The Power of 10 - Landscape Strategy

1. Runway Park - social track
2. Runway Park - events lawn
3. Outdoor rooms
4. Greenways
5. Gateways
6. Woodland walk
7. Trees of character
8. Boulevard
9. Decked parking
10. Innovative street structures

*Precedent images for illustrative purposes only
Potential Landscape Features

1. The Runway Park Social Track
   Getting innovation on track

2. The Runway Park Events Lawn
   A flexible events space

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3. Outdoor rooms
Collaborative spaces

4. Greenways
Pedestrian innovation stitches

5. Gateways
Arrival points & identity markers

6. The Woodland Walk
A peaceful retreat

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7. The Landscaped Edge
A seasonal set piece that puts people in touch with nature

8. The Boulevard
Much more than an access route

9. Car Decks
Meanwhile solutions OR permanent positive features

10. Innovative Technology
Leading edge technology that embraces innovation

*Precedent images for illustrative purposes only*
POTENTIAL CHARACTER...
BRINGING THE PLACE TO LIFE
Proposed Character

This section takes key areas of the masterplan, and based on the principles described in the previous sections, describes how these might evolve in terms of their built form, composition, quality, and character.

The purpose of this section is to describe how the principles of the design rationale and vision could be manifested and delivered on site. It is envisaged that Design Coding at the next stage of the planning process will guide development proposals further and fix tighter parameters that detailed development proposals must adhere to.

The studies do not represent the only solution but illustrate how an integrated design approach would deliver a scheme with a strong sense of place.

The studies do however represent the layout, form, scale and massing that will result from the design approach. The material is intended to give a clearer picture of how the design principles will translate into the fabric of the scheme.
The 1st Phase Northern Gateway

Early impact

1. Existing view into Phase 1 gateway

*Artist impression of potential character subject to detailed design with funding of works to be explored in the future.
Innovation Park Medway
Phase 1 development parcel