

Sainsbury Road Reimagined

The title 'Sainsbury Road Reimagined' is written in a large, dark brown, cursive font. The letters are decorated with small, colorful illustrations of people and nature. On the 'S', a person is walking with a dog. On the 'a', a person is walking. On the 'i', a person is walking. On the 'n', a person is walking. On the 's', a person is walking. On the 'b', a person is walking. On the 'u', a person is walking. On the 'r', a person is walking. On the 'o', a person is walking. On the 'a', a person is walking. On the 'd', a person is walking. On the 'R', a person is walking. On the 'e', a person is walking. On the 'i', a person is walking. On the 'm', a person is walking. On the 'a', a person is walking. On the 'g', a person is walking. On the 'i', a person is walking. On the 'n', a person is walking. On the 'e', a person is walking. On the 'd', a person is walking. There are also small illustrations of trees, birds, and a dog on the letters.

Design Report
April 2025

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What is this document?

Lambeth Council aims to enhance Sainsbury Road, creating a desirable destination that provides space for people to meet, relax, and travel actively. We seek to celebrate local history and champion inclusivity, creativity, and accessibility.

The Sainsbury Road Reimagined Design Report (April 2025) is a summary of engagement, data collection and design work that has taken place since September 2024 and March 2025.

This report includes a proposed design for Sainsbury Road and explains why this design is proposed. This document intends to provide local communities with additional information to help inform their feedback on the proposed design. This document is included on the Sainsbury Road “Have Your Say” online engagement page – [available here](#).

This document will be updated with our learning from Design Engagement taking place from 06 May 2025 until 27 May 2025.

A final version of this document will be included as part of an Officer Delegated Decision Report, including learning from the design engagement and any resulting changes to the trial design. For more information on how Lambeth Council makes decisions – [please see this link](#).



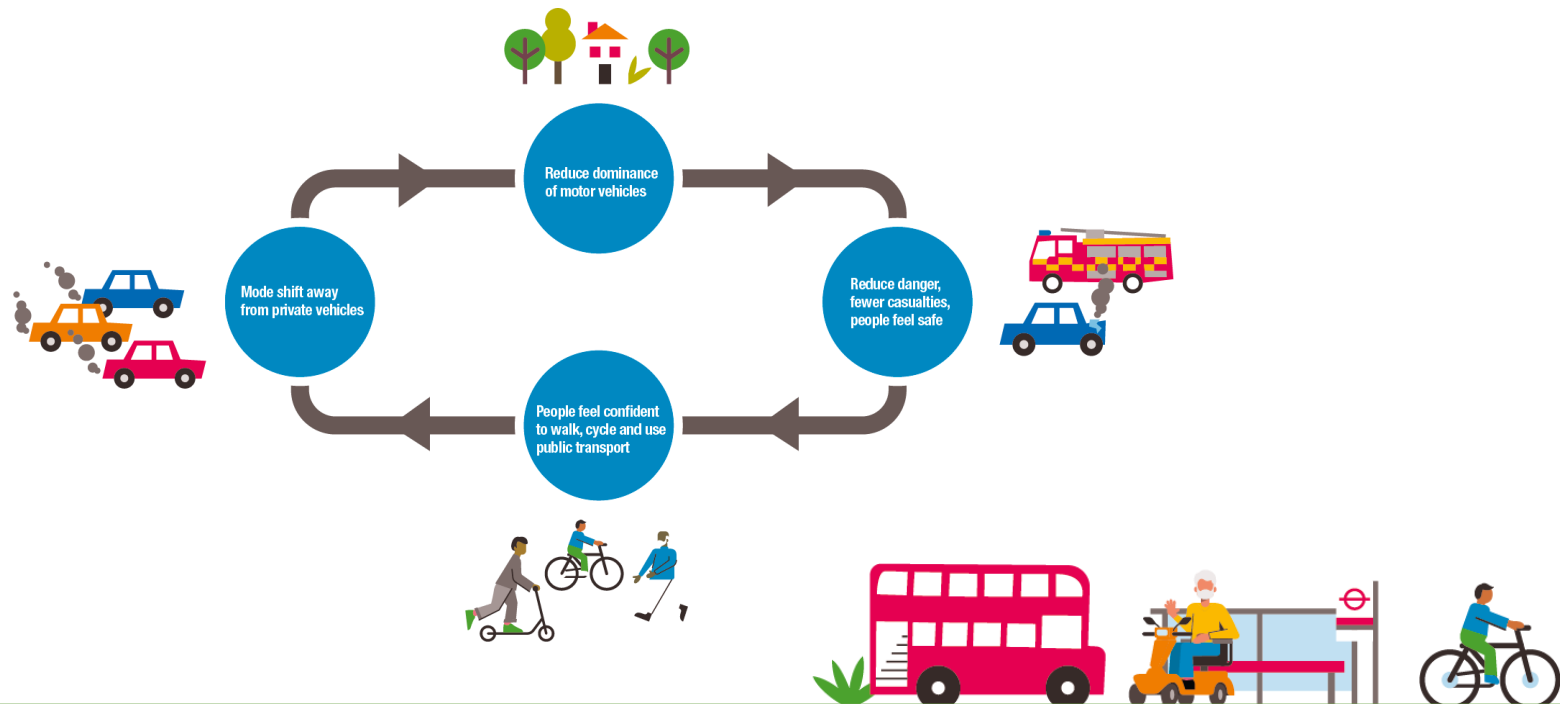
1. The Healthy Streets Approach

The way we manage our streets has a big role to play in making our borough a healthier place to live, work or play. Lambeth is a borough committed to social justice and equity across everything it does – this includes how we manage our streets. In 2019 we published our [Transport Strategy](#), which sets out the vision for our streets.

Motor traffic has a big impact on our lives, from noisy congestion, toxic air, or road danger that either prevents or disincentivizes us from walking, scooting, wheeling or cycling. This is particularly unjust as 58% of households in Lambeth do not own a car and rely on active travel and public transport.

In 2021, we adopted our [Climate Action Plan \(CAP\)](#) which sets out how, together, we will create a Lambeth that is fit for the future. A key requirement identified in the CAP is to reduce the amount of motor traffic on our streets, with an evidence-based target of 27% by 2030.

To do this, we are using the [Healthy Streets Approach](#). This process helps us understand how all sorts of projects fit together, support each other, and collectively help make our streets safer, more inclusive, and more enjoyable places.



What is the Streets Reimagined Programme?

Lambeth Council want to make our neighbourhoods fit for the future. This means designing streets and public spaces that are clean, vibrant and climate resilient as well as enabling people to lead healthier, happier lives.

Reimagined schemes create a destination that supports local businesses and provides space for people to meet, relax, and travel actively. We seek to celebrate local history and champion inclusivity, creativity, and accessibility.

The Streets Reimagined programme seeks to transform spaces across the borough from high streets, underused side roads, and transport hubs. The aim of the programme is to transform the space by prioritising more sustainable methods of transport such as walking and wheeling through transport designs.

What are Reimagined Streets?

Across the borough, we have identified streets where the community comes together. Residents and businesses have shared that there is potential to make these spaces safer and more enjoyable for everyone.

Each of these spaces is unique, and our improvements, incorporating feedback from the local community and businesses—will reflect this characteristic.



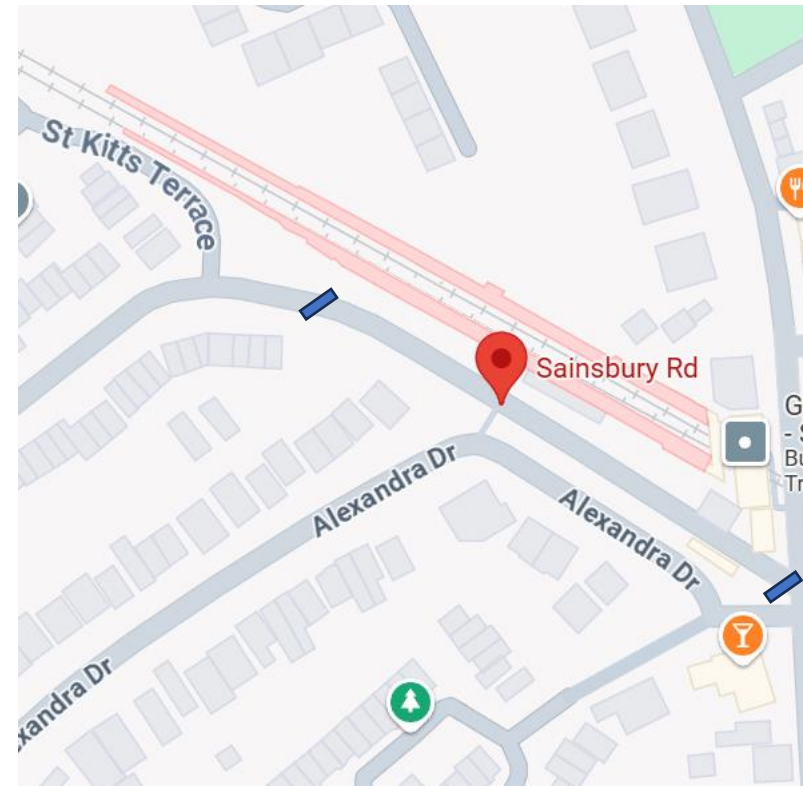
How was the Sainsbury Road scheme chosen?

The section of Sainsbury Road that comprises the project area is just off Gypsy Road. The area currently has two-way traffic, with parked vehicles on one side of the road.

Sainsbury Road also houses Gypsy Hill Station and the Friends of Gypsy Hill Community Garden, which is connected to the station, taking up the other side of the street.

It has a high number of commuters as it serves as access to the accessible entrance of Gypsy Hill overground station.

The businesses within the project area are local businesses which serve the local community, which are FreshGo off license and FUMI, a Korean and Japanese takeaway store.



What has happened so far?

Exploration and Feasibility: During Winter 2024 we spoke to businesses and local people through online engagement, workshops and drop ins. The purpose of this was to gain local knowledge and details of how the street is used and what people's hopes were for the future.

Sainsbury Road Reimagined Design Development: Between January 2024 and April 2025 we have used the findings from the Exploration and Feasibility phase to inform the proposed design for Sainsbury Road Reimagined.

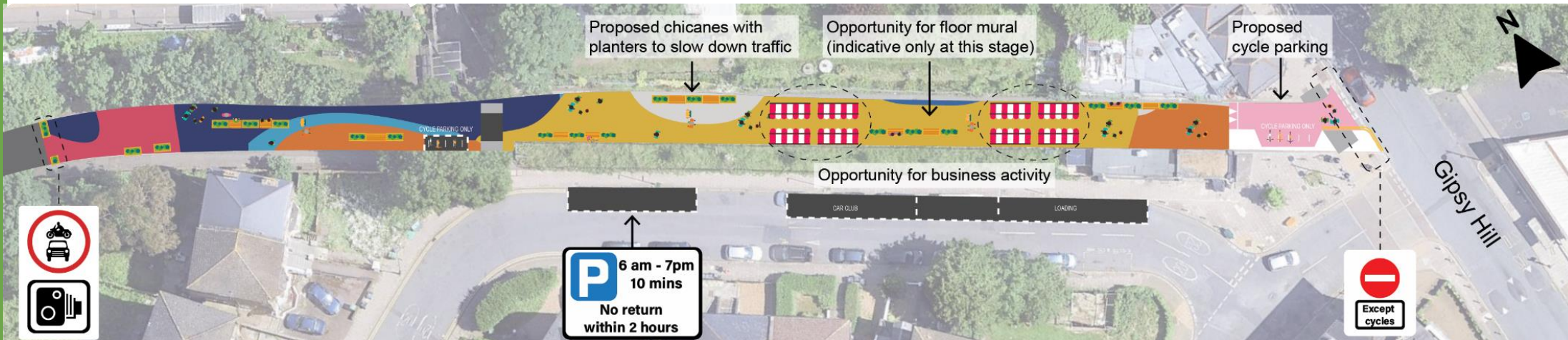
What is happening now?

Proposed Design: This report includes a proposed design, and we are now asking the community and local stakeholders for feedback. This will help us to understand if we have found a solution that is technically feasible, safe and sensitive to the needs of the community. The Council has been and will continue to liaise with Govia Thameslink Railway and Network Rail on the proposed designs.

Once the engagement on the proposed design is complete, feedback will be analysed and help inform the final design of Sainsbury Road Reimagined. If a decision is made to implement the Reimagined scheme, this will be done on a trial basis.



2. Proposed design



What are we proposing?

- **Traffic Filter (Northern End):** A camera-enforced 'no motor vehicles' traffic filter will be installed at the northern end of Sainsbury Road, restricting through-traffic. Exemptions will be granted to emergency service vehicles only. Vehicles with exemptions will be permitted to exit via Gipsy Hill.
- **No Entry (Southern End):** A 'no entry' restriction will be implemented at the southern end of Sainsbury Road (at the junction with Gipsy Hill), preventing vehicles from entering.
- **Cycle Parking:** New cycle parking facilities will be introduced adjacent to the station and near the junction with Gipsy Hill.
- **Public Realm Enhancements:** Planters and seating will be installed to support people walking and cycling, as well as those using mobility aids. These will also provide resting points along the street while still allowing emergency services through when required.
- **Pickup/Drop-off Bay:** A designated pickup and drop-off bay will be located on Alexandra Drive near the crossing point to support station access.
- **Loading Bay:** A loading bay will be introduced on Alexandra Drive to support local business operations.
- **Community Activation:** Opportunities will be created for decorative floor designs, markets, and pop-up events, encouraging community and business use of the space



Proposed Design – View from Gipsy Hill



What are we proposing?

- A No Entry sign will be placed on Sainsbury Road to prevent motor vehicles from entering the Reimagined area.
- Cycle parking to be placed in the kerbside



Proposed Design – View from Bristow Road/St Kitts Terrace



What are we proposing?

- **Traffic Filter (Northern End):** A camera-enforced 'no motor vehicles' traffic filter will be installed at the northern end of Sainsbury Road. People walking, scooting, wheeling and cycling, as well as emergency service vehicles, will be allowed to pass through the traffic filter.
- Opportunities will be created for business activity.
- A floor mural that helps make clear that the space works in a different way to streets around it.



3. Exploration and Feasibility

The Exploration and Feasibility stage is where we complete an Area Profile – this helps us understand the area based on available data such as demographics and local facilities.

We also engage people in the neighbourhood to shape our proposed designs. We gather Key Quantitative Data – such as traffic data and parking availability. All of this has helped us shape the development of the proposed designs in Section 2.

Area Profile

This section includes a wide range of data sources that have been collected to help us better understand Sainsbury Road. This information has helped shape the proposed design of the Sainsbury Road Reimagined trial outlined in Section 2.



Motor Vehicle Speeds

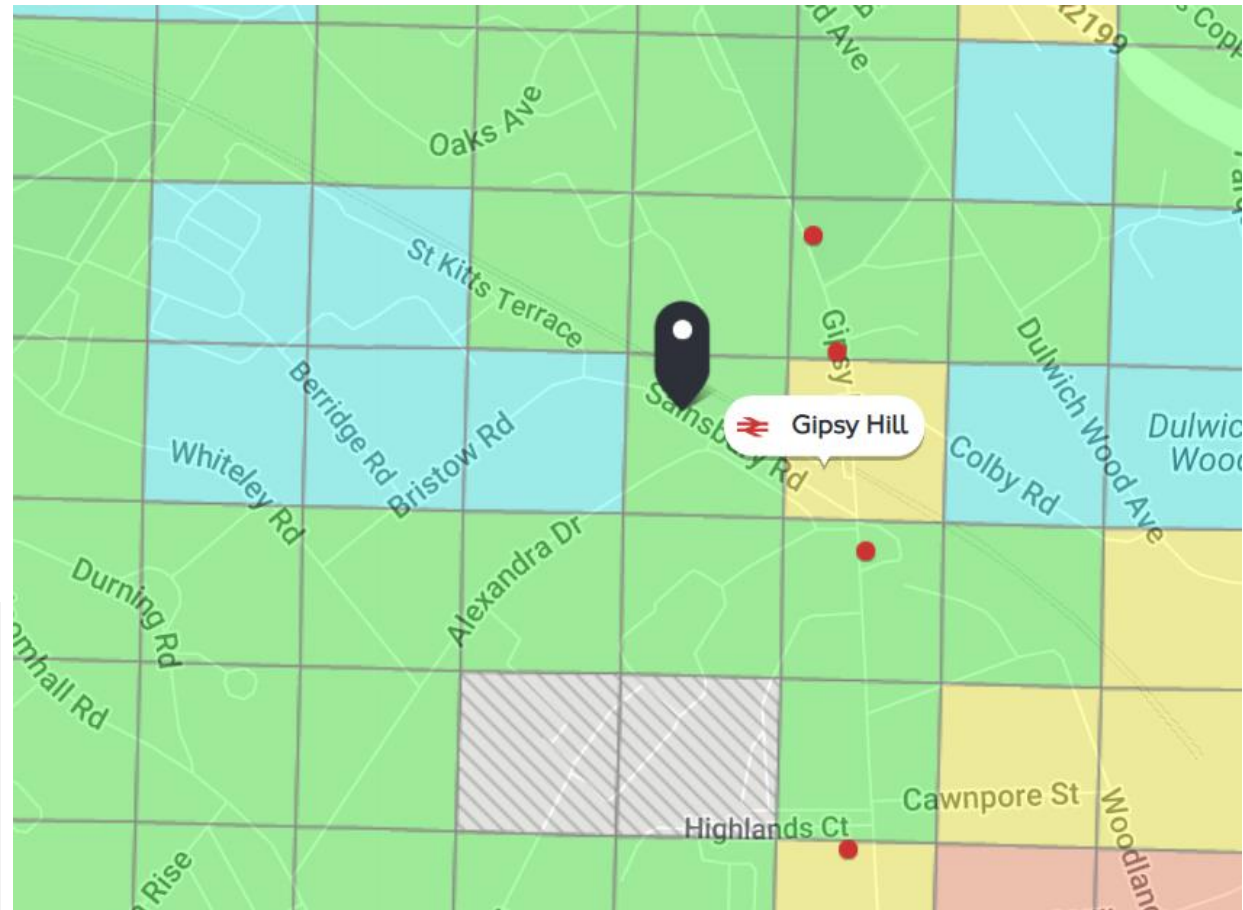
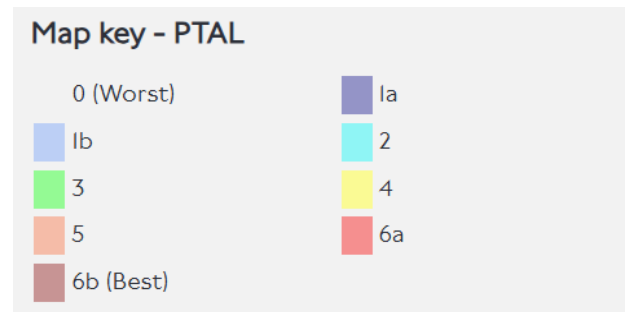
The map shows the number of speeding motor vehicles on an average weekday in the Sainsbury Road area. Some of the monitoring locations are closer to junctions, and we know that speeds in the middle section of the road are likely to be higher than recorded on the map.

Average Weekday Number of Motor Vehicles Speeding

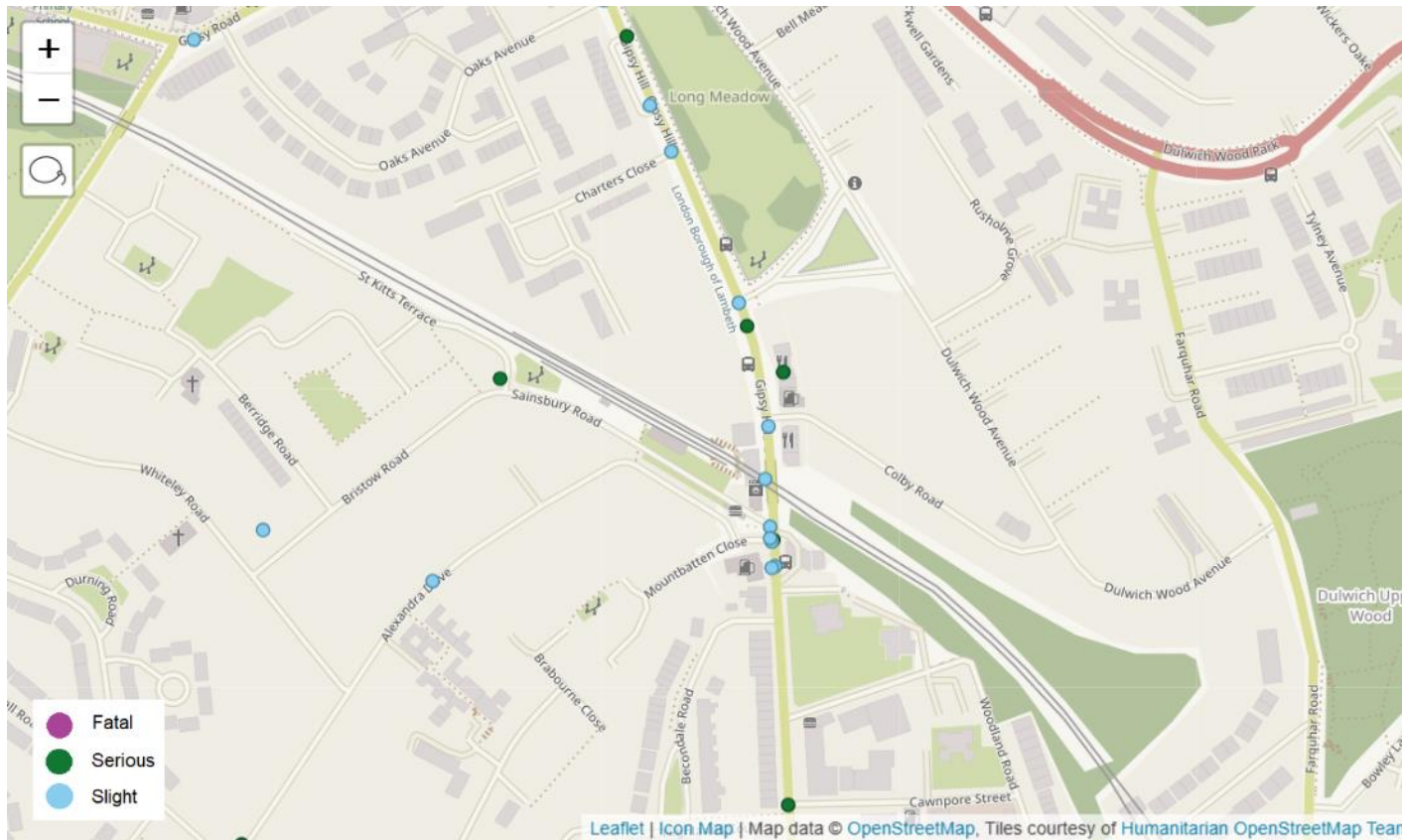


Public Transport

Sainsbury Road Reimagined is within London Travel Zone 3. The Public Transport Accessibility Level (PTAL) is a measure which rates the whole of London, based on an area's distance from frequent public transport services. Sainsbury Road Reimagined scores 3, which means the area has a moderate levels of public transport options relative to the rest of London.



Collision Data



This map shows locations of fatal, serious and slight collisions that have taken place across Sainsbury Road and the surrounding streets, between 30 November 2021 and 30 November 2024.

The concentrations of collisions and casualties are predominately on Gipsy Hill. One collision was recorded at the Gipsy Hill/Sainsbury Road junction for this period. There is also one serious collision recorded at the St Kitts Terrace & Sainsbury Road junction.

Streets Reimagined aim to support both active travel and use of public transport, as such form part of [Lambeth's Road Danger Reduction Strategy](#).

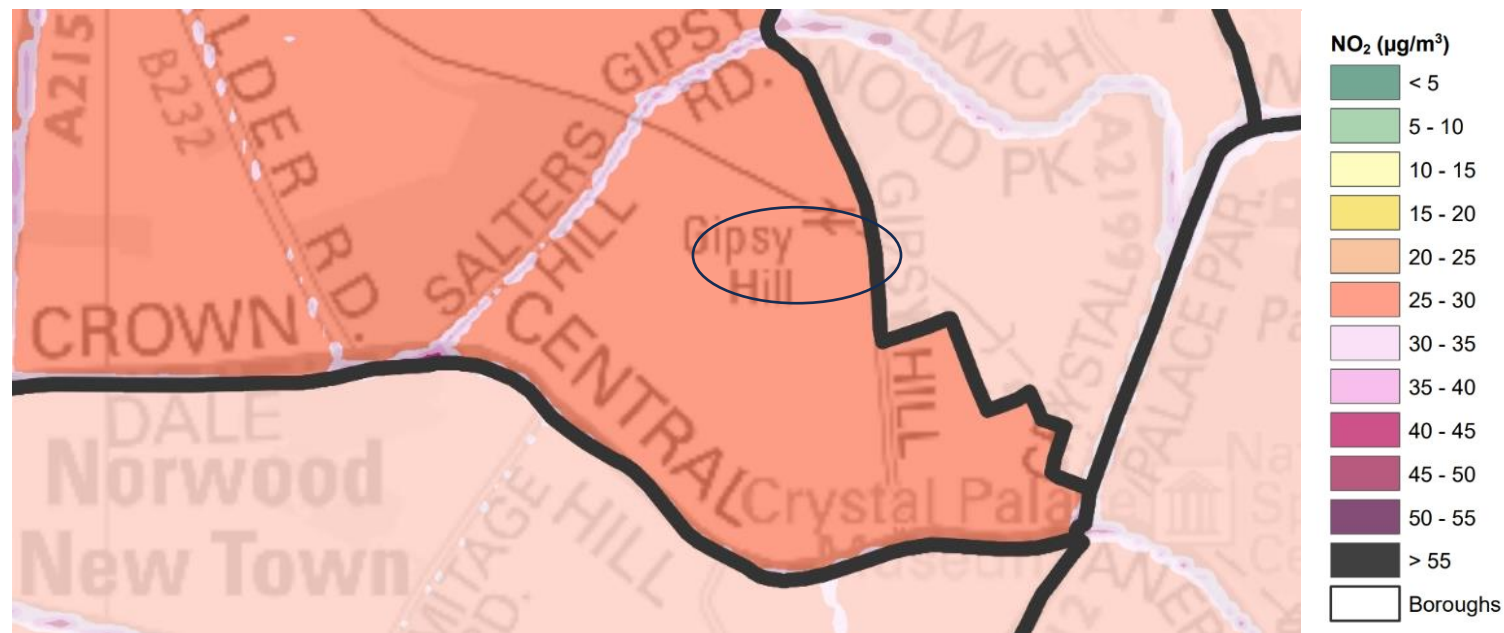
[Strategy](#). This works in tandem with our approach to road danger reduction on main roads, outlined under the Healthy Main Roads – Safe By Design principles on page 16 of the strategy.



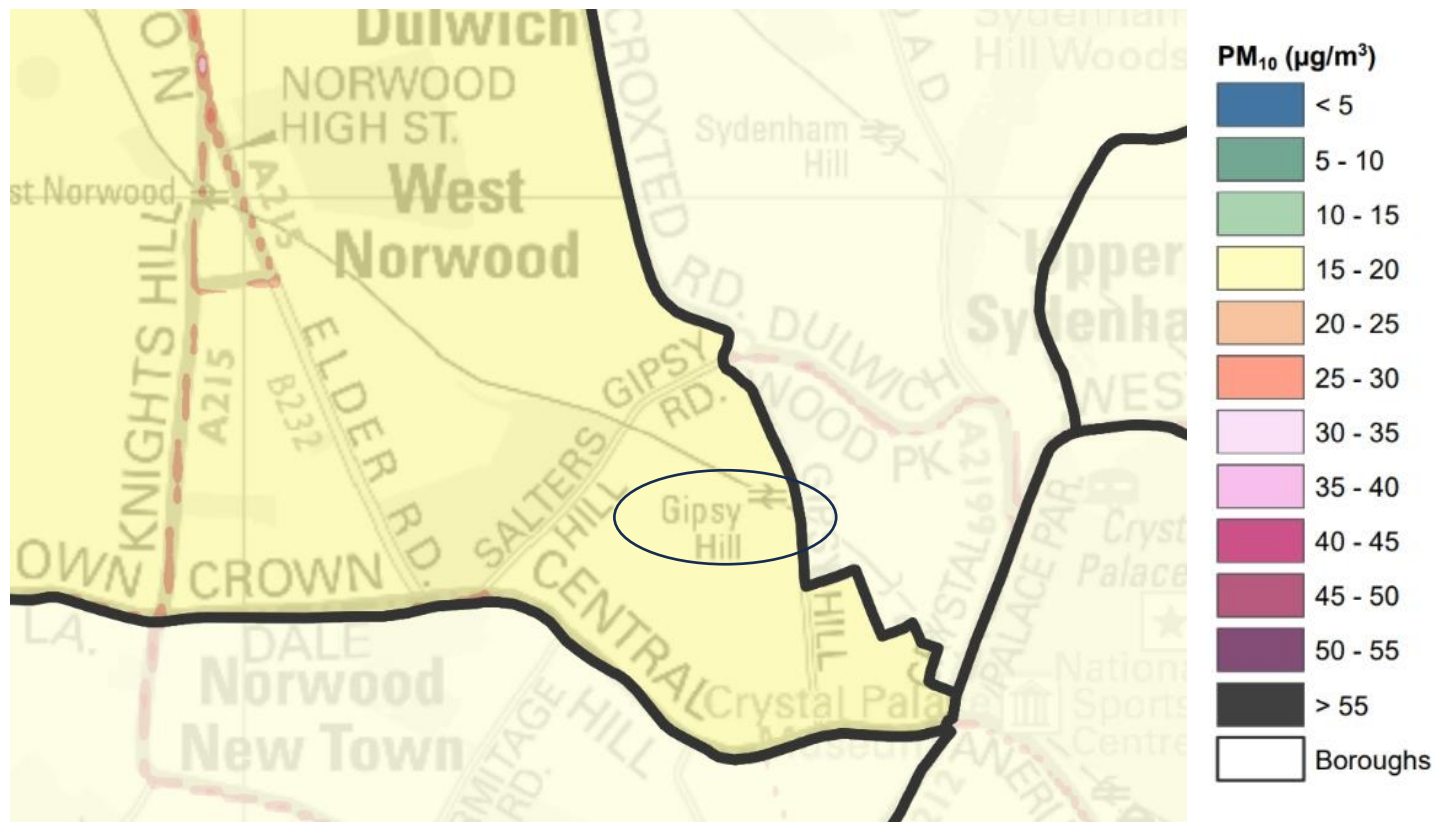
Air Quality

In 2007 Lambeth declared the entire borough as an Air Quality Management Area (AQMA) for the pollutants Nitrogen Dioxide (NO_2) and Particulate Matter (PM_{10}). There are various approaches used to tackle this which are set out within Lambeth's Air Quality Action Plan – available here. We know measures are needed on local streets and main roads.

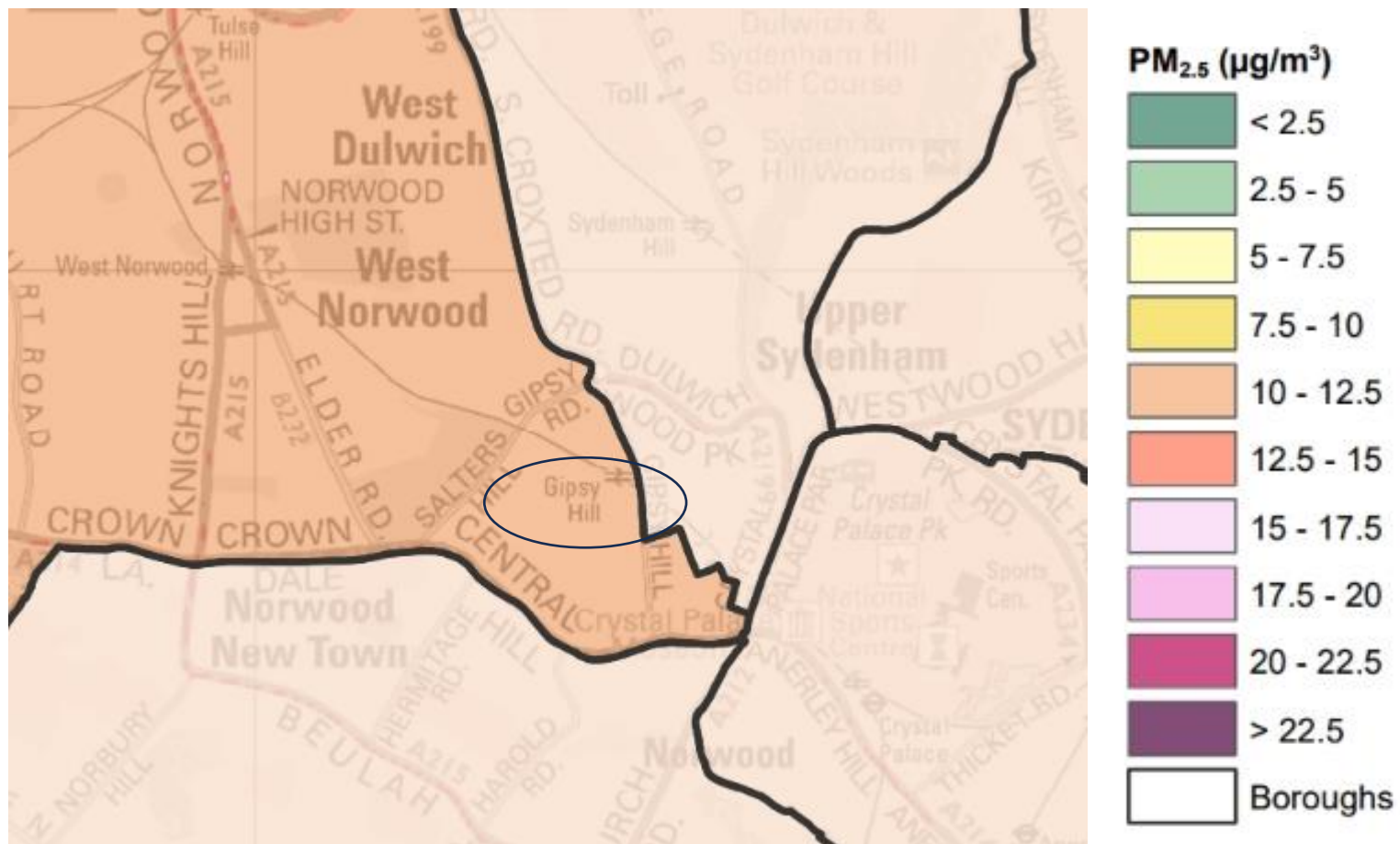
This map shows a computer model of levels of nitrogen dioxide in the area around Sainsbury Road.



This map shows a computer model of levels of Particulate Matter levels ($\mu\text{g}/\text{m}^3$) in the area around Sainsbury Road.



This map shows a computer model of levels of Particulate Matter levels sized 2.5 micrograms, per cubic metre, in the area around Sainsbury Road.



What else is happening in the area?



Planning Applications

- **Gipsy Hill Station ticket gates** – Govia Thameslink Railway have submitted a planning application to install new ticket gates at the accessible entrance of Gipsy Hill Station which is situated on Sainsbury Road. The planning application for this is now live.



Sustainable Kerbside

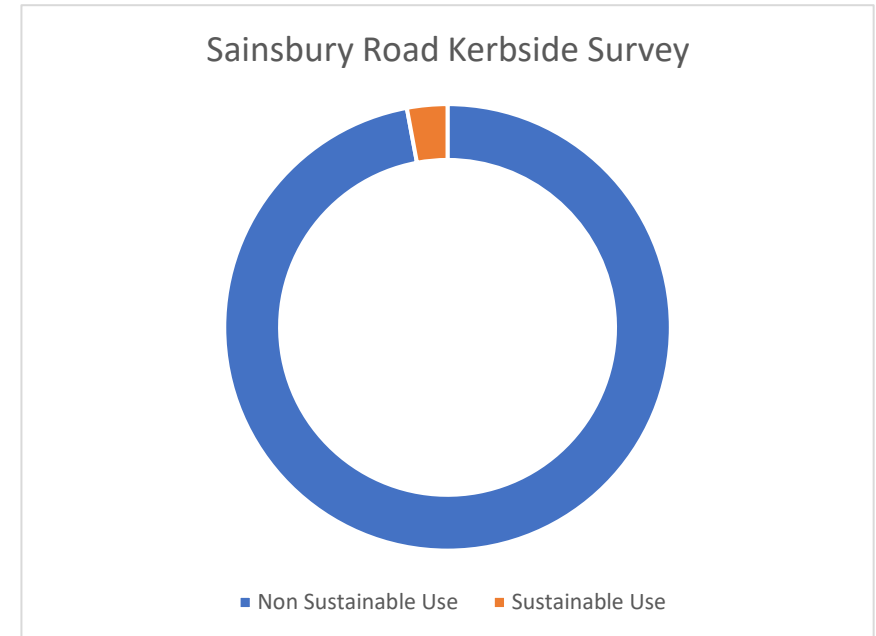
The kerbside - the space at the side of the road typically used for car parking - is one of the largest public spaces we have control over. Through our [Kerbside Strategy](#), we have committed to using 25% of our kerbside for sustainable uses across the borough, through the following four priorities:

- Accessible and active travel
- Create places for people
- Increase climate resilience
- Reduce traffic and emissions from transport

As of April 2025, the kerbside on Sainsbury Road was mainly designated for parking and management of parking by double yellow lines, with just 3% of the kerbside in the project area used for sustainable uses. The changes proposed to Sainsbury Road will see the **whole** of the kerbside within the project area used for sustainable uses, including planters, spaces for people and businesses.

Sustainable uses of the kerbside:

- Green space and street trees
- Community and business parklets
- Cycle lanes
- Pedestrian Crossings
- Bus lanes and bus stops
- Shared Scooter / Bike Bay
- Car Club Bay
- Electric vehicle charging bay



The changes proposed to Sainsbury Road will see the creation of a pedestrian and cycle zone enforced by a camera operated filter and planters. Planters will also be placed in a chicane effect style to slow down vehicles that qualify for an exemption. Planters are the preferred option for this area due to the Reimagined scheme being implemented on a trial basis.



Demographics

Category	Sainsbury Road area	Lambeth	Unit
No cars or vans in household	50.7	58	%
1 car or van in household	41	34.5	%
2 or more cars or vans in household	8.7	6.1	%

Source: 2021 Census Data

Half of all households (50.7%) in the Sainsbury Road area do not own a vehicle. This figure is lower in comparison to the figures for Lambeth as a whole (58%).

To add to this, more households within the Sainsbury Road area own 1 or more cars/vans (41%).

The proportion travelling to work by car or van is also higher in the Sainsbury Road area (19.3%) in comparison to Lambeth as a whole (9.9%). This suggests that the population in the Sainsbury Road area are more reliant on/use cars more than for the borough average.

Use of public transport also varies in the area compared to Lambeth as a whole, with higher proportions travelling by train (19.3%). This is likely due to the proximity of Gipsy Hill train station and the absence of an underground station nearby.

Category	Sainsbury Road area	Lambeth	Unit
Work mainly at or from home	34.4	50.2	%
Underground, metro, light rail, tram	3.9	10.3	%
Train	19.3	4.7	%
Bus, minibus or coach	12.6	11.6	%
Car or van	19.3	9.9	%
Bicycle	3.5	5.3	%
On foot	4.9	5.9	%
Other method of travel to work	2.2	2.3	%



Engagement

The Sainsbury Road 'Identify' phase of engagement took place from October 2024 to January 2025. We undertook several engagement activities to understand the area, its needs and wants.

The engagement events were advertised through different channels and aimed to reach a wide demographic. All feedback from the following activities was shared with the designers to inform the design proposals

Exploration and Feasibility - Engagement Activities

Method	Detail	Result
<p>Letter Drop</p> <p>Initial comms sent to all households within the Re-Imagined Street area on 11 November 2024</p>	<p>Informing residents of the upcoming Re-Imagined Street and how to provide feedback / receive updates</p>	<p>Leaflets distributed to 1367 addresses on and near Sainsbury Road</p>
<p><u>Re-Imagined Sainsbury Road Have Your Say site</u></p> <p>Launched on 05 November 2024</p>	<p>Provides information on the Re-Imagined Street scheme, including the map, timeline, a travel survey and a business survey</p>	<p>17 news subscribers</p>
<p><u>Sainsbury Road Travel Survey</u></p> <p>Launched on 05 November 2024 – 16 December 2024</p>	<p>Online survey on Have Your Say site asking for input on transport use, perceptions of and suggestions for Sainsbury Road</p>	<p>76 responses (per 07/01/2024)</p>



<p>Key Stakeholder Outreach</p> <p>Completed in phases</p>	<p>Direct outreach to stakeholders near ReImagined Street</p>	<p>Stakeholders contacted as per stakeholder map</p>
<p>Berridge Road Estate</p> <p>Meeting occurred on Tuesday 19 November 2024, at 10AM</p>	<p>In person meeting was held with the TRA (Tenants and Residents Association) chair, housing officer, a local business owner and three residents to learn more about the residents' experiences with Sainsbury Road and desires for improvement</p>	<p>Meeting was held with 6 participants, including TRA chair, housing officer, three residents and a local business owner</p>
<p>FreshGo shop</p> <p>Drop-in meeting occurred on Tuesday 19 November, at 12.00PM</p>	<p>A drop-in meeting and visit was held with the FreshGo proprietor to learn about the shop's use of Sainsbury Road and desires for improvement</p>	<p>Meeting completed with one attendee</p>
<p>Fumi Korean & Japanese</p> <p>Drop-in meeting occurred on Tuesday 19 November, at 12.30PM</p>	<p>A drop-in visit was made to the Fumi Korean & Japanese takeaway located between Sainsbury Road and Alexandra Drive</p>	<p>The staff on site were unable to complete interview, but were provided with information about the scheme and told how they could provide their input on it</p>
<p>Friends of Gipsy Hill</p> <p>Meeting occurred on Wednesday 20 November, at 1PM</p>	<p>In person meeting was held with two committee members to learn more about their perceptions of, and desired improvements to, Sainsbury Road</p>	<p>Meeting completed with two attendees</p>
<p>New Covenant Church Equipping People</p> <p>Online meeting occurred on Thursday 21 November, at 12PM</p>	<p>An online meeting was held with the church's pastor to learn about the church's use of Sainsbury Road, including for visiting congregants and funerals, and the church's suggestions for improvements to Sainsbury Road</p>	<p>Meeting completed with one attendee</p>



<p>Gipsy Hill Station</p> <p>Meeting occurred on Monday 25 November at 11AM</p>	<p>An online meeting was held with Gipsy Hill Station manager to understand their perceptions of Sainsbury Road and also the stations operational needs for Sainsbury Road, including deliveries and access required by Network Rail</p>	<p>Meeting completed with Gipsy Hill Station Manager and Healthy Streets Programme Manager</p>
<p>Govia Thameslink Railway</p> <p>Meeting occurred on Monday 02 December 2024</p> <p>Further meeting was held on Wednesday 15 January 2025</p>	<p>An online meeting was held with Govia Thameslink Railway, operators of Gipsy Hill station, to understand their perceptions of Sainsbury Road and plans for development of Gipsy Hill station including the zebra crossing and payment gates.</p>	<p>Initial meeting was completed with the GTR Gipsy Hill Station Improvements Project Manager, Sainsbury Road Project Lead, Lambeth Healthy Streets Programme Manager and Transport Strategy Programme Manager</p> <p>Follow up meeting was held with:</p> <ul style="list-style-type: none"> - Sainsbury Road Reimagined Project Lead - Lambeth Council Planning - Sainsbury Road Reimagined Designer (SYSTRA) - Lambeth Healthy Streets Programme Manager - Transport Strategy Programme Manager - Gipsy Hill Station Manager - GTR Gipsy Hill Station Improvements Project Manager - GTR Planning



		- Designers for the GTR proposed works
Berridge Road Estate Survey Delivered in December 2024	Door-knocking survey on transport use and experiences with Sainsbury Road was conducted with residents of the Berridge Road Estate	66 responses (per 07/01/2024)
Safety of Women and Girls Survey Delivered on 10 December 2024	Survey distributed to people walking through Sainsbury Road and Gipsy Hill station	14 responses (per 07/01/2024)



Big Shift Car Free Day



A car free day will be held on Saturday July 05, 2025, to showcase a reimagined use for Sainsbury Road. Car Free Days are an opportunity for communities and businesses to take a space typically reserved for cars and open it up to public use.

Lambeth Council have been creating places for people by temporarily closing streets to traffic and opening them up for activities. Car Free Days are a great chance to re-imagine our streets and to give the local community a chance to participate in local behaviour change activities which will showcase the different uses of our local streets.



Engagement and the proposed design

This section outlines key areas where the engagement undertaken from October 2024 to January 2025 has shaped this specific design proposal or identified clear actions for officers going forward. This feedback was provided before a design was proposed. This section will be updated in the final Design Report, informed by feedback from local businesses and people on the proposed design.

Feedback: The lack of footways on Sainsbury Road makes it harder for those walking, wheeling and cycling on Sainsbury Road.
Actions: We have added planters onto Sainsbury Road to create a designated walking space, protected from vehicles, for those walking on Sainsbury Road. Parking will be removed to facilitate the footway.

Feedback: Businesses on Gipsy Hill at the end of Sainsbury Road use Sainsbury Road for loading purposes.
Action: A loading bay has been placed on Alexandra Drive to facilitate loading for the businesses

Feedback: Accessible parking will need to be maintained for those wishing to be dropped off at the accessible entrance for Gipsy Hill Station.

Actions: Blue badge holders will be able to apply for a dispensation to gain access to the Gipsy Hill Station accessible entrance. Those who are considered disabled but are not blue badge holders will also be able to gain access to the Gipsy Hill station entrance via a drop off bay on Alexandra Drive which is situated opposite the entrance to the station

Feedback: Residents on Berridge Road estate will have to take a longer route to go to Gipsy Hill.

Action: Blue badge holders will be able to apply for a dispensation which will allow them to use Sainsbury Road for access to Gipsy Hil. All other residents will have to reroute.

Feedback: Network Rail requires access to Gipsy Hill Station via Sainsbury Road. The largest vehicle needing to be accommodated is an Iveco 7.5 tonne 7170mm in length.

Action: We have ensured Network Rail have the ability to access the station and will be able to drive out of Sainsbury Road when the planters are installed to create a footway. This will ensure Network Rail vehicles do not have to complete any turns on Sainsbury Road once they are past the filter point.



Equalities Impact Assessment – summary of impacts identified

The Equalities Impact Assessment, (EQIA), is used to assess the potential impacts of the Reimagined Sainsbury Road project against those with protected characteristics in law (age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion, sex) and socio-economic status. Note that a detailed Equalities Impact Assessment, informed by the design engagement, will be included as part of any decision to implement a trial. At this stage, the key findings for Sainsbury Road are:

Age, Sex:

- Concerns about anti-social behaviour and crime:

Pregnancy and maternity:

- Car-free environment facilitates a safe environment for children and parents to access nearby schools.

Disability, Age:

- Disabled people who are blue badge holders will be able to access Sainsbury Road via Alexandra Drive.
- The short-term car bay on Alexandra will enable drop-offs to Gipsy Hill station, enabling people with mobility issues or other forms of disabilities to quickly and safely access Gipsy Hill station and its accessible entrance.

Economic status:

- Provision of cycle parking at the junction with Gipsy Hill and outside the station entrance provides safe cycle storage for those who may not have storage space for bicycles within their homes.



4. What happens next?

The design engagement runs from 28 April until 19 May 2025 and includes:

- 3-week Have Your Say online survey with paper copies available on request
- Email to stakeholders, including everyone signposting to the Have Your Say survey
- Leaflet to inform people about the online survey sent to all addresses on Sainsbury Road, as well as addresses 100 meters outside of the proposed trial area
- 121 meetings with businesses on Sainsbury Road to further discuss the designs – FreshGo & FUMI
- 121 meetings with Gipsy Hill Station Manager and Govia Thameslink Railway to gather feedback on and showcase our initial designs
- 121 meeting with Berridge Road TRA & Friends of Gipsy Hill
- Designs to be presented to the Accessibility Working Group for feedback on the scheme

Review of Design Engagement feedback and decision on starting a trial

All feedback provided during this engagement will be collated and reviewed by officers. What we learn through this process will help shape a final design for Sainsbury Road.

A final version of this document will be included as part of an Officer Delegated Decision Report, including learning from the design engagement and any resulting changes to the trial design. For more information on how Lambeth Council makes decisions – [please see this link](#).

