

GARDEN GROVE CITY COUNCIL

RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF GARDEN GROVE, CALIFORNIA, AUTHORIZING PARTICIPATION IN THE BEACH BOULEVARD (HIGHWAY 39) COALITION

WHEREAS, State Route 39 is a major gateway to Orange County and is known throughout the region as Beach Boulevard;

WHEREAS, Beach Boulevard stretches from the heights of La Habra to the ocean in Huntington Beach;

WHEREAS, like many highways in the United States, Beach Boulevard has a rich heritage, worthy of celebration and preservation;

WHEREAS, Beach Boulevard provides economic vitality to the cities within its path and is a critical component to the fiscal stability of the County;

WHEREAS, the cities within Orange County have a history of collaboration and partnership toward identity on Beach Boulevard;

WHEREAS, the City of Garden Grove is committed to creating and reinforcing a new sustainable brand identity on Beach Boulevard; and

WHEREAS, it is in the best interest of these cities to work together toward the common goal of the revitalization and renewal of Beach Boulevard.

NOW, THEREFORE, BE IT RESOLVED that the City of Garden Grove will engage with the residents and businesses to participate in this worthy endeavor.