

**SUBMITTAL TO THE BOARD OF SUPERVISORS
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**

882



FROM: Transportation and Land Management - TLMA

SUBMITTAL DATE:
September 18, 2013

SUBJECT: Wine Country Signage Program

RECOMMENDED MOTION: That the Board of Supervisors approve the proposed update to the Wine Country Design Guidelines.

BACKGROUND: The Wine Country Community Plan is coming before the Board for consideration (as a separate item on this same agenda). Signage is a critically important component of the implementation of the Wine Country Plan, in order to safely and efficiently guide travelers, reduce roadside clutter, and add to the attractiveness of the streetscapes along major roads.

This Item provides for approval of this update to the Wine Country Design Guidelines, which were approved by the Board on December 14, 2010. It fine-tunes the guidelines for the usage of signage of varying scale along Rancho California Road, the primary artery through the Wine Country, in order to communicate directions with a consistent design theme and sign placement.

REVIEWED BY EXECUTIVE OFFICE
DATE 06/19/13
Tina Grande

Juan C. Perez, Director of
Transportation and Land Management

JCP:dlp

Dep't Recomm.: Policy

Per Exec. Ofc.: Consent Policy

Prev. Agn. Ref. 11/12/10, 16.4 &
12/14/10, 3.53

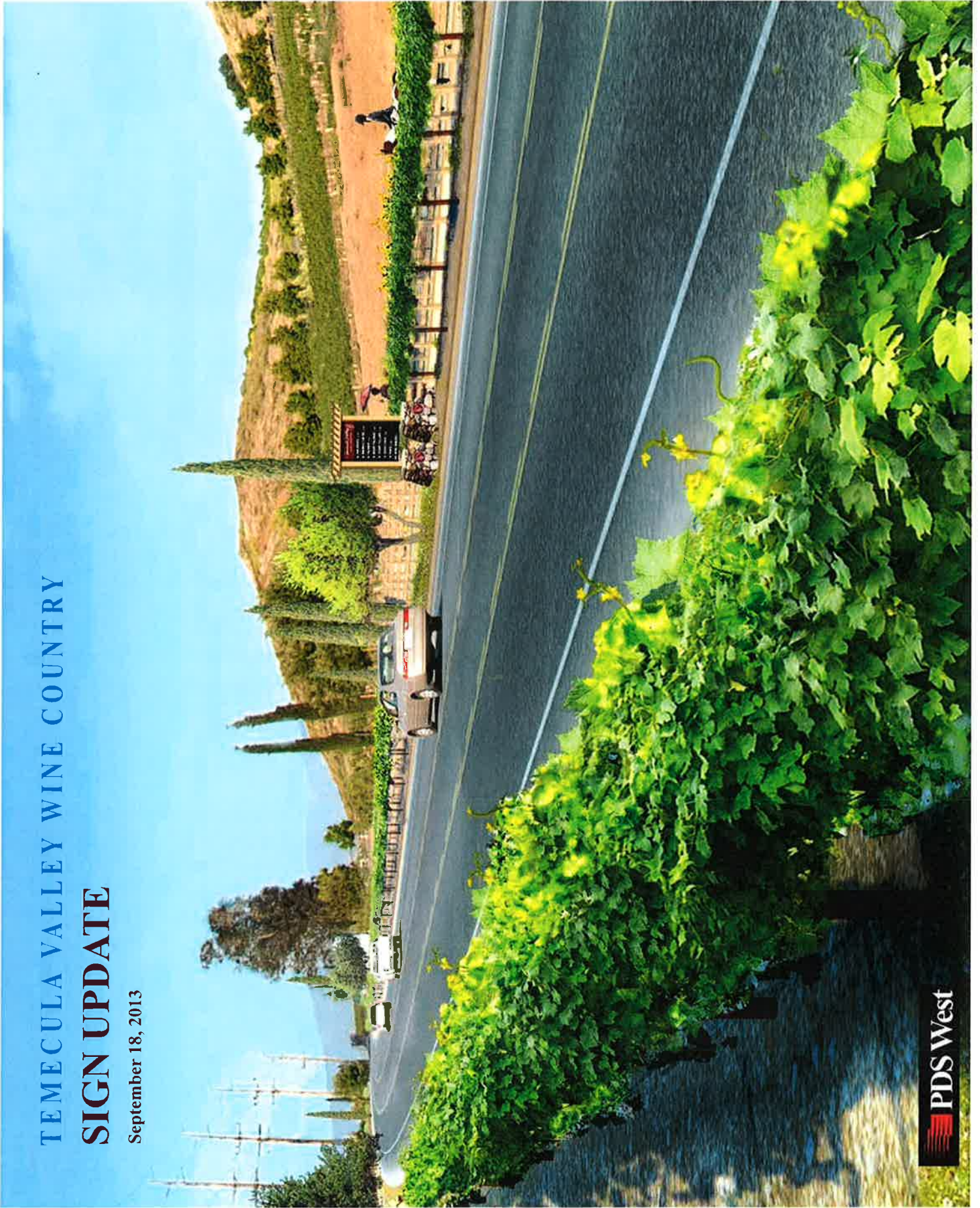
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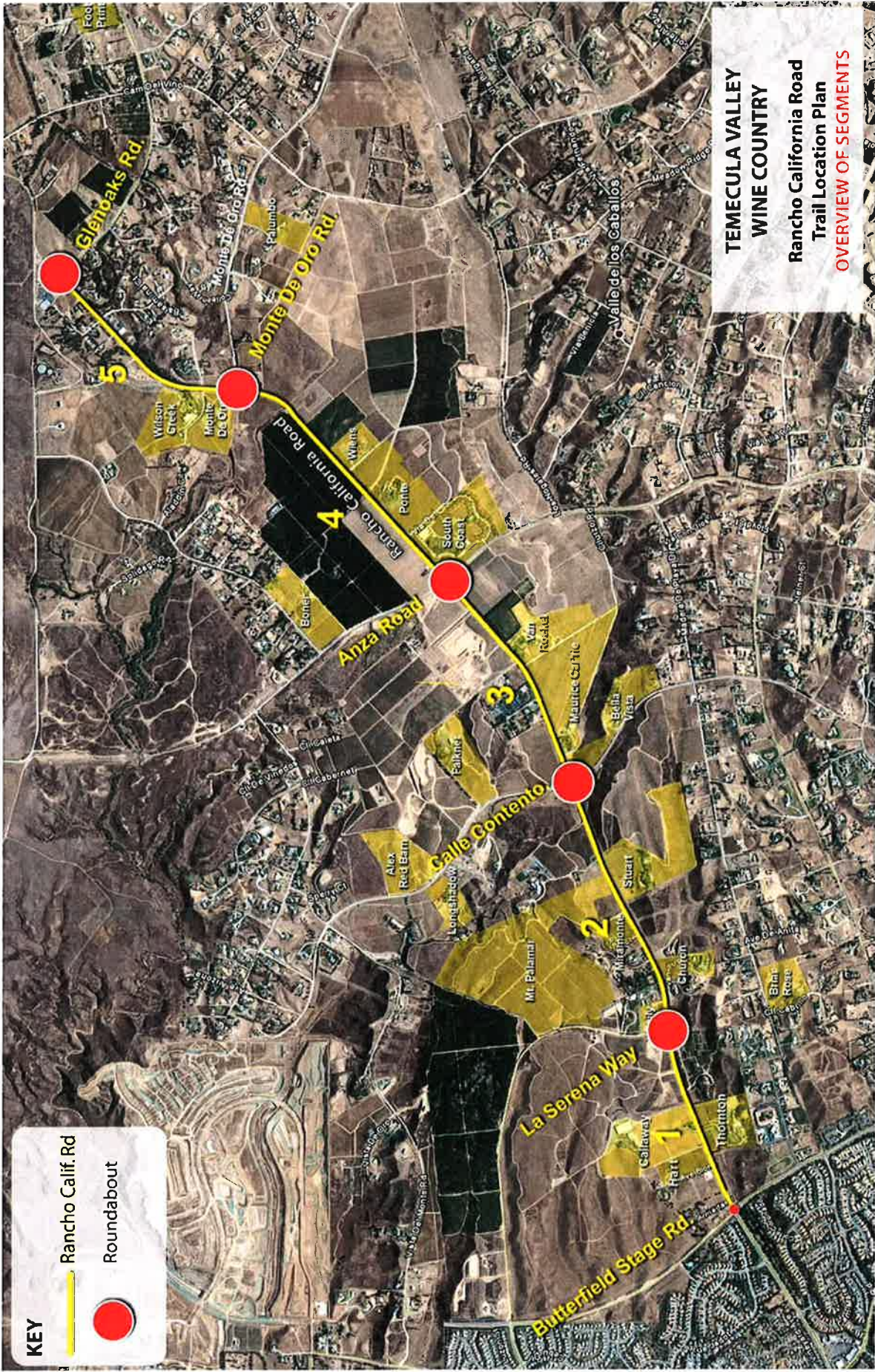
Agenda Number:

3-71

TEMECULA VALLEY WINE COUNTRY SIGN UPDATE

September 18, 2013





KEY

-  Rancho Calif. Rd
-  Roundabout

**TEMECULA VALLEY
WINE COUNTRY**
Rancho California Road
Trail Location Plan
OVERVIEW OF SEGMENTS

