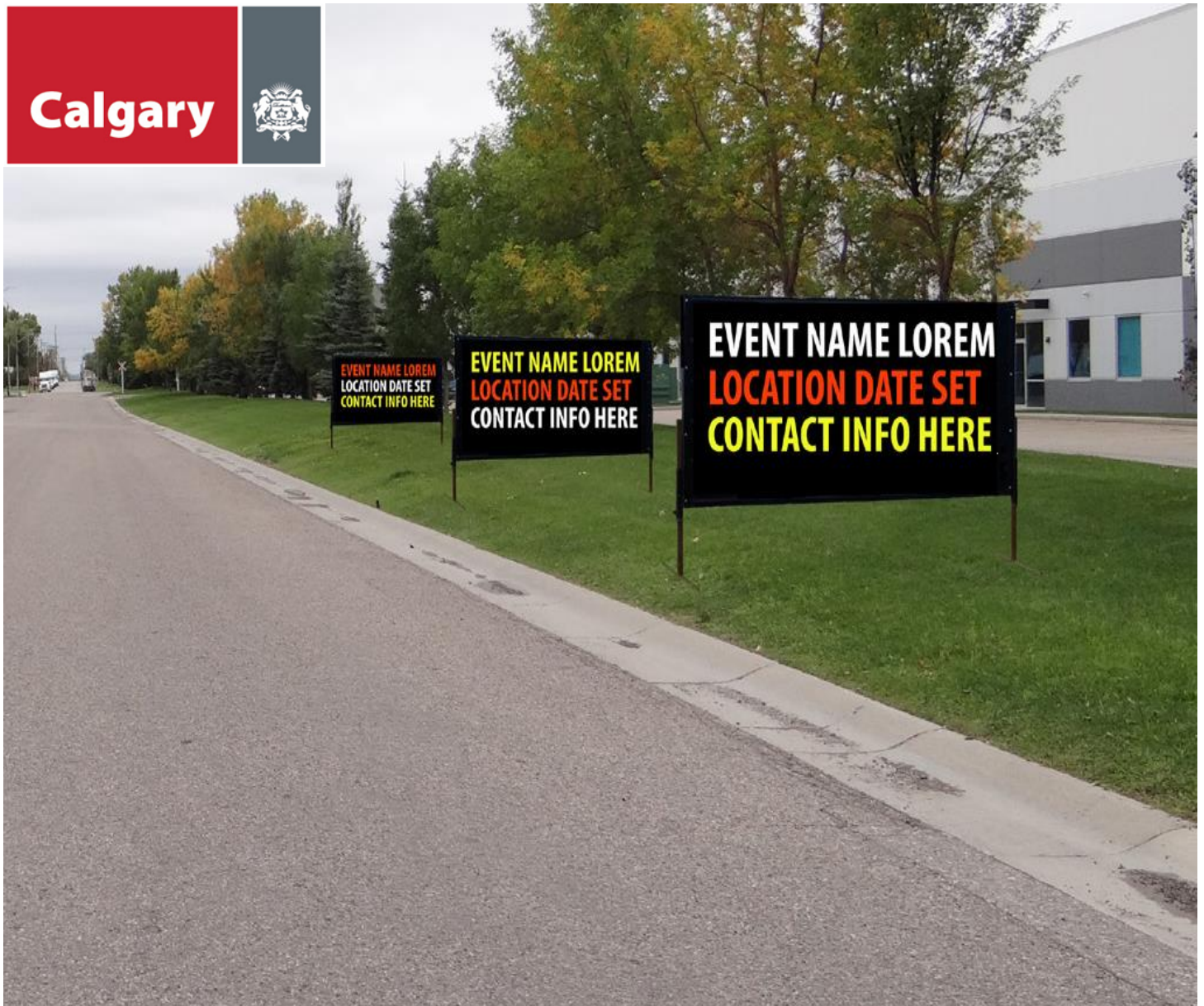


Calgary



# Temporary Signs Review

What We Heard Report

February 13, 2017



# Temporary Signs Review

Stakeholder Report Back: What we Heard

February 13, 2017

## Executive Summary

The Temporary Signs on Highway Bylaw (29M97) has not been updated since 1997 and is due for revision. Amendments to the bylaw will focus on regulating the use of signs on public land by updating the process in which temporary signs are used, including, how they're managed, their size, where they're placed and how they're used.

In-person engagement sought feedback from representatives from various sign companies operating in Calgary and the Federation of Calgary Communities. The Federation of Calgary Communities is a member-based support organization for many not-for-profit organizations, including approximately 150 Community Associations. Sign companies' businesses would be directly impacted by amendments to Bylaw 29M97. These groups were targeted for both in-person and online engagement. The online survey was open to everyone, including community associations, businesses, not-for-profit organizations and the general public. Questions that were asked are found on page four of the Temporary Signs Review What We Heard report.

Data analysis from online engagement is complete and the top themes are listed below. The themes were categorized according to how the questions were relayed in the survey. Their order here and in the Summary of Input are in no particular order.

### Not-for-profit organizations responses

- Temporary signs are effective tools to increasing membership and enrollment and increase attendance and participation in programs, events and services
- Temporary signs allow not-for-profit organizations to reach a larger audience
- Temporary signs are important for not-for-profit organizations as an affordable means to promote their operations

### Citizen Responses

- Temporary signs create awareness, promote attendance at community events and are an effective means to receive local information
- Temporary signs are considered a distraction to drivers
- Temporary signs are not effective and get ignored

### Business representative responses

- Use of temporary signs is a cost-effective and efficient way to advertise products and services and drive business

### Community Association representative responses

- Temporary signs are effective in prompting action, promoting awareness, are a main source of communication and an important means to share local information
- Temporary signs create awareness of community events and aid in increased participation
- Location of temporary sign placement can enhance their effectiveness

### All respondents' responses

- Signs that have a black background and white letters are uniform, easier to read and less intrusive
- Signs with a black background and two colour lettering enhances ease of reading without being overly distracting to drivers
- Signs with a black background and multiple colour lettering help highlight the message without overwhelming the viewer



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- Managing and controlling signs needs more attention and consistency regarding enforcement of regulations, locations and length of time signs are displayed
- Temporary signs are considered a distraction to drivers
- Temporary signs are considered to be important for community groups
- Temporary signs are deemed to be unattractive
- Temporary signs are considered abundant
- Temporary signs are effective for small businesses with minimal exposure
- Temporary signs are supported in some instances and accepted as a normal part of the streetscape

Data analysis from engagement with the Federation of Calgary Communities and the sign companies was collected separately and is complete. Their top six themes, in no particular order, are listed below.

- Community Associations should not have the added responsibility of approving temporary signs in neighbourhoods.
- Limitations on the number and location of signs would have a negative impact on Community Associations' ability to share information.
- Extra costs would have a negative impact on Community Associations.
- Consistency regarding the permit process and approval notice would be an improvement in the bylaw.
- Sign companies are seeking better enforcement of the bylaw
- Increased numbers of small advertising signs would have a negative impact on sign companies' business and should be regulated equitably within the bylaw.

Overall, there was a high level of interest in the Temporary Signs Review survey. This executive summary and the What We Heard report reflect the diversity of opinions that were shared. Opinions are used to create themes and these may not always be in agreement. The feedback that was collected will be used to support the project team in proposing amendments to Bylaw 29M97. These amendments are meant to meet the needs of businesses, community associations, not-for-profit organizations and the general public. Proposed changes to the bylaw will be presented to Council in April 2017.



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## Project overview

The Temporary Signs on Highway Bylaw (29M97), which regulates the use of signs on highways to clarify who can use which signs for which purpose, is due to be updated. The intent in amending the bylaw is to update the process in which temporary signs are used on highways, including how signs are managed in Calgary, the size of signs, where they're placed and how they're used. Amendments to the bylaw are focused on regulating the use of signs on public land rather than eliminating them. For the purpose of this project, and to be consistent with current language in the Traffic Safety Act, a highway includes any part of a public road, bridge, alley sidewalk or boulevard area.

## Engagement overview

We consulted with you on existing signage on highways to gather feedback on what about the signage is important to you and how signage influences your actions. We sought to gather information on how bold signs impact current business practices for some of you by assessing whether signage has demonstrated success in communicating information to customers/sign viewers.

Engagement will gather information:

- To assess the effectiveness of sign usage
- Determine what is important to citizens concerning signage (e.g. Aesthetics, style of communication, logistics and placement of signs, etc.)
- Verify findings from the 2011 Signs Regulations Research - Final Report conducted by Ipsos Reid.  
Specifically:
  - Signs not top of mind for Calgarians
  - Signs not viewed as key distraction to drivers on Calgary's streets
  - Too many signs are present on the street or are in view to citizens
  - Too many temporary signs
- To determine what alternative communication methods to temporary signs are being used successfully

Engagement occurred in two ways: online and in-person with specific stakeholders. The online survey was sent out widely and was meant to be inclusive of all that wanted to provide input. We also held in-person engagement with sign companies and the Federation of Calgary Communities given their existing business and touch points. Other stakeholders were invited to meet individually with members of the project team if desired.

## Engagement Guiding Principles

In alignment with City Council's [Engage Policy](#), all engagement efforts, including this project are defined as: *Purposeful dialogue between The City and citizens and stakeholders to gather meaningful information to influence decision making.*

As a result, all engagement follows the following principles:

- **Citizen-centric:** focusing on hearing the needs and voices of both directly impacted and indirectly impacted citizens



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- **Accountable:** upholding the commitments that The City makes to its citizens and stakeholders by demonstrating that the results and outcomes of the engagement processes are consistent with the approved plans for engagement
- **Inclusive:** making best efforts to reach, involve, and hear from those who are impacted directly or indirectly
- **Committed:** allocating sufficient time and resources for effective engagement of citizens and stakeholders
- **Responsive:** acknowledging citizen and stakeholder concerns
- **Transparent:** providing clear and complete information around decision processes, procedures and constraints.

For more information about engagement at the City of Calgary, please visit: [calgary.ca/engage](http://calgary.ca/engage)

## What we asked

This is a citywide bylaw and the topic had not been identified as top of mind for Calgarians, as reported in the 2011 Signs Regulations Research - Final Report conducted by Ipsos Reid. Therefore, the focus for online engagement for this review was on seven main objectives, including:

1. Aesthetics of streetscape
2. Benefits and disadvantages of temporary signs on public property
3. Managing and controlling temporary signs
4. Importance of temporary signs, including impact (this project defines importance as the value placed on temporary signs, and is a reiteration of the 2011 report from Ipsos Reid)
5. Safety
6. Alternative methods of communication
7. Effectiveness of temporary signs, including call-to-action and promotional awareness (this project defines effectiveness as the success which temporary signs have on influencing action and promoting awareness)

To notify those not connected to social media, of the survey, promotion of the survey was through social media, traditional media and temporary signs.

In the online survey, the first five and the last two questions were asked of everyone that responded. Questions one to three provided images for you to choose from. After question five, you were asked to indicate which group you represented. Depending on your selection, you were directed to the appropriate remaining questions in the survey. A full list of questions that were asked online, including the breakdown of questions posed to everyone, community associations, citizens, not-for-profit organizations and businesses is provided in [Appendix A](#). In total, there were 6764 responses to the survey.

In-person engagement asked two questions regarding potential changes to the existing Temporary Signs on Highway Bylaw (29M97).



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## Sign Companies

1. What sort of changes to the bylaw would impede your business?
2. What sort of changes to the bylaw would improve your business?

## Federation of Calgary Communities

1. What sort of changes to the bylaw would impede your business? Or how you operate? (and that of the Community Associations)
2. What sort of changes to the bylaw would improve your business? Or how you operate? (and that of the Community Associations)

## What we heard

A wide range of input was received all your feedback has been reviewed. We received responses from 6,500+ participants through completion of the survey. Your input is captured in multiple ways.

1. Graphs – We have reflected your responses to some of the closed-ended questions in the online survey in graphs throughout this section of the report.
2. Written account – We have provided a written account of your responses to some of the closed-ended questions as well as summaries of the in-person engagement.
3. Themes – We have reviewed your responses to the open-ended questions in the online survey and categorized each of them to provide you with your top themes regarding temporary signs in Calgary.

We asked you to tell us which group you identified with when responding to the survey. In total, 5,432 people who responded to the survey, indicated that they fell into one of the categories provided; Community Associations (178), Not-for-Profit Organization (153), Citizen (4,879) and Business (222). One thousand-plus respondents did not select any of these categories.

This section is divided in five categories, based on the questions that we asked of you.

[All respondents](#)

[Community Associations](#)

[Citizens](#)

[Not-for-Profit Organizations](#)

[Business](#)

## **All respondents**

### Sign Placement

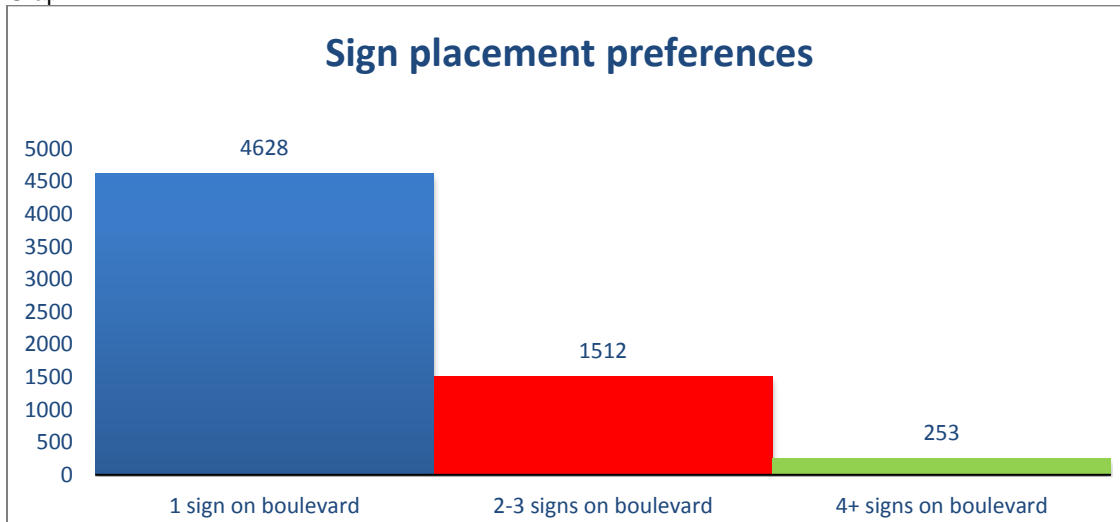
Most of you conveyed that you prefer one temporary sign on a boulevard, as reflected in Graph 1. Your second choice, by a rather wide margin, was two to three signs on a boulevard. The images that were shown in the survey to assist you in your selection included pictures that had photoshopped signs to provide a visual aid. The distance of the boulevard shown in the image was not captured.



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Graph 1

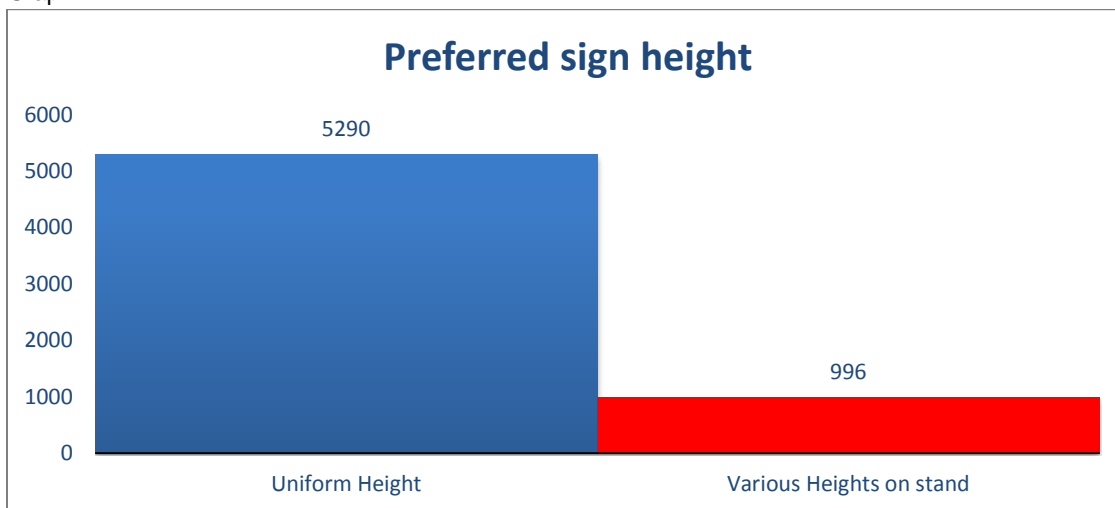


\*this is not a representative sample and should not be considered statistically valid

## Sign Height

Graph 2 shows us that majority of you indicated, in instances where more than one sign is placed on a boulevard, you prefer signs that are an even height.

Graph 2



\*this is not a representative sample and should not be considered statistically valid

## Image Preference

We asked you to provide your input on your image preferences in relation to temporary signs. Our intent in asking this question was to gauge your preferences of the contrast between the characters (letters, numbers, symbols) and the backgrounds of temporary signs. This was a complex question and therefore we have included a summary and graph to outline your preferences. Some of you shared with us in your comments that you found this question difficult to answer and experienced some confusion with the puzzle pieces online



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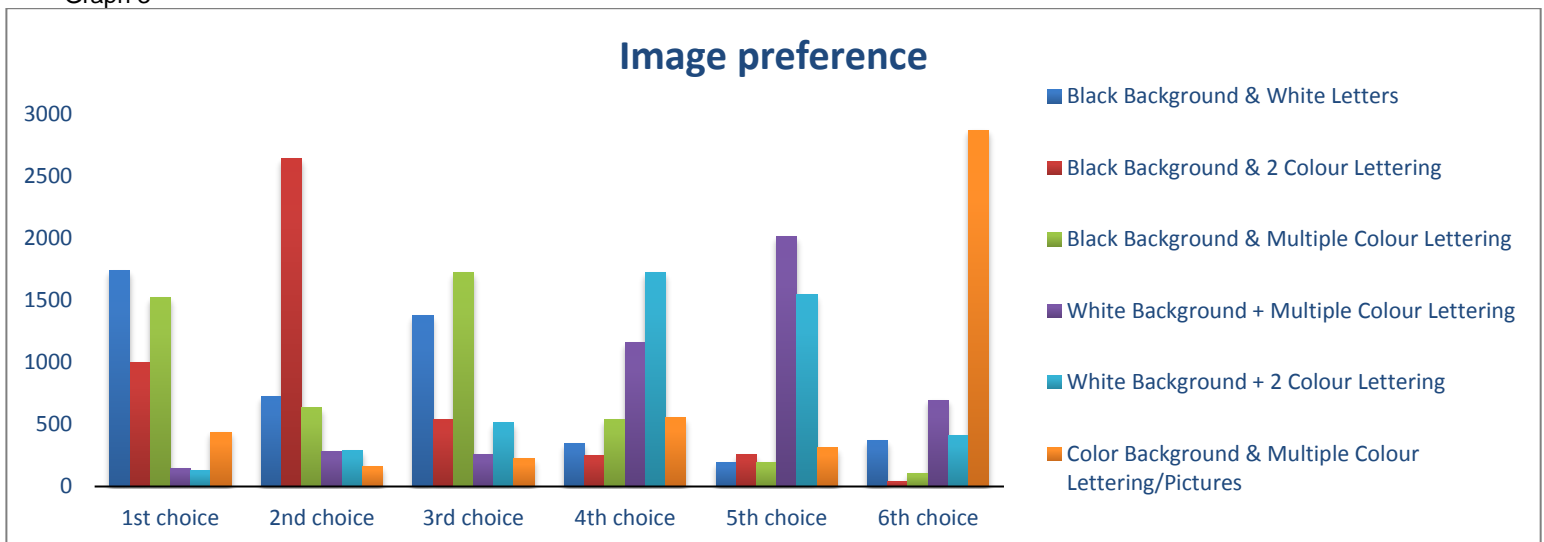
indicating your selection. We noted the closeness of your first choice selection between signs with the Black Background/White Letters (1,737 responses) and those with Black Background/Multiple Colour Lettering (1,521 responses), which could have been impacted by this struggle. Majority of you (2,638) indicated that your second choice for image preference are signs with the Black Background/2 Colour Lettering.

In summary, your overall preferred image choices are:

- 1<sup>st</sup> choice – Black Background & White Letters
- 2<sup>nd</sup> choice – Black Background & 2 Colour Lettering
- 3<sup>rd</sup> choice – Black Background & Multiple Colour Lettering
- 4<sup>th</sup> choice – White Background & 2 Colour Lettering
- 5<sup>th</sup> choice – White Background & Multiple Colour Lettering
- 6<sup>th</sup> choice – Colour Background & Multiple Colour Lettering/Pictures

The graph below breaks your image preferences out further.

Graph 3



\*this is not a representative sample and should not be considered statistically valid

## Importance of Temporary Signs

We asked you to provide your input on the importance of temporary signs in Calgary. Graph 4 shows your preferences from the approximate 5,500 of you that responded to this question. This question was asked of everyone and is not representative of any particular group. For example, whether temporary signs is considered important for business in this section is reflective of all your input and not specifically business owners. Each category included here is reflective of the same statements that were posed in the 2011 Signs Regulations Research - Final Report conducted by Ipsos Reid. Two statements were amended slightly. The word “abundant” was used to replace the word “clutter,” (following feedback that it sounded more neutral) and, “something you expect to see as part of city’s landscape” replaced “just part of the landscape of living in a City (they need to be here).”



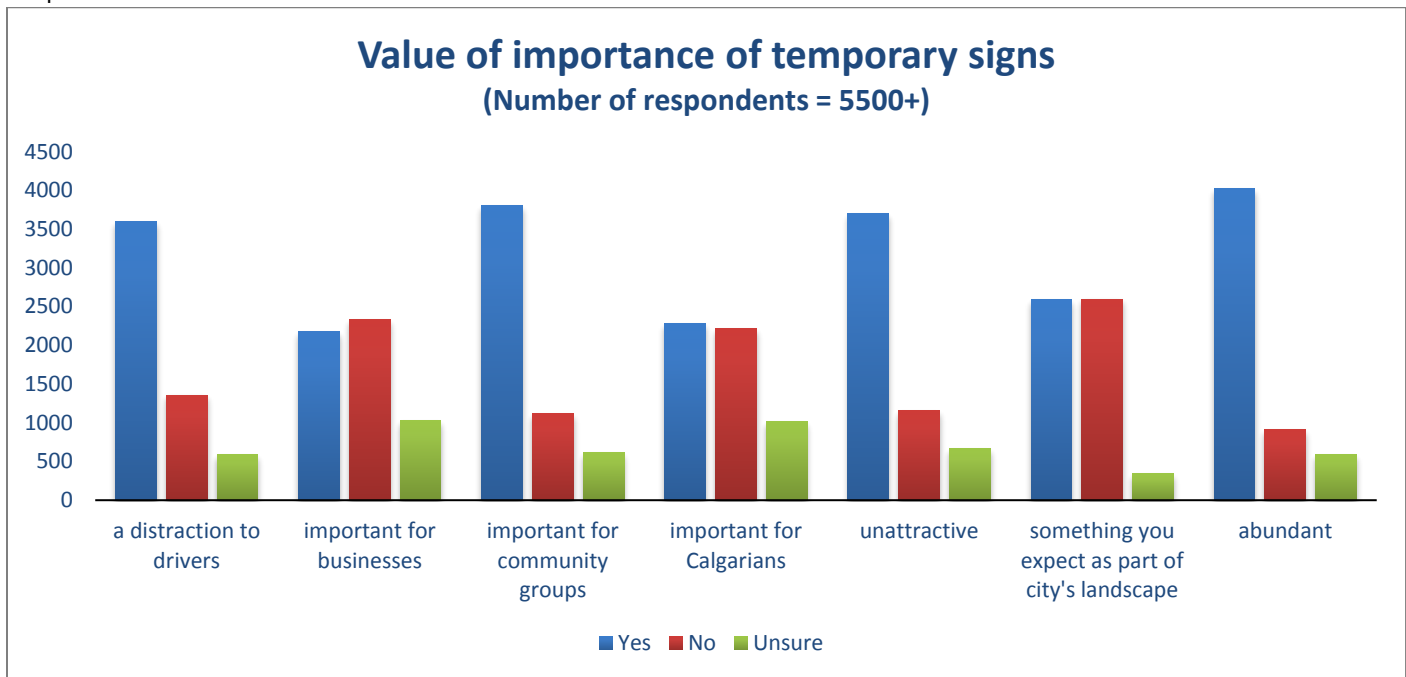


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Majority of you indicated that you believe temporary signs are a *distraction to drivers*, are *unattractive*, are *abundant* and are *important for community groups*. Your responses regarding whether signs are *important for businesses* were pretty even between yes and no.. Not a significant difference between yes and no responses on whether signs are *important for Calgarians* or *something you expect as part of city's landscape*.

Graph 4



\*this is not a representative sample and should not be considered statistically valid

Managing and controlling signs means issuing permits and monitoring the number of signs and where they can be placed. We asked you to prioritize how much attention you think should be given to this in Calgary. Nearly half of the 5,426 respondents to this question shared that more attention is needed while just under a third of you informed us that the current level of attention is good.

## How you learned of the survey

We wanted to ensure that we were using multiple ways to share this survey with you, whether you were connected to social media or not. Of all the ways that were used to promote this survey, majority of you learned about it through Facebook (2,148), followed by traditional media, including radio, television and newspaper (1,072). Additionally, more of you heard of the survey through temporary signs (559), social media (459) and Twitter (343). Also, 763 of you told us that you heard of the survey through other means, including word of mouth, businesses, community organizations, and City of Calgary resources, City Councillor, [Engage](#), [City website](#), City of Calgary Intranet, and employees.



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## Community Associations

Community Associations in Calgary are significant users of temporary signs, promoting community initiatives, information and programs. Input regarding communities was captured in two ways.

1. Community Associations were invited to participate in the online survey. For a detailed summary of the input that was provided, please see the [Summary of Input](#) section.
2. The project team met with the Federation of Calgary Communities to ensure that impacts following potential changes to the Temporary Signs on Highway bylaw were captured. By capturing this information, it will help the project team to make recommended changes to the bylaw that are reflective of all interests. Three themes that arose from this conversation were:
  - a. Community Associations, in general, should not have the added responsibility of approving temporary signs in neighbourhoods. Given the work that volunteers already do, sign approval is an unnecessary burden.
  - b. Limitations on the number and location of signs could negatively impact the Community Associations' ability to promote information.
  - c. Additional fees would negatively impact Community Associations.

In the online survey, Community Associations were asked what impact it would have on their operations if limitations were placed on the number of signs that could be used or where they could be placed. Most of you that responded as Community Association representatives reported some impact (78) to your operations while an additional 74 reported significant impact.

Of those of you who indicated that you represented a Community Association, 85 per cent indicated that you have tried other successful means to communicate your message or promote an event in your community. Your top two alternative methods of communication included internet-based advertising (social media) and community newsletters. Additionally, some of you relayed that you also maintain email distribution lists and utilize printed materials such as brochures, posters and postcards.

## Citizens

As viewers of temporary signs, input from citizens was integral to capturing insight into how these signs are regarded and the level of impact they have in inspiring action. Of the 4,857 of you that responded to this, 2,352 of you shared that you have been called to action by a message that you observed on a temporary sign. Subsequently, 2,319 of you responded that messages on temporary signs did not inspire you to act.

## Not-for-Profit Organizations

Not-for-Profit Organizations make up another large group of temporary sign users. Majority (74) of you that responded to the survey as representatives of a Not-for-Profit Organization told us that limitations on sign placement would have a significant impact on your organization, while 49 of you indicated the same limitations would have some impact. Also, 84 per cent of you who indicated you represented a Not-for-Profit Organization have tried other successful methods to communicate a message or promote an event for your organization.

These include internet-based advertising (social media) and printed materials such as brochures and postcards. You informed us that you have used mail-outs via Canada Post and also made use of community



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newsletters. Some of you informed us that you make use of traditional media (newspaper, radio) though this was few of you. Even fewer of you relayed that you have found word of mouth, bulletin boards, in-person events and promotional materials (pens, notepads, etc. with your organizations' information) to be useful advertising techniques.

For a detailed summary of the input that was provided, please see the [Summary of Input](#) section.

## **Businesses**

Businesses were invited to provide input in multiple ways.

1. Businesses participated in the online survey. For a detailed summary of the input that was provided, please see the [Summary of Input](#) section.
2. The Business Revitalization Zone Liaison at The City of Calgary invited the Business Improvement Areas (BIA) to meet with the project team if they wanted to meet individually. The Business Revitalization Zones recently went through a name change and are now referred to as Business Improvement Areas.
3. The project team held a meeting with representatives from various sign companies in Calgary to get their input into how changes to the bylaw would be viewed. The top three themes that came out of these conversations were:
  - a. Consistency regarding the permit process and approval notice would be an improvement in the bylaw.
  - b. Better, equitable enforcement of the rules would improve the bylaw.
  - c. Increased numbers of small advertising signs would have a negative impact on sign companies' business and should be regulated equitably within the bylaw.

Of the 227 of you that responded as either owning, operating or having some involvement with a business, majority (71) of you indicated your business was as a service provider, followed closely by real estate (55). Additionally, 33 of you responded as being part of a retail business while 68 identified as other<sup>1</sup>. Many businesses use temporary signs on private property. A slight majority of you that responded to this survey as being affiliated with a business indicated that you use temporary signs on public property. It is unknown if this is in replacement of or in addition to signs on private property.

You provided us with a breadth of alternative communication methods which you use to promote your business. Similarly to not-for-profit organizations and community associations, you informed us that internet-based advertising (social media) and printed materials were a significant alternative method of communicating

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<sup>1</sup> Other includes: childcare, event planning, education, small business (crafters), working with families, home personal business, preschool, healthcare, martial arts school, manufacturing, medical office, public organization, guitar services, craft seller, very small community hall based dance school, entertainment, restaurant, retail and service, educational, sign manufacturer, home business, education-private school, none, small struggling preschool, sporting, both retail and real estate, manufacturing, sign printer, child care, alternative therapy, arts school, baby music classes, wholesale industrial park business, consumer focused technology, manufacturing, web design, none, consulting, Magnet Signs Calgary NE, dental office, bottle depot, marketing services, medical, restaurant, Chasin' tails Animal hospital and dog boarding/daycare, fitness, art instruction, property rental, building manager, Homes, Child care program, fitness class, manufacturing, BRZ, Temporary Sign Rental Business, manufacturing, oil field hauling, education, education, preschool, preschool.

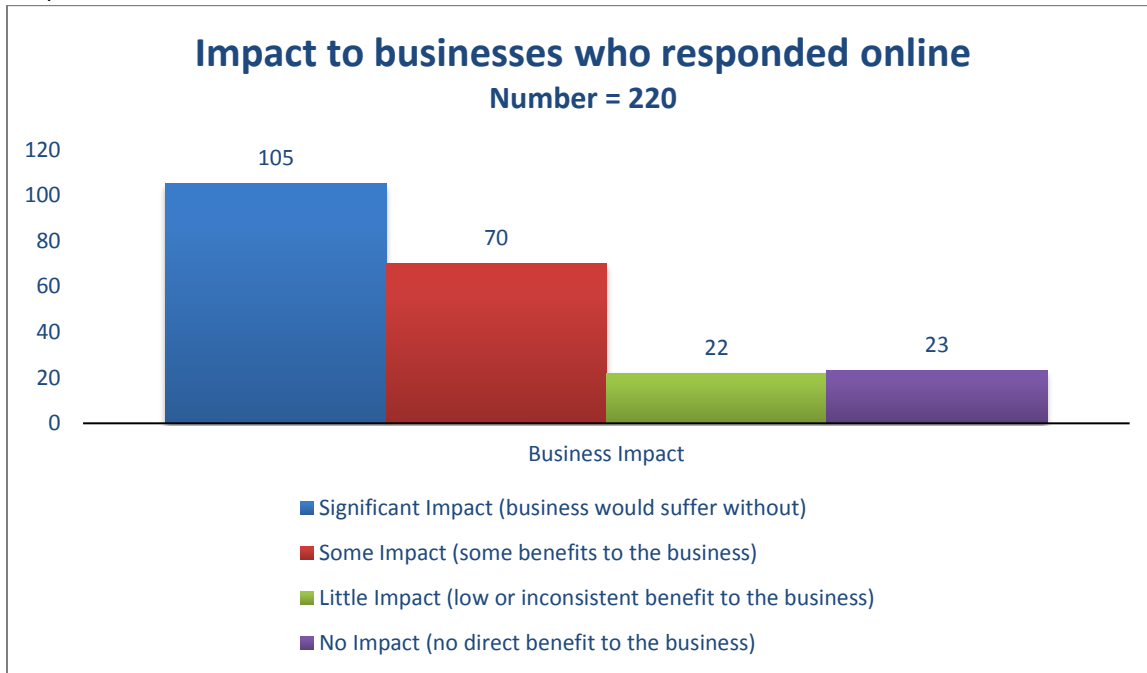


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with your customers. Additionally, you told us that you use traditional media, community newsletters, email, word of mouth and marketing on existing structures such as bus benches. Of the 220 of you that responded to the question regarding business impact, a large number of you relayed that there would be significant impact to you if limitations were placed on the use of temporary signs on public property. This is reflected in graph 5 below.

Graph 5



- ▶ For a detailed summary of the input that was provided for each category, please see the [Summary of Input](#) section.

## Next steps

No more input regarding temporary signs in Calgary is being sought at this time. All input collected through the online and in-person engagement is included here, in the What We Heard report. This report will be included as an appendix/attachment with the project team's final report, including their recommendations for bylaw amendments. Feedback collected from engagement will be used by the project team to develop amendment suggestions to the Temporary Signs on Highway bylaw (29M97). These amendment suggestions will be presented to Council in April 2017. This report will be posted to the [Temporary Signs on Highway](#) webpage in February 2017.



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## Summary of Input

All respondents (survey questions 1 – 5 and 21)

We asked all survey respondents to answer questions one to five and question 21. The first five questions we asked you were regarding your preferences on temporary signs, including image preference, managing and controlling temporary signs, and importance of temporary signs. While sign height and placement were also asked, these results are captured on pages 5 and 6. Question 21 aimed to capture your overall thoughts regarding temporary signs and therefore at the end of the survey we asked whether you had any additional thoughts or comments that you wanted to share with us.

Please note that the results of the survey conveyed your image preference as signs with black backgrounds and white letters. It is worth stating that we received comments from some people who had difficulty either understanding the question or maneuvering the puzzle pieces in the question to indicate their selection. It was noted on page 6 and 7 of this report that responses between black background/white lettering and black background/multiple colour lettering were close in numbers. Therefore, we have provided summaries to your top three selections for image preference.

This survey sought input regarding regulating temporary signs on public land rather than eliminating them. However, it is worth noting that of the 2271 of you that provided additional comments, 271 of you sought to have these signs permanently removed.

All of your comments are reviewed to create themes. Each theme includes a summary and examples of verbatim comments in italics. These are the exact words you used. To ensure we capture all responses accurately, verbatim comments have not been altered. In some cases, we utilized only a portion of your comment that spoke to a particular theme. This is reflected by using ‘...’. The chart below reflects the major themes we heard from you.

| Category         | Your preference   | Detailed explanation and supporting examples   |
|------------------|---|--|
| Image Preference | Signs that have a black background and white letters are uniform, easier to read and less intrusive | Majority of you shared with us that you prefer temporary signs with black backgrounds and white lettering. You informed with us that this colour scheme has a more professional/polished look, makes it easier to read at night and is more accommodating to those individuals who experience colour blindness. It is also worth noting that some of you indicated that while you would prefer that temporary signs be eliminated, signs with black backgrounds and white letters are the least intrusive, least distracting to drivers and more easily ignored. |



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|  |  |   |
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|  |  | <p><i>"At the very least, the signs should be the uniform black and white, standard metal sign - they are the least tacky-looking. The number of them per block should be regulated. The bylaws regarding these signs should be enforced, with the businesses/community groups who flaunt the rules being fined a substantial amount to promote compliance."</i></p> <p><i>"I like black background and white letters the most because it is less distracting and should work for people who are color blind. Multiple colors are too distracting for the brain and drivers and so are my least favorite."</i></p> <p><i>"Black background with white lettering is the easiest to read, and least intrusive..."</i></p> <p><i>"The black and white signs are the most discreet, visually appealing of all and the least distracting when driving..."</i></p> <p><i>"I like the black with white writing as it doesn't disrupt the surroundings as much.. doesn't look as much like an advert blvd. Plus it is not as distracting to the drivers"</i></p> <p><i>"Consistency in style looks professional. The mish mash of colours looks cheap and ugly."</i></p> <p><i>"I find it easier to read white-on-black quickly, especially at night."</i></p> <p><i>"My preference is to leave our roads entirely uncluttered with distracting and ugly signage. If advertising is present, I prefer it to be clear and easy to ignore--so I lean strongly away from garish colours, both for letters and background. White letters on black background is both easiest to ignore, and easiest to read."</i></p> |
|  | <p>Signs with a black background and two colour lettering enhances ease of reading without being overly distracting to drivers</p> | <p>Many of you shared that you prefer temporary signs with black backgrounds and two colour lettering. You relayed the effectiveness of highlighting important details in the second colour so that it reduces driver distraction by picking out important details quickly. You told us that you find the black</p>   |

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|  | <p>background to be the least intrusive to the surroundings and you indicated importance that it is set apart from regulatory signage.</p> <p><i>“I believe that the black background with the 2 colour lettering highlights what needs to be seen without being visually overpowering.”</i></p> <p><i>“...the important information is in colour and I can quickly identify if the message is important to me...”</i></p> <p><i>“Dark backgrounds are least distracting. 2 colours highlight important message, but increased number of colours difficult to read and increasingly distracting”</i></p> <p><i>“Even though the lettering may be coloured, I feel that the black background is less intrusive into the landscaping and does not resemble regulatory signage in any way.”</i></p> <p><i>“Having two colors allows the important title of the sign to be quickly read by drivers but does not have too much going on to the point of distraction or overwhelming signage.”</i></p> <p><i>“With uniformity in background and limited lettering, there is less distractions for drivers and not as much the feeling of being overwhelmed by signs, the information is clearly distinctly there and one knows where to read to get the information that may be of interest. Needs some consistency. Black background seems easier on the eyes and easier to quickly identify the element as a sign. Too much uniformity (white lettering on black background) makes all information look the same and therefore harder to read quickly.”</i></p> <p><i>“To help make the road ways look neater, the signs should be a uniform size - that could be the rule - if you advertise along city streets, your sign must be this size. The black and white is most difficult to read and is likely the most distracting for drivers. Having colored lettering makes the message stand out and hence drivers can read it more quickly. Colored lettering on black background seems to be</i></p> |
|--|---|

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|  |   | <p><i>the easiest to read. For the same reason, not to distract drivers, there should be a maximum amount of lettering allowed on each sign- so short and succinct - no long messages. There should also be a maximum number of signs allowed at a given time on any roadway -- too many signs can really make an area look junky, and, then no one reads anything. I feel that community information is important and that signs do serve a purpose, but keep them tidy, easy to read, uniform and limited. One other suggestion - - could each area dedicate a spot for signage - maybe large community board at a shopping centre entrance or a community hall area? ..."</i></p>  |
|  | <p>Signs with a black background and multiple colour lettering help highlight the message without overwhelming the viewer</p> | <p>Many of you indicated that, in addition to a black background, you prefer to have multiple colouring lettering on temporary signs. Of those of you who shared your preference for this option, some of you clarified that you define multiple colours as two to three colours. You told us that you like key information to stand out so that you are able to identify it quickly. We heard from you that you want signage to consider ease of reading and safety for drivers.</p> <p><i>"...Black background makes the colors stand out and multiples colors separate blocks of information"</i></p> <p><i>"Colour letters can help highlight the date or title. This helps reduce the effort it takes a driver to take the information in or quickly decipher if it is something they are interested in..."</i></p> <p><i>"I find that multi-color letters on the black background easier to read at a glance."</i></p> <p><i>"Find that black background would minimize daylight glare. A multi color lettering adds contrast therefore allows quicker reading of signs which is important if you are driving!"</i></p> <p><i>"With each row being a different colour, it is easier to read as one drives by"</i></p> |





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|---|---|---|
|   |   | <p><i>“Black background is easier on the eyes. Two or three colours let's the info stand out without being overwhelming”</i></p> <p><i>“I am thinking in terms of a driver (not a pedestrian). The black background was easiest on the eye. The multicolored letters on the black sign caught my attention enough that if I wanted to read the sign I could do so easily and quickly. If a phone # was the only information I needed then the different color would make it stand out.”</i></p>   |
| <p>Managing and Controlling Temporary Signs</p> | <p>Managing and controlling signs needs more attention and consistency regarding enforcement of regulations, locations and length of time signs are displayed</p> | <p>We asked you to prioritize what amount of attention should be given to managing and controlling temporary signs in Calgary. Majority of you shared that more attention is needed. You told us that you witness infractions regarding placement and length of time signs are displayed with minimal to no consequences, for which some of you recommended fines for these violations. Additionally, we heard from you your frustration with the concentration of signs in some areas and the use of smaller signs attached to permanent structures such as light posts. Fewer of you focussed on election signs though it came up a few times so it is important to note that some of you told us that you feel that campaign signs are abundant and minimally managed during electoral seasons, being left out after elections are complete.</p> <p><i>“Currently too many abuses, in my opinion, so some additional attention is required. But while a steadier and possible more restrictive hand is necessary, a heavy hand is likely not.”</i></p> <p><i>“The lack of enforcement of existing bylaws has resulted in signs being placed in areas that block the view of side streets and curved main thoroughfares.”</i></p> <p><i>“If it's worth requiring a permit, it's worth managing it. Our city needs to remain clean and bylaws enforced”</i></p> <p><i>“There should be designated roads only for these type of signs.”</i></p> |



# Temporary Signs Review

Stakeholder Report Back: What we Heard

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|  |                       | <p><i>“Temporary signs get put up, and left up long after an event (bottle drive) takes place. Election signs are the worst. Many never get collected.”</i></p> <p><i>““Temporary” signs are never temporary. If the city is going to allow these signs they should have a very definite limit on the amount of time they are allowed to placed. There should be fees for placement and fines for exceeding the time. Otherwise they become permanent and too easy to place.”</i></p> <p><i>“I see quite a few small signs attached to light posts, in the median, and on other locations they probably aren’t allowed.”</i></p> <p><i>“There are certain high traffic areas that always have an abundance of signs and they get distracting. I don’t mind if there are a few signs but in excess of 3 or 4 is too much and it drives me crazy when the info on the sign is out of date or no longer relevant.”</i></p> <p><i>“At times there are many signs in one spot. Two or three is okay, but more than 2 or 3 in a 100 metre stretch (for example) becomes too distracting. Especially if it is a busy road with intersections, crosswalks, schools, etc. There are just too many things to have to focus on and deal with.”</i></p> <p><i>“I think it’s managed rather well, the exception being during elections when there are far too many on boulevards and the side of roads”</i></p> <p><i>“Although I do not totally disagree with the use of temporary signs, it should be maintained and limited to increase effectiveness. Advertisements on boulevards should not be placed closely together otherwise the message is lost. Communities should limit business advertisements while allowing general announcements for public engagement and community gain (garage sales, etc...). Signs should be used with a sense of uniformity and should be aesthetically pleasing.”</i></p> |
|  | Areas of significance | Detailed explanation and supporting examples   |



# Temporary Signs Review

Stakeholder Report Back: What we Heard

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| <p>Importance of Temporary Signs</p> | <p>Temporary signs are considered a distraction to drivers</p> | <p>When it came to safety, we consistently heard that driver distraction and unobstructed sightlines were of utmost importance. By their nature, signs draw your attention away from the road and you relayed that was of significant concern to you. You told us that sign placement impacts your visibility of pedestrians and at intersections. With the wide array of things to focus on while driving, you shared that the addition of temporary signs added to the complexity. You offered some suggestions to improve the situation, including placing signs on certain roads depending on speed limits, shortening the text on signage further, limit the number of signs, and removing signs in a timely manner. You equated temporary signs to reading a text message on your phone and questioned the difference between these.</p> <p><i>“there has to be a happy medium on this issue. You're not going to make everyone happy so put in place regulations that are somewhat fair - limit the number of signs per property; limit the colors so that they not distracting; make sure the message on the sign is relevant and timely - make sure signs that advertise something that has passed (dated) are removed in a timely manner; for those companies who have huge advertising budgets or who have a large presence in the community - limit their use of signage to allow others (smaller businesses) to have a fair shake at putting up signage. No reader board signs with bright flashing lights - very distracting and very dangerous.”</i></p> <p><i>“I have been distracted trying to read signs, also they block view of oncoming traffic when entering road ways”</i></p> <p><i>“With poor street lighting and other cars and pedestrians, there are a lot of moving things to pay attention to. Throw in additional signs, that are trying to grab your attention. Dangerous”</i></p> <p><i>“They are same as texting while driving, huge distraction. Signs should be restricted from roadways over 50km /hr.”</i></p> |
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# Temporary Signs Review

Stakeholder Report Back: What we Heard

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|  |  | <p><i>“Font is too small to read quickly. Some written in sentence form including phone numbers and dates/times. How can you read that while driving let alone remember it? It’s no different than sending a text message. Sometimes even more distracting because they block pedestrians, roads and road signs.”</i></p> <p><i>“They hide hazards and are created to draw your attention away from the road. it is the same as reading a text message. sometimes there are so many signs (especially during elections) that they are pointless clutter that fills up our landfills. if I can’t read a text message then I sure as heck can’t read a street lined up with signs.”</i></p>  |
|  | <p>Temporary signs are considered to be important for community groups</p> | <p>Majority of you shared with us that you prefer messaging on temporary signs be for community use rather than business advertising. Some of you indicated that they are useful for both community and business purposes. We heard from you that these signs help inform you of what is happening in your community and keeps your community connected. You told us that the signs assist you to connect with a wider range of people and are useful in getting information out in a timely manner. Overall, you indicated that while there is purpose and value to the signs, you would like to see more attention paid to monitoring and controlling them.</p> <p><i>“good for community messaging and not welcome for advertising. There is a difference between messaging for community benefit, and advertising for commercial gain. The impacts to the community are different. One provides reinforcing positive benefit, while the other is used as a cheap means to influence commerce. Using public spaces to sell things compromises a respect and expectation of free and open public space to be enjoyed as it was designed.”</i></p> <p><i>“Temporary signs help connect communities, especially when they are community specific. I realkt appreciate them and wouldn’t otherwise know about many activities and events without them...”</i></p> |

# Temporary Signs Review

Stakeholder Report Back: What we Heard

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|  |  | <p><i>"I don't mind signs that aim to make people aware of community events, however I think that business signs should not be permitted on public property."</i></p> <p><i>"I think that signs are an important tool for businesses and community groups and I would hope that they will be allowed to continue using them."</i></p> <p><i>"For me, the most useful signs are ones making me aware of activities in my local community. I think that those take priority, I just wish that they could look better, not be neon all over the place &amp; certainly have as little distracting color as possible. Also, we have way, way too many."</i></p> <p><i>"They do serve a purpose: that is to inform time, place and contact number. However they need to be professional, follow sign making rules and be removed after the event. And there cannot be too many in one place (like election signs)..."</i></p> <p><i>"The use of temporary signage is very important in connecting with New Canadians in our neighbourhood. Currently we use temporary signs on our property, and we would like to be able to use them in a few more locations near our building where New Canadians travel daily."</i></p> <p><i>"Temporary signs are important for both the success of small businesses within a community as well as to let community members know of available resources on a timely basis."</i></p> |
|  | <p>Temporary signs are deemed to be unattractive</p> | <p>We heard from majority of you that you feel the look of temporary signs could be significantly improved to provide a more aesthetically pleasing appearance. Others suggested removing the signs which was compared with those of you who conveyed value in temporary signs but are seeking enhanced monitoring and controlling of them by shortening the length of time that they're displayed.</p> <p><i>"they are just plain unattractive . They make the communities look cheap."</i></p>  |

# Temporary Signs Review

Stakeholder Report Back: What we Heard

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|  | <p><i>“They are ugly. Please get rid of them. If you want to allow some, they should be for civic or community events only and up for 1-2 weeks max.”</i></p> <p><i>“They are very distracting and take away the peaceful feeling of a community - they make a street look unattractive.”</i></p> <p><i>“I think the signs are unattractive, but serve a useful purpose. I would like the placement of signs to be carefully monitored to make sure they don't block pedestrians or impede a driver's view.”</i></p> <p><i>“Get rid of them. They're eyesores and ineffective.”</i></p> <p><i>“There are many ways of advertising and of raising awareness. I understand they have high impact but they look trashy and are distracting. This is not the Calgary I want to live in or have people visit. Neon signs should be used only as a "last resort" or very high importance with limited numbers of times a community group or City business unit can use them (unless under emergency conditions).”</i></p> |
| <p>Temporary signs are considered abundant</p> | <p>As has been noted in other themes, majority of you shared that temporary signs are abundant. You advised us that too many signs are placed in some areas and at certain times, including electoral seasons. You told us that if temporary signs cannot be eliminated, you would like to see them reduced, limitations placed on how many can be in certain areas, clarification/reduction on spacing between signs and reductions on the length of time signs can be displayed.</p> <p><i>“Please don't let our green-spaces become over-signed! Less visual-noise sets us apart. It's a litmus-measure of what our community values.”</i></p> <p><i>“Non-profit/community-event signs are great, commercial goods less so. And if we could limit how many political campaign signs a party can display in a singular location that would be FANTASTIC!”</i></p> <p><i>“Temporary signs are unattractive and clutter the neighbourhoods. They are often left out for weeks</i></p>                               |



# Temporary Signs Review

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|   |   | <p><i>and months on end. Our city looks tacky with them lining all our roads. We should not allow them at all.</i></p> <p><i>“Get rid of them. One is bad enough but four in one block is truly tacky. They are ugly and I don’t do business with companies that advertise this way”</i></p> <p><i>“It would be nice to clean up Calgary and not have so many signs around.”</i></p>  |
|   | <p>Temporary signs are effective for small businesses with minimal exposure</p> | <p>Some of you indicated that temporary signs are a way for small businesses with less exposure to promote their products and services. You shared that you value small businesses and would like to support them.</p> <p><i>“I understand how they help a business with little exposure to advertise.”</i></p> <p><i>“Small business and community need affordable means to advertise there goods and services.”</i></p> <p><i>“Help support small businesses. Would prefer supporting local than big stores.”</i></p>   |
| <p>Temporary signs are supported in some instances and accepted as a normal part of the streetscape</p> |   | <p>While overall feedback identified concerns regarding temporary signs, it is worth noting that some of you shared with us that you are not concerned with the current usage of temporary signs. More of you indicated that you accept temporary signs as a normal part of the streetscape.</p> <p><i>“I have not seen many problems with signage in the city. It seems to be well managed by the city with bylaws in effect. For the most part organizations seems to do their part in adhering to these rules. Our club appreciates the opportunity to use signage.”</i></p> <p><i>“If they are “safe” and not overwhelming (too many grouped together), they are fine by me”</i></p> <p><i>“Important tools for consumers and businesses as well as for community associations”</i></p> |



# Temporary Signs Review

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|  | <p><i>"I live four houses away from a street that I drive on every day that has numerous signboards. Managed well, with some time of cap or limitation on spacing, and it's not intrusive."</i></p> <p><i>"I like the current policy and the way it is policed. A limit on the number of signs per block, and banning them in specific locations"</i></p> <p><i>"It's normal for any city to have them."</i></p> |
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## Community Association representative responses (survey questions 6 – 8)

Community Associations have a long history of using temporary signs to promote activities and inform residents of various initiatives and services. We asked those of you that were responding to the survey as community association representatives to answer questions six to eight, which are listed in [Appendix A](#). The chart below highlights the top three themes that you shared with us. We have identified the theme along with a detailed explanation of what we heard from you with supporting examples in italics. These examples are verbatim comments that were extracted from the survey results.

| Theme  | Detailed explanation and supporting examples  |
|--|---|
| Temporary signs are effective in prompting action, promoting awareness, are a main source of communication and an important means to share local information | <p>Of those of you that responded to the survey as community association representatives, a significant number of you relayed how valuable temporary signs are to your organization as an effective means of communicating, including with members of your community who are not connected to social media. You indicated that it is a cost-effective and quick means to get your message out. It is also worth noting that few of you spoke of over-saturation of temporary signs having a negative impact on your promotions as the more signage there is, the easier it is to lose any particular message.</p> <p><i>"It is important to be able to reach as many different people as possible and vehicle traffic is a great audience"</i></p> <p><i>"very important. for we cannot support the cost or a DP for a permanent sign. events and activities change on a weekly basis with in a community ."</i></p> <p><i>"Very important. We have limited budget to get our messages out regarding meetings or special events. Additionally temporary signs allow us to target our specific community."</i></p> |





# Temporary Signs Review

Stakeholder Report Back: What we Heard

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|  | <p><i>“It is essential for a non-profit community association with no budget for popular advertising, besides the community newsletter and social media. Seniors who are not online benefit from this communication. How else, on short term notice, can you advertise an important event or meeting?”</i></p> <p><i>“Very important. It is the cheapest, fastest and most effective way to let our community know what is going on.”</i></p> <p><i>“Signs of one of our core sources of communicating with our community.”</i></p> <p><i>“Easy way to reach a larger audience. Messaging is impaired with too many non-community signs”</i></p>  |
| <p>Temporary signs create awareness of community events and aid in increased participation</p> | <p>Many of you shared with us that using temporary signs is a means to promote membership and registration. You advised that you have witnessed increased participation in community events when using temporary signs versus times when you have not. We heard from you that you rely on temporary signs to promote your programs and services which enhances your community viability.</p> <p><i>“We find a lot of our resident's count on those signs going up as their reminder that (Event/Sport) is now registering. We can't assume that all 58,000 residents are using social media; and this is a great way of reaching our residents and having one more method of communicating with them.”</i></p> <p><i>“It is paramount to having our events advertised, and for providing needed information on directing residents to those events.”</i></p> <p><i>“Important for our special events or when we require community participation.”</i></p> <p><i>“We need community support and involvement to be able to continue having great events that strengthen Our community in Calgary. Limiting signs for this purpose may have negative effects on attendance rates of these events.”</i></p> |
| <p>Location of temporary sign placement can enhance their effectiveness</p>                    | <p>We heard from those of you representing community associations that strategically placing signs is of utmost importance to enhance the opportunity in which viewers will see your message. You relayed difficulty in being able to place signs in locations that will be of most benefit to your community. While it did not come up frequently, it was noted that community associations would find it</p>  |



# Temporary Signs Review

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|  | <p>valuable to have some input into where temporary signs could be placed.</p> <p><i>“Our community has two entrances and it has been a big fight to get signs posted at those locations over the last years. The "alternate" locations don't address a fraction of the people who see the signs at their current locations.”</i></p> <p><i>“I already feel that there are too few locations for CA's to place their signs. We've had difficulty with getting signs placed in a spot where there is a lot of traffic. The limited spots we are allowed to use, are not located on the thoroughfares of our community.”</i></p> <p><i>“Community Associations should have a say in sign placement, as we are looking to inform the residents, not the general public.”</i></p> |
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Citizen responses (survey questions 9 & 10)

Citizen were asked to answer questions nine and ten, which are listed in [Appendix A](#). The chart below highlights the top three themes that you shared with us. We have identified the theme along with a detailed explanation of what we heard from you with supporting examples in italics. These examples are verbatim comments that were extracted from the survey results.

| Theme  | Detailed explanation and supporting examples   |
|--|--|
| Temporary signs create awareness, promote attendance at community events and are an effective means to receive local information | <p>Majority of you shared with us that you find temporary signs to be useful in sharing community information. Your responses validated those that we heard from community association representatives. You told us that you have been compelled to join programs, participate in community initiatives and civic engagement. You informed us that you have found valuable services and been inspired to get involved by volunteering.</p> <p><i>“I joined a choir.<br/>I knew when bottle drives were on for kids clubs<br/>I knew when they are cleaning the streets<br/>I know where to drop off the leaves”</i></p> <p><i>“Soccer registration, community clean-up, political representative picnic, elections.”</i></p> |



# Temporary Signs Review

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|  | <p><i>"I have registered a child for soccer, looked into a CofC program, called a doctor taking new patients, attend multiple community functions, and probably many other things because of seeing them on a temporary sign."</i></p> <p><i>"Volunteered or attended events in my community."</i></p> <p><i>"I avoid patronizing businesses that advertise in this method, but pay attention to community efforts that are advertised in this way."</i></p>   |
| <p>Temporary signs are considered a distraction to drivers</p> | <p>We heard consistency in your concern for safety and the possible role that temporary signs play in reducing safety by distracting drivers. You shared with us that you find they are too close to intersections, and generally distract you when driving so they are rendered ineffective as you are unable to see valuable information. It is worth noting that while some of you indicated that you want to see less text on temporary signs, some of you have also told us that use of abbreviations on these signs are difficult to interpret, thereby distracting you further.</p> <p><i>"I can't read them or get the phone numbers for them safely and what's on them rarely interests me. Like I said, if it's something a person is interested in, they seek it out without ever seeing a sign."</i></p> <p><i>"Visibility issue at an intersection, too close to pedestrian crossing blocking visibly."</i></p> <p><i>"I do often learn about events from signs I see. However, because I am driving it's hard to note contact info such as websites or phone numbers."</i></p> <p><i>"No I just see them as a hazard, the abbreviations used on signs makes me try to unravel what the advertiser is trying to say and this is a mental distraction . They are also a vision block and it is difficult to see past them far enough up the road."</i></p> |
| <p>Temporary signs are not effective and get ignored</p>       | <p>Many of you advised us that you cannot pay attention to the messaging on temporary signs. You relayed that the speed in which you drive by them impacts your ability to extract meaningful information. Some of you have informed us that you opt out of giving your business to businesses that utilize temporary signs as a means of sharing your displeasure with them.</p>  |



# Temporary Signs Review

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|  | <p><i>“I actively boycott businesses in my neighbourhood who use them. There have been several from the City of Calgary that I have acted on, such as this survey. Signs that elicit or encourage citizen engagement are the kind I can support.”</i></p> <p><i>“Most of the time it advertises things I have no use for or are not interested in, or I ignore them completely”</i></p> <p><i>“I don't frequent any of the businesses that advertise this way.”</i></p> |
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## Not-for-Profit Organization responses (survey questions 11-13)

Not-for-Profit Organizations often use temporary signs to promote and inform citizens of their organization. We asked those of you that were responding to the survey as Not-for-Profit Organization representatives to answer questions 11 to 13, which are listed in [Appendix A](#). The chart below highlights the top three themes that you shared with us. We have identified the theme along with a detailed explanation of what we heard from you with supporting examples in italics. These examples are verbatim comments that were extracted from the survey results.

| Theme  | Detailed explanation and supporting examples   |
|--|--|
| Temporary signs are effective tools to increasing membership and enrollment and increase attendance and participation in programs, events and services | <p>Many of you shared with us that using temporary signs is very effective for increasing your membership, attendance and registration. You relayed that temporary signs are important for local and community-based information, and overall very important for not-for-profit organizations. We heard potential solutions from you regarding sign placement limitations rather than overall limitations which would negatively impact your organization's operations.</p> <p><i>“There would be an increased cost to advertise. Meaning we would have to increase fees in order to let the communities know about our programs.”</i></p> <p><i>“We need community support and involvement to be able to continue having great events that strengthen Our community in Calgary. Limiting signs for this purpose may have negative effects on attendance rates of these events.”</i></p> <p><i>“Extremely. We see a significant increase in registrations after the signs have been deployed.”</i></p> <p><i>“As said earlier we have had enrolment in our Preschool because of the temporary signage at registration time.”</i></p> |



# Temporary Signs Review

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|  | <p><i>“Our church has used signs in the past and have been effective. The difference of attendance in events when signs are up and when they are not is remarkable”</i></p> <p><i>“We use mobile signs to advertise class term starts”</i></p> <p><i>“If we cannot use signs to advertise our events, we won’t get enough people to attend. Our group won’t be viable.”</i></p> <p><i>“We have found that the more signs we have the higher our registration. An overall limit does not make sense. A limit within a certain space would make sense. For example only one sign within 500 m of the same sign.”</i></p>  |
| <p>Temporary signs allow not-for-profit organizations to reach a larger audience</p> | <p>You shared with us that using temporary signs improves your ability to reach a wide range of people including English language learners and those not connected to social media. We heard from you that temporary signs help direct people to you which improves your ability to promote your operations.</p> <p><i>“Social media. community signs allows us to reach an audience who does not engage on social media like young children, immigrants, seniors and so on. “</i></p> <p><i>“We have tried several ways of promoting our free ESL classes, Immigrant Employment Classes, and Citizenship test-preparation classes. The temporary signs is by far the best way to promote our classes. They are clean, in good repair, and very effective. Every time we use temporary signs to promote classes, there are a dozen or more first-time students in the classes from the neighbourhood.”</i></p> <p><i>“Very high especially if it is a one or 2 day event in a neighbourhood. Directional signs are important while the event is going on especially for Calgarians not familiar with the neighbourhood.”</i></p> <p><i>“Of absolute importance. One can argue that other methods of promotion are available, but none reach all demographics like temporary signs do.”</i></p> <p><i>“allow us to reach a broader audience”</i></p> |
| <p>Temporary signs are important for not-for-profit</p>                              | <p>Of those of you that responded to the survey as Not-for-Profit Organization representatives, a significant number of you relayed</p>   |



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| <p>organizations as an affordable means to promote their operations</p> | <p>how valuable temporary signs are to your organization as an affordable mechanism for creating awareness, reaching a large audience, promoting participation, and distributing local information. You shared that you aim to be conservative in your use of signage. We also heard from you that temporary signs are a quick way to share your message and you consider them to be environmentally responsible.</p> <p><i>“With a lower budget only a small portion of the budget can be allocated to advertising. Signage gets the message out to many people quickly and by being environmentally responsible.”</i></p> <p><i>“Temporary signs are very important because they are very effective and cost efficient.”</i></p> <p><i>“VERY IMPORTANT. This is the most economical method of advertising for non profit groups with small budgets. They are responsible for the majority to customers coming through the door.”</i></p> <p><i>“it economically targets a specific area for the organization”</i></p> <p><i>“It’s a low cost way of advertising for a non-profit. Important for our events, but we don’t use them to advertise outside of events.”</i></p> <p><i>“Very important as the signs are needed to direct interested people to an event. It has been my experience by surveying attendees at my events that the temporary signs are more effective then adds in the paper and in social media.”</i></p> <p><i>“We have programs and community events that happen throughout the year and with the disappearance of community bulletin boards there are few means of targetting communication within a certain neighbourhood - the use of temporary signs has been (and we hope will be) a significant tool for sharing info with our neighbours to maximize the impact of our programs.”</i></p> |
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## Business representative responses (survey questions 14 – 19)

Businesses regularly make use of temporary signs. They use them as a means in which to market their product or service and inform the community where to find them and how to access them. We asked those of you that were responding to the survey as business representatives to answer questions 14 to 19, which are listed in [Appendix A](#). The chart below highlights the top two themes that you shared with us. We have



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identified the themes along with a detailed explanation of what we heard from you with supporting examples in italics. These examples are verbatim comments that were extracted from the survey results.

| Theme   | Detailed explanation and supporting examples  |
|---|---|
| <p>Use of temporary signs is a cost-effective and efficient way to advertise products and services and drive business</p> | <p>For those of you who responded to the survey as having some business involvement, you informed us that temporary signs are a cost-effective way to promote your product and service in a highly competitive market. Some of you shared that you are a small local business competing against larger companies and that using temporary signs helps you reach local customers. You highlighted the local community as your area of focus and indicated that value in signage being well-maintained.</p> <p><i>“Advertising to your business, reaching new local customers”</i></p> <p><i>“Allow customers and potential customers to locate buildings and services.”</i></p> <p><i>“It promotes local small businesses in the community. We should be supporting small businesses more and in many cases small businesses cannot afford huge advertisement. This is a good way for them to make themselves known to the community.”</i></p> <p><i>“Affordable and effective method to communicate, especially in areas where there are new businesses or redevelopment happening. Care should be taken that it is aesthetically pleasing and kept current/relevant. In personal life, have relied on signage to inform me of community events and local promotions and appreciate them when used properly.”</i></p> <p><i>“Name recognition and advertising in a competitive market where most of our competition has much larger budgets than we do.”</i></p> <p><i>“I can advertise where my business is located and any current information I have about my business. It is a very cost effective method of advertising that reaches a large number of potential customers in the local area.”</i></p> |



# Temporary Signs Review

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## Appendix A

### Questions asked of all respondents

- Imagine each of these streetscapes in your community. Based on sign placement, choose which image you prefer.  
Image A (1 sign on boulevard)  
Image B (2-3 signs on boulevard)  
Image C (4+ signs on boulevard)
- Often, these types of signs advertise a business or service. Based on sign height, choose which image you prefer.  
Image A (uniform height)  
Image B (various heights on stand)
- This style of sign often advertises events and registrations. Using a ranking scale of 1-6, tell us which signs you prefer by dragging the puzzle pieces to your preferred choices. Please explain your choices in the box below. (1 being the one you like most and 6 being the one you like least)  
Image A (Black Background & White Letters)  
Image B (Black Background & 2 Colour Lettering)  
Image C (Black Background & Multiple Colour Lettering)  
Image D (White Background & Multiple Colour Lettering)  
Image E (White Background & 2 Colour Lettering)  
Image F (Colour Background & Multiple Colour Letters/Pictures)
- In your opinion:
 

|  |     |    |        |
|--|-----|----|--------|
| Are temporary signs a distraction to drivers?                                  | Yes | No | Unsure |
| Please explain your response   |     |    |        |
| Are temporary signs important for a business to use?                           | Yes | No | Unsure |
| Please explain your response   |     |    |        |
| Are temporary signs important for community groups to use?                     | Yes | No | Unsure |
| Please explain your response   |     |    |        |
| Are temporary signs important for Calgaryans?                                  | Yes | No | Unsure |
| Please explain your response   |     |    |        |
| Are temporary signs unattractive in the community?                             | Yes | No | Unsure |
| Please explain your response   |     |    |        |
| Are temporary signs something you expect to see as part of a city's landscape? | Yes | No | Unsure |
| Please explain your response   |     |    |        |
| Are temporary signs abundant in Calgary?                                       | Yes | No | Unsure |
| Please explain your response   |     |    |        |
- How would you prioritize the level of attention that should be given to managing and controlling signs along the side of the roads in Calgary?  
High priority





# Temporary Signs Review

Stakeholder Report Back: What we Heard

February 13, 2017

- Needs more attention
- Current level of attention is good
- Less attention should be given
- It is not a priority
- Please explain your response

## Community Association Questions

6. How would you describe the importance of using signs to promote your community message or event?
7. If the number of mobile signs that a Community Association can use, or where they can be placed were limited or reduced, what impact would this have on your Community Association? Please explain your response in the box below.
  - Significant impact
  - Some Impact
  - Little Impact
  - No Impact
8. Have you tried methods, other than signs, that were successful to communicate a message or promote an event in your community?      Yes    No  
If you answered yes, What method(s) did you use?

## Citizen Questions

9. Have you acted on or done something because of a message you saw on a sign like the ones in this survey? Please explain your response in the box below.    Yes    No    Unsure
10. Do signs like the ones in this survey increase your awareness of activities or opportunities in your community? Please explain your response in the box below.      Yes    No    Unsure

## Not-for-Profit Questions

11. How would you describe the importance of using signs to promote your organization's message or event?
12. If limitations were placed on the number of mobile signs that a Not-for-Profit Group could use, or where they could be placed, what impact would this have on the organization? Please explain your response in the box below.
  - Significant impact
  - Some impact
  - Little impact
  - No impact



# Temporary Signs Review

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13. Have you tried methods, other than signs, that were successful to communicate a message or promote an event for your organization? Yes No  
If you answered yes, what methods did you use?

## Business Questions

14. Please select which sort of business you own, operate or have involvement with:  
Retail Business  
Service Provider (including installation services, carpentry, landscaping, etc.)  
Real Estate  
Other, please explain
15. Do you use temporary signs on public property? Yes No
16. How would you rate the business impact of using temporary signs on public property? Please explain your response in the box below.  
Significant impact (the business would suffer without)  
Some impact (there are some benefits to the business)  
Little impact (there is low or inconsistent benefit to the business)  
No impact (there is no direct benefit to the business)
17. What are the benefits of using temporary signs on public property?
18. What are the disadvantages of using temporary signs on public property?
19. What alternatives to signs do you currently use for your business communications and marketing?

## Questions asked of all respondents

20. How did you find out about this survey?  
Radio/ Newspaper/ TV  
Mobile Signs  
Facebook  
Twitter  
Social Media  
Other, please specify...
21. Do you have any final comments or thoughts you would like to share with us about temporary signs?