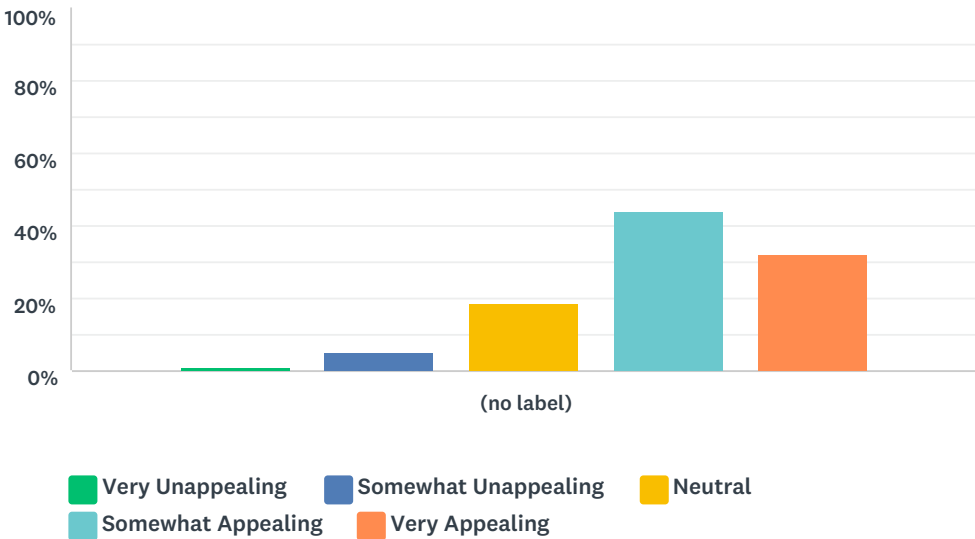


Q16 Assess the visual appeal of the sign(s).

Answered: 964 Skipped: 98

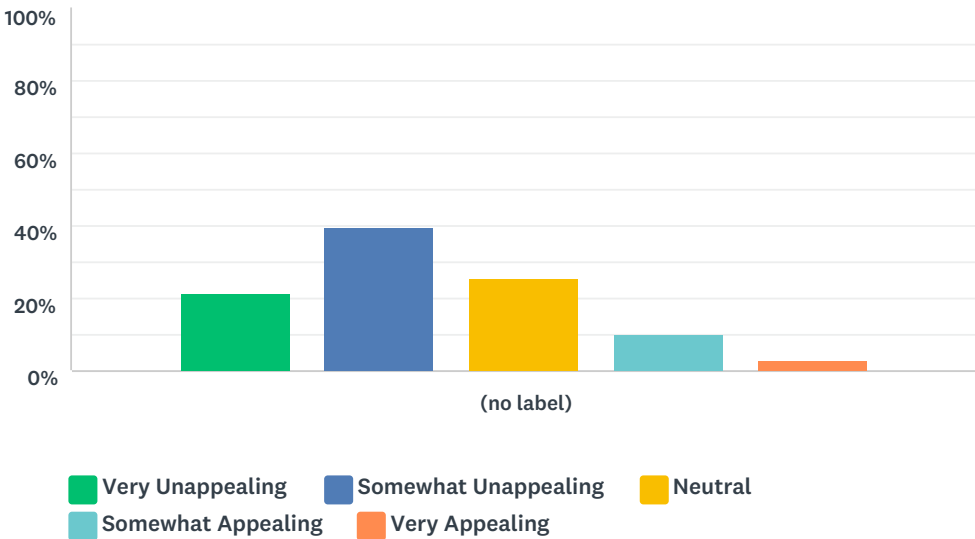


	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	NEUTRAL	SOMEWHAT APPEALING	VERY APPEALING	TOTAL	WEIGHTED AVERAGE
(no label)	0.83%	4.77%	18.46%	43.98%	31.95%	964	1.00
	8	46	178	424	308		



Q17 Assess the visual appeal of the sign(s).

Answered: 964 Skipped: 98

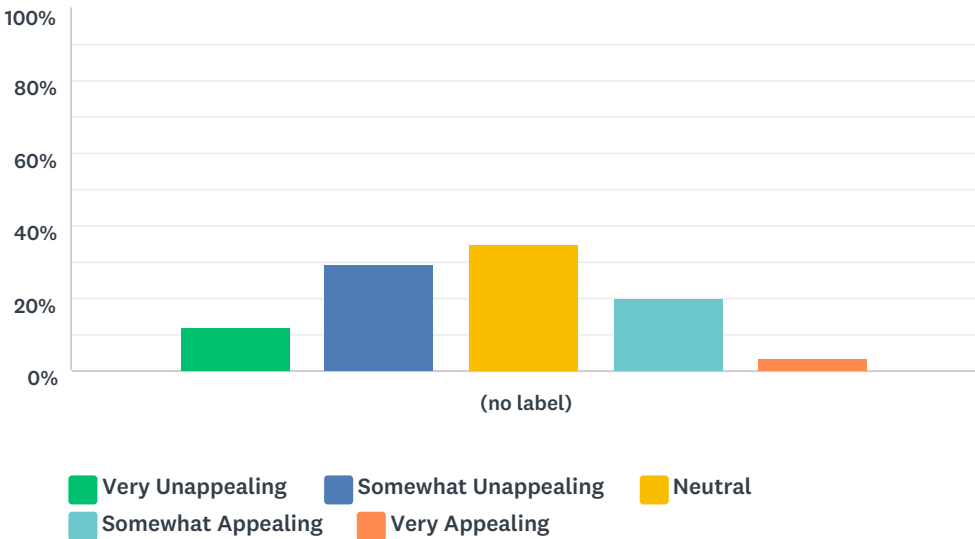


	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	NEUTRAL	SOMEWHAT APPEALING	VERY APPEALING	TOTAL	WEIGHTED AVERAGE
(no label)	21.58% 208	39.63% 382	25.41% 245	10.17% 98	3.22% 31	964	1.00



Q18 Assess the visual appeal of the sign(s).

Answered: 964 Skipped: 98

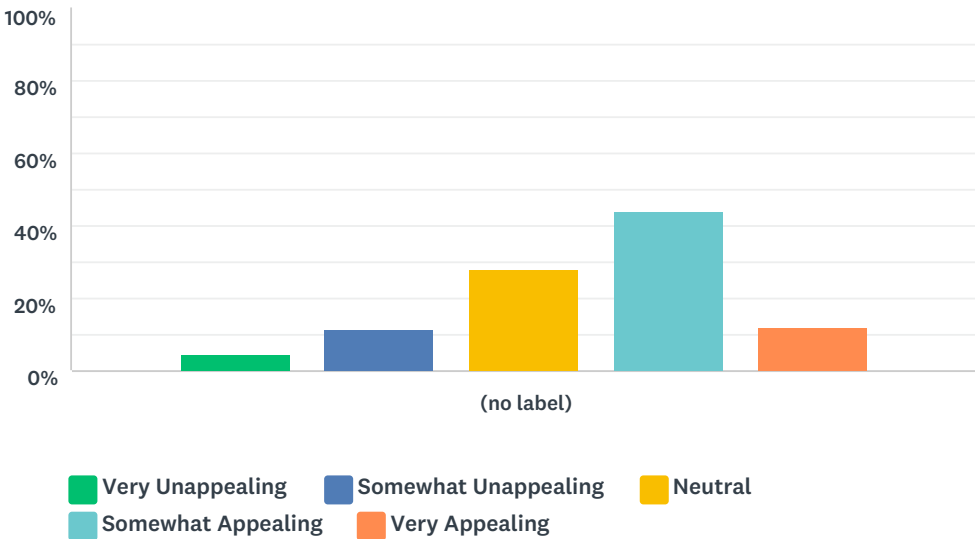


	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	NEUTRAL	SOMEWHAT APPEALING	VERY APPEALING	TOTAL	WEIGHTED AVERAGE
(no label)	11.83% 114	29.46% 284	34.85% 336	20.12% 194	3.73% 36	964	1.00



Q19 Assess the visual appeal of the sign(s).

Answered: 964 Skipped: 98

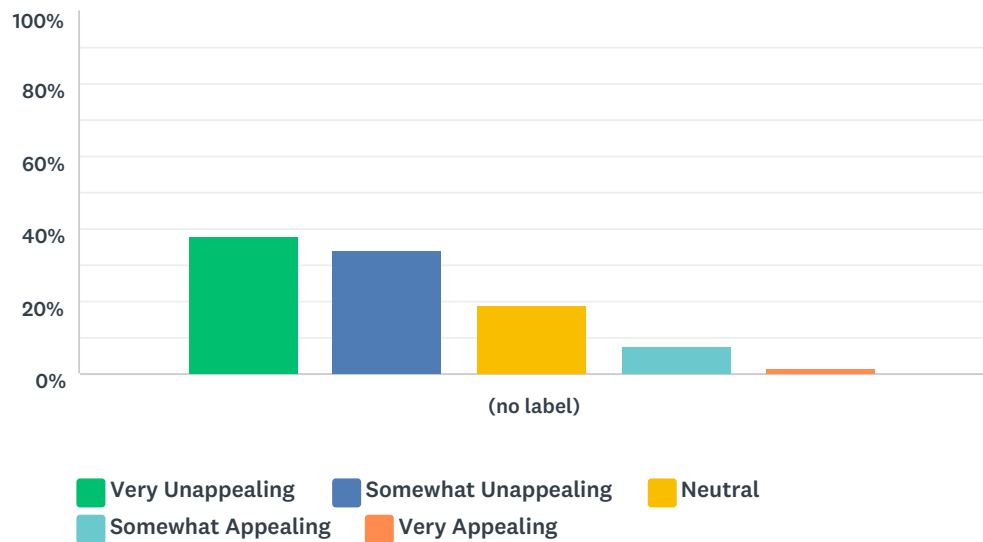


	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	NEUTRAL	SOMEWHAT APPEALING	VERY APPEALING	TOTAL	WEIGHTED AVERAGE
(no label)	4.56% 44	11.31% 109	27.90% 269	43.98% 424	12.24% 118	964	1.00



Q20 Assess the visual appeal of the sign(s).

Answered: 964 Skipped: 98

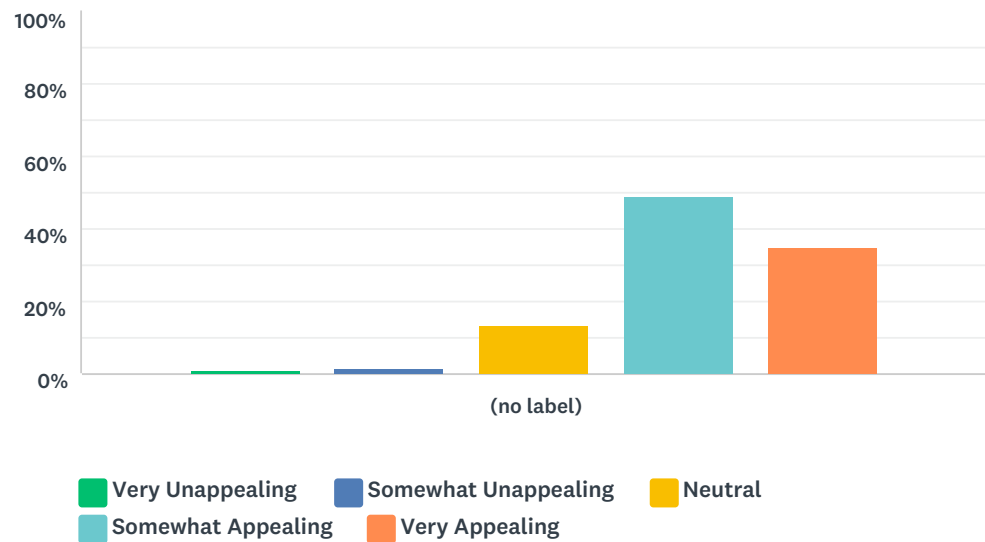


	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	NEUTRAL	SOMEWHAT APPEALING	VERY APPEALING	TOTAL	WEIGHTED AVERAGE
(no label)	38.17% 368	34.02% 328	18.88% 182	7.47% 72	1.45% 14	964	1.00



Q21 Assess the visual appeal of the sign(s).

Answered: 964 Skipped: 98

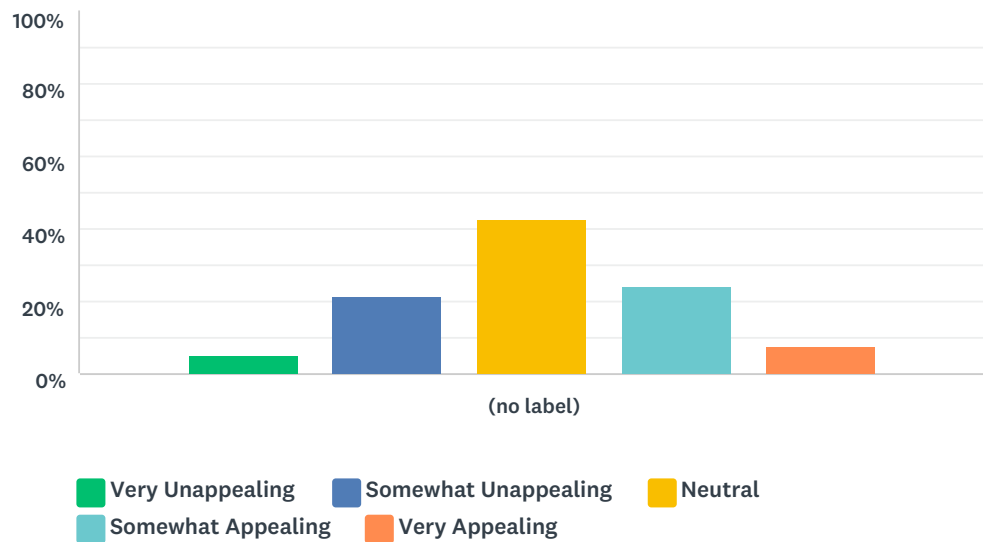


	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	NEUTRAL	SOMEWHAT APPEALING	VERY APPEALING	TOTAL	WEIGHTED AVERAGE
(no label)	0.83% 8	1.35% 13	13.69% 132	48.96% 472	35.17% 339	964	1.00



Q22 Assess the visual appeal of the sign(s).

Answered: 964 Skipped: 98

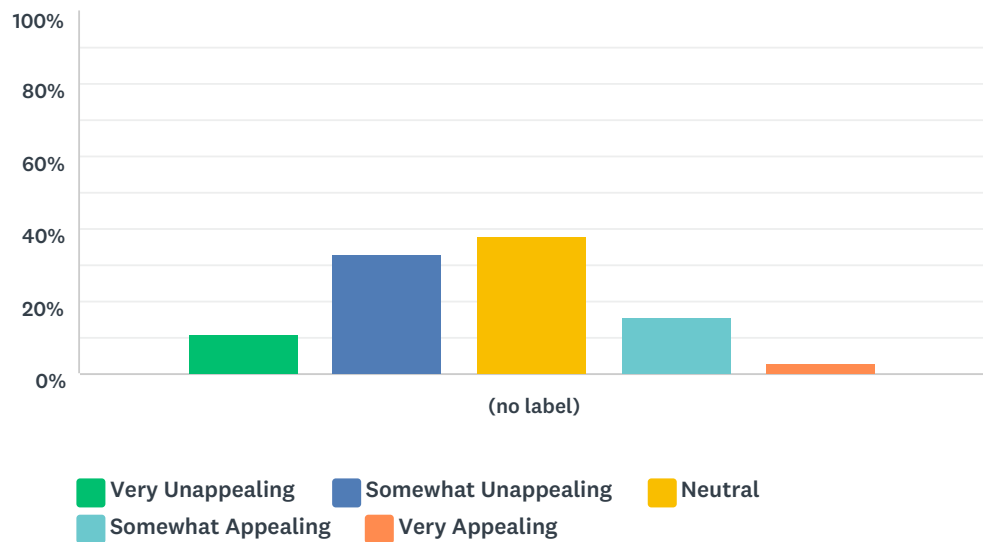


	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	NEUTRAL	SOMEWHAT APPEALING	VERY APPEALING	TOTAL	WEIGHTED AVERAGE
(no label)	4.77% 46	21.47% 207	42.32% 408	23.76% 229	7.68% 74	964	1.00



Q23 Assess the visual appeal of the sign(s).

Answered: 964 Skipped: 98

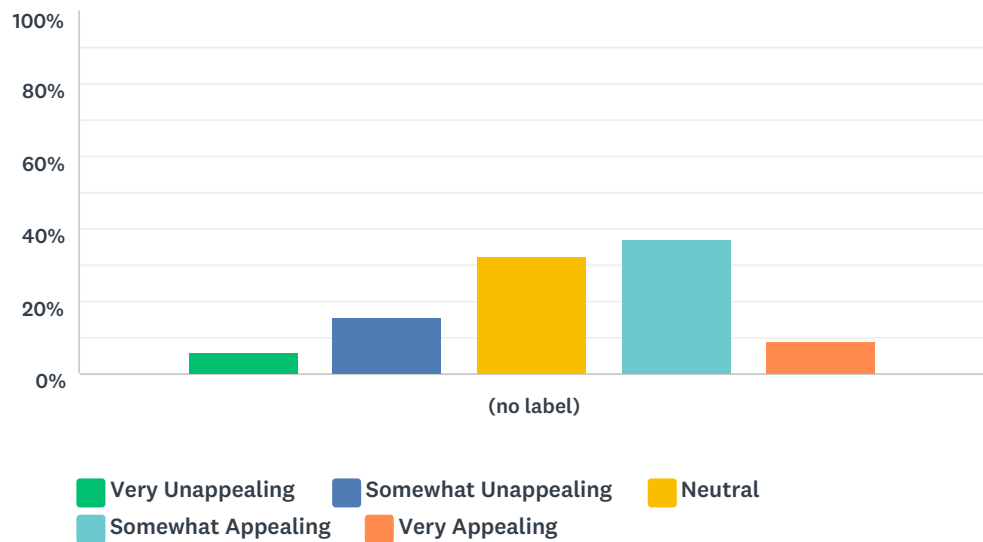


	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	NEUTRAL	SOMEWHAT APPEALING	VERY APPEALING	TOTAL	WEIGHTED AVERAGE
(no label)	10.89% 105	32.99% 318	37.86% 365	15.35% 148	2.90% 28	964	1.00



Q24 Assess the visual appeal of the sign(s).

Answered: 964 Skipped: 98

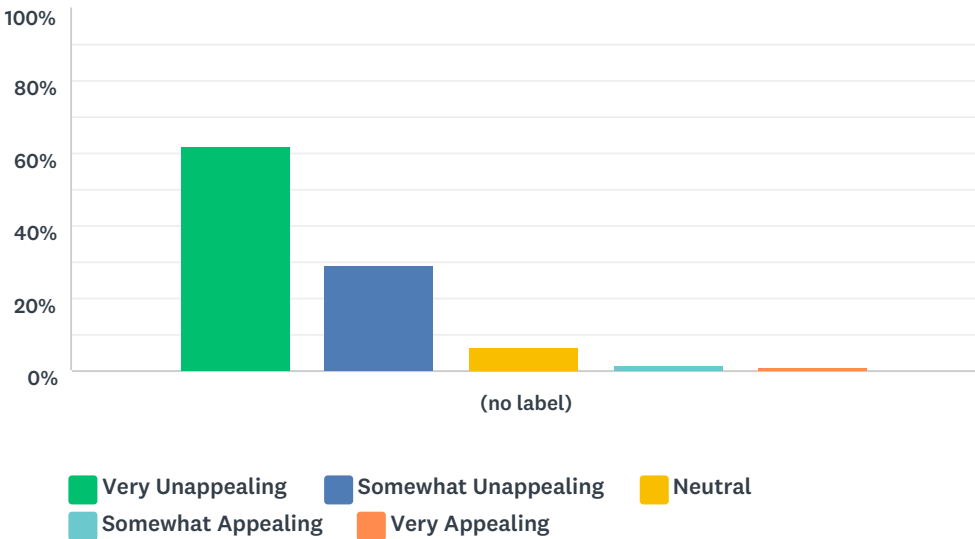


	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	NEUTRAL	SOMEWHAT APPEALING	VERY APPEALING	TOTAL	WEIGHTED AVERAGE
(no label)	6.02% 58	15.35% 148	32.37% 312	37.24% 359	9.02% 87	964	1.00



Q25 Assess the visual appeal of the sign(s).

Answered: 964 Skipped: 98

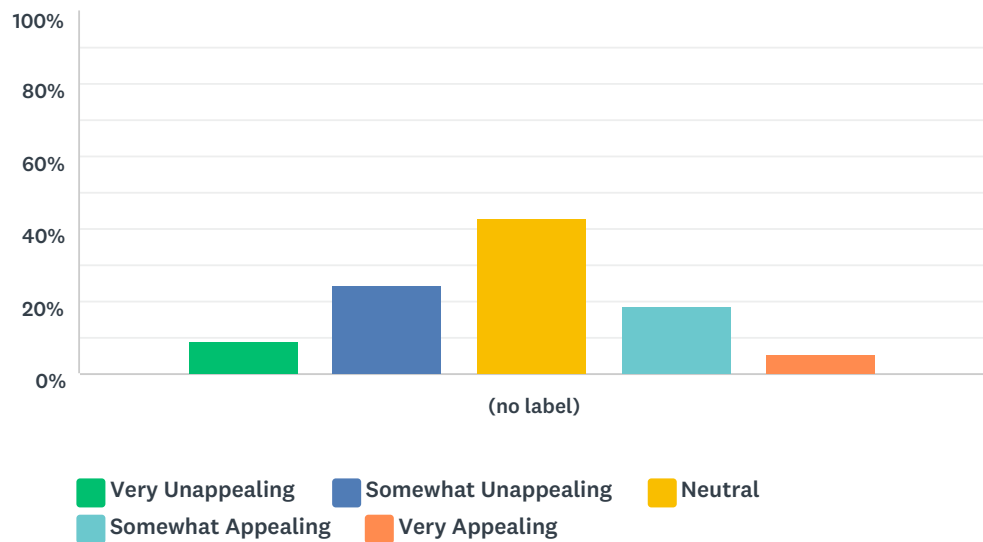


	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	NEUTRAL	SOMEWHAT APPEALING	VERY APPEALING	TOTAL	WEIGHTED AVERAGE
(no label)	62.03% 598	28.84% 278	6.74% 65	1.56% 15	0.83% 8	964	1.00



Q26 Assess the visual appeal of the sign(s).

Answered: 964 Skipped: 98

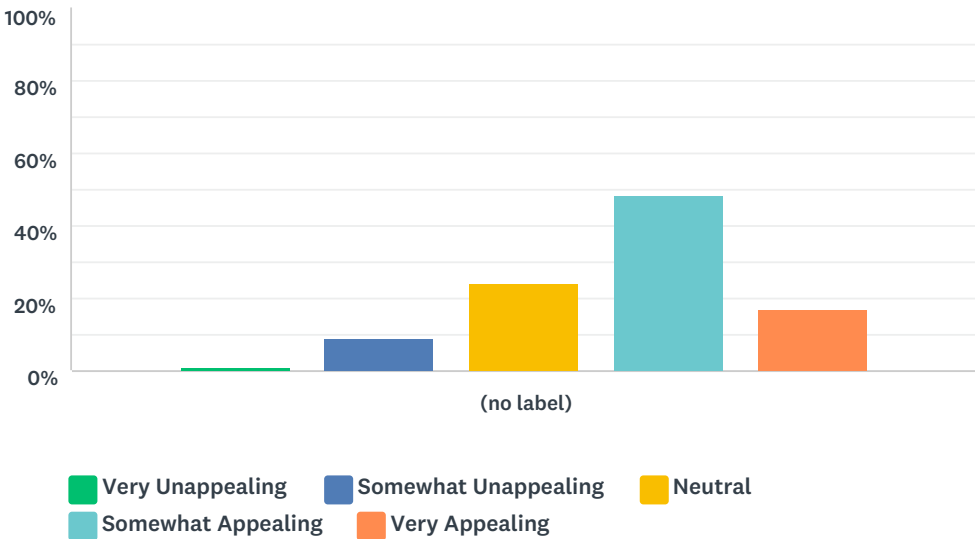


	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	NEUTRAL	SOMEWHAT APPEALING	VERY APPEALING	TOTAL	WEIGHTED AVERAGE
(no label)	8.82% 85	24.38% 235	42.84% 413	18.67% 180	5.29% 51	964	1.00



Q27 Assess the visual appeal of the sign(s).

Answered: 964 Skipped: 98

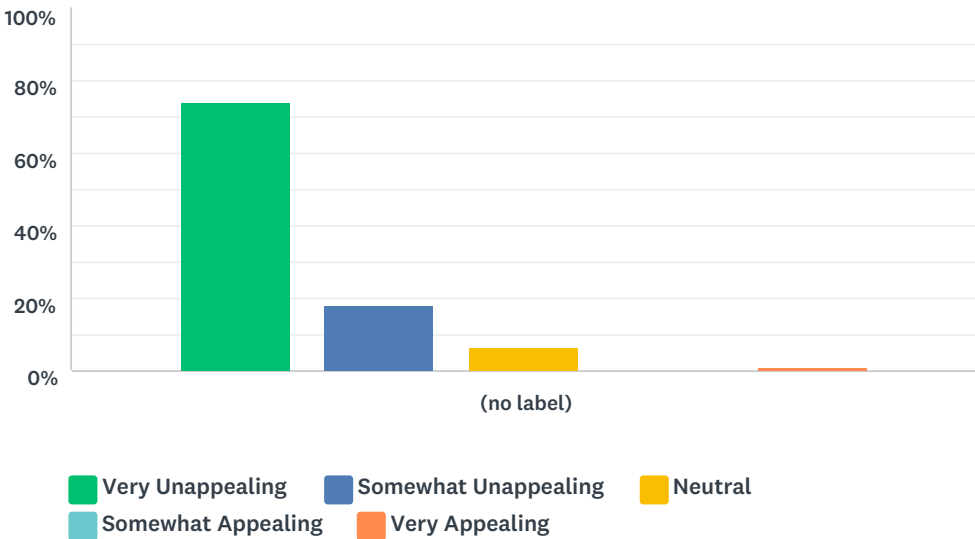


	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	NEUTRAL	SOMEWHAT APPEALING	VERY APPEALING	TOTAL	WEIGHTED AVERAGE
(no label)	1.24% 12	9.02% 87	23.96% 231	48.65% 469	17.12% 165	964	1.00



Q28 Assess the visual appeal of the sign(s).

Answered: 964 Skipped: 98

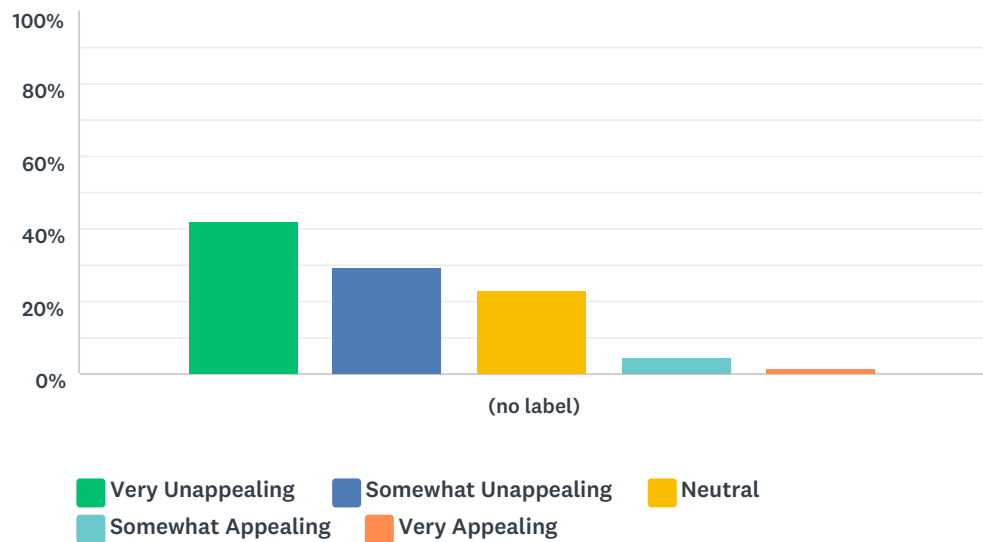


	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	NEUTRAL	SOMEWHAT APPEALING	VERY APPEALING	TOTAL	WEIGHTED AVERAGE
(no label)	74.07% 714	17.84% 172	6.43% 62	0.73% 7	0.93% 9	964	1.00



Q29 Assess the visual appeal of the sign(s).

Answered: 964 Skipped: 98

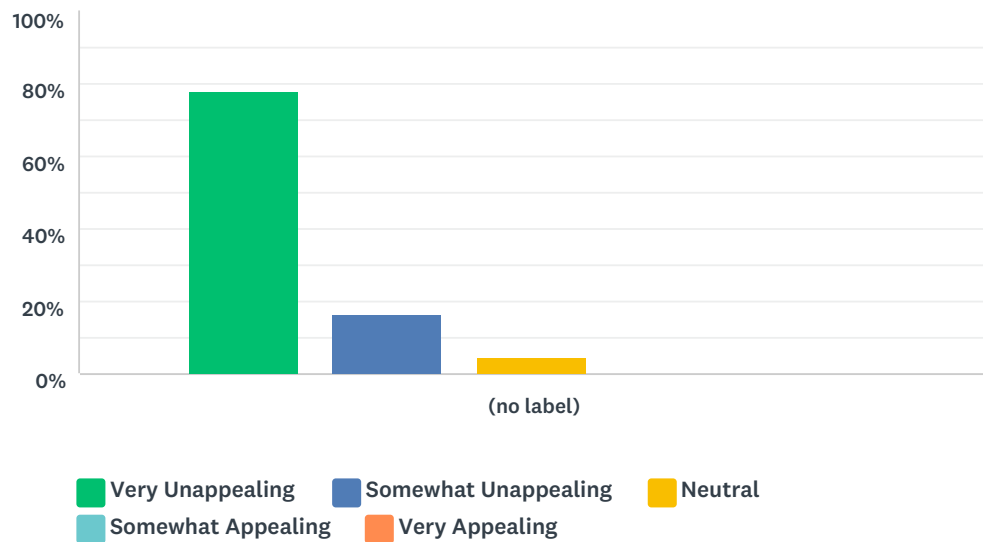


	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	NEUTRAL	SOMEWHAT APPEALING	VERY APPEALING	TOTAL	WEIGHTED AVERAGE
(no label)	41.80% 403	29.56% 285	22.93% 221	4.36% 42	1.35% 13	964	1.00



Q30 Assess the visual appeal of the sign(s).

Answered: 964 Skipped: 98

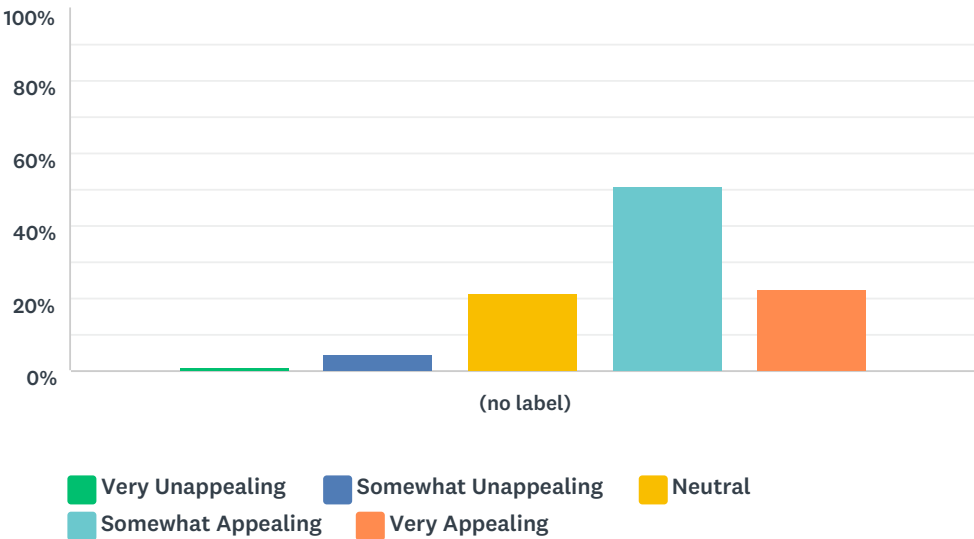


	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	NEUTRAL	SOMEWHAT APPEALING	VERY APPEALING	TOTAL	WEIGHTED AVERAGE
(no label)	78.22% 754	16.39% 158	4.25% 41	0.52% 5	0.62% 6	964	1.00



Q31 Assess the visual appeal of the sign(s).

Answered: 964 Skipped: 98

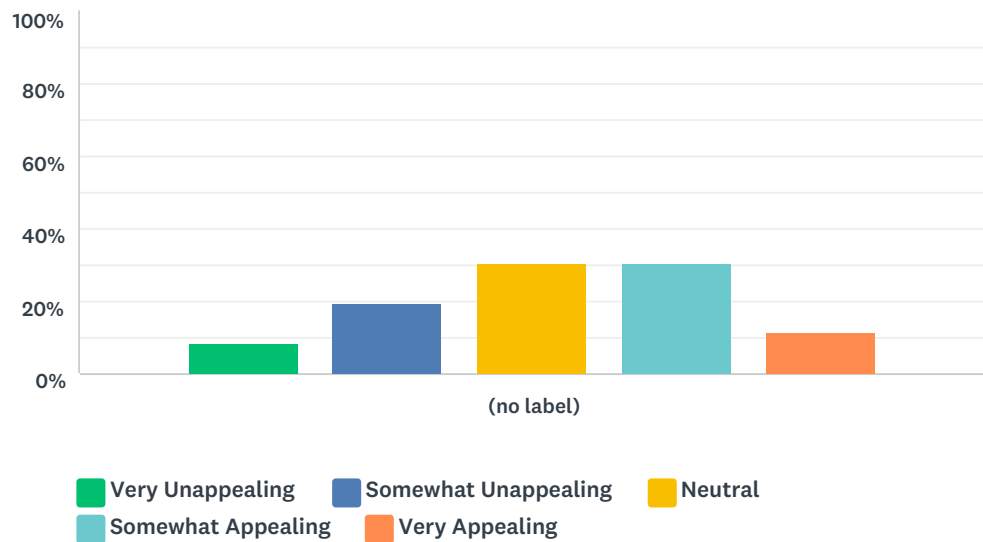


	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	NEUTRAL	SOMEWHAT APPEALING	VERY APPEALING	TOTAL	WEIGHTED AVERAGE
(no label)	0.83% 8	4.25% 41	21.37% 206	50.83% 490	22.72% 219	964	1.00



Q32 Assess the visual appeal of the sign(s).

Answered: 964 Skipped: 98

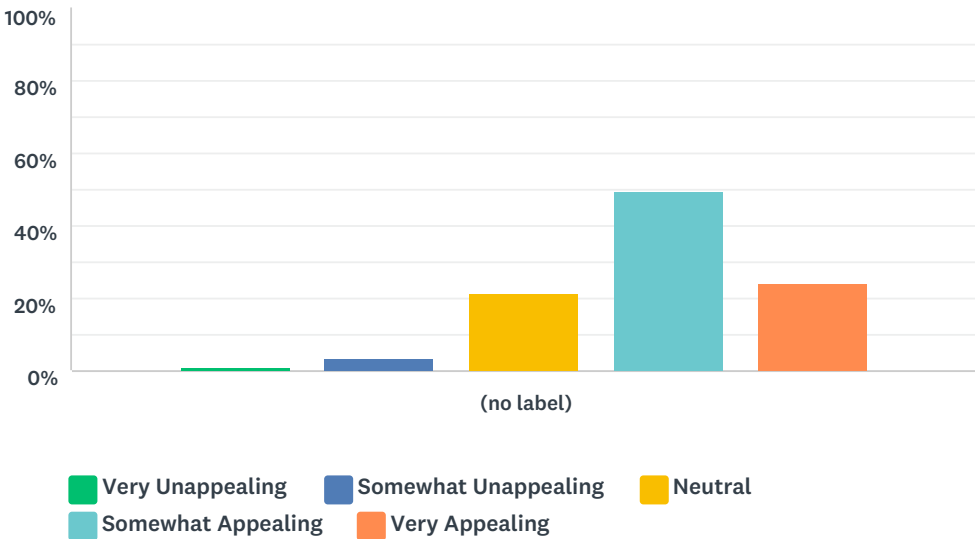


	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	NEUTRAL	SOMEWHAT APPEALING	VERY APPEALING	TOTAL	WEIGHTED AVERAGE
(no label)	8.30% 80	19.40% 187	30.39% 293	30.60% 295	11.31% 109	964	1.00



Q33 Assess the visual appeal of the sign(s).

Answered: 964 Skipped: 98

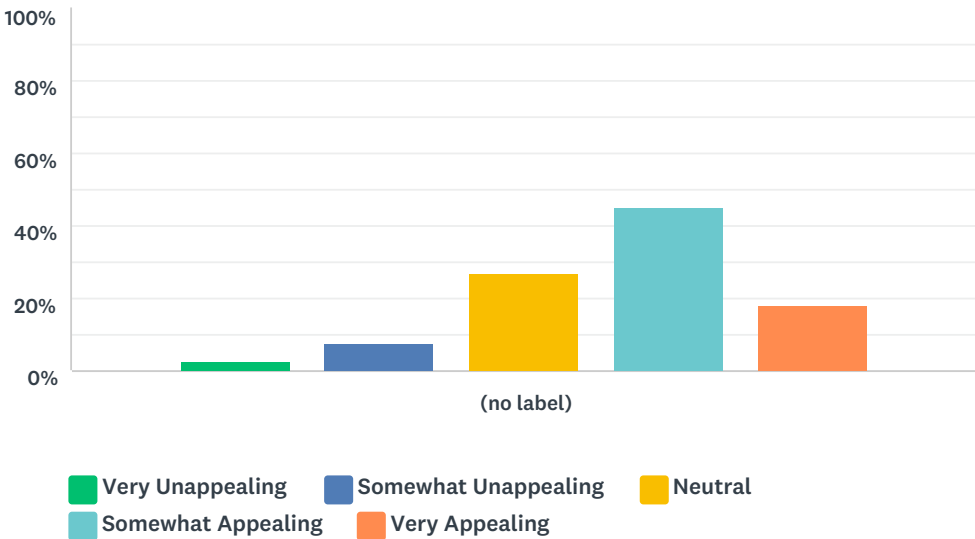


	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	NEUTRAL	SOMEWHAT APPEALING	VERY APPEALING	TOTAL	WEIGHTED AVERAGE
(no label)	1.24% 12	3.63% 35	21.58% 208	49.38% 476	24.17% 233	964	1.00



Q34 Assess the visual appeal of the sign(s).

Answered: 964 Skipped: 98

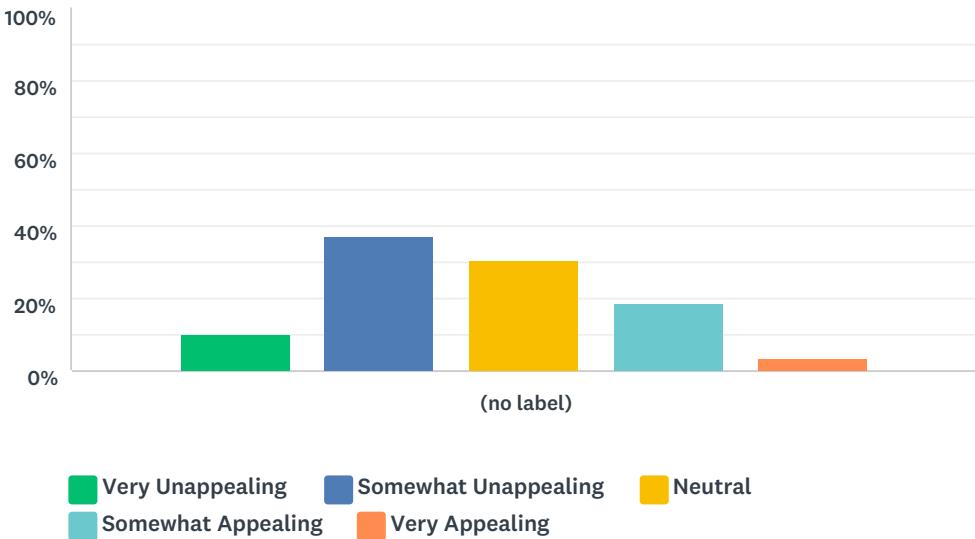


	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	NEUTRAL	SOMEWHAT APPEALING	VERY APPEALING	TOTAL	WEIGHTED AVERAGE
(no label)	2.28% 22	7.68% 74	26.97% 260	44.92% 433	18.15% 175	964	1.00



Q35 Assess the visual appeal of the sign(s).

Answered: 964 Skipped: 98

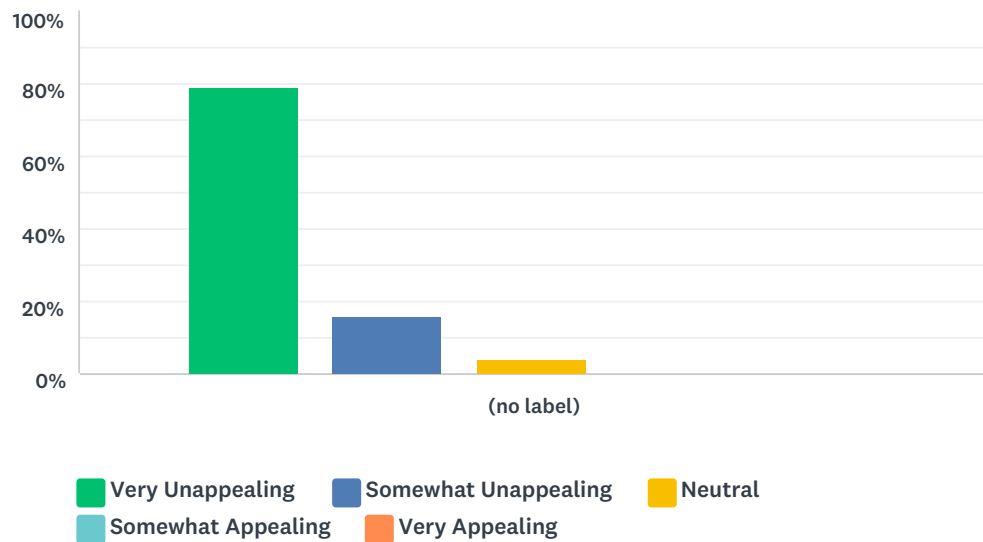


	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	NEUTRAL	SOMEWHAT APPEALING	VERY APPEALING	TOTAL	WEIGHTED AVERAGE
(no label)	10.06% 97	37.14% 358	30.71% 296	18.36% 177	3.73% 36	964	1.00



Q36 Assess the visual appeal of the sign(s).

Answered: 487 Skipped: 575

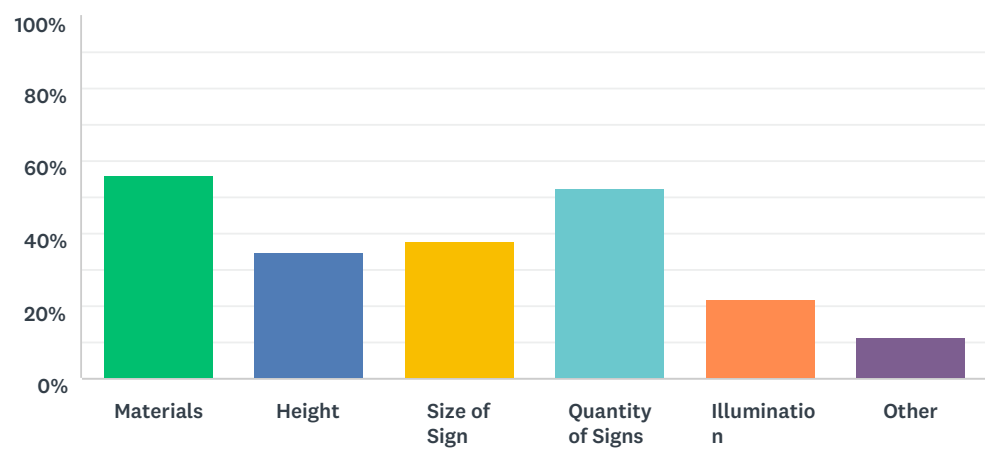


	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	NEUTRAL	SOMEWHAT APPEALING	VERY APPEALING	TOTAL	WEIGHTED AVERAGE
(no label)	79.06% 385	16.02% 78	4.11% 20	0.41% 2	0.41% 2	487	1.00



Q37 What factors are most important to the visual appeal of signs?
(Select TWO)

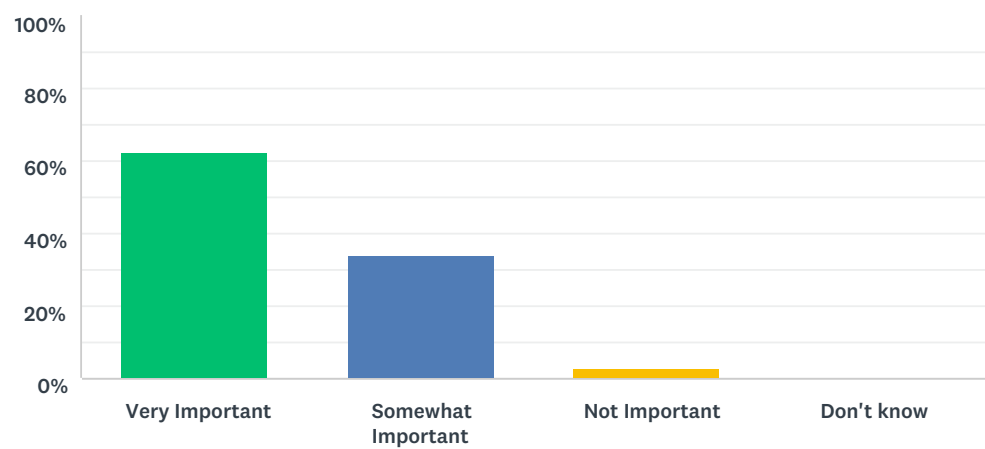
Answered: 964 Skipped: 98



ANSWER CHOICES	RESPONSES	
Materials	56.22%	542
Height	34.96%	337
Size of Sign	38.17%	368
Quantity of Signs	52.49%	506
Illumination	22.10%	213
Other	11.62%	112
Total Respondents: 964		

Q38 How important is the appearance of signs to the visual quality of a community?

Answered: 964 Skipped: 98



ANSWER CHOICES	RESPONSES	
Very Important	62.34%	601
Somewhat Important	34.23%	330
Not Important	2.90%	28
Don't know	0.52%	5
TOTAL		964

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VAS Responses REGARDING SIGNS

- 1 signs that were not too big, simple, blending in with building, not overbearing in size, lettering, etc., not cluttering up given area.
- 2 Clutter and upkeep around signs
- 3 The signs were easy to read, and provided enough information in an easy to ready format b/c most times one has to read the information quickly.
- 4 Too many, lettered billboards, and height all are unappealing. Low signs within landscape with matching materials to buildings are appealing.
- 5 I liked the signs that looked designed and permanent. My favorites are the ones that are low to the ground and match the architectural style of the buildings that they correspond to. The tall ones that are made of steel just distract from the street and they draw our eyes upward toward unsightly telephone poles and lines.
- 6 Keep signs low. Identify business but do not blast us with signage.
- 7 Do not like clutter
- 8 Signs that are moving are distracting and visually unappealing
- 9 Monument signs look nice. Temporary signs or stand alone without any landscaping detract.
- 10 Most signs out on wanamaker are annoyingly tall, they contribute to the idea of Topeka being a town only with chains, we need more local businesses to get creative with signage
- 11 Too many, too tall and temporary do not show investment in the community.
- 12 Clutter and crammed is very unappealing.
- 13 Everytime I pass a sign that says "Huge Kids Sale Today!" I think..."wow, that's really sad and mean to call kids huge."
- 14 The signage must be directly labeled without clutter. Example: "MOE'S DINNER".
- 15 Most of the signage is aging, which is making the areas less inviting.
- 16 Like signs lower to ground with landscaping and the use of quality building material.
- 17 Location of sign is important
- 18 See previous comments.
- 19 The read ability is very important, especially when you are driving.
- 20 Good landscaping adds to the attractiveness of signage
- 21 Get rid of Boyles signs!
- 22 Although I don't live in Topeka, I work and shop there.
- 23 Balancing information value with clutter is tough but less clutter on a sign is better. Clearly temporary signs look tacky but I tend to give them a visual pass unless they are permanent signs with temporary messages (as with letter boards).
- 24 I like the more subtle signs. The giant signs on huge poles really ruin the view. With the increased use of technology, it's easier to find businesses than it used to be.
- 25 None
- 26 Signs on high poles are always unappealing. Nicer monument signs are undermined by large surface parking lots. Signage is often nicest in downtown commercial areas.
- 27 Signs should be respectful of the streets they are being viewed from. Skyscraper signs do not serve motorists travelling along those streets and clutter the streetscape.

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- 28 The temporary signs are pretty bad. They look like no one cares and they often stay up too long and there are too many (the example of the temporary signs all in a row saying "huge sale") just look like litter.
- 29 Numerous tall pole signs or temporary signage are not attractive and make an area visually busy. They detract from the positive features of the area such as landscaping and building materials.
- 30 Temp. signs should be temporary and not allowed for the long term. Signs should be limited in number and should be lowered to all be no more than 20' high.
- 31 more on sign more cost
- 32 Disliked the non permanent signs or signs that were just a skinny pole and then a rectangle.
- 33 Portable readerboard signs look trashy and make Topeka look like a small trashy town with no pride. Multiple banner-type signs on liquor stores and convenient stores are ugly. Shorter signs on bases should be encouraged instead of tall signs on poles.
- 34 Signs used to be creative expressions of the business and product. Commerce has been homogenized into one-size-fits-all, dumbed-down public suppository.
- 35 too many signs on commercial corridors makes it appear cluttery and junky
- 36 Reliable Roofing LLC doesn't just do Roofing. There isn't a job to big or too small Reliable Roofing does it all. Helping Our city one project at a time
- 37 signs that are unappealing and/or not kept in repair are uninviting and likely turn potential customers away.
- 38 Bright colours are jaring
- 39 I prefer the signs that are on a solid base and lower. However, more than once it has been helpful to locate a business on the over-crowded Wanamaker corridor due to its height. The really wordy signs are completely wasted on me. I'm not going to read all that while I'm driving. The fabric signs are nice as a temporary way of announcing an opening or something, but shouldn't be used as a permanent way of identifying a business.
- 40 I liked signs that don't look typical, with nice landscaping.
- 41 Dislike signs that are not professionally created. Like ones that blend in to the structure of the building or surroundings.
- 42 Some businesses are kinky and cluttered
- 43 Clear writing, easy to read when I glanced at, permanent.
- 44 Combine signs to reduce numerous small signs.
- 45 Those Boyles rental signs with interchangeable letters are incredibly tacky and should be banned.
- 46 not everyone has franchise dollars or the dollars of big business... let's help the little guy get a leg up without harrassing him over a silly sign and let's not give all the favor to big business... they all started somewhere.
- 47 Cheap, tacky signs are just detrimental to the community.
- 48 Tall signs, ones with oversized letters, and with too much information are an eyesore... so are quantities of signs. I also dislike billboards.
- 49 Other cities have more strict laws governing sign usage. New parts of KC look much better than what we allow in Topeka. I understand there is a cost factor.
- 50 Typeface easy to read ++
- 51 Don't like the very tall signs or the ones that look like banners attached to the building.
- 52 I liked the ones that were carefully designed to fit the architecture and coloring of the building themselves. Hate those temp signs on wheels with the stolen letters!!

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- 53 Temporary signs ugly. Cheap looking signs give a negative impression. I prefer the block signs over the tall pole placements. Landscaping improves appeal
- 54 Small clusters of signs should be illegal.
Signs should name and address but not a bunch of ad verbage
- 55 When in other towns which have low profile signs, I often miss the place I am looking for. Takes more concentration to see smaller signs, taking aware that concertration from driving safely. Tall signs should be allowed, perhaps there is correlation to higher accidents rates, and same signs in commercial areas.
- 56 The more substantially constructed signs are more appealing, such as those on brick or stone fondation. Also the lower height of the sign is more attractive.
- 57 clusters of mixed style of signs, especially on one building or mixed-retail storefronts is least visually appealing to me. Size, height, location, landscaping and complimentary design to the business's building make signage attractive to me.
- 58 The height of signs depends on the location of the business and whether it's attempting to attract customers off a highway. The size of the sign depends on the location. If it is along a street with many businesses it must get the attention of the driver to turn into the driveway. I don't like all the banners covering the windows. I don't like the signs on rebar. I do like signs that are landscaped beneath them.
- 59 I hate all the signs along wanamaker, such an unattractive "collection" we need to get rid of the over heard power lines too- bury the lines!
- 60 No thanks
- 61 most of them were eye appealing while others were to tall, large, or not well displayed.
- 62 If you're interested in having visitors in town, you need signage that is high enough up so it's easily visible, and large enough that it can be actually read.
- 63 Large enough to read located at a strategic location to be easily seen from a car without taking eyes far from the road
- 64 Often the quality of the sign equates to the quality, or lack thereof, of the product or service being sold. Also, how does poor quality signage reflect to persons traveling through our city? It would be interesting to see what signs in more progressive communities look like.
- 65 Do not like the portable signs or when there are several of the same yard sign all down the block.
- 66 unkempt, missing letters if I was driving wouldn't be comfortable to look up that far
- 67 Need to get rid of all the tall signs on wanamaker and all the billboards within the city limits, looks trashy. Wanamaker would look so much better with out the 80ft signs everywhere. Really no need for them to be that tall when 90% of the business facing wanamaker
- 68 I liked signs which matched the building materials and design with landscaping. I did not like the generic signs on a pole with no landscaping. Two or more temporary/banner signs on a building or pole are confusing and tacky.
- 69 Most important thing about signs, is that it delivers the message of 'what' is at that location, or 'what' they're trying to sell, and does it with as few words as possible!
- 70 Signs need to be clean and visible to the public
- 71 Do not use block or large pipes for signs, as these block view of traffic. Make sure signs are high, not to block vision and can be seen several blocks away...Lighting on all signs on buildings and advertising signs should be well lit. Replace light bulbs in signs immediately, show some pride in the advertisement of businesses.

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- 72 All commercial buildings should have landscaping. Signs on buildings and freestanding should have size limits and design requirements. Only one illuminated sign per compass-quarter of each business. No animated signs. Limits on light-pollution of the skies by signs.
- 73 View of street with lots of signs looked cluttered.
- 74 No signs will make the streets look better . Street are falling a part faster than being repaired.Fix the streets .Who is going to put a well designed building with landscaping on a street that has fallen apart.
- 75 Don't allow temp. Signs except in emergency(tornado), fire and construction including road construction.
- 76 Very clean and easy to read. Some are just plain ugly
- 77 The flashing portable lights are hideous and make the community look like a ghetto
- 78 low to the ground is best with landscaping
nice building materials make a difference
- 79 These need to be discreet, not in-your-face, artsy, not awful.
- 80 Temporary signs (such as the Now Open and arrow signboards) are fine for a VERY limited time (less than 2 weeks)
- 81 Temporary signs are fine for a new business or one that is doing a repair or remodel. This includes those signs that I just commented on as being "very unappealing". I really appreciate signage that is new and more complex than just a logo on a stick.
- 82 Too many pylon signs are allowed in Topeka. Monument signs with more bulk appearance and low-lying landscaping are much more appealing than the painted poles with a large panel on top. There needs to be a limit on the height and width allowable for building signs as well as limiting the amount of signage allowed per face of building. The Topeka NG building signage detracts from the building architecture and makes the appearance less attractive than it could be. Also, window signage should be limited so that the owners don't have the ability to fill their windows with more signs. The more reading materials for motorists, the less safe motorists are with attentive driving.
Temporary signs should still be tastefully done and limits should be placed on portable signs. Portable signs should be regulated as to appearance (clean, rust free, not dented, etc) and should have restrictions on the duration of use.
- 83 Signs on wheels need to be eliminated
- 84 Make them big print
- 85 Scale in comparison to surrounding green area is not correct.
- 86 Here again, I believe the images were arranged to make you think" the more landscaping around a sign, the better" Portable & paper signs do look trashy, but maybe the City should pay for upscale signage versus the business owner having to bear the cost.
- 87 Windsor Heights Iowa has a plan like you are fishing for, it is HATED and businesses avoid it and people drive out of their way because they're made it a speed trap because of lost tax revenue.
- 88 Signs have a purpose - sell, direct, inform. Each location, business and schedule may need a different sign. Signs have to be different. Worst case is trees in front of signs.
- 89 Very tall signs are unsightly but short signs are extremely frustrating. I can't see them through the traffic. Somewhat tall signs can be a good balance but need to be tasteful and professionally designed. The current style is solid instead of on a pole, but it has to have a timeless design.

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- 90 If the business has street frontage and they have adequate building face, I think a big sign there and not also right at the street. I realize they want to be seen while I am driving looking forward but it is hard to pick the sign out from among the others anyway. Now days if I want to find a business, I google it and their location comes up instantly. Would not having a store sign right at the street really hurt their bottom line?
- 91 I HATE reader signs!
They have been institutionalized in the community and I HATE them. Boyles Joyland's sign business was protected for many years and the result is the blight we see today. Is it possible to get the horse back in the barn?? I hope so!
- 92 I get it that some locations need height to be seen/found, but wow that low signage in clean landscaping is a gift to the eyes.
- 93 Signs need to be well maintained and landscaped. Not a big fan of illuminated signs.
- 94 Both building signs and freestanding signs are important to the business and the consumer, yet it is becoming increasingly more difficult to find them through the clutter, such as landscaping and street trees.
- 95 90% of the signs included in the survey were clutter. Clutter is not appealing.
- 96 most were basic in content and presentation and not very creative
- 97 Signs that are well made are better
- 98 A good variety/styles provided
- 99 One's again, when you are traveling tall signs are great (along HWY) Intercity where you know where things are the lower signs work well and do look better. I do think that signs with a covering around the pole do look better as in Pic # 9.
- 100 "Less is more."
- 101 Do not like the portable signs
- 102 Tall signs suck.
- 103 It is difficult to assess what constitutes as appeal - while some signs are not appealing in a purely aesthetic way, I might find them appealing in how it signals to me, for example, that the shop has low prices - which in turn is dependent on what I might purchase at the shop.
- 104 Comment on the last set of questions. Height and size are the most important criteria, next is material. I feel Lawrence has done a great job on signage codes. I would prefer seeing a brick format with several businesses then individual signs. I also like signage on the the building alone.
- 105 Again, none of the photos appear.
- 106 Liked most:
Logo clarity (Large, clear, concise, appropriate size to adjacent logo)
Less advertising (okay lettering inside of window frame at auto shop, no changeable text or statements on building)
Materials (Plain materials, no plastic, no message boards, no brick wall signs/bordering is okay, okay LED with minimal display)
- 107 Well designed, visual appeal, well maintained, unique and clearly readable
- 108 Too many signs is distracting and over stimulating.
- 109 I understand that a business needs to be noticed and that is done through signage. The higher signs and the lower signs are more appealing to me. The medium height signs tend to block your view of the storefront and therefore make a mess of your visual impression. Also too much signage on a building is messy and counter productive for the business. There needs to be a certain amount of clear building showing. Otherwise one tends to overlook the whole mess rather than trying to read each one.
- 110 Good communication without overload.

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- 111 The more signs I see the more it makes you feel like your in a crowded area which in my opinion makes it less attractive
- 112 Poorly maintained and dilapidated signs are very telling about ones type of neighborhood / community. Also, ridiculously tall signs are just that, ridiculous.
- 113 I like to have the signs big enough and with large enough lettering that they can be read easily while driving. I also liked the sign with the street address in large lettering. It is much less distracting to drivers if they don't have to strain to figure out what an address is or where they need to go if they are not familiar with the area.
- 114 Temporary signs need to be permitted. aerial signage shoe be restricted\prohibited. Lighting need to ensure that it does not interfere with night driving of light pollution.
- 115 Regardless of community, signage can can speak to image. Poor signage can have a very negitive impact on community image.
- 116 We need to incorporate more monument signs and eliminate or limit the amount of pole signs and banners.
- 117 Low to the ground signs or those with solid structures and not on a pole which use nice materials and are landscaped well are preferred. This gives an immediate sense of quality to the business.
- 118 Signs need to readily readable.
- 119 I understand and appreciate the need for temporary yard signage but when they become a permanent fixture it gets unsightly.
- 120 A lot of signs give the impression of cheap clutter. A more favorable and inviting impression is given when the sign is not a billboard, but a dignified size, with a base that looks like quality material matching somewhat the other signs and buildings on the street
- 121 Individual signs say more about a business than those which list several businesses together.
- 122 I liked the landscaped one as it was unique.
- 123 Good design considers color, image, white space, relationship to environment
- 124 Least is printed banners - most is brick entrance signage keeping visual of the street clean.
- 125 Signs with more detailed information had a better appearance.
- 126 Signs should be limited in height, with phone gps and navigation signs are less important in our current culture. The abundance of yard art signs must GO!
- 127 Size and height should be in relation to the building/location it advertises.Stand alone signage is not attractive in most instances
- 128 For the signs that are just staked in the ground....if it's announcing a recent opening, that's fine because it's temporary. Otherwise, ugly.
- 129 Too many signs in one area is cluttered and can lead to inattentive driving when trying to identify the location of the business.
- 130 Buildings with lots of banners look dumpy. Looking down a street with a hundred different signs is unappealing and confusing. Would be better if the we all on the ground made of nice materials and not blocking the skyline. Letters should be large and bold.
- 131 How clean, neat is the sign area is important. also, taller signs are just unappealing. smaller, well designed, clean signs are best.
- 132 I do not like temporary signs, especially when there are multiples. I also do not like the "industrial" look of big posts with a sign on top. Size matters. I realize they have to be big enough to see and read, but too big and tall is very unappealing.
- 133 The signs that are built with materials such as stone and have more bulk and nice colors look the best. The temporary type signs look very haphazard.

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- 134 Place time restrictions on when signs like the one in the last picture can be used (the sign on wheels with the big arrow on top and a large space for text). There should be a 5-7 day limit on using those signs, and they should not be used permanently.
- 135 I do not think non-permanent signs for businesses should be allowed, this include rolling display signs, paper stick in the ground signs or vinyl signs on sides of buildings or held up by poles. I am not talking about temporary garage sale signs. That was idiotic of the city to go after a few years ago. I mean business signs which are out of control in this town. They are HUGE. I feel like I live in Las Vegas without the glitz, only the clutter and mess.
- 136 The closer to the ground a sign is, the better.
- 137 There are so many tall signs that are ugly or vacated. There are few signs that agree with the architecture of the building and include landscaping.
- 138 Lack of any kind of uniformity.
- 139 Dislike portable signs, over use of banners and yard type signs that clutter a roadway
- 140 More uniform signs or signs that match the design, color scheme and materials of the building.
- 141 I think the curb maintenance, and tending too could be just as beneficial. get us some flowering baskets around the capital city!!
- 142 Don't like clutter or areas that are too busy. But, lettering and signage should be large enough and clear enough that motorists can find their destinations easily.
- 143 Too many just clutter the landscape and are unappealing. Consistency and uniformity is important
- 144 Taking a distant picture of several signs is a cheap shot. Businesses need to advertise, and on premise is the cheapest for a local business. Eliminate the trashy banners and portable signs but leave on premis signs alone...your local business people need them!
- 145 When the signage is placed in good landscaping it seems to help anchor the sign. Quality materials is also very important. Anything well thought out and placed, versus just sat in is always going to look more appealing.
- 146 Again, clear message, clean and well maintained, materials make them look better
- 147 The other is readability and upkeep. Topeka needs to create laws (or enforce current ones) to rid the city of signage for businesses that no longer exist. We have too many skeleton signs. One sign like that in an area destroys the other ten decent signs. We need to stop looking like Appalachia-- like a depression has hit this area. Also, we should eliminate all (even those grandfathered) all portable marquee (i.e. Boyles signs). They are ugly and often neglected by the business owner (letters missing etc). One of those signs destoroys the visual beauty of the environment.
- 148 Wanamaker is a mess - visually unappealing and actually hard to find businesses because of the excessive signage.
- 149 Again, the landscaping can help or hurt. Lower, rather than tall are more appealing. The high amount of power poles/lines reduce the visual appeal.
- 150 No comments
- 151 Being able to see the signs easily and quick is the most important. Landscaping, building materials and clean curb appeal also important.
- 152 Clean lines and uncluttered signs, combined with landscaping, are more appealing to me.
- 153 Small businesses may not have the financial resources to start big in advertising but there must be a minimum standard established for start up expenses when dealing with the risk of comprise to moving ahead with our intentions to welcome growth in the community.
- 154 Only Monuments signs should be allowed in the City of Topeka
- 155 The material and design of the sign makes it appealing or not. Temporary signs like rental signs and big posters on the building looks terrible.

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- 156 Signs that are too tall or just on a pole are not as appealing. The building is more important than the sign.
- 157 One look at the signs on Wanamaker Road show what can happen when signs are not required to be pleasing. I hate to go over there because that strip is so ugly. Going to Lawrence is more pleasant although south Iowa Street doesn't look much better.
- 158 More expensive signs look better than cheaper signs.
- 159 LIKE: Landscaping, attractive materials, not too tall, simple information
DISLIKE: High on metal poles, temporary materials, too much information
- 160 Signage is very important. Usually the first thing someone notices about a business
- 161 overcrowdedness and lack of consistency can be very oppressive and detrimental.
- 162 Use quality materials and landscaping for your signage and I am much much more likely to go to your place of business.
- 163 Too many is unappealing as are small lettering and the junky wheeled arrow signs or the wire stick in the ground type.
- 164 Associated landscaping very desirable
- 165 Signs that are balanced with the size of the business are good. they also need care and maintenance so that they look as good as the property.
- 166 if sign is temporary be creative ,if to must to read don't display all at once , if selling tires display a tire , if chicken display one at all about location
- 167 I like signs that are well maintained and convey the permanence of the business and dislike signs that are not maintained and convey the temporariness of the business.
- 168 Home made looking signs and unprofessional signs don't give the appearance of quality. Also, people need make sure that all of the lights are working in their signs.
- 169 The signs that aren't too big, have good materials and a bit of green space around them look miles better than those that didn't. Some of the less appealing signs aren't so bad in isolation, but when grouped along a busy street they really do look dreadful.
- 170 Its ok
- 171 Too many signs in one area is a problem
- 172 I wouldn't put so much emphasis on the quality of a sign that it becomes cost-prohibitive for local business owners.
- 173 From an aesthetic perspective, lower signs are more visually appealing. Taller signs are generally easier to see when driving, though, and can help cut down on sudden stops when you're looking for a business you've never been to before.
- 174 Too many signs of cheap quality looks tacky.
- 175 You can tell the wealthier parts of Topeka, and they poorer parts of Topeka simply on the look of the buildings and the quality of the signs. It makes you nervous driving around when you start seeing the low quality signs.
- 176 I do not like tall and obtrusive signs that interrupt the horizon or stick out like a sore thumb in relation to the height of the surrounding architecture. It looks sorely competitive or self-serving only and not what's best for the community or neighbor. appreciate landscaping around signs and signs that are quick and easy to read without being more obtrusive than they need be. They do not need to stick out boldly or take up a lot of space. I also prefer stone signage or signage made of quality material that does not look cheap like plastic or something that deteriorated quickly like certain metals or paints.
- 177 Low profile signs with good landscaping are better.
- 178 Trailer style temp signs are ugly.
- 179 communities where signage is similar from business to business makes a cohesive and appealing look

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- 180 The ones made of sturdy materials - like brick - that were clear and clean looked the best. The height is less important if it's made out of the correct materials.
- 181 Signs that are clear and neatly done are more appealing than a poster for a sign
- 182 I prefer brick signs
- 183 The pole signs need to go, so unsightly. Landscape needs to required around all monument signs and materials should include brick, stone, or some other quality material.
- 184 Number of signs in one area is important, too
- 185 Signs tell a story about the type of business that is located there. So the way the sign looks tells that story for that business.
- 186 Signs should be part of the architectural design.
- 187 Clean, crisp, uncluttered, well-maintained
- 188 Quality of materials on signs and scale are most important
- 189 Signs in good repair and cared for are more receptive than those in disrepair or cluttered.
- 190 The more solid looking foundations were appealing to me. Also nice landscaping around the sign is helpful.
- 191 Consistency matters
- 192 do not like signs high up on posts
signs at ground level of good quality material lend to a perspective of a clean, well kept community
- 193 The newer signs looked way better and if they were big with easy to ready letters were way better too.
- 194 Signs that are straight to the point are most appealing. Less is more fits, in my opinion.
- 195 Absence of clutter is important
- 196 We don't want to have our business signage look like flea market signs. Too big, bright and ugly.
more modern signs is very appealing. also the landscaping is important.
- 197 The following are the ones I seemed to like:
Well landscaped, uncluttered, well kept
- 199 It gets chaotic to read many signs . . . simplicity and readability should be factored into the design and placement.
- 200 Too many signs all bunches together is too much clutter! Nice big modern signs looks very appealing.
- 201 Appreciate common heights, with quality materials and design with quality landscape. Establish covenants and manage them.
- 202 Na
- 203 The quality of the sign and graphics made the most difference to me. Materials used, also played a part in dressing up the sign and making it more pleasing to the eye.
- 204 none
- 205 Multiple and temporary signs make the area appear poorly planned. Basically visual pollution. Well designed co-located signs look so much better.
- 206 There needs to be governance related to signs. Height, how close to the road, size, material, even the amount of illumination. Some of the newer flat screen signs are tactful and helpful, other are obnoxious.
- 207 Too big and imposing. Too much cheap material signifies desperation and acceptance of substandard things in our community.

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208

Please consider the cost to businesses. Signage means we are open for business. This is very important to being a business friendly community. Please do not forget about the prosperity of a community that has businesses and specifically small businesses by taking them out of the equation because they can't afford the signage you need. Banners and promos are drive business and create success - please please consider the impact of business growth through signage - not just the visual quality. Please make sure that Topeka stays OPEN for business and you don't hinder the opportunities for young small businesses that are not big enough to afford what others might. PLEASE!!

209 Businesses need signs to attract customers and for customers to find them. They have a direct impact on a business' sales. Especially a new business trying to get established. If we want a thriving retail economy then we need to work with businesses signage.

210 It's important to have the address clearly visible.

211 The big signs on Wanamaker make me sad.

212 Big, tall signs are certainly visible and show you where a particular business is. But overall, a street filled with a cacophony of signs is not attractive.

213 I like the signs that match their buildings, and that are not too tall or massive in size.

214 Monster signs disrupt the view and appearance of the landscape. Make commercial areas appear identical to commercial areas across the country

215 The signs that are lower to the ground, have rock or other materials supporting/surrounding them look nicer than just "basic" signs on large black posts sticking way up in the air. The large black post signs look cheap and tacky.

216 No more big ugly poles. Cover them with a nice material. Looks cheap and ugly with big poles

217 Huge temp signs are just as blightful as unoccupied commercial property

218 I already talked about this. But I'll say more. Landscape helps signs a lot. But one sign in the survey was made ugly because it blocked a lovely natural view behind it. It showed that whoever put the sign there didn't give a damn about how his sign would damage the view. So signs should be integrated into the overall balanced plan.

219 lower signs look nice but does it take revenue away from businesses that have higher signs and more signs

220

The signs with solid bases were definitely more appealing. signs on posts are appropriate in some places. the biggest detractor is the amount of signs in an area and the visual clutter they give.

221 In Other above, how clean and bold the sign design is....is important to me.

222 I didn't like the signs that were too busy or too small

223 Multiple signs and metal signs are unappealing as well as signs that are high up. To me, the appealing signs are lower to the ground with brick or materials around it and landscape.

224 Businesses need to advertise without too many restrictions

225 Viewable by size

226 Tall signs lined up on skinny posts are terribly unappealing, as well as those that look temporary. Shorter, well landscaped signs are much more appealing.

227 some signs make the area look tacky. Make the signs easy to read as you drive by. We have enough things in cars to distract us.

228 Vinyl signs nailed to side of the buildings are the worst

229 need regulation on the size no flyer signs

230 Too many signs junk up any building

231

I like the lower signs that include stone work or brick. The look classier. I have noticed in other communities things look "cleaner" when there are lower more uniform signs. Less visual clutter!

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- 232 I like colorful, clear to read signage. Not tarps.
- 233 On the major thoroughfares, the tall signs are necessary, or you'll have people getting rear-ended as they look for where they want to turn in. That's just reality.
- 234 Clean signs are better than dirty signs.
- 235 It helps signs look nicer if they're closer to the ground, made out of stone or brick materials and are nicely landscaped around them.
- 236 Too many signs and signs are too high along Wanamaker, and signs along Topeka Blvd and Kansas Ave (especially SW) are outdated from 70s era
- 237 Clutter and readability
- 238 simplicity is good, clutter is bad.
- 239
- I like the signs closest to the ground made out of brick and arrayed in a landscape. I believe in a town this size huge signs are unneeded. Temporary signage is horrible and no one ever takes them down.
- 240 Too many signs create visual garbage.
- 241 Signs for malls with several shops help identify if I will find the one I am looking for..but prefer 1 sign with several names. Dr's office, etc., I prefer large sign on the ground.
- 242 I prefer they be the same size if two or three are framed together.
- 243 Signs that look cheap are not appealing. Multiples in a small area look "jammed in/junky." Illumination is important but should not be "blinding."
- 244 I did not like to see Home Depot/DicksSporting Goods signs. It looks cheep. A business should have a sign with visual quality of lighting and within sight of driver on street.
- 245 I like tall signs with large print I can read from a distance. I don't like the small stuck in the ground that I have to stretch and twist to see/read. Color is nice if doesn't blend in w/background. Like signs to tell me where places are located not just what they sell.
- 246 Liked signs that were designed well and neat and uniform, regardless of the business.
- 247 easy to read, not too much info at once
- 248 Huge, glaring, blinking signs are ugly and distracting.
- 249 I like the simplicity of the ones I chose and the more modern styles. I did not like busy-busy groups or really tall signs.
- 250 I like the big signs that mentioned which business was in that strip mall. You can read the sign farther away. Don't care for the yard signage, but I do understand why we have it.
- 251 Signage should be mandated by the city council to be low to the ground and built with quality materials. The current situation is ugly and just screams of each company going ohhh I got my sign higher the yours. It is rather desperate and sad
- 252 Don't like signs that are so high that you can see them for blocks, but not read them.
- 253 low to the ground with landscaping looks good. Trashy signs on buildings and tall signs detract from the appearance of the community
- 254 The large size of the signs, so you can see places you are looking for without being distracted looking for smaller signs or addresses.
- 255 Again, cleanliness and landscaping around the signs
- 256 Landmark-style signs look nice. Billboard style signs just add visual clutter. It's pretty clear just looking at the Wanamaker photo..
- 257 -----
- 258 The signs need to be clean, uniform, and not over done. Too much on a sign holder or to cheap can make it detract from the view the driver has.
- 259 Use better materials such as brick with signs to make them more appealing.
- 260 Too many signs are overwhelming and make the city look cluttered

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- 261 I believe many of the signs shown on your survey appeared trashy . They were cheap, ugly and unattractive, I cannot stand signs on poles or many signs clumped together or placed on a building like cheap pieces of paper with different type print, colors, etc.....looks do tacky and trashy. How about some classy and visually appealing signs. Quit allowing junky signs that have the appeal of the old portable arrow signs that once blighted Topekaugly/ cheap/ trashy looking. Invest in beautiful signs and store fronts that are very appealing to the eye Topeka has a lot of work to do on both buildings and signs to improve the beauty of this city.
- 262 One very clear sign or no more than 3 in one spot, impossible to see multiple signs at once without slowing down in traffic to read them
- 263 I most like signs with shape & color, best with natural materials like stone as a base. I least like those upon a tall black pole and where there were lots of signs creating clutter. I would rather see multiple business listed on one sign than see 6 separate signs all in a row. And banners/poster board signs should only be used for temporary uses like a grand opening or occasional special sale but NOT in groups like political campaign signs.
- 264 Simple, attractive signs that are well maintained and easy to read are the most positive.
- 265 Some were too tall and plain
- 266 Signs in the same general area should be similar, that is in height and in size. Especially commercial street signs. They should not insecure one another, and be easily read near the entrance to the parking lot of that business
- 267 Banners and temporary signs are very unappealing and don't encourage me to shop at that business
- 268 Easy to read, large, descriptive
- 269 Signs need to be at ground level, and not tall cluttering the view and appearance of the city. Signs need to add to a neat, clean and quality appearance of the city. The city needs to begin to put electrical lines underground to clean up the appearance and first impression of the city since most people see Wanamaker first when they visit Topeka. A clean and beautifully designed and landscaped city will attract businesses, young people and working families.
- 270 Clean lines for signs.
- 271 Prefer low height signs with quality graphics and landscaping, the Sams's Club/Target sign was my personal best choice.
- 272 Font quality, size, design and distraction are key
- 273 Flashing signs can distract drivers.
- 274 Again, not terribly invested in this but I will say that I don't like having a bunch of signs crowding a space. It's expected and acceptable to have a sign outside your business, but lining the street with numerous signs is ugly. I prefer a small, solid-looking sign that makes it easy to see what business is there. I don't like a sign 40' tall and 10' wide, that's just overbearing. And those spotlights at McDonalds have GOT to go.
- 275 Too many signs look cluttered. No one wants to see a bunch of signs. Makes the place look like a ghetto.
- 276 I like them to look substantial, like they won't blow over. The smaller banners and yard signs don't bother me.
- 277 color and neatness
- 278 Banners should be short term, small signs only on weekends put them out Friday night and picked up by Sunday night. Limited signs for bldgs on per side no price advertising on bldgs.
- 279 Signs just need to get your attention - whether it be nice to look at or several of them.
- 280 I liked the very clean, easy to read, aesthetically appealing graphics signs.
- 281 I preferred signs with large lettering that were easy to read and did not overload the viewer with verbiage or images.

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- 282 Don't like cluttered signs. Too many businesses on one sign is messy. Need cleanliness and clarity. No banners or yard signs. Be creative with colors and designs. If the sign is on a pole, make the pole unique!
- 283 A stone base is attractive. Huge signs are horrible as are signs that tower. Signs all over a building are disgusting.
- 284 They were very generic. Better font or more attractive collars would help. They were very generic. Better font or more attractive colors would help.
- 285 Temp signs (fabric) have a place but shouldn't be tattered.
- 286 Signs that are crisp, clear, and bold are the best - the ones that are faded, hard to distinguish, and overly crowded are annoying. I've seen shopping centers pack a dozen store names on and they're very hard to make out because they're plain black text.
- 287
- Liquor stores and gas stations can be the worst at plastering too many signs. It portrays desperation!
- 288 I like tasteful signs that are located at ground level
- 289 Don't like tall signs that litter the appearance of the street and landscape. Shorter professional signs at the ground level possess a much more professional and clean appearance
- 290 The one looked like a bunch of garage sale signs. Also many are too plain. More architectural appeal would be nice in signs.
- 291 The size of the signs depends upon the type of business. Not all signs should be the same.
- 292
- Although some signs may be more visually appealing to me I recognize the need for customers and potential customers to be able to see the store and where to access the store as they travel down the street. Reducing speed limits may have more impact on sign readability.
- 293
- An over abundance of temporary banner signs gives the impression of "bad neighborhood" to me personally. Signs that are clear and easy to read to help people to find where they might be going.
- 294 .
- 295 More important is there are too many overhead wires making the areas look trashy. Those should be buried and NOT put on those gargantuan poles like down west 6th.
- 296 Information is really important Signs need to be large enough to be seen.. That doesnt mean they shouldnt be professional looking
- 297 keeping signage consistent and minimal looks better
- 298 Needs to be easy to read/ not cluttered.
- 299 I prefer signs that are low to the ground and are architecturally interesting.
- 300 the super tall overbearing signs every 50ft needs to end.
- 301
- The most important thing about a sign is being able to quickly spot the place you need to go - in areas with high density of businesses, it's just so busy. Anything to help cut through the clutter would be good.
- 302 Don't like big bright colors. Like neutral colors.
- 303 We need to eliminate the use of big signs on the top of super tall metal posts. Also requiring some amount of brick or natural stone to retail signs would certainly enhance the visual appearance of our community.
- 304 Too Many small, cluttered signs look terrible

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305

Too many businesses on 1 sign is a waste. Signs aren't even necessary except on the actual Storefront where it should be loud, simple and illuminated during evening business hours. But in the future signs will be a thing of the past in our Right-Of-Ways as our phones and electronics tell us exactly where to go anyway. Use that additional money you would have spent on ROW signs and put it toward a fund that.....well, I wont get into that. Signs in the ROW are ugly, a waste of money and a target for vehicles and pedestrians alike to hit and or run over. They also limit our views at times while traveling here and there. A sign can also look good but when surrounded by crumbling infrastructure the sign itself becomes an ugly eye sore also. If you want to know what would really make this Great City shine then wrap the thought of putting all utilities underground. That would bring in many jobs, quality companies to install, and top notch phone/cable/electric/etc. companies to provide their services. This would be a serious makeover for the City and a major step in beautification. For instance look E. of Branner Traffic Way on 6th Street, signs, wires and ugly buidings everywhere. Look along Crane Street or 3rd Street E. of the Topeka Blvd. Bridge, yea a lot of areas just need to be bulldozed and rebuilt along the river front. Ok ill shut up.

306 If the signs are clean and well printed. In Mexico many are hand lettered, poorly.

307 signs that indicate name of store only are best.

some signs had WAY more information than needed.

308 Visual appeal and landscape around the signs also comes into play.

309 Bright colors, easy to read fonts, and looking well made and put together.

310 Less is more, clean lines better.

311 Attractive, quick information and ease of instruction.

312 Design ,design,design.

313 Quality signs that are visible in front of the property, but not miles away are the way to go. Unless you are on a highway frontage, they don't need to be identified from space.

314 Most liked the amount of greenery around them and stones. Disliked the unprofessional trashy look of some and lack of greenery

315 Cheap signs make an entire street look bad.

316 Some signs looked cheap and poorly placed.

317 Signs must look neat and orderly. Paper signs look sloppy.

318 It seems if it is a franchise of a national corporation, then they have the best signage, because they have the financial resources.

319 Temporary banners are very unappealing. Too many logos, sizes of letters make signs hard to read. Stone or brick bases and good landscaping make signs much better.

320 It's best not to be cluttered with so many signs. Keep it clean looking.

321 When there were a lot of signs either on buildings or in the grass it was not appealing at all.

322 It is very difficult to make any sign appealing along a very ugly, poorly design road, as most of these examples are along. Signs like these aren't even all that necessary in a more traditional urban environment.

323 Bright colors are very appealing.

324 Ladscaping at the base of the sign is very important to me.

325 Can't tell illumination from sigh should not be a question. More concerned about non-permanent signs that make neighborhood look like trash. Increase in bicycle signage that may not be legal should be a MAJOR concern to the City.

326 Signs should provide information & be visible without looking garish

327 I like the signs that are built on a structure rather than on poles. Color also makes a difference.

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- 328 Signs should be a part of the overall esthetic, not stand out because they are ugly, too tall, too busy, not tastefully done.
Important to convey, the single most negative to signage in Topeka is those god awful portable signs. Diminishes the city, looks like the Ozarks.
- 329 the tarp like banner signs, especially the ones that are created by adult beverage companies that are hung on buildings, around building or on windows are terrible
- 330 Loud obnoxious signs are annoying. Unpleasant
- 331 More latitude on size of signs at ground level, & latitude depending on other signs in vicinity
- 332 The clearer visual is better and least cluttered makes it easier to read as you drive by. Landscaping around it makes it more attractive.
- 333 Signs need to be updated to be appealing.
- 334 Signs that stand too high, are too big, too temporary and too numerous. Picture 10 of the liquor store with all the banners and window signs is too cluttered. Some of the signs and landscaping are too simple and boring. Many of the signs are just way too tall, but shorter signs should not block views for people trying to turn onto roadways and intersections.
- 335 Signs plastered on building and signs stuck in the grass are VERY unappealing.
- 336 I feel many signs on the sides of busy streets are distracting for drivers.
- 337 Some are too busy.
- 338 I'm not a huge fan of skinny pole signs.
- 339 None of these signs was particularly unappealing--except, maybe, the photo with the large number of signs. Other than really badly hand-lettered or so big they're a hazard to safety, minimal regulation ought to be the goal.
- 340 Over involvement of sign laws by local Government can cost consumers in the long term.
- 341 I think it is totally possible to advertise your store or location without screaming "look at me"!
- 342 signs that were in good repair, made of good materials, not too high, and had more of a professional appearance made for better appeal.
Those that were made of temporary materials and where several were in the same image, it quickly became cluttered and I wasn't reading them anyway so they just looked junky.
- 343 So many in some areas, so many bunched together, you aren't able to read any of them from the street.
- 344 No clutter..lower to the ground is better.
- 345 Professional hard scape eye level signage is ascetically pleasing in cities verses vertically looming over a business. Hilton head island and other communities have strict signage rules that lend to quality signage
- 346 Signs that are low in height tend to clutter landscaping and are difficult to read in a "timely" manner.
- 347 Ones that are permanent, substantial, well-groomed area around, and high and large enough to see and USE are the most appealing to me.
- 348 The number, size and setback of signs is very important along with the material being complimentary to the building and landscaping.
- 349 Signs need to be tasteful and not gaudy
- 350 Can understand a temporary banner when a store just opens, but the yard signs or temporary signs plastered on a building are ugly and wasteful. The tall signs are ok, and sometimes necessary, but the lower signs with stone/other features appear nicer.
- 351 Landscaping made signs look better because it brought some beauty to the area. The better kept the area was the better the sign looked. The neater the sign, the better it looked.
- 352 the bigger and higher the better

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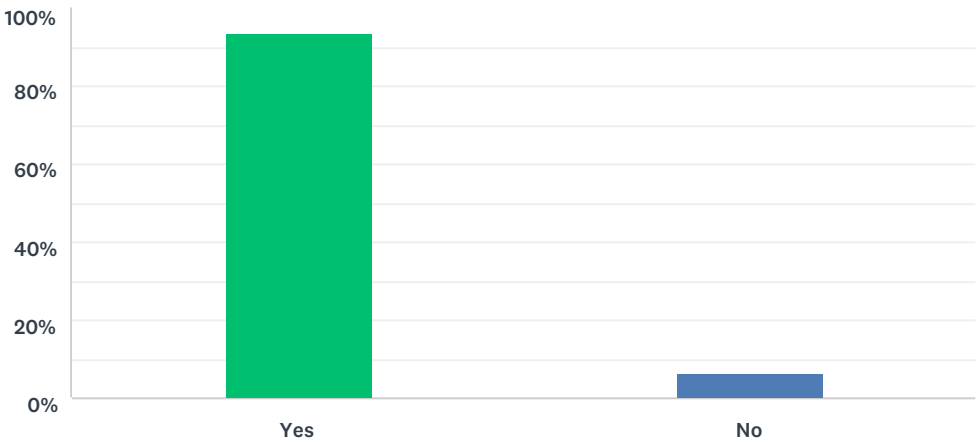
- 353 Signs that are grouped closely together or unkept tell me to stay away from the area. Gives it a rundown look. As to those little lawn signs.
- 354 Sign size and set back are important along with the number of signs - we allow way too many signs along with poor quality and poor taste resulting in our City being very tacky and ugly.
- 355 Too many competing
- 356 Signs need to announce but not be gaudy. I think that there are ways to draw attention without shoving it in our face.
There's McDonalds with just an M that is very pretty.
Additionally, many stores can just figure out a nice brand and use that as opposed to large letter and full names.
Simplicity is the key.
- 357 If driving by a glance might be the only time to take notice especially if it's in with other stores so if it's big enough and tall enough easier to find and takes your eyes away from busy signs that's formed all together and focus on it individually.
- 358 Paper and plastic signage plastered to building is very unattractive.
- 359 Signs need to be ground level. When you look up and down Wanamaker road there are hundreds of pole signs that are 30-50 feet in the air. This is not appealing at all. Signs on buildings need to be more permanent materials and not banners.
- 360 Signs that looks like someone cared about the quality of construction and attention to detail make better visuals for the community.
- 361 Location of sign is important also
- 362 Too tall signs very unattractive.banners ok for awhile.tacky cluttered signs distasteful.
- 363
A sign that gives a little bit of detail, such as the McDonald's sign that says that they have free WiFi makes a world of difference and a sign Lily the ones displaying academy sports and home Depots shopping centers look bunches and like maybe they could use some space around them, I like the one at the 29th and Topeka one where it clearly displays the names of the stores and doesn't look like there competing as much as that they are trying to help the customer find there business
- 364 Please ban the arrowsigns.
- 365 Still need to be able to find these places when I'm going for the first time. I don't like having to drive around when I can't see the business.
- 366
Pole signs are ugly. Monument signs are better - shorter preferred. Vinyl/temporary signs ugly. Number of signs should be limited. Way too much sign clutter - i.e. many areas look like crap.
- 367 Keep signs out of lines of vision for traffic driving or turning at intersections. Signs should all be illuminated to draw attention to the business and signs should be placed at heights so not to block vision. Do not use solid foundations for signs, use heavy metal poles so as not to block visions or have crime of people hiding behind signs....Remember to keep signs tall and illuminated to help with crime in the dark hours.
- 368 I understand the shorter signs can be more visually appealing, but it is frustrating to visit somewhere and not be able to see the signs from a distance.
- 369 Tarps attached to buildings are least appealing of all.
- 370 Some of those look very cheap.
- 371
One large sign is much more visually appealing than multiple small ones. The signs with the brick supports look more sturdy and stable and thus more appealing than the long skinny legged ones.

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- 372 Vinyl signs draped on buildings is terrible. Signs stuck in ground of right of ways or elsewhere is trashy looking. Johnson County has a clean professional look. I miss chose on the first sign selection, it was nice. NFPA 704 should and shall be on bldgs when applicable and FD connections should be professionally ID'd.
- 373 Smaller and nice quality
- 374 I honestly think signs should be on the building only, and not in the grassy areas. If they are in the grassy areas, they need to be landscaped and made with quality materials. Since most people have GPS, signs are necessary, and too many signs make everything look cluttered. I prefer no signs on poles and only attached to the building.
- 375 most look horrible. Wanamaker is very trashy with signs
- 376 Signs need be no more than 10 feet tall. Signs do not grab my attention to shop at businesses. I frequent these places because I need or want it now. Online shopping has changed everything.
- 377 Topeka has done poorly to plan the layout of this town.
- 378 I prefer updated and illuminated signs the best and I don't like combo signs.
- 379 Visibility, clearly readable, color, and upkeep
- 380 Not really an issue with me
- 381 Too many signs becomes hard to read while driving and becomes very unappealing. It becomes similar to junk in the neighbors yard. Simple and clear to read signs are the best.
- 382 Consistency
Non intrusive
- 383 Monument signs with landscaping are the most appealing. There should be no ground signs permitted in the right of way
- 384 This is very "broken window" theory based. If it looks better, it will attract the right people for the right reasons and if it looks bad it will attract the wrong people for the wrong reasons.
- 385 Please make businesses fix their run down signs and get rid of banners that are just stuck up by fence posts
- 386 Smaller signs are better. Exposed poles are ugly. Temporary signs are an eyesore.

Q40 Do you live in Shawnee County?

Answered: 824 Skipped: 238



ANSWER CHOICES		RESPONSES	
Yes		93.57%	771
No		6.43%	53
TOTAL			824