



2.0 VISION

2. Vision

2.1 Vision

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

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

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

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

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

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





2.2 Big moves

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

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

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

Legend

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

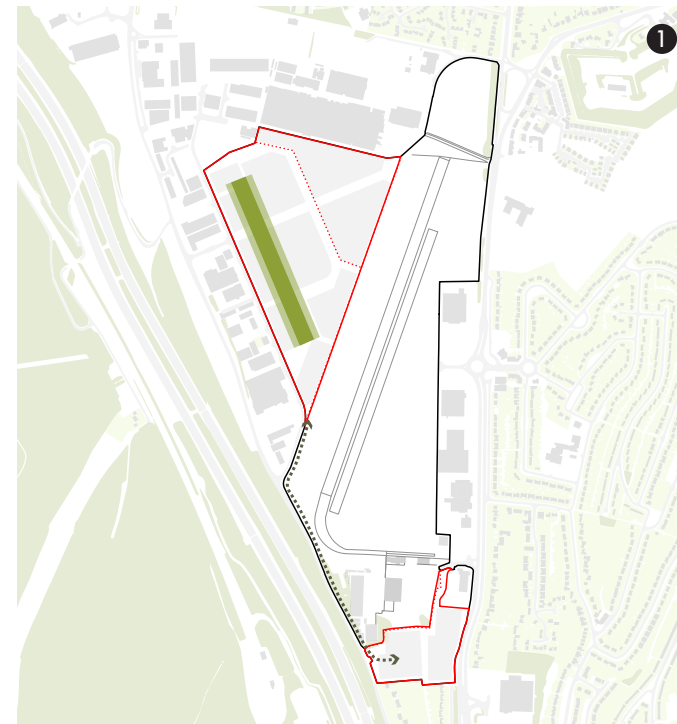


Figure 2.1. A Runway Park

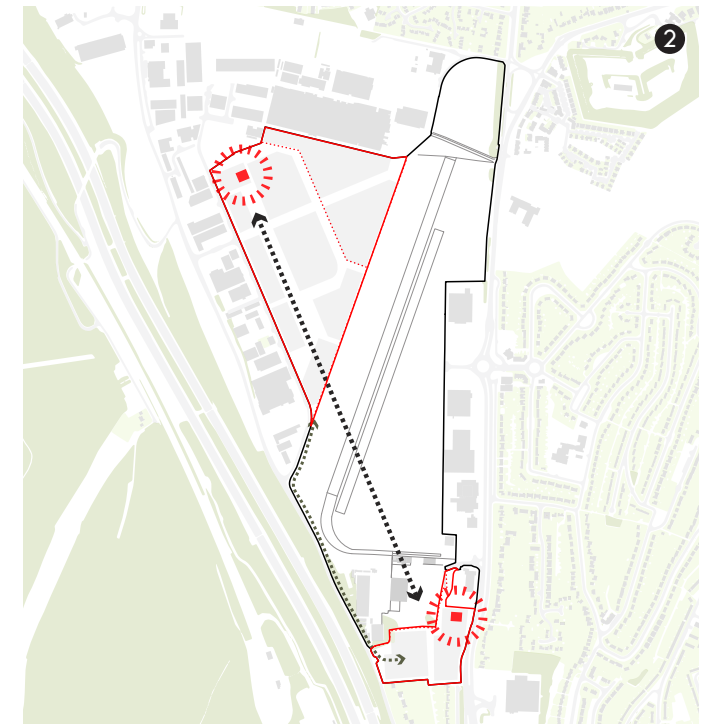


Figure 2.2. Iconic Buildings

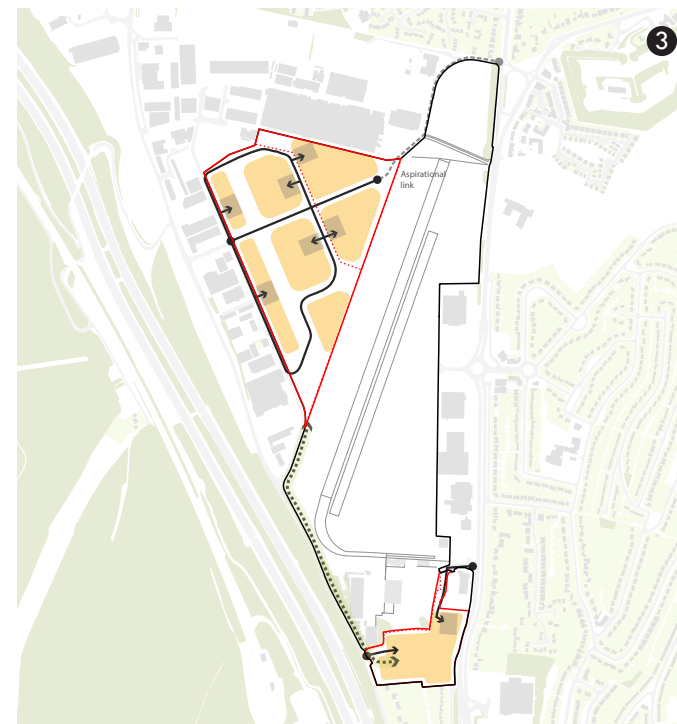


Figure 2.3. Pedestrian Friendly Clusters

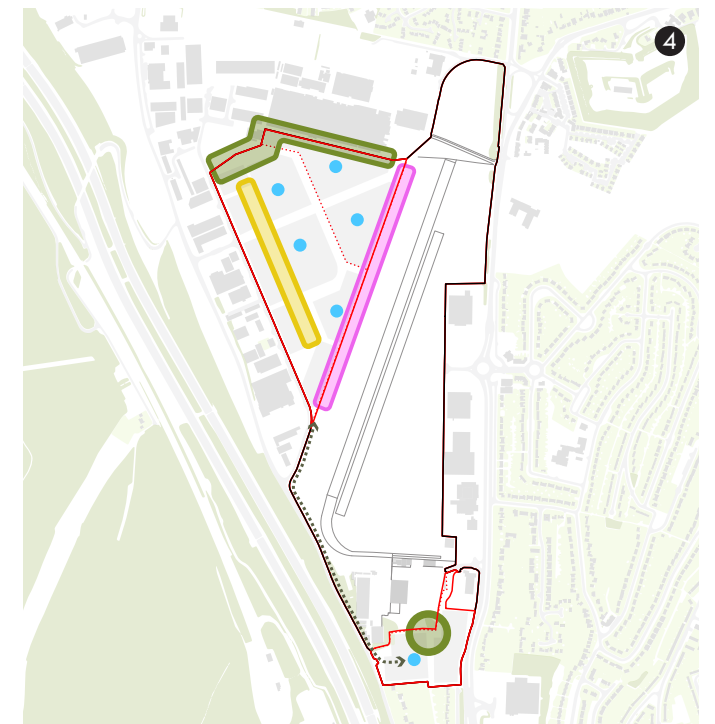


Figure 2.4. Landscape Character Areas



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

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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

