

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.

Comments that state 'see previous response' or some version of this are referencing the previous survey question that was answered. All comments were reviewed by the question that was asked.

This question asked for your input into whether you felt that temporary signs were important to Calgarians. The question was recently part of the 2011 research study by Ipsos Reid and was included here to get a sense if feelings about the value of temporary signs to Calgarians are similar now as they were at the time of the research study.

Question

In your opinion, are temporary signs important for Calgarians? Please explain your answer.

- Means for communication for all citizens - community events, special events, city information meeting and sport/fitness.
- In our busy lives it is good to be reminded about community events and sporting organizations that are happening around us.
- See answer above.
- No, they are a nuisance.
- Not everyone can afford (or needs) a Jim Pattison billboard or bus shelter ad, so I think it's good to provide affordable and appropriate alternatives to the smaller groups.
- "They are important to young families to receive community, arts and sporting information.
- It is important for not-for-profits to promote Benevolent events and fundraising events. "
- They are an effective means of transferring important information
- It is important that they are regulated and attractive.
- Many Calgarians don't have access to all the different media for advertising specific events or functions.
- helps us keep more aware of our community
- They tell you, at times, what's happening in your community without needing to be plugged in 24/7.
- it is the best way to let them know important community messages
- they explain city wide events, programs, and services
- Helps communication and get messages across.
- Yes, to share information about community events and opportunities to be involved with others.
- Not for profit groups need some way to advertise their activities
- I'm against any signs as most people just ignore them and they make the area look rundown instead of inviting

- promote non-profit activities and events
- They are a distraction and other less obstructive distracting methods can be used. Thought we actually had a bylaw prohibiting the use on public land.
- they are annoying and make the roadways look clutter
- provide info regarding the services and generate income to city (through businesses as well as through rentals) (need to cover another 2 bil for ctrain north
- "Temporary signs let you know what's going on in your neighbourhood.
- An easy way to keep informed.
- They are the best way of advertising events."
- Temporary signs take away from beautiful boulevards and create unnecessary distractions.
- What is important? They allow information to get out to the public but it's only important if they have meaning to you personally.
- Looks trashy
- Social media fills that niche hugely now.
- It makes are city look awful.
- Safety is more important.
- Good way to get local information.
- Eye sore
- Within reason.
- Internet, social media etc. so many more ways to communicate with customers now.
- Social media and internet has taken over. Much more informative and helpful that signs.
- Everyone I have ever spoken to hates them and thinks they are unnecessary and disingenuous, taking advantage of free real estate, creating an enforcement and clean-up cost to taxpayers, and offering messages to all when the target audience is very small. They are unsightly and a blight in our beautiful city.
- Not everyone is on social media or reads the paper.
- Again I really hate these signs. I truly believe that the rapid increase in these signs is a result of temporary sign business and their revenue objectives. We never used to have all these signs, and back then 10 or 20 years ago we certainly did not have the availability of internet and social media like we do now. What void is being filled? Why were these signs not required 20 years ago. I would argue that the signs are benefitting only the sign rental companies who generate revenue. And the small paper or homemade signs are just litter, and are throw away marketing tools by small business that cannot afford to market properly through traditional channels. These signs are all for the companies who place them, not the citizens of Calgary.
- Same as above
- Unattractive clutter
- Temporary signs make our City unattractive.
- As a source of income and employment for people, sure. But otherwise no.
- Honestly no idea

- See above.
- They seem to be getting more wasteful and less reusable
- Provides information about politics, events, surveys about community or road developments or open houses, there is lots of information delivered using signs
- Community event info
- Signs explaining road closures or construction. Or relevant to the specific community ie. voting, census, schools.
- I have often found out about events or other new information from the signs
- information, what's happening in the community
- They are distracting and I doubt if they attract clients. There are so many one tends to ignore them all.
- The common man/woman/child does not need to advertise like this.
- Don't see why they are important. Many are left up way to long or after the reason they were put up in the first place.
- Can get info from other sources
- Don't worry they have lots of distractions without these. All these signs do is encourage more signs and more distractions.
- True temporary signs that are up for brief periods of time to communicate messages of community importance can be useful.
- Why?
- Many other forms of advertising are available
- That's the only way we know what's happening in our community.
- When it is for snow clearing / street cleaning / alley fixing / delays or detour information
- They look terrible.
- There are different means these days to get your community messages out and businesses have many avenues to advertise specials or events.
- Really? It's way down in the list.
- An easy way when out and about in the community to find out what's going on.
- It can help us engage in community activities.
- No, I expect they generate revenue from permits but for the limited revenue they are an eyesore.
- They ensure Calgarians are informed. They provide opportunities for generating revenues for both the advertiser & the company providing the sign. Now is not the time to limit companies or community groups from generating revenues.
- They are hideous.
- It would be best to reduce the eyesore as much as possible. Maybe just allow for non-profit community type events.
- I believe most people do not pay attention to these signs and do not care what is being advertised on them.
- Generally useful for finding deals

- You'll find out once you ask all Calgarians...
- Provides information that people may not get otherwise
- Calgarians are by-and-large not NIMBY lunatics.
- Easy way to communicate with broad base of peeps.
- They are visual noise pollution.
- Yes, they are part of living in a big vibrant city.
- They don't really work anyway
- It does give disrespectful people something to either change the wording or tip over
- These signs are [removed]. Clean this crap up.
- Yes I find them extremely ugly, a blight on our landscape, and want them gone
- "However only if done from time to time. Not permanently for all events - i.e. a neon sign is up 365 days a year near the same spot always advising something for the community or City. Then it loses its affect and is just an ugly eye sore."
- They are a distraction, and make the roads look cheap. Often they are knocked over and add to the litter.
- City would be nicer without them.
- #temporysignsmatter
- For short term usage, offering sales/specials, etc. I'm sure they are very important to businesses
- I think they are important for community associations and the city to get their message across. Not so sure about business messages though.
- They take away from the beauty of many of the streets with green spaces, they distract drivers, and add nothing.
- Yes, in moderation. Sometimes too many.
- Some of them (community groups).
- Except for community groups.
- They are both good and bad. Give information but also distract drivers
- Quick and easy to read and determine if I'm interested in what is communicated. I may not even know to go searching for the information online or in print media. Radio may hit too wide of an audience so temporary signs still remain the best choice for those in the area or pass through.
- Temporary signs provide an effective, clean, tidy means of advertising not-for-profit community services to a neighbourhood. Without temporary signage, our ESL classes would not be known to most of the neighbours around our building. We prefer not to use paper advertising which can quickly become litter. Also, using temporary signs to advertise the free ESL classes has attracted several neighbourhood TESL teachers to volunteer in the classes!
- Eyesore.
- For community events.
- "Please explain.... please explain why they would be useful..
- We have the Internet and local papers. What use do these signs have. "

- They are a blight on our greenspace, a distraction for drivers, and completely unnecessary.
- I can't speak for all Calgarians. I'm sure there are a variety of opinions.
- If you were to make a list of the 100 most important things to calgarians I have a hard believing temporary signage would be on it. I guess there are those who care about it though. I assume there is a reason you've made this survey.
- Advertising pollution
- The signs pose no real importance for Calgarians.
- In the right circumstance...right now they are all over the place that no one reads them anymore
- Majority of Calgarians hate signs from the group of people I asked.
- Information is important. If I see a sign with something I am interested in or want to know more about them I will go home and do an online search to get more info.
- Most info comes from online for us. 4-5 things we learn from signs a year.
- While stakeholders all have valid reasons for wanting their signs to be out there, I am less certain that Calgarians as a whole see them as holding a high value.
- They are ugly and destroy the esthetics of our pretty city
- Creates an in slightly city. Distracting for drivers and crests visual waste in our city.
- we have laws for distracted driving yet allow signage to distract us block by block. This makes no sense.
- If they are communicating important community information. Business signs are just white noise.
- Get to diversify. Deerfoot trail bold signs disagree with because of the speed we travel.
- We don't really need them. They are ugly and stay up far too long. There are other methods to connect with calgary community members.
- See above
- If they weren't there, life would be better and we'd just have to find new ways to advertise.
- Builds community with minimal distraction.
- There are only negatives. They are ugly, distracting, and make many places less desirable to live in. They clutter our city.
- They are an eyesore but as a way of advertising small businesses and community activities they are hard to replace.
- Not needed
- Cheap and loud.
- For community events.
- As mentioned above they are numerous alternative methods to communicate to calgarians.
- Most signage get vandalized anyway. Aside from posing a safety hazard to motorists, they are an eye sore.
- See above.
- I can't speak for all Calgarians - as a non-driver, I find them annoying and ugly. For others who have long commutes, they may be informative.
- Public can find immediate results in regards job fair school admissions any cultural events etc.

- Don't want any signs. Safety hazard
- Lots of other ways to get the word out
- I don't need them but maybe many other Calgarians do.
- Sometimes they are, sometimes they aren't
- When providing info pertinent to all calgarians yes, when advertising a service aimed at specific people, no. Other means of advertising have to be more effective than something someone drives by quickly and can't even note a business' contact info.
- No. They are a distraction and are ugly.
- Not important for me. There are many other ways for businesses and community groups to advertise or inform.
- We deserve better. And deserve better targeted communications.
- Yes important, especially with respect to public engagement on City policies and decisions.
- I'm not sure if they are generally informative, what amount of attention is paid to them and if people remember what they read on the signs.
- Most signs cannot be read at a glance - way to distracting. Usually have to much information packed on them.
- For businesses no, community use maybe
- I want to know what's going on.
- Yes in that they can relay important information.
- In my opinion , they are an eyesore that brings down the value of the neighbourhood they are in.
- Depends on the use. I feel there are other ways to inform. I see them as ugly billboards that do not cater specifically to my needs
- Web pages, twitter feeds, face book -- are all good alternatives for getting community info out to interested groups without pulling concentration away from driving.
- See above.
- Temporary signs adviertise things of interest or need to Calgarians if community, non-profit, municipal related.
- They are too much of a distraction and eyesore.
- "My suggested priority:1 - the city departments, including the two school boards, have the right to advise their citizens as & when needed 2 - community groups can ration signage, based on residents' signage density desires 3 - registered political parties can post, based on residents' signage density desires 4 - religious groups can post signs within 10 m of their property lines at a nominal cost 5 - commercial organisations can sign within 100 m of their property lines at a significant cost. A significant cost is needed to prevent badly-run businesses from having a cheap option to bail out their missing marketing strategies.
- No individuals can use temporary signs..."
- I personally don't like to see these types of signs across the city...they bring down the appearance of public and commercial areas.
- See last answer.

- Keep us up to date in our community, I don't watch cable, read the paper or my flyers.
- Depends on your point of view. I don't like them - especially in residential areas. People want their neighborhoods to look nice and yet these ugly distracting signs go up. But they can be useful to get your advertising done to a lot of people. They aren't important to me. Unfortunately there are so many of them everywhere that you can't avoid them. And they're hard to ignore while you're driving because they are just there and everywhere and each sign is trying to be so visible you can't help but look at them. So I guess it just depends.
- "this does not build community - relationships with invitations build community. these signs are out of control and distracting
- Road signs are important to get people engaged in their community.
- In some cases it allows calgarians to know what is going on in their community/ city
- They make our streets look cluttered and very unattractive.
- Depends on what you call "important".
- Don't we enough advertising that is bombarding us as it is? Everywhere you look on the internet, and tv, we are bombarded. Can't we at least have a break when we walk and drive down the road. That's our natural environment that provides some respite from our overpowering commercial world. Let's not ruin it with these signs.
- It could be if the advertisement was for the betterment of the city such as town hall meetings or blood drives but not if a store was having a sale
- "For the same reason as above. How can information to dispersed to people who will actually need / like the service offer if they do not know and they not subscribe to any organization on a regular basis? This is a good way to communicate to new-comers into the community, at least.
- See above
- There are too many alternatives to temporary signs that they are no longer necessary. It only serves special interests not the public.
- I believe there are other ways (ads, social media, websites) for ya to get information.
- Freedom to advertise what's important to you
- All they do is cause distractions and take away from the look and feel of the neighbourhood or street they are placed on.
- Information
- Information on temporary signs is important for a functioning community, as long as the signs are not too big, and colourful, and distracting. Small sandwich board signs that are up for one or two days would be acceptable. Big signs that are over coloured and distracting being up for days and days are a problem.
- They look messy and trashy.
- Sometimes yes sometimes no as long as you can read them quick enough.
- They let people know about events, businesses, and promotions people would have otherwise never known about.
- They help me find out about local community events.
- No. it's 2016 we all get our info from the internet.

- As above.
- Community newsletters can relay any and all info.
- Lets you know whats available in your community
- They must serve a purpose otherwise companies and community groups wouldn't use them. There should be many more regulations and enforcement around how many can be put up on a single street. On Falconridge BLVD in the NE at one point I counted 12 signs just right outside the Genesis Centre. It made the street looked terrible cluttered and I can't imagine they were actually serving their purpose because it was sign overload for anyone passing by.
- Overload of usage. Nothing stands out anymore.
- Help keep residents informed
- The temporary signs are of interest to me if they tell me about a community planning event (like ring road discussions), or of upcoming traffic pattern changes, or maybe even annual events - I always read them because I consider it important information and they catch my attention.
- Same response as above.
- I believe there needs to be a balance. The business should be within the community or a sporting association offering classes to youth.
- See above
- There should be a better way to get messages out. They are ugly and make our road ways and communities look worse.
- Everyone learns things online. What's being advertised can be communicated better elsewhere. They look terrible, ruin streetscapes and are in the way.
- Compared to location based messaging (phones) temporary signs are less distracting and can be ignored. Most effective if short term in duration and change frequently.
- See above
- To much distraction and are we supposed to stop in the middle of the road to write a website down?
- I think there are quite a bit of small /family businesses that again, can't afford big money ads.
- This is a dependable way to convey current information. Social media may not reach everyone.
- "There are many ways of communicating in our city. We are overloaded with information. We do not need roadside distractions forcing more on us.
- We have TV, radio, newspapers, community newsletters, social media to name a few."
- "Yes and no
 - informative but distracting "
- Only to warn of construction or road closures/detours
- They are important for community associations and children's sports teams.
- They serve no purpose except as eyesores.
- We are avid cyclists and appreciate signage for the many charity runs. It slows cyclists down making it less dangerous for events in progress. Signage helps people when trying to find the location of an event. It allows not for profit organizations the opportunity to advertise their event at a reasonable cost. Directional signage will get slower moving traffic off the road faster.

- I have never responded to a sign and find them to be eyesores
- They seem popular enough, so apparently they're important.
- Temp signs allow equal opportunity for citizens to advertise a business or event that may otherwise be difficult or expensive to advertise for.
- They are ugly and cheapen the look of neighborhoods and blvds.
- Ugly
- I'm sure we can do without
- Not as important as food and shelter. What a strange question.
- Not for me. I get my information from my community newsletter, free publication racks, online and newspapers.
- Yes if they own a business or want to advertise a community event.
- Yes, It helps inform us what's happening in our city..
- there are better places for signs than along roads.
- They inform people of community and city events in the area.
- May be the least expensive with the most exposure method of advertising for community events.
- Calgary is a busy and vibrant city with many things going on. To make it less frustrating for people to find an event they'd like to attend, signs are very helpful.
- It's a way to attract a community member to their local community to participate and engage in.
- They serve a purpose. Especially when
- We are a Preschool and find that advertising in communities is helpful to parents who don't know what's available around them.
- Good in moderation
- Depending on content, yes. I am a HUGE community association supporter and feel like they have to rely on this form of advertising and communicating. I'm also a supporter of local, small business which can also benefit from this mass advertising tool.
- Signs are important for community information. Should not be used for business promotion.
- allows businesses to connect with the community
- They often quickly and easily highlight events, meetings and business related to the area they are placed for the local residents which can lead them to where to get more information and how to become more involved in their community.
- This is a weird question. "Important" is in the eye of the beholder. I don't think signs are important.
- Within reason, yes, temporary signs are important for Calgarians. Calgarians can find out about important events, receive key information, and be better informed through the use of temporary signage.
- "Again...ugly, distracting, unsafe, ineffective
- I enjoy reading them
- road closures before the road closure help, but I haven't seen one yet, and have had to make u-turns often. things that affect us temporarily, such as, a water main break, or speed monitor

- As above - they let community members know of valuable resources and small businesses available to them.
- We have a wide variety of people who live here and this gets the hfmmost Rustin out to those who are not on computers.
- there is a need to advertise by this method
- Many Variables as noted above. This is not a Survey for "Trendy" reasons this I trust is a Survey for Safety Reasons
- I enjoy knowing what it going on in the city without having to take time out of my day to look it up on my own time.
- Temporary signage is not to the benefit of the average Calgarian and only decreases the appeal of the area around them.
- They are as annoying as drop down ads on the internet
- "Only if they are for community groups. There are times you don't want any signage and it seems that once signs show up, they never go away.
- If am reading multiple signs as I am driving down the road sorting through what does and does not apply to me, how could I be driving safely?"
- They can be used to share important, timely, or contextual notices from the City or other important organizations.
- The ci/government ty can use them to inform people that maybe affected or interested in certain items that affect people using an area or living in an area.
- I strongly feel all of the various signs are a distraction and do nothing to make the neighborhood look good. I would rather see a single message board in each community.
- They have become one of the ways people find out about what is going on. The fill a public service.
- See above answer.
- The word "important" places too high a value on a rather benign first world problem.
- See above.
- Temporary signs have a place in Calgary. Particularly during elections. We must allow some signs at some times.
- They are an inexpensive way to notify residents of local events
- I can't speak for all Calgarians. I can only speak for myself and I don't think so.
- "Depends on what they are hawking. Mattresses and used cars - no!
- Community soccer sign up for little jimmy after his parents moved to a new neighbourhood? - yea probably "
- It's how you learn about community events and happenings.
- I can't speak for over a million people.
- I don't think these play a role to the betterment of life for everyday Calgarians.
- If used correctly
- Depends on the nature of the sign.
- Let's me know what is going on. le Cenus

- See above..
- Good to know of different things going on
- It depends on what's on the sign, but overall probably yes
- I read my community newsletter, I watch TV and see the adds, I listen to the radio and hear the advertisement, what else do you want. ENOUGH is ENOUGH.
- Above responses can be applied here.
- There are other means to get information out to people.
- Various reasons, promotes awareness of very localized events, promotions, etc
- Again, I don't really pay attention to them.
- What type of question is this? How can I answer for others?
- If used judiciously and in a controlled manner can share important info
- Yes, it's a form of communication to voice concerns or invite to events.
- Signs...important...of course not!
- As above, to learn about community groups
- To me it is too much, would rather see the street/trees
- Same as community.
- For messages coming from the municipality or local community, they are important to ensure people are looped into important information. Their ability to communicate these messages effectively is diluted when you are bombarded with multiple unattractive signs advertising businesses.
- Temporary signs have a time and place to be used. They have important information to relay, especially in current times when you cannot rely on mainstream media to get your message out.
- There are so many other options they are just not necessary.
- Good for community groups, bad for business.
- For temporary things like detours. Or road closures. Otherwise they are an eye sore.
- Not to me they are not. They are an eye sore.
- It's a good way to see what's going on in your neighbourhood, but it is a distraction to drivers.
- We need to know of community events and registration deadlines.
- Yes. They are great for communication and raising awareness
- I can only speak for myself.
- Depending on the type and reason, they may or may not be important.
- Signs are not important to Calgarians other than the appropriate street signs
- To find out about things
- Gives us information
- Kept to a minimum - I like them
- Promote small business inform of important community info
- The big bold signs let me know what's happening in my community. As mentioned before I hate temporary signs used for advertising products and businesses.
- I'd be happier if we didn't have any. They look terrible.
- They make the streets look tacky and in the high winds they can become a hazard

- if about roadwork - i.e. upcoming construction etc
- They are the best way for me to keep current with community happenings.
- They are cost effective and can be put out in specific locations but I don't know if they "important" to Calgarians.
- Ummm - super repetitive question...
- I don't think I've ever attended an event or used a business because of these neon type signs
- They downgrade the look of our city
- Important for community information to be distributed
- They can provide information and access to events not otherwise known to residents.
- Good info
- Need to know things. Not everyone has the time to constantly be searching the internet for stuff.
- It's a way that I have often learned about relevant events in my area.
- Not sure. For business owners yes.
- There are other ways for us to get information in this day and age
- A good boast for businesses and let's people know what going on in the community..
- No business advertising is important for Calgarians, and communities or public organizations have other means of communicating with the public.
- I believe my above answers explain why. They can be useful if they are timely (not an expired event , message), if they are not too long. If there are not too many. If they are useful for driving. Advertising type messages are generally distracting not not useful when you are driving.
- I don't believe they are important.
- They perform no civic good whatsoever.
- No reason except apathy for them to exist
- "Civic announcements (i.e. Transit route changes) or special announcements
- BUT
- can be considered a distraction especially when trying to figure out which one the CPS multinova vehicle is trying to hide behind "
- Affordable and Effective.
- Let's people know what is going on in the area
- See above comment for communities.
- Again unless there is a disruption in the flow of vehicle or pedestrian traffic or a major event. Stop with them already. Too many most ppl ignore them.
- Only in so much as they are used tastefully by community groups to let people know of important upcoming events. I'm rather sick of all the business signs along all the roadsides. They make the city look cheap.
- Calgarian businesses have much more sophisticated tools at their disposal to use for advertising.
- For elections
- The relay important information.
- as above

- Like I said, they are ugly and nuisance too, not really nice if you're after the environmental view...
- Nothing supercedes the potential safety hazard.
- How else would you know if something has moved, or that there is a bottle drive, etc.
- I see them as hard to read and and a distraction
- Old school
- With the internet people can search out local goods, services and events that are going on.
- Temporary signage is, well, ugly and does not give us beautiful communities to walk through, grow up in and be proud of
- Until the number of signs can be regulated the proliferation of same are a nuisance.
- They help people know what is happening in their communities.
- Important? Not sure if I would miss them if they weren't around.
- It is detracting from the overall beauty of our City. They should be banned!
- Often times we just get used to them and don't really notice them unless we need to read them
- When used appropriately, like they used to be when the CA could veto, they help to let the community know about free events and services (like Parentlink, free tax clinics) that people might otherwise not hear about.
- This is a good way to get information out about events (occasionally events with elected representatives) to people who might not be visiting the websites or reading the community newsletters.
- As a whole, I don't think so
- For me no. But maybe someone else. They are ugly and make our neighbourhoods look junky.
- I own run n operate markets and it's 1 of my main advertising
- As stated above
- Great way to get info on community events.
- Information near sidewalk on school property. Nearly all the rest is visual static.
- I do not think Calgarians need or want temporary signs for business. I think they have a place for the community groups.
- Yes, but as a group we only put our signs up for 10-14 days. I think a month is too long for a temporary sign.
- We need to support small business in this tough economy.
- Temporary signs really don't offer me much as a calgarian.
- ONLY City or community signs relaying information useful to residents are acceptable.
- I find them burdensome. They are damaged, knocked over or have graffiti in some instances. They usually aren't cared for
- Seriously this needs no explanation
- More ways to reach out to the community, etc.
- Old technology. Get in the now digital and social media or traditional flyers are better
- The community signs can be useful, but the business ones are unnecessary
- It is a great way for local advertising, especially for community, sports groups, and local businesses.

- I like them for community association but not for businesses. elections are another whole ball game of signage!
- I wouldn't miss them but can live with them
- Your call you have more information regarding their actual effectiveness
- we are a fast paced community
- Temporary signs need to be addressed in greater detail than current bylaw considers and should include significantly more restrictions and enforcement.
- So many other ways to advertise. ..
- Temporary signs probably help make people aware of things they would not hear about otherwise, which is important in engaging people.
- only in regards to getting involved in community sports or activities and exercise.
- As I said above, minimal use of temporary signs in consistent and suitable locations can be an effective way for community communication. I would not extend this to private businesses erecting signs on public roadways.
- Good for city info you may not get elsewhere
- They should not be allowed.
- See above
- Way to get information
- I would prefer to see them gone, but there may be some Calgarians who prefer to find out about community events/businesses this way.
- It's hard to measure the success of their advertising.
- It's an easy way to bring the community together by advertising for things that some may not even realize exist (fitness classes, daycare)
- City of Calgary will get more money into budget.
- Easy, cheap ways for community groups to advertise their offerings in their area.
- who really pays attention to what is written on the signs
- Not in the least.
- Calgarians don't know about flu shots? They get the flu. Their grandma dies. She spreads it to the whole retirement home. Three others die, including a baby. A BABY. YOU KILLED A BABY!
- In correct and appropriate settings, but our roadways are not the proper place.
- No the diminish the appearance of the city, imply it is inhabited by aesthetic degenerates, and dominated by petty businesses.
- No, the signs are decidedly NOT important. They are an eyesore and a distraction.
- in my opinion they are pointless and serve no useful purpose.
- A cost effective way to inform community members
- Can help to know communities and businesses.
- Again provide great information.
- I think they can convey good information.

- Use the internet instead, or hand out flyers to houses, but do not distract drivers. They also look hideous!
- They are only there for a limited time, they are a great way to advertise for upcoming community events!
- Not everybody is a follower of the interest world...
- have very strong doubts about effectiveness.
- Nothing but an eyesore. Edmonton is even worse, looks like a junkyard.
- Good way to find out what is happening in the community. Important for elections.
- It definitely helps advertise local businesses.
- It makes the city much less attractive.
- Distraction for drivers.
- Vast majority are nonsensically placed and offer no information. They also are poorly communicating email addresses or phone numbers.
- Silly question.
- Communities should be assisted in erecting permanent signs for community and city messaging.
- Same as previous answer.
- Some people may use them sometimes.
- They're an eyesore.
- Too dangerous
- No lasting impact
- When in the city let's me know what is going on.
- We don't need more advertising clutter.
- They are convenient but not entirely necessary. Helpful for community groups to get their bearings on events but little else.
- Again they take away from the visual beauty of our city
- I'm sure there are some who appreciate the signs and those that think they are an eye-sore. You can't please everyone. If they prefer to receive info in an alternate way, then that could be an option.
- As above
- Unnecessay
- Keeping the citizens informed not only about business promotions, many signs promote tourist events such as the Calgary stampede and other city-sponsored events. The circulation of information surrounding these events is integral for the success of these events.
- There are so many ways to access information about the abundance of sports teams and events going on locally - these signs aren't important
- look terrible
- In order for Calgary to welcome and encourage small local businesses we need to offer a cost effective way for them to advertise their business.
- Eye sores
- They definitely junk up the roadways!

- More of a nuisance and hindrance than important.
- they have their place but can be over used and mismanaged
- Community events - yes. Businesses - no
- Sure, they're eye catching and easy way to get a message to a large number of Calgarians. They're also cost-effective for community groups/businesses.
- Not at all. I imagine if you check 311 logs you'll find many complaints. Some businesses may feel that they're important but why should the perceptions of a few companies be allowed to sully our beautiful city with their ugly temporary signs?
- "Important" seems a stretch; useful, yes.
- They are tacky and ugly.
- They are not important for businesses but are for community information
- They help keep people informed and bring people together.
- Provide information useful to residents in the area.
- Mass way to get info to all Calgarians.
- "For their community groups yes.
- For businesses, not really. "
- We only need these signs in very limited and restricted situations
- There is enough social media to advertise events or causes
- Look at communities outside of North America. Everyone else manages to convey information with big ugly signs by the side of the road.
- For community groups only.
- Not are they are currently used.
- advertising can be done in much more targeted ways with online and media approaches.
- Ugly and distracting!
- The information will be available elsewhere for those interested
- They look terrible, are hard to read, and make great walls for tree forts.
- No. Keep these eyesores off our roadsides.
- Do not know Others' opinions
- They are a blight on our beautiful vistas and are ugly in urban areas.
- Information is available in many, many places.s
- This is a digital age where access to important information is widespread and immediate. There's no argument that supports information on temporary signs as being important. Therefore, if information is not vitally important there are ALWAYS other ways to get the word out. And yes, most of the other ways will require some effort, or creativity, or some other resources, but that burden rests on the organization doing the communicating. I don't want my neighbourhood and life cluttered just because an organization or a cause EXISTS! If I want information, I will choose to seek it out!
- I think we can get these types of messages out without this type of signage. Social media and all
- construction and safety needs should be communicated through temp. signs.
- I don't like how they clutter up some streets.

- It builds a sense of community
- See above response.
- "It is helpful to know what is going on. There are better methods but they aren't well used by the community.
- They are ugly.
- As a Calgarian, I don't pay too much attention to temporary signs. If I want to look for something, I browse the Internet in interest.
- Why?
- I think there are lots of messages and ways to get out the message. there are too many different groups that use the signs and some messages could be advertised differently.
- Important to get rid of perhaps!
- Sure, I do feel there are some areas overwhelmed by signage and I don't understand the need for one company to litter the street with signs. But in communities I think it's a good way to spread a message or share events. I do think there needs to be some bylaws about how long signage is left up or about cleaning the paper/cardboard signs up!
- They distract drivers too much and are ugly.
- I read these signs all the time. I even find some ideas appealing. Yet, I have not once followed through to arrive at my destination and "sign up for" or buy whatever the signs said. Even to do this survey... I saw a road sign for it and forgot (my friend posted it on Facebook). My point is, they're ineffective and not important for me as a Calgarian.
- We need to know what's going on, and signs help with that.
- I'd rather they were gone. They're ugly, and clutter up our streetscapes. They distract from beautiful landscaping on our streets and boulevards. They're distracting. Visually, they're nothing more than pollution.
- only for the fly-by-night type of business
- We have access through social media to find out the information we need to find. If we lived in a country with little wifi/social media then signage would be necessary.
- They make our city look junky
- Calgarians hate them because they are a distraction and make our city look like trash.
- I can remember when no temporary signs were allowed and businesses managed to advertise in other ways.
- I think they are important to advertise community events, youth team registration, etc.
- a way to communicate important events.
- They are awful and dangerous.
- I don't think they are important. I think they are distracting and ugly.
- We are bombarded with advertising everywhere. We could easily use one less format.
- We can live without them
- I think in a generation where social media is so prevalent that most of these signs are not of value, I think community events and such have some value with these signs but that businesses themselves

don't need that promotional display-people that have an interest in their services will have a way to obtain the information through other methods (a business sign for judo on the side of the road isn't necessarily what will make people go to that place).

- They really do just look transient and trashy.
- Same response as above. They are DANGEROUS!
- It's good to be informed about businesses and what going on in the community, however, I wouldn't say they are that important to myself as a Calgarian.
- I have never found the information on any temporary sign to be relevant to me, it only serves to distract me and make my neighbourhood more ugly.
- If done properly, you can learn about a community event.
- So Calgarians can see opportunities for programs and services.
- As mentioned previously
- Timely info needed to be spread around to all Calgarians
- For community events
- We have many online resources.
- I prefer other ways of advertising.
- They are an effective way of getting a message out.
- Convenient maybe, but not important to consumers
- Too much clutter, look at more billboards like American cities like Whitefish, Spokane or other destination centres, they don't seem to have as many signs as you'd see on a typical Calgary street.
- At the community level sure, beyond that I find it hard to argue the city as a whole benefits from these signs.
- Only to promote public safety... IE... road changes... spring cleaning... new traffic signs... etc
- I find very few of them to be useful so in general I would say "no". I think we have become conditioned to seeing them and often look past the sign and ignore the messaging. However, I find the odd community sign to be helpful and more relevant than simply general advertising signs for random companies.
- It's important to be able to know what's going on in your area
- They act as reminders for people who could otherwise forget about different events.
- Why would they be important? Local community magazines and Web give all info
- "It is too hard to read the information quickly enough, and there is no way to record phone numbers or website addresses while driving. Are we meant to take out our phones and snap a photo? No. That is distracted driving. Are we meant to try to jot down the information on a piece of paper. No. That would be even worse.
- At best, they are a distraction. At worst, they are trashy looking.
- Besides, there are always people who change around the letters to make obscene words and messages. While this can be amusing, it means the intended message is not conveyed, anyway."
- Yes to let us know about community ongoings or business that are hiring
- Multimedia and social media is more accessible to communicate

- Great way to disseminate information. But max it out at two per block.
- It allows calgarians to know what is happening with the city and other business things.
- Temporary signs tend to be more Eyesore then anything.
- Calgary is one of the most technologically advanced city. There is no need to get our information from ugly and distracting signs.
- N/A
- Same as above.
- I would prefer to have an uncluttered view of Calgary.
- Company signs are important for commercial businesses but signage should be on the private commercial property. These days anything of interest to individual calgarians can be found online.
- In my opinion no.
- I don't want to see it - makes the City look sloppy
- MAYBE during an election, mostly to get the vote out. Might be important in emergencies or letting people know about community programs etc
- We are bombarded with over stimulation every day. Strategic advertising would be more effective
- The give the whole city a really "cheap" and unprofessional appearance.
- For community groups only. Businesses have many other options for advertising their services.
- I think that when there are so many, people tend to become desensitized to them.
- Yes if you're interested in supporting community programmes or small local business ... which we should.
- I would not say they are important.
- Used by the city about meetings or changes in an area.
- Food is important. Jobs are important. Education is important. Business advertisement signs are a cancer in neighborhoods. They are the opposite of important.
- Useless and would make a lovely way to show we are an advance city.
- It's a quick way to reach most calgarians
- It helps to promote your business or upcoming event.
- I'm not sure of the added value and the current design is dated and lacks general appeal.
- They have a place for notifying Calgarians of important city issues.
- "I think they're very important for community association ms to notify people about events. It's very beneficial for residents as it's an effective way to reach the target audience.
- For small businesses, there are other ways to advertise that might be just as effective."
- I think they are used sparingly and appropriately. I can't imagine why they need to be regulated
- Read above
- I think most people think they are ugly
- Allow events that doesn't have a big budget get noticed.
- We managed for many years without the ugly proliferation of temporary signs we see now and that was before we were able to use email or the internet. Temporary signs by their nature are for a

limited audience and purpose and by that very nature, they are not important. I don't recall seeing any temporary signs that I deemed important.

- Same as above.
- Elections, public notices, etc
- I think you are aiming for improved IQ and education status in calgary -- get rid of the stuff that makes the city look cheap
- See above.
- Important communication tool.
- I fail to see how temporary signs could even rank as 'important'.
- freedom of speech
- see above
- See above 2 responses.
- TEMPORARY means different things to different end users. I see the permanently used street signs as always being there, they are not temporary, but rather the information on them rotates. These are not temporary.
- They look bad.
- I hate them and they were shown to cause accidents where I used to live in Ontario (distracting and create blindspots)
- Likely wouldn't miss them if they weren't allowed
- explained above a couple of times
- Business rely on them for advertising. I would much rather this than paper fliers. Paper fliers are horrible for the planet.
- Helps spread messages to everyone
- I beleive that these signs assist in community conversation, public engagement, etc.
- good question
- They do make Calgary look cheap and tacky.
- I personally do not directly benefit from these signs, but I am sure that some people only get info available on these signs from them. Again, I would prefer another method of communication in order to reduce driver distraction.
- NEED TO BE SEEN
- Some people may depend on that method of getting into but I think that is a low number
- It's a good way to find out about local events and businesses
- They are signs. They are useful but not important.
- See above
- These signs are modest, and give a clean look to our streets, without having lots of advertisements.
- Some are. Community information, for example
- City can convey other ways
- Over all they probably don't make much of a difference.

- Signs are a way to share details of events and information I would otherwise not hear about. I appreciate some these signs.They serve a valuable purpose.
- Depends on what is being conveyed. In a community, it is important to advertise meetings or events as many community associations do not have organized websites. For businesses, a person can simply walk in and ask a question, pick up the phone or look at the website.
- Some yes. I can appreciate seeing different community events, info about city of Calgary info sessions etc. I don't believe businesses promoting their services /products should be placing them though .
- The only temp signs I'd like to see are for public services(emergency, fire etc...)public works(road construction etc...)and here's an idea - 'city festival zones' city fest zones where parades and whatever public events are held each year, they could host other signs to advertise to their hearts content. Places where people are pedestrians who have the time and might be more inclined to read them.
- Only in certain situations. We have too many (matchmaker, daycare, sale signs), and most are unnecessary
- If need to find a business I'll use the internet
- Depends on the content on them
- "They're en eyesore and a distraction.
- Again, public land should be public, not commercial ."
- Unless walking you wouldn't think a person has time to read them.
- I don't think many people pay attention to them
- Yes to help small business and community organizations.
- They're distracting and can cause accidents.
- depending on the message the signage may be important advertising a sale is not important for the average calgarian
- Only for community events.
- I hate them.
- Just metal/plastic litter !
- Not unless they are road closures, amber alerts or construction warnings necessary to drivers. No one needs to know that protein powder is on sale when they are driving!
- Only if used within restrictive guidelines to communicate public information.
- We prioritize public art but clutter our visual space with signs, seems like a contradiction.
- "there are numerous other ways to advertise events and companies
- The are informative
- Some are, some not
- People/companies/communities need to advertise.
- I think they are becoming too prolific and the amount of signs are getting ridiculous. There defintiely should be some guidelines for businesses to use them.

- Messages often need more than one form to reach a wide audience... Temporary signs are one way to cheaply speak to many people.
- For some, yes, for others no.
- Community info
- We don't live in the stone age, there are many ways to get a message out that are much safer for everyone
- They allow me to see what events or registrations openings are coming up in my community and others that I drive through. It's an easy way to become informed.
- You can't drive and read at the same time
- I do not believe they are; we can get along without them.
- Clutter the roadways and companies that use them do not further maintain them once up
- If someone needs to communicate with the public...use the internet or use mailing flyers.
- For community events yes
- really?
- They help you to have a sense of belonging in your community by always keeping you updated although they are distracting.
- Provided there is not a proliferation and they are in place for a short time...say one week maybe two max
- within reason
- I don't like them
- No more so than anywhere else.
- Important to raise awareness for community info and events including traffic and safety updates.
- they could be convenient but not important
- I honestly thing Calgarians could care less about the signs as they are. Once they become too common then they may start complaining about how much of an eyesore they are.
- Most people get info online now. We're cluttering up our beautiful city!
- Temporary signs can help to inform residents of upcoming events in there communities and when temporary are effective. "Temporary Signs" that are permanent are eventually ignored and just add clutter
- For the same reasons.
- I can't answer for everyone but on my drive around town I don't notice the signs for there message but for the clutter they create on the side of the road. I understand people want to advertise garage sales and carpet cleaning but these signs look terrible and it doesn't help the looks of our city or neighbourhoods.
- They look junky and a eye sore
- Don't know
- They do benefit at times, but they do distract from the overall appearance of a city that is already busy enough.

- Temporary signage, that does not create blind spots for drivers, communicates with individuals. This in turn helps build a sense of community, something Calgary has lost in the last 10-12 years.
- Good reminders for community events
- The signs devalue our communities on a whole and are not kept to a uniform standard and are not enforced. Private business should be kept private and not have the benefit of using public land.
- They are a distraction and an eyesore.
- I have never bought a product or gone to a store because of a sign, how effective are they?
- Advertising is essential, but the image needs to reflect the city and needs to be updated
- No, almost all Calgarians have access to information via internet/email connections. These signs are unnecessary.
- As above.
- They are important as the safety and the attractive of our community are far more important.
- I think they are important to the organizations that use them to advertise their products and/or events
- Yes
- They are unsightly, unregulated, a distraction and a blemish to our beautiful streets
- They are ineffective at communicating information and an eyesore.
- The information they provide can easily be found with a quick google search or a glance through a community bulletin. However in the vast majority of cases, the information is completely irrelevant and so they are simply ugly distractions that make one's neighbourhood look like a trashy strip of billboard laden highway. How could they possibly be important?
- not sure would like to see some statistics
- See above. The negatives outweigh any possible positives. This includes election signs.
- I am sure they are, but I hate seeing them when I drive into my community
- "Are they important" - I don't understand the question. Is this an important topic? Yes.
- Just another annoying distraction which is aesthetically unpleasant.
- Do we need to look more like the states?
- They are incredibly ugly and distracting.
- They alert Calgarians about community events and opportunities.
- Why should they be?
- we get reams of advertising daily on our doorstep and do not need roadside signage
- Community ones but not necessarily business
- They are important to me but I am not sure about others.
- Many events, and small businesses are penalized by construction as to their whereabouts etc. Controlled signage by registered sign company is helpful in knowing a business exists, or new to a community. Shopping LOCAL is playing a huge part in our society and needs to be supported in letting people know what is new or still making it work.. New Calgarians to historic ones, could use a reminder as what gems are within their city.

- We live in a world with instant access to information and advertising - online. We don't need it lining our streets.
- If they are advertising an event or registration.
- There are other ways to get the information.
- In some cases yes they can be important however excess usage is just that ... excessive to the point of being ignored.
- Distracting and bad looking
- News, events and meetings are visible to all
- I can not think of a time I needed the information on a temporary sign (based on personal circumstances only). However, I can understand their use for others.
- I believe that they can be useful, but I also believe that the input of a driver would be more valuable
- People drive, temporary signs are important to most directly reach most affect people in the community.
- If they are not allowed I'm sure they would find another way to advertise events
- There are better more modern ways to get your message out.
- I do not value them!
- There are other means of advertising.
- Not important at all unless one is looking for a way to make the city look trashy
- There are a distraction to drivers and take away from the curb appeal of our neighbourhoods. Businesses and community groups should find other ways to advertise.
- we need to get community information out to the public.
- When regulated, I think they are good for Calgarians and people posting any kind of temporary sign should do so by using the services of a legitimate sign rental company who are following the bylaws.
- They help us know about community events & new businesses or promos & in this economic climate we don't want to hurt either. However, the signs must be maintained & removed when the event is over. I don't know if permits are needed for these signs but if they are it should be for a specified period of time with a fine if not removed. To avoid the city having staff to police this compliance, the city should have a website of approved signs (by location) and removal dates so if a sign is annoying a resident then we check the website to see if it is an approved sign. If not we can let the city know and that community group or business is fined.
- overall I don't think they should define open spaces and should only be placed in commercial areas.
- they are ugly. there are other forms to communicate messages.
- They must be temporary in placement and controlled in the number per block and look.
- yes if it about something in the community
- Too much of a distraction to drivers also clutters up the boulevard
- ADV THE NORNAL WAYS
- Another way to get information
- These signs keep Calgarians in the know.

- Why not ask if it's important to YOU. I can only guess if it's important to everyone else. This isn't an effective question. I don't really care if the local liquor store is selling their bottle of wine for \$6.00 or the pub is selling steak sandwiches for \$4.99. What I do care about is that our community is having a clean up day or a movie in the park event. I would like to see only community type signs allowed and not business signs.
- No for business, yes to know about City initiatives.
- Provide information
- They are a distraction and an eye sore!! Not sure why they are allowed and needed anymore in our social media world.
- To a point. Currently we are overwhelmed with signs and in turn, in my experience, start to ignore them for the most part. Like anything, moderation is key.
- I wouldn't say it's important for Calgarians, they are just a nice add on for organizations to get their message out in a simple and not intrusive way.
- There is very little, if any benefit to Calgarians in general and I doubt if there is any meaningful benefit to business. All they do is add clutter to the landscape (green space) which diminishes the look of the neighbourhood. Boulevards are intended to add green space not reduce it for commercial purposes.
- They are more eye pollution
- I don't quite understand this question. Judging by the number of temporary signs along roads, they do appear to be important for Calgarians. Whether or not Calgarians respond to what is written on them is another matter.
- It is a way to bring them together for events
- You are allowing the advertising for small business owners
- They are just an eyesore
- Community group signage is important to give out information at a low cost. Private business signage is not. Businesses can investigate other means of advertising. The risk of distractions and safety implications do not justify a multitude of signs on the boulevards.
- If a temporary sign directed me to the hospital that would be important, telling me I can get two hamburgers for the price of one is not important to anyone!
- Only vital community info, not MORE ADVERTISING.
- They can be informative about events and new businesses.
- Helps everyone. Find businesses get deals.
- they make otherwise lovely neighbourhoods and green spaces look trashy. Letters are constantly being stolen.
- Distractive
- I don't see any reason that they would be important for the people of this city.
- Linking events and programs to the membership a community serves is important. It is how we can stay connected and meet people.
- These signs are unnecessary on boulevards. Business have other advertising options.
- ugly and a distraction

- Many other ways to advertise in this technological age rather than awful looking signs in the landscape
- Very little is gained from them.
- Temporary signs if done right can provide concise and important information of what is going on in the city.
- "If I want to find out some information I look it up - going to a sign is not my source of information.
- The only signs I have found useful are community signs inviting me to meetings about city developments or projects - items that impact me as a resident."
- Temporary pertinent and promotion information can be useful.
- They aren't effective. Even if there was something we are interested in we would forget about it by the time we got to our destination and could actually look into it more.
- Same as above
- Not everyone gets all their information from social media or word of mouth. Advertising is crucial
- All of the above
- I'm almost always the driver and most often am in the car on my own. I never read the signs although it is difficult at times to ignore. The only possible exception is notifying Calgarians about city related activities like upcoming road closures, elections, because these really are important for us know.
- When growing up in Calgary I don't remember signs anywhere, except for garage sales during the summer, and we still found information about community groups and businesses we needed.
- Very important for community events & notifications. I am OK for temporary signage for business use providing that suitable guidelines are imposed for those signs.
- Easy, cost effective and successful way to promote local business and events
- See above.
- I doubt it. They are, as previously mentioned, a distraction and the short period you see them the info isn't usually retained.
- "Calgarians live in their cars. I don't approve of that, but its how it is at this time. Using signs for community/civic information will be seen by more people with these signs than through any other medium.
- Once again, I believe the problem is not with single signs, but with multiples, and with those which hamper safe driving."
- there are other means to communicate more efficient and less "polluting"
- Why would they be important?
- important for what?
- From a community perspective only, in my opinion
- Sometimes they have useful information... but sometimes it can just be noise and look messy.
- I don't see temporary signage as a need
- They are an eyesore, they are distracting, they impede sight lines. Totally unnecessary .

- Typically only contain spam advertising or things that could be advertised just as effectively elsewhere.
- I feel there are more meaningful and effective ways City of Calgary services, projects, initiatives, etc. can be communicated. I reached this survey online.
- Why would they be?
- "There are numerous advertising vehicles easily and affordably available for would-be advertisers. Calgary has/had a wonderfully uncluttered landscape, which significantly adds to the quality of life here.
- Put it this way: if I was some skateboarder, with my hat on backwards and my pants halfway down my butt, spray painting my slogans, ad hoc, on available surfaces, I should be arrested as a vandal. But if some moron company prints a sign, and nails it, ad hoc (and in violation of an existing city bylaw against doing so) to the ground on a boulevard or in a park, it's just 'doing business.' Whoever came up with that notion needs to be slapped hard. And repeatedly."
- No comment.
- There are other less distracting and more effective methods for advertising
- How can I answer for all Calgarians? I can only answer on behalf of myself. Poor question.
- Another media type. Not all read the community newsletters; websites etc.
- See above.
- There is a multitude of other sources to get your info from
- "Important for non profits as they're affordable and used for a good cause.
- Affordable for small businesses but usually their services are not worth it, excessive commerciality, unwanted but foisted upon the public."
- They bring awareness to new businesses, events etc. that Calgarians may be interested in but would remain unaware of if there were no temporary signs.
- With social media there are so many other ways to advertise that the need for any signs has gone by the way side.
- "Over all at the current level of sign placement I would say the signs create a distraction to the drivers and they impact the over all image of the streets and neighbourhoods of Calgary.
- Signs take away the beauty of the green area's and the over all image of a clean city"
- "We all make our living from businesses in one way or another.
- Business needs to draw people to offer employment.
- We all need to be a part of our community rather than just live in it."
- They are simply ugly, they are probably more important to a visitor to the City than to "locals", my specific example is if I am driving to a quadrant I don't live in I know exactly where I am going - I've looked/researched before I've wasted my time driving across the city.
- Most people and community groups I have spoken with all share their dislike of temporary signs.
- The need to advertise community events/registration is important.
- Just a unsightly distraction

- Again yes i think they can be a good communication tool but the numbers in a particular main roadway need to be limited with a clear message that can be gleamed in a couple of seconds
- not everyone has a computer or connected to a smart phone. Need to know what is happening in the community some how.
- only if signs are relevant to their day to day
- Signs provide information to Calgarians; however, should be used sparingly as they are distracting to drivers.
- they can be great tools for communication within communities
- Certain information, like election polling station locations, is useful for helping people find things or learn about important events.
- "Temporary signs are important but not all signage should be allowed.
- clutter, distractions, pedestrian visibility are just some of the issues which need to be considered before signage along roadways should be allowed."
- Its a big city and its another form of information dissemination.
- They are a poor method of information distribution - inadequate information poorly presented
- seriously?
- Promote information
- I get a lot of information from these signs. Whether or not I act on that information is a different story, but at least it is presented to me and i can do more research on the topic at a later time.
- Bike lanes are not important to Calgarians but we still get them.
- Road closures and safety signs put out by the City of Calgary are ok. Advertising is NO, NO, NO..
- Lets us know what is happening. Events, notices, social.
- It makes the city look junky
- Great for messages to local communities, ie, sports signups, community activities, etc...
- No explanation required.
- Same reasons I stated above.
- In their current black background/neon lettering state, I don't think anyone would miss them. However I do think that some people probably use information that they get from the signs
- Great way to let people know what is happening in the community and helps business in attracting more sales.
- Keeps the community spirit alive and involved.
- "Temporary signs are good to let you know of an upcoming event you might otherwise miss. When a sign is temporary, you will actually read them and be reminded that an event is happening in your area.
- When a sign is constantly in the same spot, you tend to ignore it."
- To me they are not.
- uncertain about what this question means. Do you mean that Calgarians as individuals should have access to temporary signs. If so - no they should not. We do not need self-promotion signs cluttering

our communities. If the question means that we need temporary signs as a city then yes we do but with restrictions.

- Emphasis on the temporary. If they're advertising an event, then putting them up 1-2 days before said event is helpful. But after the event has happened, they need to be taken down. Same goes with sale signs. Advertise the sales as needed but there should be a limit to the duration of how long the signs can be up for. A week maybe.
- They provide the opportunity to be informed of communication its based issues and keep awareness of those topics up front.
- I wouldn't say important. The inform us of things or are another bombardment of advertising. If it's the latter it is not important at all. If it's the former it could be considered important.
- The internet is available
- If you are engaged, community websites have the info
- While they are important for businesses, reasonable restrictions must be in place to keep the drivers attention on the road.
- I suppose for the business or community association that wants to get their message out.
- They cheapen the esthetics of our city communities plus there seems to be inconsistent use across communities. It seems that wealthier communities have different standards for allowing use - not sure if that is true or not but a perception all the same.
- I think they cheapen the look of our city, too cluttered and too many. So many signs end up diluting the messages of each. People don't pay attention to them anymore.
- Not outside of the need by Community Associations and non-profits.
- I hate them. They are messy and distracting.
- All they do is clutter the boulevards.
- What a stupid question!!!!
- Signs make our public realm ugly. Cities all over the world are getting rid of them. Look at Brazil and their progress in getting rid of billboards. Look at Hawaii. They put a priority on views to nature.
- They are another platform for information
- This is a way for some to get information about what is going on.
- There are many other ways to get the message out.
- Yes - if the city mandated temporary signage to be used ONLY emergency and / or life-threatening situations - and bylaw enforcement was stringent in removing ALL signage not detailing emergency information.
- To convey info to parents about sporting functions.
- "In the community sense yes - get to know your community and special groups are active and hosting something in your area.
- Gives you a sense of belonging in the neighbourhood.
- Visually distracting and too frequently not relevant. They are junky looking. Our park spaces look like a sign jungle with row after row of irrelevant content that is better delivered through news papers, social media, community bulletins.
- They can be useful in moderation. In the numbers that we see now they've just become noise.

- I would say yes as long as there is a limit to how many are on the roadside in one place.
- Not worth it.
- They are important way to communicate to calgarians about what is happening in their communities. should be limited to information about public events, registrations, etc. Not business or opinions.
- keeps us informed
- just another way to advertise and troublesome is there are too many
- Gives info i wouldn't necessarily get otherwise
- They are ugly, distracting, annoying. One business using them only prompts their competitors to match, now they are sprawling out of control.
- Yes they are important for community events in a specific community.
- They should be local and important.
- See above.
- depends who you are. cant speak for all Calgarians.
- Depends on the person. For me I don't see a need.
- For the majority, I would say no. For the rest, I would say yes.
- even street signs & construction signs need to be updated and should be the only sins allowed
- Dk
- Again the community events
- I do not have any reliable data that I could use to make an informed conclusion with. In my personal experience I drive down 18th St. every day where there is a series of signs along the roadside. There are too many to be able to read, I find them just a distraction so I never try and read them anymore.
- It is a good affordable way to get information out to the public.
- See above. Outdated and ugly.
- I think they are tied to pride in our communities; we don't want every entrance to our communities cluttered with advertising billboards. Builders and the city put money into landscaping to make our communities welcoming. The grass, trees, and rocks announcing some of the communities enhance our pride in the communities. Why cover them up with these tacky signs?
- They can be an effective way to communicate when there are only a few signs. It is distracting and ineffective when an area becomes cluttered with signs.
- Yes to inform of public and community events - NOT PRIVATE business advertising
- Most information can be searched for on the internet.
- I think bold signs are useful for community events/announcements, and in some cases, they can be effective for private businesses. However if they're used too much, the effect is lost, and the viewscape is cluttered. Perhaps there should be more guidelines around sign design to make them more effective. A sign that is super loaded with pictures and text in multiple colours is very distracting and hard to read. A simple sign with a simple message in only one or two colours communicates to passing drivers more effectively.
- quick, easy, effective and affordable notice/advertising. Very important

- They are just for businesses to sell something.
- public space temp signs should be limited to city/community centre use and political events only. all other signage should be on private property.
- They are distracting especially on higher speed roads and when there are multiple signs. Maybe permanent community signs would be a better solution.
- Again, as a means o get info to Calgarians about community issues yes.
- There are few ways to become aware of community resources that do not require expensive computer/smart phone/internet access and the skills and time to use them. This an important way to reach seniors and low income households.
- Calgarians are also bombarded with Event Invitations in their mailbox, temporary signs make it redundant. The only temporary sign that is acceptable is for sale/for rent as it is location specific.
- Yes, they convey local information for a limited time.
- Too much distraction from driving
- Again advertising can be by radio, TV, newspapers and internet
- Information is best this way
- We are inundated with information. Even though I think signs are important for the businesses themselves and the community, I don't even really look at them while driving.
- For small business and a great way to let people know whats going on
- Not to me. I never use the info on them..t hey are either political in nature, for children's activities or just plain old advertising for services
- Signs provide a service but are not necessary for Calgarians. There are other ways for communities and businesses to get there message out. Junk mail though is becoming a big problem.
- There not important there's many other ways to get the word out without making our streets look like the dump
- Ultimately, if used appropriately as a tool of communication and engagement only. Not advertising.
- great way to get a message out to those who are affected.
- See note above regarding community groups.
- I think temporary advertising signs are an eyesore. Community events signs are fine
- These signs cause more problems than they solve. the only case where signs may be a viable method of communication would be the use of signs in an emergency situation that would enhance the safety of the residents.
- See above answer
- They can be a good way to ensure people are aware of community events.
- Calgarians are accustomed to getting City and community information from this tactic. Not everyone is on social media or follows community channels-these are an easy passive form of communicating.
- They help keep us informed
- They're going to exist no matter what the city does. Spending time and money trying to prevent them seems like a giant waste of taxpayer dollars.
- Yes. They help by giving a reminder of what is happening in your neighbourhood, and elsewhere

- They are distracting and unsightly.
- In moderation, yes. As they're being done now, no darned way.
- To make them aware of programs, events, opportunities, etc that they may have not otherwise heard of. As mentioned above, Calgarians often site bold signs as a key channel regarding how they heard about a program or event.
- Great way of conveying targeted information that may not otherwise hit the news
- Why pick us.
- They help provide options to Calgarians on upcoming activities that may be of benefit to them.
- Keeps us informed
- Only in emergencies.
- I tend to ignore the signs or don't have time to read them on my commutes.
- They should not be allowed. They are distractions to drivers, and litter of the worst kind. The proliferation of signs has grown over the last few years and become an eyesore in what is supposed to be a cosmopolitan city.
- getting the message out to a greater amount of people
- we can find anything with google!
- usually they are nothing more than an ugly distraction.
- Temporary signs are ruining the look of our city. They make our streets ugly.
- Good for communities and events.
- The signs are generally superfluous. They are an eyesore that can be dispensed with. They deface the urban environment and distract drivers who, as we all know, are distracted easily enough as it is. Other cities have eliminated them, and Calgary should do so as well.
- Use common sense and find out what is going on in Calgary and you neighbourhood
- It was one of the first things we noticed when we moved here. They are tacky and lower the image of the city.
- I think too many signs make for less reading of them. You get used to seeing too many signs and you probably just don't read them anymore.
- Would gladly never care about signs. They are mostly pollution for the eye, the trucks damage the areas where the signs are placed. People make lewd messages, tip them over etc. BETTER WAYS TO ADVERTISE?
- useless, people don't look at them
- Internet-based notices and advertising are the most cost-effective and efficient means of communicating.
- Same as before: we already get way too much advertising from every direction!
- Community groups should use them, gorilla advertisers should be fined.
- "As mentioned above, they have their place. Especially to notify Calgarians of events that are time sensitive and in situations where it may be difficult to spread the message in an alternate way.
- I don't believe they are necessary to be used as advertising for businesses, especially inside a community. "

- good way to get a community message across
- this is way down on the list of what is important....way down
- Too many [removed] regulations in this city as is.
- This medium is effective and affordable. It can be scaled to target a community or part of the city that needs the information provided. If it was not important the City of Calgary itself would not use them but the City of Calgary uses these signs almost constantly to communicate with citizens. Smart community groups and not for profits also rely strongly on this medium. Again this is based on owning and running a portable sign company for more than 15 yrs and more than 500 signs.
- The signs clutter our streets and devalue our communities.
- They are junky looking and distracting to drivers
- not really. community papers are an easy way of advertising, bus stop benches are another.
- As information sources, but not as advertising for businesses.
- Calgarians are heavy road users and signage is a way, particularly for communicating messages to community. Also better for environment (less junk mail waste!)
- Citizens can receive advertising and messages in numerous, safer ways (through social media, newspapers, radio ads etc) - we don't need to 'learn' about a 20% off a lube job through a dangerous road or street sign
- It's call the internet
- These days there are lots of other selective media sources to receive information
- Not important to me, cannot speak for others.
- short term info, ie. blood donor clinic.
- There are enough medians for advertising and communication, especially with social media.
- If Calgarians want to be engaged, they have opportunities to go online looking for info.
- Calgarians are made aware of many events.
- Signs stimulate community action, create economic transactions for the financial betterment of the city, and create awareness with a non-internet medium.
- For special events or notice of road closures etc., in the area of the event. And follow sign making rules. And taken down after the event.
- duhhhhhhhhhhhhhhhh!!!!!!
- When it's election time the candidates should have limitations to these signs
- They are an eye sore.
- So that you can be informed.
- i think they are unattractive
- When signs are erected to benefit the community, yes. Not for businesses.
- I and many others often miss events in the city, and only become aware of them when they are reported on, after the fact, on local news web sites.
- Calgarians live in communities that have events regularly, knowing of them is important, I have to register my kid for soccer. They live busy lives and the sign outside superstore reminds me that toilet paper is on sale and I should definitely go pick that up. The sign for the tiny mom and pop restaurant

or store around the corner may entice me to to check them out, which I'm sure is important for them as well.

- It's an easy way to reach lots of people about a temporary situation.
- It's a vital form of communication for seniors or people with no access to the internet.
- Most people don't look at signs to provide them information.
- See Above
- There is more abuse of the sign than the purpose it was intended for and our neighbourhoods look terrible.
- See previous response
- Many small businesses and groups use them now, but they are getting so prolific that I am more likely to ignore them than to read them. As mentioned above, there are other options for use by these groups which don't contribute to community clutter and distracted driving.
- Only for elections
- Eye sore
- I don't think they should be permitted at all.
- There are other ways to advertise.
- If we were truly interested in programmes we would find another way to access the information.
- I think there must be other ways to advertise that aren't distracting to drivers.
- not sure
- Temporary signs for community associations, political campaigning and realty sales are important. Not so for commercial advertising.
- they do have limited value, but they need to be monitored. having a row of them on a street is just distracting and no information can be effectively disseminated if there are too many to try to read
- They are important for community information as stated above. As well as the ability for someone to advertise a garage sale, etc.
- Provides important civic or community info
- Once again too many signs are distracting but a community sign advertising an event in their area ie. Christmas craft sales are important to a lot of people not just those who live in the immediate vicinity.
- Only for community communication
- Some of them
- Only in the event of elections
- Gets time sensitive info to the public
- Depends on what the sign is.
- For certain uses temporary signs are important (community signs, where to vote, etc) but I don't need to see a dozen signs for Blinds Cleaning on my way home
- There are other ways to obtain information
- As they serve well for businesses and communities, they aren't a must for people. They're just a convenience.

- I believe they allow businesses a cost effective advertising medium and also allow community groups and the City of Calgary a way to notify the community about upcoming events.
- I think it is important to showcase what's happening or available in the neighborhood
- When used properly they are able to advise Calgarians of events.
- It is an overused and much abused form of communication. They have reached the point of being more of an eyesore than a benefit.
- It depends on what the use is so if not just for advertising.
- Generally not necessary
- don't know
- I can see the relevance of a sign during an election, but if I am looking for a service or activity I use the internet.
- They are dangerous and ugly. See other boxes for further comments. No signs!
- This is a subjective question. Business people want to advertise to gain market share, non business people want no advertisement to gain aesthetics. Aesthetics never pays when there is no one there to see it.
- There are sooooo many forms of communication that can catch people where they have twice as much interest and ability to interact and respond to promotional material. Some of them are even free to use.
- people are more aware of opportunities, etc. through bold signs...I would not have known about this survey were it not for signs on the blvds
- Only important to those individuals who will find the cheapest way to get their message seen.
- No they are not. They are "temporary" therefore provide no real value in the long term.
- great to know who is out there
- Temporary signs often lead to the lowest bidder
- Quick way to get a message across to a community
- signs for community group activities, city meetings, and significant information for businesses are important.
- A lot of people don't realize a specific program is coming up until they see the signs. It's a great reminder!
- "I cannot answer for all Calgarians. This is a poorly worded question. The question should be ""Are temporary signs important to you?""
- if used responsibly
- Why?
- With the use of the internet and email there are so many other ways for people to get news and information about a business.
- Distract drivers and clutter view.
- "Temporary signs are not important. There are other means for advertising business.
- But these are good for welfare and community or other important information city wants to pass on."
- It can get an important message across to many people in a short period of time.

- This is a yes and no answer. Signs are important to catch one's eye but too much colour or details is useless. Public announcements on signs, ie amber alerts are very useful. Business advertisements are merely clutter.
- I personally rarely use information off of any temporary signs I see.
- We find out more about local happenings near us
- I get information I might not otherwise get from them, but they are distracting at times as well.
- I would hardly say they are important. We could find the info elsewhere without cluttering up our street sides.
- I don't see the need for signs. With today's techknowledge there are easier ways to reach the public, I find signs untidy
- They help with awareness and are related to something inherent to the local community.
- I feel they are a distraction
- They look cheap and take away from the visual appeal of neighborhoods.
- Ugly, trashy and litter are what I think when I see all the temporary signage in Calgary. There are still "temporary" signs littered along 26th Ave SW from over 2 years ago.
- They are ugly, distracting to drivers. They attract vandals.
- I know I can live without them
- I would rather see permanent information signs for non-profits (recreation and sport groups) at visible locations within a community, perhaps at a strip mall within a community or other community hubs.
- Same answer as above
- Depends on who you're referring to as "Calgarians" - that's a broad definition.
- Spread information
- Some are, some aren't -- see above
- Unless they have important messages, then yes otherwise most are like junk mail.
- Why are we treated like children. Unless we are repeatedly reminded about something, are we idiots?
- With the city so vast, with many different communities signs help create awareness on topics and events and services important to Calgarians.
- It only increases awareness of what businesses and events exist to serve you!
- As mentioned above, but to many is a distraction and should be limited.
- On one hand they provide good information. On the other, they're really quite ugly and take away from the beauty of the city.
- "Any one sign might be important to a small subset of Calgarians, but 95% of the viewers might think it's useless, ugly, or a distraction.
- The same argument can be made for e-mail spam, it might be of interest to a small portion of the receivers, but annoys everyone else. This caused the federal government to enact laws to limit spam, I think the City could use that as a guiding principle."

- I feel they make Calgary look cheap ... just like driving through parts of BC where the signage is everywhere. It is an eyesore.
- To broad an audience - use an different method.
- There is no need for them. There is plenty of ways to get the message out especially with social media as a resource.
- No need to distract drivers
- A means of being informed.
- They help small businesses advertise
- Keep it simple. Signs work.
- Good measure to communicate messages
- There are other methods for communicating to Calgarians that are not a distraction to drivers or sources of unsightliness .
- I've never benefitted or read anything useful on these junky looking billboards.
- I personally like them, as I have found out about many community events, groups, and clubs that I would never have known about without the signs.
- We want vibrant and thriving communities - not all of us use social media
- "You can access information in other ways.
- The city should charge businesses to place signs. I think most people assume the city already does this, and thats why they think so many signs are around."
- Temporary signs are important in a community use context, or for City of Calgary purposes. They aid in safety, notify about disruptions, and advance the goals of community groups.
- It makes our streets and roads unattractive. We do not need to distract our drivers.
- Sure
- Generates jobs.
- They encourage us to vote or participate in special events that bring us together.
- We think they are trashy and ugly, it is important that they be removed permanently.
- Not super important, but informative.
- I'm just unsure.
- yes in as far as they know what is around
- I believe for seasonal businesses and community notices, but I don't think they are necessary for established businesses. They can use their own sign boards directly in front of their business (on their own property, not the City property).
- Allows residents to know about elections , transit changes or proposals
- Generally, we are exposed to too much visual clutter.
- There are so many things going on within our city that these signs should be geared specifically for their community/area .
- Important for Calgarians to see business advertising and community events to be able to help keep that sense of community.
- Never had to use one.

- Sometimes signs can bring important messages to citizens, eg. road closed, but should be used as little as possible.
- They make Calgary look like slums, with all the garbage on the boulevards.
- It's a business and people are willing to pay for it. It must be important to some people.
- They are going the way of the dinosaurs. I would be happy not to see them again
- Get creative and find other ways for us to get the information that's provided by signs. You'll support local businesses and keep communities and citizens informed. Without creating a hazard.
- Compared to other cities there are definitely less temporary signs in Calgary which I think is part of the reason Calgary seems like such a clean and beautiful city. While they may get important information across, too many are just going to create a messy roadside.
- Internet
- Gets word out into the community to specific residents who live in an area about something important
- Not all of us need them
- In some cases they are a reminder of different events ie. players to signup for sports events such as hockey; baseball etc. etc.
- Calgarians include business owners, and community event organizers, and churches and sport leagues.
- In moderate yes...the promote what is in your local community.
- We are still a very visual people. The signs help us understand what happens in our local community.
- I think so as it is a quick way to be informed about what happening as we all don't read the paper or watch the news or have a cell phone
- It helps so what the city has to offer during certain times of the year, like sport and recreational activities.
- We have lived without and managed to survive
- The city has to find away for the Taxpayer to pay for them
- If the signs are for community events or events such as City or Provincial town hall meetings on issues that affect a particular community or segment of the city
- Same as above
- Same as above. It helps Calgarians to identify businesses and events. One thing that does need to be done, is to fine companies who put their advertisements on the back of traffic signs. The offenders are pretty easy to find as they post there contact info right there. Those posters make a terrible mess. Make it a stiff fine, plus the cost of removal the first time. Second time offenders could perhaps face an issue with their business license.
- Overall it is better not to have the signs.
- Visually offensive, like dandelions.
- Same as the above
- I find out about a lot of registration opportunities.

- They are a valuable way to share information about meetings, road closures, and changes in the community.
- There are plenty of signs out there to read while driving....school and playground zones, gas prices, garage sales, house open houses, renovation companies, liquor store sales etc etc.....no need for more
- In most cases, the signs point to a website on the internet. The same information could then be found via a search engine.
- Same as above.
- Yes - for public announcements. No - for advertising private businesses.
- "Yes - to receive news/information about the community
- No - for product/sales information "
- Most people do not respond to temporary signs and are more swayed by other advertising methods.
- Most people check online for events or businesses so they are unnecessary
- same
- Plenty of other ways to get information.
- I simply think that we would do fine without them. They are messy looking as well
- I am not so concerned
- Important to relay community events and important updates on roadwork, snow clearing, garbage pickup etc.
- People like to know what's new and what's happening in the community.
- a split second to read a sign is not enough time
- No one pays attention to them
- It's a waste of time & looks bad.
- Legally, we aren't supposed to read them while we drive.
- I could get by without them. I don't know what other people think.
- I thought there was a by-law already preventing temp signs?
- It is the way to know about events and services in the community
- I work for a small Non-profit, charitable Society and these signs are super easy and inexpensive to get information to our customers.
- Ask Calgarians. I don't care much for them.
- UGLY, get rid of them!
- An additional means of giving and getting information.
- Temporary signs can be important if they are used appropriately. They may introduce residents to new businesses or events they may not have known about otherwise. But they can be distracting if there are too many or contain too much information to read in a short period of time.
- Not for me, but I am only one opinion.
- sometimes its the easiest way to get info out ... mass signs help get the word out but perhaps should be limited to npo's, community groups and the city
- I do not like how they clutter the boulevards and sometimes block driver's views of oncoming traffic.

- Especially for community groups to get their messages out on as many mediums as possible
- "Getting information quickly to residents of a community for awareness and social gathering and special events and causes, bring communities together.
- NOT FOR BUSINESSES - ask ""what is the message"" to better the community and bring awareness or are you selling something."
- Not sure. I don't read them when I'm driving not sure what percent of the population does.
- There are plenty of other viable options.
- For use by community use. City had best be getting some revenue from Bold Signs, etc.
- They can keep residents aware of important events and changes to their community.
- Temporary signs are no longer effective at reaching the intended audience due to the proliferation of them and the nature (commercial) of most of the current messages.
- I really don't know anyone that has told me they saw "Whatever" on a street sign and that is why they are talking to me about it. When I was working for a company and we did have them outside of our location, I never once heard that the customers came in cause they saw the sign on our lawn. I believe it is a total waste of money for most companies.
- Because they are a distraction and an ugly nuisance. No different, in my opinion, than the louts who deposit their litter for everyone else to clean up after.
- Only useful for community specific topics within the relevant community.
- we can live without them. If they distract the driver, then they are counter-productive.
- I do not think they are. Most people I know use the internet to find services.
- Yes, especially for community groups. I think they provide information that people might not otherwise get, they act as a reminder of events and they encourage community involvement.
- I think they're distracting and take away from the natural beauty of the city.
- Signs are a medium of ads. We are unsure if this is the only way to advertise. but surely one who reads it gets info.
- Garage sales/private functions
- They are an important conduit for emerging events.
- Really...don't feel I have to explain
- Most signs are not important.
- THESE SIGN ARE UGLY AND RESTRICT DRIVERS LINE OF SIGHT
- A visually cluttered roadway is dangerous to people walking and drivers. Also very unattractive.
- They degrade communities.
- Not everyone has ability to find events posted on social media. Signs help local residents attend or even find more information regarding events close by
- They are only important for informing the community.
- Different events around the city may be missed by people. They may not get a newspaper, watch TV or lack other forms of event happenings.
- Keeps you informed
- Small businesses, communities and citizens all make use of them.

- They are ugly and make our city look cheap and junky
- People too busy to read newsletters, flyers etc.
- I can't speak for over a million people
- See all of the above.
- Same as above answer.
- At times they provide usefull community information relelevant to me.
- Information
- Its a toss up here because everybody uses different methods to find out information, and using a sign gives more people a better chance to see your measage than only going online or in print or whatever.
- Yes. It makes us more interconnected and more knowledgeable of our community. It builds a greater sense of community.
- I think they can be locally effective. But there is probably other ways it could be done. I'm ok with it in general.
- As long as they are not overwhelming
- There are other outlets like radio, multimedia , newspapers to deliver a message without distracting signage
- We are in our cars lots, best way to get the message out
- It is a key way to connect to the community.
- Temporary road signs are ugly. They may help the advertiser on the sign but at a cost to making Calgary ugly.
- It lets us know of deals and events in our area.
- I think people will find services and information if they want it.
- Community groups who can't afford other types of advertising could likely benefit.
- "It will help the Carbon Tax which we are Talking less paper less ink and less flyer for Canada post and less tree be cut for advertising purpose "
- For the same reason as above
- "A song came out a number of years ago and says it so well...
- ""Sign, sign, everywhere a sign
- Blockin' out the scenery, breakin' my mind
- Do this, don't do that, can't you read the sign""
- Too many signs!!!"
- They impair the appearance of the communities and distract drivers.
- They are helpful, but there is no denying that they provide a distraction for drivers and if there are too many of them, they become an eyesore.
- The typical Calgarian is busy. They don't necessarily have time to consistently go no social media, carefully read all e-mails, pick up a newspaper or seek out information. However, they all drive or walk around their neighbourhood. Temporary signs are very important for getting information out to people.

- To those interested in community affairs/events, yes.
- Community members rely on signs to let them know about community events and issues.
- They are an eye sore
- Small temporary signs for changes in transit stops, speed limits, etc.
- I think people would adapt quite well to not having them, and if no business has them then the level playing will keep companies unaffected in competitive markets.
- It's a way of sharing information
- Would make an exception for one day things like garage sales.
- I don't really have an opinion, sorry
- The negative far out weights the positive.
- The general population can live without signage if it had to its a nice to have not a need to have
- Same reason as above. There are so many important and fun events and programs being run in the City that no one is aware of. Small businesses sometimes do not have the means to advertise their programs by any other affordable method and temporary signs do just that. The events and programs that are shown on signs bring an increased sense of community to the City and provide individuals with amazing extracurricular activities that lead to a better well being.
- I like to know what is going on in the community, but I wouldn't go actively looking for it usually.
- It is a way to communicate what is happening in certain areas of the city
- Depends on economy
- "If we did not have signs on buses and trains a transit ticket might be \$50!"
- Bus benches can should and could be considered temporary signage and The City and Transit love the revenue from them!"
- Helps those who are wanting to do well
- To advertise and inform
- I don't rely on them for community information, and as advertising I find them annoying and therefore negative.
- as a Calgarians know, we have a multitude of ways to receive ads, announcements without these signs.
- Our lives are so busy, we're on information overload, so a single sign draws attention to whatever is being made noticed when we're driving or walking by.
- If signs are well placed and have a short messages then they are important.
- I think they become part of the landscape, people use other sources to find businesses
- If this type of advertising is not available, clients or customers may never hear about the service or product being provided.
- Not important, and only usefull a very slim margin of the time. They are often misused.
- Seniors and people with out internet access benefit from community events etc. on signs
- Temporary signs can include election signs and it appears that sometimes the battle of the sign wins the election. Rather than knowledgeable voting

- Again another question that is poorly phrased. It is important that businesses stop littering our neighbourhoods with their advertising. It is important that community groups have a timely method of advertising their non profit services. So I must contest how this question will be interpreted as the question isnt clear. Important for Calgarians to what?
- Informative, feeling of community.
- Because they are local, they provide information to a targeted audience.
- They can provide useful info depending on how they are used/displayed.
- Information can be disseminated in so many ways. The public has to be more proactive to find the information which is important to them.
- For some small local businesses or to inform a community about an official meeting that affects everyone in the area (e.g. open house regarding traffic proposals / snow clearing / building developments, etc).
- It is clutter, plain and simple. Bring back billboards and then see what the response would be. Negative.
- We are all Calgarians and and need to know what is going on.
- Temporary signs that note road instances or some type of some disruption to the community are helpful.
- People constantly complain that they didn't know an event was happening.
- Who has time to read a paper?
- I am mixed
- They are just litter. If a message is valuable enough they would rent ad space.
- I do not believe these signs increase business to small business owners. However not for profit organizations and community organizations could benefit
- We can live without them littering our city
- People probably appreciate getting information from them.
- Signs clutter the neighborhood
- The same quandary as stated above. I wouldn't want to inhibit businesses, groups from using this as a means of advertisement as they do fulfil a purpose...
- When a sign is temporary due to hazards or changes to driving conditions they are necessary. For advertising they are not.
- They get information out there about community groups or city/MLA information
- "Yes, they service are reminders, provide information, show off activities which are sometimes vital to communities and people in general.
- Eye sore, cause waste
- Yes, BUT - there needs to be a limited number of signs and for a given brief period of time. Busniess signs might be temporary in placement, but virtually permanent in the sense that they are there for weeks and months.
- Only if you are a business trying to get new customers. I could careless if the pedicure is on special.
- How would they be important

- They are ugly.
- Quick way to stay informed about events/surveys/new businesses/maintenance on your commute and in your neighbourhood
- I think so, but I can't speak for others.
- I think we could live without as new ways of digital communication come about.
- They keep us informed.
- There are all sorts of ways for business to advertise. We in our communities seen great amounts of time and money to keep our communities attractive. It is very disheartening to see that work being denigrated by commercial signs
- Depending on the messages.
- I would not miss them in the least. I'm sure I can still stay informed through other avenues.
- No one reads them.
- Required for community advertisements
- Some types. Allowing community groups to communicate is important.
- somewhat if it is relevant
- They provide easy access to information about what is happening in our city, usually about how to join with community groups, events of interest in the city. I've seen signs offering employment, doctors services and some very attractive signs for small businesses. They add some flavour and help with facilitating interactions among people
- Just for community events
- Fit into the same category as littering. I find them to be eyesores and unnecessary distractions
- "The community would probably be better off with a nice clean roadway and get community info from the plethora of other places.
- Too distracting to drivers.
- Considering the above, and that there are businesses and community groups in Calgary.
- If they arent distracting and overly abundant
- Should be used for limited time messages (neighborhood dues or open houses or upcoming road closures for construction) and not advertising.
- These allow people to know about events or issues in community.
- A lot of the time it is out of mind, I don't see why this is "important"
- They can keep us up to date on what's happening.
- Yes, but in moderation. Too many signs and we ignore them all. They lose effectiveness.
- Most are just another advertising clutter that we don't need and should never be allowed on city owned property
- They are a cheap effective way of advertising.
- They are good, non-intrusive ways of letting everyone know about events and services.
- They have a place, but must be controlled.
- It gives a sense of community - to make citizens aware of things happening in their area.
- gets the word out about special events relevant to the community

- Hmmmmmm
- Build atmosphere - particularly signs with puns
- No, they are entirely unnecessary (except for community groups).
- Just NO
- They help people stay engaged and informed about what is going on in their community, help businesses succeed and help policy makers reach their constituents
- Still same answer
- The best way to know about street cleaning, community events, garage sales....TEMPORARY being the key word here.
- See above responses
- I suppose in some cases they might be (community groups), but mostly I think they are an eyesore.
- Inform people about things
- I found out about the survey from a Temporary sign, they keep me informed about what is going on in my community.
- Keeps sense of community
- There is no benefit to 'Calgarian's' as a whole
- "Sometimes, they make quite a difference to the turnout of events. temporary signs for community events play the role now that the 6 o clock news used to: everyone gets the same information. Not true of website and targeted advertising
- They are the BEST way to get community info out to neighbours.
- Localized events can reach a local audience through these signs, and those events can be related to civic engagement. Events like doors open YYC, the closure or hours of the local water park, the library van visit, a new class at the rec centre.
- They're is more than enough permanent signs in calgary.
- They are a simple and effective way to inform large numbers of people of important information. They should be reserved for that purpose, not used for selling cheap liquor and the like.
- They notify people of sales, events, where to go for more information on something
- Community information signs are helpful
- "> I don't think so we, are bombarded with advertising
- Calgarians are people
- They are ugly and spoil the landscapes around the city.,
- Why not just post a sign for the community Web site where people can get all of the info anyway?
- Calgarians are smart people who know where to find information.
- I like them.
- There are so many avenues for advertising in today's digital world that invasive, and distracting signs seem unnecessary.
- We have already moved to eliminate them on major roadways with no ill effect. We should be going further.
- There are other alternatives to temporary signs

- I don't think they are necessary. They are a blight on our roads.
- I know some people think they are an outdated way of communicating but there are still enough people that don't own electronics,(computers etc) that need to know what is going on in their community. But they could keep the signs to a minimum so as to make it not an Ugly area.
- Make our roadways unsightly
- They're important to me.
- NO one wants those awful cheesy signs in their neighborhood. They are embarrassing.
- There are multiple ways the city can get there information out to its residents
- They look junky and they don't provide me with much
- Its all to busy. Too much clutter and tackiness all around. We are awash in advertising.
- How lose would one find out about these events?
- On a community level, yes.
- They are ugly and clutter green space.
- I have used them in several occasions to make my life better - by taking action based on info provided.
- I'm sure there is something for everyone but as a driver, I feel there is too much to take our attention away from the important task at that moment which is driving. I realize that not everyone drives but it's just very excessive with these signs. Not to mention they appear to clutter the appearance of our streets.
- Does everything have to be an advertisement?? Can't we at least escape the constant bombardment of consumerism and advertising along our neighbourhood streets?
- They're effective however should be limited to specific amount on street and distance
- Streets are too ugly with the various signs used. Signs should be restricted to community groups / clubs / recreation only
- They are dangerous and distracting.
- There are so many things to advertise...
- I enjoy garage sales so definitely need the signs to know where I am going.but I have never contacted or gone into a business because of a sign on the Blvd and we all know who is running in our elections so when they put sign upon sign it seems obnoxious. Also it is good to have signs when there is a community event like a pancake breakfast or movie in the park because other wise I may have never known.
- I think that they might be important for not-for-profit groups that don't have other ways of advertising.
- They are valuable in the very temporary context of helping direct the public to events (garage sales, open houses, birthday parties, etc)
- eye sores, distractions to drives, dangerous with our regular storms and high winds, can be easily vandalized.
- I like to be informed of upcoming events as I may not have seen it in the paper or heard about it on the radio etc.
- Yes to get community info, but not for businesses.

- If there are no restrictions on signs, then there could be a mess. On the other hand, they are crucial for community groups and some businesses.
- You can usually get your info. From your community calendar.
- Same response as above
- Yes, but only for community events. Businesses should be made to use more traditional advertising procedures - I'm tired of seeing Domino's pizza and other signs on the boulevards.
- I have definitely found a few to be useful in the past.
- For community groups I think that signage is a good way to hit the residents in your area. Letting them know about possible registration and events. Using them sparingly and removing them when finished would be preferred.
- They are eyesores and should be completely eliminated.
- Use of other media works and doesn't distract you from the road.
- We're a community. A city is one context of community.
- Travelling to Norway I noticed that they don't have signs unless they are important and universal. Construction or census effects most calgarians and should be communicated this way. Random street signs are a kin to light pollution
- Temporary signs are ugly, ineffective, and should be abolished altogether.
- Keep up to date info
- As community members it's important to be engaged in supporting theses activities.
- Community event building.
- For those who don't read flyers or mail these signs provide the advertisement to make people aware. Plus it helps small businesses.
- There are other ways to advertise.
- They are just not. Everything is online, we dont need signs cluttering the sidewalks.
- Conveying information to the public is important.
- Overall, we do not need these signs causing a distraction for drivers.
- Other media not necessarily accessed by local residents.
- sure its better than flyer advertising and with all the junk mail and papers goes to the land fill better for environment and its a very important for small business operating there business in Calgary and all the people with small operating business the could use the bollard and we as a tax payer we should have the wright to advertise and the by law officer doing there job and the city should educate the public about this by low lots of ignorant people live in the city which the want to take the low in there own hand we should educate this ignorant people
- As above
- just ads
- I can only speak for myself.
- Encourage community engagementif limited to community and not for profit groups and charities
- There are many other resources that can be utilized. See previous comments
- Appropriately placed and for public purpose, but not for business purposes.

- They promote special events.
- These are especially hard times for businesses and it helps be able for some vendors to keep their businesses open.
- They are a distraction for drivers.
- It is the best way to be sure your message reaches the most people.
- There are many other venues, like social media.
- Brings customers to businesses and boosts the economy.
- "Get to know what's she going on around them.
- Not so important for businesses but very valuable for volunteer-based organizations, community groups, etc.
- Based on how much people use Facebook and social media these days, I do not think that these signs are important for the average Calgarian. The information they portray can easily be spread more widely through social media advertising.
- Not all Calgarians have access to the internet or flyers to see advertised community events.
- Can be, a lot of the signs are advertisements but the ones used for community events, street cleaning notices, and community updates are important
- Sometimes they're still the best way to get information across
- I think it helps to keep people aware of what is going on around them. You can pick up interesting tidbits of information from signs.
- Depends on who you ask. They are not at all important to me but I am sure they are to the people who use them.
- "I pay attention to the signs as I know it is a way for me to know what is going on, but I know a lot of people that don't pay attention at all.
- Informative
- for those that make use of community association programs, it's an important communications media. I'm less convinced it's of use for business.
- This is a good way to provide short term notifications of important information.
- This question is ridiculous - Calgarias have far more pressing issues than signage. Temporary signs are not important at all. I would support an outright ban on them.
- Redundant question with how I have answered. Wastes of resources, time, energy and looks tacky. How bout art posted by local students. Or solar panels to power street lights and local biz.
- Only for politicians and a few advertising companies.
- We could definitely do without 90% of them.
- We have bigger issues at stake.
- It is small business supporting small business and a cost effective means for community associations and small businesses to advertise...this is critical to the effective and efficient diversification of the city of Calgary.
- These signs help inform people who might not otherwise know about events or businesses because they are not on social media, or readers of newspapers.

- Again, I would imagine some Calgary businesses get some traffic from these signs. It would be important to those people.
- communication within communities is very important and signs provide a means for that
- They are an easy way to get a message out to a targeted audience.
- Not to me. They are unsightly, cluttered and a driving hazard!
- If you took them away, I'm not sure that anyone but the sign vendors would know the difference. Businesses that move would need to create their own temporary signage, eg, banners. As to other events, there's now the internet . . .
- for community purposes
- They are a way to communicate important items the problem is not with the signs but the actual locations. For example - the City uses a location on 37 St @ Glenmore for Glamorgan/Rutland items - total waste as actual residents rarely see it. The commuter traffic has full coverage - residents minimal. We have spots that would be far better but no one has ever asked.
- "While electronic communications are more and more common, community based signage provides a focused method of communicating cultural and recreational opportunities.
- we can get info from other sources then large signs everywhere
- It is a means of communication to fill in the gaps between websites, TV & radio, social media, and print advertising or publications. People have differing ways of finding out and absorbing information that they need to know or want to know about. For example, I might have missed being informed about a Green Line public meeting if I had not seen a large sign in the neighbourhood advertising the event and telling me I need to register.
- I don't want roads lined with signs but they do have their uses. Need to set minimum distances between them and limit their display time.
- Again...somewhat depending on the information being presented....
- Just don't like them. Mostly because of driver distraction.
- They are an eyesore. Calgarians don't want their boulevards littered with these neon atrocities.
- They are good for getting information across to citizens and are exactly as stated....temporary, reduces the use of paper having to print out multiple flyers every time a new announcement will be made
- Only the ones that let Calgarians know about services and events that are offered in their communities or by the city.
- For the most part, they are visual clutter and pollution.
- Newspapers are passe and losing readership - short, bright advertising/information is valuable
- they have become so common that they are no longer effective
- Same as above
- see above.
- See above responses.
- Yes, in some instances such as community news, sporting clubs, garage sales and lost pets.
- If most people are like me, they find them an eyesore.

- Depends very much on the relevance of the message to the most number of people. Nail salons and house cleaners for instance with too many signs are distracting and change our green space into a commercial advertising zone.
- let's community know what's happening
- It's an old and outdated media
- Informative
- there are other ways
- I much prefer a clean looking community and streets over knowing a business is have a sale.
- I think they have value
- As we are a very large city, it is an easy way to let people know what is going on in their community or the city at large. Case in point, the City Charters events.
- still a distraction to drivers and having non-distracted drivers is more important to me as a Calgarian
- There are so many mediums for conveying information however I find many of the signs are very useful for this.
- BUT ONLY for non profit community or charity reasons. NO COMMERCIAL signs because everyone is putting up every where. They are cheap, serve no function, and an eye sore. I travel 17 ave Sw from 69 th eastbound daily.
- When you get fined for distracted driving ,not too sure how these signs are even allowed
- Not if they are unregulated and left to clutter our streets and neighbourhoods at a high cost in clean up and poor aesthetics which degrades our fine city.
- Over all I believe the signs are important and useful. When they are placed properly, maintained and removed in a timely fashion.
- I can only speak for myself and I can only hope that others grasp and follow common sense
- Same as previous response.
- sure, not everyone is on Facebook,etc.
- Can't think why there are required
- They're ugly and distracting.
- (Refer to Driver Distraction)
- they are important because they provide an easy way to keep up with the events that are going on in our city and to advertise our local businesses.
- I think we could live without them.
- They are a distraction
- "The alternative is to try and Google the information we're looking for.
- Which is a bit tricky while driving."
- Many Calgarians are so busy just surviving that they do not have the energy to try/notice different activities. But, signs are important to announce meetings etc. that may effect non-residents about changes to the area. i.e. construction zones and show they effect businesses, changes in traffic and how it could effect their commute etc.
- I go online to look of information. Businesses should advertise on the likes of Youtube

- It does give information quickly and in a cost effective manner. Not all people are constantly on social media which is distracting anyway.
- They can be, depending on what messaging is on the signs
- For the most part temporary signs are not needed to get a message out as there are multiple different media and social media outlets that could be used instead.
- Maybe other ways better
- They can be good and bad, depends on who you ask and why the sign is used.
- There are other ways to get your message out to the public other than cluttering our streets and boulevards with these signs.
- community monthly publications are adequate
- I feel there would be other effective methods (community message board, sign outside of community centres, leaflets, etc). to let Calgarians know of important community information.
- The only ones they are important to are the ones that put them up.
- As above
- yes, they help us with information and help us to buy local.
- Almost certainly to some people. As a whole I'd have to say no though.
- The reason I say no to this question is because there are other ways to communicate to Calgarian's what is happening in their community. And by other means of communications, I am referring directly to social media or advertising from websites.
- "You are always going to get a split vote on that question as people will always try to justify their agenda.
- My agenda is simply safety and common sense - plus the fact that I prefer to enjoy my environment without my mind being constantly cluttered by a seemingly never-ending bombardment and battle for my attention.
- Its why I also always listen to commercial-free radio."
- I can't speak for a city
- Unless its for something important that Calgarians need to know about, there are other avenues currently being used that can handle this.
- It benefits a very select (small) segment of the community and we got by quite fine before them.
- Same.
- Don't know their proven value.
- there are other means
- Yes, important to be aware of local initiatives
- These signs are a blight on our landscape and are put in place only to serve as cheap advertising for businesses.
- Sometimes it can be helpful but other times it can just be a distraction.
- I can't speak for all Calgarians
- Can be useful.
- same responses as above

- They really look tacky. I feel that my NE community is allowed to use these signs and no one seems to care. I don't think Mount Royal or any fancy neighborhood would tolerate or allow being inundated with all these signs.
- ??
- If they are for businesses, should not be allowed
- "its not a yes or no - its a reasonable middle ground - some are necessary but overuse is not ok"
- But should be prioritized: public service, health, education, etc.
- In general, they are more of a nuisance and eyesore than anything else.
- see previous answers
- good info is always good
- All the info you need can be sent to your phone. Why mess up the landscape with these distractions.
- Again.... They are an eyesore!
- It is important that all Calgarians follow the same set of rules that protect the needs of the many, not the few. There are a lot of legitimate Business owners who are hurt by illegal signage. In addition to that, these signs are a clear violation to the city Bylaws and are not regulated for safety. I do not see how that helps anyone except the person placing the illegal sign.
- It is important to support local businesses
- To make the citizens aware of IMPORTANT issues, not a sale on Corn dogs.
- They're kind of necessary to advertise events
- Same response as for businesses and community groups: temporary signs are helpful, but they are ugly, and I'm not sure their helpfulness outweighs their unsightliness.
- not to me I really dislike these signs
- Do not know if the general public cares one way or another. It is another means of getting the message out to the public.
- Vendors don't have a lot of money to advertise
- We have a law against distracted driving, signs on the road do that. On a road read very fast and try to remember, it takes time that is lost towards the operation of a car.
- When they are for neutral matters such as sports registration, community events, etc. Not for promotion of businesses.
- no, see previous answers..
- There are so many other ways to get this information. Community newsletters, the internet...
- No-any important info should be released by the media and or the police or mayors office
- I think very few people would miss them.
- A qualified yes. They are important with respect to community/school events, registrations, etc.
- I'm not a fan
- "See above answers"

- Calgarians are consumers and members of communities. If they aren't made aware of events by signage, some will not know. The City of Calgary uses signage to notify residents of development applications as a case in point.
- Other non-intrusive methods of advertising are available.
- Only road closures or construction
- For the community use yes. Businesses, no.
- Have you ever patronized a place that advertises this way?? I haven't.
- In some situations. e.g. in the event of a disaster
- Again, they may help small, out-of-the-house operators advertising their wares, services, etc. but how effective they are is open to question.
- Same as above - community is calgarian.
- Too much clutter on the roadways - cannot we just enjoy our drive home!
- Distracting and an eyesore
- For the reasons I have already given.
- How much are they costing per person?
- If Calgarians want to know what is going on in their community, yes. If signs are being erected to encourage voting, definitely not.
- Advertising needs to be done in other formats.. Businesses have a permanent sign which shows there location. They can advertise in other ways. The use of temporary signs should not be allowed for several reasons. Firstly they are a danger to drivers, secondly they are unsightly, thirdly there is likely not the manpower to monitor compliance which is why there is currently a very significant sign volume in this city and more and more are have been taking advantage of this loophole. Example, In our neighborhood someone has made a hand made sign advertising a sport facility with frame and held down with sandbags! Been there for several months!
- does not give info that is important enough to read while driving and not watching the guy in front of me who has stopped
- Many other jurisdiction in Canada have no such method of advertising IE: Montreal where I was just visiting. They have many thriving communities and several non profit groups.
- Again to learn what's going on in your community.
- See notes above
- Totally unnecessary.
- These signs are an affordable way for community groups to raise awareness about their activities, most of which are of legitimate interest to Calgarians.
- May be other venues for doing this
- Complaints about their nuisance value are heard very often.
- is just a sign
- As mentioned above, because they can let citizens know of relevant issues. Advertising isn't on that list.
- Never can tell if the average, unengaged resident considers them important.

- I don't like them.
- signs , signs, everywhere signs blocking the.....
- See my above comments on businesses and communities
- Again flyers are better.
- As I said in earlier responses, Calgarians can be connected by making their own informed choices to view the content. Neon signs equate to roadway spam. And spam has new legislated restrictions, so the precedent has been set to make restrictions on unwanted ads.
- Yes we need to know what's going on in our community and city
- Can usually get info else ware
- They are an eye-sore and make our community look like a slum.
- Only sometimes.
- "yes and no, they aren't very practical since they are always placed on the side of a busy road where there isn't time to read or pay attention to them.
- not to mention the people putting the signs up on the side of the road impede traffic 75% of the time to put them up/take them down"
- i dont speak for all calgary.
- Most people I know find them ugly and distracting.
- Make our city look like garbage and cheap. Visual pollution.
- Community and city based signs only.
- Again, another way for people to become aware of events or activities in which they might be interested.
- Dont need them. They are ugly and clutter the city.
- There are lots of other avenues for people to gather information that is important to their personal lives!
- There are other ways.
- Same response as above.
- as long as they are in fact temporary.
- We need to know some types of info.... ie: flu shots being offered, doctors accepting new patients, sports for kids in communities
- Marketing in general is extreme. Every Open space available is being consumed by marketing materials. Every other window at the airport, sides of escalators, elevator doors etc. No space is sacred. The clutter of upselling is making our cities ugly.
- See them but never use what there advertising
- No as there are so many other ways to get out the info...flyers, social media, neighbourhood newspapers
- Depends on what is being advertised and when
- Same as above
- They're sure important to "Bold Signs."
- A distraction

- More important to businesses and communities. Most Calgarians already know where to go to get what they want or need.
- Advertising is all over the place.
- See above comment
- No, we can get the information another way
- They are not a necessity.
- Again I make sure not to use the business of people who use the bold signs, I guess I feel this was because we moved from Lake Bonavista to Chaparral and Chaparral is bombarded with them, they look cheap and tacky
- They are common and easy to read.
- "I come from Vancouver where there are few or none of these signs. They are not necessary.
- All of these signs are eyesores and a distraction to drivers. Get rid of all of them.
- If I require anything I know where to look to get information
- They are a distraction for drivers and aren't necessary for businesses to succeed
- Not for me
- A distraction
- Lots of people are too busy worrying about money and stress at home so some don't even bother looking. Word of mouth or online is better for clients.
- Only for community use and perhaps elections but must be controlled for both uses.
- Why would Calgary be different from any other city in Canada. Temporary signs are unsightly.
- Ugly and serve no purpose
- Again, they are often blocking the view of incoming traffic or distracting drivers from pedestrians.
- They are devaluing our neighborhoods and look cheap
- Many people do not read newspapers or watch the news. Their interests are met by local signage.
- Limited public info signage is necessary
- It helps create the sense of community when you know what's on in your community.
- They are an inexpensive way to advertise civic and community events. They bring people together for events, activities and fundraising opportunities. They provide important information in a way not related to mail service (ineffective and expensive, and not environmentally friendly).
- I'm assuming that the people reading the signs are Calgarians, so it doesn't matter in my opinion.
- it is distracting and dangerous
- I'm a born Calgarian & not important to anyone I know.
- I find info on twitter and Facebook. I don't need to be fed information while I'm driving
- Bottom-line, the people of Calgary don't really need temporary signs.
- There is enough junk and litter on our boulevards.
- "Calgary wouldn't be the size it is without private enterprise. Private businesses provide employment for others, which then provides revenue for the city and our social programs.
- So if businesses want signs to generate further traffic in their stores, they should have that option available to them!"

- their poor appearance takes away from the image of Calgary
- "Since you have already covered businesses and community associations / groups, I assume that this means individuals (elections excepted).
- These kind of signs to advertize an individual message should be banned."
- Yes, for certain groups and organizations. I don't think businesses should be using temporary signage.
- Again, no data
- "again I say they block vision for driving or even trying to see around them when crossing by foot at corners.
- They are an eyesore and a distraction
- I don't think we need these signs
- Those who are really interested in the ad can get the info by other means.
- Most people will disagree with this response, however we believe signs such as these are urban graffiti and clutter our roadways and neighbourhoods.
- I suspect many people depend upon the signs, but they are still a distraction.
- In my opinion signage distracts all drivers and pedestrians and is unsightly at best .
- We are constantly bombarded with information. I do not need to know that you are selling a 12-pack of Beer for \$29.99
- Calgarians are easily reminded of upcoming events that are important to our city. Keeping the signs similar in size and also the similarity in the use of colors is making signage fair to all Calgarians. Unfortunately, private businesses in my community seem to be competing for business and are posting oversized large signs that look totally inappropriate...
- See first explanation and response
- Not so important as they are convenient and cost effective.
- Yes, but it is abused terribly and becomes a driving distraction. "Bold Signs" also places their signs on boulevards where they block the view of the oncoming traffic.
- Critical for time sensitive information
- Good to get a message across quickly.
- Same as above
- we live in a soicial media world signs are redundant
- Research
- No
- They are ugly but, I imagine, a necessary evil.
- Community associations use these to advertise events and registrations. It is a good way to get there messages heard.
- I do not evaluate my place in this city by signs.
- Important communication device.
- There are many other ways to attract customers that don't impact the road safety for all Calgary - flyers, digital media, Google search engine optimization, media companies, ad bags, etc. Distracting

drivers who already have too many things to be cognizant of on the roads is redundant and the safety of everyone should outweigh the need for these signs that are next to impossible to read without causing an accident anyway. Plus they decrease the aesthetics and value of the neighborhood.

- There is ample other sources of advertising,. Temp signs are not vital.
- For community events and non profits, yes. For business it seems like we have way too many.
- If the sign is relevant to >50% of the people that pass it fine... Otherwise no
- Maybe ban them for a while and see what effect it has.
- Businesses should use conventional advertising methods and not temporary signs that are using public property for FREE to support their business.
- "As stated above, an equal playing field regardless of economic income or so called higher socio economic neighborhoods need the same rules to apply. Don't just dump signs to lower income areas or neighborhoods at the expense of higher income areas supporting their community initiatives.
- Not at all. Would like to not see any signs.
- no signs please they are a garish eyesore visual diarrhea
- Ugly and distracting. Looks trashy.
- Same as above
- Community and businesses are important to Calgary. These are Calgary!
- I think too many signs add nothing to a city.
- Better ways to advertise
- There are so many other ways to advertise or communicate messages that are likely more effective and definitely less impactful on the environment than these ugly signs.
- There are other cost effective ways of getting info to Calgarians.
- "During elections there is a massive amount of wasted resources to put up signs to tell you how to vote.
- I would like these not to be allowed as they are a major distraction to drivers"
- They are nothing but an eyesore. Our communities would look so much better without this mess of signs spoiling the view.
- For community events, school registration, charity fund raisers, ect. No to private business's!!
- I am a native Calgarian and we have managed to survive and prosper long before so many of these obtrusive signs.
- People are not going to care if there there or not . People get most event info from Facebook or on line or the news
- There are other place for business to do their advertising.
- communication.
- I have yet to have a conversation with anyone about their love of temporary signs.

- They are important in that they have become an eyesore and a nuisance in the communities and on the roads. I don't believe they should be for commercial use on city property. If they businesses want to place on their own property 'Im fine with that.
- For a lot of families, free community events or deals at a local grocery store are ways that they're surviving through our tough economic times right now.
- Yes, it shows activity and shows that Calgarians want to bring people together
- At times, they are useful
- sometimes this is the only way people find things out... again only low profile ones
- To inform of community/city events - NOT to advertise for a business!
- Eye sore, ugly clutter, visual litter
- Depends on the use. Business advertising is unnecessary. Community events makes sense to me
- Helpful, useful, not more or less important than permanent signage.
- They are horrible to look at, take away from seeing the beauty of neighbourhoods
- Short term local large scale information
- For the same reason they are important for community groups. To have a good communication channel between the community groups and the general population.
- These signs have little influence and are simply ugly and distracting.
- important for local information and events best way to communicate info to members of a community
- "It keeps us up to date on what is happening in our community.
- "
- Civic unity. The flags on our bridges. Art. Stampede. Spruce Meadows.
- I hate them
- I think they are. Creating public awareness, and encouraging participation, whether it be supporting a local business or attending an event.
- I believe temporary signs are valuable in providing community groups and churches a method to inform the public of upcoming events, registrations, etc
- there are other means of advertising.... INTERNET / word of mouth / flyers etc. it's a distraction / dangerous and it makes the city of Calgary look dumpy. The city looks messy and unorganized.
- Yes...how else would we know about community meetings or garage sales? How would we know about companies willing to do work in our communities. Schools also use signs and they are very important ways to communicate.
- I prefer to have the road signs than lots of junk mail or email advertising. Road side signs are more effective.
- Signs give timely info and tell readers how to take action
- They are tacky.
- "Traffic info - I really appreciate all those signs
- City into
- everyone has a smartphone so its come to the point you dont need signs as you can see the same thing on social media.

- effective to convey local information
- They are a distraction and not needed
- Not to me. I believe they are ugly and distracting. Surely there must be another way
- I would prefer other modes of communicating with the public.
- Not sure why Calgarians would be different than any one else?
- I think for upcoming road work, closures, school events, etc.
- It is very important for our small businesses to succeed. They pay exorbitant taxes, rents that are too high and an uphill battle for customers. It's time to cut them some slack.
- If they are controlled to specific areas and are high quality they are fine.
- In regards to community messages, not advertising for businesses
- Safety is more important
- Same as above
- Promoting events in the city benefit all who live here and increases community involvement.
- For all the reasons I mentioned above.
- It's an easy affordable way for businesses, communities, and the city itself to communicate with Calgarians.
- This is a way to see what is happening in Calgary.
- I think they are an eye sore. Is there another way to share the message in a way that fit into streetscapes?
- I would guess most Calgarians would prefer to see them throughout the city. Most are not relevant.
- There are other ways. They are ugly and distracting.
- It's helpful in finding information in the community. I've personally noticed things like doctors taking patients and community events that I've found useful.
- "Not sure what that question is asking! You are already asking what we think of the signs in general.
- They are only one more distraction in an already distracted world. Everyone has multiple options in today's world to obtain information.
- Get rid of them all! They are ugly, gross, trashy, purposeless, stupid.....you can redevelop an area, beautify, refurbish building fronts, etc, AND THEN ALLOW TEMPORARY SIGNS??? It betrays a lack of appreciation for aesthetics. Is that Calgary? I don't think so.
- They block sight for turning and don't provide meaningful benefit.
- Not something we have to have
- It informs people of happenings in the city.
- I cannot recall any temporary sign that provided any meaningful information, either about a business or an event.
- I think that if we keep them to minimal amounts and not covering every square inch of grass, they are informative.
- Many less obtrusive ways to advertise, without ugly signs that degrade our beautiful city
- Depending on what is advertised. With all the crazy drivers. In this city one can not look at signs
- Get in the know.

Temporary Signs Review

Stakeholder Report Back: What we Heard, Verbatim Comments

February 13, 2017

- Yes as they convey information that is of a non - permanent means of informing citizens of important news.
- "Overall they are an eyesore and used to liberally on City right of way. They do help community groups interact with the public, but by reducing visual clutter and only allowing essential signing, these community signs would also have more impact. Also there should be a significant fee for non-essential usage of City right of way for advertising that is not community based.
- perhaps not all calgarians but local businesses and groups benefit from them
- So we are informed communities
- Understand what's going on in our community.
- Way over used
- It'd be the same anywhere...
- They are unattractive and distractive.
- It can connect people .
- As above
- Information about what is going on
- Doesn't look nice
- Importance is a subjective concept, and I am therefore unable to say it is important for all Calgarians. However, it is personally important for me
- They help flag important items that could be missed in the community like registrations etc
- Just create a drain on tax payer dollars and have become a eyesore and distraction
- Signs are outdated, unsafe and not environmentally friendly. We should have moved away from them years ago and embraced more tech savvy means of advertising events, clubs and such.
- They lead to distracted driving!
- They are ugly and obtrusive. They are distracting and cluttered-looking and sometime obscure things from driver vision.
- There are still few people who dont use electronic gadgets
- There is strong research that links exposure to advertising to a host of negative health effects. There is no shortage of advertising exposure, and no firm of advertisements that has greater risks for safety or environmental consequences.
- We should be able to advertise using current bylaws. This is not an issue. This is micro managing. You already have a good bylaw.
- Depends on the type - as I said above, I quite like the ones for community events or sports sign-ups
- We need to be in the "know"
- As long as there aren't too many.
- I would be delighted to see them go away. They are ugly and distracting. Why spend money on public art and landscaping, and then ruin the beauty with garish temporary signs?
- The signs give us opportunities to get invloved if we so choose if used by city and communities.
- as a member of the community, i have been informed of numerous events i would not have known of otherwise. very usefull.

- No one reads them and they just hate them honestly
- I don't know enough about the average Calgarian
- See above
- They are a distraction on the roadway.
- Gets messages out to local areas for special interest groups that may have trouble reaching out via other mediums.
- Better local information
- Allows citizens to know if new attractions and events around their area
- Calgarians have cellphones and everything can be advertised on social media where the target audience is
- The question is ambiguous. They are important for businesses and community groups.
- too much signs on the road
- Most of the signs are distracting.
- I think there are better ways to communicate information
- Good way to get information.
- They are a blight. Just go down macleod trail, and imagine how much nicer the street would be without all the signs.
- More notability
- for the community ones I'd say yes but for businesses I would say no
- They target local traffic.
- With restrictions as stated above. Signs advertising "Joe's Painting" should be restricted to the property undergoing a painting job and only for a short period of time while the work is actually in progress and perhaps for 7 days afterwards.
- Visual garbage.
- Maybe not important but sure are handy.
- New city changes for lights/stop signs.
- "They are an eyesore and encourage graffiti and vandalism.
- Communities have news letters deliver every month, everything should be in their to inform calgarian for any event, news and advertisement.
- They clutter an otherwise beautiful city
- It is a blight on community image
- Perhaps at election time signs serve a purpose although they are distracting and messy to look at.
- Same reasons as above
- Important in the sense of community events
- It's one way to become aware of events you may otherwise would not read about.
- The right type are. Informative signs, not advertising or political campaigns in mass and obnoxious amounts.
- I'm not a fan. If I need a service I use word-of-mouth or use the internet to find what I am looking for in my community.

- "I hate being bombarded with signs. I pay more attention to community signs and sometimes drive around the block or go out of my way to reread a sign as it is not safe to pull over. Business signs are a road hazard as there are too many so I ignore them or if for some reason a name sticks I don't shop there.
- They are useful in announcing important community events or changes in the community.
- See above
- Many times signs are tipped over in the wind and/or not removed and end up being clutter.
- I can't think of an important temporary sign
- In an online world, the majority of the info can be effectively distributed via phones or computers
- Get rid of them.
- They provide me with information that I may not have seen otherwise
- The issue is important, but I don't think the signs themselves are important to Calgarians
- Only for businesses, which can bloody well spend the money to advertise properly in a non-offensive and potentially dangerous way.
- "Important" Air, food, water, shelter and love are important.
- The rest is just noise for the brain."
- Keeps people informed
- I think there are many reasons these are important including the reasons I have already mentioned, but I drive all over the city and as a resident of Calgary I find out more information on the temporary signs throughout the city than I do by any other medium. It's a relatively inexpensive means of keeping residents informed and active in their city and their community and it brings people together for events, topics and issues that are important to them.
- Often times that's the only way residents hear about things happening in their communities.
- They are not only a distraction - they are cluttered and messy.
- I can see it for special event etc but not for advertising.
- "I think this type of signage degrades the appearance of our blvds and city landscape.
- I also believe that they do not offer a necessary service. In today's technological era we have all the information we need about the services we require in the palm of our hands. There is no need to clutter roadways "
- Everything is not digital or planned weeks in advance. Things happen in real time and temporary signs are an easy inexpensive way to communicate.
- see above response
- Hate them.
- I think they look messy and clutter up the streets. I do think they are a distraction
- The negatives of these terrible signs outweigh the advantages.
- There are other ways of getting info to Calgarians. Everyone has a cell phone and has access to the Internet.
- They keep us informed but it's hard to say which ones should be allowed or not.

- Temporary signs are important for community groups (ONLY, not businesses) for two reasons: 1) it lets everyone in the community know about upcoming events, in a fair-to-access way (ie: citizens don't need access to the internet, which is particularly important for the lower income brackets), and 2) it adds to the community feel of Calgary, the signs let Calgarians & visitors alike know that we can all participate in events together.
- Announcements of road closures and other traffic control issues are important to announce.
- Tend to think too much clutter and distraction - don't get a chance to read them anyway if you're really driving.
- I think most people are not liking these signs, there are too many. I just ignore them
- We plant and grow trees and shrubbery all over the city to beautify it then litter it with signs. I know we cannot do anything about it, but the signs on the reserve on Glenmore Trail are a very conspicuous eyesore.
- Only for new traffic signals or construction. ...
- yes, for not for profit and sport organizations
- We can manage without these ugly signs just fine.
- I'm not sure that the signs contribute to more than the cluttered appearance of the boulevards.
- Yes. It's a way to spread awareness of that the rest of the city is doing. It could inspire others to replicate a similar event ex. food drive, give blood. Or to give them the opportunity to participate in a good cause.
- I don't know about "Important", but they are a way for Calgarians to spread their messaging
- "There are 'temporary signs' in my community of Wentworth which have been in place for over six years. (Bow Trail approaching 85th St.)
- There have also been up to 18 signs at a time on the east side of 85th St between Bow Trail and Wentworth Drive. Simply trash."
- See above.
- Make the distracting eyesores GO AWAY.
- I don't care much for them and they don't look good in our streets but understand that they do have a function.
- They make a huge difference in promoting events, activities, and ways of engaging with the community.
- assuming they know how to read.
- The signs promote business and programs that add to the city
- Only for community events.
- "As described above, i think these signs can help foster community engagement.
- However, taken to the extreme it becomes an eyesore and is not effective. There has to be a happy medium"
- Yes, as long as it's regulated and our boulevards aren't lined with them.
- As mentioned above and not only from my point of view, I have heard many complaints about them and people saying they should not be allowed everywhere.

- They can be useful for information.
- We expect to see candidate signs at election time.
- Although effective for garnering attention at times not sure they actually create actions. Most forget by the time they arrive to their destination and reminders/adverts through other methods when they can "act" are more productive.
- There are too many signs, some are blown over or are in disrepair.
- Everyone has their own opinions
- Other media such as TV, radio, flyers, newspapers (online or paper) can be used.
- Except for community activities, commercial signs can be distracting. Flyers would be better
- As per the above.
- Not sure what other methods might work ...online, school notices, bulletin boards or signs as one enters community businesses or shopping areas, etc. Signs may not be the only option!
- a sign or two is fine; the amount that are currently up is too many
- They are a distraction especially during election time, They should be condemned.
- "They seem to be as they litter every space.
- "They can allow members of the community to hear about upcoming events.
- It informs Calgarians of local businesses in the neighbourhood that they might not otherwise see in their daily travels
- no there are more important things in life
- If temporary signs were not allowed, citizens would have to get their news by other means and just get used to it
- There is enough media without temporary signs.
- Overall they are a distraction, safety hazard and an eyesore. As well, they are frequently targeted by vandals.
- I think if they weren't an option, people would find other forms of advertising
- Good for road closures, traffic changes, accidents.
- I prefer to see only community related registrations, etc on the temp signs along public boulevards, with the business related signs closer to the actual business. It would make it much easier to sort out which is which and to find relevant information when I need it. For example, there is a stretch of road between Crowchild Trail and 29 St SW on Richmond Road and again between 37 St and the next block that usually has community related information so I know where to look if I am driving past.
- Are economy is tough enough. If a simple sign helps people survive I am all for them
- Distraction outweighs advertising. These are a serious safety issue. In many cases drivers can not see properly when pulling out of parking lots due to signage blocking the sight of oncoming traffic
- I hate them, they make our road ways ugly, and after a while people no longer read any of them.
- Just ask
- A part of our communication that will take a long time to replace.
- Garage sales etc...
- INFO, INFO, INFO

- There are so many alternate means of communication; I don't think these are necessary with current technology and social media.
- Very effective way to learn about community events!
- I do not believe the benefits, if any outweigh the detrimental effects of roadside signage. Signs do nothing to beautify the neighbourhood, and are a distraction for drivers. Sign fatigue has been linked to mental health issues.
- As before
- Yes, without them, communication would be lacking.
- Of course, especially to the sign companies' profit margins, and also to the businesses who use them to increase their profits. One could argue they're also of benefit to consumers to make them better informed of sale prices, or what product a business is selling.
- I think they are but not everybody does.
- Signs that promote social interaction are important in communities/cities where populations are isolated. Additionally, signs such as traffic advisories provide drivers with the information to make effective choices.
- There has to be better ways to communicate to Calgarians.
- For advertising I don't see a purpose for them, they are usually an eye sore and a distraction. I do however understand the need for important notifications for construction, voting information and the like.
- I see things on these signs that tell me important information and key dates that I otherwise would have forgotten.
- They help to remind me, as a Calgarian, about what is happening in my community, registrations for children's and adult activities, special events and how I can support local business.
- Sometimes signs are necessary to provide information that may otherwise not be seen.
- Not sure what this question means but the answers for Community would be the same as Calgary is a community.
- Calgary spends so much money on landscaping and city beautification, why on earth are squandering that investment so private companies can make a pittance in advertising revenue.
- The question is too all-encompassing. Temporary signs are important for critical information, such as driving conditions and construction, but not much else.
- It shows a level of engagement in the community's.
- It is applicable everywhere.
- Really??
- Go to any world class city and show me these kinds of signs? I rest my case!
- Local news, a TV channel bulletin board, apps, etc. focused to users!
- people would miss out...not be knowledgeable without them
- See above.
- Why Calgarians, they are used all over the world
- I'm a Calgarian and I could care less about the signs. Get them off the boulevards.

- I do not need to see 90% of them.
- Garage sales, grand openings etc are all advertised and reach a lot more people in a day then more expensive ways of advertising.
- Again...businesses use them the most and most ads are also found in the paper or on billboards.
- same reason as for the community associations
- Most of use disregard them.
- The temporary signs can bring the citizens of Calgary together at a group gathering that they might not even know about without seeing the signs.
- All advertisements are the same.
- Yes because they are good for community and gathering community together.
- I am sure there are other ways to get the message out. And maybe the signs could be more strategically placed?
- awareness sometimes raises involvement and community.
- They are distracting and unsightly
- We have plenty of ways to get information. I can't read all the signs to get the information anyway so they end up being useless clutter.
- I wouldn't say they are important to me, but as a tool and source of communication, I am fine with them. As long as there is some control in the number and size of them. And, that they are removed within a reasonable time.
- Depends what you mean by important. Compared to the need for food and water? then no.
- It's another way to keep people engaged.
- As explained above, they are distractions to drivers (signs do not target pedestrians), there are enough distractions these days as a driver without advertising everywhere.
- Not to this Calgarian.
- There are several cities in Canada that have done away with these signs, they are doing well, makes streets and neighborhoods look very cheap/tacky.
- There are many ways to advertise. I don't think this is, or maybe it does make note, up in NE Calgary, street facing fencing posts large coloured signs with coloured lettering and pictures on fences as much as road side signs.
- Do they need to be there? I mean, who cares if there's a sale on oil at >wherever<
- For community and political purposes only
- Tastefully done signs should not distract, so that is important to me.
- They are a distraction. They are promoting consumerism or busyness. We need to eliminate the distractions and diversions that keep us from our families and our duty.
- We like carnivals and things
- Only for community purposes to advise citizens of events important to living, recreating, working in their community.
- Especially in multi-cultural areas with a variety of different media in different languages. They are they only things that everybody has a visual of.

- No signs
- I think they are fine along high density shopping area like 17th ave SE.
- It's important to receive messaging in this manner.
- For many groups and businesses they may well be important and I respect that, but I also think it needs to be balanced with the needs of the community to not drown in a sea of signage or to become a safety hazard for drivers. Big signs placed near intersections or crosswalks next to the curb or in residential areas can also become a hazard because pedestrians and drivers alike are blocked from seeing each other clearly.
- Temp signs are great for engaging with the community
- Like a phone book, there are better avenues in today's technological scope. As well, more effective means of conveying your message.
- We do not need yet another way of information bombardment.
- Only because I hate them. Sign pollution is not good for environment
- I don't think the message a sign conveys really sinks in while a person is driving
- Calgary loves lettering signs and some are a highlight of people's day
- Other than community info, I do not see why they would be important.
- Important for what purpose?
- See previous comments regarding public nuisance and the fact that they are an eyesore.
- They are important only if they offer critical information such as road closures, hazards or other pertinent information I need for safe travel.
- Not sure the word 'important' is justified in this context, however they do provide information to Calgarians.
- For the population as a whole these signs are not important.
- garage sales
- For the community to get out there timelines, yes.
- Are unnecessary, when most people search for things with their smartphones or internet.
- important to get rid of !
- Again, while it's important to get messages out there, causing drivers to be distracted...
- "As above."
- Road construction, road and sidewalk closures and other types of information.
- information that is vital to the community - and not advertising - is what makes them important.
- Effective way to communicate
- Temporary signs are important because Calgary grew too big too fast. Some information is necessary (like a garage sale, open house) however too many signs pose a distraction.
- To be reminded of upcoming events or promotions that might be of interest to them. And of course election/ candidate promotion.
- It's really helpful in knowing what's happening in the community.
- as above
- There are many legitimate forms of advertising to reach a target audience

- "Even for parties and other gatherings, that are a one-time thing especially, there is no real reason to make a big deal of it, provided the same people who set them up take them down, or they agree and understand beforehand that if anything is left there, they will be billed for the city's time in removing them, which should be a substantial amount, like \$50 or \$100 a sign if not removed after 24 hours or whatever the reasonable timeframe is (a weekend, maybe). The longer the time allotted or the signs left of the street, the greater the fine should be.
- For someone who does it for a living, a realtor being the first thing that comes to mind, they don't want to leave those signs lying around and lose them, for they cost \$70-\$100 each. It's not like they want to pay for those signs all over again for leaving them out too long. The other main issuance of signs that comes to mind is those of builders in new communities. For as long as there is no grass in much of the area, and there is a lot of dirt on the street from the mud carried by trucks and cars, then more and larger signs in these areas are less of an issue, for the community is not really established and doesn't look all that great until the landscaping is finished.
- The one area that might have some uncertainty is those large signs on the edges of strip malls with the letters that change out. They're not really an issue, I don't think they pose a distraction, but they may become unsightly if they are large enough or too many of them are in one place. Still, they are advertising someone's business, and maybe someone will choose to go there seeing the deal of the day or what they have to offer instead of going somewhere else, giving them a try, because of that sign. Yes, too much of this kind of thing all over the place is no one's benefit past a certain point, but there is an element of freedom of expression and the feeling of an open society in displaying them, and this should be maintained."
- Often it's the only way I'm able to learn about something happening in my community.
- There are other means of getting information without all of this signage.
- They provide information to Calgarians.
- I just don't think they really add a lot of value.
- Really and in all honesty there are better ways to get the word out nowadays especially with social media without having to mar the streets with these distractions and beauty of our communities. In the mean time creating hazards of distraction while trying to sell us all something; Community events aside.
- People learn about programs they may have never heard of.
- Public notice is all that should be allowed.
- Business owners and community groups are, generally, "Calgarians"
- I'm not sure they are important for people, only if the info on the sign is relevant to them personally. not everyone is going to want the information from every sign.
- "Depends on the nature of the sign.
- If about road closure, example, but sign looks same as community centre advertising a dance, I am likely to not concentrate on the important notice. "
- For some it's a great way to get information about upcoming events. Others go online or read newsletters

- Temporary signs generally detract from the public realm by being visually unappealing, and often being inappropriately placed on public sidewalks. Information on temporary signs can usually be provided in more appropriate and safer formats, such as online.
- They convey useful information.
- As above
- As long as they are managed properly and do not pollute the views.
- No they only add visual noise.
- I do not recall ever gaining any truly important information from one of these signs that I would have otherwise missed out on...
- just for community events, as it leads calgarians becoming more involved with the city
- they look terrible for the most part. sort of pollutes the area.
- No, it make the neighbourhoods look like hell.
- Maybe they shouldn't be important since there are already so many signs on the roadsides: such as street names, speed limits, other legal signs.
- Important for specific community events.
- As a city with limited billboard space, it's a great way to communicate with Calgarians.
- Same as above.
- Already plenty of signs attached to buildings, or on parking lots
- 99% are useless garbage
- Not important for me to have to read them while driving.
- Same as above.
- Most of them are advertising.
- No more than citizens of any other city.
- In the context of building communities, it is important that there be a way of communicating with all community members.
- If there is a water main break closing a road, signage advising that the road is closed may prevent traffic problems.
- Community signs could become permanent fixtures at entrances to communities. Otherwise, I see no value in other signs. Some allowance should be made during elections for election signs though
- Informative
- It's an easy way for residents to understand what is happening in their neighbourhoods
- Especially when looking for open houses or for a fire sale at a retail outlet, etc. Calgarians also need to be reminded at times to slow down in neighbourhoods where signs remind us of our speed in school zones.
- The city should use temporary signs to mark oncoming traffic snarls, construction and detours but advertising could be carried out in a much less intrusive manner.
- Is any type of advertisement really that important
- I think signs advertising events are important to Calgarians. Election signs are over used and far too plentiful.

- just more junk on the streets
- It's just another way to reach consumers. Small businesses have it tough as it is...they deserve, just as much as the big players, to have an opportunity to get their messages out there. So long as it's responsible, morally decent, and socially acceptable by the community majority...I don't see the problem with them.
- they are not a way to make streets look better
- It keeps us informed and united when we know what is happening in our communities and local businesses.
- See all my above responses.
- Well, it's important to get rid of them, anyway.
- They are ugly and a distraction.
- Help inform the public of events
- We have the Internet.
- Who would really miss them if they were banned?
- A waste of money to everyone concerned
- see responses made in question relating to business and community importance of signs.
- They make our neighborhoods look trashy
- Information
- I find them a bit tacky.
- Haven't talked to people about it
- Context is important to answer this question. For profit temporary signs are unimportant as business have better means to reach their customer group, while considerable relaxation is given to community groups.
- When used minimally (and sparingly) by only community groups, eg. community associations, Councilor meetings in the community, blood drive, etc, these signs serve an important purpose.
- There are other ways to get information.
- I think they do serve a purpose and they really aren't that ugly.
- Community groups and small businesses are the backbone of a successful city
- Just more visual pollution.
- We can all live without temporary signs. Again, the boulevards that I drive along, are lovely with the trees, etc. and are very cluttered with all the signs.
- I have seen many signs that have prompted me for action. Not everybody has Facebook.
- I could easily do without, though I do appreciate signs about community events that I may otherwise miss.
- Same as above
- I would have to say no, as I would think that Calgarians, if they really thought about it, would value the nature in their community over the constant barrage of dating, house cleaning and other signage. It is also common for the companies placing the signs to do so in communities in which they personally have no stake - but do so simply because there is traffic there. They care little for

those communities except if they buy their services and return nothing to them. If the bylaws were altered to only allow truly community-focused event signage, I am sure that no one - other than the business that wanted cheap advertising in high-volume traffic areas - would care.

- As above.
- Distraction for drivers. Look ugly
- I rarely pay attention to them
- Timely important information from the city, community.
- see above reasons
- Unless it provides instruction or traffic changes or important city notices
- Are a way to get information that may be important to Calgarians. Provide information at a quick glance.
- Most temporary signs are advertising business and simply a distraction to drivers and an eyesore.
- It's the best way to find out when/where the local soccer group is, or an arts group for kids.
- Calgarians lived here for over a hundred years with out them so, No.
- When used correctly, they can be helpful.
- As a Calgarian, I would rather have access to every form of advertising and rule it out at my own discretion. As opposed to potentially missing an opportunity I may be interested in.
- Can't speak for people I don't know. To me I find them annoying, distractions, clutter with every other sign we have to have (traffic signs).
- Overall, they're an unnecessary eyesore in a world filled with many more pleasant forms of communication.
- To know what's going on in their neighbourhoods. I heard Germany was sending some refugees back, if their areas are safe
- But only for local community events, no big box store advertising or big companies.
- Yes, informed citizens are better citizens.
- I don't think this benefits anyone but businesses.
- If a person is looking for a certain product or information they are most likely to look on their computer, iPad or cell phone these days. There is no need to give them more reasons not to pay attention to their driving.
- They provide valuable information
- I don't have time to read all the printed info that flows through our home...these signs provide a snap shot reminder of what is happening in our area for me
- There are several waysto advertise already. Signs do not increase customer traffic that much.
- They can provide key information very easily and with an online call to action, it is easy for people to follow up or seek further detail.
- "They should be limited to non-business use. Too many signs are distracting."
- To know what is happening in your neighbourhood and to help in making decisions on what ever the topic may be.
- updates on traffic conditions, yes. cigarettes cheaper than costco? no

- Can't speak for other Calgarians so would rather not speak at all!
- Key for creating awareness with drive by and walk by traffic
- They are a beneficial means of reaching Calgarians with not-for-profit advertising and to alert community members to events and programs occurring in their community without burdening the organizations with expensive campaigns to reach their target audience.
- "For community events, yes.
- For businesses, no. "
- If you are community minded. If you aren't involved in your community then not so much
- There are other ways to get the message out
- It is often how we know when to register for things and what is available to us
- Let's people know what's happening in community
- They make our city look cluttered.
- They re the most direct way to get a message to a specific group of residents.
- It takes away from the beauty of the landscape of the city. Why have a developer build a community with style and beautiful green spaces if we just cover them in signs.
- Temporary signs do not typically serve a vital service. They should only be used to communicate important matters, such as government notices (example: election information, public consultation events, etc)
- I think community, city, health and safety signs are important. I don't think signs that advertise are as important.
- They have to be regulated so as they do not become an eyesore.
- I don't think so, there are other ways to get your message out these days.
- Same as above
- For the reasons above.
- Find other ways
- I think signs are an effective way to broadcast new and existing products and services that Calgarians would be interested in (e.g. Calgary.ca's sign was what prompted me to this survey as well as the one about recycling!)
- "I don't like the way the questions are asked. It's not black and white.
- There are cases in which temporary signs are important, like city of Calgary surveys for example. For businesses not as much. "
- They make the city look trashy.
- Absolutely, everyone needs know or not what a particular message is.
- All of the previous reasons.
- Only for purposes of distributing information, NOT for everyday advertising.
- More so for community than business
- Want to know.
- There are other ways to advertise without being 'distracting'.

- Some people like to know when sales or certain events are coming up. And then there are also the garage sales people like to advertise with homemade signs taped to stop signs. Lost pets on lamp posts as well.
- There are other alternatives and they look ugly in a neighbourhood.
- They make driving more dangerous and they serve a purpose that is easily replaced with many other options.
- They are if they display information and not advertising.
- They clutter up the streets and are unsightly.
- Community groups need affordable ways to share their messages.
- I think temporary signs spoil the beauty of our neighbourhoods
- Technology makes us more introverted. We need community signage to get people out to events and create a fun family atmosphere
- Temporary signs detract from the quality of life in the city
- If they call attention to new community events, new small businesses, municipal gov't initiatives, programs. They are a way of connecting to local residents.
- It depends who you are...I think they are informative - as long as there aren't too many of them in a given area and they aren't obtrusive.
- In that we don't need them. This topic is important
- That question doesn't even make sense!
- They give important information and in an age where newspapers are mostly ignored they are valuable to tell about events
- I think they've BECOME important as you see them everywhere
- I do not like them.
- I like to get the information
- The right signs are important Commercial business signs are a nuisance
- They distract drivers and are ugly
- They're excessive advertising. Visual pollution.
- Again, there are so many other ways to get messages out, why clutter the streets and neighbourhoods?
- I think they're tacky, and I don't like them at all
- They clutter up the neighbourhood and there are eyesores
- How else would we learn about community garage sales, local children's organized sports enrollment dates etc.?
- Many ways to engage these days
- They can find out about local community events
- When it comes to community events and news I think it's helpful.
- "Signs are everywhere, they are no longer effective.
- Signs should be for traffic and pedestrian safety. "
- For getting community info.

- "A good way to provide information."
- We are a wide city. It is good to discover what fun is going around
- General awareness of businesses, community and special events
- They make the city look cheap.
- Need for community events
- Only if they're traffic related, ie "How to merge properly"
- Already explained above.
- Groups will find other ways to advertise.
- For engagement - yes
- We are used to them so I look for them to get info. If they weren't there I would get my info somehow else where?
- I think they detract from our city.
- Important to get rid of. They look tacky and are a driving distraction
- Only for real estate on residential roads and periodic community groups.
- For community events
- No
- I feel that this is a good way to inform community partners of events in the neighbourhood that could be of interest.
- I am tired of seeing signs for small businesses everywhere (like xmas light setup, mowing and junk removal). If I want to find information on stuff like soccer signups and stuff I would go online. Liquor store sale prices and such can be advertised online and usually end up in our mailboxes as junk mail as well as on signs.
- there are other ways to promote their business
- they're ugly
- Who wants to live in a fluorescent billboard? Who wants to live surrounded by fluorescent billboards? What's next - roving trucks with megaphones to offend our hearing just as these offend our sight?
- Ugly
- Communication is everything. They keep us informed.
- "Because it has been part of our culture to utilize these signs to get messages out it has been an accepted way of highlighting information or upcoming events.
- I think if they were banned people would find other ways to get the word out - HOWEVER, flyers are also an issue in that they are cost prohibitive and labour intensive and not welcomed.
- Many times I have learned or been reminded of community events, sport information or school information because of these signs.
- Educating the public who may not read or watch the news
- The benefit is increased communication with the community, the draw back is that they are a total eye sore. I'm not sure which one wins out. However, even though I have only become aware of events because of such signs, I have never actually attended any of them.

- Only community or charity focused.
- Forget it.
- Other than community groups, temporary signs are unnecessary for others.
- We love our City. We do not want it to look like a used car lot. We have many, many opportunities to find out about businesses and community events. It is disgraceful that the City of Calgary uses these signs.
- Same as for the community. Reaches the most amount of people for the least amount of money and very little waste.
- good for knowledge of events.
- As noted above, they are a distraction to drivers. They are also unsightly and ugly. Driving into my community (Tuscany) I feel like I am on a highway in the US with all of the road side advertisements. It cheapens the look of a community having them all over the roadside. If they must be present they should be for community use only. Not advertising dating websites, lawn care companies and gimmicks.
- It depends what the sign is conveying.
- They have their place.
- Unfortunately temporary signs have become important because they have been allowed to proliferate unchecked. Too many businesses, groups and individuals now rely on them for advertising that it may not be possible to eliminate them. However, they need to be rigorously controlled as there are currently far too many of them in Calgary.
- Can be to keep current but again they are missed more Facebook advertising ideas
- They do serve a purpose. Not everyone follows Nenshi on twitter.
- Only if use for non-commercial purposes, and only for temporary placement
- It's an easy way to communicate important information with out the environmental waste that flyers and junk mail create.
- Not to me.
- "Communities... Yes.
- Businesses and politics.... No. "
- When used to provide information by the city about the roads, identify locations such as polling stations, etc.
- keep informed
- Same as above.
- See above comment
- "The signs suck & distract drivers.
- The only thing worse than temporary signs are LED signs that blind drivers. Those things should be outlawed as a hazard to navigation!"
- The city may use them to advertise events and for the dissemination of information. I don't know how often the city uses temporary signs nor do I know how effective the city perceives them to be.
- I'm not sure they are safe. If not, it is important not to have them.

- They are an unsafe distraction from driving and a blight on the city's lawns
- they shouldn't be allowed as it causes distraction to drivers leading to unsafe situations. The City should be protecting people.
- I haven't missed them.
- Community use makes sense. Commercial no. If they want to get a message out purchase time on a billboard
- They are distasteful, tacky, distracting, etc...
- Can be another, effective communication tool. Also important to let citizens know who their candidates are when an election is occurring
- I don't like the boulevards filled with a multitude of signs with small print that is difficult to read. Too many words per sign.
- When they support community involvement and local purchasing.
- They are important to business and organizations, but not to the public.
- They are an eye-sore, distract from driving and it's often difficult to read everything on the sign anyway while driving. They are a low-cost option for neighbourhoods, where the speed limit is low. I would suggest they are best in school/park zones, where drivers are already driving slow: it's easier to read the sign to be informed of community events.
- Many other cities do very well without temporary signs; why would Calgary be any different?
- I think they bring down the tone of the city. Very tacky
- Same
- Same as previous question
- All the reasons stated above.
- t-for-profit organizations, such as where I work, have limited access to non-social media means to advertise and promote. I would think small businesses are the same. Community signage is seen by all driving, walking or cycling by so extremely impactful and cost-effective.
- we can get information in better ways
- Unattractive more than anything
- "Why to Calgarian? Is that a thing?
- I am sure it's important to anyone. "
- There are other options
- every person is different
- Only community or athletic associations should be allowed.
- I prefer we don't have them. I think they are ugly and a distraction.
- They make the city look terrible.
- Again the possibilities of a msg reaching the target audience is small. In most cases it also assume people seeing the msg are in a vehicle.
- They are more important for the advertiser than the population.
- I don't believe I can speak for all Calgarians, however I am personally in support of their use
- These signs let us know what is available and when things are going on.

- Community ones are helpful but business signs are tacky.
- Information overload.
- There is enough avenues to advertise.
- I've never been influenced by any sign I see by the side of the road. I definitely don't see their importance.
- Sometimes there are just too many. How can you drive and read 6 signs one after the other anyway? Makes some of our roadsides messy and cluttered looking.
- There are other sources in which any organization can inform the public
- City notification - voting, census
- Redundant. We can look online.
- All temp signs, including the City's own digital sign boards telling me how long it takes to travel to an area I may not be going to (such as Deerfoot or the Airport) are an eyesore to our City. We all have phones to help us stay informed with mobile tech.
- I guess they are a necessary evil. Though during election times, the signage along roadways becomes overwhelming.
- info
- I think I'm a pretty typical Calgarian - I don't always read the paper or listen to the news but I see the signage along the streets when I'm passing by. Even if I don't have time to read them fully, they catch my attention.
- They are hideous and make our city look tacky.
- I think having beautiful, clean, welcoming neighbourhoods is far more important for Calgarians.
- They keep us informed
- I tend to ignore them, but I understand that if there is program registration happening, it could be useful. For a business, however, it is annoying to have these signs cluttering up the boulevard.
- I think the term "important" is too strong. Perhaps "needed"?
- Yes to engage a community, no to a business just trying to sell products
- They are distracting to drivers, they are an eye sore, they often contain letters that have been rearranged into inappropriate messages, and, at times, have messages that are inappropriate from the start (e.g., a recent sign posted at the entrance of my neighborhood said "Feed a criminal, keep your doors unlocked". This was particularly troubling for my children to read.
- The signs look tacky and are not a good representation for a clean modern city
- They make our city look tacky
- "Yes for community & non-profit announcements.
- No for commercial operations. "
- Again, see above.
- Although I find the signs extremely ugly, and distracting to drivers, they are a useful way of finding out information about things going on in my community.
- Important way to become aware of opportunities, information,...

- The importance of the sign is dependant on the content. Business advertising is unimportant, community events are more important.
- It's a way to advertise to many without having to waste paper on things like flyers
- This is a dumb question it has no qualification to the subject
- "Not sure just think it could be useful"
- I would rather not have these distracting signs. Most information can be found on the web.
- "see reply above. They serve a specific need, but too many will dilute the effectiveness. because who reads all 4 signs one one road? most will read just the first one and not the rest in a cluster.
- Some yes, others - the information can be obtained on the internet or newspapers.
- Lots of people dont go online to know of what is going on .
- Not this calgarian ,,just something else to vandal
- see all of my previous answers
- They are ugly. See above comment.
- Calgary is a diverse city with many entrepreneurs and individuals looking to support each other. We are known to be a community to stick together, and many of my friends love the idea of supporting small, local , and close knit business whenever possible, and I personally directly associate this sort of advertising to a more closely networked business grouping. As a fairly average (but every bit as awesome as the rest). Calgarian, I understand the benefit of this sort of advertising
- I don't know
- They are local and usually have value
- All political signs should be banned. If you can't figure out who to vote for you don't need a sign to tell you.
- I haven't heard of anyone saying they visited a business or made a decision based off of one of those signs.
- They let me know what's going on in our communities. I am unsure how other people view it.
- Just a nuisance.
- I don't know how much they affect the communities.
- With the amount of detours and roadworks going on in good weather and poor road conditions in colder weather, we need fewer distractions on our roadways.
- Personally it's important to me to know what is going on in the communities that I like to frequent. I don't have access to all community news letters. It's also important to my family to know when local sports teams are registering and when local events are scheduled. It's also fun to know if something particularly interesting is happening that I might like to attend. It might be an art show at a local venue that I could even walk over to.
- Their net effect is to make streets less safe, more cluttered and uglier. They are tacky and depressing.
- Depends on the situation. See my previous responses.
- I guess so
- As previously stated, distracting and dangerous

- There are other options
- Important? No. A majority of commercial temporary signage seems to be for a certain niche of low-quality, questionably reliable businesses. 'Businesses' that are not established or reputable enough to be able to afford a better, more effective form of advertising.
- I wish they would be banned for businesses.
- They can be helpful if used properly, unsure about the use of important though.
- Not for me.
- Same reason.
- I think there are other ways to inform.
- Community ones yes
- They Do serve a purpose but surely in this age of technology there are better ways to inform people. The signs are still ugly and distracting.
- In limited amounts for non profits only
- If done properly they can be helpful and informative. Keep the signs minimal, brief and concise. Don't overuse colour.
- Comments as above.
- Honestly we have enough social media in our face everyday , if people "like" a page - similar to me liking the city of Calgary face book page - things that are important to individuals will be made available in this way. Companies and communities need to move with the advancements with social media and use it effectively
- Most other forms of affordable effective advertising are dead.
- They are obstusive and ugly, polluting our streetscapes.
- "In some instances, yes. And in some instances, no.
- Dated signs are extremely annoying."
- I've never asked any.
- See comments above.
- Supports our community
- I think some temporary signs are important but when there are too many of them, they look like clutter and then no one reads them - the message gets lost in the mess.
- They are also ugly and I think ruin the landscape I see on my drive home
- "There are better ways to advertise; thses signs are just clutter on already
- complicated roadways."
- To be reminded of an event and location
- Calgarians is a very general term, a business owner is Calgarian, but the community should not have to bear the burden for his advertising.
- It lets everyone know what's up in there city.
- "So many ways to advertise. Signs are not necessary.
- Advertising should not be more important than safety!"

- In a city that is so spread over a vast territory, signs help the businesses to be known and the people to get to know them.
- We see the diversity of the services in Calgary.
- It brings people together spontaneously.
- They are useful, especially for smaller businesses, and for community organizations.
- It can be a valuable communication tool. Can also be unattractive and distracting. I support some restrictions.
- There is no integrated media dissemination source with the response time and universal availability of street-side signs
- Not sure; they do provide information on community events and non-profit organisations, but I'm not sure how many people read and take action because of these signs.
- For community groups
- Some signs, I feel, are important notices. The signs for businesses are distracting.
- Again, residentially, within a community where speed limits are lower, I think these signs are great and also appreciate having our community centre logo on them or playgroup logo when there are events.
- Some info is good and this is an easy way to get the word out
- Keeping communities clean looking is more important, not cluttered with junky looking signs everywhere.
- They are distracting and awful looking. I would much prefer to drive along beautiful boulevards and be able to see the trees and grass.
- Learn about local groups in your community.
- Yes, it's an extra form of advertising and as well as revenue for the municipality of Calgary (assuming that the municipality collects the money).
- To keep citizens informed about community events and, particularly, for elections where there isn't time to get name recognition and political events organized and promoted in a 5 week election time frame.
- Depends on the sign and what they say
- to keep us informed esp in our local communities for school/sports/education registration
- See notes above on advertising
- "keeps us informed"
- They keep us informed of local and civic events. Not everyone uses social media or the newspaper.
- For community and civic issues they are important methods of communication. Not so sure they should be used for marketing purposes.
- Yes it gets information out there when all other mediums are too specific
- they tend to clutter up the views, create disharmony and are basically unappealing on the whole while invading the calm that our communities should enjoy
- Depends on the person
- see further above

- Green spaces should not be littered with signs.
- I have a total of 19 bus benches that I pay approx. 5000 dollars per month of which more than half goes back to the Transit. so tell me how is that fair where other business can put up a sign for free
- The tv, radio, computer-websites, can be used instead of distracting signs for drivers. The City of Calgary needs to have their website for these messages not signs, then we can check in one place for messages not at the side of the road distracting drivers.
- We don't need them
- They are important for use by community/school groups. I'm not sure businesses need to be using them.
- Another source of local information
- I don't see why Calgarians are any different to anyone else.
- If I want information I can find it myself.
- Unless advertising important community events/news or City notices (development or road construction). There is no need for temporary business signs.
- Again, it's how I hear about Calgary issues
- They are an effective tool for reaching a large target group. Example: temporary signs were used very effectively to notify people about the Crowchild Trail Study.
- Distracting-I was driving northbound on Crowchild approaching the bridge over the Bow river this week and was trying to read a new sign. Not sure what it was about-did try to read it but it was hard to do while keeping an eye on the traffic around me. Was thinking to myself I really shouldn't be trying to read this right now. Combination of poor placement and too wordy and most likely not necessary anyway.
- These signs are eyesores. They have proliferated recently and I'm pretty sure we all survived quite nicely without them in the past.
- Anything that distracts drivers and puts the public at risk is not good or important for Calgarians.
- Yes, they are a quick and efficient way to let the public know about local events. Because they are temporary, they do not become an eyesore as they are removed once the event is over.
- Online advertising, Facebook, SMS, etc...
- Visual clutter and overload
- "There are other ways to get one's message across."
- In some cases they help people find the way to where they are going, but too many signs are just a nuisance.
- Calgarians have done without signs all over the place for may years, and don't need them now! The signs are becoming too common, and are also an eyesore in the community.
- They are a good way to get information out to people who are driving or walking in the neighbourhood. Many people don't have time to read emails, newspapers, or go on social media on a regular basis.
- They serve a selling and information purpose but most people don't really benefit from the messages. The audience is limited.
- I like the signs for community events only.

- "I said it before - it's plain ugly - and distracting, so should only be done when important."
- There are better and more effective ways to communicate.
- accessible options for cheap advertising.
- Fast reminders
- Temporary signs are often the only way I get my information about city events/activities
- Important reminders for things that are timely.
- No they are not
- Again, gets community messages out.
- don't know
- Depends on format/purpose
- Similar to my responses, above.
- They are an eyesore and are a poor representation of our fair city. I see so many signs that are in contravention of the current bylaws. They don't care really.
- There are lots of ways to disseminate and get information. I wouldn't classify these signs as being important.
- Absolutely, I read these signs because I know they almost always contain pertinent information about community events, family activities, city news... not advertisements. It is a great communication tool. I don't often read the flyers and would not think to look up this information otherwise.
- N/A
- the signs are an eyesoar
- We should define the word important. Calgary wouldn't implode if we didn't have them. But we might lose a sense of community and local businesses.
- information that they may not notice elsewhere.
- I think they have a place but just need to be regulated and monitored
- They are ugly, ineffective, and have no positive influence on the city.
- Calgarians find things out by word of mouth, email, and social media. These signs are just ugly and a distraction.
- I have never responded to any of the signs that had anything to do with a business and in fact I would avoid using the business for that very reason. I heard someone state during an election campaign that they would vote for any candidate that promised not to put up signs in their neighborhood. I think that says it all.
- Information is nice to have, but the visual clutter is getting out of control.
- There is no legitimate purpose for these signs
- Is it important? No. is it a communication convenience that helps? Yes.
- I feel the signs are another version of junk mail that are cluttering up our well maintained roadways
- Just city and community info only please.

- We have relied on them in the past prior to social media, but most families now have connections to some sort of electronic communication or there are also dial out programs that can be used for target market groups.
- Very simple way to get the word out
- Same reply. Not safe
- An excellent way to obtain information on events happening in one's neighborhood, community or the city at large.
- They are an eye sore and make the city look cheap, ugly and tacky.
- I think they serve a purpose, but I also think there ought to be limits. And I really don't like them in my neighborhood (I'm not typically a NIMBY, honest).
- see above
- I like hearing about Calgary open houses to get community responses
- Absolutely they can be used very effectively. Yes they can generate sales and yes they can catch attention. But I find there are far too many things demanding my attention long before a temp sign would.
- It lets Calgarians know what's happening in their community in a visible, quick way.
- "I think they are for small business owners. "
- "I feel that temporary signs should be eliminated in Calgary. There are an eyesore and make the city look unattractive. "
- Important is the wrong word.
- Mostly they are just clutter and advertising that could easily be done online
- Good way to find new businesses and register for sports etc
- Unfortunately they are the best way to let people know about information. The city of Calgary uses them extensively as well.
- for community use
- For community events
- They are ugly, distracting and annoying
- If there from the government or community groups. It is an effective way to make announcements.
- Again, community involvement is dependant on them.
- Let's us know about community events
- Many community groups use signs to get out their messages and I would hate to see them banned or regulated to the point where folks can't use them anymore.
- See above responses.
- I suppose it depends on your perspective. If you're talking about Calgarian's who are business owners, then the signs are probably important. If you're talking about a typical resident in Calgary, I'm not convinced that they are important enough to "litter" our roadsides.
- What value do they add to my life?
- As stated above I think they are important for community groups and the city to use to get information to residents

- For all the above reasons!
- We spend a lot of time on our local roads. It isn't the best way to keep informed, but it is the most time-efficient.
- See above answers
- Temporary signs, provide relevant, current information for community members and stakeholders in the area.
- For the reasons above.
- they make the area look unsightly
- There are still other ways to get information to the public.
- it will help the community to communicate to people
- We do not all get community news or flyers, it is nice to know what is going on around you and the signs are usually related to nearby events
- Vital for immediate vicinity, local, temporary, time sensitive communications.
- Target local activities and businesses.
- So annoying! They are litter and distracting. Keep our communities clean and sign free!!!
- I don't believe there is one definite answer.
- Most Calgarians will seek out the info for themselves and have many ways to do this (eg internet, library, phone calls, etc).
- I could live without them.
- For community and civic events they do keep citizens informed, but as previously stated businesses are able to advertise in many other ways.
- As above - use other sources. Signs like this should be more for road construction/warnings
- They are a local advertising network, whether public or private, helping employ people.
- Again, there are many ways to advertise; From local news letters to Web based platforms. I believe the eye soar of road side signs must be limited or stopped all together.
- I like to know what's going on.
- help
- The electronic versions can change messages - so more messages on fewer signs, & I think tidier
- Let the public know about company or community info
- Absolutely not. They are a cheap and lazy method of communication that is distracting to drivers and a blight on our landscape.
- The signs are a good way of the message/information out to the community.
- "Not too familiar with these. However if there was strict rules on when and where a community could Place signs with relevant important information, I would think that would be ok
- There are many other ways of communicating information to Calgary and such as public notices at city places, newspaper announcements, emails, text messages and automated phone messaging systems."
- "they are important for specific information, relating to all community members, that have specific timelines (meetings, registrations, open houses, etc).

- Individual businesses should not be allowed to advertise on public property, with signs staying up for months ending up worn and broken. I've had issues with signs popping up on our private property because we are on a main road - which end up in the garbage and therefore in the landfill. Nor should the city have to pay more to landscape costs because workers have to spend extra time removing and replacing these signs when mowing the boulevards."
- We want to be part of what's going on in our communities!
- Annoying
- This question doesn't make sense.
- We have other methods of getting the message out.
- The risk to life caused by the additional distraction is not outweighed by the sign users desire for publicity
- With all the social media the signs are tacky and distracting
- They further what Mayor Nenshi did when he brought in signs along Deerfoot trail warning of upcoming accidents or heavy traffic. Valuable information helps Calgarians plan and not miss important events.
- Same as previous, they destroy the look of a well manicured lot by turning it into advertising space. It is distracting to drivers and puts pedestrians in the vicinity at risk.
- Covered previously
- Temporary signs are targeted. They advertise to those people who are potential customers because of their vicinity.
- People should be paying attention to the road, not thinking about some baseball event or farmers market.
- to drum up business. but there is a point where it becomes to much
- Lets you know what's happening if you don't watch the news daily.
- I chose Unsure because I don't think the signs are important - they may be useful but not so important that we must have them.
- Very important for events, programs, etc. Many times people know of exact dates and places only because they saw the posted sign. Also it is important for people to feel part of a vibrant community, with activities - even those that you are not attending.
- They look cheap and tacky... they distract drivers and make the areas surrounding them look cluttered and cheap... the signs are also great for people to use in alternative means to write improper messages and with there being so many now they have their pick of letters to use.
- Signs are often how Calgarians learn about local businesses, sales, deals, events, and local groups. However, they are often placed without common sense and proliferate in certain areas causing distraction. Still allow for them, but definitely tighter regulations.
- "Yes to City and community signs.
- No to advertising."
- Like I said, receiving information about the community is really helpful, I don't know about how much I have personally responded to other business signage, nor do I know about other customers. The

only time I really respond to business signage is when it is blocking my view to turning onto a street :(

- Temporary signs give Calgarians the opportunity to find out about groups or events that are relevant to them.
- I wouldn't say important as life will go on without them... so put unsure. I don't like the look of road signs however, I do appreciate the fact that they communicate.
- I don't find them important to me.
- "For community groups, temporary signs provide a cost-effective method of getting their message to the rest of the community.
- Business should not be allowed to use temporary signs."
- Other than Community centers to and perhaps schools, There are many other ways to advertise that don't look so messy.
- Yes it helps us find ourselves to places we need to be or helps us find services we have searched for online
- Sell sell sell that is the only reason these things are all over.
- I believe most people will respond they are not needed.
- "Calgary has been a striving city for sometime but there is always businesses that do very well and others that struggle to remain a float.
- Either way portable signage provide the opportunity for any business to advertise."
- for all the reasons above.
- Garage sales and lost pets are important issues that should allow signage. Not, "Are you Single", "Lose weight", "Dr. Supervised Weight Loss", etc.
- They have their time and place. Unfortunately sports registration time year (late Aug to early Sept) can be an eyesore
- I doubt that many people act on these signs. I personally would not frequent a business that uses these signs as I disagree with their use so strongly.
- Advertising drive times, Crowchild trail studies, signage surveys...
- They're definitely not important to Calgarians, but they are important to groups who utilize them such as community groups and the city. I don't think they should go away.
- Allows for more exposure. But am not in agreement with multiple signs.
- because they work for what they are designed.
- Low cost way of getting out the message.
- advertising for the city's events, spreads the word more, and the city would have better turn-outs at city events
- Some information for immediate community needs is best disseminated this way, reaching the most people.
- Let you know what is happening in a community
- No idea
- They are temporary. Are important things temporary?

- I don't like them, but I know they are important for businesses and community groups. Consistency is key.
- I am sure they are, but advertising should never compromise safety. There is one type of temporary signage that has not been covered and that is construction signage. Many construction zones change over time as expected but I find the signage around so many of them have incorrect signs, possibly due to the changes, or just poor signage. Case in point, the recent construction on Blackfoot Trail and Glenmore had lane closure signs placed about 10-15 feet before the lane is literally closed. Far too short a distance for people to safely see the sign and get over let alone properly plan for and get out of the lane in advance.
- I don't know. I can see their purpose, but they're also distracting eyesores.
- Yes, as long as they are not to promote businesses
- People read mail outs less and less
- Without the signs, there is potential that Calgarians miss out on important events.
- They can be.
- Communication
- They are valuable for communities to announce events
- I think it's a great communication tool to keep Calgarians informed. There are so many other ways to communicate (newspaper, community newsletter) although the street signs capture a greater audience.
- The city's use of temporary signs has reminded me of little things around my house I can do to save energy and water. They also have reminded me about leaf dropoff and sidewalk shovelling. These are important aspects of active citizenship that Calgarians, who may not all have access to other forms of media, should be reminded of.
- About the only sign I would notice would be community group signs in my own community. I ignore the rest.
- Less clutter on roadways is important. Advertise in other ways. Not being bombarded would be appreciated.
- Calgarians need to be made aware of events and activities in their communities.
- These signs are a great way to get information out to the public.
- We get more information related to the community services.
- It is a form of communication within a community
- I am a realtor. A sign helps in many ways and small businesses need that form of advertising. I think many small businesses need that exposure and don't have the budget to advertise.
- Like I said above, it's good for certain events.
- Keep the boulevards and sides of streets clear of clutter
- Not all signs can be permanent so it's important to allow garage sale, event, open house signs, etc.
- They are not important enough to say yes
- Information is king
- You live in a neighborhood and it is important to get a feel what is going on

- Only when addressing issues of public importance such as city, political, planning or construction information applicable to all citizens.
- If the question is in terms of advertising City of Calgary events (Green Line Open Houses, etc.) then yes I do think they are important.
- We do not need more distractions in our vehicles. Aren't we campaigning to get people to stop texting? Putting up distracting signs is ridiculous.
- Calgarians who are engaged in community are healthier and happier people. Social interaction is helpful to humans
- same as above
- Not really. Everything can be found out online.
- messaging at local locations
- "They are a hazard."
- "I think I've made my point, but just in case you're dividing allocation by question;
- Temporary signs are not only fundamental to small and micro-businesses, they are vital to community groups, social groups and quite frankly everyone who lives in a community to share information and events. They are vital to the economy to keep entrepreneurs going out and generating business.
- I appreciate they create competition amongst businesses and that the city is often called in to referee, but that to me is simply an indication of their effectiveness. If they weren't effective, they wouldn't be a threat.
- I also appreciate that people who aren't interested in the information may see them as an eyesore, but I'm sure they are oblivious to the effectiveness in bringing the community together and to the commerce that they generate. I also believe that a lot of nonbusiness owners think that all business owners are rich and don't need them or that they should have to pay to have certain things a certain way, and to some extent, I agree with them. Permanent signs should have limits to their height, size and location, their brightness and the speed of their graphics. However, temporary signs have little or none of the issues that permanent signs have. They serve two very different business models and I think it's essential to understand how this portion of commerce, who uses temporary signs, works before the city begins to micro-manage them. "
- There are alternatives.
- Bringing people together and providing info
- there is already too much advertising, with print, billboards, electronic and social media.
- Cannot see one reason why "Calgarians" would consider these signs as important to them. (Other than community groups and notice for team registrations).
- Same as above.
- Just eye sores
- Charity and volunteer only
- In today's world, there are multiple ways to get the message across - this is NOT the 1960's
- It depends what they're being used for.

- Speaking for myself, I find them helpful because they will point me to a product or activity that may interest me and that I have not seen advertised elsewhere.
- Everyone is staring at their phones anyways, let's reduce the noise while driving.
- Unsightly and dangerous
- Can only answer for myself.
- Many other cities in Canada manage to communicate information to their residents without the huge volume of temporary signs seen on Calgary's roads.
- When used correctly they can provide information that is relevant
- Depends on what it is Real Estate and Garage sales are a nuisance on Major boulevards
- advertising.
- I think they are useful especially for community and sport groups
- Need to be informed of local events
- For community involvement, I think so.
- I guess so since I learn of community events from them.
- For the reasons above, they should be allowed for a short time frame.
- Important to regulate. Poor regulation of them degrades urban design of the city and it basically looks like commercial trash.
- It advises people of important events like AGMs, bottle drives, Open houses, etc
- effective for knowing what is happening in your community or a community you frequent a lot
- Though they may be a nuisance, they help in communicating a message.
- I ignore them, so my belief is most people will as well.
- Offers important information for city services, road closures, etc.
- yes, but depends on how they are used.
- Marketing,sales and informative
- Signs are important to businesses, communities, and individuals. It is another form of communication in a world dictated by social media and online ads.
- calgarian are based on small businesses which the trying to make the ends meat
- "There a nuisance and a distraction..."
- Targeted to residents
- They are eyesore and they make the roads look unattractive
- I don't know that I would call them important. Food, a roof over my head, transportation, those are important. Signs? Useful. Dunno if I'd say important.
- Cheap, direct info
- lets us know whats happening in area
- Limit community signs and ban election signs.
- They do not impact my life significantly except as an aggravation and eyesore
- One of the best things about Calgary (which was seriously lacking in the last place I lived) is the sense of community. And one of the best ways to create a sense of community is to publicize community events, festivals, shows, etc. I think Calgary does an excellent job of this through the

temporary signs and the overpass banners. Even though Calgary is only 1/5 the size of my last metro area, it feels like there is so much more going on and people are so much more involved in their city. A big part of that is temporary signage letting us know what's going on.

- But only for community related and not business.
- Can everyone in Calgary read English?
- Nobody needs or wants these.
- I really think that having all these signs on the side of the has taken away from their purpose. With so many of them out there now, they are easily ignored.
- People should be informed what is going on in their community
- Not as important and the esthetics of the communities.
- As above
- Once again they are good for sharing information.
- Garage sales, birthdays, and private events benefit from temporary signs.
- Why do we need them
- Alert the public
- Important to community groups and non profits
- Better to drive as undistracted as possible.
- Based on my experience I don't see much value in them
- Community is very important for a happy city!
- Really?
- This form of communication is the most effective for those who cannot be reached via other methods (internet, newspaper, etc.)
- All of the above.
- If nothing else than the fact that we all belong to communities and the buying and selling of real estate is of interest to most people.
- raise awareness for businesses/groups I would otherwise have no connection to. I don't have tv or listen to the radio, and social media ads do not target me in my local community (10 block area)
- Nuisance especially during elections.
- I don't think anyone would miss them too much if they were gone.
- More negative than positive to the temp signs.
- We are all part of communities and organizations who benefit from these signs
- No, I don't think on the whole that temporary signs are "important" for Calgarians. They are important for businesses to advertise, but that does not make our city any better, it doesn't directly improve Calgarians' quality of life on the whole.
- I suppose yes for learning about new businesses
- The city could use them sometimes when it's doing a traffic study. But overall I'd like the city to be more proactive in their communication instead of expecting citizens to react to a temp sign.
- Is any advertising really that important? Advertising is there to sell something to someone who doesn't need it (or they would have already gone looking for it and wouldn't need a sign anyway).

- a/a for community registrations
- Brings all groups of people together. Signage let's people know of other cultural events that you wouldn't normally hear about. Again community.
- They keep us informed about various things.
- Anyone who doesn't believe in the importance of signs is probably illiterate.
- one more way to spread information when everyone is always on the go
- Low cost and reliable way of connecting with the community at specific times of the year.
- The visual pollution and distraction outweighs the value for Calgarians. However, community groups, elections, garage sales, lost pets and the like should be allowed to post signs, as long as they are properly placed and modest.
- Lots of informaton that I wouldn't otherwise recieve.
- "I believe temporary community event signs are valuable. I do not support business signs. I do not support multiple signs."
- Yes, again to get information out that is otherwise hard to find because alot of events the information isnt in one location either in print, or online.
- Again a great way to reach a lot of people quickly.
- They keep us informed of necessary meetings, clean-ups, situations, etc...
- It can have positive community impacts, but it is not terribly safe.
- INFORMATION and transparency
- I think they serve a purpose in communication.
- No they are ugly.
- They have helped me get to know my community and things that are going on in it.
- It's a cheaper alternate. No reason to spend hundreds of thousands of dollars on billboards - they do look nicer, but in our situation, we want to do what's effective, and not about making everything beautiful.
- Sometimes it's the only way we find out about things to get us to go look for more info elsewhere.
- Just in regards to city/community events.
- Gets the information out to people in an easy manner.
- People often turn to the Internet even if they see a sign. I think they are a dated for of marketing (and I work as a marketing professional)
- Only service and community based. No advertising.
- Almost never of value to Calgarians, only to the businesses.
- Signs provide one mode of delivery to bring awareness of important city/community events that one might not otherwise be aware of.
- signs are awesome!!
- They are important for passing on news from the City and communities to commuting citizens for relevant info.
- "signs need to be situated such that they do not:

- obstruct pedestrian flow on the sidewalk - an in particular, pose a safety hazard for blind / visually impaired pedestrians, and
- interfere with drivers' ability to clearly see pedestrians - especially those with a sight impairment. "
- They just make the city look ugly.
- I think they are important to me and community organizations. I do not know if everyone feels that way.
- your question is vague? garage sale signs? lost pets?
- Lower property taxes and user fees are important to Calgarians not those ugly signs.
- Other than for community information I don't feel they are useful.
- Try are hazardous and distract drivers
- With busy schedules, its hard to keep up with everything thats going on
- all the reasons above.
- In the age of social media I'm not sure how important they are but given how heavily The City relies on them there must be a need.
- NO one wants tacky signs in their neighborhood.
- There are so many ways to find out what you need on the internet without having to see multiple signs on every major road in the city. Just because it is inexpensive does not make it safe, aesthetically pleasing.
- No explanation needed.
- Traffic info
- The economy is not good, many people have turned to small businesses in their homes to make the mortgage payments, the city needs to bend it rules, or come up with different ones.
- I'm not sure the word "important" is right here. I think this goes back to the community, if people don't read the magazines with events happening in their area then these signs are great for that reminder.
- I find out ALOT of good info from these signs
- Pretty self explanatory, isn't it?
- See above
- If the signs weren't there we would soon figure out how else to get our information.
- Kind of a vague question considering the specific ones above.
- Obviously people will take to road signs to attract passers-by no matter what: realtors, haulers, tutors, dance schools, candidates, pizza stores, and garage sales.
- Stupid question. Important for Calgarians? Really?
- They are, but only in the sense of combating communal apathy. As the vast majority of information is passively available to members online or through your community news letter. The signs represent more of an exclamation point when used for community purposes. Drumming up interest for people who otherwise would live more detached from the community, given neighbourhood designs and lifestyles not conducive to neighbourhood interactions.

- I want to know what is happening in my community and at the local businesses in my area. These businesses also employ many Calgarians, both within the sign company and the Calgary based companies who provide the materials to the sign companies.
- good way to make announcements
- Same reasons as above. Signs help us know what services or events are near us and available to us.
- With a poor economy and small businesses facing higher taxes and higher minimum wage, any form of affordable advertising is crucial.
- see above
- Keeps you up to date on what is happening in the city
- every community association the use this signs and is a best for this job
- They junk up the look of the roadway and are distracting to drivers.
- For situations like elections, sure. Otherwise, no.
- Businesses and organizations have the right to post signs for advertising or informational purposes.
- Not needed as they only distract you while driving
- Yes, help keep us informed and connected.
- Same answer as the last one, how helpful can they be if your only reading half the message and forgetting all of it by the time you reach your destination.
- Somehow I lived 30 years in other places without these signs. Businesses and groups seemed to survive.
- I'm not sure I understand the question.
- We need to support both the business sector and the communities we live in and this is a way we can do that.
- Could be for city messages and schools, charities.
- The only entities that have a need to get our attention in unusual situations are groups like the City, province and federal government, alerting us to important events (like elections, community engagement sessions, etc). These signs should be the exception, and not the rule. There's a time and place to advertise. Along the road is, for the most part, almost never the right place.
- "I'd like to see them gone, mostly at election time.
- Isn't there a bilaw that they shouldn't be up ?"
- All of the reasons above.
- I find it gives more of a personal touch to the task to be pointed out.
- Again - see above
- "They make Calgary look like a very unattractive city.
- I thought at one time this type of advertising was banned?"
- This question is too broad and will likely provide mixed and ambiguous responses. Need to add the kinds of purposes temporary signs will be used for in order to provide informed comments.
- "Those signs make our city look bad, they are ugly signs and with barely enough information.

- I would agree on those signs only for community/government useful information and small quantity of signs.
- For example: 90avesw in Glenmore landing makes the view very Ugly.
- McLeod trail is full of those signs, it's the most ugly street, there are so many that people don't even read them. "
- Lots of other ways to communicate
- Ugly. Annoying. Tacky. Lowers look of class in a neighbourhood.
- Sometimes.. depending on where and how many
- Many small businesses seem to use them to get out promotions and I know I've seen several registration notices, etc. in my community that I would not have known about otherwise.
- I like to see what events are going on. Makes for a better community. And this is a great way to inform people.
- Helps inform the public to certain events.
- it's a quick and easy way to find out about what's going on in my community. where it's a business or activities or community events
- Yes and no, they are vital for conveying community information to residents, but are tacky if there are too many in a community.
- these signs create business and boost economy.
- Between TV, Radio, newsprint, internet, and email there are enough ways to advertise to the public without littering the boulevards
- Temporary signs are important to all Calgarians as it is a tried & true method of communication between community residents and community groups especially.
- These temporary signs are VERY important for Calgarians. See above for my comments in two categories: temporary signs are one of the very few affordable, effective ways for local non-profit organizations to reach residents in a given community within the city.
- They provide businesses and community groups with an important method of communication to their clients.
- It depends on the type of sign. Temporary signs put up by the city regarding construction issues are very important. I would rather not see any other temporary signs. They are very distracting while driving and annoying.
- There are other methods of advertising without causing distracted driving issues and making our streets unattractive with company signs that get knocked over and love ok like a mess
- Signs are where I get notifications of special events. I go to the internet for specific information on the event.