



TOWN OF CHESTER

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April 26, 2021

Mr. John Kessler
Travel Information Council
Agency of Commerce & Community Development
Sent via email: john.kessler@vermont.gov

Ms. Toni May
Travel Information Council
Vt. Agency of Transportation
Sent via email: toni.may@vermont.gov

Re: Chester Wayfinding Plan

Dear Mr. Kessler and Ms. May:

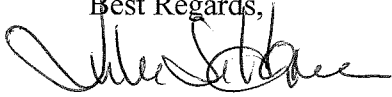
As you may recall, Chester has been working for well over a year to obtain approval on our Wayfinding Plan from the Travel Information Council. Chester is finding itself in a rather difficult position at this point as we are running out of time and do not want to miss yet another construction season. As you may recall, many months of the delay were spent trying to maneuver around the issue of the wording on eight of the signs (4 that are critical for this language change) to read "shop dine stay" instead of "Village Green".

As you may recall, Chester faces a rather difficult situation due to the fact that traffic on Vt. Route 103 heading toward Ludlow and the ski areas does not pass through our Village area. The purpose of this entire Wayfinding Plan is to let travelers know, in a rather generic fashion, what types of services are available in the village center (less than half a mile from Rt. 103) and how to get there. Simply stating "village green" on a sign does not provide adequate information. The words "shop dine stay" speak volumes more, yet really don't seem that significant of a change. Precedent has been established by the TIC in that it approved wayfinding signage in Killington very similar to this, yet the Killington signage mentions the names of specific businesses. We are not looking for specific names, just something more informative than the term "village green".

This Wayfinding Plan stems from a Master Plan that was created back in 2016 for the Chester Village. It was determined that this signage is a critical component of spurring the economy in our village. Now more than ever with the hit that COVID has taken on small towns, Chester needs this wayfinding plan. There are hundreds if not thousands (in the winter months) of cars that drive on Route 103 into Chester every day. A simple sign would be able to move some of that traffic into the village.

We simply cannot miss a third construction season. The TIC has had over 12 months to review our plan and has not taken action as of this date. We expect to begin implementation of our Wayfinding Plan this summer, and we plan to proceed with incorporating our proposed language given that the TIC is unable to provide the standard approval process in a timely manner.

Best Regards,

A handwritten signature in black ink, appearing to read 'Julie S. Hance', written in a cursive style.

Julie S. Hance
Town Manager