

Town of Riverview

COUNCIL REPORT FORM

Presented to: Town Council

Department: Economic Development

Date: November 22, 2017

Subject: Sign Survey Results



Agenda Item: 7f.2

Meeting Date: COW 11/27/2017

For use by Office of the Town Clerk only

Background

Staff have been working on updating the signage section of the Town's Zoning By-Law. This update has been a point of discussion at the Town for many years. Recently the question as to the acceptability of signs on power poles has been raised. Various proposals had been made in the past that were quashed when there was outcry from the business community particularly as it related to portable signs. In recent years the introduction of digital signs in the marketplace have created some confusion as to their appropriateness as these signs are not addressed in the current bylaw. The City of Moncton recently undertook a similar review and bylaw revision which included consultation with the various sign companies and the Sign Association of Canada. The Town took the additional step of surveying citizens in order to ascertain the pulse of the public on this issue. These results and Council's direction should inform the amendment to the zoning bylaw's Signage Section.

CONSIDERATIONS

Legal: The Town's zoning by-law will require amendments

Financial: N/A

Policy: N/A

Stakeholders: Business Community, Citizens

Interdepartmental Consultation: N/A

Communication Plan: N/A

RECOMMENDATION FROM STAFF

For information purposes.

A handwritten signature in black ink, appearing to be "J. Smith".

Prepared by: _____

CAO Approval: _____

Date of Approval: _____

Town of Riverview Sign Survey Results

The purpose of the New Sign By-law Project is to review the current Town of Riverview Zoning By-law with respect to “Signs” to identify its strengths, weaknesses gaps and prepare an appropriate new Sign regulation based on the findings of the review and public consultation.

Sign regulations are principally concerned with aesthetics and traffic safety. The details and specifics of sign by-laws vary across different municipalities, reflecting the differences in local circumstances, values and priorities.

Municipal sign by-laws typically achieve their objectives through rules governing the following matters:

- Where signs can be located;
- The types of signs permitted;
- The number, size, and height of signs;
- Other characteristics of signs considered important to control in the public interest;
- Administrative and enforcement provisions.

PURPOSE

The purpose of the survey is to identify:

- The top sign issues in Riverview
- The public’s opinion of the aesthetics of various types of signage.
- What ideas the public may have to improve the way signs are currently regulated.

The data gained from the survey will be utilized to determine the general regulatory framework for the new signs by-law.

METHODOLOGY

- The online survey was designed utilizing ‘Survey Monkey’ and advertised Town’s website, social media channels and was featured during an interview on CBC Information Morning
- The survey was sent out to various stakeholders including, the Chamber of Commerce, local sign company owners and employees. A total of 199 responses have been received.
- The key questions asked respondents to identify what they felt were the top local sign issues. These questions were purposely designed to be open ended. Although this format is more difficult to analyse and more cumbersome for respondents to complete, the open ended format helps to ensure a ‘true result’ in that the questions are not ‘leading’ in any way.

GENERAL FINDINGS

Based upon survey results, the general findings are :

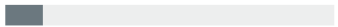
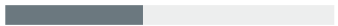
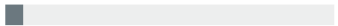
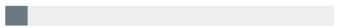
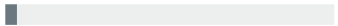
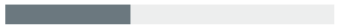
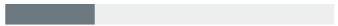
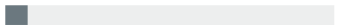
- 1) Safety as it relates to roadway, sightlines and traffic is a very important item to consider for signage
- 2) Signs should be well designed, maintained and installed in appropriate locations.
- 3) Too many signs create clutter and detract from the natural beauty of the community
- 4) Digital signs should be allowed if properly regulated
- 5) Portable signs should be allowed if properly regulated

Q1 - Why do you consider certain areas to have GOOD or APPROPRIATE signage?

This question was purposely open ended to ensure that it was not leading the respondent towards predetermined answers. In order to analyse the results, each response was analysed and categorized in similar themes. In total, 7 categories were created which encompassed the overall message of the respondents. A few didn't fit in any categories and therefore are grouped as "uncategorized".

The results clearly show that the top 3 categories that the respondents believe to be important to consider signage as being good or appropriate are:

1. Location, visibility and placement;
2. Design and aesthetics; and
3. Safety.

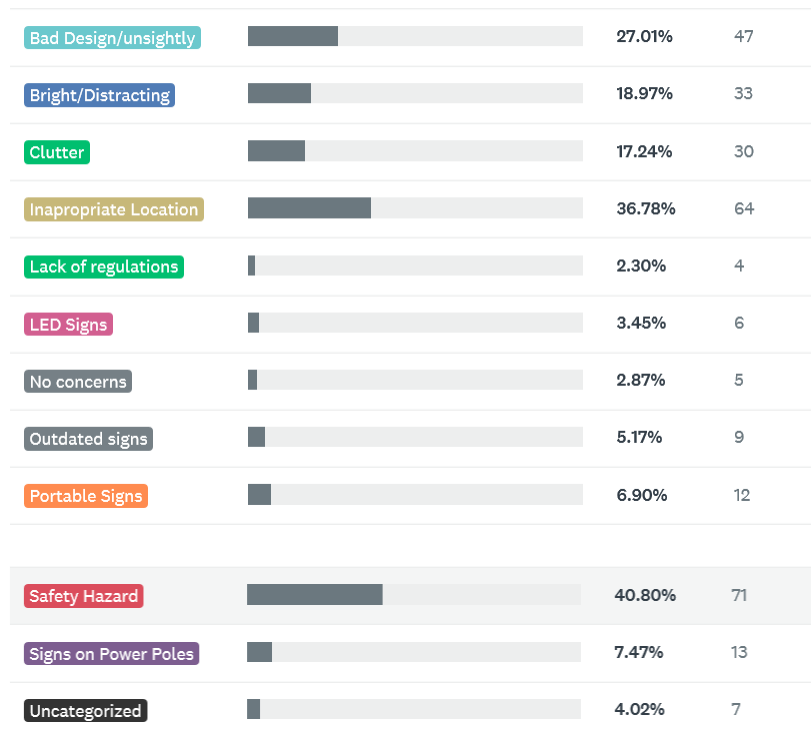
Appropriate amount		11.52%	19
Location/Visibility		41.82%	69
Economic Dev.		5.45%	9
Local / public ads		6.67%	11
Maintenance		3.64%	6
Safety		38.18%	63
Design/Aesthetics		27.27%	45
Uncategorized		6.67%	11

Q-2 - Why do you consider certain areas to have BAD or INAPPROPRIATE signage?

Similar to question 1, this question was purposely open ended to ensure that it was not leading the respondent towards predetermined answers. In order to analyse the results, each response was analysed and categorized in similar themes. In total, 11 categories were created which encompassed the overall message of the respondents. A few didn't fit in any categories and therefore are grouped as "uncategorized".

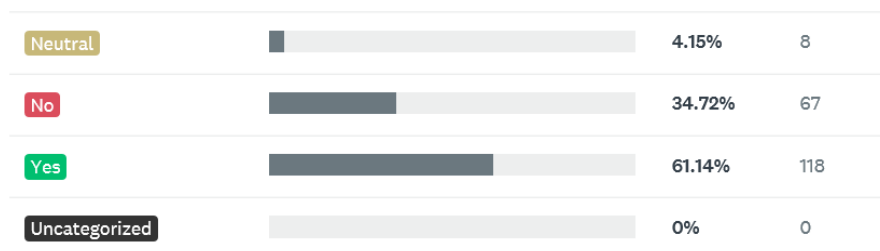
The results clearly show that the top 3 categories that the respondents believe to be important to consider signage as being bad or inappropriate are:

1. Safety hazard;
2. Inappropriate location; and
3. Bad design and unsightly.



Q3 - Do you think the Town should allow for more digital (L.E.D.) signs?

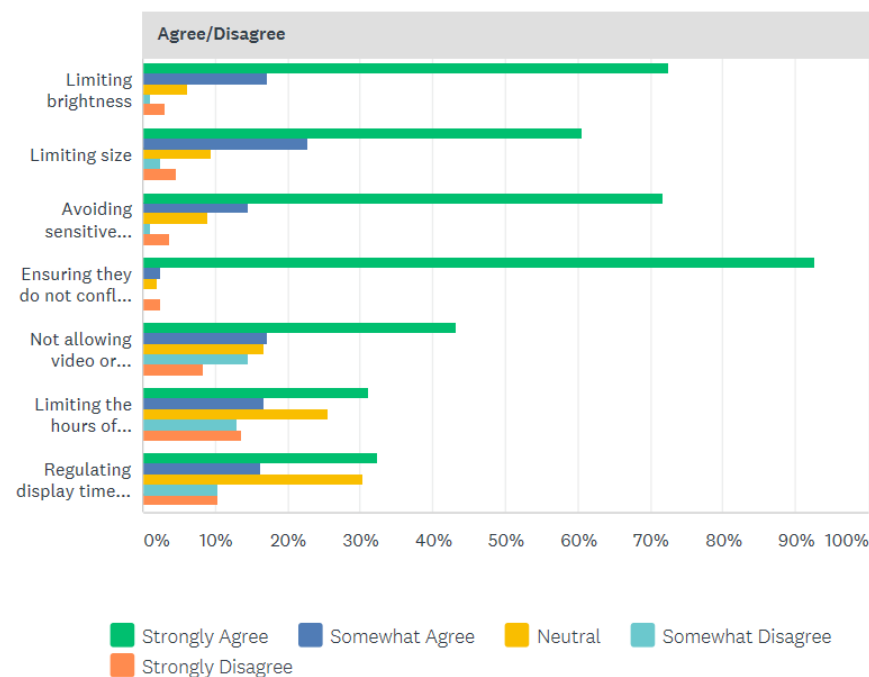
As digital technology is becoming increasingly popular for signs and marketing purposes, it was important that the Town understands what the community's opinion on this matter is. The results show that the majority of respondents are in agreement that the Town should allow for digital signs. However, it is important to consider that a relatively important number of respondents (35%) are of the opinion that they should not be allowed.



Q4 - If the Town allows for more digital signs, would you agree with the following regulations?

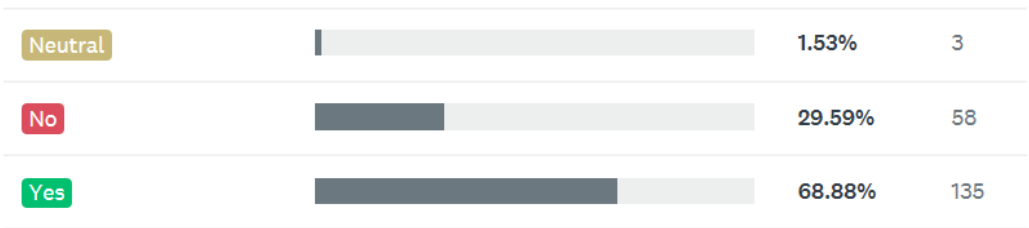
Based on the results of Question 3, if the Town allows for digital signs, it will be very important that adequate regulations are in place to mitigate any potential nuisances associated with this type of signage.

In most cases, the majority of respondents agree with regulating many aspects of digital signage. There is a very strong majority that feels that brightness, size, avoiding sensitive locations and ensuring that the signs don't conflict with traffic control devices should be regulated.



Q5 - Do you think the Town should allow for portable signs?

Portable signs have been discussed in the Town for many years. It is important that the Town see what the appetite is to allow for this type of signage. The results show that almost 70% of respondents are of the opinion that they should be allowed. However, there is a relatively high number of respondents that feel that they should not be allowed.



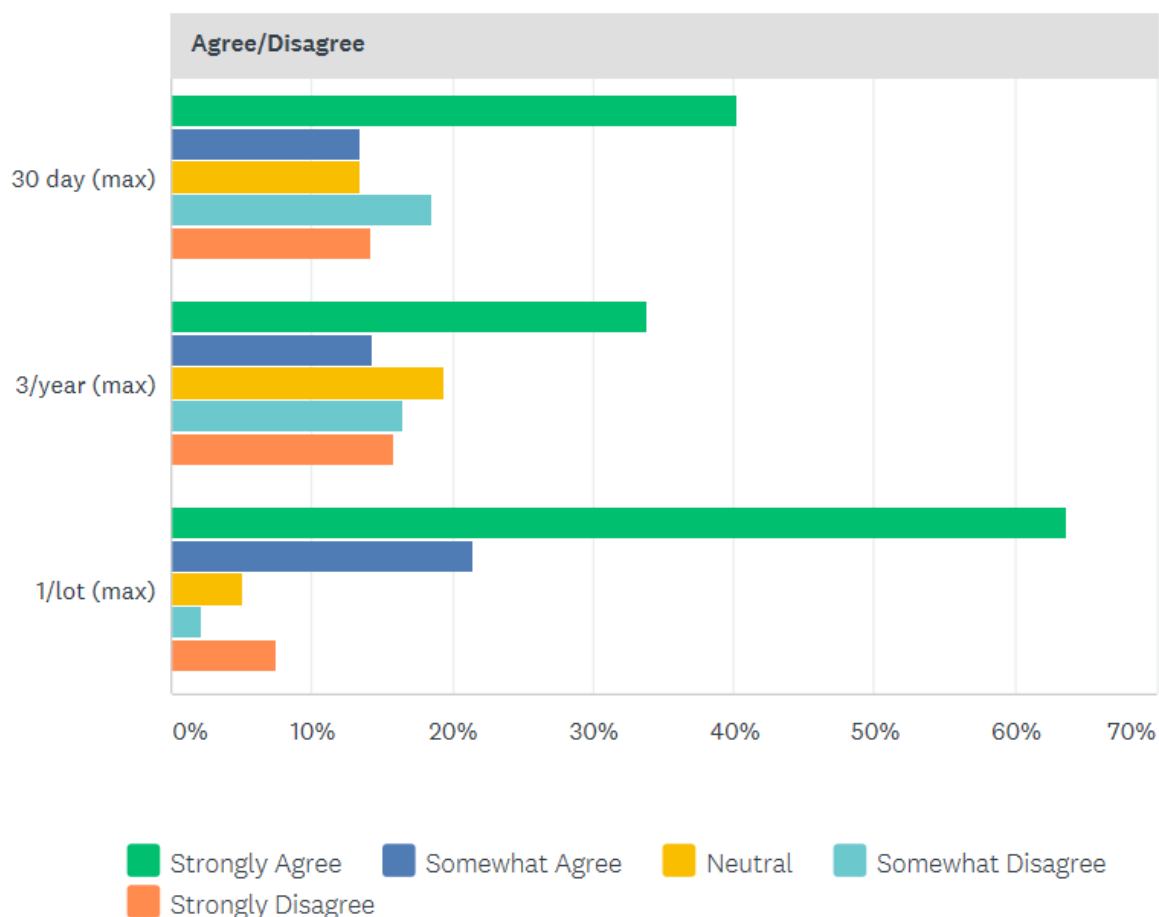
Q6 - If the Town allows portable sign, would you agree with the following regulations?

Based on the results of Question 5, if the Town allows for portable signs, it will be very important that adequate regulations are in place to mitigate any potential nuisances associated with this type of signage.

Based on how other communities are regulating portable signs, the survey proposed 3 controls that would provide for businesses to benefit from portable signs as well as help the Town control visual clutter and locations.

The results show that:

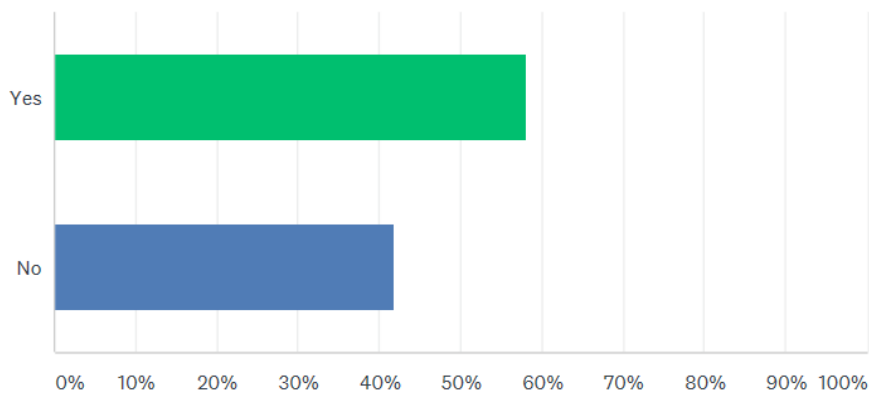
- 54% vs 33% agree with allowing for portable signs to be allowed for a 30 day period maximum
- 44% vs 33% agree with limiting business to use portable signs 3 times per year
- 85% agree that only 1 portable sign at a time be allowed on a lot



Q7 - Do you think the Town should allow for large Billboard signs in areas of high traffic?

Billboard signs are the largest signs allowed in the Town. The typical format of these signs is single post with 10' by 20' with rentable advertise space. The Town doesn't currently have many Billboards and therefore it's important to see if they are desirable or not.

Based on the results, 58% are of the opinion that they should be allowed vs. 42%. The mitigated results should indicate that any changes to the By-law for Billboard signs should be approached with caution.



Q9 - Please select your top 3 recommendations to improve signage in Riverview: Select only 3.

The purpose of this question is to help the Town understand what components are most important to regulate. The results show that safety is by far the most important component. Better regulation as well as enforcement of those regulations has also been identified as being key to improving signage in Riverview.

ANSWER CHOICES	RESPONSES	
▼ Safety	64%	124
▼ Better Regulations/Enforcement	47%	90
▼ Limit/Prohibit Portable Signs	34%	66
▼ Create Design Guidelines	31%	60
▼ Size Limits	28%	54
▼ Reduce the Amount of Signs Permitted	28%	54
▼ Limit/Prohibit Digital Signs	23%	45
▼ Allow More Digital Signs	16%	30
▼ Fewer Regulations/Red Tape	12%	24
▼ More Public Consultation	8%	16

Q11 – How would you rate the appearance of the signage pictured? Very Good, Good, Bad or Very Bad.

The purpose of measuring preference on the various signs below is specifically crafted to identify what elements of signage are seen as appropriate and what isn't. Based on the analysis of responses, it seems like most are of the opinion that a sign that is professionally design, includes architectural features and is well maintained is considered very good. On the other hand, too many signs creating clutter along the street is seen as being very bad. Another item that stands out is that the size of the sign should be proportional to the scale of the business. Finally, there seems to be a split for portable signs. It's either very good or very bad. Again, the Town will need to approach portable signs with caution.



Good	<div><div></div></div>	77.13%	145
Neutral	<div><div></div></div>	3.19%	6
Very Bad/Bad	<div><div></div></div>	19.15%	36
Very Good/Good	<div><div></div></div>	0.53%	1
Uncategorized	<div><div></div></div>	0%	0



Good	<div><div></div></div>	0%	0
Neutral	<div><div></div></div>	1.62%	3
Very Bad/Bad	<div><div></div></div>	16.76%	31
Very Good/Good	<div><div></div></div>	81.62%	151
Uncategorized	<div><div></div></div>	0%	0



Good	<div></div>	0%	0
Neutral	<div></div>	5.91%	11
Very Bad/Bad	<div></div>	48.39%	90
Very Good/Good	<div></div>	45.70%	85
Uncategorized	<div></div>	0%	0



Good	<div></div>	0%	0
Neutral	<div></div>	2.70%	5
Very Bad/Bad	<div></div>	90.81%	168
Very Good/Good	<div></div>	6.49%	12
Uncategorized	<div></div>	0%	0



Good	<div></div>	0%	0
Neutral	<div></div>	0%	0
Very Bad/Bad	<div></div>	74.73%	139
Very Good/Good	<div></div>	19.35%	36
Uncategorized	<div></div>	5.91%	11



Good	<div><div></div></div>	0%	0
Neutral	<div><div></div></div>	2.70%	5
Very Bad/Bad	<div><div></div></div>	85.41%	158
Very Good/Good	<div><div></div></div>	11.89%	22
Uncategorized	<div><div></div></div>	0%	0

Good	<div><div></div></div>	0%	0
Neutral	<div><div></div></div>	8.15%	15
Very Bad/Bad	<div><div></div></div>	22.83%	42
Very Good/Good	<div><div></div></div>	69.02%	127
Uncategorized	<div><div></div></div>	0%	0



Good	<div><div></div></div>	0%	0
Neutral	<div><div></div></div>	2.70%	5
Very Bad/Bad	<div><div></div></div>	21.08%	39
Very Good/Good	<div><div></div></div>	76.22%	141
Uncategorized	<div><div></div></div>	0%	0



Good	<div><div></div></div>	0%	0
Neutral	<div><div></div></div>	1.61%	3
Very Bad/Bad	<div><div></div></div>	6.45%	12
Very Good/Good	<div><div></div></div>	91.94%	171
Uncategorized	<div><div></div></div>	0%	0



Good	<div><div></div></div>	0%	0
Neutral	<div><div></div></div>	2.67%	5
Very Bad/Bad	<div><div></div></div>	71.66%	134
Very Good/Good	<div><div></div></div>	25.67%	48
Uncategorized	<div><div></div></div>	0%	0