

Where is your business located in Wilton?

- a. Route 7 north of 33
- b. Route 7 south of 33
- c. Town Center

How many employees in your business?

- a. 1-5
- b. 5-20
- c. 20+

Are you aware that the town has regulations for signage?

- a. Yes
- b. No

Are you unhappy with the current sign regulations?

- a. Yes
- b. No

Explain: _____

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

- a. Better understanding of signage options available
- b. Better lighting on signs
- c. Bigger signs
- d. Other _____

How important to your business is different or additional (beyond what is permitted by the current regulations) signage to drive awareness for your business or specific offerings?

- a. Extremely important
- b. Would be helpful
- c. Nice to have
- d. Not really important

The typical additional signage we would like to install is (*show examples*):

- a. Temporary A frame, sandwich board or other portable sign
- b. Large freestanding sign
- c. Attention getting signage (eg. Streamers, banners, balloons).
- d. Other _____

How has your business used added signage in the past (check all that apply)?

- a. Directions to store location
- b. Notice of specific offerings, events or opportunities

- c. General business advertisement

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

- a. Easier or simpler process to apply for permits
- b. Faster turnaround on approvals
- c. Allow me to put up bigger signs
- d. Better lighting of signs
- e. Other _____

I would like additional signage that is:

- a. Permanent
- b. Temporary