



REVEALING WATERLOO

a placemaking strategy

**WE ARE
WATERLOO**

Allies and Morrison

The Waterloo Placemaking Strategy has been prepared by architecture and urbanism practice Allies and Morrison on behalf of WeAreWaterloo.

WeAreWaterloo is the Business Improvement District (BID) for Waterloo, which straddles Lambeth and Southwark councils. Their primary objective is to create a safer and more pleasant trading environment for businesses, and actively promoting Waterloo as an area that attracts visitors whilst maintaining its individuality and unique character.

This Placemaking Strategy seeks to support WeAreWaterloo in their activities, by providing a placemaking narrative which defines and celebrates Waterloo's varied and unique identity as London's not-so-obvious destination of alternative fringe culture, creativity, leisure and learning, serving a wide ranging audience of businesses, workers, commuters, visitors, tourists, students and residents who are looking for something a bit quirky.

Waterloo is the geographic centre of London, but it has traditionally had some of the cheapest residential and commercial rents in central London. This has created an enclave of independent businesses, retailers, restaurants and bars which are a favourite haunt of those in the know. A significant scale of planned future development will see a drastic uplift in Waterloo's audience. This provides both an opportunity and a risk for Waterloo's businesses and inherently inclusive character.

This placemaking strategy sets out the aspects of Waterloo which make it what it is today, and which should be celebrated through future placemaking interventions. It also sets out the placemaking principles which should guide interventions, to both strengthen Waterloo's identity, overcome existing barriers, and promote Waterloo to new audiences. Finally, it provides a list of over 150 placemaking ideas and projects at a range of intervention scales which could be implemented to enhance Waterloo as a place, and promote it as a London-wide destination.

Although the BID is an independent organisation, they are also closely related to a much wider group of passionate organisations who play an active role in planning, shaping and delivering change in Waterloo. Representatives from these organisations have been engaged as part of this process, and their ideas, aspirations and views have contributed to the final placemaking strategy set out in this report. We would like to thank them for their time, knowledge and enthusiasm.

■ WATERLOO IS...

The first chapter is a celebration of Waterloo, from its earliest development, to the incredible activities and people which have shaped it through the years. Waterloo continues to be a hub of creativity, culture and activity, providing for the communities who spend time there. Through analysis and by speaking to those who know the area well, Waterloo's identity as London's not-so-obvious destination is brought to the fore, helping to define its position and perception in the London market.

● WATERLOO COULD...

This chapter reflects on the ways in which Waterloo could improve to address the challenges which it faces. It builds on the findings from the first chapter to provide ideas for placemaking opportunities, principles and objectives. Comparator analysis and exploration of best practice further assists in understanding how Waterloo could improve as a destination. The principles, objectives and lessons learned in this chapter provide the foundation for the propositions and guidance set out in the next chapter.

▲ MAKE IT HAPPEN...

The final chapter sets out the projects which can deliver positive change for Waterloo. It focuses on particular locations and provides a range of projects at different scales and levels of intervention. It is intended that these will inspire other projects within the Waterloo area. Specific guidance is provided to guide alternative projects which might be brought forward by WaW or in collaboration with other stakeholders.

Contents

 WATERLOO IS

 WATERLOO COULD

 MAKE IT HAPPEN



WATERLOO IS...

"What makes Waterloo unique is how "London" it is without being in your face about it - it's historical, it's messy, it's interesting, it's got community, it's got tourists, people are friendly, it's close to everything, it's the true heart of London."

A place steeped in history

A uniquely accessible cultural destination

A place for alternative culture and expression

Undergoing significant change

The actual centre of London

A place that serves many audiences

Defined by the people who know it

The not-so-obvious London destination

A place steeped in history

Waterloo is an ever-changing place with a multi-layered history. From a marshland and place of disorderly houses, outside of the censorship of the city, to a place of booming industrial production. Throughout Waterloo, places are steeped in history that should be revealed and celebrated. Below and overleaf are selected narratives that could be further highlighted and celebrated through projects, events or destination marketing.

LOWER MARSH

According to historical accounts, the market, established in the early 19th century, has operated almost continuously since its inception. At its peak it stretched from Blackfriars to Vauxhall. The etching shown is a view towards the Cut with the Old Vic Theatre on the right hand side.



© British History Online



© National Library of Scotland

THE IMPERIAL WAR MUSEUM

The former home of the Bethlehem Royal Hospital. Founded in 1247 it was the first in the UK to specialise in the care of the mentally ill. The hospital moved out in 1930 and permission was granted by London County Council to use it for the Imperial War Museum.



© London Picture Archive

THE OLD VIC THEATRE

Formerly the Royal Coburg Theatre, it was known as an insalubrious music hall. Under the management (1880-1912) of Emma Cons, a social reformer, the Old Vic was transformed into a temperance amusement hall known as the Royal Victoria Hall and Coffee Tavern.



THE NATIONAL THEATRE REHEARSAL STUDIO

The first purpose-built theatre workshop in the UK.



THE FORMER NECROPOLIS RAILWAY

Founded in 1854, the Necropolis railway (at 121 Westminster Bridge Road) helped take the dead of London to Brookwood Cemetery, Surrey. The station contained separate platforms for Anglican and Non-Conformists and had a licensed bar (with a sign that read 'Spirits Served Here').

ROUPELL & WHITTLESEY STREET

Developed by John Palmer Roupell, a gold refiner, in the 1820s for local workers on what had been marsh land on the south side of the Thames. The majority of these Georgian houses are now Grade II listed.



A pioneering place with a socialist spirit

Waterloo has a legacy of pioneering and has played host to a wide range of 'firsts'. Many of these are underpinned by a uniquely socialist spirit. Waterloo continues to be a place of strong social values. This placemaking strategy offers the opportunity to harness Waterloo's history of innovation and inclusivity to deliver positive placemaking.

MORLEY COLLEGE

Established by social reformer and suffragette Emma Cons in 1889, Morley College was the first institution of its kind to admit both genders on an equal footing. Lessons included a range of subjects in the arts alongside more practical subjects to provide skills and contribute to the futures of working people. Liberal MP Samuel Morley, an abolitionist and social reformer left a sum of money to Emma Cons in order to establish the adult education college, following his death.



ST GEORGE'S CIRCUS

The first purpose-built traffic junction in London, St George's Circus was constructed as a formal termination of Blackfriars Road, a mile long boulevard from Blackfriars Bridge. The obelisk, once referred to as the "obliss", which is present today was temporarily removed and replaced with a clocktower in 1897 to commemorate Queen Victoria's diamond jubilee. This was later demolished to free up space for traffic movement. The obelisk was subsequently returned in 1998.

PHILIP ASTLEY'S AMPHITHEATRE Philip Astley's Amphitheatre opened in 1768 and is widely recognised as the world's first modern circus. It was initially situated on Cornwall Road before moving to the South Bank where it remained for many years.



UNION JACK CLUB

Situated on Sandell Street opposite Waterloo Station, this Armed Forces Club was established for enlisted members and veterans of the British Armed Services and their families. The idea for the club came from Ethel McCaul, a Royal Red Cross nurse who served in field hospitals during the South African War at the start of the 20th century who noted that while officers enjoyed membership of gentlemen's clubs, no equivalent existed for enlisted personnel, leaving them to use pubs and inns of varying repute.



© Wonderful London

THE RING

Established in 1910 by Dick Burge and 'Bella of Blackfriars', The Ring was London's first indoor boxing ring for the working classes. Bombing almost completely destroyed the building during WWII. Palestra (defined in Greek as a place for training/wrestling practice) now stands on the site and is home to Transport for London (TfL) headquarters.

A place to inspire the greats....

CHARLES DICKENS

In his autobiography, Dickens recalls, as a 12 year old boy on his commute, seeing a statue of a dog and pot over a shop door. A replica of the statue, created by Michael Painter, now sits atop a lamppost at the corner of Union Street and Blackfriars Road, opposite Southwark Station. It was unveiled in 2013 to mark 200 years since Charles Dickens' birth on 7 February 1812.



"My usual way home was over Blackfriars Bridge and down that turning on Blackfriars Road, which has Rowland Hill's Chapel on one side and the likeness of a golden dog licking a golden pot above a shop door on the other" - Charles Dickens



WILLIAM BLAKE'S LAMBETH

Poet, painter, and printmaker William Blake made Waterloo his home between 1790 and 1800 on the site of the William Blake Estate on Hercules Road, in a three-storey terrace house demolished in 1917. Today he is remembered by a series of beautifully crafted mosaics, inspired by Blake's visions, which adorn the brick walls of the railway arches and underpasses leading off Carlisle Lane. The mosaics are the result of ten years' of work by local volunteers working with artists from Southbank Mosaics (now London School of Mosaic) and in collaboration with Future's Theatre and Southbank Sinfonia supported by Heritage Lottery funding.

The women who shaped Waterloo

Women have played an important role in shaping the Waterloo we know today. Acknowledgment of these women's roles can be found in the names of buildings, streets and spaces, all of which provide a subtle nod to the important impact they had in the area. Some of those important women, their story, achievements and legacy, are explained in greater detail here.



OCTAVIA HILL (1838 - 1912)

Octavia Hill was a social reformer whose main concern was the welfare of working class inhabitants of cities, especially London. She was offered the opportunity of managing a set of houses by John Ruskin, which she did so diligently, getting to know her tenants personally and encouraging them to better themselves. Her legacy can be seen in the many housing cooperatives that exist in Waterloo today. One of the founders of the National Trust, she also believed that everyone should have access to open space. She was also a founding member of the charity Family Action, which formed the basis for modern social work. She was a contemporary of Emma Cons and a guiding figure for her important social enterprise work in Waterloo.



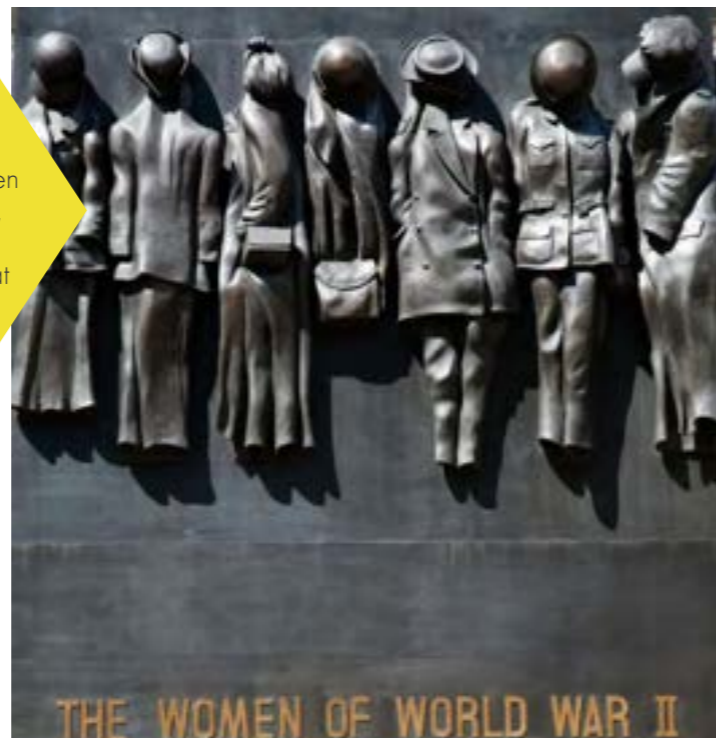
EMMA CONS (1838 - 1912)

Emma Cons trained as an artist at the Ladies Guild under Octavia Hill's mother, and gained a job restoring manuscripts for John Ruskin. Her early creative endeavours - watch-engraving and stained glass manufacturing - ended because of harassment by male colleagues. In 1865, Hill offered Emma a job collecting rent from the tenants of her first social housing scheme in Marylebone, and later for the Central London Dwellings Company based in Drury Lane. Emma and social reformer Thomas Hughes set up a coffee tavern (alcohol-free alternative to pub), and working girls' club (offering job counselling and a crèche for working mothers) in Covent Garden. In 1876, Emma founded her first social enterprise, the Coffee Taverns Company. In 1879 she formed the South London Dwellings Company, on the corner of Lambeth Road and Kennington Road. Using funds from her businesses, she transformed the local empty theatre into a Coffee House - now the Old Vic.



THE LADIES BRIDGE

During the Second World War, Waterloo Bridge was one of the only London bridges to sustain bomb damage. With the majority of able bodied men fighting in the war, the responsibility to repair the bridge fell to a group of skilled women who rebuilt the bridge. At the bridge's official opening in 1945, Herbert Morrison thanked the "fortunate men" who built the bridge, ignoring the vital input of the women involved. Today, at last, these women, along with the 25,000 female construction workers of World War II, have been remembered and their input acknowledged by society.



LILIAN MARY BAYLIS (1874 - 1937)

The niece of Emma Cons, Lilian was offered the job of managing The Royal Victoria Hall and Coffee Tavern - "The Old Vic" by her aunt. Following Cons' death in 1912, Baylis became lessee and obtained a theatre licence for the Royal Victoria Hall to begin staging theatrical performances. She began staging operas and eventually Shakespeare plays. Lilian Baylis was also responsible for re-opening the derelict Sadler's Wells Theatre, now a well known dance venue; ran an opera company which became the English National Opera (ENO); a theatre company which evolved into the English National Theatre; and a ballet company which eventually became The Royal Ballet.

A uniquely accessible cultural destination

A short walk away from many of London's more traditional tourist-focused destinations, Waterloo offers a range of high quality cultural attractions, restaurants and bars at more affordable prices. Away from the fever pitch of Theatreland north of the river, Waterloo is unique in allowing visitors to enjoy the same experience in a more relaxed and inclusive environment, offering a real taste of London. The streets and cultural venues and attractions set out on this page represent the most well known and popular attractions within Waterloo, for those living and working locally, London visitors and international tourists.



THE CUT

Home to the Old and Young Vic theatres, The Cut also offers a fantastic array of restaurants and bars, making it one of London's best destinations for food and drink, and providing excellent complementary uses and activities to support its diverse cultural offer.



THE OLD VIC AND YOUNG VIC THEATRES

The Old Vic is a long-standing world famous theatre and cultural community hub drawing audiences of over 350k every year. With affordable tickets provided for their preview shows, anyone can enjoy their world class productions. The Young Vic, developed as an off-shoot of the Old Vic, started as an affordable and experimental theatre for young audiences and continues to push boundaries with its productions today, offering cheap tickets for young people and students.

“Waterloo has an eclectic offering, blending real communities with **some of London's best cultural attractions.**”



THE IMPERIAL WAR MUSEUM

Regularly attracting around 2.5 million visitors a year, the Imperial War Museum is dedicated to conserving, displaying and interpreting stories of the most devastating conflict in human history. It is also the first museum in the world to house Second World War Galleries and The Holocaust Galleries under the same roof.



LEAKE STREET AND THE VAULTS

Unique to Waterloo, Leake Street invites graffiti artists to unleash their art on the tunnel's walls, creating an exciting and ever changing context for The Vaults, a venue which actively promotes and hosts immersive theatre and alternative arts.



LOWER MARSH

A bustling and popular street with a variety of independent and local businesses, and a weekday street food market for locals and those who work in the area, carrying on its historic tradition.



A place for alternative culture and expression...

Waterloo is a hotbed of alternative culture and creative talent. Aside from its well known cultural institutions, it is home to a range of studios, venues, art centres, schools and colleges which provide spaces for artistic expression and to nurture this talent. These often grassroots institutions reflect Waterloo's history of enterprise, originality and fostering creative communities.



MAKE SPACE STUDIOS is hidden away at the top of a tall staircase behind Hercules Road, only five minutes from Waterloo Station. The studios are home to over eighty artists, artisans and creative businesses working in painting, illustration, fashion, photography, film, music, sculpture and design, making it a community hub of creativity.



HART CLUB is a community arts organisation whose mission is to champion neurodiversity within the arts. They commission original artwork and content that focuses on collaboration and celebrating the intersection of ideas and differences in artistic approaches and ways of thinking.

WATERLOO EAST THEATRE is a 100-seat theatre championing new writing and offering a platform for new talent, situated in a railway arch on Brad Street.



“Thriving art scene in Leake Street”

THE 1901 ARTS CLUB Despite looking like a private members' club, 1901 Arts Club is a public venue with opportunities to see chamber music recitals and performances in an intimate setting. Inspired by Europe's Salon culture and housed in a converted schoolmaster's residence, the 1901 Arts Club is a unique space which can be hired for a range of uses.



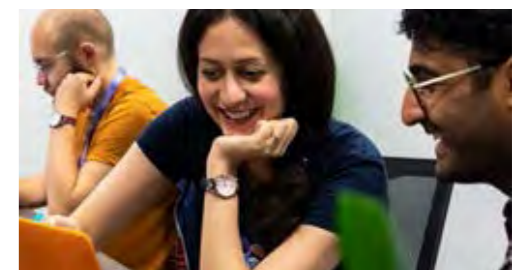
...and a place for learning and growing

Waterloo is home to a number of further and higher education institutions, each with a strong creative and science focus. Each institution brings a captive audience of young and bright individuals which Waterloo could provide the space and opportunity to inspire and nurture and who, in turn, can contribute to a thriving Waterloo in the future.



SOUTHWARK COLLEGE is a large further education college offering a wide range of vocational courses, including a number of creative courses, developed in collaboration with employers across London. Facilities include a technical theatre studio, fashion workshops, dance studios and science labs.

KING'S COLLEGE LONDON campuses sit on the periphery of Waterloo BID's boundary. Its Mathematics School at the southern end, and its Waterloo campus, home of the Florence Nightingale Faculty of Nursing & Midwifery and other faculties, at the northern end.



Over 30,000 students come to Waterloo to learn and create.



LONDON SOUTH BANK UNIVERSITY is a metropolitan university offering a range of creative, scientific and business courses and degrees with a strong focus on employability.

MORLEY COLLEGE has always had a strong focus on providing lifelong educational opportunities for diverse communities throughout London. The college has become a leading college providing education for adults and 16-18 year olds across a range of subjects and qualifications, with a particular focus on media and the arts. The college hosts regular music events, dance and creative art classes.

Undergoing significant change

Waterloo has been identified as an Opportunity Area in the Mayor's London Plan. Significant developments are already under construction or in the pipeline. These will have an impact on the way Waterloo looks, as well as the number of people using the area. It will be important to ensure that the proposals in this placemaking strategy work to support these new developments, and that the developments align with the principles set out within this report.

estimated
4,000+ new
workers



ROYAL STREET

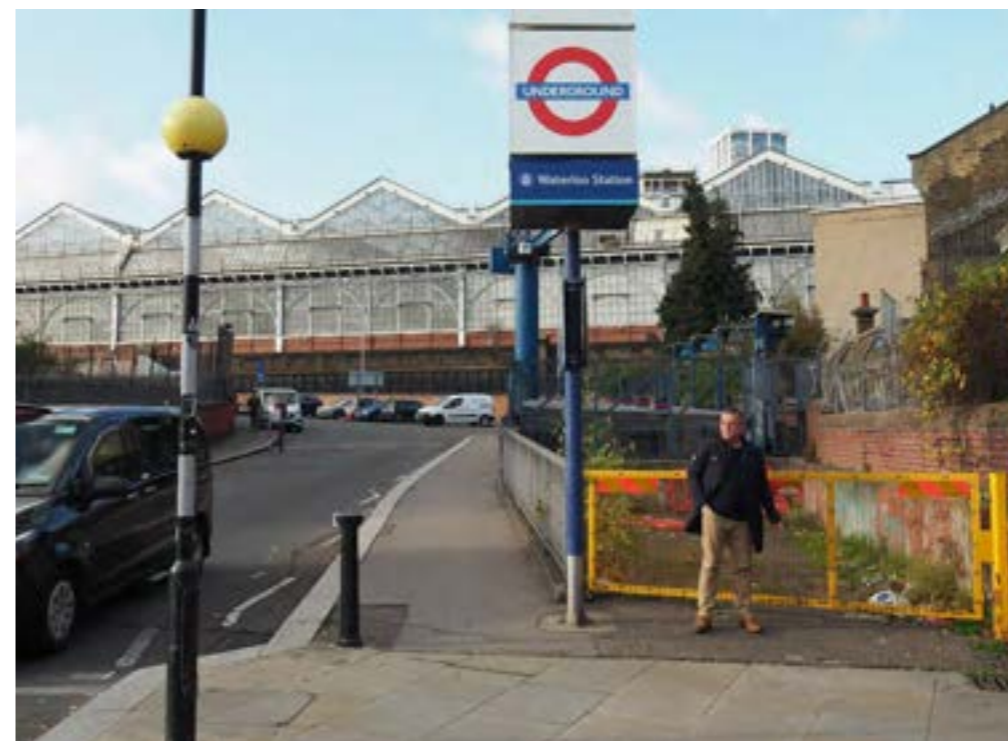
Royal Street is a significant development which is likely to have a big impact on the surrounding Waterloo area. The new development will provide a mixed use workspace neighbourhood, including incubation of a MedTech cluster, academic researchers and clinicians. The scheme will also bring into use a number of arches which fall within the BID area. Once complete, the 5.5 acre site will generate a huge uplift in footfall within and around the site, particularly those commuting from Waterloo Station who are likely to use Lower Marsh as their route to Royal Street.

ONE WATERLOO

The One Waterloo (or Elizabeth House) development will replace the existing building which sits next to Waterloo Station with buildings rising from 11 to 29 storeys comprising 88,649sqm of office space, 142 residential dwellings, and retail and flexible uses at ground level. The creation of new public space will better connect Waterloo to the South Bank and surrounding area and open up access to three new entrances to Waterloo Station.



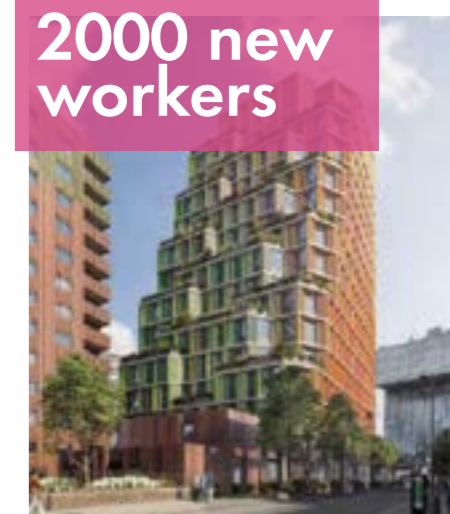
11,000 new
workers



WATERLOO STATION MASTERPLAN

Lambeth Council are in the early stages of appointing a design team to draw up a 'powerful vision' for the transformation of the historic Waterloo Station. The masterplan will seek to deliver improved connections to surrounding public realm and regeneration projects, and enhance and support the wider economy and communities. The concept must be zero or carbon positive and be grounded in a realistically achievable delivery strategy including a significant commercial development element.

2000 new
workers



EMMA CONS

Redesign of existing gardens to provide a rejuvenated public space with seating, planting and public art aimed at transforming into the heart of Waterloo.

2,700
workers



WATERLOO ESTATE

Proposal for a 19-storey office led scheme with podium retail and leisure at its base. The scheme will contribute to deliver the Emma Cons proposals, and aims to achieve 'Net Zero'.



THE OLD VIC ANNEX

Proposal to provide a six-storey annex with street café and new theatre working and engagement spaces.



WATERLOO WALKWAY

Proposal for a new walkway to the eastern side of Waterloo, helping to connect Waterloo Station with Lower Marsh.

SOUTHWARK STATION

17-storey over-station office development bringing 2,000 new workers to Waterloo.

The actual centre of London

As well as being able to get to anywhere in London from Waterloo, it is also a stone's throw away from some of London's major attractions making it an ideal stepping stone to catch your breath away from the crowds on a day out in London.

Waterloo Station is London's second busiest station with over 1.1 million rail passengers each week

"...it's super well connected"

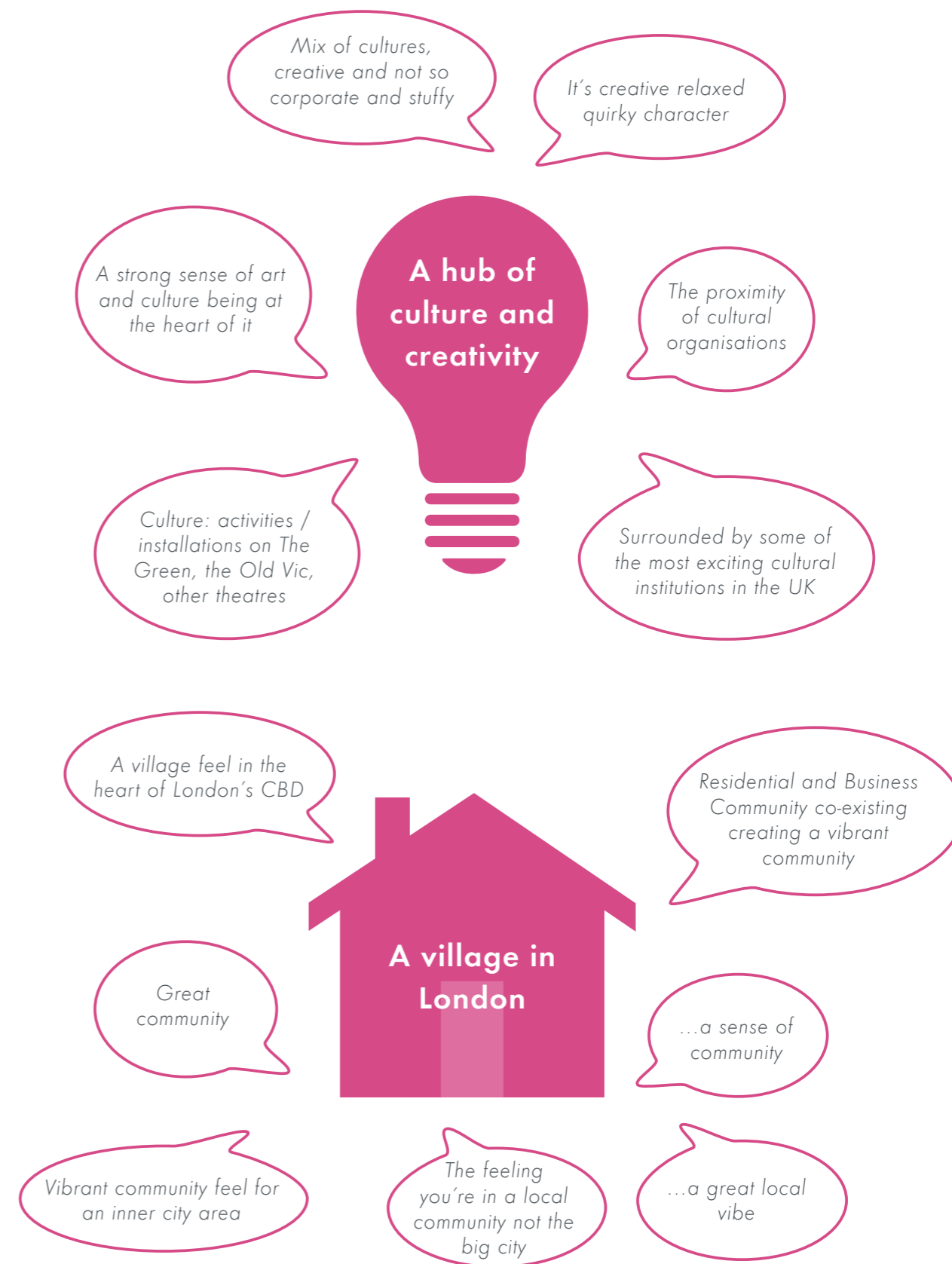
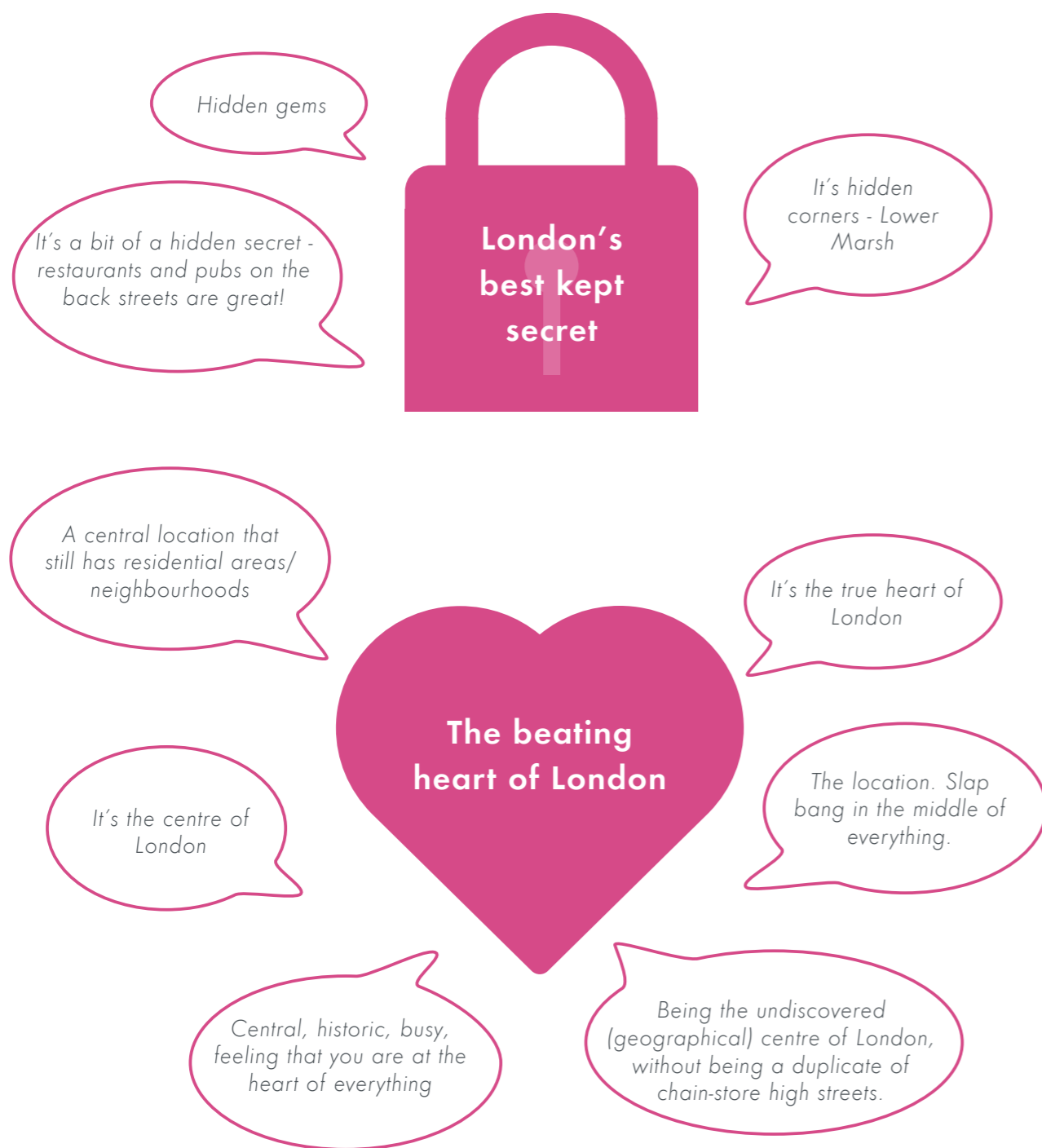
Waterloo is considered to be the geographic and geometric centre of London

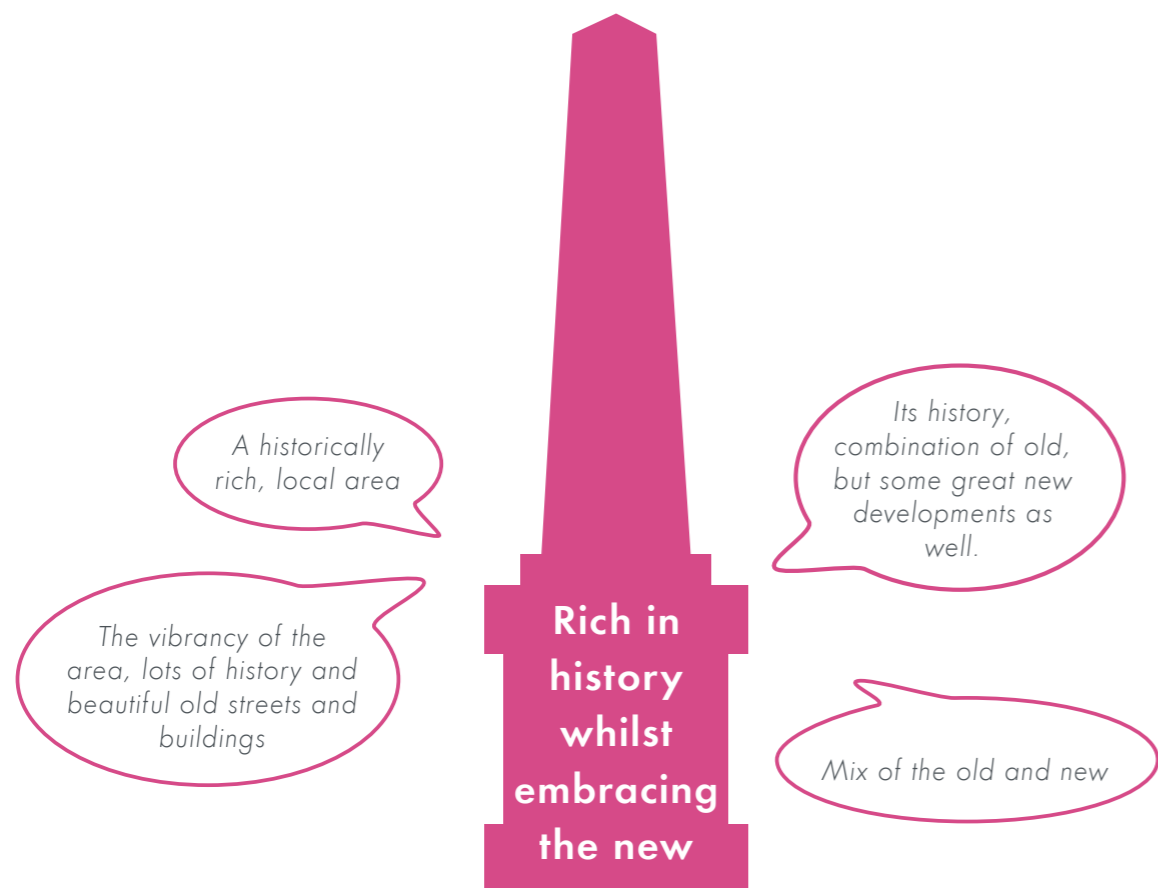
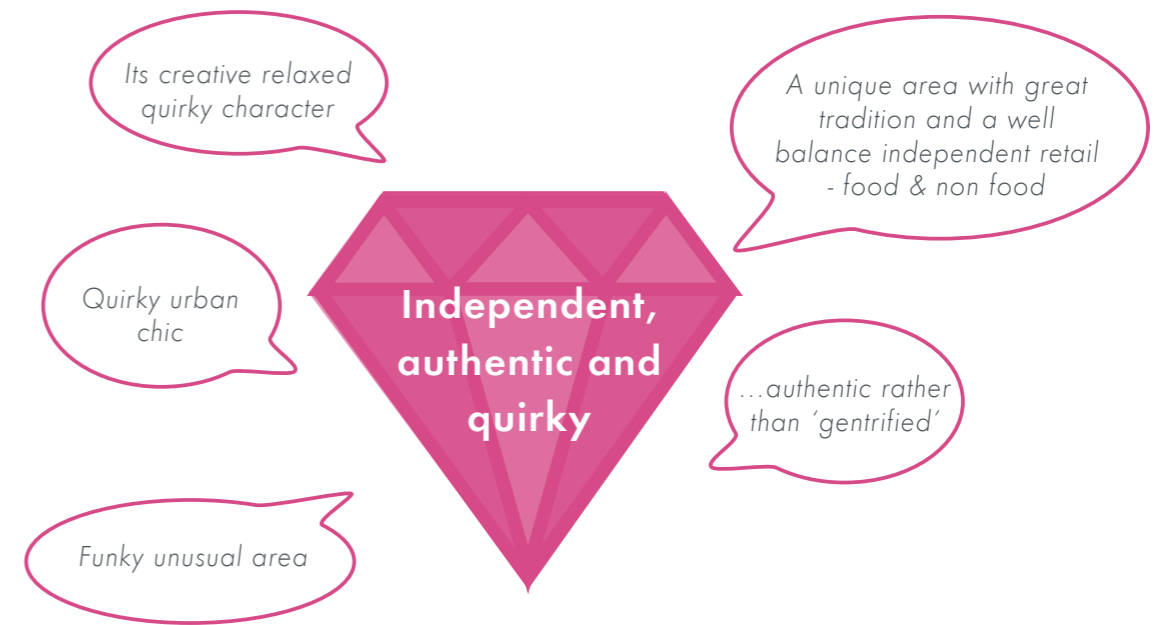
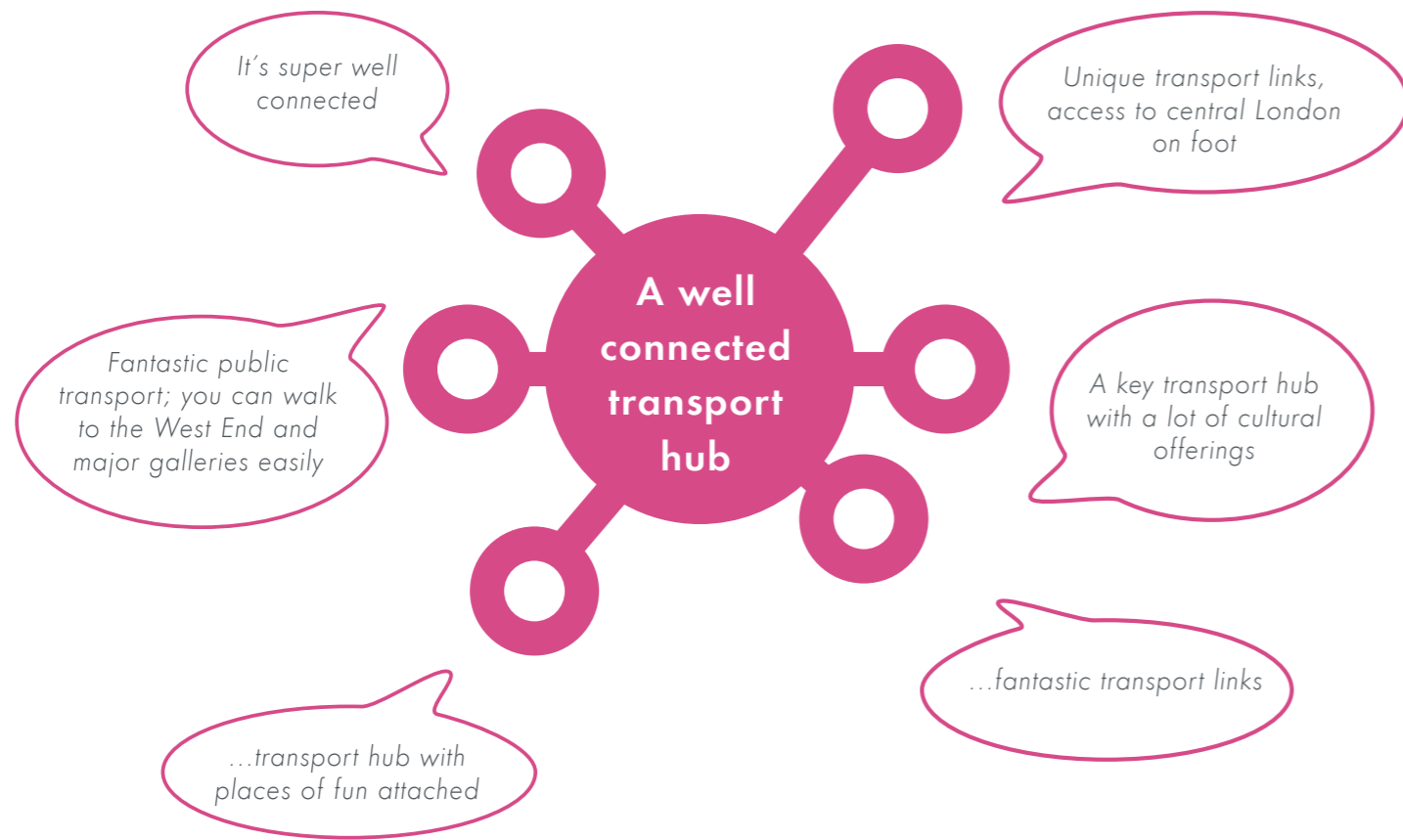
"...it's close to everything, it's the true heart of London."



Defined by the people who know it

Using a bespoke survey, we asked businesses and local people what they felt was Waterloo's unique selling point to help inform our understanding of the positive aspects of its identity. The key themes which emerged from this question are presented here, alongside quotes from the people who know Waterloo best.





Described in one word

Using surveys undertaken during the process, we asked people to describe Waterloo in one word to help give us a snapshot of the perception people have of Waterloo. We found that those who know Waterloo best (those who live or work there) provided a more positive selection of descriptive words than those who don't spend a lot of time there (the LSBU students). Improving the perceptions of those who don't know Waterloo well will be vital to its success as a destination.



The not-so-obvious London destination

Using the feedback received across all forms of engagement, the following place narrative statement has been devised which helps to set out Waterloo's identity, pulling out the aspects which differentiates it from other London neighbourhoods.

Waterloo sits at the heart of London, a short walk away from many of London's main attractions. As a major transport hub, it is both easy to get to and from, but it is by no means transient. Despite its Zone 1 location, it is one of the few remaining central London neighbourhoods which has kept its authentic, unpretentious London charm, 'village' feel, and close-knit community, whilst embracing change and progress.

An authentic London neighbourhood community in Zone 1...



An unlikely combination of assets coming together to attract a diverse and quirky crowd...

Waterloo performs many roles all at once - a business district, a cultural destination, a place to study and learn, a place to live, and a place to visit and enjoy. Throughout all of these roles, Waterloo retains a quirky edge - it's not overly commercial, it's not overlaid with tourist attractions, it's not in your face about its brilliant alternative cultural offer, it's not dominated by expensive flats, it's not an obvious student or commuter hangout, and yet it effortlessly provides for businesses, workers, residents, visitors and students alike.

Culture with a small 'c'...



Waterloo isn't always the obvious choice, but maybe it's for this reason it has managed to remain a consistently welcoming and enjoyable place to be, regardless of who you are or what your budget is. Where else in London can you find such a diverse array of high quality food, drinks, culture, activities and places to stay without needing to fight through crowds, wait in queues, or break the bank?

A consistently welcoming place, regardless of who you are...



When it comes to Waterloo, it helps to be 'in the know'. The cultural venues hidden behind unassuming doors, the authentic eateries concealed in one of Waterloo's proper pubs, the moments of respite in a tranquil green space, much of which relies on word of mouth.

London's best kept secret...



Its inherent informal and sometimes unkempt appearance and character, born out of its diversity in buildings, spaces and neighbourhoods and their varying degrees of age, style and maintenance, provides the perfect setting and framework for the fringe culture which it nurtures. Waterloo, in its loosely managed setting, provides the breathing space and opportunity for creative rebellion, as witnessed in the street art of Lower Marsh, the guerilla gardening on Westminster Bridge Road, and the Vault's alternative theatre experience hosted inside Waterloo's disused railway arches.

A pretty mess, a bit scruffy but that's okay...



Rebellious with a small 'r'...



You might think you know everything that Waterloo has to offer, but you're likely to encounter the unexpected at any given turn - Leake Street graffiti tunnel, Isabella Street's green oasis, Make Space Studios' elevated enclave of colour and creativity - all make Waterloo a vibrant, lively and interesting place to spend time.

Where encountering the unexpected is still possible.





**WATERLOO
COULD...**

Be shaped as a place

Be more climate resilient and inclusive

Respond to evolving trends

Be guided by local stakeholders

Promote its neighbourhoods

Learn from other places

Elevate itself as a destination

Be shaped as a place

Placemaking implies that you are making a 'place', but Waterloo is already a well established place, with a strong community of businesses and residents. This placemaking strategy is therefore more of a 'place shaping' strategy, and intends to celebrate and reinforce the many things which make Waterloo the fantastic place it is whilst providing ideas and interventions to help overcome barriers to people's understanding and enjoyment of it.

More crucially it is important that this strategy helps to secure Waterloo's long term success as a place which supports its many communities, whilst also defining ways to introduce Waterloo to new audiences.

These five placemaking themes are useful in demonstrating the extent and types ideas of interventions which are important to consider as part of a placemaking strategy.

This strategy will set out a range of ideas and interventions which relate to each of these themes, whilst considering and responding to Waterloo's very particular character and identity, set out in the previous section, which has helped to inform the principles set out on the following page.

IDENTITY

Celebrate the things that make Waterloo Waterloo

Defining a place's identity is important in terms of understanding it. It helps to make a place memorable and instil a sense of pride from those who know and spend time there. Waterloo's unique identity should inform decisions made about its future, including any changes or intervention to ensure it is 'of Waterloo' and appropriate to its context.

PUBLIC REALM

Create healthy, socially inclusive and climate resilient streets and spaces

Waterloo should feel welcoming and safe, supported by enhanced greening and biodiversity, lighting and shading, comfortable places to dwell, and clean streets and spaces.

BRAND

Strengthen Waterloo's brand through promotion of its unique assets

Branding is an important tool to be able to promote a place. Waterloo has so much to celebrate and market to the wider London audience.

PLACEMAKING

ACTIVATION

Reinforce Waterloo's sense of place through animation and activation

Places are where things 'happen'. People associate places with the activity which takes place there. Activities can help to reinforce a place's identity, can help make a place feel safe, can help bring interest and reinforce community.

CONNECTIVITY

Help to create safe and intuitive movement and exploration in Waterloo

A place should be easy to get around and explore. If you feel compelled to explore further, it should be easy to get from A to B. Connectivity is vitally important to enabling a sustainable future which relies on getting around using sustainable modes of transport.

This page sets out the five key placemaking themes with the accompanying principles which have helped to inform and shape the ideas and projects in this report. Guidance on how some of these principles could be delivered in a high quality and effective way, whilst responding to local character, can be found in the guidance section at the end of this report.

IDENTITY

Celebrate the things that make Waterloo *Waterloo*

Support Waterloo's diversity by championing independent businesses and inclusivity

Promote, protect and create opportunities for creativity

Promote Waterloo's cultural institutions

Promote and protect Waterloo's historic assets

- Example projects:
- Wayfinding
 - Public Art
 - Shopfronts
 - Heritage highlighting

ACTIVATION

Reinforce Waterloo's sense of place through animation and activation

Activate underutilised spaces for the benefit of all

Animate blank façades and frontages along key streets

Create a diverse and inclusive programme of events and activities which aligns with Waterloo's identity

Consider temporary activation and urban play as a way to create activity for all

- Example projects:
- Events
 - Planters/parklets
 - Street furniture

PUBLIC REALM

Create healthy and inclusive streets and spaces, designed for a changing climate

Seek opportunities for improving biodiversity, air quality, drainage, and wellbeing through greening

Improve inclusivity, sense of safety, and wellbeing through lighting, activation, street furniture and cleaning

Improve legibility and sense of place through signage and wayfinding

Make streets feel more like places

- Example projects:
- Streetscape
 - Greening & SuDS
 - Street lighting
 - Material upgrades
 - Cleaning and waste

CONNECTIVITY

Help to create safe and intuitive movement and exploration in Waterloo

Address issues of severance caused by transport infrastructure

Create intuitive wayfaring and opportunities for exploration

Encourage active travel by making it easy

Enhance Waterloo's gateways and thresholds to create a positive arrival experience

- Example projects:
- New connections
 - Crossings
 - Sustainable transport

BRAND

Strengthen Waterloo's brand through promotion of its unique assets

Promote Waterloo's excellent and distinctive pubs

Promote Waterloo's impressive food and drink as a catalyst for other activities such as its rich cultural offer

Collaborate with institutions and businesses who are part of Waterloo's identity

Engage in London-wide activities which promote Waterloo's cultural scene

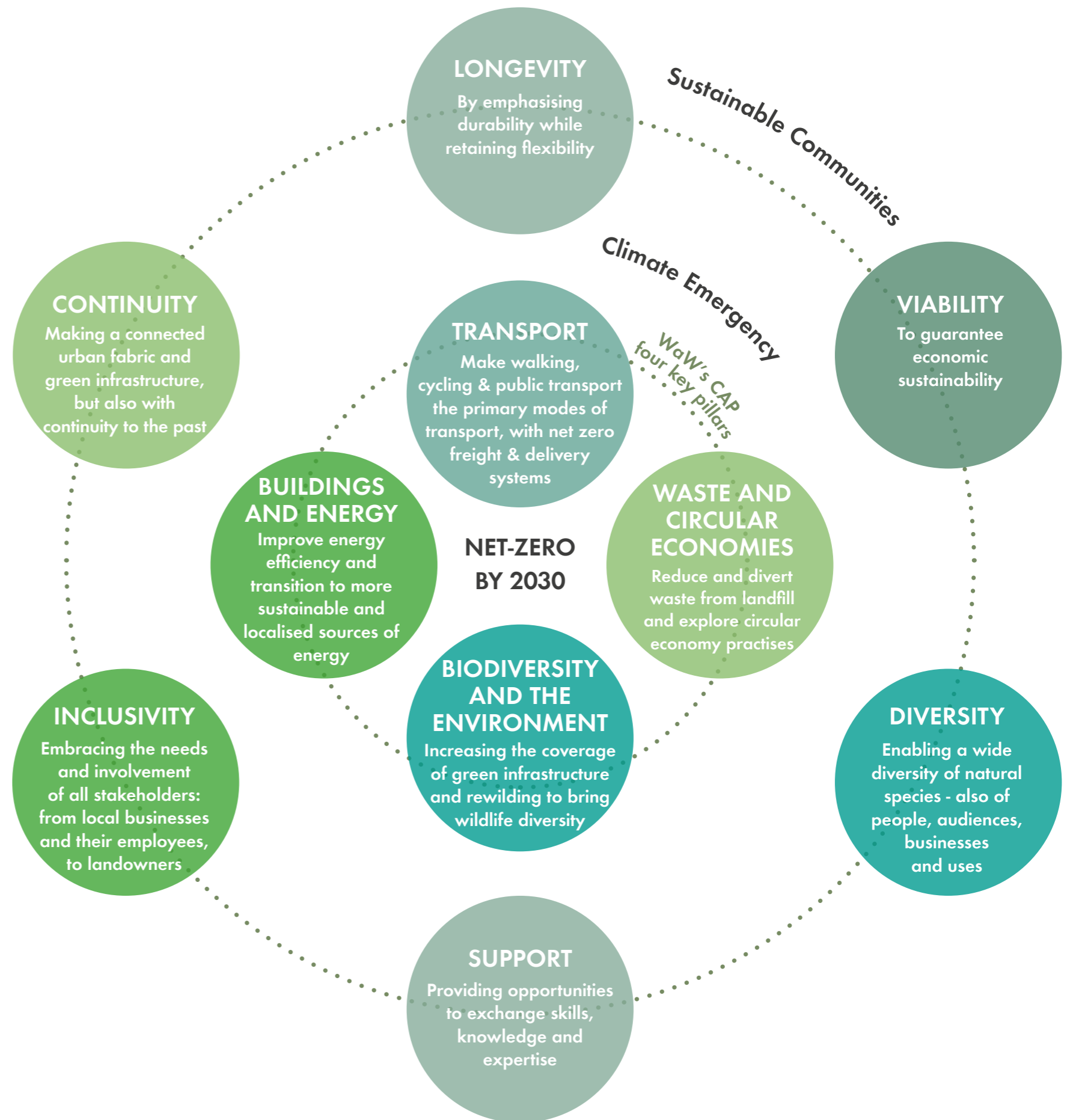
- Example projects:
- Marketing
 - Promotion

Be more climate resilient and inclusive

Waterloo has the potential to be one of the greenest, most environmentally sustainable, attractive, and socially inclusive districts in London. Here we set out some overarching objectives for the strategy, and for WeAreWaterloo's general activities. Some of these are supported by WaW's Climate Action Plan (CAP) too.

Where possible, WeAreWaterloo will seek to champion and action inclusive and climate-resilient initiatives that help push forward climate action plans set out by Lambeth and Southwark councils. Where WeAreWaterloo are unable to action change directly and independently, they will play a role in empowering and influencing businesses, partnering with local groups and local authorities, lobbying government and fundraising for change. In enacting change through the lenses of climate and sustainability, the area will demonstrate itself as a welcoming and inclusive destination for businesses, residents and visitors.

Key principles from Lambeth's 'Climate Action Plan', Southwark's 'Tackling the Climate Emergency Together' and WeAreWaterloo's own Climate Action Plan are summarised opposite. It will be essential to assess each project and intervention against these criteria to ensure it delivers on the sustainable community and climate emergency objectives. Critically, projects with a holistic approach will often have the most significant impact. For instance, upgrading active travel infrastructure will unlock opportunities for greening, sustainable drainage, play and community amenity, and climate resilience.



Sustainable initiatives in Waterloo

In response to the sustainable community and climate action goals, below are six key initiatives that could be championed or enacted in collaboration with local people, and Lambeth and Southwark councils. These initiatives should build towards Waterloo becoming one of London's greenest, most environmentally sustainable, attractive, and socially inclusive neighbourhoods in London.

Transforming Waterloo's avenues

Waterloo's grand avenues have the potential for significant active travel improvements, which could also unlock greening, SuDS and play. In tandem, low-traffic schemes between these avenues could help prioritise walking and cycling and improve air quality.



Precedent: Blackfriars Road

Net zero freight & delivery

WaW already provide a subsidy for all businesses that switch to using cargo bikes for deliveries, collections or pedal-powered passenger services, but more could be done. For example, the BID could offer free last-mile consolidation and zero-carbon delivery solutions such as cargo bikes.



Precedent: Ecofleet - a free last mile delivery service working as part of the Cross River Partnership Clean Air Villages project

The Waterloo green grid

Waterloo needs a connected green grid with increased tree planting, pocket parks, and improved green spaces to significantly improve microclimate, climate resilience, and biodiversity. The Waterloo 'Greenways' are a fantastic starting framework on which to build this green infrastructure network.



Precedent: Grey to Green, Sheffield. A transformative project to create greenery and improved active travel infrastructure.

Net zero Lower Marsh Market

Part of the Lower Marsh market brand should incorporate its net-zero ambitions and environmental consciousness. Management of waste and transport will be critical, as will promoting sustainable supply chains. Providing more plant-based choices will also be essential and could diversify the market.



Borough Market: Food to go must be sold in sustainable packaging only and traders participate in the FoodSave initiative.

Waterloo waste management

WaW already offer a free recycling collection service as well as the zero-to-landfill general waste service, and a range of other subsidised streams. These services could be expanded even further - for example, introducing coffee cup recycling schemes or electrical waste recycling collection.



Joint Better Bankside and Team London Bridge initiative to recycle paper coffee cups and tackle landfill waste.

Waterloo (re)works

Given Waterloo's creative and cultural industries WaW, with Lambeth and Southwark, should invest in initiatives that creatively recover and reuse materials destined for landfill. Railway viaducts could provide great space for these creative upcycling activities, supporting communities.



Precedent: Remakery Lambeth. Project to recover and re-use waste materials, which also supports local communities.

Respond to evolving trends

In order to remain resilient, Waterloo will need to respond to several wider trends and strategic challenges which will continue to shape future economic growth.

A greater focus on leisure, place and experience

Leisure and particularly food and beverage uses have an important role to play in driving footfall back into town centres and high streets. Research shows that people are placing greater value on experiences over traditional shopping. Leisure uses are fundamental to the wider resilience of town centres.

Affordability

As the cost of living continues to rise, more consumers will be careful about how they spend their money. However, with COVID-19 infections continuing to decline, more people want to return to a social lifestyle. Waterloo therefore has an opportunity to capitalise on its 'cheap eats' offer. As an incredibly central London location, surrounded by offices, a hospital, universities and colleges, thousands of daily commuters and a large residential community, Waterloo has a captive audience to promote itself as the perfect destination for an affordable night of culture, eating, drinking and leisure.

More flexible working

The use of office and workspaces has significantly changed as a result of the COVID-19 pandemic and associated restrictions. Companies have learned to adapt due to the evolving ways of working. The pandemic has shown that flexible or hybrid working does not hinder productivity but instead allows for a better work-life balance

for employees. Research has also found that employees want to work closer to home. While businesses find the right balance and blend of office space, which will take many years, flexible office solutions such as co-working will be increasingly attractive. Feedback has shown that there is a desire for more of these sorts of spaces in Waterloo.

Conscious consumerism

Climate change has become an ever-present concern, meaning that consumers attitudes towards sustainability have resulted in deliberate purchasing decisions that they believe have a positive social, economic, and environmental impact.

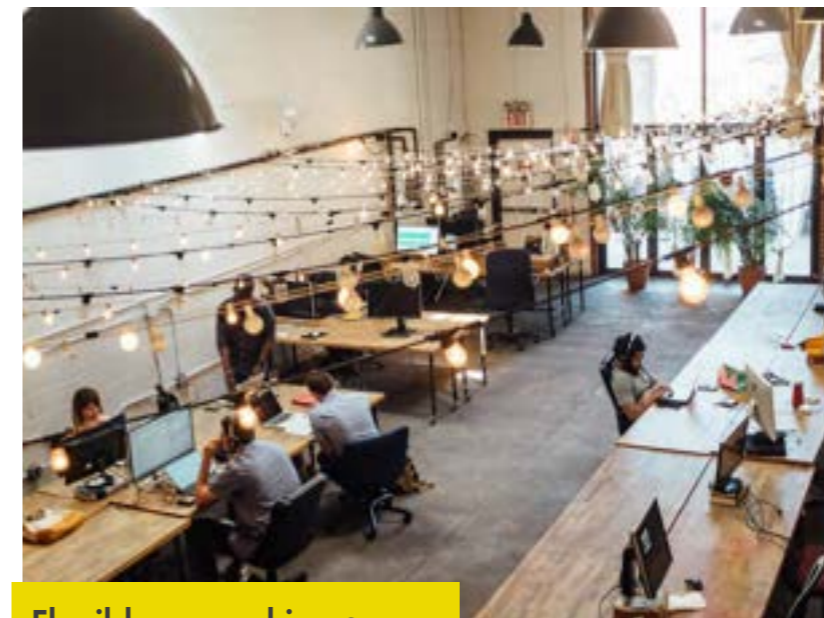
Gen Z are also now joining the workforce, as well as making up a large part of the Waterloo student population. They bring with them new spending power and demand for ethical, practical and eco-friendly products and services. This provides a good opportunity to explore offers which promote sustainability, circularity and traceability.

Shopping closer to home

People have spent more time closer to home and research has shown that many consumers have been shopping on their local high street more. Whilst the economic pain seen in many town centres should not be understated, a potential shift to working more flexibly and closer to home is likely to be a welcome boost to Waterloo's many parades of local shops, which WeAreWaterloo should seek to support and bolster through this strategy.



Experience retail with food and beverage focus



Flexible co-working space



Conscious consumerism

Be guided by local stakeholders

To help us understand what the key challenges are in Waterloo, we spoke to a range of stakeholders by undertaking workshops, surveys and 1-2-1 meetings. We spoke with a wide spectrum of people including local businesses, neighbourhood groups and residents, local interest groups, local students and developers. This page represents some of the key feedback we received from stakeholders about the challenges Waterloo faces and their aspirations for improvements.

16 people mentioned concerns around the impact of traffic in the survey feedback

LESS TRAFFIC

Stakeholders remarked how busy Waterloo is, and suggested the use of traffic calming or other measures to reduce the impact of traffic and pollution on the area

Most survey respondents considered **Clean and tidy streets** as **very important** (72%) when judging if Waterloo is a good place to work

This point was raised a number of times in workshops and survey feedback

BETTER SIGNAGE AND WAYFINDING

Stakeholders indicated that walking and cycling around Waterloo can be confusing, with poor or little signage and wayfinding

Over 10 people mentioned the desire for more events and activities

EVENTS AND ACTIVITIES

Respondents indicated a desire for more events, including events for local people, more weekend events, workshops, a Saturday market, arts and culture

62 people mentioned the word 'green' in the survey feedback

MORE GREEN SPACE

Stakeholder feedback regularly indicated a desire for more greening and green spaces

Over 12 people mentioned a desire for improved pavements and pedestrian experience in the survey feedback

BETTER PEDESTRIAN ENVIRONMENT

Stakeholders regularly shared their desire for a better pedestrian environment, including cleaning, repairing and widening pavements, pedestrianisation, and improving crossings.

35 people mentioned shops or retail in the survey feedback

MORE SHOPS

Stakeholders often discussed the desire for more shops - attractive, greater variety, higher quality, independent, affordable, interesting shops.

30 people mentioned the word 'clean' in the survey feedback

CLEANER STREETS

Survey feedback regularly indicated a desire for cleaner streets

Over 10 people mentioned concerns around safety in the survey feedback

SAFER STREETS

Stakeholder feedback shared concerns around safety and security, particularly in relation to cycle storage

17 people used the word **'diverse'** to describe Waterloo's USP

71% of survey respondents felt that **more places to sit and dwell** was a priority for improving Waterloo's streets and spaces



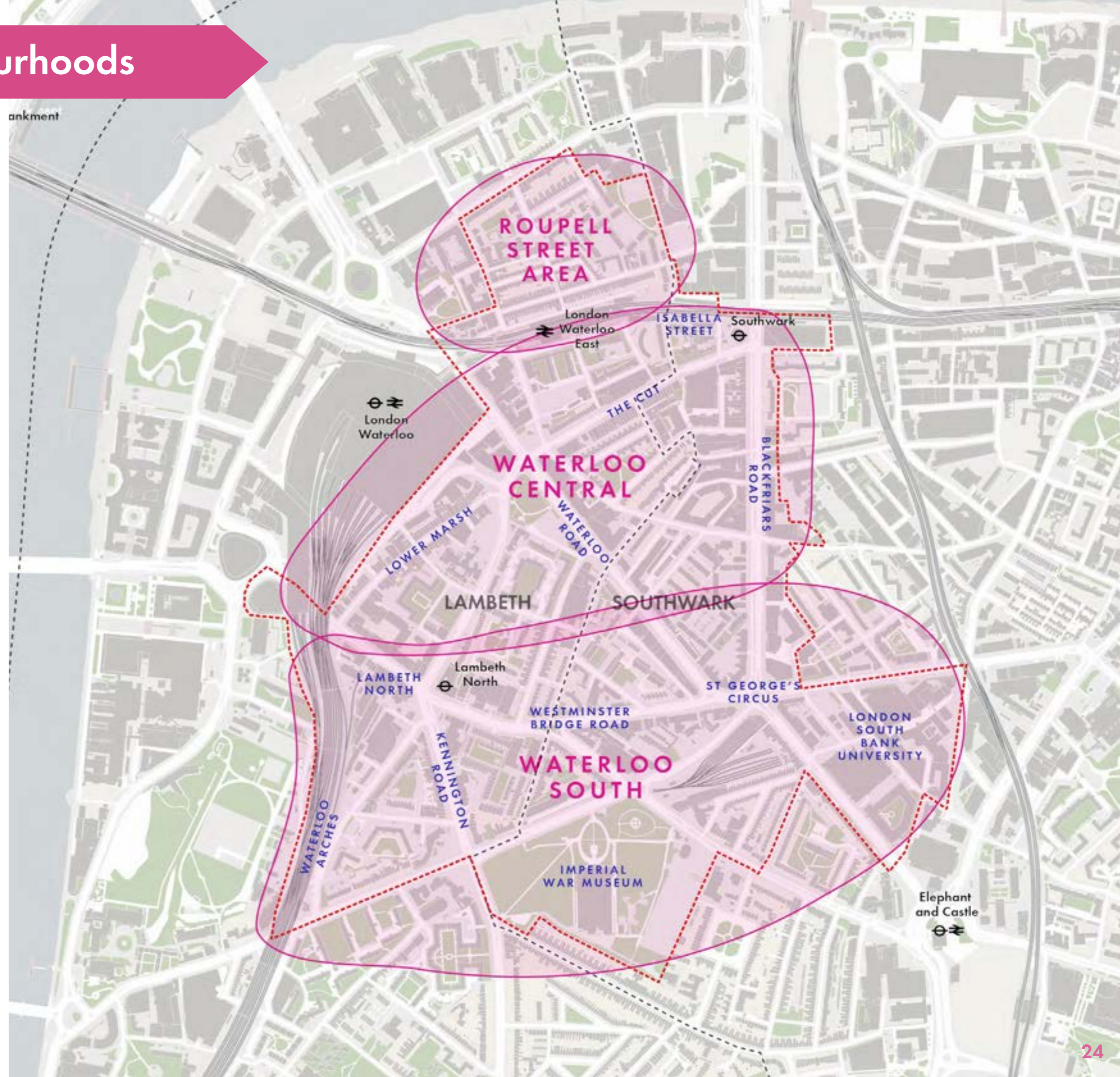
Promote its neighbourhoods

Through analysis, site visits, and speaking to local stakeholders, an understanding was established of Waterloo as a place, and the component neighbourhoods which combine to make it what it is.

By developing an understanding of the key qualities, character and users of each neighbourhood, these can be used to:

- promote the neighbourhood
- inform the type of interventions suitable for each neighbourhood
- inform the treatment or design of interventions for each neighbourhood

The suggested ideas and interventions set out in the latter part of this report respond to the character and place principles of each neighbourhood, as set out in the following pages.



Roupell Street Area

The Historic Gem

The Roupell Street Area, named after the conservation area which it sits within, is home to some of London's best preserved streets. This means it is frequently used as a set for films and TV seeking a typically 'London' or 'British' aesthetic. Its exceptional character is markedly different to other areas of Waterloo - this is perhaps felt more keenly because it is visually and physically separated from the rest of Waterloo by the railway viaduct. Although primarily residential, the area supports a wide range of different uses with a real focus on craft and quality. On the face of it, there are a handful of popular and classic looking shops and pubs, but behind the scenes there is a wide range of quirky and creative uses (theatres, rehearsal spaces, spas, music venues, language schools) which adds a layer of intrigue and interest to an otherwise quaint 'old London' destination.

Primary users

Residents
Local workers
Commuters
Visitors

Key places

Roupell Street
Windmill Walk
Cornwall Road
Hatfields
Brad Street

Main issues/opportunities

- The majority of buildings are listed and sit within a local conservation area.
- Large numbers of commuters use Roupell Street and Brad Street as a cut-through to and from Waterloo Station, rather than as a place to dwell and enjoy for leisure.
- Narrow footways mean pedestrians often have to use the carriageways to walk.
- The underpasses into the area are perceived as unsafe.
- The area has a strong and active community with good ideas and capacity for delivering positive change.

Place principles

- Preserve the historic setting and architecture.
- Respect and respond to historic character.
- Promote as a heritage destination to local visitors and international tourists.
- Establish quietways on appropriate streets.

Key destinations:



Konditor



The Warehouse



The King's Arms



St Patrick's Church & nursery



Hatfield Green



1901 Arts Club

Key intervention characteristics:



Quirky and intriguing



Subtle and green



Safe and welcoming



Pedestrian friendly



Historically focused



High quality and crafted

Waterloo Central

The Quirky, Vibrant, Centre of Waterloo

Waterloo Central is home to the area's most popular destinations and attractions. It has a world cultural offer and a thriving arts scene. As well as culture, Waterloo Central has an impressive food and drink scene - with daily food markets and popular pubs, bars and restaurants making it a popular area with local workers during the day and after work and with theatre goers and culture seekers in the evenings. Waterloo Central also has a substantial residential and office population which it serves with a range of shops, green spaces, schools, colleges and community centres.

Primary users

Commuters
Local workers
Tourists
Visitors
Residents

Key places

Waterloo Station
Southwark Station
Waterloo Road
Blackfriars Road
The Cut
Lower Marsh
Millennium Green

Main issues/opportunities

- The arrival and user experience at Waterloo Station creates a poor impression of the area, discouraging dwelling and exploration, and could be improved in terms of legibility and wayfinding.
- The arrival experience at Southwark Station could be improved in terms of wayfinding.
- High footfall, narrow footways and busy vehicular streets make the area difficult to navigate for pedestrians and cyclists.
- Some areas lack high-quality open space and greenery.

Place principles to guide projects

- Promote and celebrate its destinations.
- Animate underutilised spaces to generate and support activity.
- Enhance the pedestrian experience through public realm and wayfinding improvements.
- Overcome severance and barriers to enable enjoyment of the whole area.

Key destinations:



The Cut



The Old Vic



Isabella Street



Lower Marsh



The Young Vic



Leake Street

Key intervention characteristics:



Bold and colourful greenery



Interesting and ever-changing



Eye-catching interventions



A legible place and brand



Inclusive and creative



Culture & community focused

Waterloo South

The Neighbourly and Civic South

Waterloo South is the leafy residential neighbourhood to the south of the BID area. It is home to many of Waterloo's key community buildings, including grand cathedrals, churches, schools and colleges - giving it its civic feel. The key destinations of the Imperial War Museum and London South Bank University add to this sense of importance, bringing with them visitors from across London. Its many and varied shopping parades serve the local community.

Primary users

Residents
Local workers
Tourists

Key places

St George's Circus
Westminster Bridge Road
Kennington Road
Waterloo Arches
Lambeth North Station

Main issues/opportunities

- Dominance of vehicles and wide roads creating severance for pedestrians and cyclists.
- Lack of identity and poor wayfinding.
- Shop parades in need of improvement to increase their offer to local people.

Place principles

- Promote its neighbourly character.
- Support and promote the local amenities such as the shopping parades and civic destinations.
- Recognise the area's unique assets such as Make Space Studios and the Waterloo arches (on Hercules Road).
- Harness the visitor population through enhanced signage, wayfinding and wayfaring to encourage exploration.

Key destinations:



IWM



St George's Cathedral



LSBU



St George's Circus



Waterloo Arches



Make Space Studios

Key intervention characteristics:



Creative and considered



Safe and connected



Subtle and legible



Green and welcoming



Amenity focused



Locally focused

Learn from other places

Waterloo has the potential to be a significant London destination - a place where people travel to meet friends, shop, dine and spend time. But what makes a thriving London destination? Our initial survey with LSBU students suggested that the following destinations are popular places to spend time. The following pages analyse the placemaking approaches of these comparators (looking at identity, activation, public realm, connectivity and brand) and highlight some of the key assets that make these desirable places to spend time.

SOHO

Long-standing London destination with theatres and an extensive food and beverage offer.



Temporary activation and business success

Timed street closures in response to Covid measures created the opportunity for outdoor dining, generating activity and animation, and helping to secure the future of local businesses.



Soho's brand is reinforced by its businesses

Its strong identity, significance as a LGBTQ+ destination, and historic associations are reinforced through signage, flags and lighting, helping to further strengthen its brand and sense of place.



Events celebrating the iconic businesses of Soho Who represent its multicultural, inclusive and historic identity.

Intimate spaces and exploration

Simple festoon lighting helps to reinforce the intimate street space and encourages exploration through subtle wayfaring whilst also improving sense of safety.

Activation

Consistent active frontages and concentrated areas of retail, pub, restaurant and bar uses generate critical mass of visitors and activity.

Colour and interest

Distinctive signage, plant boxes and greening, and painted façades help to animate the street and strengthen the place's identity.



SHOREDITCH

Creative, affordable neighbourhood turned central London destination and business district.



Innovative retail

Providing curated retail units on an awkward strip of land abutting the overground station and railway line. Bold branding and an industrial aesthetic align well with Shoreditch's identity.



Activating blank walls

Bold, fun street art which has become an iconic staple in imagery of Shoreditch and helps to animate an otherwise blank facade.



A shift in identity

Shoreditch has long been known as a hub of creativity and grassroots culture. Once considered to be on the fringe of central London, it is now a popular central London hub for eating, drinking and nightlife. However, its success has brought about a shift in the character and essence of the place - as rents have increased and dilapidated buildings, which once formed a crucial aspect of Shoreditch's edgy character, are being redeveloped or amalgamated.

Activating redundant spaces

A popular evening food, drink and event space, activating a temporarily vacant and derelict site before it's redeveloped.



Shopfronts as branding

Complementing the historic architecture and contributing to the streetscape through planting and parklets, these shopfronts represent simple ways of creating an attractive and appealing parade of shops.



KING'S CROSS

Once synonymous with the railway station, now a popular mixed-use destination and placemaking exemplar.



Once known for its insalubrious activities and clubbing scene, with a heavy association to the train station itself, the image of King's Cross has been overhauled by developer Argent. They have carefully re-branded, curated and managed the area to deliver a popular new London destination.

Craft, food and other specialist markets generate activity and draw in a range of visitors. The historic Coal Drops building is carefully lit. Planting helps to soften and enliven the space further.



Distinctive yellow chairs and tables are set up underneath trees, providing an instant and temporary new place for people to dwell, and for restaurants and bars to extend their outdoor capacity to.



Functional public art

Ever-changing exhibitions in public spaces, mounted on concrete benches help to generate interest while serving a purpose.



Interactive installations installed as part of the London Design Festival helps to attract a London-wide, creative audience.



Elevate itself as a destination

The visual brand identity of Waterloo could be used to great effect both within Waterloo itself - to reinforce and promote the place brand - and outside of Waterloo, attracting new audiences and visitors to the area.

Brand identity

A well-crafted brand identity will typically be created through a kit of parts that represents the place's brand principles. Key considerations are likely to include logo, colour, typography, image, graphic elements and tone of voice. Below and opposite are some examples of place branding that use this kit of parts to great effect.



The brand identity for Digbeth by dc&co. celebrates the area's industrial past and provides a custom font, free to be used by people in the area. The distinctive yellow is a nod to Bird's custard powder, made in Digbeth.

Brand identity for Coal Drops Yard (Kings Cross) by advertising agency Droga5 uses pared back information, broken up into individual components and random shapes. The brand identity is intentionally jarring, chaotic and colourful to show off individual shops and attractions, rather than a polished shopping centre look and feel. Credit: DesignWeek



Branding by bandstand for 250 Waterloo uses illustrations and copy to call out the sterility and pretension of other London hubs compared with Waterloo. Credit: bandstand.

Advertising campaign

Initial designs for an advertising campaign by WaW and Allies and Morrison, which aims to capture the attention of Waterloo's busy commuters by shining a light on the area's hidden gems through a series of thematic ad campaigns showcasing its brilliant pubs, businesses, and food & drink scene.



Destination marketing

Taking inspiration from the places that do it best, Waterloo has the opportunity to cement its role as a world class London destination. This page sets out opportunities for Waterloo's destination marketing streams.

London's dining destination

The place for post-work pints, independent restaurants and cafés, cheap eats, and the pre-theatre hotspots to be seen at. Waterloo's dining scene could stand this neighbourhood apart from other London hubs.



A stepping stone for London attractions

Waterloo's central location means it's a stepping stone for a day out in London, a place to grab coffee and pastry before heading to the Tate Modern, or the London Eye, maybe a dinner spot at the end of a day out in Central London?



London's destination for fringe culture

Where else in London can you walk through a graffiti tunnel at Leake Street, visit one of London's most intimate events spaces at the 1901 Arts Club or buy cheap tickets for world-class theatre at The Old and Young Vics?



Authentic and undiscovered

A hub in Central London where you can avoid the crowds and visit places that aren't swarming with tourists. Unpretentious and not ludicrously expensive - Waterloo is an authentic place, with authentic people where you can always expect the unexpected.

Places to stay

A huge variety of high quality housing and some of the cheapest rent in central London, accommodation and hotels for any budget - there is no better place to be situated within Zone 1 to get the most out of your London experience.



Affordability and inclusivity

Whether you are a worker, tourist, student, or resident, Waterloo provides a full range of restaurants from cultures across the world, drinks, and activities - for those on a budget and those with cash to spend. It's authentic and 'rugged' character create a down to earth and welcoming environment for people from all walks of life.



Attract diverse audiences

Each year Waterloo hosts a number of cultural activities ranging from food festivals and carnivals to historic tours of the area. Many of these events are organised and promoted by WeAreWaterloo but equally, many more exhibitions, theatre, dance, art and music events are hosted by various venues across the area. At present, there is no single platform to tell people what is happening in Waterloo. Here are some key actions that could help to communicate Waterloo's cultural activities and harness on audiences that may not have considered visiting before:

- Establishing a single digital platform for events and cultural activities in Waterloo.
- Exploring opportunities to diversify the types of events on offer, to be more inclusive to different audiences.
- Organising or promoting events in different neighbourhoods of the BID, not just within Waterloo Central.
- Participating in London-wide events that highlight Waterloo's unique assets and align with its brand identity.
- Promoting Waterloo as an essential cultural destination for local and international visitors, amplifying the cultural and dining offer in Waterloo, as well as the historic nature of its neighbourhoods.



Miracle on Leake Street



Waterloo Carnival



Event to celebrate the 250th anniversary of Astley's Circus in the Roupell Street Area.



Vault Festival



Food fortnight, Lower Marsh



London Festival of Architecture: an opportunity for creative installations in Waterloo



Open City London: a chance to celebrate Waterloo's unique architecture



Artnight London: celebrating contemporary art



London Design Festival: an opportunity to celebrate culture and creativity in Waterloo



Lumiere London: a chance for playful interventions to animate Waterloo at night time, some installations could become permanent features in Waterloo

Local events

WeAreWaterloo already have a fantastic track record of organising locally focused events. There are numerous locally focus events in Waterloo that could be promoted further including:

- Waterloo Walks
- PowWow Waterloo
- Edible Marsh
- Miracle on Leake Street
- Waterloo Carnival
- Waterloo Festival
- Lower Marsh Lates

London-wide events

Possible events that could align with London's brand identity and which could significantly drive footfall include:

- London Literature Festival
- London Design Festival
- London Festival of Architecture
- London History Day
- London Food Festival
- Open City London
- Lumiere London
- Artnight

MAKE IT
HAPPEN

Interventions toolkit

Project typologies

Illustrative projects

Interventions guidance



Interventions toolkit

The interventions toolkit has been arranged to align with the five placemaking themes, under which there are a broad range of intervention opportunities.

Within the following section are a series of ideas to reinforce these placemaking pillars, with a focus on physical enhancements to the public realm alongside opportunities for events, activation and branding.

'Action' vs 'influence'

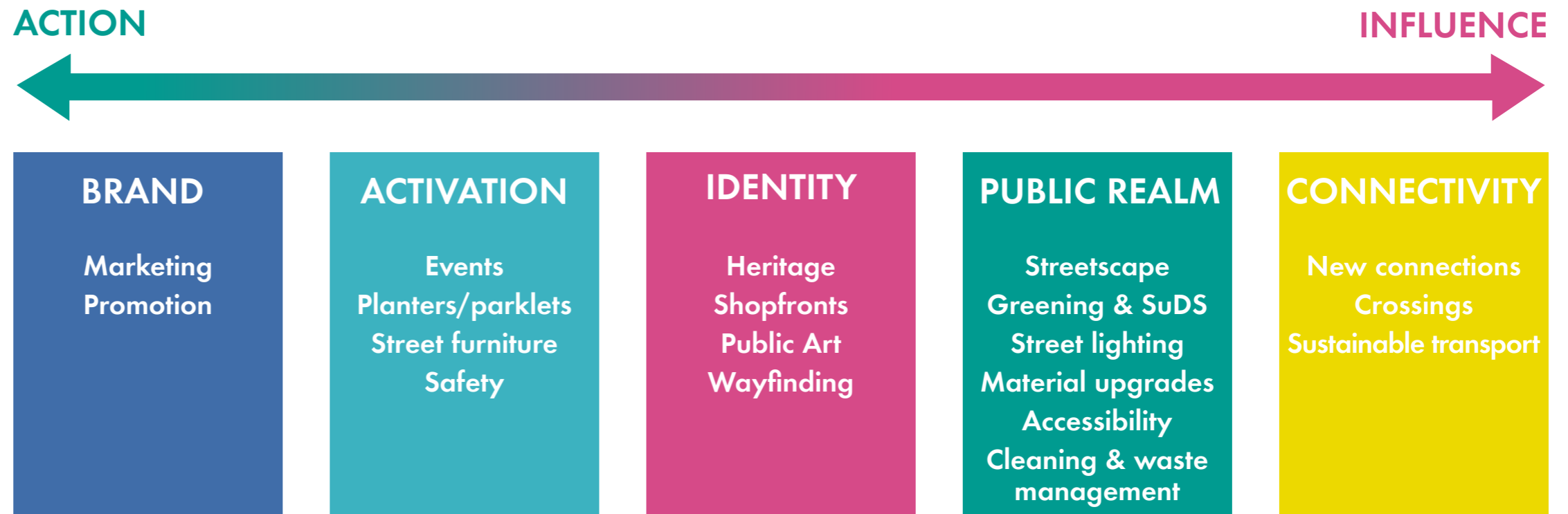
All the projects identified sit on a spectrum from 'action' to 'influence'.

Action projects: will typically be less complex, lower cost and delivered by WaW, sometimes in collaboration with local groups, such as businesses owners.

Influence projects: will typically be longer term, and more complex, delivered in collaboration with local authorities, including Lambeth, Southwark and TfL.

Using the toolkit

Shown opposite is a typical spread of projects with annotation outlining the components of the illustrative projects.



Project location Illustration for selected projects Yellow boxes highlight potential 'priority projects'

Typical page layout

Typical project listing

Project number: **1** Green = Action project Project number colour denotes action/influence
1 Pink = Influence project

Cost (assumed): ●○○ <50k Assumed cost brackets. All proposals will require further testing
 ●●○ <50-100k
 ●●● >100k

Priority project: **1** Project headline Typically projects with high impact, low complexity and low cost

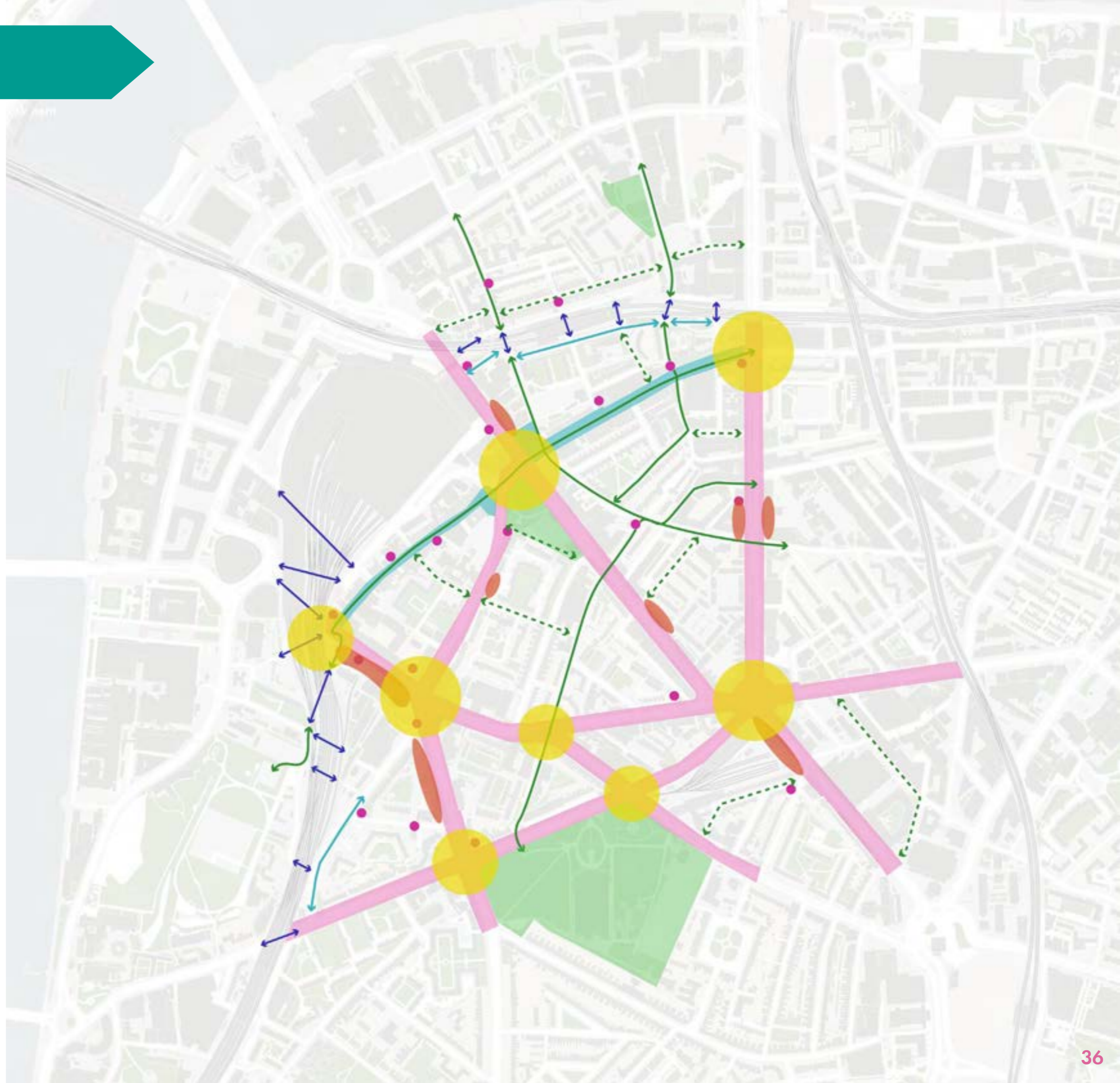
Project typologies

The map opposite defines ten street and space typologies for Waterloo defined by difference in scale, prominence, land uses and character.

Each typology represents typical conditions and opportunities for improvements to the public realm in Waterloo. The typologies map should be used to realise consistent approaches. For example, realising a consistency of cycle lane arrangements on Avenues, or typical approaches to planting on Greenways and Quietways.

TPOLOGIES

- Nodes
- Avenues
- Destination Streets
- Shop parades
- Pubs
- Low Line routes
- Greenways
- Quietways
- Underpasses
- Green spaces



Project typologies

Nodes



'Nodes' are major confluences of different routes and are critical to the connectivity, legibility and identity of places within Waterloo. Interventions in these locations will often focus on streetscape upgrades and improved crossings, alongside signage, wayfinding and artwork to enhance legibility between destinations.

Avenues



'Avenues' are grand, tree-lined streets that have the potential for transformation into welcoming, green, diverse streetscapes that support sustainable travel. In tandem, interventions along 'Avenues' will seek to create moments of interest along these routes, improving their appeal as destinations in their own right. Interventions will also respond to Lambeth's Climate Action Plan goal to enable 25% of kerbside space to be allocated to uses that enhance community and business resilience to climate change.

Destination Streets



'Destination Streets' focuses on Lower Marsh and The Cut - two major culture and dining destinations within Waterloo. Interventions for this typology will typically focus on creating animated, welcoming and pedestrian-focused places with street dressing and branding reinforcing Waterloo's identity. Interventions will also respond to Lambeth's Climate Action Plan goal to enable 25% of kerbside space to be allocated to uses that enhance community and business resilience to climate change.

Greenways & Quietways



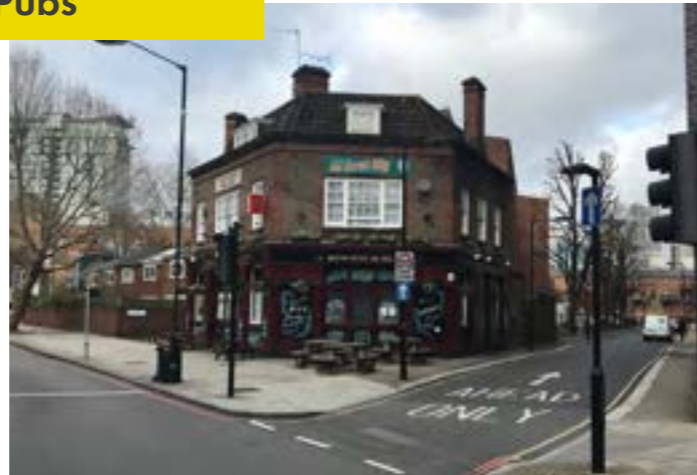
'Greenways' are the green walking and cycling routes proposed in the SoWN Neighbourhood Plan and which aim to provide green routes between destinations as alternatives to busier, more polluted major roads. Quietways have a similar intention, providing potential quiet and green connections between destinations to compliment Greenways.

Shop parades



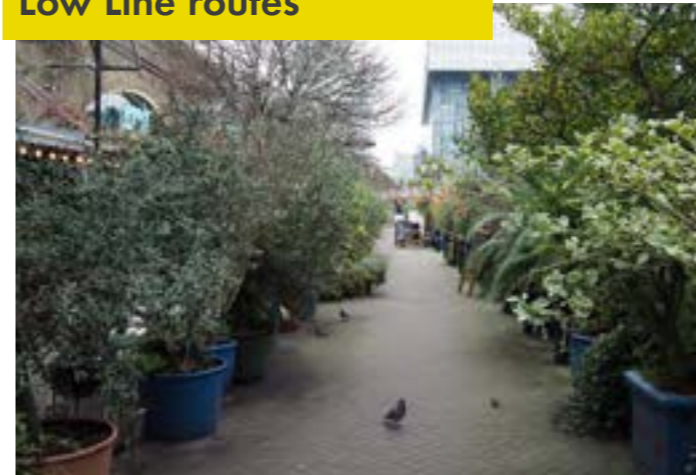
'Shop parades' are concentrations of shops that serve local residential and working populations. Proposals will focus on improving the inclusivity and prominence of these parades for local people through, for example, shopfront upgrades, light-touch greening and street furniture.

Pubs



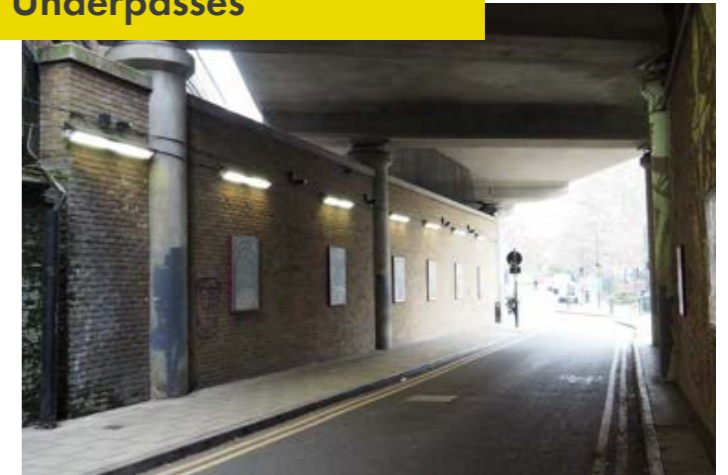
'Pubs' are a significant asset in Waterloo. Although each pub is unique, there are typical conditions and opportunities to amplify pubs - not only in marketing terms, but also by physically improving spaces around them through. Possible examples include planting, seating, surfaces and lighting upgrades.

Low Line routes



'Low Line routes' refer to streets that run along railway viaducts. A 'Low Line' already exists linking Bankside, London Bridge and Bermondsey. Interventions for this typology seek to follow the same concept, aiming to improve access beneath railways, create new inclusive spaces, and animate railway arches with public-facing uses.

Underpasses



'Underpasses' refer to routes beneath railways and are especially important for WaW, given the BID area contains or is bounded by around 17 railway underpasses. Consistent approaches to lighting, artwork, wayfinding and connectivity will aim to overcome issues of safety and severances that underpasses can create.

Illustrative projects

The illustrative projects are informed by the project typologies, Waterloo neighbourhoods and unique features of different places. The project areas highlighted opposite capture the most significant priority projects for WaW and have been grouped by their proposed neighbourhood areas.

Waterloo Central neighbourhood:

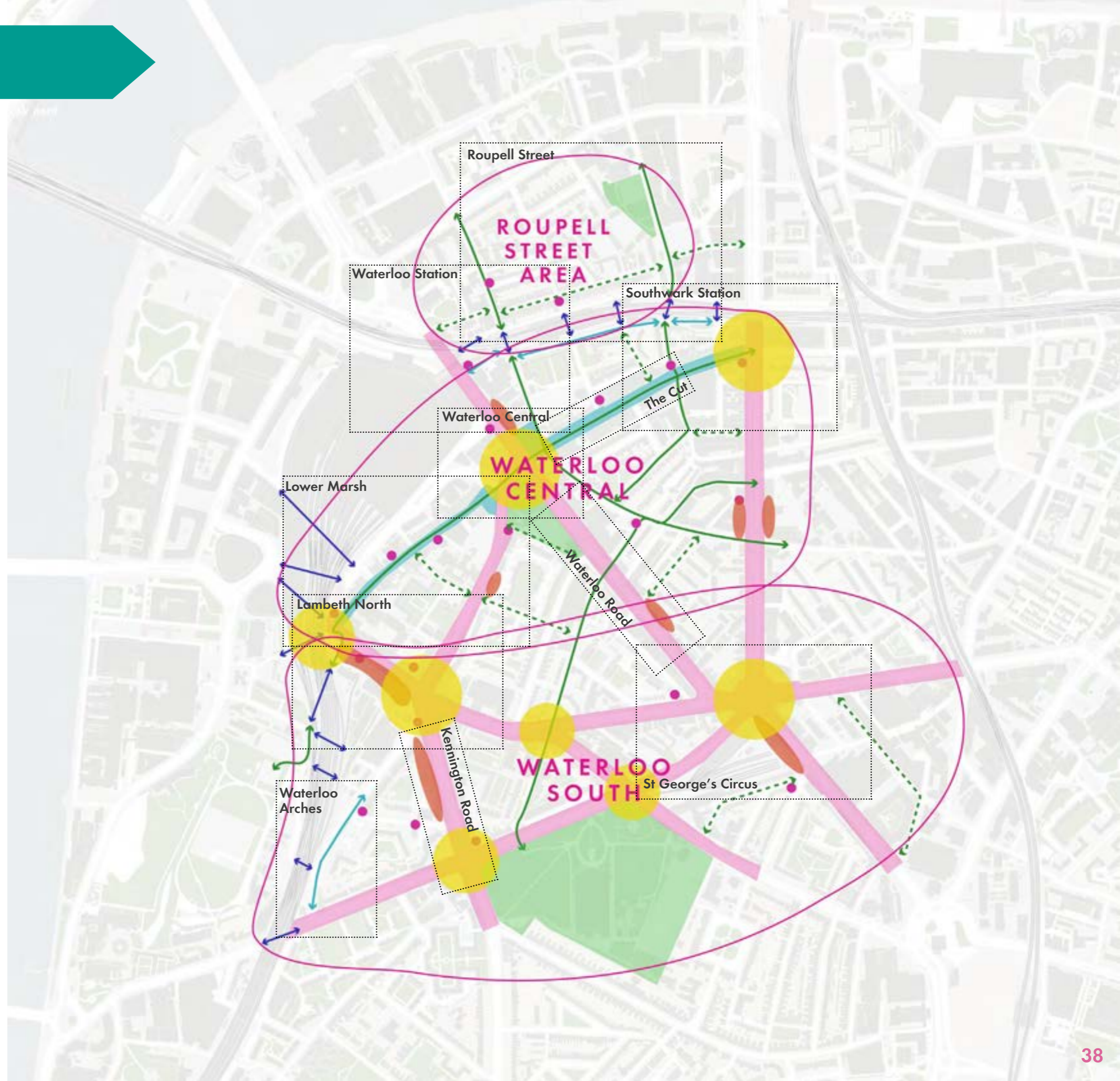
- Waterloo Central: p.39
- Waterloo Station: p.43
- Southwark Station: p.45
- Lower Marsh: p.47
- The Cut: p.49
- Waterloo Road: p.50

Waterloo South neighbourhood:

- Lambeth North Station: p.52
- St George's Circus: p.54
- Kennington Road: p.56
- Waterloo Arches: p.57

RouPELL Street Area:

- RouPELL Street Area: p.60



Waterloo Central



Millennium Green: edges activation



↑ Precedent: Signage attached to railings. Credit: Calthorpe Project Community Garden

Lower Marsh activation



↑ Precedent: Belonging Bandstand collaboration with local school kids. Credit: Morag Myerscough

Millennium Green: events & activities

15

Millennium Green: new entrance

10

New public space at Lower Marsh

1

14

LOWER MARSH

12

Lower Marsh Approach

Waterloo Road reconfiguration (See Waterloo Central)

16

8

11

Decluttering Streetscapes

2

Waterloo Walkway

6

The Old Vic footway expansion

4

9

7

Playful diagonal crossing



↑ Precedent: Colourful crossing on Southwark Street, London. Credit: Camille Walala

This crossroads is a critical threshold into the Waterloo district and needs to be improved to increase legibility and reinforce connections between The Cut and Lower Marsh. The proposed projects focus on major transformations - to rebalance the public realm for pedestrians - alongside activation, artwork, and wayfinding features to reinforce the creative and cultural identity of the Waterloo Central neighbourhood.

TO WATERLOO STATION

PROPOSED OLD VIC ANNEX

NATIONAL THEATRE

13

THE OLD VIC

THE CUT

EMMA CONS GARDENS

3

BAYLIS ROAD

LOWER MARSH

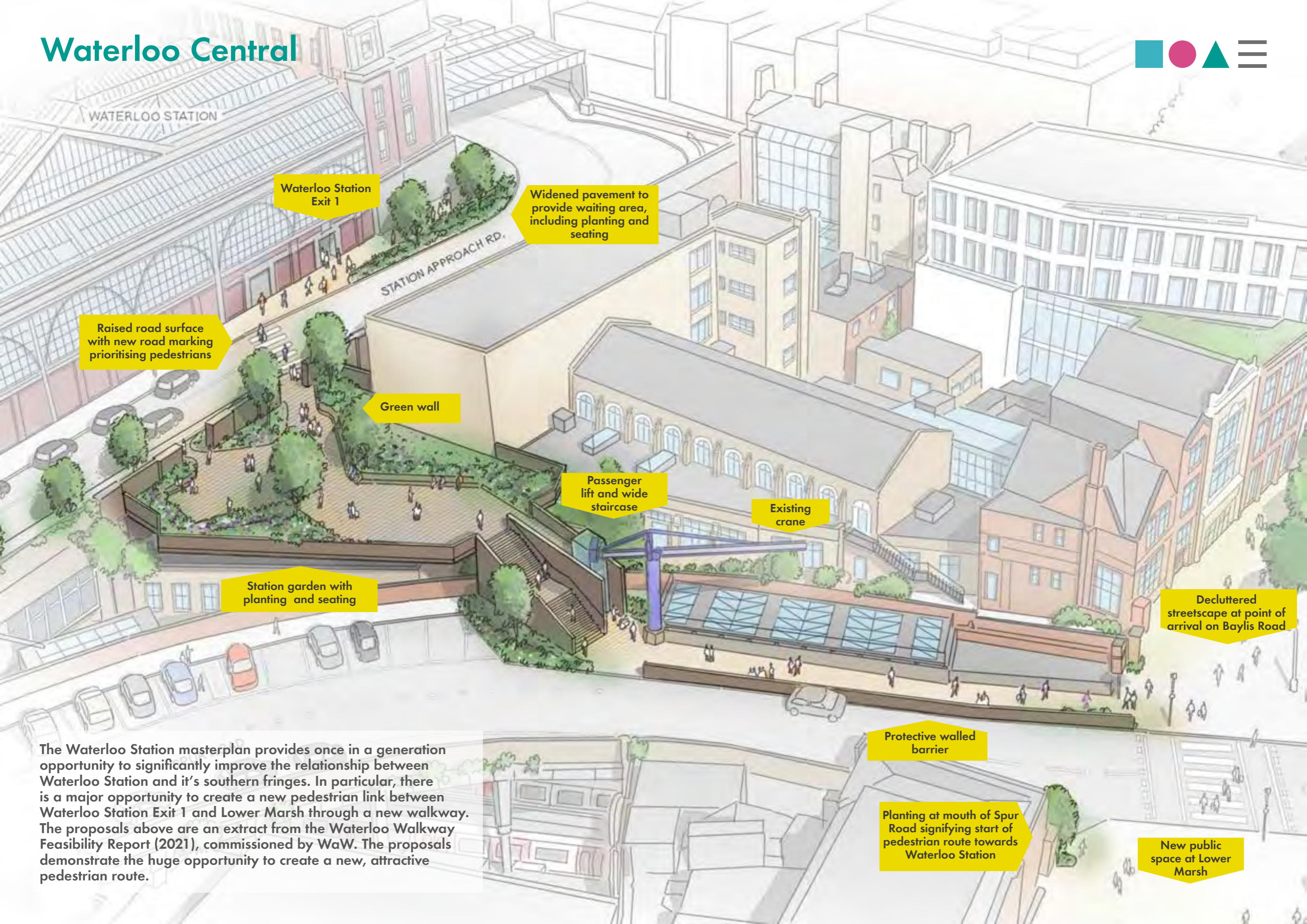
SPUR ROAD

WATERLOO ROAD

WATERLOO ROAD

LOWER MARSH MARKET

CUBANA



Waterloo Station Exit 1

Widened pavement to provide waiting area, including planting and seating

Raised road surface with new road marking prioritising pedestrians

Green wall

Passenger lift and wide staircase

Existing crane

Station garden with planting and seating

Decluttered streetscape at point of arrival on Baylis Road

Protective walled barrier

Planting at mouth of Spur Road signifying start of pedestrian route towards Waterloo Station

New public space at Lower Marsh

The Waterloo Station masterplan provides once in a generation opportunity to significantly improve the relationship between Waterloo Station and it's southern fringes. In particular, there is a major opportunity to create a new pedestrian link between Waterloo Station Exit 1 and Lower Marsh through a new walkway. The proposals above are an extract from the Waterloo Walkway Feasibility Report (2021), commissioned by WaW. The proposals demonstrate the huge opportunity to create a new, attractive pedestrian route.



Current proposals by Farrer Huxley for Emma Cons Gardens. Credit: Farrer Huxley



Waterloo Walkway illustration. Credit: WeAreWaterloo

1 New public space at Lower Marsh

In tandem with proposals to pedestrianise Lower Marsh, create a new public space at the northern end of the street, as a place to socialise and for events and activities.

Complexity	Impact	Cost	Timescale
●●●●●	●●●●●	●●●	Long - term

Placemaking themes:

Public Realm

2 Decluttering streetscapes

Remove, relocate and consolidate unnecessary street clutter, particularly along Baylis Road. Where this is not possible, consider utilising objects (such as utility boxes) for artwork and wayfinding towards Lower Marsh.

Complexity	Impact	Cost	Timescale
●●●●●	●●●●○	●○○	Medium - term

Placemaking themes:

Public Realm

3 Emma Cons Gardens transformation ↑

Ongoing project to transform Emma Cons Gardens into a vibrant and welcoming public space. Linked to the proposed redevelopment of the adjacent Mercury House.

Complexity	Impact	Cost	Timescale
●●●○○	●●●●○	●●●	Long - term

Placemaking themes:

Public Realm

4 The Old Vic: Footway expansion

Narrow the carriageway in front of the Old Vic portico and provide both bollards and robust street furniture, as hostile vehicle mitigation features around the theatre. Designs should also consider the proposed pedestrianisation of The Cut.

Complexity	Impact	Cost	Timescale
●●●○○	●●●●○	●●○	Medium - term

Placemaking themes:

Public Realm

5 Webber Street Greenway

Create a green, pedestrian and cycle friendly environment along Webber Street with integrated planting and accessible footway widths.

Complexity	Impact	Cost	Timescale
●●●○○	●●●●○	●●●	Long - term

Placemaking themes:

Public Realm

6 The Waterloo Walkway ↑

Create a new walkway linking Waterloo Station to Lower Marsh. Proposals should consider existing feasibility studies by WaW and proposals should be integrated as part of the wider Waterloo Station masterplan.

Complexity	Impact	Cost	Timescale
●●●●●	●●●●●	●●●	Medium - term

Placemaking themes:

Connectivity

7 Playful diagonal crossing

Introduce a diagonal crossing at the junction with colourful designs to contribute to wayfinding and encourage exploration towards nearby destinations.

Complexity	Impact	Cost	Timescale
●●●○○	●●●●○	●●○	Medium - term

Placemaking themes:

Connectivity, Identity

8 The Old Vic: Waterloo Road

In tandem with upgrades to Waterloo Road (see Waterloo Central), relocate bus stands and introduce accessible parking provision and planting on Waterloo Road.

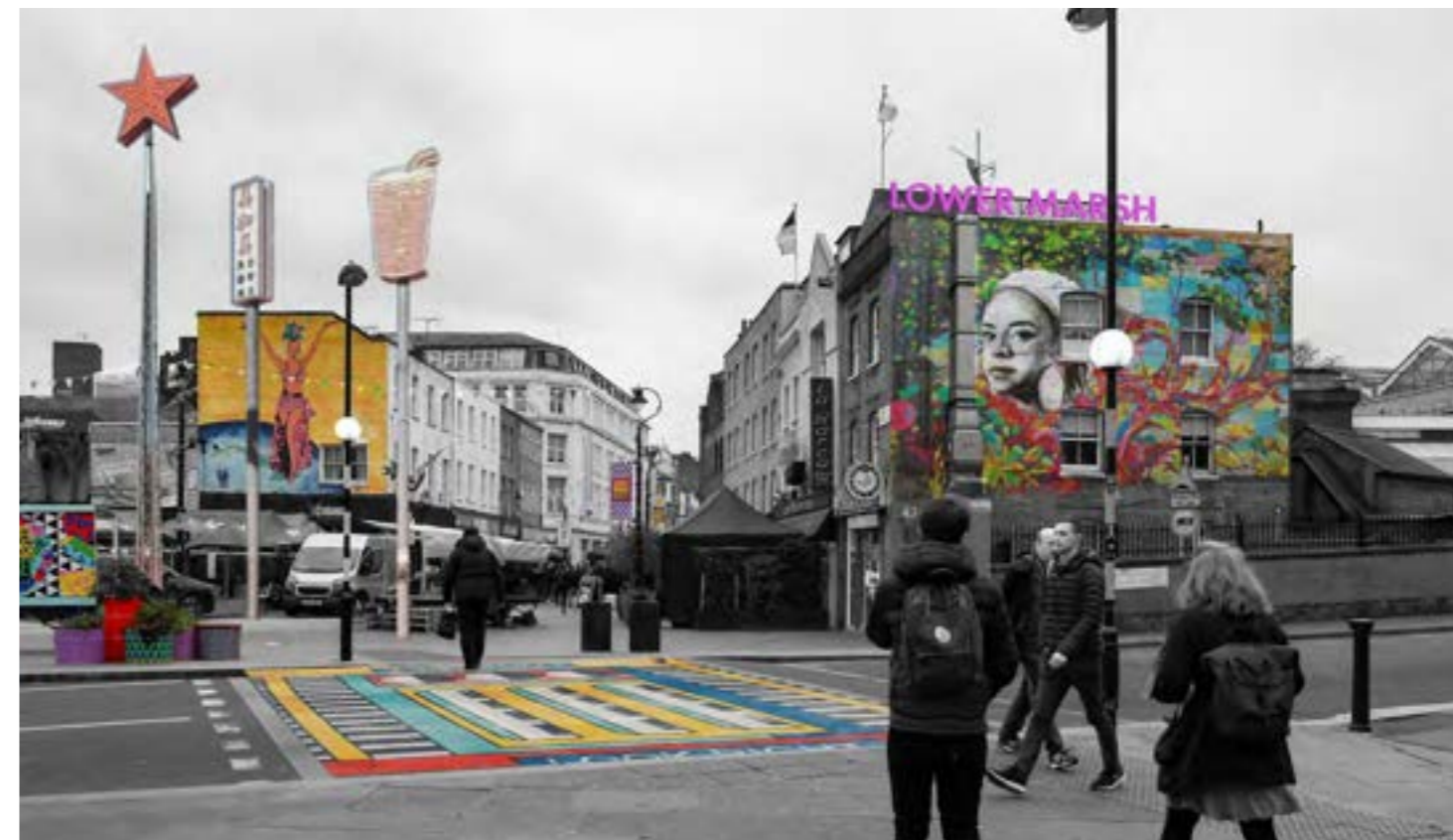
Complexity	Impact	Cost	Timescale
●●●○○	●●●●○	●○○	Medium - term

Placemaking themes:

Connectivity



Millennium Green Landscape Masterplan showing a new entrance at the Waterloo Road junction. Credit: LDA Design



Illustrative view showing a new mural, signage, colourful crossing and large scale artwork on the approach to Lower Marsh

9 Webber Street Greenway: modal filter

Introduce a modal filter, using planters, for buses and cyclists only at the junction between Webber Street and The Cut to reduce through-traffic and improve active travel.

Complexity ●●●○○○ **Impact** ●●●○○○ **Cost** ●○○○ **Timescale** Short - term

Placemaking themes:

Connectivity, Activation

10 Millennium Green: new entrance

Working with Bankside Open Spaces Trust (BOST), provide a new entrance at the Waterloo Central junction to enable easier access into the park.

Complexity ●●●○○○ **Impact** ●●●○○○ **Cost** ●●○○ **Timescale** Medium - term

Placemaking themes:

Connectivity

11 Millennium Green: edges activation

Working in collaboration with BOST, introduce bold artwork or signage on the edges of Millennium Green to aid wayfinding, particularly towards Lower Marsh.

Complexity ●○○○○○ **Impact** ●●●●○○ **Cost** ●○○○ **Timescale** Short - term

Placemaking themes:

Identity, Activation

12 Lower Marsh approach

Introduce signage and artwork on the flank wall of 79 Lower Marsh and create a colourful crossing across Spur Road to aid wayfinding, reinforce Lower Marsh's identity, and reference historical narratives of the street.

Complexity ●○○○○○ **Impact** ●●●●○○ **Cost** ●○○○ **Timescale** Medium - term

Placemaking themes:

Identity, Activation

13 National Theatre studios signage

Create vibrant signage or artwork on the National Theatre studios blank walls to contribute to wayfinding and celebrate the listed building's history and cultural significance.

Complexity ●●○○○○ **Impact** ●●●○○○ **Cost** ●○○○ **Timescale** Short - term

Placemaking themes:

Identity

14 Lower Marsh activation

Manage servicing vehicles and animate the existing space at the northern end of Lower Marsh with artwork, installations, planters and temporary seating.

Complexity ●●○○○○ **Impact** ●●●●○○ **Cost** ●○○○ **Timescale** Short - term

Placemaking themes:

Activation

15 Millennium Green: events and activities

Working with BOST, curate a full programme of events within Millennium Green with activities and artwork. The activation should be coordinated with Emma Cons Gardens to make the best use of both spaces.

Complexity ●●○○○○ **Impact** ●●●●○○ **Cost** ●○○○ **Timescale** Short - term

Placemaking themes:

Activation

16 The Old Vic public realm amenity

Provide secure cycle parking and a commercial bin store for The Old Vic on Waterloo Road.

Complexity ●●○○○○ **Impact** ●●●○○○ **Cost** ●○○○ **Timescale** Short - term

Placemaking themes:

Activation

Waterloo Station

1 Yellow = Priority Project

1 Green = Action project

1 Pink = Influence project



The arrival experience from Waterloo Station onto Waterloo Road needs significant improvement, with interventions to address the narrow footways, confusing wayfinding, and cluttered streetscapes. Like the 'Waterloo Central' node, the projects outline ambitions to declutter and create safe and welcoming streets for pedestrians while injecting some of the 'quirky' character of the Waterloo Central neighbourhood.

Welcome bridge artwork: south



↑ Precedent: Camden Town's famous painted bridge sign. Credit: Camden Town London

Welcome bridge artwork: north

12

WATERLOO EAST STATION

SANDELL STREET

Welcome artwork Capital Tower



Precedent: 12 Months of Neon Love by Victoria Lucas. Credit: Axisweb

Wooton Street enhancements



Precedent: Vauxhall Missing Link, London. Credit: Erect Architecture

Waterloo Station signage



↑ Existing photo of Waterloo Station London Underground signage to local destinations.

Decluttering Waterloo Road



Existing photo of Waterloo Road showing the large extent of unnecessary street clutter

Waterloo Road temporary upgrades

WATERLOO STATION (EXIT 2)

Welcome artwork: Waterloo Station

Waterloo Road reconfiguration

Integrated signage to local destinations



↑ Precedent: Integrated signage around London Bridge.



1 Decluttering Waterloo Road

Remove, relocate and consolidate as much street furniture as possible on Waterloo Road to create usable space for pedestrians in the interim, ahead of more comprehensive improvements to Waterloo Road.

Complexity ●●○○○ **Impact** ●●●●● **Cost** ●●○ **Timescale** Medium - term

Placemaking themes:

Public Realm, Connectivity

2 Waterloo Road temporary upgrades

Advocate for the realignment of essential street furniture (e.g bus stops) to ensure a good functionality of the streetscape while temporary footways are in place.

Complexity ●●●○○ **Impact** ●●●●○ **Cost** ●●○ **Timescale** Short - term

Placemaking themes:

Public Realm, Connectivity

3 Waterloo Road reconfiguration

Reduce carriageway widths, maximise footway widths and introduce safe cycle infrastructure to create a safe and accessible streetscape. In tandem, introduce tree planting and street furniture.

Complexity ●●●●● **Impact** ●●●●● **Cost** ●●● **Timescale** Long - term

Placemaking themes:

Public Realm, Connectivity

4 Waterloo Road lighting

Upgrade street lights to LED luminaires to improve safety and increase energy efficiency of street lighting.

Complexity ●●●○○ **Impact** ●●●●○ **Cost** ●●○ **Timescale** Medium - term

Placemaking themes:

Public Realm

5 Sandell Street upgrades

Advocate for the realisation of proposed upgrades to Sandell Street, which will help to make the street more accessible and attractive for pedestrians.

Complexity ●●●○○ **Impact** ●●●●○ **Cost** ●●● **Timescale** Long - term

Placemaking themes:

Public Realm, Connectivity

6 Wooton Street enhancements

As part of a 'Low Line' route, improve walking and cycling along Wooton Street, with new planting and street furniture to create an attractive streetscape.

Complexity ●●●●○ **Impact** ●●●●○ **Cost** ●●● **Timescale** Medium - term

Placemaking themes:

Public Realm

7 Holmes Terrace and service entrance

As part of the Waterloo Station masterplan, consider opportunities to activate Holmes Terrace and mitigate the streetscape impact of the Station service entrance.

Complexity ●●●●● **Impact** ●●●●○ **Cost** ●●● **Timescale** Long - term

Placemaking themes:

Public Realm, Activation

8 Integrated signage to local destinations

Create simple and legible signage towards local destinations including The Old Vic, Lower Marsh and the Cut. Ensure this signage does not create obstructions to pedestrian movement and is easily seen.

Complexity ●●○○○ **Impact** ●●●●○ **Cost** ●○○ **Timescale** Short - term

Placemaking themes:

Identity

9 Welcome artwork: Capital Tower

Consider opportunities to create artwork and signage on the flank walls and roofline of Capital Tower, opposite Waterloo Station Exit 2, to aid wayfinding, reinforce Waterloo Central's identity, and highlight the building's history.

Complexity ●●○○○ **Impact** ●●●●○ **Cost** ●○○ **Timescale** Short - term

Placemaking themes:

Identity

10 Welcome artwork: Waterloo Station

In collaboration with Network Rail, create artwork, signage or a bespoke map on the Waterloo station facade to aid wayfinding and reinforce Waterloo Central's identity.

Complexity ●●○○○ **Impact** ●●●●○ **Cost** ●○○ **Timescale** Short - term

Placemaking themes:

Identity

11 Welcome bridge artwork: south

Create signage / artwork on the railway bridge facing south onto Waterloo Road to reinforce a sense of place for Waterloo Central.

Complexity ●●●○○ **Impact** ●●●●○ **Cost** ●○○ **Timescale** Medium - term

Placemaking themes:

Identity

12 Welcome bridge artwork: north

Create signage / artwork on the railway bridge facing north onto Waterloo Road and improve lighting within the bridge underpass to reinforce the threshold into Waterloo.

Complexity ●●●○○ **Impact** ●●●○○ **Cost** ●○○ **Timescale** Medium - term

Placemaking themes:

Identity

13 Alaska Street improvements

Improve the perceived safety by introducing bold feature lighting, and supporting opening up units within the underpass.

Complexity ●●●○○ **Impact** ●●●○○ **Cost** ●●○ **Timescale** Medium - term

Placemaking themes:

Activation

14 Waterloo Station advertising

Use advertising and signage within Waterloo Station to promote nearby local destinations in the Waterloo Area.

Complexity ●○○○○ **Impact** ●●●○○ **Cost** ●○○ **Timescale** Short - term

Placemaking themes:

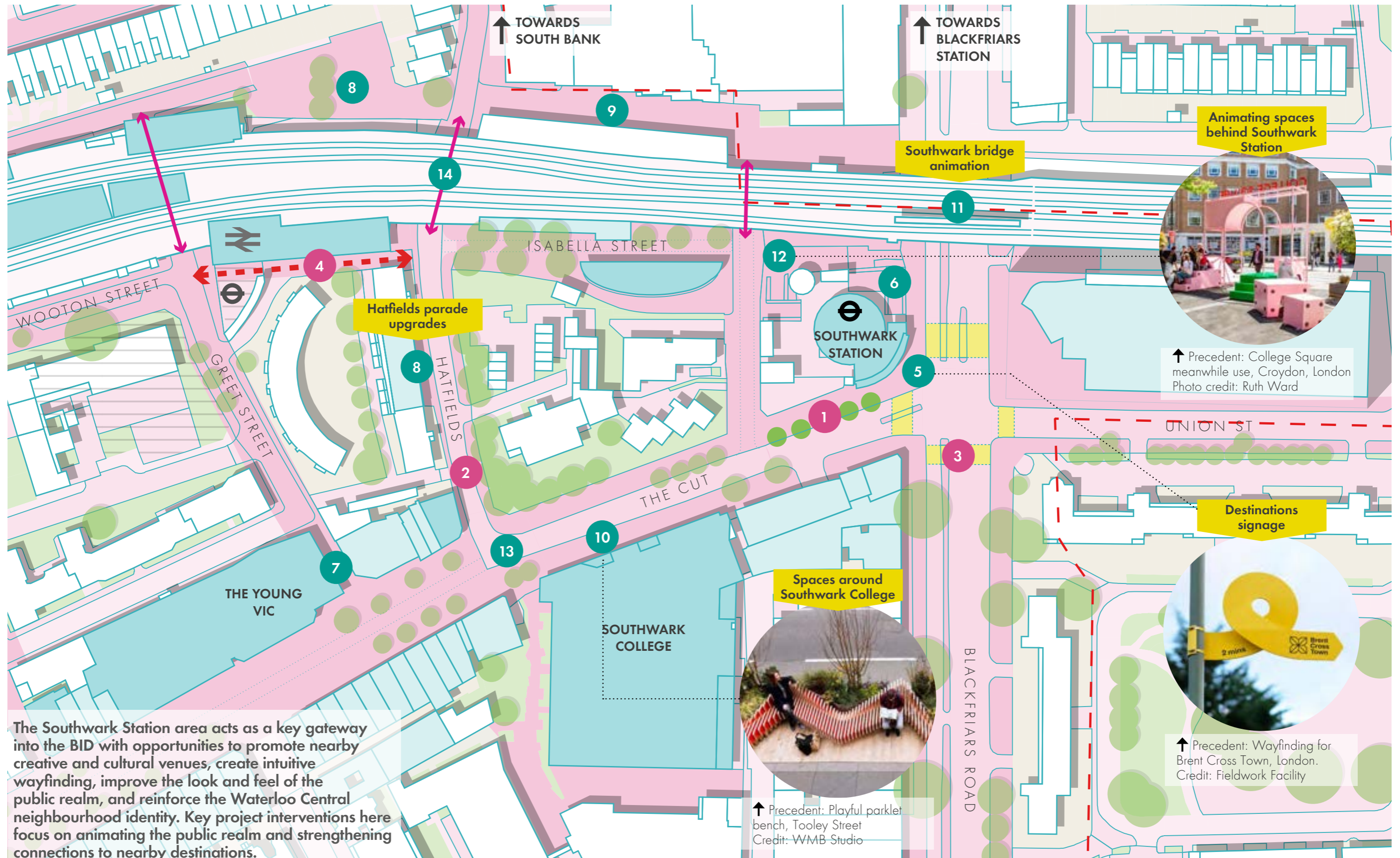
Brand

Southwark Station

1 Yellow = Priority Project

1 Green = Action project

1 Pink = Influence project



The Southwark Station area acts as a key gateway into the BID with opportunities to promote nearby creative and cultural venues, create intuitive wayfinding, improve the look and feel of the public realm, and reinforce the Waterloo Central neighbourhood identity. Key project interventions here focus on animating the public realm and strengthening connections to nearby destinations.

Southwark Station

1 Yellow = Priority Project

1 Green = Action project

1 Pink = Influence project



1 Footway enhancements to The Cut

Make temporary footways into permanently widened features with associated planting, SuDS and seating, building on the council's recent additions of pocket parks. Upgrades should be coordinated with Southwark Station proposed development.

Complexity ●●●○○○ **Impact** ●●●●○○ **Cost** ●●●○ **Timescale** Medium - term

Placemaking themes:

Public Realm, Connectivity

2 Hatfields greenway

Create a green, pedestrian and cycle friendly environment along Hatfields, with a particular focus on the area around the shop parade and intersection with Isabella Street.

Complexity ●●●○○○ **Impact** ●●●●○○ **Cost** ●●●○ **Timescale** Long - term

Placemaking themes:

Public Realm, Connectivity

3 Blackfriars Road: colourful crossings

Reduce carriageway widths, maximise footway widths and introduce safe cycle infrastructure to create a safe and accessible streetscape. In tandem, introduce tree planting and street furniture.

Complexity ●●●●●● **Impact** ●●●●●● **Cost** ●●●○ **Timescale** Long - term

Placemaking themes:

Connectivity, Identity

4 Low Line connection

Create a new pedestrian route linking Isabella Street and Wooton Street to extend the Low Line route. Proposals should consider the proposed new Southwark Station entrance on Greet Street.

Complexity ●●●●○○ **Impact** ●●●●○○ **Cost** ●○○○ **Timescale** Medium - term

Placemaking themes:

Connectivity

5 Destinations signage

Introduce integrated signage outside of Southwark Station towards nearby destinations such as The Old Vic, The Young Vic and Lower Marsh Market.

Complexity ●●○○○○ **Impact** ●●●●○○ **Cost** ●○○○ **Timescale** Short - term

Placemaking themes:

Identity

6 Low Line signage

Introduce signage around Southwark Station to highlight the Low Line both towards Isabella Street, Joan Street and Scoresby Street.

Complexity ●○○○○○ **Impact** ●●●●○○ **Cost** ●●●○ **Timescale** Medium - term

Placemaking themes:

Identity

7 Flank wall artwork / signage

Animate blank walls on the 42-48 The Cut and The Young Vic to improve wayfinding towards the new Southwark Station entrance and enhance safety along this passage.

Complexity ●○○○○○ **Impact** ●●●●○○ **Cost** ●○○○ **Timescale** Long - term

Placemaking themes:

Identity

8 Hatfields parade upgrades

Upgrade shopfronts for the Hatfields shops parade and provide planters around forecourt areas to improve the retail experience. In addition, consider ways to activate vacant units for workshops, events and business support.

Complexity ●●○○○○ **Impact** ●●●●○○ **Cost** ●○○○ **Timescale** Medium - term

Placemaking themes:

Identity, Activation

9 Joan Street and Blackfriars Market

In collaboration with the market organisers, extend Blackfriars Market along Joan Street to animate the route and reinforce the Low Line identity.

Complexity ●●○○○○ **Impact** ●●●●○○ **Cost** ●○○○ **Timescale** Short - term

Placemaking themes:

Activation

10 Spaces around Southwark College

Introduce a parklet on The Cut to provide amenity for Southwark College students and animate space behind the College with temporary seating, artwork and events.

Complexity ●●○○○○ **Impact** ●●●●○○ **Cost** ●○○○ **Timescale** Short - term

Placemaking themes:

Activation

11 Southwark bridge animation

Introduce signage or artwork onto the railway bridge face to strengthen the place identity and wayfinding. Incorporate feature lighting into the underpass to also highlight historic features of the former Blackfriars Station.

Complexity ●●●○○○ **Impact** ●●●●○○ **Cost** ●●●○ **Timescale** Medium - term

Placemaking themes:

Activation, Identity

12 Animating behind Southwark Station

Provide playful lighting, artwork and temporary planters to reinforce the Isabella Street/Low Line identity. Proposals should be light-touch with consideration of Southwark Station's future development.

Complexity ●●○○○○ **Impact** ●●●●○○ **Cost** ●○○○ **Timescale** Short - term

Placemaking themes:

Activation, Identity

13 Hatfields greenway node

Introduce light-touch greening and signage at the junction of Hatfields and The Cut to signpost the greenway route north along Hatfields and south along Boundary Row.

Complexity ●●○○○○ **Impact** ●●●●○○ **Cost** ●○○○ **Timescale** Short - term

Placemaking themes:

Activation

14 Hatfields underpass

Introduce signage on the railway bridge to aid Low Line wayfinding, with feature lighting and artwork to the railway underpass.

Complexity ●●●○○○ **Impact** ●●●●○○ **Cost** ●●●○ **Timescale** Medium - term

Placemaking themes:

Activation, Identity

Lower Marsh

1 Yellow = Priority Project

1 Green = Action project

1 Pink = Influence project



Lower Marsh is one of Waterloo Central's key destination streets and a place in which WaW have scope to action multiple interventions. Overall, these projects will aim to amplify the vibrant character of Lower Marsh through, for example, artwork, lighting, signage and shopfront animation, alongside promotion and an extension of the street market offer. These proposals are underpinned by a proposed pedestrianisation of the street with improved streetscape amenities.

Lower Marsh

1 Yellow = Priority Project

1 Green = Action project

1 Pink = Influence project



1 Pedestrianising Lower Marsh

Restrict vehicle access to non-peak hours, minimise space for vehicles and introduce new planting, public seating and amenities for local businesses, including utility supply points for market stalls along the street.

Complexity ●●●●● **Impact** ●●●●● **Cost** ●●● **Timescale** Long - term

Placemaking themes:
Public Realm, Connectivity

2 Leake Street wayfinding

Provide bold signage at the entrance to Leake Street to aid wayfinding towards the tunnel and allow artwork to extend up the ramp into Lower Marsh.

Complexity ●○○○○ **Impact** ●●●●○ **Cost** ●○○ **Timescale** Short - term

Placemaking themes:
Identity, Brand

3 Vacant unit activation

Provide start-up space for businesses in vacant units or use these units for business support events such as workshops, talks and skills training, potentially through the BID's 'Pretty Vacant' brand.

Complexity ●●○○○ **Impact** ●●●●○ **Cost** ●○○ **Timescale** Short - term

Placemaking themes:
Identity

4 Shopfront upgrades

Improve selected shopfronts to reinforce the quirky, independent character of Lower Marsh and improve the perceived quality and brand of the street.

Complexity ●●●○○ **Impact** ●●●○○ **Cost** ●●○ **Timescale** Short - term

Placemaking themes:
Identity

5 Heritage highlighting

Highlight quirky historic and architectural features (such as the relief sculpture glasses above 28 Lower Marsh), provide physical interpretive signage and promote Lower Marsh's unique history online, as part of its brand.

Complexity ●○○○○ **Impact** ●●○○○ **Cost** ●○○ **Timescale** Short - term

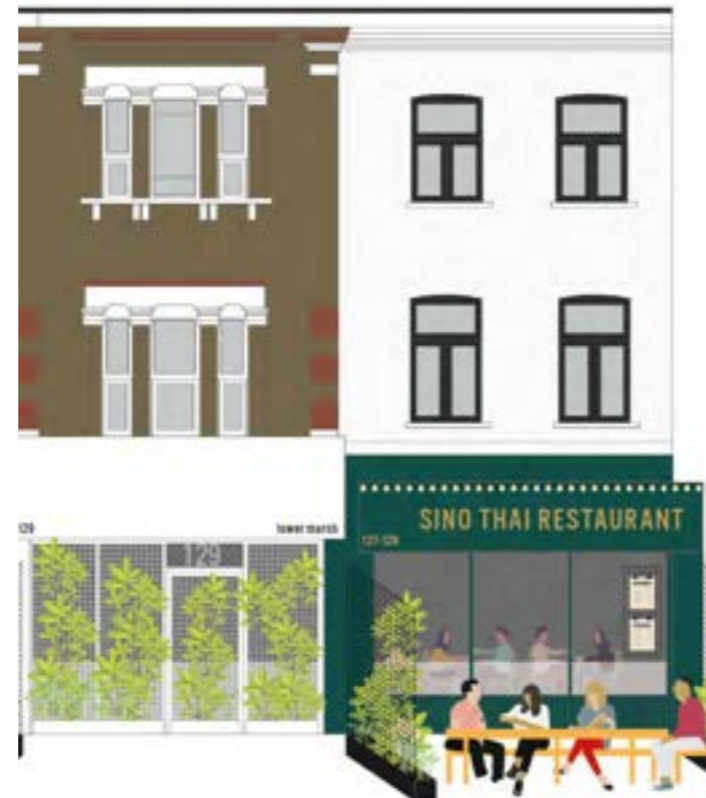
Placemaking themes:
Identity

6 Feature lighting, artwork and signage

Build on the existing bespoke signage and planting at the thresholds to Lower Marsh with feature lighting and artwork which aids wayfinding and can be altered to different events and seasons.

Complexity ●○○○○ **Impact** ●●●●● **Cost** ●●○ **Timescale** Medium - term

Placemaking themes:
Activation, Identity, Brand



Ongoing project to upgrade the shopfront of 192 Lower Marsh by WaW and Allies and Morrison.

7 Granby Space meanwhile use

Activate the vacant site at Granby Space for meanwhile uses and as a green public space with ancillary uses such as co-working and retail. Designers should review previous interventions to understand opportunities for improvement.

Complexity ●●○○○ **Impact** ●●●●● **Cost** ●●● **Timescale** Medium - term

Placemaking themes:
Activation, Identity

8 Lower Marsh animation

Continue to promote the market through events, festivals and informal activities (e.g. performances). In particular, focus efforts around key thresholds into the street to drive footfall.

Complexity ●●○○○ **Impact** ●●●○○ **Cost** ●○○ **Timescale** Short - term

Placemaking themes:
Activation, Brand

9 Lower Marsh public seating

Introduce temporary fixed public seating or planters along Lower Marsh to support market activities. This furniture should be designed to reinforce the Lower Marsh brand.

Complexity ●●●○○ **Impact** ●●●○○ **Cost** ●●○ **Timescale** Short - term

Placemaking themes:
Activation, Brand

10 New market stall layout

Amend the existing Market layout to improve pedestrian movement, address issues of congestion and manage obstruction of market stalls to shops behind.

Complexity ●●○○○ **Impact** ●●●○○ **Cost** ●○○ **Timescale** Short - term

Placemaking themes:
Activation

11 Extend branding opportunity of market

Champion the market's BID-lead brand and identity by translating this into opportunities for further signage, advertising and merchandising to increase footfall and brand recognition.

Complexity ●●○○○ **Impact** ●●●○○ **Cost** ●●○ **Timescale** Medium - term

Placemaking themes:
Brand, Identity

12 Extending the market

Extend the operating hours of the market to include weekends and, during summer months, evenings. Lower Marsh should also host different market types, e.g. vintage clothes or flower stalls, to appeal to diverse audiences.

Complexity ●●○○○ **Impact** ●●●●● **Cost** ●○○ **Timescale** Short - term

Placemaking themes:
Brand, Activation

13 Net zero market initiatives

In collaboration with market traders and businesses, explore options to minimise the carbon footprint of the market, particularly transport and waste management.

Complexity ●○○○○ **Impact** ●●●●○ **Cost** ●○○ **Timescale** Short - term

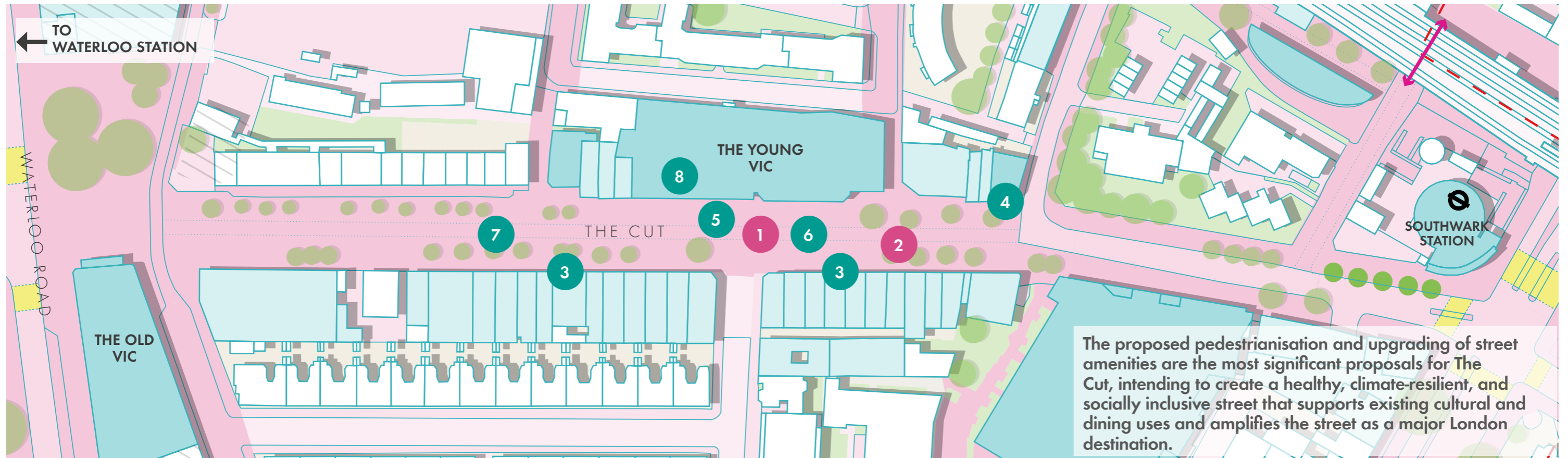
Placemaking themes:
Brand, Activation

14 Extend length of market

Install appropriate power supply infrastructure to allow the market to extend along the full length of Lower Marsh to help activate the entire street and drive footfall to the businesses at the Westminster Bridge Road end.

Complexity ●●●○○ **Impact** ●●●○○ **Cost** ●●○ **Timescale** Medium - term

Placemaking themes:
Public realm



1 Pedestrianising The Cut

Transform The Cut into an active, pedestrian-friendly street with high-quality materials and street furniture, new planting and SuDS. Proposals should consider local resident access and loading and servicing requirements for businesses.

Complexity ●●●●● **Impact** ●●●●● **Cost** ●●● **Timescale** Long - term

Placemaking themes:
Public Realm

2 Making temporary footways permanent

Make temporary footways into permanently widened features with associated planting, SuDS and seating, building on the council's recent additions of pocket parks

Complexity ●●●○○ **Impact** ●●●●○ **Cost** ●●○ **Timescale** Medium - term

Placemaking themes:
Connectivity, Activation

3 Shopfront upgrades and murals

Upgrade shopfronts and provide planters for outdoor seating areas. In addition, consider creating a mural on the flank wall of 81 The Cut.

Complexity ●●○○○ **Impact** ●●●○○ **Cost** ●○○ **Timescale** Short - term

Placemaking themes:
Identity

4 Heritage highlighting

Highlight quirky historic and architectural features on The Cut. Provide physical interpretive signage and promote The Cut's unique history online, as part of its brand.

Complexity ●○○○○ **Impact** ●●○○○ **Cost** ●○○ **Timescale** Short - term

Placemaking themes:
Identity, Brand

5 Parklets along The Cut

Build on the council's recent introduction of parklets to provide additional outdoor dining space for businesses. Use this intervention as a pilot to test longer-term changes relating to pedestrianisation of The Cut.

Complexity ●●●○○ **Impact** ●●●●● **Cost** ●●○ **Timescale** Medium - term

Placemaking themes:
Activation

6 Events on The Cut

Temporarily close through-traffic on The Cut for events and community activities. Use these events to test ideas and shape future public realm improvements.

Complexity ●●●○○ **Impact** ●●●●○ **Cost** ●○○ **Timescale** Short - term

Placemaking themes:
Activation

7 Waste management and cleaning

Consolidate and manage waste collection on The Cut to avoid litter cluttering the footways during peak commuter and visitor hours.

Complexity ●○○○○ **Impact** ●●●○○ **Cost** ●○○ **Timescale** Short - term

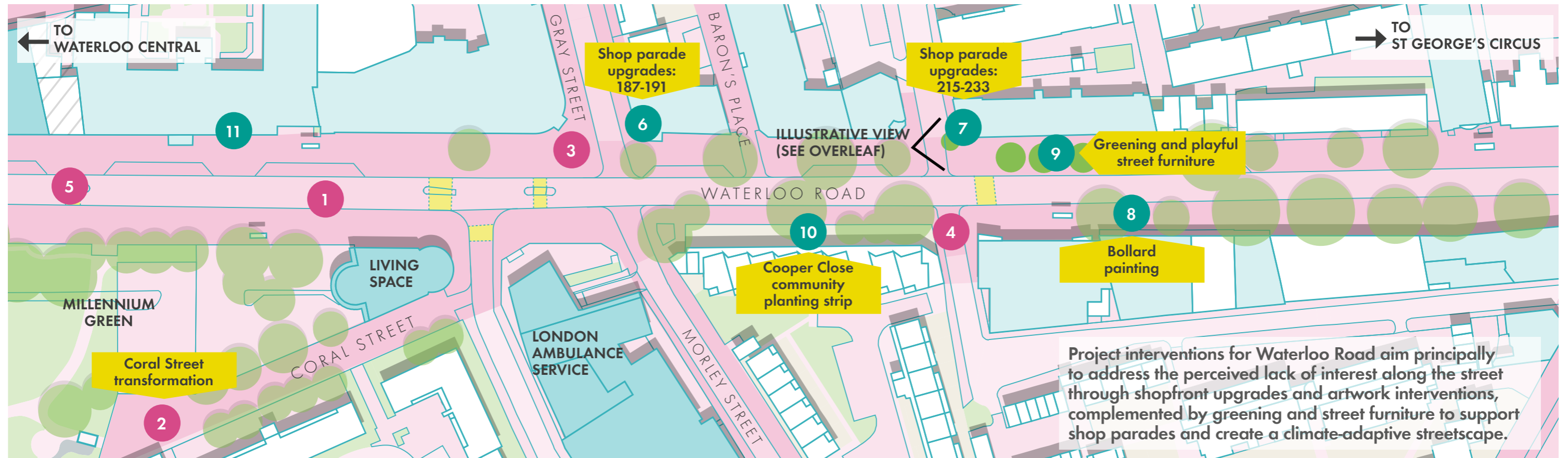
Placemaking themes:
Activation

8 Promoting and branding The Cut

Create a cohesive brand and identity for The Cut that celebrates its cultural and food and drink identity. This visual branding could be used for signage, advertising or merchandising to increase footfall and brand recognition.

Complexity ●●○○○ **Impact** ●●●●○ **Cost** ●○○ **Timescale** Medium - term

Placemaking themes:
Brand



1 Making space for pedestrians & cyclists

In alignment with Waterloo Station Project 3, narrowing carriageway widths, introducing cycle infrastructure, providing planting and decluttering. The project requires collaboration between Lambeth and Southwark councils.

Complexity ●●●●● **Impact** ●●●●● **Cost** ●●● **Timescale** Long - term

Placemaking themes:
Public Realm, Connectivity

2 Coral Street transformation

Advocate for the transformation of Coral Street into a pedestrian-priority space with reference to concept designs in the Lambeth Waterloo and South Bank: Public Realm Framework report.

Complexity ●●●●○ **Impact** ●●●●○ **Cost** ●●● **Timescale** Long - term

Placemaking themes:
Public Realm

3 Greenway connection

Introduce planting and greenway signage at the intersection of Waterloo Road with Gray Street/Morley Street to highlight the proposed Greenway route.

Complexity ●●●○○ **Impact** ●●●○○ **Cost** ●●○ **Timescale** Medium - term

Placemaking themes:
Public Realm

4 Level crossings to side streets

Make level crossings to all side streets to reinforce pedestrian priority at side street junctions.

Complexity ●○○○○ **Impact** ●●○○○ **Cost** ●●○ **Timescale** Medium - term

Placemaking themes:
Connectivity

5 Connecting to the Old Vic Annex

Introduce a mid-block crossing between the proposed Old Vic Annex and Millennium Green to improve future connectivity between both assets.

Complexity ●●○○○ **Impact** ●●○○○ **Cost** ●○○ **Timescale** Medium - term

Placemaking themes:
Connectivity

6 Shop parade upgrades 187-191

Create a mural on the flank wall of 187 Waterloo Road and upgrade shopfronts from 187-191 Waterloo Road to create interest along the street and strengthen the street's identity.

Complexity ●●●○○ **Impact** ●●●○○ **Cost** ●○○ **Timescale** Short - term

Placemaking themes:
Identity

7 Shop parade upgrades 215-233

Create a mural on the flank wall of 215 Waterloo Road, upgrade shopfronts of 215-233 Waterloo Road, and provide playful street furniture and amenity inspired by the fossils and gemstones shop.

Complexity ●●○○○ **Impact** ●●●○○ **Cost** ●○○ **Timescale** Short - term

Placemaking themes:
Identity, Activation

8 Bollard painting

Commission an artist to paint bollards along Waterloo Road with vibrant colours. The works could also include signage towards local destinations and would help bring colour and interest to the streetscape.

Complexity ●○○○○ **Impact** ●●○○○ **Cost** ●○○ **Timescale** Short - term

Placemaking themes:
Identity



Murals and shopfront upgrades [Project 7]

Traffic light mounted on light column to minimise street clutter [Project 1]

Colourful bollards [Project 8]

Proposed cycleway along Waterloo Road [Project 1]

Potential seating and planters shopfronts to help animate the street [Project 7]

Greening with integrated play [Project 9]

Greening and playful street furniture [Project 2]

Playful elements inspired by the Fossils and Gemstones shop [Project 7]

Level crossing to side streets [Project 4]

9 Greening and playful street furniture

Depave and create low level planting, particularly around the bases of trees. In tandem, provide playful street furniture to support local shop parades. These changes could be light-touch or more permanent features.

Complexity ●●○○○ **Impact** ●●●●○ **Cost** ●●○ **Timescale** Medium - term

Placemaking themes:
Activation, Public Realm

10 Cooper Close community planting strip

Remove the low boundary wall of Cooper Close and create a generous planting strip for community planting. This could help to mitigate inactive frontages along this stretch of Waterloo Road.

Complexity ●●○○○ **Impact** ●●●●○ **Cost** ●●○ **Timescale** Medium - term

Placemaking themes:
Activation, Public Realm

11 Public Health England facade animation

Animate blank ground floor frontages of the Public Health England building onto Waterloo Road. Proposals could include planters, benches or supergraphic signage on obscured windows.

Complexity ●●○○○ **Impact** ●●●○○ **Cost** ●○○ **Timescale** Short - term

Placemaking themes:
Activation, Identity

Lambeth North

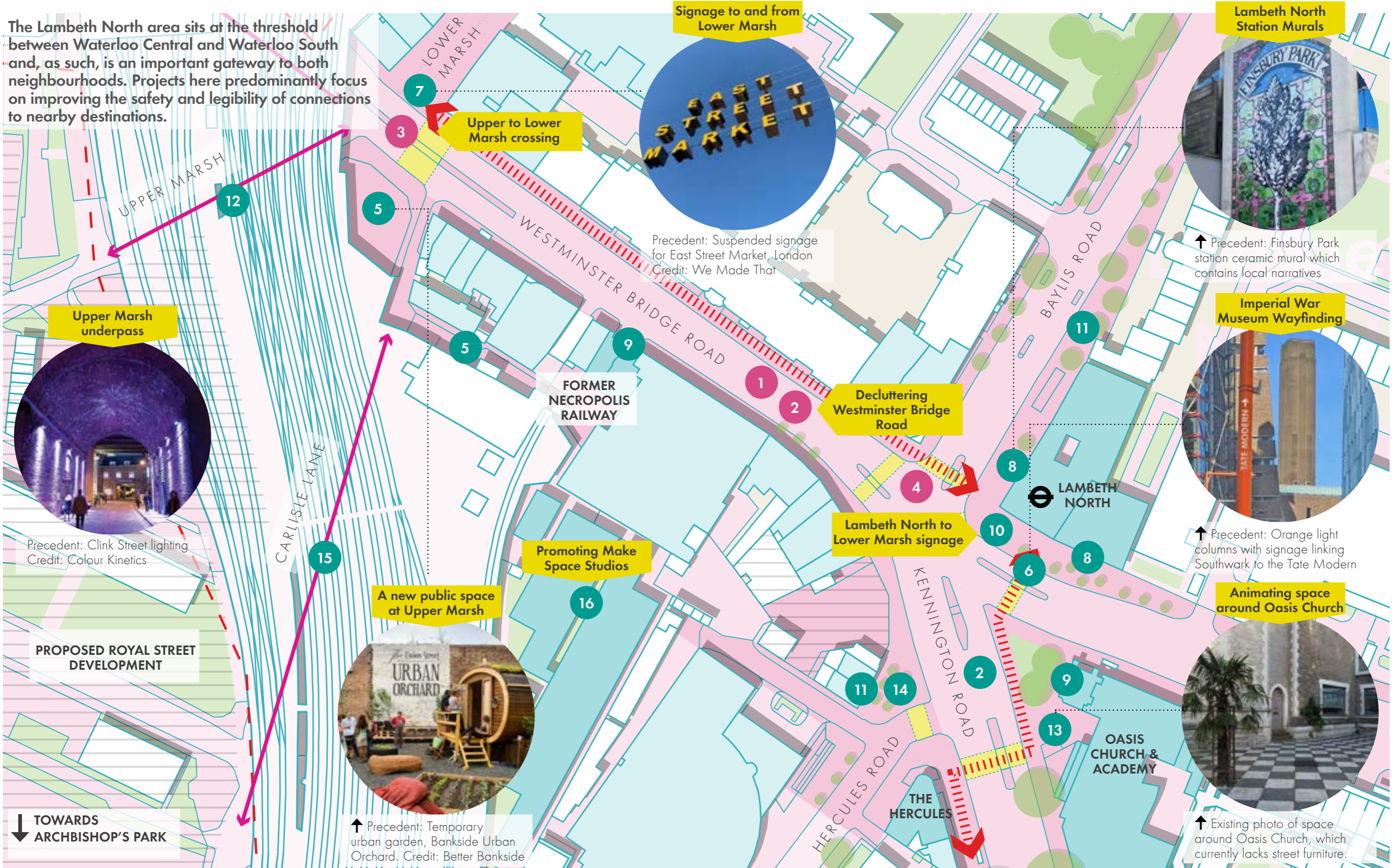
1 Yellow = Priority Project

1 Green = Action project

1 Pink = Influence project



The Lambeth North area sits at the threshold between Waterloo Central and Waterloo South and, as such, is an important gateway to both neighbourhoods. Projects here predominantly focus on improving the safety and legibility of connections to nearby destinations.



1 Yellow = Priority Project

1 Green = Action project

1 Pink = Influence project



1 Making space for pedestrians & cyclists

Declutter street furniture and reduce carriageway widths on Westminster Bridge Road and Kennington Road, and introduce cycle infrastructure and widened footways with associated planting and furniture.

Complexity ●●●●● **Impact** ●●●●● **Cost** ●●● **Timescale** Long - term

Placemaking themes:

Public Realm, Connectivity

2 Decluttering Westminster Bridge Road

Remove, relocate and consolidate unnecessary street clutter, particularly along Westminster Bridge Road. Interventions should seek to remove oversized traffic signage at the junction with Upper Marsh.

Complexity ●●●○○ **Impact** ●●●●● **Cost** ●●○ **Timescale** Medium - term

Placemaking themes:

Public Realm

3 Connecting Upper and Lower Marsh

Make a safe and direct crossing on desire lines between Lower Marsh and Upper Marsh, potentially creating a raised table to improve accessibility.

Complexity ●●●●○ **Impact** ●●●●○ **Cost** ●●● **Timescale** Long - term

Placemaking themes:

Public Realm, Connectivity

4 Playful Crossings

Introduce colourful crossings to contribute to wayfinding and encourage exploration towards nearby destinations including Lower Marsh and the Imperial War Museum.

Complexity ●●●○○ **Impact** ●●●○○ **Cost** ●●○ **Timescale** Medium - term

Placemaking themes:

Connectivity, Identity

5 A new public space at Upper Marsh

Create a new public space at the confluence of Lower Marsh, Upper Marsh and Carlisle Lane and introduce public-facing amenities into the adjacent railway arches.

Complexity ●●●○○ **Impact** ●●●●● **Cost** ●●● **Timescale** Long - term

Placemaking themes:

Public Realm, Identity, Activation

6 Imperial War Museum wayfinding

Create bold and integrated signage in front of Lambeth North station directing people towards the Imperial War Museum and continue with signage along Kennington Road. (e.g. banners or integrated signage).

Complexity ●○○○○ **Impact** ●●●●○ **Cost** ●○○ **Timescale** Short - term

Placemaking themes:

Identity, Connectivity, Brand

7 Signage to and from Lower Marsh

Introduce clear signage features at the thresholds to Lower Marsh, Upper Marsh and Carlisle Lane to improve connections to Royal Street, Archbishops Park, and Lower Marsh Market.

Complexity ●○○○○ **Impact** ●●●●○ **Cost** ●○○ **Timescale** Medium - term

Placemaking themes:

Public Realm

8 Lambeth North Station murals

Animate blank walls of Lambeth North Station to reveal narratives about the area and aid wayfinding. The mural should ideally be crafted and sensitive to the historic and neighbourly character of Waterloo South.

Complexity ●○○○○ **Impact** ●●●●○ **Cost** ●○○ **Timescale** Short - term

Placemaking themes:

Identity

9 Heritage highlighting

Illuminate Oasis Church, to create a visual marker, and illuminate 21 Westminster Bridge Road to help highlight the building's historic importance. In tandem, introduce interpretive signage related to historic narratives of the area.

Complexity ●●○○○ **Impact** ●●●●○ **Cost** ●●○ **Timescale** Medium - term

Placemaking themes:

Identity

10 Lambeth North to Lower Marsh signage

Create bold and integrated signage in front of Lambeth North station directing people towards Lower Marsh.

Complexity ●●○○○ **Impact** ●●●●○ **Cost** ●○○ **Timescale** Short - term

Placemaking themes:

Identity

11 Animating Baylis Road

Animate the wide pavements on the eastern side of Baylis Road through, for example, greening, play features, artwork and public seating. This could help to animate the walking route between Lambeth North and Waterloo Station.

Complexity ●○○○○ **Impact** ●●●●○ **Cost** ●○○ **Timescale** Short - term

Placemaking themes:

Identity, Activation, Connectivity

12 Upper Marsh underpass

Improve safety and connectivity between Royal Street and Lower Marsh by introducing bold feature lighting, providing pedestrian and cycle priority and opening up units within the underpass.

Complexity ●●●○○ **Impact** ●●●●● **Cost** ●●○ **Timescale** Medium - term

Placemaking themes:

Activation, Identity, Connectivity

13 Animating space around Oasis Church

Create a public garden around Oasis Church, opening up the space and potentially extending the chequerboard pattern into the surrounding public realm.

Complexity ●●○○○ **Impact** ●●●●○ **Cost** ●●○ **Timescale** Medium - term

Placemaking themes:

Activation, Public Realm

14 Animating space on Hercules Road

Animate the new public realm on Hercules Road with, for example, installations, artwork and events. In tandem, upgrade adjacent retail units to better overlook and animate the space through outdoor dining.

Complexity ●●○○○ **Impact** ●●●●○ **Cost** ●○○ **Timescale** Medium - term

Placemaking themes:

Activation, Identity

15 Carlisle Lane underpass

Increase space for pedestrian and cyclist priority, open up units (where possible) and provide bold feature lighting. Also consider temporary installations in the gated space within the underpass, prior to the Royal Street development.

Complexity ●●●○○ **Impact** ●●●○○ **Cost** ●●○ **Timescale** Medium - term

Placemaking themes:

Activation, Identity, Connectivity

16 Promoting Make Space Studios

Promote and collaborate with Make Space Studios for the creation of art in the public realm. Organise events and exhibitions within the local area to celebrate this creative community and highlight their value.

Complexity ●○○○○ **Impact** ●●●●○ **Cost** ●○○ **Timescale** Short - term

Placemaking themes:

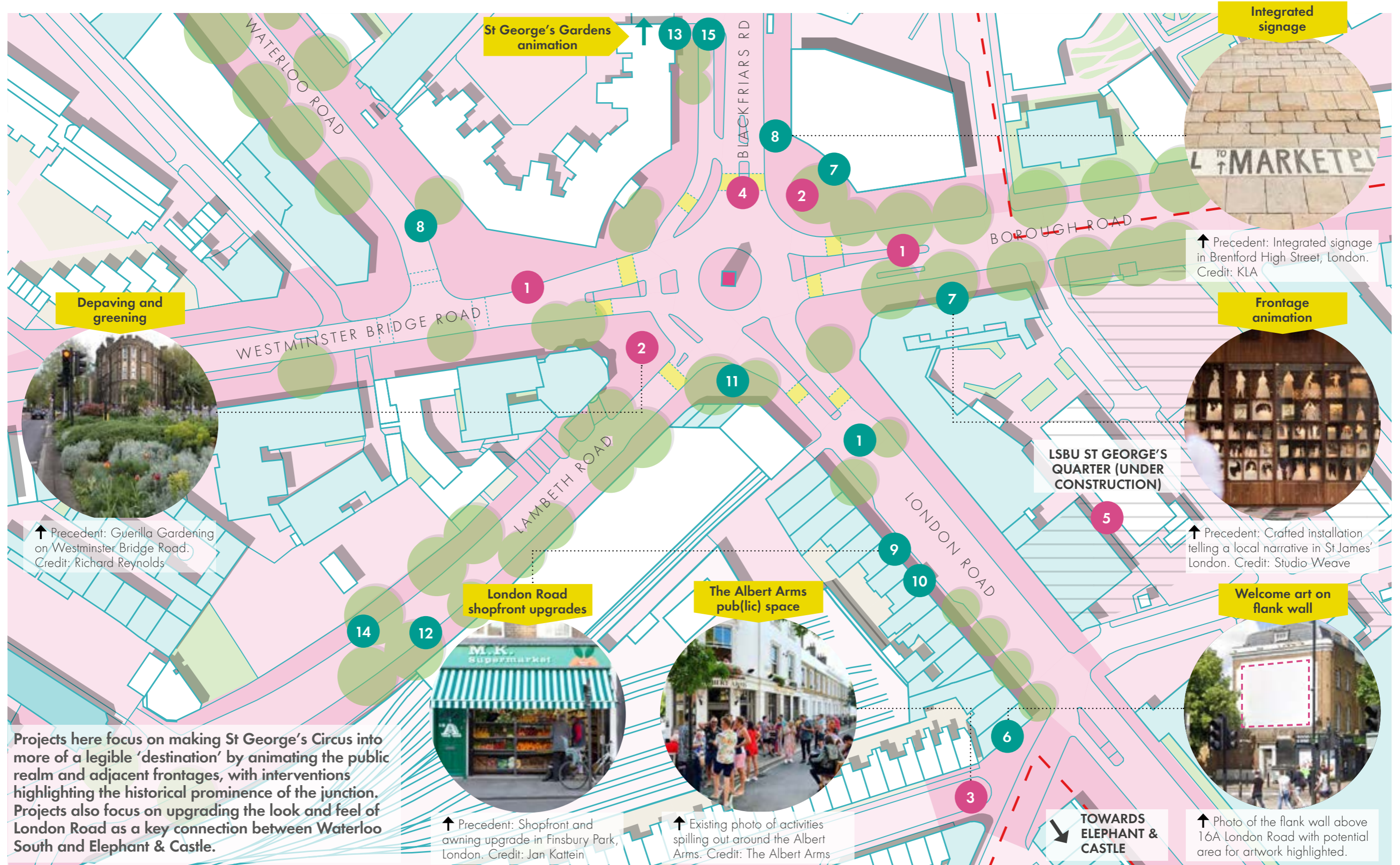
Brand, Activation

St George's Circus

1 Yellow = Priority Project

1 Green = Action project

1 Pink = Influence project



↑ Precedent: Guerilla Gardening on Westminster Bridge Road. Credit: Richard Reynolds



↑ Precedent: Shopfront and awning upgrade in Finsbury Park, London. Credit: Jan Kattein



↑ Existing photo of activities spilling out around the Albert Arms. Credit: The Albert Arms



↑ Precedent: Integrated signage in Brentford High Street, London. Credit: KLA



↑ Precedent: Crafted installation telling a local narrative in St James' London. Credit: Studio Weave



↑ Photo of the flank wall above 16A London Road with potential area for artwork highlighted.

Projects here focus on making St George's Circus into more of a legible 'destination' by animating the public realm and adjacent frontages, with interventions highlighting the historical prominence of the junction. Projects also focus on upgrading the look and feel of London Road as a key connection between Waterloo South and Elephant & Castle.

TOWARDS ELEPHANT & CASTLE



1 Making space for pedestrians & cyclists

Reduce carriageway widths on Westminster Bridge Road and London Road to widen footways, introduce cycle infrastructure, and increase tree planting and street furniture.

Complexity ●●●●● **Impact** ●●●●● **Cost** ●●● **Timescale** Long - term

Placemaking themes:

Public Realm, Connectivity

2 Depaving and greening

Depave areas around St George's Circus and introduce rain gardens or parklets with associated seating and integrated play features.

Complexity ●●○○○ **Impact** ●●●●● **Cost** ●○○ **Timescale** Medium - term

Placemaking themes:

Public Realm

3 The Albert Arms pub(lic) space

Create a new public space, with associated planting and lighting next to the Albert Arms to support activities around the pub and create a welcoming public space.

Complexity ●●●○○ **Impact** ●●●●○ **Cost** ●●● **Timescale** Long - term

Placemaking themes:

Public Realm, Activation

4 Playful Crossings

Introduce colourful crossings around St George's Circus to contribute to wayfinding and encourage exploration towards nearby destinations.

Complexity ●●●○○ **Impact** ●●●○○ **Cost** ●●○ **Timescale** Medium - term

Placemaking themes:

Connectivity

5 LSBU St George's Quarter

In collaboration with LSBU, explore opportunities to increase the visual presence of the LSBU campus in the public realm and consider options to use WaW's accent colour to reinforce LSBU's position as part of the BID.

Complexity ●●●○○ **Impact** ●●●○○ **Cost** ●●○ **Timescale** Medium - term

Placemaking themes:

Brand, Identity

6 Welcome artwork on flank wall

Introduce a welcome sign or artwork on the flank wall of 16A London Road to reinforce the threshold into Waterloo for people approaching from the south.

Complexity ●○○○○ **Impact** ●●●●○ **Cost** ●○○ **Timescale** Short - term

Placemaking themes:

Identity

7 Frontage animation

Activate ground floor frontages around St George's Circus including, where possible, Delphini Apartments and or LSBU building frontages on Borough Road.

Complexity ●○○○○ **Impact** ●●●●○ **Cost** ●○○ **Timescale** Medium - term

Placemaking themes:

Identity, Activation

8 Integrated signage

Install directional signage on all arms of St George's Circus to direct people to local destinations and differentiate each street radiating from the Circus.

Complexity ●○○○○ **Impact** ●●●●○ **Cost** ●○○ **Timescale** Short - term

Placemaking themes:

Identity

9 London Road: shopfront upgrades

Upgrade shopfronts along London Road to reinforce quality, create consistency and celebrate the unique businesses located here.

Complexity ●○○○○ **Impact** ●●●●○ **Cost** ●○○ **Timescale** Short - term

Placemaking themes:

Identity

10 London Road: vacant unit activation

Activate vacant shop units as temporary workspace for start-ups to help animate the shop parade of London Road and maintain footfall.

Complexity ●●○○○ **Impact** ●●●○○ **Cost** ●○○ **Timescale** Medium - term

Placemaking themes:

Identity, Activation

11 Interpretive signage and artwork

Introduce signage/artwork to highlight the area heritage, including the importance of St George's Circus, as a distance marker. Alternatively consider highlighting Dickens' reference to the area in David Copperfield.

Complexity ●○○○○ **Impact** ●●○○○ **Cost** ●○○ **Timescale** Short - term

Placemaking themes:

Identity

12 Lambeth Road blank wall artwork

Animate blank brick wall on the eastern side of Lambeth Road through artwork, placed within the brick insets.

Complexity ●●○○○ **Impact** ●●○○○ **Cost** ●○○ **Timescale** Short - term

Placemaking themes:

Identity

13 St George's Gardens animation

Curate a programme of events and activities for St George's Garden to reinforce the presence of the space and to make the gardens a useful asset for the local community.

Complexity ●○○○○ **Impact** ●●●○○ **Cost** ●○○ **Timescale** Short - term

Placemaking themes:

Activation, Brand

14 Lambeth Road: greening & play

Depave and create low level planting on Lambeth Road, particularly around the bases of trees. In tandem, provide playful street furniture for school children. These changes could be light-touch or more permanent features.

Complexity ●●●○○ **Impact** ●●●○○ **Cost** ●●○ **Timescale** Medium - term

Placemaking themes:

Activation, Public Realm

15 St George's Circus festival

Organise a major event, such as a parade, that celebrates the history of St George's Circus and utilises the grand avenues connecting to the Circus.

Complexity ●●●○○ **Impact** ●●●○○ **Cost** ●●○ **Timescale** Medium - term

Placemaking themes:

Activation, Identity, Brand

Kennington Road

1 Yellow = Priority Project

1 Green = Action project

1 Pink = Influence project



1 Making space for pedestrians & cyclists

Reduce carriageway widths, maximise footway widths and introduce cycle infrastructure on Kennington Road, Lambeth Road and the junction between both. This project will require coordination between Lambeth and Southwark councils.

Complexity ●●●●● **Impact** ●●●●● **Cost** ●●● **Timescale** Long - term

Placemaking themes:
Public Realm, Connectivity

2 Opening up the park

Create a new entrance and pathway to Geraldine Mary Harmsworth Park at the junction of Kennington and Lambeth Roads. Alternatively, animate the park railings with artwork/signage to aid wayfinding towards the Imperial War Museum.

Complexity ●●●○○ **Impact** ●●●●○ **Cost** ●●○ **Timescale** Medium - term

Placemaking themes:
Connectivity, Identity

3 Rationalise Kennington Road cycle lanes

Relocate the northbound cycle lane to a designated part of the carriageway to ensure sufficient space for outdoor seating and forecourt animation along the shop parade.

Complexity ●●●○○ **Impact** ●●●●○ **Cost** ●●○ **Timescale** Medium - term

Placemaking themes:
Public Realm, Activation

4 Mid-block and side street crossings

Introduce a mid-block crossing to enable bus users to cross the street. In addition, create level side street crossings to reinforce pedestrian priority.

Complexity ●●○○○ **Impact** ●●●○○ **Cost** ●●○ **Timescale** Medium - term

Placemaking themes:
Connectivity

5 Mural above 52 Kennington Road

Create a mural above 52 Kennington Road to provide wayfinding and reinforce the shop parade's identity.

Complexity ●●○○○ **Impact** ●●●○○ **Cost** ●○○ **Timescale** Short - term

Placemaking themes:
Identity

6 Shop parade upgrades

Upgrade shopfronts, provide planters for outdoor seating areas, and introduce colourful planter seating to support businesses along the street and reinforce identity.

Complexity ●●○○○ **Impact** ●●●○○ **Cost** ●○○ **Timescale** Short - term

Placemaking themes:
Identity, Activation

7 Vacant unit activation

Provide start-up space for businesses in vacant units or use these units for business support events such as workshops, talks and skills training.

Complexity ●●○○○ **Impact** ●●●○○ **Cost** ●○○ **Timescale** Short - term

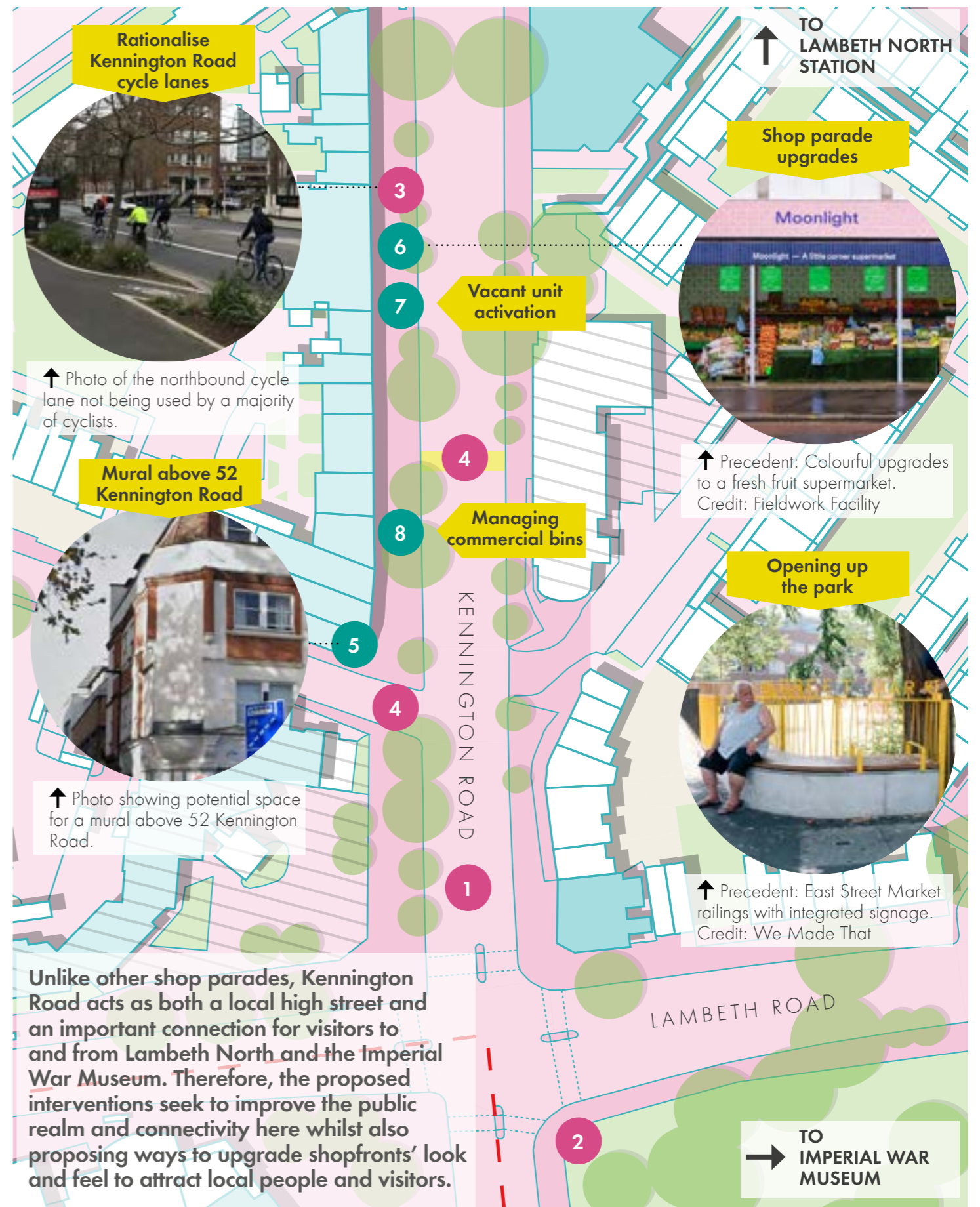
Placemaking themes:
Activation, Identity

8 Managing commercial bins

Provide bin storage enclosures and low-level planting to mitigate the visual impact of commercial bins in front of the shop parade. These enclosures could have planted roofs and designs to support biodiversity.

Complexity ●●○○○ **Impact** ●●●○○ **Cost** ●●○ **Timescale** Medium - term

Placemaking themes:
Activation, Public Realm



Waterloo Arches

Given the width of the existing street, the size of adjacent railway arches and the proximity to Lambeth North Station, there is massive potential for the transformation of the Waterloo Arches on Hercules Road into a generous linear park with activated arches and yard spaces. The projects here seek to join the proposed Vauxhall - Nine Elms - Battersea (VNEB) Low Line (on Sail Street) and proposed arches animation as part of the Royal Street development.

ARCHBISHOP'S PARK

TO ROYAL STREET

← ARCHBISHOP'S PARK
VIRGIL STREET



Activating arches



↑ Precedent: Old Union Arches, Southwark - part of The Low Line. Credit: Secret London

Animating yard space



↑ Precedent: Spa Terminus, Bermondsey - Saturday market. Credit: Davic Crossley

Virgil Street underpass

14

TO LAMBETH NORTH STATION

THE PINEAPPLE PUB

COSSER STREET

Hercules Road transformation



↑ Precedent: Jaktgatan and Lövängsgatan, Stockholm by AJ Landskap. Credit: Kasper Dudzik

Minimise carriageway space

New spaces for York House



↑ Precedent: Rain garden with integrated play. Credit: Robert Bray Associates

Low Line signage



↑ Precedent: Signage used for the original Low Line route

WELCOME TO WATERLOO

8

← RIVER THAMES
SAIL STREET

CARLISLE LANE

HERCULES ROAD

LAMBETH ROAD

5

7

11

4

2

3

1

12

6

9

16

15

10



1 Hercules Road transformation

Minimise the carriageway to cycle only or one-way operation and create generous rain gardens, sustainable drainage and play features.

Complexity ●●●●○ **Impact** ●●●●● **Cost** ●●● **Timescale** Long - term

Placemaking themes:
Public Realm, Connectivity

2 New spaces for York House

Create new green space for York House by rationalising vehicle access and parking.

Complexity ●●●○○ **Impact** ●●●●○ **Cost** ●●● **Timescale** Long - term

Placemaking themes:
Public Realm

3 Minimise carriageway space

As an alternative to Project 1, reduce carriageway widths to a minimum, whilst retaining on-street parking, and introduce planting at the base of existing street trees. This could be delivered in tandem with Project 2.

Complexity ●●○○○ **Impact** ●●●○○ **Cost** ●●○ **Timescale** Medium - term

Placemaking themes:
Public Realm, Connectivity

4 Level side street crossings

Create level side street crossings at Carlisle Lane, Sidford Place, Cosser Street, Virgil Street and Centaur Street.

Complexity ●●○○○ **Impact** ●●●○○ **Cost** ●●○ **Timescale** Medium - term

Placemaking themes:
Connectivity

5 Lambeth Road crossing

Add controlled crossings to all arms of the Hercules Road and Lambeth Road junction to increase connectivity between Hercules Road and The VNEB Low Line, starting on Sail Street.

Complexity ●●●○○ **Impact** ●●●○○ **Cost** ●●○ **Timescale** Medium - term

Placemaking themes:
Connectivity

6 Activating arches

Encourage businesses to create public-facing frontages on weekends/for events to animate the street and provide street furniture to support these activities.

Complexity ●●○○○ **Impact** ●●●●○ **Cost** ●○○ **Timescale** Short - term

Placemaking themes:
Identity, Activation

7 Low Line signage

Introduce Low Line signage and a wayfinding to link Hercules Road and Waterloo Arches to the Vauxhall, Nine Elms, Battersea Low Line route, starting on Sail Street.

Complexity ●○○○○ **Impact** ●●●○○ **Cost** ●○○ **Timescale** Short - term

Placemaking themes:
Identity

8 Signage to nearby destinations

Provide signage towards The Garden Museum, Lambeth Palace, Archbishops Park (southern entrance), and The Albert Embankment at the southern end of Hercules Road.

Complexity ●○○○○ **Impact** ●●●○○ **Cost** ●○○ **Timescale** Short - term

Placemaking themes:
Identity

9 Events on Hercules Road

Temporarily close through-traffic on Hercules Road for events and community activities. Use these events to test ideas and shape future public realm improvements.

Complexity ●●○○○ **Impact** ●●●●○ **Cost** ●○○ **Timescale** Short - term

Placemaking themes:
Activation

10 Animating yard space

Animate space in front of Arches 178-205 for weekend events and public facing activities to promote businesses within railway arches.

Complexity ●●○○○ **Impact** ●●●●○ **Cost** ●○○ **Timescale** Short - term

Placemaking themes:
Activation, Brand

11 Space around The Corner Cafe

Provide planters or a parklet outside of the Corner Cafe to create additional space for outdoor dining.

Complexity ●●○○○ **Impact** ●●●●○ **Cost** ●○○ **Timescale** Short - term

Placemaking themes:
Activation, Public Realm

12 Managing waste

Create consolidated bin storage enclosures, for businesses within railway arches, to mitigate the visual impact of commercial bins.

Complexity ●●○○○ **Impact** ●●●○○ **Cost** ●○○ **Timescale** Short - term

Placemaking themes:
Activation

13 Animate yard space on Lambeth Road

Animate space in front of Arches 178-205 for weekend events and public facing activities, such as market stalls, to promote businesses within railway arches.

Complexity ●●○○○ **Impact** ●●●○○ **Cost** ●○○ **Timescale** Medium - term

Placemaking themes:
Activation, Brand

14 Virgil Street underpass

Increase space for pedestrian and cyclist priority, open up units (where possible), provide bold feature lighting, and signage to and from Archbishops Park and Royal Street.

Complexity ●●●○○ **Impact** ●●●○○ **Cost** ●○○ **Timescale** Medium - term

Placemaking themes:
Activation, Identity, Connectivity

15 Centaur Street underpass

Increase space for pedestrian and cyclist priority, open up units (where possible), provide bold feature lighting, and signage to and from Archbishops Park and Old Paradise Yard.

Complexity ●●●○○ **Impact** ●●●○○ **Cost** ●●○ **Timescale** Medium - term

Placemaking themes:
Activation, Identity, Connectivity

16 Carlisle Lane underpass

Increase space for pedestrian and cyclist priority, open up units (where possible), provide bold feature lighting, and signage to and from Archbishops Park and Royal Street.

Complexity ●●●○○ **Impact** ●●●○○ **Cost** ●●○ **Timescale** Medium - term

Placemaking themes:
Activation, Identity, Connectivity



Low Line signage and artwork [Project 7]

Signage to nearby destinations and underpass animation [Project 8]

Activating arches with public-facing frontages [Project 6]

Animate yard space on Lambeth Road [Project 13]

RouPELL Street Area

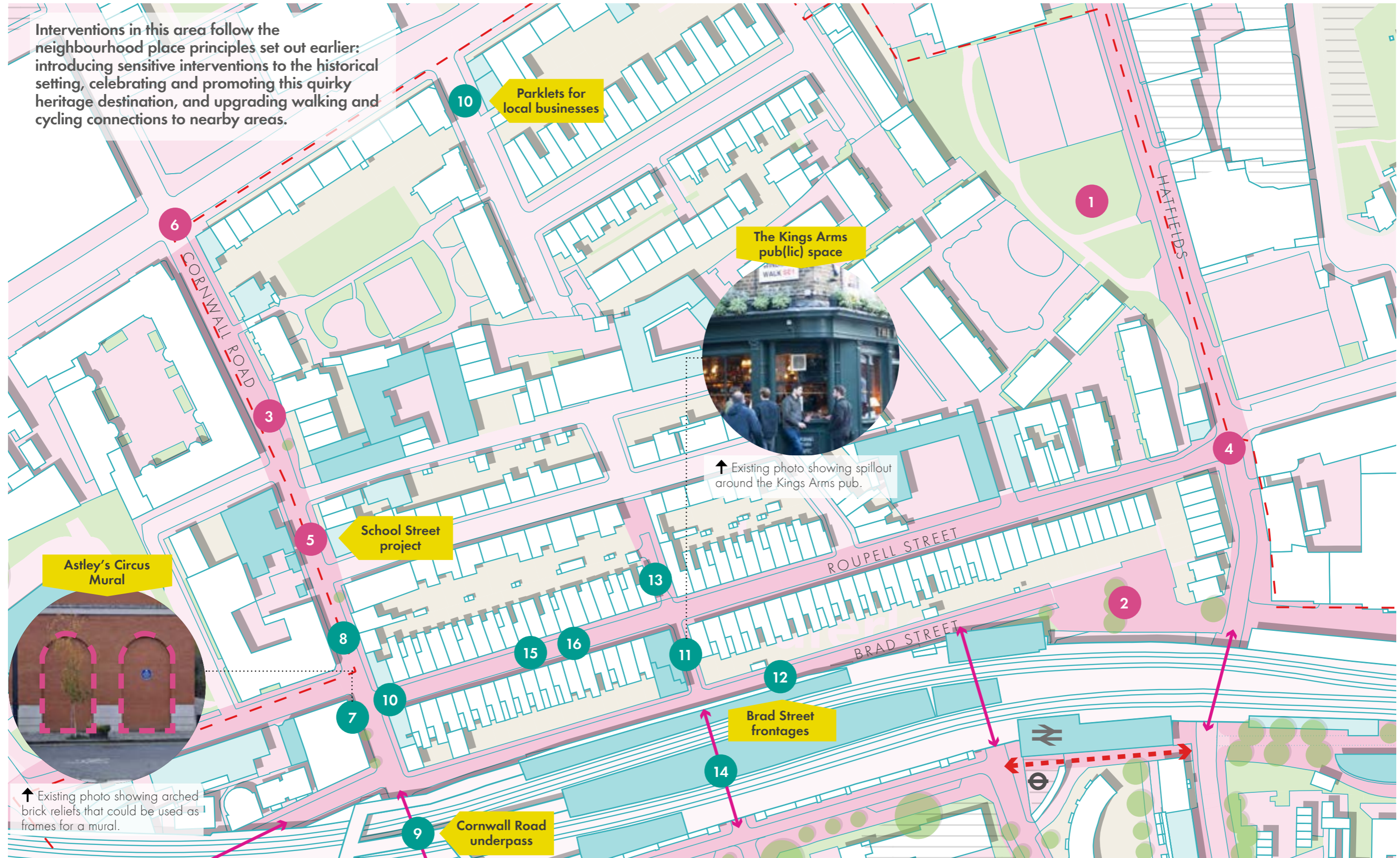
1 Yellow = Priority Project

1 Green = Action project

1 Pink = Influence project



Interventions in this area follow the neighbourhood place principles set out earlier: introducing sensitive interventions to the historical setting, celebrating and promoting this quirky heritage destination, and upgrading walking and cycling connections to nearby areas.



Parklets for local businesses

The Kings Arms pub(lic) space



↑ Existing photo showing spillout around the Kings Arms pub.

School Street project

Astley's Circus Mural



↑ Existing photo showing arched brick reliefs that could be used as frames for a mural.

Brad Street frontages

Cornwall Road underpass

RouPELL Street Area

1 Yellow = Priority Project

1 Green = Action project

1 Pink = Influence project



1 Hatfields Green improvements

In collaboration with BOST, explore opportunities to improve amenities and safety in Hatfields Green through, for example, play equipment, seating and lighting. Also consider opportunities for community events and activities.

Complexity ●●●○○○ **Impact** ●●●●○○ **Cost** ●●●● **Timescale** Long - term

Placemaking themes:

Public Realm, Activation

2 Brad Street to Joan Street connection

Create a local community space linking Joan Street and Brad Street to provide much needed green space and improve safety on Brad Street.

Complexity ●●●●●● **Impact** ●●●●○○ **Cost** ●●●● **Timescale** Long - term

Placemaking themes:

Public Realm, Connectivity

3 Cornwall Road Greenway

Create a green, pedestrian and cycle friendly environment along Cornwall Road with integrated planting. Introduce modal filters to local streets to minimise through-traffic levels.

Complexity ●●●●○○ **Impact** ●●●●●● **Cost** ●●●● **Timescale** Medium - term

Placemaking themes:

Public Realm, Connectivity

4 Raised tables at street junctions

Consider opportunities for raised tables at street junctions on Cornwall Road and Hatfields with high-quality materials, street planting and wayfinding to help animate street corners and promote pedestrian priority.

Complexity ●●●●○○ **Impact** ●●●●○○ **Cost** ●●●● **Timescale** Long - term

Placemaking themes:

Public Realm, Connectivity

5 School Street project

Introduce timed pedestrianisation between Secker Street and Exton Street around opening and closing times for St Patrick's Montessori, to improve air quality and safety for children.

Complexity ●●○○○○ **Impact** ●●●●○○ **Cost** ●○○○ **Timescale** Short - term

Placemaking themes:

Connectivity

6 RouPELL Street Low Traffic Neighbourhood

Introduce timed modal filters restricting through-traffic to local residents and public transport only within the RouPELL Street area, particularly during peak commuter times.

Complexity ●●●●○○ **Impact** ●●●●○○ **Cost** ●○○○ **Timescale** Short - term

Placemaking themes:

Connectivity

7 Astley's Circus Mural

Liaise with TfL to create a crafted mural on the flank wall of 236 Alaska Street to tell the story of Astley's Circus, ensuring the mural and the materials are appropriate to the RouPELL Street Conservation Area.

Complexity ●●●●○○ **Impact** ●●●●○○ **Cost** ●○○○ **Timescale** Short - term

Placemaking themes:

Identity

8 Old Vic to National Theatre walk

Promote and signpost a walking route between The Old Vic and The National Theatre with cultural and historical points of interest along the route, including the Waterloo East Theatre, the 1901 Arts Club, and The Violin Factory.

Complexity ●●○○○○ **Impact** ●●●●○○ **Cost** ●○○○ **Timescale** Short - term

Placemaking themes:

Identity

9 Cornwall Road underpass

Improve safety and the appearance of the Cornwall Road underpass by introducing bridge signage, creating a bin store for commercial bins and curating events and activities within the space.

Complexity ●●○○○○ **Impact** ●●●●○○ **Cost** ●○○○ **Timescale** Short - term

Placemaking themes:

Activation, Identity

10 Parklets for local businesses

Taking cues from planters outside the White Hart, create space outside of businesses including Konditor, First Barber Waterloo, and Sticky Mango through branded parklets.

Complexity ●●○○○○ **Impact** ●●●●○○ **Cost** ●○○○ **Timescale** Medium - term

Placemaking themes:

Activation, Brand

11 The Kings Arms Pub(lic) space

Using planters, pedestrianise Windmill Walk, adjacent to the Kings Arms pub, and create additional space on RouPELL Street. These temporary interventions could be used to test longer-term full pedestrianisation and footway widening.

Complexity ●●○○○○ **Impact** ●●●●○○ **Cost** ●○○○ **Timescale** Short - term

Placemaking themes:

Activation, Public Realm

12 Brad Street frontages

Through subsidies and support, encourage businesses occupying railway arches to create active frontage onto Brad Street to help improve overlooking and safety.

Complexity ●●●●○○ **Impact** ●●●●○○ **Cost** ●●○○ **Timescale** Medium - term

Placemaking themes:

Activation, Identity

13 Windmill Walk activation

In tandem with interventions around The Kings Arms, introduce temporary planters, seating and play features onto Windmill Walk (north of RouPELL Street).

Complexity ●●○○○○ **Impact** ●●●●○○ **Cost** ●○○○ **Timescale** Short - term

Placemaking themes:

Identity, Activation, Connectivity

14 Windmill Walk underpass

Improve the perceived safety by introducing bold feature lighting, artwork, and secure cycle parking lockers to the underpass.

Complexity ●●●●○○ **Impact** ●●●●●● **Cost** ●●○○ **Timescale** Medium - term

Placemaking themes:

Activation, Identity

15 LERA community promotion

Promote and support community events and outreach programmes organised by LERA including skills training and support for homeless people.

Complexity ●○○○○○ **Impact** ●●●●○○ **Cost** ●○○○ **Timescale** Short - term

Placemaking themes:

Brand

16 RouPELL Street area promotion

Celebrate the heritage of the RouPELL Street area. Promote its use in films and television and highlight its exceptional pubs through local advertising.

Complexity ●●○○○○ **Impact** ●●●●○○ **Cost** ●○○○ **Timescale** Medium - term

Placemaking themes:

Brand

Shopfronts guidance

No matter the business, a shopfront reflects the identity of the shop. It is perhaps the most effective marketing tool for most high street businesses and is hugely important to the perception of businesses, as well as the 'brand' of a place.

Shopfront improvements should:

- Amplify businesses and their unique character
- Clean up shabby appearances
- Bring colourful and impactful designs
- Improve the look and feel of an area (and increase footfall)
- Increase coherency and identity of a parade or retail street
- Reflect the identity and character of a wider neighbourhood

Key shopfronts to upgrade:

- Consider the most under-performing shopfronts first
- Upgrade shopfronts in prominent locations or at key thresholds
- Ideally, improve groups of shops in tandem to create maximum impact



Creative programme of high street upgrades and business support programmes on Aberfeldy Street, London. Credit: Jan Kattein Architects



Shopfront and awning upgrades on Green Lanes, London. Credit: East Architecture



Neon shop signs in shapes related to their businesses. Credit: Jan Kattein Architects



Concept design proposals for shopfront upgrades along Lower Marsh. Credit: Allies and Morrison



Colourful shopfront upgrades and upper floor painting on Leyton High Street, London. Credit: Jan Kattein Architects

Public art guidance

Public art can be beautiful, provocative and an attractor for places but it should never be considered as an alternative to good quality public realm.

Public art in Waterloo should:

- Be interactive and engaging to different users
- Help reinforce the sense and legibility of place
- Be an attractor (to drive footfall)
- Reflect and compliment the character of the surrounding neighbourhood
- Be purposefully designed to be of Waterloo
- Reveal oral or written histories of Waterloo
- Be expressed in different forms including murals, sculptures, lighting, glazing, signage, performance etc.
- Be both temporary and permanent
- Reflect the identity and character of the neighbourhood that it falls within (refer to 'Promote its neighbourhoods' section earlier in the report)



Existing mural at the junction of Lower Marsh and Leake Street in Waterloo.



Colourful crossings installed as part of the Culture Mile, inspired by the nearby architecture. Credit: CityMatters



Temporary playful benches by Camille Walala for London Design Festival. Credit: Andy Stagg



Freestanding temporary installation in Aldgate, London. Credit: Studio Weave



Suspended flags designed by Grayson Perry for the Royal Academy's 250th Anniversary. Credit: RA



Hidden voices temporary lighting installation. Credit: Matthew Andrews



A colourful railway underpass upgrade for Thessaly Road Bridge. Credit: Yinka Llori



Crafted mural on Old Kent Road revealing narratives of the area's history.

Street furniture guidance

Street furniture, particularly its colour and appearance, will be important to reinforce Waterloo's identity. Waterloo's neighbouring BID, Bankside, already demonstrates this use of accent colour with its pink folding chairs which have become synonymous with their district.

Street furniture should also work hard, not just forming additional clutter but actively contributing to the environment and streetscape.

Street furniture in Waterloo should:

- Use coordinated colour that reflects the Waterloo 'brand' identity
- Be playful and interesting
- Be appropriate to different settings and neighbourhoods
- Have purpose. E.g. a planter should provide a place to sit or a bin enclosure should have a green roof
- Be provided where it can support public life or businesses
- Be inclusive to young and elderly people
- Be robust with components that can be easily replaced or maintained



Existing red barrel planters installed and maintained by WeAreWaterloo.



Existing Lower Marsh Market cart with Lower Marsh visual branding.



An example of Better Bankside pink seating. Credit: Lucas T



High-quality street furniture with a consistent finish colour. Credit: Vestre



High-quality street furniture with a consistent finish colour. Credit: Vestre



Bin enclosure with wildlife supporting features on its top and sides. Credit: Green Roof Shelters



Parklets created using high-quality, robust material for Hammersmith and Fulham. Credit: Meristem Design.



Bold and distinctive signpost by Charles Holland Architects, situated outside London Bridge Station and pointing towards local destinations. The totem also provides brief historic narratives for each. Photo credit: Jim Stephenson



Allies and Morrison

Issue Revision 03

Allies and Morrison is not responsible for nor shall be liable for the consequences of any use made of this Report other than that for which it was prepared by Allies and Morrison for the Client unless Allies and Morrison provides prior written authorisation for such other use and confirms in writing that the Report is suitable for it. It is acknowledged by the parties that this Report has been produced solely in accordance with the Client's brief and instructions and without any knowledge of or reference to any other parties' potential interests in or proposals for the Project. Allies and Morrison accepts no responsibility for comments made by members of the community which have been reflected in this report.

This report includes images of which the copyright is either owned by Allies and Morrison LLP or have been credited to third party sources. Further publication or use of images will require copyright usage approval and a licence for any third party images.