



This sign reads to the “going to work traffic flow” as morning commuters head towards the I84 freeway. Cole Rd is the main artery coming in from the southeast Boise neighborhoods.

**Sign#: 02L**  
**Location: Cole Rd & Victory Rd, Boise, ID**  
**Lat/Long: 43.576050, -116.274205**  
**Size: 10'x30'**  
**Illuminated: Yes**  
**Facing/Read: South / Left**  
**Weekly Impressions: 28,827**

