RESOLUTION NO.: 2010-3

A RESOLUTION OF THE COUNCIL OF THE CITY OF FRESNO, CALIFORNIA, IN SUPPORT OF NEW SIGNAGE ALONG STATE FREEWAYS ANNOUNCING EXITS FOR DOWNTOWN FRESNO.

WHEREAS, the City of Fresno ("City") is supporting the revitalization of Downtown Fresno through significant investment of staff and capital resources, and has created a new Downtown and Community Revitalization Department ("Department") to coordinate the revitalization effort; and

WHEREAS, the Department has identified the positive image of Downtown, and the ability of potential visitors to identify the area, as key to building Downtown Fresno's role as a regional destination for entertainment, retail, housing, offices, and other uses; and

WHEREAS, the term "Civic Center" is currently used on several freeway signs in the area to direct drivers toward Downtown Fresno, but that term is not used in virtually any other context to refer to the Downtown area; and

WHEREAS, the Downtown Association of Fresno ("Downtown Association") is in support of improving signage from state freeways by increasing the number of signs demarcating the Downtown area and identifying the area as "Downtown Fresno" thereupon; and

WHEREAS, the California Department of Transportation ("Caltrans") has offered to install signs in the northbound and southbound directions of State Freeways 41 and 99 announcing "Downtown Fresno"; and

WHEREAS, the Downtown Association has committed to pay Caltrans for the cost of installing the signs.

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Fresno as follows:

1. The City supports the installation of new signs along state freeways, as designed and located by Caltrans, to better direct drivers to Downtown Fresno.

2. The City supports the use of the term "Downtown Fresno" instead of "Civic Center" to refer to the Downtown area on new and existing signage.

3. The City thanks the Downtown Association and Caltrans for committing the resources to make this project possible, and for their ongoing partnership in the effort to revitalize Downtown Fresno.

Adopted _____
Approved 01/14/10
Effective _____

2010-3

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STATE OF CALIFORNIA)
COUNTY OF FRESNO) ss.
CITY OF FRESNO)

I, REBECCA E. KLISCH, City Clerk of the City of Fresno, certify that the foregoing resolution was adopted by the Council of the City of Fresno, at a regular meeting held on the 14th day of January, 2009.

AYES: Borgeas, Brand, Dages, Perea, Sterling, Xiong, Westerlund

NOES: None

ABSENT: None

ASBTAIN: None

Mayor Approval: N/A, 2009

Mayor Approval /No Return: N/A, 2009

Mayor Veto: N/A, 2009

Council Override Vote: N/A, 2009

REBECCA E. KLISCH
City Clerk

BY: Rebecca E. Klisch
Deputy

APPROVED AS TO FORM:
CITY ATTORNEY'S OFFICE

BY: _____
Chief Assistant/Assistant/Deputy

SOUTHBOUND 99
After 180 interchange

EXISTING SIGN

PROPOSED SIGNAGE

NORTHBOUND 99
Before Ventura St exit

EXISTING SIGN

PROPOSED SIGNAGE

SOUTHBOUND 41
Before Tulare St exit

EXISTING SIGN (NONE)

PROPOSED SIGNAGE

NORTHBOUND 41
Before Van Ness Ave exit

EXISTING SIGNS

PROPOSED SIGNAGE