

**Sign Research Foundation  
2019-2020 Research Grant**

**Project Title:** The Economic Impact of Sign Codes

**Problem Statement**

There is no clear link between how or whether restrictive or liberal sign ordinances can impact the economic vitality of a community.

**Research Product**

An analysis of the economic impact of sign codes of varying "restrictiveness" with real world examples of significant sign code changes and their economic impact on the community. This analysis would assess and categorize, by the level of their sign code "restrictiveness" (high, medium, low), a large number of municipalities and/or regions across the US. The analysis would also include an in depth look at the economic vitality across the different categories with best and worst case examples highlighted. A successful analysis would measure changes in retail sales tax collections and retail occupancy levels pre and post adoption of a business-friendly sign code changes. Examples of municipalities that could be used in the analysis include but are not limited to Tucson, Gilbert, Casa Grande, Eloy and Pinal County.

**Target Audience**

Local elected officials, economic development professionals and planning professionals.

**Budget**

**\$15,000**

**PROPOSALS MUST INCLUDE THE FOLLOWING:**

**Lead Researcher:**

**Job Title:**

**University/Organization/Affiliation:**

**Address:**

**Email:**

**Phone:**

**Date:**

**Additional Researchers:**

**Scope of Research** (describe your methodology, process, literature review):

**Project Timeline with Deliverables**

Task/Deliverable	Months													
	1 Jan	2 Feb	3 Mar	4 Apr	5 May	6 Jun	7 Jul	8 Aug	9 Sep	10 Oct	11 Nov	12 Dec	13 Jan	14 Feb
Task 1														
Task 2														

<b>Task 3</b>														
<b>Task 4</b>														
<b>Task 5</b>														
<b>Task 6</b> Submission of draft report														
<b>Task 7</b> Submission of final draft with the incorporation of edits from advisory council. This includes preparation of all presentation/webinar materials.														

### Project Milestones and Payment

The following schedule identifies target dates for completions of task. If changes to the schedule are necessary, the lead researcher will contact SRF to discuss their impact.

<b>Milestone</b>	<b>Due Date</b>	<b>Payment</b>
Task 1 –		
Task 2 –		
Task 3 -		
Task 4 -		
Task 5 -		
Task 6 –		
Task 7 –		
Travel & Presentation at conference TBD		
<b>TOTAL</b>		