

MASTERPLAN

The masterplan sets out the design principles for IPM and is supported by a robust evidence base. It provides guidance to support the consideration of development proposals. The masterplan will facilitate the marketing of serviced plots but also show the quality and appearance that can be achieved.

The masterplan can be found here: www.medway.gov.uk/ipm



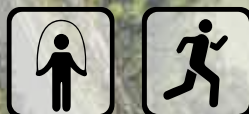
Potential landmark building in a new woodland setting that enhances boundary



Outdoor rooms / collaboration spaces



Runway Park



Plaza with space for visiting food trucks



Outdoor rooms / collaboration spaces



Orchard edge with trees maintained to acceptable height



Potential link within site boundary for pedestrian connectivity to shared amenities



Outdoor rooms / collaboration spaces



Innovation cluster in Woodland setting

All building locations for illustrative purposes and capacity testing only



LOCAL DEVELOPMENT ORDER

WHAT IS A LOCAL DEVELOPMENT ORDER?

A Local Development Order (LDO) is considered the best approach for the site. LDOs were introduced by the Government to allow Local Planning Authorities such as Medway Council and Tonbridge & Malling Borough Council to fast track planning permission for a specific development proposal simplifying the process.

LDOs make the type, use and form of development that is permitted clear. This encourages fast economic growth as businesses can achieve planning permission more quickly than the traditional planning route. Costs are reduced as a full technical evidence base with all required studies has already been carried out and the potential risks and barriers associated with the formal planning process are removed.

The IPM LDO is supported by a Design Code with detailed guidance on the quality of the site. It is also supported by an Environmental Statement following Environmental Impact Assessment screening and scoping exercises, to ensure environmental considerations are already highlighted.

More information about the Design Code and Environmental Statement can be found here: www.medway.gov.uk/ipm

WHY A LOCAL DEVELOPMENT ORDER?

The LDO will support the objectives of both Medway Council and Tonbridge & Malling Borough Council who as the Local Authorities, are seeking to create high value jobs, improve skills, retain talent and deliver on the opportunities that arise from IPM via a simplified planning process in a timely manner.

Implementation of the LDO and the IPM Design Code will strengthen the performance of the local economy and drive innovation in order to secure growth and prosperity in the region, and to realise the potential of the area whilst ensuring the operational longevity of Rochester Airport.

Benefits to Businesses

- Secure the principle of development in a simplified and cost effective manner;
- Speed of planning decision – 28 day prior approval through self-certification rather than up to 16 weeks for a full planning application;
- Reduced costs – the cost of the technical evidence base to support applications is removed as these studies have been undertaken by the councils.
- Take advantage of the co-location of similar focused industries / businesses allowing the ability to connect and collaborate in a supportive environment;
- Business Rate discounts of up to £55,000 per annum (pa) for 5 years;
- Access to state-of-the-art connectivity; and
- Access to world class research and development and highly skilled talent through the cluster of Kent and Medway based Universities.

Benefits to Local Residents

- Retention of skills
- Creation of jobs
- Bringing in investment
- Improving the local economy



The Orchard Hangars



*Artists impression of potential character subject to detailed design



LOCAL DEVELOPMENT ORDER

HOW DOES IT WORK?



The IPM masterplan sets the high-level context and ambitions for the site. The IPM LDO provides the means of seeking planning approval. The LDO has a number of categories (schedules) setting out what development is permitted, with a number of associated conditions.

Supporting the LDO is a Design Code that makes clear what is considered acceptable design. The Design Code focuses on the characteristics desired for each area of IPM and provides design guidance for all important features. By following the design guidance businesses will be able to achieve quick resolution of approvals.

The LDO is also supported by an Environmental Statement which was prepared following the Environmental Impact Assessment (EIA) screening and scoping opinions for the development proposed, due to the scale of the proposal and potential environmental impacts. The assessment was undertaken and demonstrated limited impact.

Applications for development included in the LDO are submitted through a self-certification form. Applicants will be required to read and fully understand the principles of the masterplan and Design Code before attending a pre-application (pre-app) discussion with Planning Officers at the relevant council. The aim of the pre-app is to identify whether the proposal is in keeping with the overarching aims of the LDO and Design Code, and to identify suitable plots.

Read the masterplan, LDO and Design Code in line with proposed plans

Step 1
Arrange a pre-application discussion with officers at the relevant council

Step 2
Complete self-certification form following pre-application discussion

STEP 3
Submit self-certification form with all necessary supporting evidence

STEP 4
Await response within 28 days of submission being validated.

If the proposal is in line with the LDO - letter of conformity.

If the proposal is **not** in line with the LDO - further information required or full planning application required.

As set out above, should the prior notification submission be acceptable, the applicant will be notified within 28 days of validation.

Should further information be required, this will be requested by the Council together with setting a revised programme for determination.



*Artists impression of potential character subject to detailed design

