



This sign reads to the “coming home traffic flow” as commuters exit the I84 freeway. Cole Rd is the main artery feeding the southeast Boise neighborhoods.

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

