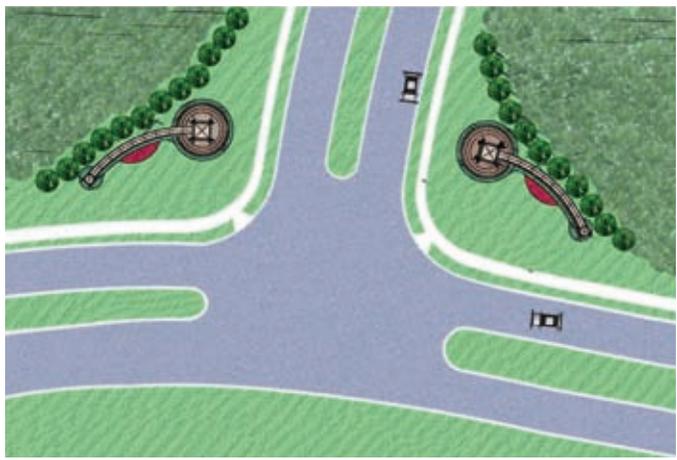




V. Gateways



Many of Chesapeake’s gateways are located on highways and call for bold and attractive designs that motorists can understand, appreciate, and enjoy. Gateways can also take the form of natural area preservation.

Gateways

DEFINITION AND PURPOSE

Gateways provide a unique sense of identity, transition, and anticipation. They should relate to the region’s natural resources, scenic views, and local cultural heritage. Gateways identify entrance points to the city and key destinations as well as its neighborhoods. Several opportunities for gateways exist in the City of Chesapeake.

Gateways may have a variety of configurations and scales. From regional to community to the neighborhood scale, gateways can be created through a

variety of styles, including architectural, monumental, or landscape.

- **Regional:** The regional scale should focus on traveller’s experiences as they enter the City of Chesapeake from the surrounding area. Gateways should welcome visitors arriving from North Carolina as well as adjacent Hampton Roads cities.

This scale includes scenic views, architectural thresholds, and other natural and man-made elements such as structural landscape elements like bridges and signs, views framed by vegetation, and lighting design. These gateways should provide a sense of

transition at major intersections into the City.

- **Destinations:** Gateways should be incorporated into the entrances of major destinations including, but not limited to commercial areas, government civic centers, public facilities, institutions, and special areas. They should also be located in tourist destinations such as historic districts.



This gateway at a town center is accented by colorful plantings and a brick border. The sign incorporates the development's logo and materials used throughout the site.



Pedestrian gateways contribute to a neighborhood's sense of community.



Gateway signage identifies destinations and welcomes visitors to regional attractions.



Gateway design should be compatible with the neighborhood streetscape and architecture.

Gateways

The Community Scale includes the districts and subdistricts of the City.

- **Community:** This scale includes entry points to retail areas, public greenways and park systems, and should be identifiable to both the vehicular and pedestrian traveler. Here, opportunities also exist for scenic views to be framed, local artwork to be incorporated, and vegetation to be added to provide texture and interest.

Neighborhood scale will largely affect the Suburban Overlay District, although it may be used in the Urban and Rural Districts as well.

- **Neighborhood:** This scale includes neighborhoods that may have entries for both pedestrian and vehicular traffic. Architecture, materials, and views may be highlighted to give residents not only a sense of identity and belonging, but pride in their community.

Pedestrian - scaled gateways can be incorporated into many of the above-mentioned categories of gateways.

- **Pedestrian Gateways:** Pedestrian - scale gateways should be located at most entries throughout the city. They should offer the same sense of transition and identity as vehicular - scaled gateways. These gateways should have a scale pedestrians can relate to and be safely accessible.



Gateways may be architectural features or icons visible from a long distance, such as this tower.



A pedestrian bridge with four ornamental pylons provides an inviting connection within a waterfront entertainment district.



A pedestrian bridge across a creek and railroad bed connects the business district downtown to a new residential community. The structural design emphasizes this gateway.

Gateways

SITE PLANNING

Site planning of gateways is the layout of the setting for the gateway features in relation to the context (adjacent streets, pathways, land uses, buildings, and open space). It involves consideration of both the natural environment and the road and building framework that make up the gateway's setting. Gateways should be integral, not contrary to their surroundings.

- Streetscape:** Site planning and streetscape design should incorporate gateways into both the pedestrian and vehicular experience. Elements of a streetscape design that may be treated as a gateway are as follows: street trees and plantings which provide a sense of scale, place, and character; street width which can signal a transition when narrowed or widened, and building placement and architecture which can be strategically designed to serve as a gateway itself, or to include a gateway element or architectural feature.
- Site Furnishings:** A gateway that takes the form of a destination, such as a visitor center or park might include one or more of the following:

Site furnishings such as benches, trash receptacles, bollards, transit stop shelters, and streetscape amenities like chairs, tables, planters, and displays may be used to develop a vocabulary of characteristic design elements distinguishable as, or inclusive of, a gateway. Gateway design should also involve public art displays to celebrate Chesapeake's cultural heritage. Signs should incorporate the approved city symbol.



Pedestrian gateways mark pathways and create a sense of community.



A boulevard with a landscaped median announces the entrance to this community.



A system of gateways interrelates the residential and commercial areas of a mixed- or multiple-use development.



A welcome sign of painted wood with incised gold letters suggests the character and quality of this community.

Gateways

- **Pedestrian Walkways:** Gateways should be integrated with pedestrian walkways in addition to the vehicular experience. This may include pedestrian-oriented signage, architectural elements and structures, site furnishings, paving patterns and features, planting design, or public art.
- **Parking Lots:** As the primary entry point to buildings and commercial areas, parking lots should serve as gateways in instances such as public parks and recreational facilities, shopping areas, and entertainment centers.
- **Utility Placement:** Affects gateway design and should be considered in areas designated for a sense of arrival or departure.

DESIGN

Gateways should aim to highlight the architectural and natural character of an area. Each gateway should be reflective of its own unique surroundings and design intent. The design should incorporate materials such as wood, brick, and metal that are characteristic of the City of Chesapeake.

- **Architecture:** Where gateways are desired, building architecture and other architectural elements in the landscape should be used to signal a transition or the character of an area.



Lighting as an integral part of gateway design welcomes visitors.



Colorful banners and baskets of seasonal flowers mounted on light poles enhance community identity.

Gateways

Types of architectural treatments for gateways include placing more prominent buildings at intersections, incorporating architectural features and signage to buildings, maximizing the use of bridges and overpasses to serve as gateways, and including public art or sculptural displays into the design of a gateway.

- **Planting:** Planting is a key design element in the making of gateways. Vegetation should be used to frame scenic views, provide textural interest or change, define a new space, and visually connect all other elements within a transitional zone or gateway.

- **Signage:** Signage is one of the most common forms of providing a gateway, and therefore should be used sparingly and strategically to identify a new area. Signage should be intended to compliment, and not substitute, other gateway design elements such as scenic views, architecture, landscaping, and site elements such as public art and site furnishings.
- **Lighting:** Lighting is a unique and effective way of designing a gateway. If the gateway is intended to be viewed at night, lighting design will be essential and may serve to identify gateway architecture, landscaping,

and signage that is visible by day. Lighting may also be used as the gateway element, itself, if sculptural or architectural in design, such that it is also integrated into its surroundings during the day.