

Gateway Strategy FAQs

What is the Gateway Strategy?

The Gateway Strategy is a 10-year initiative to enhance Fort Wayne's primary gateways as a means to market and promote the city, enhance public pride, and to foster economic development.

The strategy will include both long range and short-term recommendations to improve the function and aesthetics of existing and future points of entry and gateway corridors into the city and downtown.

The Gateway Strategy began in 2010 under the direction of Mayor Tom Henry. An Advisory Committee of community leaders has been assembled to assist city staff in identifying areas to enhance and prioritizing project ideas and policies.

What is a Gateway?

A Gateway is defined by a landmark, streetscape, or other feature that a visitor or resident sees when entering the city, a neighborhood, a cultural district, downtown or other attractions or destinations. Gateways can include single landmarks or corridors.

Landmark

This type of gateway is developed at a single location. It helps to create an identity and orient visitors in the area, and typically signify an entrance or other important intersection or location. These gateways might include the construction of a "landmark" structure, landscaping, signage, and lighting.

Corridor

This type of gateway is developed as a continuous system along a highway, street, or greenway. It may include landscaping, unique signage, banners, lighting and other streetscape elements in addition to landmark elements. This gateway is often developed to signify a high-profile corridor or district.

What types of improvements are being considered?

The Gateway Strategy will include policies and recommendations for the maintenance of new and existing public infrastructure along with short- and long-term projects for aesthetic and design enhancement of gateway areas. Examples of the types of enhancements being considered are improvements to roadway design to accommodate bicyclists, pedestrians, and transit users as well as automobiles; encouraging and supporting public art; improved directional signage to major attractions; and aesthetic improvements that celebrate and promote the City.

Which gateways into the City are being looked at?

The City with the assistance of an advisory committee of community leaders identified primary interchanges and corridors into the City. The Gateway Strategy will develop policies and project ideas for each of these primary gateway areas. A map of these areas is located on the back of this sheet.

What are the next steps for this initiative?

Comments from this design workshop will be reviewed by the Advisory Committee and incorporated into the draft recommendations. A draft of the Strategy will then be presented to the public for review and comment in the coming months. Changes based on public comment will be made and a final draft will be presented to various bodies (such as the Board of Works, Plan Commission and Common Council) for final adoption. It is anticipated that some priority projects recommended by the strategy should be underway in 2012.

Gateway Corridors into the City

