

SIGN & SHOPFRONT WORKSHOP 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.

Sign and Shopfront Workshop

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.

Below are the survey results of each district.



VISUAL PREFERENCE SURVEY RESULTS



St. Armands: Favorite Projecting Sign

1st Place:



St. Armands: Favorite Wall Sign

1st Place:



St Armands: Favorite Awning Sign

1st Place:



St. Armands: Favorite Window Sign

Tied for 1st Place:



St. Armands: Favorite A-frame

- None

Rosemary: Favorite Projecting Sign

All Tied for 1st Place:



Signs located in St. Armands

Rosemary Favorite: Wall Sign

1st Place:



Sign located in St. Armands

Rosemary: Favorite Awning Sign

1st Place:



Sign located in St. Armands

Rosemary: Favorite Window Sign

1st Place



Rosemary: Favorite A-frame

- None

Newtown: Favorite Projecting Sign

1st Place:



Sign located in St. Armands

Newtown: Favorite Wall Sign

1st Place:



Downtown: Favorite Projecting Sign

1st Place:



Downtown: Favorite Wall Sign

1st Place



Downtown: Favorite Awning Sign

1st Place:



Downtown: Favorite Window Sign

1st Place:



Downtown: Favorite A-frame

- None

COMMENTS & QUESTIONS RESULTS



Question 1

What draws you to a shopfront that you had not planned to visit?

- A. Location
- B. Signs
- C. Window Displays**
- D. Building Elements

Most chosen answer is highlighted and bolded.

Question 2

Are you likely to enter a shopfront that you have not visited before if you cannot see into the store?

- Yes
- No**
- Maybe

Most chosen answer is highlighted and bolded.

Question 3

What draws you to a business?

- Brand/ Product**
- Proximity to home or work
- Walkability
- Near other businesses
- Parking
- Other _____

Most chosen answer is highlighted and bolded.

Question 4

What items do you feel best promote a commercial business?

- Signs
- Print Advertising
- Social Media
- Word of Mouth**
- Location
- Storefront
- Other _____

Most chosen answer is highlighted and bolded.