



Greater Flagstaff
Chamber of Commerce

Sign Code Survey

Presented to the Flagstaff City Council
April 15, 2014

Sign Code Survey

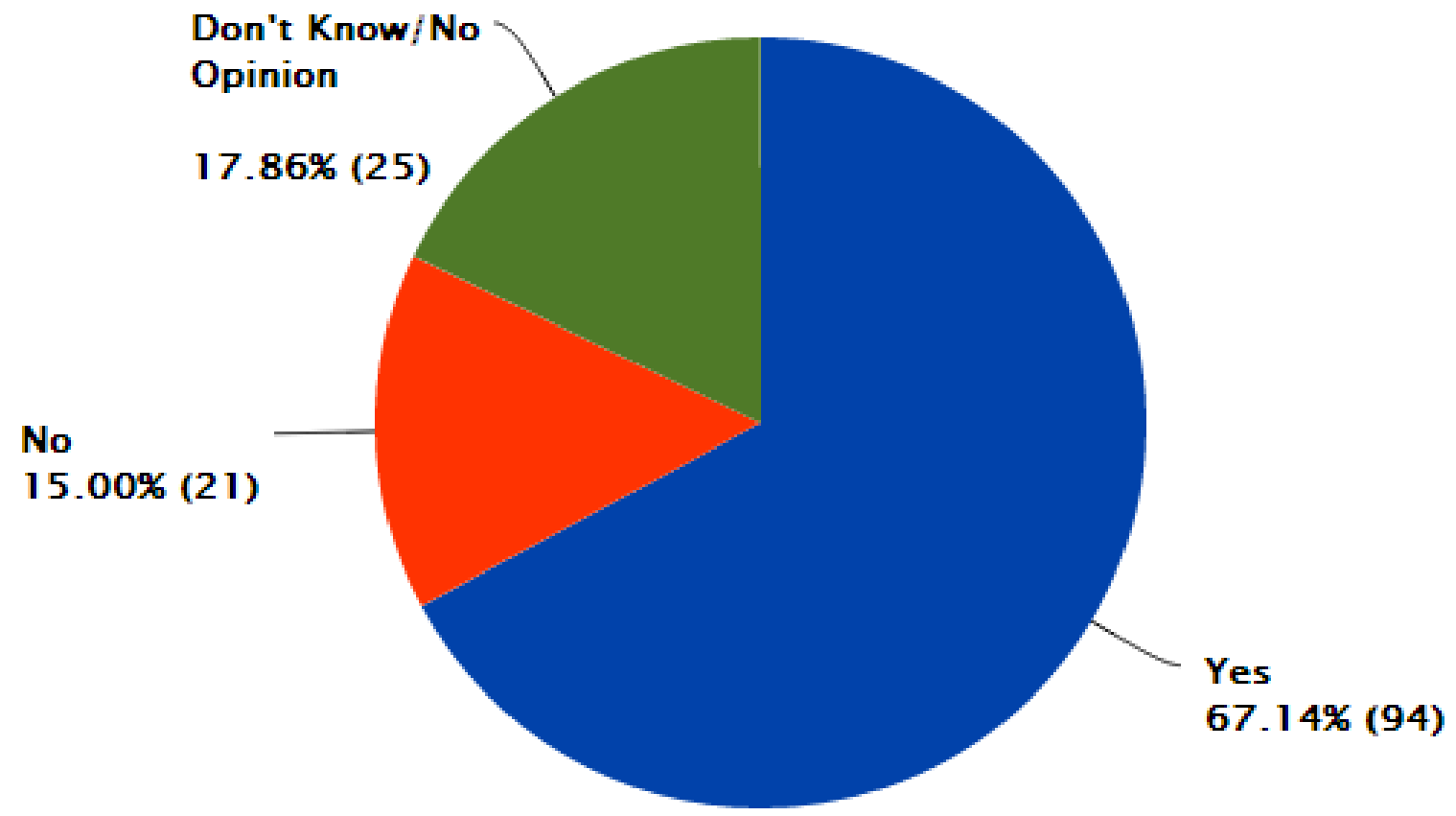
Surveyed Chamber members between
Tuesday April 8th & Monday April 14th

Used SurveyMonkey.com to collect
responses

140 responses ~ 13% of the Chamber
membership

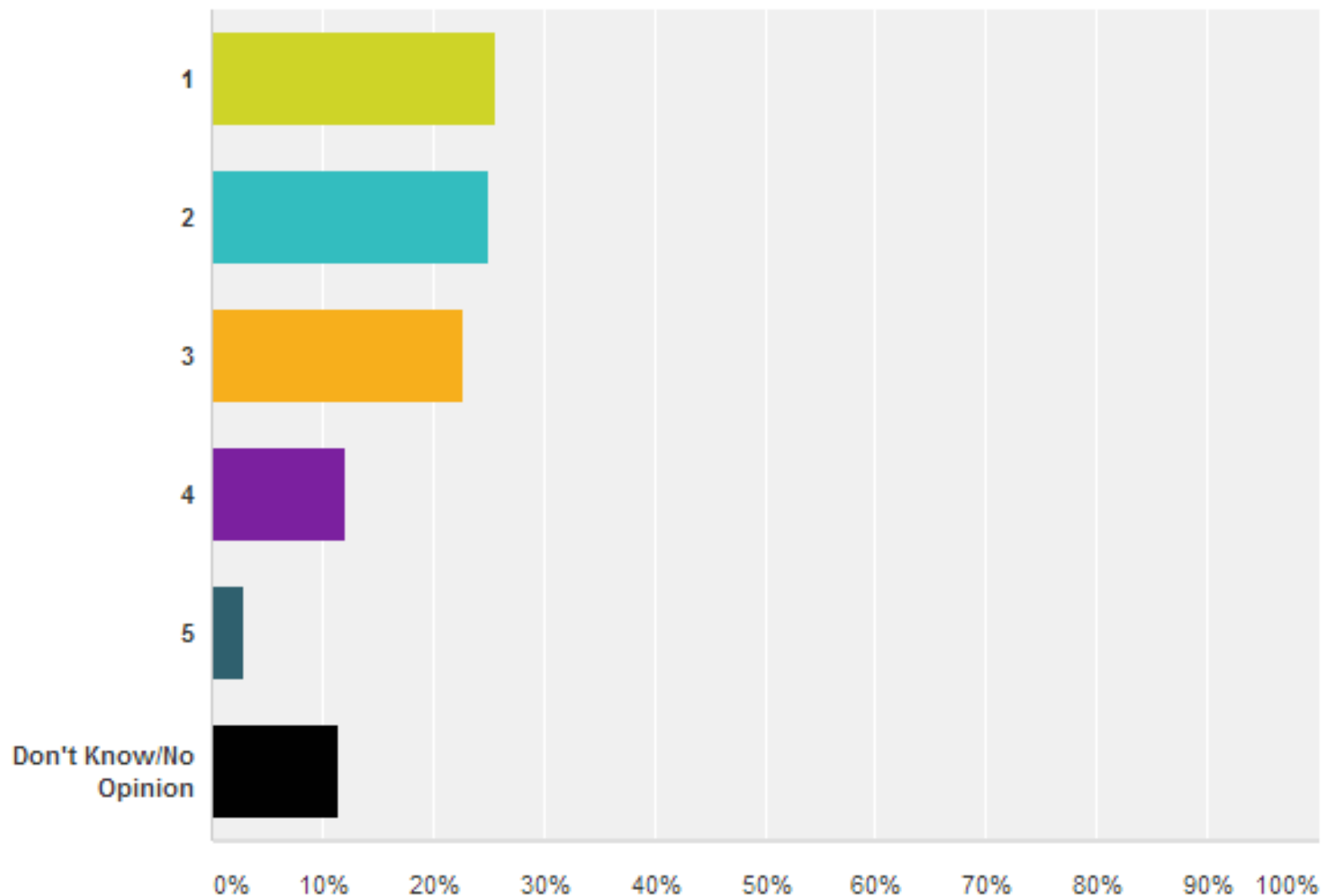
Do you find the city's sign code too complicated?

Answered: 140 Skipped: 0



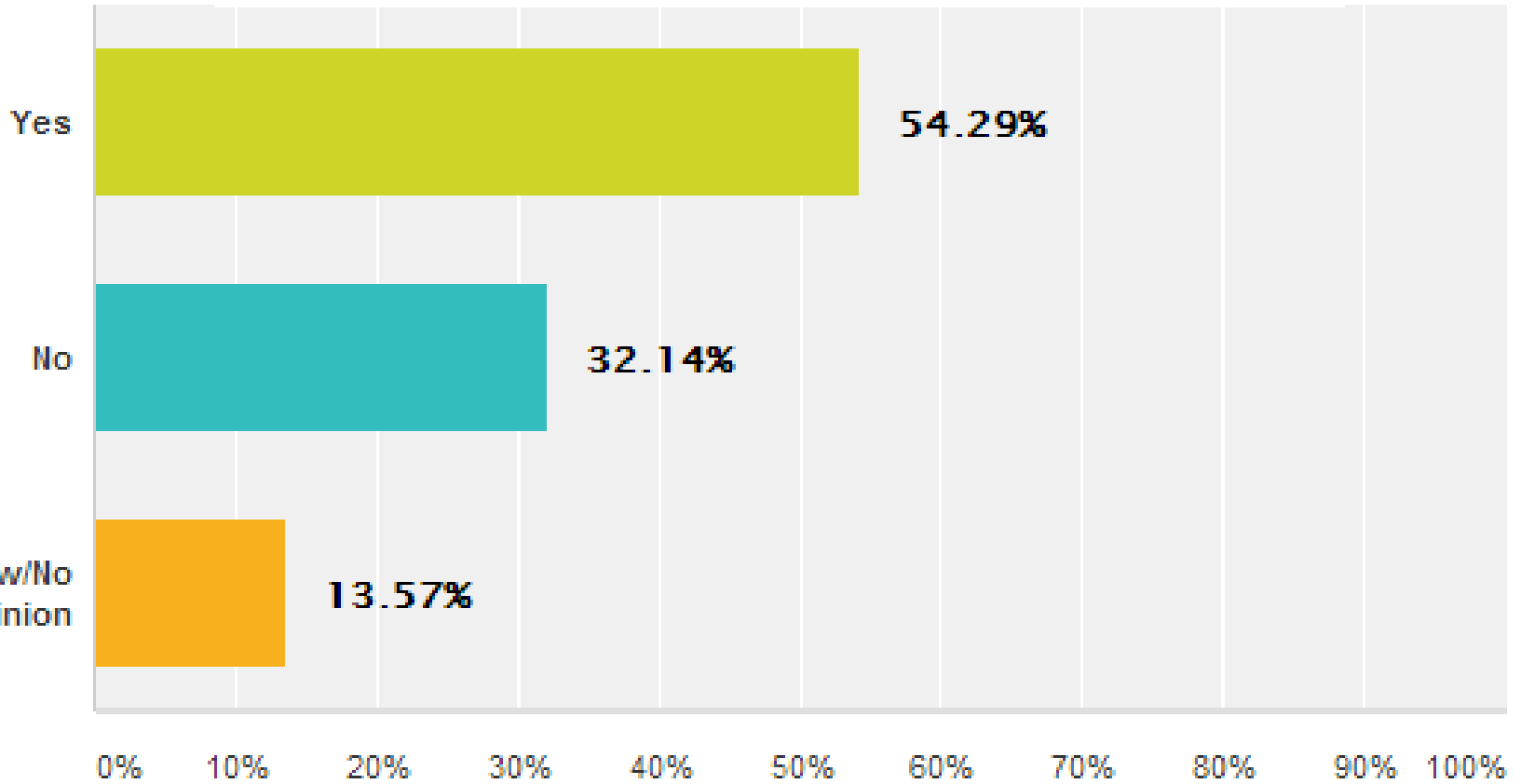
Rate your satisfaction with the city's sign regulations on a scale of 1-5. 1 being poor, 5 being excellent.

Answered: 140 Skipped: 0



Could your business benefit from a de-regulated code on temporary A-Frame signs?

Answered: 140 Skipped: 0



Do you currently use an A-
Frame sign to promote
your business?

Yes – 22.46% (31)

No – 77.53% (107)*

*Based on 138 responses

If Yes, can you estimate how much business your A-Frame sign generates for you?

Select Responses:

-About 70%

-15%

-\$4,800

-A few thousand dollars a month

-Lots of foot traffic

-5 extra leases in our busy season

-Invaluable

-Greatly benefits us

-A LOT!!!!!!

If No, why do you not use an A-Frame sign for your business?

Select Responses:

- Code prohibitive
- Because I don't believe in getting a permit for one
- I've been told there are a lot of restrictions
- I don't want another visit from code enforcement
- Complicated code is too burdensome to be worthwhile
- Code prohibitive and got fined
- Too many restrictions
- No need

Do you have additional issues with the city's sign code not already addressed?

Select Responses:

- Uneven enforcement
- Difficult to navigate the code
- Too restrictive for business in general
- Sign permit costs more than the sign itself
- Repeat fees
- Too complicated to obtain a permit

Is there any type of signage currently in use that you feel detracts from our community image?

Select Responses:

- Billboards
- Temporary signs/banners that appear sloppy
- Spinners/Hand-held signs
- Signage that is not maintained
- Sail banners start to look ratty pretty fast
- Handmade, unprofessional looking signs
- Unkempt signs at an out-of-business location

Suggestions from the Chamber

Any amendments to the sign code should:

- Respect our dark sky ordinance
- Allow for directional way-finding/off-premise signs
- Rescind permit requirement for indoor & inside window signage
- Give businesses an incentive to replace free-standing/old signage without fees or reapplication
- Allow A-Frame signs without a permitting process so long as their use conforms to a set standard
- Adopt stricter guidelines for the use of vertical banners



Greater Flagstaff *Chamber of Commerce*

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