

# Wilton EDC

Sign Regulation Improvements

Draft Recommendations

12.15.23



Wilton Economic Development Commission

# Wilton EDC Sign Regulation Improvement Recommendations



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

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