

Wilton EDC

DRAFT Sign Survey Results Summary

11.15.23



Improvements

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Factors	Observations	Top Rank	% Observations	% Cumulative
No Verbatim	99		41.8%	
Route 7	17	1	12.3%	12.3%
Setback	16	2	11.6%	23.9%
Too Small	15	3	10.9%	34.8%
Rte 7/ 33	12	4	8.7%	43.5%
Downtown	10	5	7.2%	50.7%
No Consistency	9	6	6.5%	57.2%
All Areas	9	7	6.5%	63.8%
Conclave/Plaza	8	8	5.8%	69.6%
Downtown/Route 7	7	9	5.1%	74.6%
Left of Village Market	4	10	2.9%	77.5%
Danbury Road	4			
Unsightly	3			
Improve Design	3			
Too Small/Route 7	2			
Bigger	2			
No Sandwich	2			
Entry to Town	1			
Busy Roads	1			
Permanent	1			
OK	1			
Improve Design/Reduce Size	1			
Sharp Hill	1			
Train Station Direction	1			
More Colors	1			
Restaurant	1			
North Wilton	1			
Trackside	1			
No Temporary	1			
Less on Route 7	1			
Temporary	1			
More Tasteful	1			
Grand Total	237			

Themes

- Improved signage for setback business
- Directions from Route 7/33 to town center
- More consistency
- Lack of visibility especially in Route 7, too small
- Plaza signs



General Comments

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<u>Comments</u>	<u>Frequency</u>	<u>% Total</u>
Visibility	47	27%
Cohesiveness	28	16%
Discreteness	20	12%
Development	17	10%
Regulation improvement	15	9%
Tradition	12	7%
Directories	7	4%
No temporary signs	5	3%
Paths_Foot Traffic	5	3%
More Signs	4	2%
Online	4	2%
Event Driven	3	2%
Modern	2	1%
Electronic	1	1%
Uniqueness	1	1%
	171	100%

For the final (open-ended) question regarding "provide additional comments", I have determined there are 171 actionable responses, categorizing them into 15 clusters.

The summary reveals that 27% of the commentaries highlighted improved visibility of signs as a primary area for enhancement, followed by 16% citing cohesiveness of signs.

Additionally, 12% advocated for a more measured and discrete approach to signage.

Notably, 10% expressed the opinion that improve signage is not sufficient, town development is necessary, while another 9% emphasized the need for regulatory enhancements.



Most Effective Signs

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Effective Signs in Wilton

None Effective	92
Wilton Hardware	30
Rise	12
Wilton Historical Society	7
Village Market	7
Classically Cate	7
Stop and Shop	6
Orem's	5
Red Rooster	4
Open House	4
	71%

Based on the data from the survey, a total of 245 examples were provided by respondents to illustrate what they considered effective or well-designed signs in Wilton.

Below is a table summarizing the top 10 responses, which represent 71% of the replies.

The data revealed that 38% of the responses indicated there were no instances of effective signs in Wilton.

Meanwhile, the sign for Wilton Hardware/Nova Cafe was the most commonly cited example of an effective or well-designed sign.

Wilton Hardware (Sharp Hill Square and Nova) seem to be the most liked. Village Market and Classically Cate do well too. I think many find them very readable and yet "clean". I think many also are seeking some consistency. Interesting, Stop and Shop signage on River Road did pretty well too.

While we should not choose the design type, but visibility, readability and consistency seemed to be common desired themes.



Specific Areas in Town to improve signage

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	counts		comments
Total responses	138		
Concerning Rt 7	62		
should be more prominent/larger/more visible		18	
more signs leading to town center	1	18	
signs are hidden/too small, not visible		3	
route 7 is a mishmash of signs, ragtag		2	
signs should be smaller		2	
route 7 south Wilton needs a lot of improvement		6	
no specific comment		39	
Concerning Town Center	72		
want more prominent/visible signs	1	28	
want smaller signs		0	
signs are hidden/too small/not visible	1	10	mostly for non-street facing businesses
more attractive signs		6	
prohibit sandwich signs		3	
wants more sandwich boards		1	
wants more consistent design	1	11	
No specific suggestions		19	
scattering of other comments 1 each			
don't allow political signs			
town is too cluttered with signs, looks ragtag			
signage is terrible everywhere			
signs block visibility (2)			
should provide more signage for parks, other amenities			
should provide directions to train station			
should provide signs for town facilities (Shenck's, PO, Town Green, etc)			



Summary

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

Residents

- TBD

