

Wilton Sign Regulation Feedback Survey

Monday, July 10, 2023

34

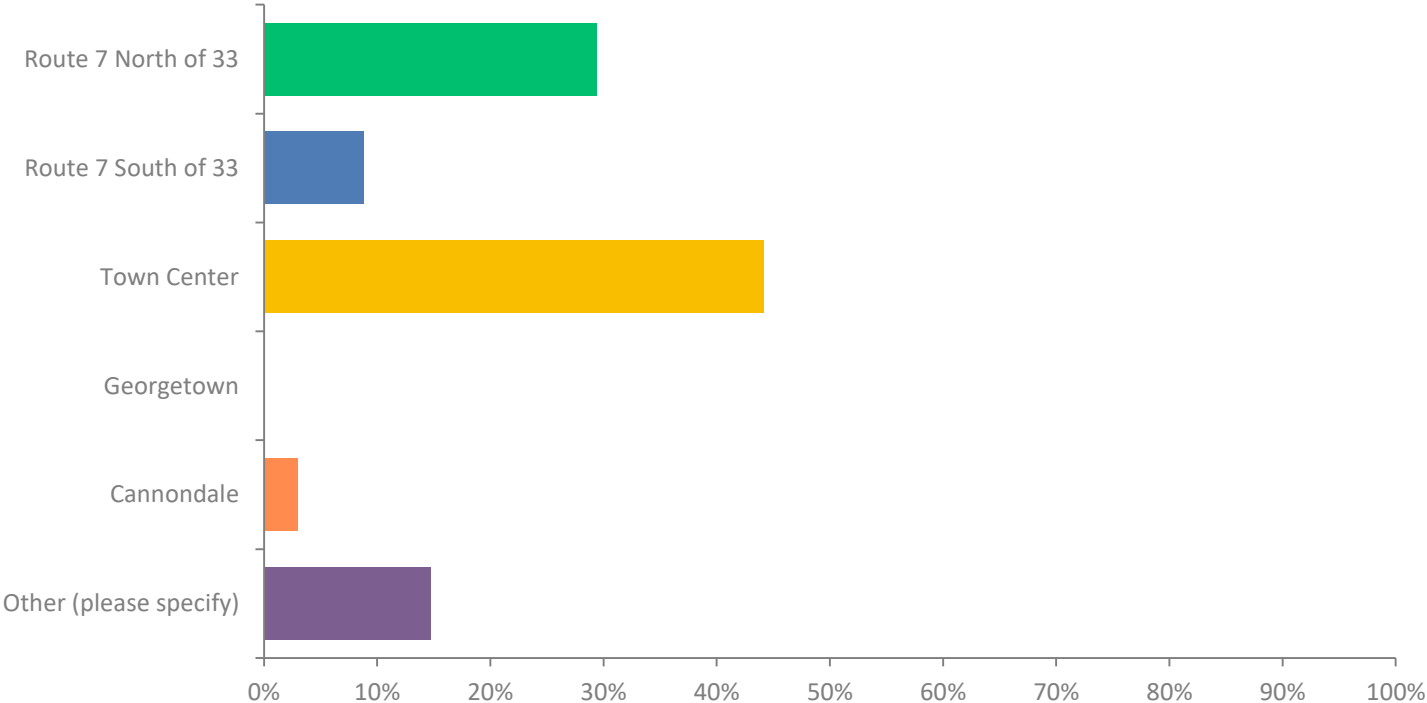
Total Responses

Date Created: Wednesday, April 26, 2023

Complete Responses: 34

Q1: Where is your business located?

Answered: 34 Skipped: 0



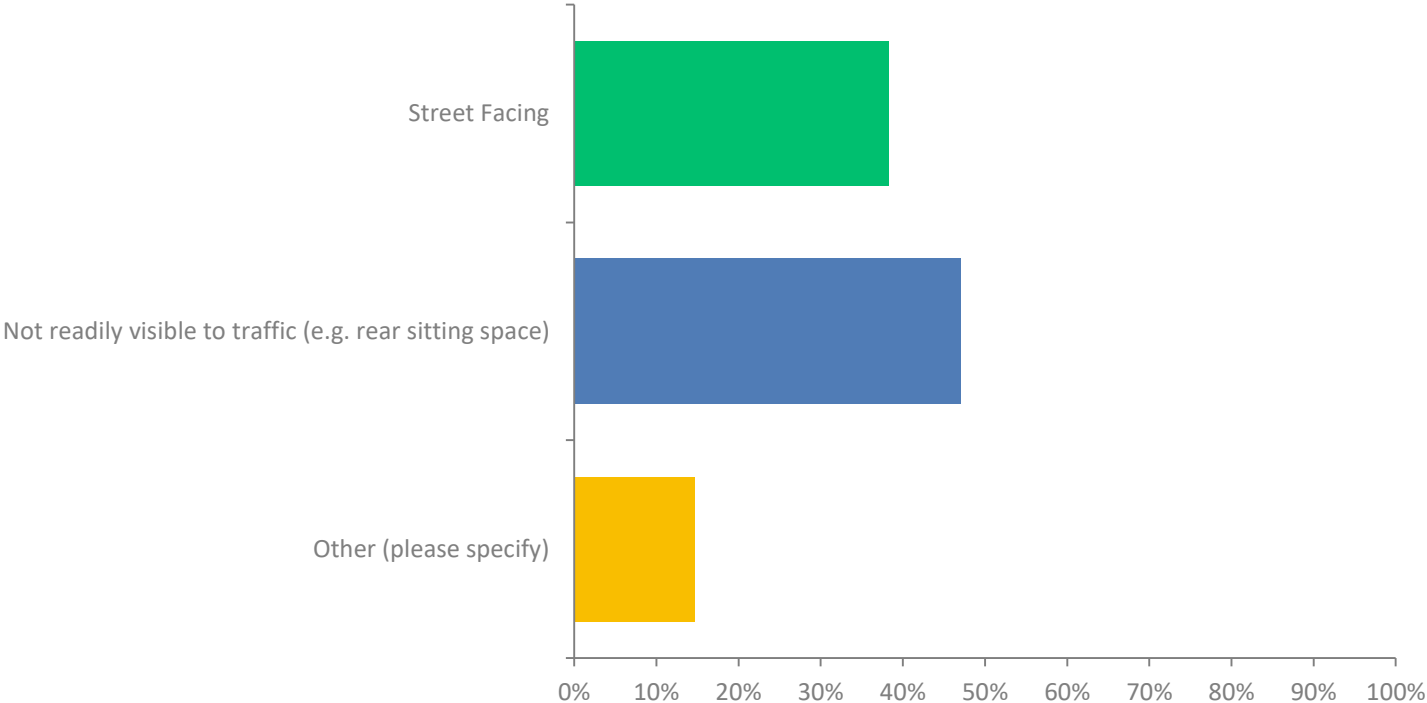
Q1: Where is your business located?

Answered: 34 Skipped: 0

ANSWER CHOICES	RESPONSES	
Route 7 North of 33	29.41%	10
Route 7 South of 33	8.82%	3
Town Center	44.12%	15
Georgetown	0%	0
Cannondale	2.94%	1
Other (please specify)	14.71%	5
TOTAL		34

Q2: Is your business:

Answered: 34 Skipped: 0



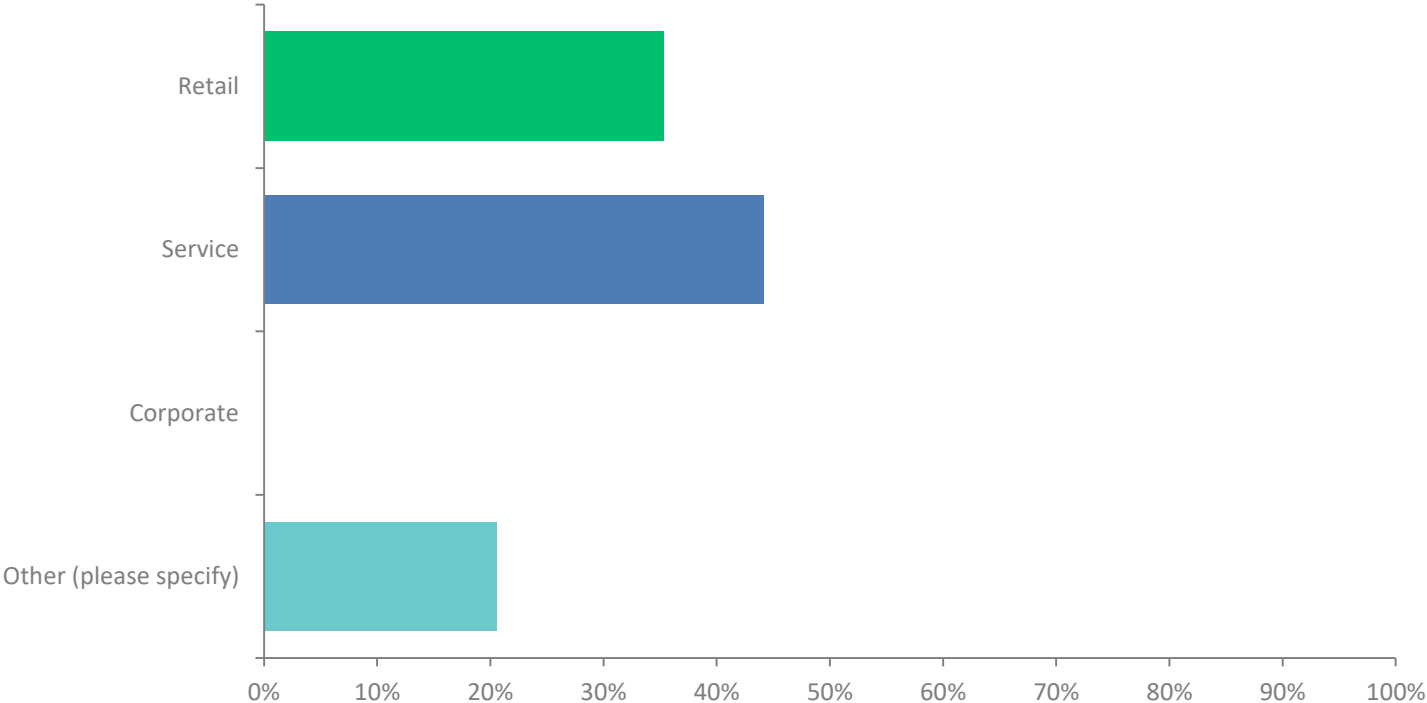
Q2: Is your business:

Answered: 34 Skipped: 0

ANSWER CHOICES	RESPONSES	
Street Facing	38.24%	13
Not readily visible to traffic (e.g. rear sitting space)	47.06%	16
Other (please specify)	14.71%	5
TOTAL		34

Q3: How would you best describe your business?

Answered: 34 Skipped: 0



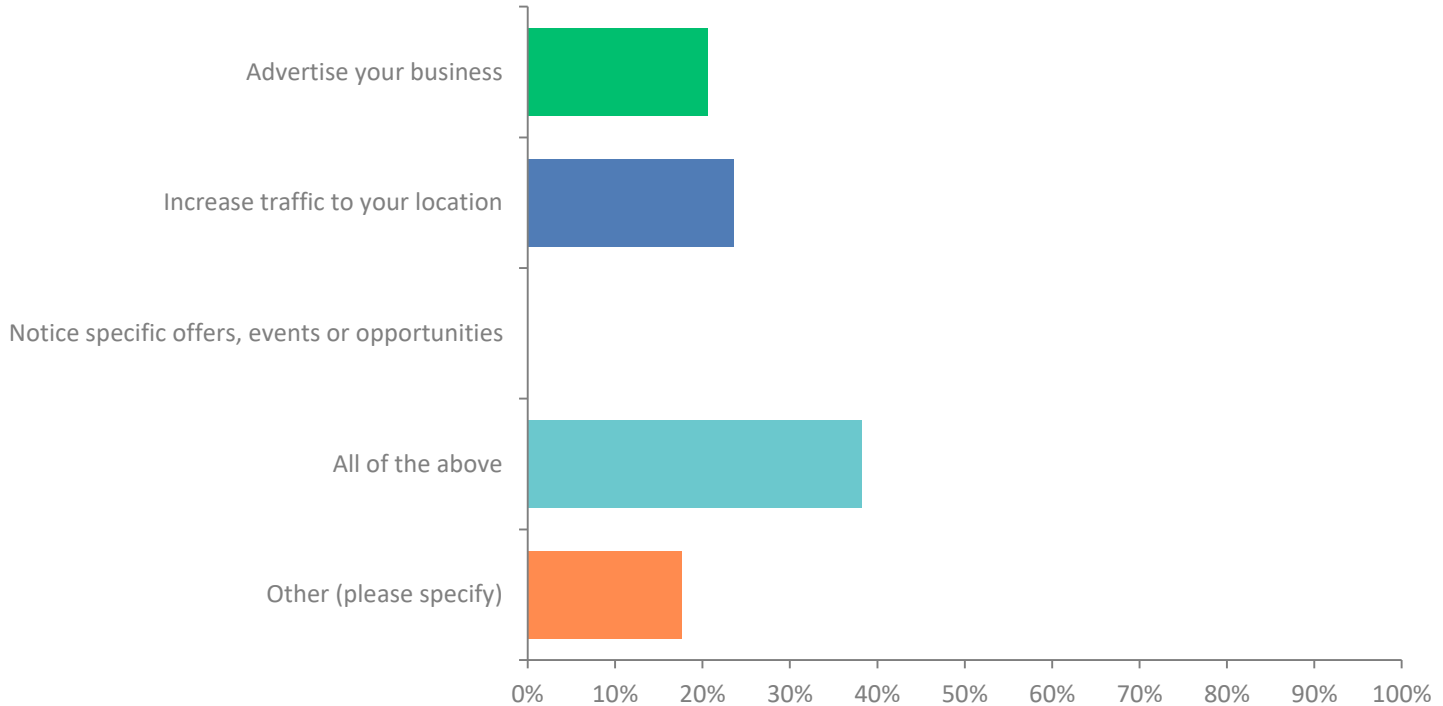
Q3: How would you best describe your business?

Answered: 34 Skipped: 0

ANSWER CHOICES	RESPONSES	
Retail	35.29%	12
Service	44.12%	15
Corporate	0%	0
Other (please specify)	20.59%	7
TOTAL		34

Q4: What is your top priority goal as it relates to your business signage?

Answered: 34 Skipped: 0



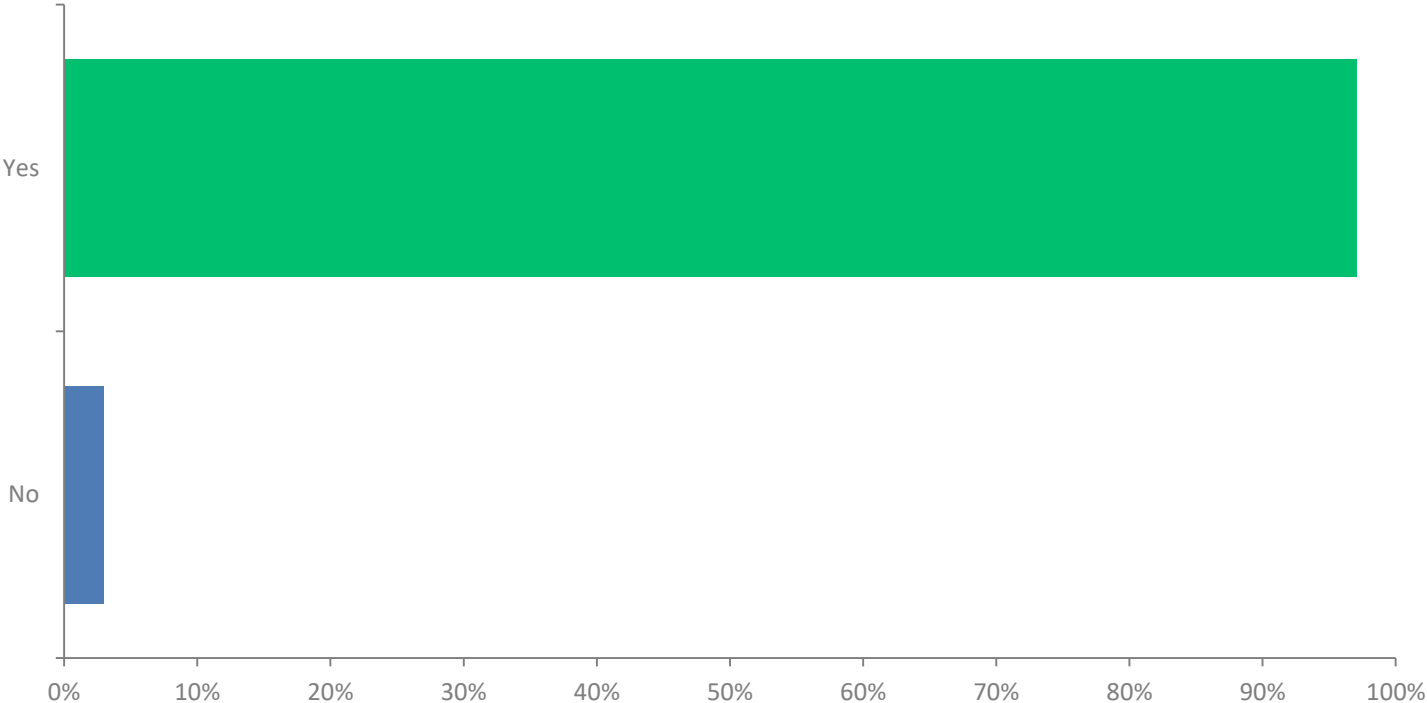
Q4: What is your top priority goal as it relates to your business signage?

Answered: 34 Skipped: 0

ANSWER CHOICES	RESPONSES	
Advertise your business	20.59%	7
Increase traffic to your location	23.53%	8
Notice specific offers, events or opportunities	0%	0
All of the above	38.24%	13
Other (please specify)	17.65%	6
TOTAL		34

Q5: Were you aware that the town has regulations for signs?

Answered: 34 Skipped: 0



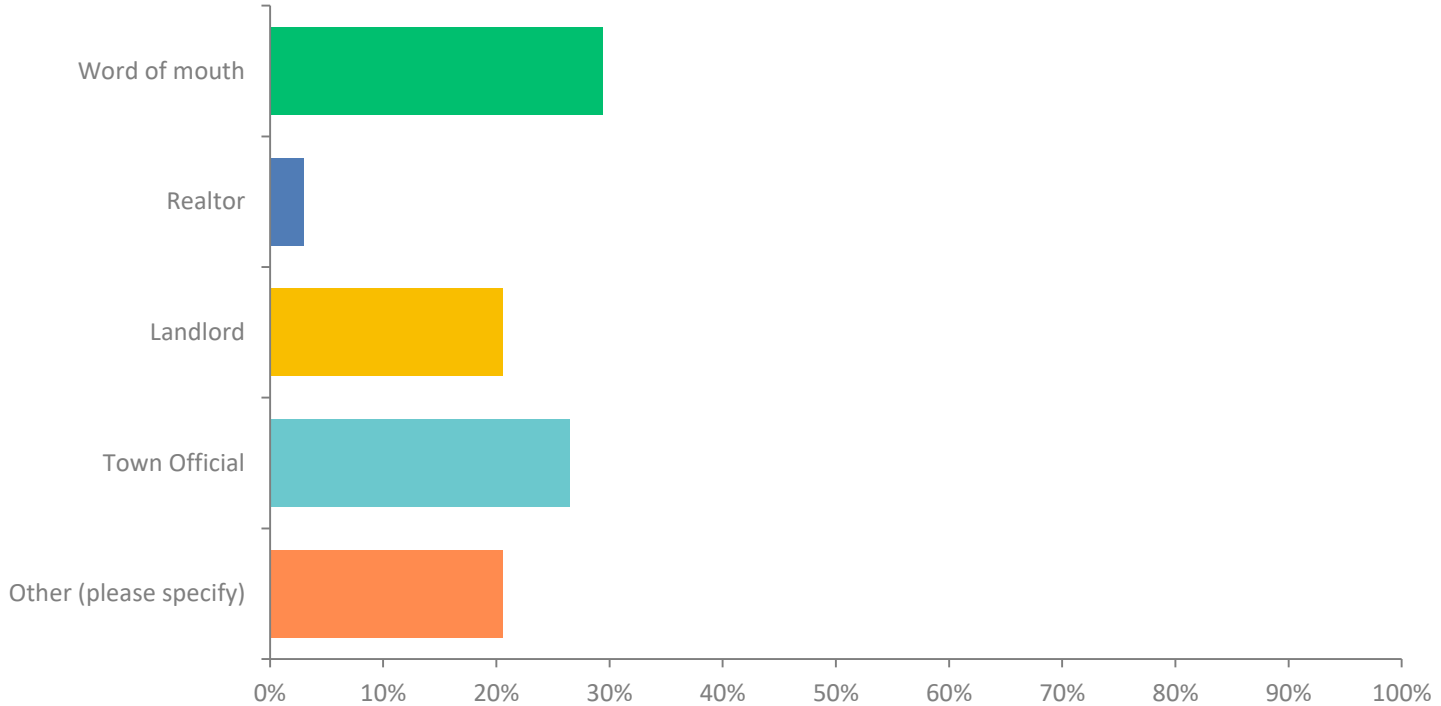
Q5: Were you aware that the town has regulations for signs?

Answered: 34 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	97.06%	33
No	2.94%	1
TOTAL		34

Q6: How did you become aware that the town has regulations for signage?

Answered: 34 Skipped: 0



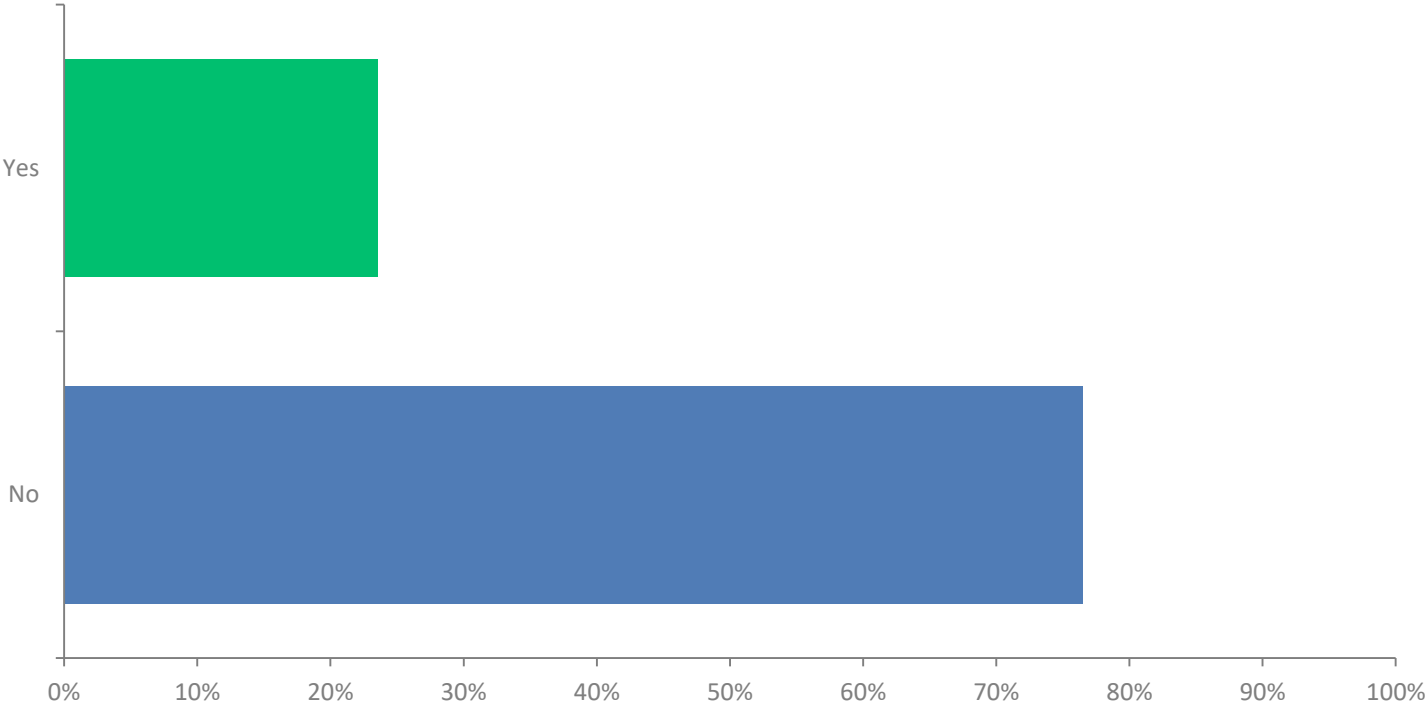
Q6: How did you become aware that the town has regulations for signage?

Answered: 34 Skipped: 0

ANSWER CHOICES	RESPONSES	
Word of mouth	29.41%	10
Realtor	2.94%	1
Landlord	20.59%	7
Town Official	26.47%	9
Other (please specify)	20.59%	7
TOTAL		34

Q7: Are the current sign regulations meeting your business needs?

Answered: 34 Skipped: 0



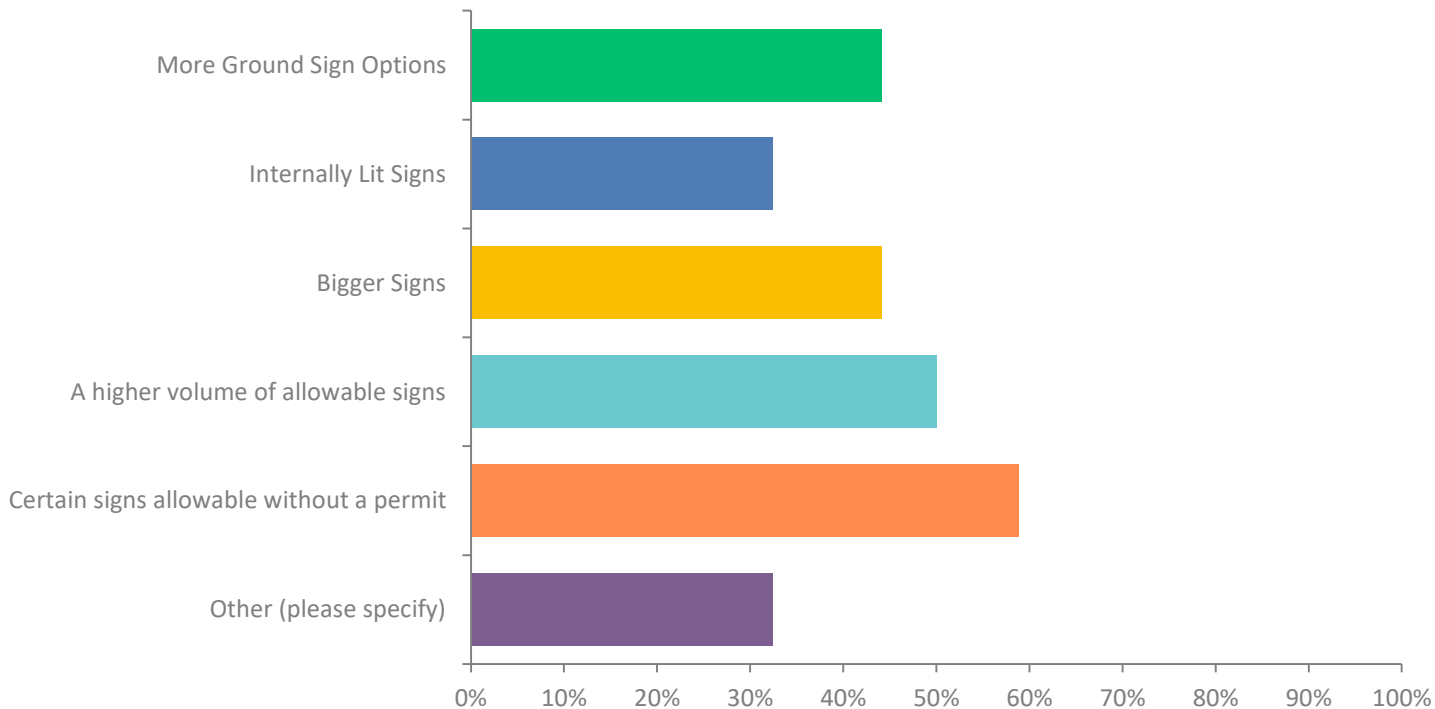
Q7: Are the current sign regulations meeting your business needs?

Answered: 34 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	23.53%	8
No	76.47%	26
TOTAL		34

Q9: What change in the current regulations would you like? Please check all that apply

Answered: 34 Skipped: 0



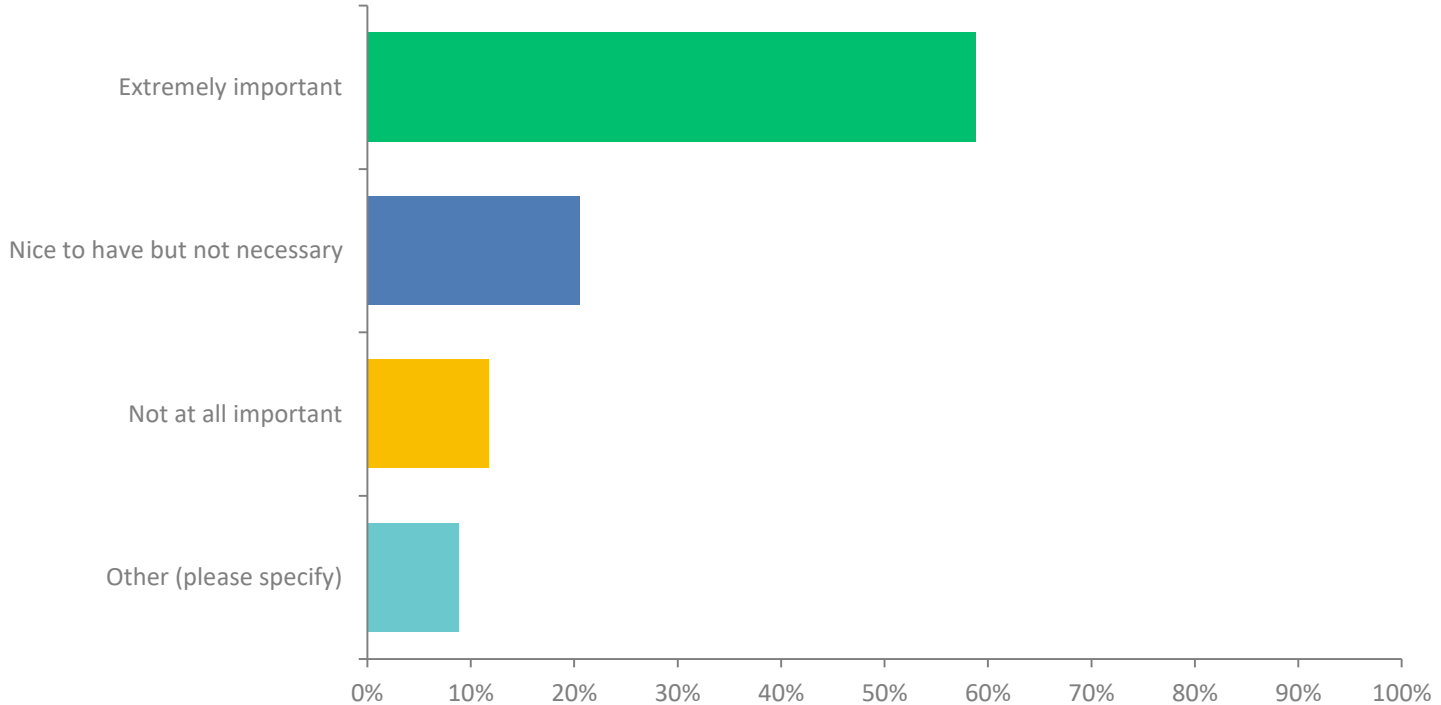
Q9: What change in the current regulations would you like? Please check all that apply

Answered: 34 Skipped: 0

ANSWER CHOICES	RESPONSES	
More Ground Sign Options	44.12%	15
Internally Lit Signs	32.35%	11
Bigger Signs	44.12%	15
A higher volume of allowable signs	50.0%	17
Certain signs allowable without a permit	58.82%	20
Other (please specify)	32.35%	11
TOTAL		89

Q11: How important to your business is different or additional signage option availability to drive awareness for your business or specific offerings

Answered: 34 Skipped: 0



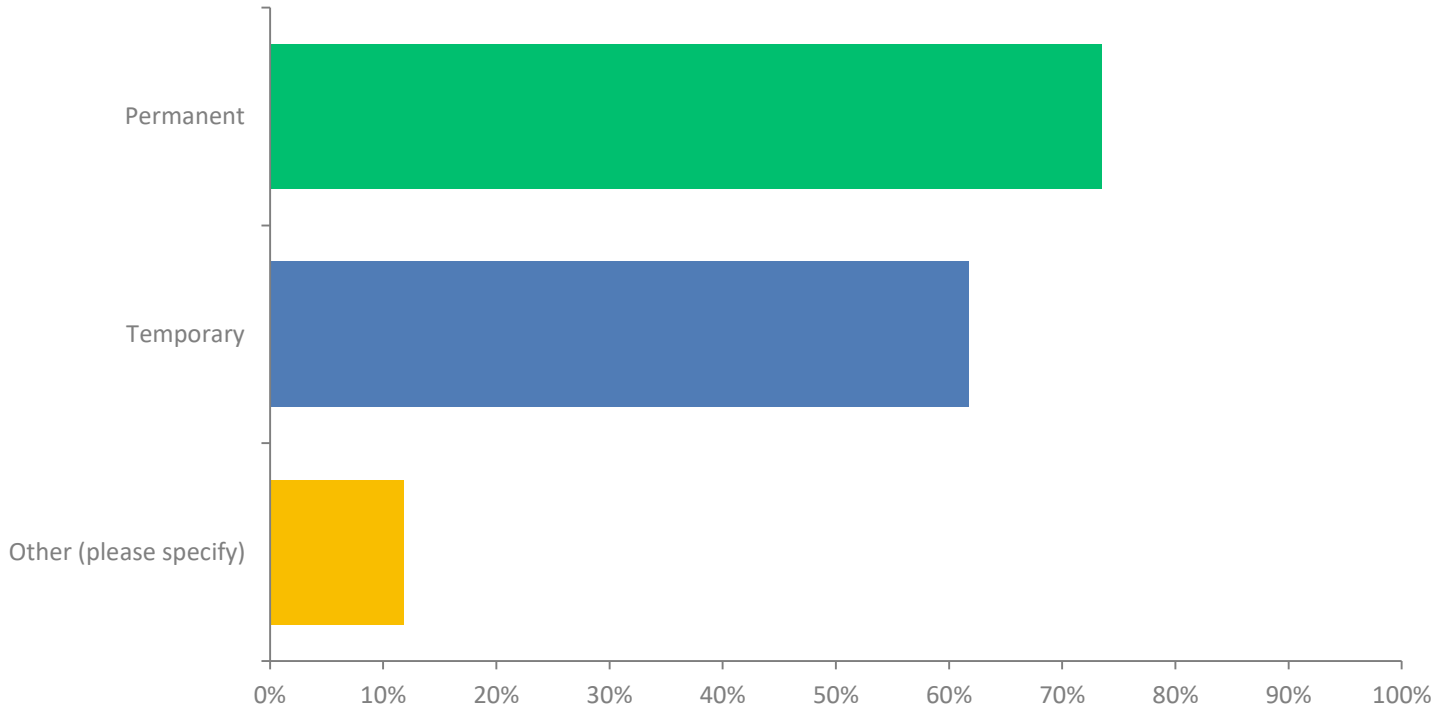
Q11: How important to your business is different or additional signage option availability to drive awareness for your business or specific offerings

Answered: 34 Skipped: 0

ANSWER CHOICES	RESPONSES	
Extremely important	58.82%	20
Nice to have but not necessary	20.59%	7
Not at all important	11.76%	4
Other (please specify)	8.82%	3
TOTAL		34

Q12: I would like to have additional signage availability or options for signage that is (Select all that apply):

Answered: 34 Skipped: 0



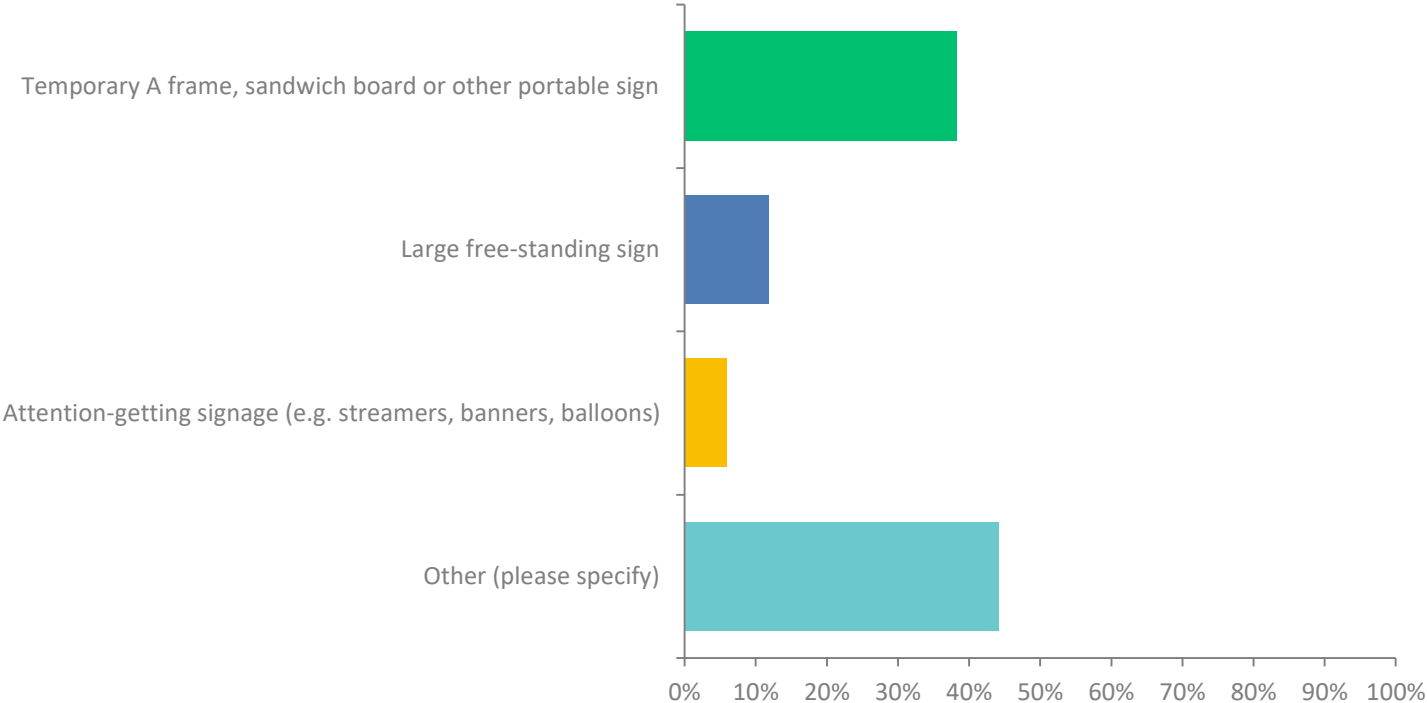
Q12: I would like to have additional signage availability or options for signage that is (Select all that apply):

Answered: 34 Skipped: 0

ANSWER CHOICES	RESPONSES	
Permanent	73.53%	25
Temporary	61.76%	21
Other (please specify)	11.76%	4
TOTAL		50

Q13: The typical additional signage we would like to install is:

Answered: 34 Skipped: 0



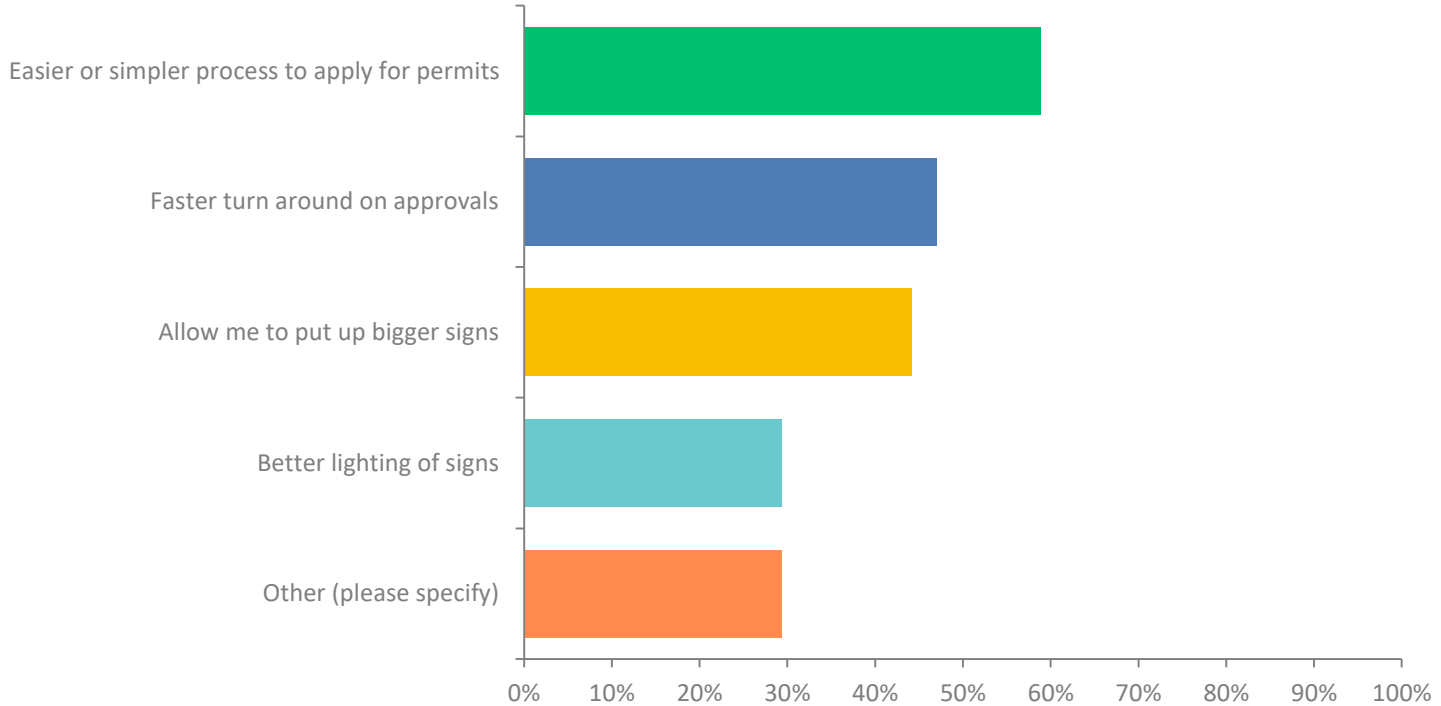
Q13: The typical additional signage we would like to install is:

Answered: 34 Skipped: 0

ANSWER CHOICES	RESPONSES	
Temporary A frame, sandwich board or other portable sign	38.24%	13
Large free-standing sign	11.76%	4
Attention-getting signage (e.g. streamers, banners, balloons)	5.88%	2
Other (please specify)	44.12%	15
TOTAL		34

Q14: What would be most helpful to your business as it relates to sign permitting? (Check all that apply)

Answered: 34 Skipped: 0



Q14: What would be most helpful to your business as it relates to sign permitting? (Check all that apply)

Answered: 34 Skipped: 0

ANSWER CHOICES	RESPONSES	
Easier or simpler process to apply for permits	58.82%	20
Faster turn around on approvals	47.06%	16
Allow me to put up bigger signs	44.12%	15
Better lighting of signs	29.41%	10
Other (please specify)	29.41%	10
TOTAL		71