

Online Survey **SIGN RESULTS**

December 29, 2015

Summary

In the summer of 2014, the City of Sarasota hired national retail expert, Robert Gibbs, to complete a retail market analysis for four locations within the City:

Downtown

Dr. Martin Luther King, Jr. Way Corridor

St. Armands Circle

Rosemary District

The study's findings included recommendations to encourage business owners to update storefronts, awnings and signage. The intent of these findings was to promote and maintain healthy, competitive, and vibrant retail districts within the City limits. Concurrently, the City of Sarasota is in the process of revising the City's Zoning Code. As part of this initiative, the City is revising the Sign Regulations and may adopt standards for shopfronts in certain locations as identified in the study.

On Thursday, August 27 and Friday, August 28th, 2015 the City of Sarasota held a sign and shopfront workshop to review and discuss permitted and potential new signs and standards for each district and general signage requirements citywide. During the event, residents and business owners participated in a visual preference survey of current signs.

Those who could not attend the event were invited to participate by completing a short online survey. The results are posted below.

Favorite Projecting Sign

Tied for 1st place



Sign located in Southside Village.



Sign located in Newtown.

Favorite Wall Sign

Tied for 1st place



Sign located in Newtown.



Sign located in the Rosemary District.

Favorite Awning Sign



Sign located Downtown.

Favorite Window Sign



Signs located in St. Armands.

Favorite Portable A-Frame Sign

Tied for 1st place

None



Signs located in Downtown.