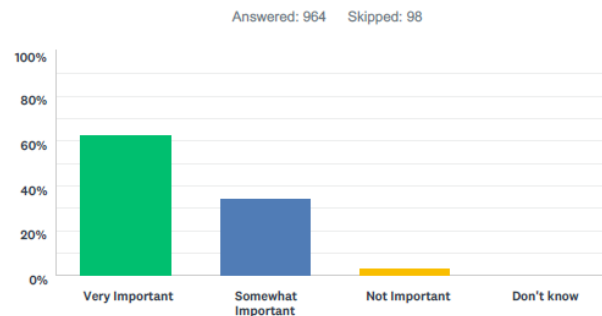


## Signs Visual Appeal Survey Key Takeaways

- **964** people took the sign survey and submitted **386** written comments.
- Signs matter. 97% of survey respondents say that signs are either very **“important”** or **“somewhat important”** to the visual appeal of a community.

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



### Responses to Sign Images

- A preference for short, monument-style signs over tall signs on poles.
- Pole without covers are more unappealing than poles with covers.
- The use of multiple wall signs on buildings, especially those constructed of low-quality materials, is very visually unappealing.
- The sites of businesses that use few signs, such as one monument sign and one to two wall signs, are more visually appealing than those sites that contain a larger number of ground and wall signs.
- Size of sign matters less if the sign is a monument-style sign.
- Use of more than one temporary sign is very visually unappealing.
- Portable reader board signs are visually unappealing.

### Written Comments

- There are too many signs. The large quantity of signs is unattractive.
- There is too much sign “clutter”. (“Clutter” could mean too many signs, poorly maintained signs, or both.)
- Landscaping is important to visual appearance. The numerous comments about landscaping are especially significant considering the survey did not pose questions about landscaping.
- Many signs are too tall. Shorter signs are more attractive.
- Outdated, aging, and poorly maintained signs are unattractive.
- Pole signs are unattractive. Signs on solid bases (monument signs) are much more attractive than signs on poles.
- Portable readerboard signs are unattractive and the City needs to do more to control them.
- Quality of the design of signs and materials used is important to visual quality.
- Temporary signs are needed in some cases but they are visually unappealing.
- Signs should be easy to read in addition to being visually appealing.
- Businesses need signs and they should not be overly restricted.