

**The Royal Borough of Kensington and Chelsea**  
**Results of the public consultation on a zebra crossing on Bramley Road**  
**Report by the Policy and Projects Apprentice**

**26 August 2025**

**1. Background**

- 1.1 This paper summarises the responses received to the recent consultation on proposals to introduce a zebra crossing on Bramley Road, near Crowthorne Road, under the Westway. The proposals, including a plan of the zebra crossing, can be found on the [Consultation and Engagement hub](#).
- 1.2 The scheme was proposed following an initial request from the Westway Trust. The site has high levels of pedestrian severance, mitigated in part by an informal pedestrian crossing point with central refuge. The proposed crossing would serve multiple amenities, such as four schools, two bus stops and a sports centre, suggesting it would be well used if implemented. The introduction of new pedestrian crossings is a Lead Member priority for the borough.
- 1.3 If introduced, the cost of installing the zebra crossing would be approximately £60k subject to detailed design and would be funded from TfL's 2025-26 grant allocation towards the Council's Local Implementation Plan.

**2. Consultation**

- 2.1. From 2 June to 13 July 2025, the Council undertook non-statutory public consultation on the introduction of a zebra crossing on Bramley Road. Residents living near each proposal (c. 800 households/businesses) received letters signposting them to the consultation on the Council's consultation and engagement hub. Local ward councillors, residents' associations and community groups were made aware of the consultations by email.
- 2.2. Key stakeholders, such as the emergency services, utility companies, refuse collection teams and neighbouring boroughs were also informed of the consultation by email.
- 2.3. There were 16 responses to the consultation, with 14 responses coming via the online portal and two responses via email. One of the emails received supported the scheme in full overall but did not specify specific answers to the questions. The responses can be found in full in Appendix 1.
- 2.4. Nine of the responses (56 per cent) supported the introduction of a zebra crossing in full, six (37 per cent) supported in part and one (six per cent) objected to the scheme.
- 2.5. The Council also asked if residents supported the proposal to re-pave the footway across the access road opposite the Crowthorne Road junction, to make it a continuous footway. 10 of the responses (62 per cent) supported the proposal in full, four (25 per cent) supported in part and one (six per cent) objected to the scheme. One (six per cent) selected the 'no opinion' option.

- 2.6. 14 of the 16 responses came from residents of Kensington and Chelsea. The other two responses came from a volunteer group and a member of the public who did not state where they lived.

### **Objection**

- 2.7. The objector to the scheme believed a crossing is not necessary at the location proposed and would only slow down traffic unnecessarily.

### **Officer Response to Objection**

- 2.8. The Council only proposes new zebra crossings where there is sufficient justification for the crossing, based on:
- how likely pedestrians are to use the crossing facility,
  - how hard pedestrians find it to cross the road (based on volume of traffic, width of the street and the number of people with characteristics that may make it more difficult for them to cross) and
  - whether the location has a history of collisions that have resulted in injuries.
- 2.9. The justification for this zebra crossing fully aligns with national best practice, namely [Section 13 of Chapter 6 of the Traffic Signs Manual](#)
- 2.10. By their nature, zebra crossings will mean drivers have to stop for a pedestrian who they wouldn't have stopped for otherwise. However, zebras tend to only cause congestion when there are very high and sustained numbers of pedestrians crossing. It is not expected that the proposal would cause significant delays, and not to the same extent as a signal-controlled crossing or a signalised junction.

### **Support and Support in Part**

- 2.11. Respondents in support or partial support of the scheme felt that:
- It would be preferable to make provision for cyclists within the proposal, such as by way of a parallel crossing (3 respondents);
  - The current crossing is dangerous, and it is an accident waiting to happen. (3 respondents);
  - Zebra crossings are always helpful, and traffic calming should always be supported (2 respondents).
  - It would be beneficial to introduce continuous paving across Crowthorne Road as well as the access road (2 respondents)
- 2.12. The Police raised a query relating to the proximity of the crossing to the northbound bus stop.
- 2.13. Prior to this concern being raised, the scheme designer had considered the intervisibility between pedestrians and a driver passing a stationary bus. They had designed the proposal to improve visibility when compared to the current situation. However, in response to the Police's concern, the designer has recommended

modifying the proposal by building-out the footway on the western side of Bramley Road and removing the existing central pedestrian refuge. This change is justified because retaining a central refuge island is unnecessary when a crossing point is changed from uncontrolled to controlled. An island is used at an uncontrolled crossing point to avoid a pedestrian having to judge when there is a single gap in both directions of traffic simultaneously. Because pedestrians have priority over traffic at a zebra crossing, pedestrians do not need to make this judgement.

- 2.14. Due to the very low response rate to the public consultation, the Director of Highway & Regulatory Services agreed that this change did not warrant full reconsultation. Instead, those who had written in support of the proposal were written to asking whether this redesign altered their level of support. No responses were received to this reconsultation.

### **3. Next Steps**

- 3.1. The designer is confident that the amended design remains within budget agreed with TfL.
- 3.2. Following consideration of all comments received, officers will recommend to the Director of Transport and Regulatory Services that the Council proceed to detailed design and implementation of the proposed zebra crossing on Bramley Road, with the amendments to consider:
- further continuous paving and footway build out across Crowthorne Road
  - western side buildout and the removal of the central pedestrian refuge
- 3.3 Councils are required to give statutory notice of zebra crossings before construction. Officers will arrange this following the detailed design.

Appendix 1: Responses received for “**Bramley Road - Proposed Zebra Crossing and footway improvements**” consultation

**Q1 - Do you support the introduction of a new zebra crossing across Bramley Road, near Crowthorne Road?**

<p><b>Objection – One</b></p> <p>There never was a problem to cross Bramley Road in this place. Visibility is perfect and there was no any accidents. Zebra crossing will only show down traffic unnecessary. There are already two zebra crossing nearby. Better to address a problem for illegal parking on “keep clear” sign on Crowthorne Road, parked cars there blocking five residential parking bays every day.</p>
<p><b>Support in Full – One</b></p> <p>The current crossing is dangerous especially between opposite bus stops. Lots of people also use it to access the sports centre.</p>
<p><b>Support in Full – Two</b></p> <p>[No Comment]</p>
<p><b>Support in Full – Three</b></p> <p>Zebra crossings are always helpful to stop road accidents.</p>
<p><b>Support in Full – Four</b></p> <p>[No Comment]</p>
<p><b>Support in Full – Five</b></p> <p>[No Comment]</p>
<p><b>Support in Full – Six</b></p> <p>The bus stop is far too close to the proposed crossing and a bus stopped in this location would obscure the view of pedestrians for oncoming vehicles.</p> <p>The proposed belisha beacon would be obscured by a double decker bus stopped at the bus stop. This should be located on the central island as a minimum and preferably more than one belisha beacon installed either side of the road.</p> <p>New footways should use similar paving materials to existing adjacent pavements.</p>

**Support in Full – Seven**

I agree with RBKC objectives: less cars and more pedestrians walking (i own a car).  
I also know that despite Bramley Rd / St Helens being a 20MPH road, cars and motorcycles will speed or race at 40–60MPH.  
I support anything that slows and calms the traffic and helps pedestrians.

**Support in Full – Eight**

[No Comment]

**Support in Full – Nine**

- Install a parallel crossing to enable safe crossing for cyclists on what is a popular route
- Introduce continuous paving across Crowthorne Road as well as the access road
- Narrow Crowthorne Road and expand paving to address pavement bottleneck near junction
- With the forthcoming underpass this will become an even busier pedestrian and cycle route - pedestrians and cyclists should have expanded shared space around this junction to facilitate east west movements of both
- Work with WestWay Trust to deliver a high quality WestWay-East West active travel corridor that gives priority to those walking, cycling, wheeling linking the markets in Portobello and Golborne with White City and the Imperial Campus

**Support in Full – Ten**

Dear Sir or madam

This is the best idea I've heard in years. I've lived in Bramley Rd for nearly 40 years and the crossing as it is is in a very dangerous spot. Drivers coming from St Helen's Gardens can't see the crossing until it's too late. Now with Westway being so busy it's a much better place to have it as kids dash over and back the road under the flyover.

Thanks for your time

Kind regards

[REDACTED]

**Support in Part – One**

There are 2 crossings on Bramley road one of which is a accident waiting to happen it's to close to Cambridge gardens junction and there is a very bad bend in the road that makes it hard for drivers to see the crossing

### **Support in Part – Two**

I support (A) Zebra or some kind of crossing at that junction. HOWEVER..... As the Whole of Bramley House, Silchester Estate, Lancaster West Estate, Latymer Christian Centre and the new flats on Silchester Road next to KAA school are currently building sites.... It seems that building works are ALL being done at the same time! After years of neglect, the council is in overdrive to put this right. As a resident of [REDACTED], Silchester Road where the lifts don't work although the contractors 'EQUANS' have their cabins etc by Dixon house... the workmen do not seem to be able to fix the lifts.

Also.. that is the 295 and 316 bus route, which already has 2 stops temporarily out of service BECAUSE Conways have dug up one side of Cambridge Gardens. So there are MORE planned roadworks for Bramley Road.

In theory... great, we do need a crossing for the schools who walk from St Helens & Bassett Rd primary schools to the Kensington Leisure centre. As well as people crossing to the Sports centre under the Westway. BUT for residents, we are becoming frustrated with ALL the work being done locally, we have to catch buses, be able to cross the road with out having to look out for children & adults on 2 wheels on the pavements. Also construction traffic in and out of what was the Latymer Christian Centres car park. Which is now a base for the builders working on the new housing next to KAA school. Have the council REALLY NOT LEARNT ANYTHING, from the tragedy of The GRENFELL fire? The residents of W10 and W11 have been through enough , all these plans are well and good, but as anyone who has had builders in, will know... its hard. So, imagine living on an estate where you are surrounded by builders who ironically, do not SEEM to know what is happening? I can appreciate that builders are there to do a job, but ALL at once within a small area???? Please, consider, this when your planners in their offices, have these ideas. As 'the Specials' sang in the 1980's... "This town, is coming like a Ghost Town" if residents can stay with relatives etc.. they are, This area is eerily quiet these days.

### **Support in Part – Three**

It would be good to see a parallel crossing installed at this location to enable safer crossings for cyclists who use Westway as a route and one that connects with the WestWay sports centre.

It would be good to see Council working with WestWay Trust to implement shared space around such a crossing recognising Crowthorne Road needs work to address uneven levels and have dropped kerb on southern side of Crowthorne Road and make it more usable for walking and cycling (as it is currently used for) - potential to narrow Crowthorne Road and expand shared space on southern side to eliminate current pedestrian/cycling bottleneck

**Support in Part – Four**

Very good idea and would like to see enough space for safe cycle crossing as well

**Support in Part – Five**

I support a new zebra crossing on that location. However I am far more concerned that there should be a zebra crossing where Bramley Road becomes St Anne's Road at the junction with Stoneleigh Place W11. There is a 20mph speed limit but it is constantly ignored and crossing the road even with the assistance of the island in the middle of the road is frustrating because drivers do not stop. It is a very busy pedestrian crossing point next to the bus stop and on the opposite side a very busy Coop store. There are two schools close to this junction Avondale and St Francis Primary schools. The volume of traffic has increased considerably of late because of various diversions and it seems that because drivers have been held up by one-way working lights they then speed Bramley and St Anne's Road. Do please add this to your proposals.

**Q2 - Do you support the proposal to re-pave the footway across the access road, to make it a continuous footway?****Objection – One**

No needed.

**Support in Full – One**

[No comment]

**Support in Full – Two**

[No Comment]

**Support in Full – Three**

[No Comment]

**Support in Full – Four**

[No Comment]

**Support in Full – Five**

[No Comment]

**Support in Full – Six**

[No Comment]

**Support in Full – Seven**

i support wider pavements. i appreciate it may make it tighter for pedal cyclists - but pedestrians are at the top of the 'food chain' cars at the bottom - cyclists/e-cyclists/e-scooters often use the pavements anyway. i also hope it will make the area more attractive.

**Support in Full – Eight**

As a person who walks with two sticks I welcome any improvement to the pavements.

**Support in Full – Nine**

[No Comment]

**Support in Full – Ten**

- Install a parallel crossing to enable safe crossing for cyclists on what is a popular route
- Introduce continuous paving across Crowthorne Road as well as the access road
- Narrow Crowthorne Road and expand paving to address pavement bottleneck near junction
- With the forthcoming underpass this will become an even busier pedestrian and cycle route - pedestrians and cyclists should have expanded shared space around this junction to facilitate east west movements of both
- Work with WestWay Trust to deliver a high quality WestWay-East West active travel corridor that gives priority to those walking, cycling, wheeling linking the markets in Portobello and Golborne with White City and the Imperial Campus

**Support in Full – Eleven**

Dear Sir or madam

This is the best idea I've heard in years. I've lived in Bramley Rd for nearly 40 years and the crossing as it is is in a very dangerous spot. Drivers coming from St Helen's Gardens can't see the crossing until it's too late. Now with Westway being so busy it's a much better place to have it as kids dash over and back the road under the flyover.



Thanks for your time

Kind regards

[REDACTED]

**Support in Part – One**

I have not looked properly at the proposals... mainly because I have to walk with a walking stick and deal with elderly friends with dementia. So... If the proposals are anything like the changed pavements near St Helens Church and the parade of shops there? Maybe agree although large vehicles struggle to get around those corners. We DO NEED to consider large vehicles using these roads, as much as we might like to compare London to other cities... With the amount of construction going on locally, there are large van, Lorries on the road, as well as the delivery vans for ALL the Co-op, Tescoes & Sainsburys smaller shops that are locally. This is particularly a proble on Ladbroke Grove at the junction of Cambridge Gdns where Tesco delivery vans obstruct the 295 and 7 buses turning.

**Support in Part – Two**

Consider paving across Crowthorne Road to emphasise pedestrian priority while maintaining access - this is an important stretch of pavement with heavy use by young people and families given the entrance to WestWay sports centre and taking into consideration this will become an important East West pedestrian route with the underpass development

**Support in Part – Three**

Same should be done for Crowthorne Road as it is a busy crossing with higher number of vehicle movements and more space needed next to football pitches near junction

**No Opinion – One**

[No Comment]