

- E. **Signs and Graphic Art.** A common, consistent design theme and style are recommended for public identification and directional signs. This sign system will help add to a recognizable Brookside identity.

Larger identity signs, monuments, art and/or graphics are recommended at the north and south entrances into the Brookside area. These elements should be designed in conjunction with the new bridge over Crow Creek and the improvements to Skelly Drive (I-44) and help establish entry into the Brookside area and serve as major identifying elements

Thematic signs, banners and special graphics are to be provided along the length of S. Peoria Avenue to further enhance area identity. Banners and graphics may also be used for promotional and festival events and activities.

Informational signs are recommended to guide patrons and visitors to key attractions and additional parking.

3. **Public Art and Monuments.** It is also recommended that public art or monuments be incorporated into the Brookside area where appropriate, but particularly at the entries into the Brookside area. Public improvements serve many purposes which include enhancement of public image, stimulation of economic development, provision of prestige, and recognition and fostering cultural life. Public improvements in Brookside, including public safety projects, should seek to achieve these same purposes. Improvements to streets, drainage facilities, and public buildings are particularly visible and should include specific features which add interest, character and identity to the area. Monument signs and bridges are examples of public improvements in Brookside that can be provided with special design emphasis given to the character of the area. It is intended that such art and/or monuments be provided to further enhance, establish and create a unique identity and interest for the Brookside area. It is recommended that a portion of roadway and/or drainage improvements projects planned for the entry areas into the Northern and Southern Brookside Business Areas (Special Districts) on S. Peoria Avenue be allocated to provide an entry monument and/or artwork at each of these locations.