

Priority Theme Principles

03

Priority Theme Principles

The vision is underpinned by a series of priority theme principles that serve as key objectives for the masterplan. These priority themes were identified in response to the needs, observations and opportunities highlighted in the baseline report.

Each principle defines a strategic design or urban development principle that forms the masterplan vision whilst considering the interaction and interface with the Station at the heart of the Waterloo and South Bank area.

1



**A Connected,
Permeable, and
Integrated Place**

2



**Welcoming,
Accessible, and
Green Public Realm**

3



**A Thriving, Vibrant,
and Diverse Place
for All**

4



**Sustainable,
Inclusive Growth
and Opportunities**

5



**A Resilient, Sustainable,
and Healthy Waterloo and
South Bank**

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**A World Class Multimodal
Hub at the Heart of London**

Priority Theme 1: A Connected, Permeable, and Integrated Place

The pedestrian network across the Waterloo area is currently heavily constrained by infrastructure barriers, both rail and vehicular, and severed by the station, making for a poor and hostile pedestrian environment. Pedestrian / vehicle conflict also contributes to the living environment deprivation experienced in the Waterloo area.

Increasing pedestrianisation in key areas around the station and providing a wider choice of routes, a greater number of simpler pedestrian crossings and additional direct connections to key anchor destinations such as South Bank, St Thomas' and the emerging SC1 district will provide better access and walkability. This will make the station and interchange simpler to navigate, whilst also stitching it into the surrounding city fabric and street network.

Supporting active travel through connecting cycle infrastructure corridors, creating designated and safe routes for cyclists and micromobility users, in addition to creating new cycle parking, hire and micromobility hubs will support the wider health and wellbeing of local communities.

A more permeable, connected network linking different spaces and facilities will allow for an increase in ground plane activation and encourage people to dwell in the area which currently serves more as a transition space.

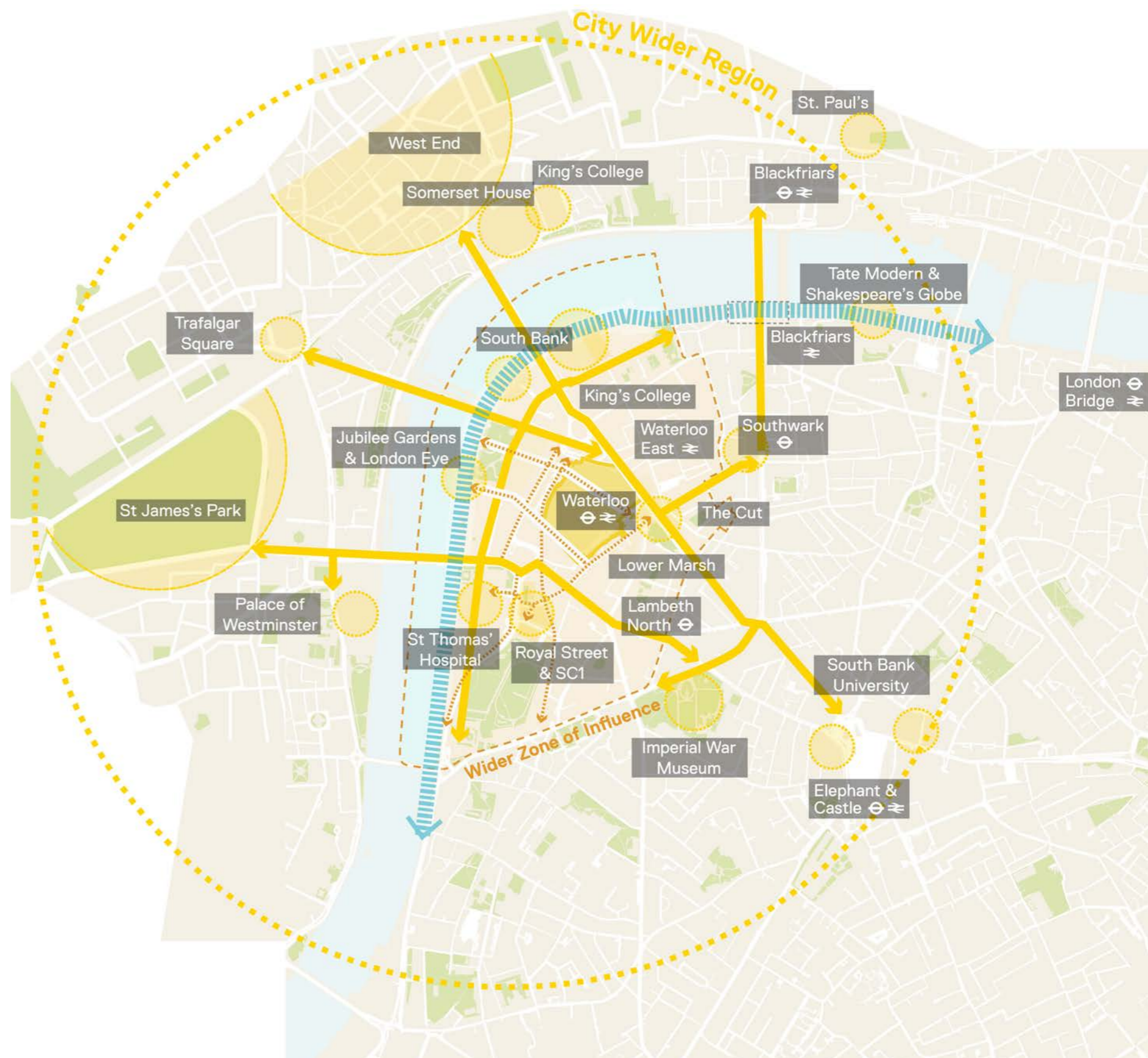


Figure 3.1: Wider connections, destinations & anchors

Priority Theme 2: Welcoming, Accessible, and Green Public Realm

Creating areas of high-quality public realm in key locations across the Waterloo and South Bank area which are varied and attractive will encourage footfall, dwell time and support growth.

Priority Theme 2 focuses on improving the quality and experience of routes and spaces, public open green and amenity spaces through landscaping, green infrastructure, amenities, lighting and signage.

Public spaces should be curated and programmed to offer a variety of uses and activities including differing spatial characters that respond to the unique identity and communities of each Character Area.

Green infrastructure principles will focus on addressing the tree desert that exists around the station, building on, improving the quality of, and enhancing access to green open spaces, and creating green landscaped linear routes interconnecting the green infrastructure.

Victory Arch Square



Opportunity for IMAX peninsularisation



The Curve, One Waterloo

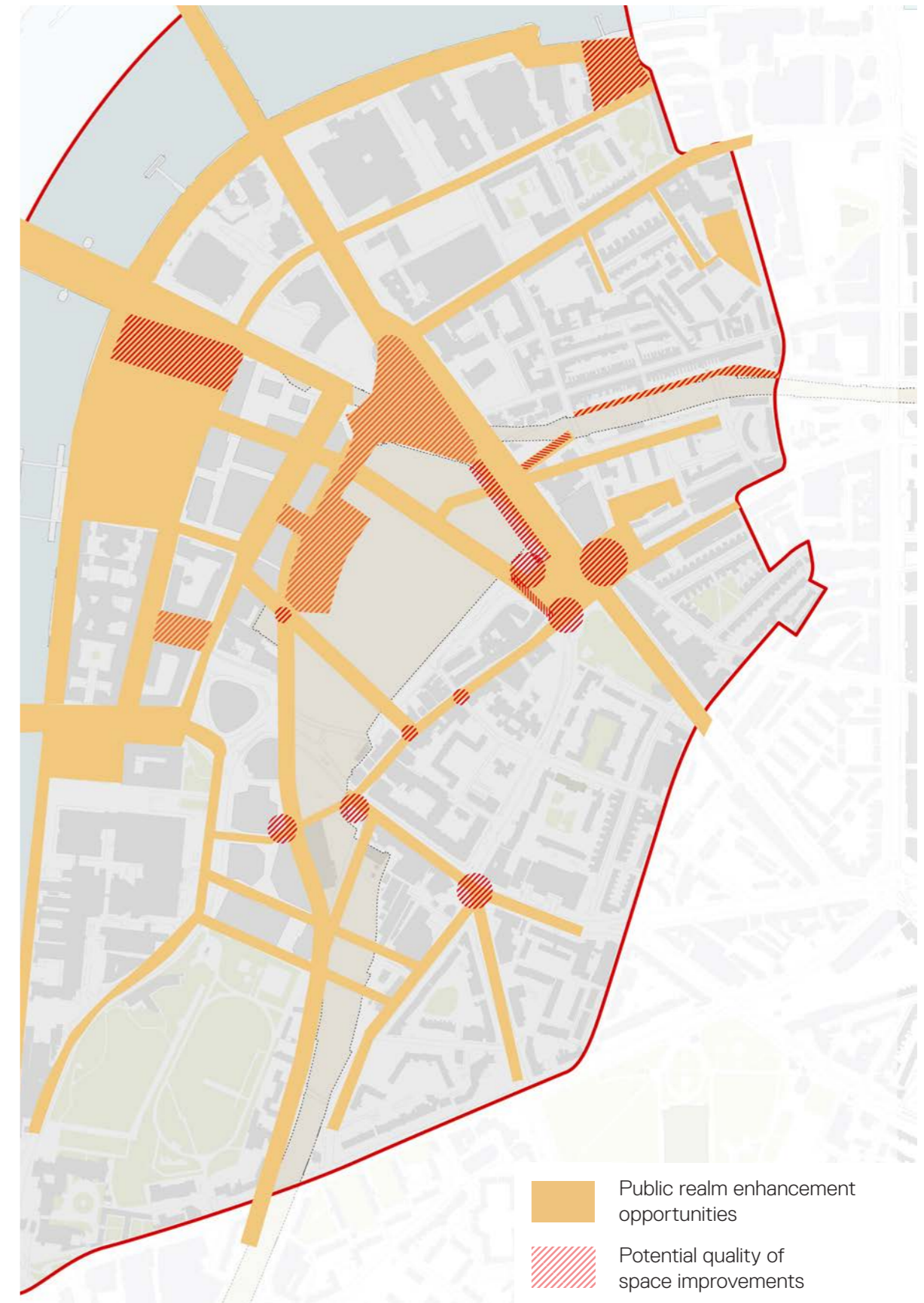


Figure 3.2: Public realm opportunities - improving the quality of routes & spaces across the Waterloo Area

Priority Themes 3 & 4: A Thriving, Vibrant, and Diverse Place for All


Priority themes 3 and 4 consider activation and development from a bottom up provision and top down opportunity approach. Building on the existing character and identified needs of each area, key urban principles inform and shape the development opportunities.

Development is integral to the masterplan vision through;

- Its interface with the public realm
- Providing address and activation of key routes and spaces
- Supporting benefits of new jobs and skills, affordable workspace and community amenities
- Delivering value to fund the station redevelopment and wider public realm improvements.


PT3 - Identifying Gaps

- Bottom up provision - informed by baseline
- Mix and quantum of uses + gaps
- Opportunities and needs




PT4 - Identifying Opportunities

- Top down - opportunities for development interventions
- Quantum - new site, over-site development, adaptive reuse



PRIORITY THEMES 3 & 4

URBAN PRINCIPLES



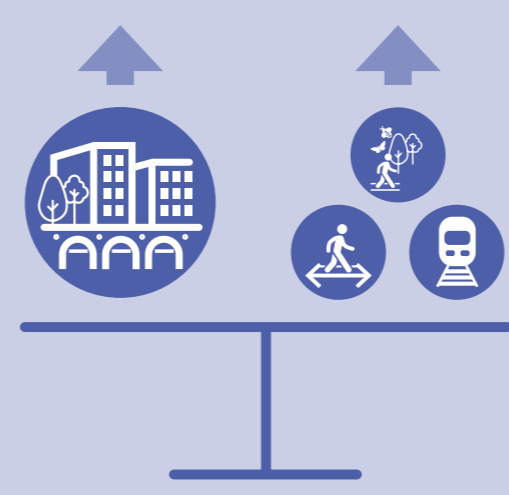
Relationship with public realm
Urban repair, activation & address
Massing, height & density
Community benefits

DEVELOPMENT OPPORTUNITIES



NR Freehold
Undercrofts & viaducts
Wider opportunity infill sites

DEVELOPMENT BENEFITS



Development scale
Availability of funding
Station, public realm, connectivity improvements & wider benefits

WIDER BENEFITS



NEW PUBLIC REALM & GREEN INFRASTRUCTURE



TRANSFORMATION TO MULTIMODAL HUB

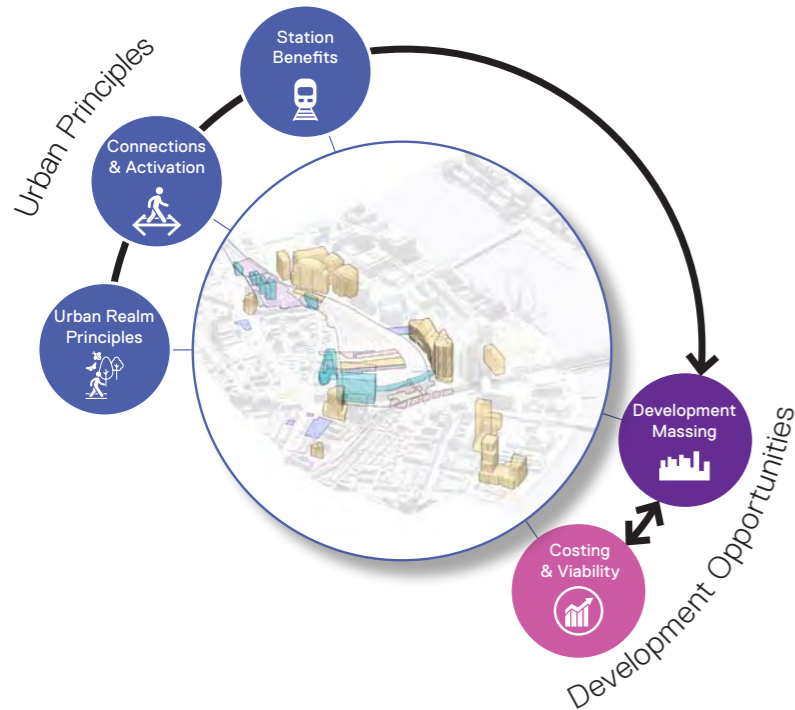


LOCAL BUSINESSES, WORKSPACE & JOBS



LOCAL DESTINATIONS & LIVEABLE NEIGHBOURHOODS

Priority Themes 3 & 4: Sustainable, Inclusive Growth and Opportunities



KEY

- 1 Maximise station's potential and provide civic presence and a defined edge along Waterloo Road
- 2 Southern Concourse - New route across and into the station, strengthening connections to Lower Marsh and The Sidings
- 3 Enhanced Leake Street connections - improved public realm node along Lower Marsh, defined building edge & activation on the northern entrance
- 4 New landscape connection to extended northern concourse
- 5 Development creates a defined edge and improved experience along Cab Road with active uses at grade
- 6 Promote onward connections with defined gateways to Lower Marsh, connecting through to SC1
- 7 Strengthen the edges of key node for north-south movement
- 8 Support and showcase the hidden creative community, and draw on benefits from emerging SC1 growth sector with high quality employment opportunities
- 9 Improved and activated public realm, pedestrian & cycle priority
- 10 Celebrate gateways to The Cut and provide a defined and active edge to Emma Cons Gardens
- 11 Encourage full length use of The Cut and defined street edges
- 12 Maximise potential around key transport nodes
- 13 Supporting and connecting into SC1 life sciences and health priority growth sector

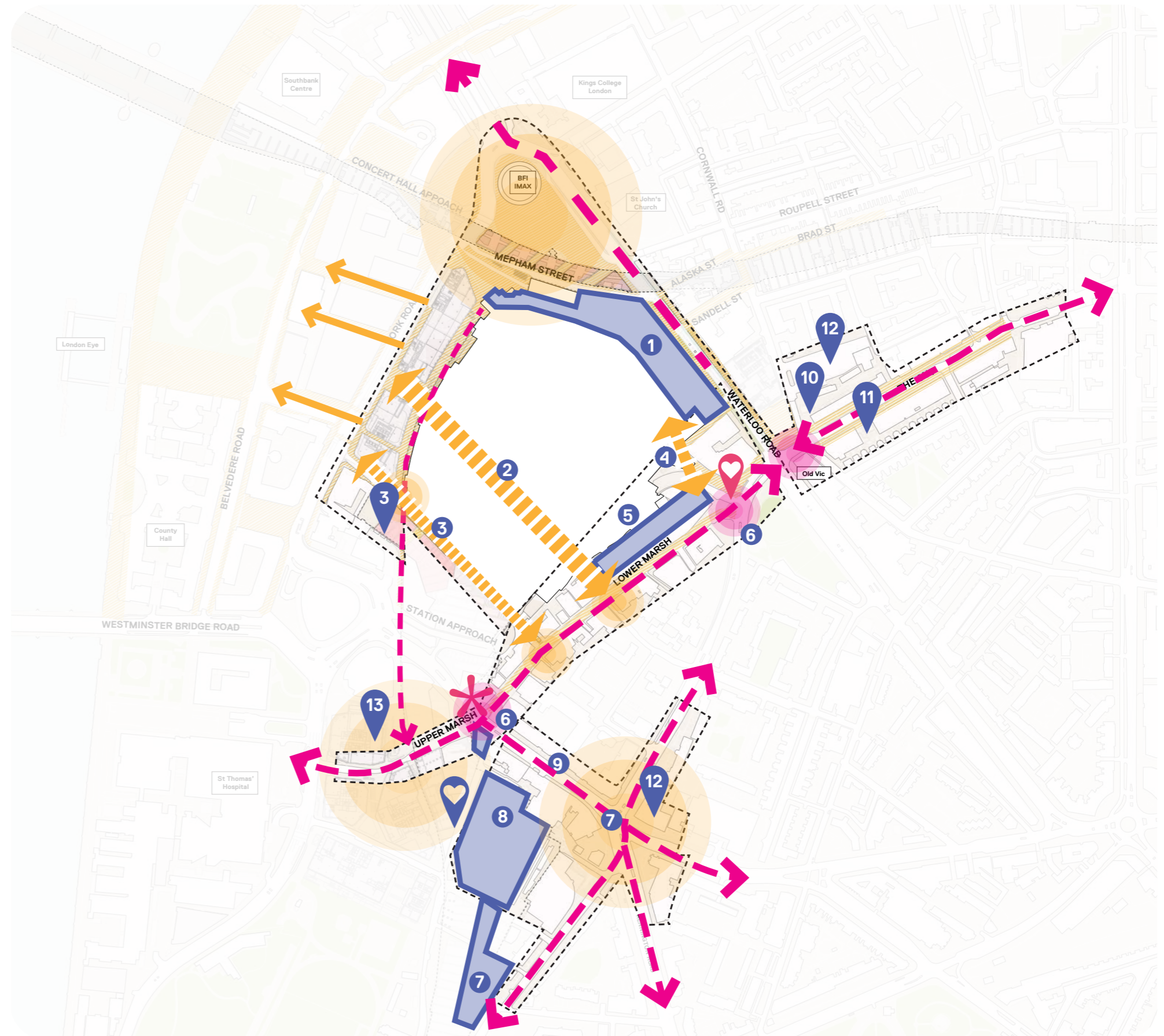


Figure 3.3: Overview of PT3 & 4 opportunities

Priority Theme 5: A Resilient, Sustainable, and Healthy Waterloo and South Bank

Within the urban realm, our approach to Priority Theme 5 addresses issues such as materials, sustainable urban drainage, and social and economic design interventions, seeking to mitigate and adapt to long-term climate change impacts, support the health and wellbeing of Waterloo communities and respond to local policy contexts. The theme identifies a series of masterplan environmental opportunities and outcomes, including net zero, climate adaptation and resilience, building and energy, air quality, transport and movement, waste, consumption and food, biodiversity and environmental quality, circularity and resources.

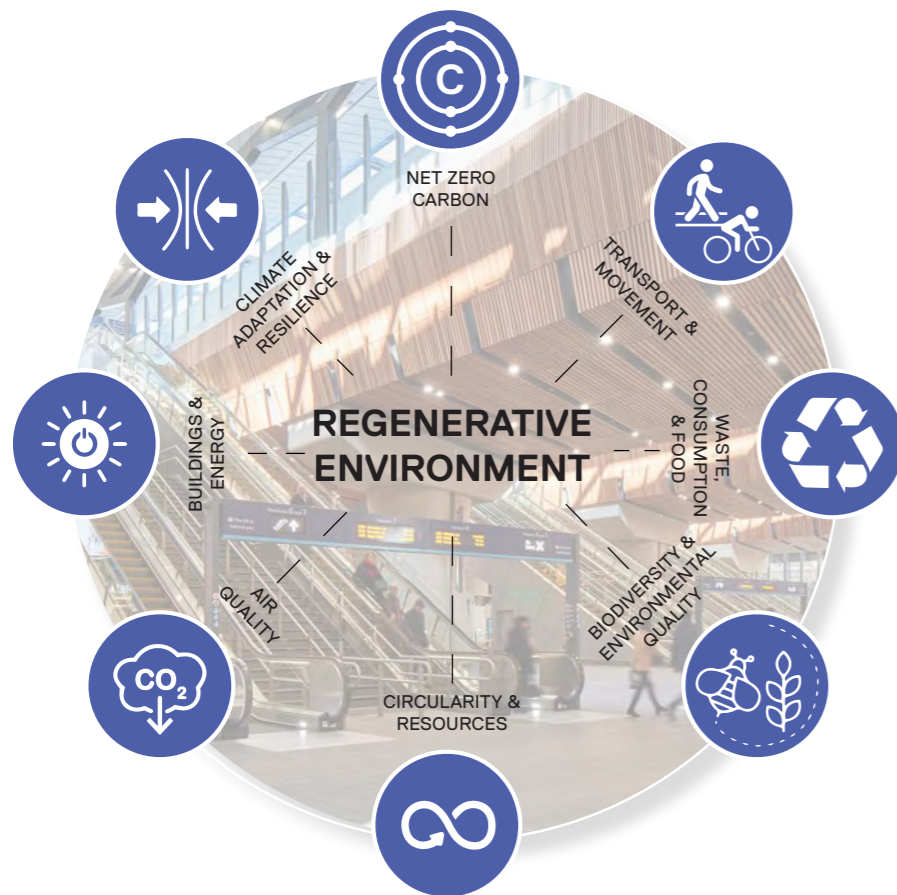


Figure 3.4: PT5 Environmental sustainability overview

Priority Theme 5: A Resilient, Sustainable, and Healthy Waterloo and South Bank

Sustainable placemaking should take social value as its foundation – expanding access, inclusive opportunity and shared prosperity. To achieve this, Priority Theme 5 also considers how our vision for Waterloo is authentically borne from the unique economic and social character of its place, enhancing and building upon Waterloo and South Bank’s unique physical and social assets, celebrating the unique contributions of local people and place.

