



# Temporary Signs Review

Stakeholder Report Back: What we Heard, Verbatim Comments

February 13, 2017

## Verbatim Comments

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

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

This question asked for your input into whether you felt that temporary signs were important for businesses to use. The question was recently part of the 2011 research study by Ipsos Reid and has been separated from the other business questions as this was opened to everyone to respond rather than the other questions which asked you to indicate your involvement with a business prior to responding.

## Question

***In your opinion, are temporary signs important for businesses to use? Please explain.***

- Signs can drive business, some rely on signs as the only affordable means to advertise.
- Very effective to get the word out affordably and directly to your target market.
- Any form of advertisement is crucial to any business/community association and Calgarians in general. Signs relay a message to potential customers and citizens that they would otherwise not be aware of.
- If they are not allowed then no one has an dis/advantage. There are many ways (social media) to advertise.
- Some of these "temporary" signs seem to be up for weeks on end. What do you mean by temporary sign? From what I can see the bylaw only addresses placement and says nothing about length of time a temporary sign can be posted. How can it be called a temporary sign if there is no clearly defined start and end date to the sign's posting? I would have less objection if these signs were governed by a set time limit on how long they can be up, with an appropriate gap between when the sign is removed and when the business is allowed to erect another (same or different) sign in the same area.
- Yes but not on Public property, The main problem with public signage is the multitude of smaller Business signs that seem to be up for long periods of time, and thus are not temporary.
- They enable businesses to provoke consumer thought and provide an effective means to transferring micro amounts of consumer information
- They are much more immediate than other forms of advertising.
- I think businesses have many ways to advertise their services and products and too many temporary signs in any area look cluttered and messy.
- I have used the services of many companies because I see their signs.
- Many businesses - part time included - have very limited means of advertising and need to stretch those dollars out to get the best response. Good signage can help with that.
- That is how we get the community message out
- yes but I prefer to learn about community use vs. business use
- It helps them market and advertise a service or product and should be able to do so.
- For limited time promotions they can be great tools ... that being said I would prefer that the temporary signs be dis-allowed for businesses and reserved for community/non-profit group use.

- Art clubs rely on this form of advertising. It's controlled, not messy and taken down promptly unlike election signs that are forgotten on public land in my neighbourhood!
- there are other ways to advertise than a billboard and most people prefer to get them on their mobile device
- They have other means to advertise
- use internet and facebook
- There are plenty of other ways for businesses to get their message across.
- There are many free options to advertising
- I feel it is the best way to find out about things
- I belong to a number of Art Groups. Temporary signs are the biggest draw to our Art Shows. Without them we wouldn't be able to target the people in the area of our shows. We do other advertising but when polled our guests say the temporary signs are what brought them to our show by 80%.
- How does the saying go? - Give them an inch and they will take a mile. They should advertise other ways.
- There are many other ways to advertise without junking up the communities.
- As far as businesses go I'm not sure, but from a not for profit standpoint they are valuable. Not for profits don't have the money to invest in expensive advertising and this is a good way for them to get information out to the community without the cost.
- Pay in traditional venues
- Makes businesses look cheap and like hucksters. "Big sales" are usually gimmicks and often false advertising.
- But only for temporary or time-sensitive messages. Should not simply be advertising
- It's just a cheap easy advertisement. Many other options are available.
- Internet.
- Great way to get their events advertised. It should be limited to local events only!
- Came from Ontario never seen anything like this before looks cheap in the neighbourhood. With internet you can look things up yourself
- There are plenty of other forms of advertising for businesses.
- No. Internet, social media etc. so many more ways to communicate with customers now.
- They are almost always hooks like in a carnival that make just as many people avoid them as respond.
- They have many other methods of advertising without taking advantage of the public realm and a passing audience, especially in our digital world.
- I understand how they help a business with little exposure to advertise.
- Businesses have traditionally used appropriate means to advertise, newspaper, radio, flyers. The signs seem to be a cheap, but highly ineffective way, to try to create awareness. But where do you stop. Can stripper clubs and bars also put signs up in my neighbourhood? does anyone really think I am going to hire a cleaner, to come into my home, with a sign that reads "cleaner xxx-xxxx" We have dating services, weight loss (unapproved by Canada injections) and other businesses littering our neighbourhood. It always seems that less than legitimate businesses use signs. Are they members of the BBB? I don't think so.
- normally these businesses have signage at their business - no need to double up unless it's for registration in something
- Find another venue to advertise instead of making highways look trashy.

- These sign are an unwarranted intrusion into public space.
- There are many other forms of advertising. If a person is going to shop somewhere, most of the time they have decided before they leave.
- There are other ways to advertise
- While they might think so, they irritate me so much that I boycott the businesses who use them.
- I don't really pay attention to them
- Temporary signs are only needed for new and small business. Don't need to be seeing sales from large stores.
- I don't base my patronage curb side signs.
- It's an easy way to convey information to people
- Special events, especially for community orgs and non-profits rely on signs
- They usually include URLs or telephone numbers. How can you make a note of them while driving?
- Businesses have other means of advertising available which are far more effective
- I have never gone into a business because of a sign.
- Only if they are right in front of the business.
- Many municipalities don't allow them. Businesses survive. The important thing is to have a level playing field.
- With almost everyone hooked to social media or the internet, all advertising can be done there.
- provides information
- Businesses have many ways to advertise
- I don't think that is the issue for me
- I prefer for charities and kids activities only
- Probably businesses feel that they bring good value for cost and bring in new customers, if they didn't they would not spend money on them.
- I suppose if they want to advertise a sale, or they are a new business opening signs would be good for them. Still distracting to be reading anything while you are driving.
- Many other forms of advertising are available
- Helps keeping the community informed on business events
- They have shop windows or email / papers / flyers for that
- It's cheap and easy advertising for small businesses .
- With the internet and community newsletters, flyers and commercials I think these signs are a waste and look terrible.
- Often see them as an advertisement. Is there not a better way to do this?
- Place them in your business Window, use social media, advertise in local community fliers.
- Not a business owner.
- Local businesses should be able to advertise.
- There are many ways a business could advertise more effectively.
- Sometimes they can help draw your attention to something you did not know about - children's sports, community activities, etc.
- I will not ship at a business that advertises this way. It takes away from the beauty of our city and harmony with nature as best we can in the city.
- For small businesses the temporary signs are an affordable advertising choice. Also, the use spurs the economy & now would be a difficult time restrict companies from advertising.
- People are much more likely to stop if they are walking, then cycling, then driving/transit. At the margin, sure it's advertising and helps the business. But temporary signage adds to sales much less

than businesses probably think. Businesses are much better to rely on permanent signage, or permanent signage that they can change with movable letters like a gas station.

- Citizens are more Important.
- Don't see that business would suffer if they had advertising on their storefronts rather than in public space.
- Although these signs do bring some new customers to businesses, I believe there are better ways for businesses to advertise to Calgarians.
- I make an effort not to use those companies.
- Advertising drives sales
- There are other methods of advertising. Personally I find the signs cheap and it does not encourage me to use the business. I would rather see pictures or get an idea of the business through a visual advertisement to know if I want to visit it.
- Those days are over - nowadays, with the internet, social media, etc., there is no need to use these signs to reach out. I am not going to a business because I see their sign, and ditto for casting my vote. The opposite may actually happen.
- Unsure because I don't know whether they attract more customers or whether they make a difference to the customers in choosing one business over another. I've never chosen a business based on seeing a roadside sign.
- Sometimes it draws me into a business if I see the sign. If I am driving I don't always see the store front sign.
- It's called marketing.
- Good way to advertise
- I feel they should not use city land.
- While in my opinion these are bad advertising for your dollar, capitalism has clearly shown their niche exists.
- Sometimes their storefront is hidden or they are having a promotion
- They are either offering services in other communities and therefore not relevant to the people in this community or they are advertising community based services that residents already know about.
- Probably a reasonably low cost of advertising.
- There are safer ways of advertising.
- I think they should be for public info and announcements only. Such as from the city, government, or community associations.
- Yes, as they can alert consumers to items like new businesses or specials.
- Business can use kijiji, mailings and other forms of advertising. There's no way a driver will remember a phone number from a business sign. Community and city events make more sense because there is a clear connection to the area where the sign is.
- Easy marketing
- Many cities outlawed those signs and businesses are still doing great
- The use of technology I use google not hope I see a sign!
- These signs are [removed]. Clean this crap up.
- If they want to advertise, they can clutter up their own property with ugly crap. Not my civic greenspace.
- I would expect that businesses can use their storefront or signage on the property they lease/own etc
- It's the 21st century. No serious business uses them.

- Signs are obviously important to a business or I wouldn't be doing this survey. P.S. Am I paying for this survey out of my tax dollars?, if so what a waste.
- I'm sure businesses need to advertising short term offers, but it seems like most of the time, that's not what these signs are offering.
- For non-profits and community associations they are important. They should not be allowed for private businesses.
- I never went to a business because of a sign, but maybe other people have different experiences.
- I don't think they improve traffic at all. You have to show me how they change people's buying habits before I'll even consider accepting them disrupting a road way next to a green space.
- Yes, in moderation.
- Many other ways to advertise. Free land provided for businesses to advertise? Why?
- If they are important, find a private land owner willing to put them on their land.
- Businesses litter the roads with these signs and distract drivers and litter neighbourhoods.
- They are good advertising and passengers of my vehicle have pointed some out which has later led me to the business
- Businesses will use it to quickly advertise new changes or sales to help draw in foot traffic for visitors in the area. Has a big, immediate impact compared to other forms of communication.
- Another stupid question that the general public cannot knowingly answer.
- Why pollute our beautiful city? The can use the Internet
- Businesses have other methods to advertise in the community.
- A business can purchase advertising. These neon signs are cheap and tacky looking. I am reluctant to us a company that uses these distractions.
- Businesses can use their permanent sign to advertise if they are a physical location, and other businesses can use web sites, social media, etc. If they're a seasonal business (lawn cutting/snow removal, etc, they can advertise in community association newsletters/mailers.
- I don't support commercial roadside advertising.
- Smaller businesses and community groups often have small clientele bases, with word of mouth being their advertising. It's good to be able to cheaply advertise to a wider base
- Very effective at relaying important community notices/events and other things that people would otherwise not know about
- This type of advertising does not result in a high level of response to business. There are other, probably more expensive options, which provide business with a higher rate of response.
- Perhaps; however, if I don't even notice them I can't see them being very effective.
- Websites can provide all the information customers require.
- The signs are there, but the driver if he/she is a resposabe driver will try to ignore these signs.
- If you can't get business without placing a trashy sign in the middle of my neighbourhood then you aren't doing your job. I have never gone to a business from one of those signs
- if its a new business or special event
- Lots of ways to advertise without cluttering up a neighbourhood.
- There are many different ways to advertise and signs are one way. There a better ways to advertise to possible customers that do not cause road accidents and distractions.
- Let's us consumers know who is in our area to support
- I rarely pull into a business because I saw a sign on the side of the road.
- I appreciate that businesses need to promote themselves and see signage as a way to make themselves more visible.

- There are many other less invasive ways to advertise
- More targeted marketing would be a more efficient way to go about this.
- There are other ways to advertise and get customers
- Comes down to economics and which type works.
- They can be. But often unneeded and ugly and they remain there for far too long.
- There are million s of ways to advertise without causing driver distraction. Radio ads, TV ads, Internet ads, the list is endless
- They make businesses look cheap and undesirable. I don't shop at businesses advertised this way.
- Local businesses still use these as it works better than yellow pages/web services.
- Usually have little marketing power. I would not go to a business because they advertise with these signs.
- While they can serve as advertising, companies have many options to spread information.
- Not needed
- The advertising is definitely effective but needs to be managed. There too much of it. It's unattractive and distracting.
- I pay attention to signage for community events, ignore ones for businesses as it's just another "commercial" I don't care about.
- Businesses need to advertise to drive business
- There are many other mechanisms available to businesses other than distracting a driver from their number one task, driving safely.
- Directly outside a business entrance, yes (such as promoting specials, sales, etc), but at random locations on the highway, no, because there's little to connect the sign in the driver's mind with an actual place of business unless they're familiar with it.
- Small business are backbone for the county and the cities small business create more jobs and pay well to the employees rather than big franchises.
- All kinds of other channels
- There are other ways of advertising such as online and social media that have less impact on road safety and neighbourhood aesthetics.
- Don't want any signs. Safety hazard
- Cheap source of advertising in poor taste
- If the sign was not important to the business then the business would not use it. Therefore there is likely an important benefit to the business from temporary signs because these signs cost money to make and install.
- Sometimes they are helpful for a business to advertise. Sometimes they are not.
- Because temporary signs are so unsightly, especially in a community, I consciously avoid business that use them.
- There are other ways to advertise. People should not be bombarded with advertising all of the time.
- They are a distraction and drivers cannot read the information while driving.
- I don't own a business or use this type of advertising so I do not know how effective it is.
- Digital advertising and networking means that broad-brush, clumsy, non-tailored advertising targeting is simply unnecessary these days.... particularly when it is a dangerous distraction to drivers.
- Businesses have lot of other ways to advertise, including confining to on their own building - only - and then to not distract drivers. Community newsletters, TV, Radio, Newspapers - YES. Road signs - NO.



- Businesses have plenty of other advertising methods that are not distracting eyesores
- Decisions are not made based on a sign
- While signs can help advertise for business I think they are a distraction to drivers and are a visual pollution. It is also annoying when signs are still up after the event date.
- Other mediums for providing information are not as affordable. Signs also provide location information that other mediums are unable to provide.
- Social media is the way to go. Why ruin our landscape and beautiful city streets ??
- There are enough options for businesses to advertise without using this unattractive signs. Our community has a digital sign that businesses can rent time on.
- Advertise like a business should. Scam ads on the sides of roads is not the way.
- Nobody really reads them
- I've never gone to a store or a church or voted for a candidate based on nothing more than road side signs. They have no impact on my purchasing decisions.
- They make me. It want to support that business
- It can bring attention to a new stream of customers who were otherwise unaware of your business.
- Marketing is black magic. Beats me I'd they actually contribute to the bottom line, but they're excellent at advertising job vacancies.
- Temporary signs should be used to promote community, municipal, non-profit events and activities. Businesses should be using other means of advertising.
- There are other ways to advertise.
- Yes, ...BUT they are not essential! In strip malls, and in our industrial parks, businesses have got to get their "signal" out from the visual "noise" along our roadsides, so they make up for bad marketing practices by relying on quickie instant messages to distract us.
- Advertising is more difficult today, and temporary signage can benefit small business
- They're a major form of advertising.
- I don't read those... unless they are for a product I use regularly.
- Even though I think they are a distraction based on my above answer, I do understand the use for them. I am a business owner and do understand the importance of advertising (even though I have never and will never use this type of advertising for myself). These information on these signs reaches every driver that passes them. It's a great way to get your business out there. But they are a distraction. Not to mention ugly - especially in a residential neighborhood.
- Businesses already have other channels for advertisement. In my view road signs should be left to community specific announcements where it's necessary to reach as many people as possible (e.g. A public engagement event, a town hall). This would also let people know this signs will be generally relevant to them.
- Not really sure how much the impact sales - so often hard to read or out of date.
- This is not an effective way of advertising, in fact I make it a point to not use a business that places a sign on the side of the road or glued to a street light.
- Unfortunately advertising is important for businesses but signs are distracting to drivers.
- An effective way to reach a large group
- These temporary signs don't do anything to make me want to purchase their products or services, they should advertise in the local community newsletter instead - or send flyers.
- There are lots of other options for advertising directly to their customers

- Some events are best announced using the signs. Otherwise, the community at large will be hard to contact and informed of a certain event, particularly those that are occasional and non-regular in nature.
- Yes, with the caveat that signs should have a designated places around each area of the city that they can advertise.
- If you have to put up a sign, you're already in trouble. No business needs a sign onot roadways. Roadways need signs only to alert road users of road issues.... not "10% off handmade cellphone cases"....or that "Jesus is the only saviour, 50% of repentance this Sunday only".
- they should be using regular media
- I know many businesses have limited resources to advertise & these signs may be cost effective.
- I ignore them
- Reach a variety of people in your target community
- In this day and age I'm sure they can get their word out better by buying on line adds.
- New businesses would benefit from initial "we are open now" message. Good business practices will provide growth
- Business should not be allowed to advertise. Too many businesses are being run out of homes now which results in clients coming into a residential area and causing parking congestion.
- Depends if people read them.
- It would be a waste of time & money for them. Again can't read the whole thing in time by the time I drive by.
- I believe many businesses and promotions would go unknown without being able to advertise through temporary signs.
- For some businesses I see value in their advertising this way, however it distracts from community events.
- In the right place yes. I've never seen a sign and called a business.
- These signs can lead people to hard-to-find businesses and alert us about sales.
- There are many non-distracting to drivers methods of advertising.
- well isn't advertising good for business
- businesses may only barely benefit from these signs.
- What is more effective is the online presence of a business. I am more likely to google a business and/or google a service I am looking for. Google reviews of a business play a greater importance to me as a consumer than a road sign. A road sign serves a greater distraction to drivers than an actual benefit.
- Way to many signs in the City to pic out anything useful.
- Unsightly, look cheap, have never gained any info I want from such signs.
- I might be interested in that business and may otherwise not know anything about it
- I'm not interested in reading a sign about an advertised sale that a business is having when it is on a roadside. Advertise that in front of the business on the windows or street front.
- There are many other types of marketing especially in this recent time of social media.
- The answer is yes if the business in located within the community.
- Not at all! With all the access to social media, etc. we have, this type of advertising should not be used any longer.
- Promotion
- I bet they are more expensive than any new business they get. If none were allowed, then everyone would be equal



- Not to the size they are or where they're located! Sandwich boards or signs on windows are less cluttering to pedestrians, traffic and look nicer.
- Particularly in community based business to get word out.
- Their problem
- I have occasionally seen a sign for something I might be interested in but I don't have time to note contact info before I have gone by so I'm not sure how beneficial signs are with a lot of info on them.
- Businesses have many other ways to advertise
- It helps with traffic in the door
- They should use fliers or other forms of information. Too many signs is horrible.
- There are so many signs that I believe people tend to ignore them.
- I read signs every time I drive.
- I often see signs about events that interest me and don't see the message elsewhere, so I wouldn't know about it. Depending on my level of interest, I will ask a passenger to note the message or I may circle around to confirm what I have seen with maximum safety in mind. A/A they should be removed when the event is over.
- Businesses should not force their advertising on the public. We can choose to look at flyers or brochures. We have no choice when these signs are placed on our roads. Some businesses take advantage of the loose rules and simply move their signs regularly so they have perpetual free advertising at the expense of community aesthetics and safety.
- I guess they do advertise a business. Sign could be smaller
- I own a business and I don't use them, so I have no experience with that.
- Temporary signs don't attract business. They drive business away.
- We are a not for profit club that cannot afford many other costs of advertising. We have 100 members that rely on signage to sell their art. Without this type of signage and with the recent downturn in market we would not be able to be financially viable.
- I have no idea what responses businesses receive as a result of signage
- I rarely see business-related signs.
- Gone are the days of newspaper advertisement. Road side signs when used and placed properly can reach and disseminate information to many many people.
- I think the same thing can be achieved with social media. With the exception of creative sandwich board outside a shop. Businesses can work with the community to interact. It may be more effort but better for all long term
- Much better ways
- They seem like a cost effective way to communicate with the public
- There are other means to advertise
- Temporary signs should be a secondary method of advertisements. But again, they are usually in the community and not a distraction to drivers.
- You go by too fast
- Are there other ways? Probably. Do these improve their business bottom line? Engaging and getting the numbers from these businesses are the only way to know. I can understand a business buried in a strip mall wants to highlight their presence at the boulevard. So better regulated signs for some may be the answer.
- Just as many people will refuse to patronise a business that blights their city with ugly signs as will use that business.
- Businesses have so many other methods of advertising.

- Good advertising.
- There are lots of other ways to advertise.
- Small business and community need affordable means to advertise there goods and services.
- Outlaw them ! City crews should remove them automatically. Too many City permanent signs already.
- Roads are a terrible place to advertise anything. There's no time to read them or pay attention to them, and they only cause unwanted distraction for drivers.
- Fairly important for small and new businesses.
- Advertising is good but needs to be short and to the point for it to not be distracting. Harder to ensure continuity with businesses.
- I would prefer that signs be restricted to community/government representative related events.
- If they are clarifying anything that is out of the ordinary, like a temporary access area during construction or something like that, they would be important so that the company doesn't lose business due to something that they can't control.
- It depends on the business. Advertising cheap liquor needs to be abolished.
- Temporary signs are good advertising tools.
- Businesses are financial abilities to advertise through other mediums that are not afforded to communities.
- One of the easiest methods to advertise locally. Other forms of advertising don't have same return if I understand correctly.
- A small business has the funds to advertise in various ways - temporary signs should be left for Community or non-profit organizations.
- Good advertising;
- I typically won't choose a business to visit based on a temporary sign but in these times, I think businesses have to attract customers however they can.
- Businesses can advertise through other means that do not clutter our boulevards.
- this is an affordable way to advertise and gets attention. Affordability is key.
- They can often be the first and most local for the business to the advertising area.
- Business like them because they are easy, affordable advertising. Small business can't afford proper billboards or other outdoor advertising. They create clutter and ugliness in neighbourhoods. The ones that are not straight text/bold leadboard style, are the worst. They are poorly designed, usually too small to read or be effective or home made. They are a type of pollution in my option. I think they should be banned for for-profit use and for elections.
- Businesses use temporary signage to communicate key information to the public, such as sales or events.
- Our experience and canvassing friends and family the message is consistent: most people do not read them or do not understand them because of poor messaging and in the world we live in with too much information we tend to block them out in the background.
- It lets people know about sales
- I consider most signs as spam
- These types of signs are an effective, affordable way for small business to advertise resources that are available to a community. Similarly, they provide community members with information on programs and resources available to them in their community. Without this valuable way to advertise, both the small business and the community suffer.

- I belong to art groups and this type of signage informs public of our shows. It draws a lot of people in, otherwise they don't know about the shows.
- They contribute to distracted driving and pedestrians treat them as barriers to line of site.
- On a time limited basis only
- All businesses differ in their individual advertising requirements ie a Bank versus a Liquidation Outlet.
- This gets the word out about things that are happening that one would not know about otherwise.
- There are other mediums that businesses can use such as bus benches, bus advertising or tradition billboards.
- Who has time to read the [removed] things
- For businesses to gain work, on the side of the road signage is not effective. Who is going to write down a phone number for junk removal as you drive by? No one.
- They can use other media to advertise. Temporary signs should be for important notices.
- Temporary signs should not be a primary method for businesses to promote. Social media, email & direct post allows local businesses to interact with customers in a more efficient & safe manner.
- They may offer exposure, but at the expense of making the neighborhood look very trashy. In this digital age, they should find other ways of advertising.
- They have become one of the ways people find out about what is going on. The fill a public service.
- I believe they are great for community event, business etc but can look tacky without usage rules
- This is a cost effective form of advertising, which is imperative for the success of a business.
- Businesses need to find less obtrusive ways to advertise.
- Vital. They need them
- Again, this is obvious. Yes, businesses can likely benefit from these types of signs. But the question is how do we find a balance?
- Local businesses that are off the main streets use them to advertise sales.
- It depends on what kind of business.
- Is there proven data to be presented, how am I suppose to know, I'm not a business owner
- I don't think businesses should use the signs, they should be used for city information and communities
- It's how I found out about this survey...
- My guess is yes as apart from the cost of the sign it's a pretty cheap advertising option.
- I believe businesses today have more of a reliance on permanent signage as well as social media. These temporary signs to advertise sales and promotions are not effective in my opinion.
- They add no value to the community, there is a thing called Internet or yellow pages if I need a service. I also really don't care who painted your house
- Depends on the business. They are important for e.g. realtors to advertise houses for sale, or for businesses that rely on impulse buys, but not so much for businesses that people tend to plan to go to (such as e.g. copy shops)
- Yes, but they look like crap, why do they get free advertising?
- The let passerby knows of deals and promotions.
- They can be, if done right (short and sweet, easy to read)
- Have a look at what it costs to run an ad in a paper or magazine. Small businesses likely cannot afford those prices and rely on this type of signage to communicate with and attract customers.
- If they are having a sale, it will bring your attention to the company and may bring your business
- I think they're an easy and affordable method for advertising.

- Advertise in newspaper , radio and television, they are all clamoring for the advertising dollars
- Good way for local business to showcase features, promote business.
- In this digital world there are other alternatives to advertising that are not as ugly or distracting.
- Lots of small community promotions and sales would not survive without these
- I've never gone to a business because of a sign.
- Depending on the type of business and it's location they may be.
- Probably draw customers tho i dont know for sure
- Great way to communicate with nearby residents and community members.
- I personally wouldn't use any business that advertises this way. Sloppy, looks cheap...ya get what ya pay for...
- If I'm interested in a business, I'll access that business regardless of signs
- Often times a business inside a mall or corporate centre needs to advertise to draw in more local traffic.
- There are many other cost effective ways to advertise
- Businesses shouldn't be allowed to potentially distract drivers for marketing. Community or civic news is different.
- Businesses should have other avenues to advertise. Even small businesses should have a marketing plan and a budget allocated to other forms of advertising. They should not be using public green space on boulevards to do so.
- Yes, but they need to be limited to proximity around the business.
- They're not necessary
- There are many other forms of advertising. These signs are easy not effective.
- There are more targeted ways to advertise your services. I have never called a business due to a temporary sign that advertised their services/product. I feel I am faced with ads all day - tv, internet, emails, bus benches, billboards, etc., when I am in my community I prefer to admire green space than to be faced with another advertisement for something I don't need.
- Often my only way of finding out about interesting community events
- Use digital media to advertise
- I feel that there are other ways to promote businesses. Often I just catch part of the message and I forget about it by the time I get to my destination
- They are cheap and easy, but they are not a necessity.
- I'm sure using signs like this help business when the signs are being read. My problem is reading the signs. Unless I'm walking (which is never on our street with all the signs) I don't read them.
- Perhaps temporarily to promote a new business.
- Important yes, but they should be required to pull a type of permit to use them
- Great for advertising
- they can use traditional marketing approaches instead. Web, radio, TV etc
- Only the business owner can assess the value, and not being one myself I can't say for sure.
- I have never chosen to support a business because of their signage
- There are other ways to advertise businesses. Use the community facebook page or community newsletter, etc.
- There are many other ways for a business to advertise.
- Any type of advertising is good for business.
- there are a multitude of other ways for businesses to advertise, using public streets should not be one of them

- the sign can bring in business but it can also make the area look trashy if they are not done nicely and up kept
- Because they are important for a business to advertise.
- They inform people of changes and sales
- sometimes you don't know what is going on
- Good advertising and reminder
- It all is just an eye sore that you notice in terms of being there but not in terms of what message is being communicated.
- Important for generating new customers for small business
- Not every business needs to advertise this way
- There are other more effective and less dangerous ways to grab a readers attention
- some businesses use signs for promotions but with the birth of social media they can advertise in that manner
- Temporary signs may help businesses, but I'd rather they be banned in our bylaws and businesses find other ways to advertise.
- Sometimes businesses are not visible from the roadway
- There are other means of advertising available to businesses.
- businesses should not use temporary signs, only schools, community centers, sports teams
- There's way better marketing than using signs. Example: Facebook, internet, flyers
- With businesses closing, all marketing is beneficial
- The yellow pages and Google do a far better job in promoting business. Also flyers in mailboxes
- outdated technology - many other formats in todays world more effective
- Its dangerous for drivers.they can choose alternative
- They don't influence my consumer choices.
- I think from an economic perspective it is a valuable marketing tool for small business
- If they are advertising something with a finite shelf life (i.e. A registration or an open house) then yes. If they are everyday signs that are nothing more than 'Pick Me', not really.
- I don't think businesses should be allowed to use signage other than designated paid billboards or directly in front of their business.
- We get enough flyers as it is. There's community news letters to use.
- Businesses need to advertise information to customers and the public. Temporary signs seem like an affordable method that offers flexibility and does not need to be there all the time.
- Advertising is important
- For some things this is a great notification/awareness vehicle.
- Lots of flyers available and online
- Cheap advertising, advisements, etc. also, it keeps the sign people in business. Win, win.
- They are used by businesses targeting people in that area at a time that is relevant for the subject of the sign.
- There enough advertising on social media, I don't think it's nessecary.
- People can find your business or remember they need your services.
- I think they are an added bonus but you can achieve advertising through other methods
- There are many other forms of advertising that are available - many for free, including social media.
- Depends on the type of business. If it is for someone to let drivers know that the route or driving conditions may be affected by the business being in the area, then it could be good. If it is advertising, then it is distracting for drivers. We don't know if it is advertising or something important.

- I have never attended anything or gone to any business due to a sign.
- We have the internet now. There's no need for these signs. It's not the 1970s. Get rid of these eyesores altogether.
- I find there are just too many businesses advertising in community thoroughfares that should only be for community info
- They can advertise other ways
- with everything being online and digital now, I don't even bother reading the temporary signs anymore...
- New to area to attract customers it's fair especially if off the main roads BUT can be considered a distraction especially when trying to figure out which one the CPS multinova vehicle is trying to hide behind
- They support local business and communities. In this economy, they are one of the few options for small business to advertise effectively.
- Advertises deals/promos for consumers
- I do not have a business - you should ask businesses. If you are asking my opinion then since businesses put them out I would have to say yes.
- Unless there is a change in accessing the business. They have no purpose. Advertise via media not our streets.
- Businesses should rely on other forms of marketing that don't cause a distraction to drivers. They could partner with community groups to advertise in newsletters or other forms of advertising.
- You can use for promotional purposes
- Can enable them to attract business in a cost effective manner.
- often it is for a smaller business and for a particular area
- With the use of technology, they don't have to rely on street signs...
- Never been in a position to review data on the impact of signs.
- They can have signs on their business or rent billboards.
- With today Technology there are many ways to advertise business
- Old school
- With the internet people can search out local goods, services and events that are going on.
- Social media has given business appropriate methods of connecting allowing us to ditch cluttering temporary signage.
- Short term sign posting is effective for special advertising occasions but tends to be abused. I've seen one sign for a blow-out sale that has been up for almost 3 YEARS.
- I like to know what is going on in my community, ie. parade of garage sales, program registrations/course, special events, sales at local small businesses. charity bottle drives, etc.
- I sometimes advertise events using these signs, and they work. More people show up when I use them vs. when I don't
- I would be interested in the statistics on how the signage helps businesses
- It's an effective way to reach out to large numbers of people.
- Temporary signs can help bring customers into businesses.
- Advertising is expensive, and I think that this is an effective way of getting information across to a wide audience
- They are very important for non-profit community groups and community associations, who can't afford TV or radio ads or expensive mail drops. However, now there are so many signs advertising



matchmakers, hair loss treatments, oil changes and more that the community group signs are just lost in the melee and aren't even seen :(

- They must be, otherwise businesses wouldn't incur the costs to use them.
- If they are having a sale or promotion I understand why they would be useful for businesses
- I don't know if they generate business
- Their only a few ways to advertise the markets
- Thers just way too many signs. If every business is permitted to post signs then neighborhoods look horrible and you get distracted when trying to navigate.
- Advertising pays.
- I don't look at business ones Only community signs Sometimes there are large temporary signs on the edge of a shopping centre. They often let me know a business that I was unaware of is in the shopping centre. That has been helpful.
- Not a small business owner.
- Not legitimate businesses
- Businesses have other options. Especially electronic media. Why doesn't the City develop a website where businesses can post. Then we can enjoy our neighbourhoods and be free from distractions.
- I think temporary signs are helpful to the individual business to use but not in the "public good". My understanding is there is no fee to the city for putting a sign on the boulevard. As such we are seeing more and more businesses take advantage of this low cost advertising. I am worried it will get out of control as time goes on.
- There are better ways to advertise businesses and events. Facebook, twitter, flyers etc which are not distracting and I can actually write down the info.
- As a small not for profit group, they are very important. Not sure how this affects a business.
- Help support small businesses. Would prefer supporting local than big stores.
- I do not think so as most of the messages on the signs are always the same and never have anything new to say.
- I do not support businesses cluttering up my city land for their benefit
- I've never gone to a store after seeing one of these signs.
- Why do we need to be advertised to absolutely every where? Seariously there is not a single place where we are not having something sold to us!
- I don't have anything against advertising for companies as long as there's nothing inherently excessive about it.
- No body reads them anyway so over used
- I've tried new businesses based on their sign ad.
- I had never seen them before we moved to Calgary. If businesses can get by without them elsewhere, there's no reason they can't here.
- can't convey a lot of info about the business - maybe just to say a sale is on would catch peoples eye. mostly they look cluttered and unhelpful.
- Not a business owner & don't know much about advertising
- I don't know how effective they are vs. The cost of signage. Again clarity is key.
- They can advertise their businesses in local community news letters, papers and put flyers in thee mail box.
- This seems to be the only print media that connects with people. they provide the essential information about a business without the fluff

- Advertisement by small business is more effective through internet means and other forms of advertising. Large businesses with established facilities can use the permanent sign process.
- Have to find a way to advertise that doesn't interfere with traffic safety.
- I don't understand the question. Do I think a business that doesn't use temporary signs can take be successful? No. Do I think temporary signs can help a business? Sometimes.
- businesses can use community newsletters, community bulletin boards, newspapers, radio and internet.
- Otherwise some may not know the business is there.
- Allows for marketing
- Maybe so, but businesses should not be erecting signs on public property.
- I don't like business signs. Only community info signs
- When you drive with certain speed, these signs are annoying. You grab part of info and it stuck in your mind drive you thinking and distract from driving.
- There are many, many options. These signs are an eyesore & we are already inundated with advertising as it is. We don't need to put in in our life mites greenspaces.
- See above.
- It gets the attention of people driving by and can bring business in or share community information.
- In the digital era there are much better ways of advertising.
- I believe they do attract business, but there are other ways to go about this.
- From my experience you can put them up and people will drive by, but still not see/read them for whatever reason.
- I work for the City and we survey how people hear about our events and programs, we have a good number from Bold Signs!
- Add too much clutter
- poor way to advertise
- Many other avenues of advertising to generate business.
- A clear example would be the available flu shot signs. Without that sign, I might not have that vaccination. Without that vaccination, I might get sick, or in the most dire care, pass the disease on to someone who is susceptible to it, who then dies.
- Businesses should be able to attract customers through other means. No one is going to suddenly decide to (say) tan, while driving past. If I wanted to us a business I would research it first on line or yellow pages.
- They provide much needed advertising, however must be placed in appropriate spots.
- There are many other ways a business can communicate with the public.
- The internet, flyers, and other forms of communication are more than adequate.
- Many other less intrusive ways to advertise
- Most people investigate businesses online to pick the one they want nowadays. These signs clutter up our roadways for no reason. Businesses can advertise online or put a sign up in their window.
- There are so many other ways to advertise including social media, online presence, mailouts, etc. signs are unnecessary.
- I do not go into a business because of a sign EVER!
- Dont mind them for community or school events, sports registration or a weekend sale ie, an art sale or garage sale
- It is an ad. Plain and simple.

- There are many more modern advertisement tools available that don't waste resources or stain communities. I support local organizations/sports teams using temporary signage but not businesses.
- People are made aware of businesses in the area. Most time people don't even know.
- It's okay to use temporary signs as long as they are temporary, otherwise after a few days people start ignoring them and defeat the purpose, and it becomes clutter on the road
- Use the internet instead, or hand out flyers to houses, but do not distract drivers.
- They are only there for a limited time, they are a great way to advertise for upcoming community events!
- I prefer they are for community events/political gatherings. Signage should be more seasonal and duration of signage should be limited to let's say one month. I see no problem with a brand new business putting up a sign for a month.
- People have become numb to these signs and concurrently annoyed about the ugliness.
- It is a viable form of advertising for a decent cost.
- I am a small business and I advertise in my neighbourhood for a service in my neighbourhood.
- I do look at the ads. I'm always surprised about how many businesses I didn't know existed and it definitely helps them advertise. I never look at yellow pages and googling doesn't always bring up all the businesses but that's how I usually find something I need.
- There are other options and the less words to read the safer it is for drivers.
- Businesses can advertise online on their website or newspapers.
- Because there's so many ways to advertise I am not sure streetsignage is necessary.
- There are lots of other advertising options available to businesses including community newspapers.
- Businesses have many other options to market their services. Every weekend in my neighbourhood is a flood of real estate agents parked illegally in intersections putting up their signs.
- I think that there are other ways that a business can advertise without being a distraction to drivers.
- If they are paying the City the equivalent value for this advertising, then only maybe it would be acceptable. For those of us who pay for professional marketing and related advertising services, these temporary signs are annoying at best. The worst are the handmade signs and the stickers on the back of legitimate traffic signage.
- Good for small businesses
- These signs are not where I get my information.
- So much is done electronically these days, those temporary signs are unsightly on the side of the road (different for urban areas using sidewalk sandwich boards)
- I don't look at them, but maybe some people do. I guess they're a cheap way to advertise.
- I understand why businesses want to use these signs but they still cause accidents.
- We are inundated with advertising all the time and I think this form has lost its ability to attract customers. If anything for me I will not shop at a store that uses them. Most of the time this form of advertising seems like they are a scam. It is no better than people who post stupid stickers on the back of signs.
- There are many avenues businesses can advertise these days. I don't think we need signs on every street and corner as well.
- No lasting impact
- They already have big signs on the building
- Yes it is a part of advertising and gaining business.
- People will look up what they need and don't need road side signage. Google it, baby!

- Temp signs should not be allowed to plug up public property.
- If they are attached to a business as a primary attention grabber then they are a waste (in my opinion). A business is normally something that lasts longer than 'Temporary'.
- I am not a business owner - I can't say that I have actually used a service that has been advertised on a sign.
- I tend to boycott the businesses. Our green spaces should be an area of calm not advertising.
- I understand that marketing is essential to a business and these signs are effective for those who do not rely on social media/technology to stay informed.
- They can advertise other ways
- Helps highlight local businesses and events.
- Advertising is not necessary. Community news (hockey registration etc) is helpful
- If you are looking for a business you are easily able to find it without signs on the roads. That is what we have an Internet for.
- I used to own a business and they are unnecessary
- Use the internet
- there are other ways to advertise
- temporary information can direct people efficiently and not necessitate a permanent structure.
- Businesses have many media opportunities to advertise. I look at businesses that use these signs as being untrustworthy and cheap. Also very untargetted audience.
- A well placed and well written sign can drive traffic. However when they are poorly written, badly maintained, badly placed out too long they are ineffective.
- With the internet, there are no reason for these signs.
- I notice the sales but I rarely stop to go inside.
- As stated above, I own a small business and personally don't use them because they've proved useless in the past
- There are many other ways businesses can advertise, especially this day and age.
- Businesses need effective ways to reach target consumers
- occasionally.
- I don't know if they draw in business.
- there are other ways to advertise a business.
- Depends on what they're using it for.
- I always notice temporary signs, and they are very useful for things like open houses.
- Businesses frequently have permanent signage. Temporary signage would be important if the city prevented companies from putting up permanent signage. Temporary signage is just a low cost and thus low risk form of advertising. It could bring in zero customers but it's such a small investment that it doesn't matter.
- It is a quick and easy way for them to get their message out to those in the immediate area of their business.
- We've accessed many small businesses in our area because of seeing such signs.
- There are much better ways to get the word out. Social media is everywhere.
- There are other ways for businesses to reach consumers. Community events, however, are a better use for these signs.
- It's a cost-affordable way for community businesses to advertise to residents.
- I like the signs because they usually advertise specials that I normally wouldn't know about.
- I don't know if these signs give them more business or not

- There are other ways to advertise if it so important.
- Effective for localized advertising and targeting specific demographics.
- Easy way for businesses to advertise something quick and short term.
- I'm not sure how effective they are for business.
- Promotes business and sales.
- I feel the ones on private property, such as a window company on a private lawn which they've just worked, is important for business to advertise for more jobs (usually mostly in the same neighbourhoods). I don't believe in the big neon rented ones that sit on boulevards. I sometimes actually avoid a business if they're too overzealous with the signage...I don't want to see it, it's an eyesore. A small sign on private land is one thing, but the neon signs all along main streets are another.
- For-profit businesses should generally be able to dedicate resources to other forms of advertising. I think appropriate temp sign usage is limited to specific circumstances, mostly in cases where the sign serves to help navigate people already en route to the business. E.g., the opening of a new business/location, or if access to a business requires a detour due to construction.
- There are many other forms of advertising.
- I've rarely ever pulled off a road to a business over a sign
- temporary signs look tatty and convey a business which is shoddy and downmarket
- Other cities manage without them
- Many other less obtrusive ways to advertise
- There are an abundant of other ways to advertise (online, store front, bus shelters, benches, community newsletter). Businesses do NOT need temporary signs.
- Sign of a failing business. I would avoid businesses who use them.
- There are many other ways to advertise. We are bombarded by advertising all day. It is overwhelming to see it along the hi ways and commercial streets at times. multiple advertisements often block the intended sight lines of street scenes and interrupt intended scales designed by planners. This is a cheap way to advertise and it shows, Often diminishing the aesthetics of the neighbourhood. (one just needs to look at 17th ave SE to see how overlapping signage confuses the eye and give the impression of a cheap las vegas strip.
- Ugly distraction
- Business signs are particularly offensive. No need for them. They show up everywhere and seem to consume a great deal of time for Bylaw Services to send people to, document them and take them down
- Not a business owner, so I don't know. I do know I have never read a sign like that and then immediately driven over to said business. It is the least effective advertising possible. You can read the first line of the sign before you whiz by to your actual destination.
- If anything, the messages contained in the signs become ignorable. It's hard to read them even at 30km/h, and 90% of them are irrelevant to any one person's interest. When most signs are annoyingly distracting and useless, all signs get lumped into that category, and get ignored anyways. Then they become eyesores. Like large litter.
- I have not gone to a business based on any road signs & a distraction and eye sore.
- Very often I get the useful community based info add on services and subscriptions for my kids. I trust this info more and it reminds me that I have contact specific service while the add is still on.
- I don't have experience with type of advertising.
- I have literally never made a purchase based on a temporary sign.



- I own a business, the odd sign outside of the business is fine, but more than that is distracting.
- There are many other avenues for advertising.
- Businesses have many alternative options for advertising and I question how effective these signs really are. The cost to the physical appearance of our neighbourhoods is too great.
- If i need something i can find it
- There are so many other ways to engage audiences than with temporary signs. If businesses or organizations are relying on temporary signs as their primary means of advertising, then little or no effort has been given to planning for success. The organization has a responsibility to communicate respectfully and simply strewing them along our boulevards and streets is not a demonstration of any responsible effort.
- Drivers are already distracted enough! These signs just add to the problem.
- There are other means to get out the message
- I can understand the need for a new business but the preponderance of these signs becomes visual pollution.
- In this age the Internet can really provide all answers. if a business wants to communicate something they can put a sign up in their window or on their website. signs should be limited to safety / construction needs that all drivers should pay attention to. why add more distractions on a road way.
- I don't take any value from them from a business perspective.
- Yes it informs the community
- Any type of advertising would be important for a business. But, I do think there should be a limit (I'm not fond of seeing a bazillion ads everywhere).
- Special events, sales, new businesses. Draw attention to businesses that aren't on the main drag.
- There is more to advertising and connecting to your community than bold signs. Especially given the Internet of things we live with today and into the future.
- It's advertisement.
- Totally distracting you loose focus on road and traffiif I'm looking for a business. I will use Google Phone Or get references. Never off a billboard
- there are other forms of advertising they can use.
- There must be a better way to communicate that does not endanger drivers/passengers, or constantly assault the public aesthetic.
- Good way to advertise - in front of your business.
- They are way too hard to read while trying to drive. I miss most of the sign and don't retain what the sign says.
- I'm sure they are important to stir up business, but not as important as driver's keeping their attention. Keep advertisements off the road.
- The temporary signs get important advertising to the public we wouldn't otherwise see -- what they offer, or sales. If I don't go into that particular location, I won't know about it.
- When businesses litter the streets in my neighbourhood with these signs, I really do consider it to be litter. If there's no community tie-in (like a neighbourhood event, kids sport registration, etc) I actively avoid the advertiser. For profit businesses that advertise in this way tend to be scams anyway ("weight loss injections" with only a phone number?? Hah!)
- Small businesses need to advertise, it's better than more permanent signs.
- They need to advertise but it is still a distraction to drivers
- I think there are other ways to get the message across...local newsletters, facebook, web sites



- I have never read a sign that made me stop in a business to check it out.
- I don't own a business so I don't know if they work
- Naturally businesses like them and all advertising is great. I also like to use my cell phone while driving but that's not so great.
- There are other ways to advertise a business and the signs are often right outside the business anyway.
- Businesses should pay to advertise online or in print if they want to advertise - they should not cause accidents or clutter and ruin the public realm with trashy signs.
- The types of businesses who actually use these signs to not seem to be established, reliable businesses so they may not get much business from them, anyway.
- I don't know how effective these types of signage are at driving new customers to a business compared to other types of advertising and marketing.
- I understand businesses have to have a way to advertise but perhaps they have to do it some times and not all the time.
- I've never been tempted to use a business because of this
- Lots of other safer avenues to get ads out.
- They are an inexpensive method of advertising and of reaching a new "audience" that current marketing plans may not reach.
- I feel resentful of the ugly interruption of the roadside. I don't like being advertised at by businesses.
- There are many other advertising formats available. Businesses like this format mostly because it's cheap.
- If a business has to rely on these type of signs, it's in trouble
- although they most likely have value for some, I'm not sure how much business is generated via an over filled message sign on a side street where one can't write info/numbers as they should be driving. I think it makes our communities look messy.
- There are other methods of advertising.
- They just look trashy. I would prefer that businesses not be allowed to use this sort of advertising (see MacLeod Trail).
- Social media is a much more effective form of advertising and not an eye sore or a hazard to pedestrians or cars in high winds.
- Small businesses drive customers to their stores, but I can honestly say in my 40 years of living in Calgary I have never gone to a store that uses temporary signage.
- Great inexpensive way to promote to locals.
- gives them a cheaper alternative than newspaper or television
- There are better ways to advertise that aren't a driving hazard or an eyesore in our communities.
- Depends on the business. So many temp signs are for fly by night companies with cell phone contacts. A real store that pays business taxes should be able to advertise. Fly by night guys that litter the street signs should be charged.
- I prefer them for city and community advertisement.
- Business has many other ways to advertise
- They just look so sloppy. Your business has signage, use that
- I hate them. They would not compel me to contact any business.
- sale signs can be on business buildings.
- Probably one of the cheaper methods for small businesses.
- They can use other means of advertising

- I suppose they are a form of advertising so are an effective means of getting message out.
- Perhaps for some small businesses but not for all.
- I would never purchase from a business that pollutes my neighbourhood with ugly, tacky temporary signage.
- There are other less distracting methods of advertising.
- Great inexpensive way to promote
- I imagine they would be a great source of advertising to a certain community
- If many companies did surveys and asked how people heard about their promotion or other event most would say word of mouth, Internet or some other form. Rarely are street signs the reason people come in.
- They seem to be a dying trend given technological advancement. More traditional businesses may rely on them however so I am not 100% sure on this one.
- If all businesses used temporary signs it would be too distracting.
- There are multiple ways to advertise without cluttering up public space... and what would happen if all businesses wanted to do this... again... this is public space and should be treated as such... as parks
- They are often tacky or surrounded by so many others that they get 'lost' in amongst each other. I personally find that businesses put up these signs and leave them for an unreasonable amount of time which actually makes me dislike the business and avoid giving them my money.
- It seems like a good way for local businesses to advertise.
- In some of the mini malls people driving by would never even know that the business are there without signage.
- Not in days of Internet. Plus they look awful and the look of the area surely trumps business "need"?
- they tend not be temporary but a constant advertising
- They are an old-school method. In this day and age, there are more effective methods.
- Yeah I guess to let people know about sales and stuff but the little ones are hard to read and blow away in the wind
- Other means of advertising is available .
- How else are you to advertise where your business is and the deals? It brings customers in and informs then easily, quickly and inexpensively.
- Sometimes they help communicate useful information, but often they just have jokes, or useless/incomplete information
- They are like the junkmail you get in the postal box, ends up on the side of the road. Should be driving and not reading a novel at every stop.
- With the internet and social media, I believe temporary signs are unnecessary and unsightly.
- Most business should use other forms of advertising
- There are other mediums to get information across. The signs seem to be used too much. Years ago before signs like these, businesses were able to get their word out.
- I have never gone into a business due to a sign
- There are more effective ways of advertising.
- If you are not right by a road, it is crucial to be able to attract customers that don't go by your store front
- They are fine in commercial and industrial areas. Plaster them everywhere there. There should be nothing but community non-profit signage in residential and they should not be large neon monstrosities.

- I don't know as some businesses tend to use them constantly as if to remind people they're open rather than for a special sale...
- Good for the business, looks messy on the street
- There are more effective ways of advertising that don't distract drivers and add visual clutter
- Put money into other advertising that people can pay more attention to
- I hate these signs so much I will not go into stores that use them.
- I understand the need for promoting their businesses.
- Most are used promotion ally by small business as an economic way to get their event published and read by people living, shopping or working in their neighbourhood.
- Occasional short term signs, when in moderation are ok and effective like open house and events.
- They can be a good way to advertise sales or gain business.
- Businesses that use those advertisement signs are doing a discredit to the neighborhoods as the signs look HORRIBLE and only serve the sign makers.
- Businesses can advertise in thousands of better ways.
- A sign has never influenced me while driving by.
- It's advertising to the local customer
- With all the other options I'm not sure this is the best option, although I have seen things on these signs I wouldn't have seen others. I would prefer less info
- It gets your name out there. People may not know otherwise.
- I do find some helpful, but I'm unclear from a business perspective if they work.
- I've read no studies on the impact of temporary signs for businesses and hence cannot provide a clear answer.
- I know several small businesses that use temporary signs as an affordable way to advertise.
- There are other forms of advertising that don't distract drivers
- There are lots of other safer ways to advertise.
- I find them very useful and well done/placed
- Inexpensive way for small business to advertise
- Esp. when the business is in close proximity but safety is more important than their advertising
- If done right they can be effective
- Business cab advertise promotions and draw customer.
- There are a multitude of ways that businesses can advertise that do not require the use of putting temporary signs up along our roads. The question should be why do businesses now think that they are entitled to clog our roads with their temporary signs.
- We have many other ways for businesses to advertise including using their own property. Endangering the public by distracting drivers and polluting the visual environment is not important for business.
- Businesses need to advertise but there needs to be a balance between that and safe driving
- They can generate business streams but it's quite like current politics -- aims for the bottom of the bucket.
- I've never gone in based on the sign.
- Business signs should be limited to arterial roadways but not on medians. Temporary signs are more important for HOA's and community associations to advertise important community events in high traffic areas. It helps to keep costs down and more effect than emails which dont' reach the majority of residents.

- Temporary signs advertising an event in the neighbourhood (e.g. Realtor open house) are an important service. Businesses should not be allowed to use temporary signs for ongoing advertising, and sign placement should be limited to 48 hours prior to the event.
- There are many other ways to advertise that don't cause this issues I outlined in the previous question.
- There are safer ways to advertise. Plus they are ugly.
- When trying to express a message specific to a community there is no other medium that sends a direct message
- advertise their products
- I read signs to get info about my community, not sales or deals from businesses. I tend to filter out nearly all advertising signs.
- They advertise products or services.
- I use open house signs--for a couple of hours on the weekends. I have many regulations for these signs, though there seems to be none for the type of signage referred to in this survey. Why is a 2-3 hour professional sign have so many rules and none for these massive, completely non professional signs? There are too many and litter the clean look of our city
- Small business with non front street exposure
- Businesses should have other methods of advertising. Thus us not a good way because it polluted our streets and puts pedestrians at risk with distracted drivers.
- They are often ineffective ways to spread info because of how complicated the signs can get
- use billboards
- I find out lots about community events and services from these signs. They are ugly as hell, but serve an important function.
- Cheap but efficient advertising for local businesses is important
- Often this is an inexpensive way to boost business and is a means of increasing interests.
- The ones along commercial areas are useful for a business, but if they are on parks or grassy areas they are just distracting and irritating.
- They are too small and transitory to be useful for the long term
- I use them for my trade shows to lure people in. I can't afford tv, radio or big newspaper ads.
- Online targeted advertising is much more effective. I boycott any company that's cheap enough to resort to these tacky methods
- there are a lot of things I would miss out that are important to me if I didnt see the signs. a lot of business and teams would be short people if not for the signs. they are like little reminders to people
- I have not seen any data or conclusions regarding the effectiveness of these signs. I'm sure that any advertisement for a business would be beneficial to the business, but maybe this advertisement could be done in another manner in order to reduce distraction to drivers.
- NEED TO ADVERTISE
- I don't think I've ever used a temp sign to look into a business. If I'm looking for something, I use google/social media.
- Too many careless drivers as it is. Signs are too distracting. You usually do not have enough time to read them before you have passed them.
- They have other means of advertising which would be less distracting
- It gives them opportunity to display messages to their consumer in a quick and geotargeted manner.
- They catch my attention.
- Very powerful form of advertising

- Best way to communicate new info Re local busin
- Advertising
- I'm less likely to visit a business if they have one of these signs.
- No, they are annoying, they would drive me not to go to the business.
- These signs help share information with customers in a cost effective way.
- They are probably good advertising but unsightly and distracting
- They can choose any of the millions of other advertising methods vs this ugly one. I intentionally don't use those businesses as they seem desperate.
- Not necessarily in an online economy.
- It depends it might help on special occasion, if temporary signs become more permanent it mostly looks kind of shabby, especially signs with neon colored text. Smaller signs aimed to attract from pedestrians might have a greater effect since you are already standing right in front of the business.
- I have often learned about businesses, grand opening of businesses and specials at such businesses because of the use of temporary signs. I find value in it as a consumer.
- I think businesses should use alternative forms of advertising... social media /internet/newspaper & magazine articles, radio/tv. Usually when requiring products or services we can search for more info on them, in those forms... and would help reduce the amount of signs out there
- Yes they are a way of getting messages out effectively but some consideration needs to happen. Especially around election time - too many signs.
- I would like to see our city graduate into the 21st century with honors by applying a little creativity and coming up with a solution that a) doesn't pollute b) is sustainable and c) is practical and of course d) affordable. I can think of other marketing means beyond this old standard that really pollutes the environment and distracts drivers in a way that is indirectly conveying another message: that it's ok to be distracted when you drive so long as you read our advertising!
- It's nice to know what is for sale/on special.
- There are many other ways to advertise sales and positions to hire without cluttering the green space
- Probably help sports team registration but probably there are better mediums for businesses to use for advertising.
- It can draw customers
- Let them use the commercial resources available . Public property should be free of all advertising.
- Get their product/business known
- I've never gone to any business based on reading a temporary sign
- They are a affordable way of advertising especially right now with the economics downfall. Seems like the city uses them all the time to advertise events, household tips, meetings and are widely used during elections. I saw this survey advertised on one of these signs!
- Waste of money
- there are several other advertising methods available to businesses these "temporary" signs are nothing more than permanent signs with temporary messages.
- Not sure it really creates business for the company that puts them out.
- Businesses can find other advertising media.
- Really ??? . . .so many sources of advertising today that are less costly for a business. On the street is unnecessary.
- by the time you read it, you are past it

- There are many types of effective advertising that do not present a danger to driving. The more signs that are up, the more distracting.
- There are so many other available advertising mediums, temporary signs are an eye sore.
- There are other ways to advertise your business.
- Only when access to the business is changed or obstructed by public works.
- There are many more options which businesses need to work towards adopting.
- there are numerous other ways to advertise a company shouldn't have to use these signs
- They look awful and they are definitely a distraction.
- I find them informative
- I think online is much more important. But road signs are nice because they are local.
- Too many other media to use that most people use anyway...internet/FB
- Has the potential of bringing in customers for business.
- They keep community informed on what is going on in a flash. Not everyone has the community news emails or newsletters. Good way to advertise
- I don't know if perhaps there's a different way to connect with the community...?
- Most businesses use a more permanent advertising solution. Keep for the youth groups
- There are other ways to advertise
- I think there are other means of advertising for businesses such as community newsletters. They don't need to use signs so heavily.
- Cheap advertising is good, but business signs are irritating.
- Advertisement where ever is a freedom of speech.
- Depends on the sign, its location, and what it looks like
- Small business or new business can't afford cost of standard media and new business need to announce their presence
- 99% of business are online and can put their sales and stuff on their websites, on social media, twitter, facebook etc. Anyone who is local to the community is likely to know what business's are there already and if they want stuff from local business they should be able to seek that information out else where, like social media. Not be bombarded with a curb full of signage that just distracts you from driving anyway.
- It allows them to inform the public who may have never shopped there before of sales and or appreciation days or whatever. It's a great way to create new business.
- You can't read them when you are driving.
- There are many forms of advertising available to businesses, roadway signs do not need to be one of them. The internet has expanded their opportunities to advertise.
- Do not drive my purchasing behaviour
- There are many types of advertising. Street signs are displeasing and look trashy.
- It's getting a bit ridiculous to have so many signs advertising for companies that have been around for years.
- They advertise. What more do you need to say.
- I would rather see these signs restricted for community based events (community associations, hockey registrations, scout bottle drives, etc.). These should not be allowed to be used for commercial advertising. These are also effective communication for when utility work is planned in an area.
- Business use temporary signs as a means of letting people know what they are up to and allowing citizens to be informed.



- Small businesses need to attract customers.
- if the city limits to one sign, businesses can pay and decide if they are effective
- With all the applications that people have available today, twitter, facebook, ads in local newsletters I believe that businesses need to find alternative ways to inform people other than signs. I would like to know exactly how much business those signs actually bring in. What is the statistic on that
- I don't think I have read any sign and decided from that, to check out a business. Maybe for community events, they could be helpful.
- There are lots of ways for businesses to advertise they don't need to mess up city owned property
- There are other, more effective ways to advertise for a business.
- Word of mouth, good business practices, excellent customer service are important to businesses.
- They can advertise in many other places - online, newspaper, flyers etc
- I don't believe the signs can be read if they have too much info on them so size does matter plus if you have a number of distractions in one area you can't focus on the individual messages.
- If you need a temporary sign to draw in business, you have other problems getting your brand known.
- No, they can advertise in front of their place of business
- I prefer their use for community events.
- Visual garbage.
- Usage should be reserved for community events.
- it may be but who cares?
- I believe that they are good for advertising, but some may find them a distraction.
- They do advertise specials
- I have never responded to a temporary sign for business, I pay no attention to them.
- The cost of these signs if they were used on a "temporary" basis would not be cost effective if compared to other forms of marketing. If signs were placed for a short period and removed the value would be minimal. When they can get away with posting a sign for months or years without recourse from the city it makes sense. I can understand why companies who have a sign posted for a long term would see some value in the service but this is at the cost of all Calgarians as we have dealt with looking at it for years on end. I believe residents are not allowed to advertise their own businesses on their own lawns yet the city allows advertising on public land for free.
- There are sufficient outlets (magazines & newspapers, local media, neighbourhood newsletters, television & radio, the internet etc) in which events, products, services can be advertised. We do not need additional advertising, moreover boulevards & street sides should only be used for beautification.
- Companies need to be able to show the promotions, Local companies that aren't often how needs to show they are around
- While signs are the least expensive form of advertising, there are many other safer options such as social media.
- Advertising is essential, but the image needs to reflect the city and needs to be updated.
- I will go out of my way to avoid businesses using temporary signs.
- There are other venues for advertising within a community. This method is
- Tells me about a special deal I may not be aware of.
- Personally, they deter me from doing business with them.
- I assume business people think they are important or they won't use them. This does not mean using them is a safe process. After all we have mostly gotten rid of them along the public highways

(except on Reserves.) Also we are spending City \$ overseeing this program and there are a lot of better ways to use those resources.

- It is good quick way for them to advertise a product, service in a temporary way
- They advise people of a specific event or sale that would not normally be happening
- Businesses can advertise within communities in the local newsletters and be ore effective
- In general I think these signs are ineffective and a dated mode of communication for businesses. I'm actually less likely to patronize a business that uses this form of marketing because I find them annoying and obnoxious. They are the signage equivalent of telemarketers (who I hang up on for the same reasons).
- There are many alternative methods of advertisement for businesses to use including community flyers.
- I would assume yes otherwise we wouldn't have them on the side of the roads!
- They may be beneficial but the hazards out way this.
- businesses advertising ongoing products or services should not be able to use these types of signs for an on-going period of time - it is a distraction to drivers and the number of signs being used is out of control.
- See answer I have above.
- However we, as a church that meets in a community center, are now discriminated against because a new city ordinance doesn't allow us to put out a bold sign for any event (even if it's not a church event but a event we are offering to the public), because those signs have to go on our own church property and not public property. But our community center doesn't allow it either. This has tremendously affected our ability to serve the communities around us with events we host.
- It's a cheap way that doesn't work Like bus benches
- These days businesses need to use every option available to them to maintain their income.
- Depends if it is a nice sign.
- They can be an effective advertising tool. Sometimes I wouldn't have known about a business without seeing a temporary sign.
- Please don't allow businesses to use bold signs. They should be temporary and to alert Calgarians about community events and opportunities.
- There are many other acceptable and more effective forms of advertising.
- Quite frankly, I NEVER seek out a business advertised along the road.....quite the contrary, they irk me. I look up businesses on the internet.
- They are important but not necessary
- I do not own a business or work for one that may use these signs.
- Most communities around the world do not allow business signs unless approved and vetted by an approval group
- Small businesses and entrepreneurs face huge barriers running brick and mortar shops. From increased lease costs, business taxes, insurance, utilities and even as a lease holder having to pay a portion of the business tax, not to mention the disruption of business due to construction, economic downturn, etc. I have dealings with many said businesses and they are both passionate about their work and put in hours and hours to make it viable. Signage can only help, but as previously stated, in a supported manner. I am not suggesting any kind of signage be allowed, as that is unsightly, but within guidelines and locations supported by both city and business and event.
- I boycott every business that deploys temporary signs on public land. They do not deserve to be in business if they have so little respect for the appearance of our neighborhoods.

- If they are the large black billboard type and have a specific date to come down. The small ones in my opinion can be eliminated.
- With so many other methods of advertising, I don't know how much of a benefit the signs are. I have never looked at one of the signs and gone to a business because of it.
- to advertise a sale or opening is fine, but to just advertise business as usual not necessary. Social Media works better
- We look online anyway for reviews
- I Refuse to use a business that uses these signs as I feel they are a distraction to drivers and an eyesore.
- Business's need their name out there for people to see. Using the signs close to your business let's people know you are in their area which is a huge plus! Think how many people drive in a day!
- Businesses need another way to attract customers.
- I think they are important for smaller businesses that can't afford huge billboards. It also ties the business to a specific area
- Temporary signs provide important information about businesses.
- A business should be able to provide some advertising or event details
- In this day and age with technology there are far more effective ways to advertise. I am far less likely to use a company that employs road signs as I find this method lazy and brings down the curb appeal of the area. The one exception for this is developers in new communities, pointing the way to show homes.
- I do not know any small business owners, nor have I researched effective advertising measures for small, local businesses.
- I don't know whether or not they're effective, they must be if people keep paying to put them up but I'd rather not see these eyesores on public property.
- No they can always use Community Letters, newspaper TV or radio.
- There are other ways for Businesses to advertise.
- As advertising, you 'cannot' not read them, so they are very effective when driving by.
- They can be very informative and should fall under the bylaws on allotted city property.
- I feel like no but I really don't know. I would think social media is what works now?
- Yes but only temporarily! There are areas where the same signs have been there for months or years. Example - east side of 85th st SW just north of Bow Trail. It looks very junky after awhile.
- Some businesses cannot afford to have weekly/periodic mail outs or flyers, they need them to be able to advertise promotions.
- In my opinion they are not important
- I am not sure if they help business as I do not read or pay attention to them so they do not draw me in.
- Businesses should be allowed to advertise, but within the limits of the law
- they should not be allowed for a company to sell its services
- There are many ways to advertise Flyers, Radio and Television services
- THEY CAN ADVERTISE THE NORMAL WAYS PAPER ....INTERNET....KIJJI..... FLIERS
- Advertising is a key to success..
- They're an excellent tool to market business, especially small business, and can raise awareness throughout the city.
- I'd like to know how much business is created by signs, it has the reverse effect for me, I make it a point of not doing business with those who litter our streets. Can you imagine if every business did

that, is that how we want our city to look? A lot of times they are so small you cant read them going at any speed.

- Better ways to advertise in the modern world. Can place signs on private property.
- There are circumstances where it may be provided it is providing important or useful information to the community in which it is being displayed. Routine sales or advertising should not be permitted but something like a Stampede breakfast that the business is hosting would be
- I have never contacted a business after viewing a sign. Everything is done online now. Temporary signs are a dying source of advertising.
- It provides a simple, cost effective way to promote their business.
- Businesses are having a tough time, they need every chance they can get to get their message out to people.
- Who makes a buying decision based on a temporary road sign?
- I purposely don't respond to this type of advertising
- I would never contact a business who set up a temporary sign. To me, they are a cheap method of advertising.
- Some go overboard and it's a perpetual "sale" or it's up 365 which isn't necessary.
- I would never know what is going on in the community if it were not for the signs
- You need signage to promote crafts sales or events without these signs local business suffer
- Most people ignore them
- I have NEVER bought or used services from reading signs. Rather do research or have friends advice on what they use.
- They may help but I do not feel they are important to a business. Proper advertising by businesses target the correct demographic instead of just targeting everyone. It could very well get out of control if every business in an area were to place their own advertising on the boulevards etc.
- They inform people of events, sales etc
- I don't have an issue if they are located on private property and don't distract drivers, but the problem is there are far too many of these signs and they look cheap and make our city look dirty!
- I'm not a business owner.
- Not a universal truism; works better only for certain types of businesses or events.
- These signs have made me look up a business later online. I find them important to advertise to the local community - I don't care about signs advertising a business that's going to be 20+ minutes away.
- They litter our neighbourhoods and are not very effective regardless.
- Get business
- I have NOT ONCE been influenced to shop / register / call a number or perform any other action by the information on a sign
- If we need a service Google works. You can't make a note of the event or advertisers while your driving anyways. It's simply distracting.
- I am not sure if a temporary sign has any impact on sales/advertising for a business.
- I am a driver who has used temporary signage in the past to access community programs or events.
- There are other ways to advertise that cause no distractions.
- With the ease and no cost of social media I think advertising on the side of a street is expensive and does not produce the wanted results. I do not shop at stores that constantly clutter the roadside with signs.
- why would they be? you look up things as needed and where to go from there

- I'm not a business owner so not sure the stats on how useful they are. I'm sure there could be other, more beneficial methods of advertising.
- Signs are a necessary part of owning many businesses. Temp signs are just that, temporary. The real issue is enforcement.
- There is very little gained from it, with the advent of digital technology money is better spend with targeting adds on Facebook or something like that. Besides by the time the driver reads it when they get to place to use it they will have forgotten it. Or worse case scenario and i have seen this where it about caused an accident. The driver will quickly try and bring out there phone to put the info into the phone.
- They can promote what they sell and if they are having a sale.
- Social media is having more impact today ...
- For promotion of dated events, but should not be for prolonged use.
- I've never responded to a sign on the side of the road.
- Cost effective and timely way to advertise
- Businesses need to catch people's attention to advertise their existence or special offers. I would be very unhappy if local businesses were unable to advertise their services, and went out of business
- Many times I learn what is going on at a business through those signs.
- I don't feel they add much. With so much lettering they are tough to read when passing at 40-50kph.
- Smaller signs and close to buisness
- I can't speak for the success of these sign in terms of small businesses. I doubt that larger businesses have the need for such sings as they would likely advertise more through flyers and coordinated campaigns.
- Business can advertise online as well as in mail advertisement.
- In today's modern world of technology, it's hard to believe that a sign by the side of a road is the best means of drawing in new customers. I've never contacted a company or gone into a store because of a temporary sign.
- There are other ways for businesses to advertise. Cluttering up the street looks messy and reduces the appeal of the community.
- NO problem with temporary signage, however there must be a time limit. A business can put out the sign again after x number of days/months etc. Some business use the temporary signs the entire year or longer.
- I used to own a business, and the Bold Signs worked when they are out there. BUT only when 1 sign was out on the street.
- Think temporary signs can be a good marketing tools for purposes such as sales or events. I could see if not already done so that the city could charge a fee to place signs on public property.
- They're a great way to not only advertise your business but also announce community events. Way more effective than running a newspaper ad
- After I have passed by a sign, even if I did manage to read it, I don't remember to follow up and/or it's just not that important.
- Everything is online now. Much like this survey. If you want to advertise do it that way.
- No scientific knowledge but a quick glance, which is all the time a driver can afford, seems to me the signs are of limited to no value.
- Since I do notice those temporary signs, they must work to bring an awareness of the existence of a business. However, I don't think individuals should be able to "clutter" and intersection with signs



offering light display, leaf removal etc. Signs should be limited in number on a first come first served basis, and should be limited to boulevards, and kept well back from the sight line of entering traffic.

- There are other means to publicize a service
- They are a cheap and "easy" solution for dumb business owners who are too lazy to figure out other ways to reach people.
- Advertise using other media.
- not needed as how many drivers see a sign and stop simply because of the sign, less than 0.01%
- Lets customers know if there are any specials going on or what services they provide.
- Does the City has any reports to prove that these signs are effective? What other cities do with respect to street signs?. Are these more effective on commercial areas compared to residential?. Will this signs reduce property value?. Are we giving Citizens the option to ignore the signs or forcing them to look at them?
- I'm sure businesses like extra advertising, but not when it puts people in danger.
- Business owners need low cost ways to reach their customers. Radio, TV and newspaper are expensive choices and not affordable by small businesses.
- let's get out of the way of business. over regulation is not helpful
- There are many other ways to advertise.
- They could advertise on the radio instead or through other means that are less dangerous.
- If a company's marketing plan requires these outdated signs, then they have bigger problems.
- Businesses already have signage on their facades. If they want more advertising, hang a swing sign off the front of the building, or take out a bill board ad.
- They can advertise other places.
- Thousands of businesses get by without signs in cities that don't allow them. Our businesses can get by without them too.
- Businesses have a whole menu of existing vehicles for their advertising: the internet, already-approved methods such as billboards, bus shelters, the sides of transit vehicles ... the list goes on. They don't need to add this visual pollution to our very attractive city!
- I am sure the signs help to drive visibility but that has to be weighed with the unsightliness of them. I think there should be a limit to the number allowed up in an area.
- Not a business owner, never acted on a sign
- For government issues/public engagement, sports registration and community events - they are great and it makes sense. I don't think they should be used as a form of advertising for private businesses like liquor stores, etc. There should also be limits on how many signs can be added within a certain location by the same group (e.g. election campaign signs - often there are 10 within a few blocks which is not beneficial to anyone).
- Depends on the sign and usage. It would be interesting to contact businesses who use signs and see how much traffic they actually generated.
- There are other forms of advertising they can use to promote their business
- Cheap alternative for them and usually unworthy of attention.
- I have visited a few businesses based on signs advising customers of a new business or letting customers know about a sale, new products etc.
- I was a business man all my life and I realize these signs are a cheap way to advertise but in the interest of public safety, NO signs should be allowed especially small board signs that companies advertising things such as painting, lawn care, roof repair, window cleaning, etc should NOT be allowed. They clutter the city making an unsightly mess. Plus they cost the City untold dollars for



City mowers to drive around costing efficiency plus maintenance cost of mower equipment hitting these metal or wooden stacks, etc.

- Self employed I use my vehicles surface to advertise as well as the internet
- Inexpensive direct advertising pays off.
- Absolutely! For sports, new homes, community happenings. Very important!
- Inexpensive way to get their message out. These signs attract customers who are near by.
- They are not important IF you level the playing field - don't allow any of them, and they would not be important, in today's internet connected world this type of signage is not required.
- I think temporary road-side signs are a cop-out. Businesses should be using traditional methods to advertise their product or service.
- There are more economical ways to advertise and get real results.
- Should have to be posted through community associations
- I think it is important marketing tool to draw people to their business especially if they are hidden in strip malls but again moderation is important. These signs should be close to the business area. I don't agree with all the realtor signs that go up in the community - I think ok if showing way to an open house as temporary for a few hours.
- no , they could use computer , and other uses.
- they have other means to advertise.
- important for start up or simply to drive customers to their location
- They are important to market to new clients who may not understand the full array of services a business offers; however, I would like to see the data on the financial benefits of using them.
- I have often found out information about a small company when I see a sign like this
- They are great at giving information to the public, who normally wouldn't know about that business.
- good for advertising to those in the area
- Sometimes I think they are beneficial. I like seeing them for community events best
- I am sure they are usual but who has time to stop and get a detailed phone number (or any sort of contact information?)
- There are other ways to advertise that don't make the community look terrible.
- Is the way people get informed
- I don't think they provide as much benefit as other types of marketing
- all advertising is important for business but not all advertising is allowed, IE selling cigarettes on TV. we need to find a balance and do so safely and fairly.
- A good way to advertise for business owners.
- They mainly irritate rather than inform and are invariably difficult to read, mainly as ones attention should not be directed on the signs
- there are far other and greater methods of advertising for businesses
- Advertising value
- I think those signs do help draw in new customers, especially if there is a special sale or deal going on at a particular business.
- Provide useful information.
- A temporary sign adjacent to a business is fine for target advertising but should be temporary a few times a year.
- I'm more concerned about the safe responses of drivers than I am concerned about the business's effort to make another dollar.

- Free advertising is always a bonus to them. But, really, what is free these days. It gets out of control if every business wants to do this.
- Advertise in the papers not on the streets...
- Could help promote their business
- To protect the safety of motor vehicle use and the visual cleanliness of our neighborhoods, businesses have many other ways to advertise
- It is just advertising for them
- I'm not a business owner.
- They are an effective medium for small business to get their message out.
- Businesses...especially privately owned ones are in a bad way...with the future Alta govt. taxes...they need all the help they can get.
- They let people know they are there and what they do.
- I think it's important to advertise a sale or new opening, but this could be done so much for creatively
- Cheapest way for business to make sales so they can pay taxes and keep the lights on.
- If they are a "temporary" sign I am more inclined to read them - otherwise, if they are placed in a location "permanently" I block them out completely - defeating the purpose of the temporary nature.
- Advertise on radio.
- It is enough of old school signs. Why we can't have something modern?
- On the front lawn of a property stating "Another project by . . . " I think is great advert but along the road especially if you are looking for a service for your home, too dangerous as your concentration goes away from driving and focuses on that sign.
- I realize that outdoor marketing is effective for businesses but we should keep our streets free from signage from businesses. Businesses have signage space on their buildings and should they want to promote their business or a special perhaps they could consider an electronic reader board above their door. This would stop the use of businesses promoting sales (closing out sale, 50% off sales, winter sales, etc) or special pricing (1L bottle of Vodka on sale) on the roadway. This is not necessary for our community to know.
- Advertisement pays the bills.
- Businesses should not take advantage of public property to advertise. The public spaces should be there for community and not for profit groups. Businesses have their own property to use where as community based groups or not for profits may not have a location or business address.
- Advertising of any business has its merits. Companies advertising for companies employs people.
- I don't know.
- If I want their service or a product I want to buy I'll look it up on the internet. It's just a [removed] eyesore, especially when the city is spending millions on art work to make the city look good. It's like wearing a tuxedo and then wearing some old baseball hat.
- They are important, but should only be allowed within 10 meters of the business or their building, not randomly throughout the city. Businesses pay large amounts of property tax to get a good spot for their stores. Why should rinky dink signs be plastered everywhere? That's what billboards are for.
- I do not approve of ANY signs on the side of the road at any time. Sorry. They are a huge distraction and we all have enough to worry about...like pedestrians, other cars, reading street signs etc. It only takes a few seconds to remove your eyes from the road. I KNOW... I had a serious accident due to looking away at a street sign only.
- I personally do not pay much attention to what a sign is advertising.

- The only time I would be interested in the sign message is when it pertains to my community. I think the businesses are wasting their money. People may look but you can't note the info anyway (or shouldn't while driving :-)) so what's the point.
- I think there are other methods to advertise that don't ruin the look of a community
- If businesses want to advertise they should do so by investing in attractive permanent signs that can have interchangeable letters.
- Business can advertise in many other ways, community news letters, flyers, coffee news etc. etc.
- If the sign includes info that has to be remembered -- eg. web address or phone number -- that info is scanned and forgotten almost instantly.
- There are other forms of media to get the word out.
- If the business is a reputable firm, their reputation is the only sales pitch it needs.
- I would bet they don't get that many customers coming in just because of those signs.
- It's 2016, no one needs signs
- I can get information when I need it. Businesses do not have the right to clutter the public realm. Get rid of benches with realty signs on them. Get rid of plastering junk all over public architecture. It should be considered graffiti
- I have visited a business because I viewed a sign
- I'm honestly not sure of their impact.
- not sure how effective they really are, especially in large numbers
- With social media, there are enough opportunities to advertise.
- Years ago the signage was primarily seen during elections and even then they were not useful. Temporary signage has lost its usefulness because of over use. " Less is more " is an old advertising adage that absolutely applies in this form of advertising.
- I personally have never contacted a business or service from a sign on the side of the road.
- Temporary signage should not be used for Business use. No for For-profit for such signage. It would make for a messy right of way. Of course they would be important for the business....For affordable way to advertise for their business. The point is - Business to use their land parcel for advertising rather than the city right of way
- there are other means to advertise a business
- Multiple ways of advertising these days and few people look at these things since there is an over abundance of them around the city. If they want in front of their businesses that is understandable, but placing these in parks and general community spaces is senseless.
- I think they're important but I believe they should only be placed on private property where permission has been granted. Public space is public space.
- A way to get their message to potential clients.
- If people would like to enter the store and find the deals, so be it. Or put them in the parking lot.
- Temporary signs are tacky and look terrible. business's should rely on other forms of advertisements.
- likely brings in more customers
- not sure these signs bring in business if they are annoying
- Really? I don't have a business so can't make a meaningful answer
- If they were banned completely from public boulevards, the playing field would be level for all businesses.
- No one reads them anyway. They clutter the road, get vandalized, and get in the way of pedestrians. I actively avoid businesses that use these signs.

- Business should pay for advertising. Community events are important for the community.
- Temporary signs provide a good marketing opportunity.
- Important is a weird choice of words here. I am sure businesses would be fine without them. But i think it's a decent way to quickly communicate a message for a local business.
- I no longer drive so I cannot respond.
- Temporary signs are a sight for sore eyes. Many companies litter these disposable signs forcing tax payers to clean them.
- businesses should rarely if at all need temp signs.
- There are many forms of advertisement. Finding a way to use online advertisement to target your audience will likely provide a higher rate of return compared to temporary signs.
- They create awareness of the business and it's promotions.
- as above distracting to drivers that read them instead of paying attention to their driving
- Dk
- They are a distraction and you can not read the sign fast enough when driving by them.
- Depends on the business
- There are other effective means of advertising
- In today's market as long as the signs are well kept businesses need all the extra exposure they can get.
- They are a weak advertising medium in today's world.
- They provide community information!
- There are other ways to advertise. I shouldn't have to have an eye sore (multiple ads on sidewalks) so a company can advertise. Get creative and find other ways to do it.
- There may be some advertising value for businesses to use these types of signs, however they make a neighbourhood look trashy, in my opinion, so I don't think the added value is worth it. Businesses can rely on signage on their own buildings to draw people in.
- Unnecessary. And makes the place look trashy. High quality businesses will not use because they're cheap and nasty looking.
- Businesses can use flyers, ads, social media, etc. to advertise their services.
- There are other ways of advertising and signs can be in windows not on the street distracting drivers.
- I refuse to use businesses that litter my community with signs
- I volunteer with the Bridgeland Farmer's Market, and we find bold signs and banners (not part of this survey), very useful. However, I do find the flimsy temporary signs, and bold signs with lots of pictures and text confusing and cluttered.
- this is a cheap form of advertising which is all that some businesses can afford
- Yes they are important for the business to draw in customers. If the business has a location that cannot be seen from the street. However this does not justify their existence.
- they are the least likely to be tended to and removed
- There are many other ways for businesses to advertise. And when there are multiple signs it's just lost in the number of signs as well as being a longer distraction.
- I'm sure they are but that does not make them any more attractive and/or safer for drivers and pedestrians.
- They probably thought no so (otherwise why bother) but I'm not convinced
- That's why there is TV , Radio & newspapers & billboards.

- Businesses have many options to advertise. I'd prefer the signs be limited for community organizations/non profits.
- I'm sure they must be.
- A lot of signs are outdated (2+ weeks after the sale, they are still up). They would be better off having the temporary signs by their door, with smaller fonts, where people can walk to them as they do their errands.
- It is one of many methods that they can employ, although some businesses put up too many signs.
- They don't change my mind
- They are other forms of advertising such as flyers, community magazines etc.
- There are countless other ways to advertise.
- They should be located near the business or on a billboard. Not on community signs.
- There are other ways to advertise.
- They might be a useful form of advertising but I think they should be only for community groups, non-profits, etc.
- It's a way to get the word out about their business, however has to be balanced with aesthetics and how distracting they are collectively to drivers
- Lots of businesses use this form of advertising and need it to succeed
- There are many other ways to advertise. Newspapers, handouts, door to door delivery, internet, social media of all kinds.
- If a business is temporarily closed, or customers need to deal with them in a way that is not "normal" then it is a good thing to have this advertised.
- Some businesses are in strip malls and without a sign you would not know they exist.
- They can be but however I think business's are over doing it and completely disregarding the bylaws
- They have budgets and can use other methods. Leave signage to govt/not for profit/associations/etc. Lands in the city/community should only have signage to benefit/provide services to the people in the community in a non commercial way.
- if it is a limited time frame - "registration this week" - short term ads
- No, there are other means by which commercial interests can be communicated.
- Many of the businesses that advertise in our community seem to be services not many people need. Skin lightening? Weight loss? These are mostly the signs I see in advertising.
- There are many other ways that a business can communicate with customers or users that dont involve these blights on the landscape.
- It's a less expensive way to advertise and increase customers coming into a store that you hadn't noticed before.
- Businesses need to grow and many businesses are appealing to community issues at certain times or for seasonal work. Not all businesses are large and they all can't afford advertising programs. I don't have a problem with signage. Signs can be very important to advertise COMMUNITY EVENTS - soccer registration - Stampede breakfasts - etc.
- These signs are actually one of the most impactful tactics for advertising events and services as listed in public engagement exit questionnaires. Have you asked your City experts about the effectiveness of this communications tactic? The hundreds of professional communicators The City employs? If not, you are missing getting the most informed opinion of the use of this communications tactic.
- Business need to get their information out



- If a business thinks that temporary signs are the best advertising, I don't see why they shouldn't be allowed to use them as part of their marketing campaign.
- They use them at my work to help bring in business
- Good advertising not everyone checks social media.
- Many small and start-up businesses cannot afford newspaper advertising so if they can bring inform the public through this relatively low cost advertising it could mean the difference between "live or die" for their business. It is also VERY beneficial to the community to know what is going on in their area.
- Internet is a much better way to advertise.
- If your marketing plan is a sign on the sidewalk, you deserve to go bankrupt.
- With the multitude of social media formats available, a business owner does not need to use roadside signage.
- As a marketer, I find temporary signs are extremely effective for promoting programs and events. In fact, many attendees have said they found out about our programs or events via a bold sign. As such, I think they are an important marketing tool that should not be eliminated , but I do agree that roadsides are becoming overridden with them, which significantly reduces the value and effectiveness of using this channel for marketing or communication purposes. I also think there needs to be clear rules and enforced compliance (!! ) among the sign vendors and citizens (private signs) so that everyone is operating within the same restrictions. It would also be helpful if there was a central booking site for the vendors and private citizens, particularly if the number of signs permitted in a specific location are substantially reduced, to allow for improved marketing/comms planning.
- Message is usually not in your vicinity
- Having a history with event marketing - these signs are very effective and is a great way to help keep the community informed on upcoming activities.
- Affordable way to promote business
- Depends on the business and what they are advertising.
- any advertising is good I guess
- Business have other means of advertising rather then distracting drivers.
- yes for advertising, goes a long way
- send flyers!! or pigeons!!
- there are many less intrusive methods of advertising or delivering messages.
- We're living in a digital age. Junk mail is disappearing. The world has gone mobile. These things are not effective. Yes, they may be very inexpensive for a small business, but that doesn't mean they have a good return on investment.
- I value what I see on those signs; it informs me of important community events I wouldn't know about otherwise.
- There is no information provided about a business that cannot be found elsewhere, if you are seeking particular products or services.
- don't have a business
- These signs end up as litter and are usually not picked up timely.
- There are lots of other options ( smaller signs in business windows, radio, sandwich boards ) that aren't as unattractive and distracting.
- I have never frequented a business because they have one of these signs. In fact, I tend to avoid businesses that use them.



- I suppose they would be important in drawing customers to the store that may not be aware of the store
- I never go to a business who use temporary signs. The business is pushing their position to the detriment, of the look of city streets. Especially where residents look out their windows and see the sign.
- While I see a value of free or less expensive advertising for business, I don't want my community littered with these signs. There should be a limit or density control of the number of signs in a certain area
- useless, people don't look at them
- I think it would be reasonable for a business to place a temporary sign immediately outside its location for a particular occasion. However, there are many such "temporary" signs that are in-place on a more-or-less permanent basis.
- Who looks at them? Just clutter.
- I'm not a business owner, so not sure the percent of business attributed to temporary signs. I hate looking at them, and won't shop anywhere that uses them.
- I can only speak from personal experience, but would not frequent a business just because I saw a sign beside the road. Recently (in last year or so), more colourful signs in our neighbourhood (and surrounding area) advertising dental clinics/real estate agents (not specific listing sign), etc have popped up and I think they have a negative impact on the aesthetic of the area.
- Would prefer temp signage to be limited to community or public usage
- I use it for our local community tennis club to remind people of registrations
- large fixed signs are easier and quicker to read
- There are plenty of other advertising mediums that are more effective and safer
- they do provide good advertising.
- An effective way to get your message out to your target, local audience for a low cost
- Good way to promote your business
- I know a number of business people who rely on portable or temporary signs as the core of their advertising strategy. Most of these people do so because the signs work and there are few choices that are this affordable and effective. There was a time when all you had to do was to put an add in the yellow pages and your business was off to the races. That time is long past and there are very few effective affordable choices for the small businesses.
- If I am interested in a product or service in my area I would look on line for such service. Most often rejecting the signage company because of their approach to business.
- I find out what is going on in our community by seeing these temporary billboards. I only listen to satellite radio and the local tv stations can not advertise all the local events around Calgary.
- there are other advertising methods they can use
- Doubt they get much business they would not get from alternative forms of advertising
- Businesses should not be allowed to advertise in communities along roadsides where there are no businesses. In my community, we have loads of signs along the roadside and I am always opening 311 tickets. They can advertise in community papers instead. When they are removed, they re-appear a few days later. Signs should be controlled on a permit basis by the city with the permit number being displayed on the sign. The bylaw also needs changing to include signs on wooden stakes are not allowed.
- These grow like mushrooms and are a real eyesore. They tend to be up for extended periods (or are repeatedly placed). If I didn't need a landscaper, window washer or martial arts school the first

time I drove past, that won't have changed on my 30th viewing. My response is so negative, I would not consider using a company if I can recall them using a street sign at any point in the past.

- I like them for sports. the signs show people what websites to go to to register. Some people have no idea what groups have kids baseball (for example)
- Advertising is critical to small businesses
- another medium for communicating message to the public
- Businesses can advertise elsewhere. It's a public hazard to shout at drivers with these temporary signs littering every boulevard, street and sidewalk.
- Most people I talk to are turned off by these signs and like me avoid the businesses they advertise.
- Since they are used everywhere, they must provide some benefit to businesses.
- I think its an effective way for businesses to get the word out. And in this economy we should do everything we can to boost business
- Only road signs to inform traffic and control of such is necessary.
- Sales, going out of business, help wanted ads.
- Signage and advertising is always important to business. However, these signs should not be place directly at roadways. Some forethought and creativity could limit their location. And if signage is to be used near roadways, than it should be limited to 1 sign in a given area, not multiple numbers of signs of competing businesses.
- Use other means to advertise, not on roadways
- Businesses do not have to use ugly signs to promote their business. There are other ways in this digital world.
- It is advertising.
- The nature of business is create awareness by using the major mediums possible. Not everyone is technically savvy and social media aware.
- OK as long as they are temporary, used for a specific event like a sale or grand opening and follow all the rules in the above answer. But definitely not as their primary permanent sign. And they need to be removed after the event.
- Most busines relies on advertising, duhhhhhhhhhhhhhhhhhh!!!!!!
- I am a small business and I depend on the local events especially in the fall to make income.
- They are an eye sore
- i kniw i have used them too in my business and it does not increase footfall or sales
- I'm sure businesses sometimes benefit from the signs however their are too many and I really don't want to see them. I also think we become immune to them - nobody reads them.
- There are unlimited other ways to advertise.
- In some locations like strip malls or small suburban malls without tall permanent signs, where there are other structures obstructing the view of permanent signs, or multiple traffic entrances to different spaces close together, if the main traffic flow can not see any business signage, street level "temporary" signs allow drivers distance and time to prepare to lane change, slow down, and pull off at the right entrance; without additional signage, drivers may cut off other traffic or suddenly stop to make "their" entrance.
- There are countless businesses who need more clientele or who don't get the exposure they need to survive and thrive in other places. While there are many businesses who benefit from informing people through their signs (important on its own), there are countless businesses inside the City who need the service just to get by.
- Advertising works.

- It's a communication tool in marketing, obviously.
- If a business needs to advertise there are numerous places that they can advertise and I feel a ban should be placed on all signs.
- I disagree with this form of advertising and will not use that business that advertises on public property. There are many other avenues for private businesses to advertise.
- There's so many signs people ignore them even if they want to see them.
- Advertisement is essential for businesses, small businesses need opportunities in this economy to attract new customers.
- With social media/mail there are is no need for these signs. Especially when a majority of building blocks have nice uniform signs.
- With the internet you can promote your business much better and for less cost.
- See previous response
- They are likely beneficial, but there are other ways to advertise your business which do not contribute to distracted driving and a cluttering of neighbourhoods. Business advertising belongs in the business sectors, not in our residential communities.
- May commercial businesses remain obfuscated because of their immediate vicinity to other scattered businesses. Road safety has to take first priority over everything, and anything else. Having a small sign located on the RIGHT side of a roadway, positioned in a manner as to not obstruct the view of traffic, is okay. Conversely, if signs are positioned at a certain height, and are located close to entrances, and exits to businesses; then, "eye contact" can easily lost between drivers, due to the distraction.
- I get annoyed by the temporary signs and typically don't support businesses that use them.
- Sometime it is the only advertising they can afford
- There are other effective ways to advertise.
- If you as a driver are focused on the road you will not even see or read these signs. More customers can be reached thru other media.
- Don't see the point if they don't help business
- Only if they are indeed temporary for certain events.
- I would think they likely are - but not sure. But it's a good way to advertise your business on a busy road - especially if the business is away from traffic.
- Not sure how effective they are for the business..
- They are one way to advertise, yet there are so many other ways available (ie. media, billboards, storefront)
- advertising for businesses can be done at their location, but i see the value when they have a sale or something special to offer with a limited time or availability
- In certain situations they can be very beneficial to a business. I would have concern with these always being set-out vs only set-out once in a while for a special advertisement.
- On business property or in shopping centre area it's ok, but would not want to see a bunch of retail signs on residential blvds
- Between the Internet, newspapers, flyers, window advertising, etc. there are enough ways for business to get you to know what their about, their sales promos, etc.
- I will not support businesses that proliferate tempory signs along public spaces
- I don't feel that anyone truly sees one of these advertisement signs and actually calls or goes to the store or business who is advertised. I actually avoid patronizes a business who uses these signs if I can.

- Many other options are far better, businesses can afford to pay media, print, etc.
- Great way to advertise special events or sales
- Community Associations, Residents Associations, Minor Sports, Community Groups, etc. - these signs are important. Not necessary for for-profit businesses.
- I know its less expensive advertising that way, but streets look gaudy and cheap with signs all over. If they want to advertise so badly, have flyers made up and deliver door to door.
- I'm sure they provide a valuable 'bang for your buck' to advertisers (otherwise I'm sure they wouldn't be as prevalent as they are) but they make for poor aesthetics on a streetscape.
- As a business owner we have one sign on the building and one on the marquee post. If business's want to do more advertising use radio advertising, social media or flyers.
- It's not a business' job to distract drivers.
- I have rented signs at my previous work to advertise for events. They do increase traffic to businesses, as well as sports group registration etc.
- It may depend on the business. I am a business owner, but do not rely on external advertising. Some businesses may need to rely on street advertising as they get a large portion of their business from walk-ins. In addition, some businesses are hidden from the main street and need signs to direct traffic to them.
- They are ugly, distracting and a lazy way of advertising. I have no problem with permanent signs that are respectful of the environment, but boulevards are no place for all of these ugly florescent signs we see all over the city.
- business should pay for long term / permanent advertisement
- There are better ways to advertise in a digital world.
- Times are tight, and advertising is expensive. These signs may be one of the more economical ways of reaching many people. However, there needs to be a better place to display them.
- As consumers who are INUNDATED with advertising constantly, this type of advertising is annoying, ugly and of little benefit.
- Many other and better ways to advertise than along roadways
- always other ways to advertise.
- Businesses can advertise in a manner that is not all over the place and dangerous.
- Business drives the economy.
- I hardly even pay attention to homemade signs advertising garage sales, let alone any signs advertising local liquor sales or a party going on in my community. Send out a periodical to the neighborhood, make community outreach a priority, don't litter streets and sightlines with gaudy and irresponsible signs.
- if every business were to put a sign yp, the sign pollution would be unbelievable
- There are various other ways to advertise other than creating litter on public owned land. Even if the city charges a small fee for placement, it becomes a litter problem and distraction and in some case visibility issue for drivers.
- Businesses have other ways to advertise: flyers, internet.
- great to know sales and events
- A properly run business should not have to advertise on the side of the road
- Depends on how much business is actually generated from signs
- temporary signs for a business are usually about sales etc. There is always some sort of sale so these are not really temporary. There may be special situations for a business to put up signs. ie if

road construction blocks normal access to business, they may need to put up a sign informing customers where the modified access is.

- When placed at the right locations, businesses can inform those they most want to target: community residents in that particular area.
- For many small businesses, this is an affordable option for advertising their business.
- These signs are important for the smaller and / or family run businesses that wouldn't necessarily get drive-in or foot traffic into their business without these outlets to advertise. These same businesses would not necessarily be able to afford tv advertising and are now dealing with having to pay higher wages as well.
- a valuable advertising tool
- Use other reforms of advertising
- I understand the businesses rely on signs to get their name out there. I would never disagree with that but I believe there should be a limit to the size and color of those sign, as well as where they can be placed. There are other ways businesses can advertise without putting drivers in danger.
- Need people to know what stores are selling.
- If all small business start putting signs on road sides and lawns, it will make the city look like Third world street. A few of the business place signs on road sides and these signs fly away creating a mess. IF ALL BUSINESS THINK IT IS IMPORTANT WE WILL NOT HAVE A SINGLE INCH ON ROADS. THERE WILL BE SIGNS EVERY WHERE
- Not so much as a business but for community groups, not for profits, and for the city for getting a message across to many people
- I have never approached a business based on signage like the ones in the diagrams. It is a waste of time. A corner sign listing the businesses in an area is more likely to catch my eye. My preference would be an electronic sign with a maximum of 3 business names on a boulevard.
- Advertising is key when it comes to any business. Advertising is what gets customers through the door. I believe guidelines needs to be put on temporary signage.
- There are other mediums to advertise such as bus benches.
- Helps advertise in the area they want to target.
- I feel like it could go either way. I, personally, don't pay much attention to these signs on the side of the road. I am unsure about other people.
- There are other ways to advertise.
- Good advertising strategy and can identify a one-time event.
- I work for a company that uses temporary signs and they offer very little benefit. I have seen this from both side and I do not feel that we would suffer without them.
- In this electronic age, there are better ways to communicate with the public. A very small percentage of people use the services offered.
- In this day and age there are a multitude of advertising options that do not litter or create a public nuisance. Temporary signs are not important to businesses, they are just a cheap option that impacts the public.
- I personally avoid going to businesses that us this cheap, ugly way to advertise.
- Not sure if they really bring in more business or not
- Perhaps for small businesses.
- Businesses have other means to promote products and sales and don't need to be cluttering up our roadways.
- If the business is having a sale or event that needs residents to take advantage of.



- Not sure what the Return On Investment would even likely look like - how is the success measured?
- Temporary signs do not entice whatsoever.
- Aside from realtors, typically, only SMALL BUSINESSES and COMMUNITY ORGANIZATIONS use these signs. These signs are informative, particularly to those of us who may have little time for reading newspapers, and who are not Facebook addicts. As well, our politicians are very fond of extolling the importance to the economy of small business. Why would we want to encumber small business, the great employer, with any further restrictions?
- They are an inexpensive form of advertising. In this economy, I think it's important to give small businesses options to build their customer base.
- They rarely are informative, they should spend more in making permanent signs that tell me what they sell, rather than coming up with 'cool' names that I have no idea what they do.
- There are plenty of other methods for advertising such as a revolving billboard sign used in some strip malls. (ones that show stores in that plaza)
- If you have a good honest business, word of mouth will advertise for you. Don't need it hitting me in the face every couple of feet.
- When used discretely, they can be a good way for businesses to get special information to potential customers. However, businesses should not be allowed to leave them up all the time.
- Temporary signs create awareness for small businesses, community events, and city surveys.
- People don't always remember what they read so don't do anything about it.
- I frequently visit businesses based on these types of signs. It helps people know where and what businesses exist.
- And can be a great source of information to public as well.
- I feel that smaller businesses should have a good way to have targeted advertisements. This typically means that local businesses need to have signage nearby the business. That said, I don't like seeing a crazy amount of signs for large businesses (ie, superstore will often line a street with 30 signs around their property because they have lots of property).
- There are ample ways for businesses to advertise their presence. If they are a commodity just hoping to draw a new customer from the identical store a block away, then where does it end? They all just start papering the area trying to outdo one another. I've been in too many desperate central and south American cities that look like crap because of endless crappy advertising.
- With the types of media that are available now there is no need for street signs.
- Need to make potential customers aware of the business in the neighborhood
- Business need to advertise - this is cheap advertising. They can use other methods.
- There are many forms of advertisement that can be used instead of these ugly signs that more often than not are blown or knocked over.
- Other ways to advertise
- Cheap way to let people know you exist
- This should not be used to advertise business. Let them advertise by other means.
- There are many internet based options available.
- Allows people to know what type of businesses are around the community.
- With social media, Internet, radio, television and such, why do we need signs on the side of the road?
- Temporary signs have encouraged me to visit a business, register for a session and more. I think these are a valuable tool.
- For smaller businesses this is sometimes the only way that we know they exist



- I don't know anything about the efficacy of temporary signs for the financial improvement of businesses.
- Maybe, but is it worth risking lives and making our neighborhoods look junky?
- I think temporary signs should be prioritized for not for profit and community groups as our advertising budgets and opportunities are less. It is frustrating that there are so many restrictions on community use of bold signs (i.e. we cannot advertise that there is space in a community preschool more than twice per year) but some businesses have signs out near constantly.
- I usually only pay attention to these signs if they are related to community events.
- Very effective marketing for businesses
- I have a bit of tolerance for signs that advertise a non profit event/program, but zero tolerance for signs for businesses.
- Public space is not a place for private advertisements.
- It is a cheap form of advertising that might keep the price for their products low. But it is not worth the accident by a driver trying to read the sign.
- advertisement
- If I'm going to a store I'm going to the store of my choosing no matter what sign I see
- It generates jobs and advertising is always a good thing for a business. Calgary needs all the help they can get right now.
- There occasions when the community & neighborhood needs to know about special events/sales, etc. Large scale or mass ads are not needed and would be cost-prohibitive.
- Drums up their business
- I would think businesses rely on them to advertise, and as a customer I like to see sales/promotions that I might not otherwise be aware of.
- There is no excuse for businesses to be trying to distract us while engaged in a dangerous activity. You don't flash advertisement in front of a surgeon while performing surgery.
- source of advertising
- I would rather not have businesses use them, it gets tacky.
- I guess if they have a special one day deal it would help get customers. For me personally I already know where I want to go as I look it up online first so I see different businesses online.
- Business, except perhaps realtors, should use permanent signs
- I have a business and they are very important otherwise I would not be known about
- Advertising/marketing states a person sees something 3 times before they respond. I would like to see all budgets blessed be able to advertise...
- Seasonal businesses need them otherwise no one will know they are around. Advertising in community newsletters is not very effective anymore.
- It has the potential to bring a customer into your business you may never have gotten without the sign
- I'm sure they are a benefit to businesses, but businesses have other options for advertising. Visual pollution is a problem.
- Businesses are fixed. They can use media - internet, facebook, flyers etc to promote themselves.
- While not a business owner, I do know these signs are a more affordable way of advertising to business owners.
- Not a business owner
- I would not patronize a business that resorts to using temporary signs - a temporary sign could result in a "temporary" business that might not provide reliable work. While I might want to be supportive

of emerging businesses, I do not want to see our neighborhoods littered with signs. The signs do not improve the look of an area. I have noticed recently that more and more of these small business signs are being placed alongside roads. I have no objection to "garage sale" signs that are placed because most of them are removed after the weekend. Most are only up once or twice a year and are not being used by businesses.

- They are a distraction and detract from community esthetics.
- Businesses should pay for their own advertising.
- Business can find other ways to advertise. They shouldn't be allowed to put garbage on our streets.
- An opportunity to advertise where anyone in the community will see.
- Advertising sales do entice potential patrons to visit.
- There are many, many, many other ways to advertise. An effective social media account is free
- I'm not sure how much value is gained by these signs. Usually there is too much information to really be informative anyway.
- I like the idea of advertising, but there seems to be no standards or uniformity to the signs and styles.
- Too much clutter. Can use other types of advertising
- Social media is more effective.
- They have other marketing resources
- Short term signage is ok but having it up for too long is not. If advertising a sale, the sign should be removed within 24 hours of the sale ending
- There other way to advertise their business.
- Great way for small business to advertise
- I have tried new businesses because I've seen their signs. This type of advertising does work!
- They are a great reminder for our local business and to support them
- Yes as long as they are there for a finite period and only to highlight a specific item or event.
- Yes as it allows small business a way to inform the population in that area about their company
- Obviously having a sign for a business on a busy road will help create revenue for the company as they are likely to see more foot traffic through their store. But at the same time, they can cause distraction, which could ultimately cause a safety risk.
- There are other ways to advertise
- The passengers are the ones who are reading the signs
- Temporary signage is important but must be done in compliance with the Bylaw which should include provisions for necessary community approval prior to placement and then only for a very limited time. Currently the game being played is that the person responsible for the temporary sign simply changes the date of placement on the sign so for all intents and purposes a temporary sign becomes a permanent sign. More and more communities are embarking on beautification programs at a cost to each resident. These signs do nothing to enhance the community.
- They now have other ways to advertise - websites, news feeds, Facebook, etc - everyone looks at some form of screen every minute of everyday
- These help businesses to advertise in a temporary / affordable manner. But there needs to be a time limit for them, along with a number of signs per block limit. Right now there are too many. It's distracting and looks terrible.
- They are an eyesore.

- There are many types of advertising, many of which are irritating. I make it a point never to give business to telephone solicitors or door to door salesmen. The offensive "temporary" signs are in a similar category. Political signs are the worst...a total waste of effort and totally overdone.
- Business' need to advertise to promote their company
- It gives the company a lot more exposure.
- In my experience they do work for soliciting business, though there are many other valuable methods.
- no one should be allowed to distract drivers. You don't see Police putting up signs to let you know where radar is set up
- There are plenty of permanent billboard sign opportunity for businesses to use. Introduction of electronic billboard signs allows for more opportunities for businesses as compared to static paper billboard signs.
- I'd be interested to know how much business is actually generated from the signs. Often I'm not able to get much information from them when just driving by.
- Allows businesses a cost-effective way to advertise.
- I don't think city property within neighbourhoods should be used for advertising for businesses.
- Do they really help? They don't influence me as a consumer.
- I have never purchased a product based on a temporary sign. However, others may do so
- I work with multiple businesses on their advertising and have found that the response to these temporary signs are minimal in comparison to other similarly priced advertising streams.
- See answer above
- Flyers delivered to a home can be read at there leasure
- There are many ways to advertise these days, with the power of social media there is no need for businesses to clutter our city with cheap looking signs
- If it's causing drivers to be distracted, does it matter? Advertise online, in print media, radio, or tv.
- Who cares about a sale at safeway. I care about that child that may dart out in traffic.
- With the amount of social media that is available, why are they using OLD SCHOOL ways of communicating?
- I guess it depends on the business, a pop up store might get more use out of temporary signs, like they use those sign waiver person
- They are a cheep effective way for Not-for-Profits to advertise. We have used them for many years and were told this year we couldn't do to a bylaw change even though there hasn't been a bylaw change yet.
- Should be limited to community groups, city announcements etc. Advertising is usually unsightly and distracting.
- In these trying times it is hard to find the right way for business to let you know they are there.
- There are other ways of advertising, face book, newspapers etc, we do not need more road signs. Extra signs could lead to a kid getting killed if they pop out behind one of these temporary signs
- I think these should be used for community events and announcements only. Not business use
- They're especially useful for businesses that have annual / seasonal registrations.
- There are many other ways for businesses to get attention.
- I am sure advertising is important for businesses. However, they shouldn't be doing it on public spaces. There are other media they can use to advertise. Even if those mediums are more expensive, that's the cost of business. The public shouldn't shoulder that burden for them. It

compromises safety. If a driver hit a pedestrian because they were reading a sign, wouldn't they be charged with distracted or careless driving? Why put out signs if its against the law to read them?

- it is hard to get your word out, we live in a day where people want to support local and should, this is way to get your message seen.
- They have many other ways to advertise. And there are too many businesses to give them all a spot. So to be fair, none should be allowed on public property.
- They need a way to advertise sales and establish a presence in the community
- helps us advertise in our neighbourhood
- I thought there was a by-law already preventing temp signs?
- Businesses need to be able to advertise when not easily visible to street.
- They need to promote their products and services to people passing by.
- There are many options for businesses to advertise. Road signs are not a critical component.
- Sometimes a business is offering something unusual or special that would draw customers in. Being able to announce that is important.
- For many small and non-profit businesses and service providers, these temporary signs are the most cost effective way to advertise. Print advertisement (newsletters, newspaper) is extremely expensive and in today's world, almost ineffective.
- Not a business owner so I have no idea whether signs are actually effective advertising.
- yes, but there are way better ways to advertise these days
- Getting out information.
- I find i will not frequent a business that uses temporary signage, I fell they do not respect the community by cluttering up the streets and boulevards with ugly distraction signs
- Other cities do not use these signs and businesses find other ways to advertise.
- Temporary signs allow businesses to advertise more closely to the street than their ordinary storefront signs would likely be able to do. And it allows passing motorists to see these temporary signs. But they can be distracting if there are too many or drivers focus on trying to read the sign instead of paying attention to the road.
- Temporary signs do not encourage me to frequent a business.
- Their existing customers will come regardless. It is drawing new customers
- they could be an important part but if no longer allowed i'm sure they would be able to use other avenues for advertising... not allowing it wouldn't close anyone down I suspect
- Because they post too many of the same sign in various neighborhoods they become very ugly and annoying. They are not kept in good condition and become unsightly very quickly.
- I think this is essential advertising reach for people that don't use the internet
- they have many other options.
- Businesses that want to advertise can do so on billboards, bus benches, mailers, radio, TV, and even on their property, have a budget line entry for advertising, find your local market and use the media that business should be using, if you cannot afford to advertise through normal means, then grow you business and make advertising a priority. No business should be allowed temporary sign usage regardless of size of sign.
- I believe online/social media is a vastly better advertising solution but for local buisness the signs might be necessary
- There are plenty of viable advertising alternatives that don't litter the landscape.
- Not used in other countries and business are working.
- Other ways for them to advertise

- I appreciate the signs for community events, city of calgary information but don't appreciate businesses using them.
- They need to be restricted in use, and should not block a drivers view of the road at exits or entrances or parking lots or at turns.
- Temporary sign should not be a vehicle available for business advertising.
- Most businesses have the large signs that tower upright to alert customers they are around I do get that they want to promote certain things but there needs to be height limits as well as how many sit in one space
- The business might feel it necessary to have these signs advertising their wares but there should be a standard throughout the city. These businesses have storefronts which can be used to post signage and they should be limited to that.
- Businesses have the community newspaper for advertising.
- I understand why businesses want to use them (e.g. cheap advertising), but in my mind, it looks trashy to have temporary signs plastered all over communities.
- the signs are in your face and demand attention
- They can use billboards and bus stop/shelter advertising
- I think they are effective advertising because they get people's attention. Permanent signs are easier to overlook especially when you drive by them all the time.
- I have not seen signs like this being used in the other cities I've lived in such as Vancouver and Winnipeg and their businesses and events seem to do fine. I think that other methods of communication should be found.
- one gets a lot of info regarding the upcoming events.
- Often small businesses need them to help spread the word
- Important for small business and non profit organizations
- The temporary signs provide information about transient situations ( registrations for sports, community events, new businesses) that are not available otherwise.
- Advertise in other ways...off the roadways
- to bring customers into the store
- I don't get enticed into a store from signs.
- IF DEVELOPMENT PROCESS IS NEEDED FOR SIGNS ON BUILDINGS AND RETAIL PYLONS THEIR SHOULD NOT BE ANY ALLOTMENT FOR SIGNAGE ON PUBLIC PROPERTY
- Business signs should be on private property. Why would the City subsidize businesses? The boulevards are for people. Do not clutter them up with signs.
- Totally useless unless you plan on stopping in the middle of traffic to write down a phone number or website.
- I don't work for a business that uses signs in question
- I really don't believe people respond to them
- Another great form of advertising. Plus, it keeps the public/consumer aware of events/products etc.
- Advised of sales etc.
- It's a marketing tool - signs are a great and cost effective alternative to billboards. They also provide you with great insight of community events without junk mail. I prefer signs over junk mail.
- They can use social media and the internet. A phone number on a busy highway will not be remembered
- I've lived all over the world and have never seen them like here. Not sure how necessary they are.
- Not sure benefit for business but definitely benefit for comm.assoc.



- I do not contact businesses that use boulevard signs. Community signs like the date of an annual meeting are better but I'd rather read e-mail or look on a web site.
- As a small business owner it would be nice to advertise in the area I am working in even if only for a day or two.
- Especially in a slow economic time, where smaller businesses are struggling just to get by... advertising is expensive in most media. Therefore signage within neighborhoods of the business can be the cheapest and most convenient for smaller businesses.
- It's inexpensive advertising for businesses.
- It's provides business with low cost advertising in their immediate area
- They can advertise in the proper places like everyone else.
- Advertise savings
- With the internet, bus adds, bench ads, bathroom ads...well ads everywhere we turn. So why use an eye sore to promote your business when there are so many better options.
- Yes. Signs help promote local businesses that may be struggling to gain exposure in our competing society. Signs also make the community more aware of current events. Additionally, street signs help educated the public about the kind of businesses offered in their area. Signs are important for businesses becuase they are a very effective method of promotion and exposure.
- They should be paying for advertising in the community news letters. Those signs shouldn't be used to sell stuff. Fine if it is a notice or something.
- There are other ways such as multimedia or mail advertisements even radio to get message across to citizens without having to use signs everywhere.
- With less community newsletters and flyers being delivered to homes business and community events need to get their message out there
- Sometimes useful for new businesses ...
- I would like to preserve some beauty in the city. If you allow business signs they should pay
- There are many other ways (social media, websites, newspaper, etc.) for a business to advertise their business other than using temporary road signs.
- It is the best way to reach local markets. Something cost prohibitive through radio, newspaper or TV
- I would say for new business opening it is beneficial, this also to have a time limit. But to advertise special or deals.
- Perhaps they should use the Internet to advertise, or sell a better more desirable products.
- There are other forms of advertising that can be used
- They are good free advertisements but should be only allowed to be up for 48 hours.
- There are so many other forms of advertising, these signs are just an eye sore.
- It is environment friendly best way of advertising and the don need to cut the trees to make the paper and print and then true it in the garbage better way for carbon Tax Canada that's a best way for the future environment
- From experience, only a small portion of business is attributable to such sineage
- I think signs on a business are sufficient enough. These roadside signs are like nhats flying in your face...very aggravating.
- Other ways to advertise in community newsletters, social media, sponsor community associations, city facilities for advertising displays. Streets are not the better place or choice for city.
- There are better and safer channels
- Business have many ways to advertise. Street signs should be limited to community and city events (or those related to the specific property).



- Sometimes the signs are providing time sensitive information.
- Businesses have other choices they can afford for advertising
- We are inundated enough with advertisements. We have enough flyers and signs already for them to advertise with.
- Within a residential setting I suspect that they are simply ignored. In front of the actual business or on the nearest corner would be more likely to draw in business. I personally ignore business signs but appreciate the public service/ community event information of other signs.
- Advertising is important to any business. At this time especially, after hundreds or thousands of Alberta businesses have recently failed, I don't believe it is appropriate to limit the ability of a business to advertise.
- Except for real estate signs, businesses don't need roadside temporary signs.
- There has to be better ways to promote your business
- Yes they serve a purpose for business but not at the risk of accidents due to distractions or limited visibility.
- Fine when in industrial or public shopping area, but NOT nice to see in suburban neighborhoods, and also should be picked up or collected not litter for the community to dispose of, especially voting signs that just get left to rot.
- Most businesses will have other venues for advertising (radio, tv, print). Charities however do not so should be allowed to use temporary signs.
- It probably depends on the business, but there are other ways to reach customers.
- It is a great way to advertise
- This is a very ineffective form of advertising. There are numerous more effective methods (but they cost more money so businesses would rather go cheap and rely on public infrastructure and property). Secondly they look trashy. We already have buses, bus benches etc they could pay to use.
- They bring in extra business
- There are a million other ways to advertise.
- Businesses have signs on them and other ways to advertise, signs are just visual clutter. With too many signs their message becomes ineffective
- Temporary signs are important for businesses that offer services or programs. Especially important for mobile businesses or businesses without a storefront. Also important for small businesses that want to notify the community of their service or program and don't have any other method to get the word out. I do not believe businesses offering products need these signs- the city would be overwhelmed with signs if every fast food restaurant announced that they have a burger for sale. Temporary signs should be for services, community programs, events, arts, sports and recreation programs (ie. Fitness programs, local festivals, sports leagues etc.)
- What kind of a question is that. Who cares if they find it important. There are many cost effective ways business can get their messages out without plastering them up and down the streets. Why should the businesses that use more conventional methods have to subsidize the cost of having to police all of this.
- there are other ways to advertise
- Try TV, radio, or online. Works fine for my workplace.
- I really only like the community events or information.
- Alerts you businesses that you might have known about
- I think there are better options for businesses

- When economy bad any reasonable way of advertising necessary.
- If everybody works for the government , they have a name for that , we had two world wars to stop that !,
- Information
- Absolutely a reasonably priced advertising vehicle for small businesses
- There are many better ways of advertising, which do not compete for the attention of drivers. Those who don't drive here on a daily basis don't need more irrelevant info as they navigate city streets. We share the road with visitors and Albertans who come here to shop. Cut the clutter.
- many vibrant jurisdictions get on just fine without signs.
- Businesses already have adequate signage.
- Draw attention to their business whereas you might otherwise drive by and miss what buildings are around you. Happens all the time if you're concentrating on the road.
- Particularly in a community to remind everyone about an event.
- Advertising is fine but 1-2 signs per corner/space is more than enough.
- I think there are many other means for businesses to advertise other than cause roadside clutteris
- Small businesses may not have the financial resources to advertise their product or service.
- I've rarely gone to an establishment because of a temporary sign. All the sign promotes is that the business is in the area, in my mind. It does the same job as a regular permanent business sign
- There are numerous other ways to addvertise rather than putting up roadside signs. They are able to afford signs that means they could afford other advertising means.
- There is so much advertising available I do not think that we need trashy signs at the side of the street based on questionable businesses
- Important to who? To me? To them? This is a very poor quality question. Somehow for the last 100 years businesses have managed to live within the restrictions of no signs, except in designated areas. Yet now with no public discussion suddenly I find my neighbourhood littered with these intrusions. And even worse they pay nothing! It makes our communities look junky. Why are their no junky signs allowed along the major highways? Simple, the public good outweighs the desire of individual businesses.
- There are events I would be unaware of without seeing these signs.
- They can use radio, handouts, door hangers or any other kind of public contact.
- Never once have I been influenced to act to a road side sign. Regarding selling if a product. I've been driving for 40 years.
- Many have minimal advertising available so this is a good resource.
- I think it's a good way to get info to (potential) customers who are already at the location.
- There are other ways to advertise. I believed that these signs were for community events and it has now grown to businesses. There are too many signs to get the message.
- Small business needs all the affordable advertising they can get
- For a small, locally-owned business = Yes For national / international stores (e.g. Mark's, Lowe's, etc) = No
- It is legalized SPAM.
- As they are not of interest to everyone, they could be irritating. Also there could be way too many and therefore lose their impact.
- If I want to find out about something I go online and look for it. I don't have the ability or time in traffic to stop and take phone numbers or pay attention to multiple signs, let alone one sign. It's hard

enough on Calgary streets watching the lack of driving abilities of other drivers while being the best driver I can be for myself and to ensure I follow the laws/am safe for others.

- Advertising.
- I notice businesses that I didn't know were there and find directional signs very necessary when looking for a location such as show homes for building developments. Some are off of any main streets and very hard to find if there are no signs.
- Maybe for small business.
- They can be if they are the larger signs that you general pay for. Not the cheap ones that people neglect and end up in our storm water ponds and rivers.
- Driving by these signs, you can't get all the information you need. You can't process the information , plus write down the phone number in the 5 seconds it takes to drive by
- Even if they are considered important by a business they are ugly, cause litter and are distracting
- There are other ways for businesses to advertise then at the expense of driver safety.
- Not necessary in my opinion
- I realize businesses use them to attract people to their services but there are other ways to advertise ie. internet, social media, etc.
- There are many methods of advertising. Roadside signage does not need to be one of them. They "junk up" an otherwise nice entrance to a neighbourhood.
- I believe word of mouth can be equally effective
- These signs are maybe the only means a person can afford to advertise, let them use the signs to keep their business going.
- I think it has little to no influence at all
- Businesses have other ways of advertising - A sign in front of the business is reasonable, but not scattered around open spaces in the neighborhood.
- I have one directly across the street from my house. It has been up for at least three years but is on their property so they don;t have to take it down. totally an eyesore and cheapens the neighbourhood. it is at 2115 sirocco Drive Sw.
- In the age of social media I think it is unnecessary.
- Better ways to advertise with out making neighbourhoods look trashy
- Not worth the trade off in safety
- I usually ignore most of them.
- I think if the business is have an event or sale or is new - it's an appropriate way to get attention. Shouldn't be out every day/week/month - people will just start to ignore it and it becomes clutter
- There are alternate ways for businesses to promote their products and services
- They must work for them or they wouldn't continue to use them. I find them handy when I am looking for a business or event I have never been to before.
- It's an inexpensive way to advertise
- What is it, 1992?
- It is a form of local inexpensive advertising targeting the people that might frequent the business. For the business it is better than a TV or newspaper ad that goes to many people outside the area of business.
- There are other more appropriate ways for businesses to advertise in a community. The community newsletter comes to mind.
- Businesses should find other ways of advertising.

- Everything is so available on the internet. We are constantly assaulted by ads online. Most businesses have web sites so not seeing anything new in these roadside hazards.
- I have lived in Deer Ridge for 25 years and have never read one of the signs or know of any of our friends or neighbours that have. Some have told me of the same feelings that I have.
- For short term sales and promotions
- I don't know how much of a response they create; I have never contacted a business because of a temporary sign in 12 years in Calgary.
- cheap advertising compared to print of flyers
- I have seen a few up to introduce a new business or a special but as there are so many businesses I don't know if it's really fair to allow some to do this and not all.
- Overkill
- There is enough advertising, multi media choices for businesses today that temporary signage is no longer relevant.
- Businesses should not be allowed to use these signs. Only local community organizations. They should use proper advertising methods such as local community magazines, bus stop advertising, etc.
- I'm sure they increase business but I think businesses need to find less distracting ways to advertise.
- Temporary signs allow for changing messages for businesses with changing promotions.
- Small businesses need these signs as affordable advertising
- I never patronize businesses that use these eyesores.
- Businesses can advertise in many other manners. I feel temporary signs should be more of a message vs advertising.
- I have used businesses I've seen advertise as I didn't know they were local.
- They are effective in highlighting temporary promotions or to get a business off the ground.
- It's the best form of quick advertisement close to the establishment
- They show what's new in the community.
- Advertising is important for businesses, and signs are a good way to get their message out.
- Likely, but if there is too much signage the value of single signs becomes pointless. They compete or are ignored.
- I have a business and there are a huge number of better alternatives
- They are good for advertising but need to be in a safe location not hindering a safe view when driving.
- These signs are important for small community associations and new businesses with low advertising budget
- An inexpensive way for small businesses to get attention.
- businesses need a way to advertise.
- I am not sure how much these drive business BUT I do think they are a good idea for service organization and non-profits. If we focus the use of these signs towards the later groups I think they are more likely to be temporary. Businesses might keep signs up constantly.
- I doubt they reach significant numbers of people.
- Keep signage on the building those signs are moved or removed they become permanent eyesores
- I have definitely gone into a business because of what I have seen on a sign or attended an event that was advertised. I also feel that I respond to signs that have a message like "slow down" or "don't text and drive" that charities (e.g. MADD) put up.

- You can't really see any contact information. The only point would be to clearly show a business name or purpose. There are other forms of advertising available to businesses.
- Web?
- There are many events and classes that my family would have missed out on if not for temporary signs.
- Numerous other media they can use.
- There are other ways to reach their public. online media, radio and tv.
- There are digital campaigns that can be run with greater success
- only in gathering information about our community
- I assume they work since they seem to be consistently used throughout the city across all business types.
- Brings attn to new promos
- There should be no temporary signs for for-profit businesses. They have other advertising venues.
- They help market companies and classes and services.
- Effective advertising is expensive and putting print ads in community newsletters does not yield great results, social media is oversaturated, these signs are very affordable - \$110 for 2 weeks - and help target specific neighborhoods. They are very helpful for businesses who offer services to communities.
- Its better than papers delivered to mailboxes or doors! And more eco friendly!
- Im sure that some businesses rely on signs for traffic, their business model should not hinge on signage on roadways.
- I've never been moved to patronize a business because of the signs.
- Businesses have other venues (i.e.: their place of business) to display information.
- As a consumer, if I want a kind of service, I look it up online. I have never once bought a service or product due to temporary signs.
- Sure. If a realtor has an open house. If there is a special yoga class in the neighbourhood. If there is a special at the neighbourhood wine bar. Of course!!!!
- Temporary signs are an economy unto themselves and I do believe they are a form of targeted advertising that is effective for businesses to reach a broad, local audience, more than web localization or "the coffee mews" ever could offer. That same audience is essential for the community bottle drive, the local MLA event, the home based piano teacher, or the florist that wants to advertise their mothers day specials.
- When there is a street sign advertising business in complex or strip mall in a community, Then the business should not be able to use street sign as well. If business is trying to attract customers or promotion their product, then find another way. Do not use street signs. In my opinion, they do not make a difference.
- There are many other methods of advertising. This is a visual assault.
- Find other ways to advertise. Ugly and distracting.
- These signs are unattractive and tacky. I don't want them all over my neighbourhood. I don't think businesses should be allowed to use them, especially not constantly. They should be used for a limited time to inform of events, registrations, and other non-profit stuff.
- I suppose. Still eye sore.
- They help them advertise sales, their location, etc



- Many signs put up by business are not maintained so I think they actually are a detriment to the business
- Multiple companies have attracted my business from the signs. Often you do not know what is going on in a city, or what services there are in your specific community. The signs keep me informed of things like bottle drives, singing lessons, etc., that I would otherwise miss.
- >when there are many bays in a strip mall setting maybe a small, bold lettered sign is OK > but not for advertising
- people are stupid
- I was in business for 25 years in this city and never used any type of signage to advertise my business. Word of mouth was sufficient for me to draw my customers. You do a good job and the news travels.
- It might be helpful for some.
- temporary signs can quickly and effectively advertise a business or inform a large audience about certain deals
- I very rarely use any info off temporary signs. I feel they are cheesy to look at to.
- I often make use of information on signs, so it is effective but much less intrusive than telemarketing and more eco friendly than mail outs.
- They are important at the moment, but I am unsure if they would affect businesses if all removed
- I don't like to see advertising on these signs. Only events.
- There are Plenty of other ways to advertise, and to much more captive audiences.
- there are many other ways to promote businesses and events. internet is one way.
- Would temporary signs not just provide temporary business? I don't see this as being a well thought out marketing strategy.
- Other methods
- There are other method of advertising besides advertising signs
- There are so many other ways to advertise. These signs are a blight along roads. They do not change my purchasing habits at all. They are completely unnecessary.
- I put in unsure because I feel you should have a sometimes here. I feel some businesses do get patrons from them but I feel that Grocery stores in particular don't need to use them they have the flyers that are online and that get put into some peoples mailboxes.
- They can use print advertising. When they set them up they drive on the Blvd causing damage to the grassed areas
- There are many different ways businesses can reach the public to get their message out or acrossz This is merely one of them.
- There are plenty of alternatives to temporary signs for businesses.
- NO SIGNS! They are awful and distracting. So much information screaming at you.
- I personally boycott any companies that have these ads, I surely am not enticed to use services of companies that have to resort to this type of advertizing.
- I don't know if they help business, but I don't like them.
- Businesses can advetise via other means
- With social media there is not such a need to inundate people in reality besides the city trying to make more revenue.
- Let one know about events
- Depends on how much weight one invests in the power & effectiveness of advertisement.

- Business can advertise in multiple different ways, road signs are not necessary at all. Flyers, digital and newsletters...
- Again I have found them a great way to pick up good information that I as consumer can benefit from. Yes I don't want a littering of adverts but sensible messages that can reach folks like me who want the product or service or to attend an event - it's great.
- With others means to communicate what the business offers such as the Internet, flyers, radio, TV, newspapers including community ones, etc. this is the route to go, in my opinion. Less cluttering our roads/lawns.
- it's a good way to learn what is going on in a community
- It's lazy marketing and whatever benefit is to be gained from the business does not outweigh the risk of distracted driving.
- Sparingly. I notice the but prefer them for community and classes-type business only.
- Primarily for new location and for a limited period. Not for weekly or daily specials.
- Affordable road side advertisement.
- Business's should not be permitted free advertising on public property
- Problem is that they are never just "temporary" ... they are up for months.
- Easy and cheap way to advertise special.
- They are probably a useful and inexpensive way to advertise. Messages can be changed easily.
- It is a pet peeve when I see company's putting up signs or flags or what ever else they use along Blvds. It actually deters me from that company and I find it even worse when they have someone standing on corner wether in tacky costume or not waving a sign all around.
- I doubt they bring in much traffic.
- They have other means for getting their message out.
- It is another advertising mechanism. However just because they are important for a business doesn't mean that they need to be allowed
- i work at a restaurant that uses one. The first day the sign was up it made an impact but unfortunately that was all. The restaurant is located in an awkward place just out of sight of a main road. The sign faces the road yet mostly slow nights.
- Advertising
- I have been to many other cities that don't use them, and that doesn't seem to be a problem for businesses. they are ugly and a distraction for drivers here in Calgary.
- They need to market in a different way, I will avoid businesses that use signs and clutter up my community
- I am OK with a few signs to advertise community events -- baseball registrations, community association meetings. They are a very unattractive and outdated way to advertise a business.
- In some cases yes, however the use of signs should be very targeted to a particular event or location.
- With radio, tv, flyers, and social media. businesses have a lot of choices other than littering our beautiful city .
- If a business wants to advertise, they should be required to go through a permit process.
- I think business could find more effective advertising.
- There are other way to advertise your business without detracting from the appearance of our communities.
- Business have survived without them in the past. Social media is more appropriate.

- If people want to find you, they will. One company starts advertising so they all do it. It's called chain reaction.
- Depends on a number of variants that business need to consider when they want to advertise.
- I believe that this model is outdated and that businesses need to use social outlets and targeted marketing to reach their specific clients
- to advertise special promotions
- There are alternative ways of advertising your business
- They can advertise and expand there bussiness
- They are important to advertise specials or new businesses however I don't agree with allowing them. There are other advertising venues available that don't litter the roadside
- Great advertising.
- There is limited ways to advertise for businesses therefore in order to help support them they need to have a way to advertise and this is the most efficient
- They may garner interest, but at a cost to safety.
- They are a distraction to drivers
- Depending on the business it could be important. Some businesses are tucked away in corners and hard to see from the street in which case it would be fair for them to have some kind of advertising closer to the street.
- I've never acted once on a sign I saw at the side of the road. It is just an annoyance to me
- Not all other media gets their message to the interested.
- yes this a best way to give the massage to public
- Businesses need all the exposure they can get. I have responded to many sales/sites because of the signage. However, too many signs are being allowed in too many locations. I pay ridiculously high property taxes and yet I'm bombarded with signs all over my neighborhood of Panorama Hills.
- advertisements
- I do not know the specifics of cost/returns of these signs for buisness. But i have attended events advertised by these signs
- We use them for advertising monthly specials.
- Signs on business should be sufficient.
- There are many forms of advertising that can be used. These types are signs are not necessary. We never had them many, many years ago and since they came in to use, the number of them has increased 10 fold and keeps growing.
- Allowing fewer business signs would be better
- They promote special events.
- In this economy, it helps them get out their message without the expense of advertising in a local paper.
- They are a distraction for drivers.
- For some businesses, it is the only way to get the word out. Not everyone reads their local paper or catches the item on TV, etc.
- similar to cell phone use, distracting business advertising signs are not appropriate for driving situations.
- Street advertising is important for businesses especially ones that are stuck in the back of a complex that otherwise wouldn't be seen from the street.
- I think businesses should advertise in other ways and not clutter up the boulevards with temporary signs.

- I believe that businesses and/or communities, etc., should be required to find other means of advertising. Signs along roadways are not only distracting, they are ugly.
- There is always the "go to" way of advertising on the internet.
- Can't speak from business perspective
- They are freshly seen.
- Not so important for businesses but very valuable for volunteer-based organizations, community groups, etc.
- I'm unsure how effective these signs actually are at bringing in business. I personally can't see them bringing in many customers, and definitely not enough to outweigh the safety concerns.
- Businesses should have an advertising budget that enables them to use other media (e.g. web based, community flyers) for their advertising needs.
- Advertisement
- I think it depends on the area the business is operating in. I'm ok with them in Industrial areas but not in heavy commuter/pedestrian areas.
- It helps to provide information that we otherwise wouldn't know about. Sales, special hours, special products, etc.
- I am sure they help with advertising.
- As the CA, we use it as one medium to communicate with the people that live in our community.
- While they are important to business, it is too much to read when there are more than one
- Sometimes if a new business is opening, they need to tell people where they are. An ad doesn't always cut it.
- businesses are around every day; there's other mediums to "advertise"
- I think in small doses they are important for business to advertise sales, but they should be used with discretion...
- I would be less inclined to support a business that advertised on public space.
- While I understand they may be helpful in promoting a business, I feel there are other methods of marketing that can be used as an alternative.
- With social media, TV, news papers, news appa, and now intelligent advertising based on key word searches road side signs are now out dated. If a biz needs road side signs they are not trying hard enough.
- I don't do business with irritants.
- I don't think most people select a company to business with based on what they've seen on temporary signs. I know I don't.
- I've never bought anything due to a road sign. Maybe visited a garage sale, that's all.
- It is difficult to document or research how many customers were driven towards a business or event based on signage. I suspect that older generations of people, who are less tech-savy, and less connected to the internet and technology, would be more inclined to read and be persuaded by signs. Younger generations will be less impacted by signage in my opinion.
- Businesses usually have a budget for advertising.
- They are a cost effective way for small businesses to communicate with the community at large. I do support fully the right of small business owners to advertise their businesses on city property or roadsides. This said there needs to be clear direction as to where these signs can be placed and the respective sign company's should be registered or approved by the city in order to be allowed to place these signs on the roadside.

- Events that take place once or only a few times a year need this kind of advertising most. Low cost, high visibility advertising for sales and events is vital not just for the organizers of such events, but for the many vendors who own the small businesses that make up those events.
- It is an economical form of advertising for a business in a community area. It assists in branding and name recognition for the business.
- I would imagine that businesses get some traffic from these signs.
- it helps their business.
- Do they or do they not work? Ask a business owner and or marketing expert.
- The road signs are the biggest increase of sales and marketing for us at the best budget friendly costs.
- As I business, I have used temporary signs for temporary uses, and they were a good idea: i.e. to fill in information on an office move, prior to the new permanent signage's installation. Many businesses (eg. 7-11) use temporary signs on a permanent basis. This is just an eyesore, as the temporary signs are inherently ugly. They also violate all principles of good graphic communication, starting with leaving space around the message. When I rented temporary signs for my business (in a commercial mall) I learned that the City authorizes the placement of temp signs for a certain property. The landlord then designates a signage company for the tenants to use. I also thus discovered that some of the temporary signs around that mall were not in the City-approved locations; nor were they installed by the landlord-approved vendor. That is to say that they were non-conforming. In creating new standards for temp signage, I hope that the City will pay more attention to enforcement, since it seems that the current by-law is not consistently enforced.
- they can use other advertising means like social media, truck wraps, radio/tv etc...
- Yes they are but too many is not good.
- Help get local business exposure
- Should not have a commercial application on city spaces
- yes and no they are important but we as drivers are being bomb barded with to much info while driving and its a form of distracted driving and the driver not paying attention to the road. It helps businesses but they need to find another way to perform this ...
- Useful if they advertise a close-out sale or are under new management, for example. If it is just do regular advertising of their products or services, I don't see the need for them.
- I would prefer less business and more community service related.
- It's an easy and cost-effective way to advertise a service
- There are other less 'in your face' methods to use. There is little control over these signs on the part of the city. They are vandalized as well.
- Plenty of reputable businesses that organization's can use to advertise their businesses. The process is so unregulated and completely scattered everywhere, people can get hurt walking into them and they're ruining majestic green spaces. Not to mention the litter that comes from businesses forgetting where they've put them up and just leaving there to blow onto the roads and elsewhere.
- Good to get across a short message. Consumers may see a small piece of information they may find important on worth their time to go back and look later
- temporary business info CAN draw customers
- There are plenty of ways to advertise now a days. The internet is a much better way to get your business out there but older people in general do not understand how to use it and they resort to advertising in ways they are comfortable with (ie signs on the road)



- I do not think that businesses should be allowed to place signs in public spaces. Their advertisement should be via internet or other media. The only signs in public spaces should be for community or city run events or services.
- There should be no temporary signs for business use, they are visually distracting and ugly.
- Advertising is not cheap and business' or organizations really need this option
- There are so many of them that I simply ignore them now. it's visual pollution
- Near an area where the company is .... not on major speed ways
- They should be other forms of advertising.
- As a customer who uses temporary signage, they are beneficial. However, I also believe they have a bigger impact when there are only 1 or 2 in a single area. I also feel that when these signs are placed in or near communities, that the closest neighbouring community should have priority for temporary signage used rather than outside communities or organizations being able to advertise in that community.
- While I appreciate that businesses want to try to catch as many people as possible, road signage is not suitable is makes the city look "junky".
- Perhaps for short-term announcement. Otherwise use of Internet should be encouraged.
- Businesses have a lot of other ways to advertise. They don't need to clutter up the boulevards, especially when it encroaches into residential areas. We should be watching out for out neighbours not riding signs.
- a business can advertise in other ways.
- Directional Real estate signs within a certain distance from an intersection could be acceptable. When the small business adverting signs repeat themselves every few feet I think the signage is out of control.
- I'd say they are good for the self employed.
- A cheap way to advertise but becomes an eyesore when there is too many and they are put everywhere and belter skelter.
- This isn't the 1980's - get with the times and get better at advertising
- I think businesses have other options for advertising.
- An affordable way to advise the public about sales and specials
- they can use other ways to advertise
- Social media is a much more effective tool to advertise a business.
- allows for affordable short term messaging without need for a large advertising budget
- I generally just look for information regarding community events.
- whether or not it's important from the business, the signs are still a distraction to drivers. businesses can use other means of advertising
- however there is a need to limit the size and number of signs.
- Perhaps but what an ugly way to go.
- These signs are usually displayed on roads where the speed limit is 60...not sure how many people actually can read the,if they do they are causing a driving hazard by getting distracted.
- Do I really need to explain?
- The cost to the city in unregulated Temporary signs is not worth the need for businesses to advertise this way. There are many other advertising formats and safer and regulated formats to choose from in this day and age.. social media, Texting, digital signage,licensed city approved vendors and suppliers.
- If no one is using them, then there's no competitive disadvantage in not using them.

- There are hundreds of other ways to use signs or other advertising opportunities. These signs sometimes block driveways and make it hard to see coming traffic when you're trying to pull out.
- temp signage would be important for short-term information that does NOT include any form of product information available for purchase
- Television adverts are way too expensive for small businesses. This is a great alternative.
- Today we have computers and other means of communication for advertising.
- the key word is "temporary" - I see some business signs that are basically permanent which is not appropriate.
- There are enough other media from which businesses can choose
- Can advertise in less distracting and UGLY ways.
- If you can't drum up business the normal way, word of mouth, then you shouldn't be in business. (Refer to Driver Distraction)
- If there are so many to read and therefore you can't read them, how does this help a business? though if you were a small business it make be helpful sometimes to post a sign.
- Find some where else to advertise
- street signs are a good way for businesses, especially small local businesses to advertise and draw attention to their services and events.
- Businesses have other options for advertising
- Because they use flyers that the business's place in you mailbox at your residence.
- There are lots of other ways of advertising that don't make the city look so unkempt.
- If a business owner spends the time and money to set up a sign, it must be useful to him somehow.
- Sometimes there is no other way to inform the public about your special or event.
- Businesses should rely on quality service and word of mouth to grow their business
- I'm not a business owner
- it is an inexpensive way to get a message out, as long as there are not too many in one place and sometimes it gives directions to an event you may be trying to find
- I am unsure how much traffic/response these signs generate
- As a consumer, I do not use the info on temporary signs to determine my patronage and spending habits.
- They seem to be for dubious business to begin with like matchmakers etc
- They do not usually provide enough information and are not practical as an advertisement as most people will see about it and forget about it by the time they are somewhere safe to look into the details of what was posted.
- I don't think private enterprise should be allowed to use them. Including private sports clubs.
- Temporary signs can allow business to advertise in their immediate area without using and wasting lots of paper.
- There are other ways to get your message out to the public other than cluttering our streets and boulevards with these signs.
- The city should not use public space for advertising revenue.
- Businesses often use these to advertise a sale that could have easily been advertised in another less-intrusive location. I don't think I have ever once visited a store or contacted a business I saw on a temporary sign.
- They have windows to decorate or signs on the building. These signs are ugly and useless
- Want signs for community information
- Not necessary

- Often a business can't afford other types of advertising and this is a more affordable option. I've found some gems by reading the temporary signs.
- Some companies rely on them more than others, but I do not think they are a necessity.
- The reason for my answer is simple, temporary becomes permanent. I wonder how many temporary signs have been in place for over a year?
- WHO CARES whether they are important for a business to use. Distracting drivers at the risk of accidents, simply to potentially increase business is wrong in every sense of the word. A business has so many OTHER AVENUES and opportunities to impact their community without INFILTRATING THAT COMMUNITY.
- I've never run a business
- I don't believe businesses should be allowed to use public spaces to advertise their business.
- It's just another form of advertising and trying to get consumers attention. They already have a number of avenues for doing so.
- They may attract customers, but I personally am less likely to support businesses that display these signs.
- There are many other more effective ways to advertise your product or business.
- You shop where you shop not because of a sign.
- Better ways for individual private businesses to advertise. I will search for what I need or what interests me.
- I think there are many other ways to promote businesses
- I think they are great for some things like kids sports sign up notice, or the city to use for information sessions. Not sure every business needs to announce a free blow dry with your hair cut.
- There are other means
- Great local advertising opportunity
- If a business depends on this junk, it shouldn't be in business at all.
- In the internet age it would be easier to advertise on the internet, it's where I find most of the businesses I deal with.
- I've never acted on an offer of a temporary sign
- advertising for "new patients welcome" or "we do direct billing" or some form of service (taxes, sports, etc.) is useful. Sometime, the signs are not important and is more of a distraction.
- They already have signs above their business and in their windows. That's enough. I do not want their advertising forced on me when I'm trying to drive and to see street signs. It gets to the point where I ignore ALL signs because there are too many
- With Community associations and cheap flyers info there are plenty of tools for a small business to use.
- They are a low cost method of advertising that is important to small businesses and community associations with low budgets.
- There are many other ways nowadays to advertise. Street signs are a dated way to advertise.
- Good for business
- They should have to pay for advertising. They look messy. Don't want to see signs for dating web sites etc
- It advertises to those going by that the business even exists
- sometimes there is a place for them - but not too many per business
- Don't care. They are an eyesore and a safety hazard.

- But the time frame is important (when a sale starts & ends) & where it is located (outside the building or a block away)
- Advertising is important
- There are far more efficient avenues. Temporary signs should be restricted to their business area only.
- I believe that they can be effective for small business. They are low cost advertising for a business that may not be able to afford better advertising. I think that that should be another factor. I mean I don't think McDonald's needs to advertise the same way as a ma and pop shop does.
- its helpful
- Have never found out about a business from a temporary road sign.
- they can advertise elsewhere makes neighborhood look junky
- Business has existed and flourished for a very long time without these signs. Why are they so important now?
- Probably, but they are very unsightly
- There are many other options that Business owners can use to advertise without destroying the value of legal advertising, that doesn't clutter the sidewalks and BLVDS. There is absolutely no reason to revert to illegal advertising and cheapen our communities and Businesses with an abundance of ugly, unsafe, and repetitive cheap signs.
- Calgary needs to support small businesses and small businesses can usually only afford to advertise in such ways because of cost. If Calgary did more cost effective ways to advertise then that wouldn't be overfilled with small business advertising.
- I feel they should only be to inform about a new business opening or community, government and civic announcements.
- I'm not sure how big of a difference they make
- I can see their usefulness, to advertise temporary information, but there are other ways to get the message out, such as community newspapers. Temporary signs \*are\* ugly, and I wish they would be used only temporarily. Many businesses keep "temporary" signs up year round, just changing the message on them. I suppose that's useful to the business, but I wish there was a solution that did not detract from otherwise beautiful streets.
- There are many other ways to advertise.
- Small businesses can advertise their services for less cost than other forms of advertising. Makes people aware of what is available in their community - provides focused advertising.
- businesses can advertise else ware
- I'm sure business owners would say they are worthwhile
- It is good advertising.
- It is a quick way to advertise for the local business and events.
- The only way community members know of some events is by these signs
- A business has it's place , where the people go to . A business shall not place it's business matter on a public place .
- Social media, internet, websites have increased marketing techniques that were not in existence when the Temporary Signs on Highway Bylaw first came into effect. All too often, a business will advertise its services when it is not in that community.
- I think each community should have a web page that contains local advertisements. Residents that register can receive emails on important updates, such a census, voting etc. A "welcome wagon"

approach could give new residents access and knowledge to the website and important community spots (voting centres, health care, coupon packages etc)

- better ways to advertise today. people on the road today already have an agenda.. do we really need to know subway now offers no charge extra cheese?.
- There are other means in today's market place. Online ext
- I'm sure there are some businesses who get a lot of calls because of the signs but I have never contacted a business because of one of these.
- I never even read them
- Businesses have other means to advertise.
- Yes, business need to promote. However, there are other ways. Signage should be limited to numbers and sizes.
- I see no reason why unlimited placements on public property and easements for commercial purposes should be allowed. With limited exceptions, temporary signage should be allowed for community or charitable announcements, not an unfettered sales tool for private businesses.
- Business have many other means of advertising
- With everyone using social media, community events should be easy to advertise.
- Could save a struggling business, necessary for directing traffic to business.
- Businesses have special events they want to advertise. They are in fact our employers (except for those of you at city hall) and the largest employers in our city. If they can't sell their products, they can't stay in business.
- they have other options for advertisings.
- Can use flyers or sign in window.
- Businesses should pay for unaddressed mail advertising if that's what they want. These types of signs should be TEMPORARY, nor a continual presence advertising one business or another. Besides, after a while they are just ugliness and no one pays attention to the content anyway.
- There are many ways to advertise. This is just the cheapest. They do not care how ugly or cluttered they make the city look.
- they can become annoying if there are too many.
- An affordable advertising option
- There are many other ways to advertise.
- I'm not sure how you measure the importance to businesses using these signs. They are eye-catching when they're first erected but after passing them on a regular basis, that seems to dwindle.
- Drivers don't have the time or attention to read signs of each business. In fact, too many of these signs make them ineffective and people will stop noticing them. They should be strictly reserved for community information and not business related. Businesses have other means of advertising on private property and paid media.
- There are many other options for businesses to advertise. Road side signs are a a distraction and diminish the experience of people just driving home after work and wanting to have a relaxing experience. WE DO NOT HAVE TO BE BOMBARDED WITH ADVERTISING 24/7!
- Advertising sales and new product
- I see the benefit in advertising, but would be curious what the correlation was to the signs vs. the impact the business sees.
- Businesses should be able to generate customer interest without cluttering up the sides of roads and creating distracting items.
- There are many ways for businesses to advertise that do not contribute to distracted driving.



- There are a variety of circumstances in which businesses need to promote, to explain, to connect, and outdoor temporary signage is often a cost-effective way to communicate, especially for smaller businesses. Restricting this usage unduly will lessen competition and favour big advertisers.
- To gain the attention of drivers in expensive cars
- Businesses probably have well-travelled street-side property they can place their own signs on, so they should not have to place signs on public boulevards. Also, these signs are not likely to be temporary.
- Businesses have a permanent sign which they submit to the city for approval as far as I know. The shopping centers also have a sign which advertises stores within..Businesses need to advertise online, in community newsletters, newspapers etc., not on our roadways. We need to keep our city attractive. Never seen anything approaching this in Vancouver, Victoria, San Diego, Los Angeles etc. We need to consider the aesthetic appeal of our city and keep it attractive.
- never used info given, probably won't
- I'm not sure what the marketing result for an advertiser would be since I'm not familiar with the cost of such displays. Although I'm sure the sign supplier is happy about the use.
- The more places businesses can get their names out there, the better for business.
- I have no idea as to their cost to business and whether or not they generate an income for business.
- People do notice them and they can be used very specifically for a target area.
- There are a multitude of other advertising vehicles that are available today.
- I do not believe businesses should be allowed to use these signs. I believe they have plenty of opportunities to advertise both on their own properties as well as in various media. These signs should be reserved for community organizations, non-profits, etc.
- Not sure of effectiveness - it's good for Community though.
- Businesses need only permanent signs on their premises otherwise there are often too many signs competing with one another.
- there are so many other ways to advertise a business
- Depends on how many they use; if it's the only way they 'advertise'; if it has distracting imagery...etc. It's not really fair to citizens, as we can't avoid the ads, and they can become an eyesore. We can't choose not to travel on the roadways, and the roads should be meant for conveyance of people and goods, not meant to be a place to advertise, which is in direct competition for peoples' already distracted minds, while driving. Not good...
- As a previous small business owner, a sign is helpful to stand out from the rest. Small businesses are in a tough spot. They want to stand out - signage is expensive and they need to be creative in how they advertise.
- They may think so but in reality people already know where they want to go so don't need a sign on the side of a road to tell them about it. Electronic social media ads probably work just as well.
- As a community association we need them to advertise events.
- Not sure how much business the signs achieve.
- there is so many they become meaningless
- The possible importance of such signs is obviously going to vary widely depending upon the business and the type of event or times described on the sign.
- You have to pass some signs quite a few times to get the gist.
- There is no reasoning based on the needs of commerce strong enough to place distracting signs that block line of sight for drivers. There are enough hazards already present. The risks we take by

driving and using the roads are by far the riskiest activity most people do. The implications of these risks are too large to justify advertisement needs.

- Often times signs are the cheapest and timely way of advertising. So long as the signs are not junky.
- Can always advertise on TV radio etc sometimes a street sign is required
- For profit businesses should pay for their advertising like anyone else!
- Business should find other ways to advertise.
- There are lots of other methods of advertising.
- Temporary signs can be a distraction to drivers but can also be important to businesses. They are especially distracting when there are multiple signs with no uniformity.
- Excellent marketing with less glare/distraction of lighted/LED signs.
- Sometimes. Depends on the length of the message.
- A lot of new businesses do not have proper signage on their building and need these signs to state where they are, or that they have moved/ are new. they need to not put at the exit/entrance of a parking lot although as it blocks line of sight whilst trying to see if there is an oncoming vehicle.
- dont own a business cant say
- Would have to ask the business being advertised if their income increased after signage, or does a kindergarten or community sports event registration receive a better response.
- Businesses can use other methods, such as good customer service
- ONLY in the event of a grand opening for 30 days. Other than that they should try advertising on bus stop bench signs instead.
- Thinking especially of realtors trying to direct people to open houses, temporary signs are extremely important.
- Advertising can be done in other ways.
- Probably, but they should not interfere with views from private residences!
- Find some way else to advertise.
- They will not be a deciding factor for me going to a business locally. I drive around my own neighbourhood enough to find all the businesses I need. And the internet has allowed me for years now to find anything I want/need.
- pay for your own advertising like everyone else. Just because you are close the the main road doesn't mean you should get to advertise for free.
- If a business is small and needs to compete to stay competitive, then a sign is more affordable then advertising in flyers
- Temporary signs never influence me to stop nor do I read. Distraction to drivers from important street signs and block line of site for drivers.
- I'd like to see the stats that indicate an uptake on sales based on temp signage. I doubt the ROI is worthy.
- Social media is a much better way to reach a larger audience
- For advertising sales or special events, they are
- With Internet I think that is a better medium. When you go to the u.s. it is very junky with all the random signs. I think they should be discouraged.
- Signage AT a business is fair, i suppose. Some of my favorite municipalities in the world have limits on sign size and height, instead of rows upon rows of taller and larger signage. Good businesses do well without littering the boulevards with their spam. A problem i have is with payday loans places like cashmoney, who put 40 signs up on the block in front of their shop, it's awful and i think it should be restricted.

- There could be passengers in vehicles that will take note of the message from signage or pedestrians or transit users who have time to read the messaging.
- There are plenty of alternative means of advertising. These include elevated mounting of signs as seen in many shopping centres.
- Why do they need them
- Important to them but not appropriate to use public lands to advertise private enterprise.
- A distraction
- Good deals will bring the customer to that location.
- There are other means of advertising which do not distract drivers.
- I feel signs are okay if they are letting you know about something going on in your community but I feel businesses can advertise in a different fashion.
- Other forms of advertising can be used ie television, print, radio etc.
- I'm sure it will help a business but it shouldn't be something they depend on
- We get junk every day in the mail.
- There are many other choices when it comes to advertising that are more effective.
- If people want something they will find it, your business front is enough, I don't need signs yelling at me taking away from green space
- I don't look at pro signs as they are distracting.
- I don't know of anyone who has generated any business from signs of this sort. I don't mind signs advertising sales on the property of a store, but not randomly blocks away from the business.
- They are an eyesore and should not allowed on public or private land.
- Again obviously as most advertising brings in business in different degrees depending on sign and who is looking at it
- You should be able to make your location attractive and draw in customers by the design of your place.
- It makes for distracted driving
- A distraction
- It attracts customers to these shops/small businesses which is better for local companies
- They don't make me want to use a business that uses them. Most people find business' via other means not a sign on the street.
- Business can advertise on line and through social media. Studies have shown that billboards do not increase sales and people through habituation become numb to the advertising.
- Because most people don't read them
- There are better ways to advertise without putting pedestrians at risk.
- Real Estate Open House
- There are other ways to advertise, internet, newspaper
- Businesses should only be able to freely advertise on there own property. I pay taxes in the city and my neighborhood and do not like seeing them.
- It's littering by allowing street signs
- Businesses need a legal way to reach people in the public realm.
- Small,often unlicensed businesses use them way to much so they must b effective
- Business have many ways to communicate their message. They can have signage on their own building or on private property, they can use mail, they can use websites. What would our communities look like if every dentist office, Realtor, Slimfast, Tutoring company, was allowed to place signs at their free will

- It helps create more foot traffic for a business.
- Businesses in Calgary need all the help they can use right now to generate business, customers and traffic. But signage needs to be tasteful and well placed, and should not be distracting.
- They help promote a new business, or something an existing business wants the community to know about.
- they have other avenues of advertising
- There are many other ways to advertise!
- Maybe they are important but it's not worth causing an accident
- Although signs may cause a safety issue, they are an effective and important way for businesses to advertise.
- The Internet, newspaper and fliers are a few of many alternatives
- Businesses require FAR LESS INTERFERENCE from the city. These businesses provide the lions share of all funds to the city and its staff through fees collected from the business directly, in addition to employment of others who can then afford their own taxes the city demands. City Councilors better start recognizing where their funds come from and quit being so intrusive into how businesses generate traffic to their facilities.
- they are gaudy and take away from the appearance of the city
- There is a place for advertising. But not every corner.
- Special events maybe but there are too many in the city.
- Businesses should use other options for advertising-flyers, ads etc
- Social media , different communications
- It is visual garbage that distracts from the natural beauty. Businesses can advertize on their property
- I am not sure businesses need to use temporary signage, certainly they should not be placed in residential areas. A business needs to invest in an aesthetically pleasing sign for advertising. Community organizations could use temporary signage as long as they adhere to set specifications including in residential areas.
- Signs can be an important means of advertising for some businesses, associations or charities. I don't think the current level of signage is a problem and has never crossed my mind. There are other issues the city should be focussing on.
- No data provided to make an informed decision. Anecdotaly....they must be perceived to work or else they would not exist.
- people know where they need to go to purchase what they want.
- There are less intrusive ways to advertise.
- There are other ways to advertise, but the signs do seem to be effective Maybe placement should be at playgrounds or other high traffic areas
- I think there are other ways for businesses to advertise
- They can advertise in local newsletters, on line and through various media.
- We're certain that advertising is important to the small business person, however, I think that neighbourhood astetics are more important.
- Other methods of advertising must be considered, so they do not cause a driving / distraction risk to drivers. Cost of advertising is a business cost and is incorporated into business plan.
- I have never visited any business after reading one of their road side signs.
- Not in my opinion. You barely can see what's on them. You barely have time to read the Road Construction signage before you have passed the Sign. Drivers are not as focused on their driving

as they already should be, let alone having all these SIGN distraction. Business have enough Social Media & Web & Flyer opportunity to have their sales advertised...

- New small businesses can have an opportunity to let the public be aware that a new business has opened in the same community. However, controlling the sizes of the signs must be in place in order to be fair to all the similar competitive businesses. I have noticed that in the Northern Hills community, private small businesses are advertising using very large signs. In my personal opinion, there is no need to post private signs larger than the rented posted signs that are used regularly on the curbs.
- See first explanation and response
- Advertisement and location identification.
- Business should build advertising into their operating budget and should be limited from posting on city property.
- When they have relocated or are new, but otherwise they are not that important
- Not a necessity. Can post on their business front or website
- Good for specials and quick things I may not know about.
- Some companies need these types of advertising, depending on their location.
- Customer satisfaction is your best advertising
- If they rely on a sign to stay in business it's not worth the effort to keep it going.
- Temporary signs allow businesses to draw in additional customers, especially when they promoting special offers, thereby growing their customer base.
- There is so many free ways for business to advertise. Drivers need to focus on driving and road sings NOT advertisement boards and sandwich boards, etc
- I'm sure that for small businesses signs are important, fine ( I guess ). But they aren't nearly as bad as ugly campaign signs.
- I make it a point to NEVER patronize a company that puts up signs on the side of Calgary's roadways.
- I do not own a business so signs do not benefit me. My complaint is with the city and the foolish things we focus on. Seriously, who is complaining and why?
- There are so many other mediums for advertising all these signs make the city look junkie.
- Relatively inexpensive advertising. Placement should be controlled.
- 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 cognicent of on the roads is redundant and the safety of everyone should out way the need for these signs that are next to impossible to read without causing an accident anyway. Plus they decrease the as the tics and value of the neighborhood.
- For small business,. It's affordable
- How else do you think small businesses turn into big businesses and very successful businesses because of temporary signage when they first start up that's how they get their names out there.
- I'm not involved in a business that uses these signs. I haven't gone to a business specifically because of the sign
- A business gets the advertisement and promotion that they pay for. If you rent the store next to the Apple store in Chinook -- you will get a lot of traffic -- it is related to price paid. If your business has a lesser location -- for lesser rent -- why does the neighbourhood have to suffer these stupid neon



signs for your business? Retail location is a "market based" system. Public boulevards do not need to be used to interfere with this market system

- The advertising is important but is city land the appropriate place for this ? Some of these signs (liquor store) are there pretty much all the time.
- If they are a good business, they won't need to advertise
- there are other ways to advertise.
- Some businesses may think they are important, or why else would they use them? Personally I boycott any business that uses them because they are unsafe and basically litter our communities.
- Most businesses can support a profit based alert system within social media and/or community newsletter or private media environments.
- I don't see a necessity for them at all. Use online advertisement.
- no signs please they are a garish eyesore visual diarrhea
- While driving I don't have time to get any details about the product/service that is being advertised.
- Many other options available that are not contributing to distracted driving.
- Yes I believe it is important for businesses. This gets your attention to a business that you may not have realized is there.
- I don't ever use a sign to find a business or service but am unsure if others do.
- It is a low cost advertising option.
- They can use social media or radio and tv or newspapers
- Businesses have to be able to advertise
- In today's society, there are numerous other avenues that businesses can use to advertise (i.e. social media) that seem to be much more effective than these road side signs. I can't recollect the last time such a sign influenced my decision to support a particular business.
- There are other more effective ways of advertising that don't distract drivers. If it is a sign to advertise registrations for sports etc, every community centre sends out community newsletters or magazines that charge little or nothing for this type of advertising.
- having up to date websites is likely the best way for them to advertise
- For home sales and garage sales. Other advertising should be limited on public land.
- No one is going to be able to write down a businesses phone number while driving by a sign. Really how effective do businesses think these signs are? Personally, I boycott any business that pollutes our neighbourhood with these signs.
- Business may think so, but I don't. Advertising is already so overwhelming. We certainly don't need more of it. Moreover, these business signs are never really temporary. The sign advertising matchmaking services near the overpass on 50th Ave SW has been there forever.
- They may be important to a particular business but not worth the safety risk.
- I don't know if they are effective advertising.
- It helps get the information out there .
- Only if it is a necessity to doing business. And temp signs go beyond this as they remain in place way to long.
- It would take to long!!
- Businesses now have more opportunities to advertise, like websites or social media. Many businesses tend to leave their temporary signs up for extended periods of time and may not ever change the content of the sign.
- they have become and unwelcome and unattractive nuisance on the side of the road. If they must be used for commercial use it should require minimum fee permits, but more importantly accountability.

I'm tired of people just sticking random signs on lawns and on the side of the blvds. It impedes the maintenance of the areas and becomes an eyesore.

- In today's economy, there are so many mom and pop shop style stores that are barely making ends meet. Affordable advertising is important for their survival and temporary signs like this are one of the cheapest advertising forms we have in calgary.
- If temporary signs are not allowed, or are limited, businesses will use other means of advertising.
- I research businesses through the internet, networking, and social media.
- Yes, especially for small businesses who can't afford advertising.
- use of alternative advertising should be encouraged
- Use other sources to advertise that are not distracting to drivers and create an unsightly mess.
- Use other, safer forms of advertising
- There are many other ways to advertise
- sometimes its the only why to hit the masses... like community events...
- I'm not a business
- Attention grabbing
- There are way more efficient ways to advertise
- All signage can impact business. Positive impact to business is important for sustainment, so technically, temporary signage is important. However, it is not necessary. This question is poorly worded.
- Use other advertising means leaflets internet
- With the disappearance of print media, small businesses have few marketing opportunities to reach a local audience
- It is a relatively low cost method to advertise the product and/or service of a business. Especially for small businesses. However the temporary character may restrict the effectiveness.
- Use community news letters, media etc. for advertising. These types of signs are ugly and distracting.
- businesses should use paid advertising and leave temporary signs for non profits
- Business does NOT, should not, have the right to infringe on public spaces.
- If they payfor proper signage on thier buildings then they dont need any more
- Small businesses often do not have a large advertising budget, the use of temporary signs allows them to advertise within their community in an economical fashion, and allows changes to be made easily.
- There's a sign out front of the business, isn't there? I don't think drivers getting from point A to point B need to be bombarded with advertising. People interested in buying will find the store just fine.
- Temporary signs do not influence my choice whether to patronize a business
- There are other ways business establishments can advertise their existence that are not at the expense of road safety.
- As a marketer, I feel there are other, better ways to advertise a business than on a street sign.
- Might be important for a business but they are definitely an eyesore and look cheap.
- we have internet / permanent billboards / flyers / poster boards in offices / word of mouth. YOU DON'T NEED THE SIGNS..... it's a distraction / dangerous and it makes the city of Calgary look dumpy.
- I own a small business and small businesses need to be able to advertise in neighborhoods in order to gain new business.
- It is a good way to advertise.

- Special events and prices are important to households
- I assume the signs are outdated anyways. They can advertise in a way that doesn't block the sidewalk or cause a distraction in roads.
- I do get information from them. It might just be a name that I think I'll check on that when I get home.
- helps get the message out there for a sale coming out.
- effective marketing/advertising
- Road signs are not the only options for advertising your businesses
- There are so many different ways to advertise now, roadside signage is tacky and distracting.
- As I have no access to data, I cannot say if a business actually sees a return on this kind of advertisement.
- I would like to see businesses use other ways of advertising. Yes they may be effective but the downside is distracted driving and aesthetics.
- Unsure if a different, more effective marketing method can be used
- I think there are other ways to advertise than to place them on boulevards . I find them visually unappealing.
- This is the most effective form of advertising. Most small businesses can't afford radio or tv ads and print is dead. Without these signs, in this depression, most small businesses are going to go under.
- I am sure some busines need the exposure.
- I think businesses can use other advertising means
- Having used them in the past, the response rate is not worth it
- There are better ways to advertise.
- I try to ignore so it means nothing
- I have experienced increases in sales in my past based on what we have had on the signs. Businesses can see increased traffic by using these advertisements.
- Pylon signage is expensive and temporary signs can be vital for a business to let people know where they are.
- Business may wish to advertise a special sale or event, or an open house for sale. This type of advertising should not require "red tape"
- Signs are useful for a business to use for advertising.
- Signs are a low-cost advertising opportunity for business.
- In the world of electronic social media there are other options
- I am sure there are alternatives.
- It seems valuable for a business (especially small business) to get their message out. Sometimes the signs are even humorous which is even better. I would imagine the signs are less expensive than large marketing campaigns and definitely easy to use.
- I guess they are a way for the business to advertise but I still think they are too much of a distraction, as well as too many make an area look tacky.
- There are other more effective ways to advertise which are also safer for drivers as well as pedestrians.
- I've lived in Calgary for just over three years and the number of "temporary" signs still stands out to me. I've seen them elsewhere, I moved here from Minneapolis, and you'll see some there, but to me it's over the top in Calgary and it really detracts from the quality city impression that Calgary wants to make. I have the privilege of being able to walk to work and for the past three years I have walked past the same "temporary" signs by a bar ("all day brunch", "\$5 beers"), a comic book store ("Trudeau comic now available"), and tattoo parlour (who cares). If any of these messages makes a

difference in the retail traffic to these places of business it's just a sad commentary on local society. The people that I've come to know in Calgary totally ignore such sidewalk junk. And that's another thing - some of them take up sidewalk space, which sure is not the intent of pouring taxpayer-funded concrete walkways. Hrrrummph!

- Critical for real estate agents and open houses
- There are plenty of social media ways to reach customers.
- Businesses can receive a lot of exposure just with drive by traffic when advertising with a sign.
- Peak people's interest
- Temporary signs are becoming "permanent" fixtures. Businesses have many other means to "advertise"
- I think many require those signs to bring people in. Most people don't receive emails or follow promotions and sometimes don't even know a business exists without those signs.
- I prefer not to do business with businesses that advertise this way
- If and when you are wanting to purchase something this really is not the way to go. With all of the cars in this city one has to be so alert and not noticing the signs of the side of the roads
- I get the advertising thing but it's not safe.
- Business signs are advertisements they can be made on internet -twitter -radio - TV - flyers
- Our roadways are littered (literally) with non-essential stimuli that are aimed at getting the attention of drivers and occupants of vehicles. There should be a minimum 10m clear zone along both sides of the roadway that should only have road signs permitted. All other advertising etc. should be relegated to areas outside of this 10m roadway buffer space. This would emphasize essential roadway signage and reduce the amount of visual clutter and distraction. Just imagine if all our roadways were clean and must less filled with visual noise.
- Small local businesses may benefit from the extra advertising they receive from temporary signs.
- Events and registrations are my prime reason for use.
- I understand the need to advertise but maybe limit the text as people can only read so much while driving by.
- Possibly as advertising, but I personally do not like that. Results in too many signs littering the roadways, and distracted drivers.
- I don't know.
- As a citizen it informs people what events are going on to connect. We need positive connectivity in this negative world.
- There are more effective and better targeted media available for advertising.
- especially for special events or small businesses
- Cheap way to advertise
- There are other places to advertise
- I think that local, small businesses need some sort of medium to communicate with their client base within the community. I believe that business advertisements should be less emphasized, but should still be allowed. These signs should be prioritized to small businesses rather than big corporations, because the big corporations have more ability to advertise using other methods
- Don't want key messages for community polluted with business advertising...unless about education and family needs
- Great for real estate advertising and community sports registrations
- If someone wants a service or to find a shop in their area ..... Google is a wonderful thing

- I am fine with community information and events - these are typically the same type of signage. I am fully against the business advertisements for questionable businesses like dating companies and weight loss. Not appropriate on our community boulevards, and not appropriate for me to explain these to my children while driving by
- Free advertising at the expense of taxpayers
- Businesses can advertise in the mail, online or within local newsletters and newspapers instead. With these platforms, they won't need to worry about their signs being vandalized overnight. Most importantly, they won't be cluttering up areas beside roadways across the city!
- There are other ways to advertise that don't endanger drivers.
- There is social media, newspaper, community newspaper that will achieve the goal just as well.
- I think businesses in other major cities manage to do just fine without these tacky cluttered awful signs. There are other ways to advertise.
- it attracts customers
- Many small businesses can't afford to advertise on large permanent signs.
- There are other, more effective, and less environmentally wasteful ways to advertise.
- It is an inexpensive way to get your business noticed. I think it is a valuable tool.
- I don't like the temporary signs for businesses. Community events, sports sign-ups etc are fine - but businesses should advertise elsewhere.
- I do believe that it is important for a business to advertise.
- I'm not a business owner but I do know with the economy now it will help. They have provided me with meaningful information and will continue to along with many other citizens.
- Businesses should buy ads in more appropriate locations - permanent signs. Temporary should be for community use only.
- I understand that this is a cheap and easy form of advertising.
- I can see why business owners want to use every possible means to attract clients. We draw the line on acceptable intrusions into our life in lots of different places and business adapts. My feeling is that temporary signs detract from the visual appeal of our city and impact driver/pedestrian safety. I think it is more than reasonable to reduce business use of temporary signs as there are lots of alternative ways to attract clients.
- They are unsightly. I don't mind the community related signs but the business signs are too much
- I see both points of view on this one; it is cheap and effective advertising that small businesses do benefit from. On the other hand larger businesses don't need to advertise that way. At the same time we see a lot of ads each day and too many of these signs can be distracting.
- businesses generally have other resources at their disposal. But i would still respect their need to advertise.. perhaps within a limited range of their business.
- There are other efficient ways to advertise rather than temporary signs
- Information on these signs is often the only way I hear about events.
- I find temporary signs the height of visual pollution and I would avoid doing business with one that uses these types of signs. Is their business as temporary?
- There are other means of advertising such as community newsletters
- As a business owner not a method that I would choose to use, but many do.
- Absolutely
- New businesses need to advertise and this is a cost effective manner
- Businesses can u other platforms such as social media, flyers and in store advertising to sell. Temporary signs are way too cluttered and shabby looking



- These are important to use but Poor placement endangering others should be fined.
- I'm coming from another province where they have laws about this, but Calgary urbanism is bad and it's hard for a company to be seen on many roads
- Keep them on their own property
- I don't think this is a good method for business ads except in areas in the immediate business area. (In a strip mall, maybe)
- An effective way to advertise.
- Businesses should pay for advertising
- As long as the playing field is even, and no businesses can use the signs, then they are not very important. I personally never used a business because of any street sign. This holds especially true now that internet research is so easy to do.
- More customers
- Some are informative for city meetings or community events Others are junky looking but advertise items or services
- I am not a business and do not advertize
- Yes but should be allowed for short periods only.
- Signs, temporary or otherwise are part of the advertising for business. Just because they are cheap and effective, they should be restricted to only on the business property, controlled as to size and placement. Third party signs such as business signs advertising Coke as well as a business name look messy. Other forms of advertising may cost more but they are less messy. Excessive use of temporary signs cheapens a neighbourhood and puts pressure on other businesses to add to the clutter.
- But not on public properties
- Gives great notices that I wouldn't know of otherwise
- i think 1 sign is fine but not too many
- I don't think I've ever bought something based on a sign.
- I don't give my business if they have to 'beg' by putting up signs.
- Don't have information if it has any impact to a businesses bottom line.
- Advertising for a very short period of time, example new business opening times.
- Many alternative forms of advertising are available.
- We don't need to see business sign in every block, business can advertise in communities news letters deliver every month to house. signs are ruining communities landscaping, signs are ugly and too many distractions to drivers.
- ...what I don't like are the temporary signs advertising liquor prices or other sales that are posted in multiple signs along the same stretch of street...one sign one business or community activity is sufficient
- There are more effective advertising methods without creating distracting sign pollution
- no there is no time to capture relevant data
- It depends. Is the business tracking successful customers who contacted the business solely due to placement of the sign? If there are other methods to advertise then perhaps businesses should be pursuing those alternate methods. Signs are distracting. Several together are unsightly.
- I look for the business sign on the building. Not on a road side sign.
- social media is probably better than streets signs
- With social media, I understand it's probably cheaper but it brings down the neighbourhood
- Yes for advertising special deals

- for small businesses yes this is a best way of advertising compare to Canada post flyer and the call it junk mail and better for environment
- They help (small) businesses to point to their location if they can not have a large permanent sign.
- When used in the right areas (e.g. Out front of their store) they can be effective. But when sunk into a row of 6,8,10 like signs along a stretch of road, their message gets lost in the shuffle. You can't read all the signs even if you wanted to. And If you're trying to, aren't you otherwise distracted at the task at hand: driving?
- They probably are however, overly obnoxious - or "in-your-face" or distracting signs - typically prompt me to remember NOT to frequent that business. Basically, I have never called any business or service that places a temporary sign anywhere. I feel that if they want to disrespect our community than we really don't want to do business with them.
- There are other ways to advertise. Support local radio.
- The business thinks it is but too many in to short of space people need to pay attention to the roads not advertising.
- Yes, it can be an effective way to reach motorists.
- Not so much anymore with social media so easily available to use.
- I look more for community events not so much for business
- Some signs are so small you wouldn't even be able to see when you drive by, would have to be walking by them to see what they are.
- Good advertisement
- Other advertising methods are much more targeted and effective.
- Not on public space. They can purchase advertising online, bus benches, direct mail etc. with my computer I can click past all the spam ads. In my neighbourhood i have to drive past the spam every day. It makes the area look like crap!!!
- Advertising online, via email, phone, apps is the way to go. Come on, we are out of 18th century, aren't we?
- They provide me with information that I may not have seen otherwise
- I don't care if they are important for businesses - I care about safety and I care about the look of my city!
- If placed near a business they target the people most likely to use that business, and in a very cost effective manner.
- I prefer the signs that are informing the community of events. That said, I'd rather have a sign than a wad of papers on my doorstep every week.
- Especially when signs state registrations open, community events etc that they might not see elsewhere
- Marketing is an expensive and time consuming task for any company, but particularly for not-for-profit organizations who struggle to get the funding to just keep their business running even sometimes. There is no additional money for many of our organizations and to have to hire someone to do marketing and pay to create those materials that would have the same capacity to deliver the message we need to deliver would be next to impossible. At the very least it would significantly impact the day to day operations on some level as this would likely mean deciding between a paid position you currently have and a marketing professional. Temporary signs are a relatively cheap and easy way to get the information that the community needs and wants out to them.
- A lot of communities and small businesses rely on signs to advertise at an affordable rate. My bigger complaint is against the hundreds of campaign signs that litter boulevards during elections.

- These signs should only be used to advertise IMPORTANT community/city events. Businesses should not be allowed to advertise in this manner.
- There are other ways to advertise. I also observe that many of these signs are positioned in places that obstruct a drivers line of sight. These signs, once placed are often neglected.
- Temporary signage is unsightly and has the opposite affect to that which is desired
- They advertise in other ways and can put them on their own property.
- Many businesses depend on temporary signage to bring in customers. Email businesses especially, advertising a sale, realtors, communities
- business signage doesn't need to be on community blvds it should be on the business
- There are other safer options. Internet, community newsletters, TV, radio, newspaper.....
- Maybe to advertise events but not for regular marketing
- I've worked in businesses that use these signs and customers don't usually notice or read them. Often there are so many that they either can't all be read or they are ignored.
- I'm sure temp signs are a cheaper way of advertising than in newspapers/online but the signs are a distraction to drivers. The driving skills in Calgary are already outrageously poor and we don't need to decrease that more.
- These signs are important to small businesses especially during difficult times like these.
- We live in a modern society that uses extensive internet technology. Road signs are an outdated advertising method for businesses, particularly for-profit companies who can and should afford an advertising budget.
- I was a small business owner who used these type of signs, so I believe I can see both sides of this issue. The thing is, these signs are not attractive and are distracting. In my opinion, they look pretty tacky.
- In a neat and tidy fashion
- Use the internet
- For a new business the signs alert citizens that there is a new business.
- In this day an age there are other options for communicating
- For a small business and sporting teams this is of big importance. Most small business can't afford to use other ways to advertise due to high costs.
- They have signage on there buildings...and there is plenty of media to advertise
- they must be equal in height and given a time expiry
- I believe this type of advertising is more effective, if you drive by it everyday you will remember it and it gives the business better exposure.
- Businesses need to get their message out to the public.
- If the sign is blocking my view of the road way or pedestrians I usually don't want to patronize the business. The signs rarely provide information that I wouldn't be getting elsewhere.
- tacky and ugly
- Not all businesses get good foot traffic for exposure.
- For some businesses it is a cheap option to get their messaging out. Some businesses only exist temporarily (for a few weeks at a time) or are seasonal so a permanent sign would not be feasible for them.
- If I want to use a business, I will use it. A sign won't influence me.
- ... as it FREE aside from producing the sign.
- They can use different methods of advertising. Because most business signs are not temporary.

- Businesses have many ways of advertising their services, would prefer to have temporary signs reserved for community groups, elections, and private events like garage sales.
- do you have any idea how expensive advertising and lead capture is? this is how the people who produce make money and pay taxes.
- They are helpful in finding new businesses and locations that are not high profile
- If it helps a business make money the city should embrace their use
- I have taken advantage of offers made by businesses, having seen their temporary signs.
- Business should be allowed to advertise in a responsible manner. Signs should not create hazards or be unsightly.
- Most businesses today rely on the internet to advertise. And judging from the number of people I see glued to their devices, that would be the best place to advertise one's wares.
- I think there are more effective ways to advertise a business, especially in this day and age with social media.
- I'm not sure of the cost, but assume is alot less than other means of advertising.
- Online advertising or business frontage is the better way to advertise without making a mess of the city boulevards or private property - such as election time. This is a horrible mess and unlike election signs, these temporary signs are never temporary. They go up and lose half the lettering or get knocked down and scattered everywhere.
- There has to be another way of getting information out, i.e. Facebook, etc. These signs deface our streets.
- All businesses need advertising.
- I'm a Realtor. The Openhouse sign has been used for ever. They are typically used for a period of three hours, and then are gone. The public are use to seeing them and rely on them if they happen to be in the market.
- Enough opportunity for advertising and "own signgage" that this should not be required. creates a cluttered sign forest and trashy look.
- With Facebook and other media outlets, businesses should not need signs.
- na
- I don't recall river patronizing a business because of a temporary sign. On principle, I would not patronize a business that sticks decals/stickers on traffic safety signs, community mailboxes or utility poles.
- If every business placed a boulevard sign, the clutter would not only be unsightly but dangerous
- Because I don't read the signs I have no idea who uses them or if they help the groups who do use them.
- Signs are important for business use, especially small business such as real estate Open houses, a new business coming to a community and advertising events.
- Businesses can use other marketing strategies.
- Maybe they are, me not being a business owner. It would be interesting to find out how much business having the signs out generates.
- a sign or two is fine; the amount that are currently up is too many
- There are a number of other form of media available to promote bussinises
- While they are more than likely important to businesses, they are just another "distracted driving" opportunity. Road signs are the only ones that drivers should be reading.
- Small businesses (and local businesses) depend on these for gaining exposure.

- In the world of the internet some businesses are very local and have very few options to inform their customers know where and what is going on with their businesses
- with the internet, this has become unnecessary
- In some circumstances a temporary sign may be the only way to go, but important or not, I don't think it's a good option for the mobile population - for safety or appearance
- Importance to business is irrelevant if it affects road safety.
- I don't always tour every street of my neighbourhood, so I learn of new businesses through the use of signs.
- In this day of tv, social media and other online resources, there are better ways of advertising.
- Smaller businesses or communities can't afford the more permanent signage
- If they have a big sale going on then yes I think the signs are useful but just for everyday use I don't think they are that necessary
- Businesses that rely on drive by or drop in traffic can attract some customers this way.
- Open house signs are only up for a short tim. They help sell houses which is good for the Seller and the Realtor. It filters down to moving companies, Landlords and so on. Business using Temporary signs display specials which is important to generate business. Schools advertise special memos.
- Cheap advertising for a select group
- But they do not belong on the boulevard, they belong in front of their store, or in front of the community center, where they will be read. I have driven by many times and have never been able to read the whole sign.
- Use the net.
- Important way to get a message out to customers
- This is an essential part of small business especially - they do not have the budgets to advertise in main stream media outlets nor should they have to. Its meant to let the community know about an offering the business is doing in the community... They should be limited to short term & a clean look and limited within the community.
- Especially in this type of business environment where advertising is more important than ever, it is important for businesses to use this type of advertising.
- Perhaps limits to use i.e. frequency per year could offer better control. Too many signs are ignored due to over-use, i.e. over-kill
- Well placed signs and concise messages are a great way to convey information.
- Some businesses may require cheap forms of advertising. There are other alternatives such as community newsletters.
- They devalue property. Temporary signs look cheap and are often in poor condition. They often become comical when spelling or grammatical errors are made. I am less liokely to chop at a business that uses this type of signage.
- There are saner ways to advertise without creating clutter
- They are essential to communicate these days when people are too busy to read literature. Not all businesses, especially non-profits can afford constant advertising.
- I may be introduced to a new business that I may have not otherwise known about.
- Certainly businesses using temporary signage have found the greater exposure of their products or services has increased their sales / profits, or they wouldn't be bothered using them. Sort of a silly question.
- If they are having special deals or sales it is good for business as it will be noticed.



- Not at the roadside. I can agree that a business needs to advertise but not at the expense of public safety. Most businesses do not have a message that warrants viewing by the majority of traffic all of the time. I particularly dislike the electronic billboards on 9th Ave SW at the bottom of Bow Trail. These signs demand my attention and are particularly hazardous in dim light. Some are so bright they hurt my eyes.
- Helps promote their business
- Businesses should be advertising in a way that is effective and aesthetically pleasing to the community they are in. I usually choose NOT to frequent businesses that use ugly fluorescent lettered signs.
- Eyesore and not necessary.
- There are many other forms of advertising that can be used. If you want to reach drivers specifically, there are radio advertising options.
- It is great immediate local advertising.
- I believe they are important to small businesses especially those that are community based.
- They are often important to provide community information. Not certain every business needs to be advertising on the side of the road though. Possibly Open Houses or New Businesses would have a valid reason.
- I think they have their purpose. Short term specific event advertising but not on going business advertisement.
- You can't read the contact information when your driving by.
- Most of the time they are there everyday. Seems to be more permanent than temporary. I don't mind a few, but sometimes roads have so many.
- On their property only
- In my 30-years of living in Calgary, I have never patronized a business because of a road sign they placed. If anything, the need to use cheap advertising like road signs deters me from that business.
- There are other methods to advertise without distracting drivers.
- It makes it much easier to direct people to points of interest.
- Use social media, radio and tv adv. These sign board made sense when there was no other medium for adv. . I never go to anything after reading these signs.
- While I see the value in them, they are a distraction to drivers and unsightly in the neighbourhood.
- I would rather get mass mail (eg. flyers) or e-mail vs. looking at these temporary signs that are a scourge on our neighborhoods!
- Not important enough to justify the risk!
- events that are happening in communities. quite often need additional advertising of a sign so people are aware
- There are so many ways for people to find a business that they need. Just because a sign is on a road, has absolutely no influence. If I am looking for a service or sports organization or flu clinic, I can look it up on the internet or phone the city and get the information in a much safer manner than trying to read it while I'm zipping by in my car.
- as community halls it is only way to get info beyond our parking lot
- Local advertising
- Other ways to advertise
- Its cheaper - I get it, but its also a problem for drivers. What's more important - safe driving, or a window cleaner drumming up business? The answer is obvious.

- I would agree that a business strip mall should be allowed some signage for sales and specials. But not in residential areas.
- Required maybe but not on the main road like these signs. There are so many other ways to advertise these days it isn't necessary.
- Small businesses need to promote offer and specials in a cost effective manner in their neighborhoods.
- Most of the signs are for advertising or announcing registrations to the community. Often, the signs are the only way to hear about a business or community news.
- I am a business owner, however when I used these signs a competitor had them taken down and then put their own up shortly after. Apparently there is a bylaw that business can't advertise but this is only abided to if someone makes a complaint?
- A sign is not going to make or break your business. Create a webpage or advertise in the paper.
- Temporary signs are very important for realtors when they are having an open house. Many realtors will often sell the home because of the open house sign showing where the home is. Also, it helps realtors get clients to look at other homes if the one at the open house is not suitable.
- Signs can work sometimes and not others.
- businesses have other platforms of gaining business and advertising - not on our streets and blvds.
- I have actually called a company for service after seeing their sign. So I assume these signs definitely drum up business.
- businesses need to advertise to get customers and raise awareness.
- This is old school marketing. Social media doesn't require waste or visual distraction around our roads.
- There are plenty of other options. Get a website, use the permanent signs at their premises, use social media, but do not clutter up our streets with these giant hazardous ugly signs. These are just large format versions of the junk mail we all hate to see in our mailboxes.
- A temporary sign caught my attention when I was looking for a physiotherapist near my house.
- I notice them - I can't be the only one.
- With the Internet and all forms of permanent signage we have these days we do not need extra random signs all over.
- I actually will not support a business that clutters up my neighbourhood with signs like there. They are a complete eyesore and make streets look cluttered, cheap and littered.
- That is why we have social media.
- Companies need to be able to notify customers of an ongoing event, make aware a short notice event, or being up awareness in their local area. Granted, there are multiple ways to do this, which further helps local business.
- I can't say I've EVER given a store my patronage because of one of those road signs, but I guess they work because they're still being used.
- They can place signs on private property. Businesses are more likely to abuse the system and clutter the street with too many signs.
- They are a reasonable reminder of local business.
- There are many other options for advertising.
- Great deals often peak interest when you see them on the sign.
- Whether important or not, I do not support public land being used to advertise for businesses.
- They are highly visible and allow information not available on the front of a business/organization who is not on the main street.

- No signs on public land
- I think signage in residential communities should be about upcoming community events and registration only.
- The signs are important for public messages, whether public or private.
- There is usually so much information on the signs, often phone numbers and web addresses, that it's not even realistic for drivers to take it in and remember it in the second or two that it takes for them to drive by it. And frankly, they shouldn't be concentrating on what's on the signs because their eyes should be on the traffic signs and the road.
- New businesses find them especially useful.
- I can comment on a business because I don't have one. Not ideal to put in a residential or community area
- There are better avenues for advertising. Most signs end up being annoying distractions because of poor choices in wording and design leading people to take more time than necessary to digest the message.
- Excellent advertising for kids sports in the community. I often try and register my kids for sports and realize that I have missed the registration dates. These signs are helpful for that, and they also help you to know what is going on in and around your community.
- There are numerous other ways to get messages out to the general public.
- If they are a new business in the area they are very useful
- I guess because it's a cheaper way to advertise in the neighbourhood
- It is important for that business to attract new customers and enhance their sales. Highly important for schools for events and more
- I do not know of anyone who has gone to a business based on a sign on the side of the road.
- Perhaps this should be asked of businesses that rent them. Does this form of advertising bring in more business? I would doubt it.
- They are unattractive and look cheap so more likely to put me off going in to a business
- There are many ways to alert the public regarding "business" news - I personally do not think that we need signs advising that Coors beer is available for \$15 a dozen.
- I have no data to evaluate this.
- I think a business should only advertise on their premises, or use other forms of advertising as mentioned above.
- These signs are often a way that small businesses may advertise their programs or events at a reasonable price.
- There are other methods for businesses to advertise
- It's a cheap way for small local businesses to attract attention. Don't think it's necessary for large businesses who should be able to invest in a more robust marketing strategy
- They can place a temporary sign but it needs to be pleasing to the eye- those neon signs cheapen a neighbourhood aesthetic.
- Those companies can spend their hard earned dollars on 'paid for' advertising, just like everyone else. To put up a sign to advertise your business is a cop out. It's one thing for the community to advertise events in that area, it's another when every craft show and maid for hire, or singles matchmaker group does it. That should not be allowed at all.
- Yes. However, they should have unified looks. Size, color ( no bright colors) no pictures.
- other alternatives already exist, e.g. benches and bus stop shelters
- While it's important to get messages out there, causing drivers to be distracted...

- It's an economical way to advertise your services.
- Businesses are already allowed to put signage on their buildings and other types of permanent signs and temporary signs can be a nuisance to pedestrians and cyclists.
- businesses have ability to advertise at their place of business on building, pay for ads in community newsletters, canada post advertising etc. polluting the environment with more distractions is not a necessary to the vitality of the business.
- They are ugly and should not be there, there are lots of other ways to advertise
- Cheap, easy, and effective advertising for small businesses
- Businesses can use temporary sign to make people aware of their locations (especially when it is hard to read building numbers)
- promotion of special opportunities for customers
- sales and specials are important to let the public know.
- Social media has replaced signs, & I wouldn't give my business to a Company using these signs
- For a garage sale, open house, etc, it's no big deal at all. If someone leaves their sign up after the event, they should be responsible for taking it down. If it is, for example, a realtor's open house sign, and it will only be there a few hours, that is no issue at all. The sellers want the exposure to sell their home, and some people are interested in having a look at what is on the market. This is also a significant part of the realtor's job, and provides advertising for them as well, for the time the signs are displayed. Generally, if signs are there for a reasonable purpose, and there isn't one every few meters, like in the preceding examples, it should pose no issue whatsoever. When there are hundreds and thousands of signs of all kinds up for local elections, that is when it becomes an issue. IF people want to put these signs up, they should take care to put a reasonable amount of them up, even a little more than usual around election time, but they should take them down as well. If they don't, the person running for office should be billed for all signs of theirs that the city has to remove.
- Difficult to imagine another way a business or organization can advertise their goods and services to an audience who might not otherwise seek out information.
- I think limiting the signs to non-profit organizations would be a step in the right direction. There are enough methods for profit-based business to advertise... they don't need to clog up our roadways with roadside signs.
- I've never responded to a sign so I'm not sure if they increase business
- Businesses need to find alternate ways of advertising that does not impact the surroundings - it is an assault to my senses
- Businesses rely on the communities in which they operate for support. A great way to reach a large number of people in the immediate community is through 'bold signs' AKA temporary signs. Many businesses have seasonal changes that temporary signs are ideal to promote. Being able to use temporary signs prevents them from installing larger, more permanent advertising systems.
- I'm not sure, perhaps they are important to smaller operations but I don't think they add value to more popular stores etc.
- Whether a sign is important for business use or not is not the point. The point is that the signs are a distraction to drivers, can also be a hazard to pedestrians and bicyclists if they are not paying attention or have an accident. Plus if the weather is bad enough signs have been know to go flying and end up in the street. Lastly they are an eye sore the the beauty of our neighborhoods. At one point there must have been 10 signs along the side of the road by the Genesis centre and it looked trashy.
- As a CA we use the signs 6 times per year to info residents of community events.

- Temporary signs are an extremely important for small businesses to make their presence in the community known, I do not work for such a company but it seems like common sense
- There are other ways of getting business.
- I can think of multiple local businesses I only know of because of their temporary signs.
- Businesses have many other advertising opportunities.
- I have no proof they help support a business
- No experience so cannot comment
- I haven't gone to a business based on seeing a temporary sign.
- Temporary signs create business awareness with consumers and convey useful information such as sales etc.
- For a day or 2 announcing a coming event, however not for days and sometimes weeks at a time.
- The less professional these signs look ( and many of them are only a step up from hand-drawn) the less professional the businesses look. I wouldn't trust a business whose only ad was a roadside sign.
- They are useful when on the boulevard in front of a strip mall or business area; under no circumstance should they be in front of homes/parks.
- I am certain temporary signs do provide an increase in business/event traffic but to what means and or costs? Vandalism, distracted driving, accidents.
- I don't own a business, so I have no sense whether they benefit from these signs at all.
- they've become so commonplace that the actual messages are ignored
- I don't have a business so I have no idea. I find them annoying
- they only need to advertise online these days
- Not in the least. That's why we have newspapers and Canada Post
- Feel like businesses use road-side signage to compete against other businesses.
- Good for things going on within the community that are community centered.
- They might be important to business, but there are other means for advertising. Quite frankly, I'm tired of all advertising. That too is out of control.
- it's just more street noise
- As a small business owner, I feel like businesses should have access to use this advertising. I personally like supporting businesses in my community especially.
- It is a relatively effective and cost friendly way for businesses to reach community members.
- Business already have signs at their building or at the parking lot
- This is the most effective way of advertising for small businesses. This type of advertising should be allowed to anybody not only for City or non profit organizations. If it a distraction it is a distraction from anybody's sign not only from small businesses. The time period for the signs to appear could be limited.
- There are lots of other advertising options.
- I cannot speak from a generalized perspective as I do not know the data on this. But personally, I have never been moved or motivated to do business with a company based on a temporary sign.
- Not if they are put onto our streets. Better ways to advertise without these ugly things.
- It is a good form of advertising for businesses.
- I believe that temporary signs should primarily be reserved for use by not-for-profits, schools and community associations, with some allowance made for small businesses. Larger businesses have access to other advertising media.



- If you are a legal business, what would be necessary to have on a temporary sign? Businesses have sales all the time, and that is not a reason to post signs on public roads and parks space.
- Personally, I find the signs clutter up the boulevards and detract from the aesthetic of our city. While I approve of signs announcing community events and registrations, I avoid businesses who use temporary signs such as those included in this survey.
- Informative
- A larger for-profit business has revenue to pay for other means of marketing
- All businesses in our communities have been affected by this current economic state so therefore our continued support is imperative to their success. Please do not limit their use.
- There are other choices for longer term advertising
- There are many other means of advertising and engaging the commuters and community. The multitude of signs on along our streets is an eyesore.
- I don't run a business
- I have never gone into a new business just because I saw a roadside sign.
- there are many forms of advertising, you don't need to clutter our streets with this type of junk
- I don't own a business, but I would think that any form of advertising is advantageous. To take this away from those that cannot afford big dollar ads, would not only be unfair to small businesses, but the consumers whom otherwise may be unaware of the goods and services being offered.
- it makes your business look cheap
- It's a good way for businesses to promote specific things that are happening. Great way to let the public know of goods and services that are available that consumers might otherwise miss.
- On this technological age there are plenty of other advertising venues.
- For me it is guaranteed I will have a negative response.
- People aren't going to stop on the side of the road and take notes to act on a sign. And if they do, that's even worse.
- Let them advertise thru papers, magazines, Internet, radio and television, do not invade our personal space!
- I am generally not supportive of use of public space for commercial purposes. If allowed there should be strict limits on size, number and duration they can be in place
- People seek out business online not on the road side anymore.
- They are usually too small to read, so I'm not sure their benefit.
- They should not be allowed on city roadways!!!!
- Fairly obvious. In the case of real estate, buildings come and go. In the case of political campaigns, knowing which candidates represent the community is relevant. In the case of rare sales, I prefer finding a temporary roadsign than having to deal with junk mail which I don't read anyway.
- No one actually reads them
- I'd assume they are important.
- They are a good method to communicate small amounts of information.
- Temporary signs are not important for businesses because I do not see the value in commercial roadside signs. Further if the signs are too much of a distraction (repetitive, blocking view of road or pedestrians, general distraction) i have an increased negative view of the business.
- There are many other ways of advertising. They look very Americanized and tacky
- There's lots of unsightly ways to advertise. Please use another
- Businesses should not be allowed to use temporary signs as they have so many ways to advertise available to them. This way, if businesses weren't allowed to use temporary signs it would free up a

lot of room alongside the road for community events which really should be the purpose of these types of signs.

- Advertising
- There are many ways to advertise that do not involve distracting drivers.
- There is much better ways to advertise than putting so many signs on the side of the road that you can't see any of them.
- Yes to advertise services, promotions, etc. to those who might not ever stop in or don't know about the business.
- Not able to get the message out in an economic way will lead to failure.
- I think only for sales, in my neighborhood has signs not related to any nearby business. Very aggravating!
- There are plenty of other more effective ways to advertise
- This might be true, but I don't own a business. As a resident, I dislike the signs as they alter the landscape. You would expect that social media is a better way for business groups to gain attention now.
- It is an inexpensive form of advertising.
- Probably for the business they are, but for the citizen those are a nuisance.
- I can see that some signs allow people to advertise particular events. I don't tend to use them or wouldn't be attracted to a business based on temporary signs.
- Businesses need to advertise to succeed. Success like that propels our economy. Signs are affordable and effective
- I think they have other ways of advertising their business.
- It would seem that the answer to this should be yes, given the significant increase in signage by for-profit businesses. Businesses also appear - by the volume of signs and their placement - to care far less about the communities they are impacting than those placed for community events. The issue of for-profit businesses using the large 4 x 8 signs in West Calgary was a significant issue beginning about 4 years ago and the trend now seems to be a total saturation of small signs everywhere. The pricing of these signs makes it an attractive option (used and placed legally) but more attention needs to be placed on the appearance of the communities.
- These aren't temporary - do businesses pay to rent the space? Or is this free advertising?
- Most people go to the internet
- Is marketing important to businesses?
- I would think that there are many other ways that businesses can reach their customers
- I think these are often cluttered, and add little value to street sides. Permanent signage is more appropriate for this purpose.
- Businesses can use other means.
- There are other ways to advertise. Keep off the immediate road or lawn next to the road.
- There are other ways to advertise
- You can't read what they say unless you drive by 5 times. The online forum is much more powerful. They fall over. They are ugly. They are a distraction.
- Key information can be presented so that readers of signs can seek more information via other means such as websites.
- Cannot remember ever being drawn to a business due to a sign unless travelling.

- Some businesses never change the sign. When the signs do not change or provide the community with information they are just unsightly. They are useful for advertising registration deadlines or community events that occur on specific dates.
- Marketing strategies have changed over the years, most find what they need online now.
- Buy a billboard if you need a sign.
- From Real Estate to small shops to charities... many companies probably rely on this type of signage to get their messages across. Especially for temporary or one-off events.
- Businesses already advertise on tv, radio, billboards and these signs. Intro t of some businesses they take up valuable sidewalk space.
- I don't own a business
- While they may get across a certain point, there are much better ways to advertise, including flyers, online adds and print adds. More often than not, when I see these signs, I make a mental note that the company uses a cheap, common form of advertising with little thought behind it, and I assume they handle business in much the same way.
- They are a great way to "get the word out on sales however so are flyers. I think they should be for non profit or communities only.
- It helps with getting attention of foot traffic and the attention of neighbouring businesses patrons
- I don't now what the cost is for these signs, but it would be a very good way to advertise within a specific comunity rather than newsletter or news paper.
- They work best in high foot traffic areas, but even then they kind of just get in the way.
- In this day of social media there are alternative ways of getting their message across. There are also probably non-public areas where the signs could be placed.
- Social media should be used instead.
- I think it is good advertising as long.
- We have often used infor from these signs
- a way to advertise there srevicees.
- They help to flag a location ie mark an otherwise hard to spot buisness on overcrowded roads
- Can be, but can also be a street nuisance.
- I feel that businesses think temporary signs are important to their business, as is any marketing tool. However, they are an eye-sore and I think for-profit businesses can find other ways to market their wares. Signage space should be reserved for non-profit/community-based advertising or those things that directly impact the neighbourhood the sign is in.
- Many alternative ways to advertise now adays
- Businesses should restrict their advertising to less intrusive measures.
- Cost. It is too expensive to advertise and try to bring in business.
- Businesses have access to other means of advertising.
- Open during renovations, I can accept, but sale of the week, every week.. is too much.
- Is business private business or the City of Calgary business?
- Key for creating awareness with drive by and walk by traffic
- Businesses should use existing signage and not consume temporary signage space for marketing purposes.
- If people are interested in something they will look for it online. The only time i pay attention to the signs is for blood drives because going downtown to donate is a real hassle. For community reasons, yes, they are important. For business, no, they clutter the streets and are useless because if someone is interested in something they will look for it.

- They can draw attention to special events. Like a sale
- There are other safer forms of advertising
- For many small businesses and organizations this is one of the only ways to effectively advertise. Other forms of advertising are often cost prohibitive and ineffective
- I understand their utility in areas that are high in vehicle traffic, but low in pedestrian traffic...but isn't there a better way?
- Many other options to advertise
- Easy way to advertise services
- Important to small businesses that aren't well known service/price wise
- They are important but my preference is for in community signage to relate only to community activities, registrations etc., not commercial advertisements, especially if the businesses are not in the community.
- It promotes businesses
- There are many other mediums they can use to get their information out to the public.
- Temporary signs are one of many different ways a business may market itself. Often, these signs promote a business that isn't even located adjacent to where the sign is located.
- I don't know if businesses find this type of advertising effective as I don't own a business. I can confidently say a business sign has made me go into a store 3 times in an entire year, so the signs don't often persuade me to visit.
- Very few remain temporary signs. They quickly become permanent.
- A roadside isn't license to advertise - cheap advertising is not in any way more important than safety. Persons obscured by a sign may not be seen by vehicles. Out of business? - Tough luck, no one dies in bankruptcy.
- It's a very inexpensive way to advertise in context.
- Signage on a building may not be enough to encourage walk in traffic.
- If we are talking signs near entrances to their businesses, yes. Quite important at creating awareness.
- 99% of these signs advertise Safeway deals or other boring sales. I think in this age of digital connectivity, combined with the oversaturation of the city with these neon signs, creates an ineffective marketing strategy
- I think they are an easy way to get their message out into the community. And they help reduce their costs.
- Find other mediums
- Businesses should use permanently installed signs. The kind with changeable letters is okay.
- There's other methods to advertise for a business. Most signs are spam trying to get people into the door.
- Good for advertising. The city can benefit on collecting a levy on signs from businesses.
- I believe signs can add to the visibility of a business and I've heard signs can increase the chances of that business being the one people think of to call when in need of products/services.
- There are lots of ways to advertise. Businesses may have enough financial means to use other forms of advertising.
- Not on the roadway. Maybe on the business property itself. I don't need to know about it unless I am going to that place of business.
- obviously it is dependent on roadway traffic levels, but it can be a very useful and budget friendly way to get a message out.

- With the amount of flyers and junk mail that we get already, people are informed. Communities have their newsletters where they can advertise their events.
- I see the utility of using them for community information, such as AGMs or at election time, but not for every day business advertising. If every business put out signs, our communities' roadways become completely cluttered and drivers would be continually distracted reading them.
- Advertising is hard.
- Not enough ads in Calgary
- There are many other ways to advertise your business without being a part of distracted driving.
- Signs are probably important for businesses, but at the same time are distracting drivers. Anything can happen when you take your eyes off the road for a second. Why are these signs not considered to be 'distracted driving'?????
- I'm sure business needs to advertise special events to people who are in a certain proximity.
- There are other alternatives.
- There are so many other options- Internet, community magazines, etc. I own two businesses and would never consider using these signs.
- In my community there is a sign for singles to call. With all the elaborate dating tools online / apps, who is responding to this phone number on the side of the road?? The same can be said for a small business - use Kijiji - that's where people looking for a specific service find small businesses. No need to carpet bomb the whole community with useless advertisements.
- choose other methods of advertising that target your audience. spamming everyone in a distracting way is dangerous. bugs me when people then start putting up their own signs, looks very messy.
- I'm sure some businesses benefit from them.
- On-line seems to be more successful and relevant - road sides are no place for advertising You don't see such signs in Europe for example- it seems to be a north american thing
- There are better ways to advertise.
- Not needed.
- Important for community events and for small business to make themselves known, but on a very occasional, "special" basis. I would not like to see constant ads for any business.
- Small businesses can use them for inexpensive ads. They are good at attracting attention.
- There are many other options for advertising that can hit larger audiences and targeted audiences that are also more economical.
- I don't have a business nor has my consumer decisions been affected by a sign like this
- I'm not sure. I don't have a business. I think it helps business it's why they do it.
- probably they help business...I just do not want to look at them....
- Advertisements close to a local business are a good way to what's around. Multiple signs for things like matchmakers are less important
- Businesses can advertise a various different ways
- I rarely read roadside signs. They clutter up the streets and I honestly just want to take them down and trash them.
- Businesses can use more social media
- A business should find another way to advertise.
- There are SO many other means of advertising now with social media sites. Heck, I found this survey on Facebook. While I wasn't driving. While I have the time to complete it.
- Social media is where it's at.
- I have never shopped at a business based on what their sign said.



- There are many other ways for businesses to advertise
- They often help advertise small businesses who may be opening, have specials or other promotions. Consumers win and business owners as well. Walmarts do not need them, smaller businesses do.
- Not enough information and you're not sure what there selling anyway
- Small businesses need to use inexpensive temporary signs to attract customers, they often cannot afford large permanent signs.
- Plenty of ways to advertise otherwise.
- it's one way to advertise effectively within your community
- There are other ways for businesses to advertise. I appreciate the signs when they are for community reasons.
- There are many other avenues available to promote your business. I find them particularly bothersome in areas like Kensington or Inglewood where there is heavy foot traffic and already narrow sidewalks.
- Probably useful for businesses... but I'm sure they can find other ways to advertise.
- It is one way to advertise and not as expensive as other alternatives.
- I guess for increase awareness and changes. But it must be temporary!
- It is another way to make people aware of their presence, especially if they are not located on a main roadway with their business name in large letters either on the building or some other type of structure. Also, many times it is to advertise very specific or unique sales, and so forth. Not everyone gets to read papers or get business information on other means of advertising. It also makes local traffic aware of the business or special occasions, sales, etc.
- Not owning a business, I have no insight in this.
- It is still a way to hear about community events mostly
- I'm sure businesses believe in the importance of signs, but it's distraction while driving
- There are so many options for advertising. Temporary signage companies take advantage of businesses that don't have strong marketing knowledge.
- You need to ask businesses the need for signs, I just find distracting
- There are many means to advertise such as internet, newspaper, other media. Signs on the road are a dangerous distraction and their large metal frames can cause injuries.
- We have internet, newspapers, television, radio. What else would really be relevant for a business to improve the awareness in it? I'm pretty sure that temporary signs isn't the answer. Maybe better customer services and better prices (they can offer better prices by saving in advertising).
- I have seen them used for hiring purposes. I have never bought something because of a road sign nor have I patronized a business because it advertised on a road sign.
- Should be for city events not to advertise your business - exceptions for garage sales
- I like them for community events, voting or election announcement, government bulletins, non-profit events.
- I think we can have more community events and/or sales events-that type of signage. Not sure about businesses or companies advertising house repairs, selling Avon etc.
- I don't think businesses should be permitted to advertise this way.
- As stated for real estate only. On special occasions for community groups also.
- very visible advertising
- They just make you look cheap
- I think this is an economical way for small businesses to advertise

- With so much stuff online these days, it is easy to advertise online. The problem is people will make their own signs and they end up on the side of the road and when the city or apx goes and mows it, they just throw them on the ground (like election signs) and it adds to unsightliness of the city.
- there are other ways to promote their business
- Anyone driving by doesn't have enough time to read the message and remember the contact info. They are an ugly distraction, totally ineffective and a travesty to common sense.
- Success means getting the word out. Why limit entrepreneurship by restricting signs?
- Advertising can be relevant.
- Internet
- Yes. They get the information out to where the most people pass them by: On the road.
- They are because that is how we are conditioned to communicate. I think if we moved toward a total ban on signs it would level the playing field and all businesses would need to find another venue/medium to communicate with their client base. Garage sales/yard sales are a whole other issue.
- Use the internet
- In the world of multimedia there are so many other ways to advertise businesses. I feel signs are only acceptable for local information from your community.
- I think they are important for community, school, sports and business promotion or information providing. For example, school information nights, sports registration information etc.
- Small businesses have a hard time paying for expensive advertising. These signs are an inexpensive way to get a message out there.
- Helps to advertise specials
- I can't say for sure, but I imagine that they are an effective tool for communicating with the community. I don't think it's worth it though.
- There are other means for businesses to communicate their product and location offering.
- Again, see previous.
- There are other medium in which businesses can advertise. We get enough flyers to prove it.
- Our Calgary sign bylaw allows many options for business signs, including temporary signs, on private property. Businesses also have far wider opportunities to advertise through digital media. Many cities do not allow temporary signs like the ones illustrated. The main thing is to create a level playing field for all businesses. Simply ban sandwich boards on public property.
- A sign reaches the most number of people effectively. It is also not as wasteful as a direct mail advert. It isn't as costly as TV or radio. And it doesn't get lost in the vastness of internet advertising.
- not just businesses but also NFPs
- There are many other mediums to use this day and age to get messages known. If roadside advertising is necessary then bus benches are readily available
- They are a good business tool if they are actually temporary and not in the same place saying the same thing all year.
- I've never gone to a business or a website because of one of these signs.
- It depends on the effectiveness of the signs - I think that's something business owners would have to speak to.
- Entirely depends on the business. Too broad of a question.
- Businesses who use these temporary signs will always argue that they need to display these signs in order to advertise as much as possible in order to attract customers. However, there needs to be a balance between business advertising and what the public should be forced to tolerate in terms of

clutter and driving distractions. A single, permanent sign, attached to each business establishment, while possibly not optimum to some, is an appropriate balance between business and public rights, and it is fair and equitable for all businesses.

- Perhaps but businesses need to be creative about how they can advertise other than a sign
- I personally think the benefit to a business is minimal, but since they would have to pay for this service, that's a question better asked of businesses and not the general public (this form of marketing may work for certain ppl).
- They should not be allow on public property: \* They are usually unsightly \* They are a distraction for drivers \* They often block view of traffic when situated on boulevards in commercial or industrial areas. If allowed, there should be height and setback from roadway regulations
- I'm not sure if signage helps a business or not.
- Only businesses can answer that.
- I do not go to any business's based on their temporary signage.
- Depending on the use of sign, if it's on ply he business' property it's fine, but peppering the entrance to a community with a bunch of business signs isn't a great look
- Drivers don't have time to read the message
- signs should be for folks without a business near by, a restaurant doesn't need a sign to say buy a pizza 50 feet from this sign for eg
- I can't imagine that a significant amount of business comes from roadside signs vs other forms of advertising
- It would be hard for anyone to know what's going on. It reduces mail outs and increases awareness.
- They litter the landscape and are used too often, way too many of them!
- If a business is worth their salt, they won't need signs past their storefront. They also have the options to advertise in newspapers, online and on radio.
- There are many ways to get public attention.
- I have no idea what impact temporary signs have on the revenue of a business which uses them.
- I guess businesses need some way to advertise but I'm not sure this is the best way.
- There are ample other promotional tools
- Can see the tree for the forest. To many.
- I'm sure they (businesses) would consider them important. But they shouldn't be allowed as it causes distraction to drivers leading to unsafe situations. The City should be protecting people. Business owners should not be allowed to distract drivers simply to sell their products.
- I find them offensive. Plant a tree instead and really focus on organic growth.
- I ignore them half the time
- Regardless of effect, signs like this pose a risk to road users.
- Find another way of advertising. There is more than one way to market a business.
- With less people using newspapers, listening to radio and TV and often not having time to go through flyers delivered to their doors, this gives businesses another avenue to reach customers, especially important in these hard economic times.
- If the are a pain to drivers, they do nothing good for the business.
- Some businesses use them effectively(advertising registrations, new services) while others are gimmicky or ineffective(clever slogans)
- Should be for community and non for profit announcements. Businesses have other means of advertising

- I have never accessed a business due to a temporary sign and personally do not know anyone else who has.
- There are many other methods of reaching people in a community today - posters, email, ads, newsletters. Even when I have been interested in a sign, I do not remember to follow up by the time I drive home.
- They don't need them in Europe!
- Tells us what's happening as we r right there
- There are so many that they are ignored. If they are directional signs to an event that is helpful as long as they are during the event.
- Businesses should find other ways to advertise. Anything that endangers life is not worth the effort or the promotion of a business.
- Not-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.
- There are other better methods of advertising.
- there are lots of other ways to advertise
- Can advertise but rarely do I act on info on my those signs
- Let businesses advertise in any of the other myriad places there are for advertising.
- I feel they are a useful for advertising for businesses.
- Business no but I think it has its place for the community or associations to advertise
- There are lots of other options for advertising that are social media and online that are better.
- I have NEVER gone to a business because off this kind of sign
- Most forms of marketing is expensive. Signs are cheap and easily reach the target audience. Some businesses cannot survive otherwise
- great for advertising
- Businesses can use other means to advertise.
- Businesses have many other ways of advertising that do not destroy the appearance of the landscape.
- People are oblivious to most signs and there are so many ways for business to reach their target audience versus a random lawn sign
- Sport clubs, not for profits etc should have this option. I'm unsure about for profit business
- There are countless other ways to legitimately advertise a business.
- As an employee of a small business, I am familiar and in support of the increase in business these signs being
- These signs inform us of activities that my children might be interested in and then I can check out their website when I have time.
- I don't like the ads. They make me angry and clutter up the neighbor hood. The community signs are informative.
- They have no right to advertise on public property.
- Most of the signage I see is unnecessary and really takes away from the neighbourhood green space. There are many types of advertising available, do you really need cheap looking signage when most businesses pay for signage. I question if most of these businesses are legal or fly by night for a quick buck. Hanging on street signs, web sites, dating services, barber shops. I in Harvest Hills area. These temporary signs ? businesses have no intention of removing or maintaining.
- There are so many other ways for businesses to advertise. Social media being just one example.

- There are other ways to advertise your business.
- There are other more effective ways
- For registration ie hockey or community cleanup, street cleaning important - not personal business use..
- Really? Businesses absolutely require hideous, fluorescent signs? Ghetto...
- Lots of other choices such as mobile technology and websites. These signs not needed.
- Where signs are promoting an event/sale, I find them useful. When they are permanent (no change to text) I don't find them to have value.
- I find the business advertising to be unnecessary. I don't feel it influences my buying choices.
- I don't ever read them.
- other ways to advertise i hate election ones,,too many!!!
- Local businesses should be allowed to advertise this way.
- There are so many other ways to advertise. In fact, if I see an organization advertising using one of these signs, I purposely do NOT use their services or support them. Lakeview, where I live, is a beautiful community. Most of my friends who live here dislike these signs immensely.
- In this day and age we have many avenues for advertising. Businesses can advertise via their website, Facebook page, community newsletters, or on their own property.
- They help raise awareness
- I think there are better ways to advertise.
- I understand the purpose and need of advertising. There are many other ways to reach the public other than large and distracting road signs.
- There are many forms of media advertising they can choose from. Also a permanent sign could be installed that they or a group of stores could use
- There are multiple alternatives for advertisement. These signs are ugly and distracting. They detract from curb appeal of my neighborhood and of our city.
- I don't like these signs. They make the city look tacky
- Businesses have better ways to market instead of making signs everywhere
- It's a part of any good business plan to provide & budget for advertisement of services. Public property should not be used for business sales promotions
- Many small businesses rely on signage to broaden their reach. It helps to keep our money within our local economy.
- yes as a realtor it is extremely important and having to advertise for open house etc..guiding the people to go the the property is needed.
- Who really ever changes their mind, or really goes into a shop spontaneously based on a gaudy roadside sign? Low quality advertisement = low quality product or service.
- I do not run a business, so I can't really comment.
- I've gotten a lot of good info on signs .... Census taking opportunity, soccer registration for kids, ... Good reminders.
- This cannot be an effective advertising medium and there are many other ways of advertising that don't clutter the roadways.
- If a business is relying on these signs to bring in customers maybe they should focus their money else where. I think they are tacky and speak to the quality of product business is selling
- For sure they are!! Had it not been for temp signs I wouldn't have found an affordable store in my neighbourhood



- If you are a for profit then by a billboard or have it on your own property don't make my streets look like crap.
- To me I see the sign but have never been enticed to actually buy anything because of a sign. Maybe a sign for a new business that isn't easy to see just so you know it's there is fine but advertising 2 for 1 sofas really doesn't get me into a business.
- They are a form of marketing
- Important for businesses, sure, but I place road safety over business freedoms
- They are not important... they are just another avenue.
- They're valuable to inform of a new business when they first open but not ongoing just to better advertise.
- The businesses that use this form of advertising are generally businesses that wouldn't get attention otherwise. Such as divorceEZ or Calgary Match Maker. It's tacky.
- Just don't like them. They clutter the boulevards and major arteries.
- Other means are safer, just clutter neighbourhoods
- I work for a business that is hidden in plain sight. We back onto a very busy intersection and road in the NW, however, we are tucked into a corner and a bit hidden from the front. Without signage on the boulevard, we would be less able to attract and draw in new customers.
- In today's age of technology, these are obsolete.
- Signs that are right out front of a llocatio are fine. Or signs that show directions to open houses etc.
- There are several ways to advertise a business without neighbourhood signs
- The sma signs used are often affordable options for small business. And many people appreciate being able to support.community business, small business and start ups. Goliath companies have budgets for TV commercials and billboards, whereas new businesses or small businesses have only the revenue for affordable small scale advertisements. I have been glad to support.private businesses because I saw a small.community sign. Also, the use of signs like this is in and of itself supportive of our city economy. While I do believe signs should be tidy, and uniform in size and spaced enough that we are not reading novels while driving by... (too.many signs depletes the success of the advertiser if there is too much "noise").
- How else do you draw someone in for a sale, etc.?
- Yes, It is good way to show events, products,classes etc
- It is an inexpensive method for non profits and small local businesses to advertise
- Yes they do but maybe the city should but a small tax on it (for medium and large business) and limit the length that it can be placed. It is public land after all, if they want to litter it with ads it should also help keep the roads clear.
- They are a great way to promote local business.
- They lack tact when it comes to business advertising and cheapens the brand.
- I think the idea of a road side sign is obsolete. Personally, their inconvenient and hazardous to consider looking. And 95% of the time its irrelevant to me. There are plenty of alternative ways to advertise that don't cause distracted driving.
- A small sandwich board outside the business is fine. Along roadways and on blvds no
- It's a fast way to grab attention and provoke curiosity.
- Generally only the least dependable businesses use this method of advertising.
- Impact good if kept fresh and not keep same message for months or years.

- We have started using temporary signs for our business in the last couple months. We have seen a good response from them. We make a point of putting them in areas where traffic is slower moving or stopped. When waiting for trains as an example.
- I find this signs good for community events, but there are many better ways to advertise a business.
- There are many other mediums available to market goods and services, without cluttering roads and distracting drivers. I have never accessed a service because I read about it on a temporary sign.
- Businesses can advertise in less distracting ways
- My priority is to have information important to community groups advertised. Business signs tend to compete with getting local "news" advertised. Personally I don't pay much attention to any signage that is difficult to read quickly.
- If there are lots of signs I do not bother. Also when my kids are in the car I do not waste time reading signs, I am talking to my children.
- In this day and age there are many other forms of advertising.
- I have never used the information on the commercial signs.
- Businesses can use signs on their own property, permanent signs, preferably on their building or storefront, well away from the road if possible. With the Internet and social media, as well as traditional print media, television, radio, flyers, etc, there is no need for roadside signs.
- Personally, they annoy me. If I need to buy something, I'm going to go to a place with a good reputation of having what I need. A temporary sign, to me, is just an nuisance and an eye-sore. They take away from the natural beauty of Calgary, and I would probably NOT use an advertised business because I find their advertising annoying or ugly.
- There may be a place fir a company to note change in location but can also be achieved with a notice on their door. Non- profit community programs could use a boost with temp signs but think it can be achieved by notices in schools or community centres, local business giving back to community, housing or care facilities...places where people are waiting and have time to read notices.
- I think temporary signs are an important low cost advertising method for small businesses.
- I've personally never called a business based on temporary signage
- Use flyers!!!!
- of course businesses need to advertise, but they should choose a better way
- It's important for them to use these sort of boards to advertise times and dates of events to encourage attendees.
- I can only think of one time that a temporary sign has influenced or guided my consumer behavior, therefore from my specific point of view I would say no. I tend generally to be dismissive of businesses that utilize temporary signage as they appear cheap, they lack detail and I do not take the time to read them while driving.
- I believe that only community events should be advertised. Close to my house, small businesses would advertisement "weight loss through the usage of pills" etc. Really? The city should not encourage such advertisement.
- It helps smaller businesses get known. When it becomes multiples on a boulevard though, it becomes a little overwhelming.
- I'm not a marketing professional but I have never visited a business because I saw a temporary sign.
- The larger the business the less important I feel these signs are. Community events and small neighbourhood businesses can most benefit from these signs.
- I'm not a local business owner so I can't sat if they pay off.

- To advertise.
- Very important for small local businesses and community sports.
- I rarely look at them but do look for them for small local business to support
- Businesses like to use them to inform customers of their "specials". However, any benefits from the signs are not worth their ugliness and the distraction caused to drivers.
- Businesses have no place putting signs on residential boulevards.
- They can help drive foot traffic into their business.
- While advertising is important this must be balanced with safety (see above) and to a lesser, though measureable degree, neighborhood aesthetics.
- Gets the message out for things I don't typically follow on social media
- It does allow businesses to attract on specials etc. But keeping it to sporting activities would be the most beneficial.
- Fair usage by businesses should be allowed without a permit as long as they don't go overboard.
- As there are far too many, their marketing value is completely lost.
- Yes, businesses do need to advertise, however, there has to be a fine line between signs that are tasteful and signs that are over the top loud and obnoxious.
- I have no personal experience with them other than to see them, so I don't know if they are important or effective.
- See comments above.
- Reminder
- Advertising is important so we as the public know what kind of small businesses are in our community. and gives us a chance to shop local.
- Depending on the business. If they are offering a relevant, quick, seasonal service, then yes. For general advertising, no.
- But it's easy to get information about events and promotions because many times we didn't read store flyers and we didn't check websites of institutes so it's easy way to get information
- They have other advertising choices that aren't distracting to drivers
- The signs are never for time limited info, they can advertise in other ways
- I make a conscious effort not to use those businesses that use temporary signs.
- They highlight the business location, which otherwise can be easily missed
- The social cost of advertising should be levied on the business benefiting from it, by polluting the neighbourhood with these signs, the social cost is being levied on the residents. Not fair! They can advertise through social media on the normal channels.
- I have found out new things happening which I would not have known if the sign was not out.
- This isn't 1950. There are many ways to advertise - Facebook, newsletters, Twitter, email distribution, mail outs, etc I can't believe the city is even thinking about whether advertising should trump public safety.
- It's an immediate and effective way to advertise right there where the business is.
- I find them more aggravating than informative
- It informs clients who do not know whether that service exists. It will draw new clientele.
- It is the easiest way to advertise your business in the area.
- I actually like the signs in my neighbourhood, which surprises me. I think the neighbourhood does this quite well. I live in Deer Ridge, so I am referring to the temporary signage put up along the Bow Bottom boulevards. There have been a variety of small business startups, specials, and community events where these signs have been my first (and sometimes only) source of information.

- I'd be more inclined to say for small businesses to advertise or for businesses that have a location away from high traffic areas, temporary signs may be useful. Especially to advertise special sales or promotions.
- Not every business needs it but curbside signs get attention
- No, I do not think businesses should be allowed to use this form of advertising, and think other forms (TV, online, radio) are likely much more impactful.
- A business can use other forms of advertising
- Sales, new businesses
- A good way to advertise
- There are other types of marketing available to businesses other than what I call 'Gorilla Marketing'.
- There's a number of ways to advertise businesses that don't negatively affect the aesthetics of a neighborhood. Social media, print ads etc. The signs are unnecessary in communities that have their own publications. New Brighton and Copperfield are examples.
- I don't think it is right for business owners to use public property to advertise their business
- I view them as a community thing, not for business.
- Yes, advertising in general for businesses is very important because it informs the public and increases awareness of the products and services offered by them.
- In some special cases, like a grand opening for example. I would hate to have businesses routinely using temporary signs for every sale or event.
- I would like to know how much business they actually get from these. Personally I find them to hard to read and a distraction
- Im sure they are an important marketing tool, however safety of pedestrians and motorists should be more important.
- As long as they're in front of the business they represent, to advertise specials etc. I dislike signs from College Pro Painters etc where they put several of the same sign withing 30 meters of each other all in a row on a center boulevard.
- It's cheap advertising for often struggling businesses. Often fast to read but Maybe there should a a rule on word count ?especially as digital signs get cheaper.
- For some small businesses.
- As a small business owner I do think this type of advertising is important; however we are inundated with ads everywhere we look and it's becoming overwhelming.
- They're good for local advertising, you're targeting people in the neighbourhood of the business.
- I don't think using temporary signs for marketing or sales is a good idea. The BUSINESS probably thinks it's a good idea to use the signs. Me, not so much.
- It could always be abused by overzealous businesses
- every business feels they need to reach out and inform the community about sales etc that are available to that community but other forms of advertising would work just as well.
- For many businesses, portable signs are the way they keep going... without them ... they cannot continue in business.
- Signs can be a benefit to a business but mus be uncluttered and in locations where it will not impede the flow of traffic.
- I suppose they are good for trade, but still they are unattractive.
- more coverage and cheaper than mail
- there is a time and place for everything, no mess up our neighbourhoods

- I do not own a business but advertising signs should be much farther away from roadways for optimum line of sight for drivers.
- Use the internet
- they are a complete transaction and could become a nightmare for City Bylaw trying to manage and please the public for all the companies that will push the limit on the rules
- There should be other ways of advertising other than distracting drivers. I will not support a business that is distracting driving.
- A small sign aimed at walkers can increase foot traffic, very few large signs do anything other than annoy people
- I would hate to see community and school initiatives no longer be able to use this affordable method of advertising. Maybe different rules for businesses vs non-profit initiatives???
- Low cost. The organization that should be subject to more scrutiny is The City of Calgary - you are the real [removed] who attack job creating businesses and constantly raise taxes to fund your financially unsustainable agenda 21 policies. It's not only businesses but not for profits like sports clubs for KIDS that rely on them. So now the city has a problem with families and kids and is trying to stir the pot with them.
- Temporary signs are important to business
- Many small businesses can't afford to advertise in mass media. They need these to survive. Sometimes the event is very temporary and an expensive add is not justified.
- Usually they are too small to read. We have to watch for narrower driving lanes, bike lanes, parking lanes, pedestrians, and signs. Too much to keep our eyes out for, without reading little signs.
- This low-cost advertising is effective in attracting certain groups of customers
- It's called the internet
- They should focus on having more formal signs or on other forms of advertising.
- They do get attention but too many is ugly
- For "businesses" such as the city of Calgary, community associations, non-profit organizations, and sports groups, public notices are very necessary. For-profit businesses should be able to afford other forms of advertising and their messages rarely affect as wide an audience. Therefore, temporary signs are less appropriate for them.
- Yes if they are advertising temporary specials or seasonal things.
- See above.
- Safety first, roads are for driving not shopping.
- No- I highly doubt that these signs generate much business.
- Business have many choices to advertise their businesses, no need to distract drivers to do this.
- As a small business owner there are many forms of advertising that are available to us, many that are inexpensive. It's a distraction to drivers and a complete eyesore to the community. We live in McKenzie Towne and leaving the traffic circle towards Deerfoot Northbound sometime there is up to 10 signs.....it's horrible!!
- They often let passersby know that a sale or some other special event is taking place or even that a service is available that the public might not otherwise know anything about.
- Hey, you have a sign on your business / building...ENOUGH.
- Bob'd Donair shop is having a 2 for 1 is something I don't need distracting me as I drive
- Online advertising, Facebook, SMS, etc...
- There are other forms of advertising that have less impact on homeowners
- Not anymore. Not with the Internet providing plenty of opportunity for advertising.



- Most people who want a certain type of business will look it up in the yellow pages or look it up online where they can get more information. Once in awhile, someone will see a sign and decide to try out a new business.
- Road signs are not the only way to advertise - there is the internet and television, and we also get loads of fliers in the letter box!
- There are so many meaningful ways to advertise, I don't think this is a valuable one except around shopping malls.
- I appreciate community updates on these large signs and I use small sandwich signs for open houses (I'm a realtor). But open house signs are very small compared with the commercial ones. They don't block the height of a walking child near a road crossing.
- I think businesses have many other options for advertising & show lent do so on public property.
- I don't think I have ever gone to a business because I saw their sign.
- Not to me - I don't remember ever thinking "Oh That's What I'm Going To Buy" after driving past a sign.
- There are many other more effective ways to advertise such as online or through flyers. Often the information on these signs are simply ignored.
- I am in marketing and I understand the want to use these signs but they are ultimately ineffective, like a multitude of voices shouting at once to everyone passing by, people who are not the qualified target market.
- I like seeing what's going on in the community, like pancake breakfasts or a community topic open house or even some sales. They get the message to the right people and honestly there aren't any other good ways to do that... I don't read emails as much anymore because I get too many from stores etc
- They show where a business is when you're searching for them. They show a sale.
- Businesses shouldn't use campaign-style signs because they are cluttered and commercial and messy looking. If there is something specific a business would like to advertise, a bold letter sign should suffice
- Not everyone wants or needs other forms of advertising.
- there are lots of other venues to advertise rather than distracting drivers
- That don't need signs
- It's an effective way to advertise.
- lets people know you are there and providing a service.
- The business signs I often see on bow bottom trail are most often ads for beer/alcohol sales. I am fine with community event signs but not alcohol sales.
- The safety of motorists & pedestrians should take priority over businesses trying to make profit. In today's age, social media has a significant impact in regards to advertising.
- I dislike them so much that I purposefully try not to read them or frequent businesses that use them.
- If was "important" then they would ALL do it, but they don't. It's cheap advertising, but I'm not sure how effective it is.
- They are my main source of information regarding community events.
- Businesses should be using other forms of advertising and not ruining the views of city streets. Temporary signs should only be used for Non Profit associations.
- this was against the law for years...bad idea
- This depends on the business, the ad, and the intent.
- draws attention to their business or event

- I think for certain times it can be good for businesses. However I think there should be rules on how many and how long they can be up.
- I have never purposefully been a patron of a business because they advertised themselves on a sign. Probably a waste of money and an eyesore for the city.
- Maybe they are important for business but I don't think businesses to have this option. Any community related events signs think is acceptable. Allowing businesses means that there is a never ending # of signs that could go up.
- There are. Better means of advertising that doesn't litter our neighbourhoods and make them look tacky. Community newspapers, news letters, and if they want to have a sign, the people spinning and holding signs would be a better option because that's only temporary.
- Our neighborhood has a regular news letter that businesses can pay to put in an advertisement.
- To get potential customers to notice.
- Gotta get the word out somehow, and lots of traffic can bring lots of business.
- There are a lot of small businesses that cannot afford to advertise in other ways. There should be controls on volume, however.
- Signs help customers know what the business offers and may direct traffic to the business. .
- There are many more ways to effectively market a business or service
- Yes, as they are a means of getting in front of customers. I found our preschool because of such a sign
- I'm not a business that would use these / I haven't seen a sign yet that would entice me as a consumer to visit based on a sign
- I dislike the signs, so I don't use the businesses advertising by same.
- Im fairly new to Calgary, the signs have been great for me to discover offerings
- Advertising can take place other ways. Social media, papers, flyers, electronic dispersion of adverts.
- Helps promote events that citizens may find useful Sales, offers Help
- The city getting revenue to advertise where advertising should not occur is morally wrong both for the city and the business. I will not ever participate in any event where the city allows and a business endorse distraction. Shameful really
- Very important especially for advertising new events, changes that may be occurring in a neighborhood, special sales and most of all, community & city-based events (such as this survey). I often hear/see about city events in my community from temporary street signs. The important thing is not to have too many too close together. One per block would be a good general rule, especially for the larger signs. Smaller sidewalk signs placed in front of a store are not distracting at all and may be intended more for pedestrians than drivers.
- There are many ways to advertise without the use of ugly signs. Businesses can advertise in papers, community newsletters (paper and or electronic), Facebook and various social media. I think of these signs as litter and don't support businesses that use them.
- Not "unsure" so much as "yes & no". I think they're valuable to smaller businesses, but only when they are promoting temporary events.
- let businesses pay for advertising elsewhere without cluttering up neighborhoods
- Signs should be used to promote community events/information, not businesses.
- With the demise of mailboxes at homes, and the onslaught of every business trying to SEO their place to the top of google, it is almost impossible for a small business to advertise well.
- A great way to get a message across without flashy advertising. It's also more environmentally friendly.

- We have social media and the internet today. You think I read your physical signs anymore?
- Businesses have other avenues for advertising
- I make a point of not supporting these businesses that use signs. I really don't like these signs.
- I appreciate that small businesses have limited advertising budgets and this is a way they can advertise. Still they are distracting when multiple signs are located beside each other.
- It gives you an opportunity to see businesses that you might not know about
- I feel that temporary signs should be eliminated in Calgary. There are an eyesore and make the city look unattractive.
- In these times where social media and web-based advertising is so prevalent, I don't think business need to advertise using temporary signs as well.
- They can be used to highlight a certain promotion.
- Tiny businesses only. Larger businesses have other options
- Great way to reach target group in a neighbourhood & are fairly inexpensive
- not a great way to advertize
- But should be temporary!
- I prefer that temporary signs be for one time, community based events, rather than for ongoing businesses
- There are many other ways that a business can advertise that don't include annoying drivers or taking away from the landscape
- I believe businesses use them because they're an inexpensive way to advertise and they don't care if they get lost or damaged
- Give information.
- They aren't really an effective form of advertising b/c people drive by quickly. There may be hundreds of thousands of eyeballs on your sign, but people only see it for less than 3 seconds. I do like the signs that the City posts. They are the only real ones I pay attention to, as well as election signs. Other than that, I don't look at them too closely.
- If signs weren't allowed, this might be a difficult type of advertising to replace. If the sign indicates a business that is located in close proximity to the sign, it may attract immediate business when people are passing through the area.
- I have a business, it helps draw traffic.
- Yes, the signs can be important for businesses that are set away from the main road, such as those in strip malls. Their use should be limited, both in size and quantity.
- I don't know enough about the use of these signs to express an informed opinion about their marketing value.
- I think businesses can use permanent signs. Temporary signs for business are often in the way or look unprofessional and distracting.
- It's an inexpensive way to get out important, short-term info out to consumers
- It is beneficial for the business that people come to know of them. It is beneficial for the public to know of new or existing businesses. I think this is a very beneficial marketing tool both for businesses and consumers.
- I haven't talked to businesses to know if temporary signs get the results they want. What does "temporary mean? Some signs are up in some areas and never taken down
- Small businesses rely on clients from the local neighbourhood. These signs are a good way to inform people.

- Serves as advertising for many local businesses who do not have the money to pay for advertising like transnationals who have lots of money for advertising. It is important for small businesses.
- I like seeing local business' sign up, with sales / promotions so that I can support them. It is often one of the more affordable ways for small business to advertise, and I am happy to support them.
- Although I'm not a big fan of business signs, they definitely can be effective!
- there's plenty of other advertising outlets
- I have no objections to business or event signs but I've never patronized a business based on temporary signage
- If it is a business I prefer for them to use other means to support their marketing.
- The use of local business is not generated by these signs. It is by word of mouth and local need
- signs will talk to customer
- Low cost, high impact marketing
- They need to draw traffic in and these signs do that but not always in a safe way.
- Small businesses and non-profits often have limited advertising to their very local areas and a temporary sign may play a critical role to their survival, particularly if they are not in a pricier high traffic area.
- Usually advertises a local business.
- No! There are plenty of other ways to advertise. Keep your crap signs out of our beautiful green spaces. Down with signs of any kind!
- To let people know they are there
- Businesses require these signs to notify residents of special or forthcoming events or meetings.
- Also for consumer use
- Businesses can make use of many other forms of advertising.
- It is a typical Alberta thing I have rarely seen elsewhere and those other places have been doing fine.
- Gets the word out to the community
- There are many other ways of advertising without sticking a sign on the road.
- We're bombarded with flyers, email adverts, radio & tv commercials - and we google what we're looking for anyway. (Same for city hall and ward meetings)
- Important for business to get special messages to customers
- The signs are a great way to reach a particular customer type or demographic. They work on a local scale, are effective and affordable advertising while employing local people. It's very helpful in these challenging times.
- I've never written a number down from looking at a business sign
- There a million ways to advertise these days. Limiting street side signs will not hurt local businesses.
- Quieter way to communicate with the committee
- for one time things not for every day ( temporary )
- To advertise their business
- Business & rec need to be able to communicate, but signs aren't only wat
- Can let a driver know info about the business
- They are a cheap and ugly bypass for getting a permanent sign permit. I can't believe we allow these ugly things to clutter our city. In many cases businesses have had "temporary" signs in the same location for YEARS! How is this temporary? The "temporary" sign regulations are a signage loophole for businesses that needs to be closed.
- There are other ways to advertise

- As someone who has a background in marketing, these signs only reach a handful of people. If a company needs to use these signs to obtain customers then they probably are not doing too well and need to source the problem. Also, most signs I am aware of are never updated and have very old information on them.
- I rarely ever focus on a business sign long enough to read it. It distracts my eyes and annoys me to the point even if I did read a business name I would choose NOT to use their service.
- Small business, yes. It's great advertising and captures many people who love or work close by.
- Everyone uses the Internet
- I don't believe I've been influenced to a business because of a sign
- signs such as a dating service, preschool etc should not be allowed on roadside
- Billboards are EXPENSIVE. Mini billboards are cheap. Not all companies can afford huge marketing campaigns.
- There are other forms of advertising which are not distracting.
- Not anywhere near as important as my children are to me.
- I suppose they could be but if you are driving you can't read them anyway
- Though a distraction it is highly beneficial for a business to advertise
- Unfortunately without temp signs some businesses have no way of properly advertising promotions.
- There are many forms of media for advertising. Placing distracting signs on major roads is both unsightly and dangerous.
- Advertising is advertising, but there needs to be rules, and limits, and locations. There are just too many of them and I am not sure that there is any value when there is so much clutter.
- Absolutely. It can be an essential and excellent tool to let people who pass by a venue a message that is transient in nature. It is also very cost effective for the advertiser. There are few opportunities to deliver such an ad.
- The internet is a 100% more appropriate place for signs advertising anything. Stop distracting drivers!!
- great way to showcase, let the public know what is going on , special sale, special event etc.
- It might have an impact on business but as it is a distraction comparison - might be good or hindrance depending on the placement and info on them.
- It is one more way for businesses to attract customers.
- Highlights info one may not normally realize.
- I'm sure that at least one in five people read the sign and act on it.
- Most people get information only from these signs (when they are walking, biking, taking the C-train, or driving). Those people that knew about that information through other means (e.g. an ad in the mail) and intend to attend (for example an event) often don't remember dates or exact places and know they will "figure it out" when they get "there" - by the means of the temporary road sign posted in front. It also engages "drive-by" interest.
- In this day and age of technology there is very little need for temporary signs... if the signs were restricted to just in front of a business...on mall property instead of all over community parks and pathways and the sides of the road then perhaps they have a use in advertising one day events and such... but they need to be limited to malls, parking lots... not all over the place.
- I understand that businesses need to advertise to attract customers, but signage overkill isn't necessary. If every business was limited to the same number and type of signs, there would be a level playing field when it comes to business advertising.



- I am sure that all kinds of advertising are helpful, but in an age with social media etc, it is less necessary to do street signs. They are visually unappealing when driving into a community and that is all you see. Communities put money and effort for landscaping etc, the signs take away from it.
- I don't own a business, so I don't know if they bring in customers from this form of advertising. Personally I think having a pokestop at your locations is (was?) a far better form of bringing customers to your business.
- Many small local business and communities don't have the funds to promote their business/activities . It's a good way to get local customers.
- While I think they are important, I would prefer that temporary signs be used only by not-for-profit groups.
- Any business that has to rely on annoying its audience has already failed
- sometimes I have called a business based on a road sign - so it is business generating. Anything that is business generating is important to businesses.
- I don't own a business so I don't know.
- The question is vague. Are the signs important to the business or are the signs important to prospective customers? Businesses are set up to generate profits for the owner, so importance to the business owner depends on the advertising budget versus the number of new customers generated.
- I almost never read them as I am driving. If I need to know about a business, I go to the internet to look up the service and which company provides it.
- They do serve a purpose for businesses. But should be To advertise outside of that business. For example, a sign like that outside of a community centre advertising an upcoming event. Randomly place on any grassy area, is not appropriate. It also looks terrible
- I need to find businesses I'm looking for easier. I need to know what's going on. I don't have much time so this is esp finally important
- In my experience they provide great efficacy for promotions.
- They already have a business sign
- We use them all the time
- I the of social media it is unnecessary for these type of signs
- Not in my opinion
- Temporary signs provide and immediate reaction for a customer that is connected to the business using the sign. These signs are located at the businesses property. Other media forms reach consumers (tv, radio, social media, newspaper) when they typically aren't near that particular business. They are also affordable for all business owners.
- I was a business owner and the signs were the only way that people knew I was open. I used to spend a fortune on signage.
- There are a number of ways to advertise and with the Internet, Web and social media available as well, a company should have no problem finding other solutions. Imagine if we start allowing large corporate advertisers to plaster our streets with signs as well! Signs on boulevards should only be available for information relating to the district and should only be allowed for a short time frame, not left up for months, even years, with the company just slapping a new two week sticker on the frame.
- There many more options available to businesses and community associations.
- I think its okay to see who re-roofed your neighbour's house by seeing a small lawn sign. But ads for profit businesses don't belong on the boulevard. Use the bus stop benches for that if you want.
- Depends on the business.

- I find temporary signs so ugly that I would not visit a business that uses them. Let businesses use the property they pay for to put up their signs, not public property that the City pays to keep looking nice.
- To keep the public informed
- Street signs have always been a great vehicle to market a business or events in a community. Politicians use them to market their campaigns, they should not be the exception.
- I'm a real estate agent, they are critical to the business.
- I think they can be effective when it comes to advertising events and such, but I don't necessarily think they're important.
- Allows for more exposure. But am not in agreement with multiple signs.
- need to get info out to the community on short notice.
- So long as they are not around too long and advertise special situations such as sales.
- if someone looking for a product, most ppl got to internet
- Not for pure advertising - only if they need to reach the immediate community. For example, summer programs, local daycare or market/event or showhomes.
- There are other ways to advertise
- No idea if they work on others or not. They don't affect me.
- There are many other ways to advertise a business. Community newsletters, newspapers, radio, etc.
- I know businesses need to advertise and street advertising is easiest and cheapest option but I would like consistency is what is acceptable.
- I am sure they are, but advertising should never compromise safety. And there are many cases around the city that do
- They can be useful for advertising one-time events or sales, but many have them up constantly.
- directing to a open house
- No, Businesses have multiple ways to advertise. But I would never support a business that bombarded my neighborhood with temporary signs. In this instance, they are an eyesore.
- The signs are a fantastic way to advertise and get messages out, specially for our sports organizations and registrations, upcoming community meetings etc.
- for community events and public sports clubs only
- helpful for business and community groups
- Some businesses/not for profit organizations have established signs as a primary method of advertising.
- They can be. If they are promoting something that is on sale, it could draw people into the store and let people know that they exist. They can also be a good reminder to people about a meeting or event that is coming up that they may or may not already know about.
- One of the tools
- Business's can use other medium for advertising
- I use temporary signs for my open houses and the majority of people who come to the open house say it's because of directional signs. I rely on this means as an important part of my business.
- I do not know the success rates of these signs for businesses so I cannot say either way. The signs I easily remember of this nature are usually used by the City of Calgary.
- Local draws to advertise their existence and wares/services.
- Assists with informing potential clients and residents of important upcoming events
- I would avoid a business that uses these signs. I think they're trashy.

- Occasionally these signs attract me to a particular business, however, I often ignore them because there are too many.
- I would think they are helpful to a business but I still don't like them or agree with them.
- Not sure of the efficacy for a business.
- For some types of small businesses and community associations this can be the only way of getting event/ business information out to the public
- The more exposure you have -the more business can get your attraction.
- It is a good way for new businesses to be recognized in a community
- Business should pay for advertisement, avoids undercutting
- I like small businesses, they help the community and it spreads the wealth. Not everyone should work for the man!
- there can be other alternatives in advertising that can be used to prevent cluttering the sides of streets
- I use them as an update of what is going on in the neighbourhood. I like them especially down bow bottom trail.
- Many Businesses rely on these signs to help them be successful and ensure people are aware of their offerings
- marketing is nearly impossible as it is. location and driveby traffic is crucial for small businesses
- There are many other ways to communicate with the advent of social media and other advertising venues.
- I'm sure there are studies on how effective sign advertising is but I haven't read any so I can't comment. As I say below I would prefer they only be used for community groups/City of Calgary as I personally don't like the look of them on our city streets.
- The important issue is the safety in our streets. Businesses can use other methods other than distracting drivers and making our communities ugly.
- Open house signs for realtors are necessary to bring people to view various private houses for sale
- many seasonal companies need customers and without being able to advertise locally in their community- opportunities are missed.
- I've never seen one of these signs and thought to use that business. It has the opposite effect on me. I avoid those business.
- I'm a realtor and we need to have directional signs for our open houses or this will kill our business
- economical way to advertise to select, or local markets
- If the playing field is the same for all businesses then it eliminates the necessity.
- Absolutely they are. In some cases, it's the only marketing some people can afford. I think the city needs to recognize that this economy cannot be solely dependent on big business to create an economy and that some of those solopreneurs may grow into large enterprise some day. Capitalism and entrepreneurialism start with lemonade stands and snow shovelers. If you take away a registered business' right to advertise you take away a kid's inspiration. It's a trickle-down effect that has little to do with the look of a boulevard. I would WAY rather have a boulevard full of signs than empty buildings with FOR LEASE stamped all over them.
- realtors - open house signs are important and are only out for 2-5 hours at a time. for all other businesses, they are important so that they announce where a business is
- They are affordable ways to advertise
- They could be important for a business but it is a poor choice to let this trump safety on the roads.
- I use them all the time to advertise open houses.

- As a business person, I do not believe this type of signage works, unless there are limited signs.
- Yes, for non profit groups, pop up markets, registration info, etc for communities
- Defiantly not, they already spend money on print and electronic advertizing
- It might be a cheaper alternative, but when there are so many, you can't read them anyway, it's one sign on top of another. Using proper signage on your business front and back is a better alternative
- Extremely important to businesses. Particularly service oriented and small businesses.
- Many businesses continue without these signs
- There are safer and better ways such as multi-media
- Possibly yes to make money, but at the expense of a clean looking city. Again I don't mind non for profit use only
- stop it ALL
- They can promote local businesses promos.
- Not being a business owner, it's hard to be definitive. There are so very many ways to advertise these days other than the temporary signs, but I guess if I was a business owner, I woud insist on using them. People read them. I know I do. I do feel that all these signs are fine in an industrial area as long as they are uniform in style.
- Yes but it's getting messy.
- There are many other ways to advertise these days !
- I've been alerted to a business, which I've used, and continued to use over the years, all based on reading a sign.
- Businesses (including private preschools and daycares/dayhomes) have a wide variety of advertising options available to them and should not be cluttering our roadways with their advertisements unless they are renting space on proper billboards. Temporary signs should be reserved for local groups (ie. community association, local school registration info), non-profits, and public service announcements (elections, city open houses, fire safety week, etc).
- the internet is an exceptional tool
- Makes Consumers aware of product and place etc.
- They are a great marketing tool for upcoming events, directionals to hidden businesses or to let consumers know that a business exists especially if exterior building signage is not adequate. However too many on a street and they all become invisible to the consumer.
- It's good for bringing in customers and letting the community know what is out there. It enhances and puts more value into the community.
- Only if they are new business opening and should have a time limit
- advertising
- It is quicker to see a roadside sign than the business sign which is further from the road
- For special sales and temporarily increase visibility
- OFTEN THIS IS A COST EFFECTIVE WAY TO COMMUNICATE TO THE PUBLIC YOUR PRODUCT OR SERVICE ON A TIMELY AND LOCAL LEVEL.
- Advertising should be done via newspaper, radio, etc. Don't pollute our beautiful natural scenery with advertising signs.
- I mostly notice the signs when they are for an event in my neighbourhood - the ones for businesses I honestly completely glaze over.
- Alternate advertising would be more suitable
- I'm not crazy about them, but I get needing to draw attention for special promotions, etc.

- If there is a special or new opening or open house, etc. they serve a purpose. They should not be up for long periods of time though.
- Businesses have other means of advertising that do not take place on public land and do not cause visual clutter and degrade the urban Environment.
- Many people may not know of a business or cannot find it if it is in a new area or new to the area
- Small illegible signs that businesses often use are useless because they cannot be read very easily and the accumulation of them looks trashy. Large road signs are neat and legible. Roadsigns should not be used for business advertising unless it is a business sponsored event for the benefit of the community.
- I would assume they are necessarily evils and help businesses reach a specific audience effectively.
- There may be a lot of impressions made by drivers but there would be little influence to the driver. The driver is on the road going somewhere and that is what is on the drivers mind, not some new business or product.
- Good advertising and reminders when one is on the road doing errands.
- Business can afford other modes of advertising
- I used to Temporary signs on Centre Street North
- I think signage should be given first to community associations, charitable associations before businesses. However, community businesses likely get a better return on temporary signs then any other advertising.
- Marketing
- I am a small business owner. My business does not front onto the street. A small, temporary sign allows us to gain attention along the main roadway. These signs are rotated with other businesses in the complex ensuring that we all have equal exposure to the busy street.
- any signs will help the businesses at this bad economic time
- We are moving towards more and more of a big-box franchised business world where only big multinational firms get attention through big ad spends - temporary signs are a way to level the playing field and give small, independent businesses that make up the fabric of our communities a way to connect with their neighbours.
- Businesses have their storefronts to advertise not the street...
- There are many other methods of advertisement.
- It's targeted to people in the area
- community notice.... ok.... business can advertise in other ways
- Most businesses understand marketing and realize there are certain avenues to capitalize on, temporary signage is a cheap representation for the business and makes the neighborhood look cheap as well.
- Allows those driving by to see their specials
- Yes, but no one wants to see private advertising on the public space.
- Temporary signs on public property are No. They can have a temporary sign on their own property.
- Many businesses cannot afford billboards or radio/television ads, so temporary signs can be an affordable alternative.
- It's a great way for a local business to advertise to a specific demographic.
- They are a way to market to traffic which may stop by your business.
- they want customers..need to advertise, a person can decide in seconds if they want to go into place of business based on signs.



- There are more effective ways to advertise. These signs make me less likely to associate with those using them.
- I have no idea how much business one gets by using these as I am not a business owner.
- don't hamper entrepreneurs....let business advertise ....this is typically in retail/industrial areas not on residential streets
- Hardly anymore.
- I'm sure they're important but would prefer these signs for local businesses
- Social media is much more effective.
- They can put signs at their store front not my view of my community.
- I do often find out about things I wouldn't otherwise know about but I often don't care or need to know.
- Using a sign like this makes a business look desperate and low-class.
- I wouldn't say important but certainly helpful.
- There are many other types of advertisements these days distracting signs shouldn't be used any more.
- Businesses have many other ways to advertise, including newspaper, radio, tv and online. This should not be a business' first and/or only way of advertising.
- Sometimes need to advertise something going on in the community, but it should have a set timeframe and only to advertise something going on with that business (no signs advertising lawn work or lawyer contact information).
- There are other ways to advertise which reach more people.
- In some instances there is not enough visible frontage exposure.
- It helps advertise their services.
- Signage and expression are very closely related. We do have constitutional rights around expression. Signage, while limited by bylaws is in fact a form of expression. Businesses have a right to advertise within bylaw restrictions.
- It lets people know about services that they might not otherwise find out.
- I think a business could use other means of advertising
- Small businesses can't afford large scale marketing, and poorly visible locations are often overlooked by potential customers.
- There are a number of ways to advertise
- prefer priority use for non profits/ community groups rather than businesses
- They can let people/passersby know of sales or special events.
- You hit an audience you may otherwise lose.
- If there are other options for advertising, then the signs are not important. However, for temporary information, they might get to the most people the fastest.
- There are many other ways for businesses to advertise.
- They are needed but not like you see them now. Businesses have signs on the large mall sign, they have their own sign on the business, etc. They advertise in flyers. there are too many signs to look at sometimes.
- Not a business person
- I am not sure how much value they are? When you are driving by, how much information do you retain anyway?
- As long as the signs are for community, local businesses, I am okay with them. They are overall a bit tacky but I have seen some community events and services that I would have otherwise been

unaware of. There could also be an online alternative that would make it easier to gain access to such listings instead of the tacky signs but the road ones can be effective.

- Vancouver and other cities do not use these signs and business use other means to advertise. People will have to find another way to seek out weight loss injections and all the crap advertised on those tacky signs.
- Yes but they should be regulated. Less writing being the most important, and fewer signs clustered together
- Signs may be important for businesses but I feel that those on City property should advertise events contributing to the community and not be for rental by businesses.
- Again, they are a good way to get information out as long as there are not too many.
- Brand recognition is an ongoing thing, not temporary. They also don't represent a business or the brand they are hoping to promote. They also sully the image of a community they may be placed in.
- Real estate open house signs or garage sale signs serve a useful purpose and would be difficult to replace.
- The only business that gains anything is garbage match making or weight loss shots companies that take advantage of people.
- Low cost way to advertise for a small business
- could be, not sure
- I'm sure that businesses think they are. I don't really care one way or another.
- I understand them wanting to advertise, but they should follow rules of perm signs
- Small community organizations, non-profits and new and existing businesses need them to drive awareness of their events.
- The signs are important for businesses to advertise their products, however I think the number of signs on any given street should be limited to an amount that will cause the least amount of distractions.
- I assume some businesses wouldn't get noticed without signs like these. I know I've searched for a business I'd repeatedly seen signs for but didn't know it's location.
- It helps businesses with advertising and helps people now what services are available
- If they change often enough. The "temp" signs that say the same thing for years and fade are useless. Ones where they actually update and say something people care (ie: sale, new product, etc) about are good.
- I have no doubt but that they are important. However, that's no reason for the city to look for revenue from them.
- if it is for a small business like registering for lessons , otherwise I don't care about business use, clutter up the boulevard
- Extremely important for small businesses that don't have the budget for other forms of advertising. Plus the business of the sign companies too.
- It catches the consumer's attention from the road, even if the business is tucked away, further from the road.
- I believe signs are important in getting walk in and drive by business.
- Lots of businesses rely on sales and promotions. Savy shoppers are often interested in these too.
- It helps small businesses advertise inexpensively
- Businesses have other options.
- Businesses have many options now, and should not cause visual pollution in our neighbourhoods -- except for garage sales, lost pets, etc. where the signs are very temporary.

- Important for small and home-based businesses that want to target a market based in the community.
- I think there are more effective ways for businesses to advertise. A business using one of those signs has never attracted me to their business because of the sign.
- There are a lot of special events, community events, and hidden businesses in strip malls and buildings that I would not have known existed unless a sign was present. They are important for businesses to get certain information out.
- It is a great way to advertise, especially for meetings or events.
- I am not a business owner so I am not sure how much revenue this would generate, but I do see that during certain seasons it may be worthwhile for certain industries. For example: tax time - accounts use signage and for Christmas - tree lots use signage.
- I don't think it really drives most business traffic in modern times, because most things are researched online, anyway.
- I don't know these should be allowed for businesses. But for announcements by politicians, community associations, the municipality and or province and charities. Local events should be allowed also.
- I assume it helps or else why would businesses use them. Anything that helps promote small business is a good thing. Especially in the economic downturn we are in.
- I'm sure they are but close to roadways is dangerous
- we have the internet
- I own a business and have never used a temp sign.
- Businesses have the means to reach people other ways.
- There are MANY other ways for a business to advertise.
- Renting signs like benches, and having other signs in the proximity of your business is very expensive for small business. It doesn't look professional, but I think for small business, especially when the location isn't great, it helps a lot. Stores need to have limits on how many signs they can have though, too many on the street looks ugly.
- I'm sure there are some businesses that will argue they are essential. But I think that if they were banned, even those businesses would find another way to reach their customers.
- For some businesses - otherwise people might never hear about them.
- It is an effective mean if bring in new customers
- Other means of advertising work for majority of businesses, it is the ones that do not want to spend \$ informal advertising that clutter the streets
- I find them a distraction & waste of materials.
- Again with social media access what it is and how popular it is, I don't understand why that wouldn't be the preferred source. It is for my business. After a while the road signage is just white noise.
- That's how they get their name out there and promote their business. Some of these small businesses are tucked away inside a community where not many people can see them.
- Some business benefit from these signs, however they are free not the only means of marketing so business owners can use other methods.
- With so many other outlets, businesses don't need these signs.
- Physical signs not on their own property is unnecessary in the age of the internet and continued options to put the signs on buses and bus stops.
- seems obvious
- Temporary signs for sales are at best a last gasp at impulsive shoppers for limited sales deals.

- If left in place they become invisible.
- Ugly fluorescent signs make me less likely to use the businesses that put them up.
- Businesses should be paying for permanent advertising in appropriate locations. Temporary signs should be restricted to community organizations/groups promoting local events.
- I think this is probably a good advertising tool for companies
- The allow local communities to find out what businesses are in their area and create an interest to a product we might be needing
- Social media has filled that void. Proper signage on buildings or close to business is fine.
- There are various measures to advertise your business in store locations various stores.
- It allows people to find out about something.
- I'm sure businesses think so, because it's cheaper than purchasing legitimate advertisements.
- With social media marketing there are other inexpensive and more effective ways to advertise now
- I prefer temporary signs for community news and events
- it's an easy way to advertise that is less wasteful than junk mail
- Businesses should not be using public property to promote their business.
- You can't read them driving by - they are tacky and ineffective
- They are a cheap means of advertising but this does not mean it is a safe way to advertise. I have seen many near accidents when drivers are looking at signs and the vehicle in front of them stops suddenly.
- meet an objective for a short period of time
- Sometimes it's the only way a business can get noticed!
- I believe there are other ways for businesses to advertise - online, on community bulletins in community halls or grocery stores.
- Yes. They bring people in who pass by.
- Only some business can use the signs, I have a business and I know the rules so I don't disobey the by laws. Many business do which is not fair to me. I have a fitness business, but yet if children are being registered it's ok to use the sign but for adults no. It makes no sense, make it across the board.
- For example; I often see the local liquor store advertising their latest specials on these signs. As a person who works 12 hour shifts in an animal ER hospital, this is very appealing to me at the end of my work week!
- Depends on the business and what goals they are trying to achieve.
- Businesses who advertise this way will never attract my money.
- I have learned about several businesses from these signs.
- I know I often get information from them that I don't see elsewhere, but perhaps if the signs weren't there I would seek out that information on my own, or notice it in other places if businesses were forced to change their advertising method.
- I think a lot of temporary signs are used to bring in business, but where is the line? Where does it end? I have seen the entire strip of lawn outside a mall covered! It's all too much. Where does the right to a free undistracted space begin? No one is even paying attention anymore to so much advertising... It is serving to numb us instead of engage us now. I want to drive attentively and calmly without my brain constantly navigating all the visual messages at the same time I am supposed to safely navigate a vehicle.
- There are other means of advertising. As a motorist, I would prefer not to see so many unnecessary ads along the roads or in my neighbourhood. Election signs should also be limited otherwise there appears to be a signage war in my area every election.

- There are more effective ways to advertise. A sign that says haircuts available or bottle drive on Saturday do nothing for me
- It's an antiquated form of advertising, that utilizes the "free" space of the public sphere to promote private interests. In the case of bonafide community use they are more important to inform a specific event for a specific period of time in the public interest.
- Portable signs are an affordable way to advertise, both for small businesses and community events.
- sometimes yes sometimes no, depends on the business's other signage
- My business is hidden from street view. Our road sign is very important and helps customers and potential customers find us!
- They are one of the only effective and affordable options for small businesses and community groups.
- enough other ways to advertise.
- I worked for 711 and relied on temporary signs for promotion of hot foods.
- as a business person its a best way of advertising
- Businesses who have to compete with the public sector (i.e. those offering classes in Calgary communities) should have an opportunity to use public signage as the city does for its programs. Otherwise it is impossible for businesses to compete with the huge marketing engine at the city of Calgary.
- Many types of properties do not have enough permanent signage available for all businesses.
- There are many other available outlets to advertise.
- I can't see how. I certainly don't choose where I shop or what business I use based on signs along the road.
- Using these sorts of signs in advertisement is advantageous because the brand because familiar to consumers.
- Do they increase their business.
- In this day and age use of Internet and social media, apps etc is sufficient these signs are an eye sore and very distracting for drivers
- Low cost, effective advertising.
- Its great to know what's on offer but it needs to be up and much more clean and neat looking so people can get information without doing a lot of reading or struggling to get the full message. There should be a word limit people shouldn't have to slow down to read everything.
- I'm guessing they're cheaper than other advertising? But so ugly. The one place I think it probably helps is to draw attention to places not visible from the road (e.g. Hop Sip Jump in Silver Springs). Still ugly though.
- I feel there are other ways to connect with potential customers - social media for example. Or use the signs in parking lots as advertising is necessary.
- Small businesses, in particular, need as much exposure at a reasonable cost as they can get. Particularly in this economic climate, allowing this advertising option for businesses is critical.
- Not sure if they are necessary.
- It's just being blasted with more ads that I don't care about.
- The right of a business to advertise should not come ahead of the rights of people in vehicles to be safe. I get that we do have freedom of speech and expression in Canada, but if you read the Charter, you'll notice that it is not absolute nor is it unlimited. A limited-time deal on lunch isn't nearly as important as safety on the road.



- The signs would be for neighbourhood business, that would work better with coupons and word of mouth
- They are a form of advertising.
- advertising is so important, even to CA's
- There are PLENTY of ways to advertise that ISNT distracting to drivers
- Business can advertise on TV, radio, newspapers, social media, emails. They do not have to devalue the looks of our communities
- Businesses have numerous other opportunities for advertising. Signage related to businesses should be restricted to the property the business operates at. Temporary signs should be limited to advertising community and civic events. This will reduce to potential for public spaces along roadways to become sign alleys.
- Business can chose other type of advertisement. 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.
- They are taking the cheap way out to advertise
- Do not work. Should find other ways of advertising. Annoying and ugly.
- It can help them with business as people driving in those areas would see them.
- 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.
- Not sure how this type of marketing affects the business.
- on occasion... not required 24/7/365.
- especially if it's a business in the community
- Signs should only be used for emergency.
- There are many other forms of advertisement that a business can utilize to promote their product that are not as invasive and tacky within communities.
- Yes 100% they are effective for creating bussiness and informing public about things.
- There are other ways to advertise without littering the boulevards.
- Businesses need to be able to advertise their location and/or deals they offer in order to help generate new clientele and/or remind previous clientele they still exist.
- Businesses exist primarily to make money to provide a living for the owners and employees. It is a given that expenses are involved. Advertising is one of the expected expenses. Businesses can afford various types of advertising not available to non-profit organizations. Businesses should pay for other forms of advertising and leave the temporary signs to non-profit organizations.
- My business relies on signs to get our marketing message out to consumers. If the city didn't allow me to use them, I would start to question the value of the city to businesses.
- There are other ways that businesses can advertise. I would much rather see an advertisement in the community newsletter than have to drive by signs day after day!
- Half the time you can't read them and there are other ways to effectively advertisement that is safer than distracting motorists
- They are an affordable form of advertising for small businesses
- They are inexpensive and effective if well designed and placed. They can be very local and specific to the neighbourhood.
- They're a great way to advertise sales and specials to draw in extra traffic.

- Signs advertise businesses to bring in more customers
- Some temporary signs are acceptable, where the need is temporary (e.g, to notify community residents about events, temporary road closures, etc.) A lot of what is out there is just distraction and communicates a business that is NOT temporary. These should be limited as there are other avenues for businesses to advertise that do not pose a distraction to drivers or pedestrians.
- best advertising for small business
- If businesses relied on these signs I doubt they would be in business
- small business needs inexpensive ways to advertise
- As your business grows you need every option on how to advertise.
- How small biz will advertise.
- There are much easier and cheaper methods of advertising.
- Community and govt signs only
- I've never called a business that uses temporary signs
- It gives the opportunity to reach out to those who may otherwise not know about that company or agency and who may not come across certain businesses on a Google search.
- depends on the business, and location
- I think if they can use temporary signs they can make a radio/tv ad which are less distracting
- There are so many ways to advertise that we don't need ongoing temporary visual pollution.
- Probably. How else do you advertise if you're a smaller, community-driven business?
- Use should be restricted to government, school board, community use
- I will never pick a business via street sign.
- There are other ways for businesses to advertise
- Important venue for a rare and short term message. Would prefer restrictions on temp business signs. Would be more lenient for schools, community organizations and city.
- There are many other ways for businesses to interact with customers.
- If your business will survive or fail based on temporary signs you have problems with your business.
- Not sure they are effective
- there are other ways to advertise.
- they are vital for small businesses and should be able to use them more often
- Advertising
- I don't personally care what businesses advertise.
- Businesses have many other avenues of advertising and business advertising is usually for a longer period of time. I never pull into a shopping centre because of these signs.
- Most businesses have signage on their place of business as well as advertising through other means.
- It gives people information they might not know unless they seek it out on the web.
- Advertising is a necessity for smaller business
- They are tacky and not enough people notice them
- They look desperate.
- No - I will not use businesses that clutter our neighbourhoods by placing signs like this. I can find businesses on the internet
- I have used this type of signing for community sports notices and they made a big difference in letting parents know about registering for the sport. Other business would likely also benefit especially if their business is not prominent location but nearby.
- Other modes of communication

- Businesses apply for signage when they build. They are usually also advertised on the posts for the mall. Then they add posters to their windows, then flashing open signs then electronic hours of operation signs then these street signs and more recently these tall wave banners - like some of the car dealerships have - have appeared. Overload
- There are many other forms of advertising available for businesses
- There are many other ways to advertise a business. I can't think of a time that I went to a business because I seen a sign for them on the side of the road.
- Businesses do need to promote/market themselves within reason
- In this day and age of social media I do not feel they make much impact.
- Depends on the kind of business, the audience you need to reach, and the message you want to share. If the information has temporary value (eg time limited), is specific to the geography (eg neighbourhood) etc, then I can see "businesses" having value in access to temporary roadway signs. I can also see value for Alderman, community centers, etc that aren't typically considered businesses.
- Yes. It's a way to let people know of their business, especially if off a main road.
- There are many other forms of media to use for advertising.
- Most people already know what they want. They can be let known of sales or promotional offers once they enter the business.
- They can use social media or traditional advertising
- There are other ways to advertise. Are you going to limit the elections signs as well, because they should fall in this category.
- There are other alternatives for businesses to get there messages out. Signs should only be for important community or city information.
- It is a reasonably priced way for a business to advise the public of a specific event
- Important for businesses I agree - but not to make a residential area look like slum-vegas is just disgusting
- Promote sales and info providing
- Small businesses have specials that they need to advertise to those passing
- With low cost of advertising (I.e.social media, internet) these signs should be a thing of the past, and roadside signs should be left for local government notifications or service interruptions in that area.
- It's an easy and affordable way for a small local business to get noticed by both drivers and pedestrians.
- Need to advertise
- It's helps companies get their name out there.
- Depending on the type of business. If most businesses want to advertise near their locations they should put up a permanent sign
- Excellent tools to advertise! No one reads the papers anymore so community signs are very important
- Small businesses need an affordable way to advertise. This helps them stay in business, keep people employed, and keep paying taxes to the city... If they can't advertise affordably it is bad for the city, and bad for employment.
- It is not proven that signs increase business.
- Not really. They should have regular signage. They don't need extra signs that take up space and don't look good. I don't think they should be used to promote businesses or their offerings.
- They bring in street traffic. If they didn't work at all, there'd likely be less of them.

- Affordable way to reach a target area. A great way to receive information of services
- Quick, easy, inexpensive way to advertise sales or products.
- They should try the newspaper
- perhaps just for small businesses
- Small business often use signs like these to reach directly to the community they serve. They're a cheap and effective way to market.
- Not everything they need to advertise is permanent and I have found a lot of things I'd never have known about if it weren't for these signs!
- I am a small business owner at [personal information removed] in the [personal information removed]. The new landlords will not allow signs on the property. However, when I had a magnetic sign it brought business in daily! I suffered a loss when they took it away and did not give me ANY signage for 9 months, while they had new permanent signage put in. Now I pay \$300/mo to have my business name on a sign in a building that I lease from (which makes no sense to me). Small businesses need more support and from experience, a temporary sign can make a huge difference.
- I guess so, but if every business used them, they would dominate our communities. I agree that Community Centers should be allowed the advertise their programs, but not with these ugly signs. Why can't all neighbourhoods have an electrical sign like McKenzie Towne at the entrance to each community?
- It's important for small businesses to be able to advertise.
- I have never and I can say that unequivocally, frequented a business because of a sign such as this.
- I get that this a form of advertising, but if they are many clustered together people aren't going to remember them individually. It's like littering the boulevards with stand-up garbage. Information pollution, I say.
- I think they are useful for small businesses. There is no need for temporary signs for, for example a car dealership or anything with a large central facility or that could easily afford billboards. (Judgement call, I know.)
- It allows for promotional advertising at a reasonable rate
- Good way to let people know they exist and what they offer
- Effective business communication is through other means.
- I think it helps advertise and is good for business.
- Most is now done on socail media and news papers
- I'll give them the benefit of the doubt. I'm not a huge consumer so I imagine businesses have to try to get our attention somehow.
- However, the location should not interfere with driving.
- It doesn't matter. If killing puppies was "important for a business" we still wouldn't condone it.
- While walking I have come across signs that have lead me to people's business
- Not all businesses can afford to advertise any other way.
- I do not remember ever making choices based on these signs.
- Another form of advertising
- They're cheap advertising, but if every business were to have one up, it would be an incredible eyesore and take away from community outreach messages.
- I've seen them mostly for city events and registrations. I worry that if businesses start using them often the city ones will get drowned out by all the business advertising. Usually they get my attention because I want to know what the city has to say, but I'm not as interested in reading them if it's for a business.

- I often don't see information about community events otherwise.
- It works for advertising
- Unsafe
- I'm in real estate. It's always helpful with pointer signs towards my business.
- Most important for non profits and political campaigns.
- We use lawn signs in our roofing business.
- I like temporary signs for community activities. Not so much for businesses.
- Not a business don't know use.
- They let us know about events and sales or new businesses.
- better and cheaper than news paper advertising
- I don't know the stats on how effective they are for advertising
- They're fine on occasion for special deals, etc. But all the time, they are ineffective. I stop looking and in fact, ignore them because I find it's not true or new info. Signs are most effective when only used occasionally, simple lettering, not too many words. So that a driver quickly gets the point without too much focus needed.
- I have never patronized a business which advertised on a street sign.
- It's promoting your business
- That depends on the business. Some businesses don't use their marketing budgets wisely.
- Advertising is important.
- Distracts the driver
- Community associations rely on signs for programs, events etc. And parents and others do as well to stay informed. There is a way we can allow temp signs to benefit all and be a win-win.
- I see so much advertising that I block it all out.
- I refuse to patronize businesses who use them
- There are other means of advertising
- Small businesses especially start-up businesses sometimes cannot afford signage that requires a contract term or a maintenance cost.
- Businesses can use the internet, radio, newsletter etc. honestly I doubt many genera
- Marketing is important when needed.
- It's a cost effective way for the to be able to advertise
- Potentially useful to bring in business, but not necessary to always see signs
- Helps the small business get their message out at a reasonable cost.
- For small organizations (private and non profit), they can be an inexpensive to inform a community of events or services that may be of interest to them, especially for hyper localized subject matter
- Should be in front of their business
- On occasions, special sale etc
- Signs are important to a business, but they should not create visual pollution.
- No businesses REQUIRE to block roadways and distract.
- cost effective way for business to advertise. helps small/ community- local businesses
- Businesses need to have a way to let people know about specials they are having, in order to obtain new business or to inform current customers. I don't believe that trumps safety however.
- Need to be able to advertise businesses. How else does the economy grow?
- There are many other mediums that could be use just as successfully to get your message out to the public.



- Needs to be limits on private business signs. I feel temporary signs are more important for community groups (community associations, schools) as they have limits on informing the public
- Generally, I don't think businesses need to use temporary signage to advertise. Organizations which need temporary signage are those putting on community events - community centres, churches, and (occasionally) businesses putting on Stampede breakfasts or the like.
- Temporary signs allow a business to advertise time sensitive offerings or promotions to attract customers into their business. Permanent signs end up being a nuisance and a time limit should be enforced. i.e. A "Closing Out Sale" sign that stays up for over a year is false advertising and should not be permitted indefinitely. Balance between allowing a business to promote themselves creatively occasionally and preventing a business from cluttering up a boulevard must be achieved.
- quick information, I am doing this survey because of one
- There are plenty of other ways to promote businesses (online, phone book, local bulletin boards, kijiji, etc.). I take pride in my area and I don't need it looking like a giant advertisement for everyone else!!!
- Gets the message across to people who travel the route where the sign is placed of an upcoming event or meeting which they might have missed if they had not seen the sign.
- Yes in some cases it could be useful but they should be informed of their responsibilities that could include proper installation, only have them on display for a designated time, and they should not be a permanent fixture. Some abusers of this are some services such as Acupuncture, Massages, Weight Loss clinics Etc and Car and Tire repair outlets, to name a few!
- They can be a very effective way to advertise
- It is part of Calgary that we have these signs I think business should be allowed to use them within reason.
- I think it depends on the business. Larger businesses with bigger advertising budgets do not necessarily depend on temporary signs as they will spend their dollars on web, radio, print advertising. Smaller business or businesses just starting up may not have as much to spend in advertising dollars so temporary signs is a less expensive way to get their business noticed.
- Not.
- Do limit number and time though.
- They shouldn't be. The business can't survive without advertising along the side of the road, making our neighbourhoods ugly, then maybe they shouldn't be in business.
- Low cost way for a small business to advertise their business
- They need to put their name out there, business is hard and it's as good of a way of advertising as any other or sometimes better because people will see that this business serves their area or is local.
- Have not seen analysis of benefit to business.
- Gives business a way to advertise
- Don't own a business. Do businesses see them as important?
- I'm a business owner and want to use the signs to inform potential customers of offers we have
- I don't feel that community/public land is the right place for private advertising.
- Too many signs all the time. We are just trying to ignore them.
- Small businesses may need additional advertising to help in their success as some people may not be aware of sale or specials at the business

- They can be very effective. I myself, do a lot of driving around and with my busy schedule, find it convenient to stumble across some helpful advertising. It has helped me get a great maid service and helped find my perfect soul mate.
- No, there are so many other types of ways to advertise, this signage is so outdated.
- Find another way. Keep them off the principal boulevard. Use other formats (online, radio, store signage etc)
- Small businesses have a hard enough time trying to make it in Calgary. Road signs at least let people know that they are around, who may otherwise not know that the business exists.
- This question has no purpose.
- Small cost of advertising vs radio or tv
- Should be able to advertise otherwise.
- But these bold type signs are so very horrible looking. Please do not allow them any longer. Standard size 2x3 sandwich boards are fine.
- Signs are a very effective way for businesses to gain awareness. We have tried over 10 different ways of marketing and the most effective method was street signs. Especially in this current economic situation, it is imperative that businesses be able to effectively advertise so that they can continue to survive in these difficult times. While driver safety is the main priority, as long as these signs are not placed near stop lights/intersections etc (as per the existing rules), I think these signs need to continue to exist for financial growth for businesses and for consumer opportunity.
- Advertising is a necessary part of business. Although when an advertisement is placed near a road, it should be well worded and easy to glance at, not requiring more than a split second of attention.
- I feel that with the use of the internet and social media, these signs are pointless and distracting.
- It's a great way to inform people on the go
- A variety of ways to advertise is important for local business in tough times.
- The occasional sign is good. To have multiple signs on the side of the road is excessive and unnecessary. There are other ways for businesses to advertise and market than these signs.
- Many business signs that I see are unnecessary. Businesses should not have access to temporary signs to promote sales.
- They are important for a business to use.
- Promotions. Great way to get your message out there to the community but only if it's done in a tasteful way.
- I don't think they are as important as community info
- When was the last time you saw a cheap looking sign and made you think you should go buy something from the business?
- Really do not want to see business signs in community areas. Only in business areas or roads that allow it. They are ugly and distracting. Plus not meant in R1 zones
- No one has time to read them and usually so much to read and very little. They are useless
- I have no idea if they have any effect but they are cheap so why not try them if you have a business.
- Ughhh? I guess you haven't noticed 3rd party advertising has been around for over 2000 years. Hmmm maybe it works!
- Highlights new businesses that are open
- People don't read print media anymore. Social media streams are clogged with nuisance advertising. If businesses need to get their message out to specific community, then these signs have the highest reach for the target audience.

- Gets the name of the company/service out there
- If no businesses could use signs, we as citizens would not feel as though we are constantly subjected to advertising against our will. It is not like a television that we can simply decide not to watch. These are in our neighbourhoods. If no business is allowed to use them, then they do not have to feel compelled to use them to maintain competitiveness. The savings could also be passed on to consumers (think win-win).
- Helps promote small business
- Use an electronic sign and display all that is going on without multiple signs
- As I said, if I need information or a certain service, I'll go online and search it out. It actually makes me upset to see these signs all over the boulevard area. I might not use that company as a result.
- Signs should remain on business property.
- Pay to advertise elsewhere community newsletters shop windows online web
- It helps if there is a sale happening etc. Best if signs are placed at the side of the road at a traffic light. Then a person can read it when stopped at a red light.
- Some businesses spam with too much advertising. Some small private companies and shops need extra exposure for local people. Some businesses are fooling themselves that those silly stickers on the backs of street sign.
- Their important for businesses because advertising is what gets them business. Advertising is what helps them to inform their customers there's a closing sale and that their relocating. Advertising helps promote different events on different days that they may have and so forth.
- The more advertising, the better.
- Awareness of new businesses
- To an extent, a sign on a business's property advertising something can be helpful, but there is no guarantee that they actually bring about business. I find that signs that advertise lessons of some sort may get attention, but if there is no website, then I won't contact them.
- For a business starting out, they could be important to attract attention.
- In most cases, there isn't time to read the signs
- this is essential to tell the public when there is a community non profit event happening that they can benefit or help out with such as food drives, blood drives, community and environmental clean up days and more.
- It really depends on the location - some businesses might benefit by having a more visible presence. Also, it might be easier for a driver to spot a business without taking their eyes off the road to look for a particular address.
- I am sure these signs are good for businesses. I am really not sure how effective they are in advertising.
- Better to use the Internet to be found and educate customers although some addresses can be hard to find. These signs may help
- Well, if they weren't important, businesses wouldn't waste money on them .....
- In this economy businesses need to get their name and services noticed any way they can
- This allows businesses to advertise promotions.
- They get left too long because the businesses forget about them and the City never seems to enforce the by-law.
- Temporary or street signage advertising sales are distracting and unattractive, temporary signs should be used to relay community information only
- I think word of mouth is more powerful

- I would hope that a business would have customers through good service and word of mouth. Trico Centre on Bonavista Dr. has the same signs continually. I believe that if we allow signage, it should be for a limited time. Do a good job, word will spread.
- Helps with advertising and promoting the company
- They buy 500 signs and plunk them down every 100 feet thinking people will remember them. Usually I avoid them to prove that their pop up signs don't work
- No. I shop online or walk to local businesses. Signs have no bearing on my motivations to visit a business.
- Abuse is dangerous
- No business should use google or internet to advertise
- There are other ways to market a business.
- There are many other ways for businesses to advertise.
- I find them helpful to know what is currently happening with a business, especially smaller businesses.
- There are many other places businesses could advertise that aren't such a constant eyesore.
- There are many other cost effective ways to advertise, including social media and web adverts. Temporary signs detract from the enjoyment of many for the benefit of a few.
- Not sure if a business needs to do these signs. Community associations DO need them for announcements.
- It help promote business that you may not know are in your area, opening or closing companies etc.. social media does not always get to everyone in the community, young and old.
- They are ineffective now due to the mass numbers, people could not remember one specifically without taking a picture, hopefully not while driving
- I think they should be for city and community announcements only.
- Some temporary signage is acceptable and can help out a business.
- Businesses should use community newsletters, the internet, etc. for advertising.
- It brings awareness to the market.
- I frequently purchase items listed for sale or on special on signs, or learn about new businesses from signs.
- As a citizen I think the community and non-profit signs are more important, but I think a company advertising seasonal deals and sales is good too.
- If businesses are using temporary signs, it's not much of a business.
- There are plenty of other, less distracting (and ugly) ways to promote goods, services, and events.
- I think they look cheap and it would deter me from visiting those places of business.
- The purpose should be limited to community communications.
- With the way content and advertising is viewed in today's modern society i'm sure business can find other ways to advertise with their consumers opposed to having these signs distract drivers and just making the sides roads look terrible
- There are other ways to advertise
- Personally, I've never used information from one of the temporary signs. I will give them a passing glance but I find them annoying and a turn off.
- If someone needs a business service there are many other places to search safely rather than distracting signs along the road sides.
- Have no knowledge
- Yes when used well they help me know about services and deals

- There are other sources in which to find businesses, sport activities or groups if you are looking for one Try phoning the Community Assco. Or look on line.
- Business have many different options for advertising.
- Allowing one more form of advertising, while simultaneously distracting drivers, is ridiculous.
- These signs are a cost effective way for a business to promote themselves
- They never intice me - forget about message instantly
- I think they are great advertising and good for businesses
- Marketing is a contact sport these days. They are few ways to get the attention of consumers these days. A glance at one of these sign can make all the difference.
- There are many other ways of advertising. These signs should NOT be on the side of the roads!
- Have not been proven these signs increase business traffic.
- Shows a presence, it inform Calgarians about what's out there and local
- Good to advertise in your target area.
- They don't have them on other countries, they make our cities ugly
- very effective in attracting business. Much needed in these times!
- Non profit groups need them to be able to inform the community.
- I love to know what goes on around Calgary! I also use signs to sign up my kids for activities such as dance and taken do
- I can't think of s single instance of me modifying my behaviour or pushing a product or business in response to a temporary sign. I think businesses overestimate their impact and they are unsightly.
- They inform consumers of information that they may otherwise be unaware of; they are also a good tool for business owners to entice customers to check their business out.
- New businesses need to invite passers by
- Too distracting to drivers and make an area look overly busy and trashy.
- Clubs are advertising in our areas and taking business from us.
- N/a
- I don't think I've personally been swayed by this type of advertising, but I think it fits under freedom of speech. Businesses should be allowed to self promote cheaply.
- I've personally looked into a business after seeing a temporary sign.
- I've never contacted anything from a sign. In this day and age I feel there's other ways. The only thing I feel would be ok is for the community to let residents know important matters, however, I feel they could find a better way for that as well.
- Yes I think signs are great for schools and sports team sign ups. It's good for businesses gets there point across fast and easy and gives the consumers a first hand look at a choice
- Since I am not a business owner I have no information on whether these signs are effective or not. I can say that I have never been persuaded by one to bring my business anywhere.
- They are important for registration reminders for kids activities. Businesses - no. They can find another way
- Of course! It's advertisement!!
- I never would go to a business that trashes up my neighbourhood with their signs.
- Depends on what they are advertising, why and where. Location of a pop up store like furniture liquidation a temporary sign is probably very significant. Otherwise they're often useless visual noise.
- I highly doubt they bring in tons of money. Come on... A matchmaking service? (I kid you not, there are signs up here for one) in 2016? The internet is your friend people!



- There are so many ways now to advertise that this kind of signage should be done away with for businesses.
- Advertising
- All businesses should have any avenues available to them. Especially local business.
- In a community most people know what is around them and most small business use these signs to gain more people...which is only linked to the community...why not have w community whiteboard/internet site
- i plaqn ahead
- There are other ways to advertise like social media.
- A business (small) gains customers from reputation. Large businesses don't need signs.
- in the digital age I find these signs unnecessary
- I feel they are just excessive advertising.
- I expect that some businesses benefit more than others from this kind of advertising; however, I consider it an equivalent distraction to that of texting while driving.
- They can advertise on their own property or in other ways
- If this relates to temporary signs on private business property, the city should have much less say on the quality of the sign (colours, background, etc.), it's advertising copy, or it's placement (within reason) on private land. Many businesses rely heavily on temporary signage at their place of business as the most affordable and effective means for their business to reach the consumer indirectly. Given the current direction of the province, small businesses in particular need all the help they can get to survive, while not breaking the bank on advertising expenses, which is a gap temporary signs fill perfectly.
- A lot of the 'temporary' signs that appear are illegally displayed.
- I think businesses should be much more careful as to where they place the signs. Near crosswalks and intersections, high volume traffic, etc is too dangerous a place to have them.
- I am notified of opportunities for my children in my local community which I like.
- Inform a broader base of people than just their store front or organization.
- There are many other ways for advertising in this era. We do not need this!
- For small business and communities, the signs are an important way to let the community know what is happening in their area. Paper ads are small and have a low reach and they are expensive. Website traffic reaches existing clients - temporary signs are designed to inform local communities of timely events and are the best way to get the word out quickly and to relevant audiences. They are fantastic for knowing when Scouts are coming around, when registrations are open, when courses begin, and when markets and sales are on. I love them.
- I am sure it drives in some business, but I don't think many people are out randomly going to places. Most people are headed to a destination and not influenced by the advertising, just distracted.
- I think companies can advertise in different ways. I often think that people in communities don't need the information businesses are trying to communicate.
- Small business owners need all avenues of communication - it is important to help businesses advertise events/promotions.
- Signs are an important part of advertising. They should be allowed to use temporary signs.
- Vital piece of advertising.
- Depending on the location of a business in a complex or down a side road it can be a key to driving traffic to the business.

- I have never used a product or service advertised on a boulevard sign. In fact, if I'm unable to ignore the sign I make it a point not to use that service or product because the sign are so annoying and dangerous. This is particularly true during elections when boulevards are strewn with campaign ads. Candidates seem to think the more signs they have, the more votes they will acquire. This may work with some people, but to me it just looks like a desperate attempt to get votes. I base my choice on the candidates policies and experience.
- I have a small business and rent a sign from a sign company (black background color letters) a few months of the year. It is noticed and brings in a lot of new traffic/business
- There are plenty of ways to advertise in these days of social media. Signs contribute to distracted driving - period!
- Other avenues available such as websites, social media, classifieds in print or online.
- A know people gotta get their word out. Big business use better forms of ads. These signs are a way for the little guys to get their word out.
- It's a at to reach people who would not otherwise have anything to do with their business
- I for one use temporary signs fo my business and in this economic turndown in Calgary they have kept us in business.
- I am not a business owner I don't know the impact.
- The businesses need to promote themselves and this is one way to do so.
- It's good advertising for companies
- Business is driven by exposure, lots of people drive by compared to paper and other forms I would guess. More economical source reaches the people in the area.
- Mostly prefer them for city notifications
- Yes, the signs obviously have value for businesses but they have to be placed safely, be easy to read and not too many together; they are not effective when there are several signs there as I usually just ignore them if I have to choose which one to read. Altogether I wish we didn't have them though as they make our roadways ugly.
- Very economical way of advertising for business owners in the area. Allows for business awareness
- I have found out about small business from temporary signs which I never would have heard of otherwise.
- Busniess' have several outlets to use for advertising. I do not think Temporary signs should be one of them.
- There are other ways to advertise business.
- Businesses have websites and store fronts. I'm not sure how I would feel though if every business was vying for curb space too.
- many organizations rely on temporary signs for advertising because of its cost effectiveness
- Businesses rely on these signs.
- Use Facebook or Twitter or direct mail
- There a million other forms of advertising out there already. We do not need to visually pollute our streets with more signs.
- Small businesses often cannot afford the cost of advertising online (they are not large enough to land hits) and newspaper readership is down. For many companies, signs are relied upon to obtain business.
- Temporary signs can be important, should be removed when not in use - such as open-closed boards. Event specific signs should be installed only a reasonable amount of time in advance of the event, and removed promptly when the event is over.

- Sometimes even with community newsletters, flyers, etc. Businesses/communities need another way to advertise.
- There are safer and better avenues for advertising than signs that distract drivers and make our city look like a cluttered mess!!!!!!!!!!
- No experience
- For small businesses, I believe it is important for advertising.
- Business can have an even playing field by other means of advertising
- For short term information these are great for business
- Yes because it lets people know about a business or service they may not be aware is available or nearby.
- I have seen signs that advertise some really good deals and that has helped me shopping. It saves me time.
- because if a business is looking to advertise, there are other alternative ways to advertise than a distracting temporary sign.
- I would think a new business might want to let people know they are there and open if you can't see their frontage from the street but there should be a timeline. I would also think businesses like to advertise their sales however in most cases you can't read that anyway you don't have time unless you are at a light.
- Practical and affordable
- Notifies residents of events in the community
- It's probably important to THEM, but there are too many signs to be effective. These signs on the blvds should be for Not for Profits.
- Most businesses are needing every possible way to attract business in this economy
- That their best way to advertise
- I do not read the signs as there are too many. A well done business sign on the business is what I look for.
- There are other less distracting and messy methods.
- Gets people to know you exist
- Commercial use of public roads for signage is inappropriate. Other forms of advertisement should be used.
- Worked at a sign company and they had no positive impact for businesses
- Advertises their business especially with how the economy is today.
- Some properties don't allow street signs at all while the owner isn't able to provide an adequate signage at the site
- I DO NOT want to see signage like this to be used for businesses.
- It advertises the business, certain sales, etc.
- advertising
- In order for businesses to attract customers they must have access to temporary signs.
- They should rely on traditional advertising - bus stops, bill boards, etc. not polluting our communities.
- I don't believe it's entirely necessary. Businesses typically have exterior fascia signage and / or pylon monument signs. Temporary signs clutter and declass commercial properties.
- Can businesses justify the placement of temporary signs as an increase in revenue? Does the potential distraction warrant the expenditure of the sign to the business? As a consumer, I am rarely swayed by any form of advertising (signs, flyers etc), and while driving, I prefer to keep an eye on the other drivers who aren't paying attention to the road.

- Absolutely. Especially during tough economic times. Cheaper than radio or print. Business can make their own sign and utilize over again.
- Yes, they are important to businesses, but an unnecessary distraction to drivers.
- I like knowing what is going on in my community and businesses in community.
- I would say so because it can promote their business more and even increase sales. If a business is a bit hidden in a shopping centre and maybe doesn't have a big sign or a pylon sign this is their best way to market. It catches peoples eye from a street point of view and they are more likely to stop in.
- In this day and age there are more available advertising options that don't result in sign pollution and wasted resources. Having a sign on your private property or business is fine, but they have no place on public property. Not with so many alternative and arguably more effective options for advertising.
- Especially small business, cost of advertising is very expensive. Small business pay taxes so they should have some public space from the city to help them grow. Also it allows the City of Calgary to continue to be the friendly Entrepreneurial City that is well known to be. It is very helpful to know what business are in my community, gives me more options, to support small business who can and are a great engine for the economy for any City.
- Online advertising is much better for reaching audiences. Many of these business signs could be much closer to the business, not on our scenic boulevards
- They do promote business and people recognize the name when they see the sign. They could potentially consider that business in the future.
- Small businesses in Calgary need to access large sections of the public and this is a great way to do so.
- local business is critical for us
- It lets me know what is available in my area ie " medical clinic taking new patients" " Calgary matchmaker " ( thats how my husband and I met " " New Vet clinic opening " these are just a few examples of how it is important for small business
- There are a variety of advertising methods. This seems to me to be the laziest, mainly because it's the cheapest.
- There are other ways to advertise your business
- in expensive customer acquisition so we have enough traffic to pay our TAXES!
- businesses have alternative ways to advertise
- Yes for temporary promotions and info - the ones that remain out ALL the time, with the same messaging, lose their novelty and ability to attract people. The point is that they are temporary, right?
- A lot of the strip malls have a sign on the property where businesses can advertise. This makes it neat and easy for customers to see. Now, as an example, the strip mall on the corner of Harvest Hills Blvd. and Panatella dr. not only has a vertical sign for their businesses, but all along it there are small signs for the businesses in that mall that make the place look junky. The business owners have the community paper, large upright sign on the property, internet, email, flyers, and if they put up a proper sign above their business, that gives them plenty of advertising.
- in the age of technology surely there is a better way than blasting messages on the side of the road
- Shouldn't be allowed on public property. Looks fugly.
- small businesses are the backbone of Calgary
- There are tons of other methods of advertising that can be utilized.
- Businesses have signs on their buildings and do not need to clutter the boulevards with more signs
- I think businesses need to pay the expense of more permanent signage

- Just another form of advertising.
- I use the signs to advertise my camps. They big and bold and people notice as they have said to me "I saw your sign". They are extremely helpful to advertise my business's camps to the public.
- I don't own a business so I wouldn't know. Again, I can't comment on other business.
- Only in cases such as businesses being hugely affected by road repair work as is the case currently on MacLeod Trail South. The City have not assisted them with signs explaining how to get access to Businesses
- Ooohhhh ahhhhh I want you I don't know if I need you but ohhhh ahhhhh I'd die to find out.
- Signs attract attention.
- small businesses or seasonal businesses need exposure when first starting out
- Do they really drive customers to a business? Some are so small they are unreadable.
- I value local business and believe that signage is an important means of affordable advertising for local businesses. I live in kensington and the sign outside of Pushing Petals has almost become a small community icon with their weekly messages. However I do think that too much of that type of signage can detract from a community's aesthetic and curb appeal which small businesses, in certain areas, such as Kensington, mission, Inglewood, really rely on as much as, if not more than advertising. Other areas, with less foot-traffic that are more industrial, commercial, etc., should maybe not have to abide by the same rules.
- Enables me to find business faster if advertised material is of my interest. Particular seasonal and special promotions for goods and services
- they have building signage, this is unnecessary
- For a community yes they are important a business not so much since they have their store front signage
- There are many other ways to advertise. These signs are just clutter and are distracting.
- I don't own a business that would advertise this way so I don't know. To me these signs are like email spam.
- Other methods to advertise. They only do it because it is inexpensive
- Business have multiple avenues of advertising, they can advertise in the neighbourhood community letter
- Many small businesses have very limited marketing dollars. Temporary signs may be a less costly means of advertising. Also, they help the business to "test the waters" of advertising without spending huge dollars.
- It is an economical way for businesses to advertise.
- They are a vital low cost advertising tool
- Advertising and building local community awareness is key to small business success.
- promoting
- they have many other options
- In a competitive market place businesses, especially small businesses need every possible tool at their disposal to attract customers. However, this cannot be at the pannel of pedestrians. Businesses should be expected to adhere to requirements as to where and how their temporary signs - sandwich boards are placed. Failure to comply should result in the signs being confiscated by the City.
- there are plenty of other forms of advertising.
- They are obsolete form of advertising.
- Good way to draw customers to a sale, a specific item, a location, etc.



- It reminds you that that particular company is there, or when advertising an event it's a great reminder....
- They can be; I respect businesses using temporary signs if needed, and if willing to follow outlined recommendation and guidelines set out by the City.
- Businesses count on advertising to make their business viable. These business offer great benefits to the community and need that competitive edge.
- best way of advertising
- All businesses need to advertise.
- Businesses are using these signs to target specific communities at a significantly lower price than traditional advertising. A single "legal" sign can be placed on a boulevard indefinitely; Bylaw simply requires it to be moved every two weeks; "moving" it can mean adjusting it by as little as 1 metre in either direction. This loop-hole has allowed businesses advertising in my community to pollute a beautiful boulevard with it's so-called "temporary" signage for months now. Additionally, they have chosen a sign size that falls just below the dimensions that require a City permit (\$). I am forced to look at their advertisement multiple times a day, every day with no recourse. I am a director for a Homeowner's Association [personal information removed] and have fielded calls and emails from angry residents over exactly this problem. It is especially bad when the same company has decided to place 5 of these signs in a row on the same boulevard. Talk about distracting! A single sign for a limited period of time could be justified, multiple signs, or a sign for an unlimited length of time is obnoxious.
- Absolutely! Especially for small businesses who now, as per new city by-law regulations, have more stringent temporary sign usage guidelines.
- It is a very effective way to communicate with the community.
- SIGN IS GOOD FOR ADVERTISING
- Yes, I can see how they used for adverts and such but too many signs is too much. Most businesses can't afford large signs, but the little ones are way to hard to read - what's the point of the clutter on the side of the roads if I can't see it anyway??
- Awareness is important for small business
- I feel like they are more suitable for community events.
- There are other advertising options. Signs should be placed on private property only
- They can pay for advertising through other media/
- I don't have time to read it since I am driving.
- As a small business I rely on temporary signs. I am also part of a community center that uses them and they are cost effective.
- I honestly think they don't get a much exposure as the internet. I tend to ignore them because I'm driving and want to be safe.
- depending where your business is located, it is extremely important
- Only for specific events or wayfinding in certain locations
- Everyone tries to ignore them. all they do is look cheap and bring down the value of the community
- Except when there are so many signs its a distraction to the driver (85th st & Bow Trail SW is a great example with about 15 signs in a 300-400 meter stretch). The City needs to make regular inspections too because some of these signs have been up for weeks of not months.
- I can't speak for a for profit business.
- I am a reetired person who worked in the public sector.

- Of course they are just trying to get the word out on a sale, or and offered service. But I do think there are enough other outlets that businesses can use. Social media, radio, print. With the problems newspapers are having finding people to advertise, maybe they should be lowering their prices so businesses can afford it. possibly these temp signs could be made more attractive somehow and not so garish.
- I do agree that the businesses should also be able to market their product so "temporary" signs are good, but having the temporary signs hanging in light post and on lawns throughout the year hampers the reputation of the businesses.
- signs allow for advertising of specials.
- Sometimes they might be the best to inform the community about a service
- Allows business to reach a wider range of customers at a glance to inform them of opportunities available with in their business.
- That is least relevant to the task at hand - driving safely
- Affordable way to advertise. Community newsletters are super expensive and no one reads them. This way, the business can hit their target market in the community.
- signs be an always the best way of advertising
- If signage is important to businesses, I would like to see their placement restricted to designated areas, such as shopping malls.
- of course...how else can some business, communities, churches advertise?
- It's an affordable marketing tool
- Helps to get them known- grand openings- special sales. Any important events for a business should be allowed to advertise.
- IT DEPENDS
- There's other ways to advertise in my opinion
- It is a quick way to get information to those who may be interested.
- Some businesses need to advertise special events. These help the community stay active and able to participate in fun family activities
- I don't use these signs for business so I don't know
- They can advertise specials.
- They help me support businesses in my community and remind me of things I need to register for.
- Critical to support small business
- good way of advertising
- Businesses, particularly in this day and age need to find the most reasonable way to advertise their business and let folks know they are there.
- Great tool for notifying people of function/events
- Local advertising is essential in small business. Also helps with community events and kids sports and fundraisers. Its nice to know what is happening in your community when you are too busy with family life to seek out these things by other means.
- Signs help people to know about a business.
- Yes, they are affordable and highly flexible to change as needed
- Other ways to advertise