

## Plot Capacity Testing

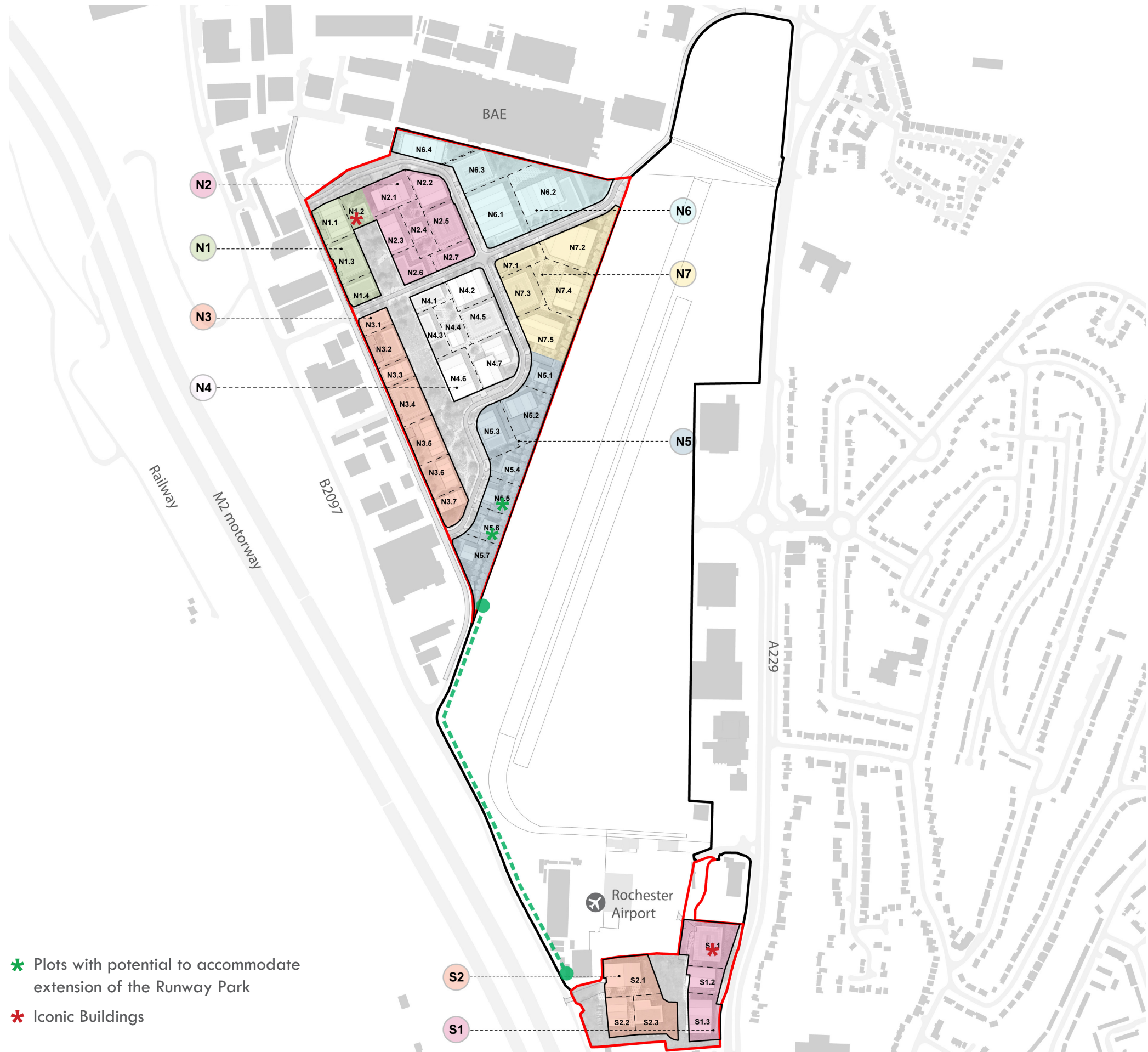
The IPM illustrative masterplan generates a number of plots which can come forward for development in a flexible manner. Indicative building heights and land use of each plot have been used to define the development capacity of the site.

The associated parameter plans set out in section 8 allow the flexibility for different stakeholders to come forward for feasibility testing of plots with decision makers able to test development proposals against the parameters and a set of design codes to control the design outcomes. Parameters contained in the LDO could become a critical tool for the marketing and branding of the Enterprise Zone as it will provide confidence that the site would be developed with a consistent approach.

The illustrative masterplan for IPM presents 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.

The framework is underpinned by a robust layout of the key structuring elements such as the linear 'Runway Park' and the points of access and movement corridors whilst allowing plots to be designed and developed in a flexible manner as interest from the market emerges during the lifetime of the LDO.

Future development proposals for plots will be set within this robust framework that ensures quality and continuity. This approach will allow development parcels to come forward in a phased manner, within a robust masterplan accompanied by design codes that will secure the intended placemaking objectives.



## Plot Capacity Testing

INDICATIVE BUILDING HEIGHT STRATEGY (Page 61)

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 by reference to similar science park developments there may be potential to decrease the number of parking spaces required in the future.



# Indicative Land Use Strategy

USED TO DETERMINE CAPACITY

SEE SECTION 8 FOR PARAMETER PLANS

The IPM illustrative masterplan follows a strategy of delivering an over arching framework that is robust, with the runway park and primary access corridor underpinning the structure of the site. Around these fundamentals, plots can come forward in a flexible manner. The land use strategy is indicative and has been used to determine the development capacity of the site, but it is important to note that the specific land use of each plot remains flexible with all plots identified as 'Development Parcels' in the parameter plans set out in section 8.

Feedback from market testing has informed the mix of land uses proposed. In addition, the case studies used for the Innovation Environment benchmarking exercise suggest that one of the key success factors is the mix of commercial office and R&D (B1) uses alongside B2 industrial activities. This mix, alongside a flexible mix of plot sizes, is critical to creating an ecosystem for innovation where firms can grow and develop; and innovations (the ideas that actually create value) can transfer from the R&D and theoretical space (B1) to the operational space (B2).

IPM proposes a mix of B1 and B2 space to capture as much of the innovation value chain as possible. The indicative land use strategy seeks to propose a logical distribution of land uses in order to reinforce the intentions of the vision and deliver a place of quality. A range of B1 and B2 land uses are proposed but specific layouts for interested parties can emerge as interest is received. A key feature is the proposed distribution of B1 Business employment spaces along the primary gateway spine that accesses the northern site. The intention is to promote active frontages onto key routes in order to create natural surveillance of well used pedestrian routes to encourage a feeling of safety at all hours.

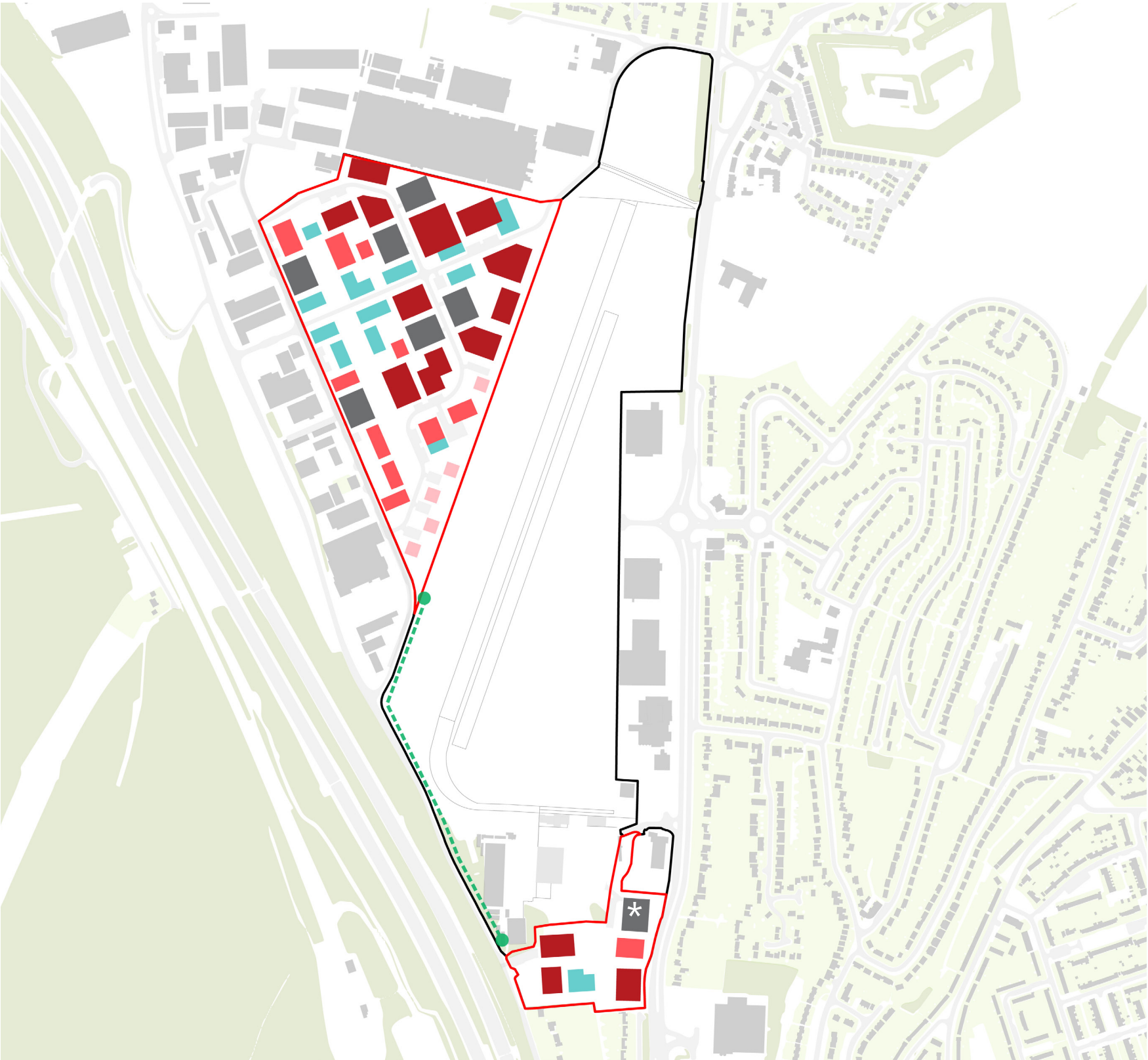
Summary of land use floorspaces proposed within the illustrative masterplan:

Land use	Building size range (m²)	Total GEA (m2)
B1	500-1000	23,700
B2	up to 1000	2,000
B2	1000-2000	19,900
B2	2000+	55,048
Multi-storey carpark		54,000

\*GEA split is purely indicative and an example of potential mix that has been used to test the masterplan

\* 4-storey car park with the potential to explore employment space (B1/B2) of up to 6 storeys subject to plot developer's requirements.

Note: it is anticipated that a range of ancillary uses such as A3 land uses could be provided in strategic locations (such as along the Runway Park) to deliver shared facilities that would benefit the wider employment community. This could be included within buildings as detailed development proposals come forward and might include food and beverage, small scale retail, and community / leisure facilities.







# Indicative Building Heights Strategy

USED TO DETERMINE CAPACITY

SEE SECTION 8 FOR BUILDING HEIGHT PARAMETER PLAN

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 indicative building heights plan, have been used to define the development capacity of the site.

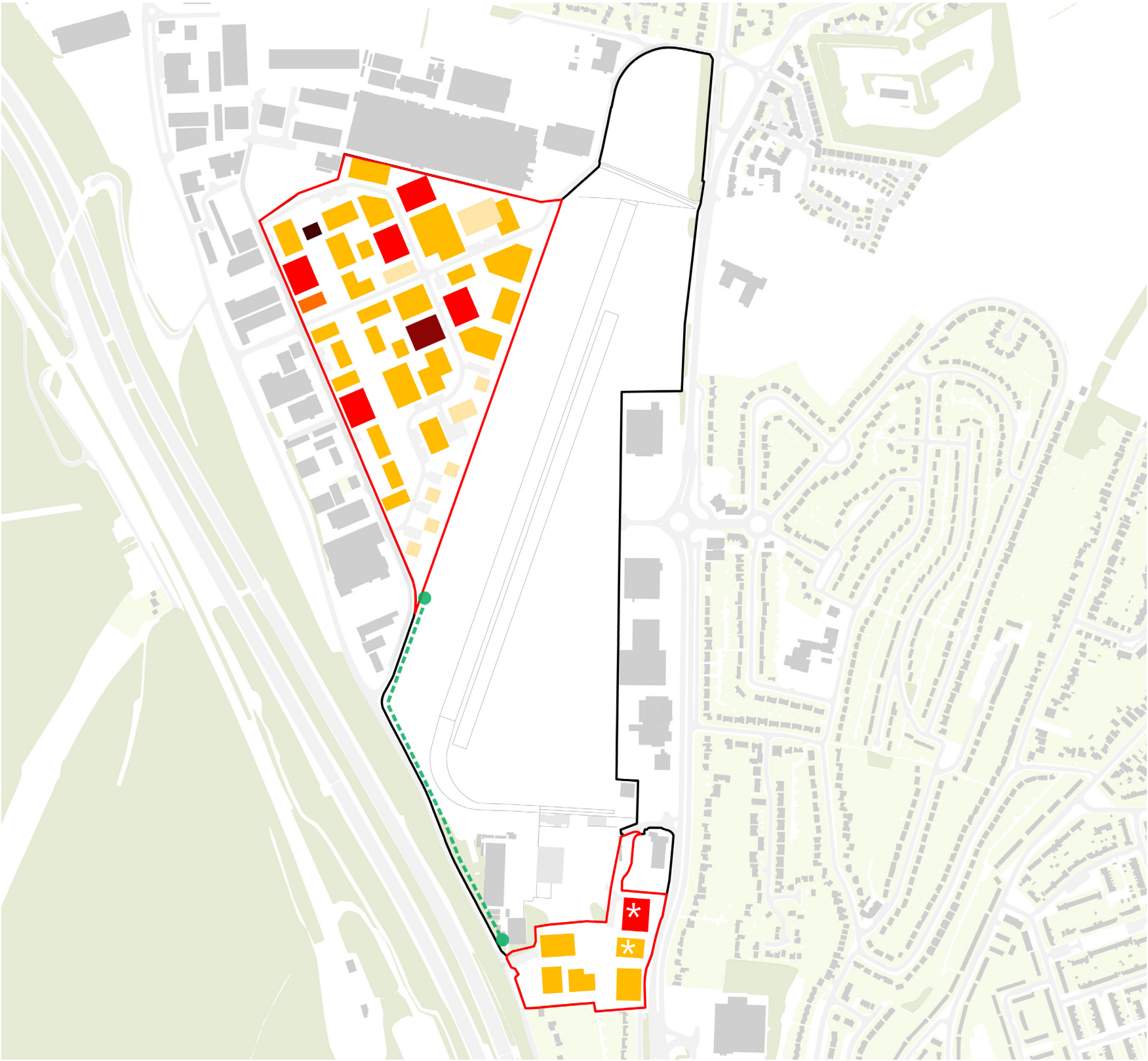
Whilst the illustrative masterplan is flexible, any future development proposals for plots will need to adhere to the maximum building heights set out in the Building Heights Parameter Plan (see section 8). The Building Heights Parameter Plan indicates maximum heights proposed, allowing the LDO to retain flexibility as the actual building heights are not yet known. It is likely that a small proportion of the development proposals will be built to the maximum height, and that the development proposals are more likely to reflect the indicative building heights strategy.

The building heights strategy and associated parameter plan work within the parameters set by the requirements of the adjacent continued use of the airport as an operational airport. Airport safeguarding restricts building heights and a height contour is 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 landscaped edge for example.

Elsewhere, the masterplan proposes predominantly 2 and 3 storey buildings, with one strategically located taller iconic building at the north end of the runway park at up to 6 storeys, with potential for iconic building to be located within the southern area along Maidstone Road. Decked car parks are proposed at 4 and 5 storeys.

### Indicative building heights

- 6 storeys
- 5 storeys
- 4 storeys (Up to 6 storeys)
- 4 storeys
- 3 storeys
- 2 storeys (Up to 4 storeys)
- 2 storeys
- 1 storey





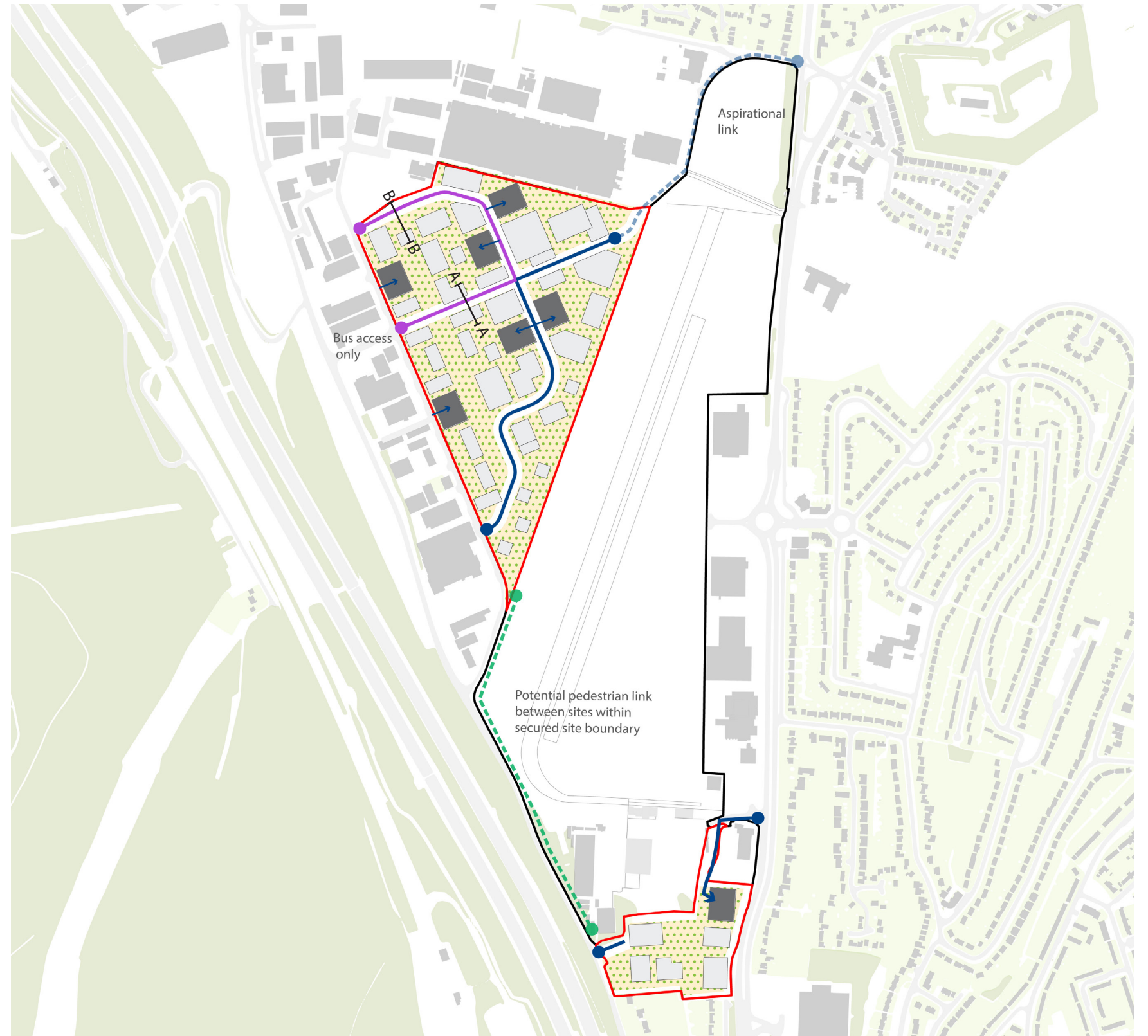
## Indicative Access & Movement Strategy

SEE SECTION 8 FOR ACCESS PARAMETER PLAN

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.

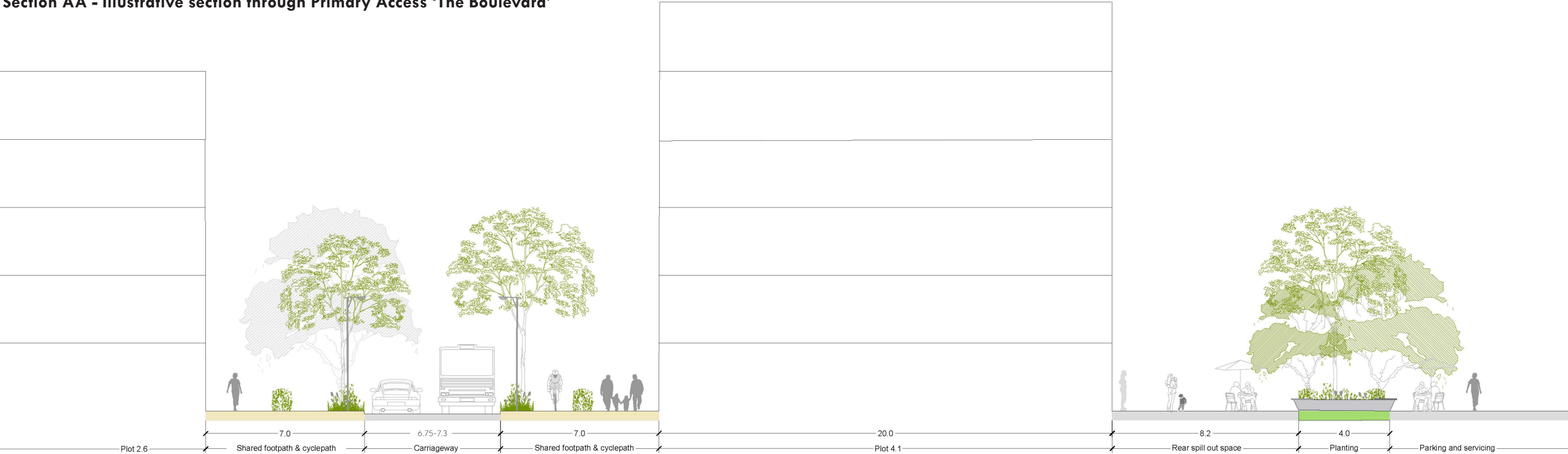
Within each cluster space is allocated for a multi-storey decked parking solution which will allow the clusters to capture vehicles from the primary circulation loop and retain the Runway Park as a pedestrian friendly environment. See sections AA and BB for illustrative cross sections through the primary access corridors.

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.





Section AA - Illustrative section through Primary Access 'The Boulevard'



Section BB - Illustrative section through Primary Access 'Woodland Gateway'





# Indicative Landscape Strategy

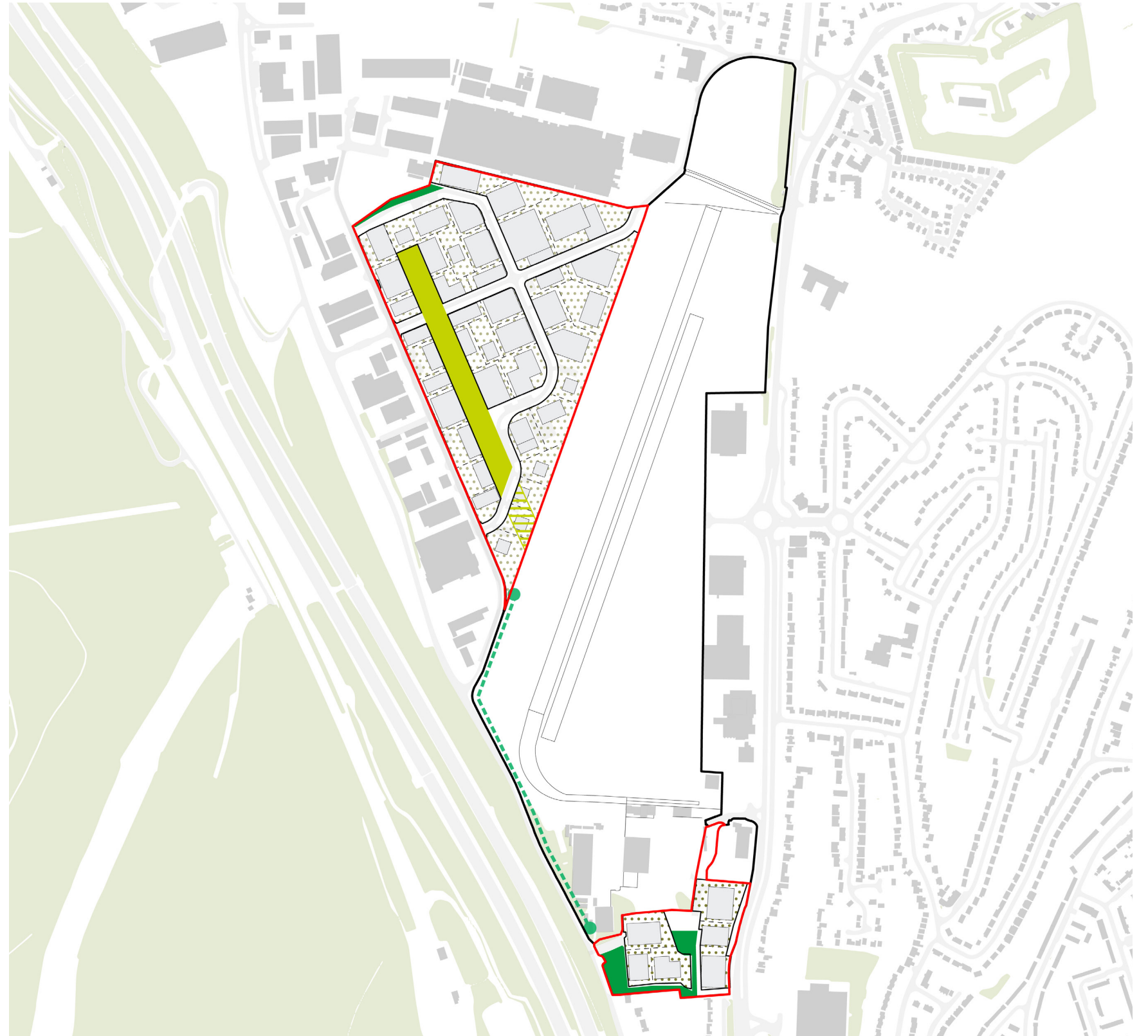
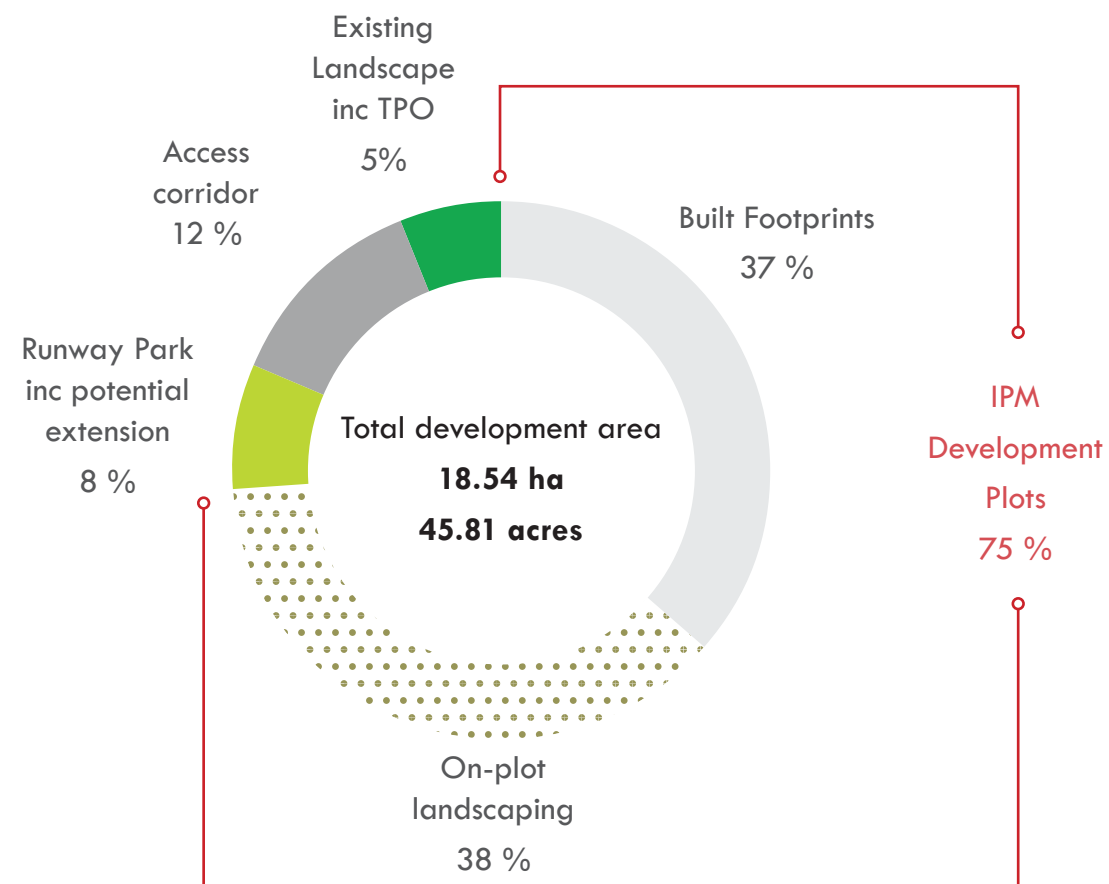
SEE SECTION 8 FOR LANDSCAPE PARAMETER PLAN

The key concept behind the masterplan for IPM is to put in place a 'legacy landscape'. This idea goes beyond a design aspiration for achieving great placemaking.

The legacy landscape, with 'The Runway Park' green spine at its core is inspired by the idea that a place can emerge around this fundamental framework over many years and many phases of development ... a place built around and underpinned by a strong landscape and infrastructure strategy.

The vision for IPM features a '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.

The landscape framework becomes THE key piece of infrastructure, allowing efficient sequencing of delivery that ensures each subsequent phase 'plugs into' an over arching 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.



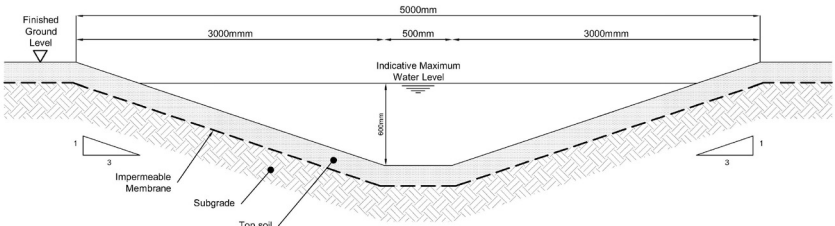


# Indicative Drainage Strategy

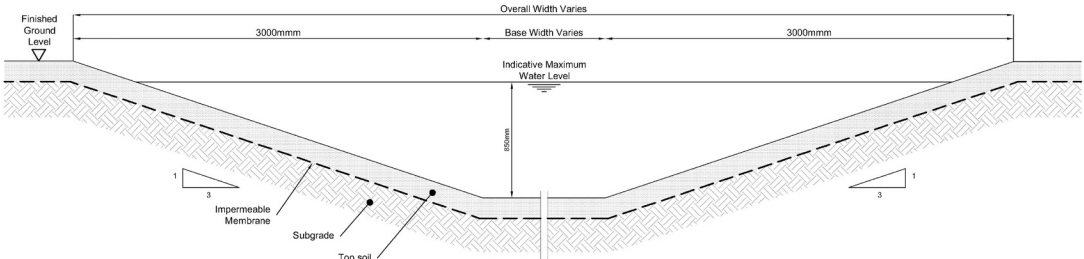
A strategic surface water drainage solution has been prepared for the proposed development based upon a range of infiltration techniques that can be employed across the development. Surface water flood routing for the proposed development will also route flood water in the extreme events away from building footprints into areas of containment, such as swales and open storage structures along the landscaped green corridor.

- KEY:
- Permeable paving
  - Cellular storage
  - Tree pits
  - Dry basin
  - Swale

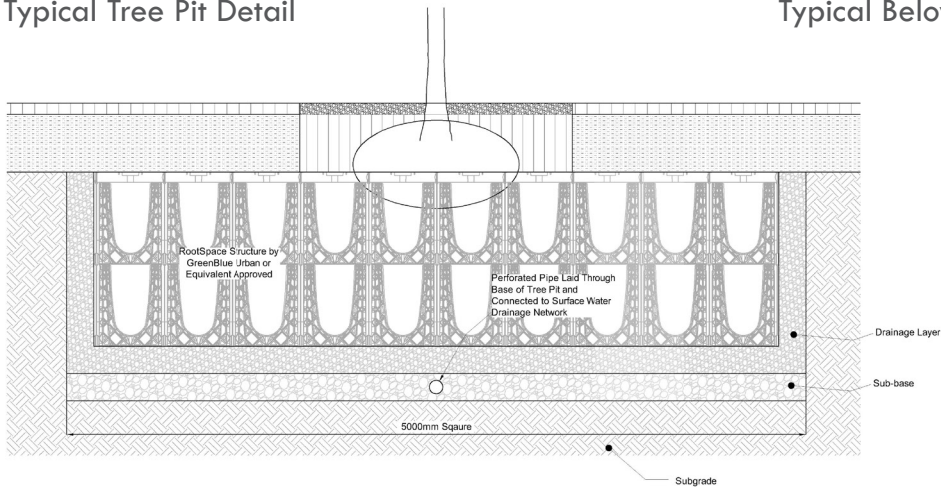
Typical Swale Detail



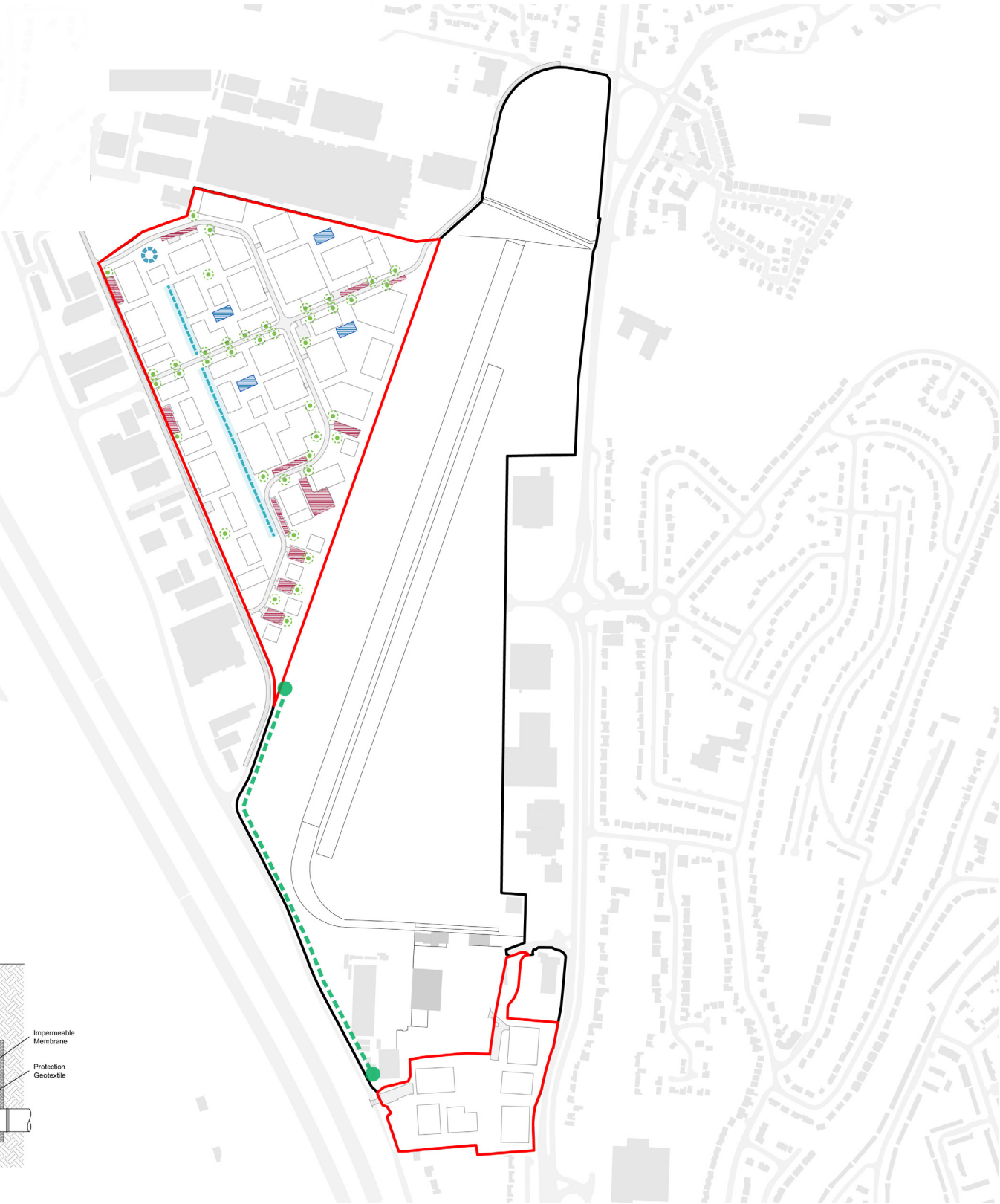
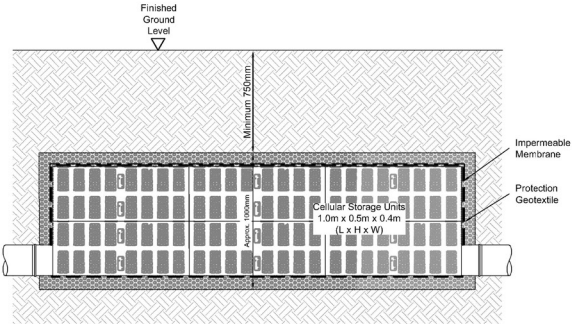
Typical Dry Basin Detail



Typical Tree Pit Detail



Typical Below Ground Cellular Storage





# Landscape Character

The landscape strategy for IPM seeks to deliver places of a range of scales for a variety of activities. The intention is to deliver a series of spaces that can be curated by future users of the site and accommodate a varied programme of activities which will help attract and retain the best staff.

Each component of the landscape framework takes its inspiration from existing landscape conditions and creates a backdrop for development parcels to come forward as distinct parcels with their own identity, under the umbrella of the IPM branding which will be projected by the public realm.

The landscape framework delivers places with distinctive character, creating specific kinds of value. It will create an extraordinary environment within which moments of inspiration will occur and ideas can be exchanged. The distinct character of each landscape element will also elevate architecture to new standards that contribute to IPM becoming a place of distinction - a unique investment opportunity.

Within the framework there are welcoming, civic spaces that work celebrate the sense of arrival. Quieter spaces heightens the senses, whether by unearthing the layers of a site's history or through sound, sight, smell and touch.

The strategy also seeks to deliver open space for each phase of development to create place and build an enterprising, entrepreneurial and innovative community spirit in an environment that is authentic and attractive to its users.

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.

