

COUNTY OF RIVERSIDE, CALIFORNIA
BOARD OF SUPERVISORS POLICY

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Policy:

The principle purpose of guide signs is to give the motorist driving information that is simple and direct..

Guide signs are used to channel motorists along routes, to inform motorists of intersecting routes, to direct them to any city or community, and to identify locations not readily apparent. Guide signs include: (a) Directional signs, (b) Informational and Service signs, and (c) Route markers.

Guide signs should be used liberally but not profusely. Simplicity and clarity are necessary to avoid confusion. The signs must be easily seen and read. Drivers of moving vehicles are unable to read many names on a sign. For this reason, the number of names on a sign shall be kept to a minimum and shall not exceed three except under unusual conditions. If there are more eligible destinations at a given location than can be accommodated under the above limitation, they must compete for signs on the basis of traffic service.

It is not feasible to place signs along highways or at the turnoffs naming all of the possible destinations that may be reached from that point. Frequently, a sign naming a cross street is all that is necessary to furnish direction to the many destinations reachable from that cross street.

Signs which provide questionable traffic service and are requested primarily for recognition or advertising purposes shall not be installed. No sign or its support shall bear any commercial advertising material.

Guide signs shall be erected on County Roads only if they conform to one or more of the following warrants:

1. The road shall be a part of the maintained County System and the daily use as indicated by traffic counts shall be sufficient to warrant the cost of installation.
2. General Destinations - Signs may direct to these locations:
 - a. An incorporated city.
 - b. Each named area within an incorporated city, if each has an independent post office.

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- c. An unincorporated community only if, as a measure of its importance, it has an independent post office or a clearly identifiable community.
- d. An important highway junction.
- e. Universities, Colleges, and Community Colleges.
- f. Museums, zoos, convention centers, fairgrounds, stadiums, sports arenas and other public or private facilities that are of significant interest and represent major traffic generators.
- g. Active U.S. military installations with permanent personnel.
- h. Airports which are available for public use.
- l. Hospitals and public facilities providing full time emergency services.
- j. National, State, and County parks and beaches.
- k. Registered Historical Landmarks.
- l. National Cemeteries.

Reference:

Minute Order dated 10/18/77
Minute Order 3.4 of 12/18/07