

Innovation Park Medway Design Code

FINAL DRAFT

LD&DESIGN

1.1 6278_R002D

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Version:	4
Version date:	28/01/2019
Comment	Final Report

This document has been prepared and checked in accordance with ISO 9001:2000.





1.0

INTRODUCTION

1. Introduction

1.1 Project summary

1.1.1 Innovation Park Medway (IPM) at Rochester Airport is an important redevelopment opportunity to shape the economic future of the region and has been on Medway Council’s regeneration agenda for a significant period of time.

1.1.2 Through social interaction and exchange of knowledge ‘Innovation Park Medway’ will offer up to 100,000m2 of high quality, innovative commercial space in a prime location between London and the continent. Innovation Park Medway will be a magnet for high value technology, engineering, manufacturing and knowledge intensive businesses looking to grow in the south east, joining the 14,000 businesses which have already made Medway their home.

1.1.3 As an integral part of the North Kent Enterprise Zone, the site will offer access to world-class research and development and highly skilled talent through the cluster of Kent and Medway based universities.

1.1.4 The IPM masterplan outlines a robust plan for the key structuring elements that define the fundamental infrastructure corridors and spaces that will not only facilitate the marketing of serviced plots but also, crucially, provide a signpost of the quality of place that will emerge.

1.2 Purpose of the Document

1.2.1 This Design Code, prepared by LDA Design on behalf of Medway Council and Tonbridge & Malling Borough Council, will be used as a development facilitation tool and serve as a reference point for ongoing design processes. This document will focus on the characteristics desired for each area of the regeneration site and stipulate design rules for all features considered critical to achieving them. It will also facilitate the quick resolution of future prior approvals that will be taken forward.

1.2.2 This Design Code provide a manual for the design of future development proposals within the IPM masterplan area and comprise both written and diagrammatic instructions. The instructions build on the Parameter Plans and provide the next layer of guidance, and fix tighter parameters that detailed development proposals should adhere to.

1.2.3 This Design Code should be read alongside the masterplan containing the parameter plans.

1.2.4 Future development proposals permitted through the LDO will need to conform to, where appropriate, planning conditions and the Design Code which accompany the LDO.

1.2.5 The primary purpose of the Design Code is to:

- * Provide robust and tested guidance to inform future development proposals;
- * Ensure each character area to be distinctive and recognisable whilst achieving coherent overall identity across the site as a whole;
- * Ensure high quality design for streets, open spaces, plots and buildings;
- * Create connection to landscape corridors to enhance wider connectivity between IPM and neighbouring developments;
- * Positively influence future development in Rochester Airport Industrial Estate and Laker Road Industrial Estate.

1.3 Structure of the Document

1.3.1 The document is structured as follows:

* Section 1.0 – Introduction

Building on a brief summary of project background and policy context, Section 1.0 will present the manual to use this document.

* Section 2.0 – Vision

This section will provide an overarching summary of the design and placemaking objectives for the regeneration site, and of individual character areas outlined in the masterplan.

* Section 3.0 – Sitewide Guidelines

The masterplan for IPM has been defined by a series of key structuring guidelines, including planning parameters and the urban design framework. The guidelines are applicable to the whole development area and are not character area specific, to ensure sitewide consistency. These are set out in Section 3.0 of this document.

* Section 4.0 – Public Realm Design Codes

For the vision and sitewide guidelines to be achieved, a series of design codes, relating to streets and open spaces, should be adhered to. These are set out in Section 4.0 of this document.

* Section 5.0 – Plot Passports

The last section will introduce Plot Passports as simple and succinct summaries of the design parameters for different types of plots to better facilitate future development proposals.

1.4 How to use this Design Code

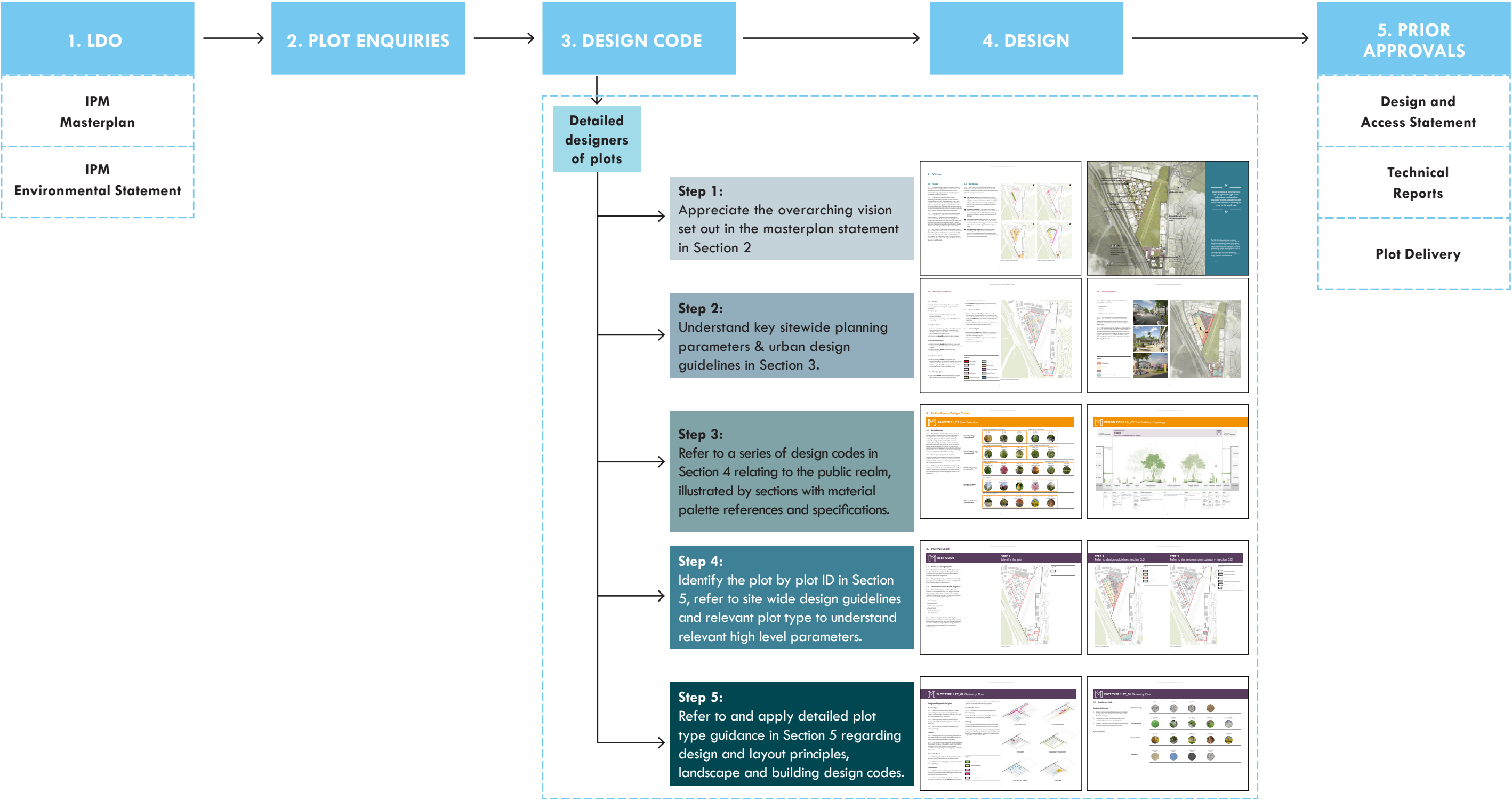
1.4.1 The Design Code covers the IPM masterplan area.

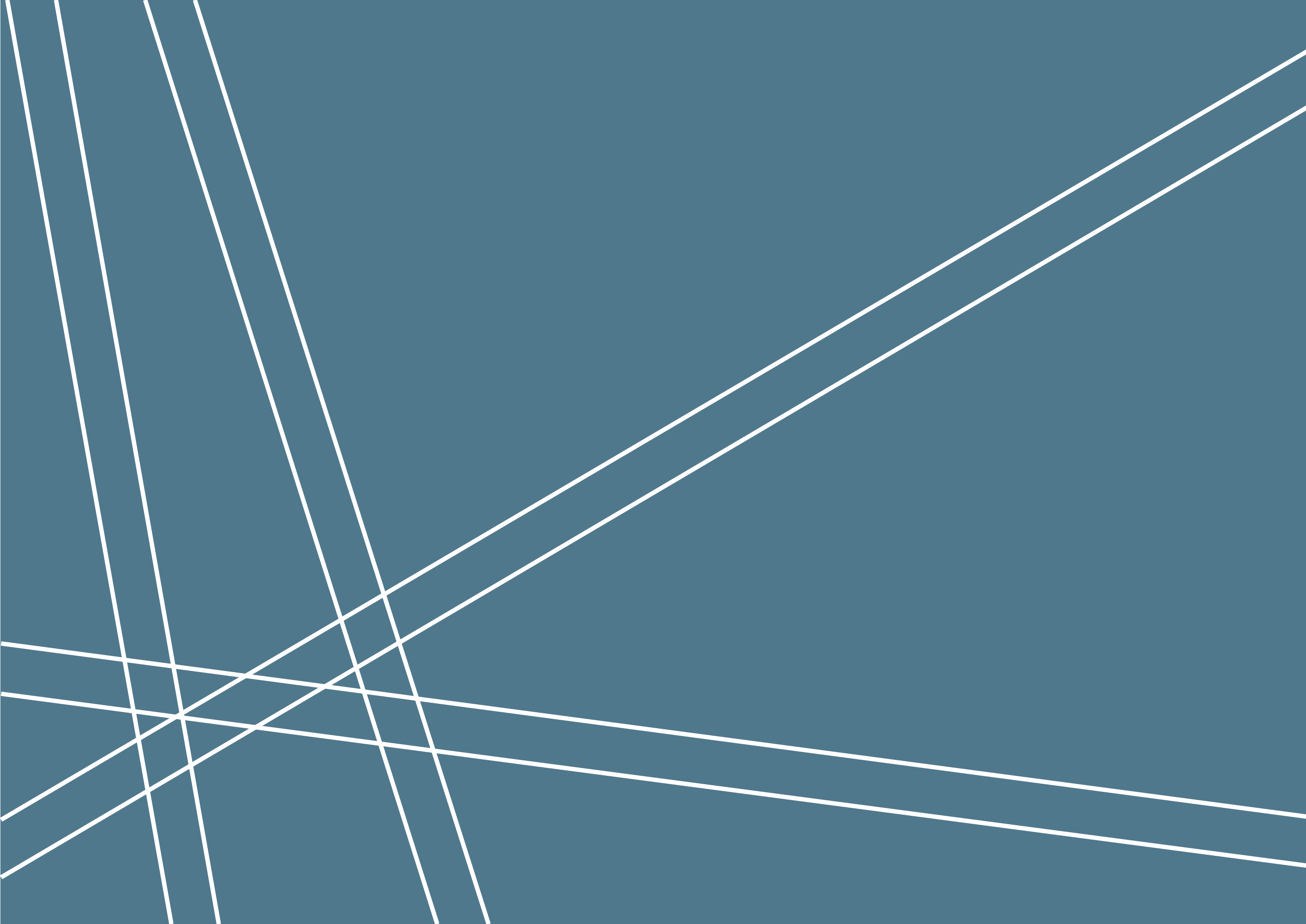
1.4.2 Coding relates to urban design principles only; it is ‘style neutral’ in architectural terms and future prior approvals for development proposals should justify detailed design responses.

1.4.3 The interpretation of each code will be influenced by site specific design and viability considerations that apply to each development parcel.

- * All future development proposals should be discussed with the necessary stakeholders and statutory consultees. It is recommended that formal pre-application discussions are conducted between designers and planning officers in advance of applicants submitting the requisite design material to satisfy planning validation requirements.

1.5 Roadmap







2.0 VISION

2. Vision

2.1 Vision

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

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

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

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

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

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





2.2 Big moves

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

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

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

Legend

- | | | | |
|---|--|---|-----------------------------|
|  | Park Edge plots |  | Outdoor collaboration rooms |
|  | Woodland clusters | | |
|  | Trees of character maintained to acceptable height | | |

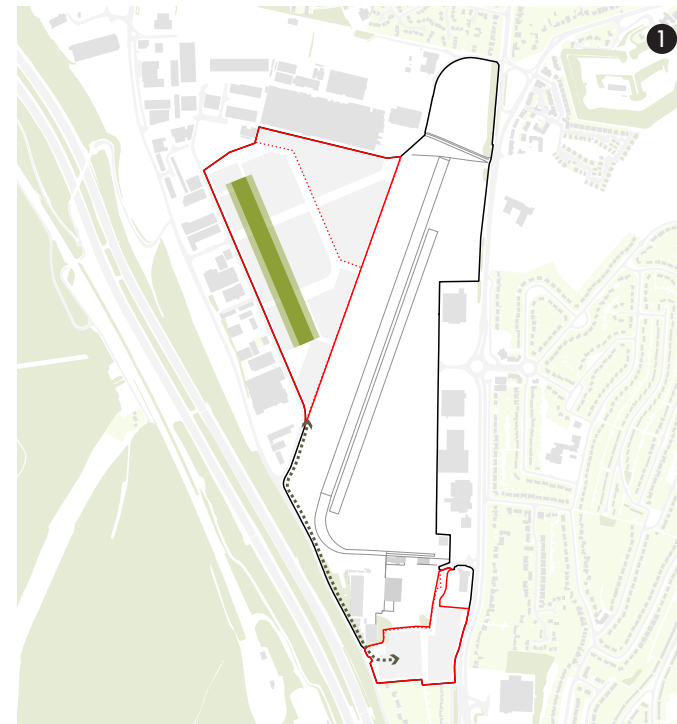


Figure 2.1. A Runway Park

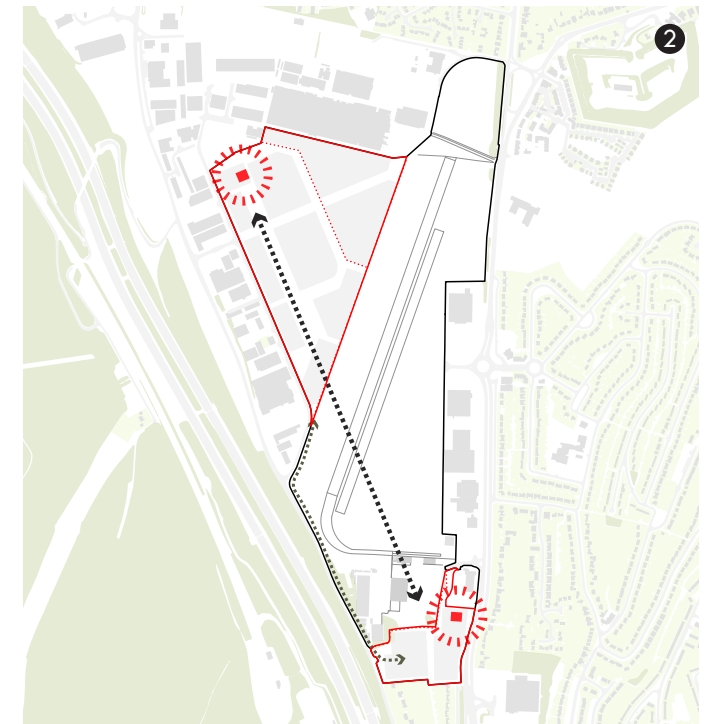


Figure 2.2. Iconic Buildings

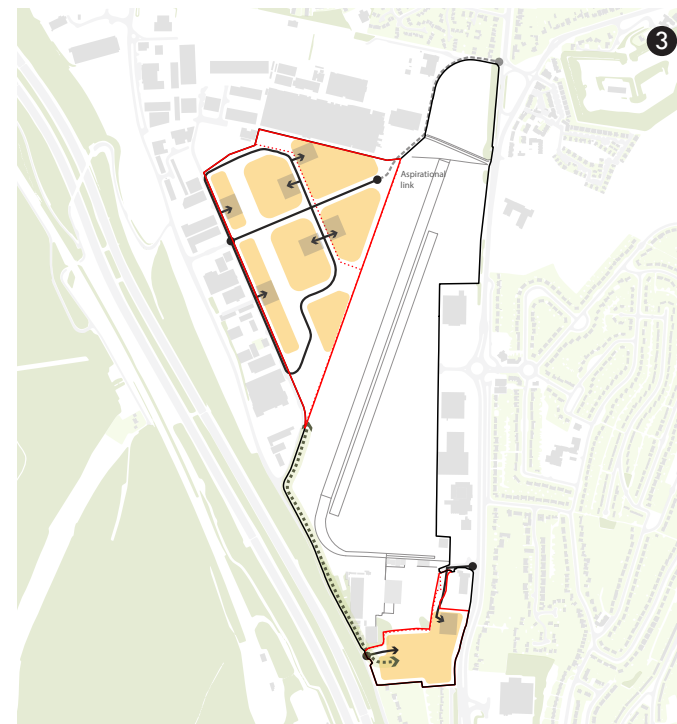


Figure 2.3. Pedestrian Friendly Clusters

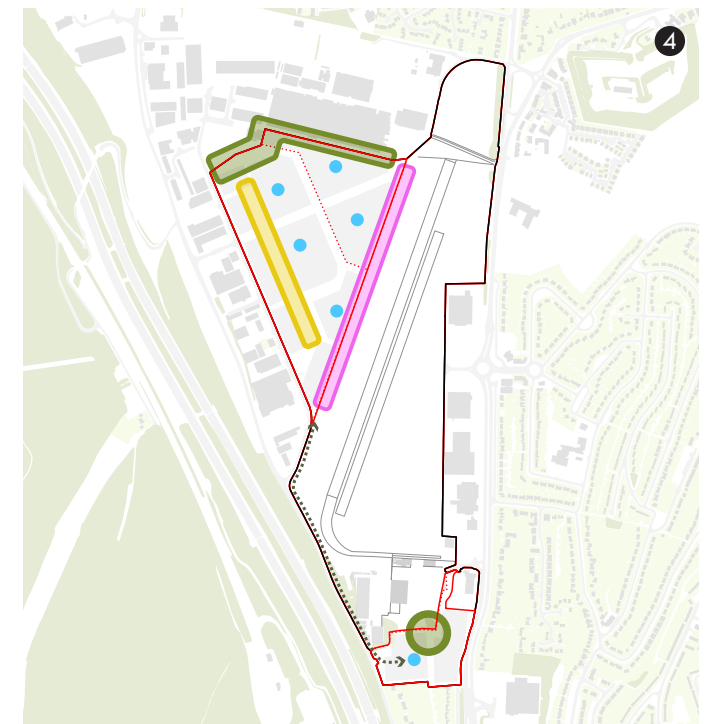


Figure 2.4. Landscape Character Areas



“

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

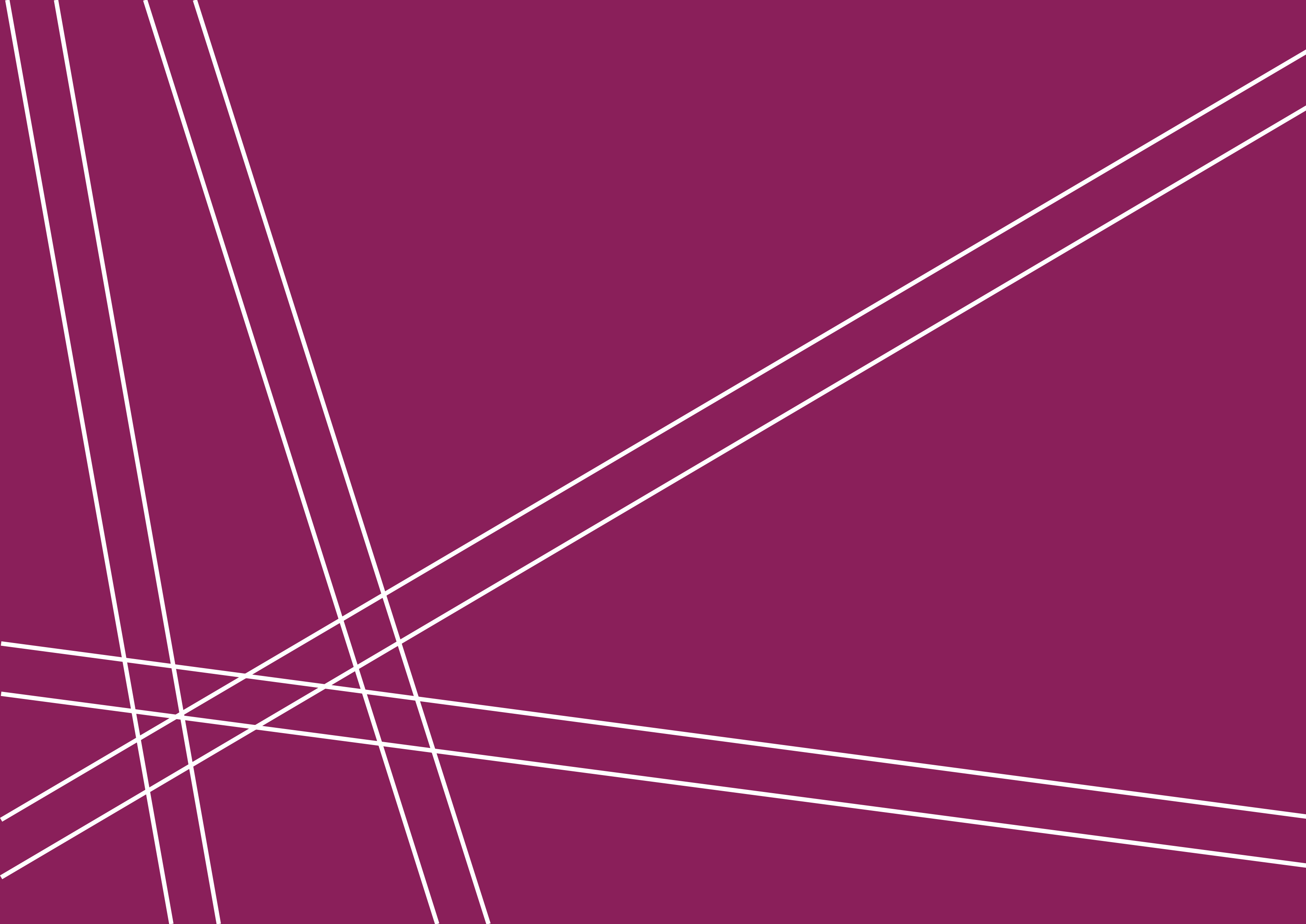
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The IPM illustrative masterplan provides a spatial representation of the vision for IPM. The masterplan incorporates the key design moves which are underpinned by an understanding of the site opportunities and constraints whilst also exploring the creative opportunities to create a place of authenticity and distinction.

The Design Code will provide parameters that detailed development proposals should adhere to.

All future development proposals should be discussed with the necessary stakeholders and pre-application discussions regarding design approach are recommended in advance of submitting the requisite design materials to satisfy planning validation requirements.

Figure 1.2. IPM Illustrative Masterplan





3.0

SITE WIDE GUIDELINES

3. Site Wide Guidelines

The following set of parameter plans set out the key layers that underpin the masterplan and are intended to guide future. The parameters include:

- * The site boundary
- * Landscape parameters
- * Access parameters
- * Building height parameters

3.1 Landscape Parameters

3.1.1 ‘The Runway Park’ green spine at the heart of the northern parcel is inspired by the idea that a place can emerge around this fundamental placemaking framework over many years and many phases of development ... a place built around and underpinned by a strong landscape feature.

3.1.2 The vision for IPM features the concept of a wider ‘legacy landscape’, a landscape framework that sets out a very robust mechanism which will assist the phased delivery of plots over many years. The landscape framework, thus, will act as a long term generator of place, value and a tool that guides phased delivery of plots. Development plots also respect the existing landscape features such as the southern woodland area with associated root protection areas.

3.1.3 The landscape framework becomes the key piece of infrastructure, allowing efficient sequencing of delivery that ensures each subsequent phase ‘plugs into’ an overarching landscape framework to effectively bring together each parcel and each phase as a cohesive place. This approach delivers maximum flexibility as a framework that guides phasing, assists the delivery of key infrastructure and utilities and delivers a high quality place.

3.2 Access and Movement Parameters

3.2.1 A number of points of access are proposed to connect the site to existing highways infrastructure. For the northern site, the central of the three points of access from Laker Road is proposed as a bus priority access point with cars using the northern/southern

access points to penetrate the site. This reduces conflicting movements at the crossroads.

3.2.2 Within each cluster space is allocated for a multi-storey decked parking solution which will allow the clusters to capture vehicles from the primary circulation loop and retain the Runway Park as a pedestrian friendly environment.

3.2.3 The quantum of parking to be provided ensures compliance with the current Medway parking standards. It is noted that these standards are a maximum, therefore reducing parking numbers will maintain compliancy. Minimum requirements will be met for accessible spaces, cycle parking and delivery space off the public highway. This can be managed on independent plots or through the shared use of decked parking structures and servicing areas. Based on expected accumulation of parking bay demand using Science Park trip rates, there may be potential to decrease the number of parking spaces required in the future.

3.3 Building Height Parameters

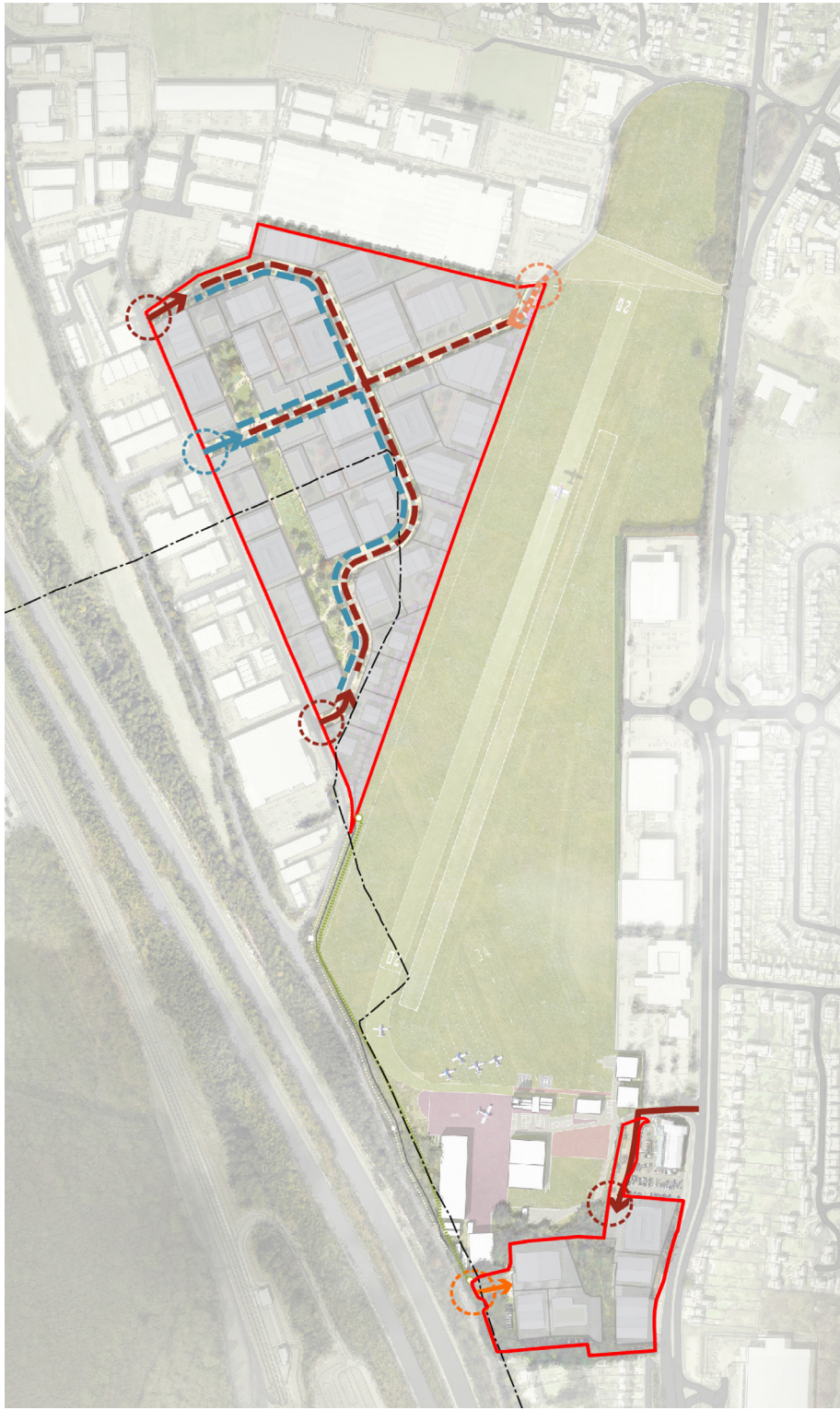
3.3.1 The IPM illustrative masterplan generates a number of plots which can come forward for development in a flexible manner. Building heights proposed within these plots, as illustratively proposed on the building heights plan, work within the parameters set by the requirements of the adjacent continued use of the airport as an operational airport.

3.3.2 Airport safeguarding restricts building heights and a height contour is applied with the acceptable height of development increasing with distance from the runway. This is reflected in the heights parameter plan (figure 3.3).

3.3.3 Whilst the illustrative masterplan is flexible, any future development proposals for plots will need to consider and respect the maximum height of buildings and structures that may be accommodated within the safeguarded zones and with due consideration of the AONB and its setting.

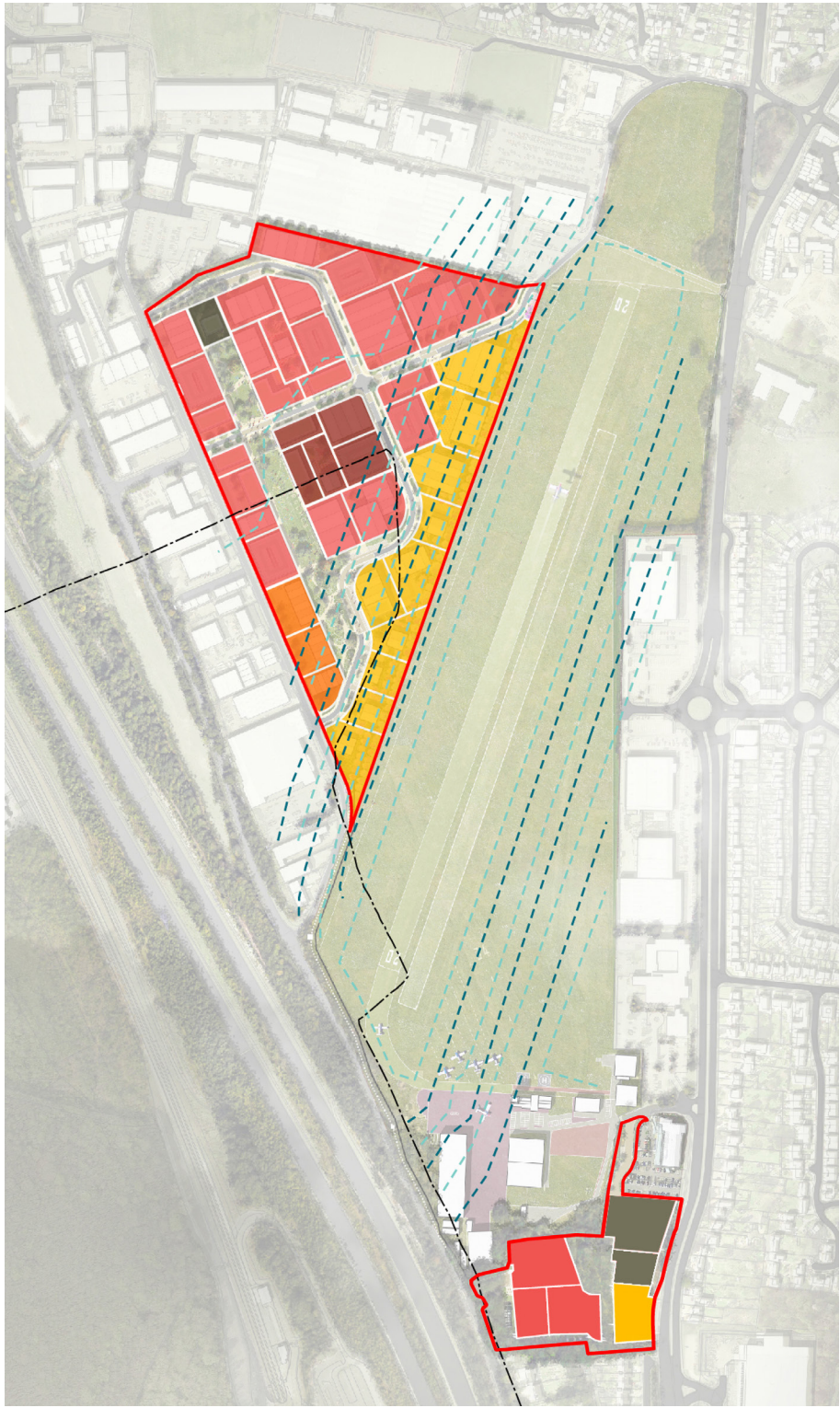


Figure 3.1. Landscape Parameters Plan



Legend

- Site boundary
- Medway Council and Tonbridge & Malling Borough Council boundary
- Development parcels
- Potential pedestrian link between sites within secured site boundary
- Primary access points
- Secondary access points
- Potential long term access points
- Bus priority access
- Indicative primary access route
- Secure pedestrian link within site boundary to connect north and south sites



Legend

- Site boundary
- Medway Council and Tonbridge & Malling Borough Council boundary
- Rochester Airport Height Restriction 5m Contour
- Potential pedestrian link between sites within secured site boundary
- Up to 6 storeys
- Up to 5 storeys
- Up to 4 storeys
- Up to 3 storeys
- Up to 2 storeys

Figure 3.2. Access and Movement Parameters Plan

Figure 3.3. Building Height Parameters Plan

3.4 Site Wide Guidelines

3.4.1 All future prior approvals should make a clear justification for the architectural response and the design rationale discussed with planning officers.

3.4.2 A number of site wide design principles are suggested by the IPM Masterplan. These general principles explain the design intent behind the illustrative masterplan which, when considered together, explain how a place of quality can emerge over time to achieve the objectives of IPM.

Appropriate response to key facades:

- * Generally, all facades **should** be designed to a good quality with the following locations identified as key facades that **should** respond to the indicative material palette suggested in this document.

Facing key spaces:

- * Building frontage **should** be designed to high architectural quality.
- * Building lines and on plot design features **should** define the road corridor with continuity.

Facing the runway Park:

- * Active frontages and uses that encourage collaboration **should** be provided on all elevations overlooking the Runway park. These uses **should** be visible from the Park to encourage vibrancy to spill out into the public realm.
- * Service access **should** be avoided at these frontages.
- * Building frontage **should** be designed to high architectural quality with design rationale fully justified

Facing gateway entrances:

- * Building frontage **should** address primary access road and gateways positively. Buildings **should** define the road corridor.
- * Building frontage **should** be designed to high architectural quality with design rationale fully justified.

Facing Maidstone Road:

- * Building frontage **should** be designed to a high architectural material quality as judged and agreed by

planning officers, design rationale **should** reference material selection and rhythm of Maidstone Road elevations to enhance a sense of arrival where appropriate.

- * Building heights **should** be appropriate to the existing context and comply with the parameter plan.

Key open spaces

- * Open spaces **should** be located strategically to capture the movements of pedestrian users and provide a space for enjoyment and social interaction.
- * Plots **should** be designed in a way to cater for the key open spaces.

Fronts and backs

- * The front of the plot **should** generally be where the plot meets the access corridor or key open space. In the instance that plot backs onto a key open space, the design of the plot **should** be appropriate to accommodate the open space.
- * Plots **should** generally back onto the least public area e.g the retained runway along the eastern edge.

Iconic building plots

- * Iconic building plots **should** appear different in style to the other general plots by using statement facade treatments, building layout and height **should** also emphasise the iconic character.
- * The plot frontage **should** face the most publicly viewable aspect.

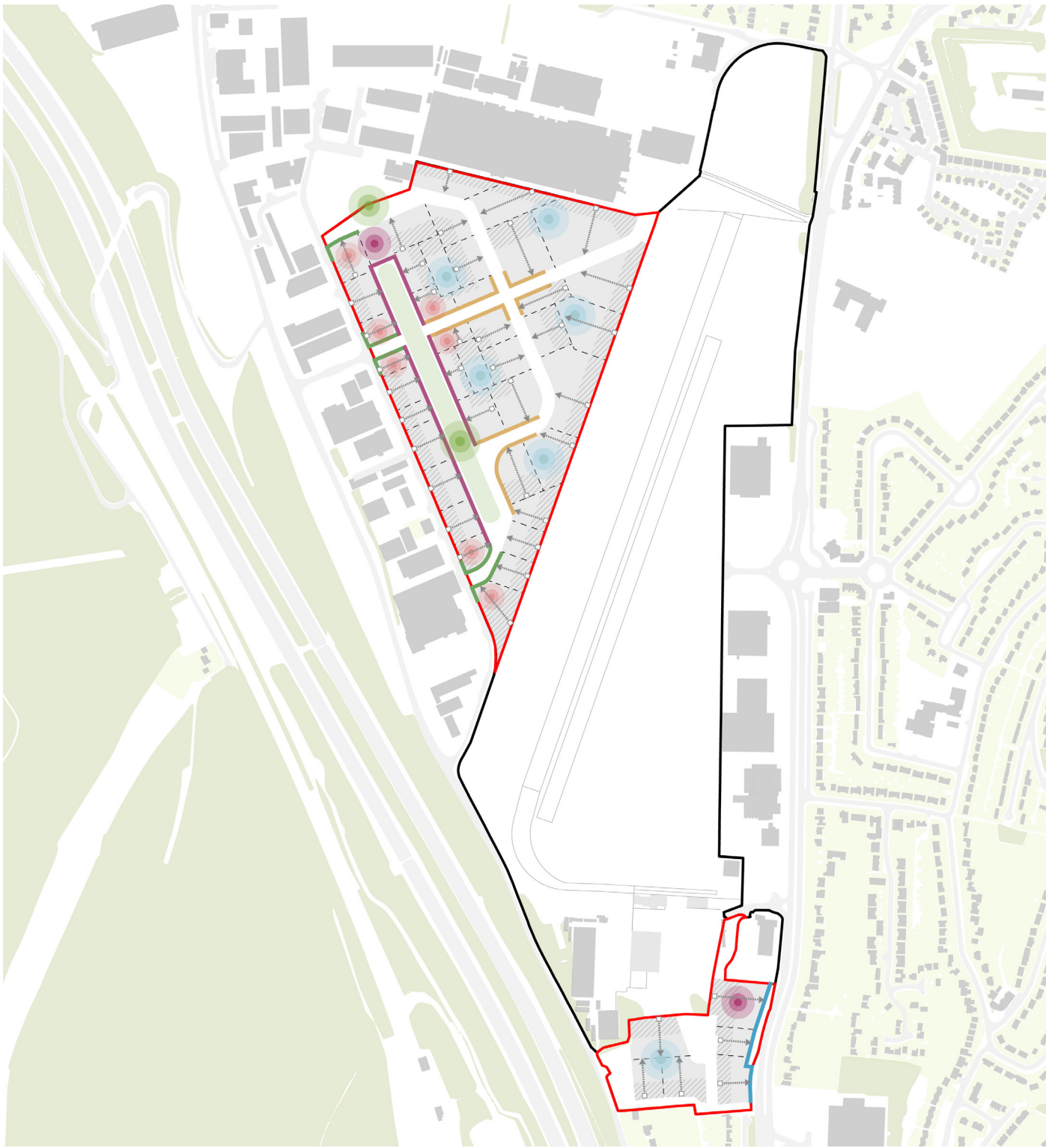
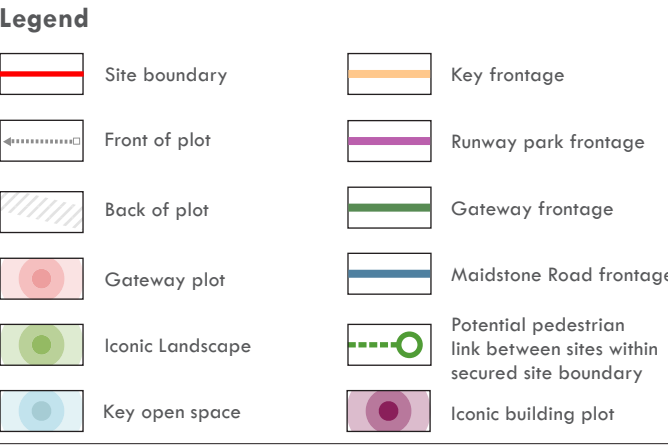


Figure 3.4. Urban Design Framework Plan

3.5 Character Areas

3.5.1 The IPM Masterplan outlines four proposed character areas:

- * Runway Edge;
- * Park Edge;
- * Core; and
- * Woodland and Landscape Edge

3.5.2 This document will offer supplementary guidance on how these character areas should be manifested and delivered on site in regard to their built form, composition, quality and materiality and landscaping.

3.5.3 By implementing the guidance outlined in this document, Innovation Park Medway will benefit from greater cohesion and an integrated design approach, ensuring the delivery of a scheme with a strong sense of place. The importance and details of this is outline in Section 3.1.

3.5.4 All future prior approvals **must** make a clear justification for the architectural response and the design rationale **must** reference how proposals support the design intent of the prevailing character area.


Legend

Runway Edge

Park Edge

Core

Woodland & Landscape Edge



Potential pedestrian link between sites within secured site boundary



Figure 3.5. Character Areas Plan



CHARACTER AREA GUIDANCE CA_01 Park Edge



Figure 3.6. Location map of Park Edge Character Area

Character Area Summary & Vision

This character area is centred around the proposed green spine that will serve as a significant structural element of the masterplan, bounded by the Woodland Character Area to the north, Laker Road to the west, Core Area to the east and the proposed primary route to the south.

3.5.5 The development of this part of the site will form the gateway to IPM and will serve as an interface between the existing Laker Road industrial estate and the wider IPM development. In order to ensure IPM has a clear identity, development at this key location should comprise of high quality employment spaces, of an exemplary design quality.

3.5.6 Part of the character area will be delivered in the initial phase and will set the standard for later phases to tie into to ensure continuity of design and delivery of the wider development area.

3.5.7 The masterplan for this character area is driven by the desire to promote IPM as a whole, and to provide a strong sense of arrival.

Likely Land Uses and Business Activities

3.5.8 The plots within this character area will benefit from attractive views over the Runway Park at the heart of the IPM development. As such these plots are suitable for prime B1/B2 spaces.

3.5.9 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

3.5.10 The gateway buildings in the designated plots at the junction of the primary access route and Laker Road should be iconic in terms of design, and should be at a maximum of 5 storeys in height, excluding the iconic

building in plot N1.2 with a maximum height of 6 storeys.

3.5.11 The form and massing of the plots fronting both Laker Road and the Runway Park is more sensitive than those to the east due to the buildings' location within the wider landscape. These units should be at a maximum of 4 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.

3.5.12 The development of this part of the site should be of a scale in keeping with neighbouring industrial development.

3.5.13 Simply detailed, bespoke contemporary architecture, in 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.

3.5.14 For plots which overlook the AONB, sensitive materials are required to be used for design.

Minimising risk of bird strike on airfield

3.5.15 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.

3.5.16 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.

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





CHARACTER AREA GUIDANCE CA_02 Runway Edge



Figure 3.6. Location map of Runway Edge Character Area

Character Area Summary & Vision

This character area is located along the western boundary of the operational Rochester Airport, bounded by the Runway Edge and Core Character Areas to the west and Laker Road to the south.

3.5.18 The masterplan for this character area is driven by the desire to respect site heritage. The development plots within this character area will be nestled into a unique landscape backdrop, with pavilion typologies making a nod to the site heritage as 'hangars on the airport'.

3.5.19 Given its immediate proximity to the airfield and interaction with airfield perimeter, this character area has a vital role to play in defining means of enclosure to avoid casual intrusion and penetration into the restricted parts of the airport.

Likely Land Uses and Business Activities

3.5.20 Plots in this character area will provide a unique offer for start up organisations and SMEs within a supportive network of like minded businesses embracing the ethos of enterprise.

3.5.21 This part of the site has the capacity to provide a range of varied high quality employment spaces, between 400 sqm to 2,100 sqm.

Likely Building Form, Scale and Heights

3.5.22 The form and massing of these plots is more sensitive than those to the west due to their interface with the operational airfield. These units should be at a maximum of 2 storeys in height. The external massing of the hangars and their layout as a group are the most critical aspects. Future design proposals should consider the potential to explore a range of varied facade treatments and colours to emphasise the individuality of the hangar typologies.

3.5.23 Proposed hanger typologies within this character area need to be respectful of the setting, plots

designated to accommodate larger units should reflect the scale and proportion of the existing hangars.

3.5.24 There is relative freedom in the architectural style of this part of the site.

3.5.25 Generally low lying massing composition, responding to context and airport safeguarding restrictions on building heights. A height contour should be applied with the acceptable height of development increasing with distance from the runway. In the areas immediately adjacent to the airport to single storey structures, with single storey hangar typologies located along the Runway Edge.

Minimising risk of bird strike on airfield

3.5.26 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.

3.5.27 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.

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

