

## **BILLBOARDS AND SIGNAGE**

**(1990, R2001, R2010)**



### **Policy Statement**

The American Society of Landscape Architects believes that signage, including on-site, street oriented advertising signs and billboards, can have a detrimental effect on the public realm. The Society urges that the size, lighting, animation, and placement of all signage be regulated so that public safety and the visual quality of their surroundings is not diminished. The Society further believes that appropriate, properly designed, and well-located signage can have beneficial impact on people by assisting with way-finding and orientation.