

**The Essex County Council (Chelmsford City) (Prohibition of Waiting, Loading and Stopping) and (On-Street Parking Places) (Civil Enforcement Area) (Amendment No.69) Order 202\*  
Proposed 'No Stopping at Any Time Except Buses' on Remembrance Avenue, Beaulieu**

**STATEMENT OF REASONS**

Remembrance Avenue is one of the key infrastructure roads located within the Beaulieu Park development. It serves mostly residential parcels along with a direct connection to New Hall School and Beaulieu Park Primary School. As a result of this, the area experiences high pedestrian and vehicular activity, particularly during school drop off and pick up times.

The road is an established bus route with No Waiting at Any Time restrictions to keep the road clear. It also has two laybys currently used for informal parking. The area is regularly used by residents, school users, pedestrians (including children), and service vehicles.

Parking pressure and peak-time congestion, combined with significant pedestrian movement, create conditions where visibility and road user interaction are constrained.

Proposed Measures are to introduce 'Limited Waiting Mon-Fri 8am-4pm 1 hour No return within 2 hours' Restrictions within the two laybys, and to remove sections of existing 'No Waiting at Any Time' Restrictions to enable provision of two bus stops with Bus Cages (clearways) (eastbound and westbound).

**Reasons for the Proposal.**

- High pedestrian activity, particularly involving school children, combined with uncontrolled parking reduces visibility and increases conflict. The proposals will improve sightlines and create a safer environment.
- Bus stop clearways will prevent obstruction, allowing buses to stop safely and consistently, improving service reliability and reducing disruption to general traffic.
- New bus stops will improve access to public transport and provide safer, more inclusive boarding arrangements, particularly for mobility-impaired users.
- Time-limited parking will encourage turnover, supporting short-stay use (e.g. school drop-off) while discouraging long-stay parking.
- Improved visibility and reduced obstruction will support safer pedestrian crossing movements in a high-demand school environment.
- The measures will reduce obstruction and ensure highway space is used effectively, improving overall road operation.
- The scheme aligns with Essex County Council's transport policies by improving safety, supporting sustainable travel, and enhancing public transport infrastructure.

The proposal provides a balanced and proportionate solution to identified issues: improving safety, supporting school access, facilitating reliable bus services, and ensuring effective management of parking and highway space.