



# Temporary Signs Review

Stakeholder Report Back: What we Heard, Verbatim Comments

February 13, 2017

## Verbatim Comments

Verbatim comments presented here include all of the suggestions, comments and messages that were collected online and in-person.

Offensive words and personally identifying information have been removed and replaced with either, [removed] or [personal information removed]; otherwise, comments here are completely un-edited.

These questions reflect the responses from those of you who identified as having an affiliation with a business in Calgary. We asked you to provide your input into:

- the [impact](#) to you if limitations were placed on temporary sign usage,
- the [benefits](#) and [disadvantages](#) for you around using temporary signage, and
- other [methods of communication](#) you've used with success to communicate your message.

We've also included verbatim comments here from the in-person engagement that was held with the sign companies. Sign companies were asked to provide input into what possible changes to the Temporary Signs on Highway Bylaw may [impede](#) and [improve](#) their business.

## Business Impact Question

***How would you rate the business impact of using temporary signs on public property? Please explain your response in the box below.***

- When our customers are polled on how they found out about us, the number one answer is always road signage
- I haven't put signage into place but intend to.
- People can find us easier.
- if you need a sign up all the time to advertise enough to bring people to your business then that is a sign that you're not doing that we'll. there are many ways to advertise, and this shouldn't be one of them
- I do not have a business on a main road and it is in a retail complex, very hard to see. Using signs allows me to point out my Preschool to potential customers. It is a very effective, affordable way to advertise.
- From personal experience as a consumer there have been very few times I have made a purchase because of a sign.
- LEAVE US ALONE
- Besides Google, street signs are my next biggest form of advertising with great results! If taken away, my business will for sure feel the impact
- I went with a legitimate sign rental company. They gave me locations which I could choose and told me the time limits as to when the sign needed to be removed.



- "due to our location off a community street, viability of our actual small business store front is completely limited. street signs are essential to letting people know we are there i also helps customer specifically looking for us know where and how to find us.
- The recent economic downturn has also affected business, so the loss of being able to use a street side sign as weather permits would hurt us even further i fear."
- I know when I change the information on my sign I see a large increase in business
- I would hope that people would be busy paying attention to the roads & not the puppies for sale in the back 40!!
- useless, people don't look at them
- I have so much trouble getting known and the signs do help but unfortunately it costs me way too much
- It is the best way to reach local markets. Something cost prohibitive through radio, newspaper or TV
- Cost of the flyer advertising for small business is very high once you pay for flyers and canada post if we dont advertise we have to shot the shop
- An affordable advertising method needed by all businesses
- Best way of advertising and public need more education about this by low
- In fact, I avoid businesses that use signs out of principle. Who can read/remember important details like phone numbers when driving by so quickly, anyhow.
- The most important! Business is nothing without advertising.
- Without a prominent storefront, it can be difficult for businesses to drive traffic.
- "as previously mentioned, as a new business owner, without these signs we would not be able to sustain our business. Other marketing methods are either not effective or have a high cost associated with them which we cannot afford at this time.
- Temporary signs are great for getting our name out to the communities."
- I use them to promote free community events that I sponsor in my community where I work. Last year we were told we could not have signs up prior to the event. As a result, I had to use social media instead. We had many people upset on the day of the event asking why they had not heard about the event earlier so they could attend with their families. The event had been advertised for the previous 10 yrs by signs on the Blvd.
- we advertise on our own property using signs like these and have for years for I guess they help. I'm not a business owner.
- Come on...why would you ask such an idiot question...this is not a subjective answer.
- being real estate associate,we use open house signs for few hours on the weekends.
- Some people would come into your businesses because of your sign, but there are so many signs out there today that it's impossible to read and focus on all of them.
- Wider exposure
- Without the ability to direct customers to open houses, there are few other ways to generate traffic to and interest in an open house. For some consumers, this is the only way they will go look at houses and, for others, it is where they start the process.



- "if roadside signage worked, businesses would pay the big bucks for billboards, which i assume are regulated.
- If gutter doctor had to pay for the privilege of vandalizing lamp posts and the backs of median marker signs, i'm confident they would stop doing it. I boycott them for their sticker campaign."
- I do not know what type of impact temporary signs have on business however there distractive nature could be causing traffic delays ( people slowing, stopping to get more info ) and even collisions which could result in injuries and loss
- Communication,Advertising,exposure.Helps with City revenue indirectly. The income produced to help pay expences paid to City...
- Unsure- I tend to not use businesses that advertise on boulevards. I don't like this method of advertising.
- I have tried every type of advertising and these signs are the most effective in bringing new families to us
- There are bylaws in place and they are sufficient to control the offenders
- Social media, radio and email advertisement are more efficient than a sign hiding off the side of the road
- Open house signs are very important to let the public know where the Open House is being held. I also believe the Open House sign should only be up while the open house is operating. They must be removed as soon as the open house is finished. They should only be use between 9:00AM & 9:00PM.
- The flyers and junk mail we get weekly...are loaded with ads
- Just listed signs or directional arrow signs are what we would like to use on a more consistent basis. we find it useful especially when a property is hard to find. we also use open house signs on specific days & short periods of time on weekends mainly. All of these signs have been removed periodically when we've used them & they are costly to replace
- We use directional Open House signs during Open Houses. We are opposed to directional 'Just Listed' or 'Homes Wanted' signs
- It would have a very negative effect on small business owners.
- Directional signage for Open Houses etc are important part of my business.
- As I mentioned, a competitor had our signs taken down so we are unable to use them. Although I see many other business who do which I feel is quite unfair
- Signs bring in people to open houses that might not know about it, so they are a good source for realtors to get to know people which can increase their business and also to help find the kind of property the client is looking for and has not been able to do it on their own.
- "For the type of business, it can matter a lot. The smaller the business, and especially the newer it is, it needs all the help it can get, and should be afforded some measures perhaps others might not be, or not to the same degree. This applies especially if they are trying to compete with large chains nearby.
- For real estate use, in the case of open houses, the signs are there for a few hours. That is a complete non-issue. For those realtors that put smaller ""just listed"" signs with metal rods on the



sides into the grass and leave them, maybe they should pay an advertising fee if it is there for an extended period. Builders should do this too, especially with those hue signs they like to put up. And retail businesses should be held to this standard as well, with perhaps brand new businesses given a break or not having to pay for the advertising for an introductory period, to help get them on their feet."

- "The only type of signs that I use are professionally design and manufactured sandwich board signage. For the purposes of promoting Open House events. This is essential to the home owner as well, bringing in much needed traffic and attention to their property. The signage is only used for a few hours at a time and then removed.
- The public at large is used to this sort of usage and use them to navigate to Open Houses in their area. "
- Being a business and not participating in signage on public property - but having been the recipient of the impact from other competitors placing signage on public property in front of our business, I have to think the discontinuation of the placement of business signage on public property would have an impact on those businesses - or they would not be paying to have the signs put there. That said, I feel that any decision on the discontinuation of temporary signage for businesses has to be made more so on the simple fact that these signs are being placed on PUBLIC property. The public in the community is not benefiting from the profits of the company that is advertising, nor has the community been consulted as to whether they want a sign for a dating site, a restaurant, a maid service, etc to be cluttering up their neighbourhood. The number of ways I have seen attempted to skirt the rules are significant and that is why I would have to say that either we have rules and they are stringently enforced or we don't have any rules and allow the open season on our communities to continue, as both businesses and sign companies are only too open to breaking the rules.
- Helping to get more business with the changing in the internet
- Nothing more than a way to get a message out, that I pay for willingly. And, don't think for a minute that I want a communist, dictatorship, controlling and managing city profiting on this. Your line of questioning is setting up in my mind that the city is looking for an angle to tax this sector???
- I'm amazed companies use them. I assume they appeal to unsophisticated business owners who don't realize they don't work.
- We have just started using them and see a reasonable response from them and will continue to use them.
- Business should use internet to promote
- N/a
- Many small businesses can't afford big signs
- "The problem with allowing profit business to advertise on public or city property is, ie:
- The cities state during elections, the roadways are flooded and it's a free for all, signs become obstructed by other signs, the city is an eye soar. At that point it looks chaotic and the signs are ineffective. There needs to be that fine line, so these signs remain effective.
- Allowing business on public property would allow them to advertise anywhere in the city, so then why wouldn't all businesses do the same."

- Open house signs are generally up on weekends for a period of 2-4 hours. These signs drive traffic to our properties. Not everyone has access to the internet to view open house lists.
- We get many calls from "for sale" signage on homes.
- A portion of my business comes from open houses and that is where I use the temporary signs. The signs are an important tool for attracting buyers and advertising the property
- these signage are over abundant and people really don't see the message
- I use temporary signs for business and community group use. They are important for events and directions. Perhaps limit them to no more than 7 days or something so they do not become a long term thing.
- These type of signs allows for a cost effective way to advertise services/goods/timings.
- Some clients I have would suffer greatly (directional signage to new communities is important) without having adequate signage as they ar not always easy to find and locations do not exist on a google map to provide directions.
- SIGNS HAVE BEEN A VERY EFFECTIVE WAY OF ADVERTISING A PROPERTY FOR SALE.
- It is important to promote the Open House or people would not be able to locate the Open House
- "It is less of an impact to me as a sponsor than it is to the community I am trying to help. By banning me from advertising a free service I am providing, who suffers?"
- If businesses are willing to provide a free service to the community, they should be allowed to advertise it for the community's sake, and have their business name on the advertising so that the public knows who is providing the service."
- Because we don't front on the main street, it gives us some opportunity to broadcast our location.
- It is the single most cost effective way I have found to draw in business. My buainess is in an office building and without it I would have no way of advertising where I am located in the immediate area.
- In 12 years I've never used a sign for my business and in fact will not use any business I see that has a illegal temp sign up.
- If I was allowed! Small businesses at this time need more help from the city to keep going!
- this signs will help small businesses to pay there bills and stay in business
- I could not fill my summer camps and classes without these signs. I cannot compete with the marketing engine of public, city run facilities and public educational institutions. Basically, the public sector has a monopoly on the art business in Calgary
- "Open house/ directional signs direct the public to a temporary event. under 24 hour in place
- Just listed/directional - really not needed.. any over 24 hours not needed."

## Benefits for Business Question

### *What are the benefits of using temporary signs on public property?*

- I don't think that tsigns on public property is appropriate
- To advertise our special events that bring business into our establishment
- Getting information out to the public efficiently



- Geographic targeting
- "Easy advertising
- Access to many people in the city"
- Drive traffic to a short-term event.
- Advertising. Location.
- To get the day of notice of where we're at n if out the week before notify the people about what's coming to the area
- The benefits are primarily for organizations that want to promote participation throughout a particular area and are unable to advertise at their own business/community space. They provide direct information to the citizens of Calgary and promote community participation in business and events.
- Increase visibility and public awareness of available deals/promotions.
- relatively free advertising
- "people feel they can get their message across to a larger group of people
- cheap mass advertising "
- lots
- I believe for the city it's a benefit as it's an easy way to get information out to a lot of people for cheap as some people don't use the internet or may not be following the city on sites.
- Allows groups to advertise in a reasonable price bracket.
- Advertising
- MORE MONEY FOR ME
- The amount of eyes seeing the sign every single day!
- 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.
- Businesses get some recognition
- Exposure
- Community groups and non-profits get their message out.
- Letting people know what a business has to offer
- Building awareness and interest, driving citizens to more information, key part of the marketing channel mix, great ROI.
- Lots of views
- none useless, people don't look at them
- Advertising
- "- Attracts attention to community events and promotes action
  - Stimulates economic activity with business advertising"
- Helps small business and events in the community.
- Gets me advertising in areas where I can't otherwise. My store is on a small service road with only local traffic. Without it traffic would suffer
- Attract local customers



- Exposure
- To get my business known about - where it is in the community
- It is the best way to reach local markets. Something cost prohibitive through radio, newspaper or TV
- Fast way of distributing the message to the public as soon as we put the signs almost instantly work
- Helps businesses that employ people and pay tax
- As previous answer
- Free advertising costs
- You get ur business out there. People are more aware of community events. They r very visible which is easy to see as u drive past.
- Can allow businesses to feature specials and let customers know of changes in available services in their area.
- save on money and advertising not printing the flyer and sending to people houses the junk mail which cost around 45c for each flyer delivery to each home
- Awareness
- zero.
- Bringing attention to businesses and events, which in turn boosts the economy.
- Public information, business growth
- great marketing and letting the community know what is happening around them.
- Better communication
- lead people to the business or open house
- they create awareness
- 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.
- Business awareness
- Some sign company makes money.
- none
- Bringing people into your businesses or letting people know about a community event. Spreading the word.
- Exposure
- As mentioned in my previous comments, sometimes this is the only way to raise awareness of events
- When the city was flooding, it was useful to see signage that said "underpass flooded, road closed" etc.
- Exsposure
- It means my preschool may survive the depression.
- To make the public aware of upcoming and current events
- None



- Where else would they be. Better than a large electronic billboard
- To Direct the public to the business
- None...unless they are for new traffic signals or construction
- They allow the public to engage with local small businesses.
- "Informs the community of an event, fundraiser, sale, new business opening, etc.
- Disadvantages - cluttered when not limited to duration the sign can be up"
- To help consumers find out about opportunities within the community they live in or are visiting.
- Increase our business and also help people to find what they are really looking for.
- Visibility
- Helps various businesses get the word out, gain clientele and advertise sales, etc.
- None
- Advertising to your business, reaching new local customers
- Cost effective way to transmit messages and promote business or community events etc.
- Name recognition and advertising in a competitive market where most of our competition has much larger budgets than we do.
- The use of signs advertising (non-profit) community events benefit everyone in the community as they help to bring people together and build community - something very needed in every city.
- Get the message out ASAP.
- To get a message out.
- Few.
- They help advertise specials, promotions and new businesses opening.
- For quick promotions and open houses they are valuable
- city and community announcements
- Help small business compete.
- The advertising use of signs is the number one way people know about my business. It greatly contributes to my business success.
- N/A
- Good for business or inform about community events that you wouldn't otherwise hear about
- Public awareness.
- It allows the community group, non profit, event & programs that use the signs to benefit the communities and the residents that live within them.
- It drives traffic and markets events
- Some private (condo) property does not permit signage.
- Give a direction for my prospects
- more exposure.
- Informing the public, business awareness, generating business, community involvement
- GETTING WALKIN CUSTOMERS, CATHCHING PASSER BY ON ROAD
- free advertising
- none





- Directions and events.
- Directional signs for open houses and new listings are necessary to direct traffic and notify the neighbourhood of open houses.
- As realtors we need to promote our open houses with directional signs. Not allowing this will destroy our business
- Provide direction
- public awareness
- Community awareness to stimulate the economy through sales and business
- None
- Lets the public know what is available and what is FOR SALE
- Information, affordable, relevant, awareness
- For some organizations with limited budgets it is perhaps their only source of advertising at their disposal.
- "HUGE PASSERS BY NOTICE THE PROPERTY FOR SALE.
- THEY NOTICE REALTORS NAME
- INTERESTED BUYERS HAVE CONTACT INFORMATION
- Information for the general public
- Exposure
- Communicating information
- Identify a business location that is more obscure. Advertise promotions. Keep the public informed.
- Allows for advertising to drivers
- Public knowledge.
- advertising, helping homeowners sell and gain attention for their property
- "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 don't know. I have never used them.
- To get exposure, more clients.
- Allow customers and potential customers to locate buildings and services.
- we as a tax payer and business taxes we pay why not using the public property its belong to all calgarian and we have the wright to use it and city has to educate this community association about the by low of this signs i saw lots of vandalized signs all over the city
- The benefit is the public knows when to register for classes.
- Promotion of event/special etc. Depending the scenario, time limits should be in place



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## Disadvantages for Business Question

### *What are the disadvantages of using temporary signs on public property?*

- community info.
- That our competitors ask for their signs to be placed right next to ours and always appear right after we've put our signs up.
- Currently Smaller signs are allowed all the time as long as they are moved every 2 weeks. Bigger signs can only go out for 2 weeks, twice a year. This has resulted in way too many smaller signs out all the time.
- Gauche and illustrates a city's lack of sophistication
- Not aesthetically pleasing. Too many signs quickly degrade the look of property.
- "They can be distracting
- Sometimes it looks like clutter"
- as
- Not as much common sense is present in the placement of signs and sometimes their placement gets a little sketchy with blocking view of drivers.
- Clutter.
- Over-proliferation of signs that are not Calgary community or business centric and advertise for programs or businesses that lead the citizens to participate online (online dating) or out of the city (Lethbridge, Edmonton, etc)
- Too many signs can cause distraction for drivers especially when they are glowing type.
- people defacing signs, or signs going missing and causing unneeded garbage. other competing signs sometimes are placed directly in front to remove any effectiveness of the advertising
- "distraction to drivers
- unwanted ""lawn spam"" on public places
- the loudest voice wins (elections were horribly annoying)
- not attractive and too much going on thus
- important signs get lost/lose meaning ND value
- none
- They can be ugly or block visablity on a road way.
- Incroachment of personal property
- Could irritate citizens so they complain
- NONE
- Bylaw Harrasment
- The temporary signs that are nothing more than plastic with wires stuck in the boulevards or attached to city property are a blight. One of them that I notice too frequently is [personal information removed]. They place their signs willy nilly all over the city, just to get their name all over the place. They aren't really advertising to their community, but they're using city property to gain free advertisement space.



- Distracting, ugly, ruining the look of the city
- Too many signs in one location is not attractive.
- i do think signs should be kept in good conditions. If they look worn out, broken or vandalized it doesnt look good for anyone viewing it and brings down the general appearance of the area.
- some signs are cheap and wear out and then look bad, and make the area look shabby
- Too many competing signs!!
- Looks desperate, devalues the brand
- useless, people don't look at them
- None
  - Visual pollution if left unrestricted
- Sometimes they go missing
- Looks like garbage and devalues property.
- Distracting drivers when they are supposed to be paying attention to the road.
- make sure everyone has a permit
- If there are too many they become an eyesore. Limits on the number of signs and term of each is needed.
- Then haw the businesses and community centers and politician doing the spread the message to the public in cheap way \$\$\$
- None
- Not all signs are same size
- "Makes your business seem unprofessional....And desperate."
- There can be too many at times.
- Potential clutter.
- this a fastest way to communicate to the public instantly same day same time people drive and see the signs and the read the message
- Aesthetics
- junky. distracting and unnecessary, thus unnecessarily dangerous.
- With no regulation they are scattered in format.
- too many together does not allow for the message to be given when driving by
- Too many on the same road
- may not get any attention to open house or business
- There can be too many of them in one location, they can get vandalized
- Not a fan of signs being placed strictly as advertising without having a location or relevance to the community. Care needs to be taken that they are maintained by the business owner and not left to degrade or become litter.
- Distractions
- Everything.mwhy do we want neighborhoods full of these eyesores ? How about a little civic pride?
- too many signs looks ugly and distraction to the drivers.
- "Distracted driving



- Too much to look at instead of the road
- Clutter
- I can't really think of any
- They're ugly, trashy, and cheap. They shouldn't be allowed within 500m of an intersection. If that's already the case, it should be further. I've been surprised by cars approaching which were hidden by the sign.
- Makes distraction , harder to maintain ( cutting grass or piling snow ) clutters the roadside with potential repeat signage and could cause injury to people walking , cycling if pulled free by weather related events and then it adds to refuse at the side of roadways
- Complaints from City
- I haven't found any except the fact that large signs are being limited. I think that we should be allowed to use big signs a few times a year by permit.
- They are sometimes left longer than they should be.
- Redundant but ugly, distracting makes the neighborhood seem more impoverished than it may be
- Ugly
- Too many big one can be eye sore
- Blocking views of intersections were pedestrians cross
- They divert the attention of drivers and don't offer any money to the city.
- Too many signs left up for too long a period of time.
- None that I am aware of.
- "Ugly
- A distraction
- Prone to vandalism
- People stop noticing because there are so many of them
- Becomes a barrage if there are too many out there or there is no regulation on how they can be used, and to a reasonable degree and end.
- eye sores
- Cost, Long term message that isn't adjustable, potential vandalism
- If there is no regulation, it can get out of control, and too many are used.
- Waste, visually annoying to some
- The downside of any use of temporary signs on public property is the impact on the community visually. Proper regulation and monitoring can negate the impacts as much as possible. However, the use of temporary signs by businesses on public property, benefit ONLY the business. Even if a business advertises an 'open house' - which I have seen done - the bottom line is that they are not seeking to benefit the community - they are, bottom line, seeking to make more money through increased sales derived from an increased awareness of their business, which to be honest was probably open then anyway. To use public tax dollars to maintain property, issue permits and ensure adherence to the rules would, in my opinion be seen as a poor use of valuable taxpayer dollars - especially in these trying times. Most importantly, allowing businesses to continue to abuse this,



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provides them an unfair business advantage which is being funded with public tax dollars. Do the Calgary public want to fund a dating service with their tax dollars - I would say no.

- Could be a slight distraction for traffic
- Not get a message out.
- Dangerous to drivers, pedestrians, passers by. Words Can be rearranged to very vulgar messages.
- "None if done tastefully and in a limited number.
- A limit per size of property to ensure no crowding would be a good idea. Such as 1 per acre of retail property or something similar. No one wants to see 20 of them side by side, but 3-4 in a large commercial plaza has no downsides."
- Figuring out the correct placement to stay within city bylaws can be tricky at times
- ugly, too many, eye sore, un-managed, distracting, left as garbage too often
- There could be so many signs, no one benefits and city looks ugly. Rules are needed. Signs will always have to be removed by city periodically.
- None
- N/A
- If there are too many in the one spot them it gets messy and distraxting
- Too many places in one area... like election signs.
- "Sign companies not abiding to the bylaws.
- Sign companies placing business signs.
- I have turned down profit business a lot in my 8 years of owning, only to find another company take that business and place illegally on public property."
- Having too many of them in a block. No restrictions on time they can be erected.
- If signs are not maintained, they can be unsightly.
- They are ugly and are up for good should only be up for no longer than 4 hours. They are temporary
- distraction to drivers, can be unattractive when used excessively in certain areas
- TO MANY IN ONE SPACE HARD TO READ SOMETIMES.
- people advertising lower rates and undercutting other businesses
- distractions, clutter and ugly
- Difficult to place signage.
- None that I can think of
- when there are too many in one location then it is an eyesore
- Could look unprofessional depending on how it was done
- Unsightly and dangerous
- They should be removed in a short period of time
- Clutter, disarray, poor maintenance
- "Some individuals simply create and place their own personal signs.
- Maybe companies need to register as sign placement companies so that individuals or small businesses simply don't place their own personal signs."



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- THERE ARE NONE IN REAL ESTATE
- Too many signs looks aesthetically awful
- Clutters corners
- Too many looks trashy
- Eyesore and loss of impact if over-used.
- Can't impede walking traffic or have too many as then it becomes noise. Font can't be too small otherwise it liability for driver to become distracted
- sometimes it can take a while to sell a home....some communities have uniform signage
- You have to be careful to put them in locations where they are safe for traffic. ie not blocking the view of driveways or intersections.
- As stated before, plus add in safety of persons servicing these signs.
- None
- Cluttered sidewalks or eye sore?
- helping the businesses is the way to go for calgary
- Signs left out for to long of periods.. weeks, months etc.

## Business Alternative Methods of Communication Question

***What alternatives to signs do you currently use for your business communications and marketing?***

- There is no real "alternative" we have several different modes of advertising
- Community newsletters
- Website , community newsletters, open houses
- Designated poster boards
- online marketing and Canada Post admail
- Internet, direct marketing
- "Word of mouth
- Online/website
- Community newsletter"
- Internet postings on social media
- Kijiji and storefront advertising. Brochures.
- Online , word of mouth
- online marketing, local newsletters, events, farmer market, networking
- There are very limited mediums for use to capture the traffic that drives by your business everyday. There is really no substitute for many businesses, and many would go out of business if they were not promoting on the road every day.
- Flyers and online marketing
- digital marketing and postcards
- "door to door



- Google
- social media (twitter, instagram, Facebook... aren't there hundreds now?)
- pamphlets
- community centers and churches can tell people in person, post signs on their private land or within the center
- word of mouth
- texting
- emailing
- websites
- Google hours
- newspaper or radio ads (any local media)
- blogs.....
- some more than others, client depending."
- Social media
- word of mouth, Facebook, website
- Social media or email.
- By this point in the survey participants are getting sick of the survey
- Flyers social media
- Internet, community newsletter, community postings
- GOOGLE
- Search engines, website and social media
- Internet, community papers
- Online advertising, direct marketing
- social media
- Website, email, social media.
- minimal based on similar cost. street sign target local people for a local business. there is no other cost effective way to do the same advertising
- Social media, door to door flyers
- Community newsletters, paid and unpaid ads - online, print, social media, Facebook boosts and ads, social media, employee channels, city-wide event calendars, printed materials, etc.
- Astrology
- refuse to answer, none of the city's business
- Facebook social media
- "Social media, publications.
- However, street signage is one of the most cost-effective."
- Online
- Website, SEO, yellowpages, facebook/twitter/linkedin campaigns.
- Mail/advertisements and social media.
- Online and Print media. Bus signs, billboards above or away from roads.



- internet, business cards, word of mouth
- local newsletters - it is very limited in how to get known
- "Newspaper
- Radio
- Internet
- Tv"
- Social media
- Only Sign which i could offer
- Word of mouth , flyers , internet
- Cannot afford alternatives
- "Social media
- Paper advertising
- Events
- Promos
- Hockey rink board.
- Social media, email, internet
- only signs
- social media, tv, radio, newspaper
- Social media, word of mouth.
- Website
- google ads, cash register receipts, distributing brochures, word of mouth, social media
- The cover of the ommunity newsletter and social media
- flyers and online marketing
- I don't have a business
- Use various forms of traditional and online marketing. Onsite signs are ideal to communicate redevelopment and new business openings.
- Social media, word of mouth, customer referrals
- bus bench advertisement.
- Word of mouth, coupons, flyers, social media.
- "Balloons
- Window Displays - colourful
- Lighting in windows
- Community news
- I try posting on Facebook but don't have a huge social media following so it's not always very effective
- I do great work, i'm busy and in demand.
- Flyers, internet
- Paper,Internet,Flyers,Word of mouth.,etc.
- Calgary's child, and Internet website, Facebook





- Social Media
- Social media, email newsletters, events, brochures etc.
- Internet/social media
- For Sale Sign on the Clients Property
- Flyers.....
- print advertising, internet, social media
- Social media and email campaigns
- Social Media... which does exactly the opposite and again does not support a local business.
- Web-based advertising.
- None
- "Website
- Word of mouth"
- Business cards, notepads, pens and other promotional materials, feature sheets, ads in real estate publications, ads in community association publications, mls/aurora, word of mouth.
- Internet searches. People use internet when they are looking for something.
- Word of mouth, Facebook, instagram, advertising in other businesses and establishments
- Internet marketing. Mailouts to database. Bench Advertising.
- Smaller signs
- Facebook, website, direct mail
- Google Adwords, flyers, community newsletters
- Our marketing mix consists, and has consisted of, social media, bus bench advertising, community newsletters, door to door flyering, and traditional marketing vehicles. The City already regulates bus shelter, bus bench and other outdoor advertising spaces for use by companies like Far West, CBS, and Pattison. These are maintained in a professional manner and do not involve neon letters stapled onto a black piece of plywood. While admittedly, it is more expensive, most any other form of marketing (besides temporary signs) is more stringently regulated and better respect the communities they serve.
- Facebook
- I use everything I can afford and budget. Email, print, direct mail, humans, online (google adds, Facebook, etc)
- Use internet(Facebook allows tremendous demographic profiling to get only the people that would use your service for example). Flyers, ads in monthly community magazine, ads in traditional print media, radio ads, television ads, sponsorship of local sports teams, ads in local malls. There are so many advertising options that don't come with the downsides of these signs.
- Fixed signs by road, but these do not change with the seasons.
- Online marketing
- internet
- "Direct mail
- Fax blast

- Door to door "
- Word of mouth, online adverts, community paper adverts
- Only the road signs.
- N/A
- Flyers and social media
- Shaking hands and kissing babies.
- My Head office has a webpage for us.
- Internet, social media, print materials.
- Unaddressed admail, window signage, digital communication.
- online, print media, email marketing and MLS
- Its a problem
- mailing postcards
- Social media, my website, unaddressed ad mail
- LAWN, SIGN SOLDIERS, PYLON SIGN
- Paid Signs (bus benches, ads), online marketing, mail out flyers
- Traditional billboards, superboards, online, e-blasts, television. Tons of other options.
- magazine, mail, radio tv, internet
- Email marketing
- social media
- "Internet
- Social media "
- Flyers/Community Mags/Web
- The internet is a novel invention!!!
- Social media
- I am not in marketing
- Internet and News Paper and Magazine Adds
- Dependent on the client, but typically a fairly well rounded marketing mix based on their needs, desired outcome and target market.
- WE HAVE WEBSITES, DIGITAL ADVERTISING, HOWEVER SIGNS ARE CRUCIAL TO OUR INDUSTRY
- Online marketing, direct mail, print advertising
- Online through the MLS
- Online and social media
- Facebook, Twitter, website, bus benches, word-of-mouth, and finally (to a much less degree) Yellow Pages.
- Permanent signage, bus benches, printed media, online marketing
- Sandwich boards
- Online/social media.
- direct mail, social media, mobile apps etc, print advertising



- Community Newsletters, flyers, internet
- Facebook, google, newspaper, radio. trade shows.
- Social media, printed flyers.
- Word of mouth.
- Online ads and Facebook pages. But not everyone is on the internet. Physical signs are helpful! We sometimes drive our business vehicle around and hands out flyers too
- i used flyer advertising its very costly and no small business could advertise in canada post and the cost of printing and post office delivery is very expensive and with all the cost involved the call it just no junk mail
- I use Google Adwords, Instagram, and Facebook marketing which are very costly and difficult to reach the local community
- "Internet, many different type of accounts.
- However, I personally don't use stuff like face-book, twitter, snap-chat etc."

### Impediments to Sign Companies

***What sort of changes to the bylaw would impede your business?*** (This was the question that was posed during in-person engagement, however participants moved between this question and the next so the responses listed below may not accurately reflect answers to this question, specifically.)

- Consistency of City reporting back to sign companies on approval
- Consistency to our clients
- Don't change type of signs (current bylaw is appropriate)
- Permit costs
- East of understanding of where a sign can be placed
- Don't want a bylaw that changes size
- Substandard metrics
- It would hurt current business if they allow these smaller sizes (with Bylaws)
- Protection of current inventory of sign companies (changes could devastate current companies)
- Major impact if reduced size because of current inventory
- Concern with survey misinforming general public
- Inconsistency of approval of larger signs
- Have 'authorized vendor' (have application process, have fines for violation)
- Smaller signs were for community initiatives (eg. Bake sale) – now exploited



# Temporary Signs Review

Stakeholder Report Back: What we Heard, Verbatim Comments

February 13, 2017

## Improvements for Sign Companies

***What sort of changes to the bylaw would improve your business?*** (This was the question that was posed during in-person engagement, however participants moved between this question and the previous so the responses listed below may not accurately reflect answers to this question, specifically.)

- Full print signage
- Keep costs effective for clients (lots of small independent businesses)
- Rules/enforcement/better control
- Consistency, if defined/applied properly
- Benefits to our impact is reduced with other junk/crap signs
- Enforcement
- Identify clearer rules on 2x3 signs
- Consistency with approval
- Quality of signs are higher with sign companies
- More user-friendly permit process
- It's been self-regulating between sign companies until smaller companies come forward with their smaller signs
- If done properly, following the rules, should be allowed
- Regulation and Enforcement
- Consistency
- Streamline the permit process ✓✓✓
- How long does permitting take
- Need better commitment from the City for permitting and equality
- Lack of enforcement makes companies break the rules
- Need a broadening of what is allowed – how to define this? (eg. Art class, CA program – helps community, social benefit)
- Maybe a designated area
- Something of service to community
- Issues with permitting process – lack of consistency
- Some designations don't exist in the Bylaw
- Lack of consistency
- Need an equal playing field
- Honest companies don't want to play dirty
- Some companies have created their own maps
- Don't align with CoC permit office areas
- Consistency could enhance ✓✓✓
- Small signs don't have as many restrictions
- Streamline the permit process (currently 4 weeks)
- Efficiency ✓✓✓

- Permits for little signs won't help in long run
- Consistent guidelines ✓✓✓
- Restrictions don't enhance business
- Dealing 1-2 hours per day with Bylaw
- Bylaw must be enforced equally
- Lag time in process major issue
- The City culprits as well – ask for signs in prohibited areas
- Companies should be working together with The City
- Must be safe
- Businesses heavily rely on this
- Damaged relationship between companies
- Feel being singled out
- Worried about mess from smaller signs preventing big companies
- Lack of enforcement
- Many illegal businesses
- Want guidelines for what qualifies and what doesn't
- Subgroups (had signs picked up, unknown because now on property not "allowed) within City property – new definitions of city property
- Value in fundraising signs – why deny these?
- Equitable enforcement – Not-for-Profit shouldn't be limited
- Humanistic approach to approvals
- Equity!!! – why do we need permit when we show up and many signs already there
- Fines for violators
- Not everyone playing by the rules
- Better enforcement