

**Q8 Please explain your answer to question #7--if they are meeting your needs, please describe how and if not, please describe with as much specificity as possible why they are not meeting your needs.**

Answered: 34 Skipped: 0

#	RESPONSES	DATE
1	we would have preferred a larger sign	6/7/2023 9:24 AM
2	Need to promote, business offerings, schedules, special offers, etc. Currently sign just describes the name of the organization.	6/5/2023 12:27 PM
3	limitations on window signage is unnecessary. exterior lawn signage to promote business on route 7 would be beneficial since there is typically stop and go traffic in front of our office, allowing for more people to see our services and location.	6/5/2023 11:39 AM
4	I don't have signage so less concerned about this	6/5/2023 10:52 AM
5	The one small sign on rt 7 is hard to read - because we are in the back of a group of buildings some can't figure out which building is ours as no signage is allowed on the back street facing side of the building - one has to drive all the way up the hill to find us	6/2/2023 5:52 PM
6	The temporary sign permit process is too time consuming and labor intensive. It would be very helpful if the entire process could be completely online, so that we are not dependent on the schedules of town officials.	6/2/2023 2:38 PM
7	Setback from the the road is too long	6/2/2023 12:50 PM
8	I use an A-frame sign to let people know that I exist.	6/2/2023 11:57 AM
9	they're fine	6/2/2023 11:01 AM
10	The current signage works for my location	6/2/2023 10:34 AM
11	We have a sign in front of our school that can be seen from the road. That is great.	6/2/2023 10:02 AM
12	• please consider expanding the window coverage regs from 25% to 50% • please consider loosening regs on lawn signs and feather flags – perhaps from zero tolerance to A) 30-day permit for grand openings and special events and/or B) weekends only	6/2/2023 9:54 AM
13	the current regulations meet our needs.	6/2/2023 9:47 AM
14	Our signage is significant enough in size for our location and based on our frontage, but I don't think that means our size would work well for everyone.	6/2/2023 9:33 AM
15	We have no visibility from one side of route 7 that part of our building faces. Due to the only one sign rule. It entirely affects our business and people finding our shop.	6/2/2023 9:23 AM
16	I feel the size restrictions for the space of my store front is too small. Also the approval process was not clear at all. I submitted multiple designs and was told after what seemed way too long, (approval did not come until 2 months after I opened my store) that they would approve a sign that was smaller than what I had submitted even though the dimensions I submitted were within the towns size restrictions. When I made the department aware of this issue I was told that the size I had submitted even though it was within the size restrictions were subject to further review by the committee which would take at least another month. I was unwilling to wait another month after opening my store to maybe get approval for what I was told was a sign within the size allowed for my space so I went with the smaller sign dimensions. At no time was I told signage larger than a certain size even though it was within the dimension I was allowed that additional oversight and comitee approval would be needed. Extremely frustrating. Also looking at stores in the shopping center with what look to have similar store front space there signs are larger, even larger than the original size I submitted. The entire process was tedious, poorly explained, took way too much time and ultimately rendered a result that left me with signage that could have been much better.	6/1/2023 12:15 PM

## Wilton Sign Regulation Feedback Survey

17	Too small to be properly seen	5/26/2023 1:40 PM
18	Need a larger sign that is easily readable by cars going by 50 mph!	5/25/2023 12:33 PM
19	We need signage on Route 7 letting people know there is a town center. If you're not from Wilton, you don't know about Wilton Center.	5/22/2023 9:34 AM
20	Limitations on what and where signage can be used. We were told that to have a propane exchange change that all signage must be removed yet all other propane cages in town are allowed that same signage.	5/20/2023 4:28 PM
21	I tried to replace an existing sign that was on the building and the town official said it wasn't up to the current regulations and would not be grandfathered in. I have a building that is faded in color and removing what is already there would look horrible. I understand what the town is trying to do, but should take into account aesthetics not making every situation the same.	5/19/2023 10:57 AM
22	Landlord will not put me on the monument. I'm on the second floor, will have to ultimately expand elsewhere - won't expand there with no signage. Might have to go to another town.	5/17/2023 9:49 PM
23	The Town does not allow A-Frame signs. A Town without a proper main street Like Ridgefield and New Canaan should allow more signage than the surrounding Towns. I am in the back of a building I would not be able to exist if it wasn't for my A-frame sign. I will have to move if the Town of Wilton removes my A-Frame sign. Wilton does not attract retail and should appreciate the ones that they have.	5/17/2023 8:21 PM
24	fine	5/17/2023 3:27 PM
25	Without a familiar looking building like a fast food restaurant or stand alone location, a larger sign on 7 will draw attention to my business from drivers passing through.	5/17/2023 9:26 AM
26	A 6' sign does not provide enough visibility for emergency vehicles which frequently visit the property to assist in calls and certainly makes it challenging for family members visiting residents as well as new potential residents who come for the first time.	5/17/2023 9:25 AM
27	I don't really need a sign. If the regs were looser I would probably have a bigger sign so people would see my name out there.	5/17/2023 9:20 AM
28	I have a lightbox sign which has been "grandfathered" in from previous tenants (no more internal or back lit illumination). I replaced the front panel only - not the actual sign. It took WEEKS to get this approved because no one in the planning office could give me a straight answer when I was seeking approval. Channel letters illuminated from behind would be more attractive and classy but that's not allowed in Wilton so I kept the lightbox.	5/17/2023 7:40 AM
29	se.k;gmg;erw	5/10/2023 7:39 PM
30	Our business is hidden in the back of a building. We are having to use a tacky sandwich board to notify customers/potential customers about our restaurant. Customers constantly mention that they had no idea we existed. Thankfully we have a lot of repeat customers to support us. As costs rise we need to rely on reaching more people.	4/27/2023 9:43 AM
31	Sign is too small You drive right by it without a big sign out front	4/27/2023 8:40 AM
32	Need the ability to draw people in to our storefront wich is located behind the main road. Allowing an 18x24 inch (half sized) sandwich board in front of store front property would assist with drawing in customers	4/27/2023 7:46 AM
33	There is inconsistency in the regulation. In one instance we are told we have to pay for a permit to have a sandwich board by the road, while there are dozens along the street that have no permit and remain out without any enforcement. While I feel the signage regulations are relatively fair, not all businesses are treated equally, which becomes very frustrating for those who try to play by the rules - thank you for listening!	4/26/2023 7:18 PM
34	Our customers have expressed it's confusing to find the entrance to our store. It would be very helpful to allow for stores with corner units or more than one entrance to be able to have signage on both facades rather than having to choose one.	4/26/2023 5:46 PM