Design and Layout Principles

Key Frontages

5.13.1 Primary frontages should be active and have a positive relationship with pedestrian arrival points. Service access should be avoided on primary frontages.

5.13.2 Building line and siting of building footprints should respect retained tree blocks.

Porosity

5.13.3 Layout should maintain a high level of permeability underpinned by multiple access points (front and side).

5.13.4 Multiple entrance points and spill out spaces at the front and side should be provided, this will encourage social interaction and networking among the cluster of tenants within the woodland plots.

Eyes on the Street

5.13.5 Provide unobstructed views of neighbouring plots, public spaces and footpaths without affecting privacy.

5.13.6 Streets and public spaces should be over looked without intrusion onto natural landscape areas.

5.13.7 Lighting in the woodland areas should be discussed in detail with officers at pre-application stages and the advice of ecologists should be sought if required.

Collaboration

5.13.8 Ample spill out space should be provided where opportunities for buildings to share outdoor rooms and collaboration spaces.

Boundary Treatment

5.13.9 The woodland settings should physically restrict casual intrusion and penetration into the restricted parts of the airport.

5.13.10 Root protection areas should be respected wherever possible to retain mature trees on site.

Parking

5.13.11 On-site parking should not be permitted, parking spaces should be provided in the multistorey decked car park only. Drop off should be permitted along the access road only to ensure minimal tree loss through site access.

5.13.12 On-street provision for blue badge / operational parking should be accommodated at specific locations within IPM.

5.13.13 Entrance points to on-plot parking bays and servicing yard should enjoy a level of flexibility to accommodate requirements from individual businesses.

5.13.14 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.
Landscape Code

Design Objectives
1. Respect root protection areas to retain trees.
2. Ensure minimal tree loss through plot access.
3. Ensure car movements and parking are contained within the designated areas and provide car free cores to encourage collaboration.
4. Long seating / contemporary benches to be used along key paths between plots to encourage social interaction.
5. 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.

Material Palette
5.13.15 Please also refer to Section 4, Section 4.3 - 4.10 for the detailed public realm design codes. The following codes will provide guidance on the selection of materials for specific plot types.
Building Code

Design Objectives

1. 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).

2. The woodland can become an extension of the building with the ability to open the facades and spill out.

3. 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.

4. 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.

5. Building design and maintenance strategy should consider potential roosting and nesting which could contribute to risk of bird strike on the airfield.

6. Buildings and on-plot environment should be appropriately lit realm whilst minimising light pollution and avoiding any operational risks to the airport.
5.14 Iconic Building Plots

List of all Iconic Building plots

<table>
<thead>
<tr>
<th>PLOT ID</th>
<th>CHARACTER</th>
<th>CATEGORY</th>
<th>HEIGHTS</th>
<th>INDICATIVE BUILDING FOOTPRINT (SQM)</th>
<th>POTENTIAL LAND USE</th>
</tr>
</thead>
<tbody>
<tr>
<td>NL2</td>
<td>Woodland &amp; Landscape Edge</td>
<td>Iconic Building</td>
<td>6 St</td>
<td>500</td>
<td>B1</td>
</tr>
<tr>
<td>S1.1</td>
<td>Woodland &amp; Landscape Edge</td>
<td>Iconic Building</td>
<td>6 St</td>
<td>2,000</td>
<td>Deck Car Park</td>
</tr>
</tbody>
</table>

Potential to explore employment spaces within this plot.

Suggested maximum plot parking coverage

- **B1**: 35%

Preferred building permeability

- **Physical**
  - Fronts (Entrance Facades): 50% - 90%
  - Backs & Sides: 35% - 75%

- **Visual**
  - 50% - 100%
Design and Layout Principles

Key Frontages
5.14.1 Building frontage should address views into the primary public realm, key view corridors and primary access points. The main frontages should be designed to the highest level of quality to create a sense of arrival and act as the front door to other plots in the IPM development.

5.14.2 Primary entrances for pedestrians should be located on key frontages and should be proportioned to reflect the scale and importance of that their location. For example, a main entrance could overlook the runway park or along the Maidenstone Road and could feature different facade treatments to make iconic plots more distinct and unique.

5.14.3 Services access should be avoided at the primary frontage with back of house areas concealed from gateway views.

Porosity
5.14.4 Iconic buildings should actively encourage physical permeability on the ground floor with visually transparent elements along all frontages.

5.14.5 The main entrance should be located along the primary frontage or key open spaces; it should be clearly identifiable to contribute to wayfinding and the language and rhythm of the street.

Eyes on the Street
5.14.6 Buildings should provide ‘eyes on the street’ with active spaces such as arrival lobbies and office spaces overlooking the public realm. Entrances and ground floor facades should support natural surveillance and wayfinding.

Collaboration
5.14.7 Spill out spaces should be provided in the adjacent public realm to utilise the unique location of the plots.

5.14.8 In the instance that the plot backs onto a key open space, the design of the plot should be appropriate to connect staff to the open space and encourage collaboration to ‘spill out’ of buildings into shared open spaces.

Boundary Treatment
5.14.9 Boundary treatment continuity should be ensured along primary frontages. Opposing street sides should also use the same boundary type.

5.14.10 Provide a consistent and simple boundary treatment along the secondary boundary. Boundary treatment along the primary road should wrap around the corner for iconic building plots.

Parking
5.14.11 On-site parking and drop off should only be permitted on designated bays at the rear of the plots.

5.14.12 On-street provision for blue badge / operational parking should be carefully considered on gateway plots, with specific locations to be agreed through detailed discussions with officers.

5.14.13 Entrance points to on-plot parking bays and servicing yard should enjoy a level of flexibility to accommodate requirements from individual businesses.
INNOVATION PARK MEDWAY DESIGN CODES

**PLOT TYPE 7 PT_07 Iconic Building Plots**

### Landscape Code

#### Design Objectives

1. Encourage continuity and consistent quality that promotes the appropriate sense of arrival for a high quality employment area.

2. Promote high quality hard landscape treatment along the main frontages fronting the primary route and key public spaces.

3. Design public realm and shared spaces to provide a stage where collaboration and new ideas can be freely exchanged.

4. Potential landscape strip along the secondary boundary of the plot.

5. Animate the street frontages on both primary and secondary routes to create lively streets.

6. 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.

#### Material Palette

5.14.14 Please also refer to Section 4, Section 4.3 - 4.10 for the detailed public realm design codes. The following codes will provide guidance on the selection of materials for specific plot types.

<table>
<thead>
<tr>
<th>Hard Landscape</th>
<th>Soft Landscape</th>
<th>Tree Selection</th>
<th>Boundary</th>
<th>Precedents</th>
</tr>
</thead>
<tbody>
<tr>
<td>ST_HL1 Granite paving grey mix</td>
<td>ST_SL1 Shrubs</td>
<td>ST_TS1 Avenue</td>
<td>LA03 HL3 Special Gateway</td>
<td><img src="image1.png" alt="Image" /></td>
</tr>
<tr>
<td>ST_HL2 Granite setts grey mix</td>
<td>ST_SL2 Grasses/Sedges</td>
<td>ST_TS2 Boulevard</td>
<td>LA03 HL4 Low Hedge</td>
<td><img src="image2.png" alt="Image" /></td>
</tr>
<tr>
<td>ST_HL3 High Quality Garden Blocks</td>
<td>ST_SL3 Hardy Perennials</td>
<td>ST_TS3 Screening</td>
<td>LA03 HL5 Native Hedgerow</td>
<td><img src="image3.png" alt="Image" /></td>
</tr>
<tr>
<td>ST_HL4 Granite cobble stones grey mix</td>
<td>LA03 TS1 Herbaceous</td>
<td>LA04 TS1 Grouped</td>
<td></td>
<td><img src="image4.png" alt="Image" /></td>
</tr>
<tr>
<td>ST_HL5 Granite cobble stones grey mix</td>
<td>LA03 TS2 Grasses</td>
<td>LA04 TS2 Rows</td>
<td></td>
<td><img src="image5.png" alt="Image" /></td>
</tr>
<tr>
<td>LA01 HL1 Concrete blocks grey mix</td>
<td>LA03 TS3 Grasses</td>
<td>LA04 TS3 Single Specimen</td>
<td></td>
<td><img src="image6.png" alt="Image" /></td>
</tr>
<tr>
<td>LA01 HL4 Resin bound gravel</td>
<td>LA03 TS4 Bulb</td>
<td>LA04 TS4 Colour</td>
<td></td>
<td><img src="image7.png" alt="Image" /></td>
</tr>
<tr>
<td>LA01 HL4 Resin bound gravel</td>
<td>LA03 TS5 Structural</td>
<td>LA04 TS5 Seasonal Interest</td>
<td></td>
<td><img src="image8.png" alt="Image" /></td>
</tr>
</tbody>
</table>
Building Code

Design Objectives

1. Iconic building frontages at landmark locations should be designed to feature office and/or reception areas overlooking key view corridors.

2. To provide a home for pioneering innovators and early occupants and create a positive perception of IPM as a unique investment opportunity.

3. Encourage bold accent colours for iconic buildings at gateway frontages.

4. Material selection and building articulation on iconic building plots should be subject to the highest level of consideration to respond to the landmark location and importance of these plots.

5. Building frontages at these locations should be designed to feature office and/or reception areas overlooking primary road corridors and key view corridors.

6. Adopt appropriate colour palette to ensure that the buildings blend with the skyline when viewed from the AONB.

7. 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.

8. Building design and maintenance strategy should consider potential roosting and nesting which could contribute to risk of bird strike on the airfield.

9. Buildings and on-plot environment should be appropriately lit realm whilst minimising light pollution and avoiding any operational risks to the airport.

Building Frontage

Building Permeability