



*Helping Communities face the challenges and impacts of growth while maintaining their character and sense of place.*

## Gateways

A gateway announces the entry to a distinct place, including residential neighborhoods, historic districts, or downtowns. Gateways provide a shared sense of place for residents and create a memorable and favorable impression on visitors. Furthermore, the addition of a gateway can help build community identity and involvement as residents and businesses work together to negotiate, plan, and build their gateway.

iTRaC is the Nashua Regional Planning Commission's new approach to community planning that focuses on integrating transportation, land use and environmental planning. The program was developed to assist communities in dealing with the challenges of growth in a coordinated way that sustains community character and a sense of place.

### Designing a Gateway

Gateways can take a variety of forms, including arches, sculptures, fountains, signage on landscaped plots, or even facades of two corner buildings framing an entrance. The most effective gateway is located where there is a change in land use, such as transitions between commercial, rural, and residential areas or when entering a special location such as a town green, downtown, or waterfront.



Photo: www.schoodicbyway.org

The gateway serves as a

landmark to emphasize the change in character and directs attention to upcoming location. The scale of a gateway should correspond with the nature of the place being entered. A large boulder and landscaping, for example, is a suitable entrance to the grandeur of the Schoodic National Scenic Byway in Maine.

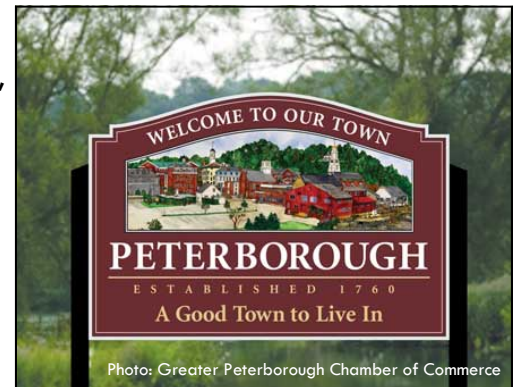


Photo: Greater Peterborough Chamber of Commerce

### Gateways & Traffic Calming

By defining the edges of a neighborhood with a prominent gateway, drivers become more aware of a change in surroundings and adjust their driving accordingly. Well defined gateways to residential or commercial neighborhoods can be good reminders that these streets are utilized by playing children and pedestrians as much as motorists. In turn, this can ultimately reduce the number of drivers seeking shortcuts through neighborhoods to avoid congested roads, thus reducing the possibility of traffic accidents.



Photo: Wollaston Township, Ontario



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Updated June 2010

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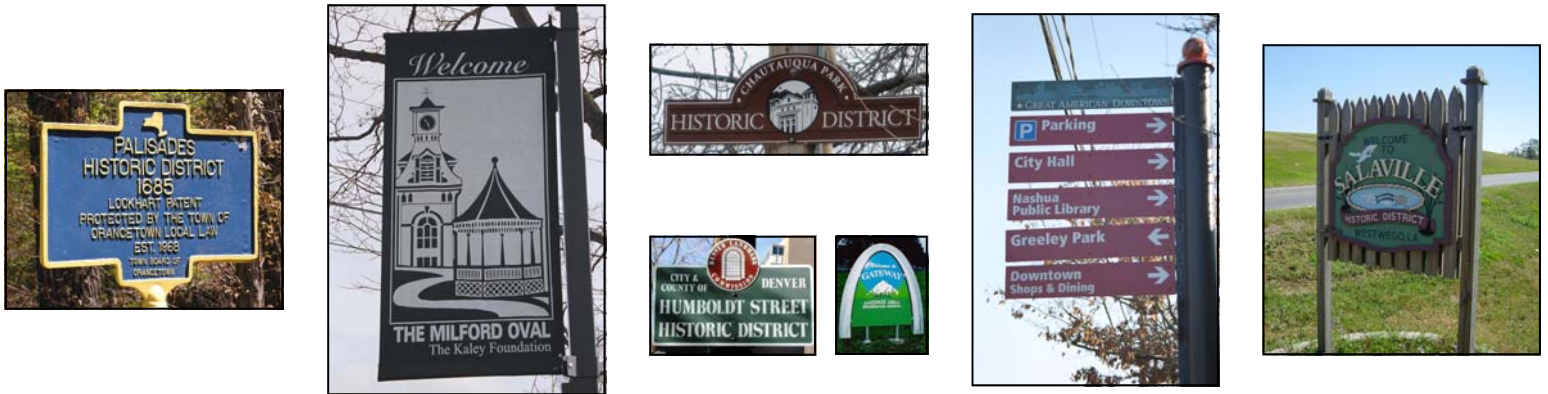
## Neighborhood Gateways

Neighborhood gateways make communities safer by alerting drivers to changes in their surroundings. They also help promote community identity and develop a sense of shared space.



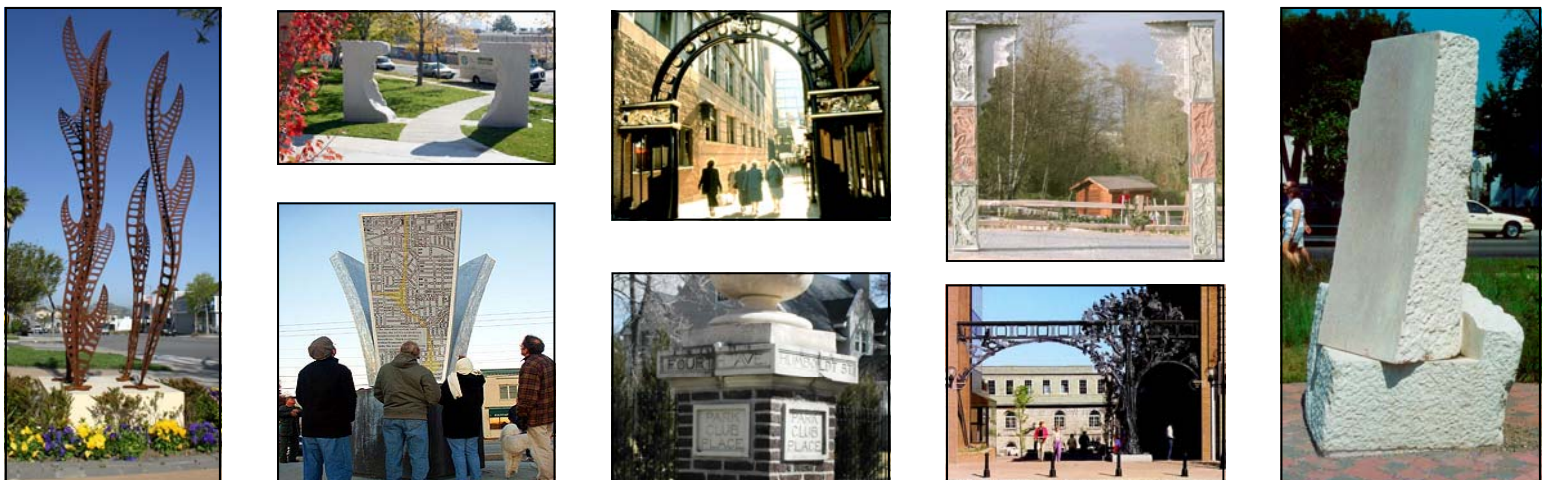
## Historic & Business Gateways

Historic and business gateways provide an excellent way to highlight these districts to residents and visitors. The size and style of the gateway should match the character of the area it announces.



## Public Art

Public art makes a memorable gateway and promotes the work of local artists and cultural programs.



For more details on this topic or an overview of the entire iTRaC program, visit [www.nashuarpc.org/landuse](http://www.nashuarpc.org/landuse).

or contact Camille Pattison, iTRaC Program Manager, at [camillep@nashuarpc.org](mailto:camillep@nashuarpc.org) or 603-424-2240 x14.

Nashua Regional Planning Commission in partnership with the NH Department of Transportation & the NH Office of Energy and Planning.

