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*Signage*

# Signage:

No element is more important than the signs which inform the public of the businesses and services located on a property. However, an overabundance of signage and signs that compete for attention with varying sizes and colors are self-defeating distracting and counter-productive.

With that in mind, Carroll is looking to developers to take a fresh approach to signs that are constructed in the future. All new site plans must include details of all exterior signage. Low-profile monument-type signs placed perpendicular to the road are encouraged. Where there are multiple tenants the use of LED signage can allow each tenant street side visibility along with the name of the center. Uniform business identification signage is encouraged in shopping centers, allowing for corporate design requirements and logo elements. We ask that all lighting be directed downwards on the sign face or that the sign be lit from the interior of a cabinet to minimize impacts on neighboring properties. No part of a new or redeveloping business site can engage the creative mind more than that of the sign maker, whose challenge it is say so much in so few words. While we are minimizing the size of signs in the county and encouraging the use of better design and materials, we are no less encouraging the creativity of those in the sign businesses to craft signs which will gain the public's attention in a manner different from many of those employed in the past.

New site plans will include details of all exterior signage; the County does not regulate signs applied to the interior window surfaces.



**Encouraging sign makers to be creative**



**Accommodating corporate individuality in a symmetrical setting**

**Monument-type signage is preferred.**

