

# CHESTER WAYFINDING PLAN

### A WAYFINDING PLAN FOR CHESTER

This plan has been prepared to help direct the implementation of a wayfinding and signage system for the Town of Chester and addresses three primary elements:

A. The hierarchy of signage types that will comprise the system

B. The design parameters for signage types

C. The proposed location and siting information for the anticipate signage system.

### **PURPOSE**

The 2017 Rediscovering Chester Master Plan identified wayfinding and signage as an important strategy to advance the long-range vision for the community. Of primary importance for the wayfinding plan was to establish signage and informational outreach to address how visitors to the area arrive at and move through the community. This guide considers all forms of movement; vehicular and pedestrian, with an emphasis on establishing gateway (arrival) nodes, directing the flow of vehicles and pedestrians and providing information on community assets.

#### SIGNAGE HIERARCHY

This plan identifies six basic types of signs.

**GW:** Gateway - monumental signs designed to establish a "Welcome to" moment at the entry to town and the Village.

**VD**: Vehicular Directional - signage that helps to direct roadway travelers to important community destinations including the Depot, Green and Parking areas.

**SM:** Site Marker signs - identification signs that reinforce arrival at important community destination

**PD:** Pedestrian Directional - signage that helps direct pedestrians and bicyclists to important community destinations.

**KO:** Kiosk - signage which provides more detailed navigational and informational elements at critical gathering locations.

**HM:** Historic Marker - informational signage that identifies important historic resources.

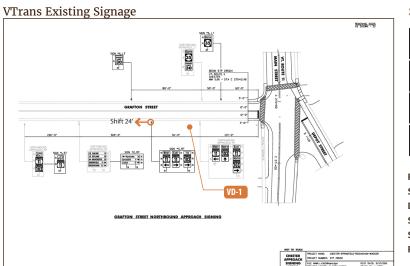
#### **DESIGN PARAMETERS**

For each of the signage types design parameters have been prepared to help guide the future design of signage. These parameters reflect important considerations for roadway signage from VTrans as well as best practices for environmental signage to assure signs are legible, clear and functional.

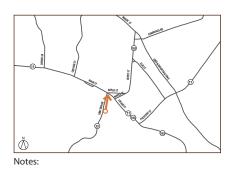
The "design" depicted for the parameters is not meant to reflect specific elements, but more generally identify the right proportions, scale and components.

#### LOCATIONAL INFORMATION

This plan identifies the planned location for Gateway, Vehicular Directional, Site Marker and Kiosk signage. For each of the planned signs a sheet indicates (see image below) key elements defining the placement. Where available, existing signage from VTrans is shown with the planned location indicated. The "Sign Content" section indicates what should be placed on the sign. Notes provide important information on location and the direction of travel. The locus map shows the context of the surrounding roads. Site photos provide a visual reference for the placement and indicate where it should be set. Unless otherwise indicated, all signs should be placed within the public right-of-way.







Route #: 35 Street Name: Grafton Street Direction of Travel: North Sign Type: Vehicular Directiona Street Speed Limit: 35 MPH Priority:

Approximate Sign Location -----

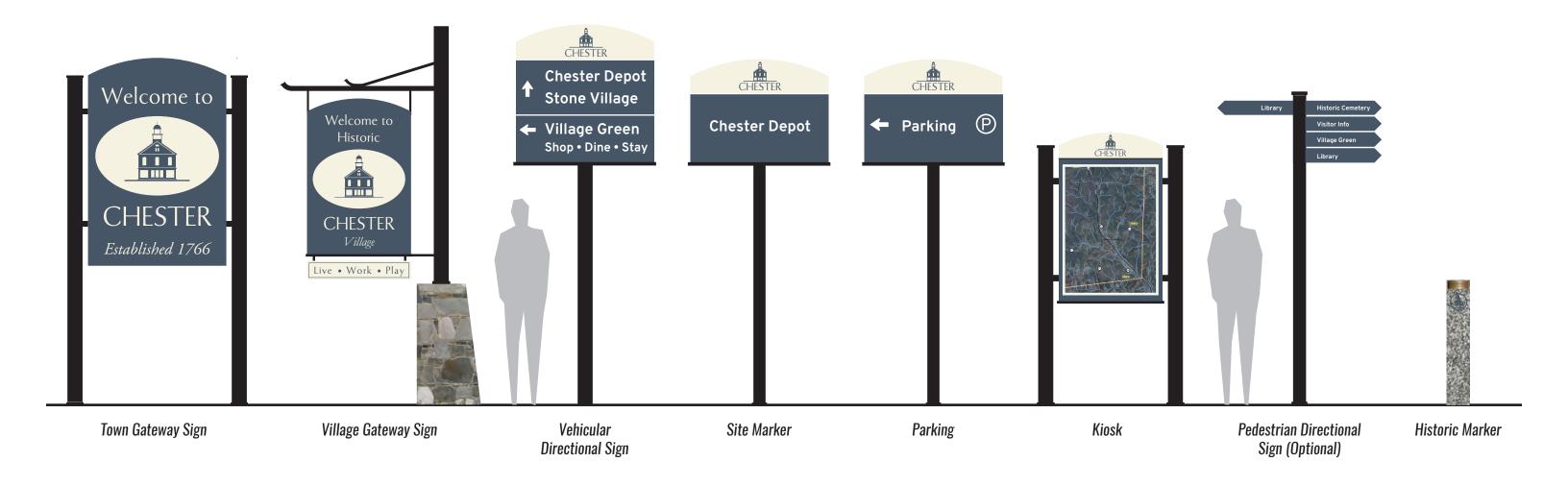


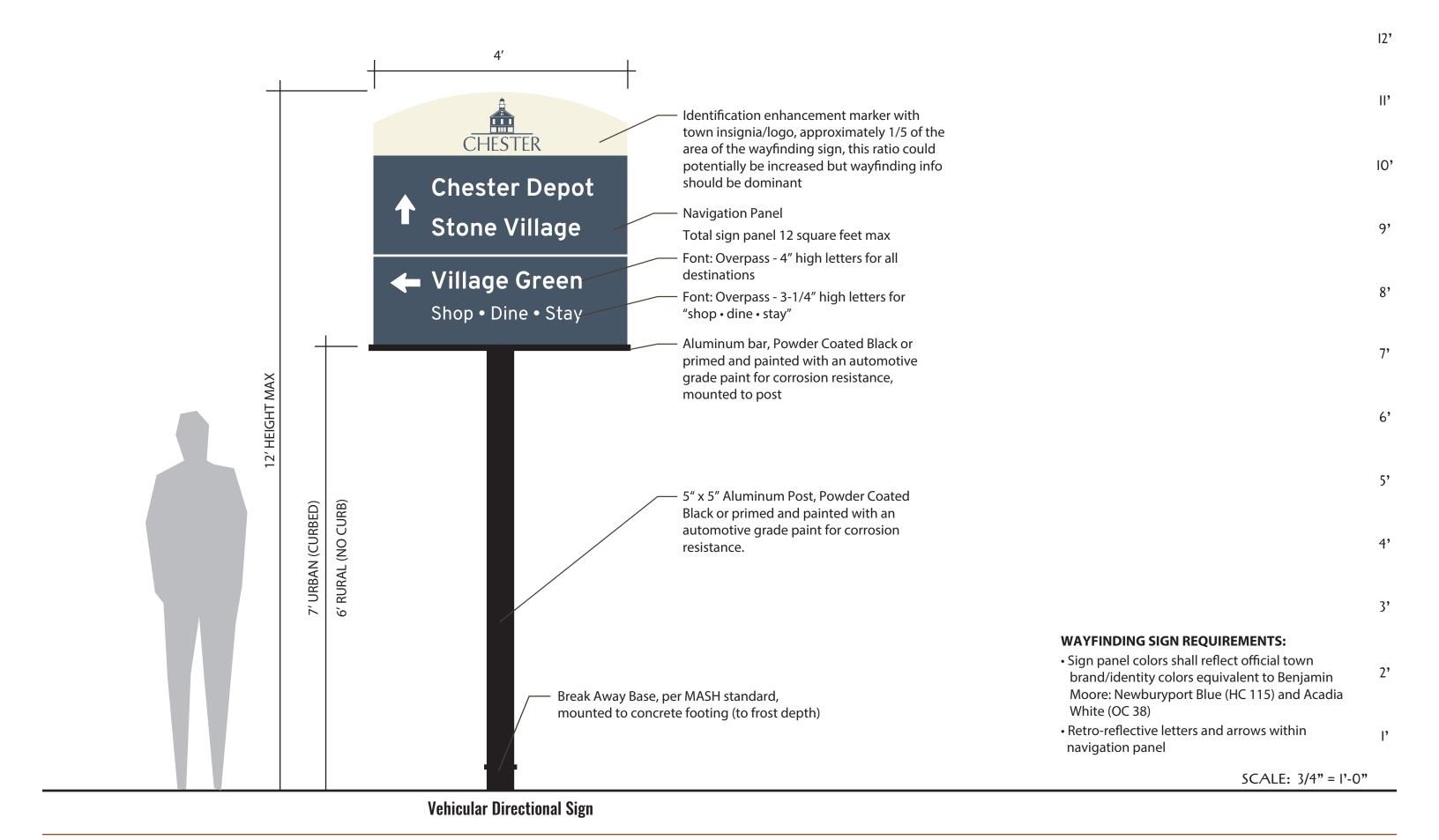




Chester Wayfinding Plan | Sheet 1 - Grafton Street



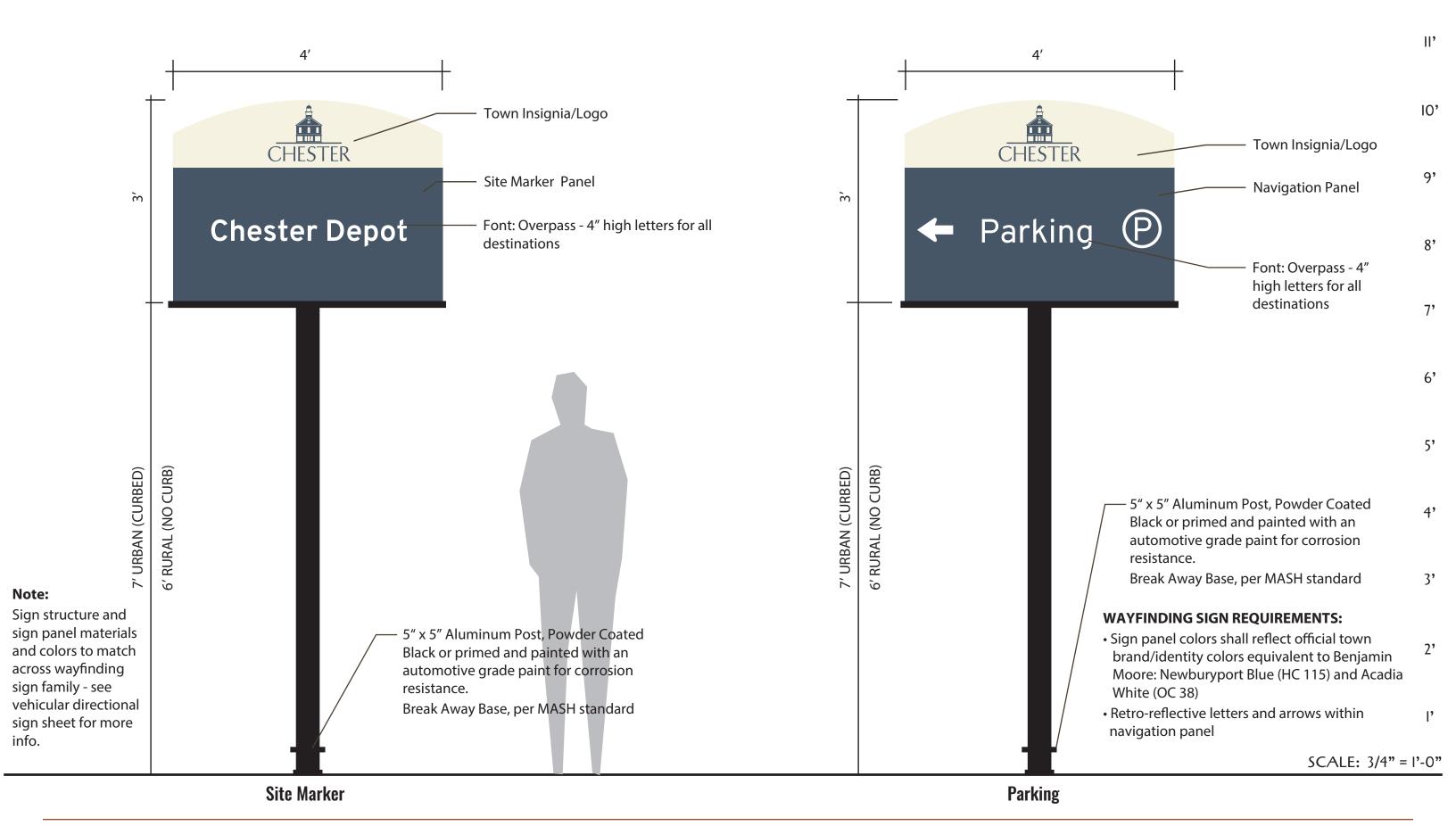




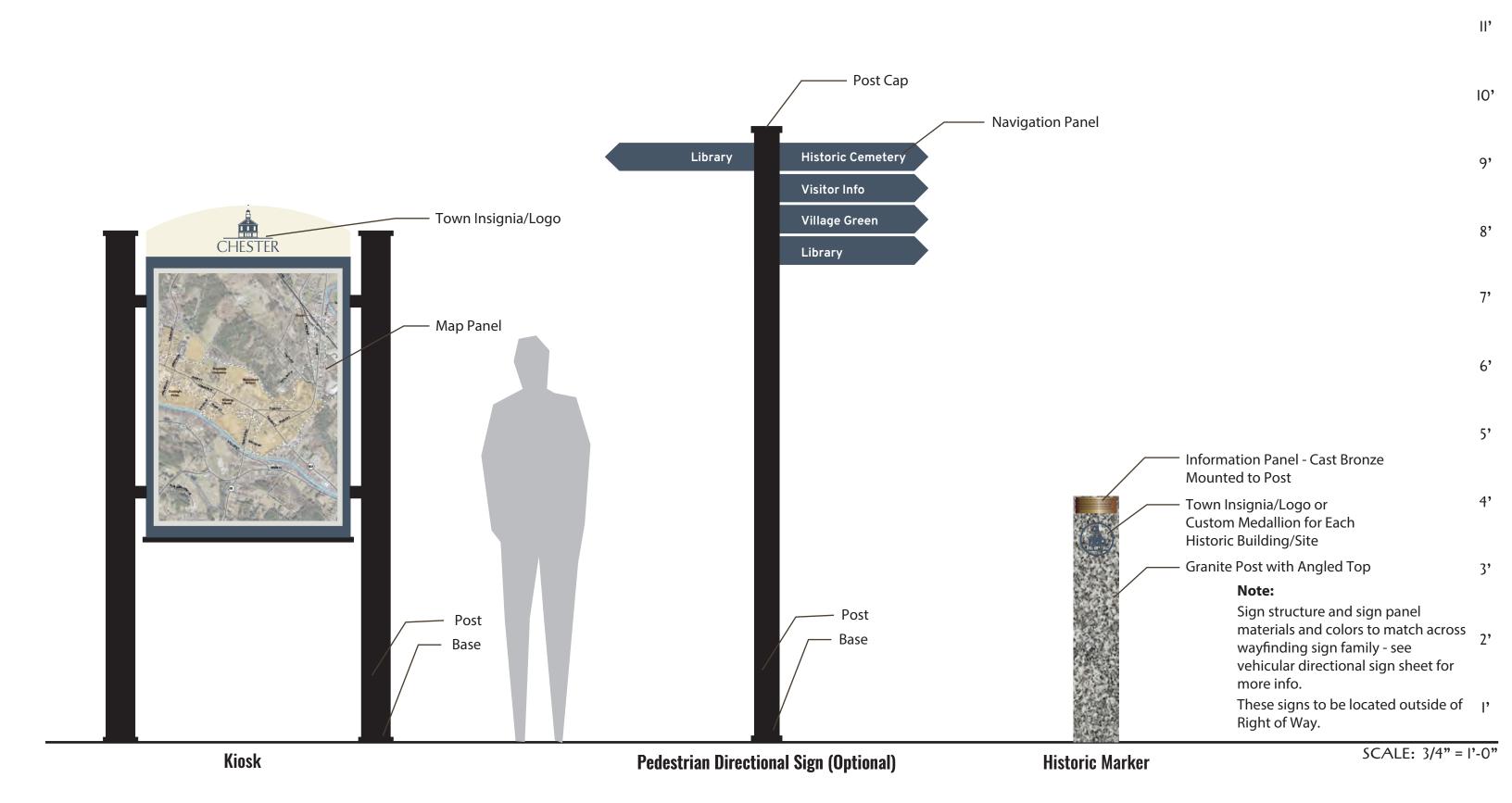


**Village Gateway Sign Front** 

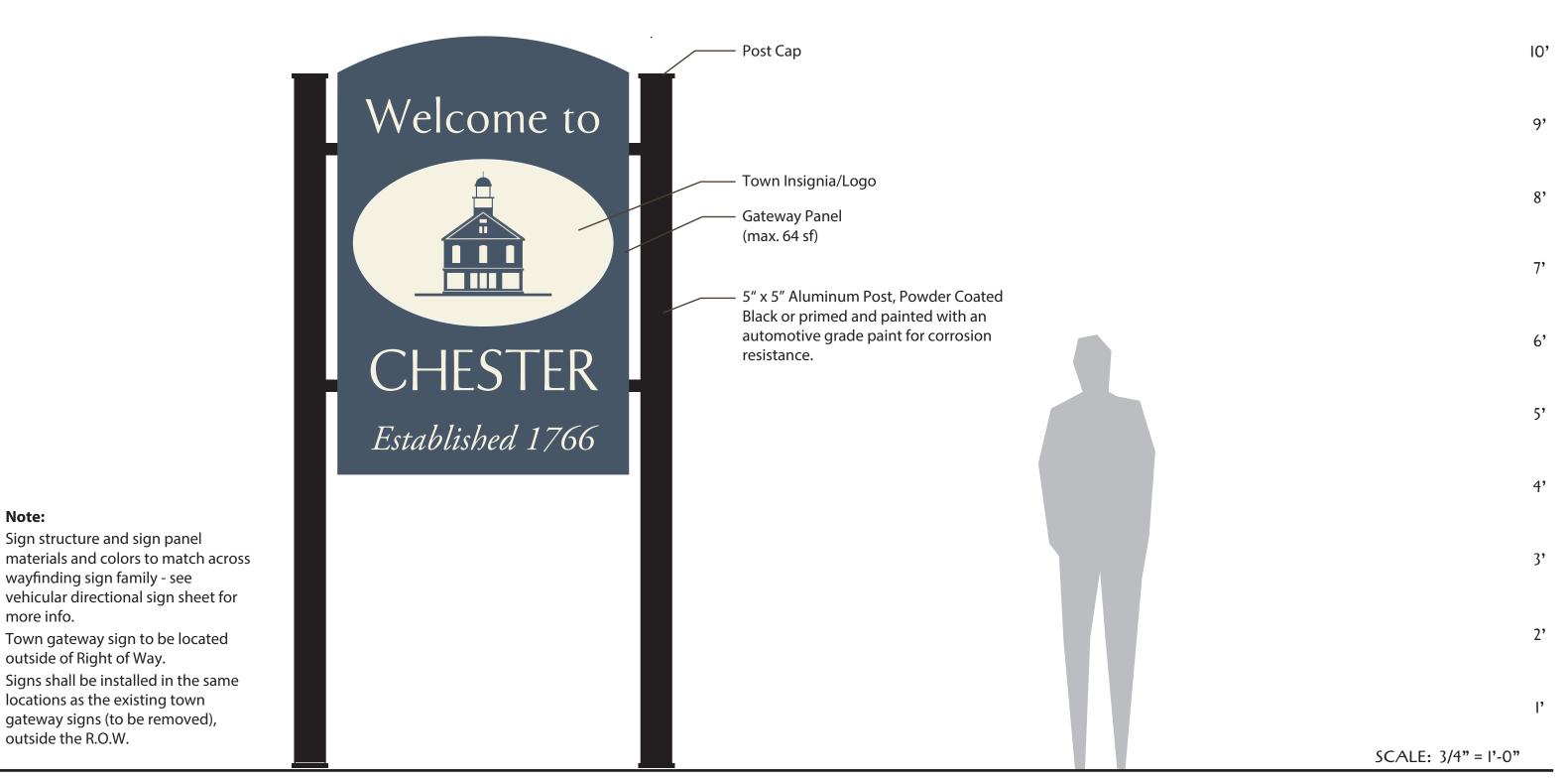
**Village Gateway Sign Back** 



12'



12'



**Town Gateway Sign** 

12'

11'

Note:

more info.

Sign structure and sign panel

wayfinding sign family - see

outside of Right of Way.

outside the R.O.W.

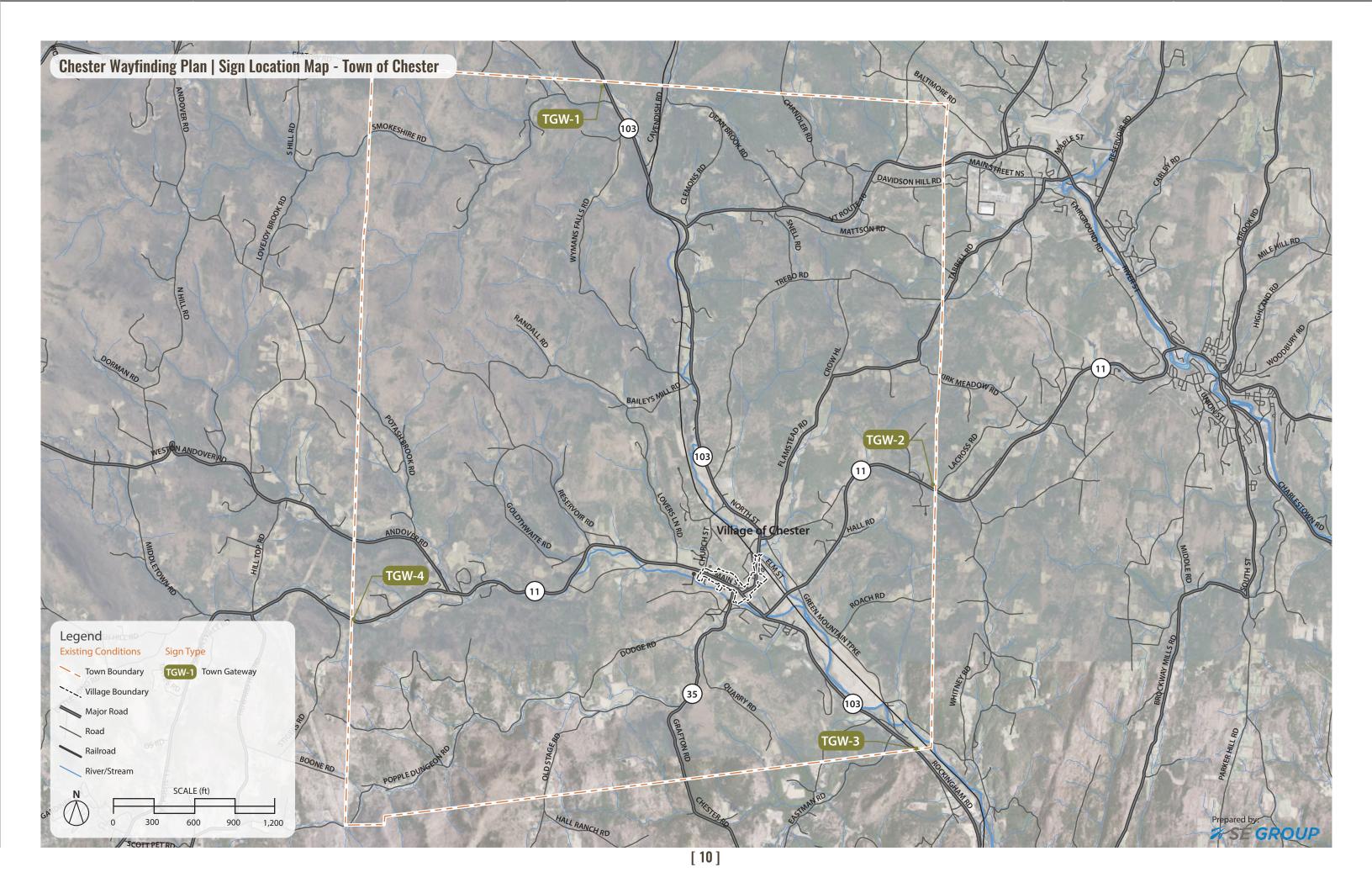
Town gateway sign to be located

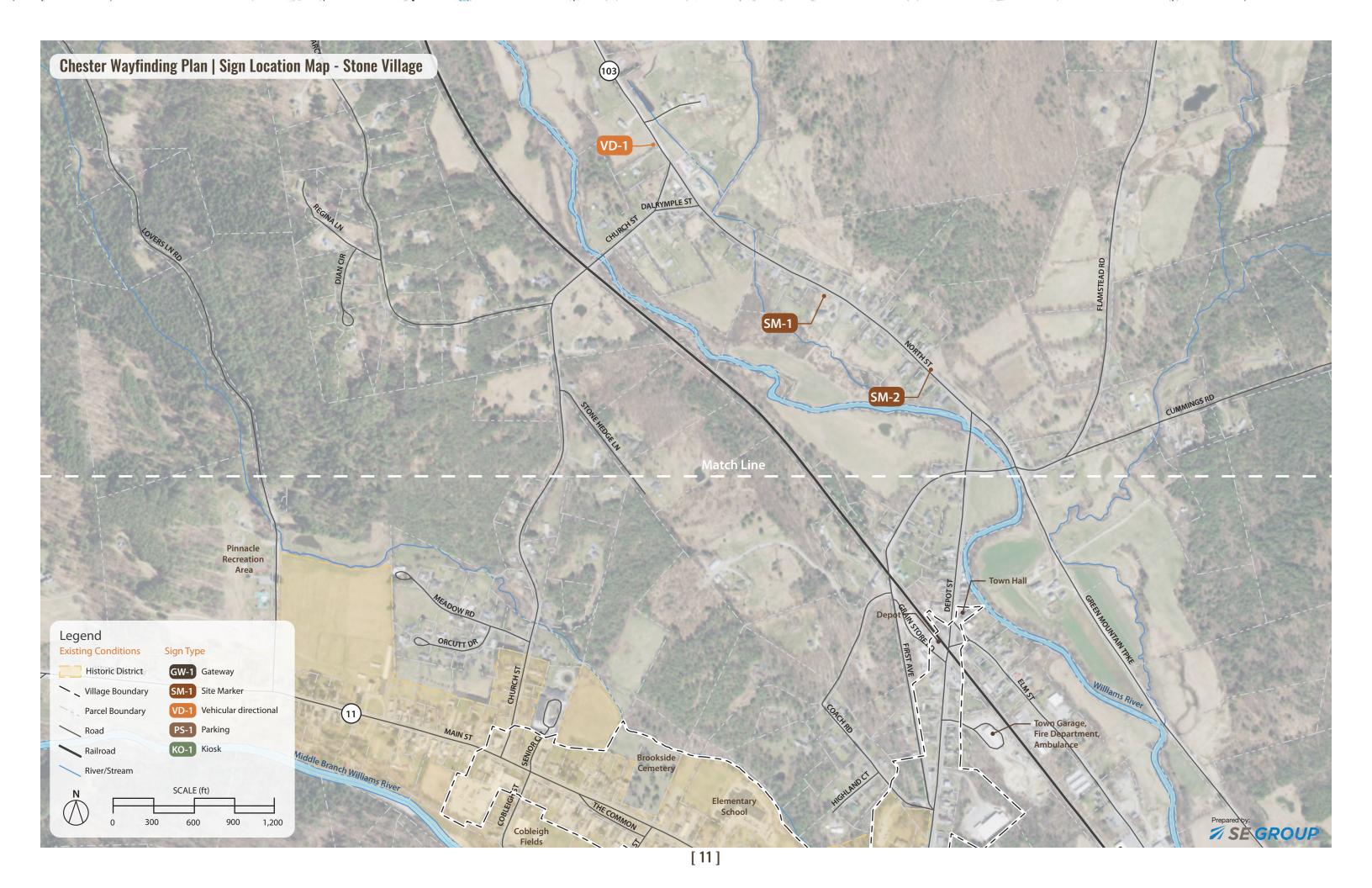
locations as the existing town

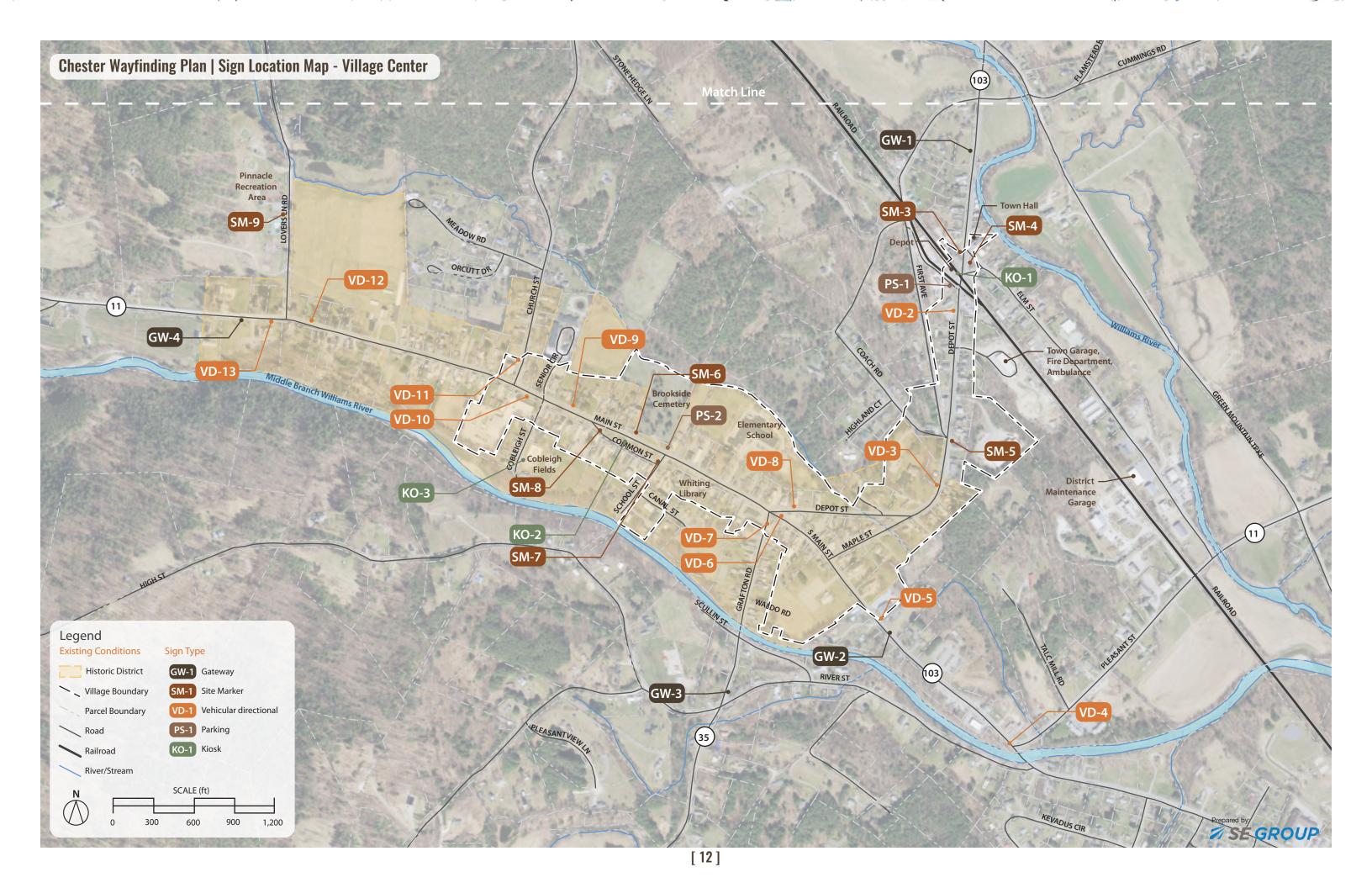
gateway signs (to be removed),

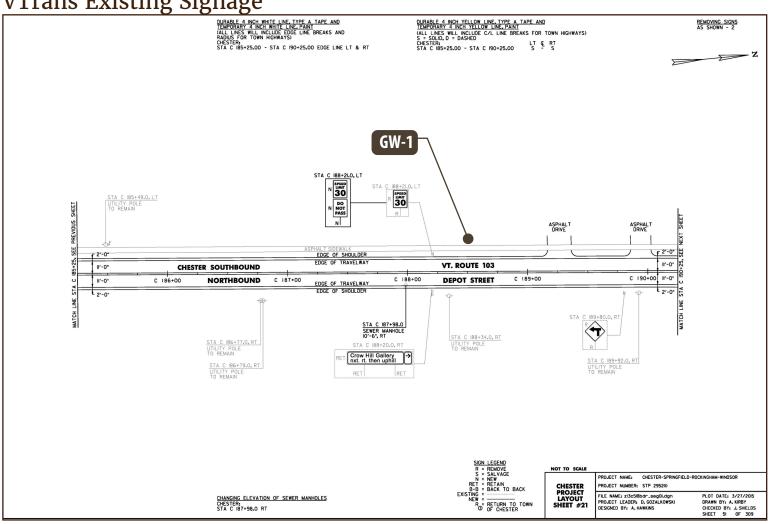










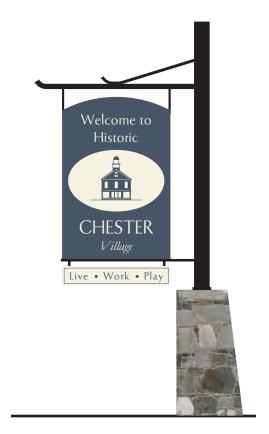


# Site Photos



Approximate Sign Location

# Sign Content



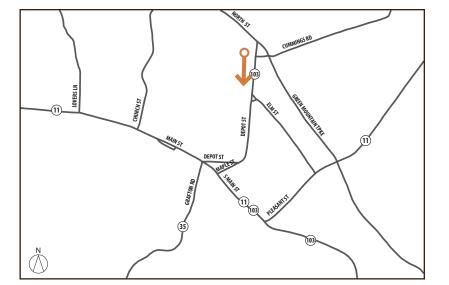
Village Gateway Sign

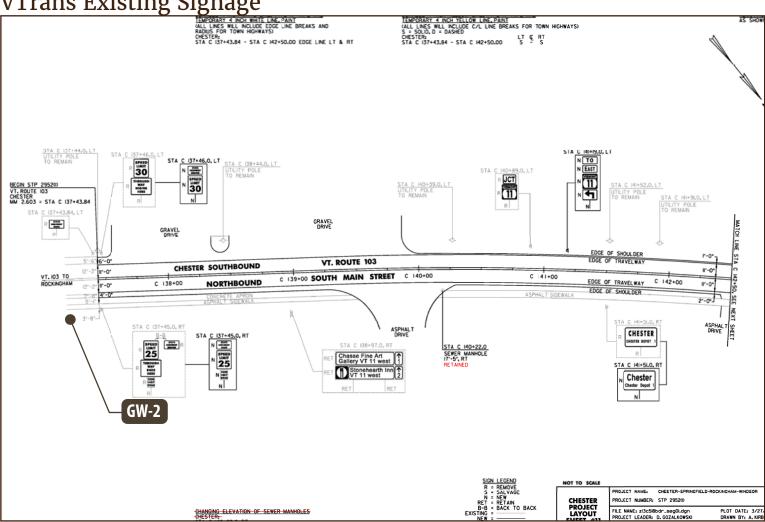
**Route #:** 103

**Street Name:** Depot Street **Direction of Travel:** South **Sign Type:** Village Gateway **Street Speed Limit: 30 MPH** 

**Priority: High** 

Notes: Refer to Sign Parameter sheet - Village Gateway Sign (see page 5 for details), 14' clear zone (from edge of traveled way), Town shall secure easement from landowner prior to sign installation





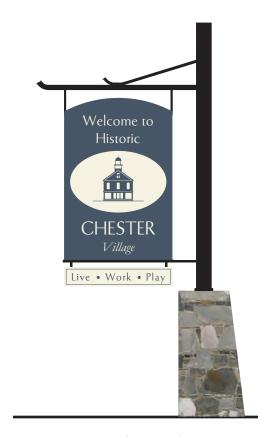
Site Photos



**Chester Wayfinding Plan | Route 103/Main Street** 

Approximate Sign Location

# Sign Content



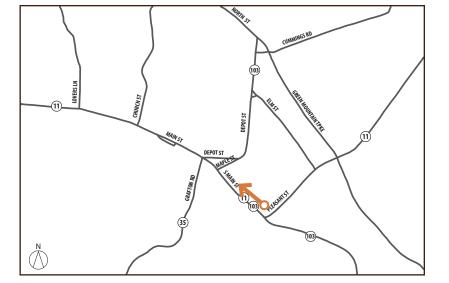
Village Gateway Sign

**Route #:** 103

**Street Name:** Main Street **Direction of Travel: North Sign Type:** Village Gateway **Street Speed Limit: 30 MPH** 

**Priority: High** 

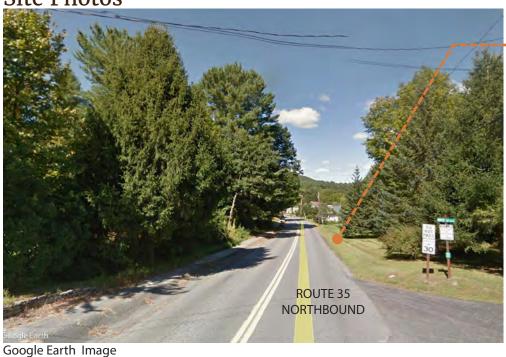
Notes: Remove existing sign and replace, Refer to Sign Parameter sheet - Village Gateway Sign (see page 5 for details), 16' clear zone (from edge of traveled way), Town shall secure easement from landowner prior to sign installation



# Site Map

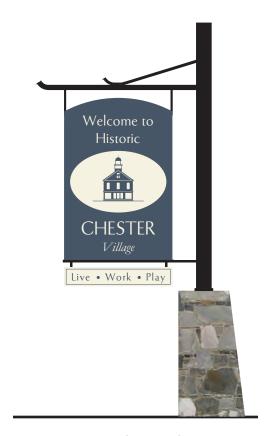


Site Photos



-- Approximate Sign Location

# Sign Content

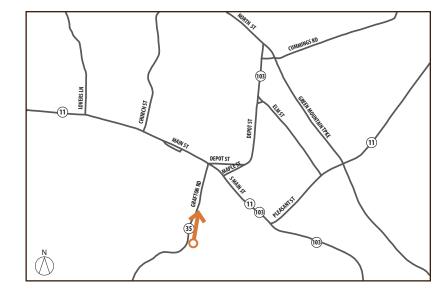


Village Gateway Sign

**Route #:** 35

Street Name: Grafton Street
Direction of Travel: North
Sign Type: Village Gateway
Street Speed Limit: 30 MPH
Priority: Low/Medium

**Notes:** Refer to Sign Parameter sheet - Village Gateway (see page 5 for details), 12' clear zone (from edge of traveled way), Town shall secure easement from landowner prior to sign installation



# Site Map

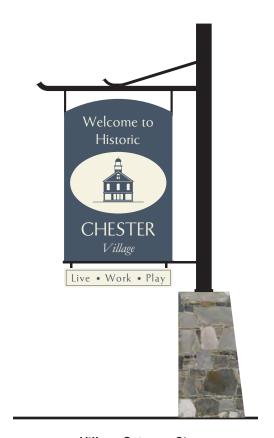


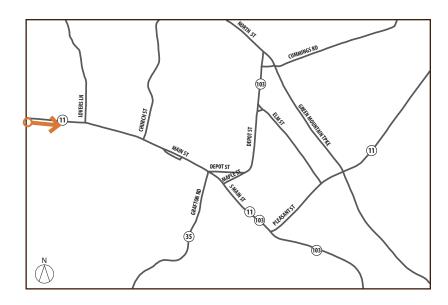
**Site Photos** 



Approximate Sign Location

# Sign Content





Village Gateway Sign

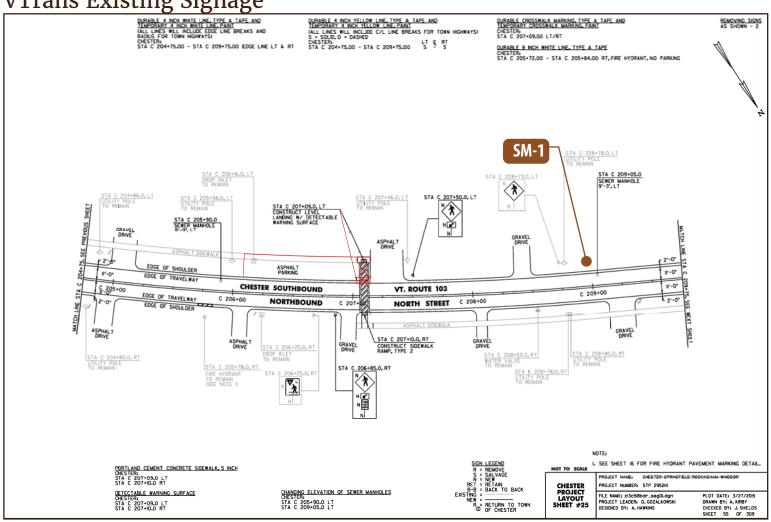
**Route #:** 11

Street Name: Main Street
Direction of Travel: East
Sign Type: Village Gateway
Street Speed Limit: 30 MPH

**Priority: High** 

**Notes:** Refer to Sign Parameter sheet - Village Gateway Sign (see page 5 for details), 14' clear zone (from edge of traveled way), Town shall secure easement from

landowner prior to sign installation



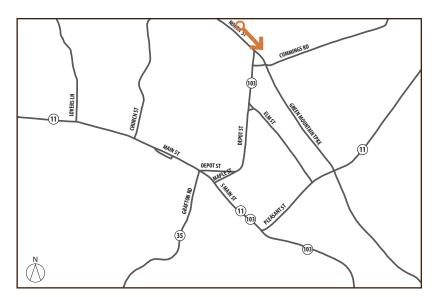
### Site Photos



Approximate Sign Location

# Sign Content





**Route #: 103** 

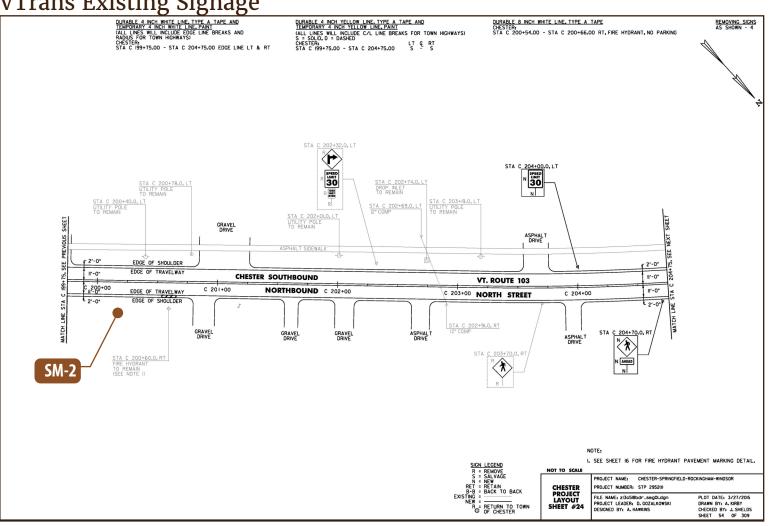
**Street Name:** North Street **Direction of Travel:** South **Sign Type:** Site Marker

**Street Speed Limit: 30 MPH** 

**Priority: Low/Medium** 

**Notes:** Refer to Sign Parameter sheet - Site Marker (see page 6 for details), Sign shall be installed within the highway ROW, in accordance with the horizontal and vertical clearance requirements depicted in VTrans Standard E-121, Standard Sign

Placement - Conventional Road



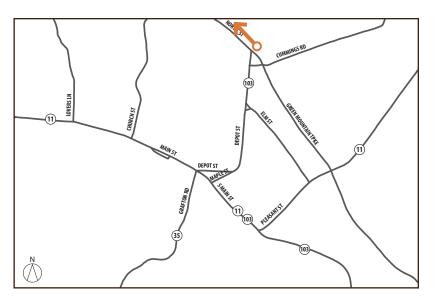
Site Photos



Approximate Sign Location

# Sign Content





**Route #: 103** 

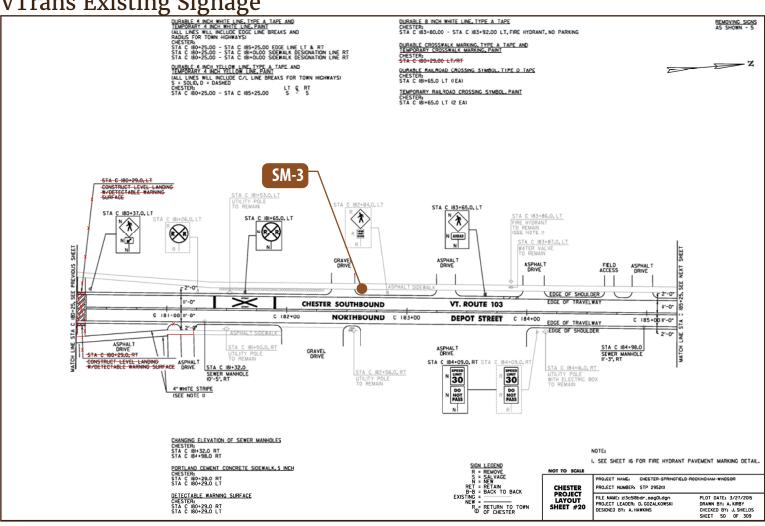
**Street Name:** North Street **Direction of Travel:** North Sign Type: Site Marker

**Street Speed Limit: 30 MPH** 

**Priority: Low/Medium** 

**Notes:** Refer to Sign Parameter sheet - Site Marker (see page 6 for details), Sign shall be installed within the highway ROW, in accordance with the horizontal and vertical clearance requirements depicted in VTrans Standard E-121, Standard Sign

Placement - Conventional Road

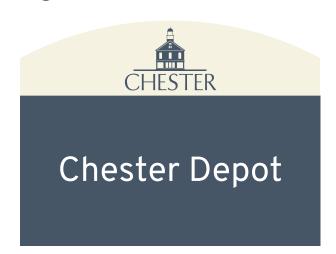


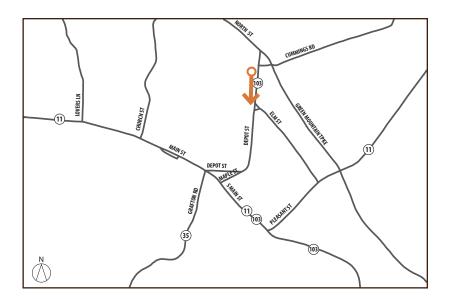
Site Photos



Approximate Sign Location

# Sign Content





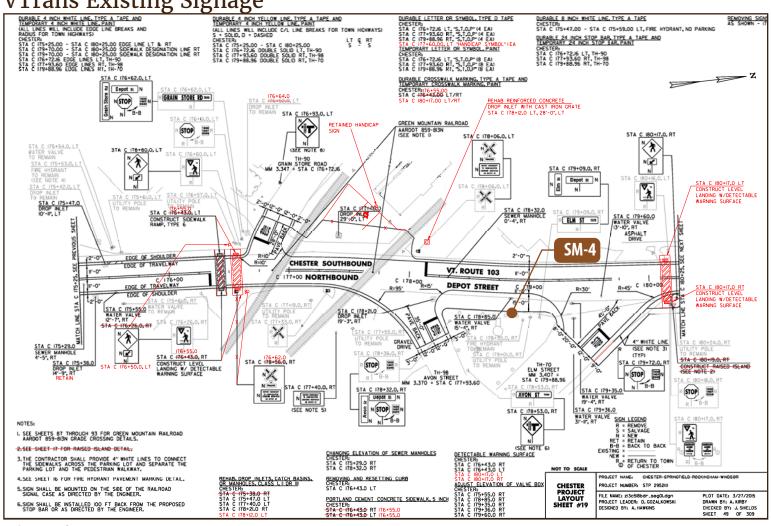
**Route #: 103** 

**Street Name:** Depot Street **Direction of Travel: South** Sign Type: Site Marker

**Street Speed Limit: 30 MPH** 

**Priority: High** 

**Notes:** Remove existing Chester Depot sign located at mile point 4.095 and replace at this location. Refer to Sign Parameter sheet - Site Marker (see page 6 for details), Sign shall be installed within the highway ROW, in accordance with the horizontal and vertical clearance requirements depicted in VTrans Standard E-121, Standard Sign Placement - Conventional Road

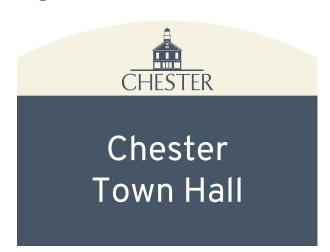


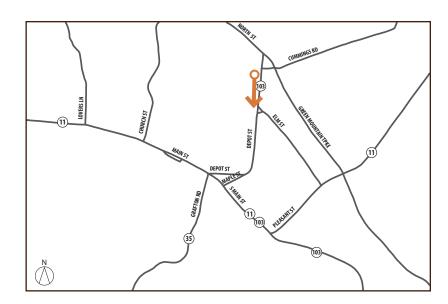
Site Photos



Approximate Sign Location

# Sign Content





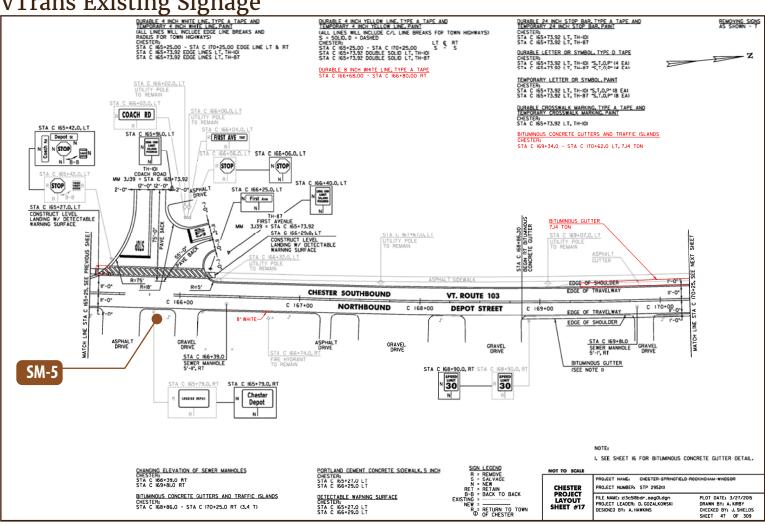
**Route #: 103** 

**Street Name:** Depot Street **Direction of Travel:** North **Sign Type:** Site Marker

**Street Speed Limit: 30 MPH** 

**Priority: Low** 

Notes: Sign to be double sided, Refer to Sign Parameter sheet - Site Marker (see page 6 for details), Sign shall be installed within the highway ROW, in accordance with the horizontal and vertical clearance requirements depicted in VTrans Standard E-121, Standard Sign Placement - Conventional Road

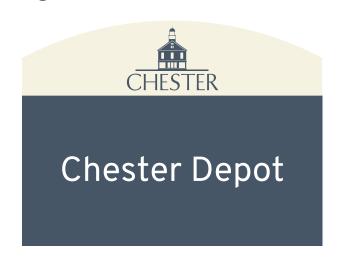


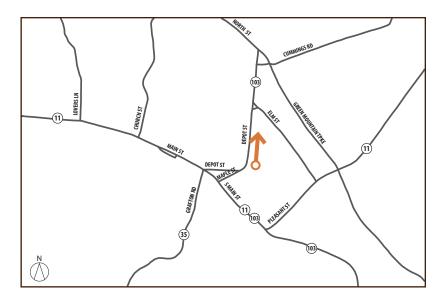
Site Photos



Approximate Sign Location

# Sign Content





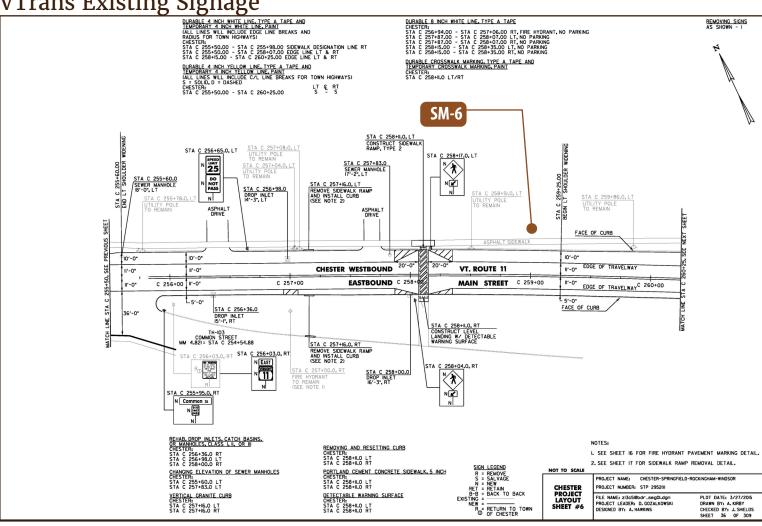
**Route #:** 103

**Street Name:** Depot Street **Direction of Travel:** North Sign Type: Site Marker

**Street Speed Limit: 30 MPH** 

**Priority: High** 

**Notes:** Remove existing Chester Depot sign and replace, Refer to Sign Parameter sheet - Site Marker (see page 6 for details), Sign shall be installed within the highway ROW, in accordance with the horizontal and vertical clearance requirements depicted in VTrans Standard E-121, Standard Sign Placement -**Conventional Road** 



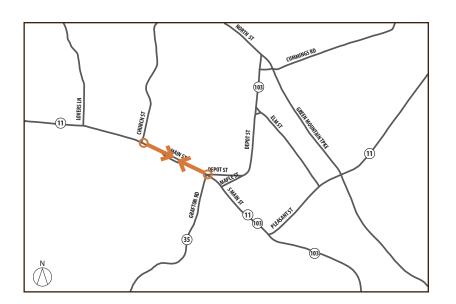
Site Photos



Approximate Sign Location

# Sign Content





**Route #: 11** 

**Street Name:** Main Street/

**Common Street** 

**Direction of Travel:** East/West

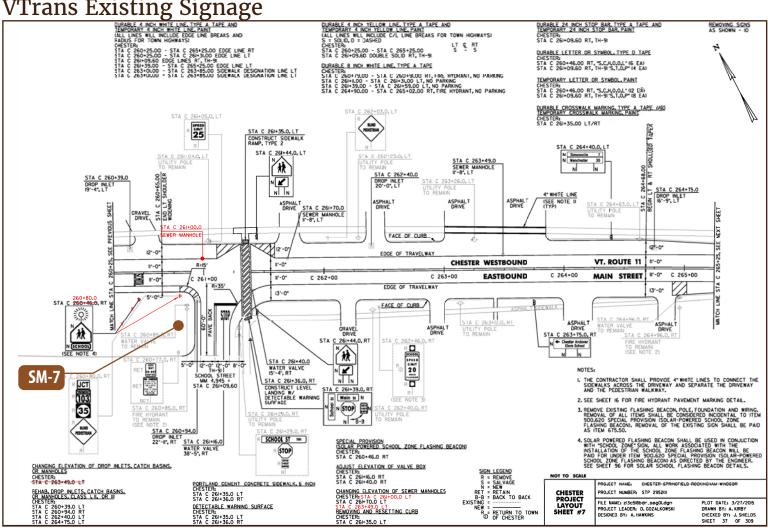
**Sign Type:** Site Marker

**Street Speed Limit: 25 MPH** 

**Priority: High** 

Notes: Remove existing sign and replace, Sign to be double sided, Refer to Sign

Parameter sheet - Site Marker (see page 6 for details)



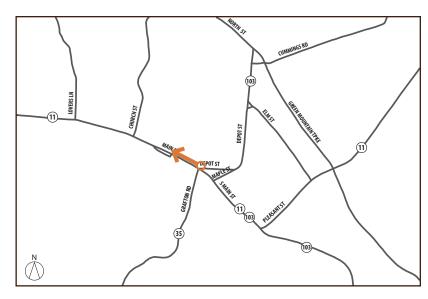
Site Photos



Approximate Sign Location

# Sign Content





**Route #: 11** 

**Street Name:** Main Street/School Street

**Direction of Travel:** West

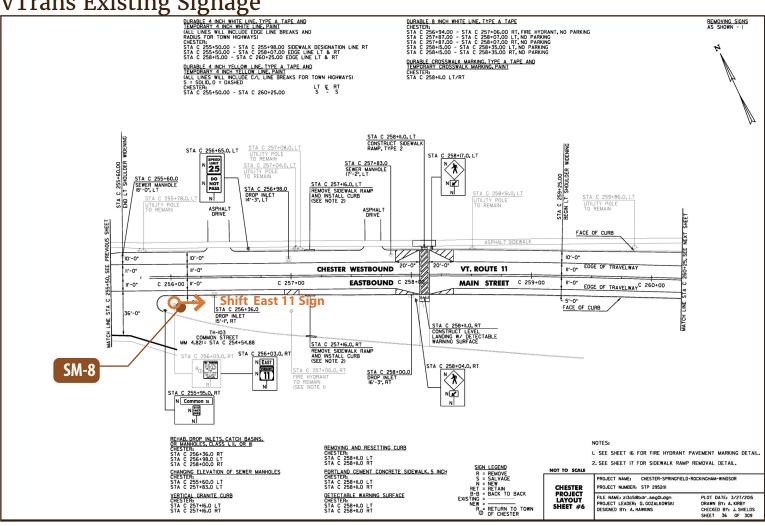
**Sign Type:** Site Marker with Parking Sign

**Street Speed Limit: 25 MPH** 

**Priority: High** 

**Notes:** Refer to Sign Parameter sheet - Site Marker (see page 6 for details), Sign shall be installed within the highway ROW, in accordance with the horizontal and vertical clearance requirements depicted in VTrans Standard E-121, Standard Sign

Placement - Conventional Road

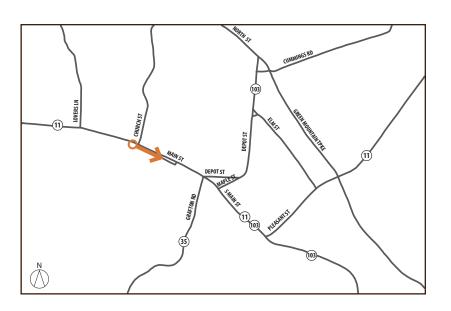


Site Photos



Sign Content





**Route #: 11** 

**Street Name:** Main Street/Common Street

**Direction of Travel:** East

**Sign Type:** Site Marker with Parking Sign

**Street Speed Limit: 25 MPH** 

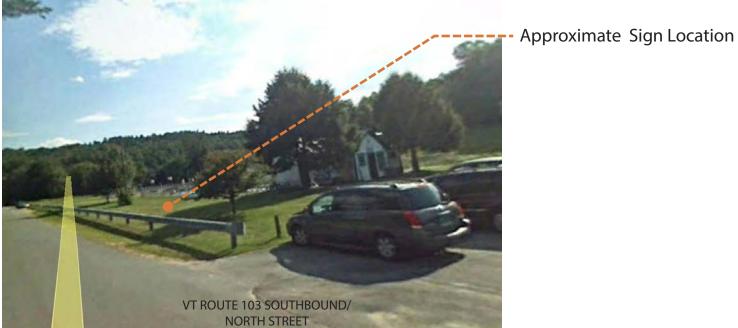
**Priority: High** 

Approximate Sign Location

**Notes:** Locate sign in front of evergreen tree/possibly remove tree to open up sight lines, Relocate EAST VT-11 sign slightly east on the green, Refer to Sign Parameter sheet - Site Marker (see page 6 for details), Sign shall be installed within the highway ROW, in accordance with the horizontal and vertical clearance requirements depicted in VTrans Standard E-121, Standard Sign Placement -**Conventional Road** 



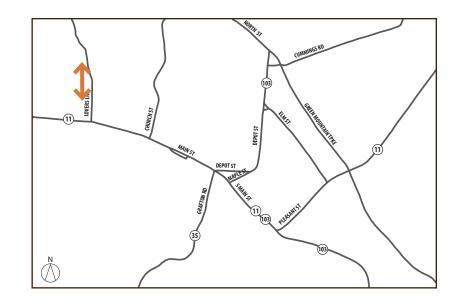
**Site Photos** 



# Sign Content



# Pinnacle Recreation Area



Route #:

**Street Name:** Lovers Lane

**Direction of Travel:** North/South

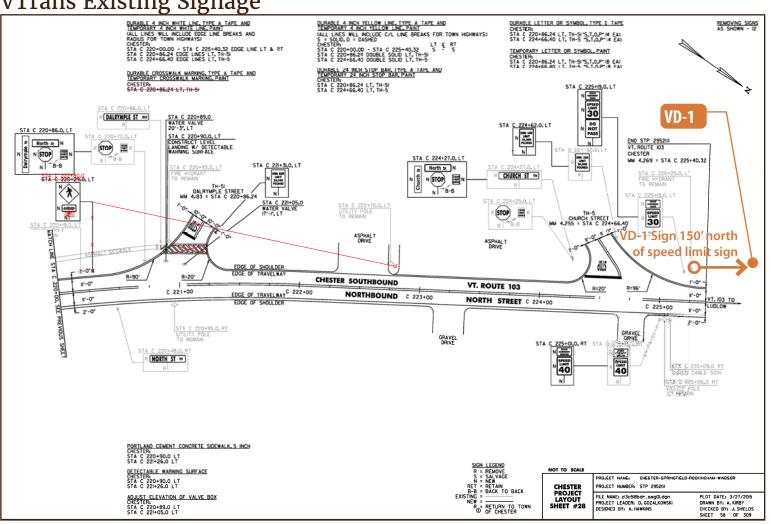
**Sign Type:** Site Marker

**Street Speed Limit:** 25 MPH

**Priority: Low/Medium** 

**Notes:** Outside R.O.W., Refer to Sign Parameter sheet - Site Marker (see page 6 for

details)



### Site Photos

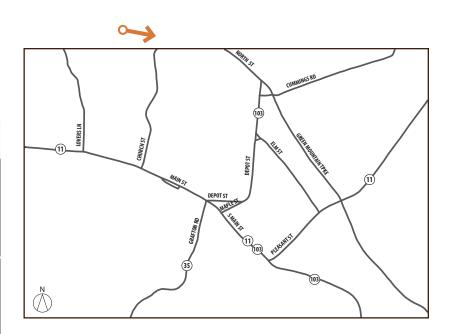


Approximate Sign Location

# Sign Content



Shop · Dine · Stay



**Route #: 103** 

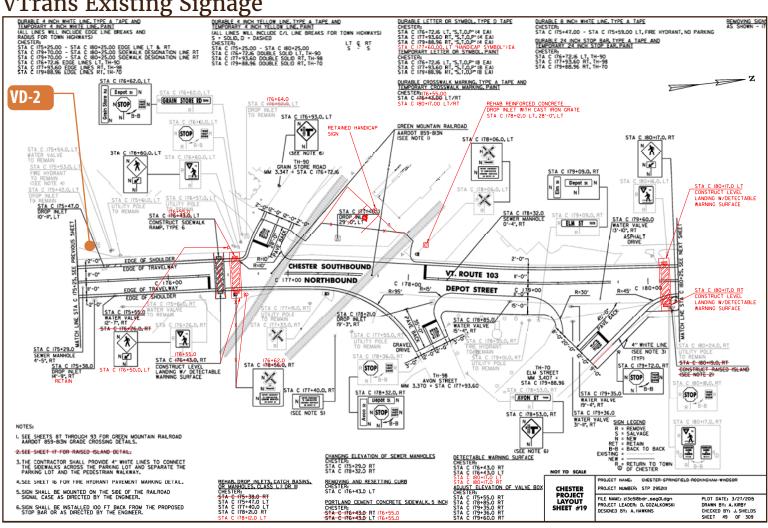
**Street Name:** North Street **Direction of Travel:** South **Sign Type:** Site Marker

**Street Speed Limit: 40 MPH** 

**Priority: Medium** 

**Notes:** Locate sign 150' from existing highway speed limit sign, Refer to Sign Parameter sheet - Vehicular Directional Sign (see page 4 for details), Sign shall be installed within the highway ROW, in accordance with the horizontal and vertical clearance requirements depicted in VTrans Standard E-121, Standard Sign

Placement - Conventional Road



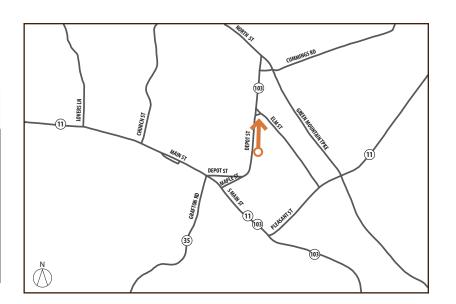
Site Photos



Approximate Sign Location

Sign Content





**Route #: 103** 

**Street Name:** Depot Street **Direction of Travel: North** 

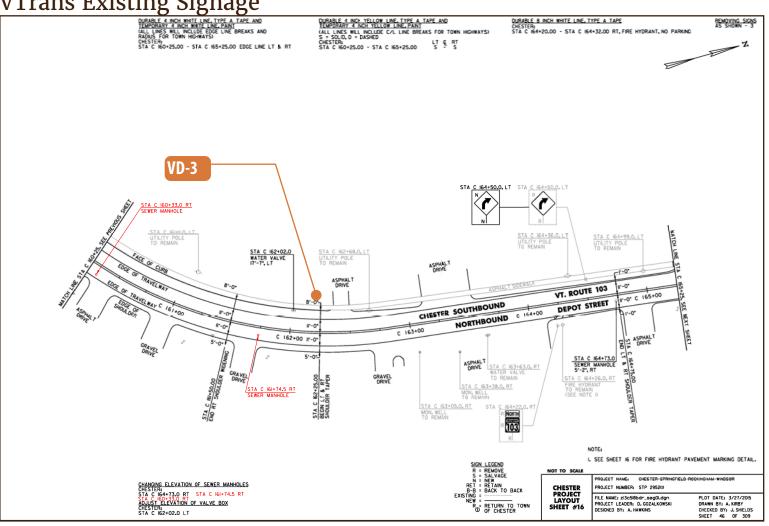
Sign Type: Vehicular Directional

with Parking Sign

**Street Speed Limit: 30 MPH** 

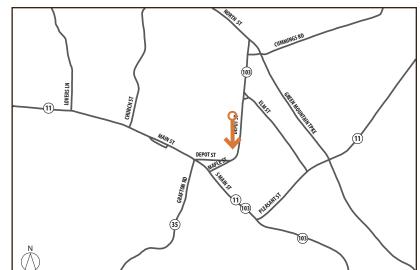
**Priority: Medium/High** 

Notes: Refer to Sign Parameter sheet - Vehicular Directional Sign (see page 4 for details), Sign shall be installed within the highway ROW, in accordance with the horizontal and vertical clearance requirements depicted in VTrans Standard E-121, Standard Sign Placement - Conventional Road



Sign Content





**Route #: 103** 

**Street Name:** Depot Street **Direction of Travel: South** 

**Sign Type:** Vehicular Directional **Street Speed Limit:** 30 MPH

**Priority: High** 

**Notes:** Refer to Sign Parameter sheet - Vehicular Directional Sign (see page 4 for details), Sign shall be installed within the highway ROW, in accordance with the horizontal and vertical clearance requirements depicted in VTrans Standard E-121, Standard Sign Placement - Conventional Road



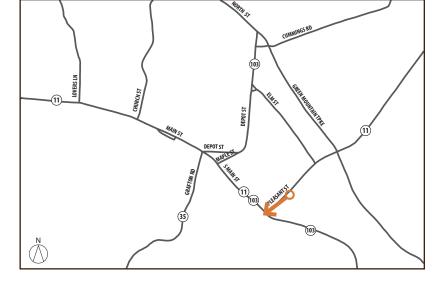






Sign Content





**Route #:** 11

**Street Name:** Pleasant Street **Direction of Travel:** West

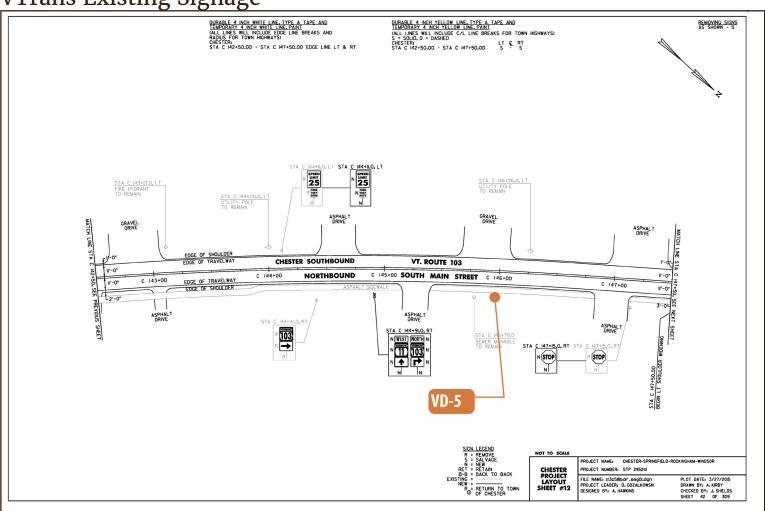
Stone Village

**Sign Type:** Vehicular Directional **Street Speed Limit:** 30 MPH

**Priority: Low** 

Approximate Sign Location

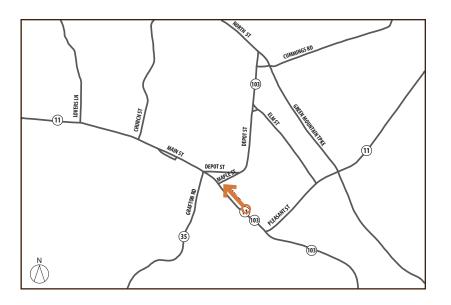
**Notes:** Refer to Sign Parameter sheet - Vehicular Directional Sign (see page 4 for details), Sign shall be installed within the highway ROW, in accordance with the horizontal and vertical clearance requirements depicted in VTrans Standard E-121, Standard Sign Placement - Conventional Road





# Sign Content





**Route #:** 103/11

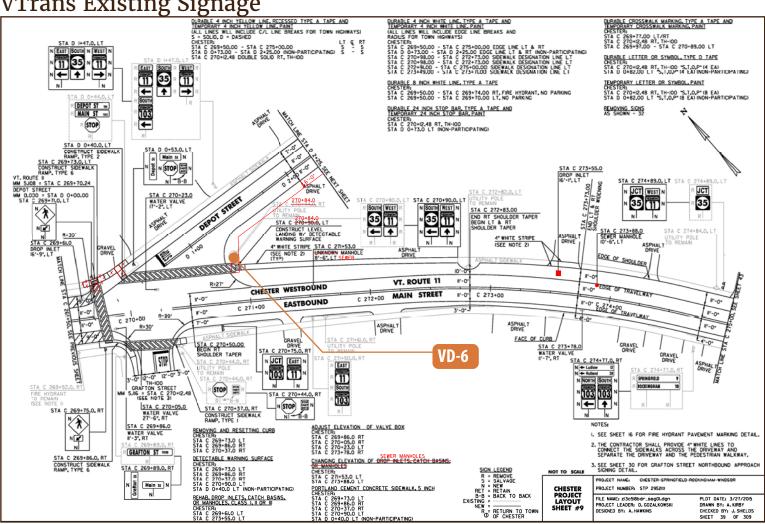
**Street Name:** Main Street **Direction of Travel:** North

**Sign Type:** Vehicular Directional **Street Speed Limit:** 35 MPH

Stone Village

**Priority: High** 

**Notes:** Refer to Sign Parameter sheet - Vehicular Directional Sign (see page 4 for details), Sign shall be installed within the highway ROW, in accordance with the horizontal and vertical clearance requirements depicted in VTrans Standard E-121, Standard Sign Placement - Conventional Road

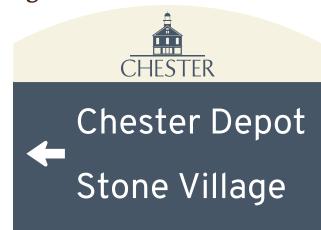


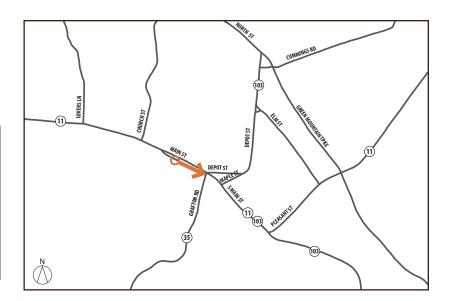
Site Photos



Approximate Sign Location

Sign Content





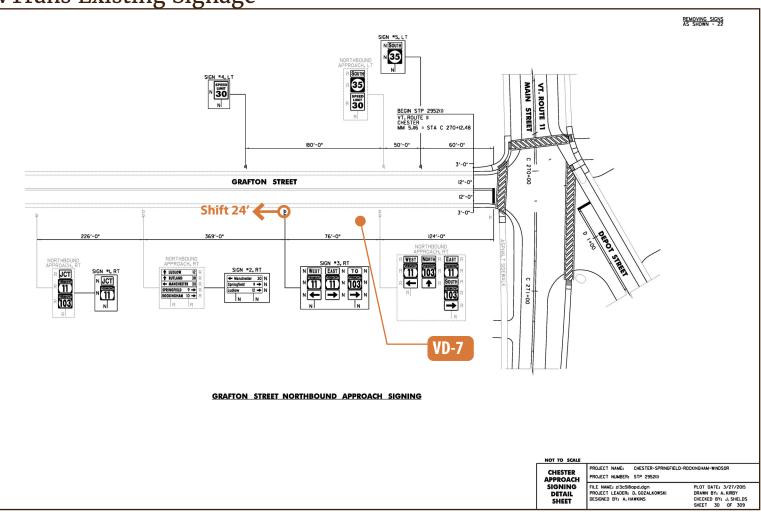
**Route #: 11** 

**Street Name:** Main Street **Direction of Travel:** East

**Sign Type:** Vehicular Directional **Street Speed Limit: 25 MPH** 

**Priority: Low** 

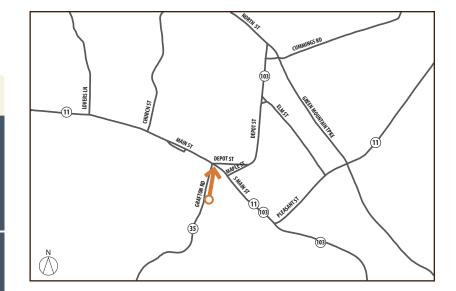
Notes: Mount sign on utility pole if permissible by utility company, Refer to Sign Parameter sheet - Vehicular Directional Sign (see page 4 for details), Sign shall be installed within the highway ROW, in accordance with the horizontal and vertical clearance requirements depicted in VTrans Standard E-121, Standard Sign Placement - Conventional Road



Sign Content



- Chester Depot
  Stone Village
- ★ Village Green
   Shop · Dine · Stay



**Route #:** 35

Street Name: Grafton Street
Direction of Travel: North
Sign Type: Vehicular Directional
Street Speed Limit: 35 MPH

**Priority: Medium** 

**Notes:** Refer to Sign Parameter sheet - Vehicular Directional Sign (see page 4 for details), Sign shall be installed within the highway ROW, in accordance with the horizontal and vertical clearance requirements depicted in VTrans Standard E-121, Standard Sign Placement - Conventional Road

Site Photos

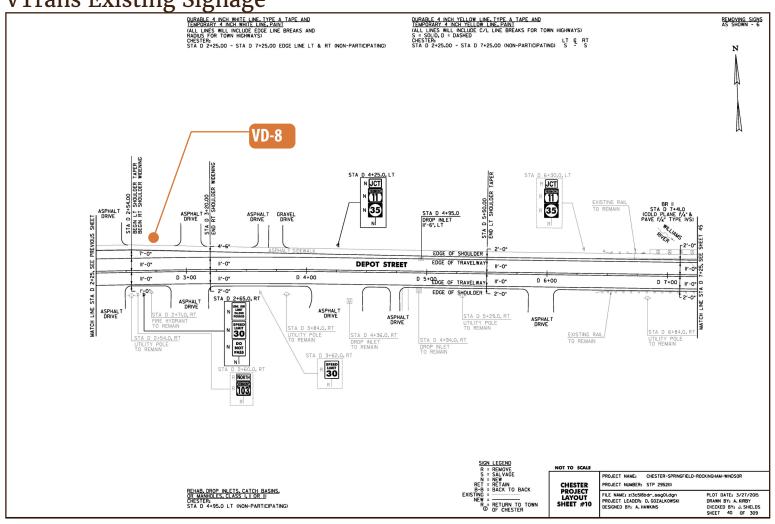






Approximate Sign Location -----





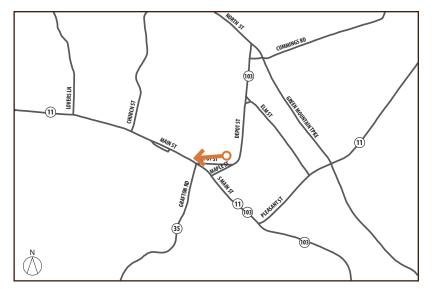
Sign Content



Route #:

**Street Name:** Depot Street **Direction of Travel:** South **Sign Type:** Vehicular Directional **Street Speed Limit: 35 MPH** 

**Priority: Low/ Medium** 



Notes: Refer to Sign Parameter sheet -Vehicular Directional Sign (see page 4 for details), Sign shall be installed within the highway ROW, in accordance with the horizontal and vertical clearance requirements depicted in VTrans Standard

E-121, Standard Sign Placement -**Conventional Road** 

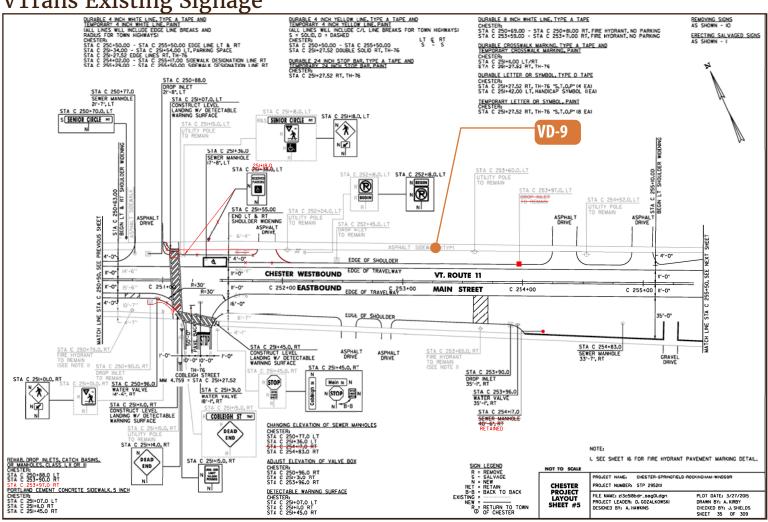
Site Photos





--- Approximate Sign Location





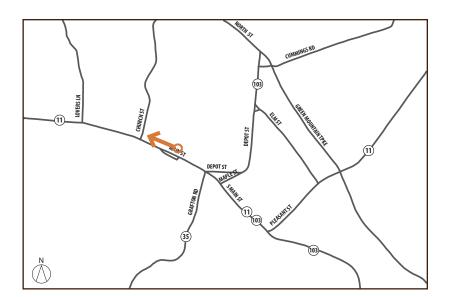
Site Photos



Approximate Sign Location

Sign Content





**Route #: 11** 

**Street Name:** Main Street **Direction of Travel:** West

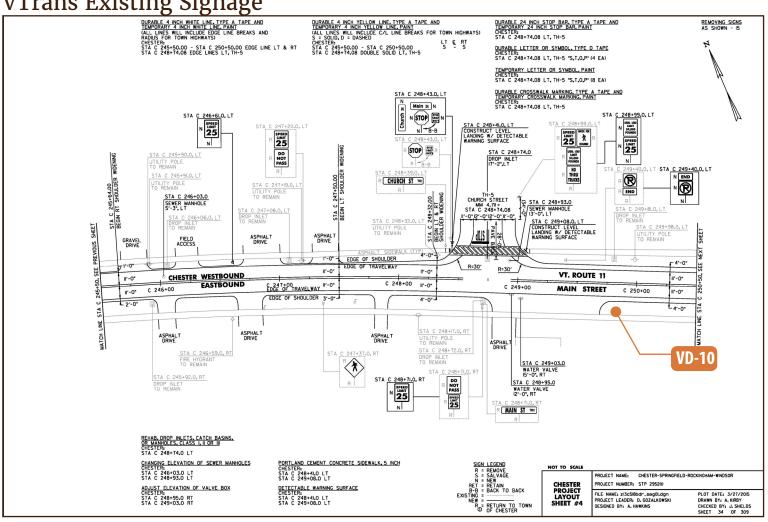
**Sign Type:** Vehicular Directional with

Parking Sign

**Street Speed Limit: 25 MPH** 

**Priority:** Concurrent with parking project

**Notes:** Parking sign only required once parking lot is constructed. Refer to Sign Parameter sheet - Vehicular Directional Sign (see page 4 for details), Sign shall be installed within the highway ROW, in accordance with the horizontal and vertical clearance requirements depicted in VTrans Standard E-121, Standard Sign Placement - Conventional Road



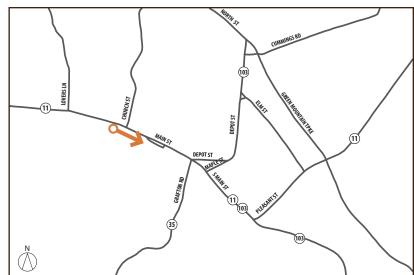
Site Photos



Approximate Sign Location

Sign Content





**Route #: 11** 

**Street Name:** Main Street **Direction of Travel:** East

**Sign Type:** Vehicular Directional with

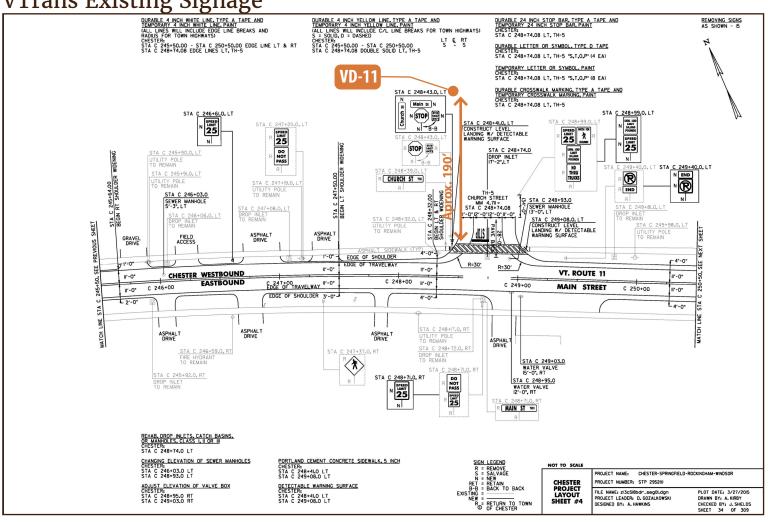
Parking Sign

**Street Speed Limit: 25 MPH** 

**Priority:** Concurrent with parking project

Notes: Parking sign only required once parking lot is constructed. Refer to Sign Parameter sheet - Vehicular Directional Sign (see page 4 for details), Sign shall be installed within the highway ROW, in accordance with the horizontal and vertical clearance requirements depicted in VTrans Standard E-121, Standard Sign

Placement - Conventional Road



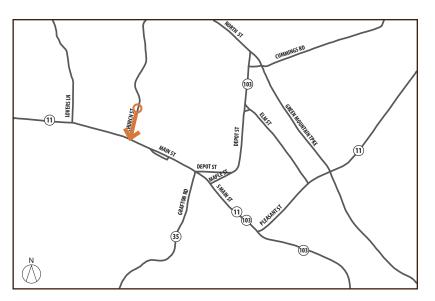
### Site Photos



Approximate Sign Location

# Sign Content





Route #:

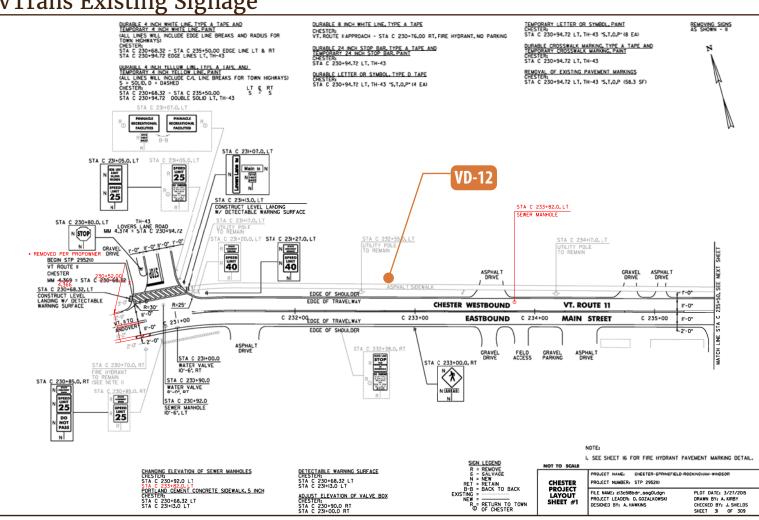
**Street Name:** Church Street **Direction of Travel:** South

**Sign Type:** Vehicular Directional **Street Speed Limit:** 25 MPH

**Priority: Low/Medium** 

**Notes:** Refer to Sign Parameter sheet - Vehicular Directional Sign (see page 4 for details), Sign shall be installed within the highway ROW, in accordance with the horizontal and vertical clearance requirements depicted in VTrans Standard E-121, Standard Sign Placement - Conventional Road





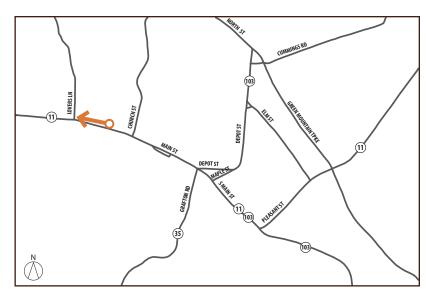
# Site Photos



Approximate Sign Location

# Sign Content





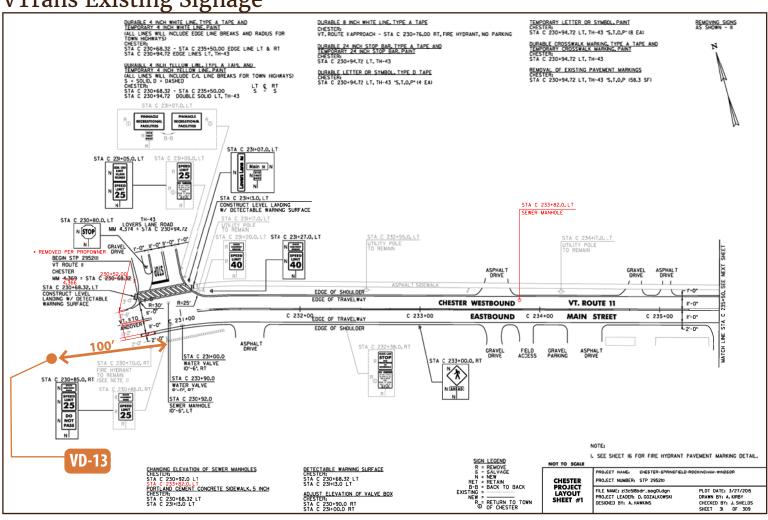
**Route #: 11** 

Street Name: Main street **Direction of Travel:** West

Sign Type: Vehicular Directional **Street Speed Limit: 25 MPH** 

**Priority: Low** 

Notes: Refer to Sign Parameter sheet - Vehicular Directional Sign (see page 4 for details), Sign shall be installed within the highway ROW, in accordance with the horizontal and vertical clearance requirements depicted in VTrans Standard E-121, Standard Sign Placement - Conventional Road

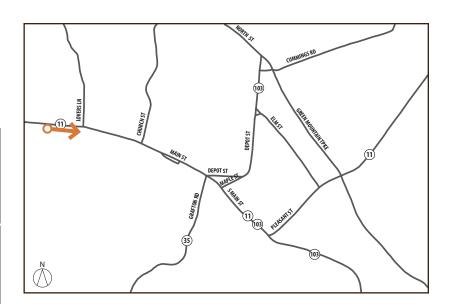


### Site Photos



Sign Content





**Route #:** 11

**Street Name:** Main street **Direction of Travel:** East

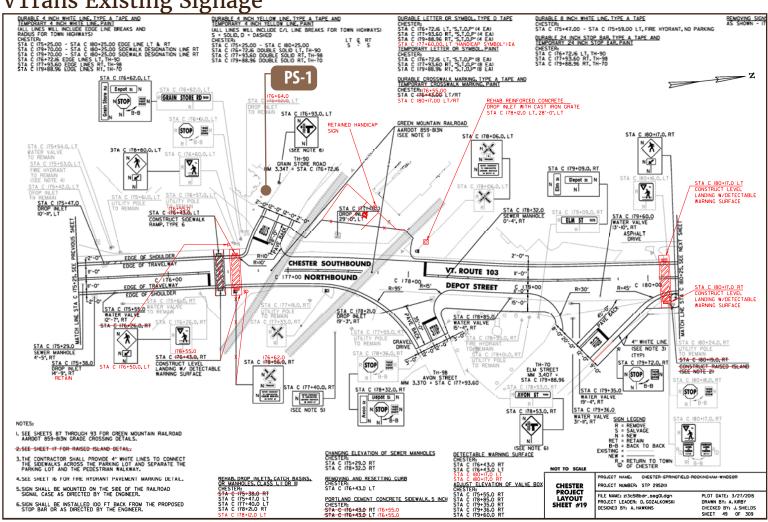
Area

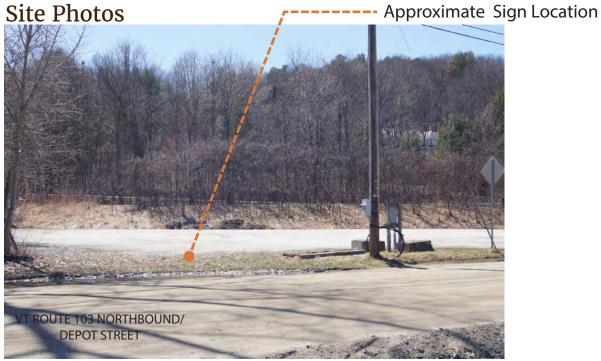
**Sign Type:** Vehicular Directional **Street Speed Limit:** 40 MPH

**Priority: Medium** 

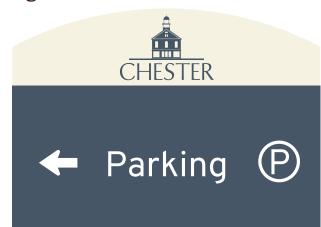
**Notes:** Refer to Sign Parameter sheet - Vehicular Directional Sign (see page 4 for details), Sign shall be installed within the highway ROW, in accordance with the horizontal and vertical clearance requirements depicted in VTrans Standard E-121, Standard Sign Placement - Conventional Road

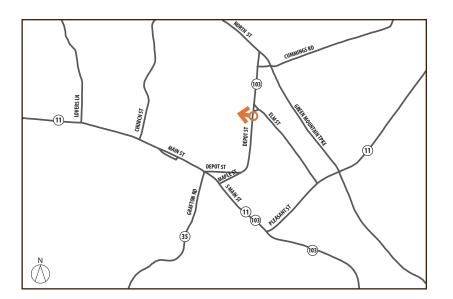
Approximate Sign Location





# Sign Content



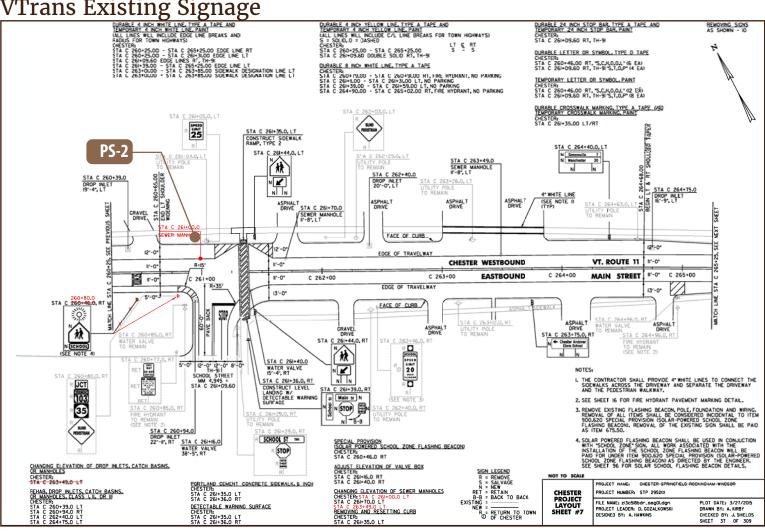


**Route #: 103** 

**Street Name:** Railroad Ave **Direction of Travel:** West **Sign Type:** Parking Sign **Street Speed Limit: 30 MPH** 

**Priority: Low** 

**Notes:** Refer to Sign Parameter sheet - Parking Sign (see page 6 for details), Sign shall be installed within the highway ROW, in accordance with the horizontal and vertical clearance requirements depicted in VTrans Standard E-121, Standard Sign Placement - Conventional Road



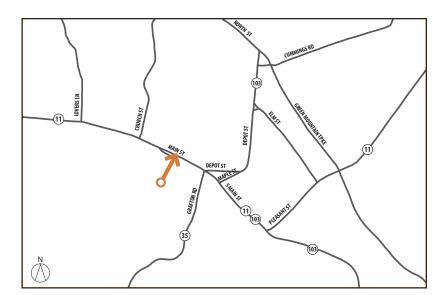
Site Photos



Approximate Sign Location

# Sign Content





Route #:

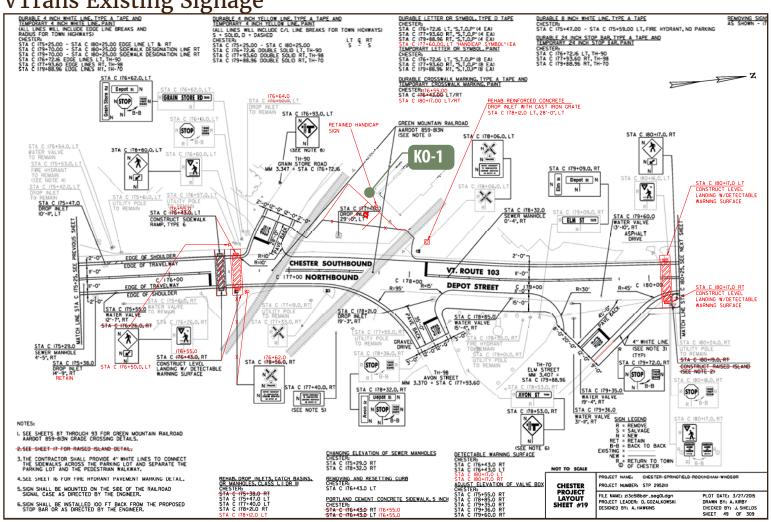
**Street Name:** Main Street/School

Street

**Direction of Travel:** North Sign Type: Parking Sign **Street Speed Limit: 25 MPH** 

**Priority: Medium** 

Notes: Refer to Sign Parameter sheet - Parking Sign (see page 6 for details), Sign shall be installed within the highway ROW, in accordance with the horizontal and vertical clearance requirements depicted in VTrans Standard E-121, Standard Sign Placement - Conventional Road

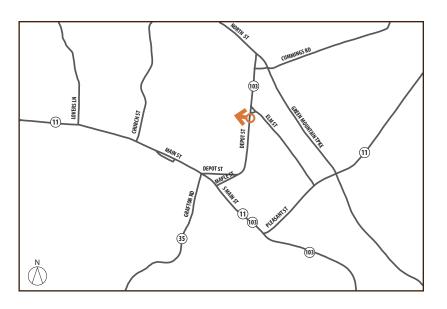


Site Photos ———— Approximate Kiosk Location



# Sign Content





**Route #:** 103

**Street Name:** Railroad Ave **Direction of Travel:** West

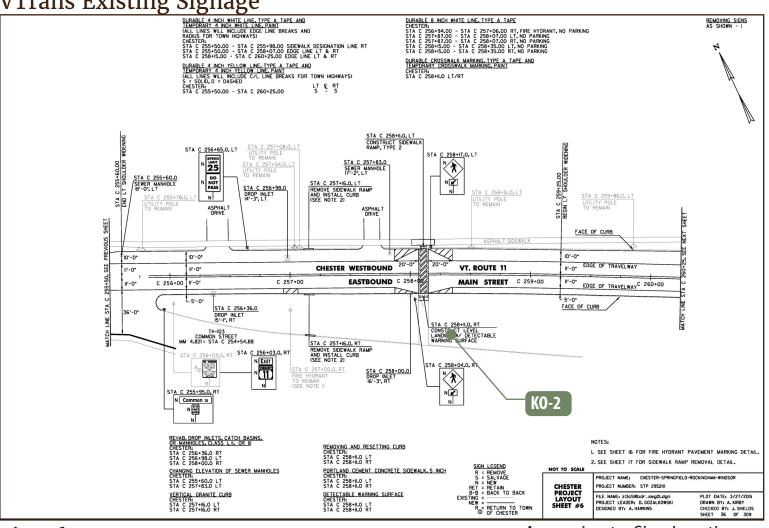
**Sign Type:** Parking Sign and Kiosk

**Street Speed Limit:** 30 MPH

**Priority: Medium** 

**Notes:** Refer to Sign Parameter sheet - Kiosk (see page 7 for details), coordinate

with Green Mountain Railroad for placement



# Sign Content



Route #:

**Street Name:** Common Street

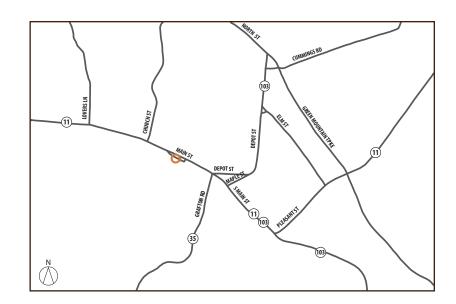
**Direction of Travel:** 

**Sign Type:** Pedestrian Directional

Kiosk with map

**Street Speed Limit: 25 MPH** 

**Priority: Medium** 



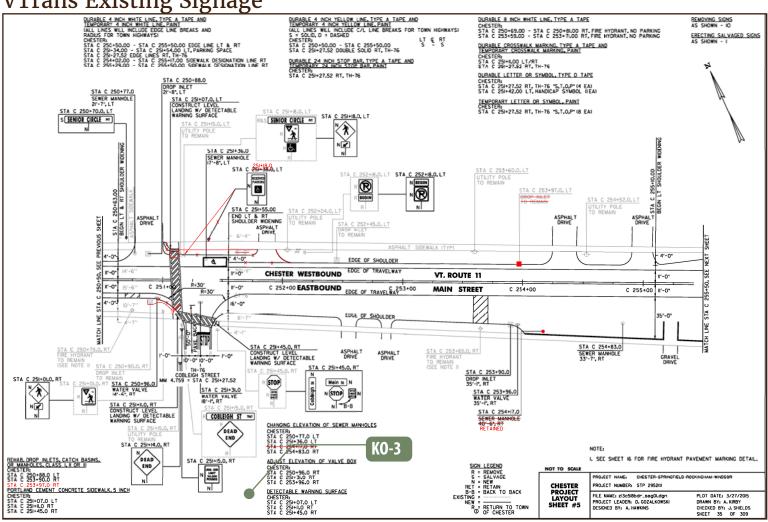
**Notes:** Refer to Sign Parameter sheet - Kiosk (see page 7 for details),









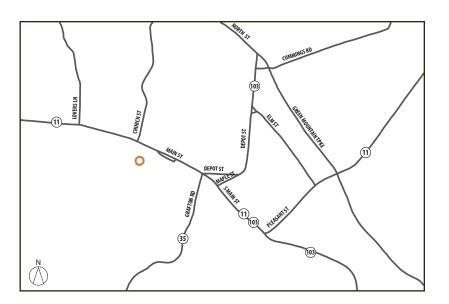


Site Photos - Approximate Sign Location - Kiosk



# Sign Content





Route #:

**Street Name:** Cobleigh **Direction of Travel:** South

Sign Type: Kiosk

**Street Speed Limit: 25 MPH** 

**Priority:** Medium, Concurrent with

parking lot project

**Notes:** Kiosk only required once parking lot is constructed, Refer to Sign Parameter

sheet - Kiosk (see page 7 for details)