

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

**26 August 2025**

## **1. Background**

- 1.1 This paper reports on the responses received to the recent consultation to introduce a raised zebra crossing on St Ann's Road near to Stoneleigh Place. The proposals, including a plan of the zebra crossing, can be found on the [Consultation and Engagement Hub](#).
- 1.2 We proposed a zebra crossing on a raised table, with pavement buildouts to narrow the crossing distance, and the removal of the informal crossing and pedestrian island. This would require the relocation of three parking bays.
- 1.3 The scheme was proposed in response to a resident's request. This section of St Ann's Road has been identified as an area of high pedestrian severance, by Transport for London. The council conducted speed surveys and while they recorded an average 85th percentile speed slightly over 20mph between 7am and 7pm, the average 85th percentile speeds over a full 24-hour period were significantly higher, nearer 24mph. This suggests that drivers may drive significantly over the speed limit when outside of peak hours, when the road is less congested. The proposed raised table will encourage drivers to slow down for the crossing, especially in off peak hours when speeds are higher. The proposed crossing would serve a range of local amenities, including schools, cafés, two bus stops, and convenience shops suggesting it would be well used if implemented.
- 1.4 If introduced, installing the zebra crossing would cost approximately £70K, subject to detailed design, and would be funded from the Council's 2025-26 TfL Local Implementation Plan allocation.

## **2. Consultation**

- 2.1 Between 2 June and 13 July 2025, the Council undertook a non-statutory public consultation on the introduction of a raised zebra crossing on St Ann's Road. Residents living near the proposal (c. 1,100 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 a neighbouring borough were also informed of the consultation by email.
- 2.3 There were 36 responses to the consultation, with 35 responses coming via the online portal and one response via email. The responses can be found in full in Appendix 1.

- 2.4 31 of the responses (86 per cent) supported the proposal in full, two (six per cent) supported in part and three (eight per cent) objected to the scheme.
- 2.5 The Council also asked if residents supported the proposal to introduce a raised table to encourage drivers to slow down for the new zebra crossing. 26 of the responses (72 per cent) supported the proposal in full, four (11 per cent) supported in part and three (eight per cent) objected to the raised table. Three (eight per cent) selected the 'no opinion' option.
- 2.6 Of the 36 responses received, 33 were from residents of Kensington and Chelsea. Two respondents were visitors to the borough, while one response came from a volunteer group operating within the borough.

### **Objection and support-in-part responses**

2.7 The reasons given for opposing the zebra crossing were:

- i. The proposed location was in the wrong place, and should be further south, closer to the Embassy Café and Co-op, further south on St Ann's Road.
- ii. that introducing a zebra crossing would be dangerous and a speed camera or 'radar sign' should be introduced, rather than a raised zebra crossing.
- iii. that a zebra crossing would result in traffic backing up south on St Ann's Road, making the turning into Stoneleigh Place difficult.
- iv. that a road hump should be put in place, instead of a zebra crossing.
- v. that the zebra crossing is not needed and that traffic naturally slows down at an existing pinch-point.

2.8 The reasons given for opposing the raised table were:

- i. that it was unnecessary.

### **Officer responses**

2.9 The Council chose the location by Stoneleigh Place as it was close to both bus stops and there was an existing uncontrolled crossing. We settled on the position north of Stoneleigh Place (rather than south) because it allowed more space for visibility between the northbound bus stop and the people using the crossing. It also kept the area of footway widening to a minimum, while still allowing for at least one vehicle to wait between Stoneleigh Place and the crossing give way line.

2.10 It is unclear why a zebra crossing, which is a tried and tested form of crossing used all over the country, would be dangerous at this location. As with any crossing, controlled or otherwise, individuals must make their own choices with regards to not looking before crossing or crossing whilst looking at phones, but this is not a reason to refuse to provide a crossing for those that adopt sensible road safety awareness.

Similarly, the fact that a minority of drivers fail to stop when they should do so, is not a reason to abandon all implementation of crossings. The authority to enforce speeding lies with the Police. Councils have no legal powers to install speed cameras.

- 2.11 Should the crossing be installed, drivers may need to stop more frequently at this point than they currently do. But it is not expected that the zebra crossing will cause congestion or queuing or cause any significant delays or increases to journey times, especially not to the same extent as a signal-controlled crossing or junction.
- 2.12 Council officers do not recommend speed humps on streets along bus routes, because of the discomfort it causes bus passengers. On bus routes, raised tables are more appropriate as they have a longer raised surface. The introduction of a raised table will encourage drivers to slow down and provide a safer crossing for pedestrian users. By removing the refuge island and installing kerb buildouts, the crossing will be less ambiguous for road users, as it is a clear one-stage crossing with shorter crossing distance and priority for pedestrians.
- 2.13 When the Council considers locations for zebra crossings, it needs to ensure there is sufficient justification for the crossing. The justification is based on how likely pedestrians are to use the crossing facility, how hard it is for pedestrians to cross the road currently (how much traffic there is on the street and how wide the crossing distance is) and also whether the location has a history of collisions that have resulted in injuries (data on non-injury collisions isn't available to us).
- 2.14 This section of St Ann's Road has "high" levels of pedestrian severance, according to TfL's data, so officers are satisfied that there is a strong case for a pedestrian crossing.

### **Comments in support**

- 2.15 Respondents in support of the scheme felt that the proposals would make it safer and easier for people (including school students) to cross St Ann's Road.

### **3. Next steps**

- 3.1 Following consideration of all comments received, officers recommend to the Director of Highway and Regulatory Services that the Council proceed to detailed design and implementation of the proposed zebra crossing on St Ann's Road, subject to statutory consultation on the parking changes required to deliver the scheme.
- 3.2 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 “Introduction of a zebra crossing across St Ann’s Road near to Stoneleigh Place” consultation

### Q1 - Do you support the introduction of a new zebra crossing across St Ann’s Road, near Stoneleigh Place?

#### Objection – One

I am a bus driver and I have lived here for the last 37 years and never we had accident in this part of the road.

Most accidents always happens by Embassy cafe on St Anns road.

With already a bus stop opposite co-op and regular lorry delivering goods and always so much bicycles in bicycle bay on stoneleigh place which makes it for the cars if they turning to stoneleigh place from St Anns Road difficult.

Always the cars they have to wait on St Anns Road if cars coming up the Stoneleigh place.

Now imagine you have a delivery lorry parked outside the co-op and a bus serving the bus stop and he is got a disabled person with wheelchair and someone is trying to turn left to Stoneleigh place and cars coming up the Stoneleigh place which they never stop to give way, and people trying to cross the road then we will have a receipt for disaster.

I knew people speed up and down the stairs Anns road but by putting a zebra crossing at this location you inviting deat to happen on this crossing like the crossing you have by Latimer station to much distraction at that crossing.

The people don't stop at crossings any more to check if cars or lorries coming and thanks to RBK Cno zebra crossing have the writing look left and right on them before crossing green cross road logo gone to the bin.

Everyone talking on the phone without paying attention they just step on the the crossing.

I am not going to write about this anymore because I am 100% sure it false on the deaf ears Mr Allan Evans.

It will help a lot more if you put a speed camera or a Radar sign then a zebra crossing.

Who ever has come up with this idea he has done it by watching Google maps not actually spending few days and watching the traffic here.

Thank you

#### Objection – Two

A new crossing would be better in St Anns Road approx 50 metres further south ie halfway between the bus stop ( which is opposite the Co-op store) and the Embassy Cafe.

Based upon the ideal viewing point that we have directly below our flat this is where the great majority of people cross the road currently and will therefore be used most often.

It has the slight disadvantage of therefore losing 2 car parking bays on the east side of St Ann's Rd but so does any proposal which is adjacent to either resident or pay and display bays

### **Objection – Three**

The traffic already hits a blocking point at the proposed location, a zebra crossing would mean traffic's backs up south on St Ann's Road making the turning onto Stoneleigh Place very tricky. It's already a cumbersome turning as only one car is able to fit along Stoneleigh Place due to cars and bikes parked in both sides of the street despite it being a two way street.

### **Support in Full – One**

[No Comment]

### **Support in Full – Two**

[No Comment]

### **Support in Full – Three**

Yes we need a safer place to cross the road the proposed spot on at Ann's Road feeds two primary schools - st Francis and Avondale as well as many local businesses

When coop deliveries are happening this junction is particularly dangerous and therefore i support a zebra crossing

### **Support in Full – Four**

It is currently difficult to cross the road safely either due to heavy traffic at commuting times or cars travelling too fast down the road.

### **Support in Full – Five**

It's a key point of access and needs to be pedestrianised

### **Support in Full – Six**

As long as one can walk through the small Frestonia estate on the west side to get to

Freston Road as the pavement going directly South on St Ann's Road, towards the Embassy Cafe is very narrow, especially if carrying shopping from the Co-Op.

**Support in Full – Seven**

[No comment]

**Support in Full – Eight**

[No comment]

**Support in Full – Nine**

[No comment]

**Support in Full – Ten**

[No comment]

**Support in Full – Eleven**

Its a very busy junction, what with the bus stop, coop, children crossing on school run and Stoneleigh rd short cut (vehicle).

I cant wait for the zebra crossing so me and my children can cross safely!

Please do this 🙏

**Support in Full – Twelve**

[No comment]

**Support in Full – Thirteen**

Excellent and much needed due to the extremely high footfall in the area particularly due to the local Coop

**[Email also]**

Dear Allan / RBKC Traffic Team,

I was very pleased to see that the Council is finally proposing the introduction of a zebra crossing on St Ann's Road near Stoneleigh Place (link: <https://consult.rbkc.gov.uk/communities/st-ann-s-road/>). This is a long overdue and much-needed intervention, particularly in light of the significant increase in traffic (especially from erratic drivers like the one that almost hit me in 2023) and massive increase in footfall in the area, especially since the opening of the Co-op. I have already submitted my support for the proposal, and I commend you and the Council for taking this step.

However, having lived on Stoneleigh Place for many years and given this proposal further thought, I would like to respectfully and strongly suggest a reconsideration of the specific location of the proposed crossing.

I strongly believe that placing the crossing closer to the Co-op side of St Ann's Road would be a far more effective and safer option for the majority of pedestrians. This area sees significantly more footfall, not only from those accessing the Co-op but also from residents walking towards Westfield via Stoneleigh Place. As you may be aware, Stoneleigh Place is a key pedestrian link for people living on Sirdar Road, Mary Place, Walmer Road and beyond.

Positioning the crossing further up the road (away from the Co-op) will unfortunately mean that many pedestrians — particularly those coming from the bus stop or heading to the Co-op — would need to cross both St Ann's Road and Stoneleigh Place, the latter of which currently has no crossing. This could result in people bypassing the zebra crossing altogether, defeating the purpose of improving pedestrian safety.

A revised placement nearer the Co-op would provide a more direct and safer route for most users, improve overall accessibility, and potentially reduce the need for an additional crossing on Stoneleigh Place itself — which would save on additional infrastructure costs in the future. And this crossing does not have to be raised or have anything else - it can be a simple zebra crossing which would be much more cost effective for the Council and perhaps allow you to retain funds to do the Sirdar Road crossing too, which has Primary Schools nearby and children running around there on a daily basis.

I've included a map below highlighting the alternative location I propose (circled in solid red), which I believe would maximise the benefit and usage of the crossing.

Thank you for considering this suggestion. I would be happy to discuss this further if helpful.

**Support in Full – Fourteen**

[No comment]

**Support in Full – Fifteen**

As a local resident I support this proposal because there are times when I am forced by traffic to wait minutes to cross St Ann's Road. I would have preferred to retain the existing islands and to locate the zebra crossing just south of the corner of Stoneleigh Place, but this proposal is still an improvement and will make the area safer and friendlier for pedestrians.

**Support in Full – Sixteen**

[No comment]

**Support in Full – Seventeen**

[No comment]

**Support in Full – Eighteen**

The Stoneleigh Place- St Ann's Road junction is extremely busy with all kinds of traffic, often travelling more than 30 miles an hour despite the 20 miles ph speed limit. There are 2 schools close by so children often need to cross to access their schools. There is a also a park nearby which attracts pedestrians. The Co op show has a steady footfall of customers all through the day making the crossing a particularly busy one. I would welcome a zebra crossing giving pedestrians easier access to schools, park and shop.

**Support in Full – Nineteen**

I give you my opinion months ago and I expected you to do the zebra crossing in order the children to cross safely but instead of doing your job you again ask residents about options. Is this really happening?? We live in central London and the school is asking for zebra crossing but you prefer to lose time asking opinions instead of just doing it to safe the children. REALLY??? You guys didn't learn anything from Grenfell did you? You have the opportunity to make sure the children are crossing safe and you prefer to wait losing time until an accident happens. Why??? DO IT NOW BEFORE IS TOO LATE. I forgot they are not your children who cross this road morning and evening that's why, they are someone else's children so it's okay if they get hurt. So sad.... So disappointed again from my cancel.....

**Support in Full – Twenty**

Much needed on thus busy road for people to be able to cross safely.

**Support in Full – Twenty-One**

[No comment]
<b>Support in Full – Twenty-Two</b> [No Comment]
<b>Support in Full – Twenty-Three</b> [No Comment]
<b>Support in Full – Twenty-Four</b> [No Comment]
<b>Support in Full – Twenty-Five</b> I originally wrote a email to the council in 2023 asking for a zebra crossing It is imperative that we put a crossing there I see near misses at least once a week!
<b>Support in Full – Twenty-Six</b> [No Comment]
<b>Support in Full – Twenty-Seven</b> I have a visual impairment, and have no depth perception. A Zebra crossing is needed as it's very busy with children from 2 primary schools and a second school crossing this road daily.
<b>Support in Full – Twenty-Eight</b> [No Comment]
<b>Support in Full – Twenty-Nine</b> [No Comment]
<b>Support in Full – Thirty</b> Dear RBKC Traffic Team,

I am writing to express my strong support for the proposal to install a zebra crossing on St Ann's Road, W11, near the junction with Stoneleigh Place. This is a much-needed intervention for our neighbourhood, where increased traffic and footfall have made crossing the road progressively more hazardous for residents.

However, it is crucial that the zebra crossing is positioned on the correct side of the junction — specifically, the side closest to the Co-op store. As someone who has lived on Stoneleigh Place for over 20 years, I can say with confidence that this is where the vast majority of pedestrians cross. The Co-op attracts a steady stream of people throughout the day — including families, schoolchildren, and elderly residents like myself — all of whom regularly cross the road at this point.

If the crossing is placed on the opposite side, it will not serve the purpose it is meant to. It would likely be underused and fail to address the safety concerns that prompted the proposal in the first place. This must not become a symbolic gesture — it should be a meaningful and practical solution that reflects how people actually use the space.

In addition to this, I urge the Council to also consider installing a second zebra crossing at the junction with Mortimer Square. That stretch of St Ann's Road is equally dangerous. Just last year, a serious incident occurred when a speeding vehicle turned sharply from Mortimer Square into St Ann's Road, mounted the pavement, and crashed forcefully into the railings. It came alarmingly close to entering a nearby home and could have seriously injured pedestrians who were walking on the pavement at the time.

There is already a small pedestrian island at this junction, which could easily be converted into a proper crossing point with the addition of zebra markings. The slight bend in the road there means approaching vehicles often don't notice waiting pedestrians until it is too late — and I have personally witnessed the barriers around the island being bent or struck on multiple occasions over the years. This junction remains a blind spot for safety and deserves urgent attention.

As an elderly resident, these risks affect me deeply. I should be able to walk to Westfield or run local errands without fearing for my safety when crossing the road. A well-positioned zebra crossing near the Co-op — and a second one at Mortimer Square — would significantly improve safety and peace of mind for everyone in the area.

Thank you for taking the time to consider my views. I hope the Council will prioritise the placement and implementation of these crossings based on where they are most needed and most used.

**Support in Full – Thirty-One**

Overall we strongly support the introduction of new zebra crossings at these locations as they support and enable the prioritisation of pedestrians at busy junctions. Where these are accompanied by raised tables is supported as a speed reduction measure to reduce speeds of vehicles approaching marked and unmarked crossings at these busy locations.

**Support in Part – One**

Would consider a bike lane to facilitate the crossing from Stoneleigh place to the other side of St Ann's Road ?

**Support in Part – Two**

this is always full of pedestrians crossing especially those with young children. But i disagree with where you want to put it. There should be a zebra crossing on sirdar road opposite avondale park. This road is specifically has a number of drivers speeding down it and it can be dangerous and hazardous for people crossing and going towards the park.

**Q2 - Do you support the introduction of a raised table to encourage drivers to slow down for the new zebra crossing?**

**Objection – One**

Just put a hump don't put a zebra crossing this is a really over crowded junction.

**Objection – Two**

It's not needed. It's already a pinch point and traffic naturally slows down.

**Objection – Three**

If you install the zebra crossing in the part of the road which is closest to the Co-op, then this only requires a middle landing section and no lifting at all on the road.

**Support in Full – One**

[No Comment]

**Support in Full – Two**

[No Comment]

**Support in Full – Three**

St Ann's road can be used by speeding vehicles so a raised crossing would be a good deterrent to speeding

**Support in Full – Four**

There's been two serious accidents along this road in the last year or so as cars drive too fast

**Support in Full – Five**

[No comment]

**Support in Full – Six**

[No comment]

**Support in Full – Seven**

[No comment]

**Support in Full – Eight**

[No comment]

**Support in Full – Nine**

[No comment]

**Support in Full – Ten**

Its a fast road...cars are not going 20miles p/hr

**Support in Full – Eleven**

[No comment]

**Support in Full – Twelve**

[No comment]

**Support in Full – Thirteen**

[No comment]

**Support in Full – Fourteen**

I consider this to be essential. One of the key benefits of this zebra crossing would be that motorists would be discouraged from driving too fast along St Ann's Road and using it as a "rat run". Introducing a raised table would help greatly.

**Support in Full – Fifteen**

[No comment]

**Support in Full – Sixteen**

[No Comment]

**Support in Full – Seventeen**

I support anything that can help to keep the children safe.

**Support in Full – Eighteen**

[No Comment]

**Support in Full – Nineteen**

[No Comment]

**Support in Full – Twenty**

[No Comment]

**Support in Full – Twenty-One**

Rush hour 8-9

Am

15:30-17:30

Extremely hazardous

Especially for families
<b>Support in Full – Twenty-Two</b> [No Comment]
<b>Support in Full – Twenty-Three</b> [No Comment]
<b>Support in Full – Twenty-Four</b> [No Comment]
<b>Support in Full – Twenty-Five</b> [No Comment]
<b>Support in Full – Twenty-Six</b> Overall we strongly support the introduction of new zebra crossings at these locations as they support and enable the prioritisation of pedestrians at busy junctions. Where these are accompanied by raised tables is supported as a speed reduction measure to reduce speeds of vehicles approaching marked and unmarked crossings at these busy locations.
<b>Support in Part – One</b> I would support that but it should not be raised too high as when turning from Stoneleigh Place this may make it tricky for drivers to manoeuvre properly. Nevertheless if it is deemed to be ok for turning drivers, then it's fine to raise as necessary
<b>Support in Part – Two</b> A raised table will encourage drivers to slow down to enable people to cross safely.
<b>Support in Part – Three</b> The slower they need to go the better, some really speeding on st Ann's Road
<b>Support in Part – Four</b>

Yes providing this is signed in advance of the raised section

**No Opinion – One**

[No comment]

**No Opinion – Two**

[No comment]

**No Opinion – Three**

A zebra crossing on its own should be enough