

Billboard Survey - Statistical Summary Questions 1 - 9

Field	Value	Count
1. Peoria - are you a...	Other	632
	Peoria business owner	499
	Peoria property owner	725
	Peoria resident	1082
3. Are you familiar with digital billboards elsewhere in the Valley?	No	93
	Yes	1273
4. Identify how digital billboards can have a positive impact	Add vibrancy and energy to Peoria's image	386
	Enable increased business activity due to enhanced marketing	842
	Increase marketing opportunities for businesses	965
	Increase public messages on events and public safety	996
	Other Positive Impact (please list any others)	449
	There will be no positive impact (explain why)	680
5. Identify how digital billboards will have a negative impact	Degrade the appearance of the community	818
	Distracting to drivers	953
	Lights will be too bright	733
	Other (please list any others)	460
	There will be no negative impact	699
	Too much advertising	758
	Visually clutter freeway corridors	885
6. If you identified a negative impact in the previous question, please indicate the most effective way that the impact could be minimized.	All of the above	588
	Architectural design standards	550
	Limit digital billboards to certain major transportation corridors on commercial or industrial properties.	589
	None. The impact cannot be mitigated.	710
	Other (please list any others)	442
	Require automatic controls to limit illumination during certain hours.	557
	Require controls to limit brightness, message duration (1 message per 8 seconds) and transition.	579
		568
	Require minimum setback from residential areas	595
	Require minimum spacing between digital billboards.	560
Standards for sign height and area	560	
7. Are there areas of the city that are more appropriate	No	510
	Yes	837

8. If you answered yes on the previous question, please indicate where	Loop 101	762
	Loop 303	670
	Other (please list any others)	454
	US 60/Grand Avenue	650
9. For the corridors selected on #8, what should be the minimum spacing or number of billboards permitted	1 per half-mile	137
	1 per mile	644
	Maximum Number of digital billboards	76
	Other	120