Character Area Summary & Vision

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.

3.5.29 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.

3.5.30 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.

3.5.31 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

3.5.32 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

3.5.33 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.

3.5.34 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.

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

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

Minimising risk of bird strike on airfield

3.5.37 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.

3.5.38 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.

3.5.39 Building design and maintenance strategy should consider potential roosting and nesting which could contribute to risk of bird strike on the airfield.
Character Area Summary & Vision

3.5.40 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.

3.5.41 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.

3.5.42 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.

3.5.43 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

3.5.44 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.

3.5.45 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

3.5.46 Plots 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.

3.5.47 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.

3.5.48 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

3.5.49 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.

3.5.50 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.

3.5.51 Building design and maintenance strategy should consider potential roosting and nesting which could contribute to risk of bird strike on the airfield.
### 3.6 Street Design Guidelines

3.6.1 The overall hierarchy and structure of streets within the development is set out in the Street Hierarchy Plan (Figure 3.9).

3.6.2 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

3.6.3 Specific codes for individual street types are set out in sections 4.3-4.5. 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.
3.7 Open Space Guidelines

Introduction

3.7.1 The overall hierarchy and structure of open spaces within the development is set out in the Open Space Hierarchy Plan (Figure 4.0).

3.7.2 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
- Trees of Character Typology
- Plaza Typology
- Access Gateway Typology

3.7.3 Specific codes for individual typology of open spaces are set out in sections 4.6 - 4.10. 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.

3.7.4 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.

3.7.5 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.

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.
Location
3.7.6 The ‘Gateway Streets’ form the primary movement corridor serving the majority of development area within plot 1 of the site.

Core Functions
3.7.7 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.

3.7.8 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
3.7.9 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.

3.7.10 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)
Precedents

1. Verges and street trees complemented by informal planting design with long, tufty grasses and wild flowers. (Bagby Street, Houston)

2. 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)

3. Landscaped boulevard with active street frontages. (Pratt Street, Baltimore)
Location
3.7.11  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
3.7.12  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.

3.7.13  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.

3.7.14  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
3.7.15  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.

Legend
Street Type 2: The Boulevard
Tree-lined leafy thoroughfare

STREET DESIGN GUIDANCE ST_02 The Boulevard
Tree-lined leafy thoroughfare
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)

Building spaces that encourage physical activity, social interactions, and also peace and quiet.

(30th Street, Philadelphia)

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)

Informal, vibrant and easy-going feel of the street helps to promote a more people-oriented environment.

(Trapeze West, Paris)
Location
3.7.16 The ‘Minor Access Streets’ are located in the southern site, providing access to the innovative cluster in a woodland setting.

Core Functions
3.7.17 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.
3.7.18 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
3.7.19 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.
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)

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)

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)

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)
Location
3.7.20 ‘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
3.7.21 To reinforce the defining natural asset of the development and the unique identity of the site.
3.7.22 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
3.7.23 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.
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)
Location
3.7.24 The ‘Parkland’ serves as a north-south green spine that runs across the centre of the northern plot.

Core Functions
3.7.25 A primary access loop to create a framework within which plots can emerge over time.
3.7.26 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
3.7.27 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.

Legend
- Parkland Typology
A concept pop-up co-working space that utilises London’s open spaces.

(Hoxton Square, London)

Outdoor coworking space designed by U.S. firm Industrious to eliminate the barrier that separates work from nature.

(Freeport, Maine)

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)

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)
Location

3.7.28 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

3.7.29 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.

3.7.30 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

3.7.31 Due to the building height and boundary treatment of the ongoing airport operational requirements, the Trees of Character Typology will be more rigorously controlled than other typologies.

3.7.32 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.

3.7.33 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.

Legend

- Runway Edge Typology

Figure 3.22. Runway Edge Typology Plan

Figure 3.23. Runway Edge Typology Axo
Temporary collaboration space to demonstrate how digital transformation is making the workplace more flexible, collaborative, and open.

(Madison Square Park, New York)

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)

Cherry trees to provide seasonal delight for the local community.

(Botanical Garden of Essen, Germany)