

Submitted by: Peter Squitieri

Do you believe that there are specific areas of town or buildings with which the signage could be improved? If yes, please explain.

Column T

	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)

Comments of interest

Signage is not fairly allocated in Wilton. Some businesses especially in the town center area continuously keep their A frame signs out by the street or on the grass areas by their businesses. While other businesses are monitored closely and not allowed to do the same. All businesses in Wilton should be able to have visible signage on the street all year long, especially business that are not visible from the street.

There are signs around town that are not easily readable especially when driving, e.g. sidewalk signs, not very visible from a car. Also re the group sign advertising the Stop and Shop plaza, the print is very small, I can't read it well even when walking down River Road. The group sign in the town green seems faded, could use better lighting at night. There is no good signage on Route 7 that indicates that there is actually a town center located here. Need to advertise better for the local businesses, nothing garish, but residents from the surrounding towns might patronize the local restaurants and businesses more if they knew where they were located.

Our town center is dying. Having a sign on rt7 will increase visibility and hopefully increase businesses. We need to get our town center to be similar to Westport, Ridgefield or Greenwich. So many people from out of town don't even know it's there

In town center, it would be beneficial to have more uniformity in the signage. Including where the signage is placed. For instance, if all signs were closer to the road, drivers and pedestrians would know where to look to see what is in each plaza. Now some signs are low, some are set back, some in different colors, some have stylistic uniformity and some are more piecemeal. The sign for the CT Bagel/Red Rooster Plaza is small, under a tree, and too simple to bring attention to the stores. If you're heading South it is difficult to see until you are past it.





everywhere - signage is terrible along route 7 and also in town

I am sick and tired of all the unsightly vendor signs on telephone poles all over town.....all of which are illegal. Paving signs, hauling junk signs, other services, even tag sale signs that are outdated. I am sympathetic to Lost Pet signs, though sometimes they can be months old.

There are many signs that have several businesses in one location. What I see happening is that the size of the sign doesn't get bigger because there are more business - the print gets smaller to cram more business names on the sign. If you are in your car - you can no longer read the sign

At the intersection of Rt. 7 and Danbury Road. Signage should be bigger, the area should be planted with flowers and a large Welcome to Wilton sign should be installed. More signage on Route 7 notifying people of Wilton Center and businesses on Wilton Center. People who aren't from Wilton don't even know Wilton Center exists. How are we supposed to create a thriving town center if no one knows where it is or what is located there. The area at the intersection of School road - more signature for the schools. Better sports signage for Wilton Sports. Signage on the Wilton tennis courts. For recommendations, look at Westport's sign when you are at the intersection of Riverside Ave. and Post Road E. We need more signs about the amazing places Wilton has to offer (Weir Farm, Ambler Farm, Merwin Meadows). More visible signs in town center. The 2 week restriction on signs needs to be revised and eliminated.

Route 7 is a mishmash of sign styles. The only nice, well designed ones are at the Wilton Historical Society complex.

