

SIGNAGE SURVEY

RESULTS SUMMARY

RESPONDENTS

- We spoke to just under 100 businesses face to face over a 3 week period
- Over 30 returned surveys, and many one on one dialogues with many business owners
- Interest in fixing all or some of the current signage bylaws was expressed by almost everyone
- Almost everyone felt their business had been negatively impacted in some way by the current bylaws (**Over 60% felt that the current bylaws put King businesses at a disadvantage**)

AREAS WE DISCUSSED

- Permanent signage (size, type, illumination)
- Temporary (event / promotional) signage
- Process around bylaws (enforcement, cost of permits, application process, fairness)
- Need for different bylaws based on business type (plaza, commercial core, hwys)

PERMANENT SIGNAGE

- Over 65% wanted the ability to have channel letters, back-lit illumination
 - ***“We want our clients to be able to better see us”***
- 60% wanted the ability to place free standing roadside signage
- 60% wanted to have dynamic (moving) neon signs
- Obtaining permits (cost, process) did not appear to be a major issue
- Many expressed concerns that the playing field was not level, and not properly enforced

TEMPORARY (EVENT / PROMOTIONAL) SIGNAGE

- Majority thought this area was a real problem and was negatively impacting the success of their business
 - Businesses within plazas can't get a mobile sign with any frequency
 - Many wanted to use things like flags and banners to advertise their events (grand openings, anniversary sales, etc)
 - Many did not appreciate the “bag signs” placed all over the community by businesses that are not situated within King, and felt that they are not removed quickly enough
 - **“ you are limiting my success! This is hurting my business”**

PROCESS AROUND BYLAWS

- Most did not have an issue with the permitting process, costs
- But many felt that it is not an even playing field, and that enforcement was sporadic (very hard on some, but others appear to 'get away with things')

DIFFERENT RULES BASED ON BUSINESS LOCATION?

- Multi tenant plazas overwhelmingly expressed frustration in being able to use temporary signage to promote their business (the 'one' mobile sign per plaza issue)
- Businesses located on highways wanted more wayfinding signage
- Within the commercial core though, there was no clear consensus of what needed to be changed (suggest this may be the difference between "historic core" and newer areas

MEMORABLE QUOTES

We should allow businesses in king city succeed, and be successful, limiting businesses with strict rules limits our growth as owners/operators.

Current Sign By-Law is dated and does not take into account modern methods of sign display/technology eg. illuminated electronic display signs/monitors

Allow for businesses to have illuminated signs, allow us to advertise our business, without this we will not be able to stay open at King City for long, you guys are not making this easy! Lets us promote our business!!!!

NOTES FROM THE MEETING

- Temporary/ permanent signage should have the same rules for everyone. Based on frontage, Stores need equal opportunities to promote their business
- Signage for Existing business – should they be grandfathered? Not sure if this is fair
- There should be rules for commercial plazas, historical high streets and wayfinding signage to locate rural business
- Businesses should be able to apply for variance to the by-law, in 2 easy steps:
 - approach your ward council, be placed on the agenda for a Council meeting

NOTES FROM THE MEETING (CONTINUED)

- Parks and Recreation department should remove signs that are up too long or without permits
- Township should send strong letters to business that are not in King township with signage
- Regional roads are different, when compared to signs are on a boulevard
- Permits for flags should be allowed
- We need a proper service level agreement with the Township to improve service:
 - 5 day return time whether your application was approved or not
 - 2 business days max to retune a phone call
 - Acknowledgement of email receipt, response within 48 hours