

Transport and Access

Our aim is that Rugby Radio Station will be directly connected into Rugby but also a place with a distinct character and feel.

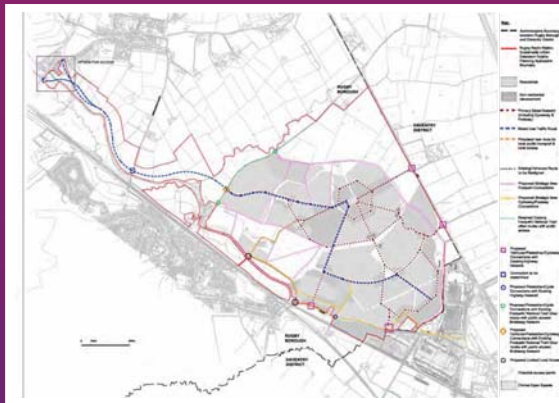
The proposals focus on creating the right links (road, bus, cycle, foot) to stitch the Radio Station into Rugby while ensuring that it is also easy and straightforward to get around.

The Application has been designed to encourage people to choose alternatives to the private car. By being well-planned and well-connected, we want to promote more sustainable transport choices.

Key transport features include:

- ❖ **The Mixed Use Transport Route:** a strategic route to connect the centre of the site (C Station) with the Town Centre. This would be the main transport artery to make it easy for people to move between the site and the town.
- ❖ **Connected streets:** carefully planned streets which encourage walking and cycling.
- ❖ **Public transport:** linking the site into the existing local bus network and making improvements to that.
- ❖ **Integration with the local road network:** improved junctions and connections with key local routes including the A5 and A428.

Our transport proposals are backed by detailed computer modelling and simulation studies. These have helped us to manage anticipated impacts on the local network.



“ I like the idea of a dedicated bus route, but what happens when it gets to the town centre? ”

Design Enquiry Participant
28/06/09

