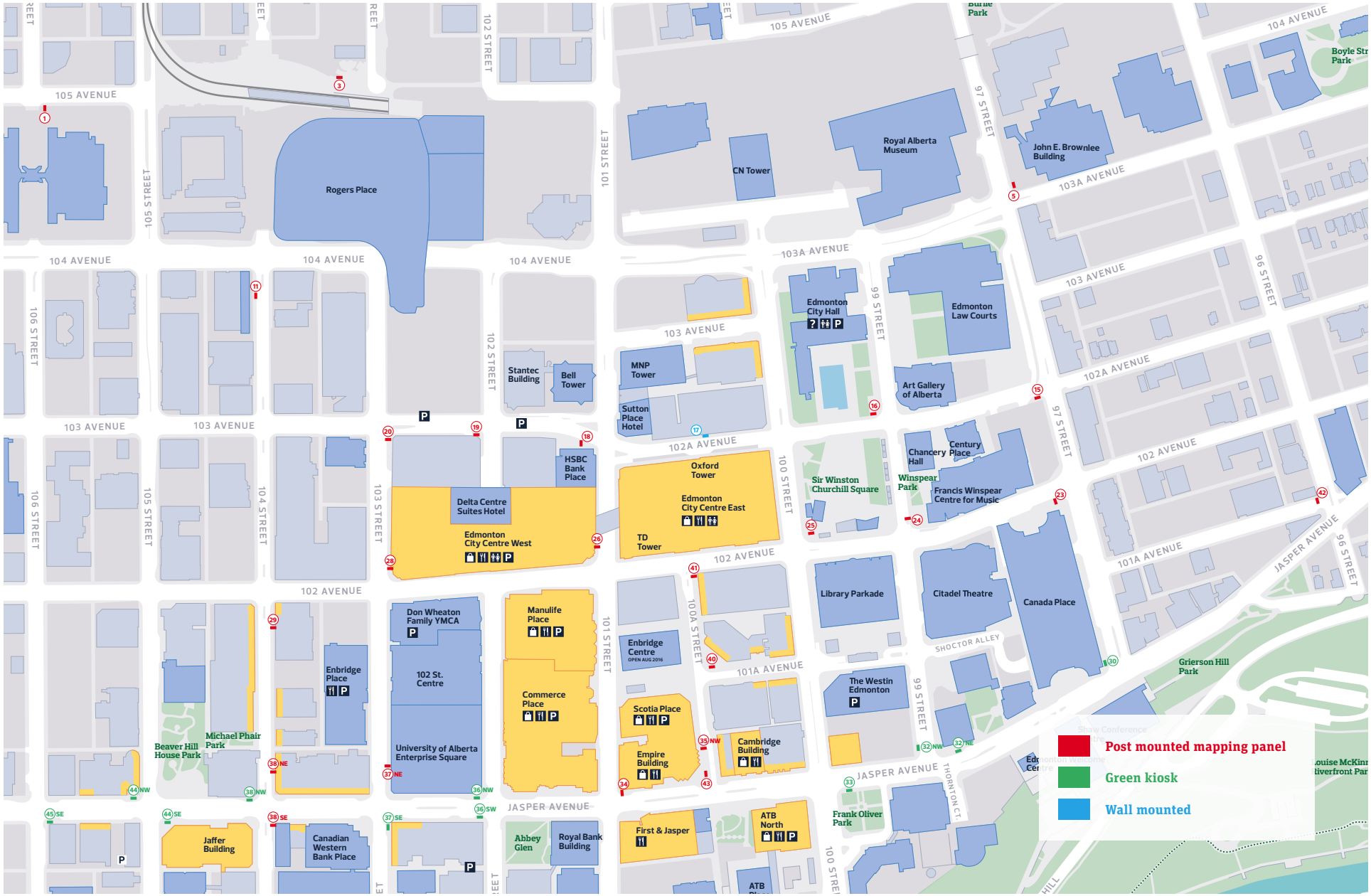Sign placement plan