**Building Code**

**Design Objectives**

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

2. Material selection and building articulation on gateway plots should be subject to a higher level of consideration to respond to the importance of these plots and the form and scale of the building proposals envisaged.

3. Courtyard / atria spaces should be incorporated to provide increased opportunity for good daylight and natural ventilation into the buildings, and also to provide a collaborative environment for networking and innovation.

4. Building frontages at key gateway areas should be designed to feature office and/or reception areas overlooking primary road corridors.

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

6. 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.

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

8. Buildings and on-plot environment should be appropriately lit realm whilst minimising light pollution and avoiding any operational risks to the airport.
5.9 Park Edge Plot

List of all park edge 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>N2.3</td>
<td>Park Edge</td>
<td>Park Edge</td>
<td>4 St</td>
<td>1,500</td>
<td>B2</td>
</tr>
<tr>
<td>N2.4</td>
<td>Park Edge</td>
<td>Park Edge</td>
<td>4 St</td>
<td>500</td>
<td>B2</td>
</tr>
<tr>
<td>N3.2</td>
<td>Park Edge</td>
<td>Park Edge</td>
<td>4 St</td>
<td>800</td>
<td>B1</td>
</tr>
<tr>
<td>N3.3</td>
<td>Park Edge</td>
<td>Park Edge</td>
<td>4 St</td>
<td>800</td>
<td>B2</td>
</tr>
<tr>
<td>N3.5</td>
<td>Park Edge</td>
<td>Park Edge</td>
<td>3 St</td>
<td>1,000</td>
<td>B2</td>
</tr>
<tr>
<td>N3.6</td>
<td>Park Edge</td>
<td>Park Edge</td>
<td>3 St</td>
<td>800</td>
<td>B2</td>
</tr>
<tr>
<td>N4.3</td>
<td>Park Edge</td>
<td>Park Edge</td>
<td>5 St</td>
<td>800</td>
<td>B1</td>
</tr>
<tr>
<td>N4.6</td>
<td>Park Edge</td>
<td>Park Edge</td>
<td>4 St</td>
<td>2,400</td>
<td>B2</td>
</tr>
</tbody>
</table>

Suggested maximum plot parking coverage

<table>
<thead>
<tr>
<th></th>
<th>B1</th>
<th>B2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fronts (Entrance Facades)</td>
<td>30%</td>
<td>40%</td>
</tr>
</tbody>
</table>

Preferred building permeability

<table>
<thead>
<tr>
<th></th>
<th>Physical</th>
<th>Visual</th>
</tr>
</thead>
<tbody>
<tr>
<td>B1</td>
<td>Physical</td>
<td>Visual</td>
</tr>
<tr>
<td>B2</td>
<td>Physical</td>
<td>Visual</td>
</tr>
</tbody>
</table>
Design and Layout Principles

Key Frontages

5.9.1 Building frontages should address the Runway Park positively as a priority and courtyard frontages as a 2nd tier priority to ensure collaboration interfaces both sides of the building. Entrances, active frontages and user focussed internal accommodation should be provided on all elevations onto the Runway park. These uses should be visible from the Park to encourage activity and contribute to the public realm.

5.9.2 Opportunities should be sought to allow communal uses contained within buildings, such as cafes, restaurants, meeting rooms and shared spaces to spill onto the public realm without impeding pedestrian routes in order to activate public spaces.

5.9.3 Servicing entrances to ground floor service rooms should be from within the block interior to minimise impact on building connectivity with the Runway Park and public realm.

Porosity

5.9.4 Buildings should be physically permeable on the ground floor with visually transparent elements along the primary frontages of the park and courtyard.

5.9.5 The main pedestrian entrance should be located along the primary frontage (facing the runway park), it should be clearly identifiable to create an open and accessible environment, encourage interaction with the runway park.

Eyes on the Street

5.9.6 Buildings should be configured to maximise natural surveillance. Corner turning plots to provide ‘eyes on the street’ with active uses/spaces (meeting rooms, workshop/ laboratory spaces, canteens and etc.)overlooking the runway park.

Collaboration

5.9.7 Spill out space should be provided along the primary frontage of the plots to encourage collaboration with tenants and users from other plots that also front the Runway Park.

5.9.8 The park edge plots should capitalise on the potential role of the Runway Park as a primary forum for collaboration, bring businesses and individuals together in the public realm to foster an innovative spirit.

Boundary Treatment

5.9.9 Largely open boundary or low level enclosure treatment along the primary frontage, the use of materials and planting should emphasise pedestrian priority. Where rear boundaries are in view, simple well proportioned hedgerow is considered suitable.

Parking and Refuse

5.9.10 On-site parking and drop off should only be permitted on designated bays in the block interior.

5.9.11 On-street provision for blue badge /operational parking should not be permitted on the park edge and instead should be located at specific locations within the block interior.

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

5.9.13 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.

Legend

- Primary Boundary
- Secondary Boundary
- Main Entrance
- Primary Frontage
- BOH
- On-plot Parking

PLOT TYPE 2 PT_02 Park Edge Plots
**INNOVATION PARK MEDWAY DESIGN CODES**

**PLOT TYPE 2 PT_02 Park Edge Plots**

**Landscape Code**

**Design Objectives**

1. The spill out area should be designed as a multifunctional space that accommodates a wide range of uses, events and activities on both the park side and courtyard side.

2. Provide a rich patchwork of naturalistic and productive landscape elements for people of all ages to enjoy tranquil pursuits that assist health and well-being.

3. To ensure appropriate and consistent boundary treatments where adjoining park edge plot boundaries meet.

4. Street furniture should be well designed, robust, provide character and be appropriate to the aesthetic of the individual character area. Where possible furniture that include materials that are recycled or are sustainably sourced are desirable.

5. Celebrate horticultural seasonality by providing a continuous changing palette of texture and colour celebrating the climatic changes throughout the year.

6. Specification of street furniture and the detailed design of the streetscape should be hardwearing and resistant to vandalism due to anticipated usage level.

7. 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**

5.9.14 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.
INNOVATION PARK MEDWAY DESIGN CODES

PLOT TYPE 2 PT_02 Park Edge Plots

Building Code

Design Objectives

1. The design of all facades overlooking the Runway Park should be active and where possible visually transparent to capitalise on the view and provide natural surveillance of the open space. Entrances should be located where animation and activity is desired.

2. Materials chosen should be fully justified in future prior approvals to achieve textures, colours, and qualities that reinforce the design and layout principles.

3. To provide people focussed ground floor uses such as cafes, restaurants or meeting rooms allowing for spill out of uses into areas of outdoor seating where possible.

4. High quality facades should be encouraged long the main park frontages to facilitate spill over activities and announce the quality of IPM.

5. The park can become an extension of the building - the design should open up sections of the facades and encourage spill out along the primary boundary.

6. 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.

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

8. 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
5.10 General Plots

List of all general plots

<table>
<thead>
<tr>
<th>PLOT ID</th>
<th>CHARACTER</th>
<th>CATEGORY</th>
<th>HEIGHT (STORY)</th>
<th>INDICATIVE BUILDING FOOTPRINT (SQM)</th>
<th>POTENTIAL LAND USE</th>
</tr>
</thead>
<tbody>
<tr>
<td>N2.7</td>
<td>Core</td>
<td>General</td>
<td>4 St</td>
<td>1,000</td>
<td>B1</td>
</tr>
<tr>
<td>N4.2</td>
<td>Core</td>
<td>General</td>
<td>5 St</td>
<td>2,000</td>
<td>B2</td>
</tr>
<tr>
<td>N4.4</td>
<td>Park Edge</td>
<td>General</td>
<td>5 St</td>
<td>500</td>
<td>B2</td>
</tr>
<tr>
<td>N4.7</td>
<td>Core</td>
<td>General</td>
<td>4 St</td>
<td>2,200</td>
<td>B2</td>
</tr>
<tr>
<td>N5.3</td>
<td>Runway Edge</td>
<td>General</td>
<td>2 St</td>
<td>450</td>
<td>B1</td>
</tr>
<tr>
<td>N6.1</td>
<td>Core</td>
<td>General</td>
<td>4 St</td>
<td>4,500</td>
<td>B1/B2</td>
</tr>
<tr>
<td>N6.2</td>
<td>Woodland &amp; Landscape Edge</td>
<td>General</td>
<td>4 St</td>
<td>3,600</td>
<td>B1/B2</td>
</tr>
<tr>
<td>N7.1</td>
<td>Core</td>
<td>General</td>
<td>4 St</td>
<td>800</td>
<td>B1</td>
</tr>
<tr>
<td>S2.2</td>
<td>Woodland &amp; Landscape Edge</td>
<td>General</td>
<td>4 St</td>
<td>1,500</td>
<td>B2</td>
</tr>
<tr>
<td>S2.3</td>
<td>Woodland &amp; Landscape Edge</td>
<td>General</td>
<td>4 St</td>
<td>1,000</td>
<td>B1</td>
</tr>
</tbody>
</table>

Suggested maximum plot parking coverage

Preferred building permeability

**Physical**
- Fronts (Entrance Facades): 25% - 75%
- Backs & Sides: 25% - 50%

**Visual**
- 40% - 75%
- 10% - 50%
Design and Layout Principles

Key Frontages
5.10.1 Building frontage and on plot design features should define road corridors and present frontages onto the street network.
5.10.2 Variable building lines to primary and secondary streets are acceptable on general plots.
5.10.3 Back of house, storage and ancillary spaces should not be on any primary frontages.

Porosity
5.10.4 Buildings should be physically permeable on the ground floor with any visually transparent elements encouraged to be located along the primary frontages.
5.10.5 Layout should maintain principal entrances from primary or secondary road corridors and be in accordance with pedestrian movement.

Eyes on the Street
5.10.6 Entrances should support natural surveillance and wayfinding.
5.10.7 Streets and public spaces should be over looked with continuous street frontage.

Collaboration
5.10.8 Spill out space should be provided at the rear of general plots to encourage collaboration with tenants and other users from adjacent plots.
5.10.9 Plots within clusters near the park edge plots should capitalise on the potential role of Runway Park as the forum for collaboration, bring businesses and individuals together in the public realm to foster an innovative spirit.

Boundary Treatment
5.10.10 Use of ‘open fronts’ should be encouraged and should be appropriate to the scale and design of the building, the street type and the objectives of the relevant character area.
5.10.11 Enclosed boundaries are not recommended as they may impede the permeability of sites that is vital to fostering social interaction and collaboration.
5.10.12 Open boundaries are encouraged to maximise the benefits of natural surveillance and overlooking.

Parking and Refuse
5.10.13 On-site parking and drop off should only be permitted on designated bays at the rear of the plots.
5.10.14 On-street provision for blue badge / operational parking should be accommodated at specific locations within IPM.
5.10.15 Entrance points to on-plot parking bays and servicing yard should enjoy a level of flexibility to accommodate requirements from individual businesses.
5.10.16 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.

Legend
- Primary Boundary
- Secondary Boundary
- BOH
- On-plot Parking
- Main Entrance
- Primary Frontage
**Landscape Code**

**Design Objectives**

1. To promote use of trees based on local species found near the site.
2. Benches and other seating opportunities should be designed and integrated into the public realm design at frequent intervals.
3. Street lighting *should* reinforce character and the structure of the character area and the plot characters.
4. Animate the street frontages on both primary and secondary routes to create lively streets.
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**

5.10.17 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. Achieve continuity of building line for all general plot frontages but with some flexibility for general plots.

2. To avoid over development on plot and allow for sufficient spatial separation between buildings.

3. Propose a spectrum of colours that will be appropriate at IPM in order to provide a degree of control on applications that might come forward for development parcels.

4. To control the use and layout of ‘front of house’ areas to avoid inappropriate activity and character, with any lobby spaces and office related elements encouraged for primary facades fronting onto streets.

5. Establish a consistent level of material quality and detail throughout each development plot.

6. 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.

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

8. Buildings and on-plot environment should be appropriately lit realm whilst minimising light pollution and avoiding any operational risks to the airport.
5.11 Parking Deck Plots

List of all parking deck 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>N1.3</td>
<td>Park Edge</td>
<td>Car Park</td>
<td>4 St</td>
<td>2,000</td>
<td>Deck Car Park</td>
</tr>
<tr>
<td>N2.5</td>
<td>Core</td>
<td>Car Park</td>
<td>4 St</td>
<td>2,000</td>
<td>Deck Car Park</td>
</tr>
<tr>
<td>N3.4</td>
<td>Park Edge</td>
<td>Car Park</td>
<td>4 St</td>
<td>2,000</td>
<td>Deck Car Park</td>
</tr>
<tr>
<td>N4.5</td>
<td>Core</td>
<td>Car Park</td>
<td>5 St</td>
<td>2,000</td>
<td>Deck Car Park</td>
</tr>
<tr>
<td>N6.3</td>
<td>Woodland &amp; Landscape Edge</td>
<td>Car Park</td>
<td>4 St</td>
<td>2,000</td>
<td>Deck Car Park</td>
</tr>
<tr>
<td>N7.3</td>
<td>Core</td>
<td>Car Park</td>
<td>4 St</td>
<td>2,000</td>
<td>Deck Car Park</td>
</tr>
</tbody>
</table>

Preferred Building Permeability

- **Physical**
  - Fronts (Entrance Facades): 25% - 40%
  - Backs & Sides: 25% - 50%

- **Visual**
  - Fronts (Entrance Facades): 25% - 50%
  - Backs & Sides: 10% - 50%
INNOVATION PARK MEDWAY DESIGN CODES

PLOT TYPE 4 PT_04 Parking Deck Plots

Design and Layout Principles

Key Frontages
5.11.1 Design of multi-storey decked car park should deliver a high quality facade and or green screening along any primary frontages where public views are exposed.
5.11.2 Design of decked car parks should not have a negative impact at street level by the creation of dead frontage.

Porosity
5.11.3 Layout should maintain a level of managed permeability underpinned by multiple pedestrian access points (front, side and rear).
5.11.4 Multiple entrance points for pedestrians from the side and rear will enhance site accessibility and ensure minimise dead frontages.

Eyes on the Street
5.11.5 Multiple pedestrian entrances should be provided to support natural surveillance and wayfinding.
5.11.6 Streets and public spaces should be over looked with continuous street frontage in areas adjacent to parking deck plots.

Collaboration
5.11.7 Decked solutions should be explored which will maximise the potential to achieve placemaking objectives with strategic vehicle capture allowing for car free areas for collaboration.

Boundary Treatment
5.11.8 Use of ‘open fronts’ should be encouraged for front, side and rear boundaries and should be appropriate to the scale, function and design of the building.
5.11.9 The use of soft and hard landscape elements (e.g.: low-lying planting and contrasting paving materials) are encouraged to mark out a privacy strip between the building line and the public realm, to provide permeability and sense of inclusion rather than a solid boundary such as a wall or a fence.

Parking and Refuse
5.11.10 Decked parking structures should be future proofed to allow for conversion into additional employment spaces.
5.11.11 Easily accessible sections of the decked car park should be designated to accommodate blue badge / operational parking.
5.11.12 Night time lighting should be incorporated into the design of the parking structures.
5.11.13 Entrance points to on-plot parking bays and servicing yard should enjoy a level of flexibility to accommodate requirements from individual businesses.
5.11.14 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.

Legend
- Primary Boundary
- Secondary Boundary
- On-plot Parking
- Main Entrance
- Primary Frontage

KEY FRONTAGES
COLLABORATION
POROSITY
BOUNDARY TREATMENT
EYES ON THE STREET
PARKING
INNOVATION PARK MEDWAY DESIGN CODES

PLOT TYPE 4 PT_04 Parking Deck Plots

Landscape Code

Design Objectives

1. Encourage planted privacy strips along building frontages to maintain security and privacy for the adjacent buildings. These will feature native and ornamental plants which contribute to the character and setting within this space.

2. Ensure the space is level where possible to maintain accessibility for all users.

3. Create planting and soft landscape buffers at side and rear of parking deck plots that are permeable.

4. Ensure street furniture, planting and trees are arranged so that they are coordinated with buildings, reinforce key views/sight lines and maintain key connections.

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

5.11.15 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.

Hard Landscape

<table>
<thead>
<tr>
<th>Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>ST_HL4</td>
<td>Granite Landscape Borders</td>
</tr>
<tr>
<td>ST_HL5</td>
<td>Granite Block Edge</td>
</tr>
<tr>
<td>ST_HL6</td>
<td>Resin-Bound Gravel</td>
</tr>
</tbody>
</table>

Soft Landscape

<table>
<thead>
<tr>
<th>Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>ST_SL1</td>
<td>Shrub</td>
</tr>
<tr>
<td>ST_SL2</td>
<td>Grasses/Sedges</td>
</tr>
<tr>
<td>ST_SL3</td>
<td>Hardy Perennials</td>
</tr>
<tr>
<td>LA01_SL1</td>
<td>Standard Amenity</td>
</tr>
<tr>
<td>LA01_SL2</td>
<td>Robust Amenity</td>
</tr>
<tr>
<td>LA02_SL1</td>
<td>Herbaceous</td>
</tr>
<tr>
<td>LA02_SL2</td>
<td>Ornamental Grass</td>
</tr>
</tbody>
</table>

Tree Selection

<table>
<thead>
<tr>
<th>Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>ST_TS1</td>
<td>Avenue</td>
</tr>
<tr>
<td>ST_TS2</td>
<td>Boulevard</td>
</tr>
<tr>
<td>ST_TS3</td>
<td>Screening</td>
</tr>
<tr>
<td>ST_TS4</td>
<td>Columnar</td>
</tr>
<tr>
<td>ST_TS5</td>
<td>Place-making</td>
</tr>
</tbody>
</table>

Boundary

<table>
<thead>
<tr>
<th>Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>LA03_HL1</td>
<td>Railing with Planting</td>
</tr>
<tr>
<td>LA03_HL2</td>
<td>Decorative Screen with Planting</td>
</tr>
<tr>
<td>LA03_HL4</td>
<td>Low Hedge</td>
</tr>
<tr>
<td>LA03_HL5</td>
<td>Native Hedgerow</td>
</tr>
</tbody>
</table>
Building Code

Design Objectives
1. Design should adopt facade treatments such as green walls (lightweight, fast and easy to install) to contribute to wayfinding and the language and rhythm of the street.
2. Sensitive design response to massing to ensure it is designed to sit sensitively within clusters of developments and avoid visual impact or prominence in view, particularly in the woodland character area.
3. Sensitive design to break down scale through material / lighting treatment.
4. Enhance building permeability through creation of multiple entrances.
5. Provide a quality and durability appropriate to the use and long term value of the development that are capable of weathering well over the lifetime of the building and minimising maintenance.
6. Screens used to obscure primary structure, the buildings should feature entrance lobby where possible.
7. Consider long term conversion and adaptability for other uses.
8. 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.
9. Building design and maintenance strategy should consider potential roosting and nesting which could contribute to risk of bird strike on the airfield.
10. Buildings and on-plot environment should be appropriately lit realm whilst minimising light pollution and avoiding any operational risks to the airport.
5.12 Runway Edge Plots

List of all Runway Edge plots

<table>
<thead>
<tr>
<th>PLOT ID</th>
<th>CHARACTER</th>
<th>CATEGORY</th>
<th>HEIGHT BUILDING FOOTPRINT (SQM)</th>
<th>POTENTIAL LAND USE</th>
</tr>
</thead>
<tbody>
<tr>
<td>N3.1</td>
<td>Runway Edge</td>
<td>Runway Edge</td>
<td>2 St</td>
<td>400</td>
</tr>
<tr>
<td>N3.2</td>
<td>Runway Edge</td>
<td>Runway Edge</td>
<td>2 St</td>
<td>1,000</td>
</tr>
<tr>
<td>N3.4</td>
<td>Runway Edge</td>
<td>Runway Edge</td>
<td>2 St</td>
<td>1,050</td>
</tr>
<tr>
<td>N3.5</td>
<td>Runway Edge</td>
<td>Runway Edge</td>
<td>2 St</td>
<td>400</td>
</tr>
<tr>
<td>N3.6</td>
<td>Runway Edge</td>
<td>Runway Edge</td>
<td>2 St</td>
<td>400</td>
</tr>
<tr>
<td>N7.2</td>
<td>Runway Edge</td>
<td>Runway Edge</td>
<td>2 St</td>
<td>2,278</td>
</tr>
<tr>
<td>N7.4</td>
<td>Runway Edge</td>
<td>Runway Edge</td>
<td>2 St</td>
<td>1,500</td>
</tr>
<tr>
<td>N7.5</td>
<td>Runway Edge</td>
<td>Runway Edge</td>
<td>2 St</td>
<td>2,198</td>
</tr>
</tbody>
</table>

Land use of the plot may change subject to potential extension of the Runway Park

Suggested maximum plot parking coverage

<table>
<thead>
<tr>
<th>Preferred building permeability</th>
</tr>
</thead>
<tbody>
<tr>
<td>B1</td>
</tr>
<tr>
<td>B2</td>
</tr>
</tbody>
</table>

Physical

Visual

"Fronts (Entrance Facades)

Physical

Visual

Backs & Sides

Physical

Visual

Preferred building permeability

30%  40%

50% - 90%  50% - 75%

25% - 50%  25% - 50%
Design and Layout Principles

Key Frontages

5.12.1 Primary frontages should be active and have a positive relationship with the street. Service access should be avoided on primary frontages.

5.12.2 Entrances and active frontages and uses should be provided on elevations along the Plaza and the primary route. These uses should be visible from the street to encourage activity and contribute to the public realm.

Porosity

5.12.3 Layout should maintain a high level of physical and visual permeability underpinned by multiple transparent facades and primary and secondary access points (front and side).

5.12.4 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 single storey Hangers.

Eyes on the Street

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

5.12.6 Streets and public spaces should be overlooked with continuous street frontage.

Collaboration

5.12.7 Ample spill out space should be provided along the front and side of plots as outdoor rooms and collaboration spaces.

Boundary Treatment

5.12.8 The front boundaries should provide depth and richness to the street scene.

5.12.9 The trees of character settings should physically restrict casual intrusion and penetration into the restricted parts of the airport, as such the rear of the runway edge plots will present a secured boundary to the airfield.

Parking

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

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

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

5.12.13 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.

Legend

- Primary Boundary
- BOH
- Secondary Boundary
- On-plot Parking
- Main Entrance
- Primary Frontage

101
## Landscape Code

### Design Objectives

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

2. To provide a clearly defined development side and airport side split.

3. Trees of distinction **should** be maintained to acceptable height to form a secured boundary to the airfield.

4. 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

5.2.14 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.

### Hard Landscape

<table>
<thead>
<tr>
<th>Material</th>
<th>Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concrete blocks</td>
<td>ST_HL4</td>
<td>Dark Grey</td>
</tr>
<tr>
<td>Granite contrast</td>
<td>ST_HL5</td>
<td>Granite contrast edge</td>
</tr>
<tr>
<td>Grass seed</td>
<td>ST_HL6</td>
<td>Grass seed</td>
</tr>
</tbody>
</table>

### Soft Landscape

<table>
<thead>
<tr>
<th>Material</th>
<th>Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>LA01_SL3</td>
<td>LA01_SL4</td>
<td>Natural Height</td>
</tr>
<tr>
<td>LA02_SL1</td>
<td>LA02_SL2</td>
<td>Mown Edge</td>
</tr>
<tr>
<td>LA03_SL3</td>
<td>LA03_SL4</td>
<td>Ornamental Grass</td>
</tr>
<tr>
<td>LA03_SL5</td>
<td>LA03_SL6</td>
<td>Grasses</td>
</tr>
</tbody>
</table>

### Tree Selection

<table>
<thead>
<tr>
<th>Material</th>
<th>Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Linear Rows</td>
<td>LA01_TS1</td>
<td>Native</td>
</tr>
<tr>
<td>Blocks/Grouped</td>
<td>LA03_TS2</td>
<td>Native</td>
</tr>
<tr>
<td>Fruiting</td>
<td>LA03_TS3</td>
<td>Native</td>
</tr>
<tr>
<td>Flowering</td>
<td>LA03_TS4</td>
<td>Native</td>
</tr>
<tr>
<td>Native</td>
<td>LA03_TS5</td>
<td>Native</td>
</tr>
</tbody>
</table>

### Boundary

- Low Hedge
- Native Hedgegrow
INNOVATION PARK MEDWAY DESIGN CODES

PLOT TYPE 5 PT_05 Runway Edge Plots

Building Code

Design Objectives

1. Entrances and active frontages and uses should be provided on all elevations onto the plaza space. These uses should be visible from the street to encourage activity and contribute to the public realm.

2. The buildings within Runway Edge plots should take the form of a 'pavilion', providing a simple form that can accommodate both business incubators and start-ups of a range of sizes.

3. The buildings on Runway Edge plots must respect the height parameters associated with proximity to the operational runway. The buildings will most likely be a tall single storey building or feature mezzanine levels.

4. Any manufacturing spaces should be screened by office and/or reception areas located on the key frontages identified. Active facades displaying products to public street areas is acceptable.

5. 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.

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

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

List of all Woodland plots

<table>
<thead>
<tr>
<th>PLOT ID</th>
<th>CHARACTER</th>
<th>CATEGORY</th>
<th>HEIGHT</th>
<th>INDICATIVE BUILDING FOOTPRINT (SQM)</th>
<th>POTENTIAL LAND USE</th>
</tr>
</thead>
<tbody>
<tr>
<td>N2.1</td>
<td>Woodland &amp; Landscape Edge</td>
<td>Woodland</td>
<td>4 St</td>
<td>1,500</td>
<td>B2</td>
</tr>
<tr>
<td>N2.2</td>
<td>Core</td>
<td>Woodland</td>
<td>4 St</td>
<td>1,698</td>
<td>B2</td>
</tr>
<tr>
<td>N6.4</td>
<td>Woodland &amp; Landscape Edge</td>
<td>Woodland</td>
<td>4 St</td>
<td>1,800</td>
<td>B2</td>
</tr>
<tr>
<td>S1.2</td>
<td>Woodland &amp; Landscape Edge</td>
<td>Woodland</td>
<td>4 St</td>
<td>1,000</td>
<td>B2</td>
</tr>
<tr>
<td>S1.3</td>
<td>Woodland &amp; Landscape Edge</td>
<td>Woodland</td>
<td>2 St</td>
<td>2,000</td>
<td>B2</td>
</tr>
<tr>
<td>S2.1</td>
<td>Woodland &amp; Landscape Edge</td>
<td>Woodland</td>
<td>4 St</td>
<td>2,800</td>
<td>B2</td>
</tr>
</tbody>
</table>

Suggested maximum plot parking coverage

- B1: 35%
- B2: 40%

Preferred building permeability

- Physical: 25% - 50%
- Visual: 25% - 50%

- "Fronts (Entrance Facades): 35% - 50%
- "Backs & Sides: 50% - 75%