

## WEDC Sign Regulation Resident Survey Questions

Draft v3 – August 24, 2023 Clean

Intro:

Dear Wilton Resident,

Wilton's Economic Development Commission (EDC) has been asked to make recommendations on how to improve business signage throughout Wilton. Signs are an important form of advertising for businesses and can also help direct patrons to the correct location. However, if not properly regulated, signs can be visually unattractive, a nuisance to some and, in certain cases, a safety hazard. We have surveyed local businesses who have noted a need for added signage when the existing signs are not readily visible to traffic. We wish to help improve business vibrancy while maintaining the attractiveness of the community.

Please take a few minutes to complete the short survey as your feedback is desired. Thank you.

### Business Sign Effectiveness:

Business signs in Wilton really help me (check all that apply)

1. Find a business that I did not know of
2. Locate a business that I was looking for
3. Are not very important to me as I don't really look at them
4. Please explain: \_\_\_\_\_

I would like to see more signs in town center or on Route 7 advertising (check all that apply)

1. Sales or other special events
2. New business openings
3. Directing me to stores that are not street facing
4. All of the above
5. Please explain \_\_\_\_\_

I would be more likely to explore a new business if their sign was clearly visible and attractive

1. Definitely
2. Maybe
3. Not at all
4. Please explain: \_\_\_\_\_

There are specific areas of town where signs can be improved:

Please identify and explain: \_\_\_\_\_

Sign Attractiveness:

Wilton has

1. Too many signs that are too unsightly
2. Too few signs that are barely effective
3. An appropriate amount of signage that's both visible and attractive
4. Please explain your answer more fully \_\_\_\_\_

I would fully support in town center and on Route 7 (check all that apply)

1. More A frame sandwich boards to highlight events or offers
2. Backlit signs for illumination in the dark
3. More directional signage to find obscure retail businesses
4. None of the above
5. Please explain your answer more fully \_\_\_\_\_

What suggestions might you offer to help improve signage in town?

1. Need smaller or less signage
2. Need more prominent signage
- ~~2-3.~~ Signage is fine as it is currently presented
- ~~3-4.~~ Please explain your thoughts on improvements: \_\_\_\_\_

I found these business signs to be particularly well-designed, most helpful, and attractive:

Please identify businesses and location (Route 7 or Town Center): \_\_\_\_\_

About you:

How long have you been a Wilton resident?

- A. Less than 5 years
- B. 5-15 years
- C. 15+ years

How often do you frequent town center?

1. Less than 3 times per week
2. 3-5 times per week
3. Greater than 5 times per week
4. I live in town center

Please provide any added comments or suggestions:

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How often do you frequent Route 7 shopping?

5. Less than 3 times per week
6. 3-5 times per week
7. Greater than 5 times per week

Please provide any added comments or suggestions:

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