

Chamber installs 24 wayfinding road signs

Lake Tahoe South Shore Chamber of Commerce said it has completed its wayfinding project, an effort to produce aesthetically-pleasing road signs identifying area attractions. Twenty-four signs are now installed throughout South Lake Tahoe.



The project was initiated with funding provided by the South Lake Tahoe and El Dorado County in response to research showing that visitors to Lake Tahoe wanted help finding beaches, parks, boat launches and other local sites.

Most of the sign are on Highway 50, which required Caltrans approval that took two years to obtain.

– Lake Tahoe News staff report