# Innovation Park Medway Design Code

# $L D \overline{\Lambda} D E S I G N$

1.1 6278 R002E





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# 1.0 INTRODUCTION



### Introduction 1.

#### 1.1 **Project summary**

Innovation Park Medway (IPM) at Rochester 1.1.1 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

The document is structured as follows: 1.3.1

# \* 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.

1.4.1area. 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

# How to use this Design Code

The Design Code covers the IPM masterplan

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



