



# Temporary Signs Review

Stakeholder Report Back: What we Heard, Verbatim Comments

February 13, 2017

## Verbatim Comments

Verbatim comments presented here include all of the suggestions, comments and messages that were collected online and in-person.

Offensive words and personally identifying information have been removed and replaced with either, [removed] or [personal information removed]; otherwise, comments here are completely un-edited.

This question asked for your input into whether you felt that temporary signs were a distraction to drivers. It was recently asked in the 2011 research study completed by Ipsos Reid and is being re-iterated here to check whether responses now are similar to responses from 2011.

## Question

***Are temporary signs a distraction to drivers? Please explain.***

- Depends on the drivers and the circumstances... no evidence to support claims of distraction.
- More than 3-5 are a distraction to drivers
- They can only be a distraction if the message isn't clear and precise. Drivers don't want to spend more than a few seconds trying to read something while they're driving. If a temporary sign is clear and precise, they aren't a distraction. If they're not, they are.
- Temporary signs are no different than signs over restaurants and company buildings that drivers must read in order to find their destination. There are also similar signs for fast food restaurants that display "specials" that drivers are constantly being distracted by. Any time a driver takes their eyes off the road, it is considered a "distraction".
- They are a distraction, rules about signage do not seem to be enforced by the city. They are everywhere, very close to roadways and corners for example. They do sometimes interfere with being able to see oncoming traffic and impede making a safe turn. Some signs are HUGE, like the ones in new communities and I find them unsightly. They are also free long term advertising for the home builders. Do home builders pay to advertise within a community? They should.
- It really depends on placement and size. I have reported signs that are so close to the curb and too close to parking lot exits that the sign forms a blind spot that totally blocks the view of any oncoming traffic that I'm trying to turn left in front of.
- if signs are restricted to 2 or 3 in a block, they shouldn't be an issue
- Drivers are accustomed to having sign stimulus and know how to use them to gain information safely
- Temporary signs can distract but no more than a brightly painted house.
- I don't believe the bigger signs are a distraction as they would be easier to read but I would say that the little signs that have multiples of them in any area ARE distracting as you can't read them anyways if the print is small.



- They help me know what is happening around my community and what services I can use. I think they can be distracting if they are too many and if they have too much writing on it or are visually busy.
- Assuming no issues with line of sight to roadways, etc. which are covered by the current bylaws they should not be a distraction.
- They are not for me
- yes...as is the purpose
- Temporary signs are not the only distractions to drivers.
- tekes your eyes off the road to try and read
- Temporary signs are no different than store signs - and they usually deliver more community building information than store signs so I would prefer them over store signs - with a limit on quantity on given streets.
- I don't think they should be in any neighbourhood entrance. there are other ways of advertising than that media. The normal reaction is to look and then to figure out if its important to them. \Just as bad as distracted driving in my opinion.
- Some advertising is ok
- blocking sightlines
- Reading sign rather than paying attention to the road. May also obstruct vision of children or animals coming onto roadway.
- Bright colors various sizes pictures all distracting and unappealing coming into my community
- they are meant for advertisings ... There are other much more dangers destrutions that these signs
- The signs are positioned in such a way that drivers are expected to read them, thereby being distracted. They are hard to avoid.
- You don't need to look at them if you're not interested. A quick glance is all you need to get the information.
- They are a form of distracted driving. People strain to read the signs instead of paying attention to their driving. There is no reason to have temporary signs on the side of the road. Again - it looks trashy.
- I've seen drivers trying to read the signs while driving and weaving on the road.
- As you drive you glance at the signs. If you catch a glimpse but don't take it fully in the first time but you realize that it's important to you, the next time you drive by you pay more attention. I do get valuable information from these signs and I know it's important for communities to get their information out to the public.
- Makes it hard to see pedestrians
- Duh
- Often block line of site. Can't help but try to read as you're driving by distracting you from traffic.
- I find them to be distracting, and in some instances they are a hazard because they are placed in ridiculous locations that you can make safe turns etc.
- Self evident



- Anything that takes a drivers eye away from the road is distracting. A lot of these signs are placed around crosswalks which significantly enhances the danger to pedestrians.
- Very distracting especially when there are multiple sign places together. Hard to pay attention. There's too much information everywhere these days and it's overload. People end up slowing down to read signs, and create traffic jams.
- Absolutely. Hate them. Any more than one takes drivers eues away from road too long. Old Banff Coach Road at Coach Hill Road is a prime example. Merge lane, heavy traffic and multiple signs equals high accident area. City messages could be distributed via SMS, email or text - we sign up to receive. Businesses should not be allowed to clutter roadway and distract drivers.
- Only if they are spaced close to each other and there's more than 4 of them.
- Want to see if something important so takes eyes off road sane as texting
- As long as there aren't too many, one here and there is fine.
- Yes. Diverting eyes from the road, other vehicles, pedestrians etc.
- With so much construction usually going on in city this complicates sight.
- Anything that takes calgary driver's eyes off the road and away from what they should attending to (safe driving) is a bad thing. Current signs also have people reaching for phones to record information.
- It's a distraction. Not as bad as bright animated billboards which are worse!
- Cause sometime the sign is placed in the worst possible spot and too close to roadway/walkway
- They look ugly, are up for months and months, drivers slow down to read them. It makes the community look cheap. Wish they were taken down sooner than they are.
- Bylaws are not enforced at all. even when we call and complain, the bylaw officer will come and remove the one sign we called about, whilst leaving 20 illegal signs. We have SO MANY signs, it is a total distraction, and you can't see the grass, trees or anything for all the signs, but most importantly sometimes they are so poorly and illegally placed that you can't see traffic or pedestrians.
- They don't distract me. I find them useful.
- Clutters up the neighbourhood and highways. Prefer to see grass and trees instead of ads. Enough with being bombarded with ads you don't want to see but can't turn off or on.
- These thing are a blight on the urban landscape and should not be allowed in any form.
- Isn't it obvious! !!!! They draw the attention to somewhere other than the road!!!! Where the driver should be focused. Duh.
- To read them you can't look at the road/traffic
- They cause you to look away from the road which is as distracting as texting.
- Sometimes they are. Especially if they have important information, then you try and read them. Advertising less so because it's not pressing information.
- Typically you can read them in a few seconds so it's not distracting
- Distraction when multiple signs are close together
- Reading signs when I should be paying attention to traffic around me. Other drivers reading signs, when they should be watching what's going on around them.



- If you are interested in the information on them, it is easy to become distracted and start reading them well driving
- There is so much stimulus to pay attention to / ignore that signs have a negligible impact
- They are distracting to drivers and also an eyesore in the community
- They pop up unexpectedly from one day to the next, thus demanding attention to see what is new. Is it ads or is it official city information
- Too many color distractions and illegal signs at intersections.
- Hard to read multiple words and drive
- Really no different than looking at a text message. Have to take eyes off road and read and absorb message.
- There are already too many distractions.
- As long as there aren't too many and the information is clear and concise
- The fluorescent mish-mash of colours catches your eye as they're right on the edge of the road, in a similar sightline to the boldly coloured road signs you are required to pay attention to.
- You have to take your eyes off the road to read the signs.
- They take attention away from driving and looking out for pedestrians
- Why else would signs be put up if not to attract attention of drivers aka distract from driving. Another way of considering these is just visual litter. I can't believe I am having to say this in this day and age!
- You are trying to read the signs and not watching what is happening in front of you. ie car stopping unexpectedly
- Too many, yes
- Trying to read something not on the road, pulls the drivers eyes from what's in front of them and pulls their concentration from driving.
- It's the same as texting....you let your eyes wander from the road while reading advertising.
- Reading while driving. Eyes not on the road
- No better than texting on a phone.
- Distracted to read information
- Could be confused for street cleaning / alley fixing / delays or detour information - in looking it could be 'distracted driving' and as an advert its not necessary. Also, please BAN all political signs ALL parties.
- Hard to see around corners at intersections.
- Drivers should be paying attention to the road - not their phones or random signs strewn across communities.
- In your previous questions, you didn't offer a 'no signs' choice. So your data doesn't allow for that option to be collected and totaled. They are a huge distraction. People are reading them, just the same as you would a text or email. How is it any different.
- Visually concentrating on something other than the road and trying to read multiple lines of text at speed. This is distracted driving.



- People should keep their eyes on the road not reading many signs and then rear ending someone.
- They temporarily take your eyes away from the road, which is never positive.
- If there are too many to read at a glance it could be a distraction I suppose... but drivers should be able to glance at signs while driving.
- If I were to look at advertisements on my phone while driving I am sure many would agree that is distracted driving. No difference if I am trying to read a sign going 30-50km an hour.
- Especially in residential areas where crosswalks are common, temporary signs make drivers read and see what there might be going on, distracting them not much unlike looking at a cell phone text. How is it different?
- Pretty easy: there are so many of them out there and they easily catch people's eye.
- Drivers can choose to ignore signs on the side of the road.
- Drivers should be watching the road. It is the one time during the average person's day that they can directly cause serious injury or kill someone. With mobile devices people already don't take driving seriously enough.
- They are ugly. They are not part of the natural landscape or design of a community. They're disgusting and have no business in our city.
- Drivers often take a picture of the sign so they can recall the details. Distracted driving.
- In our neighbourhood along 85th st sw is littered with signs, it's a distraction and sometimes due to size effects visibility
- They can block drivers sight lines regarding pedestrians, cyclists and other cars entering roadways from alleys and sidestreets.
- I do believe that these signs are a distraction to a lot of drivers as they may slow down to read signs and shift their attention from driving to reading.
- Depends on the abilities of the driver
- Unless there is a passenger, a driver will try to read signs and may not pay attention to the road. Especially with signs not always being complete English, you spend time trying to figure out what is being said or being unable to read clearly if colours blend. Half the time you aren't able to read the whole thing anyways.
- There is already a myriad of road signs that a driver must take notice of. Temporary signs inevitably take one's eye, even for a fraction of a second, of the road.
- When there are too many of them and they are small and impossible to read unless walking by them, they are distracting.
- If they are a uniform size without a variety of colors on the sign they are okay as long as only one is on the sidestreet instead of a bunch of them.
- A few with easy to read text is fine. Lots of signs or signs with too much information can be distracting.
- Unless it is for community events, I prefer no signs.
- If temporary signs are, all signs are.
- Sometimes - depends on the content + placement



- This is typically not my concern given that most of the signs are just visual noise pollution. That said if there WAS information that was important on a sign, drivers would be trying at high speeds to read and process information in often busy community zones.
- Eyes taken off the road for too long. Also they sometimes block vision and restrict sight lines.
- It's harder to see pedestrians and children. Some signs aren't clear and easy to read which increases the distraction.
- To read them, a driver's eyes are taken away from the road.
- Possibly to some people.
- If someone is distracted by a sign, they should not be allowed to hold a driver's licence.
- One single large sign is fine. But multiple signs cause the eye to be away from the road longer.
- I rarely read them, so no.
- More stuff to read while driving is dangerous
- Not only these but the ones taped to posts, Realtors are worse with their sandwich boards in the median on blocking sidewalks
- These signs are bull [removed]. Clean this crap up.
- If there is too much detail in the signage or too many signs in one location, yes they are distracting
- Because they are ugly, and irritating, and can hide pedestrians and animals on the roadside. They are also tacky, ugly, and irritating. Did I mention tacky?
- the high density, heights, colours, sizes and shapes are distracting and an eye sore. I turn away from them when they are like that. I only read them if there is one or two and they are neat and tidy.
- Yes, they take attention off the road.
- Well known fact, anything that takes a driver's eyes off the road is a distraction.
- Drivers are mostly too busy on their phone to be distracted by the signs.
- They block the line of sight of entering traffic, they are visual clutter
- They distract attention from driving, and it becomes a word-competition to attract attention.
- I suspect they are, but I cannot tell with certainty
- The print is just big enough to be noticed but too small and often too many words to quickly absorb what is being advertised. They not only distract drivers but for several seconds.
- Yes
- So many of them. Distracting colours. Seems like there is no regulation now or they do not conform to any regulation.
- They are ugly, take your eyes from the road and create blind spots.
- They're a distraction and they're litter.
- Should be focusing on driving not reading signage that isn't pertinent to driving
- If I don't feel it's safe to read the sign while driving, I'll just ignore it.
- There are many types of signs and symbols that drivers pay attention to. Drivers get used to seeing what is important to them. People for whom signs are helpful will glance at them.
- They are a distraction. Why do I need to explain facts?
- Too many, too often they are not temporary



- When there are too many of them.
- They clutter boulevards, get knocked over, vandalized, not maintained. They are of all different shapes and sizes and block drivers views of pedestrians (dangerous!) and sometimes distract from road signs. They proliferate, and are a big, distracting mess. I live in the Westside, and they are all over 85st SW.
- Drivers are constantly being exposed to signs and objects that require assessment, while signs are not moving and uniform it is easy for drivers to not be distracted by them
- All advertising pulls your eyes away from the road.
- They are often faster and easier to read than large billboards
- Most people ignore them because they're so common
- I don't think they are automatically. When there are too many in one place maybe more so then,
- I hardly even notice them
- There are already far too many distracted drivers without adding more distractions.
- Signs are a distraction to operators of vehicles, with that said, distraction is the major cause of accidents and death by accidents caused by distracted drivers.
- Yes...people often catch something from the corner of their eye and then swing their head and often the wheel to look
- Drivers may slow down in busy intersections to read signs.
- Not enough time to read as you drive by. They are truly the most unsightly things. Fine to have one in front of a school or community centre, but in general, they are tacky and ugly.
- They command your attention-- they do not fit into the natural environment
- All signage is an additional distraction to drivers. The signs are placed so drivers read these signs.
- Only if there are too many is in one location. Important/time sensitive ones should stand alone!!
- Too many in one space means you are looking longer away from the road at one time. Need to have them spaced out so you refocus back on the road before a new sign is placed.
- Like a lot of things we deal with, it's information that has to be processed in less than a second or two. The information density of some signs is exceeding what can be taken in without losing focus on the road situation.
- If you are interested in finding out about different events or a business there are other ways to obtain this information. Temporary sign should also include banners hanging from overpasses. May of these signs are placed where visibility of the car driver is affected. When entering community they do not give a good first impression.
- They are often incorrectly placed and block view
- While driving - driver should concentrate on the road ahead and pedestrians randomly stepping out on the road. Reading random signs is taking away eyes from the road and brain from concentrating on most important part of operating a vehicle - driving safely. Not to mention Calgary winds that overturn the signs that sometimes end up on the road. And it's hard to notice pedestrians on the sidewalk from all the signs obstructing the view.
- There is enough to concentrate on while driving yet alone these signs. Worse yet are the very bright LED automated signs far worse and compromise all traffic safety.



- They are a visual distraction. Drivers look away from the road to read the signs. The more signs, the more distraction.
- any sign that takes your eyes off the road IS distracting. Standard road signs should be the only signs near a roadway
- They distract motorists and also block the view of cars coming out of driveways and intersections.
- But not bad. It reminds me to look up details the next time I drive by. It made me take this survey.
- No problem while not overused.
- Yes. Often have too much information and images that draw attention to the sign.
- Have seen many drivers slow down and look at the signs, head pointed in their direction and at times even swerve in their lane or leave their lane.
- The brightly coloured signs take your eyes off the road, if even for a second
- Self-evident.
- Time needed to read and location still keep drivers looking at the road for the most part.
- Many times these signs draw attention away from the road. Their main purpose is to distract drivers into reading their information.
- If they are business they are not worth the distraction
- By design they're meant to be. The issue is how much of a distraction they should be allowed to be.
- Drivers read them while driving = distraction - pretty simple.
- Of course. They are there for us to read. The whole point is to capture our attention as we drive by. Might we miss a pedestrian stepping out or a 30kmh sign? Maybe.
- Specifically ones placed on sidewalks, too close to roadside, near intersections. Cannot see past to judge traffic safety of turning.
- Instinctual response is to read sign which distracts from driving. Vendors try multiple methods to attract attention which is distraction to driving.
- Absolutely a distraction! Trying to read what's on a sign is the same as trying to read a newspaper while driving. Less signage the better.
- I like them because they either remind me of something I need to do or tell me about something I didn't know about. I don't find them distracting but I can see how it could be to others
- Anything other than required traffic signals is a distraction
- Too many people are distracted by them.
- Sometimes I would like to know what the information says on the sign but then I know I'm nearing a crosswalk and have to be careful not to hurt a possible pedestrian. I wish we had a place on-line (ie dashboard) which links to each community for these messages to be placed electronically.
- they driver's eyes from the road. obstruct vision. also they are an eyesore
- I've never been distracted by one
- A driver must be alert to changes in the environment. Temporary signage is a change that draws the attention of the driver. That is a bad thing for something not directly related to driving safely or changing road conditions and, in my opinion, should not be supported by the city.



- Any kind of signage other than official road signs are, technically, a distraction to drivers. More than that, they can block views of destinations. Moving / animated / video signs are the worst distraction of all - if we wouldn't put up with distracting the driver in the car with sound and motion, why would we put up with it outside the car?
- Total eye soar for the community
- Watching sign not watching road...duh
- They are meant to be read as you drive by. I don't see how this ISN'T distracting to drivers.
- Biggest distraction. People tend to go nuts
- Temporary signs are no more a distraction than billboards or businessfront signs are, and many give information hard to find elsewhere when it comes to community events.
- Causes drivers to take eyes off the road
- Too many words to read quickly. Too many signs in a row.
- How can you multi-task reading a sign and still be watching the road/traffic at the same time? I think the signs distract the driver's attention to the sign and away from the road. So I am not a fan of temporary signs! Prefer no signs.
- You are looking at signs or trying to write down phone numbers while driving instead of looking at pedestrians or other drivers
- Usually they are grouped in multiples which make it difficult to focus on one sign. Also much of the time they are missing letters or have fallen down so are an eyesore.
- They are intended to draw the attention of drivers not pedestrians. There is often too much text in a sign which draws the driver's eye away from the road for too long.
- My attention should be the road watching for pedestrians & signs.
- Drivers are reading the signs and not paying attention to the road. In the event of contact information being on the signs, we do not have enough time to get the information anyways, so they are a distraction and serve no purpose.
- Trying to read signs on the side of the road that are not there for the purpose of navigation takes a drivers attention away from the road and traffic and traffic lights in front of them.
- Too many signs and stimulation while driving is clearly dangerous.. in the same way a reading a text message.
- Too many are taking up too much attention/time to read.
- Way too distracting - the highway traffic act is for driver to keep eyes on roadway and observe speed and directional signs, traffic lights, and safety information only.
- They are designed to take your attention away from the road
- They are more of a distraction as drivers try to read these! Worse than simply adjusting radio or heat etc.
- Signage encourages drivers to take their eyes off the road resulting in drivers not fully paying attention to the road. Less experienced drivers are more likely to become distracted.
- Generally, people can keep their attention to the essentials of the road and still have capacity for other information (signs).



- I have seen a number of rear end accidents and close calls leaving my neighbourhood that appear to be a result of drivers braking to read the signs.
- I have to look away for at least 1-2 seconds. Other drivers I can see creating a 3-4 second distraction.
- I can't help but read these signs. They never have important information but they automatically pull my attention away from the road.
- My eyes are drawn to them. They look horrible.
- Drivers can use anything as a distraction at the side of a road. For example a tree or a building. It's the drivers' responsibility to pay attention to the road and ask a passenger to read the ad for them if they can't do so safely.
- Short signs with short, easy to read / recall URLs that contain more information are useful and informative. Busy ones that try to cram too much information on are frustrating and distracting.
- If they are the standard temporary signs, they are not too distracting especially since they are generally on lower speed residential entrance streets. The smaller and often illegal signs (too close to intersection, in median, attached to street signs) are distracting and create clutter.
- Drivers should be paying attention to the road, not trying to read signs as they go whizzing by.
- A defensive driver scans multiple zones ahead, beside, and behind their vehicles at all times. Anything that detracts from the effectiveness of such scanning is a distraction, plain & simple. Streetside signage potentially conceals objects the driver is scanning for, such bicycles bouncing between the sidewalk & the road, and back again, pedestrians making legal or illegal street crossings, tame or feral animals, or motor vehicles emerging from back alleys or parking lots.
- Any distractions by the driver increase chance of road accidents
- They are designed to grab the attention of people, unfortunately both passengers and drivers. For issues pertaining to the road or driving, they're acceptable. For advertising or other uses, they're not worth the risk.
- They are a distraction and unsightly
- Not if they are at intersections where stopped. Very useful, may take several passes to read.
- I understand the use for them. However, when there are signs next to the road, a drivers eyes are not on the road, they are on the sign. And not just for a super quick glance - they have to read them. And if there's a phone number or website on the sign and its of interest to the driver, they could try to call or visit the website or write it down right away so they don't forget about it. Drivers have enough to worry about with pedestrians, other drivers, hazards on the road like potholes or glass and animals. Temporary signs are just as bad as someone glancing at their cell phone at a text for a second.
- sometimes block pedestrians view distracting to drivers readingi have even seen people stop to write down phone numbers and dates
- They are only a distraction when they are advertising outdated information. I've seen signs left up for weeks after the event being advertised has past by.
- As long as signs are clear and easy to read, drivers won't be distracted from the road.
- If temporary signs are a distraction then most road signs should be removed.



- If your driving and seen neon colours on the sides of the roads, especially near traffic lights, most drivers want to read what they say and cause them to take their eyes off the roadways
- Signs of any sort on the side of road are the same distraction as texting while driving - they should not be allowed
- It only takes a second to read a sign and a pedestrian to step out or a vehicle in front of you to stop.
- It depends on their location
- Those bright neon and black signs are designed to attract your eyes. Why would we condone signs that distract our vision when we are trying to get drivers to stop being distracted with cell phones. It's yet another distraction to drivers!
- The amount of info on signs is sometimes too busy and takes time to read taking attention off the road.
- Yes you try to read those and get distracted. On the other hand We know about program which we want to attend. It will be better if they are near or at intersection you can read it at red light.
- I guess it would depend on the driver and location. I generally don't even notice them but others may be distracted by everything. The less signs the less possible distraction
- I find myself looking at the signs, or trying to see what the signs say when I am driving along the boulevard. Therefore one sign is ok, multiple signs, not so good.
- Often signs are placed at intersections and cross streets/driveway areas that obstruct views of the oncoming traffic and pedestrians. Becomes a hazard as it creates blind spots. Size of signage should be controlled as well
- It's something that isn't other road users or traffic signals, therefore it is a distraction. More so, they are large and are placed poorly creating blind spots and unsafe road conditions.
- anything taking the drivers eye off road is a distraction
- Attention is what these signs seek, and that leads to distraction,
- I don't drive
- Companies try to make their signs as impactful as possible which leads to them being noticed easily which in turn causes drivers to glance over at them. This in turn causes drivers to take their eyes off the road.
- Single signs are not a distraction. Multiple signs are a distraction.
- Anything at the side of the street that takes a driver's focus from driving is a potential distraction.
- Obviously I look at it to see what its advertising.
- I usually ignore them because I know I won't be able to read the whole thing in time by the time I drive by.
- A driver faces many other distractions and it is by choice to focus on a sign rather than the road.
- I find the current situation a good balance.
- There are too many. Especially when it's election time. If they are allowed there should be a limit. 2 per street only. They are an eyesore and frankly I don't think they Get the businesss from them
- Most drivers seem to not even look at road signs, let alone ads. I personally like to read about events that I wouldn't otherwise hear about.



- good especially when looking for programs for your children
- I don't know that people are distracted because they are trying to read so much as the gaudy colors on multiple signs is a distraction.
- Drivers may be distracted by the signs and not by the road.
- We have too many distractions today, from cell phones and now signs displaced on sides of roads.
- There are too many signage styles in Calgary, temporary, permanent, traffic real-estate. etc. Very badly managed. Streets are cluttered with signage.
- Sometimes they are if there is too much info on them
- I think that in many situations the signs can provide important information about city planning & events. When there are too many signs located in any single area none of them are easily read and when trying to read them focus is not on the road where it needs to be if you are driving.
- Varying sizes, colours and imagery on the side of the road can cause overstimulation to a driver which can distract that individual while driving.
- Signs are needed by community associations to communicate with its residents about important issues; AGMs, public meetings, Community Association events / programs, etc. I would include Home Owners Associations / Resident Associations with the community association. At one time the Community association had to approve a road sign before it was put up. I would like to see this again.
- Given the amount of distraction on the roads already these days - phones, texting, etc. the last thing people need is another thing to look at or take their concentration away from the road.
- In moderation these signs provide a good arena for advertising issues relevant to the community
- If people are reading them, especially the clutter of multiple signs, they are not looking at the road. How can anyone think this is different from texting or inputting GPS. Yet those things are illegal
- Drivers are supposed to be paying attention to the sides of the road for traffic signs, pedestrians, animals and other vehicles. Any sign distracts from more critical ones.
- even if they were, there are lots of other distractions. Not a reason to pull them.
- Multiple signs distracting. Can make it hard to see pedestrians.
- Because they are abbreviated so much you tend to look at them too long to try and understand them. Too flashy. Too many distractions
- Signs are meant to grab attention
- There are already too many permanent signs. 32 on my block in one direction.
- I always read. reading is not driving. Plain and simple.
- Drivers read them regardless of whether they are relevant personally or not.
- Depends on placement
- Has there ever been a study done about the number of accidents around temp signs? I hate when drivers slow down to read them. And there is not enough information on them and then you don't know who owns them and who to call for more info
- Too many create too much clutter and if a driver was to read all of them, they would spend no time actually looking at the road in front of them.

- Long stretches of com roads, maybe even playground zones? Right turns or blind spots might not be very nice.
- It is the driver's responsibility to not be distracted while driving. Allowing simpler signs on less busy roads would help to not be a distraction, Simple signs on any roadway would be safer and still allow the message to get out. It is also important for signs to be removed when the event is finished.
- When driving we should focus on the road watching for vehicles and pedestrians. These signs are just as distracting as texts. I do not read the signs while driving. Signs are regularly placed where vehicles need to change lanes approaching or leaving major roads.
- They can be depending on the amount on the road and the size
- Depends on the sign and how much interest it holds to me. Another important point is how close it is to intersections it is./
- Drivers should focus on the road, not trying to read a sign as they fly by at 50 km/h
- If they are too big. Sometimes they block the view on a corner or merge
- That question requires an expert answer. I am not an expert. In my layman's opinion, as a younger person but one with ADHD, I don't find that they pull my attention away from the road. As someone with ADHD, nice cars, pretty trees, topless men, running children, etc. are distracting. So I work hard to focus on driving and not on possible distractions. There is some fascinating research that was done a couple years ago about seniors and their ability to filter out. I imagine some seniors have the same challenges I have, being distracted by things. But are signs the culprits, or is that leaf that just blew across the street just as bad for us? All these things require some expert input. Not laymen giving their two cents.
- They are unattractive and unnecessary.
- People hunting for a location is as much of a distraction as signage. A business should only allowed to put up 1 sign in a row rather than multiple ones, as they sometimes do at election time. For our club sales we put up a few directional signs close to where the event takes place but only one per block.
- I briefly take my eyes off the road
- I've not seen any data or studies to support the notion that they distract drivers.
- Drivers often slow down to read the information, more so if the information is not easily readable.
- They are designed to get your attention. They also block driveways and are an eyesore.
- It draws your eye and forces a mental decision
- Take drivers eyes off road
- I find them less distracting if they are near where I park or walk rather than somewhere I pass at driving speeds
- Take your eyes off the road to read
- Temporary signs are static, in places where you drive by multiple times and in places where you are not driving very fast. More distracting are the LED signs that change advertisements rapidly.
- They are distracting and mar beautiful scenery.
- Visual clutter and unsightly for neighbourhoods. Vandalizing of the signs is very high as well



- Absolutely and without reservation - the plethora of different signage being allowed to clutter boulevards is terrible. I have complained to 311 in the past. As a driver I can't read 10 signs all at the same time anyway! They also are allowed to stay often much longer after the event has happened, and many are no longer "temporary" but "permanent", like the heart sign at the Trico Centre. It's been there for years. Seems the city doesn't care.
- Drivers should be looking at the road and watching for pedestrians and other road users. Looking at signs is obviously a conflicting activity to safe driving.
- In some cases they can be. The more simple and basic they are, the less distracting they are.
- I believe they provide useful information about businesses/events in the community but to many in a row are distracting. They should also only be placed in areas where the speed limit is 60km/h or less.
- Signage usually requires a quick glance only, to be informative, like street addresses.
- Attention is drawn to reading the sign, which can cause the driver to miss other signs (e.g., playground zone). Also they can block the driver's view of pedestrians.
- It can be if there are too much..
- Eyes are naturally drawn to them. Trying to read them at normal arterial-road speed of 60 kmh distracts the driver from the road.
- White backgrounds at speed feel like glare, and pull attention away from the road.
- If the numbers are limited and the signs are easy to read they don't provide much distraction and are important in advertising community events.
- If clear and concise they can provide quick visual reminders about events and registrations.
- Drivers tend to look at the signs while driving and it might cause accidents
- Keeping your eyes on the road should be your first priority when driving.
- As long as they're clear and concise, and not obstructing anything important, they should be fine.
- For months there was a sign in bow bottom trail about residenceNtial trees. It was missing the N in the word and was very distracting. Spelling errors in "professional" signs is ridiculous. Even calls to 311 to report didn't change it.
- They are no more distractions than anything else on the streets.
- They are a vital messaging vehicle for community members to know what is going on in their neighbourhoods.
- Isn't that the sign's purpose? To grab someone's attention to convey their message?
- Not if there are only 1 or 2 signs up at a time.
- They can be if drivers are trying to remember numbers/read too long of signs
- For some, yes. They take your eye away from the road to read what is going on. Most people have the ability to focus on or out the signs based on interest but I could see how they could be a distraction if someone quickly slowed down to read a sign or if there were many signs in a row keeping your eye off the road for an extended time.
- Depends on what the temp sign is advertising. Promotion of community events are great. Excessive business advertising is not only distracting, but make our boulevards ugly.
- I will look if I want to



- Very distracting especially if it around turning lanes
- Try to read them ... takes eyes off road.
- Drivers should be able to decide for themselves if they can read the signs while driving or not and do what's appropriate for them. The signs are also not always ready by the driver but many times by the passenger(s) in the vehicle while the driver drives.
- If they are not a distraction, then they are not effective ads. They have to distract to work. Additionally some block a driver's view.
- No, temporary signs are not a distraction to drivers, as long as there are not too many of them in any given area.
- See previous comments. Roadways are for drivers and eyes and attention should be on the road. Signs distract young and old, block sight lines and most times their benefit is minimal vs the effect on distracted driving and very poor cluttered appearance to neighbourhoods.
- I have never found them distracting
- I've seen cars pull over to take a picture of signs. There's also a company advertising that they'll make roadside signs for \$5, which is a significant increase in pollution (signs are not recyclable), and they're repetitive eyesores.
- Not unless there are too many
- They are an important way to make people aware of community resources, programs and opportunities. If they are spaced apart with only a few allowed on the blvd at a time, and are placed at appropriate entrance ways to communities, drivers can see the signs on several trips - key words can be reviewed and they can determine if they want to read further details the next time they pass the sign.
- If it's new, it captures attention and you know it's temporary. Can read in second or two....or choose not to look.
- When they are in close proximity to traffic control and other similar signage.
- we are bound to look
- Depending on placement (close to roadways) or Grouped very close together they create a barrier, reduce visibility around or behind them and also confusion when viewing ( Distraction to Drivers)
- The signs have short messages that are easy to read and do not cause a distraction.
- While attempting to read the sign message, it takes your eyes off the road and the other vehicles around you.
- Signs frequently block view from intersections
- When there is one sign there quickly seems to be multiple signs that turn permanent. It is distracting and unattractive. I prefer a limit on the number of signs in an area and a time limit for the same area (ie no longer than 15 days). I want signs that tell me something about upcoming events like general meetings for my community association, snow removal, traffic/road changes, parade of garage sales, LRT, etc. I do not want signs for businesses as I do not find them effective for capturing business and when they are in disrepair, no one handles this.
- Feel obliged to read them because they might be notices about something important. But really they're just telling me that beer is cheap and that karate has a free trial.



- Temporary signs are designed to be distracting & draw a driver's attention away from the road. Their use should be limited to reduce risk. This is similar to people not being able to use cell phones in cars.
- You should be concentrating on traffic, lights, pedestrians not reading the signs. The signs also make neighborhoods look trashy.
- There are many temporary signs in my neighbourhood and I do not find them distracting when I drive.
- Potentially if they are too bold or uneven sizes making them difficult to read
- As long as they're quick and to the point, I don't find it distracting.
- There seem to be no limits on how many signs can be put up in one area. This is very distracting, particularly around election times, as defaced signs are not quickly removed
- No, people can scan a few words as they drive by & it gets out important info.
- They are necessary to business owners.
- This is obvious. I don't think this is a matter of opinion, it is a fact.
- Signs can be a distraction, if they're not placed near intersections or crosswalks, contain too many graphics and colours. If they're done well, they shouldn't be an issue.
- If I can't read it clearly I will continue to try which causes me to not pay attention to the road. I think that if there were fewer on a road then it wouldn't be so distracting.
- Example - on old Banff coach road after Bow Trail heading north, there is a merging lane on the right hand, the crest of hill, and then a stop light down the other side of the hill, in that order. Drivers heading north are reading signs as they come up to the crest, ignoring those merging and not seeing the traffic light in time if it is rush out
- One or two signs are manageable, but several are a distraction.
- I do not find temporary signs distracting
- I don't find them distracting.
- Your eyes are off the road looking at the signs. The bold colors and size is meant to grab your attention. On community boulevards this can create an issue with distracted drivers not seeing turning cars, cyclists, and pedestrians.
- They block vehicles looking to enter the roadway as well as obscure the sidewalks where children could be present.
- When there are lots yes! One that is easy to read and not cluttered can be helpful. I enjoy seeing events posted in my neighborhood that I would have never known about.
- I drive the same route daily and notice new signs. Especially when the sign is poorly laid out it is hard to find relevant information in the very short time it takes to drive by and attention is drawn away longer from the road than it should be. Would make a lot more sense if signs were placed so that e.g. they can be read while stopping at a red light, or if information is highlighted in a way that it takes very short time to determine whether the sign is of interest or not.
- How are they not?
- I don't find them distracting. But informative
- Distracting and I think it makes communities look messy and very unattractive





- I think if they are all too uniform and words don't stand out, then yes, they would be a distraction. If a driver is going to glance at all, the words should be extremely obvious, because then it is a very quick glance and they can resume focus on driving. If nothing stands out, a driver might try to look at the sign for too long.
- Your job as a driver is to be aware of your surroundings. You must read all types of road signs, constructions signs, watch for other vehicles, etc. If a driver is distracted by reading a sign, they should not be driving. Now, that being said, signs should use easy and quick to read words. If a driver has to sit and read a paragraph, that's not exactly effective as a sign.
- Trying to drive
- Very distractive
- As long as the message is quick and easy to read and not too busy or too many signs, then you can easily glance and get the gist
- It depends on the sign and placement.
- This type of signage is a POLLUTION on it's own, the multitude of sign seen today at intersection is dangerous, because people want to read them all, DISTRACTED DRIVING at it's best compliment of SILLY HALL. Whom is the Police going to CHARGE, The MAYOR and all of it's ALDERMAN/COUNCILLORS or the city administrators?
- Moderate amount of signage is acceptable. It's a good way to get informed about community events. Excessive signage creates over crowding, often getting tuned out by drives.
- There always seems to be multiple signs on the main roads and these are very distracting and ugly. There are such nice green spaces in neighbourhoods along the main boulevards and then they are destroyed with all the ugly signs. They can also be too close to intersections making it hard to see pedestrians.
- The amount of text should be limited to make it a quick read. Long signs can take your eyes off the road for too long
- people are reading them instead of paying attention to what is in front of them eg, lights, people crossing the street
- 1 second look
- It is no different than taking your eyes off the road to quickly check a text message.
- It depends on quantity, placement and colours. I would suggest they not be placed in play zones or near stop signs or cross walks.
- Any sign is a distraction so we should minimize those as much as possible
- I think that they are important for sports registration and community activities
- Not enough time to read all relevant information on busy streets. Better at intersections where likely waiting for multiple lights.
- I don't drive.
- If it's something that interests me, I'm more likely to try to read it than focus solely on the road
- If there are too many within close proximity and if the signs are too small and trying to say too much. However, this can be avoided if the rules for these signs are clear and the business can get a straightforward answer from the City regarding the rules.



- They block views
- Depends on where, how many, and the amount of reading required.
- Particularly when you have multiple signs in close proximity, people are paying attention to the signs and not the road. Even if you don't care about what they say, they pull your eyes off the road.
- people are inclined to read them as they pass by
- At certain times of the year (excluding elections) there are an overabundance of signs. This becomes a distraction as you try to read them all and discern need-to-know information (HOA fees due or notices from CofC) from good-to-know information (sports registration is open, community cleanup date, special events, etc) from information that probably doesn't apply to you (doctor accepting patients, sale on at restaurant, etc). Another distracting factor is if text is too small to be easily read while driving past.
- The very colorful ones are distracting
- The signs are designed to attract attention, they succeed. They catch the attention of drivers and passengers alike. You can't read a whole sign on the way by so people slow down to read them causing traffic jams and angry drivers. The signs are distracting and dangerous.
- They distract attention from the roadway and being able to focus on street signs such as speed limits, schools zones, stop signs, etc. It also draws attention away from watching for pedestrians or other drivers.
- Yes, but drivers should be responsible enough not to be distracted by them
- It is very distracting. Street signs should be banned.
- They take your eyes off the road and can prevent you from seeing pedestrians, animals, actual road signs.
- Anything that takes your eyes off of the road can be a distraction.
- There are a lot of signs on the main street of my neighbourhood. It's impossible to read some of them because they are either too small, or there is just too many of them.
- Reading them could lead to accidents if the print is too fine or if they are too busy.
- They are a brutal distraction! People change their speeds trying to read, lane drift, too many signs is also a huge distraction not to mention an eyesore & junky!
- Great communication tool. As long as they are easy to read and the message is short
- Unless you're stopped when you read them, reading them while driving is obviously going to distract a driver.
- I definitely read them while driving
- Anything can be a potential distraction, and advertisements are literally designed to distract. Not necessarily a bad thing, but needs to be done with caution.
- Clear concise signs are not a distraction, nor anymore a distraction than signs on stores, in windows etc.
- I think that with more variance in sizing and colours, the signs become more distracting as they become more difficult to read. The easier a sign is to read, the less distracting it is.
- I find that often times there are so many signs that they distract from other distractions, like pedestrians, and make them harder to see.



- Depends on the sign, the number of signs, design, etc.
- Any time your eyes are diverted from surroundings and the road is distracted driving.
- Of course they are visual clutter; hence a distraction. You also have to watch if they are close to a corner - someone may be standing behind them, then walk out.
- anything that takes a drivers eyes off the road is a distraction
- A driver will only look at the sign and read them if they choose. I don't always read signs when passing them because I don't want to
- signs distract drivers from both traffic signs and their surroundings, such as pedestrians and other vehicles
- When there are more than a few in one spot it is distracting, as you try to read them all and are not looking at the road.
- They are a distraction to drivers.
- when there are too many of them then they are
- They are useful but too many are a distraction .
- Especially in your home community - the driver wants to read the sign!
- The signs are better when placed at a stop light or stop sign. Drivers could strain to read / catch the information on a sign and become distracted.
- Too much wording and multiple signs. Could sometimes have important information but looks cluttered
- I'm constantly my looking at them and have almost rearenddd the car in front of me on more and Han one occasion.
- anytime you take your eyes away from the function of driving it is a distraction.
- I like the big bold signs that tell me information pertinent to my neighbourhood. I HATE the little advertisement signs that seem to be littered everywhere, talking about crap like weight loss injections.
- Taking eyes off road to read
- I often find it difficult to see oncoming traffic when there are signs to make turns from parking lots or hidden driveways / alleyways. I see the value in having the signs, but more often than not, there are far too many of them.
- If a pattern was picked, it would not bring attention to driver as they would know it was a community event, not traffic/road condition signs.
- Are there any incidents of the signs causing accidents or distractions
- Also a hazard as pedestrians tend to be hidden behind these signs. Too much information on some signs causes me to read them rather than glance, distractions.
- one more thing to process when driving - signs near roads should be just for road purposes
- The purpose is to read them. They usually ve phone numbers as well. People read it and start saving phone numbers.
- They only distract you if you let them.
- No more distracting than more permanent signage.



- Depends on the placement. Sit in a car and try and make a turn onto a busy road while contemplating sign placement. It is dependent on the sign and the position of it.
- Sometimes there are a million and they draw the eye (often because they're so garish).
- They block the view of traffic at certain angles. They often distract a driver for 3 seconds or more.
- People are used to these kinds of signs, so I don't think they are distracting. They are more likely to be ignored than distractions.
- Usually not enough time to read and digest all the info.
- Of course if you are reading a sign you are not 100% focused on the road.
- If there are not too many and the information easy to read.
- Of course they are. Anything (puppies, kittens, awesome cars parked on the side of the road) is a distraction that takes your eyes off the road. Even road signs are a distraction. However, there needs a balance between an overwhelming distraction (10 million signs) and a reasonable distraction (1-3 signs). Uniformity in sizes, colors that don't "pop" overly, help reduce this.
- Drivers have a choice to look at them or not.
- It's tacky
- If they are bright or are about something I care about I might look longer.
- Keep your eyes on your driving
- Takes your attention away from the road even for brief moments as you read the signs however, I think it can be done without any danger to the driver or others..
- By definition, you're eyes are drawn away from the task of driving.
- They are often to the far right as you drive so you need to take your eyes off the road to read them. Also, the messages are too long and take too much time to process. I'd only like to see temporary signs that are not wordy and for important information about the roads and driving conditions...Not signs about a community event, etc.
- If you don't want people looking at a paper or their phones, spending a second reading a sign is just a dangerous.
- They distract from navigation or construction zone info. The worst offence these signs make is that they distract from school zone signage.
- You read one and then a next one shows up right afterward and you end up missing much of the info anyways
- More than enough regulatory signs to look at. Rest are distracting and cheapen any neighbourhood
- All roadside signs are distracting
- you try to read them while driving and that can take your eyes away from the road if there is a lot of smaller print on the signs or if the information is not clear and concise.
- Frequently you can see people slow down to read them
- Any advertising can be considered a distraction especially when trying to figure out which one the CPS multinova vehicle is trying to hide behind
- They work. Are they noticeable and do they work? Yes. Are they more distracting than texting, emailing talking on the phone, eating... No!



- Depends - under some circumstances they may be. Too close to road or traffic sign could be distracting.
- Too many, Blight on the community. They are everywhere and often in poor choice areas next to another sign that is about road construction etc which causes a driver to take a double take thinking they have missed something important when its just an ad.
- There are so many signs along the side of Falconridge Blvd that, often, I see people slowing way down and turning their heads to look at them while they are driving instead of paying attention to the car in front of them. I've seen more than one very close miss caused by these distractions.
- In my community, they are very close to an intersection, and people need their full attention on the road so that they can watch for merging vehicles, watch for transit buses leaving the cut-out, and look for pedestrians.
- One sign in front of a business is fine. Signs lining a Blvd is very unattractive and distracting.
- Most things are but signs in general cause motorist to read them and therefore distract them from driving.
- this would vary from driver to driver.... I barely notice them...unless there are a billion of them and they look junky
- They also create blind spots making it difficult to see oncoming traffic and pedestrians
- And ugly too...
- Of course they are a distraction. If drivers were not distracted by looking at them why would anyone bother to put them up? What would the city think if a small child ran on to the road and was hit while the driver was quickly glancing at a sign?
- Things catch your eye when you need to be concentrating on driving.
- To read the sign you have to take your eyes off the road
- I've seen people jam on their brakes to read signs and I've seen people wander in their lanes because they are no longer looking in front of them where they should be.
- They just are
- If a driver is reading the sign they are not paying attention to the road.
- The proliferation of signs distracts from traffic regulation signs.
- We should all be looking for all signs while we are driving, so I don't find them distracting
- They take drivers' eyes off the road and surrounding hazards.
- Some traffic signs on medians have so many temporary signs on or around them that drivers don't see the traffic signs.
- They are often close to the road and because they are constantly changing they are new and demand attention of the driver.
- I don't really feel that they are, because often times you just ignore them because we are so used to them being there they just blend in with all the other signs
- They must be, because you are taking your eyes off the road to read them. However, more distracting is the multitude of smaller signs that are advertising hair loss cures (yeah, right) or other such nonsense. It was much better when the CAs used to be able to veto signs before they went up. Now everyone just puts signs up and hopes they don't get reported to Bylaw.



- There is SO much out there to look at; as a result, things get more creative...and thus distracting. I am the type of person that is really drawn to seeing what's being said on those, as, sometimes, they're advertising community events of relevance to me. Though, I can see the other side of it, too - there are so many that people don't even look any more.
- When I am driving I usually don't pay attention to temporary signs Much
- Too many to look at
- It's supposed to catch their attention
- Likely person dependant
- One sign is not distracting. Multiple signs can be, especially if they are partially obscured by other signs.
- If the sign is giving important information regarding like detour information I don't mind but the advertising is so annoying.
- The sole purpose of an advertising is to attract your attention...
- When there are too many, or the large one is blocked by a smaller one, sometimes it is difficult to read the info and can be distracting.
- Yes because they are too close to roads
- Answered in previous box.
- Distracted driving is a problem and there are now laws against various forms. I think it is a distraction to have signs especially ones with phone numbers and web site names that people are trying to read or remember while driving. I do not think the city should encourage this distraction on city property.
- Provided there are not too many signs in one location.
- It helps me to stay informed and I appreciate the signs.
- I personally dislike the signs, and current signs being placed as they are usually distracting or hard to see around. Also they are an eye sore in my opinion,
- I like CITY info signs. We pay taxes to be kept informed about various events. I really dislike commercial temporary signs. Awful. My public landscape should NOT be available for commercial for-profit businesses.
- Depends on the driver, time of day and if they're on a busy boulevard
- I would prefer NO signs at all
- We are not supposed to be reading while driving except for road signs. I would think it goes against driving laws. "No distracted driving... but hey did you sign your kid up for little league or the community craft fair?"
- if they are conveying something that may be of worth to the driver then no they are not.
- As long as there aren't too many I think they're fine. If there are too many then I think it might become too much.
- People don't watch where they are going and they block views. Hate these things
- A good driver can focus on the road and quickly glance at the signs but sadly, some drivers are not capable.



- The point is to read them, while driving, how could that not be distracting?
- These signs doesn't work because they are: 1. too small; 2. located where you are not ready to see them; 3. distract drivers just because they are installed
- you take your eyes from the road to try to read them.
- Have not observed them to be
- They block views, Roads already have to many signs
- There is often too much information. On multiple lane roads and high traffic visibility is reduced make the sign far less effective
- They are a distraction because your eye immediately is attracted to the sign.....off the road way, traffic ahead and behind in the rear view mirror. This is a classic example of "Distractive Driving".
- We are all used to multi-tasking and prioritizing.
- Temporary signs are located in areas that have not had the designed purpose of accomdating the signs. Typically they are located on busy roads, which also increases the information load for drivers.
- I need too focus my driving energy and attention on traffic signs, signals, other cars and pedestrians. At best, these signs add extra stimulus to have to sort through to see what matters. At worst, I pay attention to the temporary sign and miss something that matters.
- All signs are a distraction to drivers.
- there can be too much text so I am looking at the sign for too long and not at the road or traffic.
- Al longs as there are not too many words
- Eyes on signs are eyes off the road. level of danger depends on placement. Signs close to intersections and turns are most dangerous.
- Moment of inattention
- I think it is ludicrous to hear police and other authorities describe any and all cell phone use while driving as tantamount to drinking and driving, and yet there seems to be nothing to prevent people from distracting drivers by putting up hundreds of signs adjacent to roads. If cell phones are such a distraction, then by the same logic signs should be limited to only those that are essential.
- As long as they are easy to read and to the point they are fine.
- Of course they are a distraction. The intention of these signs is to get you to look at them, so obviously your attention is diverted from driving.
- Depends on what's being advertised.
- I like them as it gives me local, area-specific, time sensitive information at a glance.
- If traffic is busy it is easy to pass it by without looking at the sign. It is nice to have the information there when you are able to look.
- These signs are often in high traffic areas where loss of attention when trying to interpret the sign distracts from the primary act of driving.
- They are typically filled with more information than you have time to read.
- It takes your eyes and mind off the road.
- Depends on the driver.



- Unless there are a ton of them, it's not a distraction. Also best for seasonal things like registration/ open house reminders, not just ordinary business advertising
- reading these signs takes you eyes off of the road
- Obviously they are. Their intention is to get people to read them isn't it !
- Go look at the scientific data on the subject.
- There are too many things to look at already and we do not need extra signs.
- Drivers need to be focusing on traffic and possible pedestrians, not which liquor store has cheaper beer
- Signage encourages you to take your eyes off the road to read them, which is very much a distraction. If there are multiple signs your eyes are off the road even longer, if you choose to read them. Is reading the signage really any different than someone reading their text while driving? There is a lot of information on signage, you can possibly read it all and remain focused and if there is a phone number, unless you have photographic memory I doubt that you will be able to remember it.
- Yes, that is their purpose. If you aren't reading them (and ignoring the traffic you are driving into) then they are pointless. Although, they can just be irritating.
- Especially those with a lot of information.
- For your average amateur driver, anything of this type is a distraction. Commercial drivers can operate a vehicle with multiple distractions, whereas your typical soccer mom or worker-bee dad don't have the training and miles under their belt to know to ignore these annoying, ugly signs.
- signs are put up along the side of roads and on the medians and they are targeting people in cars to read them. As a driver I constantly find my eyes drawn to the signs out of curiosity and because they are bright and distracting.
- Visual noise distracting tacky ugly
- They take your eye off the road where you need to be concentrating so you don't kill someone. **THEY ARE A SEVERE DISTRACTION!**
- Not bad if there are only one or two
- Often they are hard to read and you realize you are trying to read instead of watching the [removed] road
- Everything that is added on the street contributes to more distraction. In Europe signs are forbidden in the highways for this reason. This is simple logic. But also Sign can help businesses and communities and the City of Calgary with the money collected.
- The ones that are distractions are the ones that block line of sight in important intersections.
- The signs are to attract drivers, especially colorful signs. It's often a challenge not to look. I'd prefer my roadside view to be unobstructed.
- Communities are becoming utterly littered with signage to the point where it can even block the view of traffic/fore-coming roadways. Bright colours also distract from where the eyes should be (on the road) and.
- I love them. Usually remind me of something that pertains to my kids.





- Its hard to ignore them, one short sign is ok and van be informative, but too many in a row are distracting.
- Yes, probably a distraction to drivers, but they can be useful for passengers, pedestrians or riders of transit.
- They often say too much and drivers slow down to read them, not paying attention to what's in front of them on the road.
- If theres 3 or more signs together yes. It takes my eyes and attention off the road
- They are only there for a limited time, they are a great way to advertise for upcoming community events!
- gawking is epidemic in society.
- no different than taking your eyes off the road to look at your phone.
- A good driver is able to observe the sign and pay attention to their driving. It is no different than a stop sign. The signs have limited words.
- I would think not
- Actually, my best response would be "it depends". A few signs, say 2 per street is okay and I wouldn't be distracted. But 5 signs down a street gets me a little annoyed because I can't even catch one sign before another one pops up and I will have my eyes off the road a bit longer because of it. If I see a whole row, I don't even bother looking because I'm a little paranoid and I hate having my eyes off the road.
- You need to take your eyes off the road for an extended time to read them. I find the LED billboards are very distracting and dangerous all of the time whereas the temporary signs are only dangerous when I am interested in reading them completely.
- When there are signs on the side of the road, it forces the driver to divert attention to read the signage.
- The more visual clutter the more drivers are distracted. Drivers are already challenged. These signs make it worse.
- They can be when there are many signs are designed to be a distraction for the purpose of selling, not spreading information.
- They are placed there specifically to get your attention. Of course they are a distraction.
- Uniform signs would be less distracting. All of us suffer with the 'silver bauble' syndrome. On routine drives around the city, it is easy to be momentarily distracted. Routine or consistent informational signs would be best if they are warranted at all.
- But should be a decent distance from the road and not close to intersections
- I am often unable to read all the signs because there are so many of them. Often they are turned sideways or are flat on the ground looking sloppy and then they are distracting.
- They are often hard to read especially when they are small
- I don't look at them.
- Too distracting



- These signs are an eye sore and the different colours and increasing amounts are a distraction. Often they also interfere with line of sight for drivers. I've seen them blocking my vision when trying to turn before.
- We know how sage rows it is to read a text message. I feel it is nearly the same to read an entire billboard.
- Takes focus from the road.
- The time required to read even the smallest sign is too much Of a distraction
- People automatically look to read them and it is no different than looking at a text while driving you are not looking at the road
- People will become distracted by reading signs. In some split second a child can run out on the road, someone can slam on their brakes, can start drifting out of the lane.
- Takes your eyes off the road and your mind will ponder what is on the sign. It is distracting.
- Looking at the signs keeps eyes off of the road, where they should be.
- If there are only a few easy to read signs then they are helpful for whoever they are targeting. Usually events or community functions.
- Especially when placed too close to an intersection. They can not only be a distraction, but a serious hazard in terms of vision for drivers.
- I try to read the when I am driving (and can't). I can only really read them if I am a passenger.
- Anything that diverts your attention is distracted driving. Signs sometimes more as you have to focus on them to read.
- I find myself reading signs rather than driving carefully. Everything from matchmakers to hockey registration.
- It depends on the type of sign and the duration that it's placed in that location. If the sign is there for a while, a person can focus on parts or all of the sign multiple times.
- The whole purpose is to have srivbwra look away from the road and at the sign. Obviously that is distracted driving
- Driver is expected to be aware of all surroundings at all times.
- Some are, some aren't. hard to not b distracted by any type, but they are useful for communicating community news/events
- If you try and read them your eyes are off the road.
- They are hideous and distracting. They are often lumped together and difficult to read
- The more information the more I want to read it.... ESPECIALLY if I am interested in what's being advertised. People often SLOW DOWN to finish reading a busy sign.
- destroy to beauty of the neighbourhood, eyes are automatically drawn to them
- any sign is a distraction to drivers.
- When kept to a minimum one or possibly two that are short, concise and placed where traffic naturally stops can be effective. However a long string of ones on a strait stretch of road are distracting and cluttered looking. No effective at getting a message across ether.



- You are taking your eyes off the road to read a sign as you drive by. That's more than 2 seconds. 2 seconds that could kill someone.
- I notice them when I'm in the passenger seat or when I'm driving on a really easy stretch of road. If the conditions make the road more dangerous I ignore all the signs.
- I have been distracted while driving on many occasions by the signage junking up the landscape!
- I own a small business and never utilize "bold signs" because I never notice them when I'm driving
- People read them as they are driving by (otherwise, why use them). Extra distracted driving that isn't necessary.
- The safest and most important items drivers need to focus on are the road surface, traffic signals and signs, pedestrians and other vehicles.
- Takes eyes away from road. Especially when it is close to an intersection with a stop sign.
- They force your attention away from the traffic
- yes, i always find myself trying to read the signs over paying attention to my driving.
- If there is only one sign it's easy to focus on and be read quickly
- Signs placed too close to intersections make it hard to see around. Signs placed too close to off ramps are a distraction.
- Anything that takes your eyes off the road is technically a distraction, but I don't think it's a meaningful distraction, any more than anything else in the environment.
- If it's distracted driving for me to glance at my phone then how is it not a distraction trying to read small lettering on a sign? Also, as a driver it's a liability I don't want as I'm driving. If a police officer sees me looking at a sign and believes that I'm driving distracted can I get a ticket? How would I claim that I wasn't distracted by a sign? Why does the city allow people to put stuff up that could be a potential distraction?
- If they are interesting, they take your eyes off the road to read them. They could also be blocking pedestrians/animals that are about to cross the road.
- No - where you aren't bombarded with too many.
- They draw the driver's eyes away from the road. They are way too often in residential districts near schools where kids could be darting out into the road. And....they are so incredible ugly and tacky
- Our main boulevard often has 6+ signs on each side of the road which are just too many to read properly while driving safely.
- Unnecessary distraction which can also create Blindspot for cars on corners
- In our case it is not the driver but the passenger reading the signs.
- They often block views at intersections.
- Obviously you are reading the sign and not looking at the road.
- It takes your eyes off the road.
- Not much to explain. If you're reading a sign you're not watching the road.
- The fewer distractions from driving the better.

- They are big enough you can read from a long ways away. No different than ready a street sign or street lights. They all take your attention in a different direction. If you can't multi task, then you shouldn't be driving.
- Often, they try to fit too much too much info on the signs forcing drivers to spend too much time reading or trying to interpret abbreviations. Too many signs in a row is too much info to process in a short span, not leaving enough time between signs to refocus on the road.
- Most times you pass them and you can't read them. But in communities, they are great reminders of events and registrations that you may not know about.
- Often they have a website or phone number to call, so instead of looking at the road, people are looking at the sign for the information. Also, there are just too many to look at. Often there are multiple neon signs on boulevards and they are colourful and are an easy distraction to see while you're driving, trying to see what they all are about. Some of them are so outdated too, there's no check system to say...okay this one's information is no longer valid, it just stays up and is really annoying. I don't mind little signs for small business on people's lawns (like a reno company or roofing company that just finished their job), but I really don't like all the ones on public land and boulevards. I've seen one in particular for example: Westcoast Kids in the SE. They have had the same sign about having the best prices in the city, but have had it up so long that letters have fallen off and the sign doesn't even make sense anymore...and it's on THEIR LAND! Like they can't get out there and fix it up?
- Any roadside advertisements are a distraction to drivers. Temp signs are inherently dynamic in their locations and contents. This could add to the distracting factor of temp signs since they will more often be novel, and thus more attention-grabbing, than permanent roadside objects.
- If reading a text message is distracted driving, why isn't reading advertising?
- As long as they are not obscuring pedestrians or a drivers vision
- Sometimes hard to see around them when turning or looking for pedestrians
- They are unsightly and provide distractions especially at dusk
- Signs take driver's attention away from the road.
- Really? Isn't that the point of these signs?
- the signs impede views of driveways and pedestrian crossings. This is especially troublesome on 4 lane streets with mixed commercial and residential like 17th ave SE and 37th Street SW.
- Yes yes yes
- Reading even a simple sign takes one's eyes off the road
- Of course they are. Why are you encouraging drivers to take their eyes of the road and also distracting them with information they need to read at the same time?
- Some of these signs block the sightlines between drives and pedestrians as drivers prepare to walk. Other signs are complete visually noisy eyesores with fluorescent lettering and obtrusive sign sizes. Some are very poorly made. Most are either advertisements for non-local travel/shopping agencies, or community notices that expired a month ago.
- It is impossible to read what is on the signs when driving. When there are multiple signs, this increasing the distraction.



- If you drive the appropriate speed limit these signs don't cause an issue
- They designed to distract drivers. That is their purpose.
- sometimes they are misspelled, sometimes they are shiny and can reflect the sun, sometimes they are overwhelming (voting season), and sometimes they are just not disposed of after being taken apart.
- If one is reading a sign they are not concentrating on driving.
- These signs are highly distracting to me. I am disappointed and exasperated upon driving into my community every day.
- Focus more on signs rather traffic
- If there are a lot of signs, there is always a risk that drivers are trying to take in more info than is safe to do so. Add to that, information that is being put up is simply generally includes contact information which requires a lot of attention/effort to take in and (memorize.) Information like phone numbers, websites, addresses, etc.
- They are ugly and very unprofessional. Not a place for them in a city.
- Sometimes as many as seven coming into our community - trying to watch for changing speed zones on boulevard, coyotes crossing, golf balls flying, and add the signs - too much to deal with.
- It is unsightly and draws my eyes from the road.
- They hide hazards and are created to draw your attention away from the road. it is the same as reading a text message. sometimes there are so many signs (especially during elections) that they are pointless clutter that fills up our landfills. if I can't read a text message then I sure as heck can't read a street lined up with signs.
- They take your eyes off the road and distract your thoughts
- Not if they aren't a lot of words and they stay up for a long enough time period
- They are typically brief enough for their information that a typical driver would be able to read it easily and almost instantly (no much different than reading a road sign). But I would say don't allow more text, or else there would be a problem.
- I have been distracted by signage at an intersection and by signage with too-small lettering.
- They grab attention and can obscure pedestrians and vehicles from accesses.
- It takes the eyes away from the road. Some signs have too much lettering to focus on. Just as bad as reading texts while driver; have to focus on the details to see what it says.
- Totally distracting
- if there are too many signs, it is hard to focus on one and get the message before the next one shows up. if you want to be able to read a message, you need to concentrate on it, and that's distracting - especially depending on where the sign is placed and how many there are to shift through.
- These are absolutely distracting. These are taking every open space on our roads and it's impossible to ignore them.
- Especially multiple signs on a roadway. The more speed the less time to read and more distracting
- I think signs are definitely a distraction. Reading them while trying to drive should be considered distracted driving.



- All signs contribute to distracted driving. Get rid of them! They might not "take my eyes off the road", but they certainly take attention away from other cars, pedestrians, traffic signals long enough to read them - long enough to miss something.
- They may be a distraction if a driver has to take a long time to read them, and not paying enough attention to the road.
- When there are too many in a single stretch of road, it's distracting ... plus far less effective for the advertisers.
- Reading signs instead of watching the road, how is that not distracted driving?
- There is enough activity with the traffic that drivers do not need to be reading signs along the roadside
- How do you watch the road and read the signs? There is no way to avoid reading the signs and concentrate on driving...your eyes go to the side of the road.
- People are looking at the sign rather than the road.
- I don't think people look at them long enough to be distracted
- Font is too small to read quickly. Some written in sentence form including phone numbers and dates/times. How can you read that while driving let alone remember it? It's no different than sending a text message. Sometimes even more distracting because they block pedestrians, roads and road signs.
- Depends. If clearly stated and there are not too many, they are not distracting. They often have important community info I would otherwise miss.
- Drivers look at signs and try to read them. One second of diverted attention can cause an accident. The only signs that should be allowed in a road allowance are traffic control and traffic safety signs.
- I find them a distraction and messy looking.
- The level of attention required to read and remember a company name, phone number or website competes with the same processing parts of the brain required for driving. Alternately, if a driver snaps a pic with a cell phone, that is both a distraction and against the law.
- I expect that the signs may be a distraction, especially if drivers see a key word that catches their attention.
- They are sometimes depending where they are located. Sometimes there are too many city street signs plus these distract the driver if they are constantly there. They should be used when there is something unique or special event.
- People often look at signs and they are definitely a distraction but they also get ignored after a while
- Not looking at the road.
- I'm sure they can be. Especially when there are so many in one area that isn't a "straightaway" and drivers need to attend to cars, cyclists, pedestrians entering and exiting the roadway or on a street with active merging onto/off of major roadways. (Ex from McKenzie town drive west toward deer foot trail, 52 st SE between memorial and 17th Ave)
- I can't help but read the signs myself as I am driving. I know it is a distraction.
- Yes, they disturb your concentration on the road AND on pedestrians
- They are too close to intersection and also too close to the curb.



- If you are reading signs, you aren't not fully paying attention to the roads as your brain is reading and storing information.
- They can be if they are too small as drivers have to concentrate more in order to read the text
- [removed] survey. There has been no option. For zero signs.
- They are an eye sore and make it very difficult to see and react to pedestrians.
- Most signs are placed on high traffic areas where drivers should be paying attention to driving and not to numerous small signs.
- Slightly. When you take a certain route everyday then there's a new flashy sign one day, it can be quite distracting. Especially when you're not sure if it was important and pertaining to your community or if it was simply an advertisement. But billboards and other advertisements around the city can be just as, if not more, distracting.
- if placed properly
- Absolutely! I find them very distracting when I drive.
- Instead of focusing on merging as an example, you are reading the signs.
- They allow for a quick informative notice often of events I would otherwise be unaware of yer are often important.
- Cause me to try to see what it says in a very short time, also usually just as you come off a main road into a community where traffic has changed
- When there are too many or too much info. I find when trying to read them I sometimes find it very distracting
- I really despise them!
- They make the entrance to our community so cluttered and ugly. People get distracted trying to get phone numbers.
- I work in crowfoot- near the LRT- they get in my line of sight coming out of businesses. small car I can't see around them. Visions, Bonton area. in general they give you something to read as you drive. ~ ok along a straight road, not near junctions and curved roads
- No. We can always not look. Or circle around if something catches our eye.
- They aren't paying attention to the road especially if there are multiple signs
- While a distraction they fulfil a community service. The distraction is less with few less than 3 signs over 100m.
- When signs are along major road way, they are distracting, especially if there are multiple signs.
- It is a distraction to drivers as they try to read them while driving down the road. Just like reading a text on their phone, they are not paying attention.
- These distractions are dangerous in neighbourhoods where children are playing
- Often too close to road and block lines of sight, multiple signs are distracting and often not legible. The signs detract from the visual appearance of the street.
- So many adds all over they do not distract
- If they are not by a stop light or stop sign they are distracting



- Due to many illegal placements and many placements near or too close to where a drivers attention is required( intersections, driveways, crosswalks,etc) the signs distract a drivers attention from high risk locations.
- I do not see these signs (in small quantities) being anymore of a distraction than other things on the road such as road signs, pedestrians, etc. Good drivers will notice them but not pay so much attention as to create a hazardous driving condition.
- A lot of areas end up with many signs which is a distraction. Also , particularly in the North East, there are a lot of signs with so much small print on them that even if there is only one it is a distraction.
- Takes eyes off road and changes concentration
- In my community (Skyview Ranch) we are inundated with an absurd number of signs along the main avenue where you enter the neighbourhood. I find them to be unsightly and distracting if you're actually trying to look for relevant information on a city sign and it's surrounded by out of date, tacky, fallen over, and an over-abundance of signs.
- Depends on the type and number of signs. A couple simple signs? Probably not. A bunch of really flashy signs? Probably yes.
- As long as there isn't more than a couple of signs in the same area it is OK.
- I have myself glimpsed an issue I was interested in and looked at sign instead of road--despite knowing not to and intending not to.
- all depends on the number and placement
- One needs to be focusing on traffic signs, lights, other vehicles, pedestrians, cyclists, etc. Trying to read notices and advertising is while driving is difficult and distracting. It is hard to read them quickly enough.
- Yes but can relay quick info about community ongoings that otherwise I wouldn't see. Not a critical distraction so long as the sign is easy to read and well laid out
- I think drivers process a lot of information. Signs from stores can go, but I'd hate to lose community event signs.
- Unless there are too many in too small of an area
- Most people can read a quick blurb of text without taking their eyes off the road for more then a second. It's fine.
- While they are helpful to communicate information, they definitely take my eyes off the road and especially if it is information that is useful to me, my eyes will linger on the sign (and away from the road) longer. IE. To catch dates, websites, phone numbers, etc.
- They are same as texting while driving, huge distraction. Signs should be restricted from roadways over 50km /hr.
- Too many are a distraction. But life is also a distraction.
- When there is more than one sign on a street, I spend too much time reading all the signs and less time paying attention to the road.
- Sometimes, when multiple signs are in place to keep focus off the road.





- There seems to be too many on the streets all in the same area. It's hard to identify what they are trying to say unless you concentrate on them - therefore a distraction.
- The block the view of traffic
- Signs are intended to attract attention and anything that takes a drivers attention from the road is a potential hazard.
- The odd bigger sign is easy to read and not too distracting, All those little signs when there is 5 10 in a row are distracting and hard to read a lot of the time.
- If you are looking at signs, you are not looking at the road.
- They're distracting when too many.
- Don't look at them.
- As long as people glance at them
- Your eyes get drawn from the road.
- They can be if they are placed close to intersections
- I HAVE CALLED 311 ABOUT THIS. Many of these signs block your view when exiting a yield, or exiting into a temporary lane/merge/weave lane, usually from a commercial complex. They are often right in your line of sight when shoulder checking for oncoming traffic depending on the angle.
- With poor street lighting and other cars and pedestrians, there are a lot of moving things to pay attention to. Throw in additional signs, that are trying to grab your attention. Dangerous
- If they weren't then advertisers would use them!
- Eyes and attention are diverted from road to read signs
- I believe that a person needs to take their eyes off of the road for too long to read them.
- To drive and read unconventional, often with multi coloured lettering, often with spelling errors ... simply IS a distraction. Motorists should have one focus, and that's not non-traffic related signage.
- There are already enough distractions on the road. We dont need more
- Sometimes there are too many clustered together. There needs to be a limit to keep distractions down. Max 2 per block in my opinion.
- Sometimes they can be too bright or have too much information to read with the speed being traveled on the road
- How are these signs any different than reading a text message while driving?
- Pretty hard to drive when reading ugly signs on the side if the road
- Provide distraction by requiring more constant monitoring. Pedestrian awareness lowered.
- They can provide usually information
- I have been distracted trying to read signs, also they block view of oncoming traffic when entering road ways
- They take your eyes of the road ahead of you. I don't mind 1 once in awhile but a hunchback together isn't safe in my opinion. I'm less likely to try and read them as well.
- Can be- depends on the driver.
- Calgary drivers are bad enough. I have seen people brake or swerve for the signs.



- I typically read them when I'm a passenger in a vehicle or if I'm stopped in traffic, at a stoplight or stop sign. Some drivers might be distracted
- Splits a driver's focus, takes attention from more important things like pedestrians
- Regardless if they're on the side of the road or a banner on a bridge over Glenmore or Crowchild, anything that takes my eyes off the road is a distraction.
- I find them very informative
- Yes and no....they are a valuable way to communicate but I sometimes find them hard to read whilst driving by.
- Major distraction and accident risk as ppl slow down/stop to read them or turn their head to read them and forget about the road
- They are too flashy and often contain too much info to read quickly enough.
- One will attempt to read a sign when driving. That's the whole purpose of the sign.
- Pedestrian's not as easy to see with over abundance of signs
- Why is an explanation necessary? I am driving; I am always looking at my surroundings - ideally mainly to know where I am and the traffic flow. I do not want to have my sightline disturbed by a bunch of signs advertising a bunch of stuff. I do not want to have to look around or beyond these signs.
- The time it takes you read the sign is time you are not spending looking at the road.
- It depends; signs with too many words, too many colors, or having too many signs on a street, can be distracting. Keep them few in number, brief, and plain.
- You can't drive and read at the same time
- No, unless there are more than one in a short span of distance relative to driving speed.
- Brutal -- it wears your neck out looking at these signs and they are distracting indeed.
- You spend time reading them instead of looking at the road.
- When there are multiple signs in a row they are distracting to drivers. They are meant to gain your attention and that is definitely what they do!
- Anything that takes your eyes off the road is a distraction, especially at intersections. Temporary signs can also affect visibility at intersections.
- Not only are they a distraction, they obstruct the view of motorists, and are a danger to motorists and pedestrians. They are an eyesore.
- They usually have too much info to be read in a quick glance
- There are many images a driver takes in and rejects. I don't think anyone has got in an accident from reading a sign.
- If you're that easily distracted maybe you shouldn't drive.
- unable to read at speed
- We know they will be there later when we are able to read them. Passengers will read them.
- The permanence of the sign does not change how distracting it is. Permanent signs could possibly be more distracting.
- When there are HUGE signs or a never ending line up of them, they are absolutely a distraction.



- Helps to find info and places
- I don't think any signs should be allowed on boulevards. There are lots of people walking in neighborhood streets and the drivers reading the signs is a distraction.
- There is often too much info crammed onto the sign or too many cryptic abbreviations in an attempt to squeeze more info onto sign. Drivers spend too much time staring at sign trying to figure it out or, as I do, ignore them completely because they are ineffective
- Tend to be clusters which are distracting
- the make you take your eyes of the road
- If I couldn't see it I drive by again later.
- Some signs are hard to read at the speed of the road or too close to corners so distracts drivers
- With minimal key information such as what and where more info can be obtained; and If placed appropriately nearer to stops etc. drivers can read the information in a timely manner and inform themselves further at a more appropriate time once off the road. Really it is no different than a bus advertisement.
- Depends on size, location, how many signs present, Are they statist
- People look away from the road to read them.
- don't know
- They add more clutter to what we need to pay attention
- Too many signs with too much information on them are a distraction
- No different then the political signs.
- Of course it's a distraction! They are placed with the purpose of distracting.
- you usually only care what they say if they are in your neighbourhood. if you miss it the first time you will drive by it enough to catch what it says.
- Anything that detracts a driver's view from the road ahead is a distraction. Other than critical information for drivers such as those displayed on variable message boards,
- **CITY NEEDS TO STOP HINDERING BUSINESSES**
- Most signs have too many words to see what it's about at a glance. Add in someone who can't read well for whatever reason, their attention can be off the road for multiple seconds.
- People are too busy trying to read the signs instead of watching what other drivers are doing and watching for pedestrians who just step off the sidewalk into the road without looking
- They are not bigger distraction then any other sign.
- They can be, but they're don't allow much space for distraction for too long. They're also easily ignorable.
- They are no different than any other signs such as building signs or pylon signs
- The ones right on the corner that obstruct the view of oncoming traffic are annoying.
- They are a very good form of advertising. As an example, it's largely how I find out about open houses and other public consultation opportunities. At the very minimum, they should be allowed for that purpose.
- Reading signs anyway



- if it's a quick short message than it isn't a distraction
- I find them ugly and distasteful, especially because they provide a space for the usage of improper grammar. Where are the grammar police!? No, seriously.
- Takes your eyes off the road
- Drivers are too busy trying to read the signs instead of driving
- They should be watching the road, not the signs
- As long as the signs are modest, and not too flashy, a driver should be able to read the sign without being distracted. I myself have never felt that a temporary sign has distracted me from driving safely.
- Depends on style and number of signs
- Slowing down to read them creates unexpected traffic flow. Also shouldn't I be looking out for kids and animals in neighbourhoods?
- In current state yes due to lack of regulation/uniformity.
- A lot of signs in general are distracting. kind of not being able to see the forest for the trees. when you are looking for something specific.
- In some cases they are quite necessary, but if a sign is bold and clear for easy viewing, then it shouldn't create too much distraction.
- Please see previous comment,
- To some degree, yes they are mildly distracting... but, they also provide information we wouldn't often see otherwise
- They can be if consideration is not given to where they are placed (i.e. busy intersections and thoroughfares) where risk of accident is higher if driver allows themselves to be distracted by long-messages on signs. Keep the sign messages short and put them in less-travelled areas (I know this defeats the purpose of higher visibility, but safety comes first).
- It's visually abusive. The signs are all over the place with blatant disregard to traffic law, there is so much lettering that if you're driving above 20km/hr how can anyone possibly read and retain all that info? This also applies to other signage beyond commercial, during elections too.
- There are many around and I barely glance at them.
- They're meant to take grab your attention - and they do.
- Sometimes the font is too small to read at a quick glance
- It hides in coming traffic and people
- Trying to read them while driving up the Blvd. Also make the Blvd look cluttered and not appealing
- Obviously!
- If there are too many of them, then yes
- It's obvious ,isn't it? Worst are the signs on bridges over major roads.
- Should only be limited amount and uniform small size.
- Some are distracting because they offer large/small text and you try to read what it says before passing it
- They are unsightly and since it's not part of the natural environment I read them

- If there is not too much on the sign they serve their purpose. When you get too much information and a lot of writing they could be a distraction because people will try to read them.
- Anything that causes a driver to not focus on the road should be removed
- Distractions to read while driving
- They draw your eye away from the road, pedestrians and other vehicles.
- Drivers are reading instead of paying attention to the cars around them.
- they cause slow downs and often block intersections making pedestrians hard to see
- It is just one more thing that can cause the eye to wander, especially if the signs are different sizes and colours. Also they look horrible when there are tons of them out along a road. There are places for advertisements and temporary signs just clutter and make the roads look terrible.
- No more so than using a cellphone, stereo, interior temperature controls, or navigation.
- Temporary signs are a blight and a distraction. Your first question did not offer zero signs as a response. I want to see zero temporary signs.
- What explanation needed??? - they are distracting and a safety hazard as they block the visual flow of both pedestrians and drivers
- Hard to read and drive, also they cover bus stop traffic view
- They draw your attention away from the street, the intersection and the real possible dangers one should be watching for - like children, pedestrians, animals.
- Signs on boulevards are unsightly and cause your eyes to wander off the road and task of driving to read.
- It takes your eyes off of the road.
- Signs are intended to be seen. How else will they be effective if drivers don't look at them? Distraction is obvious.
- I live in a community which has uncontrolled intersection access to major roads. In many occasions have found that the signs on the boulevards near corners make driving more difficult.
- often these signs are at intersections and in places that make it hard for drivers to see traffic or pedestrians coming
- They are community signs and are informative
- We are not allowed memorials for where people were killed but we are allowed ads?
- For me it depends where on the Blvd they are but the closer they get to intersections/crosswalks the more dangerous they become
- Yes and no. Depends on how many signs. Does your community need to know their fees are due, yes. Does everyone need to announce registration is open, probably not as much.
- If you put too many yes but if its only a couple its ok. Its your choice to read them and u will probably drive by them many times to remember the info if need be
- Provides notification. If more information needed then the person can pass by the sign another time
- Messages are long and drivers are reading them
- They read them instead of paying attention to traffic and pedestrians. Especially dangerous at intersections



- A few signs ok but more than 3 and I find my attention stays with the signs and doesn't slip back to the road fast enough. Men will be more distracted by many signs than women will due to women being able to more easily multitask than men. Too much color harder to quickly register. Too much black harder to register.
- They are in driver's line of sight and force drivers to look over to the side of the road. When there are many signs, there is a possibility that drivers aren't paying attention to the road and they even block the view. And while we're at it, please ban the stick-in-the-ground signs that are on the middle of the verges etc advertising dayhomes and junk removal companies etc. These signs are not cleaned up afterward by the person involved and make a community look cluttered.
- Drivers take their eyes off the road to read the signs, sometimes slowing down on the road
- If too big, if there are too many (or honestly if there is lots or small print) they are. If it's a short message, away from the road, they're not a big deal.
- Yes, If too many
- People need to not fixate on one certain thing and make their main focus the task in mind.
- As a driver our eyes scan everywhere...sign take seconds longer to "take in"...resulting is distracting our eyes longer than necessary
- Volume, color and placement create distraction. Small amounts are manageable
- Signs have to be read, no different than a text message. If it's not driving and part of paying attention to pedestrians and traffic around you it's a distraction that's not really an opinion related question it's logic. In some cases the signage is so large it plain obstructs your view of traffic.
- If that was the case then all traffic, distance, location signs would be too. People need to be aware of their surroundings no matter if they are reading a temp sign or a "left lane closed ahead" sign.
- If you are trying to read them, then you aren't concentrating on driving.
- As per my previous response, roadway signs add to the many distractions that drivers already have, texting and phones, eating food and drinking beverages, putting make up on, shaving, etc. Driving is busy enough without additional distractions, there are too many accidents involving vehicles and pedestrians already. I am not advocating these other distractions they should be dealt with more harshly as well. We just do not need to add to the distractions already available to drivers.
- They are ugly and they are a distraction. They make neighborhoods look trashy.
- I never found the old bold signs distracting - quick and easy to read. Usually had information about your community you had read somewhere else so it was a quick read. now with all of the custom fancy signs they are all new with random information I find I need more time to read them.
- We can't look at a phone so how can we read any sign.....
- Anyone who is distracted by a sign should be in the passenger seat and NOT in the drivers seat. If you are unable to devote your attention to operating the vehicle pull over and let someone competent do the job.
- These signs are a great way to learn about community events, registrations, etc. They do not offer much distraction. I may see a few key words when I drive by. Each time I drive by, I will read more of the message.
- Depends how many colours and bright the sign is.

- Temporary signs change frequently to match the months and events when they change you are drawn towards them to see what's new. The bright font colours are a distraction in its own because you are naturally drawn to bright things.
- If you restrict the number on a street side the issues and choices you ask comment on in above two questions become I relevant...problem solved.
- all signs are a distraction
- I think it is just like texting. Your eyes are off the road and looking at reading a sign that has several lines to it. I think they should be banned.
- Yes if there are too many but one per boulevard in 3 colours are great. Therefore, if done right - no. We need rules at election time. That's a crazy distraction.
- One sign that you can quickly scan while driving by isn't too bad. Clusters of signs are more distracting and with so many signs, there is a risk you'll miss road signs you need to notice.
- Depends on how many words and size. If its readable at a glance then it's not a distraction since it only takes a second to see, if it's long and small people need to make an exerted effort to read the entire sign therefore it becomes a distraction.
- but they are no different to permanent signs which are designed to catch drivers eyes
- If they are done in moderation then they are not a distraction. But the message has to be kept short and to the point.
- I've witnessed people slowing up to read a sign. It's dangerous!
- It draws your eye from the road and the traffic ahead. Short simple only on major roads. Communities, you are driving at a lower speed so more info can be processed.
- Increase visual noise and take eyes off the road
- I believe most drivers don't pay complete attention to their drive and anything during their drive is noticeable and will create a distraction and I'm speaking from my own experience as a driver and a passenger.
- They can be if there is too much information on them to read, they use certain colours, etc. As someone who has only been driving a couple of years I cannot read them while driving as they are too much of a distraction but as a passenger I can. Signs with simple business logos seem to be okay to read while driving but plenty of text advertising pricing, etc. not so much.
- Driver's vision is taken away from road/traffic while reading signs.
- The font size cannot possibly be of a sufficient size to allow any type of gaze that would not be distracting. Sorry for the double negatives :)
- People reading signs not watching driving
- You're trying to read and remember info such as phone numbers and websites on the fly.
- Do we really need drivers trying to read fine print while cruising at 50Km next to people cycling or pedestrians crossing the road?
- Often cover pedestrian traffic visibility, and see many of these knocked over.
- Although I see the signs I rarely read them. I find the city's large digital signs more distracting, particularly when they are poorly placed on the roads. The signage on the boulevards are easier to ignore.



- Yes if they are hard to read and placed too close together
- Same as the city painted power boxes at intersections.....distraction
- I believe the benefit of these signs is minimal and cause a distraction to drivers and devalue our clean image of the city. Further to this the term "temporary" is a poor choice of words as these signs typically remain up for years on end. I cannot see how this can actually be enforced for on a "temporary" basis by the city.
- If multiple signs are placed in any location they serve the same distraction as cell phones and should be recognized as such.
- As a driver myself I dont find these signs distracting, the passenger's in the vehicle enjoy them without bothering myself about it.
- I do not like a bunch of signs, I consider myself a very safe driver and the signs distract me!
- Some are some are not.
- There's very little difference between reading multiple signs and reading email while driving.
- In communities, drivers need to be watching for each other, for pedestrians, for cyclists, for wildlife (I've seen deer, elk, coyotes, porcupines, and squirrels on the road), and for the many entities that interact with motor vehicles.
- It's the best way for me to find out what's happening in my community.
- If eyes are not on the road and driver is reading signs, then said driver is distracted.
- My eyes are drawn to the sign and I may try to read it instead of looking ahead to see watch what is happening in front of me.
- Have not real thought about this issue. I do not get distracted by them.
- They are designed to have drivers look at them to read the info they are trying to convey. By their very design and purpose, they are distracting to drivers.
- I often drive by and read them to see which events are happening in the city. I think each company should be limited to a out of signs placed and durations. A company that has a sign up 52 weeks per year should not be allowed. Perhaps signage 12 weeks per year or at minimum 10 werks
- The signs frequently appear near kids bus stops, on traffic control devices, medians on highways, near important intersections, in traffic circles etc. They block drivers views and distract attention near critical driving areas.
- I think only valid road information should be displayed roadside. There are other means to display information about business (building signage) or community information (newsletters, internet) that are more appropriate. Temporary signage often gets overused and placed on roads where the speeds are too fast to read the information which is dangerous. It also obstructs pedestrians.
- I find them very distracting. They are there to demand your attention (or else why have them?) at a time when you should be focussing on driving. Having them along the roadside is equivalent to reading a magazine while driving
- As a driver, I do read the signs so, therefore, I am distracted!
- Drivers should not be reading signs and focusing attention on anything except the road and environment including pedestrians, cyclists, children playing etc.





- Too busy reading signs...not paying attention to the road. Phone numbers or email addresses are often placed on these signs. Drivers are trying to get the contact info
- Absolutely a distraction, particularly given the number of them, various shapes and sizes, colours, etc
- There are enough distractions for the numerous bad drivers in this city. If companies want to advertise let them do it in flyers, magazines or the internet.
- Placement is key.
- All signs are
- Focus moves from driving to reading (no different than texting and driving) and with multiple signs on one street this could lead to problems
- i want to read them as i am driving.
- They draw the eye regardless of your interest!
- I think they are all somewhat distracting, some are more distracting than others. Signs with a black background and large bright lettering are easier to read quickly.
- I can tune them out but they are a good source of community information.
- We have laws about distracted driving yet these signs require that drivers take their eyes off the road and in doing so put others at risk especially at high volume intersections. We need to have drivers focus on their driving. If you are reading signs you are not attentive to your driving.
- Sometimes along Bow Bottom Trail there are almost twenty signs and it is like trying to read a book as you drive.
- If there are too many on a boulevard
- They remove your eyes from the road for 3-5 seconds which is the same amount of time we are told for looking at a text message. In my opinion its the same thing, distracted driving.
- They are typically put in high traffic areas where there already exists traffic signs which are required and many also have foot and bike traffic
- In a time where local small business and events are vying for support from within the community and visiting populations, signage as long as monitored by a registered, sign company with set out sizes and locations and time frames should be allowed. As an event organizer, it is vital to catch people's attention and attract them to a small business and/or event that has not been discovered. This can be used to draw other parts of a large metropolis and only but increase success and repeat business for the advertised and others!!!
- I don't mind the large black signs which have a specific date to come down. I find the small business signs clutter the neighbourhood and become an eyesore. I would like to see the small business signs eliminated from our boulevards. They seem to be placed in groups which is a distraction to drivers and are often too small to read anyway
- They catch your eye and it's easy to glance away - if only for a second or two. I find the more colour there is, the more distracting they are. With the push to reduce distracted driving, I'm not sure why signs would be allowed on a busy street (ie Bow Bottom Trail) with 80 km speed limits.
- some signs are so wordy thus causing drivers eyes to leave the focus of roads longer. Besides a lot of times you are driving and the signs are just flashing by, no time to read them



- Looks like a developing country
- Yes they are as people are trying to read them as they drive turning their attention and heads from the road.
- We have thousands upon thousands of street signs we are expected to see and recognize when we drive. How is this any different? Between the hours of 7am - 8:30am and 4pm - 6pm there's a lot of traffic and those signs at lights and stops really bring to light what's happening around you
- Even worse are brightly-lit, and frequently-moving or changing, electronic signs. It is almost impossible not to watch them.
- I am not a driver and I'm also easily distracted by many things
- Drivers must focus on driving. You can't regulate against distractions of incompetent drivers.
- As long as they are not blocking important guide signs or regulatory signs such as speed limit or lane ending signs I can usually ignore them. Too much however in a busy area can be a distraction.
- The more signs on the road the more my attention is taken away. For instance along 128th Ave NE there are so many signs that if you were to try and read them all at once you wouldn't be able to concentrate on driving at all.
- Trying to read the details (date, phone number) on the sign surely causes a driver to be distracted.
- I wish for NONE of these signs as they are like trash on the boulevards. Use other means, like social media, then I can choose to look at them or not.
- Yes they are especially when they are put in certain areas I ball sort of colours and signage.
- They do take your eyes off the road.
- And they are ugly
- They can be if there are too many placed in the same location. The temporary signs that I find to be very distracting are the ones posted with wire in boulevards or taped to light posts, islands etc.
- Distracting in peripheral vision. It's so much lettering on them announcing things that you feel compelled to take your eye off your driving to get it all read.
- When there are too many. Also sometimes they block your view. Example - often there are signs on the west side of Strathcona just north of the exit from the strip mall that has Sobeys & when trying to see if traffic is coming from the north you cannot because of these signs. This is a difficult left turn anyway because of traffic and when there are signs it is even more dangerous.
- as long as there isn't too many
- Me and most of the people I know ignore them, however since we have to cater to the lowest common denominator I could see some people being distracted by them.
- They draw the driver's attention away from driving
- I ignore them and never read/pay attention to them.
- A few signs that don't block a driver's vision at intersections or crosswalks are fine
- not only that they are unsightly
- It can take the attention of the driver away from the road and heavy traffic
- YOU ARE TO BE WATCHING THE ROAD! NO CELL PHONE ETC. THIS IS JUST AS BAD!! NO SIGNS PLEASE!!



- No different than a company sign at a business or a street sign.
- There's signage everywhere. If a driver finds that distracting, perhaps they shouldn't be driving.
- Yes, how can you read a sign safely while driving, especially if there is a whole line of them, they just become litter. If someone hit my car because they were reading a sign, how is that different than reading a text?
- People are bad enough reading and texting on phones without additional signs on roads distracting them. As well is easier and better to advertise online without cluttering up the road with signs. The signs deteriorate rapidly and get dirty and littered.
- Drivers cant help but to look at signage in much the way that theyll slow down and look at an accident. If signage can be read at a glance its not a problem but if drivers struggle to make out what is on the sign due to poor lettering, abbreviations or spelling errors, their eyes will linger on the sign longer and be distracting
- They're covering many blind spots or creating them I should say. Also people slow down to read. It's ridiculous.
- The are in your face and you tend to look even if not intended and that takes your eyes off the road if even for a second. They should not be allowed.
- As drivers we are bombarded with signs, advertising, imagery everywhere we go. I ignore them for the most part as I suspect many others do as well. The only time they become a problem or pose an issue is when they start blocking sight lines or when there are countless ones along a short length of roadway. I believe the messages should be limited to maximum number of characters as well. One can only take in so much information while in motion.
- they are an important marketing tool to businesses and organizations who may not have the budget to afford advertising. I've found them very useful to find out what is going on in my area.
- They draw your eyes away from what you should be looking at when you are driving - crosswalks, pedestrians, other vehicles, intersections, traffic signals, road conditions etc.
- Depends on how much detail is on the sign.
- In large quantities, although I don't have a problem with the occasional sign.
- Temporary signs obstruct view. One more distraction to process. They are an eyesore
- Anything on the side of the road is a potential distraction for a driver, temporary signs are no exception. It is common practice for drivers to slow down to take a look at them.
- ALL signs and billboards are a distraction.
- They are important to advertise for local events for foot traffic - especially craft sales so that the traffic can come to where the goods are...it's also the least expensive form of advertising.
- Eyes are on the signs not the road! One or two are not too bad but When there are multiple signs you are too busy reading all of them to be focused on driving
- Multiple colors, multiple signs.... how could they not?
- I don't find them distracting at all
- There is enough to concentrate on when driving. More signs makes it harder to focus and look for pedestrians.
- Explained on the past page



- Drivers will be drawn to read these signs which can cause a distraction to drivers. The signage, the more the impact on drivers attention to driving. The boulevards provide a buffer between the pedestrians and the roadway (speeds above 50 kph). This boulevard provides drivers with some extra warning if children/pets leave the sidewalk and wander toward the road. Too many signs increase the chances that a driver will not readily notice a child wandering towards the roadway.
- There's like a million on every road. It's hard not to read them while you pass by. They are overloaded with text
- Temporary signs not only distract the driver but create what I would call sign pollution!
- Other than the obvious issue of them being read while driving, quite often they obscure visibility especially around intersections and parking lot exits.
- Yes and no are already clear responses, self explanatory.
- Depends is my answer. If they're not too colorful and not congregated in a bunch on the side of the road, one or two signs is not distracting. They are, however, impediments to driving at times because often you're trying to crane your neck, creep into traffic, to try to turn or see a legitimate sign (street sign, etc.). Middle of the road - i.e. those that sit in the grassy areas that split roads - they are distracting and hard to see around!
- IF YOU ARE SUPPOSED TO LOOK AT THEM, THEN YOU ARE DISTRACTED.
- Depending on placement, some distractions worse than others
- If there's too many.
- it takes more time to read the sign than the amount of time you should be taking your eyes off the road in front of you
- There are already too many signs. Take memorial drive for example - how many times does the speed change within 5 km? How many nova tickets are given along there?
- People are required to take their eyes off the road to read them.
- They can be. Large, too close together, blocking views of landmarks or traffic signs. If they are smaller, uniform in size, and spaced and few then all win. Drivers aren't distracted but get community information and providers get their message out.
- Often there are too many signs in a row causing drivers to take their eyes off the road longer to read the signs. The multiple colours also do the same thing..eyes have to focus on the different colours.
- It distracts nearly as much as reading a text only your eyes are even farther from your direction of travel.
- you are not looking at the road. you are attempting to read the sign
- the signs catch your eye as your driving however there may not be time to read the whole sign. Or if you try to, it can be more dangerous driving. I certainly don't succumb to advertising at the roadside. It's just a blight to the landscape
- Drivers should be able to read a sign which takes a few seconds without crashing
- They can be a distraction because it causes eye's to come off the road, also in many cases signs can block the view of adjacent joining traffic on roads. where there is an exit from a parking lot to a main road, these signs block the view down the street to judge oncoming traffic.
- Too busy trying to read all the signs and they take their eyes off the road.

- If they are positioned near stop signs, stop lights individuals have time to glance over. When I drive I am focused on the road and typically read the signs when I walk the dog.
- Limit quantity in a particular space. Also time period should be strictly temporary such as 30-45 days, not the max 90 days.
- Do I need to explain why reading signs on the side of the road is a distraction from actually looking at the road?
- Unless there are more than three - I don't think they are distracting - they serve a purpose to the community.
- Sometimes there is too much text crammed on a sign and you can't help trying to read it all. Or you see something you would be interested in and spend an extra few seconds reading it to remember it. For example, the City's own signs advertising the City Charter upcoming meetings, or my Councillor's upcoming open house/BBQ.
- If they are not blocking the view, then they are not distracting.
- Yes, often I find myself trying to read the signs - but can't read them as I'm passing at speed. So every time you go down the road you find yourself trying to read the rest of the sign.
- Just not to many.
- dont you know what "no" means?
- Inevitably they are designed to take my eyes off the road and on to a sign. It's not just a logo or a business name but a message that is communicated to drivers and it can be distracting at times.
- Temporary signs distract drivers. They can distract drivers as a result ignoring traffic light or pedestrian crossing. I strongly recommend against these signs as it will increase accidents.
- There is so much to be aware of while driving and the driver (especially when they are the only occupant in the car) attention is drawn to the signs and away from the road. There are adverts about texting and how only a few seconds of inattention can result in the accident. These signs are very distracting and even 3-4 seconds of reading can result in accident.
- I don't usually pay attention to sign when driving in free flowing traffic, but when in stop-and-go traffic then signs are eye-catching enough to get your attention and lead to a fender bender.
- If there are too many signs it will distract the drivers.
- Too many create too much 'noise'. They also make the neighborhood look trashy.
- As long as there aren't excessive numbers of them, and that they're not near intersections, I don't think it's an issue.
- Find most signs are not a distraction however would not have signs that have high collision history or have multi signs in a high traffic areas. Prefer that signs are primarily placed where vehicles are stopping at traffic lights or at 3-4 way stop intersections. Signs should never be placed where the sign that could obstruct the vision to pedestrian traffic.
- I don't find them a distraction. If you find them distracting, don't look at them
- You can't possibly read them all, as you drive by. It's both frustrating and annoying. Many signs... Try to read them... Can't Took my eyes off the road!!! Now the result is... I took my eyes off the road and I am still not better informed!



- When you're driving you should be paying attention to the road, pedestrians, and other things that can impact your safety or the safety of others. Advertisements on the side of the road are an unnecessary distraction.
- Between Anderson Dr and the entrance to Trico I counted 13 portable signs. Very, very distracting. We can't drive distracted but how can a driver not be distracted with the abundance of signs, particularly on busy streets/intersections where concentration on driving is paramount.
- Any signage along a roadway must be "considered" by a driver in order to determine whether or not it is relevant to traffic safety. This takes away from focus on driving. Signs are often placed in such a way that they block the view of cars trying to enter a busy roadway. Multiple signs are extremely distracting and should not be allowed. I believe that for this type of by-law, the by-law officers should have the power to lay a charge, without waiting for citizen complaints like they do for less dangerous offences such as messy yards/alleys, parking etc.
- Very distracting because there is short time to read and they are very "polluting" of the natural surroundings
- See previous. Of course they are a distraction. Limit them to PSAs.
- Drive down a street in Calgary where there are 5 or 6 signs one after the other. How many times do drivers divert their attention from traffic and pedestrians to read the signs. How is this any different than reading a txt.
- I have been rear ended 3 times in 2 yrs by distracted drivers
- It makes me take my eyes off the road while driving for far too long to figure out what is going on in the sign. Often times the content is far too long to read while driving by quickly, requiring you to slow down and take your eyes off the road, which is dangerous on a busy roadway. Smaller community roads are fine.
- As long as they are placed far enough from the curb, they are fine. The majority of the time, they are tipped over.
- Driving at 40/50 KPH, the size and type of signs currently seem in boulevards will require you to stop or slow down to get the complete message. This is dangerous to other drivers that are not expecting you to suddenly reduce speed.
- Hard to see pedestrians behind signage. Also poses a hazard when the weather gets bad - I've seen those things blow into traffic.
- I see them for a few seconds. I'm interested in knowing about my community association's events. If it's advertising something I'm not interested in, I don't pay attention to the sign.
- there are all kinds of worse distractions, so i don't think i'd consider them anything out of normal.
- As above, they are extremely distracting. Half the time the info is inadequate as well. Also they impede the sight lines to pedestrians and other traffic.
- Takes focus away from driving and traffic. Especially signs with lots of text and pictures. Cluttered and take lots of focus to decipher at speed. Signs should only be for important traffic information.
- Even when traffic is creeping along during rush hour, people slow down further to read the signs. They are distractions from what's happening on the roads and people slowing down to read the signs prevents them from keeping the pace with traffic.



- Very often, these signs are placed too close to intersections, and block the view of people trying to turn right. Also, they are often tipped over by the wind, or missing letters.
- Not looking at the road while driving. I don't want any signs.
- Temp signs pull the driver's focus from the primary task
- How could they not be? The letters are there, you have to read them. You can't watch the road if you're reading the signs.
- As I mentioned on the previous page, the LAST thing Calgary drivers need are more distractions. Let's face it: if the sign is not specifically designed to draw attention to itself (hence things like neon lettering and clip-art cartoony characters) there is little point to the sign. Considering their cost to the advertiser (notwithstanding they don't pay for the use of city boulevards) they must be eye-catching. The idea of this rubbish appearing on higher-traffic-volume conduits (desirable for maximum exposure) is heresy, because of the increased probability of serious accidents.
- Temporary signs are a distraction when there is a lot of them. One or two is acceptable in a 1km area.
- Not a big distraction, but one just the same
- If there was more distance between signs it would be easier to glance at one sign rather than trying to read multiple in a short period back to back.
- If the number of signs are limited and spaced well apart, they do not provide much of a distraction especially if they are placed in Boulevard type areas where the speed limit is lower. They do provide good community information and a pointer to go back to get the info eg park and copy it down if needed. On the other hand, they could be considered a distraction if drivers try to copy e info etc while driving.
- Depends on how many there are. I feel that they're unattractive when in large numbers, but not a distraction. I'm more concerned with the large, extremely bright electric signs on roads such as McLeod trail - those ARE definitely a driving hazard.
- People should be concentrating on driving not trying to read signs. They tend to pull your eye off the road even if you are not attending to read it
- How can they not be? Large, ugly and in noticeable public roadspace areas. Degrade the environment.
- Anything that distracts drivers from keeping their eyes on the road is an obvious distraction to drivers.
- There is enough to watch for as you drive to keep safe, watch for children and adults not paying attention, that signs advertising something should NOT be allowed along any streets.
- They are too close to the road plus at times they create an obstruction to a road sight line. Other reason is that the signs cheapen the look of an area. People paid to live in an area that reflects a certain image or look. Cheaply built signs tend to make it look commercial or at times trashy
- Too many signs in a row is quite distracting.
- Absolutely. Especially placed in a community ahead of an intersection. Perhaps be mindful that the signage must not be within a certain distance of a crosswalk or intersection?
- They can be if too many are in the same area.

- They sometime block views, they distract you obviously, otherwise they would not put them up.
- If I have to take my eyes off the road to read a sign, then they are a distraction, especially when there are multiple signs in a row.
- Anything that draws yours eyes from the road is a distraction.
- People slow down to read - extremely dangerous - take them off the Blvd's !!!
- I think if they are limited to a few, are consistent and simple but clear it is ok. They should be placed near intersections like 4 way stops etc where you have to stop and can look at them more safely
- you are taking your eyes off the road to read signs and if the car in front of you stop fast you could end up rear ending the car because your eyes are reading the signs.
- people trying to read them or copy down information tend to swerve. or are tempted to use their phone which is against the law.
- Depends on the sign.
- signs unclear or too small cause some drivers to slow or even stop to read them
- Some signage can be distracting to drivers, especially signage that is electronic and close to street traffic lights. In one instance on MacLeod Trail a hotel electronic sign had a red background close to the colour of a traffic light. This can be confusing to drivers especially when it is so close to a light.
- signs are very distracting
- As a driver you should know when to read and when not to read.
- a sign on a roadside isn't any more distracting than a store sign on a building, or road signs.
- I believe temporary signs are a distraction to drivers because you're intentionally trying to take drivers' eyes off the road.
- reading a large sign is easier than reading a street sign, if you can't manage to do so you should not be driving
- The driver has to notice the sign-which is fine if it is one sign but if it is many than it is much too distracting. Also, then the signs have to be in competition to be the one sign that you look at which contributes to almost a 'pollution' of the streetside. It looks terrible
- yes, even if I am interested in a sign, I want to read it but that is very distracting to me.
- They are no more distracting than other cars or people walking on the street.
- For me is a way to learn what is happening close to my area
- Trying to drive and read is a distraction. I like getting the information that the signs provide, but find that trying to read all the info takes my eye off the road for too long.
- If they have more to read then it would be worse for those drivers trying to read them since they need to focus on it longer
- anything which compete for the attention of a driver, signage, texting, eating, is a distraction and must be minimized to encourage safe driving..... until self driving cars are ubiquitous, then the driver, like all car occupants become passengers and they can stare at signs as much as they want.
- They offer information important for Community members who don't have time to find out about things going on in their neighbourhood and I like the fact if you are waiting at a stop sign or red light you can read them.





- any thing unnecessary at the roadside clearly distracts, These signs could hide a child about to dart into the road They cause the gaze to be temporarily diverted from the business of driving.
- isn't it obvious?
- I just look at the road and not the side, unless I am close to destination
- I don't find them distracting as they are stationary, not too bright, and are a common sight on the side of the road.
- It seems by the time you can read them your are past them, then trying to turn and look, etc. We can't read a book and drive, trying to read a sign is the same distraction.
- Bike lanes are a distraction to drivers.
- Self explanatory. Driving, trying to read a sign, memorize a phone number.
- Anything that takes a drivers attention is a distraction. Like anything moderation is Key. One sign small distraction. many signs much larger distraction.
- It takes the eye away from the road and possible children racing on to streets, etc.
- One sign without to much to read is ok (community events only on blvds, no free advertising). Too much to read takes too long to focus on and read.
- I fell that they put their ads. in another venue.
- They pull your attention from the road and cause you to miss things
- If they don't follow by law
- When driving by and trying to read the signs - absolutely my attention is taken from what is ahead of me! The more signs, the more distracting it is.
- They are a distraction and can block your view of entrances
- usually too small to read anyway, any attempt to do so becomes a distraction.
- No different than taking your eye off the road to look at your phone. Additionally, if the sign is trying to sell you something, I would imagine many people are trying to write or text the company info so they can remember it.
- could cause accidents as the drivers could be easily distracted
- There are many more distracting things going on than signs...slowing down to look at signs is not distracting.
- Temporary signs are not a distraction to drivers. If they are then every sign is a distraction as well as public art work drivers can see
- I don't know if they're distracting, but I'm not sure how useful they are in terms of getting messages across.
- Only on roads with high speed with lots of traffic. Other areas are fine.
- I am so used to them I can glance once and continue driving without a distracted problem.
- I tend to want to read all the signs. It is very distracting.
- Anything that takes concentration with eyes off the road is a distraction.
- When there are too many in the same area or stretch of road.



- I think if there are too many placed on public spaces they could become a distraction. Placement matters as well and it is important to restrict the numbers of signs to minimize the distraction factors. e.
- It depends on how much information is on the sign. If there are lots of words, numbers, characters, reading them and processing them mentally becomes an active process and goes from a passive thing to an active distraction. Perhaps having a character limit on such signs would keep them from being too busy.
- They are if placed too close and have too much information on them. They should not be on roads where speed is greater than 50k
- Depending on the location and content of the sign, not all signs are a distraction. Even government sanctioned street signs can sometimes be distracting/overwhelming.
- Too many signs on the side of the road make it difficult to see pedestrians or animals. Also Uniform height signs pull your attention away from the road less then bunch of random signs. The road is for driving, the less purposeful distractions the better.
- There an eyesore, especially people tagging signs and poles with stickers selling their products or services.
- Your eyes are off the road to read the sign
- Too many signs in too small an area. No one respects the sign bylaws and the rules are not enforced very well.
- I disapprove of ANY signs. They are more than distracting. NO signs should be allowed on streets at any time. Businesses have ample opportunity to advertise their business.
- Yes because you are reading them as your driving which is distracted driving.
- Contributes to distracted driving overall but especially when someone rearranges the letters to create a different message than what was intended. When they are too close to an intersection they are a hazard for pedestrians and cyclists.
- Eyes are averted and wording on some signs is hard to decipher (shortened etc), taking even more of driver attention
- No but they are ugly and proliferate many parts of town, especially commercial/industrial areas.
- There are fines for distracted driving this is just another distraction
- As an avid reader my eyes are drawn to words. Signs draw my attention from the road. The smaller the sign, the harder it is to read and the longer I have to look at it in an attempt to decipher what it says. Thus, larger and fewer letters are better.
- I am not looking at the road or cars in front of me while I am trying to read the multiple signs.
- Sometimes they can be distracting if the message is misinterpreted.
- It is against the law to be distracted. Safety of pedestrians in crosswalks.
- It really depends on how many words are on the sign and how big the letters are. The more words and the smaller the letters the harder/longer someone has to look at the sign (and take their eyes off the road) if they want to read it.
- It can take away from actual informational signage.
- They clutter the environment, block views to items we should be paying attention to. They are ugly.



- Hard to answer as my response would be determined by the number of signs So I have to go with "yes"
- I don't think anyone gets much of a chance to read them unless actually stopped in traffic.
- A temporary sign - especially with info from the city - can be a good way to propagate information, as long as there aren't too many of them
- Anytime you are looking elsewhere than the road and are thinking about something other than driving increase the risk of an accident.
- Yes because you are driving along the boulevard and there is traffic (hence the multiple signage from companies) and you are expected to READ the sign (while driving) because soccer registration is Saturday!! The information is sometimes useful but the communication tool is VERY poor. Additionally, companies pay money to advertise on bus benches, only to be covered up by a temporary sign (in this instance I think illegal - it was propped up with sand bags). Also, limit the # of signs... who can really read 6 or 7 signs with information in 15 seconds.
- You can't look at your cell phone but you can read ten signs posted along the Blvd.
- If there are not so many along a stretch of road they are fine. Drivers have become accustomed to having these signs along the road. They are of great information when they are geared towards community events. And free events, especially events within the community or near by community, but not for events that are of far...
- they are a distraction
- Visually distracting.
- It takes your eyes off the road
- They're so plentiful that they've become background noise and essentially just litter at this point.
- Too many of them at a time are very distracting. You don't have time to read them all at one time. One or two are okay but when there are 4 or more it is too distracting.
- If we're going to get tickets for looking at our phones, this is no different.
- Don't look if you don't want to. I have never felt distracted by signs.
- you only read when you are safe. i don't look at the signs unless i am in traffic or at a light. they are great to learn about events.
- some are too wordy to read some are too flashy, bold and bright
- I can ignore them. Flashing tv screen-like are a distraction though, far too bright and moving images.
- They are so close to the road they are hard to ignore, you can't help but read them. It's not much different than reading text on a phone, which is appropriately illegal.
- Some signs are the same colours are directional or traffic signs. When travelling in a community I am unfamiliar with I find these very distracting. This is especially true when they are near larger intersections and business areas.
- They aren't any more of a distraction than a speed limit sign, road construction sign, or election sign. You can choose to read them or not.
- We are trying to end distraction driving and many signs are a dis. traction . It also reminds me of the old Burma Shave signs of yore on the US highways. I also think too many signs in a row cheapen the neighborhood .



- Too many signs take the eyes off the road.
- If the amount and type are reasonable no distraction.
- If the height of the signs is too high, then you might not be able to see any oncoming traffic when turning. Outside of that, there is no safety risk unless you post too many. If there's too many, I don't read any of them.
- Takes your eyes off the road
- I largely ignore them. I am concerned when the signs are very close to the curb, especially near schools, where there could be a kid behind the sign wanting to J-walk across the street.
- same as texting on a cell phone no differences you expect good drivers in this city stop this distraction immediately you can not drive a read at the same time. Speeders don't take the time to read so they are the most safer drivers they are watching traffic from all directions. The worst is to allow in playground & school zones I have complained several time to the community
- They divert your attention away from the road
- You're not keeping your eyes on the road and as well you should be watching for legitimate road signs. Speed limits, etc.
- There are too many signs
- They clutter the drivers view of actual road signs
- A lot less distracting then the people on the street with signs dancing and in costume. On e really good example of what distracts is the protesters at the dog store. Not the signs for the mall that it is in.
- They are too prolific and gaudy. They look terrible.
- It truly depends on the sign. If they are too "busy" - then yes The message needs to be clear and concise, brief and to the point - not too wordy
- Absolutely distracting! I have found myself reading a sign and drifting out of my lane. My eyes should be on the road not reading a sign on the sidewalk.
- Blocks viewing of the road when turning, also distracting to read while travelling.
- I think that anything that takes your eyes from the road long enough to read it is a distraction.
- Too much info on them distracts drivers while they try to read the entire sign
- They can be. Standard temporary signs are not too distracting because you can tell at a glance what it is and choose to read or ignore. The brighter multi coloured signs on a white background are more distracting because they generally are more difficult to read and cause drivers to take their eyes off the road for longer.
- This is no different then billboards or plane advertising. It's a great way to communicate with the community of important events or businesses that I may want to be informed about.
- I have been distracted by trying to read signs on side of the road - especially is there are more than one sign! When there are multiple signs with different sizes and lettering styles it's REALLY distracting!!! I hate going to the NE part of the city - it looks disgusting and I have to try really hard MOT to be distracted by all the ugly signs everywhere, in every street regardless of how busy it is - - they get away with putting signs everywhere. Then - if there is a storm the signs blow all over and no one bothers to clean it up.

- Placement of some signs obscure visibility. Subject matter may cause distraction: improve your sex life, look younger, ... just two examples of subject matter I have seen.
- Small temporary signs usually have text that is too small for a passing car to read. Then tend to go up, and then are never taken down. The signs fall over and just litter and clutter the viewscape. Bold signs are better.
- They impede the drivers area of vision. they attract the drivers attention which is why they are there.
- If your eyes are ready signs with lots of print and especially pictures your eyes are not on the road. How is this different from reading a text while driving.
- Again there are times when the signs on the shoulder of Heritage Drive make it impossible for drivers turning left to see oncoming traffic.
- Just ugly
- They just are. You're driving and the signs take your eyes and concentration off the road. Never mind that they sometimes block important sight lines.
- We should have our eyes on the road not trying to read some STUPID sign.
- they're made to be read, they're on the roads in a way for drivers to see them, so naturally it's a distraction. Also, there are some areas where it's actually difficult to see oncoming traffic due to all the signs obstructing view, even though the writing is facing oncoming traffic, so the lettering isn't an issue from that particular vantage point, the signs themselves are literally RIGHT in your line of sight. The particular spot I'm referring to here already has a "high collision area" street sign, and then they go fill the driver's line of sight with tons of ad signs.
- On Cranston Boulevard for example, people are already speeding and it's a long stretch of road where people are coming from/going to Deerfoot. Those signs are another distraction for already confused drivers. They should be put by red lights if anything.
- Many I see are close to the road and block intersections or pedestrians and are in general a distraction when driving. I would like to see them set back a lot further from the road.
- I drive professionally for a living and most signage is not a distraction. However, the signs should be kept short (word-wise).
- Colours and signs at the side are very distracting and unsightly.
- You have to take your eyes off the road and your driving for several seconds, to read a sign.
- Typically the signs are at the side of the road and a driver turns his/ her head to view the sign.
- They become a distraction when they are going on and on within the same block.
- There are already too many things to look out for pedestrians jay walking, cyclists riding wherever they wish, and construction pylons and signs...no need for more distractions.
- If there are too many, or inappropriate signs like dating site signs. Community events and public events are fine, but private businesses should not be able to advertise on community signs.
- Drivers are going to look at the signs thereby taking their eyes off the road and/or pedestrians on the sidewalk waiting to cross.
- where there are more than one sign then yes, they spend time reading instead of watching the road.

- Especially if signs are hard to read, drivers can spend more time than expected trying to read the signs. A small amount of signs is less distracting, obviously the more signs the more distracting. And the more colours/sizes/fonts, the more distracting as well.
- Your eye is automatically directed towards the sign. If you are a slow reader you are distracted long enough to cause an accident etc. This is not much different than glancing at your phone. Besides they are an eyesore and free advertising that I don't need to see.
- They are distracting in that a driver needs to take their attention from the road to read them to first decide if there is anything that they need to pay attention to in terms of driving.
- Drivers need to be aware of their surroundings at all times. Signs at the side of the road get a quick glance but driver should be focused on their driving. Signs that are blocking entrances to business that remain in place for months need to be removed.
- There's way to many of the small ones up to 6-7 at some intersections and roadways there also usually ugly and falling apart and unsafe for pedestrians
- I don't think that a select number of the large bold signs cause an issue (they are one of the best communication tools for city/associations). The smaller signs for businesses (chloroplast with step stakes) are not only a distraction, they are ugly, wasteful, bad for the environment, etc.
- yes, the point is to catch their attention so - yes its a distraction but not enough to ban them completely. there is value in the information on the sign and needs to be opportunity to advertise (temporarily) in such a manner.
- Likely not an issue for most. Although have seen people completely stop or do erratic manoeuvres to make sure they can read or note down the information on a sign.
- Too much going on and they often impede vision around intersections
- People should be concentrating on the road not jotting down the phone number or email on the sign.
- They reduce sight lines on the road which endanger pedestrians and other traffic at cross roads.
- Yes. When cluttered with too many colours and words.
- As I said on the previous page, signs need to be uniform in size, have a maximum amount of verbiage, and be one color (not white) on black with large print. Driver's need to be able to see the gist of the message quickly - they can get details at another time, not while driving. The number of sign per area needs to be limited. If people want to put up one of those large signs, then they have to wait their turn - - only X number of signs at a time. Otherwise, yes, they can be a dangerous distraction. Please note my suggestion of assigning locations for signs other than roadsides such as parking lots.
- Usually, no. I do however think that multiple signs clustered in one location can be distracting but more importantly-there's no point because the message of each sign is lost. There should be rules about the number of signs in each location
- Drivers have distraction within the car, the signs are the least of that problem
- No more distracting than anything else in the environment outside of the car.
- Yes, people should be paying attention to the road not reading advertisements on the side. It is the same as reading your phone or texting. I have seen people take out phones to take pictures of signs while driving breaking provincial legislation

- If there are too many placed in a row, I tend to try to read the signs instead of watching the road.
- They are only a distraction when they are not easy to read (ie small letters). Big signs are not a distraction.
- I think it depends on how easily you can read the signs eg. Eyesight, comprehension, clarity of sign etc
- Drivers inevitably become distracted trying to read signs.
- Need regulations, sometimes they are placed all over the place, very distracting for drivers, especially around schools etc, and really distract and cheapen the neighborhoods.
- Well done ones (VERY few words, key details, no colour or graphics) aren't a distraction. But the pure advertising, wordy, colourful ones are obviously designed to attract attention, so it's ridiculous to suggest the don't distract.
- If more than one sign, then yes as the driver's eyes are off of the road for an extended period of time in order to see/read numerous signs.
- I think drivers can choose to look at them or not. Yes, they can be quite cluttered in specific high-traffic locations (prime real estate), but it's more to the detriment of the marketing/promoter than the driver. I think the digital signs are far worse in terms of distracting drivers than the static signs are.
- So long as it's clear with as little words as possible
- They are designed for one purpose. Distract drivers by making them focus their attention on something other than the road
- Yes, it is a distraction as your eyes drift from the road just as if you were glancing at your cellphone. Signs are also unsightly and look terrible in an urban landscape. No, to signs alongside roads!
- Drivers slowdown to read and cause accidents on slippery days
- Yes - they can be a distraction if there are several signs in one location, but understand these signs are usually placed on roads with less traffic and reduced speeds. Restricting to only one sign at a time at one location would help.
- Not at all
- The signs encourage drivers to read them therefore causing a distraction. What is the difference between reading the signs while driving or looking over some notes.
- After a certain amount of time a sign being in place I notice that it is just ignored.
- eyes are diverted away from driving.. often not enough time to read entire sign
- Signs require reading, i.e. eyes off the road, which is another form of 'distracted driving'. There is a law in effect to control this.
- not for myself, I like the black background with colored letters
- people just don't concentrate like they use to anymore, too many other gaggets they seem to be getting away with!!
- They block view of road signs and intersections adding potential danger to other motorists and pedestrians.
- They are everywhere. Its just another thing to distract people. If they're not on their phones, they're reading about the weekly special at so-and-so store. There have to be more effective means of

marketing. These signs are a visual assault on the optics of our city. Quite simply - they are ugly, ineffective and an eye-sore.

- As long as there aren't too many and they aren't too wordy.
- although I try to ignore them, my eye is drawn to anything printed; therefore they are a distraction.
- There are too many of them for one thing - it beginning to look like America with all the signage They seem to be too close to the corners of the street and cause a problem and also at stop signs that you cannot see because of signs
- Their bright garish colours and positioning force you to notice them and take your eyes away from the road.
- Drivers should be paying attention to the road, not signs.
- You can't very well watch the road if you're looking over at a sign to read it
- Sign distract especially around cross walks or on two lane roads. If there are trees on boulevard then they make people look around to try and read.
- As long as they are carrying a useful message from the city of calgary, that it's relevant for the community the sign is in, it's timely ( one week prior ), and is taken down in a timely manner, then I see no problem with them
- eyesore, they do nothing to promote business
- Absolutely. We are by nature inquisitive, and read signs in our peripheral vision. Sign makers make their signs as eye-catching as possible, so that adds to the distraction. We are trained from an early age to read what is put in front of us. The most distracting sign in all of Calgary is the "public art" electronic board of a walking figure, located on the 5th Avenue SE flyover!
- Not only distracting, but also cluttering. Do not like them at all. We get enough advertising pushed on us everywhere else already!
- should be NO signs pay attention to driving
- How could they not be, your intended to read them while driving, so your eyes have to be on sign long enough to read, meanwhile vehicle is travelling and you're not watching the road.
- When you see a sign on the side of the road, you are curious to know what it is notifying/advertising to you, thus taking your eyes off the road.
- If there is one, it's not really a distraction. If there are multiple it could be a distraction.
- If spacing is adequate - sometimes too many to make it safe
- you take your focus off driving to read the sign...also you may try to memorize a name or telephone number...not good!!!
- Eyes should be on the road and not on signage
- People will sometimes stop or slow down unexpectedly to look at signs
- as long as there are not too many (Question 1) they're fine - simple signs, high contrast in reasonable numbers are not a distraction
- They are a good source of advertisement. Nothing distracting about them. Im sure there have been NO accidents caused by someone driving by a sign.
- Temporary signs are such a small issue. I have spoken to people that do not even know that these signs exist, let alone be distracted by them. The distractions that exist on Macleod trail far exceed



what you can see with temporary signs even on the most populated road ways. Drivers have a choice where they focus their attention. If temporary signs are a distraction then the political signs that show up every election should also not be allowed. I expect that the politicians will of course keep their exceptions while tightening the rules for everyone else.

- As a driver your eyes are drawn to the signage and not to the traffic. They are placed far too close to intersections where a lot is going on with merging traffic and pedestrian crossing.
- Take eyes off road. Same as distractive driving.
- are huge billboards a distraction to drivers?
- That is their one and only purpose ...for people driving by to read them
- They are obviously a distraction to drivers as people slow down to read them.
- bright colors and small text. Should be big letters and a clear message
- In general, I am against the signs. I feel compelled to read them, hence the distraction. I don't subscribe to a newspaper. Street signs are often my only means of learning of community events. However, event signs have really strict time limits. I know because I've used them for events. I really dislike signs that advertise businesses. A business should have a better marketing strategy in place than junking up my neighbourhood and distracting drivers.
- You either look or you don't.
- Signage is just part of life. If signage is a distraction then so ar pedestrians trees other cars etc. It just part of the package
- if temporary signs are a distraction then so are store front signboards, window advertising, macdonald arches etc.
- They take your eyes off the road; you can't help even help it sometimes - they grab your attention. I was driving one day and something caught my eye (it was one of those horrid electronic/LCD (or whatever) signs - and suddenly there was a bike in front of me. Nearly hit him (the car ahead had moved around him; he was suddenly there) - I would have seen him if I that sign hadn't startled me... Electric/LCD signs should be banned totally. Other signs should be reduced; they're everywhere.
- They're driving and trying to read something - doesn't that come under distracted driving law and present a danger to others?
- Create blind spots at intersections. Have to move too far into intersection to see if there are oncoming vehicles.
- There is lots of stimuli out there and anyone with half a brain can glance at a sign and see whats going on.
- No difference than the city buses, totally stupid.
- They can be if there are too many, too many colours, alternating words/letter colouring.
- Sometimes also obscures vision when too close to intersections or uncontrolled access to communities
- They can be, depending on proximity to roadway and size.
- Anything that takes your eyes off the road, if only for 5 seconds is a distraction. Calgarians have enough trouble staying focused on their driving, they don't need another distraction.
- They do not distract me when driving



- It takes time to read some of them so your eyes are not on the road.
- Anything can be a distraction to drivers. Not sure if temporary signs make it any worse.
- Drivers need to pay attention to driving.....not reading advertising.
- They create awareness of community, sporting, and business events that non-technically savvy people would not see otherwise.
- Yes they can be a distraction if there is too much information, the letters are too small to easily read, they are on a coloured background or there are too many of them.
- takes concentration away from driving, duhhhhhhhh!!!!!!!!!!!!!!
- People pay attention to what they are interested and signs do not distract my driving in any way.
- You always want to read them, causing a distraction.
- your eyes should be on the road not the sidewalk
- There are too many temporary signs. I am fine with the BOLD community event signs but dislike all of the signs advertising businesses.
- Yes they are a distraction.
- Come on! We have terrible drivers here. We don't need nor want anymore distractions.
- A single clear sign is okay, provided the top is no higher than a regular car height, and is set well back from obstructing the view approaching intersections, especially with crosswalks; multiple signs, like the dozens of small ground level posters deployed every few feet along a road during elections, definitely are; there should be minimum set back of at least 10 meters from crosswalks and minimum separation of 10 meters between small signs; larger signs should be separated further: 20 meters apart for medium sized signs, 50 meters for large signs, so that vehicles can see pedestrians and kids on bikes, etc. on the sidewalks.
- This is a normal service for most of the canadian cities I have lived in. Distractions are plentiful when driving and don't start with portable signs for me at all. My biggest distractions are any objects that light up ridiculously brightly (sunglasses at night) or appear to move. Not only signs, but other forms of advertisement (spinning sign guys, massive tv's that show ads outside shopping centres, emergency vehicles w/lights inside establishments in downtown (twice now I've seriously thought I had to get out the way of emergency vehicles because of the lights from the library on MacLeod and 9ave. When I was told it was decoration I couldn't believe this was a real thing in downtown). Signs serve passengers/pedestrians/bikers as much as anyone else.
- How can they not be? Your eyes are off the road to look at something else.
- Humans are conditioned to read a sign, and will read it while driving. Other humans are conditioned to move the letters on the sign, to make it hilarious. Also distracting.
- When you come around a turn and bang there they are and you immediately start looking.
- Any sign that has to be read from a driving vehicle is a distraction
- Yes very. There is already to many things you must watch in roadside and focus on driving at same time. It adds to stress of driving creating more accidents. Road rage etc. If anything people need to see stuff that relaxes their senses not heightening them more.
- Large signs close to the roadways can block views of the sidewalk and pedestrians....
- All the fluorescent signs trying to capture attention is distracting.



- People always slow down to gawk and when the signs are changed with profanity it becomes even worse.
- Depending on amount of text on sign, drivers may slow down to read all text on signs - maybe limit amount of text allowed.
- See previous response
- Yes, they can cause a split focus, especially if signs contain several lines of text and a phone # or date. The seconds used to view that much information are no less than using a cell phone, which is illegal.
- Signs should only be temporary ( 1 month ) and limited to the midway portion of a block. Away from intersections and entrances and exits to parking lots.
- They cause drivers to take eyes off the road. There are already enough distractions.
- As long as they are spaced far enough apart , I do not see this being an issue.
- You can't read and drive ... your either reading the sign or watching the road
- There's enough clutter to distract drivers, we don't need more.
- I find myself reading the signs, looking for errors, reading the comical sayings and thinking about the dates. Should be focused on more important things.
- The whole point of the signs is to attract drivers attention. I personally think they should not be permitted period.
- There are too many. Many have nothing to do with community events, they are too large and the lettering is too distracting. People or businesses should not be allowed to use boulevards near thoroughfares as advertising venues for their products/services. They should pay for advertising in newspapers, magazines, flyers or electronic ads. Signage such as the proliferation now within the city is distracting and makes the city look trashy!
- Looking at signs that may interest you while driving.
- Because they take your eyes away from the road.
- too many are a definite distraction. Also signs attached to traffic sign poles (those should be left alone).
- Some signs can be distracting, particularly if they obstruct the view of other traffic or pedestrians particularly at intersections. They can cause drivers to be momentarily distracted if the signs are difficult to read or contain information that requires remembering (ie. telephone numbers, e-mail addresses)
- human nature to want to read what's on the sign in case there is something important that you need to know
- Ultimately drivers have a choice to look or not. As long as the lettering is big enough not much of a distraction. There have been many of these signs for many prior years and I don't think they have caused issues.
- Anything can be a distraction but I think limited # of signs on boulevards is ok as long as they provide community/general information that is of benefit to citizens (ue no retail signs)



- If there is only one sign I find it's direct and not too distracting. Any more than 1 sign causes a person to divert their attention to try and read all the signs or search for what interests them and then try to absorb all the information.
- If you are reading a sentence you are not watching the road ahead
- The more colors and writing on the signs, the more time a driver will potentially spend trying to read a sign as they are driving past. This creates a dangerous hazard on the road.
- Eyes go off the road to read signs that have nothing to do with driving
- If too many in a row and also if too big
- A driver is looking at signs(maybe multiple) instead of the road, so if a person(child) or animal dart out quickly, the driver has no time to stop.
- I think there are important signs, things like community events, etc should be advertised. But the proliferation of temporary signs has gotten out of control in many neighbourhoods
- You take your eyes off the road to read the sign. Some drivers may try and write down the information or flip a u turn to go back and read a sign.
- This is obvious. It takes attention away from the road.
- Take eyes off the road to read. People break to slow in order to read.
- A properly trained driver should be able to check the surrounding area for key information and maintain proper control of the vehicle. It is still the drivers responsibility to maintain control of the vehicle at all times. Often there is more than one person in the vehicle and the sign can be easily read by the passenger(s) if necessary.
- They take time to read that distracts from driving. A excessive amount of signs (3+) aggravate the situation. Especially if the message is not succinct.
- The driver should self discipline to read traffic signs only. Other temporary signs are for passengers only
- They take the attention of the driver off the road.
- When reading these signs at the side of the road, or on the boulevard, a driver is obviously paying less attention to the road, traffic, and driving. If texting, talking on phones etc is not permitted, reading advertising signs should not be permitted as they are equally as distracting.
- The boulevard entrance to Walden and Lake Chaparral is cluttered with a multitude of signs. If one were to read all of them, you would legitimately be a "distracted driver" as there would be no chance to actually be driving versus reading.
- Driver are bombarded with signs on roadways. Many if these signs are a distraction. Temporary definitely are.
- They simply take a driver's eye off the road.
- Not when there are only one or two of them, but I live in the community of Tuscany and often times there are 6 or more temporary signs lining the boulevard into Tuscany that it is not just a simple glance over or a word catching your eye. I don't see how it is any different than reading a text or a newspaper behind the wheel.
- They can be depending on location, size and colour.



- Explain? Is that really necessary? If I'm driving and not looking at the road or traffic sign such as a stop sign but reading a sign that is advertising an event in a distracted. It's the same as looking at my phone!
- Anything is a distraction to drivers... a moving object, non-moving object, small/medium/large objects. This question is subjective.
- No one can memorize a 7-10 digit phone number without becoming at least temporarily distracted. Advertising names of associations, addresses, dates or phone numbers is only begging for someone to lose sight of a rogue rabbit or dog, or to pull out their cellphone to snap a picture or take note of the information. They just shouldn't be directed to drivers, period.
- obviously dependant on location. There are some blvds that are safer than others, where it's possible to read the signs and drive safely.
- Absolutely! Some drivers do not need the additional distraction as their driving habits are poor to begin with. Just looking for addresses and what is ahead on the road is hard enough for these drivers let alone add another distraction to take their eyes off the road.
- Erm...they are a distraction to drivers. Nothing to explain here.
- with proper placement
- Drivers as it is are not getting the message about distracted driving.
- If there is too much text, it takes more than a few seconds to read which takes away drivers attention from the road. Also, the more colorful the sign, the more distracting
- obviously. The signs are put there to inform people about something not relating to driving and the road.
- Not a distraction; but can block line of sight if placed too close to a corner or when pulling out of a parking lot onto a street.
- Yes and No. As long as the sign has clear and large enough copy on it and the driver can read the information within a matter of seconds and is well positioned on the roadway - then No it is not distracting. If the sign is blocking the drivers view, say from emerging safely from a driveway - then yes.
- These signs are more for passengers and pedestrians to read. Large font and few words are easier for drivers to see in the short time they would be in the location. Placement would be the most disruptive for drivers. If the signs are placed on a corner or where it prevents drivers from seeing traffic or pedestrians in any direction would be dangerous.
- single signs are fine, its when there are multiple signs it becomes a distraction and can't read them all
- People are distracted from driving and may miss important road signs due to sensory overload
- Accidents can happen so quickly. My cousin passed away 2 years ago at the age of 18 from looking down at her phone while driving. Especially with young, new drivers we need to be aware that they are more likely to have accidents from distracted driving. Having bright colorful signs every 5 feet is a huge distraction to even the more experienced drivers. Along Old Banff Coach road there are always so many signs, and accidents.
- Should be paying attention to what is happening on the road and not looking at a sign.

- The signs distract the driver and he wants to read what is written and thus becomes unsafe driver. Temporary signs for business should not be allowed. It makes city look dirty. Moreover imagine every business placing signs, and the city will look like an Asian Fish market. Signs every where is not a good idea . If there is a charity event, yes it should be allowed to be displayed but not for routine business ads.
- Yes because by the time you read the sign it is a couple of seconds of not looking at the road. Then need to focus on the contact.
- One or two signs that can be read with a quick glimpse are best. Too much detail and too many means a driver's eyes are off the road too long, or that drivers won't bother reading the signs.
- A temporary sign is typically small with small writing. It is a distraction to attempt to read while you are driving by.
- There are too many other things to observe while driving.
- When there's too many in a row
- They take you attention from the road.
- Yes, especially when there are many on a block. People are slowing down or not paying attention while trying to read all of the info.
- Drivers are taking time to read and notice signs instead of watching traffic.
- People who are that easily distracted should have been eliminated during their driving test. Really, we should not be putting incapable drivers on the road in the first place, making the issue different and bigger than this question suggests.
- The point of these signs is to have drivers read them, why are we allowing this when we want to STOP distracting drivers?!
- They're an eyesore and dangerous when they fall or are blown into roadways.
- Signs are not maintained, blown down by wind etc are scattered all over our neighborhood. They should not be allowed on public property at all
- Signs that are too complicated or are placed oddly do draw the eye away from the road and also can block the view of critical things such as pedestrian crosswalks and the sight line through corners.
- Information overload! When you get 10 signs lining the road, you get drivers trying to read them all. They slow down etc. It is just as bad a texting and driving.
- numerous signs within a block distract drivers trying to read them. Also if not places properly pedestrians are hidden by them
- Sometimes it's hard to try to read the sign and pay proper attention to the road.
- Absolutely they are a distraction. I would rather see permanent information signs for non-profits (recreation and sport groups) at visible locations within a community, perhaps at a strip mall within a community or other community hubs.
- Simply because driver has to look at what is that about.
- Pulls the drivers eyes off the road attempting to read the sign(s).
- These signs are no more a distraction than are store signs, and really, all other scenery along the roadways.



- They are usually in places you are stopped at lights or stop signs and aren't driving fast. I know they are ugly, but they also help get out information that most wouldn't know otherwise.
- I have enough to worry about without having to read signs that MIGHT be important.
- Complete distraction where your eyes do wander and sometimes signs are blocking the view when turning and getting out of a parking lot.
- It depends on the sign, its size, its colors, and how many signs there are together.
- People can drive and observe their surroundings at the same time.
- eyes are off the road reading sign and trying to remember dates or phone number
- They are normal and people are capable of being responsible drivers.
- People trying to read them and record information from them
- Provided that there is a limit to how many are allowed in a certain distance. i never want to see anything like we see at election time or back 7 years ago when the law was pasted about signs on public property. That was stupid.
- I would say that most of the time they are not a distraction. Especially if there are only a few per street.
- One or two aren't bad but if you allow 1-2, then others will say why don't you allow me too. The housekeeping of who's been there how long will necessitate staff costs to track them, so you'll need to make a suitably expensive fee (that will self-regulate the number), so maybe it'll all work out. Perhaps allow community leagues a set number of permits for free? Though to be honest, I'm not sure if my answer is motivated by the fact they're ugly. (Many permanent ones are distracting as well, especially the too-bright moving signs.)
- Unless there is a passenger in the car to read them ... if a driver attempts to read it ... it is no different than glancing at a text message.
- draw attention away from the road in front of you
- The signs are no longer temporary but always there. Because there are so many they each try to be more eye catching. The eyes they are targeting are drivers. So they WANT us to be distracted from driving and read the signs. The signs are much more complex than road signs.
- You can't help but to read them because you don't know if they are of importance or relevant to you so you have to read them and that defeats the purpose of distracted driving and wanting to keep peoples eyes on the road.
- Eyes should be on road, not anything that draws eyes from street, also messy, many signs do not get removed eg garage sale signs, open house , repair and garbage debris companies. If they do remove them often tape gets left behind on sign poles streetlight poles contributing to degraded looking community
- They are in the line of site and limited characters make them quick to read. No more a distraction than billboards or 'it takes this long to get to airport', 'caution isn't drive while tired' highway signs.
- If they suck at driving then yes.
- you should be paying attention to your driving & not reading advertising while driving
- Drivers need to be focused on traffic signs , not ad signs
- If a sign is a distraction then you should not be driving.



- Drivers tend to read the signs. I have witnessed a couple of accidents because people were watching the sign and not the person slamming on the breaks in front of them.
- Most temporary signs are brief and descriptive. I don't find this distracting.
- These are no different than tracking a typical traffic control sign. Especially where they are typically placed in stretches without intersections.
- Temporary signs cause drivers to take their attention off the road.
- People reading the signs take their eyes off the road... They may as well be texting.
- A limited number of signage is reasonable. Too many signs (i.e. more than 2-3 per boulevard) becomes distracting.
- Yes, if there are too many of them or too much information on them.
- signs are a distraction but also help identify businesses... should be a charge to keep them up every day (\$1 / day / sq foot)
- Signs with a plain black colour and white or white+1 colour are not distracting. Signs with white background and/or coloured letters are distracting to drivers.
- I try and read them but sometimes I don't pay attention to the cars stopped in front of me then I have to slam on my breaks
- Drivers need to concentrate on driving and not reading signs that have nothing to do with the operation of a vehicle.
- They don't bother me.
- They are an eyesore and advertising should be kept to a minimum to preserve the beauty of the city.
- There are a few spots where there are loads of signs (53 street N.W. and John Laurie) going into Edgemont.....I try to read them and the road curves, almost hit the curve once. Now I just ignore them completely.
- Not necessarily but they can be if there are too many and they aren't uniform in height/size.
- They are informational if brief...
- People see something that catches their eye on a sign when they should be paying attention to the road, other drivers and pedestrians.
- They are a means of communication - there are times when I have to pass the signs several times before I realized the message they are trying to convey
- They force me to take my eyes off the road, and they force me to divert cognitive resources away from driving. Some are ambiguous requiring extra effort to decipher.
- standard
- Too many signs, yes. One sign should not be a problem.
- I guess it depends on the person behind the wheel. For me personally when I drive I focus only on driving and if there is a sign on the road I might glance at it if I'm stopped at a light however, advertisement signs don't peak my interest. I see them as commercials and don't really give much consideration to them. When I drive I don't bother to look at the ad signs. Only construction or road work or road closure signs or others that directly pertain to driving.
- Because they are temporary and not normally on a route you use on a regular basis you will be tempted to take your eyes off the road to read the sign.





# Temporary Signs Review

Stakeholder Report Back: What we Heard, Verbatim Comments

February 13, 2017

- not if they are placed within the communities and off major highways
- They draw my eyes off the road to read the signs. They would be a very bad idea in playground zones.
- My partner is a new driver this year and has told me there are too many signs to watch for, while driving together she has missed the important ones, ie playground zones
- They hide important things like curbs and entrances. They compete for attention. They make sight-lines cluttered and busy.
- They are a distraction and an eyesore driving into a community.
- When placed within your community you have the opportunity to read the sign in its entirety after driving by multiple times. These signs let a person know of events going on in their community.
- One wonders how effective they are at all.
- I have been driving for years in many provinces with these signs around and have been able to maintain my focus. It is the responsibility of the driver to keep their eyes on the road. Removing these signs would not remove distracted drivers.
- I don't see many around and I don't usually pay attention to non-traffic signs.
- If you are moving, it is sometimes hard to read all of the information and you are not giving driving your full attention.
- We have had multiple signs on one of the main thoroughfares in our community several times (one set near the entrance to a shopping area).
- Important for Community Associations.
- They are very distracting to an otherwise clean city - look like garbage.
- Anything that's not "driving" is a distraction to drivers but the distraction is minor and the information may be worth it.
- If there is a considerable amount of text it takes the drivers eyes away from the road ahead.
- There is enough going on no need to add other distractions. People stopping to place them, not removing them, drivers stopping illegally or driving irresponsibly trying to write info down.
- The fact that they are placed on boulevards means you want me to read them while I drive. You're trying to attract my attention. While driving. As a result, you try to read the information while you drive and the more information and the more colour, the more distracting. That's the intention in using them and the use of colour in them. What more is there to say? It's counter-intuitive to distracted driving laws.
- When you become familiar with roads you take frequently, new temporary signs can draw your eyes off the road and can be hazardous to other drivers and pedestrians. Yes, drivers should be exercising caution at all times while behind the wheel, but it is not a perfect world and unfortunately accidents happen every day. I would hate to see accidents caused by these signs, especially when they frequent near cross walks and school zones where a driver should be extra focused on their driving.
- Blocks vision of pedestrians and takes attention off of traffic
- Lettering is small and you try to read it.

- Any road signs deter from watching the road...street signs, temporary signs More signs distract more than 1 or 2
- Some are some are not. They need to be placed a good distance from the road side so as to not block a drivers line of sight. Signs with too much on them is very distracting
- Drivers are looking at the signs and not paying attention to the road.
- Yes, if they are too close to a corner or exit blocking a view
- I usually want to read signs, so I find it distracting while driving. My husband is usually oblivious to them unless he is the passenger. I think it really depends on the driver. I think placement is more important than colour or number of signs. At slow-moving intersections, fine - along roads, no. And absolutely none in playground or school zones!! (I object to bus bench ads in these areas as well!)
- it distracts the driver and all distracted law should be followed. if an accident happens due to these signs, City should be held responsible for allowing.
- Up here on Old Banff Coach road or on 85th St you can get 6 in a row and imagine how long your eyes are off the road to get a glimpse...I am surprised there are not more accidents at the lights that come after all these signs on these two roads
- For example on the NE corner of McKnight Blvd and 52ST(Falconridge Blvd NE) all of those signs both by sign companies and other persons is a very big distraction on driver safety. In addition when the winds are blowing and some of these unsafe signs can come on to the roads and disrupt the driving.
- No there easy to read
- Anything on the side of the road that is meant to catch attention and entice people to explore a business, causes people who might be interested to focus more on the sign than on the road, it is just a distracting as being on a cell phone.
- They take a driver's attention away from the road.
- I just drive my car in a safe manor and do not look at signs
- There are traffic lights; traffic control devices etc. that serve to guide and protect the public whether they are pedestrian or motorist. Other than those signs that serve the interests of the community they are placed in, temporary signs are placed without consideration for the overall aesthetics of the community and serve only the business or person advertising.
- They are cause they are put there to get people's attention BUT if signs are a necessity then these kind are WAY better than the busting flashes of light on those neon/digital signs ---major distraction for driver's
- I used to work in the sign industry. Temporary signs are a necessity, but it's their size and letter styles that need to be monitored. And the number of them. Currently I live in the SW Woodbine area and there are way too many of them up at one time, and that is definitely distracting for drivers. Also, people put too much copy on the signs, so that slows down traffic cause they try to read them. There should be a limit on the number of words / characters allowed.
- Distracted driving
- Drivers are not paying attention to the road and potential pedestrians as a result of signs.



- If they were not a distraction they would not be used. i.e. the objective is to attract a driver's attention so the signs are, intentionally, a distraction.
- If there's too many or too big they block a drivers vision. Too much text on them also distracts from a driver trying to catch all the info on them as we pass.
- If they are short and only one sign then I think not. If there are too many to read it takes your eyes off the road therefore causing accidents.
- Signs that are difficult to read are a distraction, as are multiple signs. Readability is key.
- There are plenty of permanent signs that are just as much a distraction, however, due to the size of temporary signs, which makes them, at times, more difficult to read, I recommend they are restricted to roadways with a designated maximum speed of 60 kph or less
- Some signs have too much lettering therefore taking your eyes off the road for longer periods to read them. Most are not of interest anyway.
- When there are signs, the driver is busy reading or trying to understand what the meaning is instead of focusing on the road.
- Placement often block sight lines. Advertising draws eyes away from cars and road to the roadside.
- There is enough to watch for when being a defensive driver.
- Too many placed closely together is not only an eyesore, but makes it difficult for drives to read, see around or between them. They can also distract drivers from seeing playground zone or speed limit signs. I have found the temporary signs useful on several occasions, but think there should be limits on how close they can be placed to other temporary signs, as well as crosswalks, speed limit and playground signs. Signs should also be limited to roadways with a speed limit of 60km/h or less.
- I believe these types of signs are too much of a distraction to drivers and should not be allowed in any format, size etc.
- Of course they are. You're eyes aren't on the road ... distracted!
- In some cases they are very distracting, however as a driver I am used to ignoring most of them. They are still unsightly however.
- You often hear about how looking at your phone for 5 seconds can cause an accident. How is it any different for multiple drivers in the same area to look at a group of signs. This can also cause an accident .
- I think most people ignore them
- It is more distracting than driving while talking on a cell phone.
- It is often too much information for a driver to read and remember, especially phone numbers, dates, etc.
- They pull your eyes away from what is in front of you. They make our boulevards look cluttered and cheap.
- They are placed there to be seen and read by motorists. If taking my eyes off of the road to look at my phone is an offence worthy of a fine, how is this not?
- Your eyes should be on the roads and surrounding area not on reading signs. I don't read my own materials while in my car. Whats the difference?



- Too close to the road, distracting my peripheral vision. reading signs and driving I might as well be TEXTING.
- Instead of looking at the road in front you, you read the signs -can't help it, especially if there's over 4 signs, like at election time. We always comments holy woe look at all the tons of signs!
- your not watching the road if you are reading signs or billboards , it promotes distracted driving
- Anything that takes your attention way from what's in front of you is a distraction especially if there are many signs. It's been nice this year with no signs.
- Bright colours next to the roadway can draw the attention of drivers. Multiple signs in a row mean the driver could taking their eyes off the road several times in quick succession.
- Too many signs at once can be overwhelming.
- Depends on the driver.
- Drivers have enough distractors, kids, other cars pedestrians, it is hard to catch all of the traffic signs on city streets, plus construction signs - should not have any more distractions
- Block view of oncoming traffic and pedestrians
- When I'm driving, I just glance at the title, and look it up online at home later. But if I'm a passenger, I'll read the whole sign and google it right away from my phone if I'm interested.
- Trying to read it & drive is distracting. Even worse would be someone trying to write down info while driving.
- Signs take your eyes off the road. We have distracted driving laws to keep us from reading our phones, so why is it ok to read signs on the side of the road? It's more important to watch out for pedestrians when driving, not reading community updates or business offers.
- only time is during elections...way to many
- Especially when there is more than one in a block.
- People are trying to read them when they should be driving, and sometimes they block your view of the roadway you are trying to turn onto.
- Can be ignored
- I thought there was a by-law already preventing temp signs?
- People spend a lot of time trying to read them if there is too many or too much information.
- When I drive I rarely look at temporary signs unless I am at a stop. I think all those temporary signs are to be read by the passengers not the driver.
- The signs require you to focus and read in order to receive the message, taking the drivers attention off the road.
- Eyes are taken off the road and focused on non-traffic signage
- It really depends on so many factors. The content, style, size, placement and so much more. In my neighbourhood, there is a spot where there are no houses that makes use of a sign to announce community events. I think this is perfect. The only problem is that it is sometimes hard to read.
- You choose to read them or you don't. No more so distracting than people's phones.
- Signs are a distraction. No more than one sign every 300 meters.
- they are HIDEOUS



- I love information!
- Driver is concentrating on reading the details of the sign and not concentration on other vehicles or pedestrians
- Already have enough distractions on the roads. Very distracting
- Drivers will see something, temporary signs, that isn't normally that and fixate on that instead of what is happening on the road.
- Focus should be on driving not reading ads unless the sign is traffic related.
- They take time away from the road, and with the rampant tailgate behaviour in Calgary, we needed all the help we can get.
- too many... pull drivers eyes off the road to frequently... we are trained to read everything within our field of view
- Some businesses post 3-4 of the same sign and others are mixed in which makes it difficult to find and read the information.
- Cannot be too tall other too "flashy". White backgrounds are too distracting
- There are already too many traffic signs.
- limited to 4 or 5 lines with 17-20 characters per line, can be read in under 2 seconds to get the message even dates and times of events, as soon as you get into colored graphics and logos and more billboard style signage it takes much longer to process the visual information, the U of C has several studies on this.
- When placed at an interscetion and you have to pull out further to see if traffic is clear. Signs should have to be 100ft back of any intersection.
- By their nature and placement along the road, they're distracting.
- I want to know what they say
- The response is given in the answer to the question. Any signage is a distraction and multiple signage compounds the problem.
- Especially if there is more than 1. The City had best be getting rental money out of these, or scrap the whole thing.
- Simple background, 1-2 colour type is not distracting but provides useful information.
- Although not the worst distraction, they do take attention off the road.
- What started out as a good idea to advertise one off public events etc has morphed into simply another commercial advertising vehicle. People now simply ignore them.
- Most times they are in the way when you are trying to pull out of a parking lot or just too many around Calgary
- See my previous note.
- Often in Valley Ridge there can be 2 or more signs of different styles - they are a distraction.
- You might be able to process information from one without losing focus on the road, but the messages get lost if there's more than two signs, and drivers could easily get distracted.
- For the obvious reason, the signs distract one's attention.
- signs are a distraction to the eye. Business keep increasing sign sizes to compete for exposure.



- They definitely take the driver's attention off the road, especially if there is a longer message.
- Designs often contain a lot of information and cause you to look away from the driving tasks at hand. Sometimes there are phone numbers and websites that you need to remember and people may try to write them down or do something to capture them. Some people may even take photos of the signs as they're driving.
- It depends how much time you want to give to the sign.
- If the writing isn't big enough people pay too much attention trying to read them and therefore it distracts them
- Depends if they are blocking sight lines
- They are no more a distraction than people or pets on a sidewalk, a cyclist, an irrational driver, less than a cell phone or having a conversation with someone else in the vehicle. Distractions to driving would need a more scientific process to determine what has an impact. City employees are not qualified to do this and opinions from a survey do not reflect the actual measure of distraction. Opinions only reflect a person's bias.
- Signs try to get you to read them instead of doing what is important ....watching the road and other drivers
- dependent on what the sign is advertising
- Moves the eye from the road to the sign.
- THESE SIGN ARE UGLY AND RESTRICT DRIVERS LINE OF SIGHT
- Bright colourful signs are not attractive. The boulevards of public streets should be for PEOPLE and not signs that you cannot walk around. Why accommodate any signage or advertisements on public lands?????
- They are usually placed shortly after intersections where people are trying to change lanes and are not totally focused on the road ahead.
- If using a cellphone while driving is a distraction then so is looking at signage along the roadways
- Sure. I guess the signs are a distraction. However, so is the radio in my car. As long as the sign is decent, I don't mind. Give info locally that I am interested in.
- They often block drivers view, they clutter up the roads and make it hard for drivers to see anything else while driving.
- As a driver you need to be aware of your surroundings at all times.
- There are too many in one spot, you cannot read them all and it is a distraction
- As long as it's just one sign no problem. When trying to read multiples it's hard. Smaller signs are also hard - I find the city does this most often when giving advance notice. A shorter character count would also be helpful.
- They are distractions and are polluting the beauty of our city
- I hate them! They are an eyesore and so distracting.
- Too much to read/see in short time. Too many signs! Very distracting
- I feel like drivers know when it is safe to read them
- I have found myself trying to read a new sign and end up slowing down and it takes my attention away from the road. Sign should not be put in playground zones or busy intersection



- Depends how many signs there are and how much info is on the sign. should be just basic info.
- All signs are distracting and multiple signs close together at election time are a nuisance.
- They often get in the way as they are placed where I am trying to gauge incoming traffic
- Some people have a hard enough time watching the road.
- They can be. Especially in school and play ground zones where you really need to pay attention to everything around you!
- I don't find them distracting. Depending on the sign, sometimes I don't even notice they're there.
- They look at them while driving.
- Definatly
- Sometimes they can be when there are too many in a row - you don't want to 'miss out' on the event but can't read them all.
- Lots to see when driving, shouldn't be any more of a distraction than anything
- They can be.. i think it all depents on letter sizes and amout of info on the sign.
- Signs do not take attention away from the road if they are strategically placed.
- If they are easy to read, not so much, but if there is too much to grasp in a glance, yes for sure. Or if they are super provocative again, distracting.
- I ignore most of them unless they are relevant to me.
- There are enough hazards to look out for without having to try and read what is on the side of the road or overhead while driving. They also make the city look cluttered with all the signage.
- If a sign catches my attention I will make sure I go past it a couple of times to read to get info, or I will go home and try to find more info on the Internet
- As long as they are simple and can be read at a glance they are a great way to get info to the community
- There have been studies that indicate they are distracting. To many signs close together is even more distracting.
- The harder they are to read, the greater the distraction.
- As a driver I can confirm these temporary signs are a distraction. I often divert my eyes from the road in front, if only for a fraction of a second, to read the signs as I go by increasing my chances of being in an accident.
- The city is guilty of flashing signs about speed, hazards like illegally parked photo radar [removed] [removed]. Don't think you are immune to criticism and being hypocrites.
- If there are two many eyes wander to read each one
- It can be coz drivers tends to read it
- Annoying, distracting and can impede sight lines of pedestrians.
- They draw attention from the road and pedestrians and bikes and skateboards.....
- Drivers tend to read the signs when driving by, taking their eyes off the road.
- Because its to far distance to distact
- Sometime signs can block the view for drivers, especially if they are too high and too close to the roads edge.



- require taking eyes off the road and dividing attention, particularly if details such as address or phone numbers involved
- They are not only distracting to drivers but they block (litter) our streets covering up wonderfully landscaped homes and businesses.
- They are designed to be read by drivers passing by taking focus off the road. They should be removed.
- If you are fining \$287.50 for distracting driving ... why should you contribute to distract drivers?
- I find the colours to be distracting and sometimes even if I am trying not to read them, if the information is pertinent to me, I do find myself reading them.
- To many signs permanent and otherwise near roads. At least one spot i drive through a 4 way stop behind the stop sign is a large red macdonalds sign and a scotia bank sign. Red behind red behind red and then above and behind those a shoppers drug red sign. The are days and certain lighting where the stop sign disappears because there is just too much there
- Duh.....
- It depends on the type of road we're talking about. If it's in a residential community where the speed limit is 50kph I don't think looking up and quickly reading a large sign is distracting. We should all be looking up and being aware of our surroundings anyway. On a busy street where the speed limit is 70kph+ it quite different.
- I have seen people hit the curb when they try to read some of teh smaller ones. I have seen people stop to get phone numbers on streets that do not have any areas to stop on. The sign installers do not follow road (or common sense) laws and obstruct traffic when setting them up (never mind the damage to the boulevards when they drive up on them on occasions).
- They are there to read and to read them a driver needs to look away from the road. That being said, short (not lengthy in the message) signs that are easy to read are very little distraction. I've seen signs that I wanted to gain the info from that took days to do so because I could not safely read the entire sign on one pass.
- An excessive number of temporary signs can be a distraction, especially as some provide practical City of Calgary information (road closures, cleanings, temp. traffic changes) while others are just selling things or promoting community events.
- These signs are no more of a distraction than any other road sign, building-mounted sign, or any other scenery that a driver may be passing at any time.
- Usually a glance is all that is needed to read the sign.
- I often find that they can block your view of the road, especially at intersections
- also an eyesore
- Especially if there are multiple signs. They pull your vision away from the road.
- I've driven a car. Temporary signs are designed to attract attention, which makes them a distraction. However, a scientific study of roads and traffic incidents with/without signs would yield a more conclusive answer as to whether they are actually dangerous, or merely an eyesore.
- When there are too many it is definitely a distraction
- Anything that takes your eye off the road for more than a second is dangerous.



- It depends on the driver's ability to drive safely while reading the signs.
- They are too close to intersections. They sometimes cover road signs. They take drivers eyes off the road. If I ever get into an accident, I will bring a lawsuit against the city for contributing to distracted driving.
- Unsure
- They pull your vision away from the road while driving. They also hide things behind them, pedestrians, bikes, etc
- Sometimes when too many
- No, the message on the sign is brief enough that it doesn't distract you.
- Yes clearly they are.
- whatever takes your eyes off the road
- People should be paying attention to the road, not trying to read signs.
- As a driver, you will look at the sign, less information to read is better, if I am interested I'll go and look up the details by searching online.
- Depends on the amount of info on the sign and the size/font on the sign.
- I have seen multiple people just about hit others when looking at new signs
- If the sign has too much to say sometimes your eyes are off the road for too long. Any time off the road is too long!
- Would be very concerned if traffic heavy. When traffic light it's minor distraction. Nevertheless a distracted driving condition.
- Cops driving checking their computers are distracted when driving constantly. Double standard big time! At the end of this survey , you guy's city beauracrats will paint the negativity of signage, Because None of you are in Business! None of you have to collect GST None of you employ people ! Be very careful how you paint this picture that Calgarians hate signage ! 40% of Canadians work for the government , likely 30 % of Calgarians work for the government - they are all going to say they hate signage , they hate business, profit and commerce , they think the government owes them a living and no signs are needed!
- My eyes leave the road when I read a sign
- I don't think it makes a diffetence
- Drivers get busy reading info that is not relevant to the driving and safety situations.
- they intentionally draw the driver's off the road.
- Are stores/store ads that you drive by a distraction to drivers?
- If traffic is heavy - I don't ready these signs. If traffic is light I'll read some if safe. All sign messages should be very short - 6 words max. and large printing.
- They are designed to catch your attention which automatically makes them a distraction.
- Because it takes your eyes off what's in front of you. Even for a split second to take in the information, the brain needs to switch from one part to another to comprehend this then switch back. Seconds can mean life and death.



- Depending what the sign says how lengthy the message is. A long message can lead to distractive driving.
- There are way too many signs all clustered together and you can't possible read them all. As soon as you try to read one you're taking your eyes and mind off the road.
- The clutter takes your eyes off other things such as pedestrians
- Most drivers will take a quick glance and then return their attention back to the road. Temporary signs are causing much less distraction than phones!
- I was taught to read every sign I drive by. Even if I'm not interested, I will read temporary signs subconsciously and it has distracted me from what's going on in front of me
- Anytime you are reading something rather than looking at a he road you are risking yourself and others safety. Distracted driving!
- Can impair vision of traffic at intersections with special reference to the Norht end of Douglasdale Blvd SE intersection with Dougals Woords drive.
- At times the signs are placed where you can't see oncoming traffic.
- Over the last year we have seen an explosion of signs around our community, sometimes as many as six along one stretch. It is visual pollution! Please make it stop. Often I see essentially the same sign move from one side of the street to the other thereby fulfilling the definition of temporary but not the spirit of the rule. I am very glad to get the opportunity to provide feedback for this growing problem. It is distracting, it causes the maintenance of the grass to be more difficult and it makes the green spaces that are there to provide us all with a calming open and unrestricted view to be littered up with advertising. Do I want to see it? No. Does the city profit from our discomfort? No. So why is it there? Does their desire to advertise trump my right to common space? No
- 1 or 2 are informative, not too distracting.
- They are very distracting. It's like reading a text message outside of the car instead of focusing on the car ahead.
- Blocking vision of traffic movement.
- Small signs or signs with a lot of detail are definitely a distraction. Larger ones are not as bad.
- Too many signs are a distraction. They should not be placed near intersections.
- I think it depends on the sign and location. In general signs aren't a distraction on their own but they might be if they are placed close together, near places like intersections or other places that already are busy with crosswalks, or heavy traffic, off ramps, etc.
- Distracted driving is an issue. Why add more clutter? These signs are often at busy intersections where pedestrians, bikes, buses/bus stops and cars all have to share space and attention.
- I think most ppl ignore them unless they are stopped at a light.
- Often too close to the roadside, intersections. Official traffic signs can get lost/ignored in the sea of temporary multi-coloured and multi-height signs (especially around election times).
- Temporary signs should not be allowed. They are worse than the dandelion problem in this city. Too many. Multi colours are distracting.
- They are a great way to let us know about important city issues, meetings, etc. Not so sure how useful they are when used by businesses.



- Signs are a distraction as much as a cell phone is. It takes attention away from your responsibility as a driver operating a dangerous vehicle.
- Drivers seem to have enough distractions already without signs along streets.
- I've never had a problem with them and find them informative.
- I feel you cannot read and drive at same time.
- The small signs are ugly, more often then not they don't get picked up by the people who place them and they end up blowing around residential areas.
- I have caught myself swerving trying to get all the info from a sign. Looking away from the road to look at a sign is not a good thing
- draw my eyes off the road
- Anything that pulls your eyes away from the road ahead is a distraction. This is a particular hazard on any road with a speed above 70 km/hr
- Too many signs causing drivers to be distracted
- You are looking at sign at not on the road.
- Reading a sign is distracted driving. You are removing your eyes from the road to read the sign. As well, it can obscure a person or animal getting ready to cross the road.
- We have to read roadsigs while driving, short, concise signs shouldn't add to that. If they want more information, they can walk by the sign or visit the websites
- When there are 4+ especially when they are a variety of styles.
- Usually it is the immediate residents that read the signs in the their specific community. I certainly do feel that they are distraction.
- People are trying to read what they say not watching the road for cars or buses and kids
- As I driver I need to be most attentive to school zones, speed, and construction signs - advertising takes attention away from these essential messages.
- I want to concentrate on seeing if there are any pedestrians and children can be obscured by these annoying signs. They take my eyes off the road. Garish and unsightly. I prefer to see the boulevard, not the crap called signs/
- Your eyes automatically when scanning the road go to signs. It is both difficult to not read them and incredibly distracting. No different to me than using a cell phone.
- Takes the eyes off the road
- Block view of sides of road, children, dogs. They are unsafe
- If city council prohibits "for sale" signs on parked cars, how can they approve random advertising on boulevards and streets? both are ugly distractions.
- If there's too much text or hard to read due to colour (or too many signs), it takes drivers eyes off the road for too long
- A driver's eyes are automatically drawn to them
- They do seem to be sometimes - people do try to read them all, all the time.
- Too many signs in one location draw too much driver attention
- Takes eyes off road.



- Almost crashed because I was trying to read a colorful sign with tiny text. Fewer, large signs if any, are safest
- Yes and they make our city look trashy. I've never seen another city to have so many signs. I've have visitors comment numerous times about the signs.
- I only give myself a short period of time to read a sign and require multiple passes to read the whole sign.
- You can't read a sign and keep your eyes on the road at the same time.
- drivers need to attend to the road, so minimize distraction especially near intersections
- They can draw your eye from the road.
- People slow down to a crawl to read them and the are definitely distracted. All this does is slow down traffic.
- If they're short and concise like they should be, and near intersections, they're more informative and useful than distracting.
- I have more than once been unable to see traffic while trying to enter an intersection because of signs from real estate developers. Also, I was taught as a driver to scan the roadside and assess all signs. A forest of signs obscures the actual traffic signs.
- you can't be driving and trying to read the sign at the same time unless you came to a stop
- Drivers are already distracted enough
- Just more stuff to look at
- Absolutely signs are a distraction for driving. Signs should be used for locating something not for advertising. With the new distracted driving laws that were introduced a while back, signage should have been part of that.
- sometimes there are too many to keep track of
- If they are only temporary and not too many they aren't a bother. your eyes sweep over the sign anyway as you do checking for people, kids, animals etc. If it is something of interest your brain registers if it is of interest.
- To read them takes concentration. Plus, it's hard to remember the actual contact information if you're just driving by.
- I'm distracted
- Too much advertising is distracting we get it everywhere
- Too many drivers not paying attention, they do not need signage to distract them further, think safety before advertising
- If people are reading signs, they aren't looking at the road. Isn't that obvious?
- I find the signs extremely distracting and irritating.
- Signs are easy enough to ignore, like other things on roadsides such as light posts, storefronts, and patios.
- The more signs up in an area cause major distractions, not to mention important ones from city are missed



- Visual clutter is always distracting and trying to watch for children and jaywalkers popping out from behind signs makes it harder to keep your eyes where they should be - on the rest of the traffic and pedestrians.
- Temporary signs indicate a limited time message (eg neighborhood due dates), so it is automatic to try and read them. So one or two or at the most three signs. But too many is distracting and also leads people to ignore them which defeats the whole purpose of the signs.
- Signs tend to be placed at intersections where one stops so you can briefly read it. I am more concerned about signs being placed safely no visibility reduction rather than people quickly reading them. Also passengers can read them for driver. Pedestrian can read them.
- They are meant to take your eyes off the road for a few seconds. If they weren't a bit diatracing, they wouldn't be effective. Hopefully the distraction is brief.
- Big signs are easily read and it's no different than reading a road sign if it's kept short and sweet. Little signs are hard to see therefore making it more of a distraction as drivers often have to strain their eyes to see it
- I read the sign then goggle what i have seen. Without the signs my family would have missed communtiy events or dates.
- Distracted Driving.
- I don't find them too distracting, myself.
- I'm not a driver - but too much signage is unpleasant in general. We are over-signed as it is. It's visual noise we don't need.
- They frequently block a clear view for drivers
- I find signs near intersections hinder my view when driving. Certain intersections, require me to almost creep into the intersection before I can tell if a vehicle is coming. It's a real serious issue in some places. West bound 20th avenue Northeast, and Edmonton trail intersection is a good example. Signage is on Edmonton trail but blocks view when trying to turn south off of 20th avenue.
- Are road signs a distraction to drivers?
- Obviously "it depends" on size, placement, colour, etc.
- As a driver you are aware of surroundings whether it's a sign, pedestrian or flying garbage.
- They're not a distraction causing safety issues because they've been around for a Very. Long. Time.
- I choose what to read, and what not to read. When to read it and when not to read it. Messages are short and typically easily understood at a glance
- They block my view and look trashy.
- They obstruct the view of vechiles pulling out & of pedestrians crossing it's a huge safety issue!!
- I like them but I do feel that my eyes drift to read them
- They hide pedestrians, make cyclists harder to see. When people are looking at signs they are not paying attention to driving. When driving you can't remember phone numbers you see in passing.
- Sometimes you cant read everything so pay more attention to read rather than to driving.
- They are not a distraction so long as the number and size are regulated
- Read a sign, read a text -what's the difference?..



- They can be if there are too many in a row.
- Created to make you look, therefore distract
- a distraction 'yes' because I read them as I'm driving by. HOWEVER, the bold lettering in various colors seems to address the information using fewer words, getting the message across quickly
- Depends on what is going on with the sign. The multicolored signs (which seem to be printed specifically for each use) can include a lot more detail and pictures but are definitely more of a distraction than the older style black background with uniform text.
- People are capable of reading and seeing things outside their vehicle if they aren't looking at their stupid phones
- Never sure if they are advertising something important or just someone's products. But you always want to look.
- Can be yes if there are many signs or you are trying to get information while driving.
- Just taking your eyes off the road for a second or so can cause rear enders.
- Temporary signs are not a distraction - drivers need to be able to look at their surroundings and be constantly aware of what is going on and taking in information, such as street signs, what other vehicles are doing etc... seeing a sign alongside the road does not distract, especially when such sign are placed on roads with lower speed limits.
- Yes! Especially when you see something than interests you, but couldnt read all the information!!!
- The signs are sometimes placed to near important intersections, merge lanes etc which if people stop paying attention to read the signs could lead to an accident.
- Too much "noise" on the side of the road.
- I drive. I am distracted.
- I find myself reading the signs when driving (I should pay full attention to the road!)
- This is a stupid survey. It is slanted to make people choose little or no signage. I don't put up signs, by the way. But if something is going on in my neighbourhood, signage is the BEST way to learn about it.
- I believe temporary are designed to quickly get a driver's attention but don't pose any distraction greater than other common driving distractions like other cars on the road, clouds in the sky, pedestrians. In other words, I think that drivers of today make conscious efforts to read the signs in areas where the information may be relevant to them. I dont find myself reading signs around shops or communities that I don't live in or frequently visit, but I do read them in my neighbourhood.
- When you have numerous signs in a row is quite distracting & big eyesoar! As you enter our community I counted 6 big signs in a row. Approx 5 feet apart. They are located a few feet away from a busy intersection Used by children that attend schoold nearby. Extremely unsafe!
- What's the difference if I check a text in my phone or read signs on the side if the road. Both are driving while distracted.
- They catch our attention, so we are looking at the sign instead of the road. The easier the sign is to read, the less time we are distracted.
- Not distracting just eye sore.



- Most of the time no. Times I feel they are a distraction - a business putting one message on multiple small signs, one right after another (e.g. One sentence on a sign, the next sentence on a different sign just down the road, etc. so that you need to look at multiple signs to figure out the meaning). Also, it is distracting when there is more than 2 or 3 signs down a short stretch of road
- I don't really read the signs anywhere but in my own community. Furthermore, in my community they tend to be in places where speed is already reduced.
- If no parking on roadway: small signs in bold letters should be good enough >we should not allow any signage other than traffic signage on public road sides
- not competent ones
- It's just like talking on your cell phone or texting while driving!... It's a major distraction and signs should not be permitted on any public or private property which abuts onto roadways.
- As long as I can still see the road and any thing joining the road. I don't want to miss someone pulling out or crossing the road.
- a sign may catch a driver's attention, if the driver reads something that catches their attention, causing them to be distracted by the sign and not focusing on driving
- Anything trying to grab your attention from driving is adding a danger to our roads.
- I divert my attention to read while I am driving.
- Take eyes off the road
- As long as they are black background.
- I find it difficult to read these signs to the end without taking my eyes off the road for a period of time longer than I am comfortable with.
- people read at lights. instead of focusing on surroundings. can block kids on sidewalks approaching crosswalks.
- Easy way to safely advertise
- Virtually all scientific studies find that driving requires a significant amount of attention and that the more distractions there are to a driver the more impaired their performance will be. The sole purpose of these signs is to draw ones attention, otherwise they would not be effective. The more attention they draw, the more effective they are. The only same and logical conclusion is to limit, or better still eliminate these signs.
- They are novel, attract the eye and contribute to visual noise
- Conflicts with both ways of oncoming traffic when exiting a parking lot into roadway. Can't see oncoming traffic without coming to a stop past the pedestrian sign walk because the temporary signs act as a barrier when place too close to the curb/Blvd
- Signage with lots of words takes your eyes off the road. I hate those temp signs. They don't entice me to purchase or participate.
- Even as a transit rider it is a distraction. We have almost missed our stop at times for seeing what is on sale at a grocery store.
- Often people will slow down to read them and not pay attention to traffic around them. They interfere with traffic construction signs as well confusing drivers.



- Anything can be called a distraction, but the things these signs are advertising are much more useful than most other distractions (billboards, commercial advertising, etc.).
- If we see them, we read them. Therefore, distracting drivers while they are driving. They're not road signs.
- The quantity of pedestrian/car incidents in Calgary is unacceptable. Are distractions from temporary signs worth even a single pedestrian incident?
- NO SIGNS! They are a huge distraction and they look cheap.
- People seem to have enough trouble paying attention with the basic distractions, never mind adding them reading these eyesores
- Seriously, if you're looking at the sign, you're not looking at the road.
- Cant help but look.
- I hate that I can't go anywhere without someone trying to shove advertisement down my throat.
- In limited quantity, they provide information
- I don't find them too distracting but I'd like to see a study on this question.
- Even if you glance over it might be enough to cause an accident
- Multiple signs take eyes away from the road.
- The speed limits are excessively slow on almost all roads where signs are placed. So I find them to be a useful read to keep from getting too bored and picking up my cell phone.
- I believe that a driver's responsibly is to go from A to B safely without having excessive distractions that are all around us and these signs especially when they are lined up in a row such as in the case of Richmond Road at 37 Street SW on the A E Cross Junior High School side can be overwhelming. I try to ignore them so that I place my main focus on the my driving, road conditions, and traffic signs and lights.
- The whole point of the sign is to get attention which is a distraction when drivers try reading these signs which are often ugly and poorly maintained. I wish they were banned outright!
- They can be sometimes depending on who the drivers are.
- Temporary signs are a dangerous distraction to drivers. Neon signs at eye level will draw drivers gaze off road and to the sign. Most often, drivers will miss most of the message as they are in a MOVING vehicle and use their phone to google whatever it was they were trying to read while driving. Temporary signs should absolutely be banned.
- The purpose of the signs are to communicate information. Some lengthy signs require attention much like reading a text message on an in vehicle display. Also, one must look away from the road for a longer period.
- I think when they're controlled for size and color they can be an excellent way of transmitting information to a community. My neighbourhood does a good job of keeping them relevant, timely, and limiting third party advertising with them.
- However, drivers have a choice as to whether or not to be distracted.
- You take your eyes off the road to read just like a text message
- Takes your eyes and attention off the road. 2.) How are you supposed to wright down contact information while driving 50km/h safely and abiding by the law. 3.) Clutters up our streets with ugly





advertising. (Visual pollution) 4.) The most common signs are ones advertising liquor to people who are driving.

- It takes drivers eyes away from the road
- Block views, loud and unsightly, always blowing over, often damaged, tacky looking often with sandbags or cement blocks holding their base.
- It is a distraction but I like getting the info
- They compel drivers to look at them taking eyes/attention from the road and from pedestrians.
- Depends !!
- It would depend on the driver and how well they can read and focus.
- Too many signs already along roadways.
- Especially when there are a lot of them in one spot with a lot of information on them. Moreover, I never remember all of the information on them, even if it is just a website or phone number.
- I think it's not distracting
- Depends how many - if there is a string of more than one that will draw a driver's attention for a prolonged period then yes. If it just one then the quick glance that the driver is going to give it is no more a distraction than anything else along their route of travel
- This type of information can be delivered electronically through apps / notifications, emails. Community news letters can be utilized as well.
- I don't find a temporary sign a distraction but I find temporary SIGNS a distraction. In other words more than one sign in a given location can be distracting as people are trying to read them all.
- They are right beside the road. You can't help but be distracted by them.
- Yes if there are many of them, or they have too much information
- Signs should be concise. If they are not then they become a distraction. Most Of the time it is like reading a road sign.
- As long as the signs are similar in height and have adequate spacing between one another, I do not see them as a hazard.
- why wont the city do what there getting paid todo and let the tax payers make enough money to pay for there greed and quit making trouble for the people who pay there wages somewhere you forgot the tax payer is your boss and we will replace you if you persist in persicuteing us
- While riding as a passenger, i can never finish reading the whole sign let alone remember the phone number
- I DONT' READ THEM.
- See a sign...read it and not the road.
- They are on many of the main streets and block sight lines when turning corners.
- If there are too many it can be distracting, I think one is okay. If there's too many I think you tend to ignore them and they look horrible.
- Should have short messages to be read quickly
- If you are paying attention to a sign you are not paying attention to the road.



- All these ugly signs take your eyes off what you are supposed to be doing, DRIVING! Not only that it makes it hard to see pedestrians especially in busy areas. In some neighbourhoods there are so many signs one can't see for more than 1/2 a block. They should all be banned.
- If you're reading signs, you're not paying attention to the road. We may as well be allowed to read our text messages too if signs are to be allowed.
- People STILL use their cell phones when driving. This continued and on-going act forces them to look down at their lap and not outside thru the windshield. When you see a road-side sign, it tells us that your already looking outside thru your windshield and that your cell phone is NOT in your hands.
- Your taking your eyes off the road and some people need a lot of time to comprehend the intended message.
- The signs don't seem any better that texting while driving. Especially at intersections when you have multiple layers of cars and pedestrians to view.
- Temporary signs are ugly and distracting to drivers because they cause drivers to take their eyes off the road, think about what they are reading ,etc.
- They are succinct and quick to read -- no more distracting than permanent signage on buildings or road signs
- Anything that takes your attention away from the road can be dangerous
- These are good to now is there is an event or special sale going on
- It's hard to distinguish what's a community event versus for profit advertising. As an engaged citizen I like to be informed but having to scan the signs for info to determine what's relevant to me is a distraction for driving
- There seems to be far more distractions than these signs these days. I think these are the least of the problems. People who walk also look at the signs.
- Especially in the north east (castleridge/ Taradale area) the sheer amount of road signs is distracting and an absolute eye sore. There tend to me 5 to 10 of the exact same signs (especially political) on one small street corner and it has always infuriated me. There should absolutely be a limit to the number of signs allowed.
- I think it's a great way to advertise and they are on the side which is no different then the signs for major businesses like gas stations and restaurants
- Too much clutter. It's more important to have a full view of pedestrians and bikers, and focus on the road. What do you do with the info once you've read it? Commit it to memory, write it down, or make an e-note? This is encouraging distracted driving, thwarting the current efforts to rduce this danger.
- Get rid of all signs
- When there is just a few it is ok but sometimes (especially during elections) there is an insane amount of them. Sometimes to the point that it is easy to miss other street signs.
- I think if placed where speed zones are slow enough as well as with brief sentences drivers can get sufficient information with a glance.
- No more than anything else in a busy city.
- There's always multiple signs along bow bottom. People are reading these while driving at 80km. Advertisements should not be on the road as people need to pay attention to their driving.



- No more than litter, youngsters far ahead or behind their supervisor/parent.
- its to far from the road
- Way too many signs in residential and business areas. They are distracting. Don't we have a law about distracted drivers? And yet the City of Calgary still puts signs on the streets that cause me to be distracted when I try to read what's on them.
- not distracting
- Absolutely yes. The biggest issue is when they are placed directly on a corner and block the view of someone turning. They also block the view of animals or pedestrians who may step out.
- They could be if there are multiple signs people are reading
- Absolutely! So much happening on the roadsides to distract as well as impair visibility for motorists and pedestrians alike!
- Extremely distracting. They are so big and in your face. Also they impair a drivers ability to see around corners, intersections and people and animals running across roadways.
- The large signs are not the problem, but the smaller wood and metal signs place near intersections, on stop signs, light and directional standards that are dangerously distracting, and also illegal.
- Driving means navigating with information. We are used to signs. We're smart enough to "block out" in a millisecond the signs that we don't want or need.
- I find it of great interest, and important as I wouldn't necessarily know about what is being advertised by a local business...sports registration, a restaurant special, sale
- There are enough road, pedestrian, traffic things going on that affect a driver, temporary signs are just a huge distraction and should NOT be allowed at all.
- For me personally I don't find them confusing. The more colors, the less time I spend looking at them (and the less signs I read). Where I live, there are always a lot of signs and I go by there often enough so eventually I've looking at all of them! Depending of who is driving, they can be distracting. It depends on how much time you spend trying to read them. But strange as it sounds, I find them a sign (pardon the pun) of community, togetherness.
- if you're reading them, they're obviously distracting you from driving
- It only takes a quick second to glance at a sign
- I think they are very distracting and also very unsightly. They have become much more common recently around our neighbourhood, and no one in our family likes them.
- It is difficult to totally ignore signs along the edge of the road, therefore it is distracting.
- Any of theses type of signs are distraction
- Distraction contributes to collisions.
- There are so many things drivers need to watch for, temporary signs are totally a distraction.
- If they are not too wordy.
- A distraction, yes. A danger, not necessarily. Too much, too big, and too busy are a distraction.
- Especially when there are a big bundle of brightly coloured signs, they take drivers eyes away from the road and are a safety hazard.



- Most signs contain too much information to see at one glance while driving by and a driver may be tempted to either slow down or stop to get the full message. This would be dangerous to both the driver reading the sign and other vehicles passing at the site of a sign.
- Don't drive but as a passenger I rarely notice them
- I think if there is a short amount of information on the sign it's not a problem.
- They are certainly taking people's eyes off the road. I think that's why it's important to minimize them so that there aren't 10 in a row. Spread them out so that someone can glance at the sign and then back at the road and then glance at another sign and back to the road again.
- Possibly if it's too small and hard to read
- Yes. They take a driver's attention off the road. There are already too many distractions when driving.
- They are meant only to get your attention for a moment, and I know that I have heard "we didn't know this was going on" even though the signs had been up.
- Signs are very distractive especially when there are more than one in a row
- I glance at them and if I'm in a busy area, I totally ignore them.
- limited colour allows focus on key event. if it's not of interest, one doesn't read the rest. If it is of interest, you look at the rest of the information the next time by.
- If they are too bright, or there are too many of them, they become distracting and moreover, people don't read them...
- The signs are designed to catch drivers' attention. How can this not be a distraction? Drivers are focusing on something other than the road.
- They draw your eye away from the road. Multiple signs in a row amplify this situation.
- I personally think we are bombarded with advertising enough in this modern day. We should have no road side signs. If you make reading a text illegal then how is it fair to allow road side signs? They are tacky and not needed.
- Anything not related to control of your vehicle is a distraction.
- Drivers should be occupied exclusively by what is relevant to driving. Anything else is an unnecessary and potentially dangerous distraction.
- If we can't drive and read texts (which I support), why should we be distracted with other forms of text other than road signage?
- A driver can "choose" to read the sign or not. The bigger concern is how signs change and impact the look of a community or street.
- No because they are usually on corners where the drivers would often be stopped anyways. Might take a few trips by the signs to be able to read the whole thing.
- They are no more detracting than the plethora of other signage and natural/man made distractions that exist. The lettering and brightness of these signs make for easy understanding/comprehension of message.
- For the most part, the passengers are more likely to be looking at the ads.

- If they are eye catching , simple message and not too many posted at the same time at a good distance apart they are effective to the business in promoting their business and not distracting for a driver.
- Personally, I rarely pay attention to them to begin with. I almost don't view these signs as "serious" forms of advertising....essentially spam to me. I can't say I've ever seen one and proceeded in going to that event, etc.
- I like when they have information about free community events. I find them annoying when it's a business trying to advertise.
- especially if there are many of them.
- You are expected to read address on a building as you drive by and we aren't going to get rid of addresses.
- Certainly. They are a road hazard. Ask the police and Alberta Motor Association or any driver trainer. You must know this already?
- As I driver, I'm quite likely not to notice them. My focus is really on what's moving, not what's standing still. Moving signs too close to the road (eg. a scrolling marquee) are hugely distracting.
- i think they're effective for reaching the community on 'community issues' , neighborhood clean-ups, community fees are due, or city notices but feel business signs are clutter.
- Sometimes - depends on the locations and how small hte actual sign is.
- I've never seen anyone appear distracted by them
- we are being distracted and is that not distracted driving all signs including those large electronic bright signs like of off Glenmore trail by center street, its very bright and very distracting. They all should not be allowed
- Some signs are distracting -- especially ones that are cluttered looking, as small business signs often are with fancy fonts and cartoon imagery. I don't find it distracting to see a larger sign that advertises a community or political event. In fact, those types of signs are crucial for letting the public know of something that they need or should know.
- Only if the message is short.
- Somewhat depending on signage....too much wording can cause you to look away from the road for too long...if someone slams on the brakes and you are reading that sign....
- They take your eyes off the road for just long enough that one can no longer be aware of a rapidly changing environment.
- They are often a proliferation of signs. Traffic is busy, these locations are often near lights (Trico Centre at Bonaventure and South Centre). They make a neighbourhood look untidy, tacky and messy. My biggest beef is that they are a complete distraction to drivers, left up far too long.....
- Absolutely. They aren't uniform, they stand high up. They ruin the grass. The neon colours are blinding.
- They are short and usually placed at intersections or stop lights so drivers will only look if they have time.
- I have no trouble scanning them for content
- I try to read them... I'm not looking at the road. I'm reading the sign



- It takes the driver's attention off the road.
- It is a form of distracted driving.
- More often than not, drivers tend to view signs when they are stopped in their proximity or passing slowly.
- I find that the signs clutter and restrict line of sight at intersections and in school zones
- Reading the signs while driving is a a HUGE DISTRACTION
- Anything that grabs your attention while driving is a distraction. These signs don't need to be on the side of roads - having none of them would be safer for everyone.
- To an extent, yes. When there are too many signs placed in an area it is definitely not only a distraction, but an eye sore. However, if numbers of signs were limited in an area they would have less of a distraction effect, but still maintain the effect of the advertisement of the company using the signage.
- well placed and spaced signs that are not out for extended periods of time should not be a distraction.
- The trend is to move to interactive billboards, which are highly distracting on the Queen Elizabeth Highway (highway #2), so I'd hate to see them with the city limits.
- Sometimes they can be a distraction, especially if the lettering is small and there is too much info on the sign. The signs exiting Harvest Hills Blvd onto Stony Trail are very distracting.
- people are reading signs when they should be watching the road.
- The visual clutter of the temp signs that pop up like mushrooms in our community is disturbing. Add to that traffic, cell phones, medication, pedestrians, permanent advertising signs, directional road signs, weather, commercial building signs, transit advertising, bright digital signs from the large sign companies which are all distractions from the job you have on the road--to focus on your driving.
- It takes drivers eyes off the road and is no different than distracted driving.
- You have a tendency to slow down to read the signs especially if print is too small
- Too many - everywhere - too many kinds and colours.... And election time is just the worst
- A distraction but also always seem to be places by driveway into plazas --creating a blind spot!
- In our community of Tuscany, we often have multiple temporary signs "littering" the main blvd. Very distracting and very ugly.
- There's not that much info on them and no pictures
- their eyes are not on the road, cars and people
- I see so many signs I am constantly taking my eyes off the road trying to read them. They also make the area look very trashy.
- I find them hardly visible unless I am looking for something specific, like approaching a driveway. I find large billboard LCD screens with moving images create a far more distracting danger
- You can look at them or not. It is the driver's choice.
- The entire point of signs is for people to look over away from the road and read them... road signs themselves are made simple and easy to follow, whereas temporary signs often have images, huge brightly coloured words, etc. There's no way this isn't a distraction



- If there are not too many it is OK and not too distracting. If there are too many then they are a distraction, information overload. Also placement is very important, not too close to intersections where they can obscure sightlines at intersections and cross-walks. Mid-block would be preferred.
- They are distracting simply because they "don't belong there". I don't understand why commercial signs are allowed to cluster on public land month after month. They interfere with the landscaping and they destroy everything underneath them. Where's the trees!
- Yes they are very distracting and gives an unpleasant look to any community. According to me should be banned
- They've been there forever. This is a complete waste of time and resources.
- Sign clutter degrades the neighbourhood making the surrounding areas look shoddy and unkept and unsafe. Dangerous as they are made poorly and are held in the ground with sharp protruding metal bars which are hidden in snow as well which people can slip and become impaled upon. Many are in pieces later and are blowing down the street which add to taxpayer dollars in cleaning up by city.
- I don't have any basis to respond.
- Most people will just scan over the sign and ignore, but if a word catches their eye, then their attention is averted from the road to the sign to understand fully what they are seeing.
- see my detailed response to the previous question, which also applies to the number of signs allowed within a given separation distance for a given speed limit
- How can it be safe to try and read a sign while driving.
- These particular signs are so "bright and in your face" that you can't miss them.
- yes, which is why 1 or 2 signs at most in the same area is ok.
- There are enough legal traffic signs to read without throwing in more info that is not relevant to driving
- Divert eyes from road while driving.
- Like texting you're always looking elsewhere except the road.
- 1 or 2 of these signs are usually ok but usually there are so many that you fly by and can't read them anyway.
- I don't like business ones but for community events or recreational activities are fine
- I don't find signs to be a distraction to drivers because if you are focusing on the road you will look past them and not spend time reading them.
- Signage is ubiquitous, temporary signs alone aren't a distraction.
- Just like talking on a cell phone.
- The whole point of them is to draw attention of drivers so of course they are a distraction. Maybe you could make school zone signs as prominent so that people would notice them more easily.
- So long as they do not obstruct the view of people pulling out of driveways, there's no reason for colourful letters to distract competent drivers.
- Sometimes a person can read the sign and at other times you can not (too small and too close to the ground). As well, too many in a short space are confusing.
- Street signs aren't effective in my opinion and only serve to distract drivers. It equivalent to reading a text while driving



- when I read the sign, I have to take my eyes off the dashboard
- some temporary signs can be distracting, others not. The moving billboard at McMahon Stadium is more distracting as it has movement which draws the eye
- I think it can be distracting if a driver is trying to read a longer sign while driving, especially if there are many signs in a row.
- I personally have been distracted by temporary signs and in addition, where there are multiple signs in a row and near intersections and crosswalks, I feel it may hinder a driver's field of view and contribute to safety issues.
- Temporary signs are designed to target drivers which takes their attention off the road. These are often placed in residential areas where there are pedestrians and other drivers that could be affected by a driver not paying attention.
- Flashy or overly wordy signs can cause drivers to be distracted trying to read them. Simple concise signs can help prevent this.
- Some signs have significant amount of words to read while driving by at higher speeds.
- Advertisers use pictorials and suggestive phrases to capture attention.
- Quite often when driving, I notice a sign I wanted to read as driving by. The text goes by too quickly (unless going 2 km/h or so of course) and I find myself jerking my head around to read the sign in time. I feel I could miss pedestrians or other road hazards because of this.
- Trying to read anything while driving is a distraction
- A quick glance is all you need and the signs are in your normal scan
- You're not paying full attention to the road. This is a no brainer!
- Drivers should be watching the road, not reading. I look at the signs when I'm a passenger, not when I'm driving.
- I think they can be but do not need to be to also be visible.
- Drivers will avert their attention to read the sign and for a moment they are distracted. If I had my way I would ban all signs.
- At times they block visibility making cyclists hard to spot due to their size.
- ABSOLUTELY. Their distraction is clear and obvious and makes a MOCKERY of existing Distracted Driving laws. I believe that signs on roadways should be RESTRICTED to TRAFFIC ROAD SIGNS and directions related to road safety ONLY.
- A driver should be looking at every sign while driving, only for a moment. If they're distracted it because they're a bad driver, the signs are simply a medium they express that through
- You have to hunt for the road signs amongst the temporary signs, thereby increasing the chances of missing something important. Calgary should reduce advertising signs completely and leave that for other media.
- It is hard not to at least glance at these sign even if you are a conscientious driver. Distracted driving is so prevalent now and the injury/fatal accident numbers bare this out. I'm even surprised these signs are legal now.
- No different than texting on your phone while driving. It should be delt as distracted driving.
- If there are too many small ones, I find them distracting.





- Yes and they are ugly! Very distracting
- If you are trying to read, you are distracted
- Having too much of them is a distraction
- less focus on the road
- Yes and no, everyone is different but I see people slowing down trying to focus on signs, it definitely could be a distraction around cross walks and intersections and fast flowing traffic areas.
- Yes if they are by busy intersections and crosswalks.
- One or two per street is fine. Any more would be a distraction.
- isn't it obvious?
- Looking to see if it is mention road closures, detours, and construction is the only relevant info for a driver to take their eyes off the road to read. Some block clear view turning from one intersection to the other. In the days of computer access and public libraries accessibility, there is no need to have to read an advertisement regardless of the message.
- If you are distracted by a sign on the side of the road you probably should not operate a motor vehicle
- Distracted driving....reading signs that aren't relevant to the road. People stopping on the road to take pictures of signs.
- I don't pay attention to signs on the lawns.
- There are way too many
- People often slow down to read signs, sometimes obstructs pedestrians if close to corners
- Absolutely! Especially when there are so many in a row. For example: Beddington Trail heading into Creekside.
- only during elections
- They are a severe safety hazard, with drivers reading them and NOT concentrating on driving.
- Reading any sign located on a roadway is distracting. Particularly distracting & annoying are the signs which change with the advertising (electronic?) & any that are extremely colourful & bright. Truly I would like all roadways signs to be banned.
- If there are too many or print is too small
- They are everywhere so easy to ignore if you want to.
- Plenty of times I have come into a community and had people suddenly slowing down to read a sign. Especially nasty during the winter when their all season tires start making ice slicks.
- sure, especially if the message is too long. I think that one of the things regulated should be the amount of info on the signs...short and sweet.
- taking eyes of the road, too much to read
- Too much time is required to read them and drive safely at the same time.
- yes people slow down to read and sometimes they are knocked over on road
- Another "distracted driver" source?
- It attracts your attention, therefore less attention paid to driving



- There are far too many signs on the streets, obstructing the drivers view as well encouraging people to look away from the road to read them.
- There are WAY too many of them in certain areas and sometimes it takes longer to read so you are distracted from the road.
- Passengers can read signs
- Especially on faster roads (>50 km/h), I can't read the entire sign most of the time in the time it takes to drive past it. If I try to, I'm not looking at the road. If the first few words catch my attention and sound interesting, I may inadvertently slow down to read the rest.
- Can't understand if drinking a coffee is against the law, why looking around at fluorescent signs. You should keep your eyes on the car in front to you, not trying to get a business name or phone number
- Anything that diverts your focus and attention from driving is a distraction.
- these signs take your attention away from your driving
- Large signs can be a distraction at the road side and that's the whole point of them to get you to read them so that in itself should mean they should be removed
- I find myself sometimes straining to read a sign when I should be looking on the road.
- You can choose to see them or you can choose not to see them. Most of the time the signs are just like the trees. They are there and are part of the background. No more important or less important.
- I like to know what events are going on.
- This creates distracted driving , it is against the law .
- Far too many signs in popular areas. Often the signs are on on buy major roadways where driver's attention is distracted by trying to read all the information while going by the sign
- people today are too busy texting while driving.. last thing they need is further distractions..
- Yes they are a distraction but only when there are a lot of them, especially where kids met be present and walking.
- There's too much information you have to read as your driving past. There are places with a sign ever 5 feet! With the internet, how do we need these signs?
- I never even read them
- They're distracting because the signs cause the driver to look over at the signs and away from the road.
- If you're reading the sign, your eyes aren't on the road.
- Just like texting or talking on your cell phone, signs along roadways distract drivers. Your eyes are not focused on the road ahead if you are reading the signs.
- Placement is often poor and even hazardous. Signs often obstruct driver sight lines (just check the perpetual Peking Garden 'temporary' sign at the Riverbend shopping centre exit onto northbound 18th St. SE. It prevents seeing oncoming traffic on 18th street when leaving the shopping centre unless you pull out well past the actual stop line and block the sidewalk). Also often too close to intersections and even in clumps, reducing pedestrian visibility or distracting drivers when more, not less, attention is warranted. Some, although so far not addressed here (can we say real estate sandwich boards), are actually in traffic lanes on residential streets.
- They direct attention to something other than the road



- Drivers are reading signs and not looking for other cars or pedestrians. As well the signs themselves may block line of sight so pedestrians and cars may be harder to see.
- If message is short and simple, no problems. So much on sign that someone has to slow down to read it, not good.
- Temporary signs aren't any different than permanent signs. Drivers will look at them if they notice them.
- You take your eyes off the road ahead of you and are not attentive to upcoming intersections when you read the signs; particularly if there are more than one.
- Cannot read while driving. Distracting.
- Of course they are. If you're looking at them, you aren't looking at the road. And many signs try to put too much information on them for you to read in a second. And when you have 4 or 5 of them in a row it not only is ugly, it's dangerous.
- How could they NOT be?? It is no different than reading a text, your eyes are not on the road ahead and good luck getting the whole phone number on the way by anyway.
- Signs with a lot of text take awhile to read and thus you are not focused on the road. Short signs can be useful
- reading the signs detracts from concentration on what is going on around you.
- Temporary sign for community programmes are understandable, but then business people install there's to promote business, that is not acceptable. Some community organiser don't remove there sign ever.
- Yes, of there is lots
- Their purpose is to be noticed and read thus redirecting one's attention from the road.
- Most of the time, they are located too close to the roadway corners and affect your ability to see on-coming traffic, pedestrian traffic, etc.
- Definitely it is a distraction. Anything that takes your attention away from the road is a distraction. If you are not allowed to read or text while driving, that applies to both inside the car and outside the car. Only minimum, short/brief messages should be posted, not long stories. Just like speed limit signs.
- They advertise important events to the community. The number and height of signs need to be controlled.
- No signs at all is the better choice. We are inundated with advertisements already!
- Dependent on frequency of signs and spacing
- They are made to be noticed.
- Often it pulls your eyes from the roadway and other vehicles to the signs.
- Too many!
- We already have too much to consider when driving.
- The world is full of words printed outdoors -- signs on buildings, on private billboards, on vehicles driving around. Although signs on public land should be subject to reasonable regulation, that's not because of distraction but because there ought to be reasonable rules about clutter and open public space.



- It takes time to wonder how did they get there.
- I don't find them distracting as long as there are not too many of them - think of this next civic election!
- I have recently seen a dramatic increase in the number of signs being placed along roadways ,near shopping centers and in residential neighborhoods. Today for example while driving along 114th avenue S.E.on the corner of 27Street S.E. there were 6 signs no more than 2 feet apart. Absolutely no compliance as they have been there for far longer than the 2 week maximum. There are fabric moving signs (dangerous and distracting) sandwich boards, plastic signs which businesses are posting in multiples(ie. Quarry Park) or Douglasdale Blvd.. Many of the businesses that have have permanent signage are now putting up additional road signs as once there competitors start they need to also..Doctors, dentists, restaurants etc. etc. I am guessing there is not the manpower to check on compliance..these signs are essentially permanent.
- just like reading
- Often there are several competing signs placed one after the other and one's eye tends to try and focus an them it is hard to ignore them which is why the suppliers market them.
- Yes probably. They don't bother me because I tend to ignore advertising anyway and certainly when I am driving. If I am a passenger I still don't look much but I don't feel guilty looking. But some people seem to always look at everything and try to read everything, even while they are driving. So I should think they are a distraction.
- I also believe that pedestrians might be missed if the signs are "just so".
- They are an absolute blight on the visual landscape but that aside, as a neuropsychologist, let me say that they consume neuroprocessing when needed for more significant purposes.
- There are many distractions on and beside our roadways. The various types of traffic signs were there long before these temporary signs. If this type of signage is a distraction, perhaps drivers aren't paying enough attention to driving in the first place.
- Has to be - by definition it takes your eyes off the road.
- If you are reading signs, you may as well read your fone messages. Equally distracted.
- I read them and get informed on what is available now.
- Taking eyes off the road is a dangerous distraction.
- takes eyes off road
- By their very nature, these signs are meant to grab your attention. If you are driving by one, naturally, your eyes will be drawn to it, which is a distraction.
- There are already too many signs to look at and it is a distraction. However, I understand businesses want to stand out and differentiate themselves from their competitors. By the time you have read the last sign (that is in a long line of other signs) your focus on the road is lost, especially on a busier road. A less distraction would be to allow only a specific number of signs in an area and rotate the business information on those signs...But that would need policing and that's the tough part about this whole thing.
- If they are meant to attract driver attention, an attending driver is therefore not paying attention to the road. Shouldn't be in school or playground zones.



- Any sign at the side of the road can be a distraction to vehicle drivers as it takes their attention away from the road ahead.
- Briefly glance and go back again if need be.
- Taking the driver's eyes off the road to read something is a complete distraction.
- signs pull eyes off the road
- Most of the time they are easy to ignore. A problem arises though if they could cause a driver to miss or be distracted from important traffic signs.
- Duh!! Trying to read sign and concentrate on driving! Isn't It obvious.
- Drivers on average are so susceptible to distraction. If it is a matter of public safety there is no commercial reasoning strong enough to enable any further potential distracting elements for drivers. It is human nature to devote attention to bright and shiny things so this should be minimized as much as possible. In addition to the distraction element signs are oftentimes placed that block important line of sight to pedestrians or to see incoming vehicles who have right of way.
- They are ugly and ruin the view
- It does not take long for drivers to become aware of whose signs are whose. They will likely ignore them after a few days.
- Drivers can't even pay attention to permanent signs like yield, stop and merge. We don't need to confuse them with more. Not to mention that drivers end up paying more attention to the signs than they do the roads.
- Draw attention away from immediate awareness of car and its surroundings
- More than one sign is a distraction.
- People read the signs rather than concentrate on the road.
- They distract drivers on busy roadways. They are ugly. There are better ways to communicate. E-mail. Text messages... etc...
- Depends on the driver. I notice them and read when stopped but ignore if in traffic.
- They take your eyes off the road but the simpler they are the less distracting they will be.
- half of the time they are blocking line of sight while leaving a parking lot, they also take your eyes off the road to try and catch what it says as your driving by, and you never really have the time to read them. they also normally include a phone number as if you have the time to write it down while you're driving.
- they don't distract me. i can read at red lights. we have to read all kinds of signs to drive
- I don't drive but, as a passenger I detest this roadside signs
- I take my eyes off the road to read the signs
- Can't read signs and watch road. THIS IS DISTRACTED DRIVING
- Depends on the amount and placement...at a busy intersection vs on a straight road
- In my opinion, if temporary signs are clear and well visible, they are not a distraction. I think they become a distraction when they have to be placed in areas that they can't be read quickly or easily on the way by so the driver is more inclined to be distracted trying to see it than they would be if it was easily seen. For example, the bylaw states a sign has to be more than 2 metres from the curb

or edge of the road. At this distance, a driver is more likely to strain to read the sign or see what it is trying to say than if it was closer to the curb.

- They often reduce visibility when making turns
- People need to pay attention to the road, not on a sign.
- It distracts drivers
- They take your eyes off the road and because of how horrible they look, yes they are a distraction.
- Are they really temporary though? I mean the message content might change but the same signs have been on my boulevard for years. Charge for the space and I bet they would disappear quick.
- Too many and try to read so very distracting for drivers. Signs should be limited.
- Seriously !
- Not a distraction as long as there are not too many in a row
- Only if there are 2 or more that are placed a few feet from one another. Community signage that displays information pertinent to the community should get first spot, then specialized professional services next. If neither, then sale advertisements last. But no more than 2 signs
- Visual noise, distraction to drivers.
- Distraction laws in place for a reason and these signs at times block pedestrians
- No different than trying to read your text messages while trying to drive
- When they are too many and placed too closely they become a distraction
- Anything that is unexpected distracts me when I am driving.
- sometimes the message is long and complicated, with abbreviations that make them difficult to decipher whl drvng
- No spare time to read all of them. Not any different from other distracted driving enticements. Therefore, its best to ignore them and drive on. I guess its OK to leave them; they provide employment and income for some people. Its also a matter of choice. Some people will elect to read and others won't. They don't hurt anyone.
- They are a cause of distracted driving. Attention should not be distracted when driving.
- They are a eyesore
- Sometimes there is just too many. I support public service advertising but private enterprise should be limited. Companies attaching signs to posts like stop signs should be banned.
- A distraction
- really don't look at all of them unless its something that really interests me. In some areas of the city there are way too many.
- If your eyes are not on the road then you're distracted.
- If they are placed on a higher speed road ie Bow Bottom Trail between Deerfoot and Canyon Meadows then I think they are unsafe
- There are enough items to pay attention to, ie traffic signs, lights etc, This is an added distraction.
- How would they not be? The intention is to get the drivers attention. If they are looking at the sign then they are not looking at the road. We need minimal signs and they need to be a good distance from intersections/cross walks.



- You should not be driving and reading a sign.
- Drivers are trying to read the information on the sign and record the information.
- What's the difference from reading a text or a stupid sign
- I like the temporary signs as they are more environmental than the printed ones.
- It is an eyesore and distraction. In order to process what is on the sign or memorize the number, you are taking your attention away from driving. This is worse if there are several signs in a row.
- They are distracting and not estetically pleasing. I would prefer they were not slowed at all
- Block view of oncoming traffic when trying to enter street
- Too many signs mean too many distractions and at the present time there are WAY too many signs. What happened to the Calgary sign bylaw?
- Pretty obvious..... when ever you take your eyes off the road is dangerous
- You spend time reading it so there ya go
- Best to highlight Official Traffic Signs
- You r supposed to be paying attention to the road (traffic and conditions)
- Too many people get distracted by having too many signs on streets.
- It takes your eyes off the road. They are not informing the driver about traffic and therefore are not required.
- Signs are an eye sore and make communities and roadways look tacky. In Boca Raton all signage has been banned on blvds and streets. It makes the city look more upscale and cleaner.
- They are ugly and sometimes can block your view
- Signage is often placed in residential areas close to schools, rec centers, and major crosswalks. We need to be watching for pedestrians and kids not reading signs about soccer registration. We can all look that up online at a later time.
- I'm a realtor so I use a temporary sign (sandwich board) for open houses...as per bylaws placement.
- They are a major distraction and block vision in some locations, I spent 25+ years in law enforcement and this situation must be addressed
- They are eye catching and make drivers read them distracting them from the road.
- Get rid of all. They are a distraction to driving. Safety hazard
- Text only signs are not a distraction.
- Draw drivers attention away from the road
- They are not a distraction, but are a blight on the landscape and horrible to look at.
- Some signs are difficult to read while driving the speed limit. Too much info
- Its a distraction because you are trying to read the sign while you drive past it. It takes your eyes off the road.
- Small paper/flimsy signs with too much information, graphics or photographs placed too close together are a distraction. The larger black signs with large customized lettering are no more a distraction than other road signs and markers.
- Aren't all signs on a boulevard supposed to be temporary?



- many people are too busy trying to read the signs and not paying attention to their driving. it is as dangerous as talking on the phone while driving and should be banned completely, including elections.
- Signs make streets, neighbourhood & city very tacky. Not a classy look for a beautiful city!
- When I come onto heritage from 11st SW I can't see the traffic going very fast until it is too late.
- Any sign is a distraction as it causes the driver to shift their attention from the road to the sign in order to read it. The more flashy the sign, the greater the distraction and therefore safety risk.
- Distraction at its best. Get rid of all of these signs.
- All people CHOOSE whether or not they are distracted and by what. My experience is that most Calgary drivers are far more distracted by items inside their vehicles than outside. One of the requirements of driving is being able to operate a vehicle at speed while deciphering signs, so as long as signs are placed in appropriate places, they won't be any more distracting that a speed, merge or street name sign.
- the multiple signs close to crosswalks distract drivers from paying attention to pedestrian
- Too many distraction
- No different than texting and driving. You have to take your eyes off the road to read.
- It takes the driver's eyes from the road and keeps them on the sign in order to read the message; similar to distracted driving.
- No explanation needed. They are distracting.
- Especially in today's time where we are recycling materials as well being careful , these signs are garbage. The large black signs are efficient and to the point
- Drivers are supposed to pay attention to driving their vehicle, not reading advertising or messages unrelated to driving. We have laws for distracted driving, how is this different?
- Especially when placed near an intersection obstructing view of traffic
- Some are very small and employ a likewise very small font making them difficult to read. While others are bright and large and almost overpowering. There doesn't appear to be any limits to how many can be put up on a given street.
- Because they signs are along the roads, often busy roads, drivers are very distracted especially since the signs often have catchy slogans.
- Anything that takes more than a glance distracts you from the task at hand. ie driving and paying attention to what you are doing.
- obstructs the driver's view when trying to make a left or right turn.
- They are placed to catch your eye, which takes your attention off the road.
- I try to read them all as I'm driving by
- You can't help but try reading them, therefore a distraction. Also, can be an eyesore.
- People slow down to read the signs and miss seeing pedestrians at the cross walks.
- They should be banned, they are hideous, look like an auction area
- It's distracting





- We have Distracted driving law and these signs are a distraction. The signs clutter the streetscape and there is more effective ways for a business to get their message to the customer.
- We recognize many of these signs are in areas where speeds are lower, however these ARE a distraction, as a drivers attention is diverted. This is especially when there is a high concentration of signs in a small area, as well as those signs that have too much information crammed onto it.
- It takes time to read the signs, so your eyes are not on the road.
- You're attempting to read any given sign while trying to drive.
- It's a distraction, POINT... You can have for sale signs, store signs, election signs, then you have the regular store signage which is all in my opinion that should be on the sides of the roads, none of these temporary signs should be up. It's overkill on the amount of signs that can be on the side of the road.
- Some small business signs are too large in my community. The signs should have a maximum size so they aren't overbearing.
- No. the best way to notify public of imp events or sales as explained in former response
- They draw a driver's eyes away from the road and can obscure vehicles and pedestrians from a driver's sight lines.
- If you can't read a text message while driving, how come it's okay to read a sign. Road ways signs should be limited to safety signs regarding roadway / roadway conditions.
- In a number of areas, there can be 6-8 different signs in a short stretch - note Heritage Drive at the Blackfoot Trail.
- Signs do cause us to take eyes off the road and focus on alternative information
- The signs are very distracting no matter how many or what colours of what height they are!
- If you are unsure of your driving then don't look at the signs. A quick view is not distracting.
- Your looking at signage on the roadside instead of focusing on the task at hand (Driving).
- I think multiple signs are distracting, particularly near intersections or anywhere traffic is merging. When many cars are changing lanes and merging it is not a good time to be noticing signs.
- they have text and or data that needs processing. Not unlike texting and driving
- You have to read
- Too many signs cluttering the streets with too many poor road signs add to the short span to make decisions on highways that are inconsistent and poorly designed. Where you find these people to plan roads and people places must be at the bottom of the barrel.
- It is the same as distracted driving! I call it eye clutter. And boulevard pollution.
- Campaign signs are the worst offences! They are usually small, so if they intend for you to read them, then you put yourself at risk trying to read them ... which I don't. The ugly, and regular, placement of 5-20 campaign signs is an eyesore that residents should not have to suffer through.
- They are concise and easy to read
- These signs are usually to close to the road which makes coming out of side streets hazardous when trying to enter the flow of traffic.
- The temporary signs are quickly read by a driver and does not distract them. They can ignore signs also.



- They are a distraction, causing drivers to stop focusing on the road and attempt to read 20+ words while also operating a vehicle. Texting and driving was eliminated for a reason! Drivers cannot focus on pedestrians, small children who may dart out onto the road way behind these signs or cross walks while also reading these signs that are becoming brighter, taller, and more and more frequent.
- With everything going on on the roads and potential of children and pedestrians being involved in traffic,. They could contribute to driver distraction,. But now more than fixed signage.
- If people are getting distracted by temporary sings then maybe they shouldn't be driving. I live with ADHD and featel alcohol effects so if I can drive and not get distracted by the temporary signs and so can someone else.
- In many cases they are placed too close to intersections or parking lot exits. As well, the signs tend to be bold in color and attract your eye
- You are reading a sign instead of driving -- . We have enough traffic control signs that are critical to the safe operation of a vehicle. Why do I need to get distracted because a PUB has a sale on chicken wings ?? If I want chicken wings -- I will google "chicken wings" in xxx neighbourhood. If I have a daughter that wants to play ringette ( I don't ) I will google ringette in Calgary
- No more distracting than billboards and other signs providing information. My problem is with the number of them. Last spring, I counted 17 separate temporary signs (some were part of a group) along the stretch of Bow Bottom Trail from Deerfoot to Canyon Meadows Drive. Way too many! Clutters up a nice greenspace. And what a pain it must be for those city workers cutting that grass.
- Create blind spots and tend to watch the signs and not the road
- drivers are distracted by trying to read the signs.
- Ive certainly been distracted. Dangerous without a doubt
- Absolutely distracting. Many signs are located too close to intersections and in medians in violation to current bylaws. By simple definition they are distracting.....if they work it means drivers are busy reading them and trying to recall or record the phone numbers etc. The concept is totally ridiculous, unsafe and offensive to the aesthetics of our communities. Most temporary signs should not be allowed.
- I DO think that these signs should NOT be within a certain distance from schools, as this can be distracting. Located at the entrance to communities works for me!
- no signs please they are a garish eyesore visual diarrhea
- Drivers should be watching the road, not reading signs.
- They take eyes off the road.
- If the roads are busy no one should be reading the signs.
- It is obvious that too many signs are a distraction as they are meant to be read.
- If the sign is not easily read quickly, as many are presently, then it can be distracting to read it.
- The idea of trying to read them is distracting from the road and they create annoyance to the drivers
- The are designed to make you look at them and away from the road
- The purpose of these road signs is to attract the attention of drivers which may have a negative impact on safety. By diverting the drivers' attention, they are a possible safety hazard.



- Your reading the sign instead of looking at the road especially if there is more than one sign in a row.
- Yes they are a hazard as drivers slow down to read them. Our focus needs to be on the road....
- They can be distracting.
- They just add noise to the visual landscape. They train drivers to tune out all signs including traffic signs.
- If the point is to read them, then drivers must take their eyes from the road.
- Your eye automatically is drawn to the signs especially the most colourful ones. Also, they are often placed where you cannot see cars pulling out onto roadway or if you are trying to merge onto roadway, you cannot see oncoming cars. Often signs also block sight lines to bikes and pedestrians.
- They take my eye off the road ahead of me, especially if they are difficult to read or there is lengthy text.
- Drivers are trying to. Read the signs and not looking at the roads
- To much info being thrown at you. People do not pay attention to the roadways now. Way to much info on signs can not read them before you are by them.
- distracted driving
- May not bother myself but may bother others .
- Anything that takes your eyes away from the road is a distraction. This is particularly true near intersections and crosswalks. More importantly these signs can block a driver's view of oncoming traffic and pedestrians.
- People naturally look to see what is in their field of vision. These signs should be uniform, permitted and for community use only with limits of where and how many can be in place. i.e. they should only be max three at the entrance or exit to community. Absolutely none should be on the sign of the road above 50km vs the existing 70km.
- The purpose of a temporary sign is to garner attention to it. By doing so, people are taking their eyes off the road and focusing directly on the signs.
- My eyes seem drawn to the signs, even if I'd rather not read them. I wish the city would allow fewer billboards, as well. Very distracting, and also makes our beautiful city look cluttered.
- The signs are there to be read by those individuals who are driving by. However, the drivers can be distracted because they are reading the signs rather than paying attention to their driving and to any pedestrians in the area.
- Only if there is a large amount of information packed onto the sign
- There are too many used
- Distracting. Eye sore. Gross.
- How can you read/look at a sign and also pay attention to the road?
- Of course they are distraction as well as they may hide people about to run onto roadway.
- Not sure how much attention drivers are paying to the signs.
- Drivers are looking at reading the signs rather than paying attention to the road, some signs have a lot of writing or phone numbers that people are interested in seeing.

- if they are too close to the roads, where your view is obstructed.... should all be low profile signs
- catches your attention
- Too much information on the signs and too many signs cause drivers to not pay attention to the road. Find another way to get the info out.
- Signs are already everywhere
- Advertisements that are colourful could catch someone's eye unnecessarily. Black and white should be fine but no colour
- I have been behind several vehicles that slow or veer while reading the signs. This is especially a concern when there is a bend in the road.
- You cannot focus on driving if looking at signage and lots of it
- Only when there are too many
- Yes if there are too many in a small area. Community Associations should be able to control the type and content of signs within their boundaries.
- Not a distraction in the meaning of being dangerous, but obviously the signs are meant to get a driver's attention
- Obviously, people tend to read the signs as opposed to paying attention to the roadway and their driving. If someone wants to advertise, there are many other means of doing so.
- if they are too close to an intersection
- They are a distraction if you are trying to read them!
- ANYTHING that takes a driver's eye off of the road is a distraction.
- Everytime i drive by one j cringe be ause where i live there can be as many as 40 to fifty signs in a 2 block zone and it looks horrible, it is way to much
- They are placed there deliberately to be a distraction to drivers! The advertiser wants the sign noticed. They want the sign to be read. They want drivers to take their eyes off the road and put them on the sign.
- I believe temporary are not a distraction to drivers as long as the message is brief and there are not too many signs in one area
- The great number of signs and their styles make the neighborhood look cheap in many cases and cause many drivers to pay too much attention to them rather than on their driving responsibilities.
- takes eyes off the road
- In particular on busy streets. I've noticed an increase in fender benders on streets with multiple signs
- the bright colors with too many words
- People slow down to read them. People have a hard enough time driving and don't need the additional distractions.
- I think that studies need to be conducted to see if there is increased accidents near temporary signs. Personally, I regularly ignore them or just read enough to get the gist of the story but not focusing much attention on it.
- Not unless they are close together. Sometimes there are too many signs along a block and they are too crowded. I like that they are not allowed on roads with higher speeds. I prefer the old signs with

plain black backgrounds and fluorescent letters, not the new picture types signs that started showing up this year. They are too busy and difficult to read when driving, so are more distracting.

- After seeing once drivers give little attention
- They have a lot of information that catches your eye while driving.
- I don't find them distracting because I pay attention to driving first, but I can see that some people could be distracted by them.
- put let signs or dont put signs at all.
- Too many signs not only distracting but ineffective. Drivers can't or won't read them all.
- Drivers just suddenly stop in the middle of the road just to read the signs
- Trying to read the signs is a distraction to drivers as it takes your eyes away from the road and crazy Calgary drivers
- Too many signs placed close together in bright colors are eye-catching and therefore distracting to driver. I also find them somewhat ugly and they take away fro the beauty of our roadways
- When driving, anything new catches your attention. Also you tend to want to see what is written on the sign, which distracts from driving. Just look at the effects of rubber necking when there's an accident or a police officer has pulled someone over, same concept.
- Eyes r off road trying to read sign.
- Too wordy causing drivers to read all signs vs watching road
- Takes your eyes off the road to read
- Drivers are trying to read them while they drive and so are distracted.
- Too many are distracting in my opinion. Too many to me are clusters of three or more.
- I like them. They keep things interesting
- In this economy how are small businesses going to survive? These signs provide an avenue that is seen and very effective. Yes there needs to be limits on how many signs appear on a road and term limits. Also level the playing field. Developers have their signs permanently imbedded on public streets. There needs to be same rules for them.
- Clean and easy to read
- Although I like them for relaying community messages (I don't like them for advertising services), they probably are a distraction
- When looking for important signs (school zones etc) I find the advertising to be distracting
- They are ugly and take your attention away from driving.
- If you take time to read them, your eyes are off the road.....distracted driving
- Varies on how many are in a allotted location and how big the message is. Too many signs and you are distracted trying uofc read them all or trying to read all the info too quickly. Spaced far enough apart and ignore looks cleaner, less wording is quick and easy to read and thus less distracting.
- I believe they have a place, but they can be very distracting, especially if they are hard to read, have too much text on them to read them quickly, or the text is too small.
- as a driver you take in entire scenes as you go, having temporary signs are no more distracting than permanent business signs.



- All signs of any kind are distracting. When some streets are loaded in them, drivers pay more attention to the signs than what they are supposed to be doing. Its getting just as bad as drivers talking on phones or texting.
- The signs do not bother me so aren't a distraction.
- People reading temporary signs are not looking at the road and driving conditions.
- Anything that takes the drivers attention away from the road is a distraction. Reading a text or looking a three line road side sign....what is the difference?
- It's distracting, I can't drive and read a book or use my phone yet I can read dozens as I pass by?
- I think they can be, depending on the driver. Overall, when the sign has few words it's not distracting to me personally.
- Simply because a person is trying to read them as they are driving by and that is the distraction. And how can a person remember phone numbers or websites in the split second you are looking at it?
- They're too small and too detailed to be read and/or understood as you drive by. I don't want to see any signs that distract me since there just may be one that is critical it be seen and will be missed or ignored.
- If the point of a street side so-called temporary sign is to inform passing drivers, they are expressly expecting drivers to read multi-line messages. It's no different than reading a text message. To the extent that anyone actually takes a temporary sign message seriously as something to be read, yes, that becomes a distraction to driving. Absolutely.
- Yes, you are supposed to be watching the road not trying to read a sign.
- These signs take your attention away from the road so you can read them. Multiple signs are more of a distraction than one single sign.
- One sign is fine but 3+ signs is extremely distracting and annoying
- Sometimes but all good information
- If they are placed on a boulevard and are easy to read.
- They're close to residential areas where you need most concentration - many accidents within 5 km of home
- Anything ( cell phones, texting) which distracts a driver removes attention from "driving". The focus of "any" signage is to do exactly that; capture the drivers attention. In addition, signage location often blocks pedestrians approaching crosswalks, cars entering the roadway
- Certain word advertising certain things or events may catch your eye and you try to read as you're driving by, but there's often not enough time to do so. Drivers may unexpectedly slow down or veer off a bit to read them.
- I don't think they are a distraction if there aren't too many. One or two are informative, but more can be overwhelming since many people try to read them all.
- Distracts from important regulatory signs
- Temporary signs are a distraction and some clutter up the roads. And if you are the driver you cant read them anyways.
- Especially when there are more than 1 sign on a blvd. It takes driver's attention away from the road.



- No, drivers need to be informed of status of traffic so that they can mentally prepare for inconveniences and plan possible alternative routes prepare for delays with information as to possible length.
- Seems a bit irrational to encourage placing objects along the side of a roadway designed to pull a driver's attention away from the singular most important task of driving. How about we clean up the urban landscape to help driver's attend to the most important things: 1) Driving 2) Attending to roadway signage which provides information to the driver to make the best decisions in piloting their vehicle.
- Drivers can choose whether or not they look at the signs, and most people are able to read a short sign without significant impairment to their driving.
- They take your eyes off the road. No different than using a cell phone
- Yes and no. They need to be away from parks and crosswalks
- I find myself trying to read the paragraph of data on the 100 ft from a turn where I'm switching lanes up ahead... I definitely have felt distracted.
- That's why they are there
- Yes, they cause drivers to take their eyes off the road and read the sign instead. Messages should therefore be kept short.
- Already plenty of advertising found on buildings, bus stops, large commercial signs, etc. This is no different.
- If you are reading a sign, you are not paying full attention to your driving.
- If people can read a road sign they can read what is going on in their community.
- There are already too many traffic signs -- it's worse with the community signs thrown in the mix.
- too many signs to read and either you slow down or have an accident
- Signs are a distraction
- no different then reading a text message while driving and some are hard to read so people are paying too much attention trying to read quickly
- Seeing a sign in my peripheral vision and looking at it for 1/10th of a second will not distract me to the point of getting into an accident. The same goes for spinners on rims and underglow on cars.  
**DON'T TREAT DRIVERS LIKE CHILDREN**
- As long as there is not too many... 1 to 3 signs only for community information
- If there is something you are actually looking for it could be a distraction.
- We are bombarded with ads thousand times a day, I get sick of seeing ads
- There are no standards and the current bylaw is weak and allows for abuse
- Drivers have enough distractions these days from listening to music, eating or using their phones since distracted driving laws aren't heavily enforced. They should be focusing on pedestrians and other possible road hazards, not jotting down website addresses and dates for their kids' after school activities.
- I get distracted looking at multiple signs trying to read them and/or memorize the info & have accidentally moved slightly into another lane while distracted by them. Worse than talking on a cell phone, I think.



- You are reading them as you drive past. What is the difference reading this versus reading a text message.
- Small signs w tint letters are difficult to read driving at speed limit
- Yes, they are clutter and when they get tampered with you end up looking twice or slowing down or looking back to see "did it really say what I think it did?".
- not any different than traffic signs or a plaza sign
- Numerous times there are too many small words to read while driving 50km/hr in the neighborhood. In park zones they are occasionally a distraction from looking for pedestrians at the crosswalks.
- They obstruct sight lines when turning or merging, they distract drivers attention from the road, and they clutter the mind with unnecessary information.
- I don't feel these signs are an issue or distraction. They are no less distracting than a cute dog walking or Christmas light displays. This is micro managing. Let businesses advertise and allow the sign companies to continue their work. They follow current city bylaws which I feel are reasonable and pally good rules. Putting pressure on this industry unnecessarily could cost jobs during a job shortage.
- I don't mind one or max 2 signs - but any more than that could become a distraction. A driver can glance at one sign - but several in a row draws your attention for several seconds which could be less safe, particularly in residential areas.
- They are an eyesore, with social media I am sure they could find a more effective way to communicate. Those signs are just eye polution
- Can be read at a glance.
- i would have to use the logic route on this one, this type of marketing has been around for a long time and therefore it must be effective. This is an indicator that driver's attention is being taken from the roadway and being placed on another matter. This therefore distracts the driver from the task at hand which is to safely negotiate the vehicle along the roadway.
- The bottom line is there are many signs, or distracting object that have the potential to take away the attention when driving, but as a driver, there must be a conscious decision to take responsibility to drive attentively. No signs are not a distraction.
- Larger signs with smaller detailed print can be very distracting. As well as many signs in one area.
- Reading content distracts me - particularly if there are several signs in a row. Can't read them all, plus scan for pedestrians.
- Temporary signs are less distracting thsn digital signs; it really depends on the brightness and size of the signs.
- dont find them much of an issue. however i believe the rules should be relaxed around placement and intersections. rather read a sign stopped at a red light vs trying to read while driving by. and small signs on a 80km stretch are useless.
- Let's takeep from the Vancouver and area and just not have temporary signs they're distracting and ugly especially in communities
- Many drivers will no doubt read some signs while driving.
- Divers should be adept enough to not have short sentences distract from driving



- Signs unrelated to traffic movement are a distraction
- If you shouldn't be looking at your phone or the radio dials, you shouldn't be reading or copying down numbers of advertised business or social activities.
- I think they are better than cheesy tattoo parlour and Pawn Shop signs.
- With a moderate quantity should not be an issue
- When they are not uniform the pull attention away from the road
- It's too much info and sometimes captures too much attention especially during sale season
- Pulling out of a parking lot these signs block oncoming traffic and are a nuisance
- every companies need to apply for a signs permits. ( no more than 100\$ ) with a limitation of size and quality
- I've slowed down to try and read them.
- I shouldn't have to explain it. It's a fact.
- I generally rarely look/notice them unless stopped at light or not driving ie: in passenger seat.
- There is a lot of information a driver has to process st once. Driving and then suddenly trying to remember snippets of other info and phone numbers, or business names? Disaster.
- Can be but easy to ignore.
- When there ate too many signs
- Clearly they make you focus your attention (even temporarily) away from where it is suppose to be - on the road.
- Theyre not
- People often slow down to read them or while reading don't watch the road
- I do not drive
- Anything is a distraction and must placed in a calm clear area.
- Temporary signs are designed to draw attention and as a result, they do draw attention away from traffic signs that are necessary for driver safety. Less clutter means more attention to what is important for safety. One exception might be signs of a temporary nature that direct traffic into a parking lot for an event like the Calgary Stampede. If used properly, these temporary traffic signs could result in smoother traffic flow because drivers would be guided where they need to be. Some distraction is acceptable.
- No, not on roads with lower speed limits.
- To some extent when there are a large number of them or they are on roads with higher speed limits.
- Cause drivers to divert attention to read signs - a danger to other drivers and pedestrians. Signs are an eyesore. Ban them all.
- I like to know what the community has to offer
- They are big enough and message is short enough on slower speed roads
- 1 sign is not bad to inform community of events but on mcknight and falconridge blvd ne, there is way to many. it looks bad as well.
- You do try to read them as you drive by. Should regulate the distance between them.



- Eyes should be on the road ahead, not on signs.
- It takes attention away from driving
- Especially when it is election signs. Far too many signs on boulevards. These signs should be taken down the day after Election Day. Limit the number of signs allowed posted on boulevards. As the saying goes "Less is More".
- Their to many sighs in the same place and to big for the block.
- I think you glance at them and see what is happening in your neighborhood area
- We have enough distractions. If cell phone use is a distraction so is reading signage
  - A residential area let's keep our eyes on the road and looking out for pedestrians and cyclists etc. This is a form of pollution
- When our eyes are taken off the road, even for a few minutes, someone or something can enter the roadway. Imagine driving along in your neighborhood which is littered with signs and a small child darts onto the road chasing a ball. You do not see the child and are not able to stop your vehicle in time. Tragedy results. Or if pedestrians are crossing the road at the same moment you take a glance to read the signs. Tragedy results. One pedestrian death is too many. It brings excruciating heartache and pain to family and friends. Signs are very distracting. Several signs placed together are a complete eyesore.
- YES! There was WAY too many in this city. How is someone driving 50, 60 or 70km an hour supposed to read them all? Sometimes they're so close together it's impossible to read any except the first one. Besides, we are supposed to keep our eyes on the road. We can't read a book while driving, why to businesses expect us to read the 25 signs in one short city block.
- Too many signs, too close together, too many words/ too long the message, still have to take eyes of road and they are forgotten about as they tend to be up way too long and they are UGLY
- Personally I don't find them distracting but sometimes informative enough that I don't mind them.
- as by by low 30 meters from the intersection and 2 meters from the road side
- In genera I don't think they are a distraction. A driver can choose to ignore them. They shouldn't interfere with the ability to recognize regular road signage (shouldn't be too close).
- They're a distraction when placed in great amount or along mid-road travel. A sign at the top of a t-intersection leading into a community is not distracting. 15 signs in a row on a main drag advertising every store in your local common is distracting to be sure. Can't watch the road of you're reading commercials off to the side. In the same vain, 30 identical signs back to back all the way along a boulevard of someone running for office is a visual eyesore and distraction, and turns every community into an ugly prop.
- Calgary is notorious for bad drivers (please travel our roads or refer to episodes of Canada's Worst Driver) and anything that distracts a drivers attention from the roadway and from actual traffic signs, pedestrians, potential hazards, etc. needs to be minimized. Don't want to have drivers look up from their cell phones to read the signs . . .
- Hard to read, ugly, distract from nice environment



- If there is more than 1 or 2 signs in a block yes because people spend more time paying attention to the signs. Business signs I ignore unless they are promoting a charity event. Radio, television and social media are a better place for them.
- Every sign takes your eyes off the road for a few seconds. Too many signs close together are not readable. Close to intersections is also bad.
- Causes distracted driving.
- as long as not too wordy short and to the point and limited numbers on side of road, regressed back
- Multiple signs are distracting. A single sign is easier to absorb as you drive towards it.
- When there are more than a couple signs they are a distraction and most of the time they will block the other signs and you can't even see what they are.
- Depends how fast traffic flows.
- They are bright and tempt drivers to look away from the road. Given their placement this is their only goal.
- The number of them, colour and the fact that there is virtually zero enforcement of the existing bylaws, mean that the sign makers are installing them within 2 feet of the road, and leaving them up indefinitely.
- To some drivers yes but then maybe no to others. It doesn't effect me.
- They can be a slight distraction. If there are multiple signs and if the info isn't succinct and easy to see it is also a distraction
- Signs either take time to read, hence distraction, or are in the way to see what may be happening in the area.
- We cannot help but look at them, and the signs are especially designed to draw out attention. This increases the chances of distracted driving as much as texting or anything else. Businesses are opting for a form of advertising that puts pedestrians, and especially children, and other drivers at risk for their own profits, and also makes the look of Calgary bloody awful. Make them advertise in newspapers, magazines, media.
- It takes no more time to read one than it does to read a legal road sign, or a construction sign. If those aren't considered distractions then these shouldn't be either.
- It depends on whether they're doing a catchy phrasing or have images that make you look twice and/or longer than what's safe.
- I think when a lot of them it gets too distracting. I like them but would only be reading one or two. People also don't have to pay attention to them. Less is better or overwhelming
- I think temporary signs are distracting to people who probably shouldn't have a license to begin with, but otherwise I don't think they're distracting unless there are a tonne of them all in a row. As a driver you are required to pay attention to pedestrians, potential kids and toys flying out into the road, changing lights, weather and a tonne of every day street signs as it is, so if you can't drive without being distracted by a temporary sign then you probably shouldn't be driving at all. The one thing I would say here though is that the sign companies need to be conscious of where they are erecting the signs as sometimes they do put them in positions which hinder lines of sight etc. for drivers and this is not ok.



- Drivers are faced with numerous visual distractions. It is their responsibility to drive responsibly. If they can't drive and still take in their surroundings they shouldn't be driving.
- Drivers should be able to focus on the road and multitask. Signs should not make a difference. Otherwise maybe those who are too distracted shouldn't be driving!
- They take your eyes off of the road to read them. Couldn't be more obvious.
- Anything that takes your eyes off the road is a distraction.
- I think signs should be used but limited to how many per street or community. If there are too many signs it looks messy and you are able to read them all as you drive by.
- Your attention is obviously diverted away from traffic to read these.
- They have to take their eyes off the traffic to read them
- If drivers cannot handle minor distractions on the side of the road they should not be driving. Hi ou don't have to read. Temporary sign just because it is there.
- I think they are for some drivers.
- you are trying to read a wordy sign and not seeing the kid or ball roll between two cars - and they are always in parks where you should be paying more attention to kids/animals/etc...
- How can they not be a distraction? Any time you take your eyes off the road you are distracted. They should absolutely not be allowed.
- Busy trying to read them vs paying attention to traffic
- There are often so many and the fluorescent colours naturally draw the eye to them. In heavy traffic they can cause problems.
- It depends on how many there are, how closely they are placed and where they are placed. I would prefer one per street and in the middle of the street. I have seen some at the beginning or at the end of streets and it makes it very hard to see oncoming vehicles and pedestrians.
- Its a lot like people using their cell phones while driving - the more focus drivers have on the road - the fewer crashes there will be.
- Temporary signs distract from the official road signs (eg: playground zones, speed signs, etc.).
- Most definitely when they are all over the place and unattended. Also a great irritation and dangerous when mixed with school zones and heavy pedestrian areas
- There's just too many and this encourages people to put their signs up too
- signs can block driver's view of pedestrians and create blind spots on intersection approach.
- Traffic is usually to busy and trying to read a sign is distracting
- They are often placed to close to intersections and block crosswalk vison
- they are a distraction when there are to many signs. Nobody gets there message across to the drivers
- I don't think they are a distraction if they are placed properly and their at and excess amount of them in the same location.
- Eyes should be on the road and road signs only not advertising.
- Temporary signs frequently block sight lines at intersections and crosswalks. As well these signs frequently have too much information to be read at a glance (phone numbers, details, e-mail

addresses, small text), causing drivers to be distracted, or individuals to stop on busy roadways to take a photo or jot down the information . . .

- we see too many signs everywhere. such a hillbilly hobokum thng to have in your city. tacky ugly none of this in Vancouver.. know your back in Alberta when you see all of these ugly signs!!
- No more a distraction than other businesses, flashing constuction messages or company vehicles with their entire website plastered on.
- I think they're fine as long as they are targeting the right people (ie. location in the city), relevant, have high value, and are placed correctly.
- The high number of signs in certain areas of our community, frequently block lines of site. They also make the area look slum-like and trashy.
- Sorry - I gave my opinion on distraction in the previous screen. Sometimes the signs are important, and I feel like I should be reading them, just in case they pertain to me. But if they are too wordy, or abbreviated to the point that their meaning isn't clear, it's a distraction. The size and number of signs per block should be legislated.
- multiple signs are, or signed with too much info. short, to the point messaging is not
- Too many Too close together Too close to traffic lights - crosswalks - turns in the road - ...
- It is not an image, to get the information from the sign you need to read it and that takes concentration and your eyes of the road.
- Temporary signs are no more or less distracting than other environmental signage on buildings, fences, and commercial vehicles.
- If temporary signs are considered a distraction, perhaps that person should not have a drivers licence or stick to country roads or curl up on their couch with a blanky, wear a helmet and suck their thumb
- The way signage is used now they are no more distracting than a bus bench or other advertising.
- Absolutely not
- Temporary signs can be distracting if they contain too much information, or if there are many signs in a row.
- Bright signs distract the driver which can cause you to take your eye off the road with the potential of an accident. Area's congested with signs is also plain ugly.
- When you're a driver the only signs that you should be reading are those related to road and traffic conditions.
- If there are too many it is an eyesore/distracting. I do not mind signs that advertise community events or charity events, especially on boulevards coming in and out of the community...so long as they are not impeding motorist's views of pedestrians!
- It only takes a second to read most of them if you choose to. If you can't read a sign while driving, then driving ability is the problem, not the sign.
- There is no consistency and hasn't been for years and there are so many of them everywhere - whether by permit or not. People are always looking at them when they're supposed to be watching the road and not trying to read all of these signs.



- A business needs to advertise and a driver needs to pay attention to what they are doing. Too many signs would be bad but sometimes a well placed sign can give you information you want quickly and if you need a product or service it could make you aware that one is nearby.
- A sign not distracting. You see what you want to see. If somebody is walking down the street in some weird get up or costume we don't tell them to go home and change. There are lots of distractions.
- As long as there is proper controls on where they can be placed and the volume of allowable signs
- If I'm busy reading a complicated sign, I'm not watching what I'm doing.
- Should be concentrating on roadway and driving not reading signs on side of road.
- My concern is actually visibility more than distraction. For example on 36 St. N.E. at the Pacific Mall exit, the sign makes it harder to see traffic when trying to enter 36 ST.
- They distract from the task at hand.
- Sight is distracted from street to boulevard. Also, signs can hide dangers at roadside
- A driver is trying to watch for other drivers, pedestrians, animals, street signs etc. We don't need further distractions to take our attention away from the serious business of driving - especially when so many other drivers are distracted. Personally I will not look at these signs. And I find a row of them very annoying.
- I find them important when looking for a garage sale, open house or local event.
- The signs are often placed near intersections, and it might be a temporary distraction where there would most easily be rear end collisions as one is slowing or stopping for lights, etc.
- It depends where they are located and how large they are.
- I am in panorama; there are far too many signs up. They are every where.
- They take your focus off the road to read them. How is this different than taking your eyes off the road to check your phone.
- I have often been distracted trying to read these signs.
- They distract the driver's attention - even only for a second - and can cause accidents
- Depending on location and size...some of the bigger 8x10 signs placed close to residential streets accessing major road ways can block sight lines for access...
- you cannot see properly when cars are entering driveways, not to mention people and bikes! And a distraction that you are even trying to read them
- If you're reading signs on the side, you're not watching the road
- This should be intuitive. If a driver is reading a sign, they're not watching the road in front of them.
- I see how they could be distracting to drivers if drivers aren't cautious. If I don't catch all the details on one pass-by, I drive by again to get the information. This is convenient for me because the signs that interest me are the ones in my area....which I drive by often.
- If there is a lot of writing or distracting graphics, drivers focus on the sign and not the road.
- If the message is too long, is difficult to read fully. But I think they aren't a terrible distraction if they're short and concise.



- I think if there are only one or two signs its not very distracting but as soon as there are a lot people might try to read them all which would be distracting
- I can read 2-3 lines instantly and register meaning. I appreciate community notifications (sports registration etc) but not commercial advertising.
- Signs naturally draw your eye when driving - you don't know which is a traffic related, relevant sign and which is not until you read it. So the more signs, the more distraction there is trying to determine which ones to pay attention to.
- I only read the message if I am stopped. It's no different than Street signs or directional signs. I am able to look at them get the message and keep driving
- Takes eye off of the rosd just like texting
- Can be when there is more than two to read quickly
- they slow down to try yo read, and are not paying attention to the driver in front or back
- I'm looking sideways not ahead
- They are everywhere. No more distracting than permanent signs. Drivers get used to them.
- If un-cluttered and displayed well strategically placed - they convey a message quickly - no different than every other sign in the city.
- There are numerous things that a driver needs to compute while driving. If they cannot compute a sign on a boulevard with no other distractions, i.e. should not be close to intersections, then they should not be driving.
- Less distraction is better for drivers, especially in terms of safety.
- When they are too small to read, there is too much print, or there are too many, they can be distracting, but when messages are clear and concise and the placement is consistent I do not feel they are.
- Sign fatigue is well researched. Involved in depression and create worse driving conditions. Any form of signage along roadways draws away part of the drivers attention. Also large signs have potential to hide animals or children behind them.
- They draw attention away from the task of driving. Sometimes obscured. Very hard to read since they use ALL CAPS.
- I start reading
- Ban all signs. They ARE a distraction and block part of the sight line
- some drivers pay attention to signs - others don't
- No more than temporary road work or construction signs are a distraction.
- Certainly any sign whether it be permanent or temporary could possibly cause a distraction, just as any other feature of the landscape in one's vision. Temporary signs are probably just adding to all the distractions within any driver's view. Hopefully drivers are aware it's much more important to concentrate on the road, and viewing other distractions as secondary. As a driver of almost fifty years, I tend to concentrate on the road first, and can't be bothered to try and read any signage I don't have the time to safely view.
- Depends on the drivers if they pay attention or not.



- Personal experience - I was trying to read an address on a garage sale sign and rear ended another car that slowed down to read the sign.
- Only if they are too wordy
- Temporary signs are a distraction because they are designed to take attention away from the road. There are usually many of them clustered in a group and they compete for attention.
- Eyesore and not necessary.
- Anything that takes a driver's focus away from driving is a distraction. Any sign should be short and easy to read if it needs to be on the side of a road.
- They're fine if they're not oversized or somehow offensive in nature.
- I believe most drivers look at them when they are stopped or moving slowly. Otherwise they will ignore them.
- I believe roadside signs provide information that can be useful. However when there are too many signs it can be a distraction and difficult to get any of the messages that are being provided.
- They are if you can't read the info quickly at one glance. If you have to look more than once or are distracted by color it could be dangerous.
- We must reduce all driver distractions. On 69 ave and Old Banff Coach road there were 21 signs in 5 blocks in late Fall. All sizes, colours with phone numbers and web site addresses .. kind of hard to keep your eyes on the road .. really.
- Signs on busy roads should be related to the roads and not a distraction from riding or driving.
- If it's unsafe to text and drive, unsafe to read and drive, how is it safe to read a sign off the side of the road and drive. Often times these signs are double sided, which means not only is it on the side of the road, but for one direction of traffic it's on the OPPOSITE side of the road. These signs contain not only short messages, but often dates, prices, and other information that steal too much attention from drivers.
- Drivers need to pay attention to driving conditions, not to roadside signage, unless that signage specifically relates to driving conditions.
- No, not if they are just simple signs trying to direct you to a specific location or signs are all over the roads as it is by the city. If the sign is large with a lot of text and the text is not a contrasting color then it makes it difficult at times when your interested in what it is saying but you have to struggle to make out what it says.
- It distracts me. More when they are on places where we approaches traffic signals. Like falshbridge traffic signals. You know even a split second attention to these signs enough to cause accidents.
- Eyes should be on the road, not a bunch of [removed] signs!
- Very distracting, as the neon pulls your eye to the side of the road
- Children playing, etc!!! How does sign proliferation differ from cell phone distraction?
- no.i think they are brief enough that you get the point without becoming distracted
- The more flashy the sign, the more distracting. Any sign on the side of the road will draw your attention away from driving and with the enforcement of distracted driving within a vehicle by using cell phones, distractions outside the vehicle should be reduced as much as possible.
- Good to be informed if not too many at the same place same time.





- People often slow down to. Read or take a picture
- Eyes taken off the road when reading the sign
- There is already a lot to look at when driving, as it is and having extra distractions from the signage makes it that much more challenging. The city puts up temporary signs for construction and road changes etc. Temporary signage not related to roads and road warnings is an added problem.
- There are FAR too many street signs allowed around the city. Especially leading into communities that pay a lot of money to have a beautiful neighbourhood. I am not a fan of seeing signs such as "Calgary's Matchmaker" while driving home in my expensive area, or any area.
- I have witnessed some near miss accidents because of breaking unexpectedly to read the signs. I have also witnessed people nearly rear ending the vehicle in front of them because they are reading the sign and not slowing down. Also witnessed people not moving when the lights change because they are reading the signs. This is causing congestion. I myself find them a distraction in my peripheral vision.
- Too many signs along one stretch with multiple colors and sizes is very distractive. The driver is too busy trying to read each sign and not paying attention to the roads. I also find that the signs obstruct stuff and the driver has to pay closer attention in case they miss an actual street sign.
- Depends on the amount of information that you are trying to absorb
- They're everywhere!
- Anything that distraction you from looking at the road is bad. We have such an issue today with this that I think signs should be restricted to only what is needed. We get a fine if we are distracted now and the signs are an issue especially advertng a business. There are other ways. I also think the little crosses and such should also be gone away with. There is one on Deerfoot trail that someone cuts the grass on. If I was distracted by that sign/image and had an accident, or worst died in an accident, how would that person feel. Enough is enough.
- Unless you were looking for something, I do not think drivers would pay attention to the signs. I never bother reading signs., so I do not believe they are a distraction. Also, if someone is looking for a particular thing, such as an open house for a property, the signs are very useful.
- To look at them you are required to move your eyes from the road. You can try to catch everything on the sign but never can.
- yes they are a distraction and often times you have to drive by several times before you get the real message
- Your eyes can't be on the road AND reading the sign at the same time.
- I have many times found myself trying to read the sign while driving. A definite distraction. We are not allowed to read our text messages yet they put signs all over the streets competing for your attention
- It depends. If they are colorful and all over the place - yes. If there is one sign that is black and white, people will look and see if some key words appeal to them and read on or go back to the road. Also depends on location.
- if i'm reading i'm not paying attention to what i'm doing.



- Apart from these signs, there are already many traffic signs to pay attention to, as well as pedestrians crossing in non-designated areas. Calgary's neighbourhoods also have lots of trees with foliage sometimes blocking signs. In short, there is a lot to pay attention to visually, and I would prefer if these signs were kept to a minimum.
- I think it falls into the category of distracted driving.
- To read them drivers need to take their attention off the road. There are so many signs that drivers are distracted repeatedly in a single block. It's impossible to see traffic and safely enter a roadway when signs are blocking visibility.
- There are all kinds of signs all over the place. No real difference from a billboard. As long as they are temporary and a reasonable size, it is okay. And not too many that make it look junky.
- They are only a distraction if they are too hard to read
- Possibly. If they get to the point quickly and efficiently, I don't think they are a huge distraction.
- As a school bus driver, parent and driver evaluator there is no doubt in my mind that advertising is a massive distraction to drivers on our roads.
- Terrible distraction to drivers. Sometimes the signs actually impede driver sight lines, particularly at intersections where a driver needs to see a long way up a road. The signs seem to be at head height for a driver in a sedan.
- It never fails - so many motorists do slow down to read them, and now I am coming across cyclists weaving to keep their bikes upright while they read them.
- The only time they are a distraction is when they are placed in areas such as 57th street and Macleod Trail. It blocks visibility turning onto Macleod from the residential area of Manchester. The road bends making it almost impossible to determine if cars are coming, to prevent an accident.
- Sometimes they are, sometimes they aren't. Depends where they are, what they're advertising.
- Especially if too many are on the street
- Not if they are easily read at a quick glance with large enough lettering and in two colors only.
- Even a two second glance at my cell phone is illegal. A two second glance at a sign is worse because it takes longer than that to read the signs. Signs should be ILLEGAL because they are a significant distraction, far worse than cell phones.
- They are informative for busy people who don't have time or don't think to check the city websites for things happening nearby
- Glancing to the side to read a sign takes more time than a quick glance to the side because of movement (animal, pedestrian, etc.)
- They don't distract me, unless they are digital which changes messages.
- No signs on public land
- If there are too many.
- makes you take your eyes off the road to read
- they contribute to distracted driving
- Too many signs is a distraction. I can't possibly read every sign in a sequence.



- They are in the same location as where drivers have to direct their eyes to keep track of the traffic signs. This is not a safe situation. Often the first thing that we are forced to look at is the temporary signage as we scan for the traffic signs.
- Temp signs are just a part of the normal streetscape. Drivers are accustomed to them.
- It is also a distraction to our community
- There needs to be rules where they can be placed. Along roads is distracting, they should only be allowed at intersections or places where stops are prevalent. None should be allowed on merges, ramps or acceleration lanes and especially within school and playground zones.
- Any signage directed toward drivers are distractions. The necessary road traffic signage is all the driver should be paying attention to when behind the wheel.
- If they are easy to read at a quick glance they are okay
- Your eyes should be on the road not the Blvd.
- If they are too bright and flashy they are distracting.
- One per block is not too bad but multiple signs per block is a real distraction for drivers
- I do not find it as a distraction , why should it be? You can browse the road side to side there's no distraction
- If you are reading or trying to take down a phone number/email address, you are not focusing on the road.
- I feel it is only natural to try to read the signs thereby taking your eyes off the roads.
- They are intended to be seen by drivers yet the text is pedestrian scale. too much concentration needed to read
- Please see previous comment.
- Anything on the side of the road that is not pertinent to driving is a distraction.
- There are already enough things for a driver to concentrate on including inconsiderate pedestrians. There are so many other ways today for a company to advertise, via the internet, radio, television, social media, etc. that I don't feel the need to put a sign on a boulevard. Leave the boulevards for the trees and grass.
- I am not against temporary signs, but there should be a limit to the amount of signs in each grouping, so driver distraction is kept to a minimum.
- If drivers are reading signs they are not focused on driving. There are Distracted Driving laws now yet you continue to allow signs to be put up
- A glance is enough to absorb information.
- I'm trying to read them as I drive and that means I am not paying attention to the road.
- They are a huge distraction! You're supposed to be watching the road, not reading the signs. I think they are appalling.
- Sometimes
- eyes on the road and crosswalks, not signs, they can be very distracting
- It causes drivers to take their eyes off the road. There are already enough rules about distracted driving...



- Anytime your eyes are off the road, you are technically distracted, so I think that one's a no-brainer. Safety is also a good argument for only one sign in a particular area, especially if you are near a school or community centre - any place with increased pedestrian traffic near a roadway.
- If temporary signs block views for safe driving or hide pedestrians they are bad. If there are too many large signs they are distracting. Occasional temporary signs- ie. community open house, soccer registration are just fine.
- if moving along the street - slowing to read sign impedes traffic flow... and..taking eyes off road to read advertising sign is in my opinion considered distracted driving (like reading your texts)- it has nothing to do with the road or driving (i.e. street sign reading, building addresses etc).
- The signs are there for you to read so that's distracting driving as far as I am concerned
- When mixed with traffic signs, then they would be a distraction.
- Driver takes their eyes off the road.
- From the perspective of a Community Association, somehow people need to be provided with information in as many formats as possible. Many don't read newsletters, Many don't have access to social media, and temporary signage provides the last ,and most visible \, opportunity to make residents aware of an upcoming event. Still, it can be surprising of how many will say they didn't know.
- If a driver does not want to read the signs, they won't. If a driver wants more information they can stop the car and get it.
- Most signs, of course, are in high traffic areas, where it's very important for drivers to concentrate on their driving, & not to be distracted
- Depends on the size. If it is large, eg 1m tall, then yes perhaps, especially if it is left there for a longer time, but small ones around 1 foot tall that are not there for very long are no big deal.
- Anything that takes attention away from the road is a distraction. Advertising signage, if placed improperly, might also obscure more important signs, such as pedestrian crosswalks.
- I don't think anyone studies them to the point they are distracted as drivers... it's the act of repeatedly passing by the sign(s) that gets the message across.
- A licensed driver should be able to disregard distracting signs. When my mom went through driver's ed, her instructor kept pointing out nice cars. She asked him why, and he told her it's because she should always be scanning, taking in all the details but not being distracted by any one in particular. A driver with a license shouldn't have a problem seeing a sign and being able to disregard it as junk information.
- Sometimes. If too close to intersection or blocking views
- I find that when I'm driving, if a sign catches my eye, I try to read it which can be distracting.
- When there are a lot of signs placed, how can it not be a distraction?
- The City of Calgary uses the same signs, so drivers are sort of obligated to read the signs to ensure it is not about an upcoming incident/detour on their route, even when it turns out to be an ad for Boy Scouts or something else. However, I do not think that temporary signs have the same effect of distraction as say reading a text. As your eyes would be scanning the roadside anyways as part of



driving situational awareness, as long as the signs are not too wordy (long to read) or too close together (frequent distraction), they should not be too great of a distraction to a driver.

- They attract your attention which leaves you driving distracted.
- I've seen where drivers are so focused on the signs they didn't realize traffic in front of them has stopped.
- If the signs are simple and to the point using graphics it is easy to glance at and decide if more investigation is needed.
- These are no more distracting than billboards. Signs are important for small businesses and community organizations to communicate to the public at large.
- They are a distraction and some obstruct views.
- Drivers don't even notice signs while focused on their cellphones.
- Shouldn't have signs
- When the signs are limited in gown many are on a street and are not overwhelming in their design and color I do not believe they are a distraction.
- Get in the way when watching for errant kids crossing roads
- One or two signs are not distracting but multiple ones can be as some drivers focus more on the signs than the roads
- Usually there is too much information on an advertising sign to safely read, compared to directional signs.
- Temporary signs are a distraction to drivers as they take a driver's attention off the road. Anything that takes a driver's attention away from focusing on traffic and driving is a safety hazard to all roadway users. Temporary signs are often placed in locations that block driver visibility of oncoming traffic particularly when turning or entering roadways. This is a safety hazard. Temporary signs should not be allowed within 15 - 25 meters of a roadway. This would improve roadway safety for all users.
- in any neighborhood signs of the height that were in the examples are too high and extremely distracting. Drivers are trying to read and drive, and are not watching the road.
- In the Westwinds area, I often see a crazy number of signs. Nobody could possibly read them all, they block driveways, interfere with lines of sight and the bigger ones can block a driver's view of pedestrians.
- They can be distracting if there are too many, too "loud", and or too wordy. Limiting to one, perhaps two, a block is a great way to reduce distractions.
- No matter what the content of the sign they always distract me to read them. There is enough visual noise on our roads with regulatory signage.
- Even though I don't want to, I find that I read the signs while driving, which means others are likely too.
- bright colours are distracting, that's common knowledhe
- often have too much writing to read the entire sign before it is passed at driving speed.
- You can't read them whilst whizzing past on the road and still be driving safely.
- Can't stand seeing them pop up all over our clean neighborhood.



- Driver should be watching for children and other pedestrians at cross walks and play zones and not reading some flashy colourful sign advertising where your dog can get their nails done.
- Reading non-essential info while driving is dangerous.
- I often find myself trying to read them and am distracted by them.
- detracts from driving. Also when searching for an address or business it confuses the driver even more and significantly reduces their attention to actually driving.
- As mentioned in the previous question, too many font styles and colours have people trying to focus on what the sign says. They should be limited to a certain amount of characters.
- If there are too many, and hard to read, people can become distracted. Easy to read and widely spaced are much easier to view and navigate driving.
- Can not see what's behind the signs. There are too many signs. Signs are scattered everywhere.
- important messages get lost in the sea of useless signs advertising specials of beer (which i think is actually illegal, isn't it?), matchmaking, and 99 cent burgers.
- The obvious, Driving but busy reading signs!
- Anything that is expecting you to remove your eyes from the road and pay attention to them should be considered a distraction. Moving signs, overly colorful signs and vivid graphics also greatly increase the chance of being distracted.
- Awareness of actual traffic control and safety signage will be diluted with the addition of all this advertising "garbage".
- Taking our eyes off the road, isn't that obvious..
- A single sign is not distracting in itself, especially if on a boulevard away from driveways, bus stops etc. Multiple signs can be distracting. Although not currently allowed, I would definitely find illuminated signs distracting, as I find the permanent illuminated signs (e.g. Calgary Stampede sign visible from Macleod Trail) very distracting, especially with white/light backgrounds.
- There is enough taking our focus off the road, trying to read a message with several line of text takes our eyes off the road. The time it takes to read even a brief message...eg The City of Calgary is holding Public meetings on the City Charter...see [Calgary.ca/citycharter](http://Calgary.ca/citycharter). In the time it takes to read even this brief message, a pedestrian could walk out into the roadway, and me be seen too late.
- Very helpful notifications
- Drivers are used to a diverse environment around then.
- Too many signs = distraction. You are supposed to be driving. Not reading a text
- Signs are commonplace and if a driver is prone to distraction he/she will be distracted by anything. A good driver pays attention to the roadway.
- BUT are sometimes placed where they obstruct view lines for traffic and that is a safety problem
- Eyes are naturally drawn to colour and to things that stand out from the background. Further, it is second nature to want to read what is on the sign.
- Sometimes they can be
- A sign will get your attention only if you are looking for them.
- people are too busy looking at the junk on the side of the road and not paying attention to traffic



- Watch the road ALWAYS. These signs should be more geared towards pedestrian traffic, and not vehicles.
- when reading road side signs it takes away from your driving.
- Signs have never distracted me from my driving. I can take in more than one image at a time. Humans are wired that way.
- I don't get distracted by signs.
- I find them ugly. Cities like Vancouver and Victoria don't have them at all.
- Duh!! If they aren't for traffic reasons why would you put signs on the road?
- If reading a text message is a distraction, then reading a message composed of text is a distraction.
- Multi heights and multi colours unwelcome and unwanted. Put them in commercial area if you must, but keep off residential streets.
- They are but if the number and duration of placement is limited - they are a useful way of communicating with the public. I found out about this survey due to one of these signs. They are especially good for community and sports groups and for announcing public meetings
- Trying to read a sign while driving that is not related to the road is dangerous I have come close to rear ending Others in traffic while reading a sign. If it's a distraction to read your phone why is it not to read a sign?
- There are too many of them.
- They are very distracting especially when there are several in a row.
- I think that they are distracting to drivers and should not be allowed on city roadways at all!!!!
- By and large I ignore temporary signs. I will glance at them and notice if there's anything relevant to my interest, note the spot and either make another pass or pay closer attention the next time. I can't speak for how other drivers respond to the signage, and an opinion survey is the worst possible science for assessing the risk.
- They have bright colours distract while driving
- I don't find them a distraction from safety (though some might). I rather find them to be gaudy and unappealing for the landscape.
- They create blind spots for pedestrians, buses and drives. The signage need to be moved further away from the curb and corners about six feet in from public streets.
- Trying to read them when you drive by is hard and you lose track of what you are doing.
- it depends where the signs are located. If close to schools yes. If on busy boulevards and intersections ..Yes and if on high speed roads yes
- People with SPS are affected by highly stimulating signs. Sensory processing sensitivity (SPS), a personality trait, a high measure of which defines a highly sensitive person (HSP), has been described as having hypersensitivity to external stimuli, a greater depth of cognitive processing, and high emotional reactivity.
- Temporary signs are inherently a distraction because they take the drivers eyes off the road. Additionally passengers in the vehicle will often alter the drivers concentration through mentioning the sign contents. Finally, signs are usually found near intersections or other spots requiring intense



concentration from the driver. Even the most simplest of signs takes away from the drivers concentration.

- To big, obtrusive and tacky
- They're meant to grab your attention. They succeed.
- Yes they are a distraction to drivers because drivers who are interested in the information may slow down or not pay attention to the road in order to get the info. on the sign.
- Too many signs along the roadside are distracting.
- People definitely read them while driving.
- If looking at a phone for 2 seconds qualifies as distracted driving, setting up signs that use computers and position to intentionally divert a driver's attention from the road only to then have them read for 3-5 seconds seems totally inappropriate and unsafe.
- The signs are a distraction and I think of them much like garbage. I feel like they make the boulevards look messy and littered.
- There are much worse distractions on the road, I think its a good way to share a message and its also easy to tune out since we are generally used to them.
- you're unable to text while driving.
- Not if short and gives a clear easy to under stand message.
- People strain to read them. If they are for the community, a newsletter should be used instead of the distacting and unattractive signs.
- When phone numbers and web addresses are given on a sign people might take pictures of them while driving to get the info.
- I drive by a few busy street boulevards every day, and multiple signs are not only distracting, but when they are placed all together it looks messy, and is a hazard if people are actually trying to read the content on each sign and keep up the speed limit.
- If they are simple and to the point they are no more a distraction that street signs
- Lately there have been too many of them, so it's getting distracting. It seems like everybody and their dog puts on a sign to advertize whatever they want. The signs should be reserved for community events, and should be uniform in style.
- Many of our road signs have the same shape and similar positioning to temporary signs. I think that they distract from, for example, pedestrian crossings.
- Focus should be on the road, but there are many distractions everyday. It's called being responsible and conscientious
- It may be a distraction to some drivers, especially if there are too many of them in one location, but then again, drivers may just see them as visual background noise while driving.
- If signs are badly designed or poorly/illegally placed, yes they can be a distraction. Also if multiple signs are placed in an area - which has become a significant issue in West Calgary - then they are not only a potential distraction but a very poor addition to the community.
- You don't want people using cell phones and texting but you're encouraging them to try reading 6 or more huge multi color signs all while driving??? Check out north of McKnight and 52 Street NE as an example - where was the option to have no advertising along roadways.



- Are they detour signs? Oh no it is a sign to sell me something! Nope they are distracting
- Driving requires a great deal of attention, temporary signage is minor.
- Something new that you are more inclined to read, thus causing distraction.
- It can be under some circumstances.
- They are often in groupings in busy areas where drivers should not be drawn to reading lengthy messages.
- I can read them at traffic lights, also sometimes I read just one sign or line a day so I am not looking away for long periods.
- Very distracting. There are enough road and traffic signs that seem to distracting so adding advertisements makes it much more distracting. It's not necessary.
- What is the difference between looking at signs and talking on a mobile phone?
- It depends on the number, spacing, and where they are placed in relation to traffic lights, crosswalks, etc.
- Diverting your attention away from the roadway to read a sign is no less a distraction than a cell phone. Eyes away from the road are eyes away.
- Depends on the sign but mostly it's just a glance. If they are placed at an intersection, cars are often stopped or slowing.
- If the signs are not too close together (3-4) on the blvd these are not a distraction. Sometimes I do need to drive past the sign 2-3 times to read the entire sign.
- I have seen drivers just about hit pedestrians or run a stop/yield sign whilst clearly reading different temporary signs. Also, if there are phone numbers or websites listed on the signs there's no way to get the number without slowing, stopping or taking a picture while driving.
- If I can't change my heater settings or radio station without fear of a distracted driving; expecting people to read signs should be too
- If there are too many, then yes it can be a distraction trying to read them all. However, if placed correctly and far enough apart, they are helpful in conveying information.
- Yes, because drivers naturally try to read the sign, which causes them to look away from the road
- If I can't take the time to read a sign while I'm driving, then what is the point? If I do take the time, then that would or should be construed as distracted driving.
- They have simply become part of the environment. No different than a tree or building.
- Sometimes one or two words catch your eye and you now look at the sign to read it no longer watching the road. And many humans tend to read signs put in front of them even if not interested.
- I don't drive
- The bright, unusual colours draw drivers' eyes and keep their attention focused on things other than the road.
- If there are too many yes I think they r. Perhaps 1 per block but not all right together. In last elections in the northeast the signs were ridiculous.
- Because most people drive in a hurry and dont notice signs at all. How about that carbon tax tho?
- I read them when I'm not driving.

- Properly placed signs need not be distracting. However, too many signs, difficult to read signs, overly busy signs and signs placed in a way that obscures views of the road or safety signs can be distracting.
- I think their target market are people that are walking, not drivers.
- The very existence of the sign makes people think there are important things they need to know about and therefore need to read them even though they should be paying attention to the road and traffic around them.
- I am used to them, we have to look at road signs so not much different. Should not be place near road signs however. I find the city electronic signs frustrating when they have more than one page as I often only read part of the message and am left to wonder what the rest of it was. Other vehicles block the signs shortening the time one can read them. Static signs are better.
- I have often taken down information from these sign....while I was a passenger...and passed it on....I find them useful
- They are taking my eyes off of the road to read the sign.....what else does that that's illegal.....hmm Usually too close to intersections and cross walks where I need a clear line of sight
- Drivers tend to drive in the direction they are looking and the more signs the more the drift.
- Drivers are observing signs as they drive anyways. As long as there are not too many of them, they should not interfere with a driver's ability to safely operate a vehicle.
- Anything designed to draw attention, such as a sign, is by definition distracting.
- Human nature. You want to know what is being said. If no one is in the car with you to tell you, then most are going to look.
- The driver is reading the advertisement in stead of paying attention to the road.
- Duh?
- Competing with permanent signage, blocking view past the sign to what a driver might be looking for, and just too many signs to begin with, all too large, too bright.
- Depends on the amount of info presented on the sign.
- Clearly not part of driver information due to color and placement.
- Its only a distraction if there is a phone number or something you want to memorize or write down. If it is a statement you have to look further into at home, or is as simple as a time and place then it doesnt distract.
- They can be a distraction if there are many signs. One sign with a community event is not distracting. 4 in the same few feet is.
- Often the font is too small or there are too many words for you to catch on the drive by. You should be spending more time looking at the road then figuring out what the sign says.
- If they are then so is on bus advertising, bus bench advertising, business advertising on vehicles etc.....
- It's so distracting when there's improper grammar or mis-used apostrophes. It's distracting to me....and distressing. Seriously
- If there are too many, then yes



- It's a sign no one forces you to read it. If you think your distracted by a sign your probably distracted by everything. There is a right time not to read signs. Should I stop reading road signs now?
- Only if there are too many or with too much detail.
- It is something that distracts drivers for slight seconds while driving but if it is positioned near an intersection than it might be better
- There are enough way to get the information out there, news paper/flyers , bill boards, internet, social media. Every corner you turn in the city has 4-5 of these signs.
- They are typically intentionally located to attract the attention of drivers. Their inherent purpose is to attract attention and therefore distract a driver from paying attention to other things.
- Depends on driver and location of the poster.
- I have actually avoided Macloed Tr near the Ford Dealership and the Avenida shopping complex because of the plethora of signage there. In particular the rate of speed travelled often comes to an abrupt slowdown and I have found myself slamming on breaks because I was looking at signs.
- If the signs are situated on streets that are near playground or speeds not exceeding as 50kph.
- When placed near an intersection, they often obstruct driver's line of sight.
- Drivers look at signs for quick information while driving. That's why most highway signs are quick to understand, color-coded pictograms, or simple text. Whole sentences, clipart, and other media are distracting to drivers.
- Think: Not only are they \*designed\* to grab drivers attention, they also block pedestrians and bicycle traffic from the drivers' field of vision.
- Typically they are short messages that can be read in a split second.
- You can't read text messages legally, and that's for a reason. Imagine trying to read text messages every time you pass a sign. Same effort if not more is required, since the sign would typically contain all new information. Just because they're posted closer to your field of view, drivers truly interested in the information will slow down or try to read through their mirrors after they pass by.
- Anything can be a distraction. They are literally placed next to the road for drivers to read.
- On most roads they are not a distraction. I find no issue with them. On roads where speeds are above 70 they might be too hard to read
- Purpose of a street is to drive
- Some signs block views of the road way. Other signs use "gotcha" wording that takes the drivers eyes off the road.
- I do find that my eyes scan all the signs as I drive by. The more signs the more I'm distracted from keeping my eyes straight ahead.
- More than a distraction, they sometimes present a safety hazard when they're obstructing the view, especially at intersections.
- They are a distraction if you take your eyes off the road. You can't look at your phone so why is it ok to read a multi line sign? The small signs are less distracting but I find they are more likely placed where they block your view of traffic, like near a business driveway.
- I find sometimes I will slow down to read a sign if it catches my attention

- I believe that these types of signs are an effective way to get a message out, just like the message of this survey.
- These signs frequently block sight lines on busy streets for those turning onto a street from a side street. Example: trying to turn westbound (left turn) off 11st SW onto heritage Drive. 4 lane street at this point and these signs block vision.
- They take drivers' eyes off the roads to read the sign. What could be more unsafe??
- Technically yes. A problem? Unsure about that.
- Need to stay in control while driving
- No different than looking down at a phone for a second. Your eyes are drawn away from the road.
- Too many is distracting
- I live off a busy main street that ALWAYS has signs on the boulevard. Very many signs, close together and all shapes and sizes!! THIS causes distracted driving, and should NOT be allowed.
- Reading a sign as it passes to the right takes your eyes off the road ahead. Several signs in a row keeps your eyes off the road. I've had some near misses when seeing a group of new signs rather than the car stopping in front of me.
- They can be if too much information is trying to be presented. I don't mind an event name, date and website for more info.
- They take your attention away from the road.
- They are a distraction as they often have community messages you need to know. This is especially dangerous near playgrounds and schools.
- This is obvious. If people are reading signs they are clearly not paying attention to the road. Signs need to be minimized. Also they are often placed in locations that impede visibility for a car to safely enter a roadway.
- Is it a distraction yes, but so is adjusting the volume of the radio. Community signs have a purpose; I see no need for small business signs when there's tools like Kijiji and Facebook that target a demographic.
- See my previous comment. Anything that is intended for someone to look, read, process and learn is a distraction. In the age of distracted driving regulations, why are we encouraging additional distractions on the road! people are bad at handling these. other methods of advertising are more direct - radio, community newsletter, flyers in mailbox, email, etc. Seriously - these signs are encouraged to promote distraction. inherently, get them AWAY from the road!!!!
- Some signs are small and hard to read so drivers focus on trying to see what they say.
- Your eyes are drawn away from the road to read them
- The signs MUST be legible with large lettering and concise messages. I like the large signs the communities use for events because they're easy to read. Cluttered small fonts are a distraction.
- They can be hard to read and it's distracting when you take time to try and see what they are saying.
- Not if they are very short, clear info that can be taken in with a glance. Then they are no more distracting than a tree, garden, nice car in the opposite lane, ads on the side of a vehicle.
- Sometimes depending on where it is, how many there are.



- They are not like street signs which are of only a select few options. Temporary signs require drivers to leave their focus on the road often at speeds of 50 kmph or greater and read the message. How is this any different than reading a text which is considered distracted driving?
- Maybe but drivers should be responsible for themselves. There are plenty of distractions on the road and we cannot control all of them.
- I don't think it's too distracting I just think it's ugly when you have a hundred different lawn signs everywhere
- The signs where I make a left hand turn to get out of my neighbourhood frequently impede visibility never mind that I have to read it...
- Smaller multiple signs are the distraction
- Community associations need economical ways to advertise I believe that their signs are placed in areas close to their community and do not affect driving
- We are supposed to keep our eyes on traffic. If we can't read a book while driving, why are we allowed to ready 100 roadside signs????
- It's a distraction
- If placed safely drivers will not get distracted by them.
- See previous comment. I find them extremely distracting. They're hard to NOT try to read when passing by, and often there are phone numbers you then have to try to remember or try to take a photo of the sign while passing, or try to write the number or date of the event down while driving!!! These signs are blatantly encouraging distracted driving, in my opinion!
- I see drivers looking at signs when driving.
- The point is roger drivers attention, so by design they're distracting.
- Your attention is taken off the road
- They help small business and vehicle passengers, people on transit and c train can also view them. Drivers should be concentrating on the road anyways.
- Because you drive buy them so fast you never really see what there for
- Depends on how fast you can read! I ignore them when I am driving and usually only pay attention to them when I am a passanger
- Road signs are the only thing a driver should have to concern themselves with. Driving is distracting in its own let alone having to process sign types beyond the tradional road signs
- Unless there are too many lined up.
- Probably not to good drivers but inexperienced drivers I'm sure it can be something they take to long looking at.
- It is difficult enough in keeping your eyes on all of Calgary's road signs, especially during construction season, than to be inundated with more advertising. While lma, mature enough to ignore these hinders des, younger drivers who are already using cell phones while driving have another distraction,
- Probably a tad distracting, depending on content. The more interesting the content, the more distracting. This is unfortunate since the whole reason people put up these signs in the first place is to capture the interest of drivers.



- I have been behind drivers that slow down before a sign and I can only guess they are reading the sign.
- It is distractive depending on the length of the writing and placement. Near turns are awful. Shorter better.
- Signage is all over the place along roadways, on buildings, etc. It is a normal part of driving to see signage.
- These signs cause distracted driving in my opinion. They CAUSE distracted driving.
- You take your eyes off the road ,just as you do when texting or checking your phone and that is against the law. Drivers slow down to read signs
- In most cases there are a number of signs in a row making it difficult to make out what they are all trying to tell you. I've also seen instances where they introduce a blind spot at an intersection making things incredibly dangerous for drivers.
- Multicolor signs are very obvious but distract driving
- Danger to safety, often they are not maintained and end up in the road way.
- Signs should be used for information on the transit and the road, advertising is just as distracting as using your phone while driving.
- Not distracting, just ugly. However, they can be dangerous- they hide movements of children or animals.
- Temporary signs are key for advertising city events - community events open house etc. People don't always hear about them unless they see the sign. This provides more equal opportunity for people of different economic groups to all have access to provide their input.
- Yes, I always look as I'm driving by because I want to know what's going on in the neighbourhood. But then I realize I'm not focussing on the road ahead as I'm driving. If the signs could be closer to intersections/corners then I could read them while stopped at a traffic light.
- You are trying to read the sign so momentarily take your eyes off the road, especially when they contain a lot of information.
- The driver takes their eyes off the road and takes time to read. Very dangerous.
- They might be distracting in some cases, but they can easily be ignored, and usually have very brief, easily readable information.
- People will try to read the phone numbers, Websites etc instead of driving. That is what google is for.
- Most of the time, i can glance at the sign and get the gist. Because i drive the same routes a lot, i can focus on the signs that interest me on another trip
- You obviously want everyone to answer yes by placing that choice first in the order of answers so I refuse to choose that option just to spite you. You should really go back and take a political survey design course if you want authentic results at all.
- Sometimes there are too many signs in a row, all different styles, heights, etc and they are too close together. So if someone is reading them, then they can't be paying attention to driving. If they are at a stop sign, some drivers are too busy reading signs that they don't see the light has changed to green.



- Yes, lots of times they block view for drivers to see whatever people or animals may be on the side of the street. I like to have a clear view of the street and sidewalks to be able to see ahead and be able to predict actions of pets, kids and adults or cars coming out of business driveways and sidestreets. They also distract drivers as people may slow down to read them.
- distraction from driving
- If drivers weren't looking at them, why have them there in the first place. They are by definition a distraction.
- It's enough to watch for distracted drivers, jaywalkers and poor drivers without also having your eyes dragged over by colour to the side of the road.
- Those drivers would be distracted anyway
- One sign with readable lettering is OK and not really that distracting. However, more than 2 signs very close to each other is very distracting. Better to stagger the signs and make them easy to read. I cannot quickly read 3 signs with small lettering that are close to each other; that would be very distracting.
- Too distracting
- Only slightly, but the road is kept in one's peripheral.
- We have drivers that are distracted by nothing more than the air around them. I can't speak for others around whether or not they are distracted by signs. Because I am aware of the current sign bylaws I am distracted when I know people are not following the rules. I am distracted with the big video billboards with the extremely bright lights at night time - you can see them for miles and they are rather blinding.
- There are enough elements for drivers' to pay attention to, pedestrians, turning signals, distracted drivers. We don't need any other distractions. Huge neon signs that have a moving screen (Mcmahan stadium) should be outlawed!!
- I think we have acclimated to driving with them on the side of the road. As long as they are not on busy streets and not too many of them.
- Often there are too many signs on a single boulevard. Trying to read them is no different than reading your cell phone.
- Depending on what they look like they may be but not always
- They demand attention from people whose attention should be completely on the task at hand.
- The focus should be in the road, not on signage beside the road.
- instead of watching the road they are reading signs
- See previous comment
- Signs take your eyes off the road to read them. Most distracting.
- These signs are deliberately 'in your face' - one of the companies is called 'Bold Signs' for a reason. These sign companies are squatting on our shared public property.
- Anything that is not directly related to the task of driving is a distraction. However, I think it is an appropriate way to distribute information to people. If the signs are short and clear the distraction is kept to a minimum



- drivers might be tempted to focus on signage and not road conditions. Additionally signs might block sightlines for pedestrians and small children and animals.
- Drivers tend to slow down to read and / or record details of the sign which impedes traffic. Signs are consistently difficult to read. Road right-of-ways should be purely for traffic control signs and not diluted or confused with advertising signs. Temporary signs also interfere with traffic sight lines for other traffic, hazards, and traffic signs / lights. Most signs are illegally placed too close to intersections.
- I don't usually see or read them when I'm driving. I read them as a passenger.
- My community has become overrun by these signs on the main entry/exit points. They take eyes off of the road when they should be on them. They are distracting just by being present let alone with small writing on them.
- It depends on the driver - if they notice something that might be of interest it could impede their driving if they try to read it rather than watching the road. But not all drivers are distracted equally.
- They can be a distraction, particularly if they allow for bright backgrounds.
- These signs are specifically designed to attract a driver's attention and the more of them, the more the distraction. They also overwhelm many critical traffic road signs and the general clutter that these signs create is an eyesore in the city.
- There are just too many in same location. We need to be more creative on getting the message out about events or sport group sign ups etc. When there are so many together we don't see all and miss ones we might be interested in.
- If someone is seriously distracted by a fixed object on the side of the road, they shouldn't be driving in the first place.
- They are definitely a distraction, as they take drivers' attention away from the roadway
- Not if they are done properly and easy to read.
- When it is multiple signs as I have seen on Sarcee Trail, then yes, I think they are a distraction. They do not have a purpose to your driving, just fluff. With all the attention on distracted driving today the signs are adding to that.
- They often obstruct a driver's line of sight. Especially close to corners. They should be banned within 50ft of any corner.
- When there is too much information crammed on the sign and the font size is small to read
- When there are multiple signs along the same stretch of road, it takes too much time to read everything while driving past.
- I tend to look for this kind of signs advising construction/traffic issues. Anything else is distracting and useless.
- some signs are so thick you can't see to drive (ie, turn corners, check rearview, shoulder check, etc)
- I think they do pose a hazard if drivers try to read them. Also, if they are large, they can obstruct the driver's view
- They can be distracting near other important road signs of any kind. They should not be near any important intersections.
- Makes a neighborhood look cheap plus it's distracting





- You are reading signs while driving!
- Drivers need to watch the road, NOT ads.
- As we enter our neighborhood, the street is full of them. People are supposed to be checking if they are entering traffic and instead the signs cause a distraction. Often people are trying to change lanes as well.
- It's actually very simple: if you are reading a sign, then you are not looking at the street, at the traffic signs, at the surrounding vehicles, nor are you looking at or for pedestrians. I think the possible revenue from allowing such signs is outweighed by the potential risk associated with their use.
- There is too much on signs for a driver to read and the temptation to read as much as possible makes them dangerous.
- It is impossible by definition to focus on the road when there are signs trying to distract drivers
- Just clutter
- YES. Constant bombardment. Constant. Constant. Constant. Constant. Oh wait, I've only gone a block. Constant. Constant. Constant. Distracted driver = hazard to everyone, other drivers, cyclists, pedestrians.
- NO TO THE SIGNS! THEY ARE DANGEROUS and look TACKY! Does the city need \$ that badly?
- I live in sage hill and the amount of signs is ridiculous. Especially the number of duplicate signs. 15 Dairy Queen signs in a row. Seeing that many especially around intersections is very dangerous
- The human brain has a natural tendency to bias the same direction as the eyes are pointing. These signs will cause a very slight pull toward the curb as a driver reads them. As cyclists are forced to use that space while riding on the road, collisions are very possible. All signs like this should be banned.
- If it is something people are interested in, they are trying to memorize the phone number or whatever. Yes....signs are a HUGE DISTRACTION.
- To me they are just another object and unless they are on the road itself I'm not usually distracted. Sometimes they're interesting to read when I am stopped in traffic
- When travelling, you don't have time to read them, especially if there are several. Your eyes should be looking at the road.
- I do not personally find a few strategically placed signs distracting. I prefer when they are at intersections or by parking lots where I can stop or pull over to look at them.
- You don't have to look at it. Cell phones are a distraction
- They pull eyes off the road to read the sign. Often full attention must be given to the sign to read everything it has to say. That takes full attention off the road.
- Most vehicles only have one occupant, the driver. These signs often include phone numbers or website addresses that must be written down or memorized, distracting the driver from the only thing they should be focusing on - driving!
- Yes they are very distracting.
- U read signs for driving what is the difference
- See previous question
- Looking at words whilst driving is a distraction no questions needed.



- You want to read them. Depending on how difficult it is to make out what the sign says as well as how much information is on the sign, my eyes are off the road.
- They are often hard to read and drivers must focus in order to read them.
- if you look at the signs you are not paying attention to driving
- They are an eye sore and as they are large with loud colors. Sandwich boards are ideal with if using signs at all
- Just observe yourself when you're driving by a row of these things: inevitably, because they're text, they draw your attention. If you're reading, you're not paying attention to your driving. This is very simple logic, really.
- I feel they are a distraction only when there are a considerable number of them and they are too different.
- Sometimes it can be. I must admit most of the time I ignore them
- It takes your eyes off the road.
- Isn't it obvious?
- It's not the sign's fault that the driver may choose to be distracted. If reading text is a distraction then why are the green road signs everywhere?
- every one reads them when driving obviously
- Your eyes are off the road reading and your mind is distracted processing the message.
- They take our eyes off the road to read them even if you are trying not to look at them.
- There are so many unimportant signs, that it is easy to miss the important traffic signs.
- They vary in size and at times become visual barriers.
- There are not a distraction. They are ugly if there are too many etc
- It's difficult enough to navigate with plentiful road markings, particularly speed signs, school zones, and pedestrian crossings. They are designed to be very simple, often pictograms with very few words. The extra noise of having to read a phone number or url from a sign WHILE MOVING is distinctly distracting.
- At times I think they can be, for example if there is a large amount of information on them. Mostly I don't believe that they are.
- These sign give us information and then we can check out websites where we might see this information as family time is more important than searching the Web.
- It's distracting if there are several signs but one sign is fine.
- I always look at them but they'd be no different than the other 50 things we have to look for on the road. I do like the community/city signs though - it informs me of what is going on in the area
- Depends on size, colour and location
- Yes
- Some streets have multiple ( sometimes 6 or more signs near intersections )
- Signs draw drivers attention away from the road. Also, depending on the size and placement of the sign pedestrians can step out from behind signs and are not seen.
- You are taking your eyes away from driving-in reality it is no different than reading a text.



- No explanation needed. Just common sense
- Depending on how the sign looks.. if it is distracting when it is not easy to read and there are too many signs
- Drivers won't be watching the road.
- No different then all the other distractions and good to learn what is new or upcoming in my community.
- If the signs aren't overloaded with text/graphics (i.e., I can read them with a glance) I don't find them distracting.
- I think they would be a distraction of many people tried to read them. I doubt most people are reading these signs.
- This survey seem bias with limited options. The first question should have offered an option for no signs and some type of alternative. people need to move to online marketing.
- u read them
- Drivers should be able to glance at signs without being overly distracted. If you're going the speed limit you should be fine.
- I suppose anything can be distracting for a driver, even a normal sign. I would like to see studies on this though.
- Drivers should be focused on what's in front of them, not letting their eyes wander off to the sides of the road. I think it raises the risk of a collision.
- There are so many other ways to advertise. Why do we need signs at all? When I am driving, I prefer to concentrate on driving.
- If the signs grab a driver's attention, then that attention is not where it should be. Some of these signs also include dates or phone numbers, which I have seen people try to jot down whilst driving. As a passenger, this was frightening.
- Only when they are over the top or out of the ordinary
- You honestly need a explanation? What is the purpose of a sign?
- People may slow down or stop suddenly in order to read signage with many words, which can be an impediment on a roadway.
- It only takes a second for something to happen at 50kmh. It would be preferable if distractions were reduced instead of increased. In my opinion it is another form of distracted driving.
- To many signs and bright colours that grab attention reduce you focus driving
- They are distracting to drivers, they are an eye sore, they often contain letters that have been rearranged into inappropriate messages, and, at times, have messages that are inappropriate from the start (e.g., a recent sign posted at the entrance of my neighborhood said "Feed a criminal, keep your doors unlocked". This was particularly troubling for my children to read.
- The signs look tacky and are not a good representation for a clean modern city
- Anything on the side of the roads is distracting and unnessciary
- I should be concentrating on driving, not reading miscellaneous junk. Community & non-profit announcements can be made through other means (newsletters, etc). Public property should not be used for business sales promotions.



- Drivers should be able to notice all road signs and temporary signs without feeling distracted. Temporary signs are a great way to build communities by advertising events and build business for local entrepreneurs.
- yes it sure is distracting. accident happens just in a blink of an eye, and having so many signs is sure a distraction. imagine reading them as you drive...
- Incredible driving distractions! Especially those that are very colourful. They are designed to catch your eye, and they do so. If i'm reading a roadside sign, i" not paying adequate attention to driving, amd have likely travelled 60-80' at a normal velocity. A lot can happen in that distance!
- I often find my attention drawn away from the road to read signs while driving by, even if I am not intending to look at the signs.
- It depends on the sign. If it's easy to read it's no different than reading street signs and is useful way to get info out. If they are hard to read, than they are a distraction. Good contrast in background and size of lettering are important. Whether signs are of different heights doesn't really matter as long as there aren't too many and they are easily read.
- Temporary signs block a drivers view when attempting to turn onto the street.
- When multiple in area can be distraction
- They should be brief enough that you get the info you need in a glance
- Especially if there are too many words to read quickly while passing.
- Takes your eyes off the road to read them, often placed in undesirable locations that block view around corners or pedestrians
- Yes but minimally...also essential for community information
- They are an eyesore and distract people with the brutal locations always where they should be looking at the intersection.
- Anything that diverts your eyes from the road is precious time wasted to prevent any possible accident . Let's say I'm looking off to the right reading a sign bam deer comes from the left or I'm slowing down to read the sign bam someone rear ends me. Community events I have no problem with quick and short . To many signs equal an eye sore Also you are not fully focused on driving
- Don't currently drive
- If you are reading a sign or multiple signs, you are not looking at the road.
- They are often hard to read so if you want to see what they say you have to slow down
- only if it is something you are interested in.... then you look over there at the BOLD sign, and read and try to take note of the date of the event or whatever. They should not be allowed near schools or parks where it is especially risky for drivers to get distracted. However, the permanent signs ..... announcing school report cards or parent teacher night.... The kind right on the walk way of the school SHOULD be allowed, as those are primarily aimed at the parents picking up their kids... walking usually, since schools don't allow pickup / drop off in their parking lots.
- Best at intersections or entering community to inform community members of neighbourhood events when stuck at a light anyhow.
- Should we be reading an essay about finding love or driving?
- Obviously, they get your attention and your eyes are taken off the business at hand - driving !

- Too many driving into communities,,phone numbers ...what purpose ..you can't stop and take a number down ...limited roads into communities bogged roads .... People walk out from behind them onto the road ....eyesore
- I feel that an assortment of unregulated signs are a distraction, especially if they are grouped together. Sporadic signs that inform on community or city wide events are important.
- Too many of them. If driver is reading signs, how can he/she focus on the road?
- You cant be a distracted driver. Thats the law they are a distraction
- There's never just one but many lined up.
- Depends where the signs are placed and what material is on the sign
- When there are several signs, it is hard to read them all and are distracting. 1 or 2 signs is much easier to read. They need to be easy to read and large enough letters to see
- Clean well designed signs are not, and often drivers will only look at signs that are brief, as they are driving. I would say overly colorful garish signs are distracting, but drivers do need to take ownership of their ability to pay attention to task...to assume a driver can't continue driving instead if looking at a sign as quickly as they would notice any other traffic sign is a little bit insulting to the intelligence of most drivers ;)
- Drivers are trained to read signs to operate a vehicle. A few extra signs that are brief in their message aren't a distraction.
- Distract attention from the road and also should not be permitted as other signs are not such as garage sales for this soul purpose
- This signs show important information some times and I driving and I want to read a keep the info... sometimes a take a picture, but i know it's no safe
- They keep drivers more engaged than looking at their phones or the radio settings
- Everything is a distraction, that's why we require a test before they give out a licence to drive.
- Yes. Many times they can even hide pedestrians crossing the street.
- As long as there aren't too many
- While driving, they do draw my eyes off the road. If its something that is interesting to me - it might be a significant amount of time that I'm looking at the sign and disengaged with whats ahead. Also, there are signs near my community exit that take a disturbing amount of visual information from me when I'm making a (not overstating) hazardous left turn. I honestly feel like busting that sign without regard of the companies expense - I feel like my safety is being reduced by them being there. /rant over
- Often block view of people trying to turn
- When a sign grabs your attention you want to take a closer look. No one will pull over to read it though.
- All temporary signs provide visual clutter that takes attention away from driving.
- If restricted to 3-4 lines fine Small print and too much info is not effective. Should be reminders to research further if interested, not full stories.



- I think there should be limitations. Signs should be allowed on Deerfoot or Stoney type roads. Should be allowed to block the view of traffic when entering an intersection. Stuff like that, otherwise I don't see how they would be more of a distraction than building signs or billboards.
- Anything that takes your eyes off the road is a distraction.
- It's instinctive to pay attention to all signs on road; however, I think the only signs should be those providing traffic information. There are too many signs in many areas (Bow Bottom Trail is a prime example). Too much time is spent with eyes off the road.
- It depends on placement. I tend to ignore signs lower than eye level and I do appreciate community information that is clear and bright and quick to read at eye level.
- I am not watching the road, cyclists and jaywalkers, ( yes they do exist ) are now in danger. Having phone numbers I can't remember is no use either, as it is not like I can whip out my phone and take a picture.
- Anything taking your view from the road is a distraction. Even just a glance to read them a car could stop in front of you and honestly some of the signs it takes more than a glance to read them
- If you are driving by you are always trying to read them and you never get the whole sign read before you pass it by, so you try to read it again the next time you go by. They make the streets look messy!
- drivers should have eyes on the road, not be looking off to the side to see signs. Often, you only realise a sign is interesting after you are close to it, or past it, so you end up needing to look hard to the side if you want to see it.
- There are too many sensory inputs already, while driving. Most drivers don't read traffic signs, and drive as if they have the speed limits and other traffic signs memorized. Adding more signs to road-sides either just give the drivers more things to ignore, or gets them focusing on the wrong information. To make our roads safer, signage needs to be minimized so that drivers know what's important, and what's not. The law says we can't read emails or texts while driving, (which I support) but businesses can put up 10 temporary signs in a row, and that's not considered a distraction to drivers.
- There is enough things to watch out for. Multiple signs create blind spots for pedestrians to walk through. They can blow over if not properly secured. Distraction is even worse for new electronic flashing business signs.
- Not when placed appropriately in low speed areas with low driver work load.
- They're placed in order to attract the eye of drivers, which is distracting and dangerous
- They look horrible, very distracting especially when there are multiple signs. The worst is seeing something like a liquor store put up three signs for beer sales. What a way to make a nice community seem trashy
- they are absolutely distracting. if looking away from the road to look at your phone for 3-5 seconds counts as distracted driving, so should looking at these stupid signs.
- It's like trying to read a newspaper while driving. They should NOT be allowed. I've seen children hiding behind them while walking with their parents. What if they darted out into the road? They ate



just dangerous and ineffective way of advertising (unless the sign is posted directly in front of the building holding the event.)

- Any time you are encouraged to read multiple lines of text that require attention to process, that attention is not on driving therefore it is a distraction.
- I am distracted by them when I drive and I try to be a responsible driver. I imagine that it is worst for others. Plus, the messages are sometimes about sex or relationships, which makes it worst to attract.
- Put too close to intersections or high traffic areas can be a distraction.
- No different than distracted driving.
- Temporary signs are easy to ignore. As a driver myself, if I am not in the passenger side, I do not pay attention to them.
- I don't find temporary signs distracting. The black background/neon letters ones are easy to identify and read quickly.
- Looking at signs of around signs is just one more thing to get in the way of paying attention!
- I mostly ignore them especially the more there are. Not interested to read a bunch of signs while driving. Usually a quick scan can tell you if the content interests you at all.
- It simply creates distracted driving! It seems people don't need yet another reason to not pay attention to task of driving.
- Usually the signs are placed where you can't possibly read it with having to slow down or stop.
- No. As long as they are not near pedestrian crossings. I find them very helpful as a parent for learning about community events.
- Being aware of surroundings is part of driving. A few signs, with clear communication quickly informs drivers without distracting them.
- You try to read them as you go by therefore distracting you from keeping your eyes on the road.
- Just like texting they take you eyes off the road
- Trying to read the sign I stress of watching the road - one sign, not too bad but the more signs, the worse it gets.
- Poor location placement may cause reduced sightlines. Also, placement in areas where driver attentiveness should be heightened (school, playgrounds, uncontrolled intersections) should be avoided or restricted.
- I usually don't spend too much time looking while driving. I will look at signs more as a passenger
- You have drivers out there that cannot help but be distracted by the colors and deals, we have enough distraction in this city with cellphones. We need to focus on cleaning up all the paraphernalia on our sidewalks and green spaces.
- Unless there are way too many of them. As it is, when there are too many signs, they are taken down. (Unless they're political)
- these signs are a great way for businesses to communicate
- Regardless of their ugliness, people do read what's in front, or beside, them, creating a distraction when they should be keeping their eyes on the road.

- Most people can't drive and chew gum at the same time...so adding in a sign to distract from their already bad driving habits, only makes things worse.
- If there, I look at them rather than the road and I try to remember who sponsored them so as to be able to boycott the business or service.
- They are not a distraction if there is only one. If the sign from the City is not lost in a sea of signs, it can be an effective pint of communication.
- Similar to distracted driving.
- You read them if you want to.
- Often there is way too much information on the sign to process while driving by quickly. Relevant header should be large along with contact information with limited, relevant, sub information like a service, dates and/or times. i.e. [personal information removed] [personal information removed] We paint, trim, decks & more! SOCCER REGISTRATION [personal information removed] Sept 24-26 11am
- It makes the streets look cluttered.
- Same distraction as holding your phone up near your face to read texts
- If the driver reads them, then they are a distraction.
- Because it's impossible to read the signs unless you slow down and take your eyes off the road.
- to some people they probably are
- I have personally taken my eyes of the road for a second or more to read these signs.
- Trying to read and pay attention to your driving is somewhat like distracted driving.
- The purpose of the signs is for people to read them when driving. Signs on roadways should be safety related ONLY!! There are many other ways to advertise. Do not allow signs that distract drivers from their most important task - driving safely.
- Looking at and reading the signs is distract driving. Then they should never be placed or be of dimensions that could hide something important for the safety of circulation and pedestrians.
- It takes you away from driving
- If we can read the road signs and directions, then one can read the signs.
- Sometimes they are a distraction if there is more traffic than usual.
- Too many are indeed a distraction. Also, if they are hard to read easily (ie: long messages, lack of high contrast, text too small), they can become a distraction. Too many also interferes with driving. They should also be kept further away from pedestrian crosswalks, for example, for the sake of driver/pedestrian safety.
- Any sign - temporary or permanent - is a distraction to drivers.
- The signs convey information that could be beneficial to individuals or groups in the community which are difficult to broadcast any other way
- The signs are normally meant to be eye catching, and draw the driver's attention away from the road.
- Reading not paying attention to the road.





- When there are multiple signs in a short area, you might read the signs and not see cross walks, people jaywalking, other cars, etc.
- Reading while driving, especially in traffic seems like a bad idea.
- Drivers need to be aware of the differences in landscapes
- As you drive by and read the all the signs, your eyes are not on the road.
- The disorganized, seemingly willy nilly placement of the signs along roads, the fact that there can be 20+ in one spot, and the bright colours are all huge distractions to drivers. Why not have one central area to post signs away from roads and limit how long they can be there?
- They distract me because I don't like them. I am always thinking how awful they look.
- Short simple message can be understood in a glance.
- I personally find the signs like the ones in the pictures to be useless for drivers. Most of the time, I can't read it fast enough when driving by and I spend more time reading whatever I can as I pass by. This means that I'm being distracted while driving and the advertising wasn't successful. These signs need to be redesigned to make them more legible at a glance.
- Because there's typically too much to read, after being grabbed by the headline, my eyes are off the road, or I want to slow down to read the entire notice.
- They are hard to read and causes drivers to slow down
- The colors can be a distraction, they can hide dangers on the side of roads and it can be difficult to not become distracted by the signs as your interested in seeing what is being advertised rather than focusing on driving. For people with ADD/ADHD these signs can be even more of a distraction as it takes more focus away from the task at hand.
- But its the obligation of the driver not to be distracted and ignore lengthy messages
- If looking at your phone at a red light is a distraction -isn't looking to read a sign? But then what about signs like advertising on McMahon stadium? That's a huge distracting sign
- I feel they haven't made me a distracted driver but they might make some
- When there are too many signs, or the signs are hard to read it's a distraction. Also I've seen people taking pictures of signs on the road while they are driving.
- As long as the signs do not have too much information on them. I've seen signs with a lot of information and websites and that is a distraction. Keep the signage simple please.
- I can't speak for everyone. If you are a fast reader/skimmer and there are not a lot of words on the sign, they're fine. Signs aren't the place for in-depth information. Also, it depends on how many temporary signs there are in one location. If you have a whole bunch, it would be a challenge to read them all while driving -- so then, clearly that's a distraction.
- Most drivers are use to looking at signs whether it be street signs or advertising
- Anything that pulls a drivers attention from the road is a distraction
- A clutter of signs is counterproductive and results in people ignoring a clutter of signs as they 1. Prove to be a distraction if drivers try to read them and 2. Are normally cluttered of various sizes and just an eyesore to the neighbourhood.
- You have to read them, distraction for sure
- Most people don't even look at these public info or smaller retail signs



- They are hard to see past at intersections. Also animals sometimes dart out from behind them.
- I think they pollute our streets. No one has time to look at all of them so I doubt any get read as they are annoying.
- While exiting commercial access points signs are too close to roadways to make safe entry to traffic. They are also a hazard at intersections as they can impede ones view while turning.
- Just takes eyes off the road and distracted driving
- They take your attention off the road and driving. This day in age it is all about decreasing distracted driving, or it should be.
- They are an eyesore and can block intersections
- I haven't had any problems with Boulevard signs. At some point, I guess, there are too many. Also, I would probably feel differently if I had a sign across from/near my house. Non-residential boulevards should be regulated differently than residential boulevards.
- Give me a break anything can be a distraction and this is just being used as a manipulative excuse to appease a negative person.
- Every moment ones eyes are not on the task at hand is a safety concern
- They are very much distraction on a major route. On residential roads they might cause distractions when there are pedestrians/ kids / vehicles pulling out of driveways/ malls etc. I think the signs should be put only on secondary roads and must be certain distance away from intersections / mall entrances or exits.
- If there are too many to read, your eyes are diverted from the road. Particularly problematic if signs are close to an intersection or a crossing.
- Particularly when they are small to read and there are multiple signs. If you chose to not read them, then they just become visual distraction or pollution to the beauty of our city.
- Your focus while driving needs to be on the road Not on a sign trying to catch info
- depending on the prominence of the sign and the intersection at which they are placed.
- If I am actually interested I will read it.
- They are just clutter and distract from more formal street road and company signs.
- Depends upon the driver
- Maybe depending how the signs are placed they could be a distraction. I.e. before an intersection would be better
- Any road sign is a distraction for drivers but many are essential or useful. Temporary signs are in the useful category.
- Not usually as long as they are placed properly
- Most people don't notice as evidence has shown.
- There is no reason for MOST signs, construction signs are one necessary example.
- I don't feel that temporary signs are a distraction but don't really know the statistics.
- Yes. Drivers should be worried about driving not trying to read a sign with a website or phone number on it!
- Signs are taking 'eyes off the road' for the drivers, they are a distraction.



- Any type of sign that close to the road automatically draws your eyes and is a complete distraction.....should never be allowed!!!
- Not as long as they are large, not too much info (3 lines max.) Not too many colors - 3 on black is ideal. Small signs are distracting because they can't be read from a distance and the letters are too small to be quickly read. Too many sizes and colors are just annoying.
- Too many signs on boulevards, roads & for garage sales. The lack of sign restriction enforcement is terrible.
- Take attention away from the road. Also near corners, walkways, and intersection they block visibility for the driver
- Reading signs while in traffic is no better than texting....
- Driving should be the main focus only. Signs are a distraction and an eyesore. I do not agree with them at all. Why should my view be cluttered when i am taxed on having a green space. Wrong!
- There is often way too much information on these signs, requiring a prolonged look away from the road.
- If drivers do not want to look at them they do not have to, but it can be a distraction when driving at high speeds trying to see what the sign says. These signs on the highway should be limited and say exactly what they want in only a few words.
- It takes a few seconds to take in what the signs say, and the longer the advertisement on the sign the more time it takes to read. Your eyes are taken away from the car in front of you, or if you are stopped at a pedestrian crossing it can take your eyes off what is happening in front of you, which is very distracting.
- Reading signs is a part of driving!
- Especially if they're too brightly coloured.
- Depends on the type of road. A busy road that has a speed limit above 50km with a sign that has a lot of information could certainly be a distraction. But, a residential street where drivers are traveling at 50km or less, a sign with a little information should not be. In fact it may help the driver to look around and be aware of their surroundings.
- I find sign especially distracting approaching intersections. There's enough to watch for with traffic, bikes and pedestrians. Near schools they are an additional distraction when buses and parents are dropping kids off.
- If the are long they are distracting but short messages are ok.
- I sometimes catch myself looking at the signs instead of at the car in front of me. One corner I travel to all the time has signs that block my view when turning left.
- I don't read them, but if I read them I would definitely be as distracted as if I was reading text on my eye phone. Both are distracting.
- I don't pay attention to them. I often find is most people are curious about an event, they will search for the information online. These signs are so popular and often falling apart that many people I know simply ignore them.
- It is visual pollution, a distraction to drivers and should be banned.
- they can be,(flashing lights, moving parts) but usually are not.

- They are placed too close to intersection and restrict view.
- They can be but as long as they aren't at busy intersections etc they're fine and they are everywhere
- I find those signs not as aggravating as the political signs that show up for elections. Most business know not to put too many signs out.
- As long as they're short and to-the-point, they are not a distraction
- Good way to get community info out to the community
- the more signs, the more reading to be done when you should be paying attention to the road
- They need to focus
- Drivers are responsible for anything that might restrict them. If your driving don't read the sign.
- You take your eyes off the road and read the sign or the TEXT...whats the difference???
- Too many signs that have nothing to do with motorists, pedestrians or traffic safety take away from the important signage - speed limit.
- The temptation while driving is to read the sign while driving. This is distracted driving and is a real danger. I have experienced a few incidents where being distracted by a sign, put my driving at risk.
- They don't take a lot of time to read since the numbers of words is limited, but anything that causes you to take your eyes off of the road should be considered a distraction.
- No, as long as they are not placed near crosswalks
- There are generally too many signs grouped together, and trying to process the information while driving can cause accidents.
- take your eye off the road.....
- They are less dangerous than the blinding ads at McMahon stadium that ruin your night vision after dark.
- moves attention from road to sign.
- I think when it's not a whole bunch of colours and signs it's no different than road signs. If it's like 5 signs in row in a bunch of colours it's distracting
- Signs bring the drivers attention away from the road to the sign.
- The only time I ever read these signs is when I am driving so I must be distracted.
- They are posted everywhere and isn't the purpose of these signs to be eye grabbing? So if my boulevard is littered with them it's not only a major eye sore it's a huge distraction.
- Reading the signs takes the drivers attention from the road.
- Some times it is a distraction based on where it is placed
- If they don't flash, I don't find them distracting. Electronic or changing signs are awful.
- Business signs tend to be small and hard to read, due to non-uniform styles and typefaces.
- It depends on the style of sign. Too many colours, sizes and heights make it distracting. Keeping it simple, uniform and not too many would not be distracting.
- You should be driving not reading, this is distracted driving by definition
- Yes, more so than looking at your phone, you are required to try and make sense of the font and colors, the context, and then the content.



- I've seen people slow down just to read a sign Too many along a major roadway is a distraction / no different than reading a text message / your preoccupied looking to the side and not what's in front of you
- Depends if they are trying to capture a phone number or email address
- If you are reading a sign your attention is not on the road. What is the difference between 5 lines on a bulletin board you are passing vs 5 lines on a cellular device that you have as much time as you need to read?
- It's pretty obvious.
- Unless it's on Deerfoot Pretty simple to glance at signs Maybe have it so information like phone numbers are not on there so people have to google it for more information when they get home etc
- As a driver I naturally pay attention to signage. These signs mean I am reading something that has nothing to do with driving. The city allowing this is going to have more pedestrians and motor vehicle accidents. It seems very easy. No signs in public spaces.
- Most temporary signs have very brief messages that are quick & easy to read as one drives by them. I certainly find them far less distracting than the new LED electronic display signs & billboards which I find very distracting as the images move & change & I find them to be much too bright especially in the evening & at night when they jump out at you & are hard on the eyes when driving. I would rather see those signs more closely regulated than temporary signs.
- If your reading a sign your not watching where you are going. They are as bad a texting and driving. A times they block the vision of oncoming traffic especially when pulling out of parking lots onto the road way.
- Drivers should be watching the road, not shopping. I mean, I hate to be a jerk , because many of them advertise not-for-profit events, but they're ugly and distracting.
- They may be distracting along busy roads, but in quieter neighbourhoods and along intersections where cars are parked, I think they are an effective way to promote community events.
- They can be if they are placed in a high-speed area; in fact they can be dangerous here. In a low speed area I think they are not, especially if placed far enough apart.
- They aren't distracting if using limited color.
- Yes, especially when they block the view of traffic when stopping or yielding.
- Not if there are not too many
- When you are reading them your primary attention is taken away from watching the road
- To clarify: I don't think they are too MUCH of a distraction. Although they do take drivers' eyes off the road itself, there are so many signs all over the place (whether or not temporary signs are around) that drivers have to learn how to drive with signs around. It's simply a necessary driving skill. Goodness knows we can't ban every single sign on every single road just in order to not distract drivers! There's a reason why we have driving tests and don't allow young kids to drive. In theory, the people who are driving have the necessary driving skills to be driving. I would include 'driving while signage is around' to be included in that category.
- With multiple signs on the boulevards or streets, they become noise. It's very distracting because you are slowing down to read them.



- I enjoy reading signs
- It's hard to keep your eyes off of the signs when they are designed to grab your attention.
- I feel that temporary signs should be eliminated in Calgary. There are an eyesore and make the city look unattractive.
- Driver should be focused on the road, not trying to read the numerous signs on the roadside.
- Clearly, drivers should be focused on the road and not reading advertisements. It's a safety hazard.
- I find that they are generally in a place where fewer driving decisions need to be made. The different coloured headlines make it easy to read text quickly.
- Something else to look at
- Can ignore them completely if not looking for anything
- Depends on the sign and where it is.
- so very common they're part of the background
- You have to look away from the road to read them.
- They are a short distraction. I don't believe that they are a dangerous distraction.
- Most signs you have to read and if there is a lot of info on it someone could be tempted to look longer at it which could cause an accident easily
- I haven't felt, when I drive and view signs as I go past, that I've been distracted, but I'm not sure if a sign that was designed to make people do a double take could cause me to lose concentration on my driving. I haven't experienced that yet.
- If you can read them at lights, you do. If you can't you can't.
- They give information.
- They can be if there are a lot of signs on a boulevard. More than 3 and they become a distraction, in my humble opinion but 3 or fewer are no more of a distraction than anything else on the road.
- A sign on the side of the road is there for people to read it, including drivers. It is foreseeable for a person to look at a sign when they should be looking at the road.
- Anything could be a distraction with the drivers of today but Limited Information on a sign should not be one.
- The temporary signs tend to lure the driver's eye away from the road, thus causing a distraction. We already have enough problems with distracted driving; we do not need to add to this.
- Even if I don't intend to read these signs my eyes and mind are often drawn to them.
- They are ugly, trashy and a distraction to drivers.
- I think they are fine, especially when placed at an intersections where drivers are stopped.
- Any sign that isn't about something crucial for drivers to be aware about is a distraction and should be illegal. Please make them illegal?
- There are too many of them
- Unless there are too many displayed in a block
- If they are succinct and clearly lettered, I don't think they'd be more or less distracting than road signs, etc.
- Definitely not!



- It depends where the sign is placed. If it's in a place you're likely to be stopped or slowed down then it makes sense.
- I find many areas where signs are posted there are too many- i.e. Marda Loop - Richmond Rd To Sarcee Tr there can be thirty plus signs. Drivers need to focus on road. I find signs are are now excessive. Signs at some locations are so close together it is difficult to even read quickly
- Anything that takes your eyes from the road is a distraction. It only becomes dangerous when there are too many.
- It depends on how many signs, how big, and how much writing is on them.
- You can choose to read the sign or not, depending on the current driving situation.
- I would say it depends - on where they're located and how many there are. If it's one or two and in a place where you don't have to have full concentration on driving, then they're fine.
- there is enough for drivers to pay attention to on the road. these signs, especially lengthy ones take drivers attention from the road, other vehicles, and pedestrians.
- To some easily distracted people, yes
- Especially on two lane roads. For example: Bow Bottom right after that Diamond Cove set of lights heading towards Canyon Meadows
- People should be driving not reading signs
- They are often placed on inside medians that make it difficult to see oncoming traffic when making a left hand turn
- to far from the road
- They provide information for the community
- Anytime a driver takes their eyes off the road it is a dangerous distraction. It is a huge issue if the signs are near an intersection of any type!
- There should be a minimum distance between signs and a maximum number of words/rows so that the sign can be visible and readable without obstruction from at least 5 - 10 seconds away and only take a second or two to read (person can read a line/scan/read/scan)
- Provides useful information over a longer period of time.
- Signs' only purpose is to get people to look at them
- People stop paying attention to the road.
- The more signs that appear on the side of the road, the more distracted the driver can be. A small, simple sign will send the message without having to spend more than a glance to receive the message.
- I think they are just as much of a distraction as reading a text while driving. They draw your attention so are hard to avoid looking at and then hard to resist reading if the info is relevant to your needs/interests.
- The more information there is to process when a driver needs attention, the more danger I can see.
- absolutely they can be distracting.
- Of course they are a distraction, especially if they have phone numbers, dates, locations on them as people are trying absorb that information, if they are interested, while passing them rather than



concentrating on the road. people have too many distractions behind the wheel as it is without adding these eyesores.

- People trying to read aren't watching where they're going...might as well be reading a text!
- No more distracting then the car next to you
- No more a distraction than pedestrians, other vehicles or traffic signs.
- Only certain ones Specifically where they are located
- They can be but not always.
- Two words: distractEd driving. There are too many signs on the Boulevards.
- Anything that takes drivers eyes away from the road is a distraction. I believe the signs need to be limited. Preferably to non profit community events or activities.
- I support advertising
- Of course, how can you not be distracted if you look at a sign, read it, understand it, then go back to driving. Some times it take me a few drive by to read a sign in our community
- One or two signs together are ok but too many are distracting and placement is important.....too close to an intersection sometimes blocks the view of oncoming traffic
- They tend to cheapen the neighborhood, in my opinion- /so fewer in Mim-residential areas But if someone puts up a sign temporarily, I don't think we need to spend tax dollars to police this
- If there's only 1 or 2 signs, they are fine
- Eyes should be on the road, not on a row of signs. If this were not the case, the permanent sign regulations would be less restrictive.
- I have been distracted . I have circled the block to finish reading .
- They are attention seeking directly to drivers. Drivers do not need to be reading advertising while driving, they need to focus on the road. They also cause blind corners( the larger signs) and hide important things that drivers should be aware of such as pedestrians.
- temp signs distract the eye toward the boulevard, which then takes the focus off the road, requiring the extra second to refocus on the driveway/turning vehicle/child playing, etc.
- Minor - still necessary in limited use.
- Your peripheral vision is still on the road (unlike distracted driving by changing radio stations or texting on your phone).
- Your not looking at the road are you. Also can see by them when turning
- The more info the mor distracting
- particularly if numerous ones
- Too many signs. Eyes read everything. No signs!!!
- If placed correctly- away from corners or entrances to parking lots etc, they are a great tool for businesses to advertise.
- I do not really see them unless i am stopped at a light or or in traffic. But they often help identify a business location, if it is palace in close proximity to that business, easier than actually having to turn ones head off the road ahead to glance sideways at an address...
- It detracts from focusing on what's going on with traffic.





- There are already too many things to concentrate on and every added sign clutters the view and the driver's brain, and reduces everyone's safety!
- People are driving and trying to read these signs
- Depends on the amount of info on the sign. Whether it is a quick read or not. No more distracting than traffic signs if the message is short.
- Anything that takes your eyes off the road is a distraction
- I feel if there are too many signs it becomes distracting. Signs on corners which block views of oncoming traffic are also quite dangerous.
- If they show phone numbers or website addresses, people will slow down on a busy street to write it down or take a picture on their phones.
- I think community signs are important, and it was great when community associations had to approve signs. Now there are so many that you can't even read them and then you also miss important community messages (Community association, City of Calgary, etc) because they are surrounded by other signs.
- If there are reasonable standards for how many signs and the separation of signs then I don't think it is any more distracting than any of the other permanent signs on the road
- Temporary signs are only adding to an already overly cluttered city. There are many other ways for businesses, non profits and communities to advertise instead of posting hazardous and garish signs on our boulevards. GET RID OF THESE SIGNS!!!
- if there is more than 1 as a driver I am trying to read them all. A restriction on how many in a row can help with this.
- it take the drivers attention away from the road to look at the sign - It might have an impact on business but as it is a distraction comparison - just glancing down at mobile phone it is still a distraction - the limit of them would also be a deciding factor on the distraction level - I wouldn't put these out on a high traffic area even if it drives business. but more of a distraction as it can be mixed in other signs.
- Depends on the driver. I am not distracted by them, others may be.
- Unless they are placed around traffic lights where drivers stop and do have time to read, everything else is distraction because you have to look away from the road in front of you to read the signs.
- Not one, but multiple takes your eyes away from the road while driving. More than one with lots of info becomes distracted driving.
- When there are too many signs a driver either doesn't read them at all or is distracted by trying to read all of them.
- Just observe: On large roads where there are lots of businesses and signs, people slow down on the right and left lanes and try to read the signs to see if this is the business they want to go to, they don't look behind before slowing down sometimes abruptly, traffic is very erratic on streets with multiple signs of different sizes and color, as people want to suddenly change lanes etc.
- They take your eyes off the road especially if there are too many of them and they are all brightly coloured... the things that should be brightly coloured and stand out are the stop signs, the cross



walks... if there are too many signs then these other very important warning markers are blending in and not standing out and that is not safe

- Temporary signs, especially those places around intersections without the consultation of sign bylaws, can definitely result in a distraction and an obstructions to both drivers and pedestrians. Too often will there be temporary signs clustered around light posts, crosswalk areas, and traffic signage.
- If there are too many signs drivers are distracted. Eyes off the road for even a few seconds can be dangerous. Often these signs are in communities with children, example New Brighton entrance had lots of signs and an elementary school near by, I do not want children at risk because someone is offering tax help or fencing construction etc.
- I'm desensitized to most signs on the road, but businesses have put signs out that block my fields of vision while driving. Especially when leaving a parking lot to a road. That is a huge hindrance. While driving, people should be controlling their gaze to the roads, so unless the sign is blinking/flashing lights/images, then it should be fairly easy to ignore. Honestly I find photo radar (bright flashes) from the cops far more distracting than signs.
- The color signs are harder to read when driving. Takes your focus of the road.
- if there are many of them yes.. because people slow down to read. Where your eyes can read one very easily.
- Often you can't read the text properly before you drive past as the letters are usually not inline or are missing so end up doing a double-take.
- The number and size of signs distracts drivers from focusing on driving.
- They draw the attention to the sign instead of the roadway. There was one place by the traffic circle in Lakeview... This is particularly bad, because people get confused as to how to navigate around the traffic circle to begin with. Add the signs and people are looking at the sign instead of paying attention of which lane to be in, if they need to switch. Et.
- If they are too close together or there is too many is frustrating and distracting
- If a sign (of any kind: building mounted, temporary, street signs, etc) are distracting to a driver, that driver should not be licensed.
- It's like anything, it is taking a drivers eyes off the road
- There are most often too many signs in one place and drivers will be distracted by them. Like my previous comment these signs should be banned.
- Do people actually look at these?
- I haven't seen a car accident due to a distracted driver reading a portable sign. I do however see many drivers always on their cellphone looking into their laps.
- sometimes they will catch my eye and I realize that I am reading them while I am driving.
- While driving you are expected to read signs as they may pertain to the road. Having many signs inches from the curb forces your attention from the road to the signage. This is a definite danger to both the operator, passengers, nearby vehicles and any pedestrians.
- They are a distraction and ugly. With access to social media, there are much more options available. If needed, why not target these signs to mostly pedestrian traffic or notice boards in public spaces e.g, recreation and shopping centres.



- Anything that takes your eyes off the road is a distraction. Isn't that the definition??
- Easy to tune out, and if placed well are seen at red lights
- The sole purpose of these signs is to attract driver attention which makes them a distraction. They should not be allowed.
- As long as they are not too long it is very
- Enough distractions on the road without extra visuals along the roadways.
- It all depends on how many are allowed in a block... If they are limited to one or two signs I don't see it as a distraction. Temporary means just that. Time limits should be imposed.
- No more than road & street signage.
- They're not distracting to me, but the older people who like to put up a fuss about things on Facebook sure seem to be annoyed by them.
- I find I am taking my eyes off the road to see if there is something I need to be aware of. When there are multiple signs I find I am definitely distracted.
- depends on how much info is on the sign.
- one must read them while driving by just after turning onto the boulevard instead of concentrating on traffic flow.
- Depends on size and number and the detail in each. No more than 10 words can be read if the letters are big enough and contrast is good. Light letters on a black background.
- too many, creates ppl looking at signage, and not on road. a sign once, every kilometer is more better than one every 20 feet
- They can be if there are too many, if they are too big or if they have too much information on them.
- As long as the signs are on a road where the speed limit is low then signs are acceptable as how else are organization able to get their word out.
- I don't pay any attention to them. Too much info to read while driving by.
- Too many colours and wording which is very distracting. It will not allow the driver to focus on driving on a busy street.
- There is enough signage to read while driving pertaining to directions and street signs, etc. Advertising for any business or charity is pointless on these signs, unless you can write information down.
- With all the varying patterns and colours it is sometimes hard to figure out what is important. Consistency is key.
- That depends on the sign, not all are but, BIG and/or flashy, excessive amounts, and/or placement can be. Advertising should never compromise safety. When signs have been placed in locations where they can visually block what drivers or pedestrians can see, or are such a contrast to what is around them that cause people to focus on them too much, they should not be allowed.
- Drivers trying to read signs will likely be distracted, even if only momentarily.
- ITS LIKE TEXTING BAD
- As long as there are not too many and they are easy to read, I don't feel they are a distraction. They can provide valuable information regarding community events and sporting activities etc.



- Drivers can easily choose whether to read them or not. Passengers can also be the reader. If you miss reading the sign on your first drive by, you can always drive by again. I have never noticed drivers slowing or stopping to read a sign.
- they are looking at the signs not where they are going
- Have seen signs at side of road for decades
- They're a temporary distraction for sure, but not a big impact.
- They could be. If they are located at an intersection, people have more time to read them while they are waiting for the lights to change.
- Choice u can choose to ignore them
- Not if there is only one sign in a certain area. A glance from the driver is not distracting. Multiple signs in the same immediate space would be distracting
- Signs that have too much info to read or too many of them in a row tends to take the driver's eyes off the road.
- As a driver, I find I pay little attention to these signs. I may glance at them occasionally. I pay more attention to the signs as a passenger. However, other drivers may spend more time looking at the signs and thus they may be a distraction to others.
- Like all signage, including building signs, they are all background noise to daily life. If you really want to accomplish something enforce placement of address signage on all buildings
- You should be keeping your eyes principally on the road while scanning for traffic signs. I might note the existence of an advertising sign but do not attempt to read them. My biggest complaint is when they are positioned in such a way as to camouflage street traffic signs or blind you from seeing a hazard - say on a bend or entrance to a shopping plaza/mall.
- If placed on a road with no stop lights or crosswalks they could be. Speed limit in the area would also be a factor.
- When you have tons in a row, drivers would be distracted trying to read them all.
- There is already so much stimuli for drivers to be aware of and these types of signs just add to that.
- You need to define distraction. Is it an acceptable distraction then the answer is yes.
- You are looking only if you want. Temporary are similar to pylon-permanent signs.
- There are signs everywhere. I don't want sloppy, but a few signs is acceptable
- it disturbs the way a community looks
- No, bright light billboards are.
- They can be, but removing them won't make an unsafe driver safer.
- Provides good information on things happening in the community
- there are tons of inputs. signs are just one of many. at least people are looking around and pay attention
- By definition they are trying to attract your attention for a sustained period of time. If your attention is on the sign, it's not on other cars.



- Anything that pulls a drivers eyes away from the road is a distraction and potentially dangerous. The majority of drivers will be fine but you only need one person to lose focus at the wrong time for an accident.
- A person driving a car while trying to read a sign and maybe remember a phone number is not a safe driver.
- Signs are everywhere. An example is Macleod trail. They are are colours and sizes, neon and otherwise. Accidents are no caused by signs. Temporary signage is necessary to communicate community events and valuable to all who wish to participate
- People read signs that's exactly what they are there for. Of course taking you eyes off the road is a distraction.
- depends where they are located and what they look like
- Just like distracted driving, looking at all these ads is like looking at your text messages. Looking at one sign may be ok? But multiple for sure are a distraction from your driving tasks. This may result in passing the speed limit, or miss on possibly reading the actual driving signs, for example a playground zone sign, etc.
- I have no issues with signs on the side of the road
- they take your eyes off the road
- If the signs are being read, then the signs are being a distraction.
- I believe that the huge permanent signs and billboards that block the view of the city or landscape should be limited to certain locations, heights, and size. However, I believe that the city is destroying small businesses ability to market affordably and shouldn't be over managing their ability to get their messages out to the public. I think the crap moving art piece that the city put up on the 5 ave fly over out of downtown is a distraction. I don't think the city should be so hypocritical in their signage, that they can put up signs, but businesses that pay city taxes cannot.
- When they are ugly, too close to the road or with bright letters....yes. Temp sandwich board signs are not distracting
- they have been around forever and often provide useful messages
- Absolutely a distraction. Whether you want to be kept informed about soccer registration, or comments on Crowchild Trail development the signs are absolutely a distraction, frankly I am surprised to see signs like this on city roadways where speed limits are 60 km/hr with lots of rush hour traffic weaving. Completely unsafe.
- A person drivers to fast by them and cannot fully see what the sign is about.
- Depends on placement and how many
- it is hard enough to watch out for other drivers without trying to read signs on the boulevards
- Billboards are distraction enough. These signs are not only distracting, they impeded your view of where you are going. they look messy. Being green is also a look. It makes a street/area look junky.
- See them same as GPS.
- If you're reading a sign you're not looking at the car in front
- they should be space far apart
- Calgary has far too many signs both temporary and permanent.



- Things like the small house for sale signs are okay but when you have numerous continual 4 x 8 (or whatever size they are) billboards, all continuous, not only are they distracting but they are also visually annoying - yes the merchants want to advertise, but then whomever gets first gets the spot which doesn't seem realistic either. Small corner directional signs (usually Realtor directional signs (not open house signs) should not only be retrieved but a fee charged to the offender. Bottom line, what's the point of any new policy - having 18 for sale signs in front of the same condo complex is ridiculous, in cases like that they should simply have one board with slide in identifiers (like in the USA) with the company, realtor name and contact number. Temporary Billboa
- Yes, they can be on busy streets. Great on streets neighbourhood, with less traffic.
- I answer yes only because I find myself actually reading the whole sign rather than just glancing at it.
- I feel like I'm in the USA in an unzoned dog's breakfast.
- Too much information, Font size too small to read as you're driving by.
- How can a drive read those while driving ....doesn't make sense. They clutter up the beauty of neighbourhoods
- They are not a major distraction, but they are somewhat of a distraction. If they are in a place consistently, drivers get used to them and aren't distracted by them.
- It's a sign. Your primary purpose is driving. If you want to desperately read the sign, you can go back or park somewhere and read it.
- Temporary signs can be a distraction. Signs with a lot of information or small lettering are more likely to be a distraction. Drivers who are slow readers or easily distracted may find them problematic.
- People should just drive
- They can provide valuable information and if they are strategically placed in areas with slow or stopped traffic than there is time to read.
- If they're in your neighbourhood, you drive by them constantly and notice them over a week and forget they're even there.
- Yes some times people are trying to read the small ones / house for sale or Garage sales.....
- There are distractions literally everywhere when you drive, these signs should not impair a persons ability to operate a motor vehicle.
- It is quick and easy to determine if a sign may be of interest to you
- Any thing that takes drivers eyes off road is a distraction
- **THE MESSAGE SHOULD BE CLEAR AND EASY TO READ, LIKE A STOP SIGN OR YIELD SIGN. ONLY TAKE A SECOND TO REGISTER.**
- Reading an advertising sign while driving is no different than reading a text message while driving. The driver is distracted from watching the road.
- I think it depends. A single sign with just a few lines - no problem. The busier the sign, the more signs there are, or the harder they are to read, the more distracting they are if people focus on figuring out the sign while they should be watching the road.
- Only if they block traffic signs
- Drivers try to read sign, gather details while operating 4000-lb death machine.
- I haven't noticed distraction, but my observations are not data.



- As long as there isn't too many, I don't think it is a distraction.
- Visual clutter. If there are too many it can be hard to concentrate on road signs and be on lookout for changing conditions.
- Many of them are too high and impede visibility when pulling out of parking lots and side streets
- The big road sides are easily legible and provide a service to residents
- If there are many yes. If it's one, not as much, but it still reduces the driver's focus.
- Similar to reading your txt while driving signs on the road are also unsafe.
- The letters are large and a minimum of information provided so they are quick to read.
- They are so common mostly as a driver I ignore them
- I drive Bow Bottom Trail daily the speed of 80Km is to fast to read.
- They are not when the number of signs are controlled and the sign presentation is regulated.
- No more distracting then anything along roadway. We have street signs we read. No difference.
- Sometimes too many signs along roadways can be distracting, especially if they are not spaced appropriately.
- did not disturb me
- Obviously signs need to be reasonable - set back from the curb and the corners, not in the middle of a boulevard - but as long as they don't obstruct the road, they aren't a distraction any more than anything else on the side of the road.
- With the variety of colours and the fluorescent lettering how can they not be distracting...
- People slow down, often unexpectedly, to try to read them.
- Sometimes
- If a sign is temporary a driver will be distracted because it is something new.
- I like the way of easily finding out things
- They can be if it isn't clear in a single glance
- Should be fine, as long as they do not have too many words.
- Drivers are trying to read the signs rather than keeping eyes on the road. They are ok for passengers. However signs are an eyesore. The
- I think more than one on the same block can definitely be a distraction, but a single sign shouldn't be an issue.
- I don't find them distracting. A good driver is always scanning around the area anyway. I can usually skim the sign quickly and understand the message. I don't think I've ever slowed down to read a sign.
- They divert attention away from traffic directly in front of the driver. When there are too many signs in a particular location it can be very distracting.
- the amount of signs are a distraction,too much reading keeps eyes off the road
- A lot of things in and around your vehicle can be distracting. The onus is on the driver to pay attention.
- If you're reading a sign, you're not looking at the road.



- They make it difficult for me to turn left out of my neighbourhood because they block my view (reduces visibility of oncoming traffic).
- Trying to read them takes your focus off the road.
- It highly depends on how many, how big, where they are, too many factors. A sign for a vacuum shop on the side of the road is fine, but sometimes some, for example, have too much text can take time to read and distract from driving. Ones near roads should have less text and be fast to understand.
- There are many forms of signage all around us....you can choose to look or not look,
- People read them while driving, or people read them and don't see lights changing thus slowing up traffic or going when it's not their turn.
- A quick glance on a Blvd not much different than street signs
- Huh? Pretty obvious. If you're reading signs your not looking where you are going
- They are bright and ugly
- No, they have just enough information large enough that you can read them quickly without distracting you.
- Some locations can block view to pedestrians, cyclists and even vehicles in some locations. People naturally try and read the signs while driving when should be focused on road - same as distracted driving law.
- Anytime my eyes are taken off the road is time that something bad can happen. This is a no brainer.
- Dude this is self-explanatory.
- Sometimes but not always. I feel that the placement of the signs is important.
- Bright colored flashy signs are distracting and they're usually placed on roads where pedestrians could cross so driver attention should be completely on the road.
- When you look at the sign and try to read it quickly you aren't paying attention to your surroundings, a senior speaking!
- Anything that takes your eyes off the road is a distraction. This includes these signs, phones, etc... They also make it challenging to spot pedestrians.
- Too many colors and shapes
- I have been know to look away from the road in order to read these signs in my neighborhood.
- Mentioned why in previous question
- You focus on what it says instead of focusing on the road especially if there is more than two.
- These can be at times, but there are many distractions while driving. I do not think there is a problem with limited signage in a community.
- I believe they are a distraction because the purpose of the sign is to get your attention, so it often gets the attention of drivers driving by.
- They take your eyes off the road - some people pay more attention to signs then what is happening in front of them.
- They are a distraction because drivers try to read them and their attention goes to the sign and they may swerve or not stop in time as they are reading a sign.



- If temporary signs are enough to distract you, then you really shouldn't be driving.
- Trying to read the signs as you are driving is distracting
- Not the signs themselves
- I personally don't notice the signs while driving, mostly while walking. Which makes it kind of silly to have them placed directly off of roads.
- You are focused on the side of the road rather than the road.
- Its hard to read some of the signs as you go past, especially if you see something you are interested, then don't get an opportunity to see the rest of the info.
- Rather than focusing on the road, drivers are reading signs or watching to be sure children, animals or the like aren't running out from behind them.
- You are trying to read the sign (s) instead of watching the road.
- Catch your eye no matter what shape or colours. I would like to see them all gone. An eye sore.
- They take your eyes of the road and depending how complex and what the content is dictates the length of the distraction.
- They divert attention from the road and they're an eyesore...especially the black boards with the giant letters.
- There are signs right next to Shouldice bridge and people are always braking by the signs - so dangerous considering there is a school next door.
- How is a driver supposed to focus on the road when there are signs with whole paragraphs of writing, signs every few meters, etc
- Even for a moment, we need to take our eyes off of the road to see what is there. The more signs that are there, the worse it is.
- The slight distraction they might provide is justified by the ability to do community outreach. However, I'd prefer 1 - 3 signs in the same location, rather than more - after a while, you stop trying to read them and just see them as clutter. I do NOT see speed regulating signs as a distraction!
- They are gaudy, obtrusive and really just ugly. They are meant to distract drivers so as to get their attention. I don't think that is safe or effective.
- if not too many its not distraction
- There are signs everywhere. Street signs, signs on businesses and traffic signs. It's part of our world.
- They are a total distraction, especially when there is 4 in a row. Get rid of these things.
- Same as billboards
- Unless sign is very simple, it becomes difficult to read quick enough, therefore eyes linger too long away from the road.
- You can usually get all the information you need with a quick glance. If you need to read it more thoroughly, you can either stop near it or ask a passenger to read or write down all the information.
- Draws attention away from signs we should be looking at
- I think that most people just look by them.

- I feel like I wouldn't know and would miss a lot around my community and the opportunities available to me if these signs weren't up
- People trying to read signs as they whip by at 60kmh are distracted, if only for a second, but a second is all it takes for something to go very wrong.
- You read bright and complex things.
- Reading signs instead of driving
- Anything that draws attention away from watching other drivers, pedestrians, bicyclists, lights, and the road in general is a distraction.
- If they are more than two lines. If find them a little distracting.
- Properly placed and worded temporary signs actually keep drivers more alert and keep them out of automatic driving.
- They can be depending on size, placement and colour
- Isn't it obvious? There are enough dough-headed drivers in Calgary who can't drive and chew gum, now your adding another distraction.....
- think they should be only for community use small business.....things like sports registration dance music lessons,
- Signs should be glanced at not focused on when driving, read them completely if you are stopped. If they distract you don't drive. a person could say they were distracted by anything.
- I think too many can be, or signs that have too much info on it to be able to read all of it as I drive by. But in general, no. I don't think they're a distraction.
- Normally I do not find them distracting. But the sign asking me to take a survey about signs made me laugh and momentarily forget I was driving.
- If the lettering is too small or there is too much detail then yes, otherwise they should be no worse than looking at a sign for a business on a building or glancing at a street sign. If they are well spaced and there are not too many, should be fine and can be very informative. Avoid merge lanes etc. just clear, well lit straight roads.
- Signs are part of driving. Provided the density is low and positioned in safe locations it should not be an issue to cars or pedestrians.
- Anything not related to driving and safety is distracting.
- I find they distract me. Sometimes the words have been rearranged, and pedestrians j walk behind the signs.
- They r a distraction. But they also give me information with what is going on in the community.
- Any distraction is unsafe for drivers. The more signs the higher possibility of collisions due to distractions. Im okay with fewer signs but too many do cause fatigue
- Sometimes they are when there are too many in one area or too busy a sign.
- The signs do provide in some situation significant information for communities, but I am not to keen on the business signs which I personally find to be a distraction.
- It tries to engage me while I am driving.
- If you can't read a sign while driving you shouldn't be driving... how do you ready street signs!?



- As long as they are not blocking the view of intersections or driveways I don't see a problem with them.
- If you are trying to read a sign or multiple signs you are not watching the road.
- reading
- You can't get a address and phone number of a sign without being distracted.
- They are less distracting than many other things such as store signs, people throwing advertising signs, animated or digital signs, etc.
- The city has distracted driving laws to make the streets safer. Therefore, the city should not approve things on the road that are distracting the drivers.
- I don't think it's very important. The distractions come from when someone is on their phone looking down. When looking at a sign in front of you, the road is still in your peripheral vision, and the signs are reasonably short. Reading a sign is like equivalent to shoulder checking in terms of time it takes and how much it takes your eyes off the road. I think we just need to make sure drivers are being safe and not tailgating other cars.
- Reading a text or reading a sign, same distraction.
- It takes a quick glance to read them, and you typically go past them several times before an event so can pick up all the information over a few viewings.
- #NAME?
- The brief time spent glancing at a sign is not enough to distract a driver.
- Too many on the blvds, clutters and makes the community unsightly, no regulation on the contents
- If there are too many signs, yes.
- A true eyesore, they distract driving, and take away from the beauty of the landscape. There are 100s of options out there for advertising, social media, newspaper, flyers, tv. My case in point is bow bottom trail between Deerfoot and canyon meadows. I have seen upto 25 signs on this roadway not counting during this past election season, when the of the MLA's had in excess of 50 of their own signs from the Diamond cove intersection to the first block on westbound canyon meadows, this was in addition to the other signage at the time. I know this because my family counted the signs and my wife called the MLAS office to ask why so many signs.
- Signs and billboards have been around for ages and if the driver is distracted because of them then they are the ones who need driving lessons not the removal of the signs.
- They are. I see them when I drive and often look at them not out of curiosity but of frustration.
- I'm reading a sign, not watching the road.
- They only exist to get the attention of those passing by, if the marketing were ineffective at being a distraction, they wouldn't exist.
- Somewhat depending on size, colors, etc
- eyes on the road, dummy
- temporary signs with too much info or pictures are a HUGE distraction. Need to keep the content concise, clear, and easy to read.

- The bold signs serve the community that they are in. It is the large electronic constantly changing ones that are a huge distraction as you try to read the sign before it changes. These are on higher speed roadways with multiple lanes.
- My concern is with drivers being distracted or obstructed from observing or being able to clearly see pedestrians trying to cross the road - in particular, those pedestrians that face challenges such as blind / visually impaired.
- They draw attention away from the road and abstract views...
- They're irritating, but I doubt they're sufficiently distracting to affect traffic safety.
- A temporary sign is no more of a distraction, than a road sign, if it is done right. A standard sign regulation will make the signs easy to read, leading to less time trying to see what is on the sign.
- They are a distraction, because they take your attention away from the road. However they are a good idea, because they do get people's attention about something they likely need to know or would be interested in.
- Some are, They are a necessity but should not be too flashy
- You are reading the sign and not looking at the road or pedestrian!!!!
- You take your eyes off the road for the time it takes to read the full sign much like texting.
- It is a distraction if there are way too many signs. But when there are few signs, I could easily drive and still get most of the information from the signs. One of the main issues I have about signs is that it is blocking some of the view of drivers. One instance that I could think of is a sign that is often placed on Harvest Hills BLVD at the Northpoint Park and Ride Entrance/Exit on Northbound Harvest Hills BLVD. The sign prohibits drivers from seeing vehicles which makes exiting the parking lot difficult and dangerous.
- They are often hard to read, contain too much information, placed in dangerous areas like school/playground zones.
- They are too bright and attract the attention of drivers who should be directing attention to road signs and traffic
- Not if they are easy to read. Their useful and informative
- To a degree yes, but I still prefer this method of advertising over junk mail or spam email, especially since some of the advertisements (such as community events) are important. It becomes a distraction when there are too many or when there is too much text to read.
- Multiple signs are a distraction.
- You can't read them driving by, they cheapened the neighborhood. ZERO curbside appeal. NO SIGNS
- Often they are in the way if you are trying to turn onto a road. It makes it hard to see oncoming traffic.
- They are definitely a distraction. There are many safe ways to advertise without junking up our boulevards and distracting drivers who have some quick decisions to make in fast moving traffic.
- Temporary signs usually don't have that much information. Can read in a split second. No different than permanent signs



- Too many signs in a row (like during election time or where there's lots of space - Bow Bottom Trail) are very distracting and shouldn't be allowed!
- Absolutely! While driving there are often many signs on the side of the road which automatically makes your focus on the side of the road to quickly glance at the signs.
- Maybe a bit, but if they're spread out in an area where you can read them they're no different than road signs.
- I like reading these signs when I am driving, it lets me know what is going on in the communities around where I live (SE), but I can see how it could be distracting for other drivers and cause problems.
- This signage is meant to be a very quick bite of info - I don't focus on it - I only capture key bits of info and often head home to find more detail on a website.
- Drivers need only 2-3 seconds to read one.
- They take attention away from the road.
- Depends if you are reading them while stopped, at intersections, etc. Or if rubber knecking at high speed.
- ABSOLUTELY! Once I saw the sign advertising the survey I started paying closer attention to my own driving habits and realized I am definitely distracted by them. I do find some of them provide useful information, but just the fact that I want to look at them all is a distraction. Aside from that, they could be blocking animals or other potential hazards.
- When there are too many, when they are too close to stop signs, the street edge, intersections, crosswalks etc. Yes they are too distracting. If they move! - moving signs or billboards or recently, digital signs that blink or change colour are dangerous! Far too distracting to have near the road for myself as a driver.
- Too many signs cluttering the roadsides is a big distraction while driving, even if one tries not to look, particularly during elections.
- Just like texting, you see the sign and you tend to turn head away from road and look sideways
- They create distractions around crosswalks and while watching for cyclists. This creates visual clutter preventing drivers from differentiating signs, dangerous objects in the roadway and pedestrians/cyclists relying on the the painted and signed safety features to protect them.
- No. I don't have to read them if I don't want to.
- I absolutely believe that they are a distraction that causes unsafe driving habits similar to drivers paying attention to accidents.
- No more so than street signs or highway displays
- Drivers are supposed to be constantly looking for signs and information that pertains to them. We should be able to quickly discern if a sign is important to us, or if we should ignore.
- If they're a distraction, you would have to say that all road signs are a distraction.
- I always try to read them, takes away from driving, no question.
- There isn't much to keep your eyes away from the road...
- Its very far from the road
- Drivers should be looking at the road, ideally



- As long as they are in the regular field of vision, They shouldnt distract from a drives attention to the road.
- People need to concentrate on driving - not looking at advertising.
- People are reading the signs instead of watching the road.
- I think phone numbers on the signs might be vs a url.
- They take our mind & sight off the road.
- If placed right without too much info on them, they are ok.
- Reading signs means not looking at the road, just like reading texts!
- They're a distraction to me when I drive.
- There is is often too much information on the signs to read very quickly. Including phone numbers also seems ridiculous because a driver can't bring out a pen and paper to write it down. The only time I can see them useful if it is a directional sign - Garage Sale with an arrow for example.
- The only distracting element might be a telephone number that requires jotting down. Web addresses are easy to remember. I think that the level of distraction of temporary signs is negligible and split second compared to all of the more "attention absorbing" ways our drivers distract themselves from the road - particularly cell phones and texting.
- Anything you have to read that has nothing to do with the road/conditions/driving is distracting.
- If you can't text and drive, why can you read giant signs and drive?
- Anything that attempts to draw a driver's eye away from the important elements of the road is a distraction. Ideally, there would be zero/no signs of this nature.
- They take you attention away from the road. Sometimes the letters are removed and new words made, we have to slow down to read then
- They are only a distraction to drivers if they read them. They are no more distracting than commercial billboards.
- Its not like your staring at them, its just a glance.
- Theyre supposed to be looking at the road. Something might catch their eye and as they turn and look...
- It is distracted driving whether you are looking at a cell phone or trying to read a sign. Same thing.
- Any additional sign in a drivers viewscape is a distraction when a driver takes the time to read it.
- Yes it is distracting if you try to read the sign. Those signs make our city look bad, they are ugly signs and with barely enough information. I would agree on those signs only for community/government useful information and small quantity of signs. For example: 90avesw in Glenmore landing makes the view very Ugly. McLeod trail is full of those signs, it's the most ugly street, there are so many that people don't even read them.
- Should be watching road not reading signs
- Takes eyes off the road.
- Takes your eyes off the road multiple times
- I believe they can be in certain situations. If there are too many of them, if their information is not well laid out/easily accessible at a glance, etc.



- If the sign has a few words and is quick and easy to read I would say its like a street sign. But when there is lots to read I would say it become a hazard as your attention is off the road for too long.
- Depends on the driver... to many signs in my opinion could create a problem for some drivers. That's why a limit on the amount of signs in an area is a must.
- Sometimes. If there are too many or if they're too close together then they are distracting. I think that on roads were the speed is faster (70 kms/hr+) then the signs need to be simple and maybe more than one sign. There are times I've seen a sign on a road where the speed is 80 kms/hr and it takes 2 or 3 times past the sign before I can read it.
- Stop reading the sign.
- I would say yes, to a certain extent. Having many signs in a row on a busy street becomes a distraction to drivers, however having ~1 or 2 signs on a street isn't too much of a distraction.
- There are not that many words on the sign, it can be reacting to drivers in less than 1 second , therefore is not distracting to drivers.
- Distracted driving is dangerous. Some areas have so many signs a driver can't possibly take them all in and still safely operate their vehicle. I often notice temporary signage blocking lines of sight which endangers motorists, cyclists, and pedestrians.
- For the most part, temporary signs are not a distraction. If there are too many signs in one location, then they could be but, more likely, the signs would not provide the advertising benefit as drivers would most likely ignore them.
- They are not distracting if they are placed far enough apart that a driver has a chance to "get" the main topic of the signs. They are also not distracting if there are no more than 2 or 3 in a row, depending on the space available. Signs should not be permitted where cars generally make a lot of lane changes, as drivers are concentrating on traffic and are unable to look sideways off the road.
- As a driver I am not distracted by signs. It may take 2 or 3 times by a sign to get the full messages (as with the sign advertising this survey).
- Yes, I find them very distracting and annoying.
- Half the time you can't read what's on them and you get distracted trying to figure out what they say. They get in the way of being a responsible driver. You don't keep your eyes on the road
- It depends entirely on the sign. I think if it is straightforward lettering then it is less distracting than multicolored or bright white signs
- too many signs to read while should be concentrating on driving. Would be interesting if signs were made to appear when stopped at red light, then just disappear when yellow or green.
- Signs are not a distraction if they have just a few large, bold words on them and take only a second or two to notice.
- They can be. Most experienced drivers tune them out, but something particularly eye catching can draw attention away from the road.
- Signs on the side of the roads will always be a distraction to drivers. Especially when there's too many colours to focus on.
- I feel they are a distraction, ESPECIALLY near intersections, pedestrian crossings, traffic circles and areas where there are other posted traffic signs (e.g., parking signs, speed limits, road turns)



- find them useful
- I already mentioned them as a distraction, the reason being motorists are taking their eyes off the road to read these signs and taking into the busy streets with cars, pedestrians particularly small children, eyes are needed on the road.
- Newer drivers can easily drive by without even looking at a temporary sign because it's not in their normal line-of-sight. More experienced drivers can easily take in a temporary sign because the number of words is limited. And most temporary signs are up long enough that those who drive past multiple times in a week can read a bit more each time they see it.
- Everything is a squirrel to some people, if you can't drive properly let's police that.
- You read while you are driving.
- If study's have shown looking down at your phone is a distraction than surely by the same logic looking to your right or left and reading a sign is equally as distracting if not more so.
- Only if you have too many
- Put time limits on the signs. 2 weeks max. Do not allow advertisers that can advertise other places. I don't need to know about Little League registration . If I want Little League, I can find about registrations elsewhere if I want. I certainly don't need the sign up for 6 months. Make the license fee for signs very, VERY, VVVVEERRRRY high. and police them with high fines for being up too long.
- I think it might depend on the driver. I don't find them distracting as more often then not I don't read it if I'm the driver and ask someone else to read it.
- It depends how many are out in one spot, and how much it says
- There is a temporary sign in my neighbour hood and every time I drive by it I always am dispracted by it due to the size and bright lettering. This could be a hazard as it is in a playground zone and there is many young kids arounds.
- They take your eyes off the road for too long and could cause an accident
- Signs located near intersections blocking view to street traffic
- People sometimes say they are so I believe it is for them.
- They take eyes off the road for too long, especially when there are a lot of them in the same area.
- They can be easily read, even if over time driving by a few times
- Because I want to read them.
- Along Bow Bottom Trail there are often so many that it is distracting and ugly
- I read them when driving, as well as permanent signs. I know to keep the road the priority and only glance at signs when possible
- Anything that takes drivers' attention away from the road is an unnecessary distraction. Too many already think it's OK to multitask as they drive, and reading advertisement is not inherently different from texting or chatting on telephones.
- Yes, everything that is not part of the road is a distraction, especially to the terrible drivers of Calgary.
- Not if there is not too much info and lettering large enough
- When there are too many of them yes.





- If there are only one or two signs I think it is okay. However, if there are multiple signs, especially if the letters are small, keeps the driver's eyes away from the road too long.
- They take your eyes off the road even for a split second can be dangerous.
- You feel you must read them when you see them. It does not feel like a choice as you don't know if it is something important to your community or not.
- no not a distraction when a quick look is sufficient
- Probs not going to cause an accident, unless someone throws themselves in front of your car.
- There are often too many of them in one spot. If somebody is driving and trying to read all of them that person becomes dangerous.
- I think Multiple signs are a distraction but a single sign is no worse than a street sign or sign on a business.
- They can be. If you keep them concise then I think it's okay. If there's too much info on then that's when I think there is a problem.
- One is okay, multiple signs keep eyes off road more
- It should not be a distraction
- I have had to stomp on my brakes various times to avoid people slowing down to read these signs.
- Yes - it takes time to read them and a driver is not really watching the road
- Short message on a sign would be less distracting.
- WAY TOO MANY OF THEM NOW. THEY HAVE PROLIFERATED OVER THE YEARS. They are visual urban blight on our boulevards and streets.
- If they contain public information/warnings I do not mind them. Do not like advertising ones as they can be distracting.
- Especially if there are a lot of them they certainly take my attention off the road.
- If a stationary sign is a distraction, then everything can be considered a distraction.
- People here seem to have a hard enough time keeping their focus on driving.
- our primary focus should be on road signs and watching other drivers. We are taking steps at a provincial level to reduce distractions for drivers, by limiting what we are allowed to focus on within the vehicle, so why shouldn't the City of Calgary also be thinking of this for temporary signs on the boulevards?
- I have been distracted by them. But mostly if they say too much.
- I have witnessed and experienced drivers in front of me hitting there brakes suddenly or slowing down to read them.
- Causes drivers to fix there gaze on one location rather than being more alert to their surroundings
- You are looking at something other than the road and trying to read it.
- While reading the signs, drivers attention is not on the road, and also while the driver is thinking about the content, the attention is not fully on the road.. The signs should be brief with not too much detail.
- They are a distraction so it is important that they are legible and that there is only one on a boulevard



- There are way too many signs on our boulevard for anyone (even a passenger) to read while driving the speed limit - it is a total distraction
- Don't bother me
- when they are too small and hard to read they are a distraction
- Really depends on length of a message. 3 lines 12 words max are not distracting. More text gets ignored.
- Yes, if more than one in a given area, drivers spend time trying to read them all.
- Depends on the placement, if the sign is really bright and close to the road, it definitely can be distracting, however for pedestrian traffic it's reasonable and provides good informational/advertising value.
- Can make drivers take their eyes off the road, as all signs are meant to do.
- I them find informative. When they are to close together its distracting
- Yes they are a huge distraction!
- Unless signs are essential to driving (speed limits, school zones, etc.) they are a distraction.
- A quick glance is no distraction. Hasn't been up to now! What's the big hairy all of a sudden!?
- I do not find myself distracted by temporary road signs at all. I find the permanent full color "tv" style digital signs to be BY FAR more distracting than temporary signs.
- You take your eyes of the road.
- I usually make note of them but don't read them unless I'm a passenger or stopped at a light.
- Looking at sign, not at road / pedestrians / traffic control devices. Can block sight lines of drivers at corners.
- They aren't any more distracting than regular ads eg on bus shelters or billboards. The message is usually short.
- There are far too many and they're designed to be eye catching. A quick glance to read one could easily end in a collision. If the Provenca has a distracted driving law for updating your gps, or reading a text message, why do we get bombarded with advertisements?
- As they are shortly worded it can be quickly read by a passanger
- The whole idea of the sign is to attract attention
- How can they not be? You catch a word or two that draws your attention and then you want to read the whole sign. Now you're not paying attention to driving.
- You take your eyes off the road to try to read the
- Short clear messages are easy to scan at a glance. Roadside signs aren't any more distracting than a billboard. If these signs are deemed distracting and an eyesore, then I would expect all forms of outdoor advertising to fall subject to the same guidelines (for precisely the same reasons).
- They don't bother me, but I am not everyone.
- There are too many of these ugly signs; too many things read, so definately distracting.
- Not as much of a distraction, but depending on placement sometimes they block your view of oncoming traffic.



- I find they block visibility at intersections. When the lettering is changed to make creative statements it's distracting.
- There seems to be a LOT of these signs popping up. If there are too many in one area I tend to ignore them all. It takes your attention away from what is ahead of you in the driving lanes = distracted driving.
- "Unsure" here equals "maybe". If the sign has too much on it it is distracting. If the colour choices make it hard to read it is distracting. If the font size is too small it is distracting.
- The distraction is cell phones and complete lack of understanding and awareness of driving in general.
- I always look for upcoming events and sports registration
- They take the drivers eyes off the road and pedestrians.
- I don't drive, but it may distract drivers cause they might read the sign instead of paying attention to the road.
- I have found the distract me as a driver a couple of times of have hit a curb and sign well trying to read these signs
- In some cases a sign could be a welcome caution or advice; in most cases it is a distraction to already distracted and poorly trained drivers. A gross majority who don't seem to care about their communities, or getting involved, or making their neighbourhoods more connected. They seem to want to only complain loudly while demonstrating they have little to no understanding of where their municipality taxes go.
- Depends where're located and the size
- Anything that distracts a driver is a distraction.
- If properly presented (two to three lines), they are quick to glance at and absorb.
- They can be, particularly if they are too brightly coloured.
- Perhaps to some. For myself they are not road signs and usually advertisements so I ignore them.
- Reading them while driving
- Not easy to ready as driving causing drivers to adjust their speed. No different than reading while driving! The less people have to take their eyes off the road the better!
- I find these signs distracting and I am sure others would too. Especially when they are smaller, people may take the time needed to focus on the reading the sign instead of the road.
- There are lots of signs on roadways (for exits, for physical buildings and shopping centres, etc).
- Placement is important, as well as number. A couple signs on an open stretch, no problem. Signs in playground zones, or that obstruct the view from intersections can be problematic.
- They divert some attention away from driving, however if the signs are designed to be read quickly and easily I think they pose less of a distraction. For example, I think "C" would be less of a distraction than the signs with white backgrounds, because as I mentioned it can be read faster as the text itself is what stands out prominently.
- The current black background and coloured lettering is easy to read quickly.
- They are usually in residential areas or high flow traffic areas where you are already going quite slowly already. Plus, if they don't pertain to you, you are not spending any time looking at them.



- They aren't for me, but I cannot speak for other drivers
- Cause accid
- They give useful information about things happening in the community. I appreciate them.
- Takes your eyes off the road.
- really depends on so many issues.... experience of driver, how well they focus. I'm concerned that the people who would be able to provide digital response to this survey are not the people who really enjoy and use public signing. Does that make sense? People who don't use their computers much probably rely on the public signing. How are they being engaged for feedback?
- Suppose to be watching what is ahead not on the side of the road. That is what community newsletters are for
- I find myself looking away from the road because of the multi-colours.
- Able to focus on the road still and because you drive by so many times it gives you the opportunity to read it in parts.
- They are aimed at drivers so why wouldn't they be. I find myself reading them as I drive by.
- Obviously Your eye is drawn to them to read
- If I am not driving I will look at them but if driving I don't pay attention to them
- mostly the are in bigger road and far from the driver
- I catch my self reading them all the time while I'm driving
- It's yes and no. In communities, they can be helpful for fast and easy way to info an area. But too many, or depending on the size of the signs, it is distracting and an eye sore.
- I don't read them when I am driving. I do read them when I am a passenger.
- Gives me information to consider
- It depends on the sign. The election signs? Come on. That's just too many. But these Bold Signs? They tell me when to register my kids for activities - deadline/club/etc. As long as there aren't 6 in a row, then they aren't that distracting.
- Drivers should be able to do both. Passengers can read them and find out stuff.
- Anything which takes the driver's eyes off the road unnecessarily is a danger
- depending on where the signs are located, they are not a distraction
- It's the same as reading your phone. It only takes a second to be distracted and to cause an accident.
- I was involved in an accident pulling out from a parking lot. I hit a person riding a bike because a sign blocked the view and I could not see him.
- Large electronic billboards already dot the landscape and we have become accustomed to seeing them. The larger ever-changing billboards are more distracting than the smaller same message signs.
- They are by nature designed to be distracting. It would be a useless advertisement if people didn't see them.



- Unless they are just a few words, such as... three words at max, drivers will not stop to read them unless they are at an intersection waiting for the lights to change. In that case it is distracting the driver.
- They could be for sure
- It depends on how much information is presented and how easy it is to read. Clear signs can advertise events that we can look up from home. Too much content or poor colour choices are a distraction
- They make the streets look messy, most take too long to read
- There are things to look at all along the road. These include people, dogs, houses, other cars, the mountains.
- They are a legitimate method of advertisement that are no less distracting than, say, a crowd of people on the sidewalk.
- Distracted driving
- Generally, I ignore them, unless they're new to the location, read once..... ignore after.
- It's a distraction mostly because there's too many, and many look like junk.
- road signs should ONLY be allowed, its a roadway, not a commercial entity. signs should ONLY be allowed in front of the exact roadside business far enough back to not distract from roadway signs
- simple signage with a quick overview is not distracting. signs should not be on major road ways i.e deerfoot - crowfoot
- They clutter up the scenery which takes up valuable time spent scanning the signs both for their message and to determine there is nothing behind or around them to pay attention to. There is plenty to be paying attention to as a driver now, and most people seem to have difficulties doing that alone, and adding signage people want to read just makes it less safe.
- People are supposed to be aware of what is going on both on the road and beside the road. Signs are there but it is up to the driver if they have time to read them safely
- In most cases you take your eyes off the road and that should be considered distracted driving. It's no different than looking or glancing at a cell phone.
- As long as there are not too many of them they are no more of a distraction then normal advertising
- At the least, I don't think that the momentary glimpse of "hey, that sign mentioned something I'm interested in" is meaningfully distracting. All the same, it might be best to reduce their occurrence in playground zones where the need for attention is arguably greatest.
- Drivers are responsible for their own actions, but this isn't a perfect world, and anything the government can do to prevent distractions would be helpful.
- I think most people are accustomed to them.
- no more than anything else, landscaping, buildings,etc.
- It's no different than mobile phone distracted driving (as you're reading signs, you're not paying attention to what's directly in front of you). It also impedes driver viewing.
- They don't have to be if placed in locations that do not block vision and are tastefully created.
- Especially if there are more than 2 signs....your eyes could be off of the road much to long...Also if there are phone numbers or special price offers on the signs...this could increase distraction. There

is often too much information ...this could be reduced...It cannot be read while driving without being a distraction!

- I do look at the large signs when driving if the speed limit is slow enough. The very small signs are usually too small to read while driving. Yes they are a distraction.
- If they are large writing usually there is a quick call to action. Pedestrians are also viewing them.
- Particularly if they are long signs, the driver might be more concerned about reading than the road.
- I drive to and from work everyday and pass a large number of temporary signs along the way. I have very rarely experienced anyone slowing down or pulling over to try and look at the signs while driving.
- They're horrific and divert attention from driving where ones focus should be
- They are necessary, but should be temporary ( 2 weeks)
- They are a distraction. One cannot help but look at the ugly, bright coloured thing at the side of the road.
- Some good information on them, and can ignore them at the same time
- As much as anything that can distract: kids, dogs, nice house, house decoration, nice car, car with advertising, construction signs (especially the electric ones).
- They attract drivers attention causing a slowing in traffic or weaving.
- Would depend on the driver I think. I ignore most of them
- Not an expert. What is the advise of experts?
- Some people focus on reading them rather than driving and people can't drive in this city as it is
- Especially when there are too many, it is hard to read them all while driving by.
- If the message is short, I don't feel they are a distraction. If there are too many signs (3+) I find them to be a distraction.
- I am try ing to drive without distraction!
- They are good reminders of upcoming events that are happening in the community and they let people know what and where events are happening which they may not be aware of.
- Road signs that advertise a business or function are creative, and very clever and can be very effective, unlike going door to door, or having election signs littered about. that is a real eyesore.
- Calgary is over run with this type of signage of all shapes and sizes. While you're driving that's all you see along all roads.
- Absolutely distracting. Especially when things are misspelled, too wordy, pictures. It's not good for drivers.
- I feel that if they are large enough and easy to see, it's. I more distracting than any other road sign.
- they're [removed] distracting. do you really need much explanation? bright-colored off-road objects containing interesting information are the antithesis of keeping drivers focused.
- They have phone numbers and take your eyes off the road.
- If they are clear, and support important causes (particularly non profit organizations and charities doing good work or programming in the area) I value the information they provide.
- Driving and reading the signs - definitely a distraction. Should be paying attention to the road.



- So ugly!!
- Reading text takes longer than seeing a logo, shape etc. However, we do have informational signs with road exits and "time to Macleod Trail, 10 min" or construction dates and times also displayed along roads. I am unsure because temporary signs do not give direction or information directly pertaining to driving, but we also see similar amounts of text on many signs we drive past every day.
- Too many drivers are paying attention to the signs and not to their own actions. They are dangerous. There are many different ways to get information to the public without resorting to making our already poor drivers worse.
- I find if there are too many in one spot yes it can be a distraction
- Personally, a text sign has to be pretty crazy to distract me from the task of driving. If you're distracted by an immobile, image-free sign on the side of the road, perhaps consider using public transit.
- It's just as distracting as reading a text on a phone.
- Yes. Especially with the use of colour and pictures. It also cheapens the look of the community, especially near residential areas. It is not conducive to an appealing public realm.
- They can be. Signs with lots of competing colours, graphics and too many words are a nuisance.
- Temporary signs are not a factor in driver distraction.
- Temporary signs are a distraction if they are done a certain way. It's distracting if a sign is desperately screaming for your attention. Especially the ones that include multiple colors and type layered on distracting/busy backgrounds. How long do you want me to stare at this to figure out the message while im driving by?
- If I can't find the right details right away, it can be distracting to have to scan too much.
- They are sometimes large enough to block pedestrians attempting to cross streets
- They make you read them instead of staying focused on driving
- No unless there is too much at one spot
- There are so many most times if it's windy you worry about them flying on the road. People don't realize they are hidden and there is so much going on. What difference is it as it's same distraction as looking at a map or cellphone
- Just one more thing to get your eyes off the road.
- Are you kidding me? The whole environment inside and outside the vehicle is a distraction. Why are you picking on roadside signs?
- Especially when there are many signs in one area, I think drivers would be tempted to read the signs (even subconsciously) instead of keeping their full attention on the road.
- they can be when there is too small of lettering and not enough colour contrast. Also if there is too much written then the driver's attention is pulled from the road for longer.
- If the message sign is very small, then I believe it could be a distraction. Otherwise, these signs are up for a couple of weeks generally, so we all know we can read the message in bits and pieces if we didn't see it all the first time.



- I do not think the signs are a distraction and the passenger can read the signs or if the driver really wants to read the sign can go back and get the information.
- If you are reading a sign you are not watching for other drivers or pedestrians.
- Because the info is at a glance, not for a prolonged visual
- Reading while driving
- When I am driving, I need to concentrate and be aware. I do not need to be looking at signs and reading them. It takes a second for a child to run out or a driver to swerve. Let's all just pay attention to our driving. Those are powerful machines we drive! If I need information, I'll look it up online.
- Too often too much information to absorb. Too often in sight lines. Aesthetics of green space is disturbed.
- People look away from the road they distract people from focusing on their moving vehicle Get rid of all signs. They are an eye sore
- Some times they are, depending on where they are place, size, color etc. If the sign is too small a driver is more distracted trying to read it properly.
- It depends where they are and how well they are made and installed. I think that the rules about which roads they are allowed in need to be reviewed.
- We end up in situations where were waiting for pedestrians. Waiting for a long red light. Stuck in stop and go traffic or simply just stuck because of a major accident. While driving businesses are majority of the time on a side view and were always twisting our heads to look for a business or addressess. It always helpful when businesses are advertising so that we can see it front view on a lawn or sidewalks. It also helps us to discover new businesses while out and about because were not always looking at every business out there.
- There are far more things to be distracted by than a sign on the side of the road. We have to watch road signs every day when we drive anyways.
- Only if there are 2 in a row that I'm interested in!
- They shouldn't be. Drivers should be focusing on the road which makes signs for pedestrians and passengers. This does not stop some drivers from trying to read the signs and that is as much a distraction as checking a phone.
- If there are too many in one place, they could be.
- In most cases, there isn't time to read the signs
- If we don't have control of the readability, tough to read signs or signs with too much information can be very distracting.
- If the signs are on high speed traffic ares (90 km or more) then yes it is too dangerous to read a sign and drive. not for 80 and under.
- As a driver my main focus is on the road and traffic, so the quicker I can read a sign the better. Signs are a great way to advertise in a community - as you probably noticed when you put up your temporary signs for this survey. I probably would not have known about it otherwise.
- Just like anything else you do while driving, reading can be hard for some while driving and cause problems.
- What is the difference between these signs and distracted driving. I don't see any





- First it would've been better if the choices were Yes, No and Somewhat. I would then have chosen Somewhat. As long as the sign is easy to read quickly and there aren't too many of them I think they pose a minimal risk and are no more distracting than store signs or people.
- It is a drivers choice to read it or not. If people are easily distracted it may pose a problem
- They might be a distraction if there are too many or if the writing is too small to read easily when driving by. They also provide valuable information about community events. Ensuring signs are large enough to read easily and limiting the number would decrease the distraction factor.
- It depends on how many signs (too many can be distracting) and the type of signs
- I've had people in front of me either slow down or stop to read the signs or they aren't paying attention and don't notice the cars in front of them have moved because they are reading the sign. They should never be on a boulevard where there is no shoulder to pull over to if someone "absolutely" can't live without the information.
- UNOBTRUSIVE temporary signs are not distracting to me or anyone I know when we drive, however brightly coloured signs may be.
- especially when it's the year to vote
- I find that I often have to adjust my driving due to signage being in my visual area, corners.
- They are not flashy or too big to be distracting
- Reading the sign instead of watching the road
- There is enough signs out there already.
- I spend 8 to 10 hours a day driving del. In cal. Finding these signs a great distraction for watching traffic and addresses. Outlaw them.
- Often there are too many signs and the too much to take in as your are driving past. Being attentive to driving should be main priority, especially in communities!
- Drivers are distracted enough. More signs should not be put on the streets. Limitation should be made only for street direction signs.
- Some could be, but overall, if there is an appropriate number of them with somewhat uniform style then they should be fine.
- Regardless of how concise they are, people are still looking at the signs and taking the time to read them which takes their eyes off the road. Even if they're not being read in detail, they are loud and flashy and catch the attention of drivers. (I've only ever seen this survey advertised while I've been driving, for example)
- I often drive home on now bottom trail se between Anderson road and Canyon meadows boulevard. There are often liquor store and restaurant signs posted on the side of the streets - sometimes 8-10 of different sizes and colors in row. I have actually witnessed drivers swerving into parallel lanes in this stretch of road on several occasions. I can't promise that it is the signs destructing the drivers, but I can't imagine what else it would be?
- Depends on how many
- I like community signs to remind me of upcoming events. Too many in one area is more distracting and hard to look at them all.

- They are everywhere and each one grabs your attention even for a moment, but these are always on roadways where all it takes is a moment of distracted driving to cause a potentially serious accident.
- They can be unsightly but aren't a distraction.
- I believe that most of these 'temporary signs' are not temporary at all. They have become fixtures in some neighborhoods and are unsightly and unnecessary.
- I am not sure if they take notice. Maybe only when the car is not moving.
- They occasionally block drivers views when placed at an intersection. Otherwise they are no more a distraction than other signs on vehicles, malls etc.
- I find them informative, and they advise me of community or non-profit events I might not otherwise know about.
- As a driver, I have been distracted trying to read the sign while driving.
- Anything that distracts a driver's attention away from the roadway or traffic-related signage and indicators is a danger.
- Our brains can't multi task.
- drawn attention away from the road and other cars
- Just like a cellphone they take time to read and thereby remove your eyes from the road
- I find that I am distracted by these types of signs. It's enough to try to read the permanent street signs and be on the lookout for pedestrians, other cars and small wildlife. I don't like them.
- Signage is located mostly on collector or larger where higher speeds are. There is no way to drive safely and read most of these signs which have information such as phone numbers and websites. I vote to remove them completely and have these things advertised in community gathering points such as shopping centres and community centres.
- All signs are a distraction nut some are worthwhile. Example non profit . Community events.
- If they are too small and hard to see sometimes I am distracted trying to figure out what they are talking about. Ones that are large enough, placed well and easy to read aren't distracting at all.
- They are ugly, very distracting to drivers, should not be placed in residential areas. Very tacky. I have counted 32 signs from the corner of Coach Hill Road & old Banff Coach road cross BowTrail onto 69th Street to Strathcona Dr. at one time, they were up for several months.
- If there is only 1 sign, then not a distraction, but more sign are a distraction.
- The entire purpose of the signs is to attract the attention of drivers. It is axiomatically distracting to drivers.
- If the signs are simple and short messages about a community event it's not enough to distract. Me in my opinion
- Have to read sign carefully to get info
- If they aren't a distraction then either is using a cell phone. My god they are all over the place and visually looks BAD
- I think drivers notice them but not a real distractions. Though the electronic signs that flash can be quite distracting
- I don't feel they burden drivers and/or distract us while driving.



- No, not if placed in lower speed zones. Personally, I have garnered a lot of information from these signs that I would not otherwise have encountered. I look for them.
- Yes, they distract the driver. A person's eyes go towards the sign and naturally a person wants to try and read what the sign says.
- These types of signs divert the drivers attention away from the road for extended periods of time to read the message.
- you choose to look at them or not just like everything else surrounding you
- Within reason.
- They are so ugly
- If the sign is easy to read then it is not a distraction. If it includes moving pictures like the one outside of McMahon stadium then it would be a distraction.
- Passenger should be the one reading them
- They are great - I use them to know what 's going on in the community. It seems that there are no signs anymore for children's activities?
- They technically are, however if the messages are short, clear and stand out they can be read faster therefore making them less of a distraction.
- They are to me. I just about rear ended someone more than once reading those signs. Now I will myself to ignore them.
- I Lose eye contact with the road when trying to read to the end and still don't finish then I am frustrated and more distracted the next time by the sign.
- I never personally found them distracting, but thinking about the question in theory... they are.
- In moderation, they're fine.
- I think they are a distraction to some people but perhaps not others.
- They seem to be getting out of hand. Too many too close together, which leads to too many things diverting your attention. Not to mention, they've become an eyesore.
- They have been around for a very long time we are used to them. They are not like an elephant standing on the road. The black signs with a few colours in letters is fine... white With crazy letters is too much for a driver to take in. 1) it's knew not used to seeing these types of signs on the bulavard 2) the white back ground is to bright, maybe If the letters where black
- Does this reallly need explanation? Besides the obvious fact that if you are reading these signs you are not watching the road properly, I have often seen signs with phone numbers on them or other information which you would need to record somehow. I find this entirely inappropriate with the focus on reducing distracted driving.
- They are a quick read. One usually drives them frequently
- too much information takes too much attention and time reading
- They are like texting while you are driving.
- If there are to many it can make it hard to filter out to see pedestrians or road signs. To long of a message and it takes eyes off the road then driving.
- I live in Castleridge and these signs are EVERYWHERE.... Tons of them. Posted on people's private property and on all the boulevards.



- I find some signage is placed too close to intersections where it can block the view of traffic - I deal with a business one on a daily basis that blocks the view of traffic so that it makes it unsafe to do a left hand turn (not everyone drives a truck/SUV).
- Takes your eyes off the road...
- These signs are small and concise. No fluff, just the info. It takes me a long time to "get" what a sign is saying and then remember the business name or number.
- When driving in highly populated areas anything but what is Infront or behind you is a distraction...you don't want us to text and drive so why sign and drive.
- too distracting
- Curiosity leads drivers to look to the signs even if it is so for a few seconds.
- When there is too many of them. Not only is it distracting but Becuase you are trying to read so many at once, you really don't end up taking in information from any of them.
- sometimes hard to read due to small letters
- When your eyes leave the road , you are distracted .
- If there was only one on each block it wouldn't be a distraction however with multiple signs on corners I believe they are a distraction
- Although informative, temporary signage (especially in school/construction zones) make identifying temporary traffic controls and speed zones difficult to identify at distance, entrances/exits are often obscured or more difficult to navigate when signage is present.
- Particularly if multiple signs are close together
- Everything is a distraction to a driver...a pedestrian, the radio, children in the vehicle, cell phones, signs, lights, other traffic, thinking about a tough day at the office or at home, drinking coffee, smoking, etc. Temporary signs are no more or less distracting than the bevy of other things inundating drivers, and can be even argued are somewhat less distracting than some the examples listed above. Temporary signs do convey important information that is pertinent to the driver of a particular community, and should have message copy relevant to a community (or nearby) event, or ESSENTIAL community service (ie. childcare, community BBQ's, exercise/fitness related as per Health Canada) that would be of interest or concern to a community resident.
- Try driving down Bow Bottom Trail on a Saturday. A few weeks ago there were 17 signs between Diamond Cove and Canyon Meadows Drive.
- It takes your eyes off the road ahead of you, off your mirriors. In addition, often the wording on the signs are abbreviated taking longer to read/understand....any distraction from driving other than for road information seems irresponsible.
- has there been an research on this?
- Because you are reading the signs and not watching the road.
- There is too much already on the roadways. Temporary signs are a menace. The color distracts, the message is usually useless and distracts, they block vision from roadways going into and coming out of parking lots and side roads. This is a really bad idea.
- It's the driver that matters, not the signs. There are many possible distractions on the road, it's up to the driver to determine when it is safe to look, and what speed is appropriate. If it's not safe, they



should make the decision to not look in that moment just as they would if they were to change a radio station, read a road sign, look at the sunset etc.

- Yes the distract the driver and in many cases they obstruct traffic view when turning.
- I don't think the signs are anymore of a distraction that driving by a strip mall.
- There are many other distractions around - I do not look at the signs unless stopped at a red light. I have a choice to read them only when I am not moving
- When there are multiple signs, with graphics and colors there is too much for the driver to take in.
- its not what I have experienced.
- With an acceptable amount of signage and the simple messages they are quickly read. If you are looking for a location it is far easier to see a sign at the side of the road than look across a parking lot to try and see the signage on the building which takes your eyes completely off the road ahead. There are a lot of visual inputs as you drive including pedestrians and traffic control signs, I do not feel these have any impact.
- I would prefer no signs at all on boulevards. They are distracting. We have witnessed tragic accidents as a result of driver distraction - cell phone use, etc., but since the city is making money off these signs, they are allowed. I have never used a service or product advertised on a boulevard sign and do my best to ignore them when driving or as a passenger. They are unsightly and, in my opinion, dangerous.
- Mainly its up to the driver your attention should be on the road. I do find myself reading signs when stopped at a stop light or when on deerfoot and those one talk about up coming traffic.
- Especially the little signs that seem to be everywhere. Businesses seem to print them in bulk and be able to put them anywhere or in any amount. I prefer the professional sign companies as they seem more regulated
- No signs at all please!!
- Community posts are great.
- Simply a distraction because they take your attention off the road and away from cars and pedestrians. All distractions are potentially dangerous.
- Your survey did not include a "None of the above" response. Signs like this are a clear distraction and if one was to read them enough to see what they are saying, it would mean taking your eyes off the road. No less dangerous than texting. One day in Tuscany, there were 14 signs - on both sides.
- Block line of sight, colours interfere with attention span, possibility for debris on road during inclement weather
- They just make it all look Too messy
- If it can't be read in a split second, I don't read them.
- Please have a tendency to want to read the signs when they should be focusing on driving.
- If it's a super quick headline, using a few words, it's fine (what it is, where it is, how much). if it's a detailed description that would take more than 3 seconds to read, I can see it causing a lot of rear ends
- Signs can be a distraction, particularly if large, or brightly colored.



- It depends on the quantity of signs and how simple they are. TooToo much information in too small a space is a distraction
- Temporary signs are less distracting than the numerous constant distractions such as construction signs, the car in the front, the car in the back, the car with the cute puppy, bumper stickers, traffic lights, speed signs, kids in a park, the couple walking down the street and so on. We all must be aware of our surroundings while driving.
- They take your eyes from the road and that is a distraction!
- Sometimes they are a distraction, but not always. Thus, when there are too many, they become a definite distraction.
- They don't distract me
- Is not a problem if it serves a purpose and is neat. I only look at signs if I can read them, if to many that is an eyesore.
- Not if they're in residential neighborhoods with slow moving traffic
- If the amount of signs are kept to a minimum, 2-4, and the amount of text is minimal, I don't find them distracting
- Anything that draws the eye from the road is not a good thing. Also, may signs block your vision at corners, merges, etc.
- Messages are short and when driving one has to be aware of the surroundings . A short , brief sign is no different than any other road sign
- The basic ones are not, but when there are multiple signs for the same service in one location, and they use numerous loud colors and pictures, it gets to be distracting.
- Please see previous explanation on mutli-colored signs.
- They cause people to be attracted to them instead of to pedestrians and street signs. They get blown over in the wind, people vandalize them and the are visually unappealing in nice neighbourhoods.
- They take your eyes off the road in front of you. Also the other day I was coming out of a parking lot and a sign was blocking my view to see if any cars were coming down the street I was trying to turn on to
- Depends on location and amount of content.
- i think it all depends on the kind of driver and if he is driving alone. i find signs helpful to know about events going on around my community by often i just catch a glimpse of them and if that's interesting enough, next time i drive by i ask whoever is with me to read it for me.
- temporary signs are large enough with limited space for text that a brief glance can give a driver the information they need. Furthermore, they are visible with more than enough distance to glean the information while driving by - therefore not a distraction
- They are definitely a distraction and it increases when the font decreases.
- If you drive like a proper driver they won't bug you.
- Too many things biding for your attention.
- There are enough distractions for drivers on the road. In addition the signs are such an eye sore, so, so very ugly!!!!



- You are reading them while driving, also if they have a phone number you may be trying to copy it down while driving
- I've never been in an accident. Also if they are discreet enough I believe there is a good balance can be achieved between allowing small business to post signs and also maintain the aesthetic of the neighbourhood.
- The context of sign placement can have an impact on how distracting it is. For example, a sign indicating the next school event placed in front of a high school is contextually appropriate. A sign in the same location advertising for a nearby 'vape shop' might draw a second look and be more distracting. Signs with detailed information, such as dates and times for water restrictions can be more distracting because they may prompt a driver to attempt to record this information for later use. More appropriate would be "Water Restrictions in force now, see your water bill for details" Listing the web address would be inappropriate because the implication is that one might immediately go there, or at least record the address to go there later.
- I think they are OK as long as there are not too many in one place and if they are uniform in size. Less distraction.
- Signs are very distracting and divert the drivers attention. It also looks like a cluttered mess.
- Ugly
- If there are too many yes, I believe they can be distracting
- You have to take your eyes away from driving to read the signs
- If there is too much information it can take attention away from the driver
- they are a definite distraction when they block visibility turning corners
- I don't feel they are anymore a distraction than looking at Signs on a Building or looking at a pretty flowerbed or tree, a cute puppy being walked, a attractive person walking down the street, Bus Bench, Bus Shelter, Moving or stationary bus with advertising, etc.....
- I often don't have time to keep up with events in the community and the community signs help me out tremendously (i.e. registration dates, meeting dates, etc.). I like the church signs that give the times of services too. These signs just help me save time.
- Because they are bright and if the driver decides to read them they are less aware of their surroundings.
- People slow down to read them causing accidents especially when there are multiple signs. They look tacky.
- Temporary signs shouldn't be any diferentes from other tip of signs us long as they follow city by laws.
- If the signs are large enough it's very easy to read and a good way to communicate neighborhood information
- For me no
- As long as they are large enough and back off the road a bit.
- They are everywhere and I do not remember what is on one of the recent dozens that I have seen.
- Cause drivers to look away from the road.
- It's a quick look

- Providing there are not too many or that the content is quickly checked for interest
- Drivers are to be engaged in watching the road and not signs
- People are busy reading signs and not paying attention to the road and or other drivers / pedestrians.
- They dont bother me. If they are too many looks unsightly. Not appealing.
- If there a lot of signs
- They are distracting as drivers are trying to read the signs while driving. Also they can become hazards when placed at some locations and drivers have issues turning or seeing oncoming traffic.
- Drivers have to take their eyes off the road to read the signs
- Drivers are allowed to view events happening in our community. This provides a visual awareness and then they can visit a website for further details.
- It totally depends on where the signs are place.
- Really - why wouldn't they be distracting.
- yes a distraction but they are necessary to get the message out -
- Bright neon colouring, multiple signs are a distraction from the roadway. Additionally they are tacky and ugly.
- People are already trying to do too much that they shouldn't be doing while driving, and unless the sign is of a very important nature (elections, traffic pattern changes, etc) do we really need to know about the event? I find there are too many signs popping up that have irrelevant information to 90% of the population for that specific event.
- Really?? Having 10 signs on the street as your are driving? Of course one will look.
- Myself no; others who lack common sense of course.
- I glance at them while driving.
- They can be a distraction when they are in busy areas. They are somewhat needed in communities though.
- Soemtimes they can be if you are reading a sign and not paying attention to the road but I wouldn't really say so because you either just get a quick glimpse of them or look at them at a light, in traffic, etc.
- It takes your attention away from the road and creates a hazard in the sense that people are trying to read what's on the sign instead of paying attention to cars, pedestrians, and children.
- They are helpful when needed. Not one should make them a 1st priority over driving. Common sense 1st.
- Most definitely a distraction, especially ones with long messages. We take our attention right off the road.
- Not if there aren't too many signs in one spot.
- you should be looking at the road not signs
- Drivers have to be able to read signs as they drive, such as directions. These signs are no different. I have learned valuable information from these signs and have never found them distracting.





- if the print is large and clear it is not a distraction and if it is important enough i will go back to a safe spot to take down the information
- too many signs are unsightly and there are too many messages to be able to pay attention to any one of them. There are too many signs and they look ugly.
- Should be watching the road!
- informative and quick to read
- They have to be succinct enough to no distract for more that a couple of seconds. Depends how long it takes someone to read them!
- It is a fact that people can't do two things at once. Your brain may be able to switch back and forth, but in order to read a multi-line sign, more time is taken off the road, and often can't be done while travelling past just once. Before this survey came up, I was just about to call the city concerning the small signs that are all along the roadways. About a month ago, along one long block on Harvest Hills Blvd., I counted ten, just on one side of the road, not including the signs on the benches. One of the small signs just said Rent this Space, with a phone number. Somebody is making money off of it, and they are not only a hazard but an eyesore. Some of the pizza signs are also creeping into neighbourhoods now.
- they often seem to block sight lines to people standing on the sidewalk, they compete for visual awareness with road traffic signage, and address signage on road side properties
- So long as there are not too many signs it is not a distraction. As well they need to be easily read.
- Can be in high volume
- The 30 miters from the intersection is like 150 fit lots of distance
- I have never found reading a quick short sentence to be a issue.
- there are often too many signs in one spot and you should not take your eyes off road long enough to read them all
- I dont like temporary signs period. But I am accepting at elections time. and okay for children activities in Sept and June. Otherwise I think they are a hazard to drivers. Drivers are so distracted anyway that they dont need more signage
- Temporary signs may distract some drivers.
- I read them as they help me with knowing what is on as a special event etc.
- I can't respond on another's person experience. I can only comment on my own.
- I dislike them immensely. They are a driving distraction although it's hard to read the messages while driving by. They cheapen the overall appearance of residential areas especially and are not relevant to most readers. Please overrule the use of such unsightly signs!
- I don't drive. I fly. To the moon and back. If you'll be. If you'll be my baby
- It depends on the location of the signs - if they closer to an intersection and there is a red light - then it's not a distraction to drivers that are at a complete stop.
- no more or less than any other distraction a driver might come across.....kids playing in park, people walking their dogs, street address signs, directional signs - we are able to process many "things"
- Not if they are placed legally... or to the properly trained driver



- I think that some are distracting. But it depends on certain factors: -legibility of sign (not a strain to read) -spacing of signs (not too many signs close together) -minimal detail/flashiness (I have simply become familiar with the black sign format and that makes it easy to interpret, quickly. Other busier, colourful formats take more time in order to interpret, from my experience, and the details distract from the message. I do think that they can cause variable levels of distraction, based on the above factors also)
- No distraction while driving and observing signs
- Signs are not distraction for me
- they take your eyes off the road, too much visual distraction
- Yes when there are 10 in a row on a small section of land
- Any signs are a distraction to driving. As you drive they pull your eyes away from the road as well as any movement along the road. There is really no need for these signs. It is almost like a free way to advertise at the risk of pedestrians.
- On residential 50km/hr roads, information for community residents in their community is important
- I get distracted by them a lot personally.
- They are a blight on the landscape. There are many other alternatives to get their message out. There should be no signs on the boulevard
- Distracted driving is anything that takes your attention away for an extended period of time....what is the difference between reading a sign or reading a text? Your focal point in both cases is diverted from the road
- Other drivers may consider them a distraction, but, if they are not overdone, I enjoy reading them. No more a distraction than the huge signs on high-speed highways.
- Don't mind them if there are only a few on the streetside
- Something about the sign catches your attention, but usually you are just about past the sign before you realize you want to read more, so your attention goes to the sign rather than the road.
- Not if there are too many, with easy to read important information. Reading content should be limited to important text.
- Something a distraction but if for a community event coming up it would be nice to have
- Driver is reading the sign rather than concentrating on driving.
- your attention is diverted from the road
- There are many distractions which drivers face every day. Temporary signs are typically targeted at pedestrian traffic.
- you feel the need to read them or you will miss out on something important. and they clutter our beautiful city.
- In my area where there is a playground signs are a distraction
- Depends where they are placed and what they are advertising.
- It's in your peripheral vision and when positioned well with clear decisive writing, it's easy to read and not at all distracting



- When there is too much information on the sign to read or if the font is too small and with no uniformity regarding upper and lowercase characters which may take someone longer to read or make out the message or wording, it can be very distracting.
- If the sign is designed properly as I described earlier, it can give good information and not set up a distraction for me. The city of Calgary also uses these types of signs for high impact.
- distance to the road is too far
- Drivers are used to seeing a great deal of signage. If the signs are clear then it shouldn't be an issue.
- Any reason to not pay attention to driving is by definition a distraction. Roadside signs should be simple and to the point - the driver should be able to glance at it and glean the necessary information being projected. Any sign that requires more than a cursory glance to 'get' what is being advertised is poorly thought out. Save it for a mailbox flyer.
- No more of a distraction than bus stop bench signage, construction signs, billboards, bumper stickers, signs on buildings, banners hanging on overpasses, garage sale signs, sandwich board signs, etc. A driver has the choice to read these signs or not to read them.
- Not if there are not too many, if they are easy to read
- THE NOT CLOSE TO THE ROAD
- It depends on where they are placed, how many signs, their size and the message. If a temporary sign is placed too close to a major traffic intersection or along a blvd, they will have different affects on distraction. For example in my neighborhood there can often be a large mix of signage on the long blvd. leading onto Deerfoot. I often look to see if they are important messages when I drive by but I can't read all of them at once. Not to mention all the different sizes, some times it looks like visual clutter. If there are super bright colored letters it's not so bad on a black or white back drop. But if you add multiple colored boards, and multiple signage I find I can't even look at them.
- If there are too many in a row it is a distraction. Limit the distance between them and how many are allowed
- I think they are distracting, but less so than billboards.
- there is often too many signs in one area. With the sign advertising small business and then the 4x8 community sign, it just a distraction for drivers.
- They may hide the presence of pedestrian in proximity of intersections. Too many colors are providing distraction since they are a change in the surrounding pattern (usually green).
- They are not placed in high hazard areas. No more distracting than road signs and community signs
- When there are too many of them or too much information on them. Sometimes it takes 4 or 5 drive bys before I get all the information.
- they are situated where it does not distract me- not sure about others
- Especially when there are LOTS of them on a single street. It is one thing to have them up for a specific event, another for ongoing advertisement purposes.
- they are an eyesore, and they are all over near my neighborhood. springside.
- Yes because they are all different styles/ size, there are usually way too many in a single area (85th st & Bow Trail SW is a great example with about 15 signs in a 300-400 meter stretch)

- It depends on the type of road we're talking about. If it's in a residential community where the speed limit is 50kph I don't think looking up and quickly reading a large sign is distracting. We should all be looking up and being aware of our surroundings anyway. On a busy street where the speed limit is 70kph+ is quite different.
- The signs are a visual clutter and distraction.
- There is so much out there distracting people and having to urge to read a sign, jot down a number etc. just puts more distracted folk on the road.
- Some signs do not follow proper guidelines which does cause distraction. In NE we see a lot of signs being posted by a company called "Pro Tax". They have their signs posted in almost all the signal lights in some of the busiest intersections.
- If the signs are on roads with 50 or 60 KM speed limits and the number of signs limited in number and limited locations (e.g. to close to intersections), then the distraction would be minimized while allowing community events to be advertised.
- They make me look but if they are short and easy to read I can scan them quickly. Its also good if they are near a stop light so I can look at them while waiting for the light to change
- I think they are usual ways to find out about things in our community. If there is one I'm intested in. I ask a passage to snap a picture. Or I walk by it.
- Any time you are trying to read a sign it is a distraction to driving. Especially bad if there are lots of signs, lots of words etc.
- A little bit but kind of necessary
- long distance to the road
- A new sign always draws my focus and for those few seconds I'm not attending to my driving.
- simply put they are not a distraction
- Driver should not put themselves in danger
- Only when there's to many
- Only if places where blocking sight
- Drivers should be focused on the road but instead they're looking and reading signs!!! Something short isn't so bad but when it's long drivers take their eyes off the road longer.
- If there are too many in a row to tleas in a short period of time it is distrcting. That is why I chose 1-3 signs not greater than 3
- The little ones that you can't see because writing is so small-yes The big easy ones to read-no
- When a driver is trying to read the signs, they are not paying attention to the road
- Anything taking people's eyes off the road is a distraction so I think that there should be a limit to how many signs and a standard for legitimate use.
- I like seeing events that are going on advertised. Otherwise I don't often hear about some events.
- They have never caused a distraction to me. The banners over overpasses cause more distraction. Especially the ones of aborted fetuses
- Drivers can choose whether to read signs or disregard
- 30 meters from the intersection

## Temporary Signs Review

Stakeholder Report Back: What we Heard, Verbatim Comments

February 13, 2017

- As long as there aren't too many lined up in a row.
- There are few enough letters on the signs that are black with coloured background that they are an easy read and do not distract. The passengers often are the ones that read it.
- Just not too many
- Always a perifiral for me. Glance at sign then back to motor vehicle view. Its not hard!
- People could always think ways to read the signs in a safe manner by allowing the passenger to take a picture of it
- Not if you are a good driver. Most signs have very basic info that I remember without having to slow down or circle back. If a sign catches my eye I will either pull over to check it out or return later when traffic is not so congested.
- Take away concentration from traffic signs and road