



**REPORT TO THE CITY COUNCIL**

AGENDA ITEM NO. 2A  
COUNCIL MEETING February 6, 2014  
APPROVED BY

February 6, 2014

DEPARTMENT DIRECTOR \_\_\_\_\_

CITY MANAGER \_\_\_\_\_

FROM: BRUCE RUDD, City Manager

BY: RENENA SMITH, Assistant City Manager

SUBJECT: A Resolution of the Council of the City of Fresno, California, supporting the Leadership Fresno Class 30 Monument Sign proposal

**RECOMMENDATION**

City Council approves the Resolution of the Council of the City of Fresno, California, supporting the Leadership Fresno Class 30 Monument Sign proposal.

**EXECUTIVE SUMMARY**

Leadership Fresno Class 30 (LF30) along with the City of Fresno desires to place two monument signs (collectively Gateway Monument signs) at the following locations: (1) along the east side of CA State Route 99, approximately 1,000 feet north of the northbound exit at Cedar Ave/North Ave; and (2) along the west side of CA State Route 41, approximately 5,000 feet north of the southbound exit at Friant Rd.

The Gateway Monument signs will be free standing, externally illuminated and landscaped with native species to reduce maintenance costs. LF30 has been coordinating this effort with the Caltrans and the Administration to ensure compliance with the California Department of Transportation (Caltrans) Gateway Monument Guidelines and Fresno City Council approval.

Adoption of the attached Resolution is required by Caltrans as the next step in the application process. It provides assurance to Caltrans that the City of Fresno is working in partnership with LF30 in the design, construction and maintenance of the monuments.

**BACKGROUND**

Leadership Fresno is a program founded and organized by the Greater Fresno Area Chamber of Commerce to help develop well-rounded leaders in the community who have a firm understanding of the needs of the community. The purpose of LF30 is to create something that will help to make a positive impact in Fresno and will also encourage class members to develop better team-building skills.

The purpose of the Gateway Monument signs are to generate pride for area residents and make travelers aware that they have entered the City of Fresno, encouraging them to stop and visit. Fresno is the fifth largest city in the state, the *Agricultural Capital of the World*, and known as California's year-round playground but is one of the few cities in California that does not currently have a sign.

LF30 looked at six (6) possible locations for the new Gateway Monument signs; after reviewing these sites and conferring with Caltrans and City Administration, it was determined that the best locations are NB SR 99 and SB SR 41 at sites noted above. The determination is based on visibility, potential land use conflicts and safety issues.

LF30 is presenting to the City Council three potential designs with project descriptions incorporated into the Caltrans application. Caltrans requires the attached resolution from the City Council to assure that the City is working in partnership with LF30 on the project. The application to Caltrans will move forward upon their receipt of the Resolution.

### **FISCAL IMPACT**

LF30 is responsible for raising funds for acquisition, design and construction costs. Once the monuments are completed the City of Fresno will provide maintenance for the monuments. The annual cost of maintenance will be determined once a design is approved. However, due to no lighting or landscaping needs associated with the monuments, annual maintenance is expected to be less than \$2,500 annually for both monuments. Fund raising may include a sinking fund to reimburse the City of Fresno for the first few years of maintenance.

Attachment: Resolution  
Monument Location Site Pictures  
Monument Design Options

RESOLUTION NO. \_\_\_\_\_

A RESOLUTION OF THE COUNCIL OF THE CITY OF  
FRESNO, CALIFORNIA, SUPPORTING THE LEADERSHIP  
FRESNO CLASS 30 MONUMENT SIGN PROPOSAL

WHEREAS, the City of Fresno and the Leadership Fresno Class 30 desires to construct two Gateway Monument signs;

WHEREAS, the purpose of the Gateway Monument signs would be to generate pride for area residents and let travelers be aware that they have entered the City of Fresno, encouraging them to stop and visit;

WHEREAS, Gateway monument signs will be located one along the east side of CA State Route 99, approximately 1,000 feet north of the northbound exit at Cedar Ave/North Avenue and the other along the west side of CA State Route 41, approximately 5,000 feet north of the southbound exit at Friant Rd;

WHEREAS, the location of the sign is located in Caltrans right-of-way, County approval of the sign is not required;

WHEREAS, the Gateway Monument signs will include the City of Fresno logo;  
and,

WHEREAS, the design, installation and maintenance of the Gateway Monument will be the responsibility of the City of Fresno working in partnership with Leadership Fresno Class 30.

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

1. The City of Fresno and Leadership Fresno Class 30 wish to construct two

Gateway Monument signs, are located along the east side of CA State Route 99, approximately 1,000 feet north of the northbound exit at Cedar Ave/North Avenue and the other along the west side of CA State Route 41, approximately 5,000 feet north of the southbound exit at Friant Rd.

2. The design and construction of the Gateway Monument signs shall satisfy all the requirements of Caltrans and the City of Fresno.

3. The City of Fresno will partner with Leadership Fresno Class 30 to design construct, and maintain the Gateway monument signs.

\* \* \* \* \*

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

I, YVONNE SPENCE, 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 \_\_\_ day of \_\_\_\_\_, 2014.

AYES :  
NOES :  
ABSENT :  
ABSTAIN :

Mayor Approval: \_\_\_\_\_, 2014  
Mayor Approval/No Return: \_\_\_\_\_, 2014  
Mayor Veto: \_\_\_\_\_, 2014  
Council Override Vote: \_\_\_\_\_, 2014

YVONNE SPENCE, CMC  
City Clerk

BY: \_\_\_\_\_  
Deputy

APPROVED AS TO FORM  
CITY ATTORNEY'S OFFICE

BY:  1/28/14  
Brandon M. Collet Date  
Deputy City Attorney

BMC:pm [63836pm/reso] 01-27-14

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### SR - 99 Location

East Side of CA State Route 99, north of the northbound exit at North Ave/  
Cedar Avenue off-ramp

99 and North/Cedar Ave: 36.688939 N, -119.754166 W





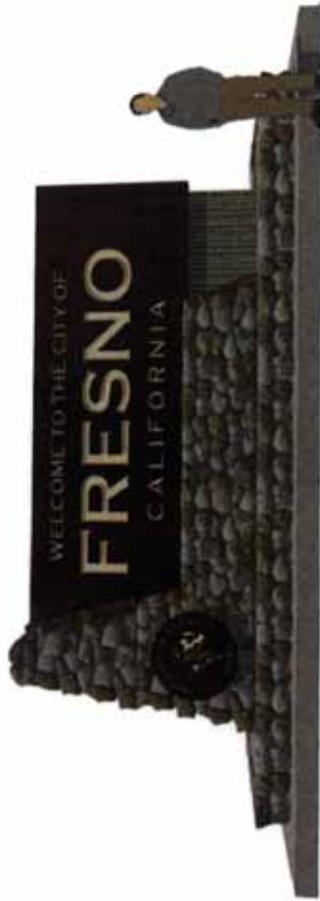
### SR - 41 Location

West side of CA State Route 41, north of the Audubon overpass, to the west of the north end of the apartment complex, with coverage from the guard rail.

41 next to guardrail: 36° 51' 41.85"N, -119° 47' 30.60"W



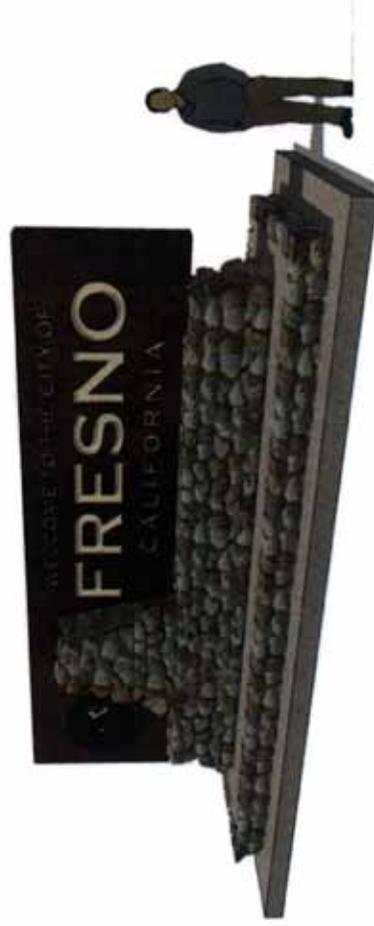
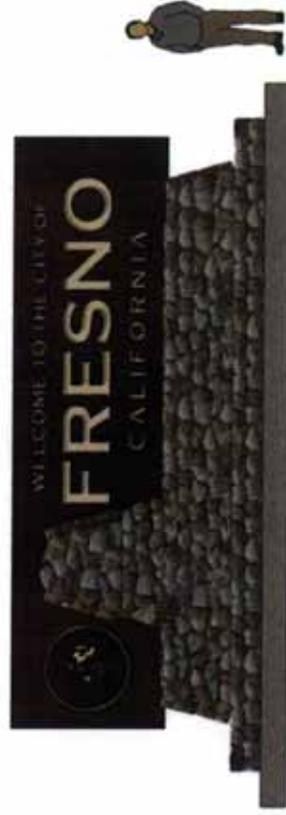
# YOSEMITE



# KINGS CANYON



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