



**CITY OF ORLAND STAFF REPORT**  
**MEETING DATE: October 8, 2024**

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**TO:** Economic Development Commission

**FROM:** Pete Carr, City Manager

**SUBJECT:** Caltrans Freeway Signage Regulations

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**BACKGROUND:**

The State Department of Transportation (Caltrans) controls signage along the freeways as to location, size and type. Regulations vary per location depending on various factors including how the land for the freeway was acquired.

**ANALYSIS:**

The recent “Clean California” project setting bee-themed sculptures at the I-5/32 interchange was restricted to art only, no text. Adding some kind of welcome sign and/or more art with a unique Orland message would be at the City’s expense and would require a Caltrans permit.

The State, in addition to providing opportunities for commercial entities to place certain conforming signs on the freeway to alert motorists of area services, offers cities two opportunities to announce themselves – via Community Identification and Gateway Monuments programs. In both cases, the City would be responsible for maintenance of the monument.

Community Identification includes visual images, graphics, sculpted artwork or text that is placed on a required transportation feature such as an overpass or slope paving.

Gateway Monuments are freestanding structures or signs and may include text and graphics.

Details for each can best be addressed after the City identifies what it wants to do, and where.

Good examples can be seen at many freeway interchanges in Northern California including Rocklin, Oroville, Selma, Woodland, and Modesto.

As part of the ARPA fund list, the City Council set aside \$30,000 to design and construct a welcome sign at the east end of the City limits. This project was suggested by the EDC several years ago.

**RECOMMENDATION:**

EDC may wish to weigh this information in its consideration of freeway signage options.

**FISCAL IMPACT OF RECOMMENDATION:** N/A



