

Wilton EDC

Sign Regulation Improvements

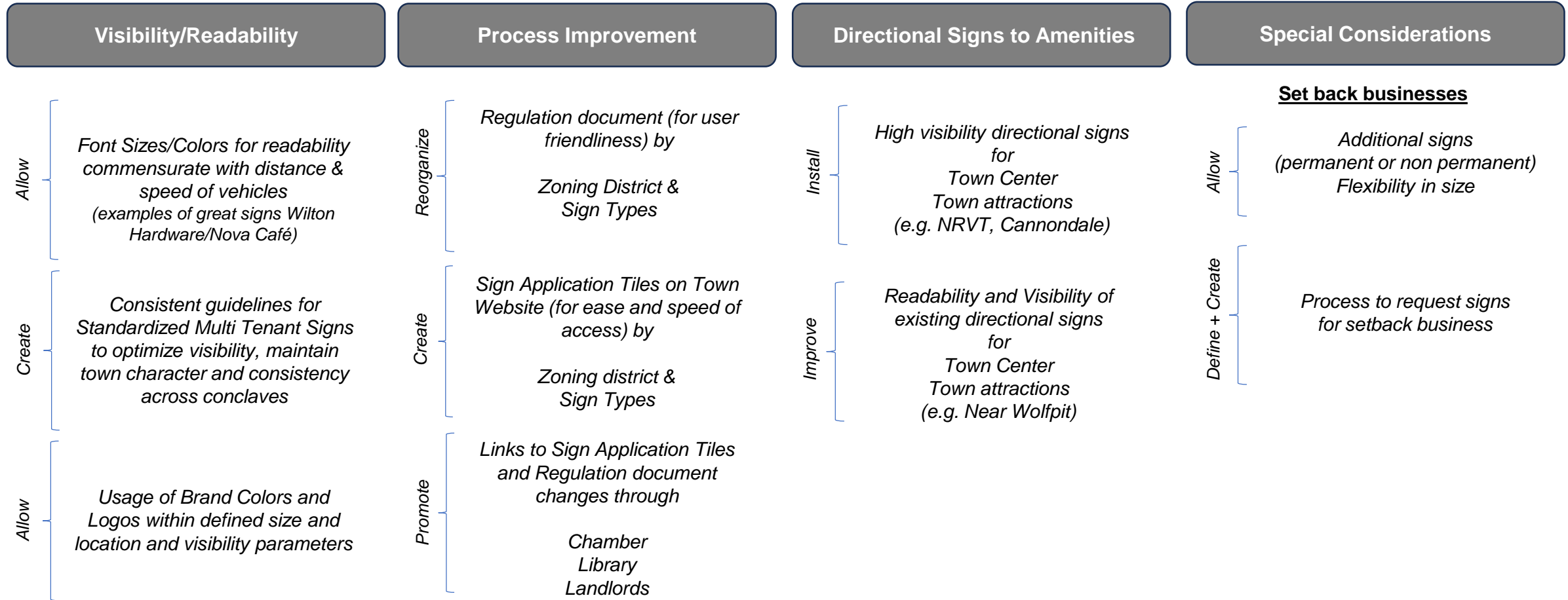
Draft Recommendations

12.15.23





Wilton EDC Sign Regulation Improvement Recommendations



Appendix





Commissioner Drafts

Joe F

Effectiveness and Improvement:

- Most signs are not effective: Enhancing signs' effectiveness through better design and visibility.
- Lack of visibility, especially for set-back businesses and Town Center from Route 7
 - Signs are too small: Ensuring adequate size for readability and prominence.
 - Enhance visibility through better positioning, readability and or lighting.
- Wilton Hardware/Nova Cafe cited as the most effective sign.

Directional and Navigational Clarity:

- Directional signs to the town center improvement: Enhancing guidance from Route 7 to central areas.
- Improved directories: Implementing more effective business directories.

Consistency and Cohesiveness:

- More consistency: Ensuring uniformity in design and placement while respecting branding.
- Cohesiveness of signs: Creating a unified visual identity across all signage.
- Signs should maintain small-town tradition: Reflecting the local charm while upgrading signage.

Regulation and Development:

- A measured and discrete approach to signage: Balancing signage density and visual impact.
- Significant development is needed; signage improvement is not sufficient: Addressing broader infrastructural or developmental needs.
- Regulations need to be updated and more flexible: Revising regulations for adaptive and effective signage.

Marty A

Lack of Visibility

- signs can be too small to be effective
- signs must be of sufficient font size to be visible to oncoming traffic
 - font size will differ by zones (Route 7 larger than Town Center)
- multi-tenant signs should have consistent size (except for anchor tenant)
- proper external lighting should be available

Lack of Readability and Cohesiveness

- standardized white background color for signs allows for easier readability
- some space delineation in multi-tenant signs would be preferred

Business set back or hard to find

- allow added directional sign near street to direct customers

More signs to Town Center

- State land directional sign improvements in process

Consider adding directional signs to other key sites around town (Ambler Farm, NRVT, Cannondale)

Commissioner Drafts



Wilton Economic Development Commission

John D

Improve Visibility (fonts and contrast)

Improve Readability (consider spacing and sizing on shared and/or roster signs so they they can be read by motorists..) This may call for a review of the sizing regulations to create an accommodation.

While recognizing branding, retain consistency in the type of signage that is offered

More signage support for obscure and set back locations, particularly retail

Directional/instructional signs for set back businesses, rear locations etc... also directional signage for key commercial centers such as Wilton Center, Cannondale, Georgetown etc..

Perhaps a renewed effort to partner with the state on supporting more directional signage to key business centers and town amenities

Traditional with an emphasis on maintaining the town's architectural character (physical appearance of signs)

Peter S

- Increase allowable font sizes where appropriate (e.g., for the Stop and Shop Plaza)
- Improve Design Consistency in Town Center
 - Use sharper contrast between sign backgrounds and sign lettering
 - Enhance borders of individual businesses in directory signs for faster visual recognition
- Reduce use of sandwich signs, instead incorporate signs for non street-facing (especially river-facing) businesses into general 'directory' type signs
- Provide a suitable directory sign for businesses in back of and around Wilton Market.
- Allow larger, more prominent signs on Route 7.
- Work with the state to allow more prominent, more informative signs pointing to Town Center
- Signs in Town Center and on Route 7 directing to Town Amenities, such as Ambler Farm, Weir Farm, Allen's Meadow, Merwin Meadows, Wilton Playshop, etc.
- Simplify and accelerate the application process for small businesses and for temporary signs.
- Make enforcement of signage regulations more consistent

Draft



Commissioner Drafts

Donna P

Signs from Route 7 to Wilton Town Center

Directional Signs to Key Locations
(i.e. Ambler)

Revised Process for Businesses Acquiring
Signs. Includes Special Circumstances and
Streamlined Process on Town Website

Review for Consistency of Image with
Town Guidelines



Findings Summary – Business Survey

Business Owners

- Obscure Visibility Businesses
 - Supplementary Signs (permanent or non-permanent)
 - Define process for signs
- Process Improvement
 - Tiles on town website for forms for various types of signs
 - Enforcement rules documentation
 - Communicate via Chamber, Library, town email system, Landlords
- Sign Document and Process Flow
 - Revise sign regulation document to make it more user friendly
 - Provide details of ownership of areas in town for signs