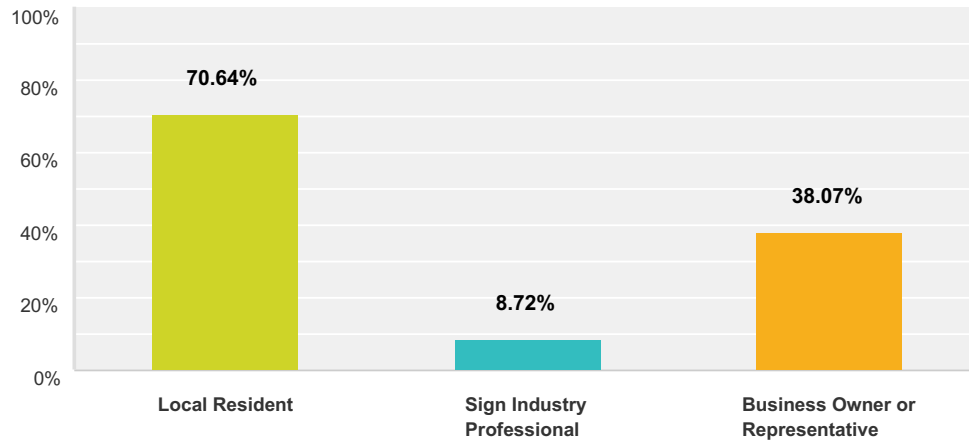


### Q1 Please identify yourself. Are you a:

Answered: 218 Skipped: 5

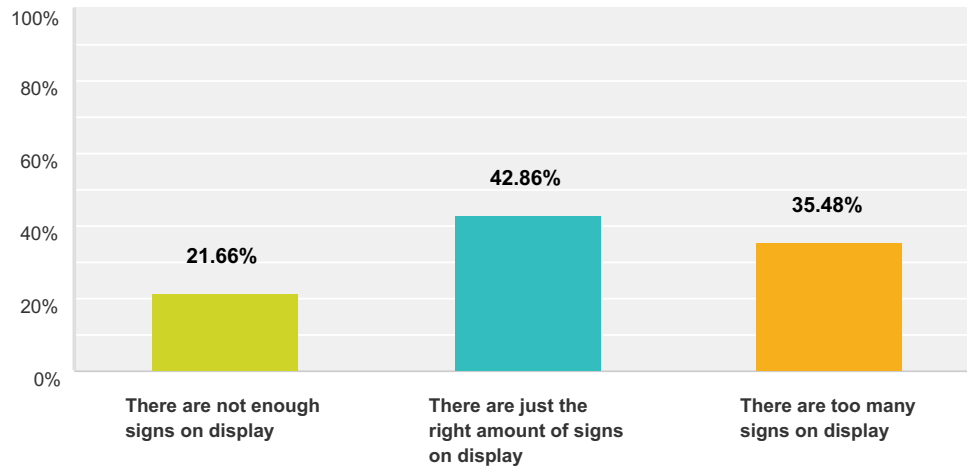


Answer Choices	Responses	
Local Resident	70.64%	154
Sign Industry Professional	8.72%	19
Business Owner or Representative	38.07%	83
<b>Total Respondents: 218</b>		

#	Other (please specify)	Date
1	School Board Administrator	12/18/2016 6:52 PM
2	Manage a Local Business	12/15/2016 2:54 PM
3	Store Manager	12/15/2016 1:28 PM
4	Also Chamber of Commerce chair (although these responses are my personal views)	12/15/2016 12:52 PM
5	I work in St. Albert and used to look after marketing/signage.	12/15/2016 10:37 AM
6	LOADED LAWN SING SURVEY	12/13/2016 1:35 PM
7	Others	12/6/2016 9:29 PM
8	non resident property owner	12/6/2016 2:42 PM
9	We are a Specialized Commercial Real Estate Sign Company based in Edmonton, serving most of the major commercial real estate firms in Edmonton & Area. We Install and Remove many temporary commercial real estate signs in St. Albert.	12/6/2016 12:03 PM

## Q2 Considering the number of signs that you are currently exposed to within the City of St. Albert, is it your opinion that:

Answered: 217 Skipped: 6



Answer Choices	Responses
There are not enough signs on display	21.66% 47
There are just the right amount of signs on display	42.86% 93
There are too many signs on display	35.48% 77
<b>Total</b>	<b>217</b>

#	Comments:	Date
1	My business is in Riel Park. There are a lot of A-Board signs on public property and no apparent effort from the City to remove them.	12/18/2016 7:49 PM
2	I believe that signage takes away from the beauty of our city and can pose a safety risk by distracting motorists on our roads.	12/18/2016 7:36 PM
3	There are enough signs already. Increases in advertising on our road creates more distracted driving and is a hazard on our road for drivers, cyclists, and pedestrians. Also, billboards, digital signs, etc. are an eye sore and take away from the beauty and charm of our city. We already have many ways businesses and other causes can advertise to us such as social media, flyers, newspaper, radio, etc.; increased signage is not necessary.	12/18/2016 7:29 PM
4	Distracting	12/18/2016 12:24 PM
5	Signs should be consolidated together so all businesses have an equal opportunity to advertise but not overwhelm passerby	12/18/2016 11:54 AM
6	In certain locations along St Albert Trail it is difficult to see road warning and speed limits signs because of the current large volume of advertising signs.	12/18/2016 8:38 AM
7	We have done business with at least 20% of St. Albert businesses and they are very frustrated with the amount of regulation. They are also tired of all the fees to do business in this town.	12/17/2016 7:15 PM
8	There are to many regulations and it is becoming harder to run our business.	12/17/2016 1:18 PM
9	While in most areas there are enough, I feel some areas like school zones could use more	12/16/2016 4:35 PM
10	It would be beneficial for businesses to have the ability to place more signage on their properties to advertise and promo their products & services. However, it would also be beneficial to have a signage bylaw that is more standardized in terms of sizing that is more consistent with new industry standards (10'x20', 20'x20', and 14'x48').	12/16/2016 1:37 PM

## 2016 Schedule C - Sign Regulations Survey

11	There is sufficient signage for the existing businesses, but more strategic signage could reduce sign clutter	12/16/2016 12:00 PM
12	St Albert trail is littered with signs that are supposed to be temporary but are in place for a very long time. Signs are too close together and it isn't even possible to see some of them. All of these road signs / mobile signs look unprofessional. The trail doesn't represent that of a world class city.	12/15/2016 5:51 PM
13	Its not overwhelming	12/15/2016 4:59 PM
14	Unfair question. The number of signs being displayed has no bearing on whether I think signs should be displayed. If the need is there then more signs might need to be displayed. If the need subsides then less signs might need to be displayed.	12/15/2016 3:32 PM
15	Signage should be allowed in relation to the businesses that value their marketing value. Privately owned , local businesses should be preferred over 3rd party advertising signage if conflicting.	12/15/2016 3:01 PM
16	Closest to how I feel, considering I regard them more as distraction while I'm driving	12/15/2016 2:54 PM
17	All retail stores are trying to get business and this is one more lo cost opportunity for them to use	12/15/2016 2:50 PM
18	We all need to be able to display what we are selling and what sales we have going on. I find it helpful when a new sign pops up and tells me a services that are available within our communities. I think if you are driving along business routes you should expect signs.	12/15/2016 1:44 PM
19	A business with no sign is a sign of no business!	12/15/2016 1:29 PM
20	Loaded question. You know the results you will get with this question before you ask it.	12/15/2016 1:07 PM
21	It seems like there are too many sometimes but if I'm a business owner wanting signage, I want to advertise at my location. It's going to be the best form of advertising unless my location is way off the beaten track.	12/15/2016 12:52 PM
22	Don't like all of the push in the ground signs around. Both business and election sign's. Permanent ones are OK when they are built to the city standards.	12/15/2016 12:48 PM
23	I especially like the design of the City signs pointing out important places.	12/15/2016 12:37 PM
24	My business did not get permission to display any signs and we were unable to cope up with business.	12/15/2016 12:29 PM
25	Too many small signs along the trail.	12/15/2016 12:27 PM
26	They are needed to exposure business' and help keep not just big business, but small business survive. In a perfect world, we would subsidize messaging for locally owned business that city has. St. Albert does not promote "buy local" nearly enough	12/15/2016 12:25 PM
27	This is a terrible question. It is an example of "push polling". The word "exposed" is unnecessarily emotive. The question is also impossibly broad in order to respond intelligently to. It would be helpful to designate what kind of signage you are asking the question about and get people to give their responses to each of the categories. People will have different feelings about city signage, shopfront signage, temporary signage, electronic signage and printed billboards.. Because of the nature of this question I expect you will get almost no-one saying we need better or more signage and the majority saying there are too many... but this is a reflection of the question and not the truth of peoples responses and also not a reflection of the strength of their responses...	12/15/2016 12:21 PM
28	There is no accurate way to gauge how many signs are the right amount, there are as many signs as the market has determined are needed. I do not want so many signs that it becomes an eyesore, but I don't want to be overly restrictive as to prevent business or advocacy opportunities.	12/15/2016 12:17 PM
29	St Albert is one of the few cities that has limited digital signage. Increasing it would help eliminate multiple static images and signs.	12/15/2016 12:14 PM
30	Edmonton has way too many signs. There are so many areas in Edmonton that are just completely cluttered with a huge array of signs and it looks awful. St. Albert is more strict which makes it a bit harder for businesses than in Edmonton, but it also keeps the city looking much cleaner.	12/15/2016 10:37 AM
31	There is too much inconsistency in the number and nature of signs. Primarily, too many signs located directly at street level- mobile, portable, etc. The City should strive for a regulated digital strategy that allows for consistency (a number of approved sizes- 10' x 20', 20' x 20', and transit shelter) while further regulating all static (3rd party signs) at 10' x 20' or 14' x 48'. Portable signs should be limited, based upon location and must have time-sensitive permits. Other signs should that are not fascia/1st party or multi-party, digital must be regulated and/or prohibited.	12/15/2016 7:57 AM
32	Who are you to tell us what we can and can not do on our own private property?	12/13/2016 7:13 PM
33	it does vary from Riel to the trail to Campbell.	12/13/2016 3:52 PM
34	As a consumer i like the signs that are out there as its a draw for me to see what is on special and what the business has to offer before i go into the store.	12/13/2016 3:07 PM

## 2016 Schedule C - Sign Regulations Survey

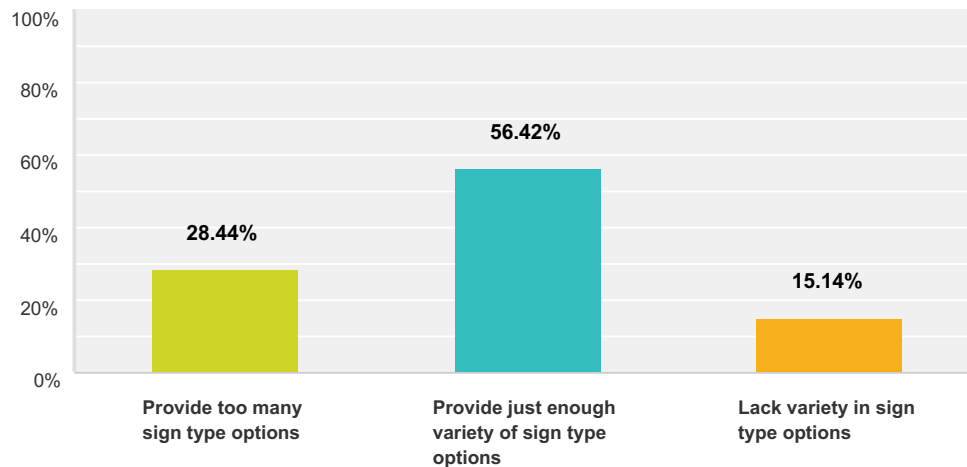
35	I think there is room for more sign advertising in the right application and format.	12/13/2016 2:24 PM
36	I live in Nevada Place and the amount of signs around this area is ridiculous. So many advertising "luxury rental units" etc. It severely cheapens the look of the neighbourhood and our city in my opinion.	12/13/2016 12:23 PM
37	Too many signs appear junky...cluttered and take away from finding where you need to turn and go and drive...	12/13/2016 10:38 AM
38	It's not a big deal, but I think there's so many that they are probably not getting the attention the advertisers want because there's an over abundance.	12/12/2016 7:58 PM
39	I don't feel it's fair to comment on this issue because I'm not a resident of St Albert.	12/12/2016 5:56 PM
40	Some of the portable signs block sight lines when one is leaving business parking lots.	12/12/2016 4:09 PM
41	I agree with the fact that there are too many on display (should be relative to the amount of property size), however it is pretty hard to promote your business when the City strategy is to have a majority of businesses on St. Albert Trail. Diversification of business should be, in my opinion, City Council's and the City of St. Albert's number one priority.	12/12/2016 2:50 PM
42	There should be no portable signs allowed along st albert Trail. Trashes up the appearance of our city	12/11/2016 7:43 PM
43	Never pay much attention.	12/11/2016 9:43 AM
44	There are no affordable and economically viable options for community groups or non-profit groups.	12/11/2016 8:11 AM
45	There are far to many temp and portable signs being used permanently	12/10/2016 3:03 PM
46	Signs are our best means of advertising	12/10/2016 1:04 PM
47	There is too much signage in St. Albert. It is over whelming , distracting, and makes the city look like a used car sales lot" at times.	12/8/2016 7:13 PM
48	I expect that if a business wants to put a tasteful and professional sign on their property to promote their business, they should be allowed to do so. I can't determine if there are too many signs or just the right amount of signs.	12/8/2016 8:30 AM
49	Businesses need a way to communicate with customers and there are few effective options in St Albert for advertising beyond the newspaper and Chamber digital billboards. Both 1st party signage and 3rd party billboards are very important to local businesses	12/7/2016 11:12 AM
50	Because of the sign size restriction they are very hard to read	12/7/2016 9:57 AM
51	There are the correct amount of signs within St. Albert with the exception of the portable roadside sign rentals (96x48"), especially along St. Albert Road. Road traffic would be safer if there were less signs or at least signs further from the intersections so view was increased as you enter / exit the roadway.	12/7/2016 9:55 AM
52	blight on the Trail	12/7/2016 4:17 AM
53	There shouldn't be signs on public property but signs on private property should be completely up to the owner of the land.	12/6/2016 10:55 PM
54	I would prefer to see an improvement in the quality of signs, ie. more digital signs and fewer free standing portable signs.	12/6/2016 7:02 PM
55	Disagree with the wording of the answers. They can be construed as leading. I do not believe there is any current issues with over-signage.	12/6/2016 3:25 PM
56	I'm not sure that my response to this question can be answered correctly with the choices given. I feel that there are enough opportunities for businesses with on premise ID signs, realtors, the city, the province, and the local chamber of commerce, and portable 3rd party signs in the city. I have made inquires for my business to promote itself on billboard signs, but there is a lack of opportunities in major commercial areas and along major arteries and entrances. I don't want to see billboards or 3rd party ad signs stacked up, but I would like to see the regulations changed to allow more in area's other than the industrial zones, with appropriate distance and size requirements. Obviously not in residential neighbourhoods.	12/6/2016 2:42 PM
57	too much variety... appears as a free for all.	12/6/2016 1:46 PM
58	There are many different types of signs and I believe it is unfair to ask as a general statement. I would suggest that there there is adequate opportunity for existing retail/commercial signage, but that there are challenges for interim signage on sites that have not received development/building approvals.	12/6/2016 12:06 PM
59	St. Albert residences, businesses, and enforcement do a really good job of keeping City of St. Albert uncluttered with signage, especially around City property. Most signage seen around the City seem to be well maintained, relevant, and respect sign regulations.	12/6/2016 12:03 PM
60	There are too many signs in certain areas (St. Albert Trail), and not enough in others.	12/6/2016 10:03 AM

## 2016 Schedule C - Sign Regulations Survey

61	this is a poorly worded question. It would be like would you and your family like to go to Disneyland, how do you think people will answer this.	12/6/2016 9:41 AM
62	St. Albert Trail is unsightly due to all the signs.	12/5/2016 7:50 PM
63	1. There are locations where the number and location of signs is problematic, e.g., St. Albert Trail from S Bdry to Drayden Insurance location, especially along west side of Trail, west side of Trail from Blind Pig to Tim Hortons. Riel Drive and the sandwich A-boards that often times are blocked by vehicles anyway. 2. Numerous signs appear to be located on city property 3. Too many signs that seem to announce the latest sale in merchandise versus signage announcing the location of a business.	12/5/2016 5:18 PM
64	I find the number of signs distracting and I feel they detract from the beauty of our community.	12/5/2016 4:00 PM
65	It isn't about the number of signs, it is about the type of signs. Lawn/election type signs used by businesses should have limited permissibility (eg maximum one week duration and only within a 1 km of business radius). Sandwich board signs are another, currently hockey/sporting teams but these up on medians and Blvds on game days. Do I want lawn type signs and sandwich boards to proliferate our landscape but we must work to allow our organizations to survive in this economy.	12/5/2016 1:51 PM

**Q3 The existing sign regulations identify a total of 20 different sign types available for advertising purposes (including Freestanding; Fascia; A-Board; Portable; Billboards, Real Estate; and Developer Marketing Signs). While not all sign types are permitted in every land use district, in your opinion, do the existing 20 sign types:**

Answered: 218 Skipped: 5



Answer Choices	Responses
Provide too many sign type options	28.44% 62
Provide just enough variety of sign type options	56.42% 123
Lack variety in sign type options	15.14% 33
<b>Total</b>	<b>218</b>

#	Comments:	Date
1	are flags on this list of 20?	12/18/2016 1:13 PM
2	Personal and private signs popping up all over	12/18/2016 12:24 PM
3	No comment on this question	12/18/2016 8:38 AM
4	Your regulations are not in line with Edmonton. St. Albert's biggest competitor is Edmonton and they are open for business and St. Albert is not. We get calls all the time asking why something can be done in Edmonton but in this town.	12/17/2016 7:15 PM
5	you have only listed 7 of the so called 20 sign types. Why didn't you list them all. why do some signs require permits and others not? either all signs should require permits and all signs don't. We are tired of the unfair and discriminatory sign regulations.	12/17/2016 1:18 PM
6	I think signs are a small businesses best way to advertise	12/16/2016 4:35 PM
7	The current Schedule C of the Bylaw should permit digital signage.	12/16/2016 1:37 PM

## 2016 Schedule C - Sign Regulations Survey

8	There needs to be the ability to market your business with highway signage but the individual little poke in the ground ones that people purchase then make the larger professional ones cluttered. One freestanding sign in a area of a certain size and more if size permits should be allowed. In a strip mall, or large mall may have more than a individual small complex.	12/16/2016 12:32 PM
9	Real Estate signs should be subject to same limitations and placement as any commercial sign.	12/15/2016 5:51 PM
10	Not an expert, but they all seem like different signs to me. I imagine they cover people's needs	12/15/2016 4:09 PM
11	Lack in new technology....different options for indoor electronic signage available on market today	12/15/2016 3:01 PM
12	The 'types' restrict flexibility.	12/15/2016 2:18 PM
13	There is new and exciting products coming out all the time, cities don't need to control types of signs, they should only be worried about safety of signs.	12/15/2016 1:44 PM
14	Again there is little way to gauge if there are an appropriate number of sign options, there are as many options as there are creative abilities to create them. There should be no restrictions on types of options as long as it is conducive to public safety and not spamming the streets.	12/15/2016 12:17 PM
15	Moving digital boards are needed.	12/15/2016 12:14 PM
16	Variety is good. Different businesses/situations require different types of signs.	12/15/2016 10:37 AM
17	Who cares how many sign types there are? Why does this even matter?	12/13/2016 7:13 PM
18	Sandwich boards should only be allowed within 20 feet of a business customer entrance, and never within 30 feet of a major roadway ( 2 lanes or more). Election style signs - same.	12/13/2016 3:52 PM
19	I think there are many options and would be concerned in making it too complex if many more were added	12/13/2016 2:24 PM
20	Some types need clearer, more appropriate definition.	12/13/2016 12:19 PM
21	I don't know all of them to comment fully, but aside from the odd one here or there (which is probably breaking the rules anyway), I haven't noticed anything that shouldn't be there.	12/12/2016 7:58 PM
22	What's the difference between a changeable copy sign (which can be changed electronically), and an "electronic message sign"? Is it necessary to differentiate between a freestanding sign and a "low profile sign"? Is a "video sign" for an electronic sign that runs video? Will you be adding "projected-image sign" for images that can be projected onto a wall or sidewalk?	12/12/2016 5:56 PM
23	Creative fencing designed with information and pictures on developing properties. Serves two functions, shares information on new development, hides unsightly construction.	12/11/2016 1:44 PM
24	Residents should be able to display signs as they choose on private property.	12/11/2016 1:21 PM
25	This is a good variety of sign types but again "is it just enough". Some signs are obviously more costly than others so having the variety is important for the different types of business.	12/8/2016 8:30 AM
26	believe this is a leading question since many of the signs are very similar in their nature - A board and real estate boards for open houses, etc are the same types of signs. A freestanding sign for a strip location is similar in nature and purpose as a developer marketing sign - "open for business" and "what type of business it is."	12/7/2016 11:12 AM
27	Charge for all permits PERIOD	12/7/2016 4:17 AM
28	Again, there are WAY more important issues for the city to be working on. Signs should not be anywhere near the priority list!	12/6/2016 10:55 PM
29	Again, disagree with the wording of the answers. Making it issue-oriented would be clearer.	12/6/2016 3:25 PM
30	see above comment.	12/6/2016 2:42 PM
31	Re the answer above: The lack of variety relates more to the size and location options available within these 20 sign types.	12/6/2016 12:06 PM
32	Different types of signs exist to fulfill different signage needs, limiting the types of signs available for use would not change the need for them. Flexible options are good for businesses to choose what type of signage would best fit their specific need at that time. As technology improves, new sign type options will emerge. As long as sign regulations are updated to keep the new sign types in check, sign type variety is a good thing for the City.	12/6/2016 12:03 PM
33	Need to keep up with technology and Edmonton and allow full digital signs.	12/6/2016 9:41 AM
34	Signs such as the small black boards with multi-coloured lettering look cheap. There are also too many of them.	12/5/2016 7:50 PM

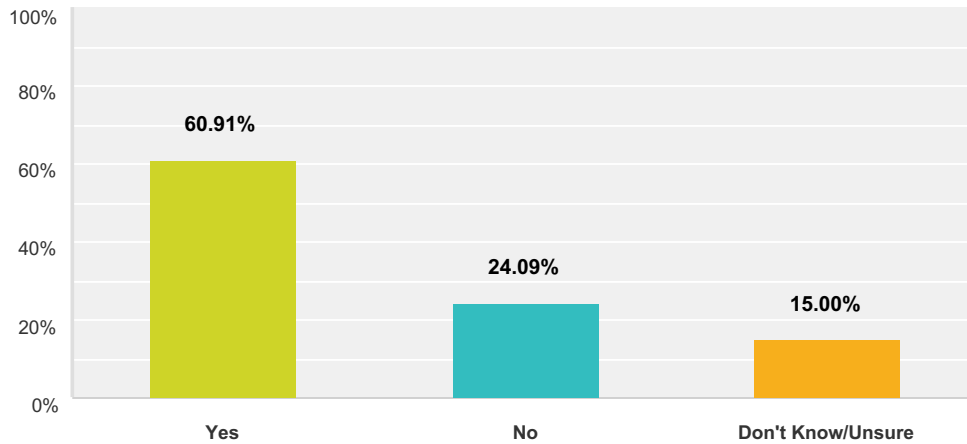
## 2016 Schedule C - Sign Regulations Survey

35	1. Consider a bylaw that distinguishes signs by location e.g., on the building, on the private property a set distance away from road right-of-way versus signs located within a fixed distance from road right-fo-way. 2. Distinguish signs that identify a business location from signs denoting specific merchandise for sale 3. Distinguish signs erected for a fixed period of time versus permanent	12/5/2016 5:18 PM
36	The naming of real estate is too limiting they are a type of sign use not a type of sign. Same with developer marketing signs, they are a type of useage not a type of sign.	12/5/2016 1:51 PM
37	Sufficient options seem to be available, however, the regulations need to be nimble enough to support technological and creative developments as they are offered by industry.	12/5/2016 12:25 PM



**Q4 Currently, only some sign types have regulations that speak to a minimum separation distance between that sign and another sign of a specific type. As it relates to sign separation distances, would you support the introduction of a minimum sign separation distance between ALL self-supported signs, regardless of type?**

Answered: 220 Skipped: 3



Answer Choices	Responses	
Yes	60.91%	134
No	24.09%	53
Don't Know/Unsure	15.00%	33
<b>Total</b>		<b>220</b>

#	Comments:	Date
1	Having the same advertisement again and again is both frustrating and unnecessary.	12/18/2016 7:36 PM
2	As a resident, I do not appreciate being bombarded with excessive and/or repetitive signage.	12/18/2016 7:29 PM
3	Need more info to make a proper comment.	12/18/2016 4:20 PM
4	ABSOLUTELY NOT	12/18/2016 1:13 PM
5	Signs should not impede driver visibility particularly when drivers are seeking regulatory signs' visibility.	12/18/2016 8:38 AM
6	You need less regulation NOT more! If this was done how would it be enforced? This is ridiculous and would be a clear case for legal action against the city.	12/17/2016 7:15 PM
7	No - this a clear attempt to restrict signage and if you do not have the resources or you were not first in line would screw late comes and those with limited budgets from getting signage.	12/17/2016 1:18 PM
8	Yes, provided that the regulations are not overly restrictive and allow for the incorporation of a reasonable amount of digital signage. The City should also abide by the same regulations.	12/16/2016 1:37 PM
9	as per my comment on prior question	12/16/2016 12:32 PM
10	Depends on size. Those big ones, most definitely, but those small lawn signs? Probably not necessary to legislate or enforce.	12/15/2016 4:09 PM

## 2016 Schedule C - Sign Regulations Survey

11	Signage should be allowed in relation to the businesses that value their marketing value. Privately owned , local businesses should be preferred over 3rd party advertising signage if conflicting.	12/15/2016 3:01 PM
12	I would agree to a distance regulation as long as we are talking a few meters not tens of meters	12/15/2016 2:50 PM
13	The distance can not be helped in some areas that many builds share space and each business has the right to have signage.	12/15/2016 1:44 PM
14	I think this is too broad a question. There are too many variables to broad-brush it with "all", without identifying the types of signs, locations of signs and most importantly, the purpose of the sign. If we are trying to grow our business community, and thus business tax, we need to serve the businesses based on purpose and need.	12/15/2016 1:07 PM
15	Would that mean if one business has a sign up then the business next door couldn't .... doesn't seem fair.	12/15/2016 12:27 PM
16	Again Push Polling... Whoever put this together is angling for a specific outcome...	12/15/2016 12:21 PM
17	If someone chooses to put a sign too close that is their own business as long as it has not been constructed as to obstruct the free display of another sign.	12/15/2016 12:17 PM
18	I think it would be good to have a set distance for signs so no areas ever look cluttered. This also allows for one business to not put up a sign and block someone else's sign.	12/15/2016 10:37 AM
19	Reduction of clutter not only enhances the aesthetics of a community but actually makes commercial signs more effective provided that such separation is not overly prohibitive/arduous.	12/15/2016 7:57 AM
20	ABSOLUTLEY NOT!	12/13/2016 7:13 PM
21	Sometimes placement is not optional based on the directional location of the destination. For example there may be 2 or more open houses on the same street and the availability of sign placement is limited.	12/13/2016 2:24 PM
22	If we are talking about freestanding signs on the boulevards.....Yes	12/13/2016 1:38 PM
23	I can the value of minimum separation. It avoids clutter and proliferation however, since St Albert has a Land Use Bylaw as opposed to a Zoning Bylaw this has perhaps contributed to some areas currently having too many signs too close together. The resulting visual clutter also reduces the effectiveness of many on-premise signs. If St Albert introduced a revised Schedule C with minimum spacing-what would happen with currently installed displays if they have approved permit apps under current Schedule C yet would not qualify under a revised Schedule C? What would happen when a business makes an app. which is permitted now but not under a revised LUB, and that businessman complains that his business is now placed at a competitive disadvantage compared to his neighbours?	12/13/2016 12:19 PM
24	Some signage is way too close to the trail/road...too close to others and distracting	12/13/2016 10:38 AM
25	To reduce clutter, that makes sense to me. The difficulty would be in who gets first dibs, and for how long, when it comes to primarily business districts.	12/12/2016 7:58 PM
26	Directional: I don't think it's necessary for a directional sign to be setback 30.5m from an intersection. Freestanding: I also would like to see the setback of an on-premise freestanding sign eliminated for a sign along the front property line. 3m setback is okay for side/rear lot lines. Given that there's a 3m setback for from side lot lines, I would like to see the 25m separation between on-premise freestanding signs eliminated. Also would like to see the 75m separation eliminated for on-premise signs in the ICC district.	12/12/2016 5:56 PM
27	Should also apply to election candidates when running in a respective election.	12/12/2016 2:50 PM
28	Depends on the speed limit. Too many signs on major routes are distracting.	12/10/2016 12:33 PM
29	The separation distance should be reasonable though. This could help with the clutter of signs	12/9/2016 11:15 AM
30	Only to the point that there would be no value in the signage if there was another right in front of it.	12/8/2016 8:30 AM
31	What do you consider a self supported sign? It seems to me that all signs need to be self-supported or they would fall flat on the ground.	12/7/2016 11:12 AM
32	This is not an important issue.	12/6/2016 10:55 PM
33	Let the market determine the distance. From a business perspective it would make more sense to have signs stand apart with adequate distance between them to make sure the sign stands out.	12/6/2016 7:02 PM
34	Again, not a well-worded question. It is leading towards additional regulation.	12/6/2016 3:25 PM
35	Distance separation is not always the best answer. With certain types of signs yes, but businesses still need to be able to identify themselves regardless of the size of their property or the number of other businesses there. There are other ways to regulate the number, size and type of signs allowed.	12/6/2016 2:42 PM
36	This would be extremely unfair to business owners who wish to have a sign but cannot because their neighbor has put one up. Every city who has instituted this type of regulation has removed it later. Unfair.	12/6/2016 2:20 PM

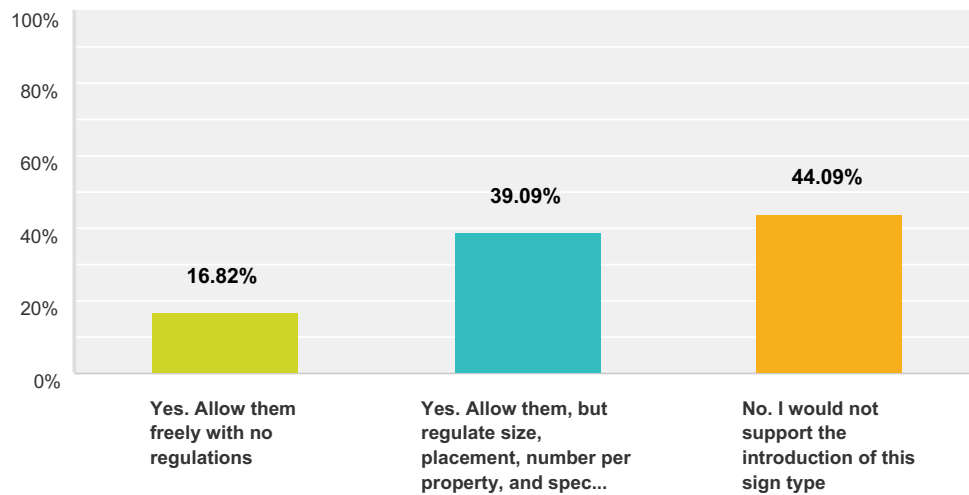
## 2016 Schedule C - Sign Regulations Survey

37	Regulations per variety of sign, I believe depending on the nature of the sign the minimum distances may vary.	12/6/2016 1:46 PM
38	Commercial real estate signs differ from other types of business signs in the way that, it is wanted when needed, and unwanted when not needed. For example, when a space is vacant/available, the landlord will want a sign to help fill it as soon as possible. When the space is no longer vacant/available, the new tenant will want the sign to be removed as soon as possible. In other words, these signs are almost self regulating, not every business will have a commercial real estate sign on their property (unless they are all vacant). In contrast, every business could want a portable, sandwich, lawn, billboard, etc. sign advertising their business indefinitely on their property. Placing minimum separation distance restrictions to temporary commercial real estate signs would make it extremely difficult to place a sign where it is needed. Since it is going on a commercial property, the commercial property most likely already has various types of existing self-supported signs or other real estate signs if it is a large commercial complex.	12/6/2016 12:03 PM
39	In the Real Estate industry, the competitors are mindful and respectful of signs placed in the general vicinity.	12/6/2016 11:01 AM
40	I would need more information to answer this question.	12/6/2016 9:02 AM
41	I'd support this only for signs that are up for an extended period of time. For example, real estate open house signs are only up temporarily so distance is not an issue.	12/5/2016 5:47 PM
42	The primary emphasis of the sign Bylaw should be focused on acceptable community standards for size, community look and societal acceptability. When the signs have the potential to distract drivers because of size, construction and/or content there should be a greater emphasis place on road user safety and diminishing the potential for distracting drivers and/or competing with traffic signage	12/5/2016 5:18 PM
43	How do you tell a new business "sorry you can't have a sign to advertise your business because another business beat you to it" limit a business to the number of signs they can have and the size of the sign. Stop being business unfriendly.	12/5/2016 1:51 PM
44	I consider the aesthetic problems with similar signs placed too close together to be important. For example, if you have entered or left Kelowna from the west, you will have noted the plethora of billboards blocking views.	12/5/2016 12:25 PM

**Q5 The existing sign regulations do not currently identify 'Residential Lawn Sign' as a sign type. A 'Residential Lawn Sign' could allow a resident the ability on their private property to: identify support for a cause or an organization; share a personal opinion or belief; and allow for political expression (exclusive of an election sign). This sign type would not include advertising of home occupations or ads of a commercial nature.**

**Do you support the introduction of 'Residential Lawn Signs' in St. Albert?**

Answered: 220 Skipped: 3



Answer Choices	Responses
Yes. Allow them freely with no regulations	16.82% 37
Yes. Allow them, but regulate size, placement, number per property, and specify time limitations	39.09% 86
No. I would not support the introduction of this sign type	44.09% 97
<b>Total</b>	<b>220</b>

#	Comments:	Date
1	As long as they are on private property and not on public or City property.	12/18/2016 7:49 PM
2	Residential lawn signs take away from the charm of our communities. They can also provide a vessel for harassment to groups or individuals.	12/18/2016 7:36 PM
3	I think allowing "Residential Lawn Signs" would take away from our communities. Residential lawn signs would look unkempt and would provide a possible opening for disrespectful beliefs and opinions to be broadcast in our communities.	12/18/2016 7:29 PM

## 2016 Schedule C - Sign Regulations Survey

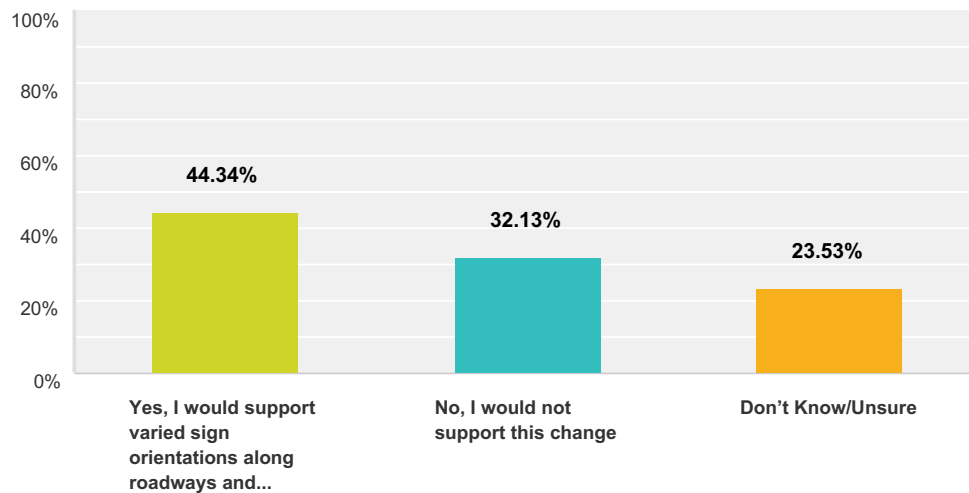
4	While I say Yes, with restrictions, this is a very tricky subject depending on the message on the sign, which cannot be regulated. There must be an appeal mechanism attached. For instance, if someone has received XX (number to be determined) complaints regarding a sign, it must be taken down. Also, depending on the number of complaints, perhaps there has to be a waiting period introduced before another sign can be erected. This would appear to create a monitoring headache and not sure the City is interested in investing additional personnel for this specific purpose - cost/benefit?? Depending on the answers to my queries, may change my response to the survey question to NO.	12/18/2016 6:52 PM
5	Property ownership is simply that; local governments can not and should not attempt to regulate ownership behavior. Bylaw already exists to regulate unkempt properties and local governments should restrict itself to that role.	12/18/2016 8:38 AM
6	You regulate pretty much everything else in the town. Why should the be excluded. Make sure they need a permit and make the permit fees very high so no one will do it.	12/17/2016 7:15 PM
7	this clearly is a free speech issue and you have to stop infringing on our charter rights	12/17/2016 1:18 PM
8	Yes, only to block such signs from being used.	12/17/2016 7:11 AM
9	I think this is such a small issue, and that we don't need to take the time and money to come up with rules for signs in personal yards	12/15/2016 4:09 PM
10	Its my property	12/15/2016 2:50 PM
11	It is enough that our neighborhoods have to endure political signs every so often. They shouldn't permanently become defaced with what I suspect would be mostly anti-this and anti-that signs. We expect signs in the commercial corridors, keep them out of residential neighborhoods.	12/15/2016 12:52 PM
12	I have no problem with garage sale signs etc. I am opposed to business or commercial signs on residential streets and property.	12/15/2016 12:29 PM
13	Hmm.. so this is why this review is happening.... Again the nature of the question and choices pushes people to the second option....	12/15/2016 12:21 PM
14	People should be free to display whatever signs they wish on their private property within the limits of free expression outlined in the Charter of Rights and Freedoms	12/15/2016 12:17 PM
15	I think if you regulated these types of signs, it would keep things under control but also let people have their freedom to express themselves. There are some signs you definitely don't want to see but others that are good so I don't think they shouldn't be allowed altogether. If there were rules and regulations for these, I think it would be okay.	12/15/2016 10:37 AM
16	There are Charter Rights that allow for freedom of speech without going to the length of legislation the nature of such opportunity/right. This should be dealt with on a case-by-case basis and/or complaint based.	12/15/2016 7:57 AM
17	Again, who are you to say what I can and can not do on my OWN PRIVATE property. Where in the Charter does it say you can regulate what I can do on my own land.	12/13/2016 7:13 PM
18	I think only during events like an election etc... should residential lawn signs be allowed.	12/13/2016 2:24 PM
19	THIS IS THE TOTAL SURVEY LOADED QUESTION	12/13/2016 1:35 PM
20	Keep it in control or we get the fanatics..and the eye sores abd the messes	12/13/2016 10:38 AM
21	Regulate size only (a permit should be required)	12/12/2016 8:41 PM
22	A caveat to that is how can you regulate what is acceptable content versus spreading hate or being racist/discriminatory? Is that covered elsewhere?	12/12/2016 7:58 PM
23	If people want to 'pick a position' they should put it in their front window. I'm not interested in signs cluttering yards or blowing around in bad weather. There are so many platforms to voice opinions today we don't need to have a sign in our yard.	12/12/2016 7:26 PM
24	As a non-resident, I won't comment on this.	12/12/2016 5:56 PM
25	Neighbourhoods do not need to be filled with individual signs promoting various causes, etc. I shouldn't have to look down my street and see 20 signs on 20 lawns.	12/11/2016 1:44 PM
26	Residents should be free to display signs as they choose on private property. The City should not interfere with residents displaying support for particular causes.	12/11/2016 1:21 PM
27	Within laws of libel.	12/10/2016 12:33 PM

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28	No way! I would not want my neighbour to have a sign on their lawn that might be of a contentious or radical nature. In today's computer age, they can go to Facebook, twitter, chat rooms etc to share their opinions, NOT use their front yard. While they own their property, the look of the neighbourhood could be compromised if numerous people want to share their "opinions". This could be dangerous from a safety perspective as there are some people very passionate about topics and this could lead to vandalism, if people disagree with the sign/position. I cannot see that the MAJORITY of residents want this nor would use this sign type...only the few. So why change the rules to accommodate only a minority of people!?!	12/9/2016 11:15 AM
29	I wouldn't want to see cluttered yards from signage, but for the right reasons and limited size and time is ok.	12/8/2016 11:39 AM
30	Driving around St. Albert does not indicate that there are a lot of residential signs in yards and not sure why this is even an issue.	12/8/2016 8:30 AM
31	What if 'you' are selling your house and you have spent a lot of money to purchase it, renovate it, and prepare the yard for sale. Your neighbour on one side posts a sign on their lawn saying they are a member of ISIS (Islamic Militant Terrorist) Your neighbour on the other side posts a sign on their lawn saying they support Hells Angels Motorcycle Club Businesses are required managed by law because they are a 'legal entity.' Advertising outdoor companies follow Advertising Standards to ensure public messages are in good taste and audience appropriate.	12/7/2016 11:12 AM
32	Absolutely not! People in St. Albert should feel free. Peer pressure will keep our community beautiful. Mayor Nolan Crouse lost any future vote from me from his embarrassing, small minded, un-Canadian attempt to muzzle one of our residents regarding her sign about postal service. While I didn't necessarily agree with the residents position, our rights to freedom are more important.	12/6/2016 10:55 PM
33	Allow personal freedom.	12/6/2016 7:02 PM
34	I do not live in the city and therefore do not have a strong opinion on this question.	12/6/2016 2:42 PM
35	It may also be important to regulate offensive messages (profanity, hate messages, etc)	12/6/2016 12:06 PM
36	Can we just ensure that there is no hate speech allowed? I don't want to see any confederate flags or anything that could be construed as hateful.	12/6/2016 10:03 AM
37	My neighbour across the street has an abortion sign planted facing my house, everyday I look out my window and I'm reminded about a graphic issue that doesn't pertain to me. We live on a low volume street and I can't help feel the message is somehow directed towards me. The sign has been there for years and I feel offended as a resident. I am strongly against Residential Lawn Signs. In most cases, the message of any lawn sign is directed towards your neighbours not community.	12/6/2016 9:02 AM
38	No need to advertise political or religious affiliation on your lawn. Unsightly and unnecessary.	12/5/2016 7:50 PM
39	this opens the door for advertising hate. You can manage the signs but how do you police the messages? There are already enough ways people post their belief on social media and how is that working out?	12/5/2016 5:23 PM
40	Conceptually the notion of a person erecting a sign to express their affiliation and/or opinion appears benign however it would be beneficial to set out a requirement to obtain a permit if only to put the City in a position where it might act should the larger community take exception to what is being put on the sign.	12/5/2016 5:18 PM
41	Again you are defining usage not type. If you are already defining "lawn sign" type simply add this useage to its definition.	12/5/2016 1:51 PM
42	Leave people alone.	12/5/2016 1:45 PM
43	Residential areas should be free of signs of ALL types. This excludes election signs on lawns. I feel that election signs on public lands (strips of land along roadways, etc) should be banned completely. They are an eyesore and do nothing to influence the voters.	12/5/2016 1:00 PM
44	Residents should have the opportunity to express themselves. There are often political and social issues occurring that we should be free to comment on, within reason and with respect for our neighbours.	12/5/2016 12:25 PM

**Q6 The Schedule C – Sign Regulations identify the type of signs, regulate sign locations, and place size restrictions on signage. However, the existing provisions do not speak to the orientation of a sign relative to the adjacent road or lot frontage. In an attempt to reduce the visual impact that signs can pose to motorists and pedestrians, would you support the introduction of a sign orientation mix (being either parallel or perpendicular to the adjacent roadway) in commercial and industrial areas?**

Answered: 221 Skipped: 2



Answer Choices	Responses
Yes, I would support varied sign orientations along roadways and frontages	44.34% 98
No, I would not support this change	32.13% 71
Don't Know/Unsure	23.53% 52
<b>Total</b>	<b>221</b>

#	Comments:	Date
1	You do not make it clear who would be permitted a parallel or who would be permitted a perpendicular sign, or who would not.	12/18/2016 7:49 PM
2	This is without merit	12/18/2016 1:13 PM
3	This is the stupidest thing I have ever heard of. I hope you apply this same concept to traffic signs and see what the result would be.	12/17/2016 7:15 PM
4	are you people clueless to the realities of business. What use would a sign be if it was parallel to the road?	12/17/2016 1:18 PM
5	Only for safety reasons	12/16/2016 4:35 PM

## 2016 Schedule C - Sign Regulations Survey

6	It should be at the property owners' discretion that signage be oriented to maximize visibility to pedestrians and motor vehicles.	12/16/2016 1:37 PM
7	would have to hear more, as I am not sure who is making this rule and if it again will take away from a small business owner from having their signage. The sign companies too would be effected if one gets from one company and then has to go to another that your rules comply with. Which then could create a monopoly with sign companies and higher costs for advertising to individual compaines	12/16/2016 12:32 PM
8	Only under special circumstances should there be provision for orientation	12/16/2016 12:00 PM
9	Never seen one positioned away from traffic. If the roadway is too large to have perpendicular signs benefit from their "back" side, then angling them just makes sense to me.	12/15/2016 4:09 PM
10	Why tell someone they can have a sign but they can't place it where people will see it. You can have a set back fro the curb or property line but leave placement to the owners.	12/15/2016 12:52 PM
11	Signs are another distraction from driving so the fewer the better.	12/15/2016 12:37 PM
12	More push polling... If you are going to do these please pay the extra money to get someone who knows how to formulate questions to get helpful data...	12/15/2016 12:21 PM
13	The direction of signs should be left up to the businesses or individuals who display those signs as long as it is on their property	12/15/2016 12:17 PM
14	These areas with commuters need signage and advertising as well.	12/15/2016 12:14 PM
15	This should be done through variance applications only as there may be appropriate need for signage but geographical spot-location issues (site line obstructions, etc). Typically, signs are placed in an advantageous position to maximize viewing. This can be monitored/measured and controlled at the application process level.	12/15/2016 7:57 AM
16	This is ridiculous.	12/13/2016 7:13 PM
17	Such a regulation would depend on the size of the sign in relation to their impact on sight lines.	12/13/2016 4:06 PM
18	perpendicular	12/13/2016 3:52 PM
19	if you are talking about digital signs i do not agree. they are distracting to the drivers and unnecessary use of power. To stimulating for the traffic	12/13/2016 3:07 PM
20	I think visual impact is too subjective and could lead to many more refusals being sent to SDAB.	12/13/2016 12:19 PM
21	I think there should still be some flexibility...certain applications one or the other make sense.	12/12/2016 7:58 PM
22	safety first,	12/12/2016 7:26 PM
23	I believe that the individual business owners should be able to choose the orientation of the sign that best meets their goal for visibility, and their budget. A perpendicular sign needs two faces. Some businesses can afford that; some can't. A sign that is parallel to the business sometimes doesn't provide optimum visibility.	12/12/2016 5:56 PM
24	Signs blocking the views on the trail are an extreme hazard!	12/12/2016 11:24 AM
25	The wording of this question is biased. By stating purpose as part of the question, it is evident which way the survey writer intends the question to be answered. Furthermore, varied is proven to be MORE distracting!	12/11/2016 2:08 PM
26	Could help with the clutter on the Trail or at shopping centres.	12/9/2016 11:15 AM
27	This question is difficult for me to parse. Signs should be oriented such that they never cause a distraction to the operator of any vehicle.	12/7/2016 3:52 PM
28	Do not understand the nature of your question. Most signs are perpendicular to the roadway. One of the most notable signs that is angled to capture 2 lanes of traffic (St Albert Trail NB and Hebert Rd EB) is the City of St Albert / St Albert Chamber digital billboard Businesses do NOT want to reduce their visual impact along the Commercial corridor - that is the entire purpose for being there.	12/7/2016 11:12 AM
29	What does the science say? If signs increase accident rates then yes. But please don't go do a study about it. Just google it or go with research someone else has already done.	12/6/2016 10:55 PM
30	Allow businesses freedom to decide.	12/6/2016 7:02 PM
31	Signage regulation related to roadways should be especially aware of driver distraction. Attempting to regulate "visual impact" could be well-intentioned (from an aesthetic perspective). However, the main consideration should be the amount of visual processing required of drivers. Additional processing means additional distraction. The City would be better to regulate towards lowering the amount of visual processing required, rather than focusing on perceptions (positive or negative) about the aesthetics of certain sign orientations.	12/6/2016 3:25 PM

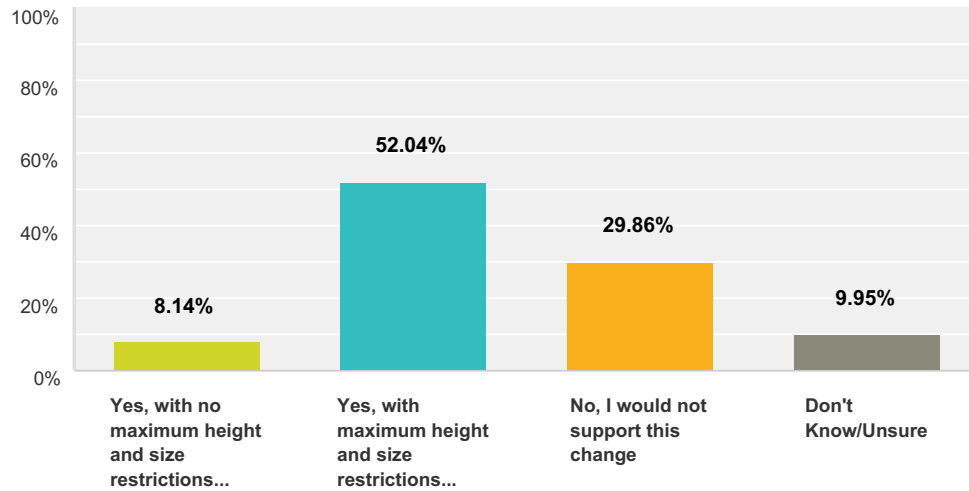


## 2016 Schedule C - Sign Regulations Survey

32	Restricting orientation may reduce the effectiveness. It makes more sense to regulate the construction of the sign and the height.	12/6/2016 2:42 PM
33	Different types of sign orientations are very useful for proper sign exposure depending on many factors around the area. ie. size/width of road, one-way or two-way traffic, distance between sign to traffic, objects that may block the sign ie bushes, trees, buildings, etc. Should be case-by-case for each sign location, flexibility of sign orientation can sometimes help keep signs within property lines, help avoid obstructing traffic sight lines, help avoid having to put up multiple signs to target multiple directions of traffic, help avoid clients wanting a larger sign for better visibility if the viewing angle is not optimal.	12/6/2016 12:03 PM
34	Really, there isn't enough information provided here. I'd like to have more options for sign orientation, but not more restrictions. What is the purpose of this?	12/6/2016 10:03 AM
35	I would need more information to answer this question.	12/6/2016 9:02 AM
36	The density of signage has an affect on value of limiting orientation.	12/5/2016 5:18 PM
37	Sign orientation is unenforceable as you cannot change the direction fascia signs point. The business is intelligent enough already to understand sign orientation. Why create more bylaws that will not be actively enforced? Will you start fining residents for election signs that have the wrong orientation. Will neighbours who don't like your candidate, complain about your sign orientation?	12/5/2016 1:51 PM
38	Signs that are parallel to the roadway would require a driver to take his eyes completely off the road. This is no different a distraction than texting, doing make up, etc.	12/5/2016 1:00 PM

**Q7 Under the current regulations, Developer Marketing Signs have a maximum height of 3.0m and a maximum sign area of 3.0 sq. metres, regardless of the site's location or the size of the project. Should the maximum height and size of a Developer Marketing Sign be determined in proportion to the size of the overall development site on which it is located?**

Answered: 221 Skipped: 2



Answer Choices	Responses	
Yes, with no maximum height and size restrictions identified	8.14%	18
Yes, with maximum height and size restrictions identified	52.04%	115
No, I would not support this change	29.86%	66
Don't Know/Unsure	9.95%	22
<b>Total</b>		<b>221</b>

#	Comments:	Date
1	Do the new signs at the old Grandin Mall location comply with current regulations? I find them too large.	12/18/2016 7:49 PM
2	If a sign is big enough to effectively advertise for a small location or project why wouldn't it be big enough to advertise for a large location or project?	12/18/2016 7:36 PM
3	they need to follow similar rules with permits and restrictions on number of signs	12/18/2016 1:13 PM
4	Exceptions can be approved under a review process.	12/18/2016 11:54 AM
5	These signs are currently unregulated. If you are going to regulate one type of sign then you better regulate them all and this also applies to permit fees. The current LUB is at the least unfair and actually discriminates against sign types.	12/17/2016 7:15 PM

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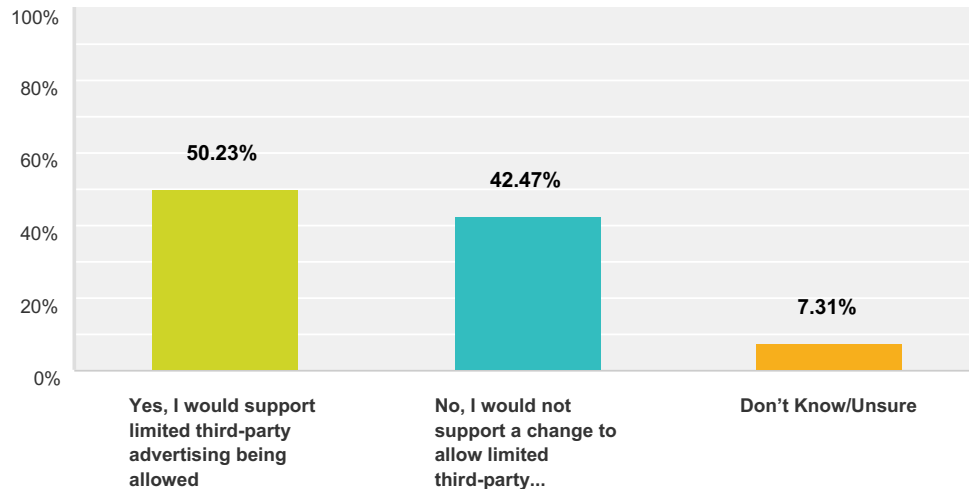
6	why should this type of sign be virtually unregulated when you regulate everything else. 1 - this signage should be no larger than a real estate sign 2 - should require permits. 3 - company must have a business license at the site where the sign is being placed. why is it that a business owner, that pays local taxes, employs local people has 10x the regulations of that of a developer or real estate?	12/17/2016 1:18 PM
7	Everyone should have equal opportunity to promote their development, regardless of property size, albeit there should be consistency with respect to sign dimensions.	12/16/2016 1:37 PM
8	Should be proportionate with a max size	12/15/2016 5:51 PM
9	I'm not sure people are aware of how big a 3mx3m sign is	12/15/2016 4:09 PM
10	I'm not sure what the restrictions should be but the location of the property as well as the proximity of other business and residential properties to the property in question should factor in.	12/15/2016 12:52 PM
11	You should enforce this on one the Grandin Mall site	12/15/2016 12:29 PM
12	Question pushes people to second option...	12/15/2016 12:21 PM
13	There should be a limit, but it should be increased. Keep them from obscuring the roadways and lines of vision for driving and pedestrians.	12/15/2016 12:14 PM
14	I do think if a developer has a massive piece of land that they should be allowed to have a bigger sign than a piece of land that is much smaller. I do still think there should be size restrictions as I am sure some could get out of hand.	12/15/2016 10:37 AM
15	Location, traffic visibility implications, design should also be considered	12/14/2016 2:53 PM
16	1 - are these signs on private property? if not they need to be 2 - do these companies hold business licenses in St Albert? if not they better 3 - this is off site advertising and from what I know the only place you can 3rd party advertise is on the chamber, eye sore, digitals 4 - do they require permits, if not they should as almost all other types of signs do so why not these? 5 - there should not only be a size restriction but a maximum number (1) per development.	12/13/2016 7:13 PM
17	A better measure may be the distance from the main thoroughfare. A larger sign farther from the road; a smaller sign adjacent to it.	12/13/2016 4:06 PM
18	same size, bit an additional one on the property if the property is larger	12/13/2016 3:52 PM
19	Signage should be appropriate to the location and size of the development.	12/13/2016 12:19 PM
20	I think in new developments where there's not a lot around, this makes sense, but in smaller developments within an existing neighbourhood, this might be a bit of an eyesore.	12/12/2016 7:58 PM
21	bigger isn't better. Take the signs at Grandin Mall. They're huge and a complete misrepresentation of downtown offering no valuable info about the development.	12/12/2016 7:26 PM
22	Large parcels of land shouldn't have to deal with signage bylaws meant for small properties. Not a one size fits all problem. Small signs on a large property get lost, and can be a distraction of driving by and trying to read information on sign.	12/11/2016 1:44 PM
23	Makes sense for some big shopping centres and apartment buildings.	12/9/2016 11:15 AM
24	It is difficult to impose a restriction where you might have a sign in front of a strip mall compared to a sign in front of a high rise building - one would get lost and be of no value.	12/8/2016 8:30 AM
25	Melcor Developments Jensen Lake has Developer Marketing Signs along St Albert Trail that are dramatically larger than 3 Sq Meters the dimensions put forward in this question; estimate them to be closer to 18 Sq Meters. It appears to me that by the City of St Albert's actions to allow the current Developer Marketing Signs around the city that it has already determined the answer to this question.	12/7/2016 11:12 AM
26	The small signs are very difficult to read and are not proportionate to their locations	12/7/2016 9:57 AM
27	Agree for a single large sign but with a time limit set for when it must be removed. Based on a percentage of lots sold to a maximum of xx months from installation. This would allow greater advertising but would ensure that the billboards are not left for years on end as they try to sell the last few lots in an area. Rough idea of 75% & 36 months with no further large signs being installed after that time.	12/7/2016 9:55 AM
28	My opinion would change based on the number of alternatives available. If this was their only option, then increase size. If they have other options, they may need strong restrictions to counter act a previous point of too many varieties.	12/6/2016 1:46 PM
29	Note: Maximums are important, but the current size are restrictive and should be increase for certain applications/locations.	12/6/2016 12:06 PM

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30	<p>Yes, if the site is huge and the roads around it are wide with higher speed traffic, and it is in a commercial or industrial area, it wouldn't make sense to restrict the allowable size of sign so small that it can't be seen or read by traffic. With such tight restrictions, developers will take their chance and ignore sign regulations anyways, this will lead to other developers following the trend or trying to compete with even larger signs, with more practical and fair restrictions, there is a better chance developers will comply. On the other hand if there is a small commercial lot being re-developed on a narrow and busy street with lots of pedestrian traffic and close to residential homes, it wouldn't make sense to allow an excessively huge developer sign to sit on the tiny site until the project is completed.</p>	12/6/2016 12:03 PM
31	<p>The proportion seems logical, I would have thought someone with authority and experience could have just handled this one.</p>	12/6/2016 9:02 AM
32	<p>In most instances the existing regulations are adequate, however there appears to be no enforcement of the existing bylaw as a number of sites have signs well in excess of the standard. Also, too often the signs, rather than being temporary, appear to become a permanent fixture long after a substantial part of the development has proceeded. In the latter instance, at a certain stage of development, the signage associated with specific development components supercede need for the earlier signs. There should be a time limitation imposed and discretion on the part of the municipality whether the sign can be retained for an additional fixed period to time.</p>	12/5/2016 5:18 PM
33	<p>Please have bylaw visit the Amazon Grandin Mall site and review their signage. That is horrid!</p>	12/5/2016 1:51 PM
34	<p>The sign size should not be increased, however developers could be offered an increased number of signs based on the size of site.</p>	12/5/2016 12:25 PM

**Q8 Currently, third-party advertising (whereby a sign advertises a good or service not available or located on the site of the sign) is only permitted on a Billboard Sign. Would you support allowing third-party advertising on all sign types in the City of St. Albert, if only permitted for the promotion of community events and not-for-profit groups?**

Answered: 219 Skipped: 4



Answer Choices	Responses
Yes, I would support limited third-party advertising being allowed	50.23% 110
No, I would not support a change to allow limited third-party advertising	42.47% 93
Don't Know/Unsure	7.31% 16
<b>Total</b>	<b>219</b>

#	Comments:	Date
1	I would support all 3 party advertising. Why pick and choose? Is it a safety issue? Who is going to monitor it?	12/18/2016 4:20 PM
2	There are already far too many signs displayed along road networks within the City of St Albert. Current sign regulations are already either too permissible or current regulations are not being enforced other than claiming the fees for erecting signs. What appears to be fly by night signs are appearing regularly for example along St Albert Trail and Bellerose Drive. If you were to visit Bellerose Dr, along Oakmont you would see developer signs but 1 meter from the road surface; I doubt that this is authorized.	12/18/2016 8:38 AM
3	If you allow 3rd party signs on billboards you have to allow it on all other sign types. Who are you to decide what happens on private property. You can only regulate safety NOT aesthetics!	12/17/2016 7:15 PM
4	3rd party should be allowed and not limited to non-profits. if the land owner allows it then it should be allowed.	12/17/2016 1:18 PM
5	We would support a digital sign bylaw that includes mixed-use digital signage (i.e. first, third, community, and non-for profit advertising) on freestanding signs.	12/16/2016 1:37 PM
6	Slippery slope of third party advertising. Community and non-profits should have space allocated on public property.	12/15/2016 4:09 PM

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7	You are missing an option. "Yes I would support third party advertising being allowed" I think there is a clear anti-profit bias in the question. I am confused why the city is trying so hard to prevent advertising, which obviously works, or businesses wouldn't do it. If it helps businesses be successful, this will produce revenue, and hopefully successful results. This in turn will contribute to business tax being paid and allowing St. Albert to build a sustainable business tax base, which reduces the burden on the residential tax rates. Everyone wins.	12/15/2016 1:07 PM
8	Why limit them? Let the market determine some things. There will not be enough demand to have much 3rd party advertising with a few billboards up. At the same time, if you allow store owners some freedom for 3rd party advertising you may reduce the demand for billboards and ultimately have less signs?	12/15/2016 12:52 PM
9	I would support unlimited third party advertising as long as it does not spam the community.	12/15/2016 12:17 PM
10	All businesses need to reach people that do not necessarily drive by their location everyday. 3rd party ads are needed.	12/15/2016 12:14 PM
11	Absolutely I feel that non-profits and community groups/events should have signage in these situations. It really supports the community.	12/15/2016 10:37 AM
12	No, the City should allow mixed-use signage at big box retail locations to allow for both tenant/1st party promotion plus the inclusion of 3rd party advertising messages. As example, a retailer such as Best Buy should be allowed to advertise on a digital sign located at a Big Box retail location. Additionally, Samsung, as example, should also be able to advertise at this location as it supports local economics (by benefiting the activities of Best Buy although not being a retailer of the site). Further, digital sign by nature will allow for the inclusion of community messaging and/or not-for-profit groups.	12/15/2016 7:57 AM
13	1 - do you ensure that all organizations that currently advertise on a billboard have a business license? 2 - so why do you think it is ok for a charity to advertise 3rd party but not a business. This is clearly discriminatory. If you allow one you have to allow all. You folks need to familiarize yourself with the Canadian Charter.	12/13/2016 7:13 PM
14	I believe that the on-premise, off-premise distinction should be shelved. St Albert should not be seeking to become the copy police. What is this premise based on? Safety concerns? If so, which studies were used? Is the type of copy on a sign really the issue?	12/13/2016 12:19 PM
15	On Public Land it should be not for profits and community events On Private Land third party advertising should be allowed for both not for profits/community events AND commercial entities. If a landowner chooses to rent, exchange or give space to another business of what concern to the City is it as long as it meets all the set back regulations	12/12/2016 8:41 PM
16	With the elimination of the pedestrian bridge formnot for profit group advertising, -and the exorbitant cost of the Chamber'S digital sign, I think this should be an option.	12/12/2016 7:58 PM
17	Signs are so yesterday! There's so many more effective ways to get your message out than a static sign.	12/12/2016 7:26 PM
18	There are some cities that allow the electronic portion of a sign to advertise other businesses and non-profit events, as long as they are within the city.	12/12/2016 5:56 PM
19	Signs should no advertise anything not on the site the sign is assigned to. I shouldn't have to be inundated with advertising for something not related to the property the sign is on.	12/11/2016 1:44 PM
20	Only for community stuff, not more ads for businesses.	12/9/2016 11:15 AM
21	Who will police this? Already there are portable sign companies that have been caught posting 3rd party company ads for businesses that reside in Edmonton. It is opening a Pandora's Box	12/7/2016 11:12 AM
22	I would support any third party advertising on all sign types. This option is not given.	12/6/2016 7:02 PM
23	The owner of land that has opportunity to install a Billboard sign(s) should be allowed to advertise anything they wish on their billboard. They should be able to advertise third party good/service, their own good/service, promotion of community events, and not for profit groups.	12/6/2016 12:06 PM
24	If only for promotion of community events, and non-profit groups, or messages from City of St. Albert, then yes. If for private businesses, then no, otherwise this will lead to proliferation of signs, especially by businesses who can afford to place their third party signs on properties where landlords would welcome the extra income.	12/6/2016 12:03 PM
25	And I would also support more third party advertising for businesses and products on all sign types in industrial and commercial zones.	12/6/2016 10:03 AM
26	I would need more information to answer this question	12/6/2016 9:02 AM
27	My preference is for the municipality and/or appropriate entity to take on erection, operation and maintenance of community bill board signage at the entry points into the city as well as in association with municipal infrastructure.	12/5/2016 5:18 PM
28	Where is the option to allow signage for businesses, not just not-for-profits & community events? Could a business host a community event so they had permission to advertise?	12/5/2016 1:58 PM

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29	Currently this regulation is not being upheld at any rate. Advertising for community and NFPs is all over town ranging from digital displays on businesses to banners so why not make it allowable?	12/5/2016 12:25 PM
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**Q9 If you feel there are any aspects related to the Land Use Bylaw Schedule C – Sign Regulations that you would like to provide additional feedback on, you are encouraged to provide comments below.**

Answered: 43 Skipped: 180

#	Responses	Date
1	the rules need to be the same for every sign type why are real estate signs exempt from requiring permits - UNFAIR	12/18/2016 1:13 PM
2	less regulation unless it becomes a huge problem	12/18/2016 10:15 AM
3	I lived for many years in the City of Orleans, ON which is now part of Ottawa. Advertising signs had become such a nuisance and a serious drivers' distraction that following consultation of its citizens, such signs were banned altogether. The beautification of Orleans increased significantly and positive comments were received from numerous sources. Even after the Ottawa amalgamation, the policy remained in place. St Albert should have included such option as part of its survey which is, as currently designed, skewed towards advertising signs is here to stay.	12/18/2016 8:38 AM
4	St. Albert is the most unfriendly place to do business in Alberta. This can be seen in the lack of industry in St. Albert and with continued pressures from the online world you folks need to work to make St. Albert a better and more inviting place to do business.	12/17/2016 7:15 PM
5	It appears that the city is totally disconnected from the needs of its business community, yet again. We operate on the trail and we have not been invited to any meetings or discussions. We pay the highest taxes in st albert and we think you have an agenda to limit or reduce signage. You should understand where your overpaid government wages come from... BUSINESSES!	12/17/2016 1:18 PM
6	The fewer signs the getter	12/17/2016 11:02 AM
7	We would support the introduction of digital signage that allows for mixed-use advertising on freestanding signs.	12/16/2016 1:37 PM
8	no	12/16/2016 12:15 PM
9	I personally feel the signs up and down the trail look tacky, too busy and distract drivers. I support the two electronic signs at each end of the city as its not too bright, not too big and not distracting.	12/15/2016 10:55 PM
10	Just got back from Vegas...Signs signal prosperity. Light er-up St. Albert. Prosperity attracts more prosperity.	12/15/2016 6:41 PM
11	Digital boards should be allowed to have images. If there is a concern about images then restrict how frequently they can change. The Chamber sign should be subject to the same restriction as any commercial sign.	12/15/2016 5:51 PM
12	Review of current impact of electronic signage in relation to 'distracted driving' ....will show no impact on traffic accident s in those questionable locaTIONS.	12/15/2016 3:01 PM
13	Flexibility is SO crucial. Signage is the single most important way to advertise. If St. Albert wants to be business friendly, this is a great place to start.	12/15/2016 2:18 PM
14	Do not limit the businesses from having signage that can have changing information, we need to attract business or we will not be in business.	12/15/2016 1:44 PM
15	A business with no sign is a sign of no business!	12/15/2016 1:29 PM
16	The use of portable and freestanding signs has become a "blight" on our landscape, sign Pollution does nothing to properly promote a Business or Event. All signage for an area should be "eye level" and easily readable. This would be a new concept for St. Albert, but a reduction of the "Sign pollution" would greatly enhance both existing and new development.	12/15/2016 1:13 PM
17	As much as the "resident" in me things there are enough signs, the "business owner" in me says they need all the help they can get and sign advertising is very effective.	12/15/2016 12:52 PM
18	Variance applications are a reasonable process to allow the City to make decisions on best-use practices and based upon specific locations. The City should not strive laboriously to legislate every aspect of an evolving technology (such as digital signage).	12/15/2016 7:57 AM



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19	Just returned from Europe and was very impressed with the lack of UGLY signs and billboards! Please cleanup the visual pollution on the trail! Zero signs on city property.	12/14/2016 10:56 AM
20	Why is that you are only looking to regulate what happens on private property on the outside of the business and not on the inside? Both are visible the public yet you only regulate what is on the outside, why is this? The next thing you government employees need to be reminded of is that businesses make the world go round and if we do not have a strong and vibrant business community we have nothing. Signage is key to successful businesses! and a stronger St. Albert.	12/13/2016 7:13 PM
21	THIS SURVEY PAID FOR BY THE TAX PAYER IS LOADED ON THE QUESTION OF LAWN SIGNS .REPATREATED CONSTITUTION LAW ALLOWEDS ANY MEDIA.	12/13/2016 1:35 PM
22	Road signs should have professional standards such as those produced by sign guru. Get ride of those that use individual lettering system. Also the notion of limiting the length of time a sign can be out is a horrible idea and will be a logistical nightmare for businesses.	12/13/2016 12:33 PM
23	Just keep the easements and by sidewalks and roads clear and clean and not cluttered with overkill of constant offers...	12/13/2016 10:38 AM
24	Permitting of signs should be equal. All signs should meet (fair) regulations and require permits regardless of sign type or product/services offered	12/12/2016 8:41 PM
25	Less is more. We have so many signs they don't mean anything anymore.	12/12/2016 7:26 PM
26	I like the layout of the current sign bylaw. It's easy to find what I'm looking for. More pictures are helpful. The Sign Assn of Canada is working on drawings that they can make available to you. Thanks, Cy Atkinson, Five Star Permits. Cy@FiveStarPermits.com	12/12/2016 5:56 PM
27	The signs seem to be allowed too close to the roadways restricting views of traffic in some cases.	12/12/2016 5:46 PM
28	Please refer to previous comments.	12/12/2016 2:50 PM
29	A study was commission by the city several years ago - results/recommendations were not followed at that time	12/11/2016 7:43 PM
30	Signage should be information, relevant, and sized appropriate to either the size or scale on property or project. Advertising unrelated information should be restricted. It would be nice to see St. Albert crack down on hundreds of small signs and allow for more focused larger signs.	12/11/2016 1:44 PM
31	I think the city is making it very difficult for small business to make a living when they start making mountains out of mole hills. Spend your efforts on something elsi	12/10/2016 1:04 PM
32	Signs on major traffic routes should be of a print size that a motorist could read the sign in one second.	12/10/2016 12:33 PM
33	Some places have so MANY signs! All different types, sizes and they all say the same thing. If that's the case, then they should be limited to a certain number per business. They also shouldn't be placed to close to the intersections or curbs. Can be dangerous.	12/9/2016 11:15 AM
34	The timing for signage - 90 days and then they have to come down and be reapplied for is a waste of valuable time and it seems to also be a waste of taxpayer money administering this at the City level. The business using the sign is now spending more time and money where it appears that this change in the Bylaw has not captured what it meant for.	12/8/2016 8:30 AM
35	Again, there are WAY more important issues for the city to be working on. Signs should not be anywhere near the priority list!	12/6/2016 10:55 PM
36	Keep the City clean. There are many other ways to provide information. SMART City needs to put on its thinking hat.	12/6/2016 9:04 PM
37	There are too many signs along the main roadways which are distracting.	12/6/2016 7:21 PM
38	We provide commercial real estate signs and services to most of the commercial real estate sign firms in Edmonton & Area, many of the commercial real estate listings in St. Albert are represented by our clients based in Edmonton. We have a great working relationship with City of Edmonton planning & development, we do our best to comply with sign regulations specific to commercial real estate signs when working in Edmonton or other different areas. It would be beneficial to Edmonton, St. Albert, and other surrounding municipalities to have unified/similar regulations specific to commercial real estate signs, this would make it much easier for sign companies like us to standardize our signs and install methods so they automatically follow sign regulations within all areas. This would also help make sure commercial real estate signs are not contributing to sign problems, keeping them as an essential and effective marketing tool to help fill vacant properties and only used when needed. Please feel free to contact us if you have any questions regarding commercial real estate signs, we would love to help or provide input. I'm Varick at Granger Advertising, 780.462.9532 varick@grangeradvertising.com. Thank you!	12/6/2016 12:03 PM
39	Billboards should be allowed in all industrial areas.	12/6/2016 10:03 AM

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40	I'm glad to see the City of St. Albert addressing the issue of residential signs and the divide and separation they create in our community.	12/6/2016 9:02 AM
41	Enforcement is a major issue. It makes no sense to develop yet more onerous bylaws when the capacity to sustain compliance is weak and ineffectual. The city should consider establishing a "delegated authority" that will undertake to license, monitor and enforce compliance according to bylaws set by the city. Thereby the onus is placed on the community of sign developers/users to police these standards. This will require some innovation in bylaw compliance procedures, but the city tax payer should not shoulder the burden to enforce compliance..	12/5/2016 5:18 PM
42	We need to stop micromanaging businesses and residents. If I don't like the way a business operates and advertises, I don't use them. If a business wants to put up a sign a promote our local non profits, let them and then let me support them. Consumer choice, not council choice.	12/5/2016 1:51 PM
43	We do not need another distraction while driving. Signs should be kept to a minimum and only help locate a business.	12/5/2016 1:08 PM