

Visual Preference Survey

- In 2012, a Visual Preference Survey was conducted to evaluate numerous types of signage including electronic LED signage.
- Participants included residents, business owners, and sign companies.
- In Summary, the feedback was:
 - Residents do not want electronic LED signage.
 - 82% preferred a static manual change bulleting board.
 - 2/3 did not want electronic signs for all businesses.
 - 79% were opposed to video signage

IXa. Design Considerations (18)

(10.a.) This slide illustrates: LED vs. regular ground sign.



A. Walter E. Smithe Sign with LED



B. Walter E. Smithe sign as a regular ground sign.

Which sign is preferred, sign A or sign B ?

Preferred Sign A	21%	Preferred Sign B	79%	Total
Resident	6%	Resident	94%	100%
AH Business Owner (Non-Resident)	38%	AH Business Owner (Non-Resident)	62%	100%
Sign Company Representative	25%	Sign Company Representative	75%	100%
Both AH Resident & Business Owner	35%	Both AH Resident & Business Owner	65%	100%

Analysis: 79% preferred sign B. Residents very strongly preferred B.

IXb. Design Considerations (19)

(10.b.) Illustrates: LED vs. regular ground sign.



A. Ground Sign with a Electronic Changeable Sign



B. Ground Sign with a Static Message

Which sign is preferred, sign A or sign B ?

Preferred Sign A	18%	Preferred Sign B	82%	Total
Resident	8%	Resident	92%	100%
AH Business Owner (Non-Resident)	38%	AH Business Owner (Non-Resident)	62%	100%
Sign Company Representative	25%	Sign Company Representative	75%	100%
Both AH Resident & Business Owner	21%	Both AH Resident & Business Owner	79%	100%

Analysis: 82% of all participants preferred sign B. All categories preferred sign B. AH Business owners very strongly preferred B.

IXc. Electronic Changeable Message Signs (20)

(10 c.) This slide illustrates or asks: Are LED signs desirable?



Should Electronic Changeable Message signs be considered in Arlington Heights?

A. All Businesses B. Only Special Venues C. Not at all

All Businesses	36%	Only Special Venues	42%	Not at all	22%	Total 100%
Resident	22%	Resident	53%	Resident	25%	100%
AH Business Owner (Non-resident)	42%	AH Business Owner (Non-resident)	23%	AH Business Owner (Non-resident)	15%	100%
Sign Company Representative	50%	Sign Company Representative	0%	Sign Company Representative	50%	100%
Both AH Resident & Business Owner	42%	Both AH Resident & Business Owner	42%	Both AH Resident & Business Owner	16%	100%

Analysis: 64% of all participants preferred that electronic changeable message boards not be allowed for all businesses.

IXd. Electronic Graphic Display Signs (21)

(10 d.) This slide illustrates or asks: Are LED signs desirable?



Should Electronic Graphic Display Signs be considered in Arlington Heights?

A. All Businesses B. Only Special Venues C. Not at all

All Businesses	34%	Only Special Venues	41%	Not at All	25%	Total 100%
Resident	25%	Resident	44%	Resident	31%	100%
AH Business Owner (Non-resident)	55%	AH Business Owner (Non-resident)	18%	AH Business Owner (Non-resident)	27%	100%
Sign Company Representative	50%	Sign Company Representative	50%	Sign Company Representative	0%	100%
Both AH Resident & Business Owner	37%	Both AH Resident & Business Owner	42%	Both AH Resident & Business Owner	21%	100%

Analysis: 66% of participants preferred that EGS signs not be allowed for all businesses.

IXe. Video Display Signs (22)

(10 e.) This slide illustrates or asks: Are LED signs desirable?



Video Display for a strip retail center



Video display for a new commercial development.

Should Video Display Signs be considered in Arlington Heights?

A. All Businesses B. Special Venues only C. Not at all

All Businesses	21%	Special Venues only	43%	Not at all	36%	Total 100%
Resident	11%	Resident	53%	Resident	36%	100%
AH Business Owner (Non-resident)	46%	AH Business Owner (Non-resident)	36%	AH Business Owner (Non-resident)	18%	100%
Sign Company Representative	20%	Sign Company Representative	40%	Sign Company Representative	40%	100%
Both AH Resident & Business Owner	25%	Both AH Resident & Business Owner	30%	Both AH Resident & Business Owner	45%	100%

Analysis: Overall, 79% preferred that video display signs not be allowed for all businesses.