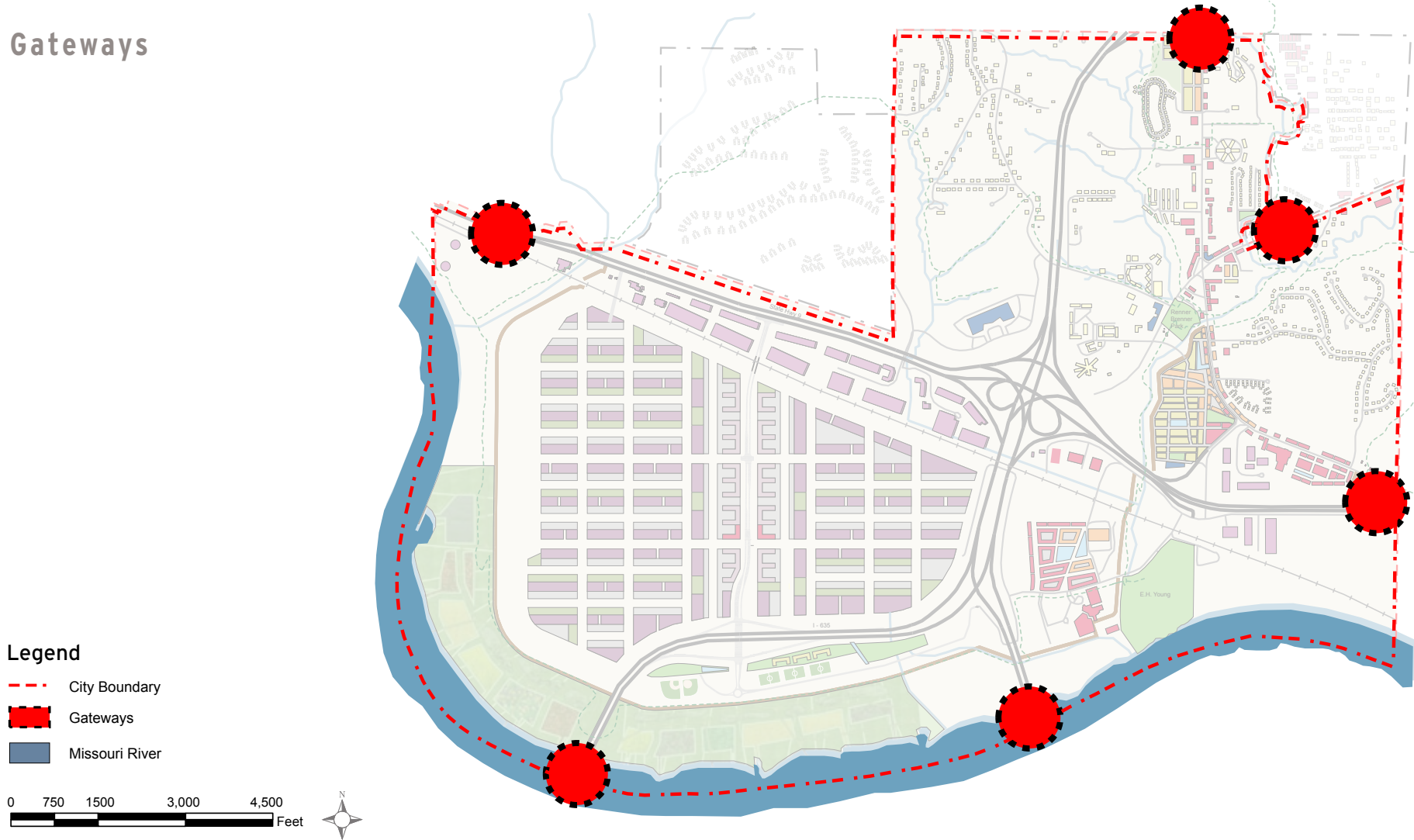


# Gateways



Riverside has six major access points. These locations are potential sites for Gateway improvements.

## Gateways

**GOAL: COMMUNICATE THE NEW CHARACTER OF RIVERSIDE IN A SNAPSHOT.**

One frequent comment from the community was that there is no way for visitors to know when they are physically within Riverside. Gateways, or entry points, to the City were recommended by many residents and stakeholders as an important component of raising the City's profile. The most common suggestion was to create some type of marker at the major entries to the City.

### LOCATING AND CREATING GATEWAYS

Selecting the location, timing, and appearance of Riverside's gateways will be critical. If a monument or marker is chosen for a gateway, it is recommended that it not be erected until the City has made a move to signal the importance of the site. The most effective gateways are established in concert with an accompanying City or development project. For example, a gateway at the northern border of Riverside on Gateway Road would be much more effective if it was constructed along with a redevelopment of that area. That concurrent development will signify that the City is committed to improving Riverside and announce a new character for the City.

### UNDERSTAND ICONOGRAPHY

Gateway iconography can be notoriously hokey and there are hundreds of examples of signage or monuments that do more damage than good. While it is important to establish a character for Riverside, care must be taken to ensure the monument or sign reflects positively on the community. Usually the safest strategy is to go with something simple in design and somehow tied to the geography or history of the City.



The high volume of vehicular traffic that moves through Riverside represents an opportunity to demonstrate a new character to a large audience.



When driving into Riverside from Highway 9, there is no indication of where Riverside's boundary begins.



This bridge is an excellent architectural gateway into Riverside.