



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.

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.

Individual image preference selections have not been connected to the comments below. Preference selections were connected to individual comments during our review of the data and we have captured your preferences in the What We Heard report. The verbatim section here lists your comments only.

This question focused on getting feedback from you on which of the six images of temporary mobile signs was most to least appealing to you. The images were in no particular order in the survey, however the six images that were included are listed below in the same order that they were listed in the online survey.

Image A (Black Background and White Letters)

Image B (Black Background and Two Color Lettering)

Image C (Black Background and Multiple Color Lettering)

Image D (White Background and Multiple Color Lettering)

Image E (White Background and Two Color Lettering)

Image F (Color Background and Multiple Color Letters/Pictures)

Question

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 choice below.

- Looking for a clean streetscape... currently too many messages with too many colours, pictures adding to a messy look and appearance of clutter.
- It is easier to read the black background signs, the coloured backgrounds are too distracting.
- Chosen based on clarity and easiness to read. When driving at high speeds you don't want to spend too much time trying to read something on the side of the road. The easier to read, the safer it is.
- The least amount of colour on a sign, the better. Looks tacky if there is too much colour, if it's more black and white then at least the signs will all match.
- The white background multi colour lettering (D) is very distracting as a driver. Black with multiple colour text (C) is the least bothersome.

- The white background is too stark and doesn't blend in well with the natural surroundings. Using the same colour letters on the black background would lessen the impact of each sign as one blends into the next for a monotonous look, so I prefer the colour background over the black bkgd with single/2 colour letters. My desire is to maintain community aesthetic while maximizing sign effectiveness as a promotional vehicle.
- This is not really as issue to restrict, it is a matter of what gets the best results.
- We need to use the technology available to create good quality signage.
- The new signage on the streets with printed material is nice but too busy and it is more distracting and harder to read with just one look
- Easier readability with the higher contrast signs, and night or day the black background will be more effective.
- That is the only one I like.
- readability
- I find it nice that a company would have the choice of highlighting there services or offerings in a full color capacity. It seems limiting to have to have a standard sign for everyone. If they want to spend money and market their product - they should have the option to choose how it is displayed.
- I think it is easier reading less confusion
- Black backgrounds are difficult on the eyes. White background, multi colours accentuate the message.
- I don't like any of them ...- they look cheap and just like the states which make the area look run down and poor.
- I like the black background for ease of sight with multiple color lettering for splash
- i don't like any of them. they are too close to the road there are too many of them and they are a distraction to drivers and dangerous for children and pedestrians
- I would no signs at all, but failing that, I would like the signs to blend into the surrounding environment as much as possible. Dull colours, dark backgrounds.
- I decided by what I could read on the sign and just how I liked looking at it.
- No signs at all, I thought that signs on public property was illegal. They look very trashy!!!!!!!!!!
- Anything to minimize the terrible look of signs in the neighbourhoods. These signs cheapen the approach to residential communities - particularly real-estate signs.
- Two colour lettering makes it easier to pick out what the event is about. Any more or any less is a distraction and when you are driving by you need to be able to pick up what the event it about quickly. This is the same reason that having more then one or two signs on a boulevard, unless they are spaced far apart, is hard to read as you don't have enough time.
- Survey is rigged! Should be an option for zero signs preferred!
- The simpler the better. Too distracting and junky the more complex it gets.
- Simpler the better
- Easier to read if there's more than one colour, but too many or a coloured background make signs too distracting
- They all look bad and are very distracting

- The black background is less distracting. The colored lines provide key messages.
- Three different colours makes it easier to quickly skim
- This survey is missing a fundamental choice: No signs, especially commercial enterprises. The City is also woefully inadequate on enforcement of the current bylaw.
- White background seems easier to read at a quick glance.
- 3rd choice
- i tried to rank from least ugliest to most ugliest. but the fact is i don't like any of them. i am very much opposed to any of these signs
- Preference is no signs anytime anywhere.
- Plain white lettering with a. Lack background is easier to read, less gaudy and less distracting
- So far, there has been no option to ban these sign entirely and no illustrations of 'bi-city' urban examples.
- Less color less distraction
- You have forced me to make choices with options I do not support. All of those signs are distracting and should not be allowed at all.
- Image B is the least distracting to me. My eye ignores the first line, so I don't really see the rest of the sign. I find all the other signs too distracting in.
- I much prefer option A.
- I find the signs easier to read on a black background
- I find all these signs a poor aesthetic choice. A beautiful city (Carmel) does not allow them and gains a reputation as a nice place to visit
- My preference is for uniformity in size and colour. This does not add more distraction to the eye which is already distracted by the existence of the signs. Allows for less eye adjustment and the ability to read the signs more quickly.
- Would prefer NO signs at all.
- Important to get information at a glance (safely) and less of a distraction if have to search more intensely
- The more colours allowed, the more distracting and ugly they are.
- Less distracting, looks cleaner
- Image A is the least distracting. I would prefer that you had a choice of "no signs".
- Black with white letters is less harsh on the eyes.
- This should be left entirely up to advertisers.
- My choice is based on how easier is to highlight new information and how the signs also pops up with respect to the surroundings
- Prefer uniform look - don't want sunglasses, title colour shows what its a bout, then the rest you can read if interested in the title. Adverts need to be different to ANY important street / roading sign / road works sign.
- Dark backgrounds are least distracting. 2 colours highlight important message, but increased number of colours difficult to read and increasingly distracting

- None is best, least distracting is 2nd best.
- Does not really matter to me the color or background. There should be 0-1 sign maximum on a street.
- Black background is much less distracting. Multiple colors allows things to stand out without being a distraction. White background would be brutal and feel like we are always in annoying election times, especially with multiple colors.
- Temporary signs are an eye sore, they are pollution and cheapen the look of our city and in my opinion should not be permitted. There are plenty of other advertising options instead of these.
- It's more appealing to see a variety of styles of signs, rather than having everything the same. I would not want to restrict companies/groups from having various choices when making their advertising decisions.
- Contrast stands out adequately, generally these signs can be a safety issue if there's too many and they're too attention grabbing with bright colors etc. People driving should be focused on driving, not reading signage. Even required signage like street names and posted speed limits are often too cluttered. Keep it simple and uncluttered.
- They are all terrible. Ban them all
- based on what I'd find attractive and easy to read and what may go well in the community
- Would prefer no signage as it makes the neighborhood look junky. If there has to be signage C or A are less of an eyesore than the other options.
- Ease of read with contrasting coloring
- What about no temporary signs at all? You didn't provide that as an option and I would definitely prefer that above all of these options!!
- Image A is not distracting. Image B catches my attention. As a driver Images C,D,E and F are too distracting and could distract a driver and cause an accident.
- I like whatever allows people more choice. The City wastes too much time and money trying to control what people do.
- Black background is easier to read. Different colour letters make it easier to visually break up information. Too much colour is overwhelming.
- Plain is less distracting
- This is the dumbest thing I have ever seen someone worry about and make it to a city-wide review. Honestly, take the NIMBY nonsense and send it to Edmonton or something.
- Simpler is better - less distracting
- Please note that while I am forced to rate choices beyond first or second I dislike most of the others and would not include them in a ranking.
- I find most signs are distracting when I'm driving. The simpler the sign is, the easier to filter out so I can see what's important. The exception is the two-colour lettering, which allows for a subject to stand out without looking at the rest of the sign.
- The black background signs are better as they are less distracting to drivers.
- They are all aggressive on the eyes but I ordered them in the least annoying way
- These signs are [removed]. Clean this crap up.



- Simplistic better to ID community events to differentiate from businesses
- How about a ban on all temporary signs, and a 1000\$ littering fine for violators
- Image F is an ugly distraction. I would try not to read those signs. Black background easier to read the words, uniform and sign blends better overall with the surroundings.
- You forgot that led digital signs will soon be battery powered.
- I don't like the signs...they are an eye sore and the deposable ones, pictured earlier, are often left as garbage after the message is irrelevant.
- Other than A, the rest is too distracting, and the color or white background are too cluttered on top of that.
- I don't like any of them. I don't like signs along the streets.
- I don't like white backgrounds and find the more color the nicer to look at.
- Since this is the first option for my opinion. I would prefer zero signs of this nature. I think they are tacky and ruin the overall impact of our neighbourhoods. If people want them on private property that is different. But on public lands and boulevards they'd should be banned. This includes election signs.
- I disagree with any private party for-profit signs.
- White background with colored lettering was hard on the eyes and hard to read. Black background makes the colors stand out and multiples colors separate blocks of information
- (note - the puzzle pieces would not drag) Image C - first choice Image D - second choice Image E - third choice Image F - fourth choice Image B - fifth choice Image A - sixth choice
- Where is the option for no signs? Another not well thought out city survey.
- One colour to highlight topic. White lettering for details.
- I would rather there be non of these distracting, ugly signs, they are an eyesore. If they are a necessary evil, please make them as discreet as possible.
- Visibility and uniformity are most important to me.
- Multiple color lettering is helpful to see important information, but the background would ideally be a consistent colour.
- In all cases I prefer signs which are less distracting for driving.
- Best..... No signs
- I do not think signs should be allowed on public property, and even private property, because of the distraction to drivers. Distraction is the major cause of accidents and death by accidents.
- Personally, I despise these signs...they make the neighborhood look trashy...but seeing as you didn't ask if I liked them at all, I picked in order least offensive to most offensive
- This survey is not mobile friendly. See below for ranking. 1. Image A - this is my ideal choice, it stands out against the other signs because it gets the point across without taking away from the beauty of the community. 2. Image B 3. Image E 4. Image C 5. Image D 6. Image F - this is my least favourite choice. This sign looks cheap and would not catch my attention.
- black backgd easy to read, colour is better
- I actually don't like any of them, but Image A is the least offensive.



- Bright colours grab attention but not too distracting.
- It has to be readable at road speed without being a distraction.
- We feel these signs add to distracted driving and should not be part of the community landscape.
- I actually hate them all
- Too many colors / variations are too distracting while driving
- the first two choices are least distracting.
- I prefer as little contrast as possible if signs are going to be allowed. Less distracting for motorists that way.
- White background is too distracting
- White stands out and yellow defines key words
- This survey is rigged to get the desired results. Terrible
- None of them. These signs should not be allowed.
- Plain signs are less distracting when driving. They are also more appealing to look at (less colourful and tacky)
- 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.
- The black background with white lettering is legible without being overly distracting. Multiple colours allow focus to fall on relevant parts. White background is alright, but demands more attention. Multiple colours with a colour background are demanding to the point of distraction.
- Get rid of them all. Thanks for asking.
- Prefer no signs at all
- No signs are better

- Signs that blend in to environment are less of a distraction. Any signs on road should only be related to road traffic controls. Motorists should not be trying to read extra signage, as they pose a safety risk.
- I hate all of these signs.
- Signs are meant to distract, which to me is a problem for drivers. My choices reflect a desire to limit distraction. The more variable, the more distracting it is as a driver. Ultimately a single sign with one or at most two colors is the easiest to absorb while still paying attention to road conditions. Personally, I find the black background less distracting.
- White background signs are harder to read, pictures impossible to read at that size and at normal speed. Multiple colours of letters, IF used judiciously or in a standardized way, can communicate different levels of information (event, address, phone number, website).
- Readability must balance with reduced distraction. Bearing in mind these signs are primarily aimed at drivers.
- They are all visual "clutter".
- Hate all options



- I do not really like any of the designs. Roadside signs are a distraction no matter the size or colouring. They are also an eyesore in the community
- Most of these signs are eyesores. The least irritating is option 1
- Image A has the cleanest least cluttered aesthetic. Image F has too much variety in color and is the most cluttered and confusing to read. The other four images are in between. I like Image A the best and Image F the least.
- this is a stupid way to do this survey. The puzzle pieces are not efficient or easy to use
- Black and white is best. Too loud is tacky and looks cheap.
- White board & highly coloured ltrs far too distracting. Takes my attention off the road.
- I find these temporary signs to be an eyesore and distracting to drivers. If there needs to be temporary signs in the community in areas other than outside of the facility where the event is located, then I prefer them to be black and white so they are less visually distracting.
- If we must have signs - I want them to be easily readable so I can quickly discern how important or unimportant they are.
- A sticks out the least and looks the least "ugly". One colour preferred.
- I don't like any signs on the boulevard. It looks unprofessional
- My preference is to ban all signs and allow road signs to explain our speed and other bylaws - no advertising - which is way to distracting. Lot of children playing by roads plus loose animals like cats. Must keep eye on road always. If one sign is allowed then white letters on black only. Nothing else.
- Sign simple and short messaged so you don't have to slow down to read it
- Garish signs are an eyesore along boulevards
- They are all ugly.mwht do we allow this! Simple and clean if we have to have them. With so much social media these are not needed.
- I would prefer to see no signs at all but if I have to, they appear more visible in this order.
- Single color hard to see the main point in the second you have to look. Multi color to distracting and draws eyes off the road.
- The more colour and the lighter the background the greater the distraction. I prefer to pay attention to pedestrians and other vehicles but these signs draw my eye.
- The less colour, the less of an eyesore
- Black background makes it more pleasing to the eye
- I find black backgrounds easier to read, multiple colours used consistently create mental shortcuts to look for the desired information. Singles colour text runs together and requires too much effort to process while driving.
- Letters on black backing are easiest to read though I find it hard to see red on black. Yellow or white on black is easier to read. Less colours is easier to read and less distracting.
- 2 colour lettering allows for a topic line followed by detail. Black background reduces distraction.
- Most sign preparers don't have the first clue about colour schemes, lettering fonts & sizes to deliver an effective message to a driver scanning (not looking & reading) streetside signage. Signs are only visible by daylight, so a black background with a simple colour scheme appears both legible, and



two colours can be used to emphasis key parts of the message. White signs with multiple colours usually look childish / amateurish...

- Basic contrast is easier to read
- Minimalism trumps.
- The white background signs are terrible. I find them really hard to look at. The black background ones are easiest to read, but if they're in a residential community they are pretty ugly. The colorful ones are prettier for a residential community and less harsh looking, but when you're driving they would be hard to read.
- I prefer to ban all of this signage.
- A black background with white+another colour letters is easier to read. The colored letters highlight the subject to quickly grab people's attention
- The black is less noticeable and allows it to look cleaner and nicer on the sides of the roads
- Zero signs is my preference
- I would prefer not to have any signs at all but if we have to let's not have them look gaudy. All of those signs devalue the look of our neighbourhoods. You should hire artists to create signs that are beautiful just like the utility box art that is seen throughout the city. Image A is the sign that has the least gaudiness.
- You can clearly see from distance while driving .
- Less is more. Distracted driving is distracted driving. Ideally you'd ban them all, but plain black and white is the minimal agreeable compromise.
- Uniformity of design is less distracting. Unfortunately, attention (distraction) is what these signs are attempting to achieve.
- Easiest too read at one. Trashiest in 6th
- I ranked the signs from least distracting to a driver to most distracting to a driver. The more colour to a sign, the more distracting.
- Personally, I think these signs look tacky. The one that looks the best is the plain black and white one with uniform height.
- White background hard to read. I prefer black background with multiple colours because by the time you drive by you can only focus on the last line because you are driving too fast with the traffic. You can't slow down to read the rest because you would get honked at.
- My choices are based on what appears to be clean and easy to read (particularly while driving by).
- I like the two colour lettering, it makes it easier to hilight part of the sign (so that if I can drive by a second or third time I can pick out what's more important such as date and location, etc.) Also, for this survey could you please spell it "colour" instead of "color"? We should be using the proper Canadian spelling.
- Too many colours and pictures make it more distracting. There are too many signs to begin with
- Contrast is good, but more colours seem more attractive. Basic black and white (either way) is pretty boring.
- Signs should not be a driver distraction.



- can't stand all the little wire signs (especially for elections) - they should be limited and also the little signs that I know people just put up like the beer signs
- The more bright colors the more distracting and it makes the streets far less attractive.
- Ban them all!
- All the coloured lettering looks garish. We spend so many months covered in snow...why use signs with a white background.
- 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. Image F has too much going on and require a lot of attention from a driver to figure out what the message is.
- Uniformity is not nearly as distracting as multicoloured, multi-height signs. They are all ugly and a complete distraction and should be taken away all together.
- The more colours and styles make it look busier and more cluttered. And harder to read, which makes them pointless.
- No opinion - the colours don't really matter. The signs should go!
- White backgrounds glare too much. All white text is too distracting (too long to look at). Multicolored background not aesthetically satisfying. Best for impact multi line colored text on black background
- I find these signs to be a distraction anyway. I have ranked them based on least to most distracting. Most of the time you can't read them anyway because they abbreviate so much.
- I want zero signs
- Same colours on signs, 2 colours preferred with black background. Less distracting and chaotic. The brighter colours on D E and F look junky.
- Black background doesn't interfere with community view as much, but multicoloured lines help pick out the heading so you can decide whether to keep reading or not. Multicoloured lettering on white or coloured background is very distracting to community viewscape.
- Too many colours are distracting and difficult to read
- Simple design principles will tell you that light lettering on dark background are easier to read than the opposite. See traffic signs as an example.
- I love the colour, because it's vibrant and nice to look at. A-C are okay but I don't like the coloured print very much, looks very industrial/ cheap. White looks even more cheap and even tacky.
- I find all of these signs a terrible blight on the streetscape. We should not be forced to view advertising in our communities. I have made my choices beginning with the least glaring.
- You want a sign that is easy to read.
- White background Smaller size
- Multiple letter colouring is prettier. Also, I favour more freedom and choice.
- These things are all horrifically ugly and an imposition on public space. Ban them.
- I am on the Board of the Calgary Sketch Club and the success of our sales relies heavily on our signage. We use both Magnetic multi color signs and smaller white directional signs. Both are easy to see at a glance. We have recently spent hundreds of dollars updating these signs. A variety of sizes, shapes and colors of signage quickly identifies an event. If they were all the same it would take longer to read and be more of a distraction for the driver.



- More information in the sign from size, colour, shape, placement, etc, make it easier to determine what it is. A bunch of election signs with no party colours would be hard to absorb.
- Uniformity and simplicity is more pleasing to the eye. Less junky looking is better
- The lettering that blend into the background, least "distracts" me as a driver, and I can see pedestrians and cyclists in behind is best! LED signs at eye level are the worst!!
- 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 feel the first choices still allow for effective advertising ,without impairing the esthetic aspect of the neighborhood.
- All the signs with neon colours (in the background or words) are hideous.
- I prefer basic.
- The white backgrounds are extremely distracting. If I could, I'd rank them all with the lowest possible score.
- Black background with one or two colours stands out more and is easier to read.
- Image C pops out while driving but easy to read. The colors and colored background is too distracting, hard to pick out key messages in a short time.
- more appealing to the viewers
- Contrasting colours on a black background make it easier to read.
- Multi color lettering is more appealing and soothing than the stark one color lettering
- The black background doesn't feel as intrusive, but the colors on black are eye catching so that's why I chose Image C as 1st choice.
- Black background is the best. (easy to read - not as distracting if driving)
- I am much more likely to read and remember something that caught my eye. I like visual reminders and the more colorful ones provide that for me.
- looks more professional
- This is the order that I find is most eye catching and easiest to differentiate between signs which allows me to easily pick out what applies to me quickest to pay closer attention to on another pass.
- The more colours and fonts, the more clutter, the more of a ugly distraction than actually readable. However, different colours of text can help readability, breaking up sections, titles or contact info.
- Rule of 3
- Street signage needs to be clean and easy to read. By using a black background and bright letters, key information can be conveyed quickly, as most drivers have only a few seconds to read and then retain that key information.
- We do not like having any of these signs in our neighbourhood. Believe they are an eyesore, too many, distracting and most times ineffective to their target audience. Since no signage was not an option chose the order to reflect the least intrusive and least visually distracting to drivers and the effective visually on roadways and neighbourhoods. These really make roadways look cheap and neighbourhoods entries cluttered.
- I think my preferences are the most visually appealing



- Black background looks cleaner/neater and is easier to read. Various colours can be used to emphasize certain words/concepts.
- Easy to read on dark background. Not us No too many words. Keep to couple of colours.
- Choice d e and f are too distracting as a driver
- Spaced versus Tight Grouping Two colours are less obstructing and reduces confusion when viewed
- I could not drag the puzzle pieces anywhere. I could only highlight the wording. First - c 2nd - b 3rd - e 4th - a 5th - d 6th - f If there are multiple signs in a short amount of space, too many colors and backgrounds are distracting while you drive. When you are driving, colors indicate how you are to behave/react in your driving so the simpler the coloring in signage, the higher probability that I will read them.
- This is the order of best visibility.
- The less intrusive, the less tacky it looks. I will read the sign no matter what the colour/background is. It's cleaner and looks much less like clutter when simpler.
- Couldn't select the order I wanted as I'm completing this on a smartphone.
- This is a ridiculous question. I prefer the most readable type of sign. What does the science tell us about readability? Asking my colour preferences is absurd. On what basis am I supposed to answer?
- I prefer the more simple signs. The black background doesn't stand out as much as the white and is less distracting.
- The black backgrounds are less intrusive to the surrounding landscape. I also like the use of two colours because it's easier as a driver to get the immediate message without being distracted by the whole sign. Colours and pictures are too hard to process while driving, and call too much attention to themselves.
- Black background signs are easier to read and not as bright/hard to read as the colour or white background signs.
- They are all hideous and distracting
- I could not figure out how to move the puzzle piece. I think C is the most effective. But also think there should not be too many signs as that is more difficult to read and it is more distracting.
- Simple is best
- D, E, and F are too busy making it hard to read the info posted and more distracting for drivers. C makes the various info clear and easy to read without being overly distracting.
- Image E is the most legible and least distracting. As we move through A, B, C, D and F the signs get less legible and more distracting.
- Black Background is already established and looks distinct from advertisements. Multiple colored lettering can draw the eye to most important information, so that it is possible to glance at sign and determine if interested or not. Colored sign + multiple colored letters/pictures makes it hard to find relevant information between all the colors.
- I prefer the least colour possible
- Black background and 2 color lettering is easy to read - my 1st choice.



- Light letters on a dark background has been proven to be more visible. Plus, the reflectivity of white form headlights would be reduced by using a black background.
- I want the signs noticeable and easy to read while I am driving. Too many colours or changes make it hard for my eyes to focus and drive.
- I like the least restrictive choices, with pictures possible because I feel a picture is less distracting than words that need to be read. I dislike black background with just words in any colour.
- First, you do not give an option as to BANNING These totally, They are POLLUTION in it's own. Since I must make a choice, Sign with Black BackGround and WHITE LETTERING is easier to read. No signs should be closed to an intersection than 45Meters, Only one SIGN per corner, not the multitude we see today which is dangerous cause people want to read them all, DISTRACTED DRIVING at it's best compliment of SILLY HALL.
- Uniformed, easy to read, headlines clearly highlighted.
- I am disappointed that there is no option for NO SIGNS on streets or boulevards. I find them an eyesore and very distracting to drivers. They should not be allowed but this does not seem to be a choice to select.
- The majority are too hard to read which requires more focus, thus more attention and distraction.
- Simple white is more aesthetically pleasing and does not make our streets look tacky. One colour on the title to brings attention to the main topic is ok. The multi colour signs are tacky. Falconridge is especially prone to these signs, as an example, and the area ends up looking cheap....not somewhere we'd want visitors to see.
- Black and white looks most professional. Too much colour looks tacky and cheap...
- Image F - 1st choice- allows for pictures and symbols to represent and draw the eye to the advertisement. Less to read and process, therefore less time it takes/less distraction on the road because it's easy to recognize.
- I prefer this order with most uniform first and least uniform last
- Prefer black backgrounds to white. Some colour is ok- but too many different colours is distracting and hard to read.
- If advertising is being imposed on me, I'd prefer it to be as unassuming as possible. Multiple background colours and multiple colour letters and pictures just looks like your street is covered in garbage.
- The colourful signs are distracting when driving
- I would prefer white with black lettering if we need them at all. Ultimately I would prefer not to have signage on public land. It looks cluttered and is very distracting which goes against all driving laws currently in place. This also applies to political signage.
- The black signs are easier to read.
- Image F is too cluttered and too distracting - takes your eyes off the road for too long. Image B is the best way to convey a message with the least amount of eye wandering.
- less distracting for drivers, easiest to read actually these signs shouldn't be allowed at all
- no signs is what I prefer
- The new signs with images as opposed to individual letters are much tidier.



- white signs might be more reflective.
- Prefer most neutral
- Keeping one style defined would help differentiate from traffic signs or warning, bringing less attention when driving.
- uniformity makes it easier to read and less distracting. key words in bold ok
- The colours make the message stand out and easier to read, especially on the black background.
- This is a really stupid question. They are all distracting and many (especially this size) block a driver's view when trying to make a turn from a drive onto the road.
- I think the signs are ugly and devalue neighbourhoods. I understand businesses and communities need advertising methods but I'd rather less hideous techniques (sandwich boards with uniform colour look better I think). If we stick to these generic designs at least use 1, maybe two colours. The multi-coloured ones look trashy.
- The black background allows the eye to read it more quickly than colored, which is key when driving by. The multicolored are just too hard to see and also look aesthetically worse.
- Less intrusive is better for drivers. If I want to read it I can, however. Black background is less distracting for me. White background would be horrible at night.
- A certain amount of colour is necessary for easy reading as you drive by. Too much colour is a distraction. I find a black background easier to read and more tolerable with the landscape.
- Much prefer black background to white or coloured background
- Black background is better.
- Just ranking them in order of which I'd actually take the time to read
- I like to be able to read the sign but don't care for it if it's too busy or messing looking as the multiple color backgrounds and lettering
- I don't think ANY temporary signs should be allowed on public property. They are unsightly, distracting, and I object to them being on public land.
- color is more attention-grabbing
- I find any but my first choice hard to read. The different colours are distracting and the white background I find harder to read. Although, at night the white background might be easier, but there are no night time pictures.
- Don't care these signs are not an effective information tool in my opinion
- Too many colours distract drivers from keeping eyes on the road
- Least amount of colour possible
- Too many colours on the signs are very distracting and make it hard to read.
- Black background is the easiest to read and less jarring at night as compared to white background signs. colored backgrounds fall somewhere in the middle. single uniform letter color is also preferred.
- I think it should be uniform and one color the flashier designs can be distracting to drivers
- I like them all!



- Black and white is boring, colour is not offensive and neither are images. 5th and 6th are equally acceptable
- Personally I despise them all!! Hideous. Especially the neon ones. One of the worst thing about Calgary is seeing all these signs EVERYWHERE. Often advertising mundane things like sign ups for a soccer team. Unless its a change in traffic patterns or a caution sign...these need to be obliterated. This city isn't very attractive to begin with and this just adds to the unattractiveness. PLEASE STOP!!
- I believe that the black background with the 2 colour lettering highlights what needs to be seen without being visually overpowering. The coloured background & multiple colour lettering/pictures has way too much going on to be able to focus on the important information, especially with more than one sign in a row.
- The black is uniform, and varied colours of text can help highlight important information (having the date or location in a different colour)
- The clearer the display the easier it is to read and therefore less distracting.
- Image F - the multiple colours, etc. signify that there are several different items/events being advertised...the black are grim looking
- I don't like these signs at all. They are tacky and distracting, probably a safety hazard when drivers glance at them. Zero signs is by far the best option.
- Coloured anything is a no-no anywhere near traffic lights, in my opinion. You can get thrown off.
- Chose this order because the signs are less distracting, more uniform, neater looking, and if I'm forced to look at ads driving into my neighbourhood, then at least they are a bit classier in style.
- If we have to have signs, they all should be uniform and clear this would be less distraction
- These signs are a absolute eye swore on in areas where they sit on the edge of residential naboirhoods. They also often block drivers views when looking down the street at intersections.
- One or two colour signs are the least visually intrusive.
- This just seems to be what I find most readable and likely to catch my eye.
- I want to be able to read the signs
- Two colours gives some hierarchy of importance to title and details. Consistency of background is important and black is better than white as it ages with fewer scuffs/marks.
- I don't like black backgrounds. I find it hard to read.
- I chose this because the black signs are not too distracting as oppose to the white where my eye was immediately drawn to to the sign and only the sign
- Image B is the least distracting and easiest to read while driving.
- I chose based on both ease of reading and just overall how it looks. Honestly, my attention should be on driving, not on sign reading, so they need to be simple and to the point, and not too distracting.
- I prefer the black background signs. Easier to see the letters. I like the white lettering on the black sign best as it is cleaner looking than any other sign
- The least variance the better. These signs are so ugly and make thr entrance to our communities look cheap and cluttered. I understand that is someones business but there has to be a better idea.



- 6
- I prefer the simplicity and less distracting plain text with fewer colours.
- I prefer to see the more plain signs, they are easier to read while driving.
- Hate them all
- Residential Areas Unless the sign is on the actual property I am against signs in general. A sign at the edge of school premises is a community service. As is a sign outside the community centre. Political signs within x days prior to voting is a community service. There are many of us who wish to enjoy the natural beauty of trees, natural areas and gardens. Industrial areas should be treated differently from residential areas. Main road routes As I age it gets more difficult to read the signs, brain processing speed is slower. The only signs should be the necessary road signage & that of city workers (eg police, city work crews). My opinion is that the motley signage we have in Calgary detracts from architecture and other positive aspects of Calgary. I've been a resident since 1966.
- I think it is highly preferable if where you have signs there is some consistency and regulation on sign sizes. I think it looks horrible to have a group of signs of all different sizes and heights and colours on a boulevard
- I like the sign message to pop for easy clarity while driving as signs that are difficult to read while driving just makes more sense to not have them, seeing as these signs are for community information or city information the purpose is for clear concise messages
- Black background blends in to surrounding landscape better. White and bright colours are non-natural and industrial and commercial. Using white letters with some info highlighted in red/ yellow letters (eg a website address) makes the info easier to breakdown into "chunks" rather than ongoing text all in white
- The red lettering is hard to read.
- I think in general the black background is better and less distracting for drivers on the road. The white background tends to stand out too much to the point where it draws your attention away from the road; the colour background in these examples seems to be less distracting than the white background and varied letters.
- need to be easy to read while driving by - black background with colours easiest to see. white background hard to read by comparison (esp if snowy out). not sure why but more colours on black help scan it whereas on white more colours looks more cluttered.
- white background is too bright; too many colours looks busy & potentially distracting.
- Prefer no signs at all
- I prefer something that is simple and not overly busy. I find too many colour could be distracting while driving
- Only 1 sign of image B should be allowed on Public Land where a gas station is located
- Temporary signs should only be used to convey information about temporary events. Bright, garish signs, if required, should be only permitted through the permanent sign process. This also would help in enforcement.
- Old predictable signs are less distracting than fancy signs with pictures. Too distracting. They all look cheap and concerned about lowering community safety and property value.

- The black background is the least distracting, but have different coloured lettering still lets the sign have an impact.
- Uniform and simple is less distracting
- If signs are necessary, they should communicate their message as succinctly as possible, without unnecessary distraction.
- I think c is the easiest to read while driving
- I like F the best because the blue, green & yellow colors stand out without being harsh on the eyes & are easy to read at a glance. C is bold & I can read it quickly. D is bright, colorful & eye-catching. B is harder to read with red at the top followed by white below which is harder to see. A is too bright & harsh & E'so white background with dark lettering is ugly & more difficult to read. I would ignore signs in this color.
- Prefer the black background because it is easier to read
- A is difficult to read because of the lack of contrast between titles/info. White backgrounds look cheap and trashy
- I find black background the best and when you use multi color letters you can highlight the most important info. Don't think white background would work as well.
- The chosen design policy is tasteless. As a city we can do better and should look at other city's for examples.
- Am I being asked to be a designer? Obviously what I would like, from a strictly design perspective, is no signs, but from a perspective of information, I'd like to have every possible sign I could reasonably read.
- White and multi coloured backgrounds are too distracting. Black on white is easy to ready if you want to.
- I think all temporary signs are a distraction for drivers, no matter what size or colour.
- Ideally there would be no signs whatsoever. The City should not support or profit by the commercialization of public space. The signs disfigure the City and show a complete disregard for the environment. They are indicative of a weak culture that is careless of how the built environment informs the psychological well-being of the City's citizens.
- Fewer colours, less busy the better
- Image A is my first choice, because it looks uniform and can be ignored fairly readily. Image B is my second choice, as two colours isn't too bad. Image C is my third choice - it looks like a dog's breakfast, ugly and cheap-looking. Image D is even worse, and is my fourth choice. Image E is number 5 - crass and ugly. Image F is the worst and last - like graffiti, it makes our neighbourhoods ugly. My personal preference would be NO signs of this type at all, but I know that isn't going to happen.
- I would prefer none of these signs as it makes the Blvd look messy
- Signs are distracting PERIOD! All are NOT GOOD!
- Too much



- White background is too bright, prefer black background. Like multi coloured letters to emphasize certain information on sign.
- None! No freaken signs
- Black background is more readable.
- This is quite possibly the worst question I have ever seen in a survey. It doesn't clearly ask any kind of actual question.
- Easier to read the first 2.
- When there are too many colors its distracting. Since there are signs meant for driver to see its hard to ignore them, and the multiple colors distract me from the road. Image C is the easiest one to read in a quick glance
- I suppose I seem to like some colour, but not too much colour.
- The colourful ones look very tacky and cheap.
- I believe the person who pays for the advertising should decide.
- Signage in public spaces should only be used to convey non-commercial information for a very short duration (7 days).
- They are all ugly.
- Prefer a black background. Multi colour looks better and attracts the eye.
- 1-B 2-A 3-C
- I went by which is the easiest to read to least easiest. The coloured background with multiple colour letters/pictures is very busy and I probably would only glance at it before my eyes need to be back on the road. But Image A is very boring and it kinda reminds me of zebras. Everything just jumbles together and I wouldn't be able to tell lines apart quickly while driving. I think Image E will offer both visual appeal and be easy to read while driving; not too many coloured letters but not too little where they are like zebra stripes.
- When the words are in one colour, it's easier and faster for my brain to process while driving.
- Really prefer them nowhere near intersections within 10 meters but that's my opinion. I also find pedestrians hide behind them before jwalking.
- Don't like any of these options. These signs are a blight and they are getting worse each year.
- I actually don't like any of them.
- More uniform appearance. Easier to read the information. A less trashy look overall.
- Hate these signs. They are tacky and horrible to look at.
- I like the bright contrast but not too hard on the eyes.
- The less signs the better. They are an eye sore and a waste of the materials they are written on. If we must have signs please have plain ones not ones that are a distraction.
- Black background and one colour less distracting
- Signs are just another distraction for drivers, they should not be allowed on streets
- Simple, Easy to read and easy to understand what the topic is without the clutter of too many colors or a harsh white background. Too much color brings to mind a junkyard
- I prefer the black background for all the signs. The white is too obnoxious



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- All the colours are distracting and take away from the green space
- C is the easiest to read. The 3 different colours pop on the black background. All the others take too much time to focus on and a person is supposed to focus on driving... not reading!
- None of the above, I hate these signs. Absolutely contribute to distracted driving & blind spots while driving!!
- Easy to read, very much less distracting and safer whilst driving
- I would like to see the signs subtle - not bright and neon. I think signs destroy the look of the community. It seems lately probably because of the poor economy there are signs everywhere advertising small businesses. When there are so many signs they eventually become invisible. Some of the larger signs can block your vision when driving. An example of this is when you are turning onto 17th Avenue from 77th Street. You have to move far ahead to see the cars coming up 17th Avenue because of a large sign advertising "Lots for Sale".
- Ultimately, by prescribing the use of colour on temporary signs the city violates freedom of speech. In addition, it does not allow for companies to use their correct colours and brands on their signs which does not promote business within the community.
- The more colours, the more distracting and tacky.
- The less you notice them, the better it is.
- not so annoying to look at, all these signs should be banned
- the simple black sign with white letters is less garish and fits in with the environment better. The white signs all look more commercial.
- D, E and F are glaring.
- Black background easier to read, not as hard on eyes on bright day. Colour letters highlight message. Continuity keeps neighborhood esthetics.
- Image B blends in with the environment the most. Image D sticks out the most. We have far too much advertising noise. The signs pose driving distractions, and many times are left up past the event it is advertising.
- Signs meant to be read while driving should be concise and easy to read, keeping drivers eyes and minds off the road as little as possible. consistent signs help the mind know what to expect and process the message quickly
- B is the least consoicuous. The black signs are less distracting. The white signs, d, e, f are particularly distracting. Especially f.
- The coloured signs are distracting and ugly.
- Black background easier to distinguish and prefer 2 colors of text maximum three
- Look better, less distracting.
- Black backgrounds are the least intrusive visually, then white, then coloured backgrounds. I don't mind a bit of colour to make the message stand out but too much is very distracting.
- I think two colours on black should be the maximum allowed. It allows someone to differentiate between different information on the sign, it's readable during the day and night, and it's not offensive for people who might live or own businesses in the area.
- Prefer not to have thensigns



- The simpler signs with key information highlighted by colour seem to be more impactful at imparting information while providing minimal distraction (important because I'm typically driving when I read these signs).
- None of the above would be my real choice
- Black background and 2 color is the easiest to read in a hurry. Image F is the most difficult to read and the least visually pleasing.
- As plain as possible
- I don't like the bright tacky colours. And they are distracting while your driving. I prefer plain and less trashy looking. If you want to find info about your community, it won't matter if it's tacky or just plain.
- Don't want signs that are too much of a distraction when driving. If signs are more uniform it is less of a distraction.
- The less distracting the better.
- One or two colours of text make the signs more uniform, less gaudy, more appealing. The more neon coloured the text, the less appealing they look.
- I don't mind advertising and my choice is based on ease of readability.
- Dark back/light letters are least visually distracting. If color is to be used single color title (highest level header) with black or white lettering is best. Colored sub-headers (lines 2/3) are both less visually appealing, and harder to quickly comprehend. Dark backgrounds are preferable to light b/c light backgrounds will produce more reflective glare from the headlights of drivers at night.
- Whatever is least annoying. And why are there no choices for zero signs?
- The city also needs to look at their own traffic signs placed on boulevards that obscure a drivers turning vision it's a safety concern
- they are all horrible
- Prefer no signs at all, but the white on black is least distracting and hopefully no business will use them
- Cut back digital signs
- No signs!
- Keep it simple. Nothing garish, something easy to read quickly.
- Black with multiple colours is not as hard to look at and the least distracting. The colour background with colourful letters are fussy and distracting and hard to read with a glance.
- I picked the ones least visually noisy. I hate it when signs on roadsides turn into horrendous continuous eyesores within communities.
- I personally do not like any temporary signs. They are distracting, ugly & not currently managed appropriately.
- C is Easy to read while driving, lesser so as my choices go down.
- white background will distract drivers and cause glare in direct sunlight. reading is faster with a black background
- Prefer more monotone and tidy look over distracting and messy look.



- The pieces on the right do not move. The black and white signs are the least objectionable. The multi-coloured signs are a huge eyesore!
- I find all of these signs to be distracting and detracting from the beauty of our neighbourhoods. I pay an annual fee to my community association which is spent on flowers, pruning and general maintenance in my neighbourhood. I find it disheartening to see my attractive neighbourhood now dotted with obnoxious signs up and down the boulevards.
- Do not like any signs on roads
- My preference is that NO SUCH SIGNS appear on our roadways. Given that is not a option, my choices are ordered based on preference for those with the LEAST visual impact on the environment to those with the MOST visual impact on the environment. Signs are "trashy" and provide very little value to the average person. Currently, I am forced to accept that they (signs) have to be a normal part of my everyday life, but I believe I should have a CHOICE to engage with advertising. I pay taxes and further fees to live in my community and I didn't pay to live in a trashy neighbourhood.
- Multi colours are too distracting
- Choices were based on esthetics and distractions factors.
- white signs are hard to read and images are distracting. why put up a photo on a sign when I can't even look at a map on my phone? Signs are VERY distracting and hide potential hazards like children (and balls), animals and debris.
- I prefer the images that are more basic. Image F is quite distracting.
- I think the black background with the different coloured lettering would be most appealing for me. The different coloured letters provide a way of "chunking" the information in a way that would be instantly recognizable (especially when driving) and helpful as those signs often cannot use punctuation. That said, you don't want too much colour, or it will become a bit confusing to read and distracting while driving. While it is often standard to use a white background with black lettering in things like presentations, I don't think it would be a good idea for these kinds of signs. I can see the white background being a bit blinding when headlights hit it at night.
- Colour is helpful to draw attention to sign changes and new events. When there is consistency, you can go sign blind.
- Truth be told I would prefer NO signs!
- I would prefer not to see these temporary signs at all on public lands as they clutter up the area and can create sight line issues. That said, the simpler black and white lettering look is not as bad as the multicolor signs from an aesthetic point of view.
- White background with multiple colors is easier to see and remember. Color scheme I think is important to capture someone's attention.
- The white background is easier on the eye and allows for the words to stand out. with 2 colors, the important words can stand out without being distracting. the black backgrounds are harder to see and read the sign quickly.



- My first choice would be to severely limit all temporary signage on our city streets. I find them extremely distracting, and makes our roads look trashy. The constant bombardment of information is certainly does not lend itself to a peaceful or aesthetically pleasing environment.
- The less colors the better. Cleaner look that way, else it makes the neighborhood look like a paint explosion.
- Preference is no signs as they r very distracting while driving.
- Visually appealing without being too distracting. Preference to black background or color background
- The black signs with one colour lettering is the least distracting. The multi coloured signs are by far the most distracting. No signs would be better than any of these choices though.
- My selections are to make the signs uniform to help minimize my noticing them.
- The colours are more interesting, and I can read the signs better.
- I find any signs to be confusing....talk about distracted driving. How do you read the signs, and watch the road?
- Black background with minimal coloured lettering is less distractive. Image A is less obtrusive and still maintains look in the community that speaks to keeping the neighbourhood neat, orderly and classy. You can still see the trees and the architecture of the building. The multiple coloured signs are "junky" and make the community look busy and cluttered. You don't notice the natural beauty surrounding them. They stick out like a sore thumb.
- I hate these signs but they are even worse when they are a cluttery looking mess.
- First choice is easiest to read quickly while driving. Not distracting because you aren't trying to figure out what it says while driving by.
- No signs should be allowed. All of them are distractions and they should be banned from the boulevards. Moreover, they are not temporary. They go up and the sign never moves - they stay for years.
- The white text on black background makes the ads all consistent looking. Black background fades into the landscape more than white so it appears less intrusive.
- It is way easier to read with black background and that each line has different colour.
- White background is difficult to read. Too many colors are also difficult to read and get pertinent information at a glance.
- If they can't be eliminated, I'd rather see them in the least garish colours.
- Image A is the least distracting.
- I like plain signs as they blend better. I hate driving down roads and feeling like I'm going through a "comic book" array of advertising. I think those signs have a place and use in certain areas/events just there are so many that you often don't even have time to read them all as one drives by.
- Less distracting and therefore easier for me to completely ignore as all advertising like this should be banned. It belongs in social media.
- 4,3,2,1,5,6
- number one is far eaiser to read in a short time frame



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- I think black and white looks less cluttered and doesn't take away from the properties or landscape around it. I also think it is less distracting for drivers, and minimizes poor colour combinations or choices.
- readable
- I would say the color background and multi-colored letters is more pleasing to the eye and looks more like 'art' than advertising.
- Black background is less obtrusive, multiple color allows to quickly identify each key message because they stand out as separate points. The colored/white etc are too busy.
- don't like any of them
- I chose for reasons of easiest to read.
- White or coloured background are more easily readable
- F looks like more professional advertising. It's more pleasant to look at to me. I prefer the black background to the white of the others.
- I prefer the black background with multiple colouring as it is the easiest to read.
- I find image F distracting.
- Black and white only
- Temporary signs easily look messy and unprofessional so having standards and cleanliness among signs would go a long way to improving the look of our neighbourhoods. I find that many companies used tacky printing tactics that cheapen the look of the neighbourhood which is why I prefer the cleaner look of the uniform black signs with the writing.
- I feel like signs should be kept simple so that there's more incentive to focus on information. Two colours allows for a heading - description style sign and the back background keeps it from being too flashy.
- Black background and multi colour lettering.
- They are all "scruffy" and get worse from 1 to 6.
- lets be honest, all bad
- The single colour on a black background is less garish and tacky looking. It is also easier to read.
- The last three on the white background are too distracting and reflective. It's hard to read when driving by.
- Black background is easier for me to see and the multicolour letters indicate differentiated important pieces of information so at quick glance you can identify what you need to know. White background is just hard to look at and all the colours is too much to take in while driving
- Prefer no signage
- I don't think color should be decided on by the city. That would be absolutely ridiculous to have a bi-law about this kind of thing.
- I feel that the black background is easier to read, but with different coloured fonts, it grabs my attention. I also feel that the white background is too much and overwhelms my sense. I don't like the coloured font with the white background.



- 1st choice is B. Black is not too distracting, while still being easy to read if interested. Two colours give you the chance to highlight important information while still keeping it tidy and not too overwhelming with too many colours
- the white signs are more distracting, which could lead to an accident. Darker signs are less distracting when driving.
- Too many signs/ colors is too distracting
- Least distracting and easily readable Black background easier to read letters
- Life needs colour but it needs to be easy to read and not to cluttered with stuff!
- White background is too harsh. Black works better as long as not too many colors.
- I would rather not see any temporary signs but the least obtrusive the better.
- as an advertiser I would like to use multi colours and also as a reader I can identify certain companies depending on colours used
- F is to busy
- I think the signs need to be less distracting to drivers.
- 1st choice easiest to read and last choice hardest to read
- I don't like the white, they are too distracting
- Prefer simple clearer signs, less distracting of confusing
- (I can't drag any pieces) I choose them in the order that they are in the picture. I do not like the white backgrounds, nor the multi coloured letters and pictures.
- It goes from most appealing and least distracting all the way to welcome to Vegas
- My choice is NO roadside signs of any type or color. Why design roadways with nice boulevards and trees to place signs and destroy the calm and beauty of the street? It is visual overload and a form of distracted driving. Thank you for the opportunity to express my opinion regarding road signs.
- I hate ALL advertisement signs. They make neighborhoods look like [removed]. I don't mind community event notifications when they are up for a short time.
- Less distracting > most distracting.
- The overload of roadside signs is terrible. Why does it not fall under the distracted driving law? Especially bad at election time. Makes me not want to vote for any of the. Too many everywhere. Very annoying and blocks vision.
- The black backgrounds just look cleaner
- Most important info highlighted, too much info is a distraction
- I find the ones with the black background and different colours easier to read. The white back ground with lots of colours is harder to read. I'm less likely to try and read it
- Black background with multiple colors is eye catching and familiar, easier to quickly read because of color differences. But there is a lot of research on this, some I'm sure by the U of C psych dept on driving and visual perception. If it was about safety, signage would be determined by research not votes.
- I prefer signs to be the least intrusive as possible. Darker signs blend in better.



- White back is really distracting. Black background with light letters is much easier to read. It's also standard for signage in airports and other places where people need to read from a distance
- I don't like any of them and I'm tired of seeing these signs all over my community but if I had to choose, definitely go with the uniform black and white.
- The more colourful the better. I would not know about any of my community functions or sports/school registration deadlines without these signs. I live in MtPleasant and there are very few signs used. They seem to be well managed and very informative. I can't see why they would need to be regulated.
- Based this on how easy it was to read at a glance
- Colourful background distract drivers and may clash with background colour. Allowing different colour in the letters allow one to customize their signs
- I do not want to be forced to look at a multi-coloured mess. I want the smallest signs possible with black backgrounds and white lettering and I want those signs only allowed up for a short period of time. As a matter of fact, I don't understand why so far the first question is not whether I want these signs at all.
- Prefer very few signs but find the colourful ones easier to read
- I've always preferred the big bold sign format and colours that they use
- The signs in general make our city look cheap. They appeal to some and drive a little business but as a business owner I don't want them from our community standpoint. Often the letters are vandalized and made profane. I have high regard for an architectural sign and even that of a church in good taste including the cross so long as all can have a sign. I am aware the city makes it hard for business owners nowadays to do signs on their property. The city must be easy to work with in this regard and make the approval process straightforward. I also note the questions above do not include an option for no signs just choose from the three etc. the survey shows its bias for sure!!
- Ordered easiest to read/least distracting for drivers to hardest to read/most distracting for drivers.
- They are all distracting, but the black background is least distracting.
- IMAGE F
- The black background ones are more obviously 'city' signs. The white/colour background seem more like advertisement. Also, white words on a black background are easier to read while passing.
- There is no reason to regulate font or background of the signs. The environment could vary so the sign owner should choose the most effective colours for their situation.
- No signage at all, or limited time signage is preferred
- The more uniform the better. Otherwise the signs try to out do each other.
- Easier to read sign on dark background and too many colours of lettering is just "overwhelming" to the eye
- all of the above signs distract and should be removed
- Black background seems easier to read and multiple colors allows for faster reading. These are less distracting for driver. The white background would be too hard to read.
- C

- Visual clutter like this should not be allowed on parks or grassy areas. (e.g. through Confederation Park, where the black with 2 colors are often on the east side of 10th Street). They are never on Nose Hill Park which is nice.
- keep it simple and uniform
- Size of the lettering also matters
- Black background and white letters are easier to read/look cleaner and professional
- I like having different colours on a black background and a small picture or two. I feel it draws more attention to the sign. I organize trade shows. So I use bold signs to lure in the public to check out the event.
- I detest all these cheap and tacky signs! It Makes Calgary look like a real hick town.
- Various colours allow readers to see different types of info quickly and easily. Personally, i do not like the esthetic of the white background. Additionally, the multi-colour with pictures is often more distracting/less organized so it is harder to read the info on of the sign quickly, as most readers of these signs are driving by and only view the sign for a couple seconds.
- others are too distracting all signs are too distracting should be watching the road not trying to read signs
- Don't mind a,b or c.
- C allows for the most readability and variation to allow for highlighting of important information (Title, dates, website) F is often too busy to make sense of while driving.
- I think the black background blends in better to the surroundings, yet easy to read if you want to read it.
- Message should stand out so can read fast. If uniform too distracting in that hard to read
- The white background is too glaring and distracting
- colour letters on black backgrounds are easier to read at all times of day and year
- Somewhat plain with opportunity to highlight important information is the best. Too many or too few colours is distracting and takes longer to read.
- I don't like these signs at all. I feel like they degrade the look in the neighbourhood. Text me important info.
- Image C requires least amount of concentration as each line of information is colour coded and appeals to natural pattern seeking behaviour. Image B is serviceable but lines two and three blend together and demand increased concentration. Image A is third serious contender but lack of all colour demands most amount of concentration (causes most amount of distraction). Images D, E, and F are obviously here to weed out serious replies :p
- Signs should be as inconspicuous as possible. Signs should not have fluorescent lettering, use W's to replace M's, should be of uniform height and should complement the community. Each community should have one designated sign frame that is decorative, but not tacky.
- I have seen a recent increased use of more 'attractive' temporary signages in Ward 6 by Pootmans, however, they appear to be 'one use' / non reusable signage, and don't fit with environmentally-friendly approach to managing city business. I've chosen only A (the rest do not appeal to me at all).

- All these choices are unappealing to me, I strongly believe that this type of advertising is visually abusive and should be publicly recognized by city council for what it truly is, a means to distract the driver! Can't text and drive why should this be considered to be any different?
- white backgrounds look the most distracting, the classic black signs are unobtrusive and effective, the full color with pictures are most interesting to look at
- Number 1 is easiest on the eyes.
- Not too chaotic to read.
- NONE OF THE ABOVE!!! AND NONE IN THE LAST TWO QUESTIONS EITHER!! PLEASE STOP RUINING OUR PEACEFUL ENJOYMENT OF CITY PROPERTY!!
- Ease of reading
- None of the above.
- The black with multiple color lettering is the easiest to read. The white just looks bad and the colored background is too distracting and very hard to read.
- No signs at all including the junk left by politicians
- I find 2-3 colours easier to read on black background
- I actively dislike all the examples above.
- Image C is the easiest to read. You know that white is the event name, red the location and yellow the contact info. If there is a standard then info is easily absorbed in one glance. Too many colors is distracting and not enough requires more attention to sort out the info.
- Not distracting, but also easy to read.
- Would prefer no temporary signage as it is a dangerous distraction; however, as usual, the City of Calgary predetermines the choices in their "engagement" process. It speaks volumes that so far in this survey, there has not been a mention of a choice offered to citizens that would reflect the "No temporary signage" position that believes disrupting the safety of citizens as they move through their community is not in anyone's interest.
- D-F look terrible. C and B are fine. A is also fine.
- Multicoloured lettering is very distracting as is the white background.
- Signs on public property should be as unintrusive as possible. Multiple and fluorescent colours tend to cheapen the look and generally add clutter.
- Simple is better and is less distracting
- I do not like any signs.
- If they are all the same it does not catch my eye.
- A - easiest to read, don't have to sort thru colours reducing my focus time to read B - next easiest to read C to F - all have too many colours and too much neon colour like F
- The dark background with bright letters is easier to read. The new signs, like ones posted around superstore and such, are more pleasing to the eye as you can fit more information on it
- Black is visible yet not bright and distracting like the white background. Color background can be ok on eyes as well
- I don't like any



- Least jarring to the eye is better
- The signs that are more professionally done ie colours etc look less unsightly than the ubiquitous black signs with neon lettering.
- The black background signs are easier to read. The white/coloured backgrounds require more concentration to read. Two colours for print allows for a title block that is easy to distinguish
- I honestly don't care. Just so long as there aren't too many and they don't block my view of traffic or pedestrians.
- Black is easier on the eyes and less distracting
- I find that multi-color letters on the black background easier to read at a glance.
- The less colourful the less distracting
- Prefer no signs at all
- I prefer the black background because it's easy to read, it's distinctive and with the multicolor lettering I think it's sharp. I really don't like white backgrounds for large signs at all. Colored backgrounds can be ok if done in a legible color scheme.
- where do we get to choose no signs?
- I would prefer no road side signage, pollution and distraction we do not need when driving. Between drivers texting, putting on make up, eating and drinking there is already too many distractions while driving. We need to make our roads more safe not less safe.
- None...
- All signage along roads is "Distracted Driving".
- I chose this order because you don't want something super distracting taking the attention off the road.
- 1st choice ONE sign but format up to seller
- Bright signs are harder on the eyes and more distracting for a driver.
- how can you complain that these are distracting to drivers when you allow billboards, and video billboards?
- This is not working. It drags the whole block not one at a time. Image C is first choice (least distracting but still gets the message across) and then, in order of preference, BAEDF
- The simpler the better
- If we need to have signs on the side of the road they should all be consistent and easy to read day or night to reduce the increase of the distraction.
- I chose the signs that were easiest to read and least distracting while driving.
- Ranking based on ease of reading while passing.
- When driving it's difficult to read all the info on the sign so I chose based on perceived readability.
- frankly from A to C I have no problem with them. But I cannot stand huge tacky colorful signage like they use in Niagara Falls and the USA. It's horrible and is distracting.
- The white background is harsh, the black is less distracting.
- Too many colours are distracting and take a longer time to read when driving

- Should allow no sign.....distraction.....like the painting of power boxes by city.....no time to watch while driving!!!!
- I believe signs should be limited to main streets and not allowed within communities. Why signage is allowed on city land while other activities would not be permitted is beyond me. In addition the signage interrupts other city work like the completion of landscape maintenance and snow removal.
- Let me be perfectly clear, I want ALL signs permanently removed from boulevards and road sides - they are a distraction and an eyesore. Moreover, there are sufficient outlets (magazines & newspapers, local media, neighbourhood newsletters, television & radio, the internet etc) in which events, products, services can be advertised. Having said that, if the city is going to permit temporary signage the signs should be as discreet as possible.
- The less distracting the better
- The florescent on black is not only distracting it looks like it is from the 1980's. It is not helpful to Calgary's image. As a new arrival to Calgary in 2012 it was one of the things I noticed and looked so dated.
- None! Get rid of them entirely.
- Image A is the least distracting to drivers who already need to be watching for pedestrians, children playing, dogs being walked, those crossing streets at intersections (or between), cyclists, runners, and other motorists who are, in turn, distracted by all these things. My personal preference for safety is not to have any signs.
- Gets my attention but not too distracting.
- Where is the choice for 'none of the above'? I do not like seeing SO MANY signs on public land.
- I actually dislike all these signs. I was hoping you'd ask me if I'd like to get rid of them. I do want to have community information but find it distracting to try to read these signs while driving. I have trouble understanding the difference between these signs and things like having a sip of coffee while waiting at a red light which I believe is illegal. Also I don't see why we allow free advertising on our streets! Ugly! Anyway if we aren't getting rid of them the least distracting the better.
- Image C allows for for the sign to stand out, however, the "bold/neon" lettering makes it have a temporary feel. The temporary feel is not evident D-F.
- Less distracting. Less aesthetically incongruous with surroundings. Least ugly.
- I use Bold signs to advertise, so don't have an issue with them as long as they are within reason of amount, size, color
- White text on a black background are easy to ready without being distracting and obnoxious.
- All of these options are terrible and are roadside distractions. However, if there MUST be roadside signs then uniform height with uniform lettering on a black background is the lesser of 6 evils
- I hate all of them but had to make a choice
- Stop trying to force me to choose the least bad of all bad options. NO SIGNS. They are trashy looking and distracting. This includes signs during elections. Those are the worst of all
- I find white on black background the least distracting
- Black background is less of a distraction. That multi color on white looks like [removed]



- For people with color challenged vision, the black background can often make it difficult to read colored lettering. This can cause a distraction and could cause someone to move their focus from their primary function of driving for an extended period.
- I really dislike the signs in general, however if they are all consistent signs it is much more visually appealing. A few permanent brick signs would be quite nice in my feel.
- Never mind all of this nonsense, just get rid of all of them!
- Black backgrounds are less distracting. White backgrounds can be too bright at times. Colour background can be difficult to read.
- Love the new graphic posters as long as they are well designed
- Why is there no option "None of the above" for any question. The absence of such an option invalidates this survey. Totally bogus!
- I find ALL signs distracting, but if we have to have them, the plainer the better.
- Black background less obtrusive and 2 colour letters still get point across
- The Red in image B announces its something important and the white is the information. I find the others too busy and distracting.
- No signs other than a sign approved by a community, only pertinent to community functions located in an area frequented by community members not high traffic roads
- No temporary signs are acceptable. They are a disgrace. They should be illegal.
- I find the black background easiest to read. The coloured lettering helps highlight information against the black
- I find the signs an eyesore. I find "A" to be the least offensive. The more colour, the more distracting the signs are.
- 4
- I enjoy color coding and often categorise text importance by color (bold colored text at top = title, white text in middle = in depth info, colored text after title = key info or slogan). Colored text makes it easier for me to get the important info I'm looking for in the short time to take to drive by
- Any sign in any color combination is ok, I have no preference. Don't over-regulate!
- The black backgrounds are far less distracting and having different coloured font on each row makes it much easier to read. As it gets further away from image C my liking for it goes down.
- I find all roadside signage to be an eyesore and perhaps more importantly, a driving distraction. I would ban all roadside signage. Therefore, the least obvious the better.
- I wish for NONE of these signs as they are like trash on the boulevards. Use other means, like social media, then I can choose to look at them or not.
- This is a ridiculous question if I chose A that means that is the only sign I approve of. This survey is a joke it has absolutely nothing to do with doing away with these eyesores.
- Black Background with multiple colours is easiest to read quickly. White background with multiple colours is most distracting.
- The black background is less intrusive to the environment. Less distracting.
- I find the black backgrounds to be less distracting - limiting the number of colours still allows for emphasis, without being overly distracting.

- I think there is a reason eye docs use charts that are white background with. Black letters but that isn't an option here The multi colored signs all over town look garish
- The pieces would not drag. I prefer C.
- Multi-colored neon signs indicate it is an advertisement and are easily ignored.
- they are all bad
- My first choice the color catch your eye if the topic is one color, if that interests you you read the rest.. Second choice maybe a bit distracting but the lettering may be better on the white background. Choice six hard to read way too distracting for the driver
- BETTER IF NO SIGNS IT'S VERY DISTRACTING WHEN DRIVING
- Easier to read enough to get what the sign is about and if further info is required or ignore the sign
- You don't give the option of no signs whatsoever. However if we must have signs then they need to have all the same size lettering, same size sign. Often when going 80 km an hour it's not possible to safely read any sign. In bow bottom trail. Also some Saigon are so small, you can't read them at any speed.
- Community Events needs to catch eye better with multiple colors, all the others are too distracting or difficult to read or ugly.
- Ranked in order for ease of reading and less distracting
- They are junky looking
- I would prefer to see absolutely no signage on boulevards and green spaces in communities as it takes away the beauty of what the area is intended for. It seems one sign pops up and five follow! Looks awful!
- Black with white text is simple, effective, easy to read yet not distracting. Adding colours reduces the ability to convey the message as the eyes get distracted by the colours. White and coloured backgrounds don't blend in the the surroundings as well and create a real eyesore.
- I think that keeping everything the same background is cleaner and focuses on the message. It can look very messy and distracting when there are many colors and pictures.
- Signs should have minimal visual impact.
- All of the signs with black backgrounds are fine, but the ones with white/coloured background ones are too distracting, and just plain ugly.
- I would prefer no signs along roads, they are distracting
- The fewer colors on the signs, the less your eye is drawn to them hence, black background with 1 color lettering would undoubtedly be the best option.
- I prefer to keep it simple and easy to read.
- The signs are important - especially to handcrafters and craft sales - advertising in this manner gives us the traffic we need to make the money we need to pay taxes and support our households.
- Pic. A. Red letters-event, then details. Less distracting trying to get the details while driving. When they are all the same color you need to take the extra second to read and eyes will not be on the road. The others are just as distracting trying to get the info while driving.
- I like when the words stand put
- More colours means more distraction. Black background is less distracting than white.



- I would prefer no signs, find it very distracting when driving trying to read signs in case they pertain to me. This is more distracted driving than drinking my bottle of water whilst driving.
- Black background with multi coloured lettering is easy to read and nicer to look at. White background is too loud and intrusive on community
- 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 really don't like any of these signs, but I feel my choice is cleaner.
- Please do not turn our city streets into garish advertising sites. Flashy colours, photos, pictures, higher sign heights may create greater driver distractions and multiple signs just look like a cheap and tacky tourist attraction or the entrance to the largest loonie store in the city! I also would not support this as an additional revenue stream for the city.
- White/Red/Yellow letters on black background is easiest to quickly read, so I'm not distracted or paying attention to a sign while driving, trying to figure out what it says. The white background signs are awful - hard to read, very ugly. The neon/blue background is okay only if the letters are a uniform color and do not contrast to the point of garish. Simple is best.
- GET RID OF ALL THESE SIGNS !!!!
- With the black background with color seems more subtle. With the white and too many color seems distracting.
- You don't give us the option of no signs. Why is that? With all the street signs in place for drivers, these other signs are distracting.
- The white backgrounds appears distracting as a driver. Multiple colours on a black background allow a quick look while driving to pick out the most important information.
- 5th choice
- The black background blends in better. And keeping the lettering the same colour doesn't look as trashy.
- Black signs with colored lettering to me is the most pleasing to the eye. White background with color lettering looks too harsh.
- Keeps it uniform and fair for all and keeping the community somewhat attractive.
- To flashy distracts fro driving
- Should focus on high-contrast for easy reading.
- Plain black and white is easiest to read and the least distracting. Also, the ones with the colored backgrounds look tacky
- Prefer colored letters as they are easier to see. Uniform signage is less distracting, but too many signs in a row is not useful. No time to read it if you are driving and paying attention to you driving.
- The time of year makes a difference in which signage is most visible. The white background in winter is less effective because of snow.
- None of these signs are necessary. They are a distraction. Social media now provides all the information one requires. Most cities have banned this type of sign due to the fact that they are distracting and are an eye sore.
- Easy to read.



- Image D seems less distracting. Image C - if I am drawn to read while driving I can easily determine if it is of interest Image F - very distracting especially when driving
- Some uniformity is needed.
- I find the black background is less distracting and easier to read quickly. This effect would likely be emphasized at night.
- 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 don't like the look of the signs that use pop in lettering. They always look junky. The magnet signs always look neat and tidy but still catch your eye
- C=Easiest to read but still differentiate, and really all of the rest of them are in order ranking down from that. B= Less easy to read etc. I do not like the white background signs at all as they are very harsh on the eyes.
- Black backgrounds make letters pop. White first thing I see is the sign itself, not the words.
- Unable to drag puzzle pieces. Choices 1=A; 2=B; 3=D; 4=E; 5=C;6=F The more colour the more difficult it is to read the content of the sign. Black background allows letters (and message) to be more quickly read.
- Hate, hate, hate these signs. Wish they could be completely banned. Yes they are distracting; they make any community look like a sale at a dollar store. By the way, don't like this survey much either -- was it designed for preschoolers?
- No preference
- Less colours is less distracting and easier to read.
- How about NO signs as distracted driving is rampant in Calgary. I have been rear ended 3 times in 2 years by distracted drivers
- F & A are the lease distracting, the others are far too loud and distracting
- The color background looks nicer. I don't like any of the signs with a white background and I prefer that all the letters are either the same color or 2 different color at most. The full color signs are also one piece and letters won't go missing or fall off causing them to look trashy.
- Personally - less colors = more clean, less distraction, clear message
- The less flashy, the better. It's really distracting as a driver when all the signs look different, never quite sure if the colour is a person or letters at a quick glance.
- I don't like any signs in the boulevards. They are VERY distracting. They also impede sight lines to pedestrians. However, the least attention grabbing are preferable if we have to have them
- Image F is too cluttered and hard to read while still concentrating on the road.
- I prefer all white or colored backgrounds to the black backgrounds. The black backgrounds are depressing in the winter when it's already dark so early in the evening.
- The simpler the coloring scheme is, the easier to see/read & less distracting the sign is
- The signs themselves are ugly and a blight on the landscape. Doesn't matter what colour they are.
- They're ALL an eyesore; I'd grudgingly go along with signs announcing community or city events/advisories. NO commercial advertising should be allowed; the signs are specifically designed to draw attention to themselves, and, collectively Calgary drivers are bad enough at driving



they don't need this rubbish distracting them. And people engaged in commercial, private, for-profit companies should be paying a STIFF user fee for EACH sign, in the regrettable event that those are allowed. NO FREE RIDES for commercial advertisers!

- The signs should be able to be clearly seen and some color is acceptable. Color background and color letters is not a pleasant looking sign.
- The less vibrant, the better. If I want to read the sign I can, but the darker background and simpler design in less distracting.
- Clarity of letters; black background easier to read.
- The most plain is better. Black signs, white letters, keep it simple.
- All signs lead to DISTRACTED DRIVING, so if you allow signs they need to be signs that will least of all distract drivers.
- keep it classy/streamlined and not cheap/tacky.
- Black backgrounds easier to read Multi coloured letters make it easier to get the point Dark coloured backgrounds ok If backgrounds were "any" colour it could be very chaotic White backgrounds are simple and classic easy to read
- I think temporary signs should simply not be permitted - only fascia signs for most business, and certain free standing pilon signs such as gas stations, or regional shopping type complexes. Less signs would be much better, and create a much more attractive city.
- Best choice is the most common used sign: Three lines. Three different colors. On black background.
- A, B, C, E, D, F
- I think c,b,e are much easier to read at a glance. Too much colour is distracting and takes me longer to read which is a hazard unless stopped.
- black seems to be easy to read, but doesn't blind you as you drive by.
- image c
- 3 colours on black background is easiest to read when in a car.
- does not matter
- Easy on the eyes is nice and you don't have much time to look at pictures. I like the simple ideas best to get a point across
- Like cigarette packaging, I think these signs should be as uninteresting as possible, so as not to serve as a distraction to drivers, simply convey the required details but not to advertise like a billboard.
- the least offensive is A The less use of colour the better this page with moving puzzle pieces is ridiculous and somewhat offensive as it treats us as little children
- none
- I prefer no signs on boulevards/public property. This is distracting for drivers.
- Less distraction if less colouring. Isn't there a law about "distracted driving"?? NO SIGNS would be best.
- I find too much colour and numbers of signs very distracting and too much to read/concentrate on while driving. My eyes leave the road for too long.



- D, E & F are hard to look at and distracting
- Black background is somehow - less "messy" less "loud"
- I would actually prefer no signs on the road way.
- they are all illegible anyway
- Im not a fan of these signs being obtrusive by having different colours and sizes
- The black backgrounds look so tacky and reminiscent of adult video stores or something. Really an eyesore
- The least distracting they are, the better. I prefer no signs.
- The more colours and background effects, the more distracted is the driver trying to decipher the sign.
- Keeping things simple and consistent will minimize the distraction of outdoor advertising.
- The black background w/ various colored writing/pictures offers quick contrast to identify quickly and safely the signs message. The less the contrast of the sign, the harder it is to make out, the longer you look at it etc.
- The signs often distract the drivers, which leads to accidents and sometime fatalities.
- I based my choices on how brightly colored each sign was. I prefer signs that do not have color on them, prefer black & white.
- Drag not working. Prefer NO signs at all but if I need to choose 'a' is the only one. I don't understand why you do not ask if the by-law should be changed to allow individual communities to make a choice
- Image B seems the least noisy/cluttered and obnoxious.
- These are all undesirable options. There should be an option for not permitting these types of signs in certain areas of communities.
- black and white signs are very distracting should be banned especially in school/playground zones
- All are visually offensive.
- I fundamentally disagree with third party advertising, regardless of whether these are City signs or any other in the public realm. Why are we only given options that allow signs of any type in these zones? I do not pay taxes to look at signs all over the place. GET RID OF THEM
- My choices make it quicker to read from my first choice to my last
- It is easiest to pull out information when it is clear and easy to read. High contrast (black and white) helps with this. The coloured background attracts attention. The coloured fonts let the reader pull out the information needed.
- If there has to be one sign white background and black lettering is the easiest to see/read.
- first choice is black and white - never thought this was an option but love it. Because the neon coloured letters are VERY distracting ... you are usually driving along the boulevards. The rest of the ranking based on the least distracting colours and signs where your eyes are not immediately drawn to the neon or bold colours.
- I don't like the signs at all, the make a neighbourhood look junky, cluttered and unkempt.



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- If the truth were known, this is simply getting out of hand and it's obvious this is another money grab by the city. It looks so much better without any. Ugly!
- There is not choice for non of the above
- easier to read quickly
- This is a skewed survey. you are assuming people want to see these trashy signs to begin with. They completely ruin our communities and are often advertising events which occur no where near the location they are placed in.
- That was a really poor way to illustrate that question and it's examples.
- First choice is easiest to read as you drive past. My 6th choice is too cluttered and hardest to read in the few seconds you have when driving past.
- Rather have NONE.
- They all look tacky except the black background with white letters. However, for ease of viewing B and C are also alright.
- colors make it easier to read
- I do not like any of them
- That's not my choice or preference, that's the job of a good graphic designer
- I don't like any of them, would rather see NO signs!!
- Black sign with the neon letters are easier to read. The different colors help distinguish information.
- less colours in the background, the less distracting. Two colours give a title/body style, to help distinguish, but still minimal.
- unable to drag the pieces. I dont care what color the signs are. my issue is the length of time signs are up. community craft sales, fundraisers, school concerts, etc are great. the issue is with businesses who post signs year round anywhere they can!
- White background washes lettering out especially when you add brighter colours. Black with simpler colours allows signage to stand out more.
- I would like no signs they are clutter and distracting
- all are very distracting is reading signs any better than texting on a cell phone?? you answer me
- The brighter it is the more distracting
- NO SIGNS
- They're all eyesores
- I don't like any of them but that is not an option in this survey!
- Choices based on what is easiest to read and least distracting
- Looks less cluttered when they are all the same size and design. I'd prefer to see no signs as I find them distracting when I am trying to drive. Reading signs while driving is distracting.
- The less garish the better, so uniform colour of background and one colour of lettering looks the best.
- Image C appears easy to read and not very distracting. All the images on a white background (D,E,F) are distracting and look "junky"
- The black background and white letters are easiest to read and they look the neatest.

- This should be done with the entire city council members
- The black with the multi-color is my best compromise. The sign design still have some choices to get their message across. Making the signs with white backgrounds and multi colour is too busy and distracting for temporary signage.
- THE BLACK BACKGROUND WHITE LETTERING IS THE LEAST OBTRUSIVE AND GETS WORSE FROM THERE. WHITE MULICOLOUR WITH PICTURES THE MOST.
- I don't agree with street signage for commercial purposes. I thought we dealt with this issue, through a bylaw change, some years ago. I live near Heritage Drive and at times there are so many signs on boulevard near 14th street it looks like a flea market.
- These signs are generally an eyesore. If they are going to exist Black background is best. The 2 colour scheme makes the sign "title" jump out for easier/quicker scanning. Overall reducing the colours will help
- Black background is the most uniform & since the majority of the road signage we have is like this already, it's nice & easy to read. Though when driving, it's distracting when each line is colored as they're all highlighted. Highlighting ONE line in color, like Image B is my first choice as you see the most important item, as some are pertinent events in the community, but the details can be looked up online once home etc. Image A looks the best, so I'd be happy with either A or B. Options C-F I don't care for at all, and I feel make our roads & communities look quite tacky.
- The very vibrant colour options are distracting when driving.
- Keep it simple.
- Easier to see
- I prefer no signs at all.
- visibility is important. black background easier to read
- Signs that are a uniform background and create less glare on the eyes are easier to quickly glance at to decide if the information posted there is of any pertinence or if it is just a distraction to be disregarded.
- Don't really care.
- None of them
- I find all the ones with black background are harder to read. The readability increases with the white background and the least distracting is the two colour letters.
- Image C is easy to read, not busy and limits what can be put on a sign. Image F opens up signs for all types of graphics.
- While I like the customized signs, I find while I am driving they can be a distraction. This is why I have chosen the black sign first - the multiple colours help to distinguish the message. White background doesn't stand out enough and would be hard to read quickly in winter.
- white is easier to read and the 2 colors still give opportunity for creativity and catch your eye. but I like the consistency of the uniform looks
- Too many colors looks tacky.
- The choices were ranked by least objectionable to most objectionable. so far these questions have all been sadly lacking in the real choice for many people which would be to have no signs at all.

They are a distraction to drivers, reduce sight lines for safe driving and are unsightly in any neighborhood setting. I vote no signs at all

- too many colours are very distracting and with just 2 colours there could be a title and then brief message to catch the eye quickly
- 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 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? We appreciate the fact that Calgary is looking to do something and getting input from us. Sometimes, Old Banff Coach Road looks like a junkie midway. So..... thank you.
- I feel like a black background with multiple color lettering gives me the best chance to quick scan key words to get the gist of the sign, while paying maximum attention to driving.
- The first choice is the least distracting when you are driving.
- I like simplicity and the more colours tend to clutter up the vision, and distract while driving.
- If they're for information and not just blatant advertising, there's no need for them to be colourful or fancy. The vast majority of these signs are of no interest to me whatsoever, but B&W allows me to quickly see if they are relevant without making the community look like a garbage dump.
- The purpose of the temporary signs is for them to be eye-catching but not visually overwhelming or annoying. As a resident, I am more inclined to look at colourful lettering that "pops" on a white background, as opposed to a black background that more easily blends into the surroundings. As for multi-coloured letters, backgrounds and images, I think that's where it becomes too busy in terms of there being too many competing colours, messages and images, making it difficult to differentiate between the various messages. As a marketer, I want my sign to stand out from the others, so allowing me some flexibility in terms of letter colouring (at the very least) would be helpful.
- Black background with single colour lettering is easier to read (for colour blind people at least) and less distracting all around
- I do not consider multiple signs are safe and must not be allowed at all.
- Prefer same size and colour signs for consistency purposes with mainly same colour letters, except for heading information so I can more easily tell what the sign is advertising quickly.
- none of the above, posting signs is the equivalent to asking drivers to drive distracted. How long do you think it is going to be until there is an accident and the driver is going to sue the city and win for encouraging distracted driving?



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- black background easier to read,. all letters same color easier to read. The fewer colors the less distracting and easier to read,. white background too distracting and harder to read
- I 'like' none of them but Image A is the least intrusive. Drivers should NOT be distracted.
- Temporary signs should not be allowed on roadways as they are an unnecessary distraction with no value to the community.
- My choices are based on uniformity and minimal design. Let me be clear - these signs are UGLY and ruin the look of our environment. They are an assault on our eyes. I am completely against them. They should not be allowed.
- black background white letters
- The less noticeable and distracting the signs, the better. Also, the fewer, the better. The signs are unattractive and I'd like to see them eliminated if possible.
- Less distraction
- My first choice is actually no signs!! They are distracting and just plain ugly. They should not be allowed on public property.
- I prefer less bright colors so that the sign doesn't make the neighborhood look tacky. Black and white is my preference - it doesn't look too bold but you can still read the signs. The various colors look cheap and unclassy
- The white back ground is to reflective and hard to read.
- If sign is need it should be black and white.
- No signs at all is my preferred choice. Idiots!
- The less obtrusive, the better. In fact - my overall preference is no signs at all.
- Least distracting first, most distracting last.
- Find the black background blends into background better than white or coloured background. The more various colours there are on the black background make the information lines stand out and are easier to read with less distraction. I find the printing on the white background doesn't pop as well and the coloured signs look tacky.
- I couldn't figure out how tyo do the drag and drop so here is my choice. 1st - D 2nd - E 3rd - F 4th - C 5th - B 6th - A
- Simple, high contrast is better
- Too busy and not professional looking with different colour letters. Black background and white letters look much nicer and not trashy.
- Color background is tough to view while driving 50K and get the actual message or number off the board. Black background with color makes it stand out and easier to read.
- I feel that if a community event is advertised the advertiser should get to choose their creative content. We do not live in a country that decides what we wear and controls our choices and moving to control the content of a sign sounds a lot like we live in Quebec. The City has control of so many things the content of a sign should be left to those that pay for it.
- Black background white lettering
- Not distracted by any pictures. All the pertinent details are highlighted in different colours. Very easy to read as you drive by.



- Would prefer zero signs but the black and white is the least junky looking
- I prefer none of the signs. they should not be allowed on blvd's or on roadsides in communities other than on the parcel of land owned by a business or allowed by the community association themselves. they are scruffy.
- White on black looks the neatest, the more colors the less visually appealing
- My touchscreen won't respond. Prefer black background with 2 colours. So in descending order of preference: CBAEDF
- shouldn't matter. Whatever gets the message across quickly it's fair for the sign designer/marketer to choose it to promote their message. advertising is not for creating uniform spaces/beautifying towns - it's for communicating a message.
- The less visual noise the better
- No matter what kind, type or size of sign they are getting to be too much of a good thing to the advertisers. However they are a distraction to the drivers on the road and are very unsightly. All one needs to do is go to places like P.E.I. and witness the cleanness and tidy look of the communities because absolutely no signs are allowed on the streets. What beautiful looking communities they have. The signs exploding on Calgary streets are not "temporary". Some in our district of Panorama have been there for ages and are more and more of an eyesore. Get rid of them all. I don't patronize vendors advertising via these signs anyway because they are invading my privacy.
- With new printing technology these days the color background and multiple color letters/pictures can look quite fresh and effective. From there, the simple black backgrounds look next best and finally the white backgrounds I would choose last.
- your survey is totally of course, far too many signs
- Too many colours are distracting, especially when they are alternating letters and words.
- More colors and white background make it very distracting.
- I prefer the signage that has the least amount of overwhelming distraction. As well, these signs are trashy enough, we don't need to create more attention to them.
- I do not believe any signs should be on the boulevards. They are as distracting as one being on their phones in the vehicles. That is illegal so signs on boulevards should also be illegal.
- I picked image A as I think it is the least ugliest of them all. My preference would be to not have any.
- The objective of advertising is to get your attention. As a business owner, black backgrounds blend in with the surroundings whereas the white stand out. However, black backgrounds also can be useful for contrast. As a result, both really are acceptable. Why is this even a question? It seems to me the issue is quantity of signs in a given location, not the type. This question a rigidly guided choice (similar to asking "Rank the method that you beat your spouse" to people who don't beat their spouse...). This question is a "guided choice" to making a decision that appears to already be pre-determined: reducing the number of available suppliers of the signage so that choice is limited, similar to the taxi cab companies available at the airport, Uber within the City of Calgary, and other City of Calgary-created monopolies.



- The best colours for signs are red, dark blue or black lettering on a white background. Signs with a black background absorb heat and light and either the letters fade or start to peel. These signs look informational, so ease of reading is paramount. There are rules for letter height as well.
- I don't have any problem with any advertising signs except for political signs. Please ban the political signs to try and re-inforce that political people do a good job instead of paying to advertise that they think they would. If a person wants to run for election of whatever type, they're community character should be enough to get them elected. It shouldn't be a rich person or party wins because they have more money for signs, giving an advantage.
- Holiday Craft fairs and Farmers Markets use this signage and it's critical to the small businesses and crafters.
- None
- White signs are hard to read, color backgrounds are too busy
- The less eye-catching (read distracting) the better.
- Bright coloured lettering on a dark background is quick and easy to read; white lettering less so; white background is difficult to read unless limited to black lettering.
- Complicated answer system for a quick survey, some may be too lazy to answer to question correctly, or to understand how to answer correctly. Why are there so many options for something that should look how the consumer wants it to look? Too many options that don't really make a difference to me at all
- the bright colors are not only horrid, but a huge distraction when driving. The signage themselves should be professional and not visually offensive with color noise
- White background is too distracting to drivers. Like the huge electronic sign at McMahon Stadium on Crowchild Trail. When it's dark out and that sign goes to a white background it is very distracting and too bright. These kinds of signs should have just enough information to get people to register, etc. Signs that are too busy and too bright takes eyes off the road too long.
- None of the above.
- C is more clear, prominent and beautiful
- As I am totally against signs on public property you make the choice difficult. I chose the sign that would not be an eye sore.
- Less colour the better. These should only be for community events/ engagements. Not for private in any way.
- The city is filled with all too much visual clutter. Simpler is preferable.
- I would prefer no signs at all. It look like litter.
- I don't like any of these signs, it is never patrolled and always abused but if you are going to force us to accept it then only image A
- I think these signs are all trashy and ugly and all of this should be banned period. Calgary is not a discount bargain store.
- All of the signs look terrible such eye sores in our communities. Would love to see all of them gone.
- So many of the signs are tacky, out of date and distracting to drivers. I dislike them littering our boulevards and green space. Makes our beautiful city look trashy.



- All signs as presented in the six options are a blight. The least offensive are the ones that distract the least.
- I prefer 'B' as it is the least distracting to drivers.
- Image F really looks tacky, is distracting, and difficult to read in a short period of time (such as driving by).
- A sign should be eye catching but should not have too much detail like a picture background (I think it would be a driving distraction).
- Prefer low profile colour scheme yet legible to be able read quickly
- black background with multiple color lettering is sufficient to attract attention and get a message across without being too distracting.
- Black background much better than white. Multi color on black good as showcases different info better than all one color. Don't like white backgrounds at all.
- Image C makes it easier to search out the needed information in a quicker glance.
- I hate all the roadside signs, so IF we have to have them, I want the least distracting and busy looking signs, with fewest colors and pictures. I find them to potentially be a dangerous distraction to drivers. Not to mention ugly and a blot on the landscapes.
- Easier to read - not so distracting.
- Image A doesn't look so tacky and cheap.
- This question didn't show up great, not sure if it was my browser but the "puzzle pieces" didn't appear as puzzle pieces, and it wasn't immediately obvious how one was supposed to drag their preferred choice to the correct spot.
- I would prefer zero signs as they are a distraction
- For me, order of ease to read and distraction. Last 3 are too bright and hard to read.
- white background makes it easiest to read multiple color lettering makes it easiest to see line break
- Monochrome colours are the least distracting. I ranked down from there where the rainbow signs are the most distracting.
- Signs need to be as simple as possible. Otherwise they are too distracting, and appear very messy (a blight on the landscape!)
- White background is very distracting
- None. There should be no signs allowed period. That should be an option for each answer. No advertising allowed at all on the planned areas. It's cluttered and a driving distraction. They are dangerous.
- I think it's an inappropriate form of advertising - to blast the eyes of drivers with long phrases, outrageously colored signs, or anything they might want to try to remember. Drivers have enough to focus on, and nothing - colors, memorizing phone numbers, etc. - should distract from that in a city where there are more important things to pay attention to - pedestrians, wildlife, controlled intersections, other drivers. If they have to exist, then the less distracting, the better.
- everything uniform with black background so as not to create a busy, messy look
- White background with color lettering easiest to read in most lighting situations. colour lettering highlights main topics and easier to read. 2 colour better than multiple which is visually distracting



with too many colours. Likewise color background is visually distracting. respondent's point of view - driving by sign, over 50, wears glasses for distance.

- Image c is the easiest to read while driving, as often these are aimed at motorists. Image D is too bright and difficult to read quickly.
- black background makes the lettering stand out better in daylight and the different colors highlight different information making them easier to see and read.
- too busy is too hard to read - you only have a couple seconds while driving by until it becomes a hazzard
- It seems lately that signs are constantly getting bigger and more colorful. I feel is brings down the classiness of a city, making it feel cheap.
- Chosen based on easiest to read. Don't want to have to stare to see what it is.
- Signs are a great way to give information but also can be a huge distraction. Keep one background colour with allowing contact information to be seen in different colour will help.
- Consistency in style looks professional. The mish mash of colours looks cheap and ugly.
- Capacity to read the signs is diminished with too may colours and lettering fades out when the background in too colourful. Monotone lettering makes the sign difficult to read; multiple lines with each line in a different colour differentiates.
- I like the uniform look of white letters on a black background. It provides a sleek look while still portraying the information in needs to. It is also easier to read.
- Black background is easier to read and multiple colours helps divide info.
- I prefer the least colourful and cluttered because I feel it's less of a distraction and it makes the neighborhood look nicer.
- Simple design of black background with white letters looks professional.
- F-D - you can tell they are for different events, etc. They are easier to read, making it safer when driving. C-A - look like they are advertising the same thing. Not as easy to read, making it challenging to read while driving.
- I'd prefer no signs at all, but if given these choices, I'd choose the least intrusive to the landscape.
- There should be no sign advertising allowed at all on public property
- The coloured and white backgrounds are far too distracting.
- I would prefer no signs but White on Black are less distracting.
- Image F allows a non-profit group to create a visual identity that is recognizable so it's easier for someone passing by to understand the information they want quickly. White background on a sign isn't visually appealing.
- Couldn't care less what colour the lettering or background is.
- This is a weird survey... are signs actually an issue in Calgary?
- I would like different types of signs to always be the same. ie, traffic type warnings one style, my community, or the city another style, so I know I want to read them, ads a third. My first choice was, to me, the easiest to read, the last the hardest, and the ones in between more or less in order. i thin they are too close together to be read easily at 50kph, so should be further apart, or better, fewer.



- They are all ugly. Why do we require advertising in our face all the time. On the radio, on the television, on the road, in the newspaper. Give it a rest.
- I chose the black background and multiple color lettering 1st because the multicolor lettering allows different pieces of information to be highlighted while the black ground keeps the sign from looking garish. You can sort out the various bit of information while driving by more easily than with the other two black background signs. The other three choices just look garish and ugly.
- Prefer ability to design your own sign with various colour options. Not be regulated on sign and letter colours.
- I prefer promoters to have the choice of the colors that they think best represents their event/business.
- Truthfully I don't think the signs should be allowed at all, they are a distraction and visibility blockers
- I think that simple signs with some prominent information highlighted is good; it draws your eye to the important information. Signs that have lots of variation and styles can, I feel, end up being a distraction. The sign could be badly designed and difficult to read. It also opens the door to 'unpleasant' signs with pictures or colours that are 'eye catching'.
- Needs to be less distracting.
- I would honestly prefer no signs. They are intrusive and over the top
- F d and e are distracting and make me look towards Boulevard and not street
- More colour, contrast and pictures make the signs more interesting and grab attention.
- I find all the signs destrative driving. None are acceptable!
- The white background is too bright. Some color makes it quicker and easier to read signs.
- The black signs are universal, easily convey messages...more lettering colour options make viewing easy in short intervals.
- Ranked from least distracting to most distracting.
- So far the survey has not let me voice me actual opinion... ZERO SIGNS!! More colours are distracting and gawdy!!
- The more colors the more distracting it is
- I find the black background with type easiest and faster to read. The multiple colours are preferred as I see the most important information when driving and am able to process the sign faster. However, once on a white background, I find the entire thing to be less readable and so I want it as unobtrusive as possible so I am not distracted while driving. Truth be told I am probably not reading those signs regardless as they are too difficult to read while in a moving vehicle.
- The black backgrounds are easier to read. Two colour lettering allows for important information to stand out without it appearing as messy as multiple colour lettering. The white background is hard to read and draws too much attention.
- I dont want any of it!!!! Its nasty, ugly, and Ive already contacted my alderman about it without any results. ;(
- I am against white backgrounds.
- White letters on black background are the least distracting. The more colors the more distracting the sign is.



- preference is for no signs on public property, but if they are required then design preference is as unobtrusive and aesthetically simple as possible
- My preference would be no signs.....they look awful and people forget to take them down and they distract you when you are driving but I know it generates revenue and people need to be informed. I see the need, in this case, the simpler the better....constant height and uniform colour.
- This puzzle exercise was very confusing. Why does 1st choice = 4, and 4th choice = 1? My preference was (highest) black background with multi-colors and (lowest) white background with multi-colors/pictures.
- Choice One - Signage is clean... No distractions
- Prefer black background strongly. 2 color lettering allows for easier reading. 3 or more colors look less tidy in my opinion. The colored background with pictures is more visually pleasing than the white background signs to me, and pictures can allow drivers to know a bit about what the sign is about without reading while driving.
- None, or local community notices only
- I hate them all! Why don't you add the choice "No signs"??? They are all ugly and distracting, and therefore unsafe.
- People are looking for information. These signs serve as perfect tool for communication. I personally like the Black sign with colorful letters.
- ALL multiple color lettering looks gaudy.
- I chose image C as my first choice because black provides more contrast with the letters, with the colour it is easier to scan it quickly to get the relevant information. I put image F as my last choice because I think that colour on colour makes it too busy and difficult to quickly glance to get the info while driving.
- BLACK SIGNS are much easier on the eye and less distracting than all the other types of signs Multicolour lettering is good as it makes the signs easier to read
- Simplest possible design....least intrusive, most cohesive
- I think there should be different lettering allowed buy the black background helps to draw attention away from the signs.
- Prefer signs have a format to follow to make a person more aware that it is advertising an upcoming event. Multicolor signs remind me more of a business sign.
- Short & sweet: Lettering stands out
- These signs support community events and registrations and are not the problem in Calgary. Illegal business signs and left over garage sale signs are causing sign pollution and those people should face stiff penalties.
- I don't want to see any signs on the boulevard! Especially those advertising private business. Some public notices about community events are OK, but all these signs look like garbage in an otherwise clean city.
- Question #1 was unreasonable.
- I don't like the signs at all, so if forced to make a choice of preference, then less is more. I prefer the least colour possible. I find them a distraction while driving.



- When all of the signs are similar or uniform, it is easier to keep your eyes on the road and only read the signs when you are stopped or it is safe to do so. I feel that bright signs in multiple colours draw your eyes off the road more easily which can be dangerous. Those who want to look at the signs will do so whether they are black or coloured, so why not keep them safe and stick to black.
- 1st is easiest to read working to hardest to read being 6th
- I would prefer to not have any signs, but I know that we have to. There should be a time limit and removed within 24 hours of the event posted. I like the black with white lettering as it is not as distracting.
- My preference would be a black background with a variety of colours for text. It allows advertisers to highlight the information without it being distracting to the reader. Black with white only would make it difficult to differentiate signs - they would all look the same.
- do not want too many signs in one blvd
- The black and white is hard to read so therefore a useless annoying sign...at least the black with two or more colours is quickly readable while driving by
- I believe we need to stay with lettering with a minimal graphics.
- F d e c b a
- Image C is the easiest on the eyes and allows for easy reading. I find the black background easier to read from farther away and the multi-colour helps with important information.
- Has to stand out to get my Attention
- darkest to lightest less distraction
- The first choice presents a cleaner presentation. Moving down the selections this presentation becomes somewhat trashy
- My choices are done based on what I could read easily driving by. Too many variants would slow down drivers causing it to be hard to read
- stupid way to do this. The puzzle pieces don't drag and drop. I chose B first and D, E and F are all terrible. They take away too much from the neighbourhood
- I would prefer no signs. If they are put up they should be for a very limited period of time.
- All of the above are offensive or visually undesirable. There should be a total ban on the use of temporary signs. Many permanent signs could also be removed.
- I'm more apt to read the first choice over the black boards with white lettering. I glimpse logos before reading
- All of the signs are offensive
- 1st choice is easy to read
- Colored lettering is far more distracting than black and white only
- The first choice looks tidier. The other choices reflect the ease with which signs are read as driving past.
- Imagine every business posting signs. It would be a complete mess. I'd rather have none at all.
- More streamlined and less visually distracting is better.



- I find the black background easier to read, especially in the winter. Being able to use more than one colour breaks text up and allows drivers to scan the text much more easily.
- What a ridiculous question and way to gather input
- White backgrounds and additional colours are more distracting than black
- If we must have these tacky signs I prefer them to be more simple like one Color or just black and white. The current neon assortment look like a kids science fair project.
- The looks of signs entering a community is hideous at best. It cheapens the look of our community. With community news papers and the internet people can find any thing they are looking for. ON YOUR SURVEY IT WOULD BE NICE TO HAVE A THIRD OPTION { other} for another opinion
- All of them are a horrible eye sore on the community, and cause distracted driving. In a day when there are so many ways to get your message out to people electronically, and solutions for distracted driving are being sought out by everybody, signs like these serve no purpose.
- Besides A I find them all harder to read. Personally I find them all distracting. People should find other ways to advertise besides encouraging drivers to focus on anything but driving
- Two many colours are distracting, takes you eye off the road, Shouldn't my attention be on the road and not on signs?
- It's easier to read black background and 2 colors, but that gets mundane too. I don't know, if we must have these signs around, it's ok to mix it up
- no signs are my preference. We have enough distracting items to make driving difficult. They are ugly, too frequent (imagine 10 signs in a distance of 100 ft!! see 85th street) and they make our city look the Kentucky backwoods
- C is more appealing.
- Should only have road signs, other signs distract drivers
- 3colors is best
- I like the look of 1 colour for the title, and a uniform colour for the rest of the information. Too many colours is too distracting.
- The signs are a HUGE distraction while I'm driving. The less they stand out, the less I'm likely to look at them, the safer my driving will be.
- A black background blends in better. Multi coloured allows information to be categorized, eg the event, location, date. A white background is too intrusive and junky looking.
- First choice is clearer
- I thought there was already a by-law that prevented signs?
- I find easier to read colour letter in a black background. I chose the white background last because it seems to cause more strain in the eyes.
- I don't like any of them - too many and very distracting
- Signs should be easy to read while being the least distracting as possible.
- I find my first choice to be the less intrusive to drivers. The very bright ones would be painful to drive by given a bright, sunny day.
- Too many signs are distracting. One sign every 300 meters is enough.



- Easiest to read if they are more colorful.
- Multiple colours other than black and white clash with the environment and look ugly
- With a solid background colour and multiple text colours, it's easy to read the sign. The fewer the colours of text, the harder it is to read the sign. And if the background and text are in multiple colours, it becomes distracting.
- I picked the image I felt would be least distracting while driving, but I dislike the multiple sign aspect, feeling it is too distracting and junky looking.
- black background with just two colors gets the message out, and does not distract drivers more than need be.
- White Backgrounds can be distracting/possibly blend in too well
- In order of least to most distracting.
- Too many colours are overkill to senses whilst driving.
- Black background less distracting and less light reflection at night.
- My favourite Black Background & Multiple colour lettering is the easiest to read and gather important information while driving. My least favourite is too distracting with so many different elements wanting attention.
- The less colorful the better it does not draw you in as bad and keeps my eyes on the road
- Sadly, you did not give a choice for NO SIGNS. They are awful and should be banned from the city. Recently, I had to move a sign from in front of a strip mall on Centre Street as it was blocking my view of traffic travelling north from downtown (on 8th Ave NE). As I tried to move it further away from the road, I saw that it was chained to a metal post in the ground and could only move it a couple of feet to allow better view. They're all over the place and, as well as being ugly, are really a pain.
- Ease of reading while passing.
- Black background with multiple colour lettering is easiest to read quickly and take in the relevant information while driving by. Important info can be highlighted with different colours. The colour background with coloured lettering just looks too messy and is difficult to read quickly.
- I would prefer not to see the signs at all. If they have to be there I like them as simple as possible with as few different colours as possible. I find the black background less intrusive.
- The black background with multiple Color lettering is the easiest on the eye. Black background with white letters will take more time to read. I do not want to give that much time to the sign while driving.
- Consistent with variety but not anything goes with multiple garish colour
- This survey is poorly constructed with a bias towards more management and irrelevant rules. The first question should be 'how concerned are you with temporary boulevard signage' with a rating from not concerned to very concerned. Then questions should ask about preferences for common design characteristics if a person has indicated a concern. This issue is transient and not worth taxpayers money to be evaluated or managed beyond what is current.
- THERE SHOULD BE NO TEMP SIGNS..... UNLESS PROVIDEING PUBLIC SERVICE INFORMATION



- Where is the option to indicate that having signs in a boulevard is unacceptable? If the bylaw is being reviewed, no signs should be an option.
- I judged by which signs were less blinding to myself.
- Not so hard on the eyes while trying to drive and see everything else such as children, cars, dogs, etc
- Easy to read and important information stands out
- I would prefer no signs at all
- I find the fluorescent coloured signs so distracting when driving. Am compelled to look at them, which is the point, but not the safest.
- Image b is my first choice as usually the important information is in colour and I can quickly identify if the message is important to me. I find the white background distracting
- C seems less intrusive on landscape
- Multicoloured signs are more distracting
- Ro be able to take a business or event logo, which more often than not has many colors and shapes, and simply enlarge for advertising just makes sense. Versus creating an entire new sign for a short period of time.
- The black background with multi color lettering pops more and the important information is likely to be seen. With white background and the colors used in the picture, the sign would be too hard to read. I don't think I would notice the sign as much with the black background and all white lettering.
- This puzzle q & a is poorly designed.
- They look less intrusive
- Black background is easier to read (especially in the winter). Coloured backgrounds are way to busy while your are driving. Multiple colours of lettering can be helpful.
- I like it to be legible but discreet.
- They are all ugly and looks like clutter. I made the choices in the order I did so that you can actually read them without TOO much distractions while driving.
- Image C multiple color catches your attention to read it, the rest have less
- For older people, colour contrast is important whatever the colour.
- Stop trying to kill small business with this sign witch hunt
- I would prefer no signs.
- Black and white is consistent and somewhat more visually appealing than the others.
- 6th Choice
- Multiple colors, for background and/or lettering is too distracting and junkier looking
- All of these signs are distracting and they also litter our beautiful city. I think they should all be banned!
- Minimal is more attractive. White signs look cheap
- I ranked them as most to least easy to read from a passing vehicle
- All sign should be banned, Can we sue the sign owners for damage or compensation if a acid entry happens due to distraced driving

- Less distracting is better would prefer permanent signs only. Too many and too many colors and it makes the real road signs hard to distinguish
- Ease of reading with less distraction
- Black background is not as stark and the coloured letters are more eye catching which is the purpose of the sign. White backgrounds are horrible
- Simple colour schemes are easier to read. The black background blends in with the environment while the white is a bit of an eye sore, it appears cluttered. The multi colours with pictures are far too difficult to read while driving and definitely look cluttered/tacky.
- I don't believe the city should have a say in what colours are used. This should be up to the discretion of the sign's owner.
- 6
- First three are not an eyesore. Last three are too bright and a distraction
- Don't like any of them. There are enough distractions/obstructions while driving!!!
- White background too difficult to read, requires more attention.
- Two colours allows drivers to quickly focus on the most important information without being too visually noisy.
- Image A is uniform and not distracting but also catches the eye. Image D seems too obnoxious and is an eye sore amongst our landscape. These things need to blend nicely.
- For questions 1, 2 and 3 I prefer "no signs" which should have been a choice.
- 1 is best
- I prefer no signs. Why is that not an option?
- Aesthetics
- First choice is black with multiple color text which is nice to read as you are driving. The main points stand out easier as you drive by so you do not get distracted trying to spend so much time on reading with the other options.
- Why not no signs. We're all hearing issues about distracted driving. These are distractions
- easier to read a red headline
- My true preference is NO SIGNS. They are distracting and ruin the scenery!
- To many colours on the signs would be distracting
- Black easier on eyes with fast look.
- Signs mean commerce and business. Signs on buses and trains support transit systems reducing tax demand for public transit Signs never come into question by politicians when it's election time
- Easiest to read
- Some variations make it easier to take in information with less driving distraction. All cause some distraction, so high risk collision locations will hopefully be ruled out.
- they're all pretty ugly. its like trying to decide which virus id rather have. and by the way colour is spelled, colour.
- Information can easily be seen and read quickly with black background and each line different colour.



Temporary Signs Review

Stakeholder Report Back: What we Heard, Verbatim Comments

February 13, 2017

- I prefer the coloring lettering I feel I can read the sign quickly therefore not taking my eyes off the road for a longer period of time when I read the black/white letters.
- Based on ease of reading quickly and least amount of distraction. White background appears very bright.
- Black and white is less jarring as well as the multi colour background. I don't like the multi colour lettering
- I prefer the Image B as it is easiest to read. If you have more than two colours it is difficult to read the sign.
- I prefer a uniform look rather than a cluttered billboard style.
- I prefer signs to be non distracting
- Why is it there is no option for not wanting any business signs along the boulevards? The conversation is hijacked by asking me what colours and sizes i want but there are no choices to reject all signs that are not community or non profit groups. I dont care what colour they are, i dont care what size (within reason). What I want is a differentiation between who is allowed to put up signs.
- Black background less reflective, therefore less intrusive. More than two colours is more visually jarring.
- Like the look of the dark background with the coloured lettering. Standard colours would also be less distracting.
- I prefer the black background because it seems to blend in and be easier on the eyes. I like the cleaner look with one or 2 colours. Beyond the first 2 choices its a toss up between them.
- Little bit of color but not a street of crazy logos and colors - makes street look tacky and cheap
- Ordered by what I find easiest to read and what I believe would be easiest to read while driving. :)
- I see it but it is not so bright that it makes me look.
- I think these signs are eyesores and distracting to drivers. If I had to choose, I would pick the most uniform signs. Those horrible ones with the flimsy wire frames can't withstand the Calgary wind and should not be allowed
- I arranged them by least distracting to most distracting based on me driving. I actually don't like any signs at all.
- Simple signage with limited colouring forces less information onto the signs to be effective, thereby making them easier to read. Increased colour usage clutters up the sign, but allows information to stand out. Black with white/colour is easier to read in most conditions over white with black/colour. Full colour and images are visually distracting.
- 1st choice is less intrusive. I would prefer no signs
- easier to read, with different light levels
- Prefer all same lettering and background and same height. The others are too colourful, and distracting
- Not a fan of any signs so the ones I chose were the least obtrusive.



- I prefer the white background because they provide clarity and easy to see, but I think the community can decide what they want to see, the city should interfere with community business as the community members know their community best - leave it to them to decide.
- White background too reflective at night
- They are all awful and an eye sore
- Image A Black Background & White letters easiest/quickest to read
- A: 1 B: 2 C: 3 D: 4 E: 5 F: 6
- I like the black background because it doesn't hurt my eyes. Multiples colours on the text really catch my attention.
- A is the only one I prefer.
- Signs need to be quick to read so they aren't too distracting from driving. Fewer colours on a black background is best. More than one colour of lettering so I can tell what the important quick "headline" is
- Simple signs are less distracting
- The black with white seem harder to read - a problem when driving and trying to read. Remainder chosen for the same reason - seem to be easier to read quickly.
- Plain and simple.
- I don't care about the background. I don't usually have time to read the whole sign in one passing. Multiple colours enables me to read just parts of the sign without wasting the effort to figure out where I was on a single colour message.
- I want unobtrusive signs. Actually, I want no commercial signs at all. I am happy with public service and announcement signs but not commercial signs.
- Keep signs apart by ten seconds driving time
- I prefer no signs at all. If there has to be any, then the less busy & easy on the eye , so less distracting is the best.
- I would like to not see any signs on the side of the main road. I live in Deer Ridge and on both sides of the south bound and north bound lanes of Bow Bottom Trail from Diamond Drive to 146 av.there can be as many as 15 signs south bound and 8 north bound. I find it very distracting. I do not need to see adds for cheap beer, pizza, marshall arts and community meetings and socials. I do not think there should be any signs on main roads.
- color is cleaner and more eye catching than black
- I feel they are all "too much". "Excessive visual verbiage" if you will. Just like on an Indian reserve or in the States. Enough distractions already.
- Simple and less distracting is better
- I hate signs in communities. Period
- Do not like temporary signs at all in residential areas, looks messy, unattractive
- I prefer no signage or as little signage as possible.
- The black background with coloured lettering is easy enough to read, but also easy enough to ignore. White backgrounds are more difficult to read, making them distracting, but so is the white-on-black lettering.



- Ease of reading without being too distracting while driving.
- Different types of background and font help signs stand out more. Also more readily recognizable if you see it on another street. I find the black signs easier to read.
- Prefer none really. However black backgrounds are less yard sale looking....I'd rather no signage at all it is very trashy looking.
- I find type C the easiest to read.
- Image B allows for both legibility and some colour for impact. Image F looks busy, commercial, and loud.
- None should be allowed on public property
- A simple title with a different color makes it easier to read for myself. To the point and not overly distracting.
- This page was hard to use!
- Black background provides clarity on what the signs says compared to a coloured or white background. Because I'm usually driving a different colour for each line makes it easier to read as I'm driving by.
- I think City Council has far too much time on their hands. Homelessness is a bigger issue. If I need a break from sign pollution, noise pollution, I just head west.
- colour add variety and makes them easier to read.
- Less distraction with fewer colors
- Hate to see any signs in my neighbourhood. Why doesn't the city create a forum board on the web for each neighbourhood with optional signup then we don't have to see this clutter
- I found my first choice easy to read if I want the information but not distracting if I don't want the information. All of the signs on the white or coloured background were just distracting.
- Black background is less distracting.
- I read the signs promoting our community events. I prefer the bold, same size lettering to announce these events, and find it easier to quickly get the 'event', the date and the times when a few different colors are used.
- Image C is a good balance of the desire to advertise effectively and not be either an eyesore as Image E, D, or A are. B is quite similar to C and an acceptable compromise. I know F is a new style and while they are ok, they are more distracting and often include way more text which can cause a distraction for drivers.
- Like the black background signs better, but otherwise don't care about the colors.
- I'm not going to rank these - you should let people use whatever they would like, and most importantly can afford. The use of different color neon letter is simple and effective, but its also nice to be able to print large graphics and use pictures. Don't restrict this.
- Black background with color letters can help an easy reading while driving and at the same time is more discrete than white with colorful letters
- Ease of reading, level of distraction when driving by,
- I hate them all!!!
- The simpler the better.



- The black signs are more aesthetic and easier to read!
- A ban on temporary signs is what I really want. These questions are not representative of my opinions.
- I don't give a rip if people put up signs. Give people who want to share info a break. Seriously, Calgary people are so friggn' anal.
- Ideally there should be none of these signs at all. I chose what I thought to be least offensive to the streetscape.
- All white signs are terrible. The black background actually helps the signs become seamless in the boulevard scape. Additionally, I find the subject sign placement to be unlikely in reality but I don't like any of the options presented in the context of the demonstrations.
- Black background is less distracting & cleaner look Too many colors especially on white background is distracting & simply ugly.
- Colours stand out better, all same colour text harder to read at once from a distance.
- Black background is easier to read on. I found the multiple colour lettering easier to read and differentiate between the lines.
- NO SIGNS...why is this not an option? They are a distraction and a nuisance.
- I prefer uniformity, not a whole mix of colours and backgrounds. Black background seems visible but not too "in your face". The three colours of letters help highlight the different parts of the message.
- Black background signs are much less distracting while driving. Multi-colour letters makes it easier to understand what msg/info they're trying to convey
- Not sure what the blue numbers mean.... I have linked the puzzle pieces based on the words on the pieces. Number one pick being black with multiple colours, last pick (6th choice) being white with multiple colours and images)
- >none: three signs in a row like this is not good for drivers view >exiting or entering parking lots
- simple uniform preference but black and white is Orwellian
- Black background with white lettering is less of a distraction,. In any case, any signs on the boulevard are a major distraction for motorists.
- Do not like the garishness of the multi coloured signs.
- like the most 6- like the least
- I like the changing coloured signs as I could distiguish faster and focus on each sign better. Monotone colours also made it tough for me.
- I find the first choice easiest to read yet least distracting while driving.
- Color ones are distracting.
- Does anybody really enjoy having their field of vision assaulted with busy advertising?
- D-F look like clutter.
- Signs are ugly and distracting to drivers. They shouldn't be cluttering boulevards in the first place. My choices are based on the least to most distracting
- Some of the fluorescent signs are distracting with white backgrounds



- Black background easier to read. Less colour easier to read. Proliferation of colour makes streetcape look cheap. Pictures and images distract drivers.
- It's easier to read with 3 colours and a black background.
- I don't mind the two coloured one in B as it gets attention. A would also get attention but not as much I find the yellow in C hard to read especially in going by in a car/bus. The rest are just hard on the eyes in the first place but I put them in the order I would want them if I had to ever have them.
- I would prefer no signs on Blvds or light posts. These signs are out of control and should be removed by by-law
- Dark background is preferable to light. Number of legend colours is largely unimportant, as long as there's proper contrast.
- My first choice, I made because it doesn't grab your attention as much and the colours are not as distracting. My number 6 choice is what it is because the colours are too flamboyant and distracting. I feel you can't see the trees behind at all because the colours are too much.
- They are all awful. The signs are tacky and make neighborhoods look cheap. It's embarrassing.
- Too much colouring is a distraction, would prefer not to see any of these signs, they should be banned entirely.
- Is "no signs at all" an option?
- I think all of these are ugly and tacky.
- I don't like any configuration. I find the signs to be an offensive nuisance.
- With each row being a different colour, it is easier to read as one drives by
- Keep it simple so it's less of a distraction to drivers. Also, White text on a black background is more legible.
- I like the bright colours on the white background, black is an eyesore and coloured is too distracting
- All so ugly. Sigh.
- I find the black background is less intrusive and blends with the cityscape better. The 3 colours are not too much and give contrast to pick up the info safely while driving. The white background does not blend in at all. The coloured background just looks like advertising - I don't mind community info but I don't want flashy adverts
- Firstly, if you are asking Calgarians, that is Canadians, for their input in this or any survey, please ask it in the correct spelling of our English language. We are NOT Americans, hence WE spell it "colour". I prefer option 1 and 2 the black background and multicoloured as it is easier for me to read quickly driving by whereas the other examples are too distracting.
- wheres the option for no signs???
- Where is the option for no signs? They are unsightly and a distraction while driving!
- Black background seems less obtrusive.
- The signs with white back grounds are distracting and harder to read as driving past.
- Make sure signs not distract the driver.... Not on the corner when u guys turn right or left sometime u could not see proper traffic...
- Less distractions but gives variation/artistic value



- There were only 3 images
- Some colour is nice in both the background and the foreground but a white background is just too stark and distracting. (Not to mention it will look awful once it gets dirty)
- These signs are on roads and need to be easy to read quickly to prevent from distracted driving. multicoloured writing on a white background would be difficult to read in sunlight. The white on black has a high contrast and only becomes sharper in sunlight, easy to read and retain.
- This can be very confusing. My first choice would be Black Background with white letters, however, the numbers in blue could suggest that this is my fourth choice. Maybe I am a little dense but I don't get it.
- It looks less tacky to have them uniform white lettering on black.
- Can't do this on iPad
- By the time you start to read, i never get the whole sign read in the car we have passed it
- A
- None of these signs should be allowed. In many cases these are permanent signs that businesses are using and can avoid the development permit process by calling them temporary. Many of the major streets are looking like Macleod Trail with these signs - they are more like billboards than temporary signs and should be regulated accordingly. I don't know why you haven't included an option of NO (i.e. ZERO) signs - why are you assuming that citizens want any of these signs?
- I don't want to be distracted by colourful signs and I don't like the ones that look too busy.
- I begin with I find all types of these signs to be dangerous for drivers! They catch you eye away from the roadways. Having multiple signs with multiple colours at least gives you a chance to see a few keys words and you don't have to read the full sign. Talk about distracted driving, allowing all these ugly signs is encouraging distraction!
- I think no signs. This is distracted driving. I'm amazed city council hasn't figured this out. Shame on you all!
- My method in my choice was driven by better visibility which enhances catching one's attention better when driving or walking by.
- Easier to read it at a glance.
- Zero signs beyond construction or city info
- For ease of view/reading
- I ranked the signs based on ease of reading while driving
- The black signs blend in with the surroundings better, but are still easily readable.
- 6th choice
- Only 2 of your photos above loaded (you might want to downsize your photos). My first choice is to have choice of color and style. Once the signs all become the same, they will just blend in and no one will read them anymore.
- I need signs to be quick to read, as they are a distraction to driving. I have ordered these in easiest to read to too busy to read.



- Some colour is good to differentiate parts of the text, but colour backgrounds and all types of text and colour is too hard to read, distracting, and looks more like garbage than advertising on the roadside.
- A little uniformity looks less cluttered. I don't mind the 2 coloured letters, but the coloured background with coloured lettering is just too much.
- Based on these pictures, coloured background and white background seem too distracting to me. I do like the coloured letters though, to headline the most important information and differentiate between sentences
- 4 Th choice
- How about an option of not wanting any of these?
- its obnoxious
- The black and white signs are less intrusive then the others. However all still have the issue of blocking the view down the road
- My preference is NO temporary signage at all! Having said that, black background with white letters and short heights to minimize impact on the landscape for ashtetic and well as safety reasons.
- Too many signs on the boulevard. Very distracting. Blocks views of someone (adult or child) behind the sign that might want to cross the street, or an animal running across the street. Makes the neighborhoods look awful. Often times this is a huge problem. Example Bow Bottom Trail. Many signs, does not really matter the colors as they are all districting and unsightly. There should not be any signs or at least a massive restriction on the number allowed. My preference is no signs. The questions are a bit odd. You should be asking opinions if signs should even be allowed especially in residential areas. People go overboard with signage.
- I find that there are too many signs present in all instances. It is not so much the large permitted signs that are distracting and ugly, but rather the little non-permitted signs that clutter the neighborhood and look very bad.
- Didn't work
- I prefer all the different coloured boards, letters and pictures then the white background and coloured lettering as it is easier to pick out words quickly while driving. I really dislike white on black, and also the red and white on black, very uninteresting, and hard to read from a distance.
- I'm looking at the signs as to which is easiest to read, the least confusing at a glance.
- this is from least distracting to most
- Color add vibrancy and individuality
- I don't really like like any of the temporary signs, but the above choices are in order from 1st to 6th.
- My first choice would be no signs at all. If I have to pick one, my choice would be the least visible.
- Distraction to drivers is a concern of mine.
- 1, 2 & 3 are more pleasing to the eye. 4,5 & 6 in that order are a little harder to read.
- Simplified topography is easier to process quickly.
- Bright and contrasting colours are too distracting for drivers. I would prefer to see uniform sized signs, with a simple 2-tone colour scheme (1 neutral colour for the background, and a different neutral colour for the lettering). Also limit the number of signs bundled together to a maximum of 2.



Having more than 2 signs on the side of the road takes drivers eyes away from the road ahead for far too much time.

- The black background with multiple color letters is the cleanest look with the information the easiest to see at a quick glance. The white backgrounds are too harsh to the eye to clearly see the information. Multiple color backgrounds look messy and the information can be lost in all of the colors.
- I think if used properly C would allow for name of event, location and perhaps date in a different colour so that the details stand out from each other. F is too busy and too hard on the eyes. D and E might be harder to see in snowy weather. B allows for some differentiation in colour to set details apart, whereas A does not.
- The black and white is the least offensive of all of them. They are too distracting with too many colours.
- This order is for what I would prefer to make the signs noticeable for the people driving by get their attention. It would be the opposite order if I wanted to make them disappear, which in the current situation as the street are looking junky with all the different signs.
- This questions makes no sense.
- The black background is really unappealing visually.
- minimal distraction, limited colours to emphasize key event
- The ones with the least bright colours are my preference, as I find the bright colours too distracting...
- I find the signs distracting and aesthetically unpleasant. Multiple colours make these even more garish.
- I would prefer no signs. The streets and boulevards are for transportation and amenity space. Temporary signs and random phone calls do not get my business.
- The less obtrusive, the better.
- Image A is more aesthetically pleasing and less "junky" looking when compared to Image F.
- Black background with florescent lettering is easily readable and looks good in my opinion. Pictures also enhance these signs. To be honest I have no issue with any of the designs as each help small businesses and community associations communicate in a costly manner with the community at large.
- I like the variety of styles and colours, but also like good visibility of the message.
- I prefer black background to the white background, because it is less aggressive. I prefer 2 font colours on the black sign - a heading, and details below.
- various styles make the signs easier to see - the more colour, the more distracting. Keep it simple, easy to see the MOST IMPORTANT words without being too much of distraction to drivers.
- Keep thing neat and tidy if we must have signs at all.
- Image C looks tacky. Image B is clear and readable. Image F looks professional. However, that may be misleading. Allowing a black background and multiple colours might turn out to be the tackiest of them all.
- prefer the black backgrounds, and minimal colouring... seems less obtrusive



- How stupid - these signs need to be visible to motorists and follow safety standards for lettering. Large, visible and clean - the messier the sign the more distracting it becomes and the more they are ignored. I see that the numbers on the puzzle pieces have been pre-determined - regardless of what the "pick is" - extremely biased.
- Prefer black with white letters only, uniform colors black with multicolor I do not prefer and size. white is out don't like it at all
- I find lettering on black easier to read from a distance. The multiple colours help emphasize different pieces of information (e.g. date, place).
- I like the course on a black background. Easier to read. Too much colour is too distracting.
- I want these signs to be the least intrusive as possible. Vivid colours, vivid backgrounds are a distraction to me while driving, they look tacky and messy along the boulevards. I am 100% against any of these signs, it's a matter of choosing the least objectionable!
- I have ranked these according to which I find the least ugly and garish.
- They're all disgusting and complete eyesores.
- Image C or B are what I am used to, this is okay in my eyes. The white background signs feel too billboardish...and I don't feel they belong on residential Boulevards
- Black signs look nicer and are less in your face. Adding 2 colours allows the advertiser to display a message in bold but it is not too much colour that there is so much going on that no one knows what is important and what it not. The white signs are also decent but much too bright for my liking. the coloured signs might as well be billboards - Please keep them off the regular streets
- 1st choice- because as you are driving the info in 3 colours is clear and the dark background is less intrusive for the site.
- Sign companies are now able to provide even better signs with images and information - the more diverse, the better
- I don't like the temporary signs AT ALL. They are annoying and hinder sight lines especially at intersections and near schools. I would be happy if the City banned them all together
- I think the text on a black background is most readable. by having multiple colours they can highlight the most important part of the message. Simplicity is best. The full colour signs could be coming very distracting and would be harder to read. I have to say that I oppose these signs on the side of the road as they are a distraction when driving.
- Being a customer of temporary signage, my choices are ranked based on what I would think is the most eye catching and would gain the most interest in getting people's attention.
- black background is easier to see in various weather conditions. too much driver workload to read signs if too many colours are used.
- Frankly, I really don't want to see a proliferation of advertising or signage on any roadway, especially if it's private advertising (i.e. not related to a City program or service).
- Uniformity and simplicity.
- I'm fine with A, B, C with the black background. They are less distracting while still conveying the information. The white and coloured ones look messy.



Temporary Signs Review

Stakeholder Report Back: What we Heard, Verbatim Comments

February 13, 2017

- None of the signs pictured in the survey are desirable from a safety perspective. Your boulevards are without cross walks, traffic, pedestrians and other visual clutter. You do not offer "none of the above" as an answer to the questions asked which skews the results toward having signs everywhere.
- uniform and like A is best
- Prefer no signs at all
- Black signs with coloured letters give you all the info you need. Bright coloured signs just look a bit trashy.
- 123456
- I find A the least distracting as a driver.
- black background easier on eyes; too colourful lettering/background not as easy
- It is easier to read the signs when they are not exactly the same.
- I find the black background the most visually appealing / less distracting . Then it is a matter of preference on the lettering. I found the white background the least appealing and most distracting. Multiple letter colouring is preferred over two colour. That leaves the colour background as fourth choice.
- Choice 1-6 has been given in the order of least distracting while driving
- This is such [removed]. Calgary keeps raising taxes so they can spend money on useless surveys like this. Who cares? Are there not real pressing issues you should deal with instead of this crap?
- Hate them all
- White background or too much color is very distracting. You can't read the sign fast and may cause people to slow down or even stop to read them. Even taking your eyes off the road to try and read any is dangerous.
- the simpler and more consistent presentation in the driver's field of view, the less visual information processing is required by the brain this means that the signage is competing for a smaller share of the driver's attention, hence a lower distraction factor that will have a negative effect on the control of the vehicle
- The least intrusive the better. None would be my preference
- Could not "drag". Don't like any of them.
- 1 - C 2 - B 3 - A 4 - E 5 - F 6 - D
- White on black is easiest to read. Prefer uniformity
- Actually they make a district look cheap any signs like this. They are a "Driver Distraction" and should be removed.
- The multiple coloring on black is crisp, catches the eye and easy to read. I just think it's less so in each choice afterward. The colorful one I chose last is too busy and distracting and the black on white it too bright (too much white).
- I prefer the black background because it makes it easier to read the letters with multiple colors signifying different pieces of information. I find the signs that have too much color or backgrounds that are similar to the lettering to be difficult to read, especially at a quick glance.



- Black with two colours looks cleanest, white background signs are harder to read and understand at a glance.
- The reason I choose this ranking is because it is less of a distraction from image A. That is what we as driver should not be distracted by is signs, just like talking on your cell phone.
- The temporary signs that are currently used are incredibly ugly and reflect poorly on the city. I would rather see professionally-made signs using modern technology. If you do choose to continue to use the old-style signs, then the black background is less jarring.
- I prefer the least restrictive rules that achieve legitimate government interests.
- The set ups look the same to me except for color use. The part that I do not like is that all of the signs are very crushed together, I would like to see more space between signs with a maximum number of about 3 on each length or road.
- black background less obtrusive and distracting. White background distracting, pictures really not needed and would be hard to see anyway
- I do not like the multicolour, often neon coloured, signs. Unsightly. I think white background signs will show wear and tear more than the black background ones and will discolour more quickly than black.
- The white/colour background is too attention drawing and distracting from the road. The black background signs writing is also easier to read thus takes less time to read quickly.
- If I had my way there would be NO signs on the boulevards. It is an absolute eyesore. But, if we must the white letters with black background and a maximum of 1 sign per city block. Too many signs and too many colours it look alike a circus is coming to town.
- Do not mind so much, signs notifying community service, electioneering, or roadwork notices. Strongly object to advertising
- I find the white backgrounds could be distracting to drivers as they are almost too noticeable. I like the multiple colours to point out date or titles, but many colours is also too busy to read easily.
- If these signs have to be there then they should be as plain as possible. or they shouldn't be there at all
- Actually anything other than black and white is ridiculously distracting
- The black background with the 2 or 3 color labelling is easier for me to read and draws my attention to the relevant information. The white background is hard to read and the multi color with a color backgrounds makes my head hurt.
- The signs should not be an extra distraction. Anything that pulls your eyes away from where they should be looking while driving I am oppose to.
- I am not in favour of ANY signage as I believe it is a distraction to drivers and facilitates further driver distraction by people reaching for phones to add information & phone numbers of advertising interests. Having said this, I have selected what I believe to be the LEAST DISTRACTING in their order of least nuisance. Since I saw this "invitation to engage survey" in the Harvest Hills area, I could not help but notice the VAST AMOUNT of other signage on the roadway to Superstore, the extension of Centre Street North. I am sincerely hopeful that this NEW SIGNAGE MANDATE will



ONLY be for CITY & COMMUNITY notices and NOT open to businesses, as signs, both legal and illegal will definitely get out of hand and proliferate like breeding rabbits.

- The black is less harsh on the eyes and more easily ignored if you're not looking. The white is ultra tacky
- Uniformity, thereby lessens the degree of chaos being seen at the moment on streets.
- The fewer colours looks less distracting and mostly, a lot less tacky. I think these bright signs really degrade the look of communities and serve as another distraction for driver when they ought to be paying attention to the road.
- 1st choice e 2nd choice b
- The black background with multicolored lettering is the most eye catching for me. Image F looks like an advertisement for something like a business.
- No signs of any description would be my first choice!
- Bright colours on White is hard to read and if your driving and trying to make out the sign by focusing on it more to read it, it may cause some distracted driving.
- Easiest to see while driving for a quick glance of what is going on.
- multiple colours and/or white background are distracting.
- least glaring is preferred. White is very glaring
- I STORNGLY believe there should only be signs advertising community events/classes. NO OTHER BUSINESS SIGN. Eg, in my community of west speings we have signs advertising dating web site, weight loss programs, pharmacies etc. Looks terrible.
- White background easier to read
- It looks less cluttered all the same background
- 5th
- This does not matter - I don't want to live in a city that regulates everything! If a sign is a problem then I would like to be able to call the city, but otherwise don't dictate to people. There are much much more important things to spend city staff time on.
- The more colours = the more messy it looks.
- Least tacky while still helping readability
- Black with multiple colours isn't so much of a distraction. White with multiple colours is gaudy. The rest are placed in order between that... 6 being nasty, 1 being acceptable.
- I'm not pick on colour, I'd just like to see fewer of them, and uniform sizing. Oh, one other thing...since we are a Canadian city, can you explain why you are using the US spelling of colour? Really not cool!!!
- Too many colors is very distracting. I see this along symons valley and its getting out of hand.
- would like them black and white less distracting would prefer no signs on the blvd
- Simpler the better
- I chose the sign I thought looked the best while still being highly visible.
- The two coloured signs on the black background are easier to read, but arent so distracting from the landscape. It looks less cluttered.



- Image F, with lots of pictures and colours, I find very distracting as a driver, as well as being difficult to find the important information. In general, I believe temporary signs should be easy to see but should not be "clamoring for attention". If every sign is trying to compete with the others for visibility, the good information gets lost in the noise, and the nice quiet street becomes polluted and ugly.
- Image C provides contrast so that the message is clearer - the black background is not distracting. Image F is too hard to read and distracting. I would have to slow down to read it.
- I really don't like any signs on the side of any roads in or outside of the city
- Signs are very distractive and block views while driving, walking or riding.
- I find it easier to read on the black background, and the colors make things pop
- Colour on black stands out and more visible to scan so that you can see what is being advertised and whether important to the person.
- I can see the black signs better
- I went with whats easiest to read at a glance. thats just how my eyes work
- A-1, B-2, C-3, D-4, E-5, F-6
- 1 it is unfortunate that there is a option for no signage like this makes streets and city look cheep
- White background with only 2 colour lettering is the easiest to see. With more colours it becomes more confusing so I spend more time reading it with my eyes off the road.
- B&W is more appealing and uniform
- Please do not clutter up our streets with these ugly things
- Black backgrounds less obtrusive while being most readable. Your example colours, however, are poor. 2 colour yellow and white text on black is better than red and white on black, while for single colour on black, yellow text is more readable than white text. Multi-coloured backgrounds and text, with or without images, are just junky.
- Black background is much less distracting while driving but still easy to read
- How about we make it mandatory that everyone must have one of these on their lawn, and also at least one car from before 1962 on blocks. That way it can be trailer trash complete. This survey is so slanted towards an agenda it is not funny whoever set it up is an idiot. You want one sign, in black with white letters per block it is very obvious. How about banning them all together? They are a complete eyesore and nothing more.
- I think the signs make a community look junkie and messy. Having fewer signs, more uniform size and less color would help, in my opinion.
- 1 Not garish, blends well while giving sign advertes an opportunity to accentuate their messages. 6 Too much happening, could lead to distracted driving?
- Choices based on first impression and which attracts me more.
- Image A focuses too much on having to read the sign quickly instead of watching the road. Image F is easier to read the sign in one passing and then ignore it next time because you`ve already identified that you`ve read it by the colours.
- I do NOT like any temporary signs in residential areas! Interesting that THAT is NOT one of the choices.



- Colours on background make them very distracting With Black background and multiple colour lettering you can pull the necessary information easily with the littlest amount of distraction from driving.
- image A simple and clear to see any time of the day and year
- Easy to read and good contrast is key. Too many colours are confusing and distracting, so keep to a max of two colours on letters. If we want to have some fun, let's have a full colour background once in a while for special things.
- The black signs with coloured lettering catching my eye and I am able to clearly read it as I drive by.
- No signs at all is the better choice!!
- Least obtrusive
- Less distracting for signage in this order when driving. I find that when there are many colors or variations on the sign, it pulls my vision from the road.
- Truth be known I'm getting really tired of all of the signs popping up pretty much anywhere the users decide to put them.
- The clearer and less cluttered the signs are the better. They only become a hazard if they are difficult to decipher.
- The black and white signs are the most discreet, visually appealing of all and the least distracting when driving. They are not as unattractive and unsightly as the gawdy neon colours and bright signs that are often displayed.
- NONE
- My first would have been no signs at all. These type of signs are ugly and should be very limited.
- Just like you had them - from easiest to hardest to read.
- I have placed the signs that won't interrupt my driving concentration first and the brightest, attention grabbers last. Also, the multi colored represents to me that it is not road-related and I can either read or ignore so it would be a more popular choice to me.
- Signs should be a standard format with a prescribed colour scheme for letters.
- Image F would be my choice. The reason is that the message is lost when too many signs look the same. By the 6th BOLD sign that looks exactly the same...you can't read it anymore and there is no differentiation to them all. I rank my choice being a 1.
- Ideally it would be black background with yellow lettering as this is best for those with visual impairments. Also, there should be a restriction on number allowed per block (3) and they should not be allowed within 90m of any intersection where they would be a real distraction to drivers.
- not as harsh
- The signs are ugly regardless of colour choices.
- too harsh
- While I may have preferences in this matter, I am very uncomfortable with the idea that this might be a subject for regulation.
- None of the above!
- I do not want any signs distracting drivers anymore than they are now.



- 1st choice if we must have them. I think they are disgusting actually
- I have put out thousands of election signs. Color is important because of the company colors. Uniform size is important because all parties are treated equally. Legibility is also important.
- It doesn't matter to me.
- Number one choice is least distracting
- I don't like these signs at all. I think they make the community look tacky, junky and slummy, so the least intrusive the sign, the better.
- The simpler the background and lettering the easier it will be to read and less distractive while driving by.
- no preference put what signs people want.
- Would rather have none of these. If they must exist only one per block for safer driving rules...and rules enforced
- Prefer the variety provided by various colour backgrounds. The rest I just put in the order that they appealed to me.
- The white background is too busy and distracting. The dark background works better and is less intrusive.
- Choice is for the least distracting
- I absolutely hate signs in neighbourhoods. They are pollution to the eyes! They should be allowed on roads that have ANY visibility from residences...situated to the front or rear of the dwelling
- I would rather not have any signs. It is ugly.
- The black background with colourful lettering signs are the worst signs that tear down a nice looking street and neighbourhood. In general I would strongly prefer not to see any advertising on the public streets. They don't work and look terrible.
- I find the black ones obscure pedestrians walking at night with the dark background.
- There is enough distracted drivers already!
- Colour mixes are a distraction. More than one sign on a major road is a distraction. Multiple signs on a two lane access are an invite to accident as lanes are changed.
- It was based on what my eyes viewed as comfortable and safe quick reads without hindering my straight ahead view
- If I had a choice I prefer no signs, is a distraction just like smart phones.....visual noise. All I look for is a store sign on a building. Never read temporary signs nor has it ever been an influence.
- A sign that is less distracting is preferred. We have a distracted driving sign law in this city. In my opinion, no signs should be posted as they take your attention off the road. We are driving. Not shopping or supposed to be reading marketing rhetoric!
- Black background with colour lettering highlights the important facts without diverting attention from driving
- This is like ranking a total [removed] and a turd sandwich. I think there are too many signs, but if they have to be allowed, I think they shouldn't be busy looking with all kinds of awful colour combinations. They are essentially for drivers, they should be easy and simple to read if they have to be allowed. I hate these signs.



- The first 3 selections are preferences; the rest just fell in line below. Technically, I don't care. If I'm driving I can't read all of what they say anyway. I am never in the passenger seat, so its not much value.
- Prefer the signs be outlawed entirely. They represent a distracted driving impact.
- Do not like any signs on roadways - it's the same as distracted driving
- I'm forced to choose, but I prefer none. Its a distraction and should be outlawed, under distracted driving.
- Could use one like these to remind truckers of NO JAKE BRAKES IN Clty limits on Glenmore trail eastbound about RICHARD ROAD
- Easier to read and less intrusive.
- My first choice would be no sign at all. The choices would then be as shown.
- Colour lettering on black stands out better. Having 3 colors will make it easier for motorist to see the different type of information. All of this is important so the motorist spends less time looking at the sign and can get eyes back on the road. That is why only one sign should be on display
- I do not like the signs at all so the least noticeable the better.
- I live in Lake Chaparral and have said many times to my husband, who thinks all these signs driving in look good, they are a eye sore, communities build stone structures with area names and they are not a focal point as the signs are distracting. I make sure never to use the services of companies who erect the bold signs or any others for that matter, they should not be allowed.
- Prefer all signs to be equal and only like block letter signs,
- Choices based on ease of reading. F is distracting and difficult to read.
- Black background looks easier on the eyes Multicoloured on white to distracting
- Too much color and designs make the street look like a fake poster or something
- It is still distracted driving!!!!!!
- Ease of reading, but isn't this distracted driving?
- I believe that gage sale signs are fine if taken down after the event but the larger temp signs that stay up for longer periods devalue a neighborhood. Neighborhoods should have nicer permanent signs that can be rented for a fee to make it more uniform follow the neighborhood design.
- Black background with multiple lettering is easy to read, without being obtrusive. White lettering feels like its shouting at you. White background is brutal
- Keep it simple
- Its more in you visible and you can see it more clearly
- I feel that the smaller signs of various sizes are hard to read, clutter the environment and create a hazard as drivers try to take in large amounts of information, photographs and graphics. The larger customized signs are sturdy, easy to read and convey valuable information (usually about community or civic events). I usually enjoy seeing them, especially on wider boulevards, and can take in the information quickly. They are visually tidy and usually well maintained.
- Having multiple signs on a boulevard is distracting enough. If you're going to allow multiple signs, then having a black background with white letters is easier and quicker to read and in my opinion less of a distraction for drivers.



- they all cause distracted driving and should be outlawed
- I don't like any of them.
- My ranking is based on the level of distraction represented by each sign from least to most.
- None are acceptable. The best image would have no signs at all.
- Preferences are based on my visual preferences.
- Any text outside of white on black background looks ugly
- Don't want any signs on road side
- All of these are ugly/eyesores and as distracting as texting
- Prefer simplicity and limited emphasis
- Black background and white lettering are clear and concise. All of the other options appear cluttered, with the worst being the multiple colour options.
- Honestly, all of the signs look awful and add a cheap look to even the nicest community. Option A is tolerable but still no signs are preferable
- Doesn't matter to me
- Don't like any
- signs are too large and are too close to the road often blocking driver's especially when making a right or left turn.
- The brighter signs are too distracting
- Black signs look more uniform. Colourful words make it easier to read
- Would prefer not to see any. They contribute to distracted driving.
- No signs at all they are distracting and hideous, make the community look like a low life community.
- Data must be easily and quickly readable to ensure NO distraction to drivers
- No signs
- I do not prefer any of these scenarios as all the signs distract me from the drive
- I think that any and all Signs should be uniform. One Color background and One Color Lettering. Less distracting. We don't need anymore distractions on the roads, sides of roads, etc.
- The simpler the sign, the easier it is to read.
- Sign regulation is 1.just another regulation and fee grab for the city. 2.If all signs are the same and uniform,they cannot be differentiated by drivers to alert them of community events. Now if u miss the info u will be able to get it next time by looking for the one distinctive sign.3.regulations will lead to competitions for spots. May payoff for the one company who gets the one permit for that special corner.4.Will ultimately lead to more business failures for lack of notifying customers of their relocation to a lower rented spot due to the implementation of high city taxes, double and triple carbon taxes and the raised min. Wages. 5. Even the city used a sign to solicit replies and I also noted all the signs from the area were probably removed and impounded by city bylaws people except for the one put out by the city itself. Probably city took signs to get letters for their own sign.
- I dislike signs in public space. If required they should be appealing and uniform in colour and size.
- Easier to see and read with multiple colors and the black background makes it too difficult to read



- Black background makes it easier to read at a glance as do the multiple colours for each lines especially if you are driving by and see the sign for only a few seconds
- Colour gives a quicker view to what sign message is about when driving by. If it something interesting then I would read the rest of the sign. I only look for quick items that catch my eye in the moment.
- The more basic the design and color, the easier it is to see while driving by. Too many advertisers cram too much information into too small a space. If the speed limit is higher the less info should be on the sign as well as fewer colors.
- Too much bluish not enough information gained black and white
- They all suck but if no choice
- I would prefer NO signs anywhere, as they are a clear example of "distracted driving" when drivers are slowing traffic by slowing down and abruptly stopping to read the signs. It is boulevard pollution as well.
- Why should we be mandating what Color can be used? Don't we live in a free country. The city has no right to make rules on the Color of a sign. Really is there not more pertinent things to be discussed. The bylaw was reviewed in 2011, leave it alone.
- The last amount of colour in signs create less distraction when driving.
- I would prefer no signs in the neighborhood or on the road sides. They are distracting for drivers in the same way cell phones are, especially the brighter, multiple highs and when in higher quantities. They block drivers view lines of pedestrians at cross walks and at intersections. They should all be stopped as it is visual noise.
- I like color and it looks better than Black
- I wouldn't mind a coloured background with black,white or one solid colour for lettering.
- The sign font size should be clear to read for safety --- but the busy multicolour signs are offensive to local architecture, nature and colour palette. The scream out that they are more important than anything else -- when in fact most signs are not relevant to the majority of travellers.
- One color of lettering to get your attention (red) with a bit of info following in white.. It would be the least offending of these eyesores.
- Prefer less colours and less distracting
- They are all ugly and unacceptable in our communities. That being said, C is easiest to read. F is totally distracting to a driver and incredibly degrading to the aesthetics of the community. I am strongly opposed to most of these signs.
- The black background sign environment is less offensive. I am not against one bright neon colored slogan to get attention for the sign, but not constant multicolored ones. White background make them pop out, versus the black background, in my opinion.
- no signs please
- 3 colours on black background, least contrast, easiest to discern while mobile
- Type A is more uniform and not offensive, "F" is distracting and it would be difficult to see pedestrians.

- Temporary signs are an eyesore. Especially with fluorescent colours! Please eliminate or at least minimize these terrible signs. They are a blight on society.
- C is easy to read and is a clean look A is harder to read
- Too many colors and too many signs are too much of a distraction
- I prefer the black background over the white and multiple coloured lettering on the black but not on the white.
- My preference for signage is indicative of those that are the least obtrusive. My first preference would be to have no unsightly signs on roadsides, but if they are allowed, I'd prefer they are more uniform and less colourful as they are not so garish.
- More colours and brighter colours or pictures are more distracting to drivers. If you are interested in the content of the sign you will notice it even if it just is in black and white. It's actually easier to read when you are driving if it is just black and white. Different colours draw your eyes to those words but make you miss other important words.
- Where is the option for no signs at all????
- To be honest, I hate them all. Even the most restrained (1st choice) is ugly.
- I like the signs starting with the black background and one colour lettering as they are the least noticeable. Each choice from there down, in my mind, is whichever one is the least noticeable. My choice would be to not allow signs at all but if we have to than to have black background with white lettering only.
- The fewer the colors used the better the signs blend into the cityscape. Too many colors create an eyesore.
- Number one choice
- In all honesty I would like them BANDED. they are an eye sore and distracting. You are looking for a place of business and you do not know we're to look. I get some sick and tired of constantly being bombarded by more ADS.
- driver safety
- Sorry, didn't work for me...unclear on instructions. Must be City!
- If we must have signs prefer they were basic with the black background and white letter to stand out at night so people aren't straining to read and stop paying attention to the road.
- A black background with pink, yellow and white lettering allows for lines to be read independently from each other, they all look uniform then and they stand out without being overtly distracting. More colours than that or imaged backgrounds become more distracting and are much more likely to take someone's eyes off the road for a much longer time.
- I think the road areas appear more tidy, less cluttered and 'junky', if they have fewer signs, with fewer colours. It is also less distracting for drivers.
- I have no preference for this
- White on black is less distracting
- Distraction
- Most pleasant and least distracting color palettes from



- Keeping the simple is safer and easier to read. I actually believe no businesses should be allowed to put up these signs.
- I like the lettered boards to be single colour with black background to make it as invisible as possible. Personally I think having the signs at all looks junky.
- Still prefer none of these obnoxious signs to be polluting our beautiful city.
- space them further apart and at a slight angle, so they don't obstruct the view of traffic and pedestrians
- I find too many colours distracting and one single colour difficult to read while I'm driving
- White/coloured backgrounds look cheap and campy. Too many font colours is visually irksome.
- A 1st choice followed by B and C - clean and clear not distracting from environment D E F too much colour
- Black background less invasive, prefer multi colors over plain
- Multi-colored signs are the most distracting and less aesthetically pleasing. While my preference is to disallow signs altogether, the more they blend with the natural surroundings, the better.
- Color separates thought lines. 3 ideas/sign. Black background is easier on the eyes. Hate the multi-coloured signs and can imagine how a drivers eye might linger too long.
- I find my first choice is still very effective and does not make the neighborhood look trashy like the multicolored and odd shaped signs
- Don't see the need for 'restrictions' on colour.
- The use of multiple colours is jarring to the eye and uglifying to the neighbourhood. Fewer colours is less distracting. Darker backgrounds seem more harmonious than white ones.
- 2 color lettering is adequate for messaging purposes; 1 color lettering is not quite adequate for messaging purposes; the rest are overkill.
- I find non-uniformity and multiple colouring very distracting...in particular while driving on busy streets and feel that the number and colour on signs should be very limited if not non-existent
- NO SIGNS.... NO COLOR... NO LETTERS.... ZERO HEIGHT..... NO MULTIPLE COLORS.... NO PICTURES.... IT makes the city look like a ghetto and trashy. Please DO NOT allow.
- The black background with fluorescent letters is the easiest to see when driving, esp at night. Fewer colours of lettering, and especially all white lettering, is harder to read when driving by as more concentration is required to distinguish words. Different coloured backgrounds is too distracting, making the signs harder to read.
- White background is distracting in the photos
- Black and white isnt as distracting while driving.
- Too much distraction with white signs or too many different colours of writing. Keeping signs as plain as possible helps cut down on distractions.
- Anything but a black background is too distracting in my opinion
- I find the signs very distracting and not visually appealing at all. I prefer them to be uniform size and just black and white so as not to be distracting.
- Black and white for official city or community news and all options for businesses



Temporary Signs Review

Stakeholder Report Back: What we Heard, Verbatim Comments

February 13, 2017

- The black background and bright letters are easily read quickly. Less distraction for driver
- Tastefully design... professional appearance
- The only white lettering is not as easy to read when driving by. The white background is not as easy to read on as the black.
- 1st Choice is eye catching yet clean looking. 2nd multi color on black easy to read. 3rd too much white hard to read when driving. 4th bold and eye catching easy to read when driving. 5th harder to read when driving and starting to look messier. 6th messy looking appeal to busy and distracting when driving.
- My first three choices were because they look cleaner and are less distracting. My first choice allows for drivers to quickly read the sign because the different colours of text help the important parts stand out. The last three choices I find very distracting, especially the multicoloured one. They draw your attention too much and could cause drivers to spend too much time looking at them to get the pertinent information.
- Bright signs are very distracting.
- I don't like any of the signs on this page or the preceding pages - sorry : -(
- Prefer No temporary signs...all are an eye sore.
- I think these signs are a driving hazard and the easier they are to read the better. They should be limited in the amount of info they can post so as to distract drivers as little as possible. They are also eyesores but there was no option in the question to do away with them completely or I would have chosen that.
- I find the black background easier to read. Multiple colours is more eye catching but as long as the background isn't white it's not overly distracting while still being noticeable.
- I've based my decisions on the order of the signs by which they are easiest to read and get the info I need quickest, in my opinion.
- White glares & distracts, lettering colour is confusing, multiple colouring draws focus to quick look but only to that colour, simple consistent signs are least distracting but still take focus off driving and therefore are distracting in a distracted driving environment.
- I've been indicating a "preference" as instructed in this survey but I think they are all ugly and their use should be limited to emergency events. Temporary signs are mostly not temporary. They look cheap because they are and are a blight on the cityscape.
- Black background looks nicer in my opinion and the lettering stands out in one or more colors. The Color background signs look cheap.
- D, E and F burn my eyes, such a horrible eyesore
- Too many colors are distraction but a few help you to see clearer.
- My first choice is more conservative but less distracting and all signs have a standardized look. Going down the list, the more colours and letters, etc., the less asthetically pleasing and more distracting.
- Uniformity is less distracting on the road. The black background is also less distracting. The white or multicoloured tends to look very USA because they advertise everywhere and it is extremely overwhelming and distracting.



- No preference. I would prefer NO signs.
- If the signs are too colourful it would distract your attention on your driving. I really do like the coloured ones but one has to pay attention to the road
- DO NOT like the white background!!!
- selection based on ease to determine if I am interested in purpose of sign and the ease to read the sign. Image B seems to give a clear indication of purpose of sign and then adds the detail. The poorest are less direct in the message
- I like the look of many colors versus all the same, or all black and white, makes a streetscape look less utilitarian and more friendly
- There should never be any signs on the streets at all. They all look disgusting
- Black with white or yellow letters are easier to read
- Easier to read if you have colour reading issues
- Black background blends in to the surroundings better - if you want to look at the sign you can, but it's not as in your face as white background. Limit number of colours for the same reason; also easier to read.
- Prefer the least distraction possible.
- I chose C because it is the least obtrusive in the streetscape. I don't like any of them.
- like uniformity, so like all the same. like the different colors to highlight most important aspects trying to advertise. all this makes it less distracting while driving.
- Ease of reading at one glance and at a distance
- White background is too distracting.
- I am fine with community information and events - these are typically the same type of signage. I am fully against the business advertisements for questionable businesses like dating companies and weight loss. Not appropriate on our community boulevards, and not appropriate for me to explain these to my children while driving by
- none, signs except for calgary city business should not be allowed
- The text stands out the best and is more readable with a black background. Fewer colours are preferable to avoid making them appear overly busy. Signs with too many colours and a white background may cause eye strain and provide an overall unsightly appearance.
- Easiest to read (white on black) & multiple colors help to figure out what info to pay attention to. All are a distraction while driving, though.
- Prefer black background, white or red letters. Do not like neon colours or coloured background
- I don't love any of these but the least colour on a black background is the least tacky and obtrusive.
- Signs should be easy to read quickly without drawing the eye away from the road while driving. No effort should be made to make signs distinctive as this would compromise safety.
- I feel this is a non issue. Leave it be.
- I find that the signs with the black background are much easier to read at a glance, particularly in the winter when the ground is covered in snow. The white backgrounds just don't work well. Some coloured lettering brings attention to the most important words.



- Dislike white on black the most. Other than that it depends on the sign and the purpose.
- The signs are a distraction from driving, that's a given, the more content that is on the sign the more distracting the sign, when having to move your eyes between the roadway and the sign, the colours allow you to return to the sign and more quickly pick up where you may have left off. Too many colors and pictures becomes overwhelming and is quite frankly dangerous as a distraction.
- Image C is bold with letters and font. The background provides a basic but meaningful design. It has always been the go to sign. Moving forward, I see the designs gradually transferring from basic colors to advanced printing, which I think is too much.
- The black background isn't in your face blinding. It's there if you want to read it or you can ignore it. The three on the right (D,E,F) are way too distracting and almost blinding.
- I'd rather have no signs at all they're distracting and ugly
- Uniformity and simplicity, are always preferable. Signs that stand out too much are vulgar, and an eye sore.
- I prefer a white background. I always like more color. Yellow on black and red on black I think looks the worst
- Variety is better
- I don't like signage. It should NOT be on our boulevards. That is for trees.
- Uniformity is key and black background makes the signs look cleaner. Mixture of colours in letters becomes difficult to read and distracting to drivers
- 2 I think it's easier to read with the 2 colour lettering on black background. The rest of the choices are not easy to read quickly and while driving
- Clarity is key. C is most legible. No glare.
- black signs are terrible. But, each companies have the rights to live and having more business
- signs are distracting to drivers.
- Simple easy to read black and white, the more colors the more of an eye sore.
- I prefer the look of black, it's neater, easy to read, and less cluttered with easy information for me to see at an already distracted time. Many colours is too much, and is overwhelming and has an appearance of litter. It's trashy.
- Have no issue with mixed background signs together - mix of black and white backgrounds.
- White background is good
- Least intrusive while still clear to read
- I don't think having uniform sign height and colour is so important. Signs on public property should be limited in size, placement and who the sign is for. Signs should be kept away from intersections where they cause a distraction. Signs for commercial enterprises should be either paid for with a licensing fee or banned. Signs for things like community centre events should be limited in size and duration. Winnipeg has a decent sign bylaw that restricts signs from show routes, bans signs that are supported by wires. Real estate signs should have to be removed within 48 hours of completion of a sale, no matter where they are placed. They should be kept away from driveways and from blocking other signs.
- Prefer no signs - are a driving hazard

- I don't want any signs /advertisements on any public properties.
- They all are so tacky!!
- No signs should be at roadside! Enough distractions for drivers already. Find a different way to advertise
- This is a biased survey. All the photos show some signs. Respondents have no choice but to favour some signs. Where are photos of zero signs? I don't want signs on city streets.
- Bright signs are very distraction to the road
- These are a plug,y and should not. Be allowed
- Image A - is simple and tidy Image B - red draws attention to the type of event-is tidy -however some drivers may be red/green colour blind I prefer A and B over the remaining 4 choices Image C -is acceptable although A is preferred I prefer the black background over the white background Image E -is ok if had to used white as the background but black is a better background (easier to read) Image D -too many colours used Image F is distracting and a complete mess to look at
- I truly don't wish to have any advertising due to driver distraction!
- 6 th we are in the new Ara of full color
- There should be a contrast requirement fro easy reading but having all signs the same color is boring.
- The black background looks cleaner and is less obnoxious than the white/coloured background which should be a priority for ad placement within a community. Vibrant and colourful ads, while effective, ugly up the neighbourhoods and should be reserved for the business sector, not resident roads. Informative community signs are not an issue and don't come across as overbearing the way bright colourful signs do, especially in bulk. See: election time.
- The signs with the white background are more distracting to a driver so I do not prefer any of those 3 signs. As for the signs with a black background I simply prefer 2 colour lettering as it is less distracting to a driver and the least annoying of these types of signs as you drive by.
- I prefer to have no signs at all, so none of these choices represent my first choice.
- Quick read if heavy traffic can be read over couple of trips 2 and 3 easier if stuck in traffic 4-6 just distracted driving
- Must be able to read entire sign in 3seconds and have good contrast.
- NO signage would be even better.
- I think the signs need some flexibility with regard to colours in the font. A single colour would be restrictive. The background should be black
- This would be difficult to do though, most of the signs I see have a uniqueness to them and can you really restrict creativity.
- This is a non issue, a signs creativity should not be standardized.
- Less distracting when just white on black. White background draws the eye too much.
- I find the questions leading to a foregone conclusion. Enforce the current bylaws. Community assoc, elections and community info signs only. no private businesses.
- Black background stands out more and looks better.
- Image c is the easiest way to separate the info to see the details.



- The safest I think is 1, and this debate should be about safety and distraction when people are driving. Why was there not an option of 'NO Signs' given in the first 2 choices?
- There should be a stipulation on minimal font size and how much info the business owner is allowed to put on the sign - we can't read a paragraph when we're driving so it's a waste of space.
- F stands out with a nice eye pleasing look D is easy to read Nice and uniform Then according to how easy to read quickly
- I find the white background significantly more distracting personally. Otherwise it's simply a matter of visual preference. I don't find any of these signs all that different from one another beyond the fact that the white background is too bright for the average day and would be hard to notice during the snowy months.
- Black background blends in with surroundings. Service is still advertised but isn't as distracting.
- I prefer Image A but would prefer that signs not be posted. They can be distracting but the signs which are extremely annoying and DANGEROUS are the signs posted at exit points--many times I am unable to see the on coming traffic to verify, is it safe to move to the roadway. As a driver of a car rather than a higher vehicle (like the ridiculous four wheel drive vehicles)--one is often unable to see around the sign.
- The ones on the left are extremely distracting and should not appear on our roads ANYWHERE. I HATE all of these signs but sometimes they are necessary.
- Signs should catch the eye but not be a distraction. A few colours at best. I don't think multiple sign should be allowed as they are even more of a distraction.
- How about NO SIGNS?
- Sorted in order of readability
- Black background with two colour lettering is least distracting
- I don't think these road side signs should be allowed period. My choices above are the one I would pick if they were allowed.
- They're all pretty awful. Fully printed billboards of uniform size are much preferred. Also placement on roadways is not ideal. I prefer billboards attached to buildings or parking lots
- I would rather see white writing on a black background as it is easier to read and does not affect colour blind people. Multicoloured on a coloured background can be hard to see and in certain conditions reflects sunlight/lights and be very bright.
- The signs are distracting while driving. Black backgrounds less obtrusive. The worst are the neon letters, they should only be reserved for emergencies.
- Do not like signs in our neighborhood
- The less distracting the sign, the better.
- Choices in order of the Easier to read while driving.
- Personally we should have way fewer signs. The city looks a mess. Like an untidy house
- Prefer no signs advertising businesses or signs for 3 months for new businesses in an established location
- Don't like any signs on the boulevards. ...they make my neighbourhood look trashy....advertising especially



- no signs, or white on black and in commercial areas only. Signs are distracting, i find.
- My first choice makes it easier to see what is being highlighted in the advertising.
- The less flashy the better.
- Less distracting
- I do not care for any of these signs
- Image A blends in with it's surroundings better, but the information pops better with image C. Your brain associates the the message with the different breaks in colour. Image B blends in nicer but Image C although is more tacky, the information is quicker to catch. The white background with multicolours are less of a contrast and even harder to see in the winter months. And on sunny days, although the white sign is more visible, the lettering may not be as eye catching.
- I like the uniform black background, but I think there should be some colors to distinguish the messaging and allow the advertiser some leeway for their marketing. Black with only white is too easy to phase out, even if the messaging is different.
- no signs would be preferable - event and registration information is available on the organizations' websites
- It's all about the degree of distraction when driving. The less you have to work to process the signs, the less you're distracted. When driving, there's no way to process the multi-coloured, multi-sized signs, especially if there are more than two per block. Simplifying them with high-contrast black backgrounds makes them easier to read. However, there are instances where even black backgrounds don't help, if the message is so cryptic that you can't make out what it's trying to convey.
- white background is easier to see. fewer letter colours makes everything look neater
- Make them all go away
- Easier to read, especially if driving
- It looks a little better if there is a uniformity to the signs.
- Black backgrounds contrast with the environment without becoming intrusive. Multiple colors highlight information allowing me to see what the sign is about without having to read the whole sign while driving.
- stop trying to dictate my marketing options. leave the decisions to the people who pay for things
- Not that important, not necessary to restrict.
- Prefer a common look for signage. Less clutter. Less distracting for drivers. Encourages short creative messages.
- Too many competing colours makes the site look tacky.
- Simple dark background and multiple colours helps the information pop. Since you are driving by, it is easier to pick out the pertinent information. The multi coloured backgrounds and writing are too distracting
- I prefer it be more subtle. If it's too colorful it looks gaudy.
- The easier to read the better - should all be alike and same consistency as the colorful ones are distracting and very hard to read whether you're young or old.



- If I choose an order ABCDEF is fine. And these signs are an eye soar period. Do we really need them.
- I don't like the white it is harder to see when you are driving by and you do not want to spend a lot of time looking at a sign. The nicer and more uniform the signs are the more visually appealing and safer they are to have on the street.
- Design on the newer "F" type signs look nicer (frame and print) and less trashy but wording/information on B and C stand out more. Too many or too long in location is what really looks poor.
- It looks nicer this way.
- catches eye better and more appealing without being too distracting!
- The signs are very distracting. I'd prefer none but if I have to choose I put the least distracting first and the most distracting last. There shouldn't be more than one in any given place.
- Find these top choices being easier to read more quickly, thus less distracting
- black back grounds are far less distracting
- My preference would be no signs at all. Everyone is concerned over distractive driving and I feel these signe are the largest distraction of all, as it get your eyes off the road to read it, which is no different then checking your phone.
- Image B makes the signage look somewhat tasteful while still highlighting the heading. That should be enough, at a glance, to be able to draw your eye to the sign that you want. Image F looks like a kids' project run a muck.
- the signage is more attractive, cleaner and easier to see.
- the least amount of color the better
- I placed the photos in this order because the signs were (I think) easiest - hardest to read this way
- standardize signage that is not related to road regulations to minimize driver distraction.
- Road signs should be clear, concise and easy to read quickly. They should not be cluttered and distracting with multiple colours or graphics.
- Easier to read
- I went by which were easiest for me to read
- The black background looks more official and less like the sign is advertising something for sale
- I do not like any they are a distraction to drivers, almost as bad as reading a text. You do not have time to read them any ways
- F & C are pleasing to the eye and allow small businesses to advertise in a professional manner. I think all signs should be limited to 2 weeks and 3-4 max per permitted locations - they are essential to small business and I support the use.
- The variety in image F is best. Multiple colour lettering is easier to read and not so blah.
- I don't care for the white background signs, they are hard to read and the colours are too distracting. I prefer the soft coloured backgrounds. Although, I appreciated the homogeneity of A and B, I feel the messages will be lost and will not stand out...which is the purpose of the signs.
- too bright sings i starts reading while i am driving



- There should be a total ban on all roadside signs. Also signs on all overpasses and bridges should be banned as well. Has anyone thought about the ramifications of law suits if a sign is used as the defense in a traffic accident. Thank You [personal information removed]
- 4th choice
- As long as signs don't obstruct views of traffic on roads while trying to exit store parking lots or side streets (as they commonly do for us driving cars vs. taller SUV's and trucks) I really haven't any real preference to the petty design or colours of the signs involved.
- I like simpler/cleaner.
- Easiest to read at a glance
- Drivers need to be able to quickly absorb information from roadside signs. Any delay in deciphering information contributes to distracted driving.
- Frankly all the signs are an ugly blight, but if we have to have them, simpler is better.
- None of the above
- Hate signs. They are tacky. California doesn't have signs
- I like the coloured pictures for clarity and they seem to be more visible when coming up the street.
- 1-Easiest to read little distraction. 2-Second easiest to read little distraction 3- Black background still best for least distraction 4-If Background is white 2 colors only least distracting 5-Starting to get busy, distracting 6-Way too distracting, looking at layout and color then have to read info.
- The yellow and red signage colours clash with the grass, significantly detracting from the aesthetics of the landscape.
- Image C is the easiest to read and absorb information from while driving. Image F is too busy to be useful and is jarringly unattractive as well.
- Black back ground with the white contrasting text is the easiest and fastest to read. Struggling to read text that doesn't stand out is distracting.
- It's just the easiest for me to read when driving by. I wont look at a sign if it's too busy and difficult to read when I'm driving. Too much of a distraction.
- I ranked choices out of force. All of these signs are UGLY!
- None of the above. See answer to question 1! Or has the single sign answer already been rejected?
- I think temporary road signs are unattractive in any format, are archaic in effectiveness and distract drivers. I don't actually like any of these options.
- Image D is most clear and eye-catching. Image F is most distractive with the busy colors.
- In order of ease of readability and distraction
- 1st choice blends in better, not as distrcting
- The busier with pictures and colour a sign is, the more distracting it is. But I dislike them all.
- I prefer the signs to be as plain as possible. If they are colored, it looks too flashy and tacky
- If I had to choose it would be the 1st choice as noted. However, I personally think that these signs are a distraction and I have witnessed some near miss accidents in the last week since some have been erected in my area because people are distracted by them and breaking when they shouldn't



or not breaking when they should because they are reading them and not paying attention to traffic. I think they are dangerous.

- I prefer the look for Image A and Image B the most because they are less distractive on the eyes. I find too much to look at is distracting while I drive.
- Black background seems the least invasive while the colored lettering provides a little more umph
- I prefer the colours to the black and white as it is easier to read, especially if you are driving in a car.
- If I want to read the signs and want it to be easy versus straining, and only as a passenger. None of the signs if I'm driving, as it's too much of a distraction.
- All signs contribute to distracted driving but if I have to read advertising while I drive, I should not have to gaze at it for a long time trying to decipher what it says. White background = easy, fast reading and therefore less distraction while driving.
- i want to be able to read them easily so i am not distracted from driving but i do not want it to look too busy/trashy in my neighbourhood.
- NONE! No signs! Get them off our streets! These signs are an eyesore. They are a blight on the landscape. They are a safety issue. I can't pull out of parking lots and streets because I can't see clearly because of all the signs. Why didn't you offer a none of the above option on this survey. No signs are acceptable.
- simple and more uniform is better. A bit of colour is okay, but too much is distracting.
- I've seen signs similar to B & C along 10th Street NW, and I find them to be the most legible while driving.
- Dislike colours, and the less the better.
- I totally disapprove of these signs, they are a distraction to so many motorists and now cyclists start weaving so they can read the signs. Besides they are very tacky and in this day and age - where everything can be found out online.
- I dunno, it just .. bugs my eyes less in that order...
- I would be driving as I read any of these signs. The black background with white lettering or white background with black lettering (not actually one of the choices for some reason) would be easier to see I think.
- I'd rather not have ANY signs, but you don't give us that option, do you. Why not?
- This is a poor survey. Liking NONE is not an option. Differentiating between community association, non profit signage and commercial signage is not an option. I support SHORT TERM CA, City of Calgary notices of open houses/meetings. I do NOT support commercial signage at all.
- Colour adds curb appeal. Black background more visually appealing.
- No signs
- I sympathize with the businesses who want their brand represented through bright colours and backgrounds. I think a simple sign makes it easier to read and easier to install and maintain. I also think the issue for me is less about the signage itself and more about the quantity. If the quantity is limited, the message has more impact and does not need to compete with other messages.
- I find temporary signs have the potential to distract drivers from traffic signs which is a safety risk. The more uniform that the temporary signs are and the less like traffic signs that they are, the easier



it is for drivers to filter out the advertising from the traffic signs. There should be no bold or bright lettering, especially not yellow because it distracts from the yellow of school zone and playground zone signs.

- The signs should some what blend in with the street so it doesn't make the street look messy
- None of the signs to be put in our residential area at all
- Monochrome as possible is less distracting. People need to concrete on driving and not deciphering signs.
- If we must have signs beside roadways they have to be very clear and easy to read at a glance so not to distract drivers for more than the briefest possible time.
- The first two in my choices are easiest to read. Prefer simple over colours.
- C easiest to read B next easiest to read E fairly easy to read D not to difficult to read but somewhat gaudy A quite difficult to read F too gaudy and difficult to read
- Letter signs are extremely helpful in finding business , deals , discounts etc.
- All options are hideous but at least black backgrounds are less intrusive.
- The signage should be unobtrusive as possible. Dont make them a distraction to drivers.
- Basically I find all of these signs offensive, distracting, a public nuisance and most importantly, a safety hazard. I have personally seen motorists slow down (in the driving lane) and (in some cases) come to a complete stop to read the signs. Other cities that I have lived in (Toronto and Ottawa) do not allow such signs and I can't imagine why we allow them in CALGARY
- 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. The all white letters (A) made it necessary to read everything on the sign to get the info needed and could possibly be too distracting. The multicolored signs were too busy and distracting.
- None of the above
- Because using multiple colours is an insult to design best practices (and an eyesore)
- All these signs are ugly - they are Distracting while driving by as you have people trying to read them. Signed should at least be pleasing to the eye and the scene scape.
- The simple the better. Whith a variety of colors, sizes and pictures everything looks messy.
- I don't like any signs on the blvd.
- If you do have to have signs, the simpler the better. Taking drivers' eyes off the road is never a good idea.
- I chose based upon 2 criteria - visually pleasing, easy to read. (Not necessarily in that order!) I HAVE to be able to easily read the signs, while I am driving. I want them to be as "pretty" as possible, as long as I can read them easily. Multiple colours are more visually pleasing, and easier to read. I like coloured backgrounds the most, because they look nice. I actually prefer the black background to the white, but my last choice was plain white on black because I have more difficulty differentiating the letters on that sign.



- I can't manipulate the puzzle pieces, my choice is black background with white or coloured lettering. I think the white backgrounds would get dirty looking. The colour background and colour letter options don't look re-usable. Re-usable is a good thing!
- Don't like any signs, they are ugly and distract driving
- Only the first 3 pictures showed up.
- white on black is hard to read in a moving vehicle.
- I prefer NO signs
- Signage shouldn't distract from driving. Signage shouldn't detract from neighbourhood aesthetics.
- I choose Image F as my first choice because I would like to give organizations an opportunity to reflect and market their brand on their signs. Often less words would be required when they advertising organization is able to show their community logo, etc.
- I like the black background with white text the most because it looks the cleanest and doesn't make my eyes strain. The other ones just look like busy clutter that's harder to decipher and unnecessarily complex for its purpose.
- They are ugly no matter what you do, but a black background seem less offensive to the sight
- In terms of safety: Signs with colored or white backgrounds are much more distracting to the eye for the driver. Imagine Image F in a busy pedestrian community, obscuring pedestrians or distracting the driver from seeing them against an otherwise uniform background like the sidewalk. In terms of community appearance: Black signs appear less harsh on the eye next to the community background and 'blend in' better. Limited colors would also clash less with already-present items such as business signage and ads on transit stops.
- White backgrounds will show dirt.
- I like seeing the large signs with graphics and colors. The black backgrounds with any color of lettering is too hard to read.
- I don't think we should have any of these signs. You can't read them anyway unless you stop. They are distracting.
- Roadside signs need simplicity and clarity. Effectively used, I find 3 colours ideal for delineating key information: 1) "Subject" 2) Basic info 3) Contact info / web / phone
- Least distracting to most distracting
- Different colors make it easier to find important information. Easier to read bright colors on black background without it looking too busy or overwhelming
- Black backgrounds with just text are visually less obtrusive. Signs with pictures are distracting and look cheap.
- 1st choice - easy to read, information jumps out readily. Do not like the white background options, hard to read. Color background - too "busy" and distracting.
- I do not like anything with multi-coloured lettering. Too distracting. Black and white, and or a white background with black lettering. Very distracting.
- Too many varieties of signs, too many colours, sizes, styles, make the area look trashy and visually too busy.



- I do prefer the black background as it seems to be less "visual noise". Having multicoloured print does help in readability when driving, therefore having monotone print is not helpful. Having a coloured background may be helpful in colour-coding the signs, e.g. blue is city info, green is community info, orange is business info, etc.
- Black and White lettering as well as white background signs I find visually unappealing and hard on the eyes
- I strongly dislike all these roadside signs, but I find the uniformly white on black signs the least noticeable.
- simple signs are more aesthetically please, as well as less distracting for drivers
- Simple non distracting signs are beneficial for pedestrian visibility
- not too much colour - looks better
- This isn't a survey. I don't want any signage in the neighbourhood because it down grade the community and it looks like a trailer park. This survey is garbage
- The more colours and styles used make the signs unreadable while driving by. They are also very distracting. You shouldn't be reading non-essential signage while driving. Would have appreciated a "none of the above option" on all these questions!
- I like the black background ones with lettering and a graphic or two. I think Magnetsigns does them. They are the nicest and cleanest
- I dislike all signs. None of these choices are acceptable in my opinion. One is not better than the other, they're all a distraction to drivers. There not any better then texting while driving. I would like an acknowledgement that this was read. Please send acknowledgement to [personal information removed]
- I would probably pick F first if the coloured sign represented something (ie. City of Calgary announcements in red, community news in blue, events in green, etc). D is too busy and hard to read. I don't want something that will distract drivers.
- Because it shows up easily.
- all ugly
- Signs on the side of the road can be exceptionally distracting. Limiting the colors within those signs can help reduce unnecessary roadside distractions while driving.
- These signs are already an eye-sore to neighbourhoods. They don't need to be brightly coloured and glaring in our faces.
- Just how I like them..
- I believe that the black background is least distracting. I find the white background too bright.
- I don't like to see any signs on the boulevard, but when necessary eg. to advertise up coming City events public meetings etc on a temporary basis, I think the black back ground with white lettering works best. When too many signs are posted, eg during elections when some areas have up to a dozen signs per block, I find I ignore all signs as there is just too much visual pollution. We need to have only signage for the necessary items like speed limits, playground zones etc. all the rest just gets lost in the clutter. Please don't allow the visual clutter that is starting along the Trans Canada Highway, where huge billboards are being erected near some cities in BC, and from Calgary to Banff



on First Nations land. These are a blight on the landscape. Didn't we go thru this issue decades ago?

- Don't like C,D,E,F at all.
- I prefer the colourful, individual style of signs because they attract my attention and are easier to distinguish from one another.
- Black backgrounds are less obtrusive Some colored lettering makes it easy to read White backgrounds look messy I
- My strong preference would be no signs whatsoever. A black background in every case would be preferred as to not draw my attention from the road.
- Uniform colors and letters look tidier, less is better.
- About time, I've been bitching to my pathetically useless alderman for years to get rid of them completely. None of my calls have ever been answered or returned. On any given day there are at least a dozen of these eye sores on 53 rd st NW.
- I don't mind if signs are colourful and attractive, but they shouldn't be tacky to the point that they scald the eyeballs. Keep it simple, and don't over do it. This is the only point I'm trying to make with my choices.
- f,e,d,a,b,c
- The black background makes the words easier to read. On a white background I am distracted from my driving too long while I try to read the signs.
- I think all the neon colours are gawdy. Simple is better and easier to read.
- I find the signs distracting and dangerous for driving. The less distracting the better
- I totally dislike these signs of any sort. They do not belong backing onto an estate area. They are cheap and distracting. Removing them from 130 Avenue, SW would be much appreciated. Keep our city clean.
- The style of sign allows for some important information to be highlighted without making the signs overly distracting
- I really don't like any of them
- By and large, I don't care about the color of anything used, provided combination of color and font choices make it easy and quick to read. This is for the benefit of road safety and the advert/sign: If I notice it and struggle to read, the more time I waste trying to pick out what's written, the less likely I am to note what's actually on there, or the greater risk a driver might represent from distraction.
- C is expressive without being over bearing. A and B are a tad more boring, but are still not obtrusive on the view. E is my last option that I'm ok with, and the last two are just obnoxious and too loud.
- Consistency and a little variation are ok. White background is distracting. Black background is consistent with active construction and road signs so used to seeing those and not getting mentally overloaded with colour.
- Context on the signs is more important that colours. I place higher importance to signs that have community service organization markings and signs from the community association or local schools.
- 123456



- I don't really care what they look like or how high they are. Just ban commercial signs.
- Black backgrounds are less distracting and limiting number of colours for lettering is also less distracting. The worst is multicolour everything - too jarring!
- I think any signs like this on a street look tacky and terrible and significantly diminish the aesthetic appeal of a community. My rankings were based on increasing levels of hideousness.
- My choices are based on being less distracting.
- I like the classic black background, the colors of the words pop more and the signs won't look dingy and dirty from the elements as fast. Image B is the best because its not too busy. Image F is terrible. Too much going on.
- One colour, white, better contrast on black back ground is easier to read. It is less distracting for drivers, therefor safer.
- I would prefer if the signs were only permitted in front of the business it is advertising. I very much dislike these signs on my neighbourhood streets.
- It's all about the distractability factor. Although the multi colored signs are more interesting to read, if multiple signs are along the same roadside, it is extremely distracting and 'too busy' looking.
- High contrast is best to read quickly and not distract while driving by.
- As a driver, I find advertising signs distract from the road signs. If we really must have advertising signs, they should be as different as possible from road signs and as inconspicuous as possible (I appreciate that the latter request runs counter to the purpose of advertising signs).
- Prefer the Black background as it is not such an eyesore to see as opposed to the white background and the colourful backgrounds are just intrusive to the eye. Two colour lettering is enough to allow the details to be read in a car, one colour for the description, the second colour for the phone number, whereas the single colour is too uniform for anyone in a vehicle to quickly figure out the details of what's on the sign.
- My preference would be see signage that adds to the community through the use of considered design - using a coloured background and suitable graphics/lettering. If the 'neon' signage continues, then the more neutral they can be the better so as to disrupt the neighbourhoods as little as possible.
- Talk about distracted driving! Thought that was against the law! These signs encourage distracted driving!
- Readability
- This page doesnt work properly on mobile (android)
- Needs appropriate contrast but shouldn't be distracting or excessive
- The light color on dark is less intrusive. Also, multicolor lines allow for easier reading, clarifies each part
- From first to last: first looks clean and organized and not distracting. As we go down in number it looks scattered, ugly and distracting
- I dont like any. Too many signs make Calgary look like a 3rd world country
- I like non of them. they are all a distraction to drivers and it is difficult to read anything more that two words - let alone 4 signs with numerous words in a row.



Temporary Signs Review

Stakeholder Report Back: What we Heard, Verbatim Comments

February 13, 2017

- Title/subject matter in different colour identifies subject matter of sign. Multiple colour lettering allows for key info after title to be read more easily while driving. Black background better contrast on bright day. Color background and multi color letters/pictures too busy to get key content while driving past and it's too distracting
- B A C . rest are junk.
- Multicolored lettering on a black background is easier to see/ read.
- The signs with high contrast between background and lettering are the easiest to read and most aesthetically pleasing
- Simpler is better. Too much coloured text becomes distracting, and many of these signs already cause you to take your eyes off the road.
- Artistic signs are much more pleasant to look at than mismatched black and neon ones.
- A is not as distracting and it is neater looking. There were not 6 choices only 3. The 3rd one was too busy
- I think businesses should be able to use any colours they want to express their personalities, and to catch people attention, why are we figuring this stuff out when theres more pressing issues at hand? This is minor stuff. I think thw sings arent inportant at all, trying to figure out jobs for canadians and the refugee situation. Idk if this is going to be reas but if it does thank you
- Color catches eyes
- I find the white back ground to have too much visual noise. I chose F as my number 1 pick because it was colourful and I didn't ind the black back ground and any combination of colour.
- Signs with one colour backgrounds and only one or two colour lettering look more professional. Multicolours on a row of multiple signs in a row start to give the neighbourhood a flea market look.
- More uniform signs look more attractive. Black background is easier to see. I find it easier to read each line if the colours are different. Multiple background & colours together is distracting.
- I chose these in the order I did based on their ease of reading for me
- signs should not be allowed on the sides of roadways as it is a distraction for drivers
- Honesty, I really don't care. It would be nice to see less of these signs though.
- I like the colorful better than the plain.
- Visual appeal and ability to catch driver's eye/highlight key details.
- The less distracting the sign to drivers the better
- For ease of quick reading stay basic. Too many colors make it hard to read when you should be concentrating on driving.
- My first choice, which is not an option, is no signs at all. The city is starting to look "junk"!
- No signs should be allowed. This is a stupid survey. Only election signs ...period!
- Moderate colors against a black background work best for me. Psychedelic colors don't work for me when I am trying to read signs (distracted driving) and keeping my speed to 60K when people are riding my bumper.
- Simple and clear. Different colour to draw attention to title but remaining text in same colour.



- Black background is easiest to read. Colored lettering makes important information easier to scan while passing and doesn't visually detract from the area. White background and multi-colored letters with pictures is too visually contrasting and detracts from the area.
- I do not like any of the above.
- Black or white backgrounds multiple color lettering are easier to read. Because you the use if different colours is usually use to emphasize the importance of each part of the sign. One or two colours are harder to read on the go because you have a harder time picking out the important part. Different color backgrounds are just overwhelming and distracting
- Simplicity. There is too much going on in the colourful signs. This makes the street look messy and is more difficult to read.
- The single colour font on black background, and then white background are easier to read.
- Colour is better
- I think less colour combinations are less offensive to the aesthetics of the area.
- I generally think that these signs are heinous. I understand that they're trying to convey information that might otherwise be hard to hear about, but it makes our city sooooo ugly.
- If we're going to have signs, the colourful signs stand out more. But, white background makes them look more of an eye sore.
- All the muti colour stuff is an eyesore.
- Too much color looks junky and is distracting
- All the sign are ruining the beauty of the city. There should be a law about putting any of these signs any where.
- N/A
- A cohesive look to signs is less bawdy or gawdy. To me, it would be great if all signs looked the same. The different bscgrounds, multi-coloured fonts, and different sizes (such as the previous question) are distracting as I have to adjust my focus constantly. Black seems more professional looking to me.
- More attractive and cool to the eyes
- Clarity and quickness of legibility. Drivers don't need further distractions. As well, people's clothes will stick out better against simple signs. Jaywalkers and kids running into the street won't be hard to notice against simple signs.
- I take offense, you're not allowing us to voice opposition to larger signage. I, WE want as little distraction to drivers as possible - the roadside is not in any way provided to allow space for advertising - it is a physical barrier between vehicles and pedestrians/private property and to allow drivers a reason to take their eyes off of the road is dangerous.
- Too distracting. Ugly. Impose terrible aesthetics into my life.
- They are all awful and I don't want to see any of them.
- The coloured backgrounds help distinguish each sign from the rest present. Too plain, and it starts to look like a graveyard.
- I have no problem with colour as long as it's easy to read. Makes things look a little nicer. However, black backgrounds are the easiest to read.



- As a business owner, I understand that colour is more eye-catching but in terms of respectable street appearance, I prefer uniform colour and height. :)
- The more uniform the better
- Cant recall seeing anything other than a black background sign. I will pay more attention.
- Too many colours are distracting. Looks "cheap".
- These signs are an eyesore in our community, they make the landscape cluttered and take drivers' eyes off the road, thus also decreasing the safety of our roads. They are also not cleaned up in a timely manner after the event they are promoting is over. We have one in my community that has been up for a month past the event date now.
- Not an eye sore
- I find the signs very distracting. No different then looking down at a phone. They take your eyes off the road. But if you are going to have them, I prefer black background with the main point in one color and the info in another. That way it stands out better and you can see if it's something that may interest you. I do not like website or email addresses on them as they are too long and it diverts your eyes too long.
- Black background is less distracting. Signs are distractions from driving as is, so keep them as simple as possible.
- I feel that any signs beside the road detract from whatever neighbourhood they're in. MY FIRST CHOICE WOULD BE NO SIGNS AT ALL. If there need to be signs, they should as plain as possible (no fluorescent type colours).
- I find signs distracting while driving. I live in a community with lots of small children so the less intrusive the signs are the better. Ideally signs shouldn't be with 500m of a playground or a school.
- Signs that are too distracting or take your attention away from the road are actually super dangerous, especially in areas in or leading to neighborhoods. please keep them away from intersections. we have so many accidents from people turning corners and not doing full shoulder checks, please don't make it worse with added distractions.
- If we have to have signs in the boulevard, they should be easy to read so they don't disrupt traffic flow.
- D&E seem too harsh. C&F are easy to read and the most important words can be in the highlighted areas so it wouldn't be necessary to take your eyes off the road too long.
- don't like any signs but if having to choose those that are more sophisticated are better- too much variety looks awful
- Could not get this to work on my computer but I would prefer Image 1 with black background and white letters, it's less distracting.
- None of these options are acceptable. Temporary signs are an eyesore.
- First choice-not jarring in colour as the last three but with some colour to make different bits of onfo easy to find, read and recall. Second and third choices are less effective variations. The last three choice use jarring, the unpleasant bright colours that are too immediately distracting. Also, the colours for each line of information do not stand out from the others. Plus they totally dominate the scenery.



- I do not like signs of any type for advertising. They look cheap and clutter the neighborhood.
- Really doesn't matter about colors or backgrounds it's more that there are too many!!!!
- I do not like any of them. If I had my way no signs on Blvds EVER ! I do not like having to put pieces of the puzzle together to do a quiz... what is up with that ? Trying to eliminate less coordinated or older people ?
- This survey is bogus. All these signs are visual pollution. When placed in a park setting it is particularly disturbing and needs to stop!
- Easier to read quickly when the signs are uniform
- The style of sign makes no difference to me. I'd like to see only community events and registrations. No Commercial signs.
- Don't like the lighter backgrounds at all, as they are difficult to read. I find the bold signs distracting as I try to read them while driving. I think they are dangerous. In a world of electronics, you would think there would be an inventive system to share this information with communities and certain target audiences. Remember the PACT fan out phone calls? Maybe we could sign up for electronic messages instead of roadside visuals
- The signs are awful, they look like garbage and clutter in the neighbourhoods. At the end of the day, if we must have a few signs then they should look classy and uniform.
- Colour contrast makes reading the signs quicker and therefore less distracting while driving.
- Black with white. Less distracting. Equal playing field in terms of cost. Bigger budget group wont overpower those with less cash. Im assuming the bold multicolour signs will cost more
- the more colorful and the more contrast between background and letters, the easier to see, so more effective
- I don't think it matters to me so much what the signs look like as long as there aren't too many in one area. Then it starts to look junky.
- I do not like any signs actually. I think they are unsafe. I have been following someone who drove erratically I think because of the distraction of the sign. I also think they make our neighbourhoods tacky. It is impossible to retain the information other than the name of the company or activity. I think the signs have their place in shopping centre parking lots where you can write down or phone photo the information.
- I ordered based on less distractive and easier to skim and find information for me first. Colourful ones are so hard to skim through. Especially when colours vary. Uniformity would make it much easier to read and skim
- Selection made on the basis of what I saw as the easiest to read, driving by, and being able to absorb all or most of the information.
- Thought we are trying to beautify our city, not trying to "trash" it.
- Eliminated visual clutter and easy to read if interested
- Regardless of how they look temporary signs are a poor excuse for advertising.
- too many colors are detracting
- There should be no promotional signs that distract from driving safety. This survey does not offer that opinion and is flawed.



- I like as little visual clutter as possible, no signage would be preferable.
- All about less visual pollution, also, this survey is biased.
- Uniformity is less distracting.
- Black with white or white with black. And city logo is key
- Don't see the other choices.
- While I recognize the usefulness of temporary signs, I find them visually unappealing and busy. The less use of colour and multiple colours provides a more simple and streamlined look.
- The colored signs and multiple color lettering is too distracting. Looks like junk
- Signs are a visual distraction and therefore unsafe. I am against them except for real estate and only on residential streets.
- The black background is easier to see and not as distracting
- Don't let people have too much freedom with the design of these signs. They are ugly and if they are kept to a strict rule of colours and type they will be easier to control. Let people do whatever they want and there will be bad design and typography everywhere
- Your test predisposes test takers to place the puzzle pieces in exactly that order. Your bias is really obvious and shows that people are sheep.
- Image A, But really prefer None --- Nil signs
- Personally do not care for any of these signs.....most of them end up dumped upside down by people who have nothing better to do
- Black background is easier to read and therefore less distracting.
- I have a visual allergy to all such signage.
- I have astigmatism and so the signs with the light coloured background are difficult to look at for me. I chose the dark background sign with the most colours because it is easiest and fastest to read.
- Where is the option to get rid of these cheap, unsightly, trashing signs all together? Aren't these public spaces? Why is seeing green grass and trees so offensive that we have to hide them behind these grotesque examples of rampant commercialization?
- The black with multiple colours is easier to see and read in the few seconds you have as you're passing by.
- The 'super' colourful signs are too distracting. They also give the neighbourhood a 'carnival' or 'commercial' look.
- You city [removed] stop wasting tax payers money on stupid efforts like designing the ultimate sign. There are too many now. You wasteful lazy bloated bureaucracy city workers, sit pretty with unlimited cash and while the rest of AB suffers.
- After reading facebook comments about the survey I want to give my overall thoughts about this issue here because it doesn't sound like there will be another opportunity in the survey. With the first question - the issue I had with how many signs I prefer was actually the spacing and duration of the signs and how long they would distract you from keeping your eyes on the road. The sign, sign, sign, sign, sign space looks like an issue. Multiple signs would be okay but how far apart they are has to be considered. Issue I have is with lack of enforcement of sign bylaws esp. during election time - I hate putting up signs, I don't like them, I follow the bylaws and others don't so it becomes an



uneven playing field. Consideration should be given to either strict enforcement or suspending the bylaws during election times because most of the public do not know the specifics of the bylaws so they aren't aware that candidates are breaking the rules.

- Want the signs to be as bland and neutral as possible, the less contrast the better. Less likely to be distracted to them if they are monochromatic.
- I prefer the black background. White with the bright multi color lettering I find is too distracting.
- I'd rather limit these types of signs. I realize it's a good way to get information out, but sometimes there are so many signs it becomes an eyesore. Even worse in our community in Fairview there have been so many signs that it impedes a driver's ability to see oncoming traffic.
- Easier to see with black background
- White backgrounds seem neater and less obviously "temporary advertisement sign". Uniform and minimalistic colours keep the signs from being as obnoxious as they currently are. My preference, which is not an option here, would be white background and black text.
- I don't like the growth of signs and full color signs on streets. It adds clutter and detracts from the beauty of the city. They are also distracting.
- black background with two color letters is quick to read and not overly distracting. Every time I clicked to drag to preference I got all six pictures at once. So in order: #1 - B, #2-C, #3- A, #4-F, #5- D and last is E.
- I don't want any signs, except for traffic control. Other signs (advertising) are as distracting as texting while driving. Furthermore, traffic signs warning of upcoming lane closures should be posted at least 500 meters (preferably more) before the event actually happens. A good example is the major mess-up at Glenmore & 52 St. S.E. when the warnings were posted about 10 meters ahead of the lane closure. That showed total laziness of the city employees, and total disregard for safety.
- Black background with white is the least distracting. As more colours emerge on the signs, the signs become very distracting and gawdy.
- There should be NO temporary sandwich board nor billboard signs on public property; other than temporary election signs.
- The black background seems easier to read. But I still think advertisers need room to make changes
- I think that colourful signs are distracting to drivers. They should be black/white and consistent if they are there at all.
- Clean and simple lines preferred - too much color is distracting
- Black backgrounds aren't as distracting to drivers/driving.
- White on black and fewer colours are least obtrusive.
- Coloured or white background and multiple colour letters makes it easier to read. When signs are easier to read, there is less distraction to driving.
- Prefer the black background as opposed to the white, less intrusive. White only lettering may be too hard to see. The white background signs seem too gaudy.
- The signs should be as simple as possible.
- Signs that are too 'busy' are distracting and take away from the community.
- The standard black with 1 or 2 colours is less distracting to drivers and less unsightly



- preferably no signs at all
- The less garish the sign, the more acceptable it is. Frankly NONE of these signs should be allowed in residential neighbourhoods. Also, "temporary sign" is a misnomer. Once a sign goes up, it tends to stay up.
- If you make them anymore distracting than C you should be liable for all car accidents in the area! Don't be stupid!
- Least distracting as first choice
- If there must be signs, then they must be legible; able to be read quickly. In the pictures above, the multi-coloured text on the white background is the easiest to read. Unfortunately, all the signs are displayed against a green background. The background for the signs could be also be brown (most autumns) or white (most winters). The legibility of the signs against a brown or white background might be quite different.
- Different colours on each line is easier to read, as is the black background. Multiple words and photos becomes very difficult to read when driving and we feel they are dangerous, especially on a 70km/hr. road.
- These all look terrible
- No would better
- The problem with these images isn't design, color choice or uniformity, it's that there are simply too many, leading to distraction for drivers, and thereby leading to unsafe roads for other drivers, cyclists and pedestrians.
- THE SIGNS LOOK CHEAP and are a complete distraction. If the City Police is encouraging distracted driving - the signs should not be permitted AT ALL. I SAY NO WAY to all signs. NO TO SIGNS... They are dangerous and could cause accidents!
- Ban signs. Ugly. Ruins community street scapes
- I do not like signs advertising anything in my neighbourhood. Advertise in the community bulletin, or use flyers. NO SIGNS IN OUR NEIGHBOURHOOD. We already have to put up with Ric McIvor's horrible signage to get onto Stony Trail. (As if the people in the neighbourhood didn't already know how to get out.)
- Images D and especially F seem a little too colorful and distracting.
- I prefer what is easiest to read. I find the white background best. Multicolour printing is difficult to read on a coloured background. Red is difficult to read.
- Elegant, consistent, simetric. Subtle and organized.
- White background makes the sign easiest to see day or night and makes text clearest to read. Coloured background is most difficult to read. For white backgrounds, multi-colour text makes the sign stand out. For black backgrounds, the white text makes the sign easiest to read.
- I find the temporary signs garish, so the less obtrusive they are the better. Better yet would be no signs at all.
- I think the use of lots of colours is very tacky! Also distracting when driving.
- Easier to read



- I hate all signs. They are distracting to drivers and at times cause obstructions in views of the road for drivers. I would prefer to have NO SIGNS AT ALL.
- I think community or city information event signs for a specified length of time (2weeks). All other small directional signs should be allowed 2 hours prior and post event.
- It is not such a distraction for drivers. In my opinion thought they should all go.
- The more clutter on a sign, the longer it takes for me to process what I'm seeing. That is not good for driving. So, I like fewer colours. I also find that white/light colour on black is easier for me to see that colour on white.
- Signs are too distracting from driving
- The general principle is that all of these signs are eye-sores. I'd rather look at trees and grass. Therefore, the less visually assaulting, the easier they are to ignore, and the more plain they are, the better.
- I just see 3 pictures But if too busy one can't follow
- I like the simplicity and less colours. Doesn't disrupt the esthetics of the neighbourhood.
- Because, Selection D has multiple colours, which makes it attractive and eye-catching, but also because it can be seen at night with a white background.
- Black and white is least distracting
- it looks clean
- Allow one line to be a different colour to be the title or headline of the sign's message.
- The more colours there are, the more the signs assault the eyes.
- The white and multi colour signs are an eyesore
- Keep as plain as possible. They are designed to take attention of passers-by and that is a BAD thing in a world where distracted driving is already a problem.
- I prefer the uniform looking signs more than the mixed colour and lettering, as I find the second hard to interpret information from quickly
- The black background with the coloured lettering attracts the eye to the information that needs to be read. These signs give us information about what is happening around the neighborhood.
- My phone didn't let me drag these. I like multiple colours best.
- Easiest one to read and least distracting to me is the white letters on black background
- I am completely indifferent
- Chosen for ease of reading and visual appeal
- I can't stand signs!!! Especially when I'm driving. It can get distracting for me. If you insist to place signs I would like to see the least amount of color and designs as i will not pay attention to those details anyways.
- Too many colours makes signs look trashy and cheap. Quite honestly I would rather not see any of these signs at all
- They're all an eyesore.
- I would prefer no signs at all. If we must have these signs, I prefer them to be plain and not to distract from the view of nature, parks, green spaces, trees, etc.



Temporary Signs Review

Stakeholder Report Back: What we Heard, Verbatim Comments

February 13, 2017

- I'd prefer not to have any signage at all, but the less obnoxious it looks the better. The more colours you add, the tackier it looks. The black background is more subtle than the bright white.
- Black background is easier to read and less distracting
- Less "cluttered" the better. A driver's attention should be in the road, not trying to read a sign.
- I hate these signs. I would rather have NO signs!
- I dislike all of these signs. They all look tacky. Not something that should be seen in a modern city.
- None of the above!!!
- Black background preferred. White or coloured background is too distracting. Some colouring in letters is preferred to make it easier to read quickly.
- signs are distracting for sure but if it becomes a permanent fixtures it should be considered littering. signs should not be in public property for more than one month at a time.
- I prefer them in order, A=1, B=2, ... (Could not make the graphic work on my iPhone)
- I find the white background draws my eyes away from the road too much. The black background would be less distracting while driving. I also find the black background less obtrusive in terms of the look of the streetscape.
- I reject all signs except those advertizing community events.
- Multiple colours look informal. Better for private advertisers than community registration or news
- I only really like black with white letters the rest look bad. Though I really want none except for temporary for community events. Nothing for sale and no political
- KISS. Keep It simple and uniform
- Consistency in colour makes them easier to read, and less distracting
- My preference IF WE MUST have these signs is to have them visually match. However, I do acknowledge that it would be difficult to make any one sign more noticeable than the next.
- Can't drag on phone survey option. B C A D E F
- Engaging but not distracting. Not too bright as to reflect with headlights.
- I would prefer NO signs ...I understood this survey would be about choice of. It having them
- I believe simpler signs are the easiest to comprehend. Driving is difficult enough, without the distraction of multiple colors and various sign sizes to focus on. One standardized sign will allow drivers to recognize and "learn", to more quickly assimilate the information on the sign - especially in unfamiliar areas of the city.
- White signs while driving at night can reflect the head lights poorly.
- Too many colors make them distracting and hard to read at a glance while driving.
- It's easier to read multiple colours on black background
- I like a clean neighborhood, but I also like to see community posts and small business advertising. It is important for community business to have affordable and public advertising options
- I chose the ones that seemed most legible from far away and easily read at a glance as my favorites.
- I like the black background because it is neutral and 2 color letter in order to see the important information like dates or phone numbers



Temporary Signs Review

Stakeholder Report Back: What we Heard, Verbatim Comments

February 13, 2017

- I like all of them equally
- The black background is less distracting for me. Colored lettering doesn't draw extra attention. Having pictures on signs would really bother me while driving
- The choice to not have a sign is missing. Questions 1 and 2 should have an option of 0 which is what I choose
- I really like Image C because of the use of colours. The black background makes it easier to follow the words and then the colours help you to focus on short points and grab attention, making it easier to memorise. I liked image D next except for the fact that the white somehow makes it more distracting. I dislike Image F the most because the different background makes it harder to focus on the words.
- Under normal circumstances a white background sign blends in to neighbourhood objects better.
- I don't think colour or design should matter. So long as it's G rated.
- Black tends to blend into the background better, causing less distraction
- Less colour is best. I have to read the entire sign anyway, so I'll decide which portion is important. Coloured backgrounds make text hard to focus on. This causes less focus in driving.
- Too many colours of signs (6) in a row begins to look like a "form of wallpaper" and makes for difficult legibility. Black backgrounds allow for clear lettering and with multi colours, it's easy to highlight the most important information for viewing.
- White background is most distracting, creating more possibility of causing disruptions to traffic or accidents. A small number of colours should be used, not too bright, e.g. grey instead of white, no neon colours, etc. Also, signs should not dominate the view; they are ugly.
- White backgrounds are too bright. To display the text of the message, the letters should be the most prominent colour, i.e. white.
- I find the black with multi coloured easy to read but it still grabs your attention. The white on black is harder to notice and I usually want to know about registrations etc
- I think these signs look awful. They add a sloppy look to the community. I made my choices by selecting the least noticeable/ invasive as my favourite
- to be honest almost all of these options are hideous
- Too many colors, fonts or pictures detract from the real message and are often a distraction for drivers.
- White or color backgrounds are difficult to read while driving and can be a distraction by encouraging drivers to focus on them longer than necessary. Black backgrounds are easier to read and by using multiple colors of lettering it assists the brain in separating the lines of text and reduces the amount of time a driver will be looking at a sign as they pass.
- When I first moved to Calgary, I was shocked to see the use of temporary signs and how they visually polluted the city. My choice is based on which sign seems to visually pollute the least.
- My top three choices were determined by how appealing to the eye they are. When driving by, it's important for the event to catch my attention so that I know to look into it further and determine if it's something that I would be interested in attending. The last three were also categorized in this manner but are much less appealing.



- So distracting while driving to have so much variety of colours/shapes and sizes.
- Not so industrial looking, less of an eye sore. Note, too many of these signs block a safe view!
- I chose this because of the colour placement of the letters and the background.
- Black with multiple allows for uniform information to be recorded.
- I prefer the simple ones. They are not as distracting as the multi coloured signs.
- Easiest to see quickly
- Prefer event name prominent with subsequent information in the back ground. Also prefer uniform and simplistic color schemes.
- The colored lettering stands out for a quick glance
- I prefer uniformity, over busy signs create distractions for drivers, and look tacky and ruin the city sidewalks and green area by looking like a anything goes type scenario.
- Really, the way signs are now is fine. Boulevard signs require permits as it is. What we need to stop is the thousands of election signs for our politicians. Visual proliferation is already under control in Calgary except for those election signs.
- All are extremely unpleasant- the least unpleasant is the one that stands out the least. If you want nice streetscapes none should be allowed! They are ugly!
- You haven't provided an option for NO signs at all.
- In truth I don't like any of them. They are an eyesore and I would prefer that none be allowed.
- Too much colour can be distracting while driving. Some colour to highlight important information is nice.
- I prefer the least noticeable
- Gaudy signs are unnecessary for the type of things that go on them
- Coloured or white letters easier to read on black background. Uniform colouring of letters makes it easier to pick out topic of each sign.
- The black signs look more attractive and are easier to read
- Black and white looks classier, the more colorful signs would create a mess in terms of visual contamination.
- Easier to read travelling by in the car.
- Less disruption with the landscape
- Looks less distracting
- The black background with bright colours is easier to see and read. All signs are the same height and they look neat.
- Black background and white letters are not only easier to see but they stand out from other street signs.
- Light letters on a dark background are easier for me to see. I like different letter colours because they can be used to separate information or highlight things like business names or phone numbers. Dark letters on light backgrounds are harder for me to see, and when you start getting into coloured backgrounds - they quickly get too busy to be visible enough to be useful for communication at all. I



see these mostly when I am in a vehicle, so sharp visibility and easy, SHORT communication is essential.

- I'm less impacted by the colour of the sign than the size and shape. My preference is black background because it seems less intrusive ... but coloured lettering to make it easy to see and get the message. I find the white background startling.
- White backgrounds stand out more and would be more of a distraction when driving than signs with a black background. Different coloured text on black background is easier for me to quickly read than all white text.
- Black background is easier on the eyes. Two or three colours let's the info stand out without being overwhelming
- Bright colorful signs are more distracting then white letters on a black background.
- The simpler the better but I would have an easier time reading the signs with 2 text colours. The white background ones are, for me, more of an eye sore. Image F immediately caught my eye as being overly "out there".
- I really dislike all the signs. They are distracting and look extremely trashy.
- Signs are offensive as is, they make communities look cluttered and visually unappealing. Since there's not a choice for no signs, the first is the best of the worst.
- I like the black background most with least clutter (colours) because it's least distracting and esthetically least displeasing. White just ruins the look of the roadway. Also, I need large, easy to read lettering to be able to read a sign at 50 or 60 km/hr.
- This makes it easier to read while driving by
- To many colours is distracting
- If you're driving they need to be legible but less obtrusive. Ask seniors with visual deterioration to try and read the multicolor on white
- E is easy to read quickly, so is A. Black backgrounds on B & C are less distracting to drivers. More colours are visually displeasing.
- What about night time visibility?
- Community, sport and small business should have the opportunity to advertise for short periods info about their organizations
- The plainer styles on black is less distracting than the other options
- If there are going to be signs, they should be artistic and colourful.
- multi colour letters stand out better
- the image f is too busy and drivers will linger too long possibly having an accident trying to get pertinent info it also detracts from the landscaping.
- would prefer no signs at all
- I really don't want any signage at the side of the roads it is distracting to drivers. But if they are going to have them, then the least distracting is the black background with the white lettering.
- I don't mind any of these signs. I haven't had a problem with any of the signage in my part of Calgary (west of Sarcee). I'm wondering if the number of signs has become excessive in other parts of town???



- I think this attempt to create rules is extremely unjustified and is a perfect example of government creating too much red tape and making it too expensive and impossible for small businesses to operate. It's especially disturbing that such aggressive attacks are made in the middle of a recession.
- My browser (chrome) won't let me move the pieces. I like F the most because the colours are attractive and help to distinguish the signs one from the other. Otherwise it looks like a communist/government installation.
- Black signs are most discreet and limit impact on surroundings. Having multiple coloured signs gives an untidy appearance and probably doesn't even get the advertisements' message across because there are so many of them.
- Unable to answer due to the size of the question. Can't work on a cell screen
- The least jarring on the eye the better. Needs to blend into surroundings. Prefer not to have any signs at all. Look to the example of how this is done in Austria!!!
- Black background shows up the lettering for the message well but doesn't cause as much of a distraction for drivers as the white or coloured backgrounds do.
- Signs need to be readable but not distracting. The white background is too bright and distracting but I don't mind multiple colors on the black
- Less regulation of signs. It is an odd place to involve the city outside of inappropriate material.
- ALL signs are distractions and safety concerns-we should be paying attention to the road not trying to read signs.
- Signs can be boring and bland without Color. Black background is harder to read at night.
- I don't find any of these particularly attractive. There are too many in my neighborhood and they are an eyesore. If we must have them then the best option is low profile and single color.
- I would prefer no signs at all on the boulevard, streets or public or private places that is looking for a driver's attention, or a biker's attention, you haven't given us the choice to not have any signs.
- I think they all contribute to distracted driving and shouldn't be allowed!!!!!!!
- Black background makes the colors stand out. Three colors gives three types of info - what it is, where it is, and how to get information about it (ie. website). These signs are easy to read when you are driving without distracting you. Smaller, multicolor signs are distracting because it takes longer to read as you pass by.
- Too many signs on the road - such a distraction. Eliminate signs completely. I'm trying to look for a business in the mall, merge signs, road signs, traffic lights and those idiot cyclists who should NOT be on roads at all. NO MORE SIGNS.
- I prefer no signs at all - they are an eye sore.there are other ways to get messages out - flyers, online, etc.
- B and E captures your attention with the title of what the ad is about, then gives the information. A being all one colour doesn't really capture your interest. F has too much colour and is distracting.
- Image D is easier to see. The black background takes longer to read, thus creating more distraction while driving.
- The black background is less glaring. Fewer Colours is less tacky looking.



- I find black background easier to read
- I like the clean uniform look. Two colours maximum. The one colour will catch the eye but your eye doesn't get distracted with multiple coloured letters and backgrounds.
- I Don't Like Road Signs advertising anything except community event information. It ALL reminds me of driving into an American town - being advertised to for miles before hand. Ugg - Ugglllyyy for all of it. I know the city must make money for allowing it - but is it really necessary at all.
- None of the above. This type of signage should not be allowed.
- Less distracting
- I dont care.
- I would like to see no more signs in the communities
- Your click & drag doesn't work. A, B & C are my preference. Easier to see. D, E, F are harder to see.
- I like more subtle black background to a bright white background. Prefer fewer colours for the letters, too.
- abcdef
- The ones with the white backgrounds are atrocious! Possible driver distraction if the sun reflects off them.
- This is the most confusing way of putting a question to anyone that I have ever seen. Who does this kind of work???
- too many signs in all scenarios
- I am over 65 and science tells us that yellow and black is the easier to read as we age. Its an eye thing. So if people are being distracted why not pick something that is quick to read and will cause the least amount of difficulty reading and the shortest time being distracted.
- Too many signs that have nothing to do with motorists, pedestrians or traffic safety take away from the most important signage - speed limit postings.
- These signs are a real distraction while driving. I choose based on the least obtrusive view to drivers.
- In general i don't like the black signs while i don't mind they newer signs that have custom printing.
- Distracted driving,people walking out between signs,eye soar.....not to mention what weather will do to them over time,as they will become cheaper made!
- We shouldn't dictate sign styles or artistries. This question is leading to a false conclusion about aesthetic requirements for signs.
- Easier to read on white background.
- If sign is necessary, the simpler the better.
- I don't like the white background too bright. Black is way better
- The most simple the sign, the better. Colourful signs are ugly and look unprofessional.
- The black background provides less of a blinding reflection at night. The multiple colors allow for easier reading of sections without as much concentration while driving. The colorful signs are more difficult to read.



- The more uniformity the better
- The black background with the red header and white detail font is easy to read but is also the least offensive looking. It's not too out there and looks more professional than the others.
- I would prefer only community news signs and no business or personal signs
- The black background with the red heading and white text looks the best and would help me identify if something is of interest to me. The white backgrounds are too distracting along with the varied coloured background Visual pollution
- Less is better. I find this can often be just as if not more distracting than cell phones
- Any colour on black background would be preferential
- Signs are distracting for driving. Very easy we have distracted driver laws. Why would our city make more distractions by having signs. Aside from being messy in our communities as drivers we have to pay attention to signs. Strongly opposed to any signage on our public spaces.
- Image C is the easiest to read to my eyes. I find the white background more distracting than the black background and the black blends into the surrounding environment more discretely.
- This sign is the least offensive so I would choose it. However I don't like any of them. You should have none of them as an option to all of these questions
- If we can't get rid of them entirely, then at least make them readable with a minimum of distraction. I prefer the black background. White background tends to look too professional and "billboard-y".
- What a croc, are there any options of NO signs
- Black background looks cleanest, two font colours adds a bit of variety, ability to highlight certain words. Too many colours looks messy and cluttered. The white/light backgrounds look messy.
- Black signs are easier to read and not as distracting as the multi-colored white background ones.
- Black and white is easy to read and not too distracting to drivers
- Prefer least visually obnoxious.
- I don't like any signs
- My first 3 choices I like about the same. I like that there's variance in colour without being too MUCH color/pictures, which distracts from the text (like Image F). I chose image A as my last choice, because black and white is just so BORING.
- The black background isn't as distracting when driving
- The black signs are less harsh and disruptive to the eye. The white ones are ugly. The black ones are easier to glance at while driving.
- I feel that temporary signs should be eliminated in Calgary. They are an eyesore and make the city look unattractive.
- I would prefer absolutely no signs at all. They are a significant eyesore and degrade our communities.
- Visibility is important to the businesses using these signs to advertise. Too many restrictions make the signs less effective. The signs are normally in places that do not affect drivers. A different colored heading allows for the reader to decide whether or not to keep reading. White is the least attractive and there's enough white on the roads and sidewalks for 8 months of the year.
- doesn't work



- I find the multicoloured ones too busy & distracting
- Overall, they need to be clear and easy to read so motorists are not focusing too hard on the signs to figure out what they say and forgetting to pay attention to the road.
- Needs to be clear but not cluttered
- The less distracting when I'm driving the better
- I think the black background and two colours looks the classiest. The ones with too much colour are a bit garish.
- Too much color and design makes it hard to read as you are passing.
- C is easier on the eyes and allows users to be somewhat creative in what words to emphasize. F very easy on the eyes, and allows users to be as creative as they want. B is easy on the eyes as well, but doesn't allow users that much creativity and the uniformity of all the signs seems like we live in Stepford. Not everything needs to be uniform. A, E and D are all very hard on the eyes b/c of the white - lettering and/or background. On a sunny day, the white background is probably a source of glare for drivers too.
- I found the black signs to blend in with the landscape more than the others, so picked them first. Selected multiple colours first to allow for flexibility in using that type of sign. I picked the white signs last because they seemed to stand out the most and could be distracting to drivers.
- They are all signs to me.
- I feel that bright colours on the boulevard would be too distracting to drivers; hence, my preference would be to have dark signs with only a few choices of letter colouring. I also think that all of the sign backgrounds should be non-reflective, so that there is no chance of glare in drivers' eyes.
- These signs should not be distracting to drivers. The worst example of a roadside sign I have ever seen is the Alberta governments sign regarding distracted driving depicting a broken windshield, it's very difficult to read forcing eyes off the road for an extended period.
- 6th choice first
- I find image A the easiest to read but not too distracting. I find image F very distracting and hard to focus on.
- I find most signs on a black background with coloured letters more visible.
- Image c is easiest to read when driving by and organized logically with the title easiest to see. Multiple colour lettering is confusing to read. The white background is unappealing
- I do not like seeing any signs at all. The do not make the community look attractive. Find a different form of advertising.
- 1st choice- clear/easy to read information quickly when driving by 2nd choice- with event name in different color it stands out making the sign easier to read when driving by 3rd choice - all letters in white not as easy to read quickly when driving by 4th choice - don't like white back ground- what will these look after snow storms, sanding of streets, etc - I am thinking they will look dirty 4th choice - same as 3rd choice reason 5th choice - dislike white background and multicolour letters 6th choice - dislike
- Brand recognition relies on freedom of expression. I am in favor of limiting the amount of time a driver spends distracted, but don't agree with restricting the content.



- I believe the answers to this are based on 1 sign on a boulevard. If a Boulevard could have more than 1 sign on it, if there are too many color choices etc, it may become distracting to drivers.
- I don't mind the colors, but I find the black background easier to read.
- 4 th choice
- feel that you should be able to promote you "stuff" but to much colour is distracting and harder to read(for me)
- All signs should be removed
- No signs at all is my overall choice.
- I prefer the simple two color lettering on a black background. This gives one color for highlight and a second for the main message. multi colors are too hard to read at a glance.
- H
- I made my choices based on which are easier to read when trying to read quickly as I drive by.
- I prefer uniformity, and I don't really mind colours if they have a purpose. (i.e. not all mixed letters)
- Too much colouring and details in a sign can be distracting and confusing. A simple black background with a few options of coloured txt seems like a happy medium between boring black and white and the in your face colours.
- F looks great D looks good A looks okay B looks meh C looks better than E E looks boring
- Too many signs driver distraction, picked least distracting to most distracting.
- My 1st choice looks less tacky
- Make the signs interesting.
- Darker background seems less offensive
- Too much colour can be distracting when driving
- Doesn't matter
- Found B to be easiest to read
- Colours are too distracting to drivers
- Chose this order as least to most hideous
- I listed in order of ease to read
- The black board with white lettering is ideal , although id prefer none. The bright lettering is definitely a distraction. There is a difference between a business sign on a building having colors and pictures and an obscure sign on the side of a street.
- I believe ONLY community event signs should be allowed. No advertisements for individual businesses should be allowed.
- White backgrounds are blinding at night. 2 colour lettering get your attention without being hard to look at. When driving, trying to read a sign must be very quick and easiest on the eyes as possible. 2 seconds is all it should take to get the message
- No signs. Why is there no options for no signs?
- Least distracting to most distracting
- none of the above- too many signs- small business should not be able to advertise roads
- Fully printed signs should be the only option. Black and fluorescent signs are terrible!



- F has the most interest
- My preference would be none but otherwise they're ranked from least difficult to read to most
- I prefer no signs at all as they are distracting make the neighbourhood look bad. So my choices are the less the better
- I think some uniformity in color allows the reader to process numerous signs in a short period of time. Too many color options can make it visually overwhelming
- The black background defines the message more and the different colours provides the ability to highlight the details. I find the white and colour backgrounds used in these examples made the messages unclear.
- My church uses signs, having the color choices allows the advertiser a lot of flexibility to stand out, and make a sign that is pleasing to the eye. As an alternative I find that the black background allows the letters to stand out more than the white background does.
- I hate all signs temporary or otherwise but if I'm being forced to look at them then a bit of colour is preferable to drab monotonous. This survey is poorly thought out as it doesn't actually give me any choices I prefer. The city needs to work towards reducing all signage in the city. There's way too much and it's distracting to motorists and increasingly becoming a hazard. If we're expected to read every sign, then our eyes would never be on the road.
- either way all the signs are distracting to any one driving
- I find two colored signs easier to read, one color only highlights what's important. Multiple colored signs are confusing, you only have couple a seconds to notice a sign and it just looks that everything is of equal importance.
- #6 the most then 5, 4, 3, 2, 1.
- All black signs, different colour of text seems easier to read and your eye can be focused on the line of text that stands out for you.
- 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.
- Too many colours on the lettering or the background is too busy... makes the neighbourhood look messy, cluttered and is too distracting to drivers
- It can be too distracting with too many images and colours. A simple background with top line to say what it's about, followed by the info. Info should be short and to the point so less time is spent by drivers looking at signs when they need to be looking at the road.
- For me it is easier to read two toned colouring so I can just read the coloured part and then disregard the rest if it doesn't capture my attention. (Although I am fairly desensitized to signage unless it is blocking my view for driving)
- The colours look tacky . Black and white easy to read.
- We shouldn't allow signs on the boulevards at all.



- 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 think they all look tacky, cheap and scruffy. But black background and 1 colour letters looks the best of these choices
- Visibility from a distance
- This survey is ridiculous and terribly biased. I have stopped filling out the survey at this point because it doesn't talk about any of the nuances on why these signs are out there in the first place (advertising in our free market economy) . This survey does nothing but re enforce the survey designers ideas that there should be conformity and limiting on these signs
- It has to be legible and separate enough but not too much so it's not a distraction
- None of them are suitable, they should all be banned, its an eye sore in the community.
- Black background with Fluorescent Colored lettering have the most effect and biggest impact. Pictures also say a thousand words.
- How about NONE?
- Just like with traffic signs such as stop signs, your eye is more easily drawn to standard signs with standard colours. If the information on the 3 rows was consistent also eg) contact number on last row then people driving by would actually see the information. Your eye would recognize the sign size, shape, background colour, text colour. You would also know where to look in each of the 3 lines for pertinent information.
- Black is easier to see, and when use correctly I like to see different colours which make it easy to see the important parts of a sign.
- I think all these signs in our neighbourhoods look terrible and are a driver distraction. Since driving while distracted is an offence, why do we allow these signs? But to answer this specific question - all signs should be as unobtrusive as possible. Black backgrounds, single color lettering and uniform height is the most unobtrusive combination, but no signs at all is the best approach.
- Black backgrounds are more subtle, Multiple colours on signs is overpowering.
- Why allow signage if it's not able to correctly convey the message? Allow full colour & full graphic signs if that conveys the message. Otherwise, black background seems easier to read.
- I ordered them in the way it was easiest for me to read.
- My reasoning is I chose what was easiest to see and read.
- simply it can be seen and grabs your eyes.
- I like A first and D and F are my least favorite
- First color to highlight event, 2nd to have a web or info site
- Black with different line colours are least distracting and most efficient to read. If I only read one line on passing, the next time I pass I can move right the next line easily. I find the white background signs more distracting and look more like advertising for commercial enterprises.
- The black with white stand out best but the multi colour ones are hard to read.
- These types of signs are distracting at the best of times. Too many colours and pictures make them too busy for drivers to see, distracting them from concentrating on their driving.

- I find advertising signs distracting while driving and would like a uniform sign pattern that I can mentally discard as I drive.
- Visible day or night, enough for advertisers to get their point across with out being a distraction
- NONE!
- Bright colors are incredibly distracting and make any otherwise nice looking neighborhood feel like a strip mall.
- Black background makes it easier to read. The colorful or white background are more distracting and harder to read.
- Don't want to make the look too sterile.
- White lettering on black looks smarter but when driving by, the colours help to draw your eye to the important information. The white background is too stark.
- Color makes a didderence
- If there are multiple signs they should all be the same colour scheme. I prefer my first choice as the headline is in red and the rest of the lettering is white. Too many different colours just makes it look junky.
- Having just two colours of text allows me to just glance at the highlighted colour text (which I'd hope is the topic) and decide if I'm interested in the rest of the text. Having all one colour or too many colours would make me take my eyes off the road too long to find out what the message is.
- Having too much variety in colour and theme is really hard to focus on and the message gets lost in the complexity. The simpler the colour scheme, the easier the signs are to read and the less time drivers potentially spend reading the sign.
- Simple direct messaging; too much colour is too distracting
- White reflects badly and multi coloureds do not help vision either. When driving you should be keeping your eyes on the road and be aware of traffic signs not advertising.
- I don't think these signs should stand out. I hate tons of them from businesses. I think they should be limited.
- A-3 B-4 C-6 D-2 E-1 F-5
- Ease of reading but allowing some flexibility. Also, reduces distraction and just provides the infor required. Image F is the worst for possible distraction as often these "graphic heavy" signs make it difficult to discern the message.
- information should be easy to read but not confusing
- Less distractions while driving.
- Multi colour background with multi coloured letters look more positive. Single colours look meaningless
- Sometimes it's the only ways to get the message out that they're open for business. I'm alright with colourful signs
- less inconspicuous the better
- My order was based on easiest to read as well as less problematic for distracted driving. With the multi colour and contrast background, it's easier to read and pick up all letters. One colour, I believe people would slow down and disrupt flow of traffic if they decided they wanted to read all words.



- I really want to help and support small businesses. the more rules, hoops and fees. the harder it gets. I is already tough to make a go of it and I feel bad for small business owners
- I find with these signs it is a trade off. The signs look tacky and negatively impact the look of neighborhoods, however they do provide useful information, so I prefer to seem look as professional as possible.
- I have listed the signs with the least distracting first and the most distracting last. I cannot understand why the City of Calgary permits this distracting signage to be placed on our city property. Firstly it is an ugly eyesore on the boulevards, secondly it is a distraction to the driving public. I cannot believe that there have not been accidents created from the City allowing this to occur. If I or any of my family had an accident from trying to read one of these signs I would definitely know where the blame lies. Also in our neighbourhood north of McKnight on 52nd St NE there seems to be a lot more signs then I notice in other neighbourhoods.
- Simple Feels less intrusive.
- Actually I prefer none of these!!!
- I would rather have no signs though.
- I don't think the city should have the right to choose and limit.
- Easier on the eyes and legible
- image B it is easy to read
- There should be choice of colors as it reflects creativity however it should not be wild.
- If we have to have signs simplifying the look is preferable
- Too many signs and too many colors too distracting
- I really only want signs for not for profit activities, like fund raising for youth hockey, community Center activities. Do not like multiple signs on a street Do not like business signs on streets
- I feel that this type of sign doesn't really belong in a residential community. It is well suited to an industrial area, such as in the photos above. In trying to be fair to advertisers, my opinion is that if the sign does indeed need to be in a residential community, then there should be a limitation of 2 per block. The lower the profile in a residential area the better.
- Color variance, eye catching
- There are new signs around with too much text and too many colours. Why are they permitted? It's bothersome.
- I find them all annoying and actually dangerous to read while driving. Talk about distraction!! However the image B is the only one I prefer, if it has to be.
- Ease of reading; can note important info and if it's something you're interested in, can note the details next time you drive by.
- Purely ease of reading and esthetics.
- My rankings are based on personal ease of readability
- I love the Black back ground with just 2 colors. Multiple colors and pictures are very distracting on black backgrounds. White needs a little more. Black with 2 colors is my fav
- You cant tell any of the signs apart if they are all the exact same. I think a companies sign should be able to reflect the business and stand out from the rest.



- I find the more colourful signs to be more pleasing to the eye
- Ranked by ability of driver to read. Would prefer at least a spacing of 200 to 300 feet between signs.
- For me it's easiest to read the black background signs, especially as I drive by. Also, I like when there is white lettering and another colour, because it helps my eye quickly read the different lines. A few colours is okay. Different colours every line gets to be too much. Coloured background and multi-coloured lettering is just too busy and I won't spend time trying to see what it says as I drive by.
- Black background easier to see text. 2 colour text for simple emphasis.
- Really?
- We shouldn't dictate what the signs looks like. There is no creative freedom, branding identity available if there are all conforming.
- Black is less distracting as a driver. Many coloured letters stand out better than one colour. Black background fits into landscape better.
- Based on ease of reading and esthetics
- A colour that fits with the surroundings... like green in this case or grey to match the road.
- I've put this in order of the signs which I feel are the easiest to read.
- The black background is less intrusive to the eye when driving. 2 colour lettering should highlight what the sign is about in one colour and the details in another. The more colours/pictures that exist the more distracting to drivers.
- I think you need to have color choices and various backgrounds to make your sign stand out. Otherwise you might think the signs are all for the same product or service.
- 1 th
- I would prefer no signs. I believe them to be distracting for drivers and adverse to the community setting.
- Honestly, I don't like any of them. These temporary signs are an absolute eye sore. Personally, I'd be happier if they were banned.
- Personally I would prefer no signs on public property. I chose sign A because it is least intrusive.
- I think the signs with the white backgrounds are rather hard on the eyes, especially in bright sunlight. The colored background signs are quite distracting. I prefer the black background signs but honestly have no opinion on the use of the colours of letters, I just couldn't make those three as being the same.
- The black background is not as distracting as the white, but using colours on the black background helps legibility.
- Black background with white lettering is the easiest to read, and least intrusive. I am not opposed to other styles either. Placement spacing is my biggest concern.
- less distraction. easier to read
- I hate these signs. I wish they weren't allowed at all. It makes our streets ugly and distracting. I have some in my neighborhood that block the drivers view of pedestrians making it unsafe for those crossing the street.
- I prefer different colours for quick reading and I find the last three too distracting.



- The black background makes it stand out but not so much that it's distracting, which is more what the white background is like. I also prefer three different colors for three different lines; it makes it easier to read. I really don't like the idea of multiple colors for backgrounds. The nice thing about the current system is its uniformity of style.
- The black signage with coloured/white letters is typically used by local business, I am totally ok with supporting them.
- Minimize distraction and gaudiest to public view. Better if options included NO signs other than community or civic information with short time duration.
- Clarity and easy to read. The last one shouldn't ever be considered acceptable.
- They are all hideous and prone to being vandalized, and are frequently left out long after whatever they are advertising has expired.
- The color background ones are too distracting and the black and white don't catch your attention.
- I do not like the signs at all but I chose the image B signs as they are easiest to read and least distracting. Image F is an eyesore and too distracting in my opinion.
- The less obnoxious looking, the better.
- Too many variations are as distracting as texting with a cell phone I want to comment here as I wasn't given opportunity any earlier that I feel temporary signs for businesses should not be allowed on ANY street with a speed limit of 50 KPH and lower and no painted lane division , thus this will normally rule out putting temporary business signs on residential areas!!!
- The order above is my preference as to what is visually clearer and easy to read.
- This arrangement is problematic, as I doubt it is random, and obviously is very much like what most people may prefer. ie black bkground, less distraction. Consider a better way to ask this question: randomization, less than popular expectations at start, more random arrangement. This is a loaded question.
- I found it easier to read the ones on the white background. Too much colour makes the signs a little busy and some colours are harder to read.
- Like classified ads in news papers, having uniform colouring makes temp signs more organized, with 2 colour scheme to highlight quick information.
- Less is better
- This is a silly question. You really want us to determine colors of font
- The first three aren't obnoxious. They stand out but don't look over the top or ugly, which can detract from the area around them.
- The variations on colours helps make reading easier and therefore reading while driving safer.
- The white and multi coloured backgrounds are hard to look at. The black background is easier to look at. The different coloured lettering on a black background is easier to read.
- I believe that you need a priority line in a color to stand out from the rest of the message. I do not like any of the other as they are all too busy, confusing, and distracting...and with the distracting bylaw that should be something that is looked at.
- I truly hate these tacky signs. They really cheapen Calgary's limited beauty.



- I chose the signs based on what I felt was easiest on the eyes and kept the bright/neighbourhood feel that I enjoy.
- I found image D easiest to read, which is important if you're trying to catch the message while driving. Image F was least legible. If you are not going for drive-by legibility, use a black background and reversed letters. (Of course this will all change in summer.)
- 3,5
- If there is a sign, it's better for it to be easily read.
- none would be best
- Freedom of color and artistic ability should be allowed as long as signs are all same size.
- C is the one that we are most used to seeing and it is easy to see and read without being too obtrusive. They are good for community events and the like. F looks more like advertising and no one wants to see that many "billboards" in their neighborhood. A completely blends in and I see no point in even having it at all. Hardly noticeable so not helpful.
- White background/color background is too loud. Looks cluttered
- I prefer the black signsasi think they will do their job both winter and summer, I don't really care about what colour the letters are.
- You asked what I like, so I put them in that order, like you asked.
- I find the black background with one colour lettering the least distracting of all the options. The white background signs or the signs with pictures are the most distracting and therefore I feel they should be kept off the roads altogether.
- Was not able to complete this. Incompatible with my Samsung G4.
- Prefer no signs at all, but my choices here reflect from the least annoying to the most. The darker backgrounds seem to blend better into the neighbourhood.
- find A and B acceptable, don't like the others, too much going on
- Color can get a message across without needing to get all the information on the sign
- The black background provides a way for the colored words to stand out. The 3 color choice is best, because each line of information is a different color, thus triggering the part of the brain that identifies color. And while the brain is identifying color, it will remember the information associated with it. (At least for the visual people out there!)
- the black stands out better for a quicker read. multiple colors help distinguish different parts of the information: event, location, date/time
- I don't care.
- 1 -- is less distracting. The rest are all distracting and ugly, in the order as chosen. 6 is horrible.
- I don't like any of the signs. My community has many more signs this month than I can ever remember. I think they look junky and they are often vandalized. In addition, I feel these signs are a danger as they distract drivers.
- Any multi colour sign is distracting and too hard to read driving pass them. Single or 2 colour signs are much easier to read.
- I find D, E & Friday distracting. I find C, B & A eye catching without being distracting.

- I prefer the black background, then the white background. The amount of colours however, depends on the background.
- The white background is very distracting. Black background is much better. The coloured is the middle ground but the black is still heads and shoulders better. The coloured background is still less ugly than the white.
- I would love these signs if they said "The city is finally moving forward with a new arena for the flames and stampeders"
- They are all distracting and awful. How would reading these while driving not be distracting driving?
- all of these are ugly :(
- I'd prefer no signs at all but since you're making us choose we might as well make it as colorful and pleasing as possible.
- I like it simple and clear. Black background with title/top line in one colour and text in one colour.
- I ordered them according to least distracting, when I drive, to the most distracting. The city has distracted driving laws to make the streets safer. The signage should also follow that premise and be low distraction, not the way it is now.
- I think black looks better, but one color looks too boring. Image F is too colorful, like if children made it, and it just looks too casual. I personally think 3 colors on black is best, just the best mix of contrast. I think the green looks really ugly on the white, hence why I put it 5th, but with other colors it could be nice.
- I find it easier to read white-on-black quickly, especially at night.
- I like the least intrusive signs best. Also - the black background signs are more familiar-looking.
- If given a choice, signs should be prohibited on city boulevards except for CA's
- 1st choice has good visibility and the different colors make reading info while driving easier.
- I think simple is better. Black with white or white with black. It doesn't look too busy on the sign that way and it looks a lot more professional.
- Having too many colours is distracting and makes communities look cluttered. These signs should try and blend into a community, while still informing the public. Also, the less signs there are the more impact the ones that are out will have. If all signs are consistent, people will know a sign (for example black with white text on a standard size) will contain information about their community. They will learn to look for them.
- Less obnoxious the better
- colours are fun!
- I prefer less colour. It's too distracting with multiple colours.
- don't be rulesy
- The black background identifies usually community broadcasts which makes it easier to identify source, the colours for content on info; which should be regulated so that each colour is always a certain type of info for rapid identification. White background with lots of colours is distracting and so is pictures. Drivers need to pay attention to the road, not the colourful signs on display.
- The less attractive ie monotone the less obtrusive.

- A uniform color and standard needs to be developed. I like the information the signs display, but having a sign with 10 colors look tacky and cheap. A standard sign height, with standard background and letter color adds a touch of class, and looks professional. Plus back background, with white lettering makes for easy reading while driving.
- I hate all these signs. The city spends money cutting grass and weeds and then allow these blights to be put up. With social media, there is no need for signs like this.
- Signs should be displayed in 1 or 2 colours not high contrast it's distracted driving.
- It's easy to read the whole sign quickly, cutting down the time that your eyes are off the road image F is very confusing and distracting
- black background is easy to read and not distracting
- Minimize driver distraction while using colour strategically to add clarity to messaging.
- NO SIGNS is my preference. They all make neighborhoods look cheap and tacky
- These signs are a distraction to drivers. The more colour combinations the longer it takes to read the sign adding to the distraction of drivers.
- I only like image b and a because they are the least distracting. I believe there should be no signs beside roads as it is distracting while driving.
- E and d really stand out and are easy to read
- I like the black background with different colored lettering as it's MUCH easier to read. This is supposed to be glanced at as you drive by or are waiting at an intersection, you shouldn't have to take time to read what it is saying.
- I can't make the pieces drag - but my preferences are most to least - C, B, A, D, F, E I like the uniformity of the first signs - and I like multiple colours so that the highlights pop out
- I don't like any boulevard signs.
- I find the black with colored letters easier to read ans as acommunity assoc executive I think people can read these better to see what the community message is
- Simpler is better to minimize driver distraction.
- The black background and 3 colours is easier to read and understand without distraction. The coloured background and multiple colours cannot easily be comprehended and is too distracting.
- Black background is the least distracting to passing motorists.
- Prefer to see no signage on any street
- Night visibility
- chosen by visibility
- image A
- I don't like any of the signs - they are distracting and unnecessary.
- While driving they are earier to read with less distraction!
- Multi coloured text helps in a quick glance read. The 1st time by I might read the yellow, the next the red, etc. Still attractive and not cluttered, but easy to read quickly.
- Black signs easier to read. Two colors could help highlight certain info (easier to read), but three colors gets a little much.



- I prefer the white backgrounds and coloured letters because they are brighter and easier to read. They add some interest to the 9 months of the year when the view out the car window is pretty bleak.
- Simple is better, multicolor is offensive to the senses.
- The black background is less distracting, and up to 2 colours allows for some emphasis without being overly eye-catching. The colour and white backgrounds stand out far too much, making them more of a distraction.
- 3,2,6,4,5 and 1. I'd still prefer no signage, but if I have to choose, this is the order
- Generally easier to read.
- I find first choice the most appealing and not as visually intrusive as the other choices
- Less colour = less distracting
- I would like to see NO signs at all. They make Calgary look junky when cluttered with all these signs. They should not be allowed. I live in McKenzie Towne & McKenzie Towne Blvd. is cluttered with signs.. It looks like garbage. I am wondering how distracting this is to drivers?????
- My choices are based on balancing the need to pass on information and the potential to distract drivers with signage.
- Aesthetics
- Strong preference for black signs as they seem less intrusive on the eyes against the surrounding area. Multiple coloured lettering makes it easier to glance/skim while driving without becoming distracted.
- Quick and easy reading
- This don't really matter in my opinion.
- I needs to be easy to read. So keep it simple. Image F is nice because the picture can give you a lot of info about the event.
- Street signs are ugly
- I would prefer no signs altogether. If signs are allowed I would prefer they were the least distracting as possible to drivers. Ths signs should also not be disposable so vendors don't just place them and forget them
- From my least favorite to the 1st choice, I find that pictures and too much colour is distracting for signage while driving. I also struggle to read only mono color on white - white signs and/or lettering are also difficult to read when driving.
- The darker background is easier on the eyes for reading fast while traveling by the sign. It gives the driver a choice of looking at it or not The white background is too bright, it is too forceful, making me do just the opposite of what it wants me to do, meaning I would avoid looking at it because it is too distracting for the driver. The coloured background falls inbetween, but is farther from the preferred black background.. One colour font is too even to comprehend while driving past, too many colours are distracting, two colour combos fall inbetween as best.
- Please ignore my ranking, I think the choice should be up to the business or event. This question does not allow as an option (i.e. no preference)
- I find all of these signs distracting and I would rather not see them on the landscape.

- Personally I think all signs on boulevards are an eye sore and causes distractive driving issues
- I like Image A best as it is uniform and less distracting when driving. Image F provides too much of a distraction.
- Images won't move
- I don't like the black signs at all.
- Signs should be noticeable, but not distracting. Too many crazy colors will draw driver's attention away from the road.
- The simpler the better, all the colours are distracting while driving trying to figure out what the signs say. Black background with plain white lettering is easy to read and not confusing.
- Too many colours and styles is distracting and an eyesore for the community. Uniform design standards are easier to read from a vehicle without distracting gimmicks.
- Signs whatever colour or size are an eyesore especially when there are a number of them in a row. If we have to have them they should be restricted in number. These are a distraction to motorists and should be judged accordingly.
- A black background provides a good contrast for multi-colored lettering that stands out, but is less obtrusive than a white background. The multi-colored lettering helps passers-by to quickly grasp the message.
- This should be very easy, open signage for all. Limit the size and content of the signs. Let people have a chance to grow business.
- black is easier to read
- It is easy to read
- Should be simple - black background white letters
 - Time limit of max 2 weeks 2. Only located very close to commercial areas. - Not residential and not schools.
- I find the black background with the three colors the least distracting and the easiest to read, especially when driving by. Then as you move down the list of my choices I find it gets more distracting and difficult to read.
- I like C the best because of the black background, and the bright colors it is easy to read
- Easiest to see and read as I pass by
- I think the signs that reflective the personality of whatever is being advertised BUT I don't like too many signs or a sign staying in the same place for too long. We have a nail company in the community that hasn't moved their neon sign for the 3 years we have lived there
- Choices is order of less distracting to most distracting while driving
- I don't like white signs. They are often hard to read.
- I like them when they are the most ignorable, to be honest.
- I don't like the white. Black is easier to read while driving. I am neutral on how many colours are used on the black background.
- Black background easier to read. 2 colours gives extra impact to read colour words - ie a title too many colours is too hard to focus on the message Images c and f didn't load.



- 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.
- Simple is best. Uniform is best. Wow image F is ugly.
- The less clutter the better
- Tother
- Really none of them !!!!!
- Simple style, clean design is less distracting to the eye and nature around.
- Multiple colour lettering is easier to see at a glance. White background is difficult to process quickly. Image F is too busy and distracting to drivers.
- 3rd choice
- Black and white is simple and clean
- I don't really like any of them but as a choice just black and white. Colour looks trashy.
- Least obtrusive signs better . Would prefer there were no signs littering the side of the road. How is this not distractive to driving?? besides cluttering up our neighbourhoods
- Signage is consistent and easy to read at night and daytimes
- When driving if the words aren't clear and easy to understand I won't be able to read the signs on time.
- I find the signs with only one color of lettering easier on the eyes
- Assuming I have to accept temporary signs on boulevards, I would prefer uniformity in placement, height and lettering. Re lettering, make the subject matter stand out in a different color font, then give details below.
- I prefer none. I find them very distracting and an eye sore!
- Image A 1 Image B - 2 Image C - 3 Image D - 4 Image F - 5 Image E - 6
- The black background is less distracting, blends in with the landscape more, and looks more classy. White background is more distracting, and looks more junky, as does multiple colours - much more distracting to drivers.
- I only like the one that I have chosen as number 1. Different colors are hard to read as you are driving by and they do look tacky
- Our boulevard is jammed packed with MANY multi-coloured signs and it looks sickening to the eye. The sign companies will do anything to make their signs stand out above the rest
- Don't like the others
- 1 F 2 D 3 A 4 B 5 C 6 E
- Easier to read. Alot easy to read fast
- I think these signs are a distraction to drivers ex specially the color ones.
- The colorful full print backgrounds are less attractive and harder on the eyes when passing by. The black signs with a few different color letters are much less distracting.
- Easy to read when driving past.



- The multi coloured ones are ugly.
- Prefer the three black with coloured letters most but found the three with more distracting than helpful
- Clean, crisp, simple as opposed to garish and flashy.
- There shouldn't be any restrictions on colours, sizes, or shapes, provided the signage does not pose a hazard to visibility for motorists. The benefit of signs like these is that they are inexpensive. Regulating placement, size, shape, colour minimizes that benefit.
- I find my top choices easier to read so i can carry on quicker and not hold up traffic.
- Actually, I don't like any of them. I think these signs should be removed and banned. Calgary is has too much commercialism; its everywhere you go. Let's keep Calgary beautiful and natural.
- I would prefer no signs at all. However if we must have them the least intrusive as possible. They become an eyesore.
- Info needs to be clear & concise. I need to be able to pick out the pertinent information I'm interested in at a quick glance. I probably will drive by the sign more than once during a week. Too many signs clustered in one area is TOO distracting and info overload.
- There should be a font size minimum as well
- Easier on the eye
- Simple is less aggravating to a focused driver watching for actual road signs. High contrast and easily read if conditions allow. The brighter the sinage gets, the more it looks like craptacular pop up ads seen online. The more wacky or "look at me" signs get reduced attention from me personally to try and READ THEM WHILE DRIVING.
- Too many colours can cause distraction.
- I'd prefer NO signs, other than for Community events, street cleaning, etc.
- The lowest voted signs are too bright and would likely cause headaches and driving distraction. The darker signs with some small amount of colour are the best, particularly for driving, as a quick glance isn't too distracting and you can quickly pick up the important information.
- Based on the picture what seemed least obtrusive to the surroundings while still facilitating the conveying of information.
- Less distracting to drivers
- How bout no signs
- I choose by what appeals to myself.
- Easiest to read
- If you're going to micromanage the backgrounds, the black with multicolour provides the most readability. But I don't see why it has to be micromanaged.
- The white background draws more attention to the sign than the text itself, the contrast with a white background is also more harsh and seems harder to read quickly. I like the black background best with 3 different colors of text. You can easily differentiate the top line of text from the middle and bottom lines making it easier to read quickly - unlike the black background with all white letters where the lines of text can blend together more easily. Essentially I believe "C" is the most reader friendly and would be the fastest and easiest to read while passing by in a car.

- The information is easier to read on a dark background. Colour signs or white backgrounds seem distracting to try to read while driving.
- Just more esthetically pleasing and ease of reading
- In order of easiest to read
- Six choice
- Multi colour lettering is too gaudy and commercialized. Let's keep it simple and as natural as we can.
- Signs on the side of the road are very unattractive and can be distracting
- White signs don't work too hard on the eyes. Black background is best different colours allow for highlighting certain information.
- Black background the lettering stands out better. Didn't care for white background
- 6th choice
- Distraction of letters /color backgrounds /color combination.
- 3
- 1st choice: 3 bold colours on a black background: Much easier to get the main point of the message (QUICKLY) while driving. (B & A: Black background: Less colour, have to READ more while driving. Rather than just getting the quick bullet points.) The white background? Just annoying. The multi-coloured sign? These shouldn't be advertising signs. They should be informational. With the multi colours, it just looks like more advertising, and easy to ignore.
- F and E and D are likely LED capable in future. These signs are really really important for community events. Glad, though, about the zero on 80 K plus road.
- Image A is less distracting
- All of these signs are terrible eyesores and they can distract drivers. Remove them all.
- 5
- image C
- Whatever will be most neutral. I think everything should be the same color EXCEPT dates can be a brighter color.
- Easiest for me to read to what I think would be most difficult a driving by
- No signs are better, simple signs with little to no design are easier and less confusing to read
- Black background looks best
- Signs should be easy to see and read and allow for branding/typography to make the intent more recognizable
- Brightness makes driving better.
- Single colour on black background is least distracting. white and multicolour most distracting and "garbage" looking
- prefer easy to read signs - clear and concise lettering.
- It is much neater and less distracting having all the signs the same. I prefer black background with a single colour for aesthetic reasons as well as I like to easily differentiate background images/objects (such as pedestrians, animals and other vehicles) from stationary sign images.



- If I really had a choice I'd prefer no signs at all. Since that option is not available I prefer the sign that I find easier to read and have listed them in that order
- Essentially, black signs are more readable, and white is more of an eyesore than colour.
- prefer full colour tasteful advertising, then simple, classy white on black. Other combinations suggest lazy, haphazard, thoughtless signage, resulting in a risk of poor quality signs themselves.
- its how the letters stand out against the background
- Black as first choice as it's less distracting. Trying to keep all the signs as uniform as possible makes the area look less of a "disaster zone". I think there should only be one sign per area period. Local businesses should not be able to erect signage and should be fined. Only local community associations and charities.
- MUCH prefer black background with various colour lettering. Do not like the look of white background as it feels 'invasive'.
- I Find the black back ground is less intrusive and is less distracting. Also the black and white only , gives clarity and does not cause so much SIGHT POLLUTION on street and or shopping area! If all the signs were the same ...so much less damage to the surroundings !!
- I don't think this really matters. Variety is the spice of life.
- I think that multi-colour text is appropriately eye catching, while not being gawdy like multi-colour backgrounds. I also find the black background signs easier to read.
- We really should get rid of all these signs.
- Personally, I hate these signs. They are distracting and ugly. In terms of display, if they must be displayed, the least distracting, the better. They are a hazard for driving if the driver's attention is being sought while driving.
- F is nice neat and pretty easy to read C is still easy to read and nice to look at D white background doesn't look nice/ professional looks like a kid's drawing board B Hard to read E White background again looks better when it's multiple color lettering A is hard to read/ see too monotone
- Prefer no signs at all.
- I actually don't like these signs at all. I find them to be obnoxious and make a neighbourhood look junky. I've ordered them from what I feel is least junky looking to most junky looking.
- I vote for absolute minimal distraction!
- I think for look and ease of reading more colours can produce us in selecting a particular line out of the sign to be able to read. Black backgrounds are much better media presentation than white or other colours.
- The ones that are more colourful stand out more and are eye catching.
- These sign make it look like Calgary is still in the 80s the less obvious the better. The more colorful the signs the more distracting they are and cause sight pollution.
- I hate all of them. But the more uniform, less pictures, the better. They are distracting for drivers and such an eyesore.
- Least offensive to most offensive
- I prefer black signs because they are more difficult to see at night when your eyes should be scanning more than daytime when it is easier to see something in your periphery. All black signs



were ranked in top 3 for me. 2 colours allows you to quickly scan all signs on only the emphasized points, decreasing time to read. Single colour or multi colour are harder to read quickly as you don't know where to look. I rated all black signs highest and 2 colour highest in the black category. Single colour takes longer to read as nothing is emphasized so you may read it all. Multi colour also takes longer to read as everything is emphasized so you may also read it all. White signs are potentially more distracting at night, but the addition of an image makes it easier to recognize brands/services by logo without needing to read the sign. That is why I rated them highest of the 3 white ones.

- The Black with 3 colours of lettering is, to me, the clearest to read at a glance without being obnoxious. The coloured backgrounds of Image F recall billboards on American highways. Ugly at worst, distracting at best.
- I don't want the signs to be distracting as that's a driving hazard.
- I dislike all the signs, but out of the ones presented, I think the black background ones are the least distracting.
- I find the white background very distracting but the white lettering on a black background not distinct enough and easy to read. I usually see these signs while driving and prefer them to be straightforward and easy to read without being distracting.
- These need to be clean, easy to read and not distracting while driving by the signs. Two colors on a black background is more than enough to get the message across. This makes it easy to quickly skim or pick out certain details since the hierarchy of the typography is very clear. Once you start adding more colors, especially with the color background, the message gets lost. More colors DON'T grab my attention and it will make me just look away if i cant even figure out what im staring at. Business and events advertising in this manner automatically look cheap and unprofessional to me.
- I do not like the white at all.
- signs should be as uniform as possible, please no lights on temp signs. I would rather see it that temporary signs aren't used at all, they are an eye sore
- No business signs in R1zoned community please Only in designated streets that are not in community or R1 zones
- I prefer no signs but the least distraction the better
- Why would anybody want to control colours and restrict creativity, vibrancy, competitive design and freedom of expression?
- The signs with lots of colors are confusing to the eye, I feel like if I was driving they would become a distraction rather than being informative. The signs with just a single color seem like they would take longer to read and gather pertinent information from. The best signs looked like they had a title (denoted by a different color) and then provided brief information.
- If they have to be there then they should all have to be uniform in color and easy to read
- Currently there are lots of type F around and I find them quite appealing to look at and not distracting. Contrast F with D/E and the white background is very distracting. I don't think have the same colour of lettering makes the signs very readable. As a Community Association Board



Member we rely on these signs to get our message out and drum up interest in our messages. The more visually appealing, the better chance the message will be seen.

- They all look terrible! I do not want to be subjected to these signs at all. San Paulo banned outdoor advertising. They are a city of 10 million + people. We should do the same.
- I do not like any signs except Electronic Billboard signs. The less the better.
- I dislike all of them. It's distracting as we drive, both as drivers and passengers. Aesthetically, it's very bad.
- Least distracting to most aggravating
- I hate the all. Do away with these distracting ugly signs.
- I like the unique advertising and the way the color draws you to care to read it. were all unique people and were all unique businesses so we should give others the right to advertise in their own colors and words. my least favorite choice looked so plain and seemed as if i wouldnt know which one to glance at first while im waiting for a pedestrian to cross. I do want businesses to make a 50 percent off sign pop so that im aware i can get a good deal on my childs school clothes this weekend.
- Colours look better and are more attention grabbing than black and white.
- White signs are reflective and harder to focus on/read while driving by. The black signs are better. All white printing makes it harder to focus on a line at a time. Honestly, though, no signs or signage limited to per-building/per-block is better. Especially in residential areas where the only signs I want to see belong the the little strip malls, advertise an open house (day of only), house for sale, or road work.
- Choice "C" is easier to see and read and is least obtrusive. " A & B" are not so easily read
- There are studies out of texas that state that having bright florescent colours on a black background will help get the message out. different colours helps emphasize the important parts of the message (dates, times, event names ext.)
- I chose them on the basis of 2 criteria: 1. Which one I could most easily and quickly identify the various pieces information. 2. Visual appeal.
- Black shows up better. The multicolored lettering makes it easier to read while driving by. White background is distracting to me.
- I like the different coloured signs because they create interest. Then I've chosen for ease of reading. I don't much like the E or A they're boring and therefore somewhat "littery" and objectionable.
- I think white lettering on black background shows up the best. Coloured letters are ok if they're bright like yellow or orange. The key is to be able to read the information.
- Black background is easiest to read. Multi colour allows for creativity in signage.
- I chose to put the color background with color lettering last because it is too distracting. Does not look good at all. Also the black backgrounds are easier to read, and nicer to look at
- I actually prefer no signs at all. I think they are tacky and dirty and a distraction. They also encourage businesses to put up there ugly hand made signs. If this is the best the City can do then its preferred if they all look the same and at least neat.
- The more colours the more distracting



- I like tidy appearance. The scattered colours and sizes are very distracting. I understand that this is allowed at this time but I find the clutter distasteful. I am trying to be reasonable but truly, none or least is my choice. Do companies pay to create this litter or is it just allowed. Also, I want all the Estate sales, garage sales and that sort, fined for putting up their signage. The majority do not clean up my city.
- Too many signs trumping bright bold colours distract from natural surroundings
- This is visual pollution and a serious distraction to drivers . These signs shouldn't be on the boulevard at all.
- I think there should be no such sign at all ,
- None. The signs are distracting and dangerous. There should not be any signs. They look awful
- I don't really like any of these signs if honest. Less signs overall would improve our city.
- Keep it simple. Black background disappears the most.
- Cleaner looking and too many colors is distracting
- No distinction with the ones that are all the same colour and Size
- black background and multiple colour lettering make sign more easily readable and less distracting.
- Too many colours is too busy and hard to read when driving by. Creates a distraction while driving.
- Simpler, cleaner, and consistent typography is less distracting and ugly. Ideally, there would be no signs at all.
- Fewer colors are easier to read. The red heading on image b defines the message following. The multiple colors are distracting and difficult to focus on.
- no signs
- I find Image A the least distracting as a driver and the least offensive looking on a community street.
- Uniform signage is less distracting. Not sure why the city allows this to go unchecked. My community is a mess with these very distracting signs. Sign locations should also be restricted.
- Clean easy to read
- The black background makes it easier to read the sign
- I also like the black signs that have graphics on them captures my attention of the event, activity, etc.
- Sign c is Easiest to read, but not annoying.
- B or C
- Dark backgrounds with light text are universally more legible and ascetically pleasing. Additionally, fewer text colors are better than more.
- There really is NO signage that works as they are all a distraction (Talk about cell phones) and other permanent signs that are EVERYWHERE. There is already enough signs on the businesses. I see lots of these signs in neighborhoods and around schools, I think drivers should be watching their driving and not trying to read the signs. It also makes a very bad visual statement. Also the people who service these signs park all over the boulevards or stop right on the roads and impede traffic.
- I think the black backgrounds are much better. With or without colours and graphics



- I don't enjoy F and E. I find them quite "loud" to look at. I liked image C the best as the lettering quickly stuck out while not being overbearing.
- The more visible and vibrant the sign the less time I have to search for the information.
- F is really good looking easy to read Multiple color text signs are easy to read and clear. I like the black background over the white, looks more professional and clean
- Too much colour is distracting.
- Least obvious
- Why aren't there any activities for kids such as dance, music??!?!?
- The contrast a black background with multiple coloured lines creates allows the messages to be read more easily and faster while driving.
- The plainer and least colours the better.
- A first, less distracting for the driver.
- I hate all signs. Ugly and super distracting. We have enough access to information and advertising. Keep it off our streets and green spaces
- The boards with colorful backgrounds are horrid.
- Don't care
- White with a bunch of colours is way to busy and distracting to read when driving the speed limit. The black background with one color being the title or event, other colours to describe the event gives to reader a chance to take in all important info in a flash.
- black with white lettering is the least obtrusive
- The signs are too much visual clutter
- I hate daylong colour letters on black background. I prefer no signs at all.
- Black and white easiest to see.....multi colours confusing..
- I find that a black background is a good contrast base. Also less of an impact in general, but still noticeable from a vehicle.
- doesn't really matter a little color is always nice
- I like multiple coloured letters.
- I think the various colors are more aesthetically pleasing. Personally, I really don't like the "Bold Signs" I realize they may be more affordable but very ugly.
- Too many colours is too distracting.
- Black with 1 colour is simply not impactful enough to catch attention, the whole purpose of a temporary sign. Saying that, too many colours is also too hard for some to distinguish the message clearly. White background signs are hard on the eyes. The best sign for conveying a message is black background with white lettering and 2-3 additional colours, and that's it. Nothing too confusing, these signs are meant to convey a message in a short amount of time and should be easy to read so they are understood quickly, with hierarchy shown between the different stages of information on the sign by the additional 2-3 colours.
- Would be the least distracting to motorists.



- I prefer none. If I have to have one, then Black background with black lettering. This survey is silly as this seems to be a foregone conclusions. So my first choice is none, second choice is black with black and third choice is black background with white. The rest is just distraction.
- I like C the best, those signs are designed nicely and I can easily tell what the event is and where it is in my community. Image D with a white background is not effective as the white is too bright and the multi coloured lettering looks garish against it.
- The less distraction of the driver is best.
- Ranked based on ease of ready.
- If you are to limit them to 3 then the colour makes them pop. More than three could cause a problem. Now the white ones, come on this is Calgary and they wont stay white long. Visibility the letters on the white background are to hard to read especially when passing them.
- I believe that the black background looks better as it tones down the signs visual impact and with the colored lettering it allows for the message to be clearly read.
- I prefer the black background with 2 to multiple color lettering. I find the white background with letters too distracting and the black and white letters not interesting enough
- No signs at all. Keep status quo please
- Easier to read
- The planer the better
- I find the black background less obtrusive.
- the more obnoxious the color scheme, the less desirable they are. i like the simplicity of A, B and C. E, D, F are distracting and I would condition myself to ignore them as i drive.
- The less garish and ugly the better. The signs shouldn't be an eyesore.
- Black background makes it easy to read, multiple colours make it easier to discern the pertinent information (makes it obvious that one is title one is times, one is address, for example). White background with neon lettering is painful to look at.
- I like none of the options. These signs are distracting especially when there is more than one. They cause near misses in traffic all the time.
- I really don't care that much. The signs around this city are well maintained and look attractive in any colour.
- Less signs!
- The black or coloured background make it easier, and thus quicker, to read the sign (less distraction from driving).
- F
- Black background is easier to read; fewer colors easier to read but color better than just black and white. You want to read quickly and not be distracted for long. The white background signs look harder to read to me.
- distinctive easy to read
- Black background with 1 or 2 colors is easier to get key information from the sign without providing a large distraction, the white backgrounds and even color backgrounds are noisy and take too much attention away from the road, as well as being an eyesore.



- Multi-color backgrounds and lettering are too hard to get the information. They are distracting to drivers trying to get the information on the sign and therefore causes a safety hazard. My first two choices of uniform background with two or three colors, allows for easier reading to capture the key info on the sign. People are driving seeing these signs, they need to be able to capture the information, quickly, effectively and SAFELY!
- I would prefer no signs!
- Sometimes you only have time to read the highlights. Using different colours would help the main highlight stand out
- I like some of the new printed signs that have color backgrounds. White is a bit hard to see against snow.
- black background is easier on the eyes than white, therefore #1 & 2; however, multiple color for advertising effectiveness is more effective than single color, therefore #3 & 4 #5 has the black background, there more visually appealing than the variety of backgrounds in #6, making #1-5 a little more visually pleasing along the street - not giving it as 'cluttered' feel / look as #6
- Simple is better. No signs at all is best.
- I prefer to have no signs in our neighborhood, or along the streets. It's a real eyesore and it's a distraction to drivers.
- Image C works because it gets the information across without distracting for traffic.
- Signs that are the least distracting when driving are best.
- Multi coloured disturbed eye and takes away from normal environment appearance
- Three colours is enough for the reader to digest and be able to benefit from the information provided by the advertisement.
- I find that reading either multi-colour, 2 colour or white lettering on a black background is much easier to read when driving as well as from a distance. The white background is difficult to read especially in the winter with a snow covered ground and I would need to take my mind off driving to concentrate on making out the signage.
- I chose to put the brightest and most eye catching at the bottom because it is distracting and not helpful. I picked B as my number one because it is darker and less distracting than the others.
- Two color could assist in identifying the business name and then what they are advertising in case you don't have the ability to read it all. Keeping it neat/streamline and uniform with as little number of signs as possible would provide the best aesthetics.
- These signs are important to us. As small businesses really rely on this type of advertising to survive special now with our economy affecting all kinds of business big or small. Uniform signs will be less distracting and will not make our beautiful city look untidy.
- Doesn't make a difference
- It's easier to read the black background signs and easier to read the multicolour. The black background signs are more attractive in the neighbourhoods.
- C is the most attractive and catches my attention the best



- Less color is easier to read and just reading the top color bar usually gets the message across. That is less of a distraction while driving. Many colors and a white background are more difficult to read resulting in visual clutter.
- Image A - clean look, less distracting, Image B and E - next cleanest look, others look messy and distracting.
- Too busy
- Content in several colours allows the eyes to read the information and decide if it is of interest with minimal distractions
- Would prefer not to have signs period
- black or white backgrounds make the writing more visible. Multiple colors for lettering make it easier to quickly read when driving by. Multi-colored backgrounds have too much going on and difficult to read
- 1st Choice: Image A 2nd Choice: Image B
- 1
- Having uniform signage is more aesthetically pleasing.
- These are the most visually appealing, in my opinion, and the least distracting to drivers. Trying to read multiple signs, in multiple colours while driving is difficult and could cause collisions to occur. The more simple the sign, the better is to get the message across, while not being distracting.
- All road signs look tacky period.
- No real eyesores just a marketing choice
- If there are signs they should be easy to see and read. With different colors you could put more than one event on a sign and easy to see. White background makes it hard to read especially if there was snow it would blend in. Multiple background colors looks unprofessional/messy.
- I thought the black, white and yellow stood out the most especially because the signs behind it were not repetitive, then the more colourful contrasting signs were my second favorite. The rest seemed a little bit blah so I just put them in order of whatever caught my eye first.
- The ones on the left are easier to read and are all very limited in how different they can be. The ones on the right end up looking like garbage and litter.
- Less garish and jarring. Less visual pollution.
- looks more uniformed
- Based on what is easier to read.
- I prefer a black background as it doesn't seem so intrusive.
- It is an event or registration of that is being advertised so black board with multiple color lettering attracts enough attention to it. White boards are generally very bright and distracting especially when driving.
- more that black and white just adds visual noise and is not necessary to convey message, more signage each visually louder than the last
- I prefer a more uniform and consistent look. It still gets the message across and is less garish.
- Two colours is cleanest look but still allows to highlight certain text. Black background makes text easiest to read.



- 6 th choice image F
- The white background is easier to see
- In order according to ease of reading while driving.
- Prefer signs with pictures. Ideally stick men...coloured stick me.
- Image A gives the impression of a more crowded boulevard - I prefer the more colorful signs that look more appealing in general.
- I prefer "c" best, if we are going to have signs this one is the easiest to read while being the less obtrusive.
- Image C easier to read and get info quickly - Black background is consistent and looks less cluttered and tacky
- I appreciate knowing what is going on in the community, and I like to support local business and I think affordable advertising is important. I think that having a clean, simple, consistent format is less distracting and cluttered and helps to get the point across. The black signs with big lettering stand out to me, and are easy to read, the printed, colourful signs I find distracting and I feel like they look cluttered.
- Variaty of colors are my choice
- Visible colored signs sre the best for me
- I prefer no signs but I cannot move my second choice. This seems to be a biased survey.
- Would prefer no signs. Why is there no example of what you like to see that shows no signs. If there is a sign the smallest and only one colour
- No signs would be the best choice. a due to one size and colour
- Would prefer a transparent or translucent background...the less obtrusive the better
- Like slight variance in colors. Find colored background hard to read.
- I find the black background with multiple colour a little easier to see. However the white background with 2 colour lettering is also easy to see... and if the colours were consistent, this allows a person to see at a glance what the subject is, and determine if they want to read more.
- F
- Black background is easier to read with just 2 colors
- Unfortunately, I'm not able to complete this question as the manner in which the choices are set out doesn't work with my assistive technology.
- Image A is easier on the eyes. Images C, D and F I find distracting that they are trying to get my attention. B and E are also somewhat distracting with the multi colors
- A
- Most visible and pleasing to the eye to least visible and most unacceptable to the eye.
- The multi coloured on a black background I find is the easiest to read, without being distracting. I do like the multi coloured one also on the coloured background, as it makes the writing stand out and easier to read



- Uniformity, clarity, Font size, future expectation of where to look on the sign for quick reference of type of information which can be less distracting while driving, yet still able to acquire the information at a quick glance.
- Black background with multiple colors is the easiest to capture information as you drive by with out a distraction of a second look. thank you
- 6 th choice
- Image B allows me to use the colored letters to read the sign header easily (separating it from the info body), and is not overwhelming. Similar reasoning for image C, though multiple colors can be too much - you are not sure what to read first. Same color lettering throughout (image A) forces me to read the whole thing, or to just ignore it altogether because it is too much to read and dissect. Images D/E/F are just too much color - a roadside sign should not be that distracting and the white color is too bright
- I find that I can read a sign with a black background, and different color letters to highlight different information, better than on a white background. A colored background with colored letters, once again, offers more distinction and therefore, it is better to differentiate the letters, making it easier and more interesting to read. I do not find one style of sign any more attractive or necessarily better than the other.
- Two colours on top of black is easy to see and does not look messy Color background and multiple color letters / pictures are goos as long as it is a nice design and if there are not too many on the street Multiple colors on top of black is too much color on the streets Only white letters on black black background are not easy to see White background is not that easy to see
- F
- Too many colors is way more visually distracting. Also, having too many signs is distracting - there is absolutely no way I could read all of the signs at the same time. That being said, I try to read them if I think they are city or community related because I don't want to miss something important. I'm afraid that could cause an accident.
- The existing style of signs (image C) feels like a good balance of being informational and a little bit colorful. The pure white-on-black sign feels harsh, as do the black-on-white or black/red-on white. I like that roadside signs are purely informational and don't have a design aspect to them, like with billboards, since ad designers are pretty good at getting our attention in unexpected ways, which is distracting.
- I as a tax payer prefer NO signs at all. This is a poor survey and a foregone conclusion that we have no choice. Shame on YOU.
- Choice has been driven by less visual disturbance and then by less colors in the sign.
- Black is effective and clean
- Different colored signs are easier to read and not so hard on the eyes. F would be my number one choice. Signs close together that are the same colors, or very similar does not attract my attention. Ex. A,B,C B and D are to bright.
- My choices come from what I perceive to be eye catching.
- Too much flashy signs becomes driving hazzard

Temporary Signs Review

Stakeholder Report Back: What we Heard, Verbatim Comments

February 13, 2017

- first choice C second choice F third choice B fourth choice A fifth choice E sixth choice D
- a b c d e f
- I prefer no signs at all
- Black background is easier to read, different colours as well. Pictures on signs are distracting
- 6 th choice
- Based on which ones I felt were easier to read
- If signs must be part of our visual environment, I would prefer that they not be obtrusive, rather that they harmonize with each other and with our surroundings. I take pride in in my City and support efforts to keep it attractive. Beyond aesthetics,I believe that reducing unnecessary visual distraction helps keeps drivers attention focused on regulatory signs and safety awareness.
- Image B and C
- Too much color is so distracting the white and pictures makes it way worse
- My choices are based on what I think is the easiest to read in the shortest amount of time.
- Different colors make it easier to read when concentration is in driving. Also can pick out what info you want to retain
- Easiest on the eyes to read & focus
- Image C is easiest to read & less cluttered
- 3
- 1 th choice
- I think a solid back ground with multi colours is standardized and looks more natural than the others
- Easiest to read to hardest to read. Keep it simple.
- 6th choice
- F
- Black or white with multi color lettering seems to me to appear clean & clear to best convey information. Additional background colors, pictures, logos, etc. would just be distracting and better left for other ad methods.