



CHESTER WAYFINDING PLAN

DRAFT - 11/10/20

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

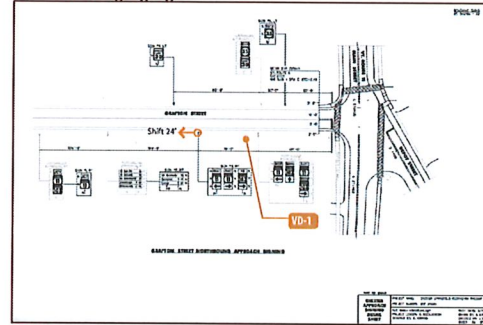
For each of the signage types design parameters have been prepared to help guide the future design of signage. These parameters reflect important considerations for roadway signage from VTrans as well as best practices for environmental signage to assure signs are legible, clear and functional.

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

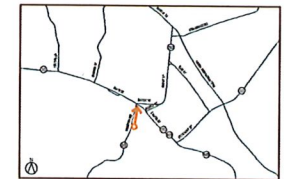
LOCATIONAL INFORMATION

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.

VTrans Existing Signage



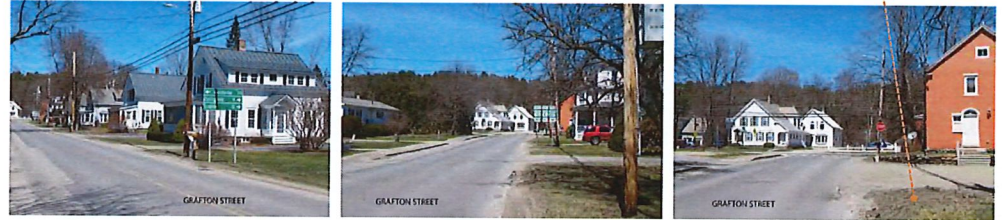
Sign Sample



Notes:

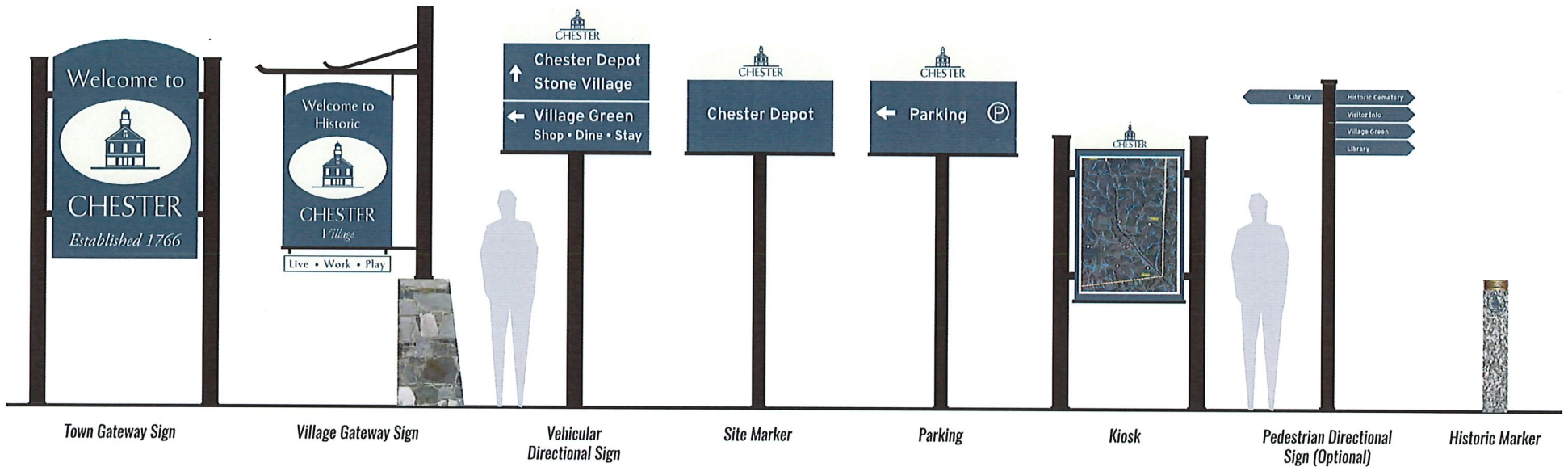
Route #: 35
 Street Name: Grafton Street
 Direction of Travel: North
 Sign Type: Vehicular Directional
 Street Speed Limit: 35 MPH
 Priority:

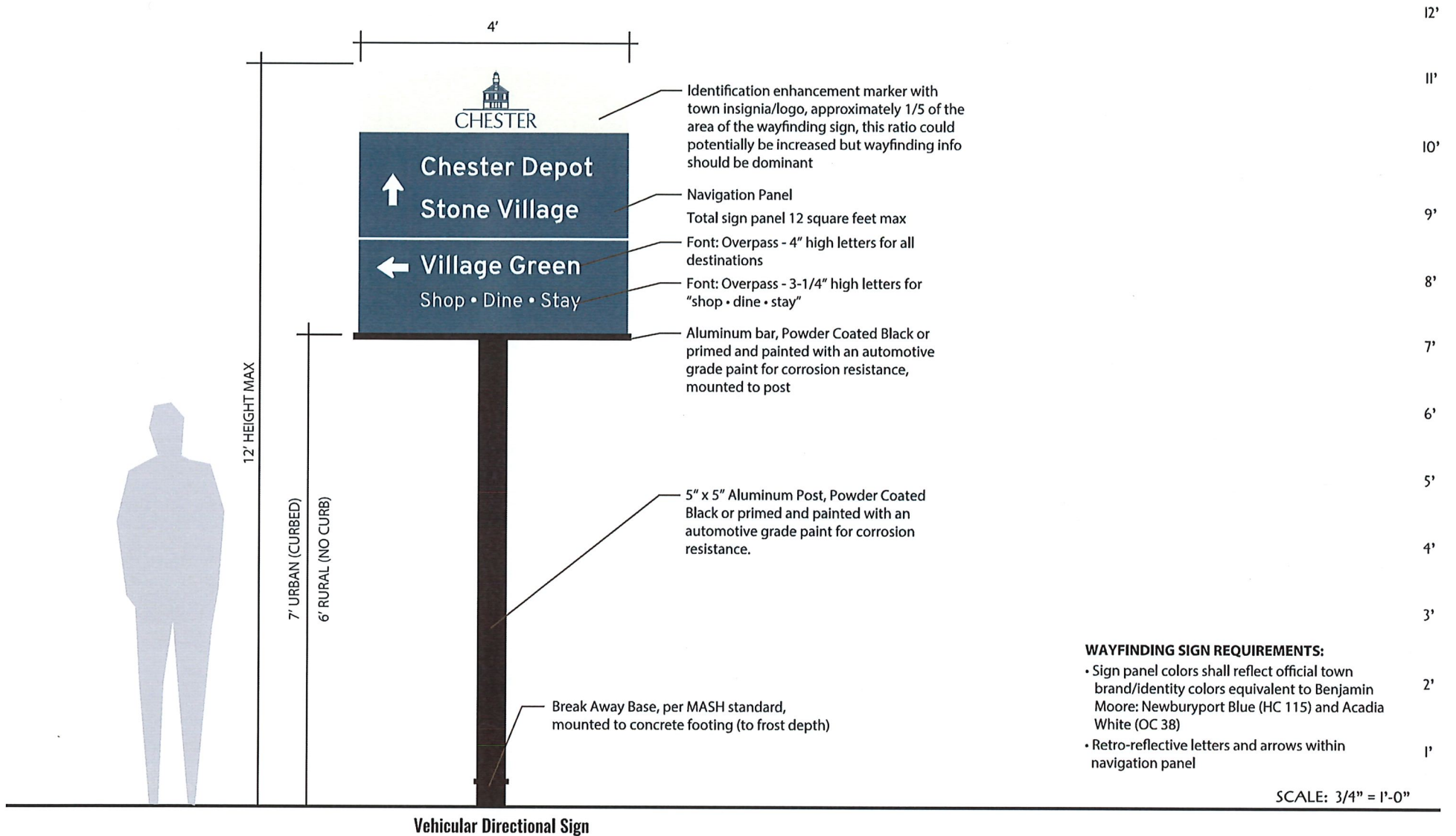
Site Photos

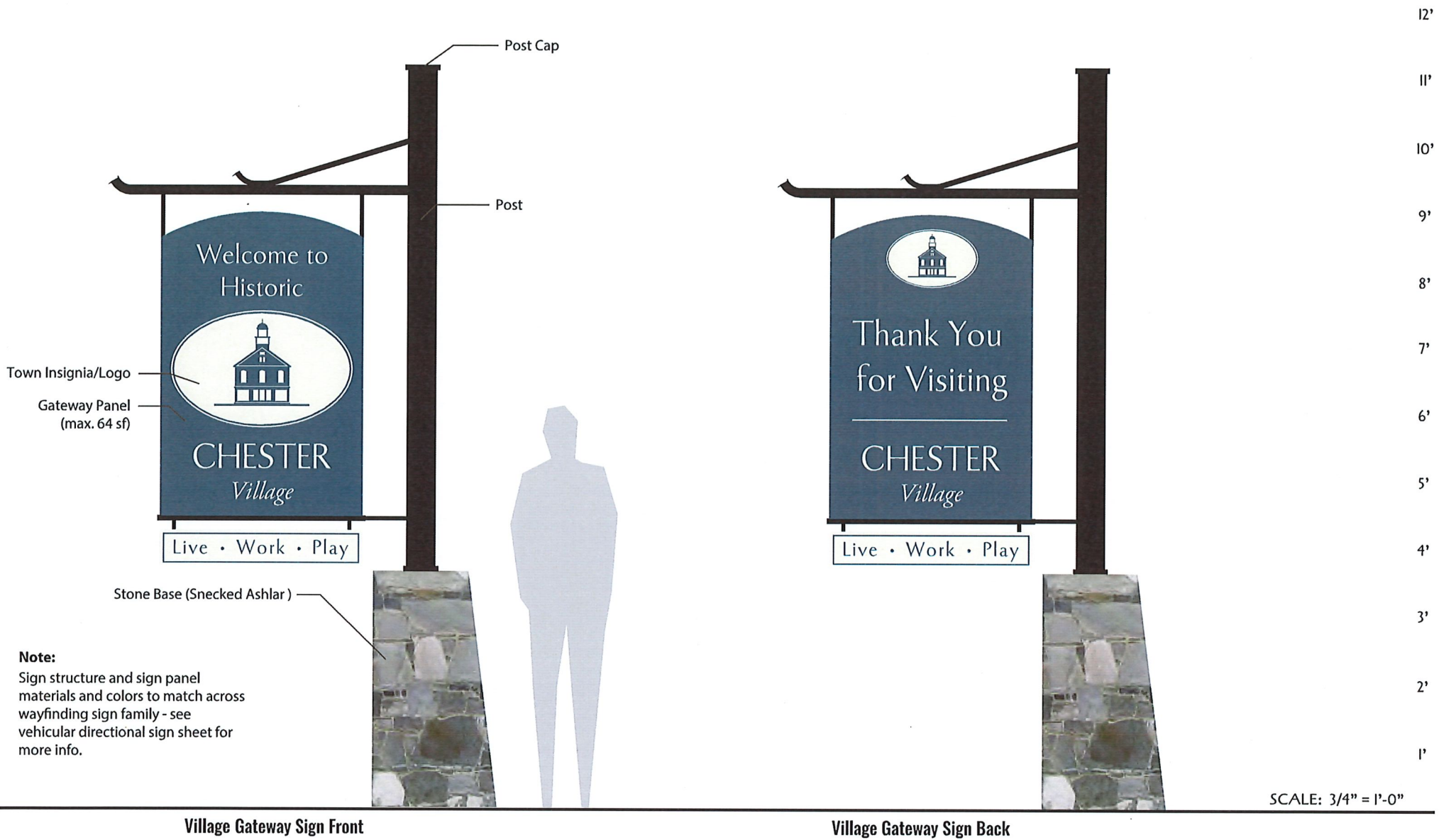


Chester Wayfinding Plan | Sheet 1 - Grafton Street

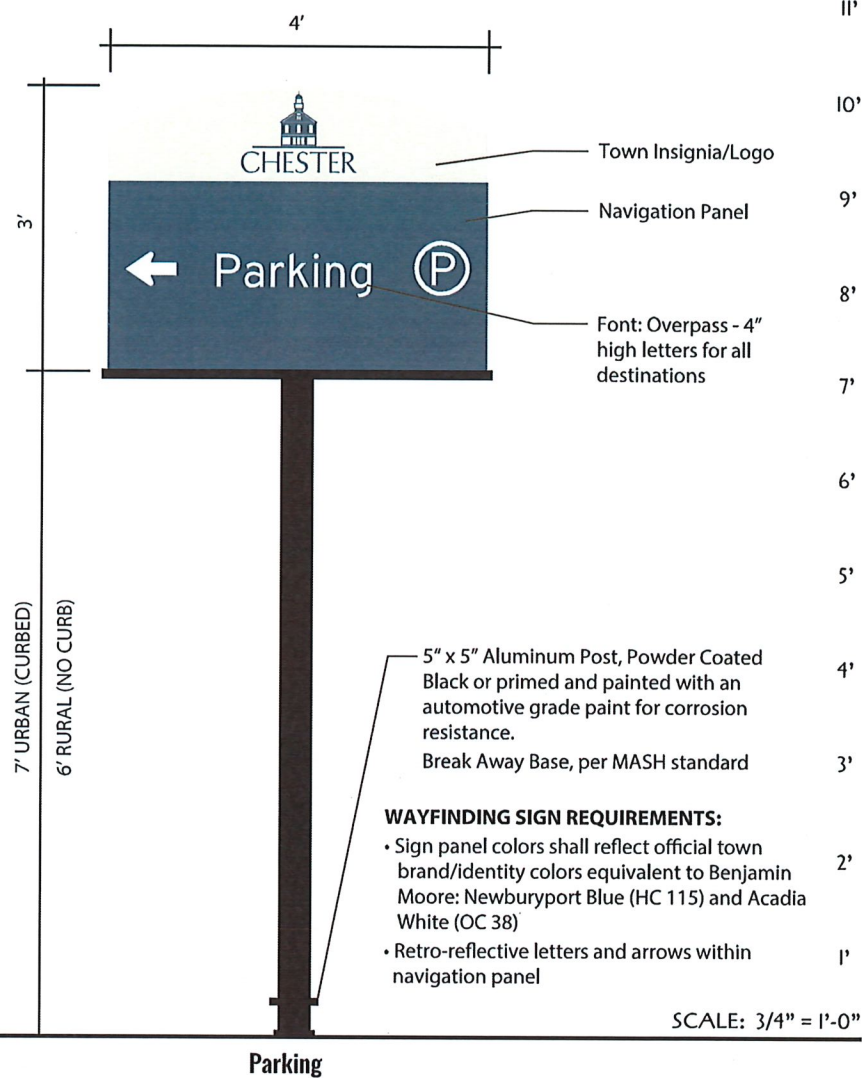
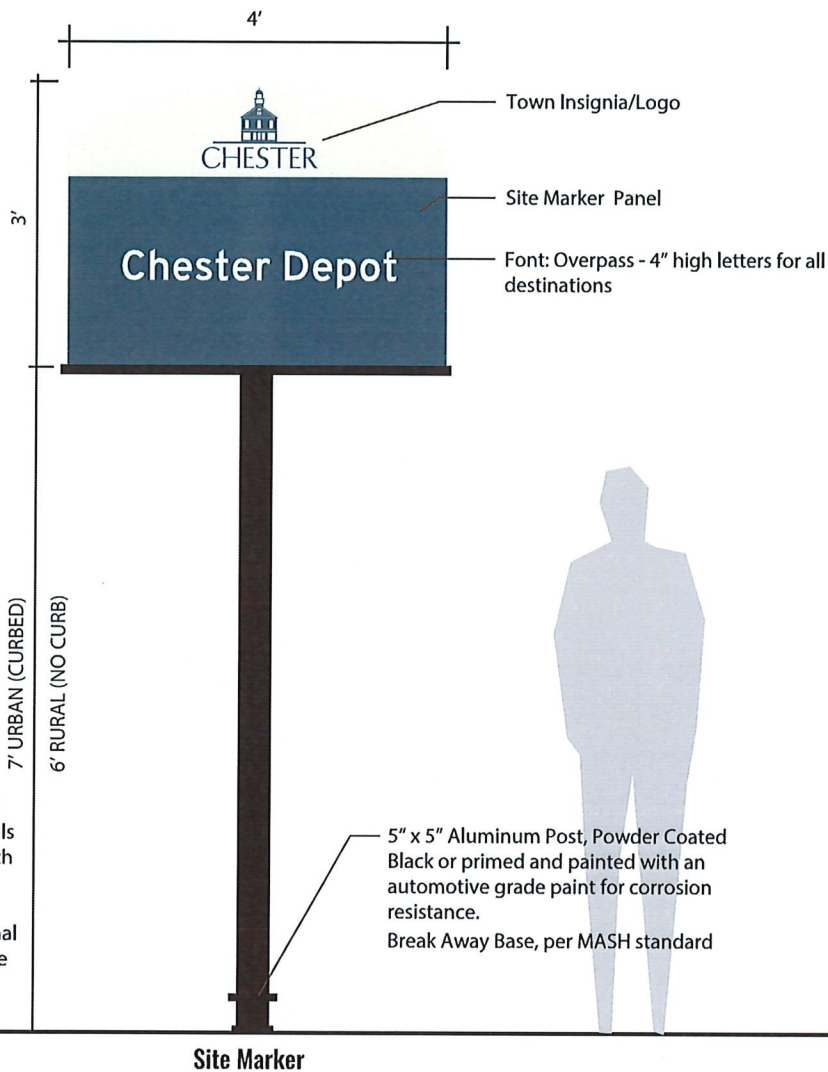








12'
11'
10'
9'
8'
7'
6'
5'
4'
3'
2'
1'

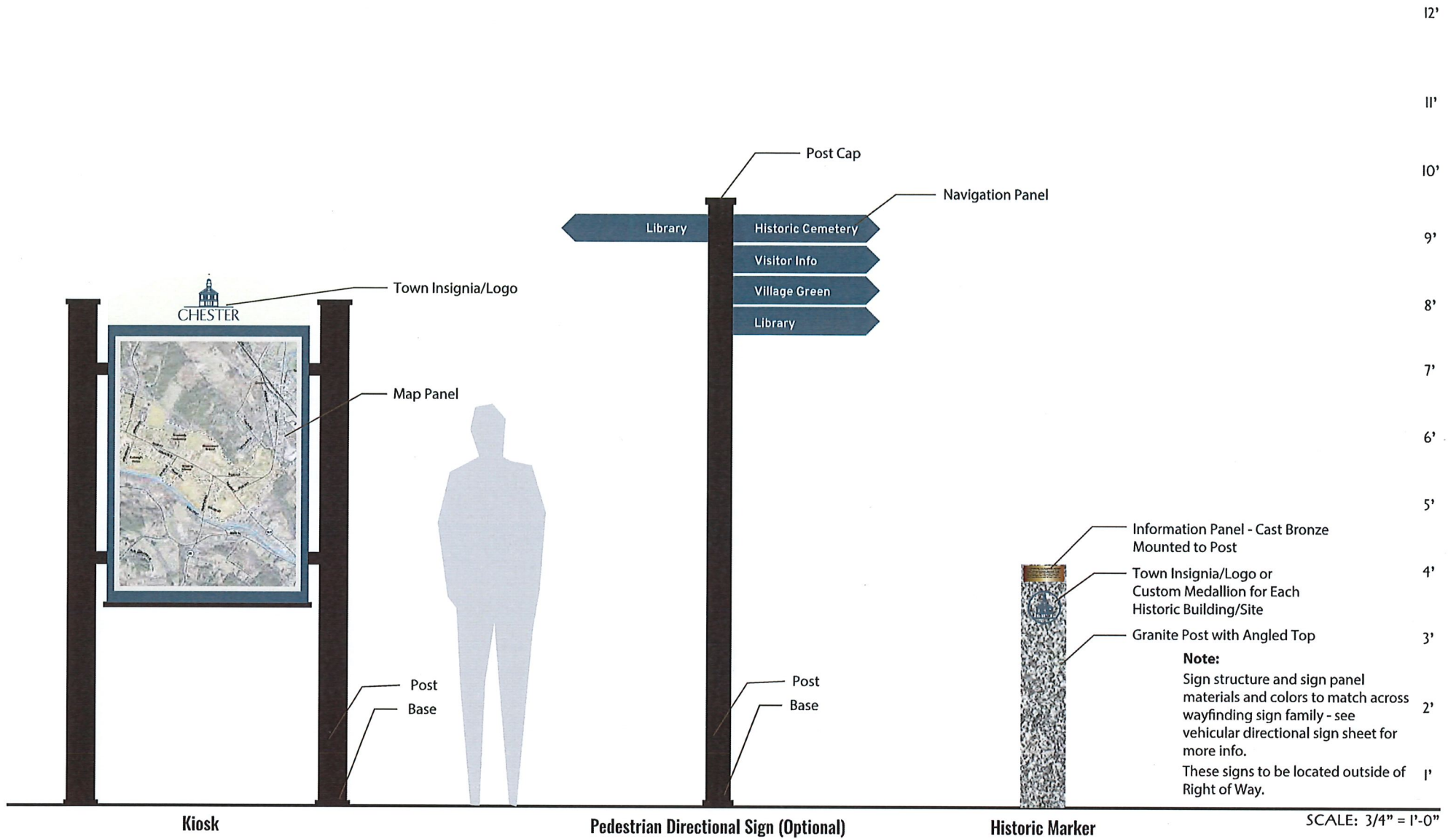


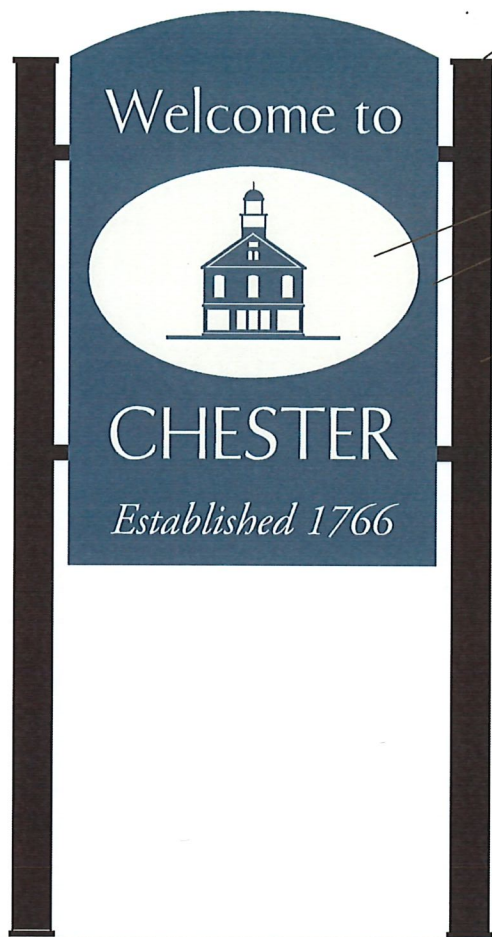
- WAYFINDING SIGN REQUIREMENTS:**
- Sign panel colors shall reflect official town brand/identity colors equivalent to Benjamin Moore: Newburyport Blue (HC 115) and Acadia White (OC 38)
 - Retro-reflective letters and arrows within navigation panel

SCALE: 3/4" = 1'-0"

Note:
Sign structure and sign panel materials and colors to match across wayfinding sign family - see vehicular directional sign sheet for more info.







Post Cap

Town Insignia/Logo

Gateway Panel
(max. 64 sf)

5" x 5" Aluminum Post, Powder Coated
Black or primed and painted with an
automotive grade paint for corrosion
resistance.



12'

11'

10'

9'

8'

7'

6'

5'

4'

3'

2'

1'

SCALE: 3/4" = 1'-0"

Note:

Sign structure and sign panel materials and colors to match across wayfinding sign family - see vehicular directional sign sheet for more info.

Town gateway sign to be located outside of Right of Way.

Signs shall be installed in the same locations as the existing town gateway signs (to be removed), outside the R.O.W.

Town Gateway Sign

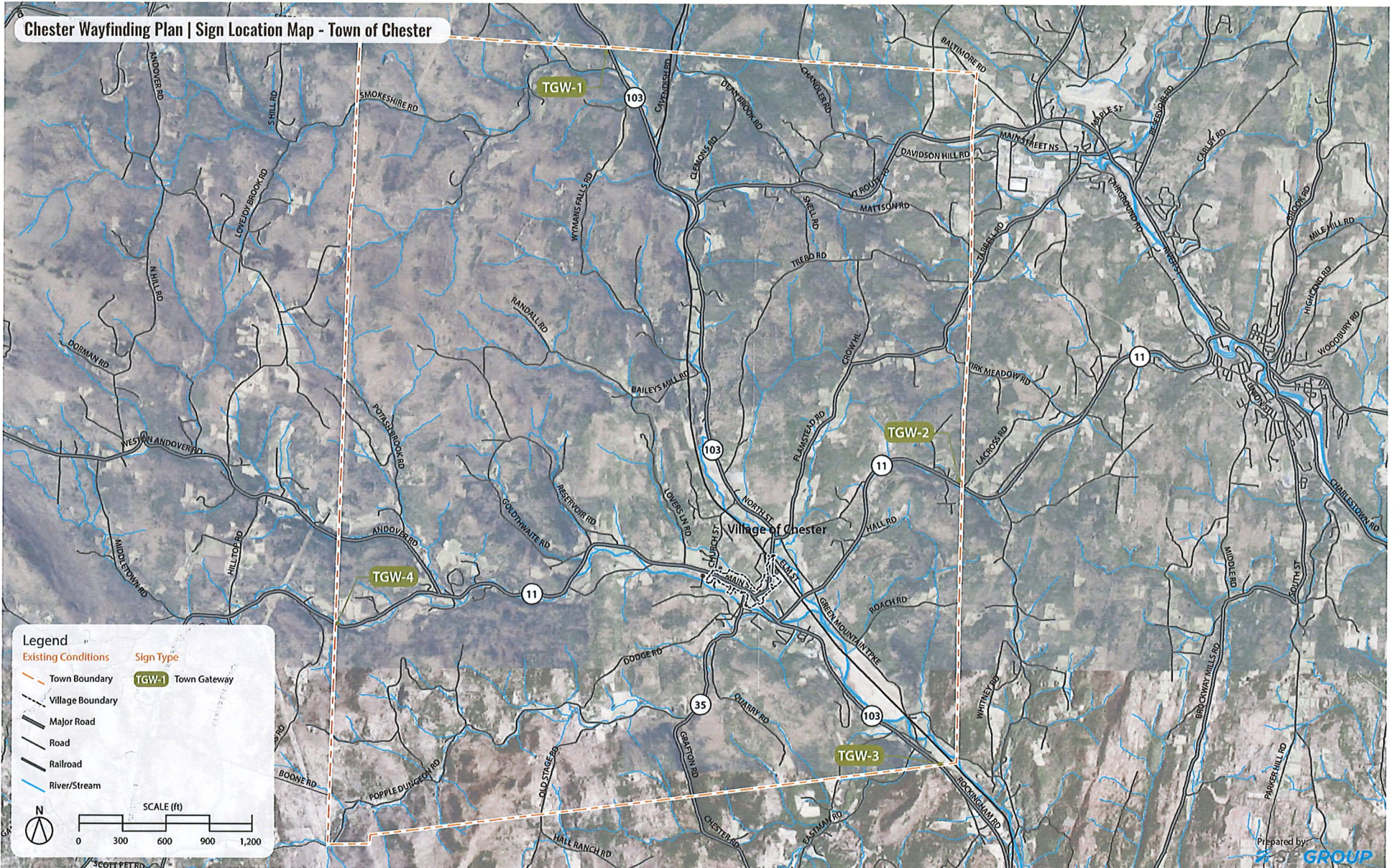




Existing Site Photo



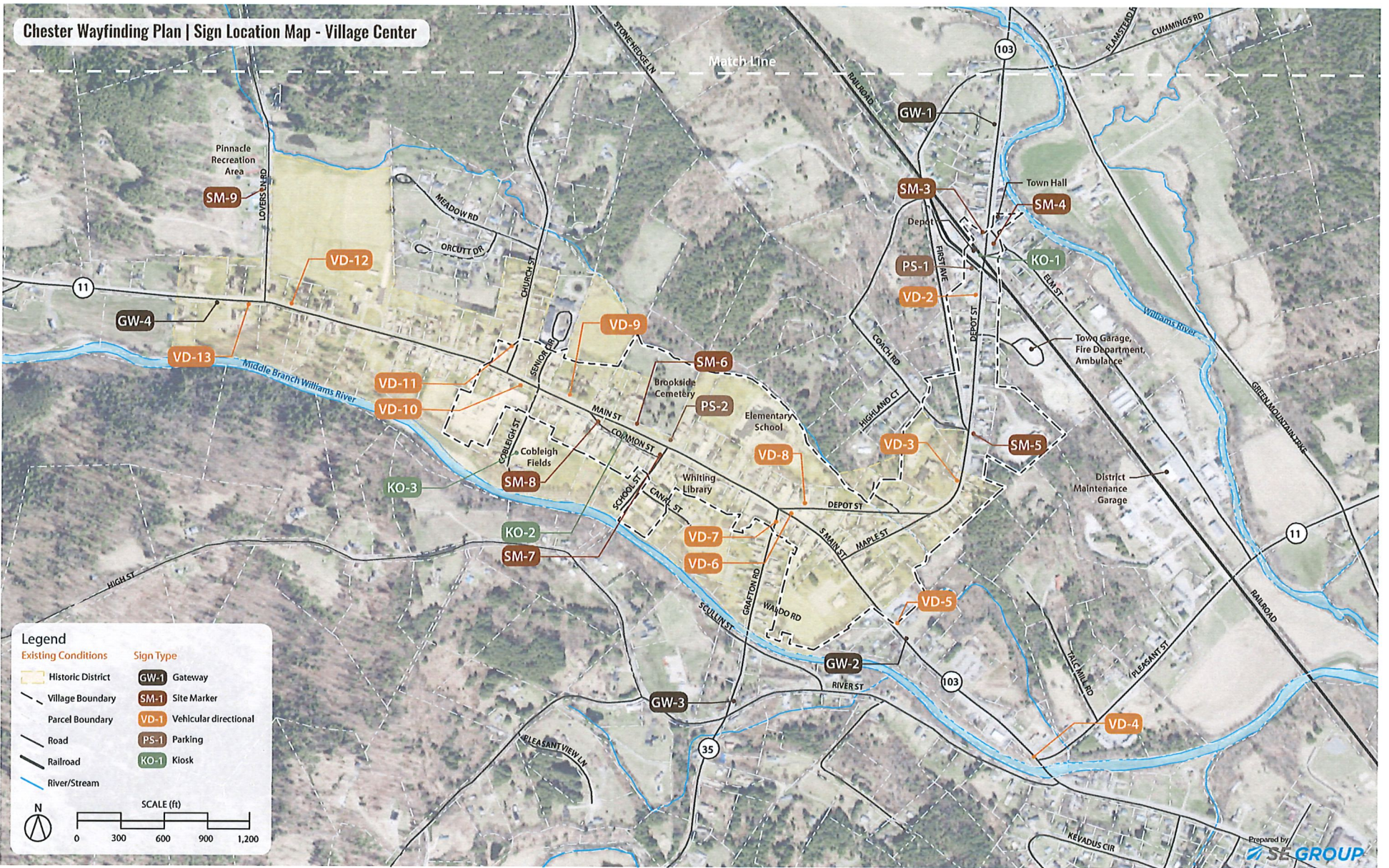
Chester Wayfinding Plan | Sign Location Map - Town of Chester



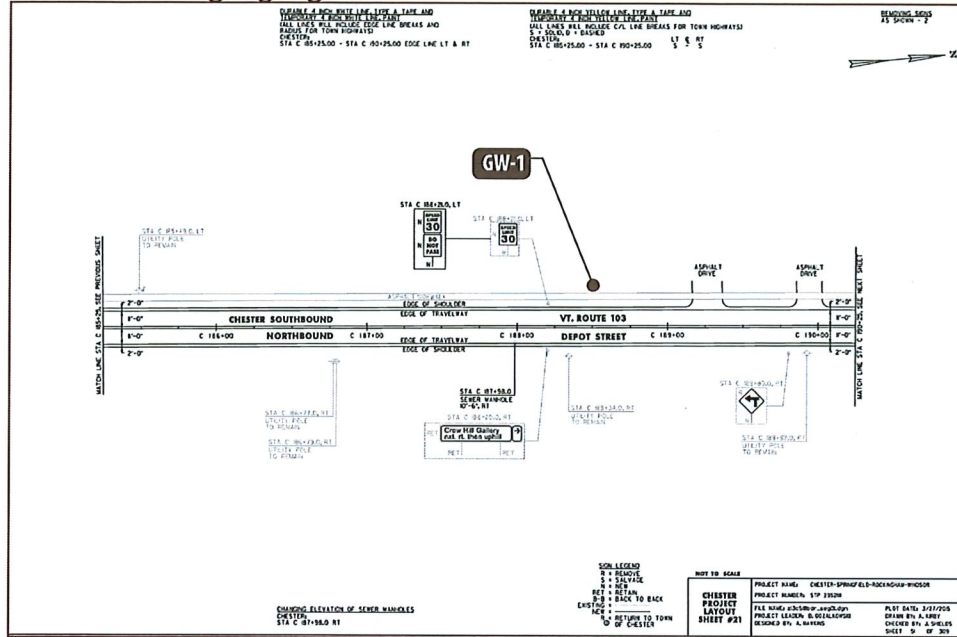
Chester Wayfinding Plan | Sign Location Map - Stone Village



Chester Wayfinding Plan | Sign Location Map - Village Center



VTrans Existing Signage



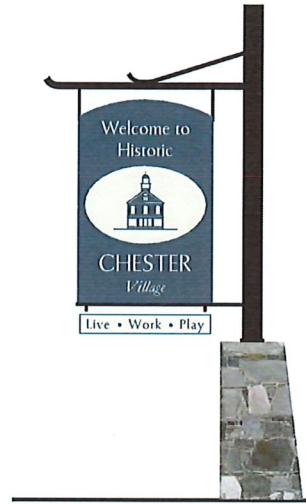
Site Photos



Approximate Sign Location

VT ROUTE 103 SOUTHBOUND/
DEPOT STREET

Sign Content



Village Gateway Sign

Route #: 103

Street Name: Depot Street

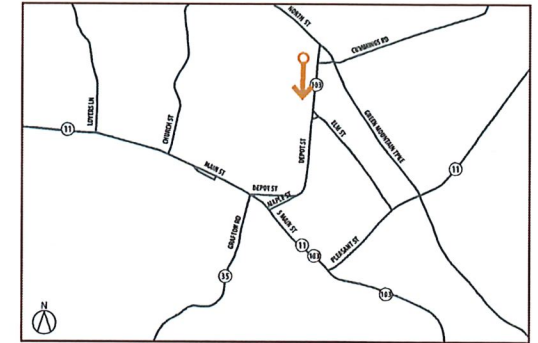
Direction of Travel: South

Sign Type: Village Gateway

Street Speed Limit: 30 MPH

Priority: High

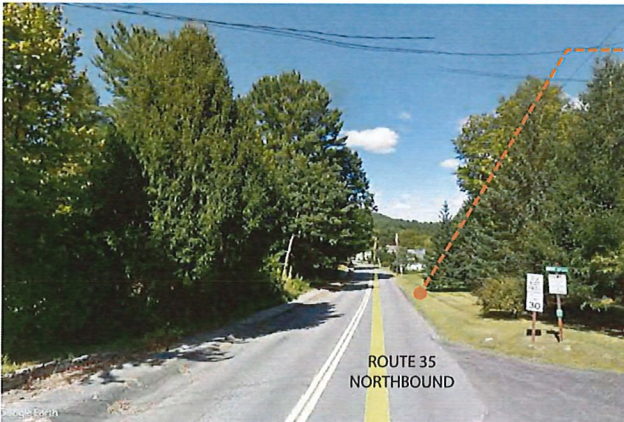
Notes: Refer to Sign Parameter sheet - Village Gateway Sign (see page 5 for details), 14' clear zone (from edge of traveled way), Town shall secure easement from landowner prior to sign installation



Site Map



Site Photos

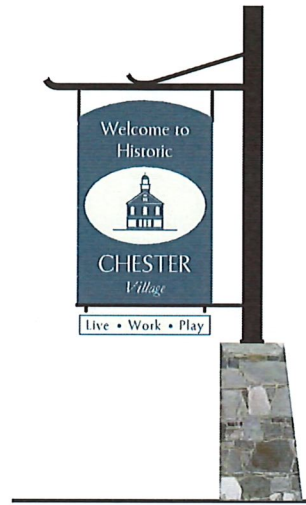


Google Earth Image

Approximate Sign Location

ROUTE 35
NORTHBOUND

Sign Content



Village Gateway Sign

Route #: 35

Street Name: Grafton Street

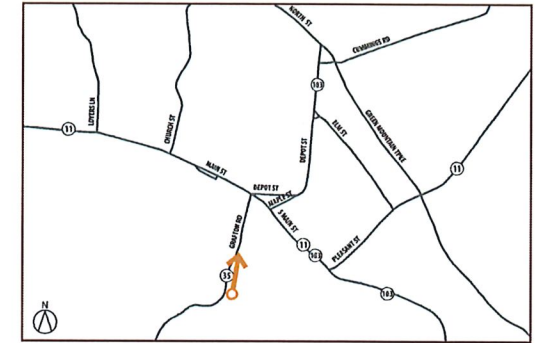
Direction of Travel: North

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

VT ROUTE 11 EASTBOUND

Sign Content



Village Gateway Sign

Route #: 11

Street Name: Main Street

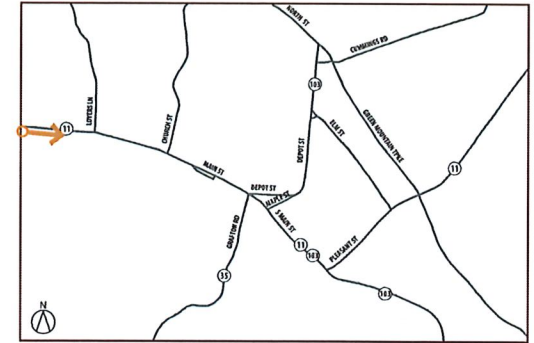
Direction of Travel: East

Sign Type: Village Gateway

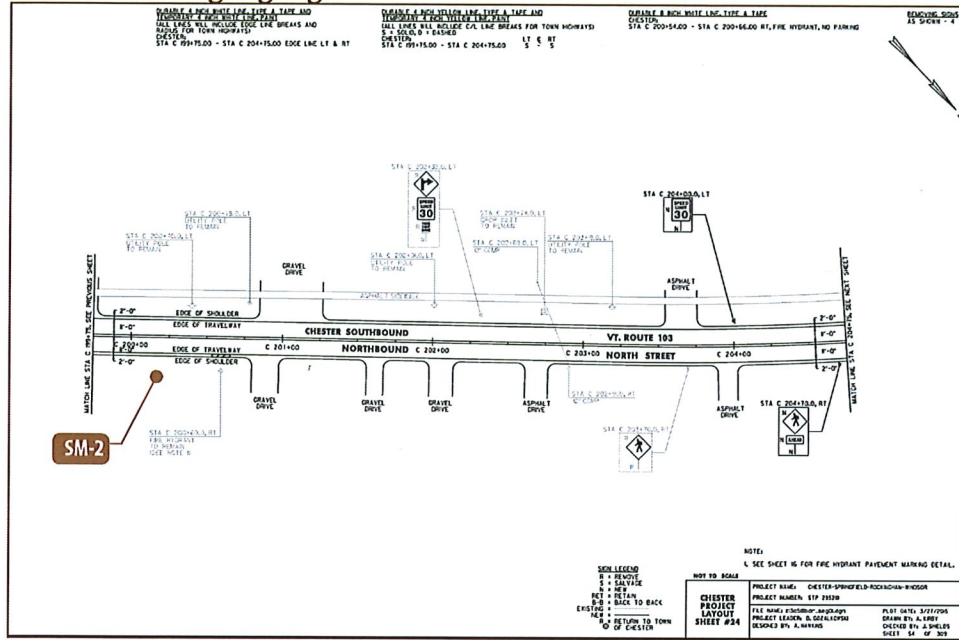
Street Speed Limit: 30 MPH

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



VTrans Existing Signage

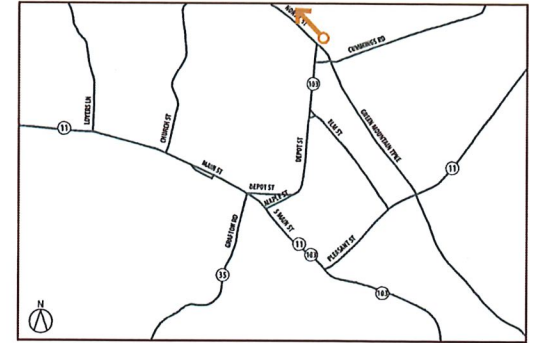
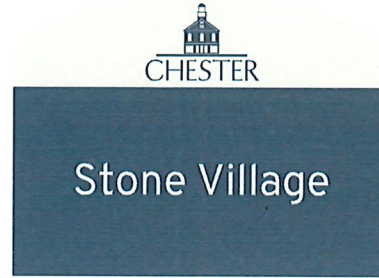


Site Photos



Google Earth Image

Sign Content



Route #: 103

Street Name: North Street

Direction of Travel: North

Sign Type: Site Marker

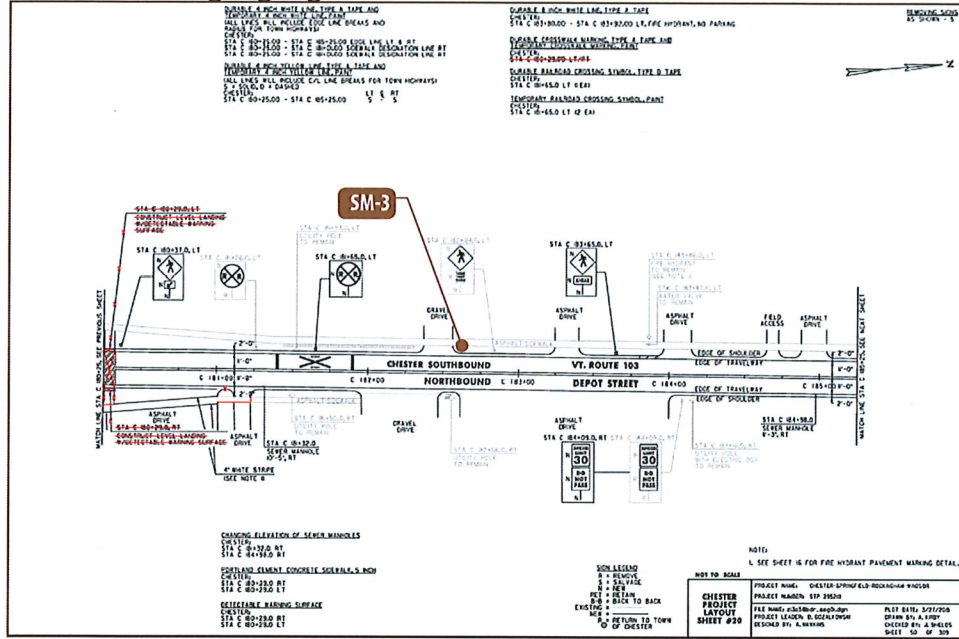
Street Speed Limit: 30 MPH

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



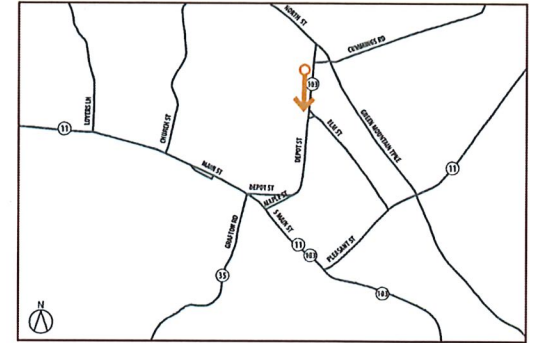
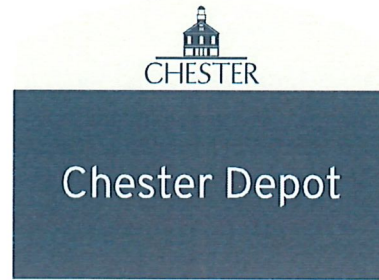
VTrans Existing Signage



Site Photos



Sign Content



Route #: 103

Street Name: Depot Street

Direction of Travel: South

Sign Type: Site Marker

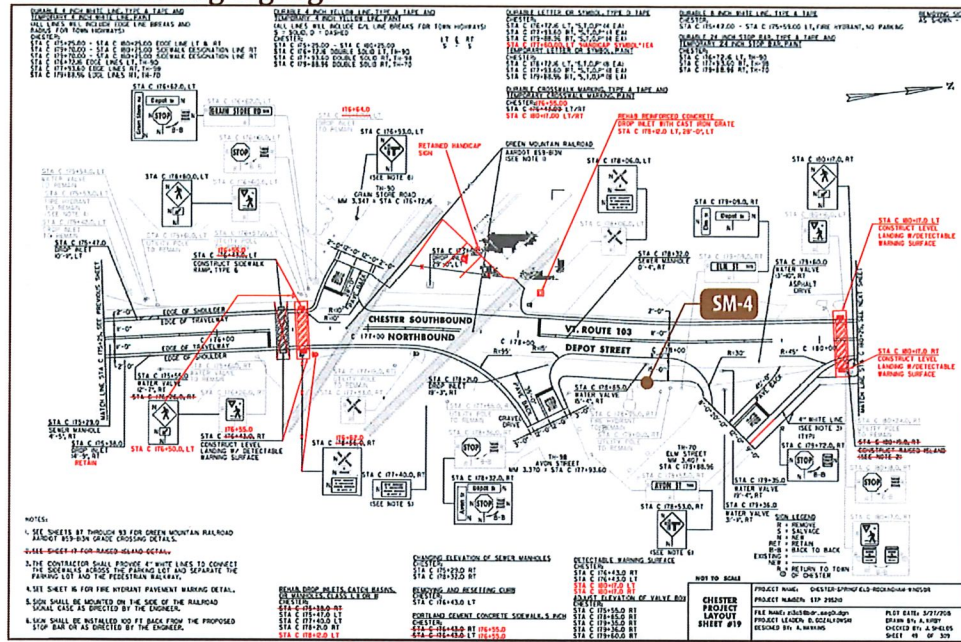
Street Speed Limit: 30 MPH

Priority: High

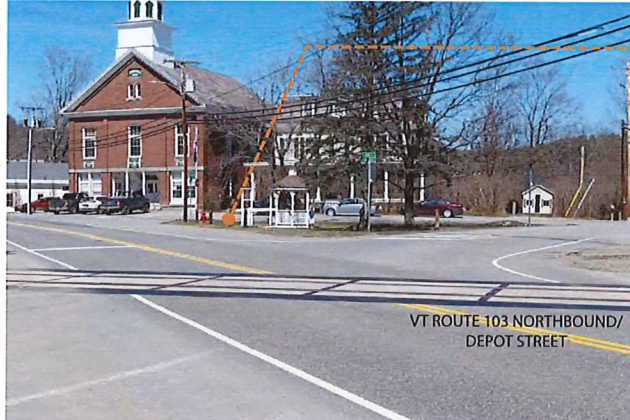
Notes: Remove existing Chester Depot sign located at mile point 4.095 and replace at this location. Refer to Sign Parameter sheet - Site Marker (see page 6 for details), Sign shall be installed within the highway ROW, in accordance with the horizontal and vertical clearance requirements depicted in VTrans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



VTrans Existing Signage



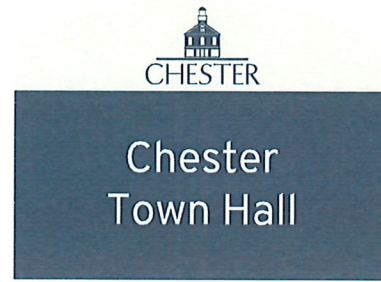
Site Photos



--- Approximate Sign Location

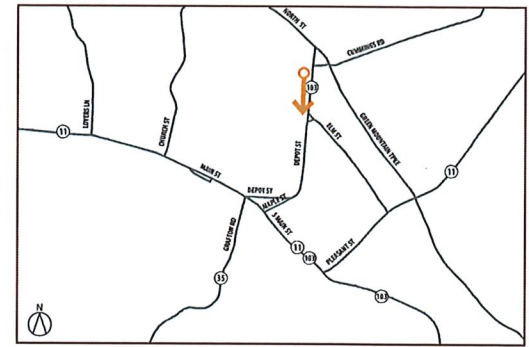
VT ROUTE 103 NORTHBOUND/
DEPOT STREET

Sign Content

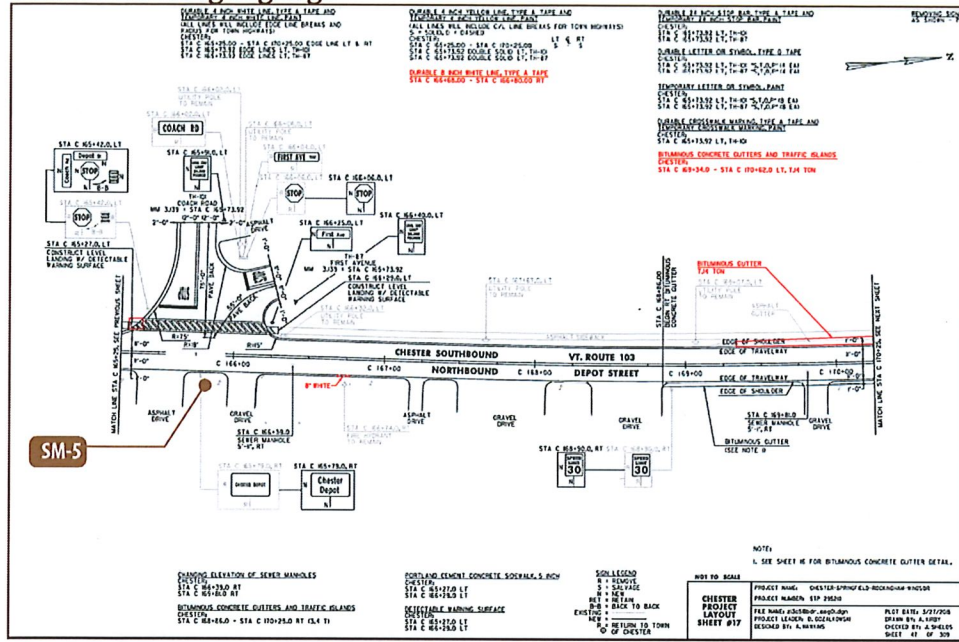


Route #: 103
Street Name: Depot Street
Direction of Travel: North
Sign Type: Site Marker
Street Speed Limit: 30 MPH
Priority: Low

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



VTrans Existing Signage

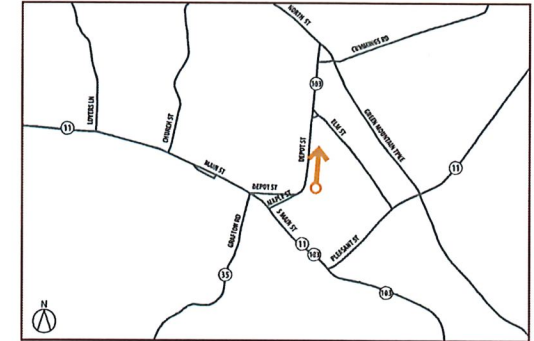
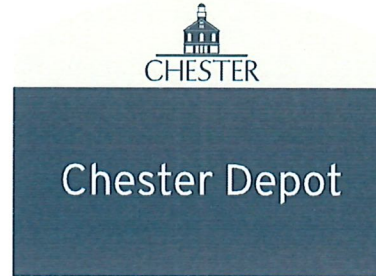


Site Photos



Approximate Sign Location

Sign Content



Route #: 103

Street Name: Depot Street

Direction of Travel: North

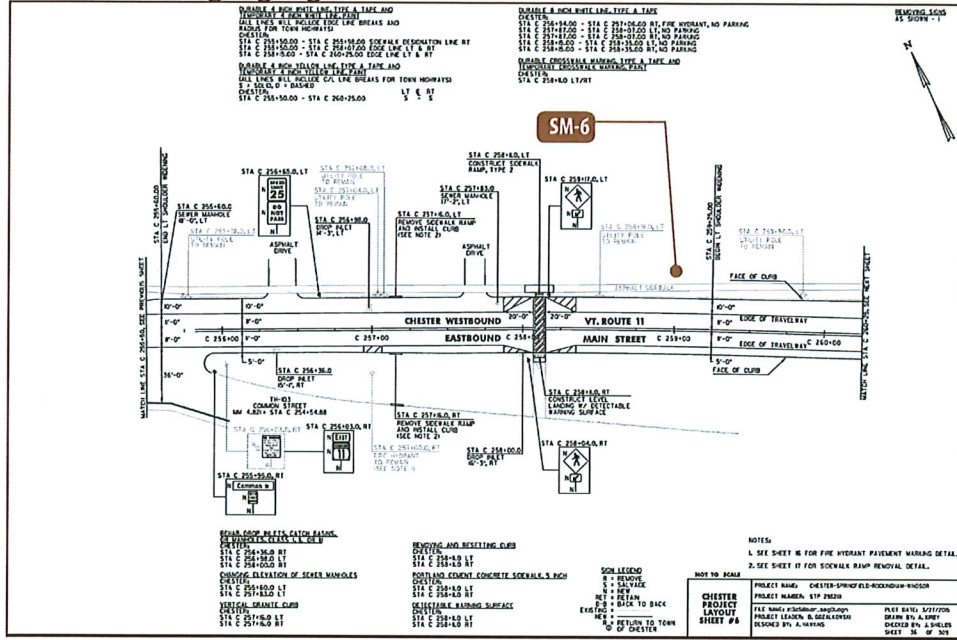
Sign Type: Site Marker

Street Speed Limit: 30 MPH

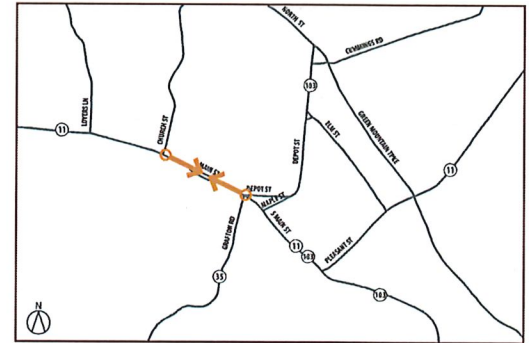
Priority: High

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

VTrans Existing Signage



Sign Content



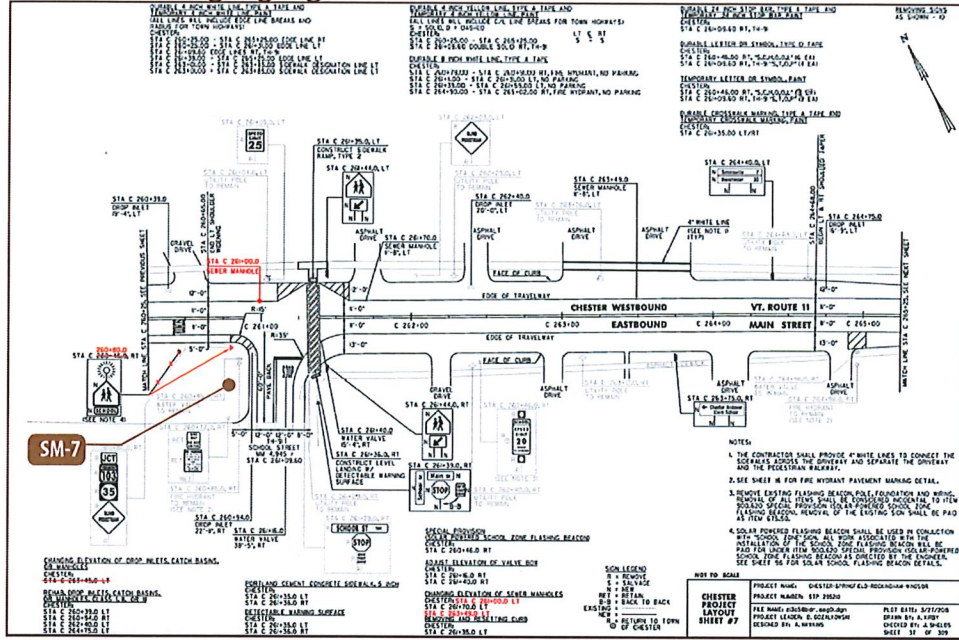
- Route #:** 11
- Street Name:** Main Street/
Common Street
- Direction of Travel:** East/West
- Sign Type:** Site Marker
- Street Speed Limit:** 25 MPH
- Priority:** High
- Notes:** Remove existing sign and replace, Sign to be double sided, Refer to Sign Parameter sheet - Site Marker (see page 6 for details)

Site Photos



--- Approximate Sign Location

VTrans Existing Signage

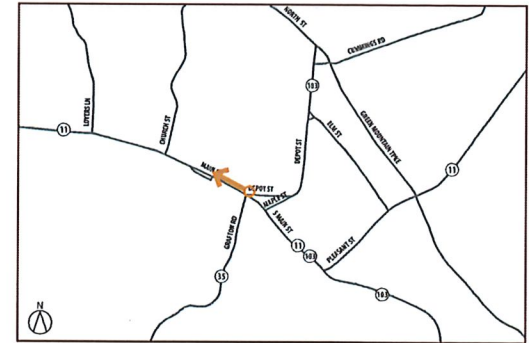
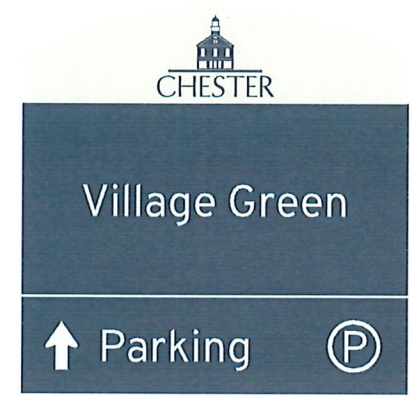


Site Photos



Approximate Sign Location

Sign Content



Route #: 11

Street Name: Main Street/School Street

Direction of Travel: West

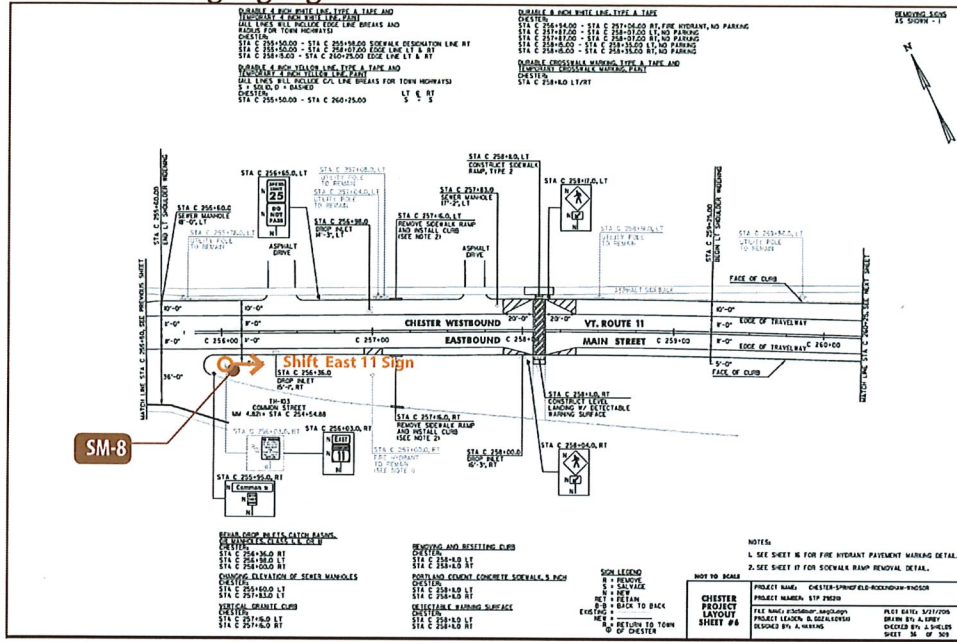
Sign Type: Site Marker with Parking Sign

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

VTrans Existing Signage



Site Photos



Sign Content



Route #: 11

Street Name: Main Street/Common Street

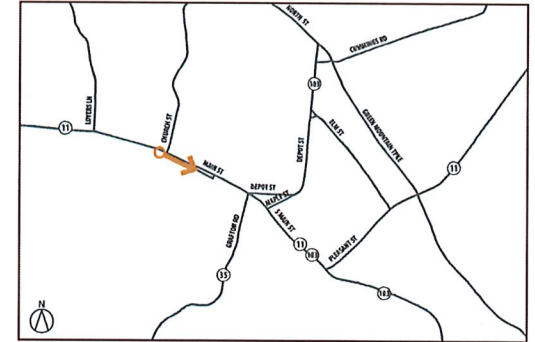
Direction of Travel: East

Sign Type: Site Marker with Parking Sign

Street Speed Limit: 25 MPH

Priority: High

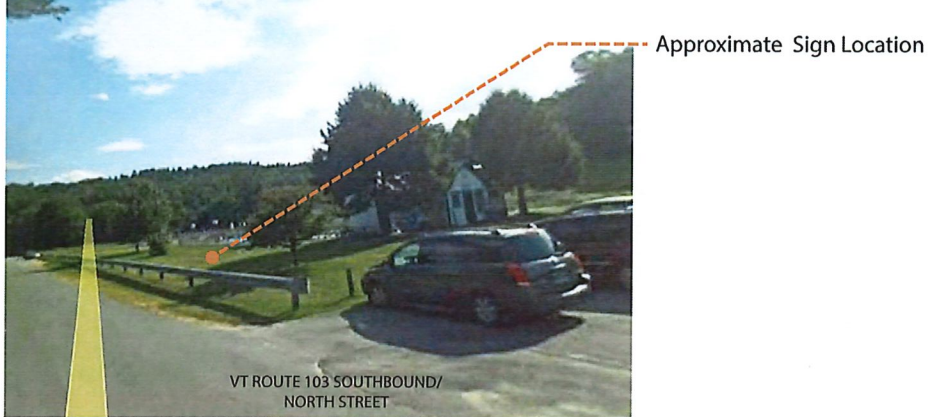
Notes: Locate sign in front of evergreen tree/possibly remove tree to open up sight lines, Relocate EAST VT-11 sign slightly east on the green, Refer to Sign Parameter sheet - Site Marker (see page 6 for details), Sign shall be installed within the highway ROW, in accordance with the horizontal and vertical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



VTrans Existing Signage



Site Photos



Sign Content



Pinnacle
Recreation Area

Route #:

Street Name: Lovers Lane

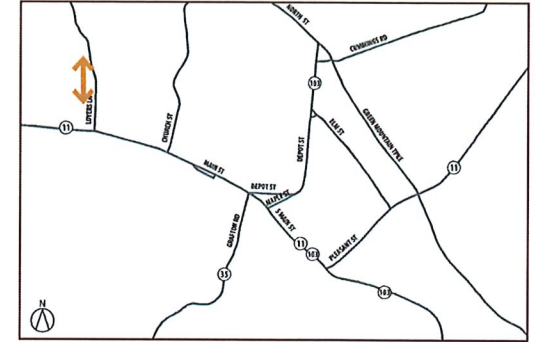
Direction of Travel: North/South

Sign Type: Site Marker

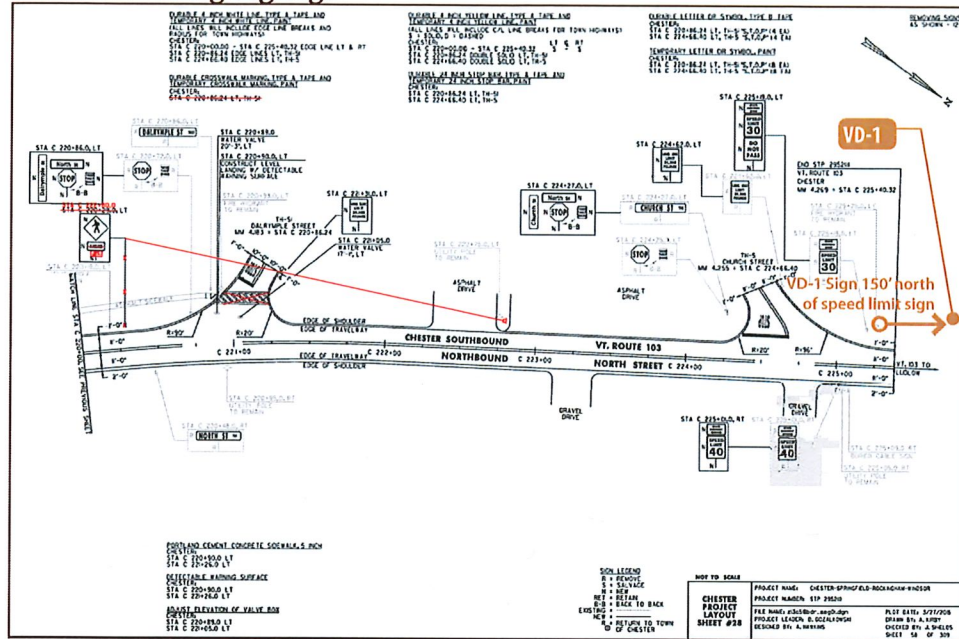
Street Speed Limit: 25 MPH

Priority: Low/Medium

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



VTrans Existing Signage



Site Photos



Google Earth Image

Sign Content



Route #: 103

Street Name: North Street

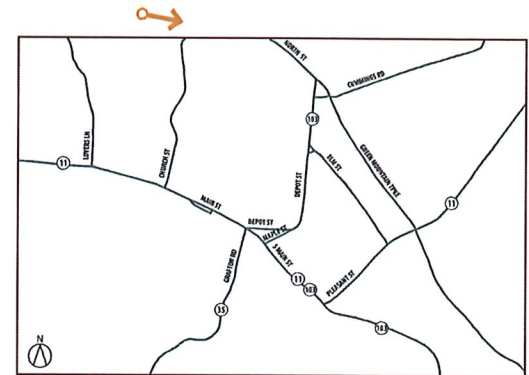
Direction of Travel: South

Sign Type: Site Marker

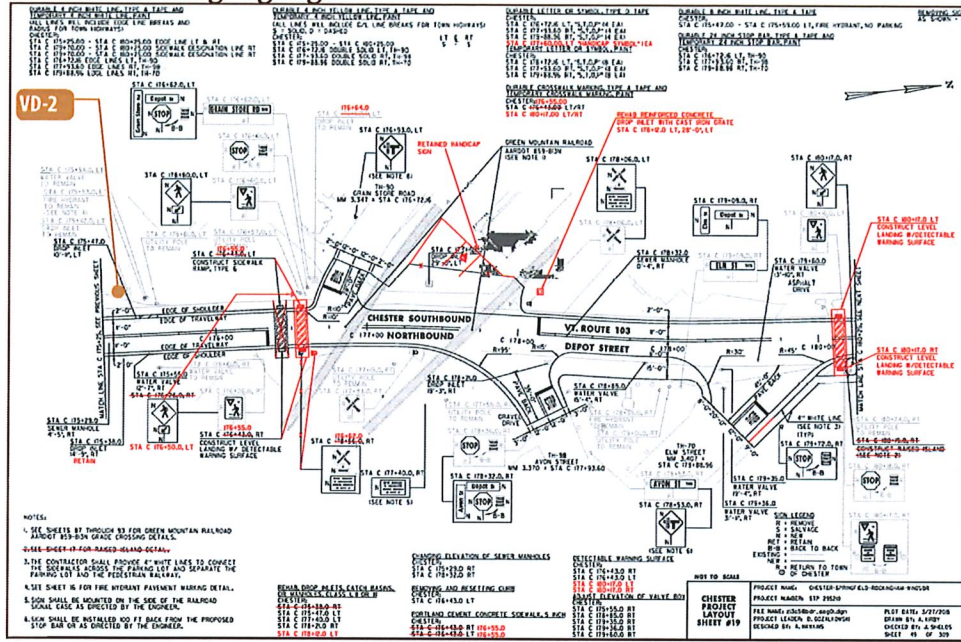
Street Speed Limit: 40 MPH

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



VTrans Existing Signage

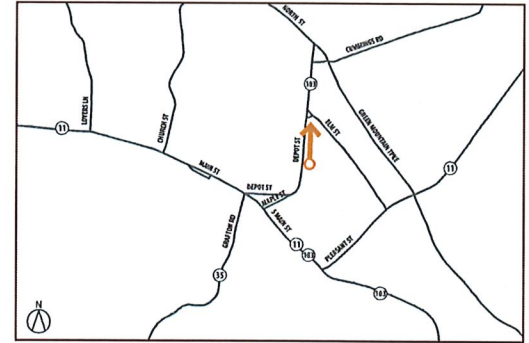


Site Photos



--- Approximate Sign Location

Sign Content



Route #: 103

Street Name: Depot Street

Direction of Travel: North

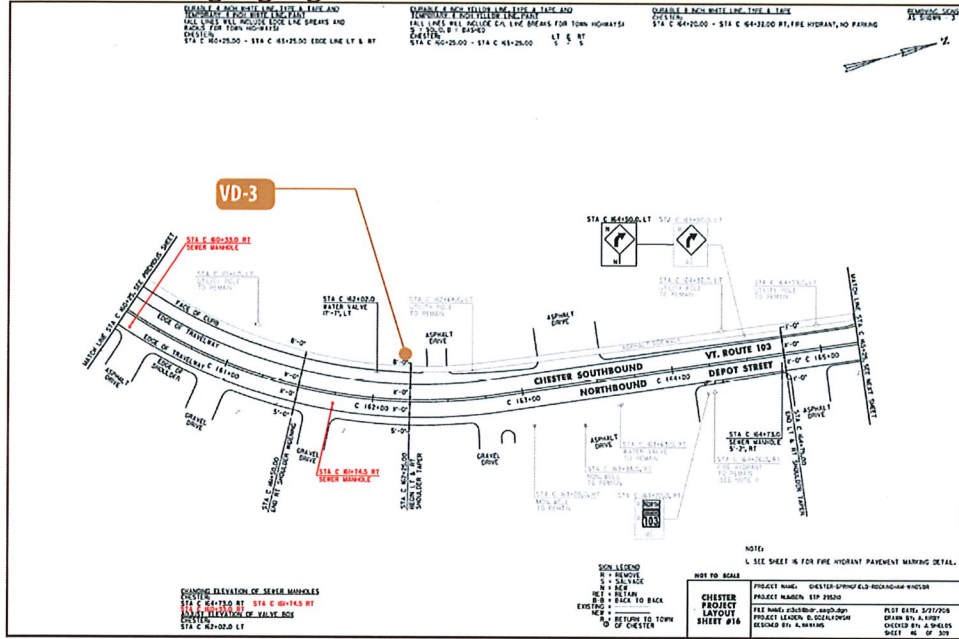
Sign Type: Vehicular Directional with Parking Sign

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

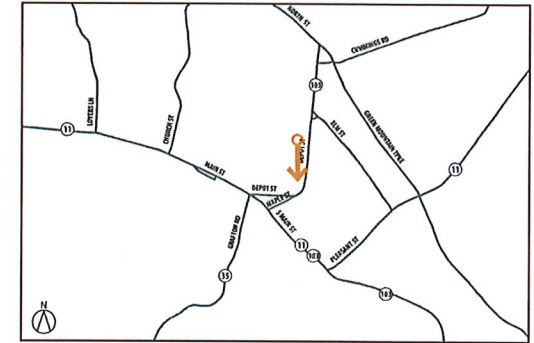
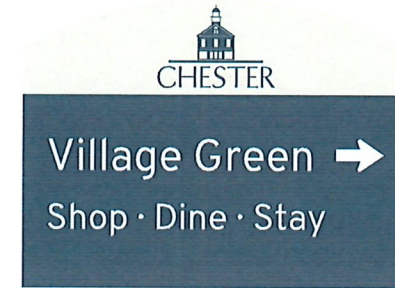
VTrans Existing Signage



Site Photos



Sign Content



Route #: 103

Street Name: Depot Street

Direction of Travel: South

Sign Type: Vehicular Directional

Street Speed Limit: 30 MPH

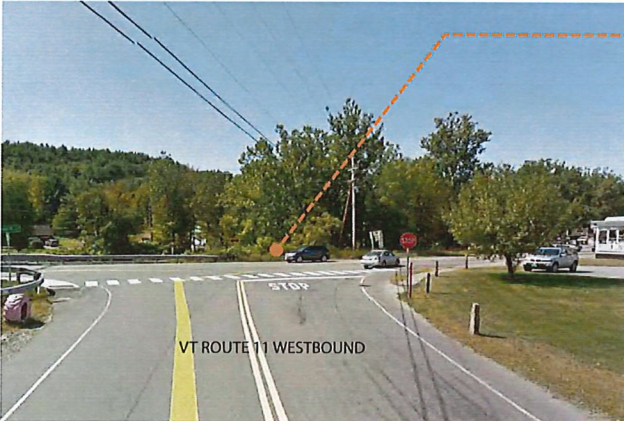
Priority: High

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

Site Map



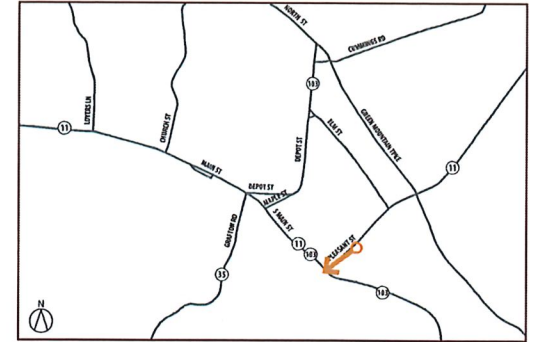
Site Photos



Approximate Sign Location

Google Earth Image

Sign Content



Route #: 11

Street Name: Pleasant Street

Direction of Travel: West

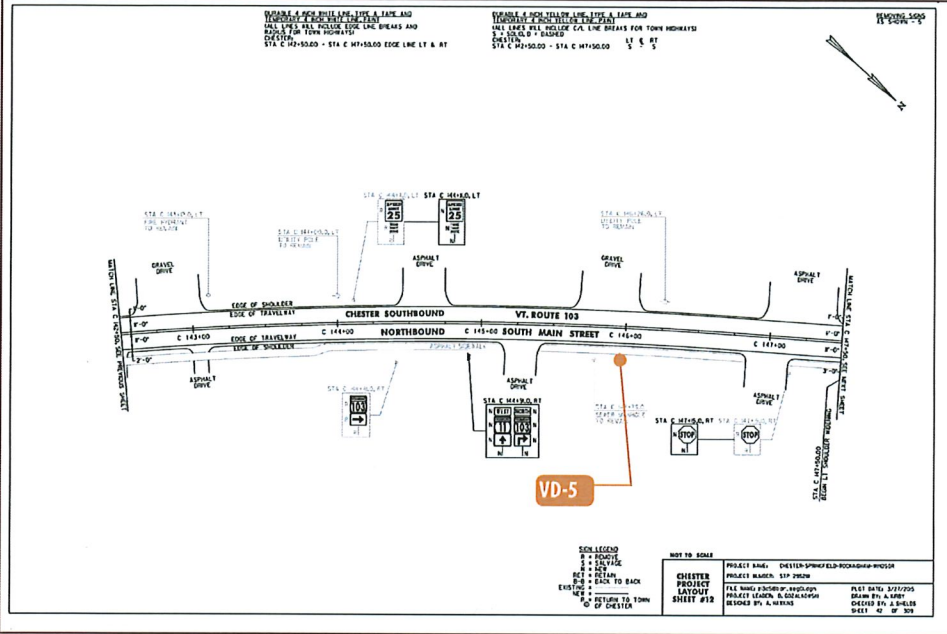
Sign Type: Vehicular Directional

Street Speed Limit: 30 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

VTrans Existing Signage

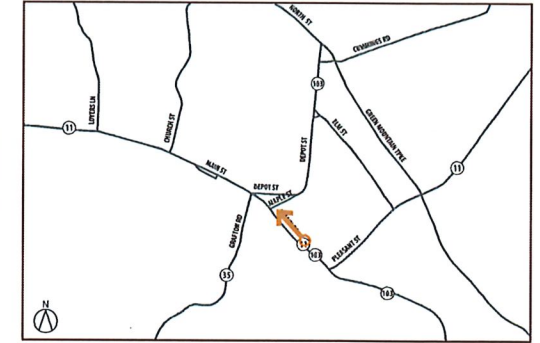


Site Photos



Google Earth Image

Sign Content



Route #: 103/11

Street Name: Main Street

Direction of Travel: North

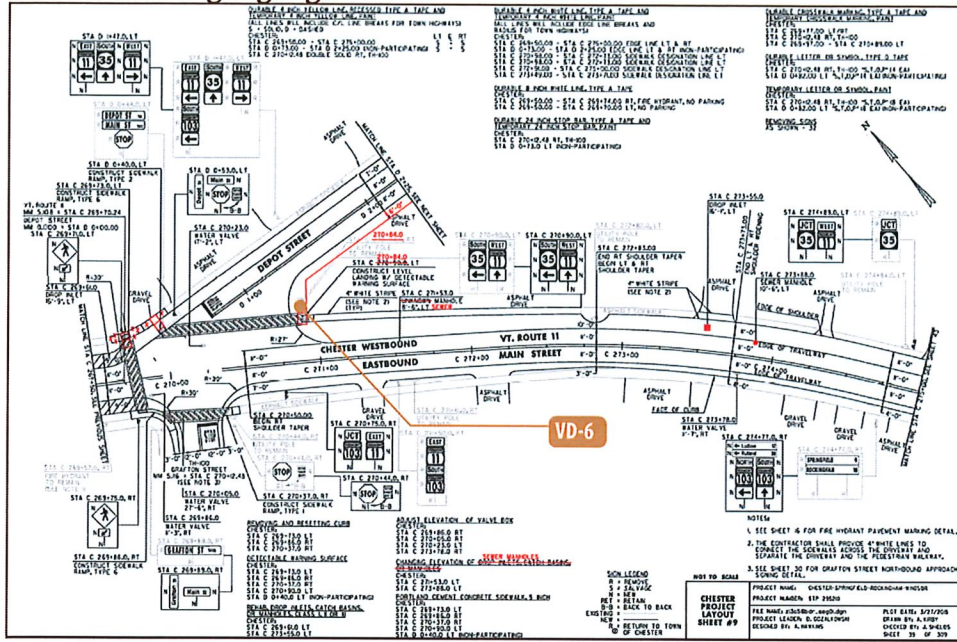
Sign Type: Vehicular Directional

Street Speed Limit: 35 MPH

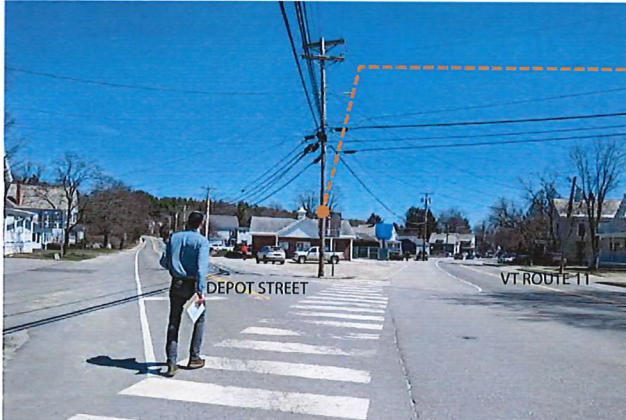
Priority: High

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

VTrans Existing Signage

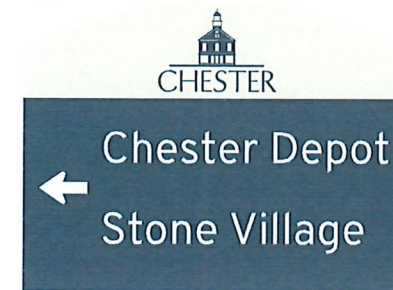


Site Photos



Approximate Sign Location

Sign Content



Route #: 11

Street Name: Main Street

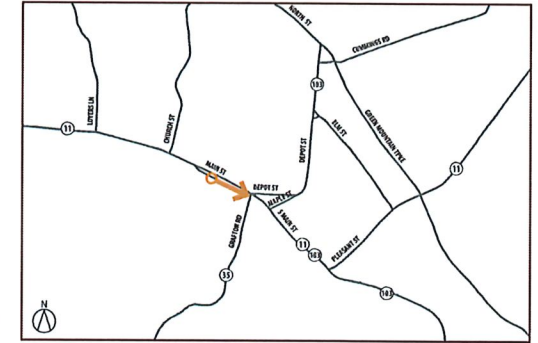
Direction of Travel: East

Sign Type: Vehicular Directional

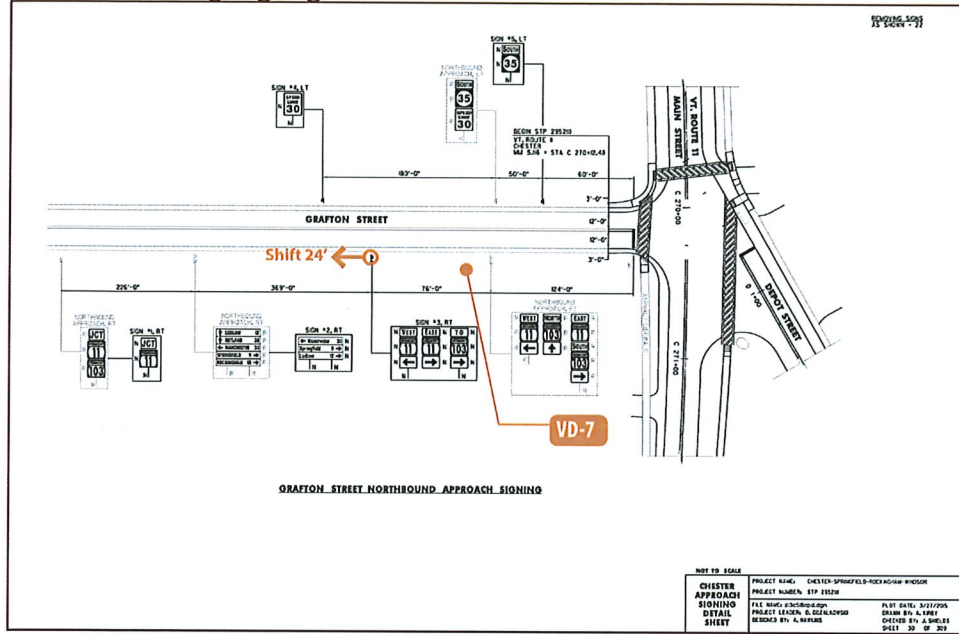
Street Speed Limit: 25 MPH

Priority: Low

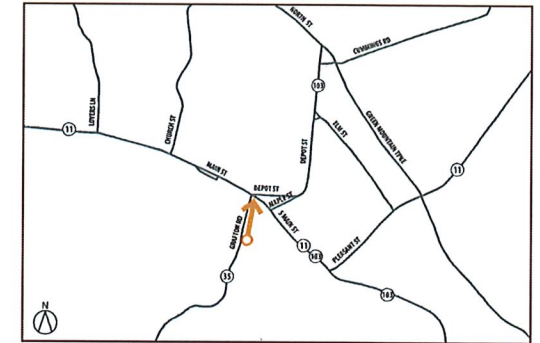
Notes: Mount sign on utility pole if permissible by utility company, Refer to Sign Parameter sheet - Vehicular Directional Sign (see page 4 for details), Sign shall be installed within the highway ROW, in accordance with the horizontal and vertical clearance requirements depicted in VTrans Standard E-121,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



VTrans Existing Signage



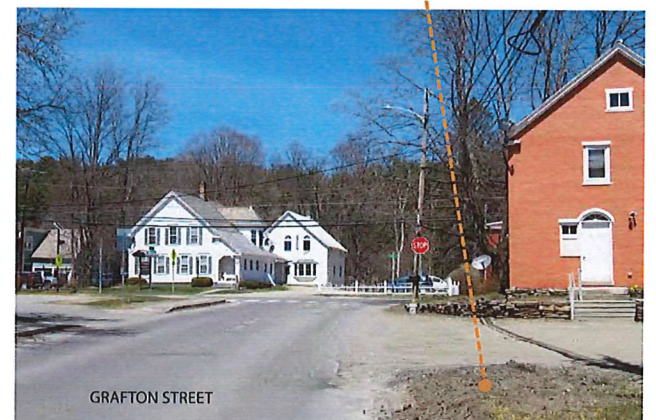
Sign Content



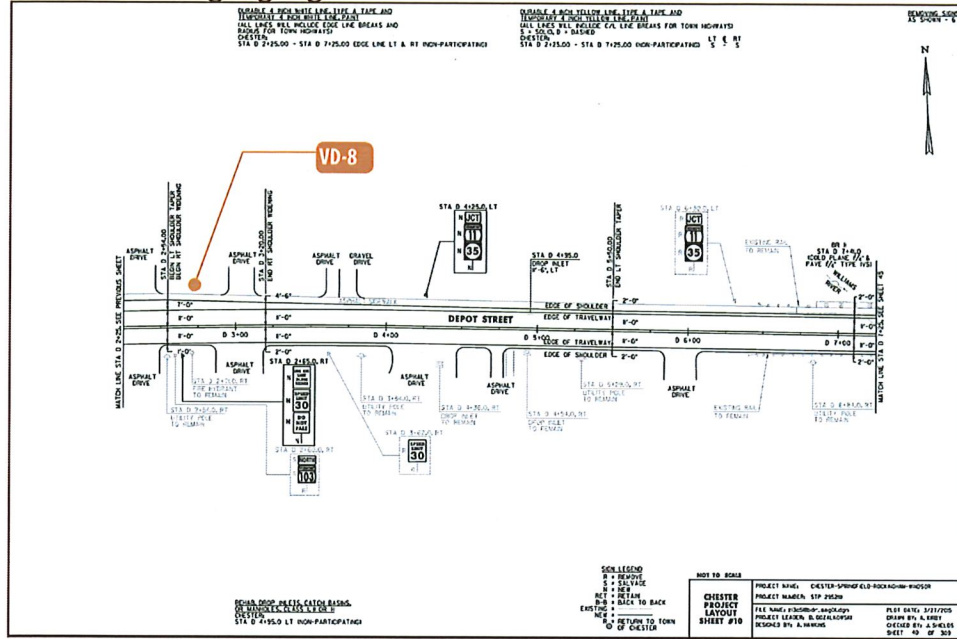
Route #: 35
Street Name: Grafton Street
Direction of Travel: North
Sign Type: Vehicular Directional
Street Speed Limit: 35 MPH
Priority: Medium

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

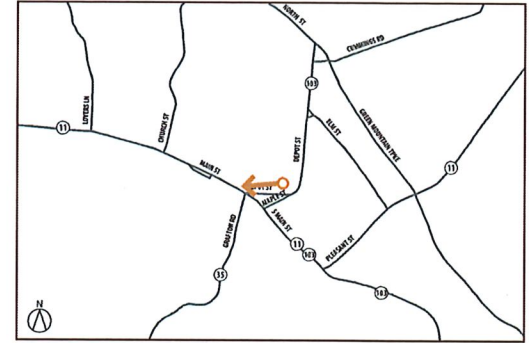
Site Photos



VTrans Existing Signage



Sign Content



Route #:

Street Name: Depot Street

Direction of Travel: South

Sign Type: Vehicular Directional

Street Speed Limit: 35 MPH

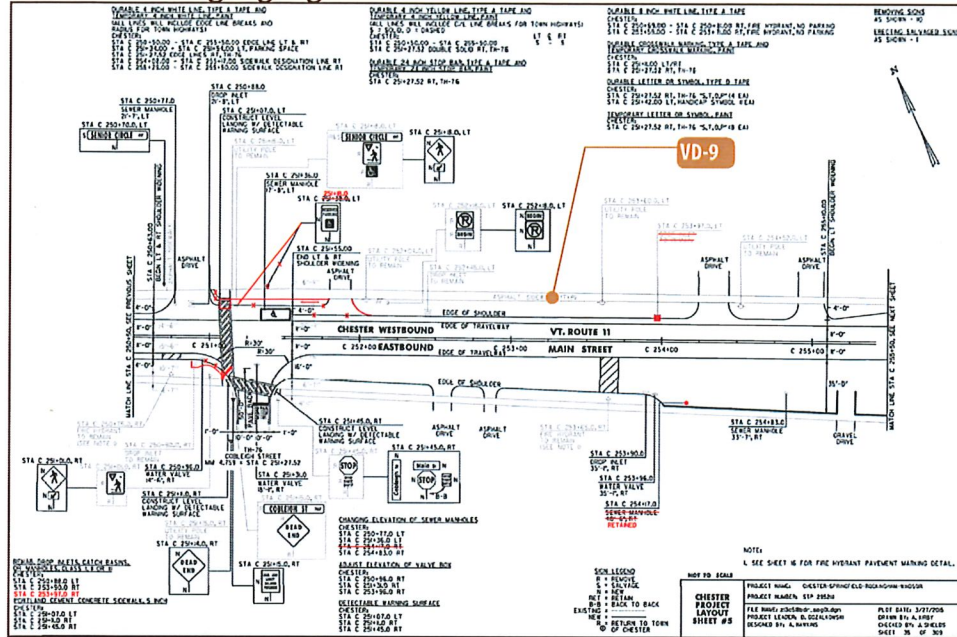
Priority: Low/ Medium

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



VTrans Existing Signage

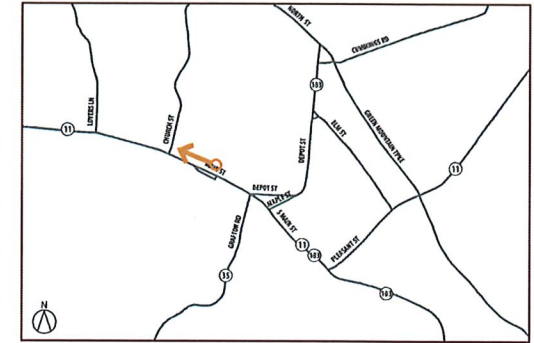


Site Photos



--- Approximate Sign Location

Sign Content



Route #: 11

Street Name: Main Street

Direction of Travel: West

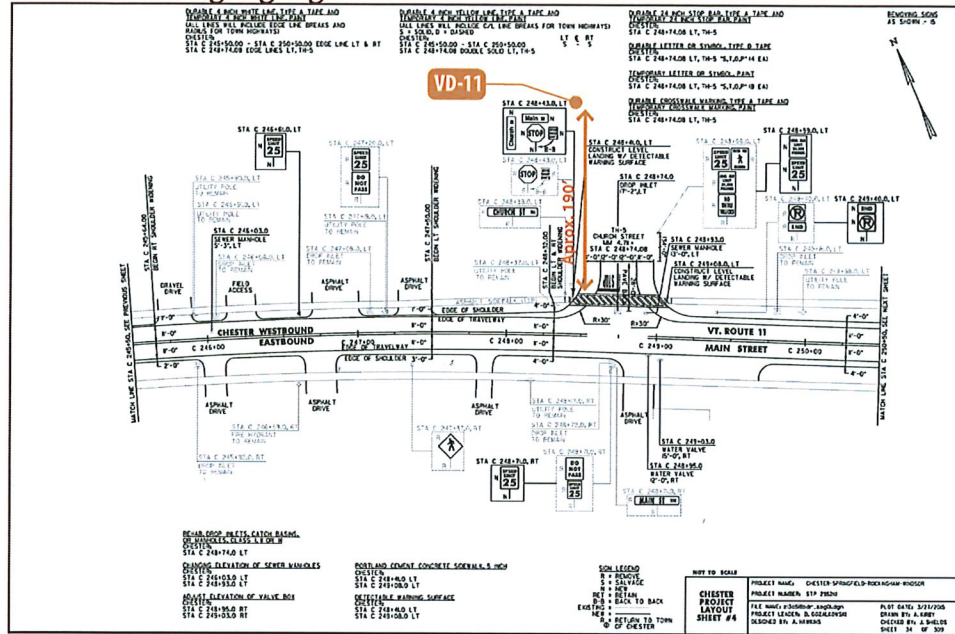
Sign Type: Vehicular Directional with Parking Sign

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

VTrans Existing Signage



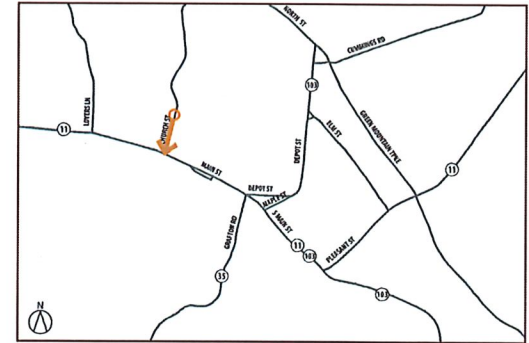
Site Photos



Approximate Sign Location

Google Earth Image

Sign Content



Route #:

Street Name: Church Street

Direction of Travel: South

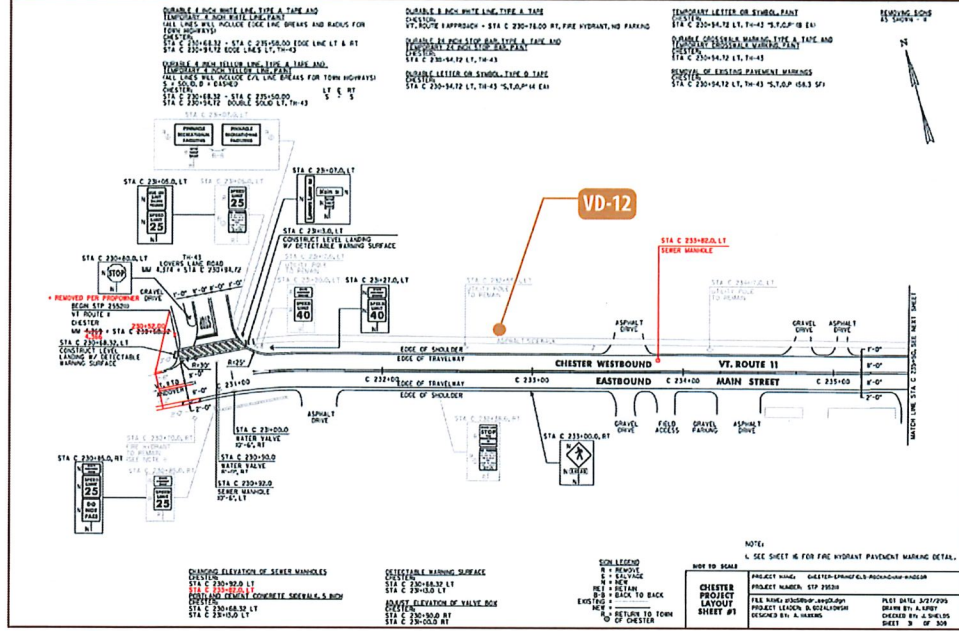
Sign Type: Vehicular Directional

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

VTrans Existing Signage

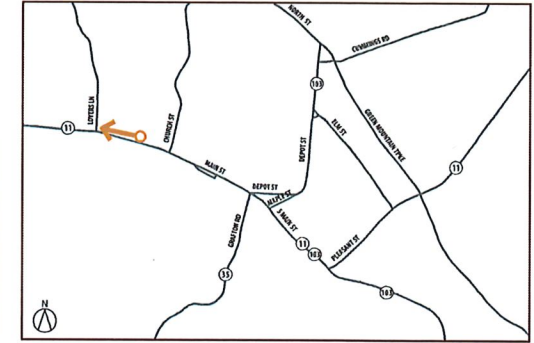
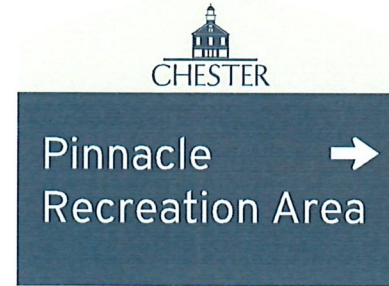


Site Photos



--- Approximate Sign Location

Sign Content



Route #: 11

Street Name: Main street

Direction of Travel: West

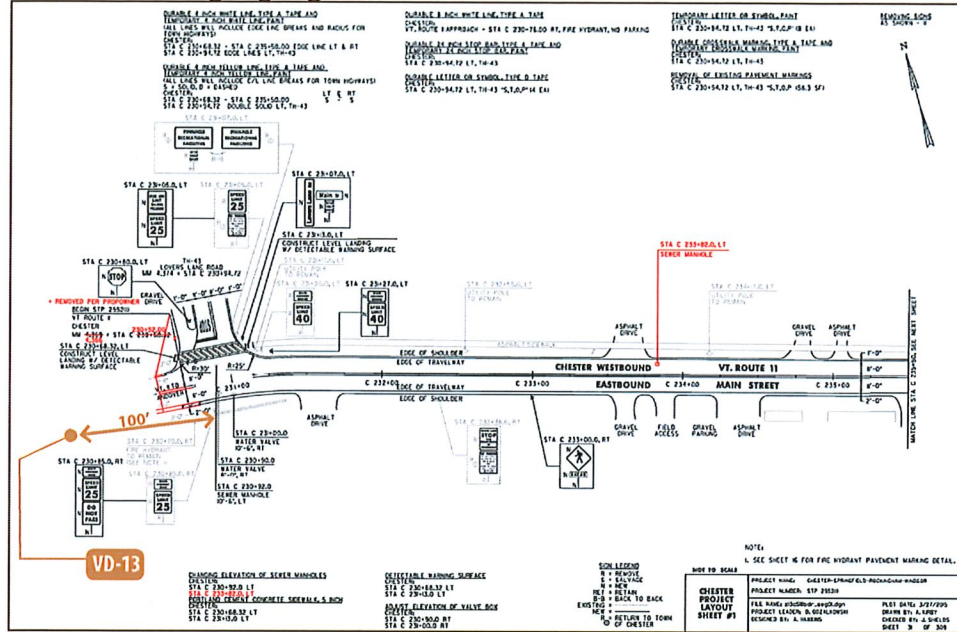
Sign Type: Vehicular Directional

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

VTrans Existing Signage



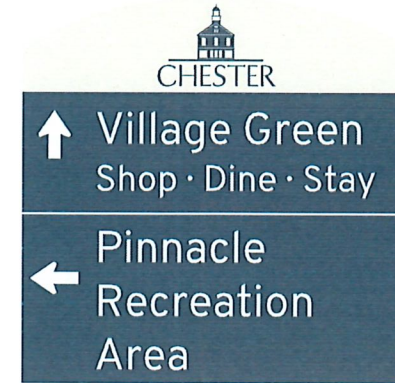
Site Photos



--- Approximate Sign Location

VT ROUTE 11 EASTBOUND

Sign Content



Route #: 11

Street Name: Main street

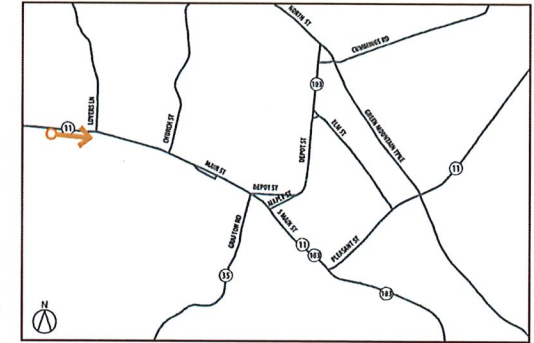
Direction of Travel: East

Sign Type: Vehicular Directional

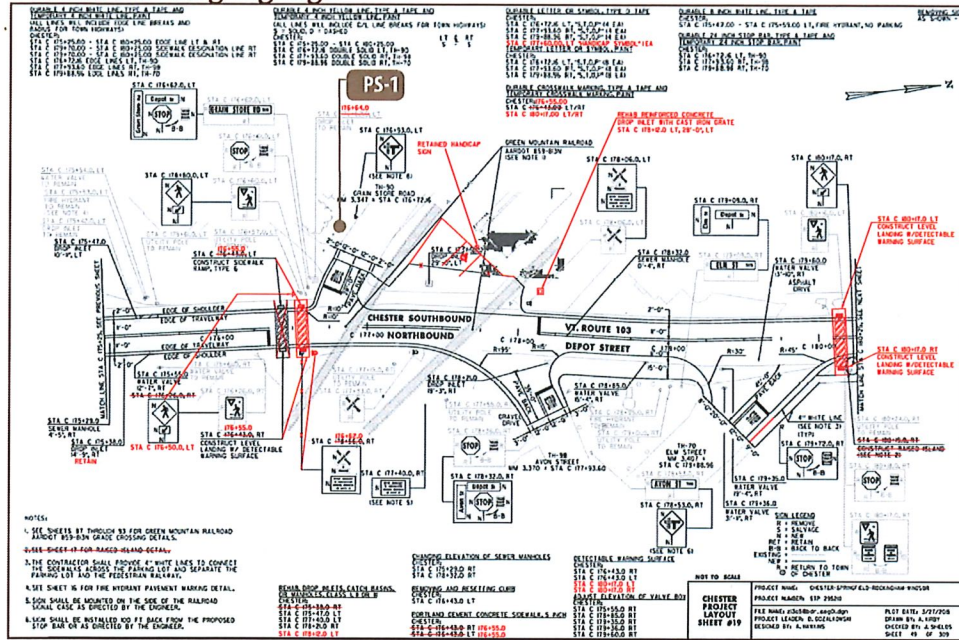
Street Speed Limit: 40 MPH

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



VTrans Existing Signage

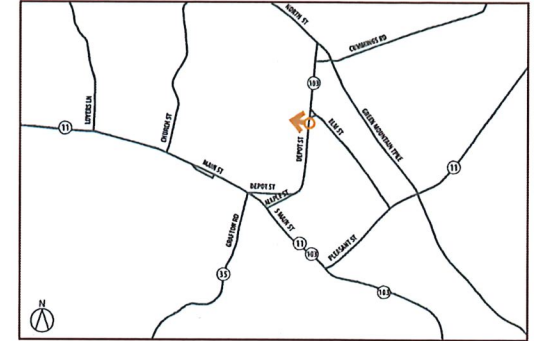
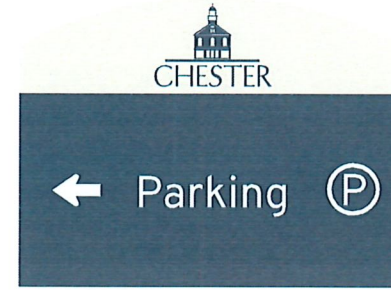


Site Photos



Approximate Sign Location

Sign Content

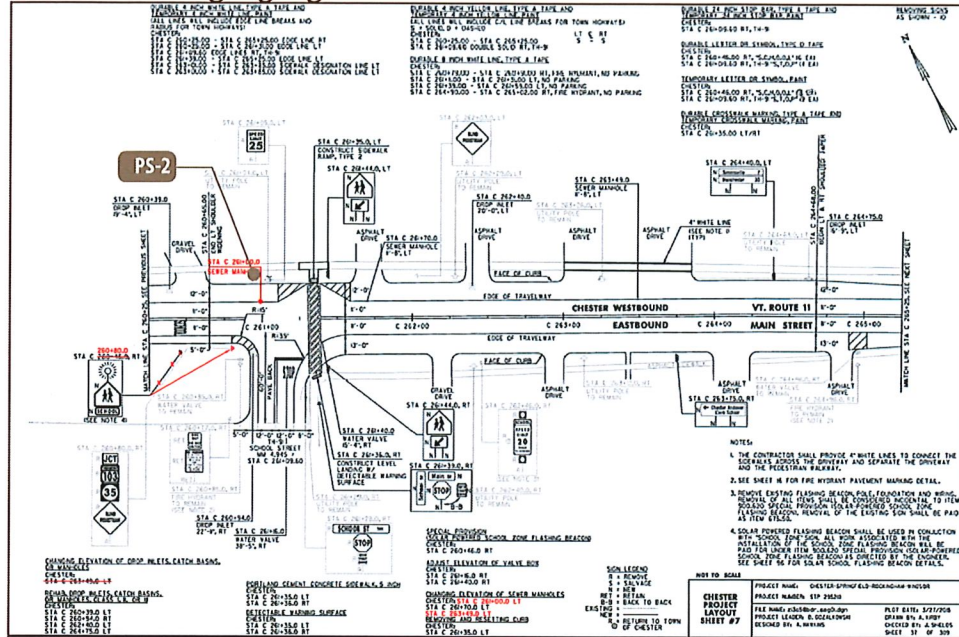


Route #: 103
 Street Name: Railroad Ave
 Direction of Travel: West
 Sign Type: Parking Sign
 Street Speed Limit: 30 MPH
 Priority: Low

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



VTrans Existing Signage

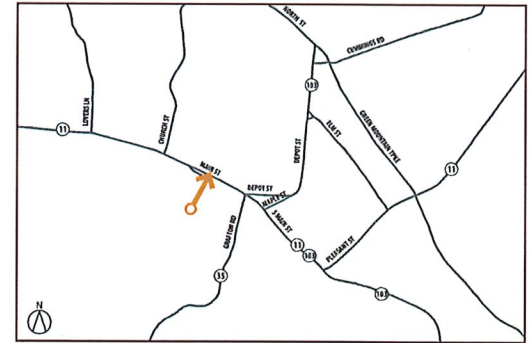


Site Photos



Approximate Sign Location

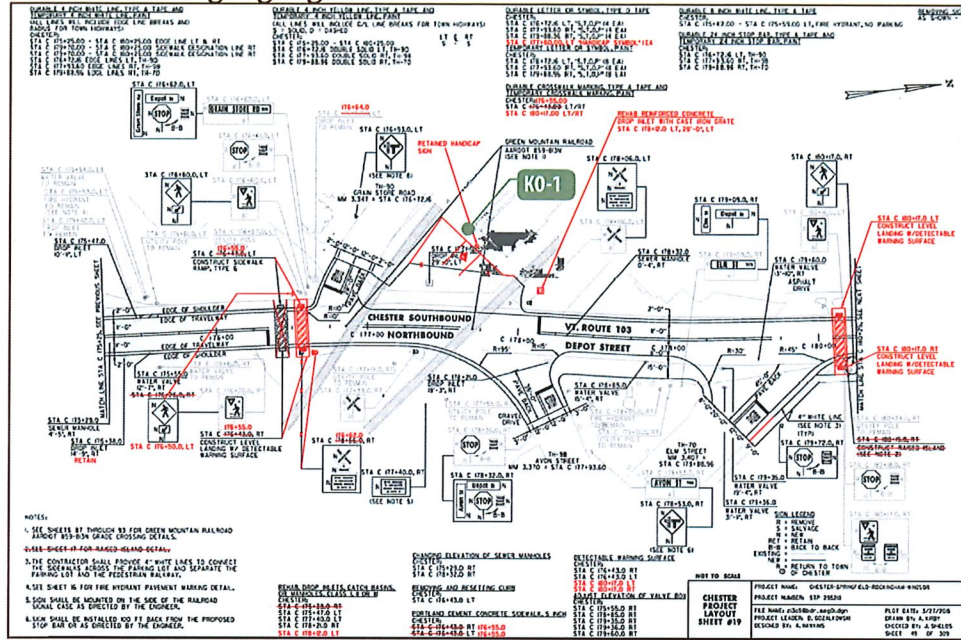
Sign Content



- 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

VTrans Existing Signage



Site Photos



Approximate Kiosk Location

Sign Content



Route #: 103

Street Name: Railroad Ave

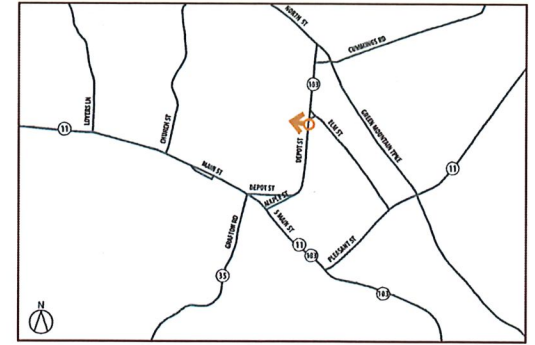
Direction of Travel: West

Sign Type: Parking Sign and Kiosk

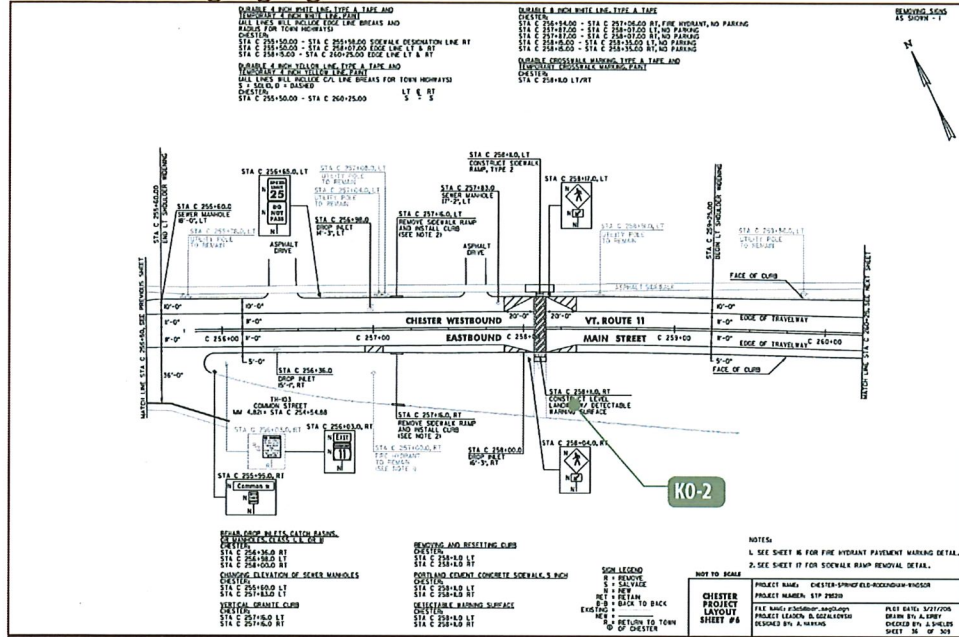
Street Speed Limit: 30 MPH

Priority: Medium

Notes: Refer to Sign Parameter sheet - Kiosk (see page 7 for details), coordinate with Green Mountain Railroad for placement



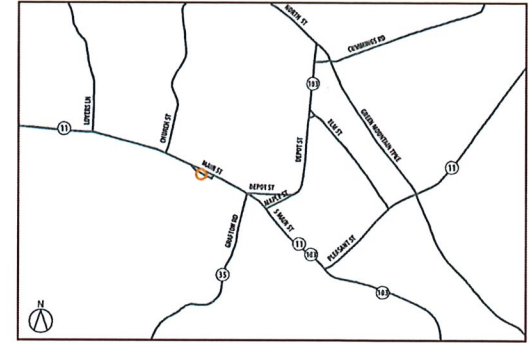
VTrans Existing Signage



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),

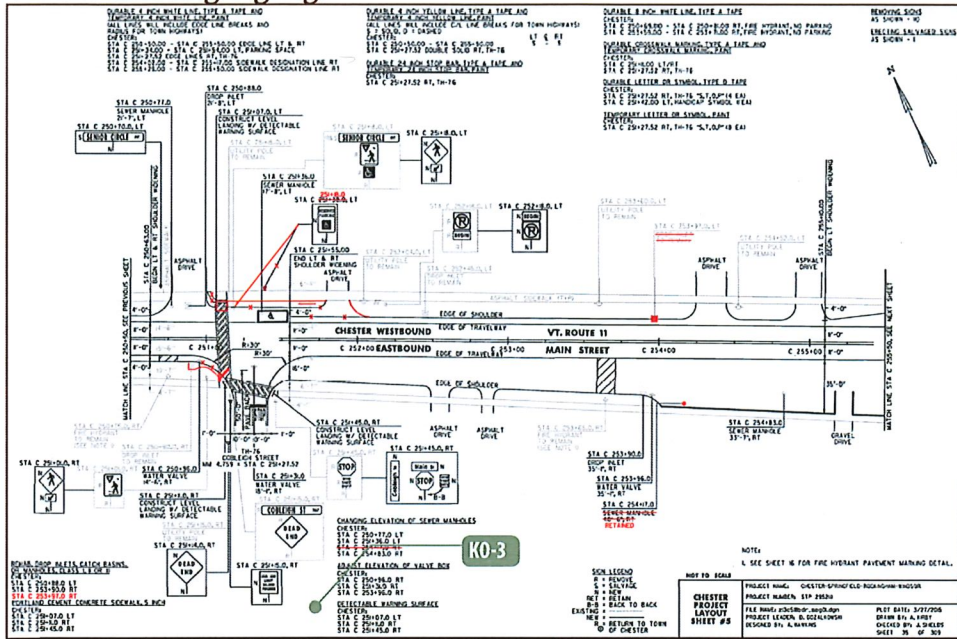
Site Photos



Approximate Sign Location



VTrans Existing Signage



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)

