

## Key Signage Comments

### Thoughts:

More support of business

Online quick process with defined timelines and approvals.

Free, no cost for permit

Some flexibility based on unique requirements of business (corner location, rear of building, retail, etc)

Business hours only

Consider different measure for in-town versus Rte 7

Easier for temporary and possibly longer

A frames/sandwich boards seem popular

Multiple sign options

### Comments:

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

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.

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

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.

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.

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.

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.

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!

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.

Sign Changes

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.

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

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.

#### Process Changes

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!

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.

make it easier and online to apply

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

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

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.

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

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

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

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)