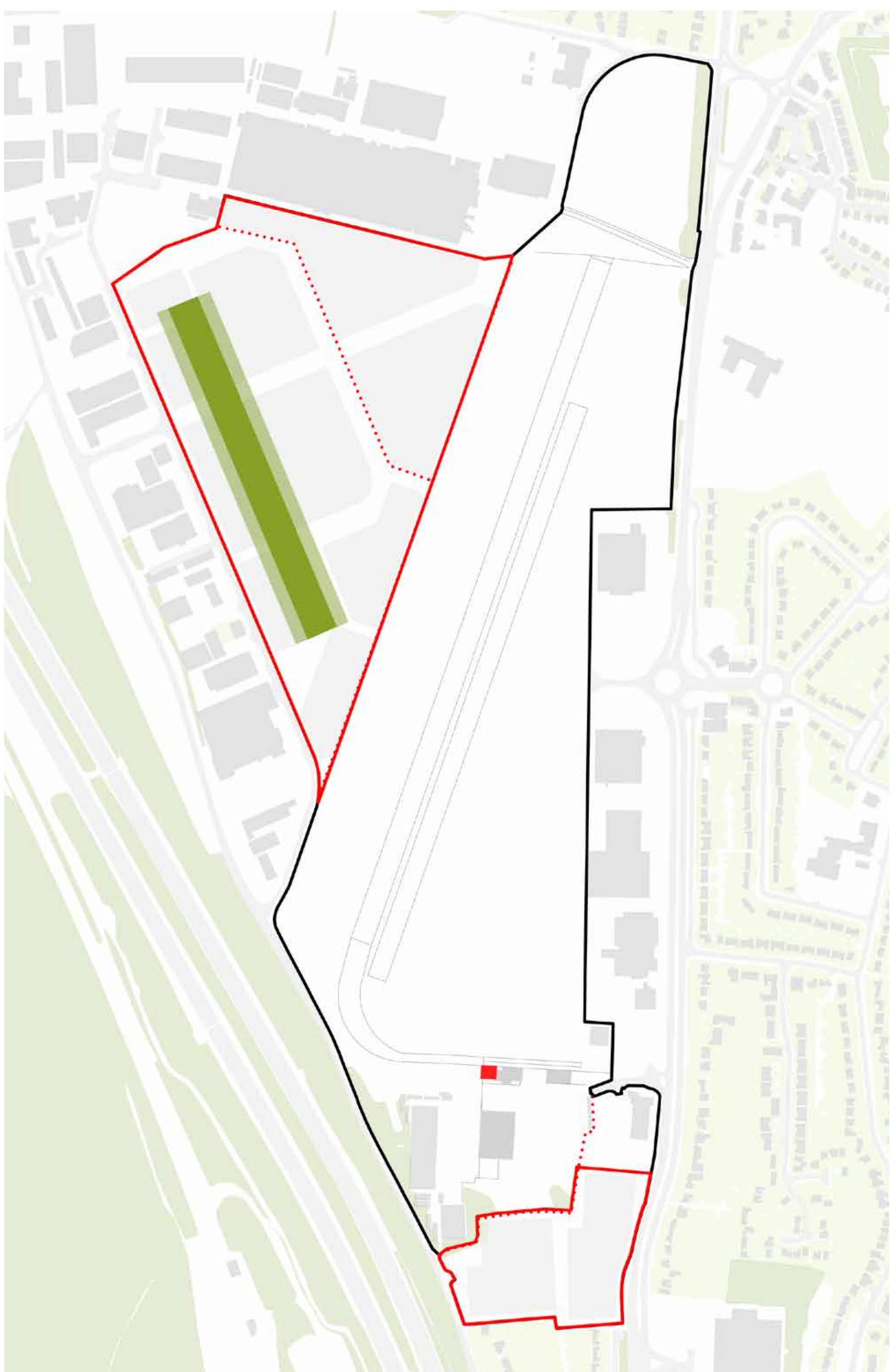
Clear Identity - a legacy landscape

PLACEMAKING SIGNATURE ‘THE RUNWAY PARK’ A DYNAMIC PUBLIC REALM

In order to create a unique place that represents Medway, the site and its context, the first concept is to provide a high-quality piece of public realm at the core of the northern site, that becomes the signature for Innovation Park Medway. This approach focuses on delivering a landscape that gives certainty to future investors and prioritises public space before thinking about buildings.

Making a nod to the past, a ‘Runway Park’ would become a dynamic feature for staff and visitors to enjoy the lifestyles now demanded of employment sites. Crucially, ‘The Runway Park’ would become the feature that gives the Innovation Park a clear identity.

Innovation is no longer confined to desk or lab space - it requires quality environments where chance encounters spark moments of inspiration and collaboration. The Runway Park is the setting for these encounters and will become the unique selling point for investors, staff and the wider community.

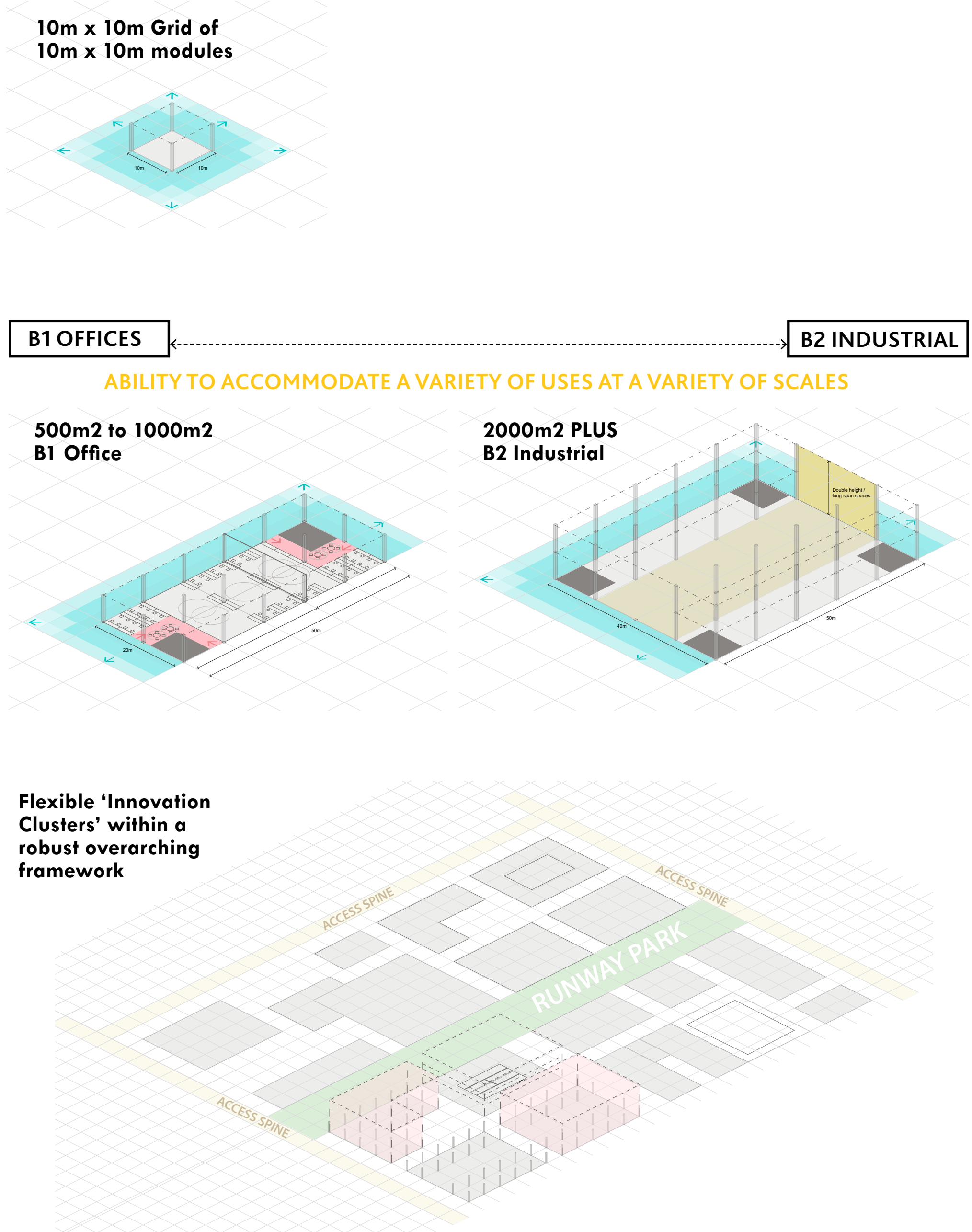


Flexible & Agile ‘to the power of 10’

In developing a framework that is adaptable, the masterplan has explored a second key structuring element intended to ensure the development can adapt to future requirements. Alongside the Runway Park, the masterplan employs a flexible 10m x 10m grid, allowing developer interest to be accommodated over time and plots to come forward in a variety of ways.

The 10m x 10m grid allows development blocks to be combined or subdivided in a flexible manner in the knowledge that plots can accommodate a wide range of buildings and spaces that can be delivered when there is demand. The plots, therefore, are readily scalable and saleable, allowing Innovation Park Medway to respond to market interest in an agile manner.

The consistency of Innovation Park Medway’s environment will be secured by the site’s overarching landscape and infrastructure acting as the constant, with ‘innovation clusters’ able to adapt and thrive.



The Illustrative Masterplan

The masterplan presented here is an illustrative example of what Innovation Park Medway could look like, once completed. The masterplan has several key design elements which are based on an understanding of the site opportunities and constraints and exploring potential ideas that could be delivered during the lifetime of the project.

The masterplan retains flexibility for detailed proposals to come forward for individual plots, with application guidelines and accompanying design codes (to be developed in due course) becoming a mechanism to manage proposals so that they are consistent with the masterplan aims.



All building locations for illustrative purposes and capacity testing only

KEY DESIGN ELEMENTS

A RUNWAY PARK

The Runway Park is proposed as the main structuring element of the masterplan. A simple, bold move which will create a clear identity and provide the high quality open space that investors demand of innovative employment sites AND is key to attract and retain skilled staff.

The beauty of the concept is its ability to attract investors through the certainty that a quality feature will be established as the core around which flexible plots will be built out over time.

LANDMARK BUILDINGS

In order to celebrate the heritage of the site and make a link between the two development areas, the masterplan creates the opportunity for a landmark building to the north of the runway park, which creates a line of sight and visual link with the control tower in the southern part of the site. This connects the two development areas.

PEDESTRIAN FRIENDLY CLUSTERS

By delivering an environment that will attract and retain staff in a competitive market place, free flowing pedestrian movements must be prioritised.

The strategy ensures there will be pedestrian friendly clusters with limited vehicular movement within them. However, essential vehicular access will be provided to all plots, with car parks located at strategic locations.

The two development areas have the potential to be physically linked via a footpath that would pass securely along the site boundary. This physical connection will promote interaction between the two sites and encourage shared use of facilities which, in turn, will assist objectives of reducing car trips.

LANDSCAPE CHARACTER AREAS

The framework of the runway park and vehicle access road allows plots to come forward over time. Development will come forward in line with the vision for the site and will have one identity, but with the proposed landscape features influencing the identity of each zone of the IPM site. This includes:

- Park edge plots
- Outdoor collaboration 'rooms'
- Orchard planting maintained to acceptable height
- Woodland clusters

