



**1 Fourth Street
Chester, PA 19013**

NEWS RELEASE

For Immediate Release

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CITY OF CHESTER INSTALLS WAYFINDING SIGNAGE

Chester, PA – Getting around Chester is becoming a lot easier with the first of a series of new signs being installed this month as part of the City’s Wayfinding Project. Brightly colored and bold, the 60 new signs are designed to assist travelers coming in and out of Chester and replace old and dated signage.

Funded in large part by a \$211,500 grant from the Delaware County Revitalization Program, phase II of the project includes new welcome signs at the City’s gateways, as well as signs directing visitors to the City’s major destinations, developed by LH Signs Company. With the new development all over the City, including construction 18,500 seat soccer stadium and new I-95 ramps, the attractive new signs will not only serve to enhance Chester’s streetscape but also improve driving conditions for residents and visitors.

“The City is extremely grateful for the funds received from Delaware County to take on this important project,” said Mayor Wendell N. Butler, Jr. “While these new signs will certainly benefit our visitors, they will also benefit our current residents. They will direct visitors unfamiliar with the City to their destination and will keep traffic off of neighborhood streets.”

Strategically placed to reduce traffic flow in residential and densely populated areas, the directional signs will guide drivers along main thoroughfares, including Route 291, Route 13 and direct drivers to and from major City entrances and exits. The plan also includes gateway signs to let people know when they are entering a zone like the downtown area.

“The City of Chester is undergoing a remarkable revitalization,” said William Payne, planning director for the City. “Between the City’s existing advantages, like its incredibly rich historical background and proximity to major roadways such as I-95, I-476, and I-295, along with the millions of dollars of investment for new development, Chester is being transformed into a destination for the entire Philadelphia region. For this reason, it’s important to continually plan ahead and work to improve infrastructure,” said Payne.

For phase I of the project, which was also funded by Delaware County, City officials worked with architect RMJM MERJE, formerly Hillier Architects for several years on planning stage of the project, assessing and taking inventory of the City’s current signage, selecting strategic locations for the new signs and also determining the best design, color scheme and size of the signs.

For more information about the project, please contact the City’s Planning Director, William Payne at 610-447-7707.

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