

#1

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, April 26, 2023 5:25:39 PM
Last Modified: Wednesday, April 26, 2023 5:45:34 PM
Time Spent: 00:19:55
IP Address: 107.115.17.83

Page 1: Wilton Economic Development Commission Signage Survey 2023

Q1 **Town Center**

Where is your business located?

Q2 **Other (please specify):**
Is your business: we are a corner unit so one side is street facing and the other is facing a parking lot

Q3 **Retail**

How would you best describe your business?

Q4 **Increase traffic to your location**

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

Q5 **Yes**

Were you aware that the town has regulations for signs?

Q6 **Town Official**

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

Q7 **No**

Are the current sign regulations meeting your business needs?

Wilton Sign Regulation Feedback Survey

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.

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.

Q9

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

**A higher volume of allowable signs,
Certain signs allowable without a permit**

Q10

How did you find the process of working with the town when you were exploring signage regulations or applying for permits?

Difficult to get in touch with town hall but once I did, they were very helpful!

Q11

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

Extremely important

Q12

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

**Permanent ,
Temporary**

Q13

The typical additional signage we would like to install is:

Other (please specify):
We would love to have another sign on the front of our building by the entrance and the ability to have a sandwich board up to share events, specials and more about our business!

Q14

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

**Easier or simpler process to apply for permits,
Faster turn around on approvals**

Q15

How do you feel about the sign you were able to get approved as compared to what you have witnessed in the community or other towns?

We are very happy with the sign that was approved. We had a great response from the committee. In terms of the regulations for multiple signs, temporary signs, and ease of approval- I have heard other towns have a much easier time from both the perspective of other business owners as well as the sign companies we have worked with.

Q16

What changes in the process might be implemented that would have a beneficial impact on your business as it relates to signage?

The ability to more easily apply for a secondary sign. It will drastically improve our customers ability to locate us and give us better visibility on both facades of our building.

Q17

Any other feedback to provide? See below link to sign regulations: https://www.wiltonct.org/sites/g/files/vyhliif4046/f/uploads/zoning_regs_revised_nov_4_2022_shift_workers_de-10.pdf

Additional consideration should be given on signage restrictions for those businesses who have one or more facades. The current restriction to one sign prohibits businesses to adequately direct customers to their store location. Today the town has uneven enforcement of the single sign regulation which poses a disadvantage to businesses who abide by the current regulations but are negatively by it (I.e. customers expressing difficulty locating a business)

#2

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, April 26, 2023 7:09:12 PM
Last Modified: Wednesday, April 26, 2023 7:18:25 PM
Time Spent: 00:09:12
IP Address: 107.77.226.169

Page 1: Wilton Economic Development Commission Signage Survey 2023

Q1 **Town Center**

Where is your business located?

Q2 **Street Facing**

Is your business:

Q3 **Service**

How would you best describe your business?

Q4 **All of the above**

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

Q5 **Yes**

Were you aware that the town has regulations for signs?

Q6 **Town Official**

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

Q7 **No**

Are the current sign regulations meeting your business needs?

Wilton Sign Regulation Feedback Survey

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.

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!

Q9

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

More Ground Sign Options,
Internally Lit Signs,
Bigger Signs,
Certain signs allowable without a permit

Q10

How did you find the process of working with the town when you were exploring signage regulations or applying for permits?

Difficult and vindictive. A few months ago I asked a question about signage that I had seen next door and I could tell that the zoning officer took it personally (because I mentioned all of the signs without permits) and instead of just being helpful I received a passive aggressive email and then told that I needed to take down signage that had been up for years without issue. Again, it's inconsistent so it's hard to know what is and is not allowed.

Q11

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

Extremely important

Q12

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

Permanent

Q13

The typical additional signage we would like to install is:

Temporary A frame, sandwich board or other portable sign

Q14

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

Other (please specify):
Consistency and follow through

Q15

How do you feel about the sign you were able to get approved as compared to what you have witnessed in the community or other towns?

It took a long time even back in the day, to get it approved. Would like a larger more readable sign since our building is large, and would like to be able to have a sign facing the road since I'm on an end cap and that's what most people see. Many businesses in other towns have double signage - one over the door, one facing the road.

Q16

What changes in the process might be implemented that would have a beneficial impact on your business as it relates to signage?

Not sure

Q17

Any other feedback to provide? See below link to sign regulations: https://www.wiltonct.org/sites/g/files/vyhlif4046/f/uploads/zoning_regs_revised_nov_4_2022_shift_workers_de-10.pdf

None

#3

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Thursday, April 27, 2023 7:09:41 AM
Last Modified: Thursday, April 27, 2023 7:45:47 AM
Time Spent: 00:36:06
IP Address: 67.80.148.162

Page 1: Wilton Economic Development Commission Signage Survey 2023

Q1 **Town Center**

Where is your business located?

Q2 **Not readily visible to traffic (e.g. rear sitting space)**

Is your business:

Q3 **Retail**

How would you best describe your business?

Q4 **Increase traffic to your location**

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

Q5 **Yes**

Were you aware that the town has regulations for signs?

Q6 **Town Official**

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

Q7 **No**

Are the current sign regulations meeting your business needs?

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.

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

Q9

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

**More Ground Sign Options,
Internally Lit Signs,
Certain signs allowable without a permit**

Q10

How did you find the process of working with the town when you were exploring signage regulations or applying for permits?

Working with zoning was fine, they were quite responsive. Having to have the meeting with VVDAC caused delays and confusion due to meeting only once a month and didn't seem to know the signage laws well. Delayed our installation.

Q11

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

Extremely important

Q12

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

Temporary

Q13

The typical additional signage we would like to install is:

Temporary A frame, sandwich board or other portable sign

Q14

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

**Easier or simpler process to apply for permits,
Faster turn around on approvals**

Q15

How do you feel about the sign you were able to get approved as compared to what you have witnessed in the community or other towns?

Our signage was not all we had requested to include our specialty tagline

Q16

What changes in the process might be implemented that would have a beneficial impact on your business as it relates to signage?

A signage packet that had in easy to read terms of what was allowed and picture samples.

Q17

Any other feedback to provide? See below link to sign regulations: https://www.wiltonct.org/sites/g/files/vyhlif4046/f/uploads/zoning_regs_revised_nov_4_2022_shift_workers_de-10.pdf

Understand the need to contain certain parameters for signage, allowing businesses one half- sized sandwich board (18x24) to be allowed out during business hours and brought in when closed will encourage people walking through town to come in and browse more shops

#4

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Thursday, April 27, 2023 8:34:53 AM
Last Modified: Thursday, April 27, 2023 8:40:11 AM
Time Spent: 00:05:17
IP Address: 67.82.98.65

Page 1: Wilton Economic Development Commission Signage Survey 2023

Q1 **Route 7 North of 33**

Where is your business located?

Q2 **Not readily visible to traffic (e.g. rear sitting space)**

Is your business:

Q3 **Retail**

How would you best describe your business?

Q4 **All of the above**

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

Q5 **Yes**

Were you aware that the town has regulations for signs?

Q6 **Word of mouth**

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

Q7 **No**

Are the current sign regulations meeting your business needs?

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.

Sign is too small

You drive right by it without a big sign out front

Q9

A higher volume of allowable signs

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

Q10

How did you find the process of working with the town when you were exploring signage regulations or applying for permits?

Not good

Q11

Extremely important

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

Q12

Permanent

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

Q13

Temporary A frame, sandwich board or other portable sign

The typical additional signage we would like to install is:

Q14

Allow me to put up bigger signs

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

Q15

How do you feel about the sign you were able to get approved as compared to what you have witnessed in the community or other towns?

Other towns stand with their small businesses and offer more opportunity to succeed

Q16

What changes in the process might be implemented that would have a beneficial impact on your business as it relates to signage?

Im not sure

Q17

Any other feedback to provide?See below link to sign regulations: https://www.wiltonct.org/sites/g/files/vyhlif4046/f/uploads/zoning_regs_revised_nov_4_2022_shift_workers_de-10.pdf

No

#5

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Thursday, April 27, 2023 9:33:34 AM
Last Modified: Thursday, April 27, 2023 9:42:57 AM
Time Spent: 00:09:22
IP Address: 172.59.9.184

Page 1: Wilton Economic Development Commission Signage Survey 2023

Q1 **Town Center**

Where is your business located?

Q2 **Not readily visible to traffic (e.g. rear sitting space)**

Is your business:

Q3 **Service**

How would you best describe your business?

Q4 **All of the above**

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

Q5 **Yes**

Were you aware that the town has regulations for signs?

Q6 **Landlord**

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

Q7 **No**

Are the current sign regulations meeting your business needs?

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.

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.

Q9

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

**More Ground Sign Options,
Bigger Signs,
A higher volume of allowable signs**

Q10

How did you find the process of working with the town when you were exploring signage regulations or applying for permits?

A moot point

Q11

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

Extremely important

Q12

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

Permanent

Q13

The typical additional signage we would like to install is:

Large free-standing sign

Q14

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

**Easier or simpler process to apply for permits,
Faster turn around on approvals,
Allow me to put up bigger signs**

Q15

How do you feel about the sign you were able to get approved as compared to what you have witnessed in the community or other towns?

N/A

Q16

What changes in the process might be implemented that would have a beneficial impact on your business as it relates to signage?

Attracting more customers

Q17

Any other feedback to provide? See below link to sign regulations: https://www.wiltonct.org/sites/g/files/vyhlif4046/f/uploads/zoning_regs_revised_nov_4_2022_shift_workers_de-10.pdf

Reducing the number of tacky sandwich board signs would improve the look of town center

#6

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, May 10, 2023 7:37:19 PM
Last Modified: Wednesday, May 10, 2023 7:39:08 PM
Time Spent: 00:01:49
IP Address: 162.221.11.227

Page 1: Wilton Economic Development Commission Signage Survey 2023

Q1 **Route 7 North of 33**

Where is your business located?

Q2 Other (please specify):
Is your business: sdl;kvjs;ekrjg

Q3 Other (please specify):
How would you best describe your business? woeihfewofhrw

Q4 Other (please specify):
What is your top priority goal as it relates to your business psodfsjfhjlr
signage?

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

Q6 Other (please specify):
How did you become aware that the town has regulations slkrijlrijg
for signage?

Q7 **No**
Are the current sign regulations meeting your business needs?

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.

se.k;gmg;erw

Wilton Sign Regulation Feedback Survey

Q9

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

Other (please specify):

sd;kgfe;lkgmv

Q10

How did you find the process of working with the town when you were exploring signage regulations or applying for permits?

z.adkv.l

Q11

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

Other (please specify):

sf;dklgmd

Q12

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

Other (please specify):

sr;ogje;gj

Q13

The typical additional signage we would like to install is:

Other (please specify):

sr;gojkqe;g

Q14

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

Other (please specify):

s;rowegj;og

Q15

How do you feel about the sign you were able to get approved as compared to what you have witnessed in the community or other towns?

efq23

Q16

What changes in the process might be implemented that would have a beneficial impact on your business as it relates to signage?

ewfwf

Q17

Any other feedback to provide? See below link to sign

regulations: https://www.wiltonct.org/sites/g/files/vyhlif4046/f/uploads/zoning_regs_revised_nov_4_2022_shift_workers_de-10.pdf

;oewifer;hgobjk

#7

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, May 17, 2023 7:21:31 AM
Last Modified: Wednesday, May 17, 2023 7:39:55 AM
Time Spent: 00:18:24
IP Address: 32.221.33.96

Page 1: Wilton Economic Development Commission Signage Survey 2023

Q1 Other (please specify):
Where is your business located? Route 33 includes Ridgefield Rd, Danbury Rd, and Westport Rd. I am at 239 Danbury Road across from Town Hall.

Q2 **Street Facing**
Is your business:

Q3 **Retail**
How would you best describe your business?

Q4 **Increase traffic to your location**
What is your top priority goal as it relates to your business signage?

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

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

Q7 **No**
Are the current sign regulations meeting your business needs?

Wilton Sign Regulation Feedback Survey

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.

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.

Q9

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

More Ground Sign Options,

Internally Lit Signs,

A higher volume of allowable signs,

Certain signs allowable without a permit,

Other (please specify):

chalkboards, sandwich boards allowed during open hours
(i.e. restaurant specials, sale sign, welcome sign, open sign)

Q10

How did you find the process of working with the town when you were exploring signage regulations or applying for permits?

Terrible.

Q11

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

Extremely important

Q12

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

Permanent ,

Temporary

Q13

The typical additional signage we would like to install is:

Other (please specify):

Upgrade to current building sign plus A-frame only during open hours

Q14

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

Easier or simpler process to apply for permits,

Faster turn around on approvals,

Better lighting of signs

Q15

How do you feel about the sign you were able to get approved as compared to what you have witnessed in the community or other towns?

It's inferior to what I would have in other towns. Go to this link and look at signs for Lucky in Westport or Bridgewater Chocolate.
<https://signarama-ct.com/our-work/outdoor-signs/channel-letters/>

Q16

What changes in the process might be implemented that would have a beneficial impact on your business as it relates to signage?

Get rid of any input from architectural review board or village design committee. Set rules that are clear enough so that it's not subject to the whims of those groups. They make arbitrary decisions based on their personal taste - not the business owners needs or community desires. Plus, it SLOWS THINGS DOWN AND ADDS EXPENSE FOR REDESIGN.

Q17

Any other feedback to provide? See below link to sign regulations: https://www.wiltonct.org/sites/g/files/vyhlf4046/f/uploads/zoning_regs_revised_nov_4_2022_shift_workers_de-10.pdf

NO

#8

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, May 17, 2023 9:17:04 AM
Last Modified: Wednesday, May 17, 2023 9:20:09 AM
Time Spent: 00:03:04
IP Address: 24.228.154.167

Page 1: Wilton Economic Development Commission Signage Survey 2023

Q1 **Route 7 North of 33**

Where is your business located?

Q2 **Not readily visible to traffic (e.g. rear sitting space)**

Is your business:

Q3 **Service**

How would you best describe your business?

Q4 **Advertise your business**

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

Q5 **Yes**

Were you aware that the town has regulations for signs?

Q6 **Word of mouth**

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

Q7 **Yes**

Are the current sign regulations meeting your business needs?

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.

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.

Q9

Bigger Signs

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

Q10

How did you find the process of working with the town when you were exploring signage regulations or applying for permits?

N/A

Q11

Nice to have but not necessary

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

Q12

Permanent

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

Q13

Large free-standing sign

The typical additional signage we would like to install is:

Q14

Allow me to put up bigger signs

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

Q15

How do you feel about the sign you were able to get approved as compared to what you have witnessed in the community or other towns?

N/A

Q16

What changes in the process might be implemented that would have a beneficial impact on your business as it relates to signage?

Not sure

Q17

Any other feedback to provide? See below link to sign regulations: https://www.wiltonct.org/sites/g/files/vyhlf4046/f/uploads/zoning_regs_revised_nov_4_2022_shift_workers_de-10.pdf

No

#9

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, May 17, 2023 9:20:21 AM
Last Modified: Wednesday, May 17, 2023 9:24:58 AM
Time Spent: 00:04:37
IP Address: 104.226.12.43

Page 1: Wilton Economic Development Commission Signage Survey 2023

Q1	Cannondale
Where is your business located?	
Q2	Not readily visible to traffic (e.g. rear sitting space)
Is your business:	
Q3	Service
How would you best describe your business?	
Q4	Other (please specify):
What is your top priority goal as it relates to your business signage?	Emergency vehicles visit our community often as do family members of our residence. The sign regulations make it difficult to find/see, especially with all the traffic.
Q5	Yes
Were you aware that the town has regulations for signs?	
Q6	Town Official
How did you become aware that the town has regulations for signage?	
Q7	No
Are the current sign regulations meeting your business needs?	

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.

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.

Q9

Bigger Signs

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

Q10

How did you find the process of working with the town when you were exploring signage regulations or applying for permits?

Fine, but that was 25 years ago

Q11

Nice to have but not necessary

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

Q12

Permanent

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

Q13

Other (please specify):

The typical additional signage we would like to install is:

Wider and taller sign

Q14

Allow me to put up bigger signs

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

Q15

How do you feel about the sign you were able to get approved as compared to what you have witnessed in the community or other towns?

Fine.

Q16

What changes in the process might be implemented that would have a beneficial impact on your business as it relates to signage?

N/A

Q17

Any other feedback to provide? See below link to sign regulations: https://www.wiltonct.org/sites/g/files/vyhlif4046/f/uploads/zoning_regs_revised_nov_4_2022_shift_workers_de-10.pdf

N/A

#10

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, May 17, 2023 9:17:02 AM
Last Modified: Wednesday, May 17, 2023 9:25:43 AM
Time Spent: 00:08:41
IP Address: 107.122.105.13

Page 1: Wilton Economic Development Commission Signage Survey 2023

Q1 **Route 7 North of 33**

Where is your business located?

Q2 **Street Facing**

Is your business:

Q3 **Service**

How would you best describe your business?

Q4 **All of the above**

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

Q5 **Yes**

Were you aware that the town has regulations for signs?

Q6 **Town Official**

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

Q7 **No**

Are the current sign regulations meeting your business needs?

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.

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.

Q9

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

- Internally Lit Signs,**
- Bigger Signs,**
- A higher volume of allowable signs,**
- Certain signs allowable without a permit**

Q10

How did you find the process of working with the town when you were exploring signage regulations or applying for permits?

Overly complicated and inconsistent. The town seems fixated on size rather than focusing in renovating blighted buildings littering 7.

Q11

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

Extremely important

Q12

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

- Permanent ,**
- Temporary**

Q13

The typical additional signage we would like to install is:

Large free-standing sign

Q14

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

- Easier or simpler process to apply for permits,**
- Faster turn around on approvals,**
- Allow me to put up bigger signs,**
- Better lighting of signs**

Q15

How do you feel about the sign you were able to get approved as compared to what you have witnessed in the community or other towns?

Not enough to get the job done. Greater emphasis on SEO to gain exposure to all demographics

Q16

What changes in the process might be implemented that would have a beneficial impact on your business as it relates to signage?

Change the town regulations to be consistent with current commerce requests and needs. Stop saying NO first.

Q17

Any other feedback to provide? See below link to sign regulations: https://www.wiltonct.org/sites/g/files/vyhlif4046/f/uploads/zoning_regs_revised_nov_4_2022_shift_workers_de-10.pdf

None

#11

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, May 17, 2023 3:09:59 PM
Last Modified: Wednesday, May 17, 2023 3:27:20 PM
Time Spent: 00:17:20
IP Address: 206.246.231.202

Page 1: Wilton Economic Development Commission Signage Survey 2023

Q1 **Town Center**

Where is your business located?

Q2 **Street Facing**

Is your business:

Q3 **Service**

How would you best describe your business?

Q4 **All of the above**

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

Q5 **Yes**

Were you aware that the town has regulations for signs?

Q6 **Realtor**

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

Q7 **Yes**

Are the current sign regulations meeting your business needs?

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.

fine

Wilton Sign Regulation Feedback Survey

Q9

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

Other (please specify):

none

Q10

How did you find the process of working with the town when you were exploring signage regulations or applying for permits?

Fine

Q11

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

Not at all important

Q12

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

Other (please specify):

none

Q13

The typical additional signage we would like to install is:

Other (please specify):

none

Q14

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

Other (please specify):

fine

Q15

How do you feel about the sign you were able to get approved as compared to what you have witnessed in the community or other towns?

fine

Q16

What changes in the process might be implemented that would have a beneficial impact on your business as it relates to signage?

none

Q17

Any other feedback to provide? See below link to sign regulations: https://www.wiltonct.org/sites/g/files/vyhlf4046/f/uploads/zoning_regs_revised_nov_4_2022_shift_workers_de-10.pdf

none

#12

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, May 17, 2023 7:51:24 PM
Last Modified: Wednesday, May 17, 2023 8:20:51 PM
Time Spent: 00:29:27
IP Address: 73.60.176.27

Page 1: Wilton Economic Development Commission Signage Survey 2023

Q1 **Town Center**

Where is your business located?

Q2 **Not readily visible to traffic (e.g. rear sitting space)**

Is your business:

Q3 **Other (please specify):**

How would you best describe your business?

Photo Shop

Q4 **All of the above**

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

Q5 **Yes**

Were you aware that the town has regulations for signs?

Q6 **Word of mouth**

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

Q7 **No**

Are the current sign regulations meeting your business needs?

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.

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.

Q9

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

- More Ground Sign Options,**
 - Internally Lit Signs,**
 - Bigger Signs,**
 - A higher volume of allowable signs,**
 - Certain signs allowable without a permit,**
 - Other (please specify):
A Frame Signs
-

Q10

How did you find the process of working with the town when you were exploring signage regulations or applying for permits?

Not Good

Q11

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

Extremely important

Q12

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

Permanent

Q13

The typical additional signage we would like to install is:

Large free-standing sign

Q14

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

- Easier or simpler process to apply for permits,**
 - Faster turn around on approvals,**
 - Allow me to put up bigger signs,**
 - Better lighting of signs**
-

Q15

How do you feel about the sign you were able to get approved as compared to what you have witnessed in the community or other towns?

Nothing was approved

Q16

What changes in the process might be implemented that would have a beneficial impact on your business as it relates to signage?

Less Regulations

Q17

Any other feedback to provide? See below link to sign regulations: https://www.wiltonct.org/sites/g/files/vyhliif4046/f/uploads/zoning_regs_revised_nov_4_2022_shift_workers_de-10.pdf

Remember Wilton is not a GO-TO Shopping Town. We need to attract customers not hide from them. You want to compare us to Ridgefield and New Canaan lets get the same retail based town first, then compare are signage regulations

#13

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, May 17, 2023 9:30:18 PM
Last Modified: Wednesday, May 17, 2023 9:48:49 PM
Time Spent: 00:18:30
IP Address: 68.196.49.255

Page 1: Wilton Economic Development Commission Signage Survey 2023

Q1 **Route 7 South of 33**

Where is your business located?

Q2 **Other (please specify):**
Is your business: In a building that is street facing, but my business mostly faces the Norwalk River, with one window facing Route 7.

Q3 **Service**

How would you best describe your business?

Q4 **Other (please specify):**
What is your top priority goal as it relates to your business signage? Advertise to increase business

Q5 **Yes**

Were you aware that the town has regulations for signs?

Q6 **Other (please specify):**
How did you become aware that the town has regulations for signage? Landlord will not give me a sign.

Q7 **No**

Are the current sign regulations meeting your business needs?

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.

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.

Q9

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

Other (please specify):

Seems the landlord had some issues with P&G and spent a lot of time dealing with something of which do not understand...but that he can choose to not give me a sign, when there is actually space on the monument because there are vacancies right on the floor I'm on, seems quite unfair and is impacting my business.

Q10

How did you find the process of working with the town when you were exploring signage regulations or applying for permits?

To find the right person to speak with took me a couple of tries. Person was very nice. It seems it's just simply up to the landlord. I wish therefore,

Q11

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

Extremely important

Q12

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

**Permanent ,
Temporary**

Q13

The typical additional signage we would like to install is:

Other (please specify):
A modest free standing sign.

Q14

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

Other (please specify):
Since I don't own the property, it seems I currently have no rights. I pay rent and should be allowed to have signage.

Q15

How do you feel about the sign you were able to get approved as compared to what you have witnessed in the community or other towns?

I don't own the business, so never had a sign approved

Q16

What changes in the process might be implemented that would have a beneficial impact on your business as it relates to signage?

Would love to have the right to be on the monument in the plaza

Q17

Any other feedback to provide? See below link to sign regulations: https://www.wiltonct.org/sites/g/files/vyhli4046/f/uploads/zoning_regs_revised_nov_4_2022_shift_workers_de-10.pdf

Just want a sign, no other comments

#14

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Friday, May 19, 2023 9:11:17 AM
Last Modified: Friday, May 19, 2023 10:57:10 AM
Time Spent: 01:45:53
IP Address: 32.220.177.236

Page 1: Wilton Economic Development Commission Signage Survey 2023

Q1 **Route 7 North of 33**

Where is your business located?

Q2 **Street Facing**

Is your business:

Q3 **Service**

How would you best describe your business?

Q4 **Advertise your business**

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

Q5 **Yes**

Were you aware that the town has regulations for signs?

Q6 **Town Official**

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

Q7 **No**

Are the current sign regulations meeting your business needs?

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.

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.

Q9

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

Other (please specify):
case by case review of signage.

Q10

How did you find the process of working with the town when you were exploring signage regulations or applying for permits?

Not great. It was more like I was bothering them or trying to do something illegal when initially engaging in conversation.

Q11

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

Nice to have but not necessary

Q12

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

Permanent

Q13

The typical additional signage we would like to install is:

Temporary A frame, sandwich board or other portable sign

Q14

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

Easier or simpler process to apply for permits,

Other (please specify):
being more understanding/helping.

Q15

How do you feel about the sign you were able to get approved as compared to what you have witnessed in the community or other towns?

This was my first rodeo, so I have nothing to compare it to.

Q16

What changes in the process might be implemented that would have a beneficial impact on your business as it relates to signage?

a phone call and/or a bit more understanding.

Q17

Any other feedback to provide? See below link to sign regulations: https://www.wiltonct.org/sites/g/files/vyhlif4046/f/uploads/zoning_regs_revised_nov_4_2022_shift_workers_de-10.pdf

The onus is on me for not finding this, but it would have been nice to receive this link when emailing instead of having to navigate through the website - which I did have a hard time finding.

#15

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Saturday, May 20, 2023 4:06:14 PM
Last Modified: Saturday, May 20, 2023 4:27:35 PM
Time Spent: 00:21:21
IP Address: 24.190.16.243

Page 1: Wilton Economic Development Commission Signage Survey 2023

Q1 **Route 7 North of 33**

Where is your business located?

Q2 **Not readily visible to traffic (e.g. rear sitting space)**

Is your business:

Q3 **Retail**

How would you best describe your business?

Q4 **Increase traffic to your location**

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

Q5 **Yes**

Were you aware that the town has regulations for signs?

Q6 **Other (please specify):
Starting the business and reading the sign regulations**

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

Q7 **No**

Are the current sign regulations meeting your business needs?

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.

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.

Q9

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

Bigger Signs,
A higher volume of allowable signs

Q10

How did you find the process of working with the town when you were exploring signage regulations or applying for permits?

The two times that I went through the signage process it was not easy or clearly explained.

Q11

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

Extremely important

Q12

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

Permanent ,
Temporary

Q13

The typical additional signage we would like to install is:

Other (please specify):
Awareness generating information signage

Q14

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

Easier or simpler process to apply for permits,
Faster turn around on approvals,
Better lighting of signs

Q15

How do you feel about the sign you were able to get approved as compared to what you have witnessed in the community or other towns?

It is good but could be better.

Q16

What changes in the process might be implemented that would have a beneficial impact on your business as it relates to signage?

In my case it was a two step process where the landlord was responsible for the over monument sign approval and I was responsible for my signage on the overall monument sign. It was not always clear to me who was responsible for certain approvals and how they affected getting the signage approved.

Q17

Any other feedback to provide? See below link to sign regulations: https://www.wiltonct.org/sites/g/files/vyhlif4046/f/uploads/zoning_regs_revised_nov_4_2022_shift_workers_de-10.pdf

While there are signage rules much of the approval process seem subjective based on which board you are presenting to versus being. I was once told that I could not use a red background with white letters/logo for my sign yet there were multiple other signs in town with a red background. Limit of one building sign while the storefront space if broken up into multiple smaller spaces would allow for many more signs.

#16

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Monday, May 22, 2023 9:27:19 AM
Last Modified: Monday, May 22, 2023 9:33:33 AM
Time Spent: 00:06:13
IP Address: 69.124.175.157

Page 1: Wilton Economic Development Commission Signage Survey 2023

Q1 **Town Center**

Where is your business located?

Q2 **Not readily visible to traffic (e.g. rear sitting space)**

Is your business:

Q3 **Retail**

How would you best describe your business?

Q4 **Increase traffic to your location**

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

Q5 **Yes**

Were you aware that the town has regulations for signs?

Q6 **Word of mouth**

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

Q7 **No**

Are the current sign regulations meeting your business needs?

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.

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.

Wilton Sign Regulation Feedback Survey

Q9

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

Certain signs allowable without a permit,

Other (please specify):
Signage on Route 7

Q10

How did you find the process of working with the town when you were exploring signage regulations or applying for permits?

Not very business friendly.

Q11

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

Extremely important

Q12

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

**Permanent ,
Temporary**

Q13

The typical additional signage we would like to install is:

Temporary A frame, sandwich board or other portable sign

Q14

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

**Easier or simpler process to apply for permits,
Faster turn around on approvals**

Q15

How do you feel about the sign you were able to get approved as compared to what you have witnessed in the community or other towns?

Looks like few businesses get "approval" for the signage they put out.

Q16

What changes in the process might be implemented that would have a beneficial impact on your business as it relates to signage?

Skip the permit process.

Q17

Any other feedback to provide? See below link to sign regulations: https://www.wiltonct.org/sites/g/files/vyhlif4046/f/uploads/zoning_regs_revised_nov_4_2022_shift_workers_de-10.pdf

no

#17

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Thursday, May 25, 2023 11:51:47 AM
Last Modified: Thursday, May 25, 2023 12:32:37 PM
Time Spent: 00:40:49
IP Address: 69.123.184.57

Page 1: Wilton Economic Development Commission Signage Survey 2023

Q1 **Route 7 North of 33**

Where is your business located?

Q2 **Street Facing**

Is your business:

Q3 **Other (please specify):**
Healthcare

How would you best describe your business?

Q4 **Advertise your business**

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

Q5 **Yes**

Were you aware that the town has regulations for signs?

Q6 **Word of mouth**

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

Q7 **No**

Are the current sign regulations meeting your business needs?

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.

Need a larger sign that is easily readable by cars going by 50 mph!

Wilton Sign Regulation Feedback Survey

Q9

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

Bigger Signs,

A higher volume of allowable signs,

Certain signs allowable without a permit

Q10

How did you find the process of working with the town when you were exploring signage regulations or applying for permits?

restrictive and not flexible

Q11

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

Nice to have but not necessary

Q12

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

Temporary

Q13

The typical additional signage we would like to install is:

Temporary A frame, sandwich board or other portable sign

Q14

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

Easier or simpler process to apply for permits,

Better lighting of signs

Q15

How do you feel about the sign you were able to get approved as compared to what you have witnessed in the community or other towns?

no comment

Q16

What changes in the process might be implemented that would have a beneficial impact on your business as it relates to signage?

make it easier and online to apply

Q17

Any other feedback to provide? See below link to sign regulations: https://www.wiltonct.org/sites/g/files/vyhlif4046/f/uploads/zoning_regs_revised_nov_4_2022_shift_workers_de-10.pdf

no

#18

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Friday, May 26, 2023 1:31:46 PM
Last Modified: Friday, May 26, 2023 1:39:59 PM
Time Spent: 00:08:12
IP Address: 69.124.171.119

Page 1: Wilton Economic Development Commission Signage Survey 2023

Q1 Other (please specify):
Where is your business located? Other

Q2 **Street Facing**
Is your business:

Q3 **Retail**
How would you best describe your business?

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

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

Q6 **Word of mouth**
How did you become aware that the town has regulations for signage?

Q7 **No**
Are the current sign regulations meeting your business needs?

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.

Too small to be properly seen

Wilton Sign Regulation Feedback Survey

Q9

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

**More Ground Sign Options,
Bigger Signs,
A higher volume of allowable signs,
Certain signs allowable without a permit**

Q10

How did you find the process of working with the town when you were exploring signage regulations or applying for permits?

Nice people but Wilton is harder to work with than it should be on too many things

Q11

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

Extremely important

Q12

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

**Permanent ,
Temporary**

Q13

The typical additional signage we would like to install is:

Temporary A frame, sandwich board or other portable sign

Q14

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

**Easier or simpler process to apply for permits,
Faster turn around on approvals,
Allow me to put up bigger signs**

Q15

How do you feel about the sign you were able to get approved as compared to what you have witnessed in the community or other towns?

Too small to be as helpful if it was larger.

Q16

What changes in the process might be implemented that would have a beneficial impact on your business as it relates to signage?

Streamline!

Q17

Any other feedback to provide? See below link to sign regulations: https://www.wiltonct.org/sites/g/files/vyhlif4046/f/uploads/zoning_regs_revised_nov_4_2022_shift_workers_de-10.pdf

No

#19

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Thursday, June 01, 2023 11:45:04 AM
Last Modified: Thursday, June 01, 2023 12:15:19 PM
Time Spent: 00:30:15
IP Address: 68.193.35.27

Page 1: Wilton Economic Development Commission Signage Survey 2023

Q1 **Town Center**

Where is your business located?

Q2 **Other (please specify):**
Seen within the parking area of River Park Shopping Center

Q3 **Retail**

How would you best describe your business?

Q4 **All of the above**

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

Q5 **Yes**

Were you aware that the town has regulations for signs?

Q6 **Landlord**

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

Q7 **No**

Are the current sign regulations meeting your business needs?

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.

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.

Q9

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

- More Ground Sign Options,**
- Internally Lit Signs,**
- Bigger Signs,**
- A higher volume of allowable signs,**
- Certain signs allowable without a permit**

Q10

How did you find the process of working with the town when you were exploring signage regulations or applying for permits?

Poor, vague, time consuming.

Q11

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

Extremely important

Q12

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

- Permanent ,**
- Temporary**

Q13

The typical additional signage we would like to install is:

Other (please specify):
Any of the above, temporary along with signage of sales etc...

Wilton Sign Regulation Feedback Survey

Q14

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

Easier or simpler process to apply for permits,

Faster turn around on approvals,

Allow me to put up bigger signs,

Better lighting of signs

Q15

How do you feel about the sign you were able to get approved as compared to what you have witnessed in the community or other towns?

I like the fact that signs can be custom to the business not like some towns where all signage has to be the same. Same font same color (black) etc.... As stated before too small for the store front space I have. Having the option of the sign being lit would also be a plus.

Q16

What changes in the process might be implemented that would have a beneficial impact on your business as it relates to signage?

Smoother process. Clearly explain all steps, any additional approvals that are needed beyond the initial submission etc.... and a faster process. The months it took to get approval just took way too long.

Q17

Any other feedback to provide? See below link to sign regulations: https://www.wiltonct.org/sites/g/files/vyhlif4046/f/uploads/zoning_regs_revised_nov_4_2022_shift_workers_de-10.pdf

No

#20

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Friday, June 02, 2023 9:17:57 AM
Last Modified: Friday, June 02, 2023 9:22:44 AM
Time Spent: 00:04:46
IP Address: 69.125.80.197

Page 1: Wilton Economic Development Commission Signage Survey 2023

Q1 **Route 7 South of 33**

Where is your business located?

Q2 **Street Facing**

Is your business:

Q3 **Retail**

How would you best describe your business?

Q4 **All of the above**

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

Q5 **Yes**

Were you aware that the town has regulations for signs?

Q6 **Other (please specify):
When opening**

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

Q7 **No**

Are the current sign regulations meeting your business needs?

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.

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.

Q9

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

- More Ground Sign Options,**
 - Bigger Signs,**
 - A higher volume of allowable signs,**
 - Certain signs allowable without a permit**
-

Q10

How did you find the process of working with the town when you were exploring signage regulations or applying for permits?

Not very good. Slow and not clear on what we needed to present.

Q11

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

Extremely important

Q12

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

- Permanent ,**
 - Temporary**
-

Q13

The typical additional signage we would like to install is:

Attention-getting signage (e.g. streamers, banners, balloons)

Q14

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

- Easier or simpler process to apply for permits,**
 - Faster turn around on approvals,**
 - Allow me to put up bigger signs**
-

Q15

How do you feel about the sign you were able to get approved as compared to what you have witnessed in the community or other towns?

It is smaller than other areas. It is also not as visible as we were only allowed one street sign and one building sign. We need two building signs.

Q16

What changes in the process might be implemented that would have a beneficial impact on your business as it relates to signage?

Faster and easier permitting process. The town should want us as business owners to succeed. This is just red tape for no reason. Two signs on the building when not visible would help!

Q17

Any other feedback to provide? See below link to sign regulations: https://www.wiltonct.org/sites/g/files/vyhlif4046/f/uploads/zoning_regs_revised_nov_4_2022_shift_workers_de-10.pdf

I hope something changes because it is hurting the businesses in the community. Two signs needed on the building especially when it is difficult to see the building your shop is in on a main road.

#21

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Friday, June 02, 2023 9:29:20 AM
Last Modified: Friday, June 02, 2023 9:33:10 AM
Time Spent: 00:03:50
IP Address: 32.215.86.153

Page 1: Wilton Economic Development Commission Signage Survey 2023

Q1 **Town Center**

Where is your business located?

Q2 **Street Facing**

Is your business:

Q3 **Retail**

How would you best describe your business?

Q4 **Advertise your business**

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

Q5 **Yes**

Were you aware that the town has regulations for signs?

Q6 **Landlord**

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

Q7 **Yes**

Are the current sign regulations meeting your business needs?

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.

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.

Q9

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

**More Ground Sign Options,
Certain signs allowable without a permit**

Q10

How did you find the process of working with the town when you were exploring signage regulations or applying for permits?

N/A

Q11

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

Not at all important

Q12

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

**Permanent ,
Temporary**

Q13

The typical additional signage we would like to install is:

Other (please specify):
Great flexibility in size for in ground signs

Q14

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

Other (please specify):
N/A

Q15

How do you feel about the sign you were able to get approved as compared to what you have witnessed in the community or other towns?

N/A

Q16

What changes in the process might be implemented that would have a beneficial impact on your business as it relates to signage?

We are happy with our signage, but understand others are not as much

Q17

Any other feedback to provide? See below link to sign regulations: https://www.wiltonct.org/sites/g/files/vyhlif4046/f/uploads/zoning_regs_revised_nov_4_2022_shift_workers_de-10.pdf

None

#22

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Friday, June 02, 2023 9:24:11 AM
Last Modified: Friday, June 02, 2023 9:47:12 AM
Time Spent: 00:23:00
IP Address: 67.82.98.245

Page 1: Wilton Economic Development Commission Signage Survey 2023

Q1 **Route 7 North of 33**

Where is your business located?

Q2 **Not readily visible to traffic (e.g. rear sitting space)**

Is your business:

Q3 **Service**

How would you best describe your business?

Q4 **Other (please specify):**
Assist customers in locating the business.

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

Q5 **Yes**

Were you aware that the town has regulations for signs?

Q6 **Word of mouth**

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

Q7 **Yes**

Are the current sign regulations meeting your business needs?

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.

the current regulations meet our needs.

Wilton Sign Regulation Feedback Survey

Q9

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

Other (please specify):

None

Q10

How did you find the process of working with the town when you were exploring signage regulations or applying for permits?

workable

Q11

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

Not at all important

Q12

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

Other (please specify):

No

Q13

The typical additional signage we would like to install is:

Other (please specify):

Temporary A frame signs are a nuisance and often a hazard.

Q14

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

Other (please specify):

Better enforcement of existing signage rules.

Q15

How do you feel about the sign you were able to get approved as compared to what you have witnessed in the community or other towns?

The sign as approved is sufficient for my business. Other towns have excessive and ugly commercial signage.

Q16

What changes in the process might be implemented that would have a beneficial impact on your business as it relates to signage?

none

Q17

Any other feedback to provide? See below link to sign regulations: https://www.wiltonct.org/sites/g/files/vyhlif4046/f/uploads/zoning_regs_revised_nov_4_2022_shift_workers_de-10.pdf

no

#23

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Friday, June 02, 2023 9:20:14 AM
Last Modified: Friday, June 02, 2023 9:54:05 AM
Time Spent: 00:33:50
IP Address: 47.22.162.102

Page 1: Wilton Economic Development Commission Signage Survey 2023

Q1 Other (please specify):
Where is your business located? Trick question: we are north of southern 7/33 split but south of the northern 7/33 split

Q2 Not readily visible to traffic (e.g. rear sitting space)
Is your business:

Q3 Service
How would you best describe your business?

Q4 All of the above
What is your top priority goal as it relates to your business signage?

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

Q6 Other (please specify):
How did you become aware that the town has regulations for signage? 1) word of mouth from friends and business owners: "It's hard to do business in Wilton" and 2) complaints from customers (we are in the sign and promotions business)

Q7 No
Are the current sign regulations meeting your business needs?

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.

- 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

Q9

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

- More Ground Sign Options,**
- Internally Lit Signs,**
- A higher volume of allowable signs,**
- Certain signs allowable without a permit**

Q10

How did you find the process of working with the town when you were exploring signage regulations or applying for permits?

- I emailed Daphne and she was pleasant and helpful
- I heard from two specific customers that Mr. Bunting was not so much. Happy to share specifics if you'd like.

Q11

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

Extremely important

Q12

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

- Permanent ,**
- Temporary**

Q13

The typical additional signage we would like to install is:

Other (please specify):
lawn signs and feather flags

Q14

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

Other (please specify):
looser regulations as mentioned above

Q15

How do you feel about the sign you were able to get approved as compared to what you have witnessed in the community or other towns?

I understand and respect the need for regulations, and agree we do not want a free-for-all and have Danbury Rd and River Rd looking like a carnival, but there needs to be some compromises so that businesses can grow, and WANT to stay and thrive in Wilton

Q16

What changes in the process might be implemented that would have a beneficial impact on your business as it relates to signage?

- 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
-

Q17

Any other feedback to provide? See below link to sign regulations: https://www.wiltonct.org/sites/g/files/vyhli4046/f/uploads/zoning_regs_revised_nov_4_2022_shift_workers_de-10.pdf

Thank you very much for being open to feedback! I am available for comments, clarification, and participation in the process of updating regulations. Dave @ 203-247-3139

#24

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Friday, June 02, 2023 9:57:12 AM
Last Modified: Friday, June 02, 2023 10:01:40 AM
Time Spent: 00:04:27
IP Address: 68.193.35.46

Page 1: Wilton Economic Development Commission Signage Survey 2023

Q1 Other (please specify):
Where is your business located? New Canaan Road

Q2 **Not readily visible to traffic (e.g. rear sitting space)**
Is your business:

Q3 Other (please specify):
How would you best describe your business? Preschool

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

Q5 **No**
Were you aware that the town has regulations for signs?

Q6 Other (please specify):
How did you become aware that the town has regulations for signage? Just now

Q7 **Yes**
Are the current sign regulations meeting your business needs?

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.

We have a sign in front of our school that can be seen from the road. That is great.

Wilton Sign Regulation Feedback Survey

Q9 Other (please specify):
What change in the current regulations would you like? I am okay with the signage rules
Please check all that apply

Q10
How did you find the process of working with the town when you were exploring signage regulations or applying for permits?
Town was great. We got a permit for Merwin Meadows for a picnic.

Q11 Not at all important
How important to your business is different or additional signage option availability to drive awareness for your business or specific offerings

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

Q13 Temporary A frame, sandwich board or other portable sign
The typical additional signage we would like to install is:

Q14 Other (please specify):
What would be most helpful to your business as it relates to sign permitting? (Check all that apply) I have never applied for a sign, so I am not sure.

Q15
How do you feel about the sign you were able to get approved as compared to what you have witnessed in the community or other towns?
I feel okay.

Q16
What changes in the process might be implemented that would have a beneficial impact on your business as it relates to signage?
I think our school is okay with the signage as it is.

Q17

Any other feedback to provide? See below link to sign regulations: https://www.wiltonct.org/sites/g/files/vyhlf4046/f/uploads/zoning_regs_revised_nov_4_2022_shift_workers_de-10.pdf

I am happy with the signage the way that it is.

#25

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Friday, June 02, 2023 10:28:29 AM
Last Modified: Friday, June 02, 2023 10:34:00 AM
Time Spent: 00:05:30
IP Address: 50.224.62.179

Page 1: Wilton Economic Development Commission Signage Survey 2023

Q1 **Town Center**

Where is your business located?

Q2 **Street Facing**

Is your business:

Q3 **Service**

How would you best describe your business?

Q4 **Increase traffic to your location**

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

Q5 **Yes**

Were you aware that the town has regulations for signs?

Q6 **Other (please specify):
experience**

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

Q7 **Yes**

Are the current sign regulations meeting your business needs?

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.

The current signage works for my location

Q9 **More Ground Sign Options**

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

Q10
How did you find the process of working with the town when you were exploring signage regulations or applying for permits?

frustrating

Q11 **Nice to have but not necessary**

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

Q12 Other (please specify):

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

n/a

Q13 Other (please specify):

The typical additional signage we would like to install is:

n/a

Q14 **Easier or simpler process to apply for permits,**

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

Faster turn around on approvals

Q15
How do you feel about the sign you were able to get approved as compared to what you have witnessed in the community or other towns?

clearly other town do not give attention to esthetics the way our town does

Q16
What changes in the process might be implemented that would have a beneficial impact on your business as it relates to signage?

an easier apporval process

Q17

Any other feedback to provide? See below link to sign regulations: https://www.wiltonct.org/sites/g/files/vyhlif4046/f/uploads/zoning_regs_revised_nov_4_2022_shift_workers_de-10.pdf

no

#26

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Friday, June 02, 2023 10:57:38 AM
Last Modified: Friday, June 02, 2023 11:01:18 AM
Time Spent: 00:03:39
IP Address: 70.89.1.125

Page 1: Wilton Economic Development Commission Signage Survey 2023

Q1 **Town Center**

Where is your business located?

Q2 **Other (please specify):
Shopping Center**

Is your business:

Q3 **Retail**

How would you best describe your business?

Q4 **Increase traffic to your location**

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

Q5 **Yes**

Were you aware that the town has regulations for signs?

Q6 **Town Official**

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

Q7 **Yes**

Are the current sign regulations meeting your business needs?

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.

they're fine

Q9

Certain signs allowable without a permit

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

Q10

How did you find the process of working with the town when you were exploring signage regulations or applying for permits?

fine

Q11

Nice to have but not necessary

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

Q12

Temporary

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

Q13

Temporary A frame, sandwich board or other portable sign

The typical additional signage we would like to install is:

Q14

Other (please specify):

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

NA

Q15

How do you feel about the sign you were able to get approved as compared to what you have witnessed in the community or other towns?

fine

Q16

What changes in the process might be implemented that would have a beneficial impact on your business as it relates to signage?

NA

Q17

Any other feedback to provide? See below link to sign regulations: https://www.wiltonct.org/sites/g/files/vyhlf4046/f/uploads/zoning_regs_revised_nov_4_2022_shift_workers_de-10.pdf

nope- have a nice day!

#27

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Friday, June 02, 2023 11:41:05 AM
Last Modified: Friday, June 02, 2023 11:57:11 AM
Time Spent: 00:16:06
IP Address: 69.119.54.224

Page 1: Wilton Economic Development Commission Signage Survey 2023

Q1 **Town Center**

Where is your business located?

Q2 **Not readily visible to traffic (e.g. rear sitting space)**

Is your business:

Q3 **Retail**

How would you best describe your business?

Q4 **All of the above**

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

Q5 **Yes**

Were you aware that the town has regulations for signs?

Q6 **Word of mouth**

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

Q7 **No**

Are the current sign regulations meeting your business needs?

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.

I use an A-frame sign to let people know that I exist.

Wilton Sign Regulation Feedback Survey

Q9

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

**More Ground Sign Options,
Bigger Signs,
A higher volume of allowable signs,
Certain signs allowable without a permit**

Q10

How did you find the process of working with the town when you were exploring signage regulations or applying for permits?

I was told no permits would be given for an A-frame sign.

Q11

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

Extremely important

Q12

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

**Permanent ,
Temporary**

Q13

The typical additional signage we would like to install is:

Temporary A frame, sandwich board or other portable sign

Q14

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

**Easier or simpler process to apply for permits,
Faster turn around on approvals**

Q15

How do you feel about the sign you were able to get approved as compared to what you have witnessed in the community or other towns?

Better

Q16

What changes in the process might be implemented that would have a beneficial impact on your business as it relates to signage?

An easier process.

Q17

Any other feedback to provide? See below link to sign

regulations: https://www.wiltonct.org/sites/g/files/vyhlif4046/f/uploads/zoning_regs_revised_nov_4_2022_shift_workers_de-10.pdf

Good signage is astronomically important to the survival of my business in wilton center!

#28

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Friday, June 02, 2023 12:45:09 PM
Last Modified: Friday, June 02, 2023 12:50:01 PM
Time Spent: 00:04:51
IP Address: 144.62.168.234

Page 1: Wilton Economic Development Commission Signage Survey 2023

Q1 **Town Center**

Where is your business located?

Q2 **Street Facing**

Is your business:

Q3 **Other (please specify):**

How would you best describe your business?

Healthcare

Q4 **Increase traffic to your location**

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

Q5 **Yes**

Were you aware that the town has regulations for signs?

Q6 **Landlord**

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

Q7 **No**

Are the current sign regulations meeting your business needs?

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.

Setback from the the road is too long

Wilton Sign Regulation Feedback Survey

Q9

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

More Ground Sign Options,
Internally Lit Signs,
Bigger Signs,
A higher volume of allowable signs,
Certain signs allowable without a permit

Q10

How did you find the process of working with the town when you were exploring signage regulations or applying for permits?

cumbersome

Q11

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

Extremely important

Q12

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

Permanent ,
Temporary

Q13

The typical additional signage we would like to install is:

Attention-getting signage (e.g. streamers, banners, balloons)

Q14

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

Allow me to put up bigger signs,
Better lighting of signs

Q15

How do you feel about the sign you were able to get approved as compared to what you have witnessed in the community or other towns?

Not as effective

Q16

What changes in the process might be implemented that would have a beneficial impact on your business as it relates to signage?

change in the setback rules

Q17

Any other feedback to provide? See below link to sign regulations: https://www.wiltonct.org/sites/g/files/vyhlif4046/f/uploads/zoning_regs_revised_nov_4_2022_shift_workers_de-10.pdf

no

#29

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Friday, June 02, 2023 2:22:28 PM
Last Modified: Friday, June 02, 2023 2:38:26 PM
Time Spent: 00:15:57
IP Address: 148.77.110.66

Page 1: Wilton Economic Development Commission Signage Survey 2023

Q1 **Town Center**

Where is your business located?

Q2 **Street Facing**

Is your business:

Q3 **Service**

How would you best describe your business?

Q4 **All of the above**

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

Q5 **Yes**

Were you aware that the town has regulations for signs?

Q6 **Word of mouth**

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

Q7 **No**

Are the current sign regulations meeting your business needs?

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.

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.

Q9

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

Internally Lit Signs,

A higher volume of allowable signs,

Certain signs allowable without a permit,

Other (please specify):

Extend the timeframe that signs may be displayed from 2 weeks to 1 month. Increase number of allowed signs from 20 to 75. Allow digital monitors that can be seen from the outside. A-frame signs on property facing the street allowed without a permit.

Q10

How did you find the process of working with the town when you were exploring signage regulations or applying for permits?

We feel that the process is cumbersome for both us and the town, with too many steps.

Q11

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

Extremely important

Q12

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

Permanent ,

Temporary

Q13

The typical additional signage we would like to install is:

Other (please specify):

A-frame and banners

Q14

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

Easier or simpler process to apply for permits,

Faster turn around on approvals,

Allow me to put up bigger signs

Q15

How do you feel about the sign you were able to get approved as compared to what you have witnessed in the community or other towns?

N/A

Q16

What changes in the process might be implemented that would have a beneficial impact on your business as it relates to signage?

Please see all comments above

Q17

Any other feedback to provide? See below link to sign regulations: https://www.wiltonct.org/sites/g/files/vyhliif4046/f/uploads/zoning_regs_revised_nov_4_2022_shift_workers_de-10.pdf

Thank you!

#30

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Friday, June 02, 2023 5:42:59 PM
Last Modified: Friday, June 02, 2023 5:51:45 PM
Time Spent: 00:08:45
IP Address: 67.85.183.8

Page 1: Wilton Economic Development Commission Signage Survey 2023

Q1 **Route 7 South of 33**

Where is your business located?

Q2 **Not readily visible to traffic (e.g. rear sitting space)**

Is your business:

Q3 **Service**

How would you best describe your business?

Q4 **Other (please specify):**
What is your top priority goal as it relates to your business signage? **Make our office space at lambert corners easier to find - one small sign on rt 7 is inadequate**

Q5 **Yes**

Were you aware that the town has regulations for signs?

Q6 **Landlord**

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

Q7 **No**

Are the current sign regulations meeting your business needs?

Wilton Sign Regulation Feedback Survey

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.

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

Q9

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

Other (please specify):

A steer facing logo or sign on the back of our building

Q10

How did you find the process of working with the town when you were exploring signage regulations or applying for permits?

It's very specific and restrictive - I agree with approval of size and "art" but not that there is no room for negotiation

Q11

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

Other (please specify):

We have survived for 5 years but it would definitely have a positive impact on awareness if our business and ease of finding our location

Q12

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

Permanent

Q13

The typical additional signage we would like to install is:

Other (please specify):

Logo or name of business on the street facing rear of our building - also ability to use sandwich boards when hosting events

Q14

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

Easier or simpler process to apply for permits

Q15

How do you feel about the sign you were able to get approved as compared to what you have witnessed in the community or other towns?

Between the historical society (our landlord) and the town we had no input - other towns allow for much more flexibility

Q16

What changes in the process might be implemented that would have a beneficial impact on your business as it relates to signage?

Flexibility in the regulation

Q17

Any other feedback to provide? See below link to sign regulations: https://www.wiltonct.org/sites/g/files/vyhlif4046/f/uploads/zoning_regs_revised_nov_4_2022_shift_workers_de-10.pdf

There is a lot of ugly signage in town despite the very strict regs - a more individualized process that allows for flexibility depending on site location

#31

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Monday, June 05, 2023 10:48:52 AM
Last Modified: Monday, June 05, 2023 10:51:48 AM
Time Spent: 00:02:56
IP Address: 67.83.12.150

Page 1: Wilton Economic Development Commission Signage Survey 2023

Q1 Other (please specify):
Where is your business located? South Wilton

Q2 Not readily visible to traffic (e.g. rear sitting space)
Is your business:

Q3 Service
How would you best describe your business?

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

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

Q6 Word of mouth
How did you become aware that the town has regulations for signage?

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

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.

I don't have signage so less concerned about this

Wilton Sign Regulation Feedback Survey

Q9

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

**A higher volume of allowable signs,
Certain signs allowable without a permit**

Q10

How did you find the process of working with the town when you were exploring signage regulations or applying for permits?

Have not yet encountered. But generally prefer less red tape.

Q11

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

Nice to have but not necessary

Q12

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

**Permanent ,
Temporary**

Q13

The typical additional signage we would like to install is:

Temporary A frame, sandwich board or other portable sign

Q14

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

**Easier or simpler process to apply for permits,
Faster turn around on approvals,
Allow me to put up bigger signs**

Q15

How do you feel about the sign you were able to get approved as compared to what you have witnessed in the community or other towns?

N/A

Q16

What changes in the process might be implemented that would have a beneficial impact on your business as it relates to signage?

NA

Q17

Any other feedback to provide? See below link to sign regulations: https://www.wiltonct.org/sites/g/files/vyhlf4046/f/uploads/zoning_regs_revised_nov_4_2022_shift_workers_de-10.pdf

No

#32

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Monday, June 05, 2023 11:34:15 AM
Last Modified: Monday, June 05, 2023 11:39:07 AM
Time Spent: 00:04:51
IP Address: 67.82.99.207

Page 1: Wilton Economic Development Commission Signage Survey 2023

Q1 **Route 7 North of 33**

Where is your business located?

Q2 **Street Facing**

Is your business:

Q3 **Other (please specify):
healthcare**

How would you best describe your business?

Q4 **All of the above**

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

Q5 **Yes**

Were you aware that the town has regulations for signs?

Q6 **Landlord**

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

Q7 **No**

Are the current sign regulations meeting your business needs?

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.

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.

Q9

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

**More Ground Sign Options,
Certain signs allowable without a permit**

Q10

How did you find the process of working with the town when you were exploring signage regulations or applying for permits?

seems fine. because of the regulation we don't do as much signage.

Q11

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

Extremely important

Q12

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

Temporary

Q13

The typical additional signage we would like to install is:

Temporary A frame, sandwich board or other portable sign

Q14

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

**Easier or simpler process to apply for permits,
Faster turn around on approvals,
Allow me to put up bigger signs,
Better lighting of signs**

Q15

How do you feel about the sign you were able to get approved as compared to what you have witnessed in the community or other towns?

its fine

Q16

What changes in the process might be implemented that would have a beneficial impact on your business as it relates to signage?

unknown

Q17

Any other feedback to provide? See below link to sign regulations: https://www.wiltonct.org/sites/g/files/vyhlif4046/f/uploads/zoning_regs_revised_nov_4_2022_shift_workers_de-10.pdf

Thank you Town of Wilton! It's been a pleasure serving this town and surrounding communities. I look forward to continued support from the town.

#33

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Monday, June 05, 2023 12:14:32 PM
Last Modified: Monday, June 05, 2023 12:27:25 PM
Time Spent: 00:12:52
IP Address: 69.123.184.73

Page 1: Wilton Economic Development Commission Signage Survey 2023

Q1 **Route 7 North of 33**

Where is your business located?

Q2 **Not readily visible to traffic (e.g. rear sitting space)**

Is your business:

Q3 **Other (please specify):**
Non Profit Recreation

How would you best describe your business?

Q4 **All of the above**

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

Q5 **Yes**

Were you aware that the town has regulations for signs?

Q6 **Town Official**

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

Q7 **No**

Are the current sign regulations meeting your business needs?

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.

Need to promote, business offerings, schedules, special offers, etc. Currently sign just describes the name of the organization.

Wilton Sign Regulation Feedback Survey

Q9

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

More Ground Sign Options,
Internally Lit Signs,
Bigger Signs,
A higher volume of allowable signs,
Certain signs allowable without a permit

Q10

How did you find the process of working with the town when you were exploring signage regulations or applying for permits?

Excellent.

Q11

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

Extremely important

Q12

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

Permanent ,
Temporary

Q13

The typical additional signage we would like to install is:

Temporary A frame, sandwich board or other portable sign

Q14

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

Allow me to put up bigger signs,
Better lighting of signs

Q15

How do you feel about the sign you were able to get approved as compared to what you have witnessed in the community or other towns?

Ours could be bigger.

Q16

What changes in the process might be implemented that would have a beneficial impact on your business as it relates to signage?

Promote the regulations to all business owners that currently have permitted signs.

Q17

Any other feedback to provide? See below link to sign

regulations: https://www.wiltonct.org/sites/g/files/vyhlif4046/f/uploads/zoning_regs_revised_nov_4_2022_shift_workers_de-10.pdf

Thx

#34

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, June 07, 2023 9:09:48 AM
Last Modified: Wednesday, June 07, 2023 9:24:26 AM
Time Spent: 00:14:38
IP Address: 24.46.139.233

Page 1: Wilton Economic Development Commission Signage Survey 2023

Q1 **Town Center**

Where is your business located?

Q2 **Not readily visible to traffic (e.g. rear sitting space)**

Is your business:

Q3 **Service**

How would you best describe your business?

Q4 **Other (please specify):**
#s 1 and 2 above and community awareness

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

Q5 **Yes**

Were you aware that the town has regulations for signs?

Q6 **Town Official**

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

Q7 **No**

Are the current sign regulations meeting your business needs?

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.

we would have preferred a larger sign

Q9

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

**Internally Lit Signs,
Bigger Signs**

Q10

How did you find the process of working with the town when you were exploring signage regulations or applying for permits?

Review process, especially the in person meetings, was frustrating

Q11

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

Other (please specify):
Might be helpful

Q12

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

Permanent

Q13

The typical additional signage we would like to install is:

Other (please specify):
larger permanent signage

Q14

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

**Easier or simpler process to apply for permits,
Allow me to put up bigger signs,
Better lighting of signs**

Q15

How do you feel about the sign you were able to get approved as compared to what you have witnessed in the community or other towns?

sign is too small

Q16

What changes in the process might be implemented that would have a beneficial impact on your business as it relates to signage?

we went through the process 7 years ago, so we do not currently have specific changes in mind.

Q17

Any other feedback to provide? See below link to sign regulations: https://www.wiltonct.org/sites/g/files/vyhlif4046/f/uploads/zoning_regs_revised_nov_4_2022_shift_workers_de-10.pdf

Thank you
