

To Wilton P&Z Commissioners:

I am writing to you on behalf of the Wilton Economic Development Council (EDC).

On February 18, 2021, we hosted a public special EDC meeting to solicit input from the Wilton business leadership on how we might improve the business environment during these challenging economic times. Many business leaders expressed a desire to have the Wilton Farmer's' Market moved to a central Wilton town center location from versus its current location on Route 7 at the Wilton Historical Society. Increasing traffic to town center through town events helps increase awareness and store traffic to local retail establishments in need from a variety of local town businesses who attended and spoke up at a special Wilton Economic Development council meeting.

We would like to formally endorse a plan to move the Wilton Farmer's' Market to a location in a the center of town center location to help fuel traffic to our local business community, build awareness and drive shopping consideration.

We understand that Schenck's Island is a location under consideration for the Farmers' Market and the EDC fully supports this proposal~~would like to support this space as a great location for the Farmer's Market.~~ We would also recommend continued temporary signage along Route 7 (a high-trafficked corridor) advertising the event in advance and pointing travelers to the new Schenck's Island location.

Thank you for your consideration.

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On February 18, 2021, we hosted a public special EDC meeting to solicit input from the Wilton business leadership on how we might improve the business environment during these challenging economic times.
~~The Wilton Economic Development Council recently held an information session with local Wilton business leaders to understand their challenges and needs in the face of issues their businesses have faced in Town as a result of COVID and other factors.~~

At the meeting w~~We~~ have heard an overwhelming number of complaints from many retailers about the current Wilton sign ordinances. We understand that you are examining the current zoning regulations related to signage and are writing to urge you to revise the current regulations to:

- allow for improved (i.e., more visible for each store) signage at the main auto traffic entry to all retail shopping areas.
- develop ~~to create more business friendly and more~~ uniform standards for on-premises/outside-store signage going forward ~~regulations for Wilton retail businesses and better resources to guide small businesses on this topic.~~
- improve signage directing traffic into the Wilton town center from the two major Route 7 intersections.

The Wilton EDC supports revisions to address these concerns.

Thank you for your consideration.