

# Chester Community Association

## Survey on Electronic Advertising Sign Proposal for Route 10 in Chester, VA

We polled the membership of the Chester Community Association and received 36 responses.

- 78% or 28 responses were aware of the proposal to install a 60 square foot electronic advertising sign on Route 10 between the Chester Gazebo and the railroad bridge.
- 89% or 32 responses disapproved or strongly disapproved of the proposal. 61% or 22 responses strongly disapproved.
- 83% or 30 responses approved or strongly approved of the current Village prohibition on electronic advertising signs

The following responses indicate that if the sign proposal were approved, the following restrictions were viewed favorably by the respondents to improve safety

Proposed Safety Item	Response Percent	Response Count
Reduce driver overload by restricting the amount of information on sign at any time based upon engineering principles	83.9%	26
Decrease the size of the sign from 60 square feet to under 32 square feet	80.6%	25
Restrict the use of telephone numbers, internet addresses, text message instructions, etc.,	77.4%	24
Visual clutter with traffic signals operations minimized	71.0%	22
Restrict visual effects of any kind to accompany the transition between any two successive messages	67.7%	21
Place a default "off" setting if the sign fails until repairs are made	67.7%	21
Equip sign with sensors that measure daylight and dimmers that can control the sign brightness to predetermined levels, particularly for nighttime and fog conditions	64.5%	20
Restrict message sequencing	61.3%	19
Increase message display duration greater than 10 seconds	51.6%	16

5 Respondents skipped this question

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The following ideas for a “historic landmark” were presented to mark Chester’s core village area if one could be established along Route 10:

1. historic area
2. A true village center with enough density to create a sense of place and encourage people to leave their cars and interact with each other face-to-face.
3. a design to enhance the village-
4. Historic Village Center
5. a railroad car museum
6. an appropriate sign that was black wrought iron that did not glow in the dark and was similar to one that is used in Petersburg or Richmond that says "Historic Chester Village"
7. Gazebo with seating area
8. A historical type sign would be nice just not a flashing one. It makes the area look trashy.
9. An attractive historic sign/marker of wood or other material
10. Openness where people could gather for community events. Restricted "thru" vehicular traffic, pedestrian only traffic, perimeter parking, small restaurants, shops and services for village residents. Restricted, clearly defined advertising. The Village area will never be anything but a local attraction. We have enough commercial areas East and West of Chester that can handle the intensive traffic.
11. I think the gazebo needs to be cleaned up, emphasized, and celebrated. The marketing of the shopping area should operate off of that gazebo that is uniquely Chester's.
12. If the pieces of the old railroad depot were available I would like that reconstructed or reproduced as an information - welcome station- and use it in conjunction with the existing gazebo.
13. Civil war tyrails sinage
14. The location of the old Chester High School, established early in the 20th century..
15. Yes
16. would need to see proposed ideas
17. Route 10, headed west from Chester Rd. to Ecoff Rd. constitutes Chester's core village area. The intersection of Rt. 10 and Harrowgate Rd. marks the "downtown" crossroads.
18. Clock Tower, keep the current Gazebo looking nice, Acknowledge Historic Neighborhoods with normal good-looking signs, Beautification along all roadways, etc.
19. A plaque of some kind near the gazebo.
20. Gazebo works well, but the area around it should be cleaned up and repairs such as putting the railings back should be made.

16 respondents skipped this question.

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The following comments were also left regarding the electronic message sign proposal:

1. Less is more - none would be perfect
2. All that's needed is a simple directional sign that directs drivers to the "Village Green".
3. small business's need some signage,(limited) not only for their advertisement but for me to find them.
4. once one sign is passed, Chester's look will change and it will look like Midlothian or what Colonial Heights looks like along route 1.
5. The use of lighted signs for ANY COMMERCIAL USE should be restricted between the hours of 11:00 p.m. and 5:00 a.m.
6. why not put up a sign that lists the shops and restuarants in the Village Green with backlighting
7. I'm in favor of ANYTHING that will help business in this terrible economy. If businesses fail, we all fail. I DON'T want Chester to turn into a ghost town. It is very difficult for businesses off of Rt. 10 to get noticed!
8. Please keep distracting, tacky looking signs away from our community.  
  
The electronic sign won't make up for the poorly designed road system that "services" the village area. The die is cast and the village area is "over populated". It will never be liken to the Berkley Springs village area where traffic and signage are controlled and shops beckon passer-bys.
9. The proposed sign for Chester will create a hazard for drivers and pedestrians alike especially at sundown. The speeds at which returning worker drive over the route 10 RR bridge are normally excessive and a flashing sign adds one more distraction to the mix.  
  
The area should be marketed like Carytown as one destination where you can do many things. The owners need to coordinate and lure particular businesses that compliment the other businesses and generate foot traffic. The arts center needs to be built. The vacant parcel on the square needs to be completed. Special events that compliment the Farmers' Market, HOG, Hard Times, and ChesterFest need to be implemented. The performance stage on the green should be constructed for bands. All have the same effect of the sign, which is to generate a better business climate.
10. Sign should be low and horizontal to been seen under the existing trees along the sidewalk - should not have colored lights nor electronic messages - should be visually in concert with the gazebo.
11. Would make the area look progressive and part of the 21 century
12. We do not need a monstrosity like this in Chester.
13. Ugly and Dangerous
14. No sign 35' tall should be permitted along Rt. 10 in Chester. No electronic signs should be permitted in Chester. Neither the sign size nor the electronic aspect are in keeping with our many efforts to maintain a small town atmosphere. Chester Village Green was designed to enhance the small town feel of Chester. Their proposed sign is completely out of character with that plan. Chester residents have been working for years to re-establish the beauty of our village core. This oversized, garish, electronic sign would be a blemish on our small town landscape. Absolutely in no way should this be permitted.
15. I am not completely against electronic message signs, but I don't believe there should be one placed in the Village Green area. It would not emulate a "village" feeling. I don't want to see the Village Green turn into "Viva Las Village".
16. If the sign is put in it should have a structure of brick. That would minimize the gaudy tackiness of the current design.
- 17.

19 respondents skipped this question.