TO: Mayor and City Council
FROM: Public Works Department
SUBJECT: RESOLUTION: APPROVE A RESOLUTION SUPPORTING THE GREAT VALLEY CENTER’S ROUTE 99 CORRIDOR IMPROVEMENT GUIDE

RECOMMENDATION

It is recommended a resolution be adopted supporting the Great Valley Center’s Route 99 Corridor Improvement Guide.

SUMMARY

The Great Valley Center convened the Highway 99 Task Force to forge a regional collaboration to improve the Highway 99 corridor. The Task Force developed the Route 99 Corridor Improvement Guide to provide practical guidance to communities along the corridor as they attempt to identify options for improvements to the Highway 99 corridor.

DISCUSSION

The Great Valley Center is a private, non-profit, and non-partisan organization founded in 1997 with the aim for making the Great Central Valley a better place to live. Beginning in late 2002 the Great Valley Center convened the Highway 99 Task Force to forge a regional collaboration to improve the Highway 99 corridor. The Highway 99 Task Force is a collaborative effort focused on the improvement of the Route 99 corridor from Kern to San Joaquin Counties and is comprised of business, community, and government leaders from jurisdictions throughout the San Joaquin Valley.

While Highway 99 has been the key economic and transportation corridor of the San Joaquin Valley, it also represents a common thread of history and culture to the people and communities of the region. However, in recent decades, it has gradually become more like the Valley’s “back alley” than its “main street.”

The Highway 99 Task Force is developing a cohesive approach to transform 280 miles of the Highway 99 corridor into the “Main Street of the San Joaquin Valley.” To this end the Task Force developed the Route 99 Corridor Improvement Guide to provide practical guidance to communities along the corridor as they attempt to identify options for improvements to the Highway 99 corridor. The intent of the Guide is not to prescribe a single course of action, but rather to offer alternatives, innovative strategies, and ongoing support to communities who voluntarily choose to join in the regional effort to improve the Route 99 corridor. The Guide is divided into five sections:

AGENDA ITEM 6.14
RESOLUTION: APPROVE A RESOLUTION SUPPORTING THE GREAT VALLEY CENTER'S ROUTE 99 CORRIDOR IMPROVEMENT GUIDE

- **Background and Purpose**—this section describes the background of the Highway 99 Task Force and the purpose of the Route 99 Corridor Improvement Guide.

- **Cleaning Up Our Corridor**—this section describes how communities can use proven strategies for cleaning up their segment of Route 99.

- **Introducing the Unique Communities Along Our Corridor**—this section describes how jurisdictions can create unique gateways and community identifiers while also incorporating a regional Route 99 theme.

- **Promoting Our Corridor**—this section describes how communities can use regional promotional materials and participate in regional promotional efforts to increase the numbers of visitors and economic impacts.

- **Transforming Our Corridor**—this section describes how jurisdictions can adopt new development standards to improve the overall image of the Route 99 corridor by addressing signage, cell towers, buildings, adjacent roadways, land use, and line of sight issues, and by working with CalTrans on highway improvements.

A copy of the Route 99 Corridor Improvement Guide is attached for your information.

Approval of the subject resolution will support the Great Valley Center's Route 99 Corridor Improvement Guide

**FINANCIAL SUMMARY**

No financial impact for the City in adopting this resolution of support.

**PREPARED BY:** Barry O'Regan

Respectfully submitted,

Barry O'Regan
DEPUTY PUBLIC WORKS DIRECTOR/ CITY ENGINEER

**APPROVED BY CITY MANAGER**
RESOLUTION NO. ____________

STOCKTON CITY COUNCIL

RESOLUTION IN SUPPORT OF THE GREAT VALLEY CENTER
ROUTE 99 IMPROVEMENT GUIDE

WHEREAS, the Great Valley Center is a regional nonprofit organization working to make California’s Central Valley a better place to live by supporting organizations and activities that promote the economic, social, and environmental well-being of the region; and

WHEREAS, the Highway 99 Task Force is an integral part of the Great Valley Center and, specifically, a collaborative effort composed of business, community, and government leaders from jurisdictions throughout the San Joaquin Valley, which is focused on the improvement of the Route 99 Corridor from Kern County through the San Joaquin Valley communities; and

WHEREAS, Scenic California is also an integral part of the Great Valley Center with the mission of promoting and carrying out programs that protect the natural beauty of the environment, landscapes and streetscapes, historical and cultural resources, and enhancement of scenic approaches and settings to cities, counties, and the towns; and

WHEREAS, Highway 99 is a key economic and transportation corridor of the of the San Joaquin Valley; and

WHEREAS, Highway 99 represents a common thread of history and culture to the people and communities from Kern County through the San Joaquin Valley; and

WHEREAS, the Highway 99 Task Force has composed a written “Route 99 Corridor Improvement Guide” which, among other things, identifies practical guidance to communities attempting to improve the Route 99 Corridor; now, therefore

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF STOCKTON, AS FOLLOWS:

1. The Stockton City Council appreciates the dedication and efforts of the individuals, companies, and other groups which comprise the Great Valley Center, the Highway 99 Task Force, and the Scenic California organization and their combined efforts to enhance Highway 99 and our community.

2. The Stockton City Council recognizes the significance of promoting and beautifying Highway 99.

City Atty
Review Date ____________

DEC 06 2004

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PASSED, APPROVED AND ADOPTED ____________________________.

GARY A. PODESTO  
Mayor of the City of Stockton

ATTEST:

KATHERINE GONG MEISSNER  
City Clerk of the City of Stockton

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