

WEDC Sign Regulation Resident Survey Questions

Draft v1

How long have you been a Wilton resident?

1. Less than 5 years
2. 5-15 years
3. 15+ years

How frequently do you shop or travel through 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

Wilton town center has

1. Too many signs
2. Too few signs
3. An appropriate amount of signage
4. Please explain answer more fully _____

I would fully support in town center

1. More A frame sandwich boards
2. Backlit signs
3. More directional signage to retail business in town
4. None of the above
5. Please explain answer more fully _____

I can easily locate through sign nearby signage

1. Businesses located in town center
2. Businesses located on Route 7
3. Comments _____

I would like to see more signs in town center or on Route 7 advertising

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 _____

How useful do you find signage in your travels around town:

1. Very useful
2. Somewhat useful
3. Not useful
4. Please explain: _____

How do you feel about the need for signs to provide assistance to you as a resident or consumer?

1. Too many signs
2. Too few signs
3. Please explain the potential needs: _____

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

1. Need smaller, less signage
2. Need more prominent signage
3. Please explain your thoughts on improvements: _____