DESIGN CODE LA_04 The Plaza Typology
DESIGN CODE LA_04 The Plaza Typology

Design Objectives

1. Plazas form key public spaces and unify primary buildings. Predominantly hard spaces, they should have active frontage to at least two edges, and form social spaces with seating, flexibility to host occasional pop-up events.

2. They should incorporate high quality materials to denote their importance within the open space hierarchy.

4.13 Plaza Typology

Tree Selection Palette

4.13.1 Plaza and Gateway Trees (LA04_TS1), (LA04_TS2), (LA04_TS3), (LA04_TS4), (LA04_TS5) - Trees should be single-stem specimen trees with a high clear crown/canopy, allowing for activity underneath. They should be selected to withstand urban conditions and may be grouped (LA04_TS1), in rows (LA04_TS2), or as single specimens (LA04_TS3). Trees should provide seasonal interest through leaf colour (LA04_TS4), or Bark detail (LA04_TS5). A maximum of three types of three species of Plaza Tree should be selected per Plaza space. Plaza Trees may include; Quercus palustris (Pin Oak), Acer campestre ‘Streetwise’ (Field Maple).

Soft Landscape Palette

4.13.2 Plaza Planting (LA03_TS1), (LA03_TS2), (LA03_TS3), (LA03_TS4), (LA03_TS5) - Plazas should be predominantly hard spaces but may have complimentary soft landscape comprised of herbaceous (LA03_TS1), ornamental grasses (LA03_TS2), bulb (LA03_TS3), low shrub (LA03_TS4) and structural planting (LA03_TS5) is permitted providing clear sightlines are not significantly obscured. Planting species should be appropriate to microclimate and provide colour, texture and seasonal interest. Planting may be in-ground or within raised planters. Plaza soft planting may include; Stipa tenuissima (Mexican feather Grass); Verbena bonariensis (Purpletop vervain), Perovskia atriplicifolia (Russian Sage).

Hard Landscape and Street Furniture Palette

4.13.3 Primary Parkland Paving (LA01_HL1) or (LA01_HL2) - A high quality, hard-wearing material that should be applied to primary routes which connect key buildings and key spaces within the public realm. Focal hard spaces within Parkland, such as small event spaces, social seating areas or spill-out space for adjacent buildings should incorporate Primary Parkland Paving (LA01_HL1) or (LA01_HL2). This paving type should match the materiality for Street Paving Type 1 (ST_HL1). LA01_HL1 may comprise; Granite paving mix, light grey(25%)/mid grey(65%)/dark grey(10%). Unit size - varies (L x 300 (W) x varies (D), stretcher bond, colour laid in a random pattern.

4.13.4 Public Realm and Plaza Paving (LA02_HL1) should visually match Street Paving Type 1, with the addition of a pink coloured hue to create a subtle visual difference within the Plaza space. Street Paving Type 4 may also be implemented to create contrasting edges or patterination. Plaza Paving may comprise; Granite paving mix of; light grey(25%)/mid grey(40%)/dark grey(10%)/pink(25%). Unit size - varies (L x 300 (W) x varies (D), regular bond, colour laid in a random pattern.
DESIGN CODE LA_05 The Gateway Typology

STREET DESIGN CODE: ST_05

B1 Office

Spill-out space

Tree
Selection
ST_TS1
ST_TS2
ST_TS3
LAD0_TS1
LAD0_TS2
LAD0_TS3
LAD0_TS4
LAD0_TS5

Soft
Landscape
ST_SL1
ST_SL2
ST_SL3
LA00_SL1
LA00_SL2
LA00_SL3
LA00_SL4
LA00_SL5

Hard
Landscape
ST_HL1
LA00_HL1
LA00_HL2

Street Furniture
ST_SF1
ST_SF2
ST_SF3
LA00_SF1
LA00_SF2
Design Objectives

1. Access Gateways accentuate key arrival points and aid legibility through paving materiality, lighting and way-finding signage. They should be designed to aid movement, but also provide meeting or resting spots.

2. Predominantly hard landscaped areas, Access Gateways may incorporate street planting or other planting types where appropriate.

4.14 Gateway Typology

Tree Selection Palette

4.14.1 Primary Street Trees or Plaza and Gateway Trees (ST_TS1), (ST_TS2), (ST_TS3), (LA04_TS1), (LA04_TS2), (LA04_TS3), (LA04_TS4) or (LA04_TS5). Any Primary Street Tree, or Plaza and Gateway Tree, may be applied to Access Gateways. These may be planted in groups, rows or as a single specimen.

Soft Landscape Palette

4.14.2 The Robust Street Planting or Plaza Planting (ST_SL1), (ST_SL2), (ST_SL3), (LA03_SL1), (LA03_SL2), (LA03_SL3), (LA03_SL4) or (LA03_SL5) – Planting may be applied to Access Gateways where applicable. Planting should be designed to aid a sense of arrival, but should not obstruct sight-lines or movement routes and may incorporate either Robust Street Planting or Plaza Planting types.

Hard Landscape Palette

Primary Public Realm and Plaza Paving (ST_HL1) or (LA02_HL1) - Access Gateways should predominantly have a surface material to match Primary Street Paving (ST_HL1) or Primary Public Realm and Plaza Paving (LA02_HL1) to denote their importance within the public realm hierarchy. Where vehicular movement is required, Primary Street Paving Type 2 (ST_HL2) may be applied.

Parkland Paving (LA01_HL1), (LA_01_HL2) or (LA_01_HL3) - Where Access Gateways are integrated as part of, or adjacent to, Parkland areas, Primary Parkland Paving (LA01_HL1 or LA_01_HL2) or Secondary Parkland Paving Type (LA01_HL3) may be applied.

Street Furniture Palette

4.14.3 Linear Benches / Raised Planters / Bespoke Benches (ST_SF1), (ST_SF2), (ST_SF3), (ST_SF4), (ST_SF5) or (ST_SF6) – Street furniture and raised planters may be located within Access Gateway areas to provide meeting and waiting spots. They should be located outside of footpath clear width zones and have a minimum or 2.5m clear offset. Materiality should match that within streets and public realm - refer to street furniture in Street Typologies section.

4.14.4 Street Light Columns (LA01_SF1) or (LA01_SF2) - Street Light Columns may be located within Access Gateways to act as sculptural or focal points (LA01_SF2) or in linear rows to reinforce key movement routes (LA01_SF1). Design, materials and details should match Street Light Columns elsewhere in the development – refer to street furniture in Street Typologies section.

4.14.5 Way-finding and Signage (LA04_SF1), (LA04_SF2), (LA04_SF3) - Assisting way-finding and legibility for the scheme is a core purpose of Access Gateways. They should incorporate a suite of signage boards, posts and maps that are coordinated as part of a wider way-finding strategy. Way-finding and signage may comprise; Monolith boards (LA04_SF1), Totem Boards (LA04_SF2) and Fingerpost signs (LA04_SF3) in a mix of stainless and colour powder-coated steel with maps and site information. Way-finding may be integrated as part of an integrated site branding strategy incorporating matching colouration, logos and font used elsewhere across the scheme.
5.0
PLOT
PASSPORTS
5. Plot Passports

5.1 Brand Identity

5.1.1 Drawing on the Zest branding work previously commissioned by the Medway Council, this document sets out a logo, a unified colour palette, design objectives and precedents to guide the design work on public realm and buildings within the IPM.

5.1.2 The graphic language will be underpinned by the ‘pathways of discovery’, with a subtle nod to aviation and demonstrate Rochester Airport’s heritage and its future direction.

5.1.3 Colour palette - blue as the primary colour to maintain a strong connection to Medway’s heritage, complemented by a fresh and inspiring secondary palette.
Building Brand Identity

Design Objectives

1. Consider interior wayfinding as a functional necessity and ensure it is designed as a memorable experience for the users who will interact within this environment;

2. Pay homage to the heritage of Rochester Airport, ensure elements of pathways are incorporated into both interior and exterior design of the building;

3. Use material complementary to the context and the unified colour palette to achieve visual consistency and brand identity;

Pathways elements can be used for exterior design to echo the flight paths in the sky.
BUILDING AESTHETICS GUIDANCE BA_01

Iconic Buildings

5.1.4 Iconic buildings should be designed as prominent landmarks projecting from gateway locations, overlooking key landscape assets, visible from main transport routes and providing a signifier for IPM.

5.1.5 The element of pathway should be incorporated into both interior and exterior design of the building. Use material complementary to the context and emphasise brand identity.

5.1.6 Bold accent colours for iconic buildings at key gateway locations.

Park Edge Character Area

5.1.7 Design should capitalise on the proposed green spine to set the standard for later phases to tie in and ensure continuity of design quality and delivery.

5.1.8 Ensure that roofs are not visually dominant and are broken up in views, the colour of roofs is important in achieving this. Frontage to maximise/optimise stunning views of the Runway Park.

5.1.9 A sympathetic palette of materials and colour, may be appropriate for buildings fronting Laker Road. These may take design cues from the elevational rhythms and proportions of the adjacent industrial estate.

Core Character Area

5.1.10 The development of this part of the site should be of a scale so as to not compromise neighbouring industrial development.

5.1.11 To create simple, robust architecture to provide enclosure to the northern end of the site.

5.1.12 Elevations should be composed by differentiating between these elements to ensure that the buildings within character area have shared primary characteristics.

Runway Edge Character Area

5.1.13 Finer grain hangar typologies with spillout spaces for collaboration.

5.1.14 Design proposals should consider the potential to explore a range of varied facade treatments and colours to emphasise the individuality of the hangar typologies.

5.1.15 Designers should create variety and emphasis within the overall composition and building mass by employing different opening proportions, materials and details.
Woodland Character Area

5.1.16 Design response to edge to ensure it sits sensitively within the wooded ridge top and avoid negative visual impact in views.

5.1.17 The level of articulation and architectural detail to building form and facades should read from long, medium and short distances.

5.1.18 The facade treatment should respond to orientation and surroundings.

5.1.19 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).
5.2 Sustainability Guidance

5.2.1 Sustainability is at the heart of all aspects of the proposals for IPM. In order to be seen as an exemplar site that embraces the spirit of innovation, each phase of the development will need to meet, and where possible exceed, the prevailing sustainability standards of their time as they come forward for approval and development.

5.2.2 This section of the Design Code sets out how the sustainability objectives and aspirations should be considered:

Sustainability Objectives

1. **Built Form**
   - All buildings should be designed to achieve a BREEAM “Very Good” rating.
   - Building design should consider orientation.
   - West and east facing facades should make use of a mix of solar control glazing and shutter systems to reduce overheating potential.
   - South facing facades will be designed to maximise winter thermal gains whilst minimising summer overheating using solar control measures.
   - Avoidance of excessive external glazing areas that could increase overheating risk, cooling demands in summer or heat loss in winter.
   - The use of shading to reduce solar gains including: External shutters, brise soleil, recessed windows
   - Natural vegetation (either growing up the building or neighbouring trees) providing shade in the summer when required, but loss of leaves in the winter means better solar access.
   - It is encouraged that all buildings will be designed for passive operation where possible with a preference for natural ventilation. Buildings should have sufficient areas of opening windows and secure shuttered ventilation Shallow plan or dual aspect buildings would allow cross ventilation. (This also means natural daylighting will be improved).
   - Cooling should only be provided where specific requirements exist for strict control of conditions.
   - High thermal mass buildings which provide a buffer to higher daytime external temperatures and allows for night cooling.
   - The design of built forms should minimise light pollution.

2. **Energy**
   - BREEAM Very Good will ensure that the development is low carbon. Proposals for IPM are expected to demonstrate best practice for the implementation of energy efficiency and the sustainable use of renewable energy sources.
   - Energy demand should be minimised through increased building fabric efficiency.
   - This site has a number of opportunities for the incorporation of innovative approaches to the conservation and on-site renewables to reduce regulated carbon emissions. For example, the design of roofs should incorporate adequate areas for photovoltaics and ensure the arrays are ‘designed-in’ and not simply ‘bolted on’.
   - Any application of renewables must be technically reviewed against compliance with airport operational requirements exist for strict control of conditions.
   - Provide parking facilities that is flexible to meet anticipated parking requirements in the short and medium term whilst retaining sufficient flexibility to allow conversions into other land uses in the future.
   - Encourage the provision of EV charging points in multistorey car parks and in on-plot parking areas across the development.

3. **Materials**
   - Materials should be selected according to their BREEAM Green Guide rating. In general, materials should be selected with a high (A or A+) Green Guide rating, and lower rating materials should only be used where alternatives do not exist.
   - Materials selection should also consider other factors such as local sourcing, recycled content, and embodied carbon. The design of buildings in combination with materials selection should consider maintenance and future replacement lifecycles.

4. **Transport**
   - A network and hierarchy of footpaths and cycle ways as part of the movement and access strategy to provide attractive and well distributed linkages that increase the accessibility of the IPM site and reduce the use of vehicles for short trips within the site.
   - Encourage sustainable access and easy movement to and within IPM, as well as to the local centres, allowing access by all modes of transport including walking and cycling.
   - The strategic and local vehicular routes through the site should apply sustainable methods of construction.

5. **Parking**
   - Provide parking facilities that is flexible to meet anticipated parking requirements in the short and medium term whilst retaining sufficient flexibility to allow conversions into other land uses in the future.
   - Encourage the provision of EV charging points in multistorey car parks and in on-plot parking areas across the development.

6. **Water**
   - Reduce water consumption and increase the ability to alternative sustainable water sources. Greywater and rainwater harvesting systems are encouraged on a building or communal basis to reduce the demand on mains water. Water for irrigation purposes will be sourced from rainwater or greywater systems.
   - Explore opportunities to incorporate surface water attenuation and purification through the detail design of the car parking plots should be explored as part of an overall sustainable urban drainage system.
   - Water fittings and sanitary ware should be selected on the basis of low consumption, including dual flush toilets, aerated taps and showers, and intelligent water controls.
   - Water will be metered for all buildings, via smart meters, allowing occupants to monitor and observe water consumption.

7. **Landscape and Public Realm**
   - Existing tree belts along the southern edge should be retained and enhanced with additional tree and appropriate understory planting as part of a landscape management strategy for the IPM site.
   - New landscape character types should enhance the sustainability, amenity and bio diversity value of the site.
   - Planting of trees and vegetation in the public realm should provide shade, wind shelter and evaporative transpiration.
   - Permeable paving systems should be used to improve attenuation and trapping of moisture to assist natural cooling.
References

1. Natural vegetation growing up the building facade.
3. Designed-in photovoltaic roofing.
4. Parking bays with EV charging points.
5. Permeable paving systems to improve attenuation.
5.3 Boundary Treatment Guidance

5.3.1 The quality of the public realm can be significantly affected by the form of boundary treatments that separate it from land in private ownership. The location and design of fencing can have a highly detrimental impact on the character and appearance of the public realm and people’s sense of safety and security when moving through an environment.

5.3.2 The design codes in this section therefore aim to balance the need for plot tenants to create secure businesses premises with the need to create an attractive and high quality environment for businesses and pedestrians.

Secure Airport Fences

5.3.3 2.2m palisade fencing to secure airport perimeter. 2m landscape strip to the back of plots that meet perimeter fencing (with potential for some drainage features).

5.3.4 To achieve a secure separation between airside and non-airside areas.

Secure Pedestrian Connection between Two Sites

5.3.5 The two development areas also have the potential to be physically linked via a potential footpath that passes securely along the site boundary.

5.3.6 Provide a sufficient landscape buffer between airside and the pedestrian connection route that respects existing site vegetation.

Secure Perimeter Fences

5.3.7 To ensure continuity in fencing used to secure the perimeter fencing used across the IPM site.

5.3.8 Security fencing should be buffered by soft landscaping and planting set back strip which shall run between a fence and the perimeter boundary.

Visually Permeable Boundaries

5.3.9 Where possible, boundary treatments in employment areas should not be obvious, larger planter boxes, hedges and shrub planting at medium height should be encouraged to ensure a level of visual permeability.

5.3.10 Hedges and fencing

5.3.11 Shrub Planting

Physically Permeable Boundaries

5.3.12 In areas which require a higher level of free movement to encourage collaboration and exchange of ideas to foster entrepreneurial and innovative activities, obtrusive fences and hard edges should only be used where absolutely necessary.

5.3.13 A range of physically permeable fencing treatment options should be explored, these include bollards, earth mounds and plantings.

Retained Trees

5.3.14 The retained trees in the woodland settings will serve to enclose site boundary and ensure the site is both visually and physically permeable to a reasonable degree.
**Legend**

- **Permanent Airport Fencing:** Secure boundary with visual permeability
- **Visually permeable boundary with some physical permeability:** Visually permeable boundary with some physical permeability
- **Woodland boundary:** Woodland boundary

**Physical Permeability**

- **Secure airport fencing:** 0%
- **Secured boundary with visual permeability:** 0%
- **Visually permeable boundary with some physical permeability:** 35%

**Visual Permeability**

- **Secure airport fencing:** 25%
- **Secured boundary with visual permeability:** 50%
- **Visually permeable boundary with some physical permeability:** 75%
- **Woodland boundary:** 35%
5.4 Parking Guidance

Future Proofing: Parking areas that can be re-purposed

5.4.1 The concept of future proofing should extend to allowing for a variety of parking solutions to be accommodated which could unlock opportunities for intensification, particularly if a modal shift is achieved through successful delivery of more sustainable movement patterns.

5.4.2 This section provides guidance on future proofed parking solutions that should be adopted across IPM, accompanied by precedents of retrofitted multi-storey car parks and innovative design of new multi-storey car parks.

5.4.3 Whilst plots can come forward independently to be policy compliant with a surface parking solution and even temporary parking on adjacent vacant plots, the framework also allows the benefits of decked solutions to be explored which will maximise the potential to achieve placemaking objectives with strategic vehicle capture allowing for car free areas for collaboration.

5.4.4 On plots identified as multi-storey car park plots, temporary grade parking with grasscrete or similar design approaches should be explored (see figure 5.7) prior to infill with shared deck parking solution.

5.4.5 In time, shared deck parking solutions would allow for intensification of plots and the decked parking structures themselves could be future proofed to allow for conversion into additional employment spaces.

5.4.6 Examples of grasscrete and grass mesh design approaches for temporary grade parking in business/science parks

Policy Compliant Parking

Infill with deck solution

Shared deck solution

Future Modal Shift

Intensified car free clusters

Figure 5.7. Indicative concepts for illustrative purposes only. Interested parties who deliver plots will need to consider access for deliveries and parking, with the primary route available for additional bays if required and acceptable in planning and design.
Future Proofing: Creative re-use of parking structures when demand decreases

Peckham Levels
Peckham, London

5.4.6 Occupying seven of the previously empty levels of the existing multi-storey car park in Peckham, London, Peckham Levels delivers specialist facilities including creative work studios, shared workshops, co-working, 3D printing among other uses and is home to a diverse community of tenants, ranging from individual start-ups to organisations working in arts and culture.

Broadway Autopark
Wichita, Kansas

5.4.7 Conversion of the former Broadway Autopark – a 1949 parking garage at Broadway and English – into the 44-unit Broadway Autopark Apartments. The 101,000-square-foot, five-story building also will have commercial space on its first floor and public parking on the first floor.

1111 Lincoln Road
Miami, Florida

5.4.8 1111 Lincoln Road features a new paradigm for multi-storey car park. Designed by Herzog & de Meuron, the facility brings together retail, dining, commercial, private event space and parking uses under one roof, making it a compelling destination with sufficient flexibility built in to accommodate future modal shift and conversion of parking levels into other uses.

84.51 Centre
Cincinnati, Ohio

5.4.9 Some buildings built in areas where developers believe there’s a need for parking now, are designed for future conversion–with building owners deciding that the extra cost is worth it for the potential of extra income in the future. At the Cincinnati headquarters of the data analytics and marketing company 84.51, also designed by Gensler, three floors of indoor parking were designed to convert into office space in the future.
Parking Standards for B1/B2 Uses

5.4.10 The following vehicle parking standards for private cars and commercial vehicles were adopted in May 2001 through the Medway Council Parking Standards policy document. These standards are referenced as a maximum to guide the parking provision of IPM.

Parking Space Dimensions

5.4.11 Tables opposite show Medway Council’s minimum and optimum dimensions for parking spaces and aisle widths. This must be adhered by plot developers for the provision of on-plot parking spaces and multi-storey car parks.

On-site Parking Maximum Plot Coverage

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### Parking Guidance PG_01

<table>
<thead>
<tr>
<th>Land use category</th>
<th>Car park size</th>
<th>Minimum size</th>
<th>Optimum size</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Business premises - employees</strong></td>
<td>Up to 200 spaces</td>
<td>One for each registered disabled employee</td>
<td>2.4m x 4.8m</td>
</tr>
<tr>
<td></td>
<td>Over 200 spaces</td>
<td>One for each registered disabled employee</td>
<td>3.2m x 4.8m</td>
</tr>
<tr>
<td><strong>Business premises - visitors</strong></td>
<td>Two or 5% of the maximum parking standard (whichever is greater)</td>
<td>Six or 2% of the maximum parking standard (whichever is greater)</td>
<td>2.4m x 6m</td>
</tr>
</tbody>
</table>

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### Parking Standards

<table>
<thead>
<tr>
<th>Land use category</th>
<th>Parking standards</th>
<th>Threshold for transport assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>B1 Business</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>One per 30m² GFA</td>
<td>2500m²</td>
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<td></td>
<td>(refer to note 1)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>One per 400m² GFA for staff</td>
<td>(See note 2)</td>
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<tr>
<td><strong>B2 General industrial</strong></td>
<td></td>
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<tr>
<td></td>
<td>One per 50m² GFA</td>
<td>3000m²</td>
</tr>
<tr>
<td></td>
<td>(refer to note 1)</td>
<td>(Refer to note 1)</td>
</tr>
</tbody>
</table>

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### On-site Parking Maximum Plot Coverage

- **B1**: 30% - 35%
- **B2**: 40% - 50%
5.5 What is a plot passport?

5.5.1 The fundamental purpose of the plot passport is to provide the plot designer with a greater level of guidance to assist with the design and ultimate compliance with the design code.

5.5.2 The plot passport does not aim to be an overly prescriptive manual but rather a tool to assist both the local authority and the plot designer.

5.6 Character areas & plot categories

5.6.1 Each plot belongs to a defined character (please refer to Section 3.5 - Character Areas), whether it be Woodland, Core, Park Edge or Runway Edge. Each of the prescribed character has an over arching vision for the area, within each character area exists six different plot categories:

* Gateway plots
* Park edge plots
* Multistorey car park plots;
* General plots
* Runway Edge plots; and
* Woodland plots

5.6.2 This two-stage level of detail (see fig.5.1) provides greater certainty over the important elements that will shape Innovation Park Medway and safeguard the vision whilst ensuring sufficient design freedom to allow developers to achieve their individual requirements.
STEP 2
Refer to Character Area design guidelines (section 3.0)

STEP 3
Refer to the relevant plot category (section 5.0)
### 5.7 Plot Table

<table>
<thead>
<tr>
<th>PLOT ID</th>
<th>CHARACTER</th>
<th>CATEGORY</th>
<th>HEIGHTS (METRES)</th>
<th>INDICATIVE BUILDING FOOTPRINT (SQM)</th>
<th>POTENTIAL LAND USE</th>
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</thead>
<tbody>
<tr>
<td>N1.1</td>
<td>Woodland &amp; Landscape Edge</td>
<td>Gateway</td>
<td>4 St</td>
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<td>Woodland &amp; Landscape Edge</td>
<td>Iconic Building</td>
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1. Land use of the plot may change subject to potential extension of the Runway Park.
2. Potential to explore employment spaces within this plot.
5.8 Gateway Plots

List of all gateway 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>
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</table>

Suggested maximum plot parking coverage

B1 | B2
---|---
35% | 50%

Preferred building permeability

Physical
- "Fronts (Entrance Facades)"
  - 25% - 90%
- "Backs & Sides"
  - 10% - 75%

Visual
- 50% - 100%
- 35% - 100%
Design and Layout Principles

Key Frontages

5.8.1 Building frontage should address views into the site gateways and primary access points in a positive manner to create a sense of arrival and support site brand and identity. Key frontages should be active and have a positive relationship with the street.

5.8.2 Primary entrances for pedestrians should be located on key frontages and should be proportioned to reflect the scale and importance of that gateway location. For example, a main entrance could overlook a gateway junction and could feature a cut or chamfered corner to make gateway plots distinct and deliver a generous gateway space.

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

Porosity

5.8.4 Buildings should be physically permeable on the ground floor with visually transparent elements along the primary and secondary frontages.

5.8.5 The main entrance should be located along the primary frontage, it should be clearly identifiable to contribute to wayfinding and the language and rhythm of the street.

Eyes on the Street

5.8.6 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

5.8.7 Spill out spaces should be provided at the rear of the plots to encourage collaboration with tenants and other users from adjacent plots.

5.8.8 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

5.8.9 Boundary treatment continuity is encouraged along primary frontages with gateways and primary streets. Opposing street sides should also use the same boundary type.

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

Parking and Refuse

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

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

5.8.13 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. 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 for plots fronting Laker Road.

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

4. Create a welcoming environment with spaces that celebrate the sense of arrival and project a clear identity.

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

5.8.14 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.

5.8.15 CCTV cameras are envisaged to be located on building facades and/or combined with lighting columns on plot where specific occupiers require security measures to be put in place.