

Prasad Iyer, Chair
Marybeth Stow
Antoinette Lee
John DiCenzo
Marty Avallone
Peter Squitieri



Wilton Town Hall
238 Danbury Road
Wilton, CT 06897
EDC@wiltonct.org

Wilton Economic Development Commission
wiltonEDC.org

To Wilton P&Z Commissioners and Wilton Board of Selectmen

Dear Commissioners:

I am writing to you on behalf of the Wilton Economic Development Council (EDC).

On February 18, 2021, we hosted a special public EDC meeting to solicit input from Wilton's business leadership on how we might improve the business environment during these challenging economic times.

At the meeting we heard a number of complaints from many retailers about the current Wilton sign ordinances. We understand that you are examining the current zoning regulations related to signage and are writing to urge you to revise the current regulations as soon as possible to address the following issues:

- Allow for improved (i.e., more visible for each store) signage at the main auto traffic entry to all retail shopping areas.
- Develop more uniform standards for on-premises/outside-store signage going forward for Wilton retail businesses and better resources to guide small businesses on this topic.
- Provide flexibility of signage for businesses, in particular for those in non-traditional retail locations such as store fronts based in home-style buildings along the Route 7 corridor.
- Improve signage directing traffic into the Wilton town center from the two major Route 7 intersections.

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The Wilton EDC supports revisions to address these concerns.

Thank you for your consideration.

Toni Lee, EDC Commissioner on behalf of the Wilton EDC

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