

# WILTON EDC

Sign Survey Results Summary

1.13.24



Wilton Economic Development Commission

# Sign Survey Respondents



## Wilton Businesses

34 Respondents  
Route 7 (North & South)  
Town Center Location



## Wilton Residents

240 Respondents  
All Residential Areas in Wilton





## Wilton Business Responses

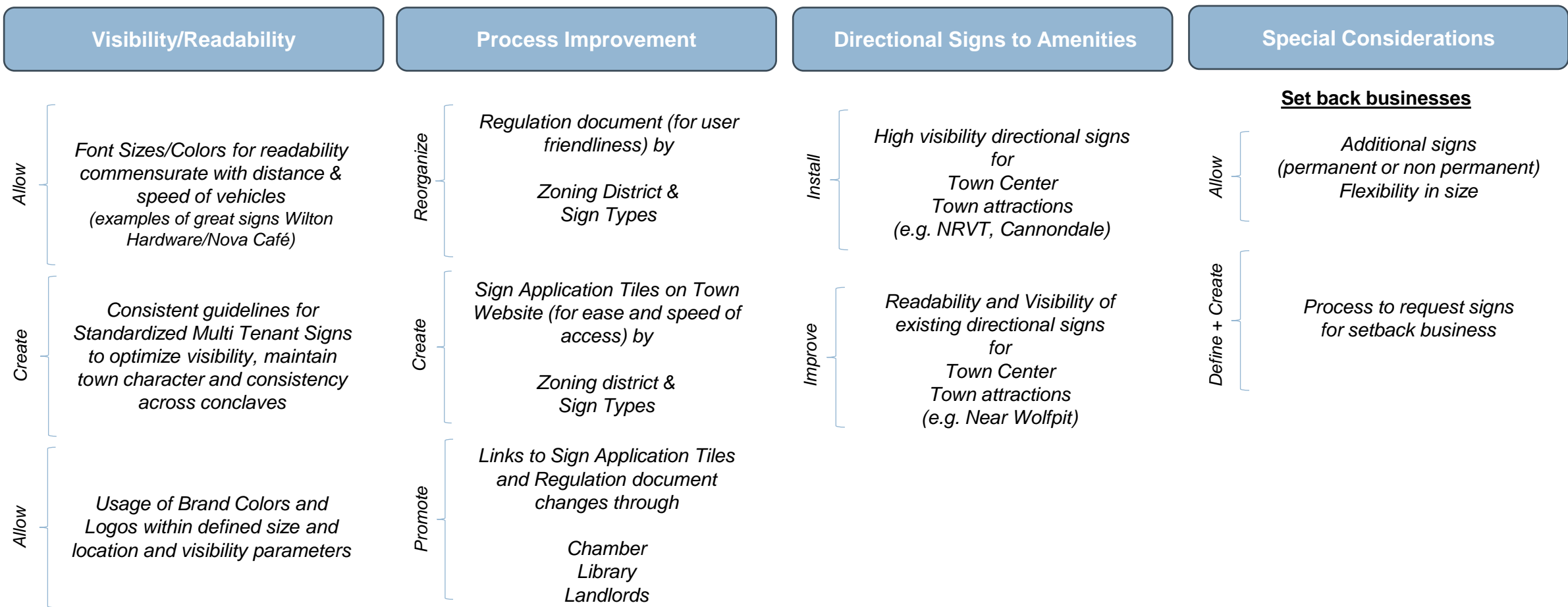
- Directions from Route 33 to Wilton Town Center
- Supplemental Signage for Obscure Visibility Businesses
- Larger Signs on Route 7 / Plazas
- Lack of Consistency
- Need for Improved Process & Documentation/Regulation



## Wilton Residential Responses

- Directions from Route 33 to Wilton Town Center
- Lack of Visibility
- Lack of Readability (Inconsistent Design)
- Set Back Businesses Hard to Find
- Directional Signs to Other Key Town Locations (i.e. Ambler Farm) and Commercial Centers (Georgetown & Cannondale)

# Wilton EDC Sign Improvement Recommendations



# Examples of Effective Signs

Wilton Hardware/NOVA  
Café

RISE Donuts

Classically Cate

Wilton Historical Society

Wilton Historical Barn

Village Market

Orem's Diner







**Most Effective  
Sign**

**Sharp Hill Plaza  
Nova Café  
Wilton Hardware**

