Why new love? Because she, on South Bank, is the golden opportunity to build a new West End to relieve the traffic pressure on the old. Before the existing West End is completely wrecked, development pressure would be dispersed here, in an area already underdeveloped considering its central position. Where else, without the present West End, there are few fine buildings which must be lost.

Rush hour is a chance never to be lost, furthered away in eco-ordinated rebuilding.

The argument that the area is too remote is to be irrelevant when you look at the map (see above). The area of South Bank which directly adjoins the West End, that is between Lambeth and Blackfriars bridges, is contained in a great curve of the river with St. George's Circus equivalent from the City, Fleet Street and Westminster and the Festival Hall on further from the Strand than Piccadilly Circus. Again the shortest route between Westminster and the City is via South Bank. Distance then is no objection, but precedent and communications are few. However, it is worth noting that the removal of Shell to South Bank has already stimulated commercial interest there which is likely to grow. As far communications, the important thing is visible connection. It must be linked to the present West End in such a manner that the river ceases to be thought of as a barrier. Also there needs to be a strong enough magnet to attract the crowds there as the Festival of Britain did in 1951.

If the opportunity is in fact wanted, it will be for lack of a sufficiently bold conception of what it might become. Piccadilly rebuilding will then electrocute future opportunities and high buildings, not directed to one overall effect, wreck it as urban landscape. But another danger is the over-emphasis on tradition. Based as a "national center" by the BBC, the move would easily become too serious and too mean for culture values only.

CHARACTER

This would be a pity, so for conclusion South Bank would be a pleasant ground and it could be as gay. The success of the Festival of Britain showed that, for a brief season, the whole place was literally set alight, the gaiety tremendous with bands, parades and light-hearted buildings brilliantly set against a changing backdrop of the river. It put the past, giving high hopes for the future of South Bank: hope so far unrealized. As long ago as 1948 Gordon Cullen foresaw the danger that strict zoning might turn this into a "cultural centre surrounded nightly in silence" if the artistic injected by the forthcoming Festival was not maintained. Again, in 1951, he showed how this could be avoided, using the ideas thrown up by the Festival in a more permanent form. Today these lessons seem to have been forgotten. Surely it is time to rethink them.

The main object must be to bring the South Bank really within the orbit of the West End. With skyscrapers advertising its situation across the river it should contain theatres, dance halls, exhibitions, restaurants, bowling alleys, pools, sports areas, pleasure gardens, bandstands, the loch reached from the river by gay landing stages and waterfront pubs. Also there should be plenty of houses for people who want a cosmopolitan life near the Centre of London.

SCALES

However, only finished in a big way can this be made to work, as feasible the are traffic problems. Indeed, it seemed clear that this is a case for rebuilding on a multi-level system, with complete reprogramming of people above the traffic, not the half-hearted measure that no one likes in use. With few buildings which must be preserved, unlike the existing West End, here is the chance to do things on a sufficiently large scale (learning from the disastrous mistakes of Monte 13 and the traffic domination of Elephant and Castle).

Waterloo station seems to be the key to all this. At the centre of the river's curve, its platforms are already at a raised level and even now, if you know how, you can walk above the traffic from the station to the opposite side of the river. (And if you know how this can be done, look at the bridge spanning between buildings across York Road.) It is not difficult, then, to imagine Waterloo redeveloped as a transport interchange, possibly the key to all this.

35 NEW TOWN

With a new Clapham Green station moved north of the river and with invader links to the Strand, as Professor Buchanan has suggested, the new combined station would have concourses, passages and a network of pedestrian spaces lived with shops at the present platform level (i.e. above the traffic) and rooms from these high towers of offices and flats. In fact, office buildings, rightly dimensioned elevators in central London, could well be encouraged here where secondary transport would be unnecessary.

RIVER VIEWS

The river must be the starting point in talking about the South Bank as townscapes, for here are the most important open views in London. Views which in some cases have already been sadly marred by the mad folly of allowing high building near St. Paul's. This has reduced the splendid dome in some cases (as seen from Hungerford Bridge, for instance) to merely one insistent among many. Enough to make Tintin weep.

But it, for instance, you look across to South Bank from Victoria Embankment in front of the Temple you see a starch of stevedores crying out for attention. St. Today it is just a dear Boris of coloured orange, workhorses and ships with the suddenly busy of South Bank coming up on the right like some giant's watchdog dappled down on Thursday, the whole scene aspic as cold porridge. Yet it is a magnificent site right opposite Somerset House, one of the finest buildings in London. Today, it looks more like Tilbury. But this stretch of river could look very different with a concentration of new buildings such as we have described; perhaps as shown in 1, a shapely pyramid of towers, the highest over Waterloo station and alone Waterloo Road and with multi-level lower buildings terraced down to the Thames. This furniture would be alive with entertainments of all kinds directly linked to the river with its jollies and pleasure craft. This could be how clearly this can be done, look at the bridge spanning between buildings across York Road.) It is not difficult, then, to imagine Waterloo redeveloped as a transport interchange, possibly the key to all this.

Imagine the centre of the river's bend would also work visually from all angles up and down streams and not obscured the remaining views of St. Paul's. Also the new district would not of South Bank could be centralized, absorbed in the general planning.