WILTONEDC

Sign Survey Results Summary

1.13.24





Sign Survey Respondents



Wilton Businesses

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



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

The Results Wilton Residents

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

	Visibility/Readability		Process Improvement		Directional Signs to Amenities		Special Considerations
Allow	Font Sizes/Colors for readability commensurate with distance & speed of vehicles (examples of great signs Wilton Hardware/Nova Café)	Reorganize	Regulation document (for user friendliness) by Zoning District & Sign Types	Install	High visibility directional signs for Town Center Town attractions (e.g. NRVT, Cannondale)	Allow	Set back businesses Additional signs (permanent or non permanent) Flexibility in size
Create	Consistent guidelines for Standardized Multi Tenant Signs to optimize visibility, maintain town character and consistency across conclaves	Create	Sign Application Tiles on Town Website (for ease and speed of access) by Zoning district & Sign Types	Improve	Readability and Visibility of existing directional signs for Town Center Town attractions (e.g. Near Wolfpit)	Define + Create	Process to request signs for setback business
Allow	Usage of Brand Colors and Logos within defined size and location and visibility parameters	Promote	Links to Sign Application Tiles and Regulation document changes through Chamber Library				



Landlords



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

