

## KEY INTERVENTIONS



### Analysis

Identifying key connections, desire lines and areas of activation to shape the masterplan



### Placemaking

Social track and meeting places provides an attractive, relaxing, safe environment, improving the overall wellbeing of all the users



### Activation

Activating the area by diversifying and attracting new uses within the buildings and improving public realm to support any spill over activities.



### Connectivity & Movement

The entire development is interconnected by Runway Park, key open spaces and plazas



### Footfall & land use

The Proposal focuses on encouraging footfall and employment led land use

# INNOVATION PARK MEDWAY



**Client:** Medway Council

**Location:** Chatham, Medway

**PCL Services:** Masterplanning, Landscape Architecture, Lighting Design, Highway Engineering and Civil Engineering, and Flood and Water Management

**Project Type:** Public Park Design, Large scale infrastructure.

**Stages:** RIBA Stages 2-6

**Project Area:** 18 hectare

Project Centre played a major role in designing and delivering a landscape-led masterplan for Medway Innovation Park, an 18 hectare scheme adjacent to Rochester Airport. The masterplan forms part of the North Kent Enterprise Zone, a regeneration programme for the region to attract high value technology, engineering, manufacturing businesses.

The masterplan proposes employment-led land uses on a flexible grid set around a new green space on the old runway, aptly named Runway Park. The masterplan layout reflects the overall client brand identity of 'pathways of discovery', with straight legible permeable routes. Our designs for the masterplan and public realm create a high-quality environment, alongside promoting active lifestyles and biodiversity. As part of the masterplan we integrated SuDS strategies, enhancing the placemaking benefits whilst addressing flood risk.

Project Centre has delivered RIBA Stages 2 to 6 for the scheme, with urban design and masterplanning services provided alongside landscape design, full range of civil engineering, lighting and drainage services.