

A “Fact Sheet” regarding the nomination of the Fulton Mall to the National Register of Historic Places was prepared by Karana Hattersley-Drayton, Historic Preservation Manager of the City of Fresno. Following is a revision prepared by the applicants of the Fulton Mall nomination in the interest of accuracy and objectivity. For example, we have replaced value-laden terms “benefits” and “constraints” with the neutral term “effects.” Also we have removed suggestions that private property may be adversely affected by the listing of the mall itself.

## **Information About:** **National Register Nomination for the Fulton Mall**

*Fresno’s Fulton Mall, a 6-block publicly owned urban park, paid for with federal urban renewal funds and held in trust by the City of Fresno for the over 250 million people of the United States of America, has been nominated by the Downtown Fresno Coalition to the National Register of Historic Places. The following attempts to answer questions posed by property owners and the public, regarding effects of listing.*

### **What is the National Register of Historic Places?**

- *The National Register of Historic Places was established by the United States Congress in 1966. It is considered an “authoritative guide” for the identification of the Nation’s cultural resources. There are 28 sites in Fresno on the National Register of Historic Places.  
(See attached list).*

### **What is the History of the Fulton Mall?**

- *The Fulton Mall is a pedestrian Mall and urban park in downtown Fresno and was developed in 1964. It is six blocks, one-half mile, in length, with three partial cross malls. The Mall was designed by Garrett Eckbo for Victor Gruen and Associates, as the intended centerpiece of the comprehensive federal urban renewal plan for the transformation of Fresno’s downtown area.*

### **Why Was It Nominated for Historic Status? What were the Criteria for the Nomination?**

- *The Fresno Fulton Mall was nominated by the applicant under Criterion C of the National Register as 1) the finest example of pedestrian mall design resulting from the federal government’s urban renewal programs of the post World-War Two era; 2) it has been acknowledged as a major achievement of Garrett Eckbo, one of the leading theoreticians and practitioners of 20th century landscape architecture; and 3) as an excellent example of the influence of Modernist (post-World War II) design ideas on landscape architecture.*
- *The Fulton Mall was also nominated under Criterion A for recreation and social history because of the important way it provides a venue for human interaction and social events in central Fresno.*
- *Because the Mall is less than 50 years of age it must also meet the threshold under Criterion G, as a property of “exceptional importance.” This includes a discussion of the property’s historic context, scholarly and comparative evaluation, and the rate of loss of comparable properties within the last 50 years.*

### **Who Prepared the National Register Nomination?**

- *The nomination of the Fulton Mall was prepared by the Downtown Fresno Coalition, an organization of concerned citizens.*

### **What are the Effects of Being Listed on the National Register?**

- *Historic designation allows use of the California Historical Building Code, which provides greater flexibility in meeting health and safety requirements.*
- *Property values may increase for historic properties.*
- *Historic sites are important in heritage and cultural tourism.*
- *National Register properties are eligible for special grants and funds.*
- *A designated historic property is protected under local, state and federal law.*
- *As a historical resource under CEQA (the California Environmental Quality Act), more thorough review would be required for proposed significant changes to the Mall.*
- *Generally, historic properties must use the Secretary of Interior's Standards. Normally one repairs or replaces in kind, but changes are also possible, as with the proposed "backpack" addition to the National Register Fresno Bee (Met) building.*

### **How Would National Register Designation for the Mall Affect the Buildings Along the Mall?**

- *Designation of the Mall would NOT extend to the buildings that line the Mall, only the urban park, its landscape features and infrastructure.*
- *Designation of the Mall would permit associated buildings to advertise or identify themselves in terms of their proximity to a nationally historic resource.*

### **What will be the Economic Impacts to Downtown Development?**

- *The question of economic impacts is complex and multifaceted: To answer this, one might consider these questions: How have pedestrian malls listed on the National Register fared throughout the United States and why? Are businesses along the Fulton Mall economically successful now? How do we define and who defines "success?"*
- *Are listing and economic interests mutually exclusive?*

### **What Happens Next?**

- *The City of Fresno and the Downtown Association are conducting numerous public workshops over the next several months. The Historic Preservation Commission will be asked to make a recommendation on the nomination at their October 13<sup>th</sup> special meeting.*
- *The nomination of the Fulton Mall to the National Register will then be reviewed at the November meeting of the State Historical Resources Commission.*

*For more information contact:*

*1,000 Friends of Fresno at [1000friends offresno.org/downtownfresnocoalition.html](http://1000friendsoffresno.org/downtownfresnocoalition.html); Cultural Landscape Foundation at [tclf.org](http://tclf.org).*

## **Fresno Properties on the National Register**

### **Historic Landmark:**

**Fresno Sanitary Landfill** (West and Jensen Avenues; 1937, Jean Vincenz)

### **Historic Places:**

**Fresno Brewing Company** (100 M Street; 1907; Eugene Mathewson)

**Holy Trinity Armenian Apostolic Church** (2226 Ventura; 1914; Lawrence K. Cone)

**The Warehouse Row Buildings** (725-764 P Street; 1903, 1909, 1910)

**The Fresno Republican Printery** (2130 Kern Street; 1919; Edward Glass and Charles Butner)

**The Bank of Italy Building** (1001 Fulton Mall; 1917; R.F. Felchlin Co. Charles Franklin, architect)

**Southern Pacific Railroad Depot** (1713 Tulare Street; 1889)

**Maubridge Apartment Building** (2344 Tulare; 1911; Benjamin G. McDougall)

**Santa Fe Railroad Depot** (2650 Tulare Street; 1899; W.B. Story, Builder)

**The Santa Fe Hotel**

**The Thomas R. Meux Home** (1007 R Street; 1889)

**The Rehorn Home** (1050 S Street; 1906; Alexander C. Swartz)

**The H.H. Brix Mansion** (2844 Fresno Street; 1911; Edward T. Foulkes)

**The Physician's Building** (2607 Fresno Street; 1926; Charles E. Butner)

**Twining Laboratories** (2527 Fresno Street; 1930; Charles E. Butner)

**Old Fresno Water Tower** (2444 Fresno Street; 1894; George Washington Maher)

**Fresno Memorial Auditorium** (2425 Fresno Street; 1936; Allied Architects of Fresno)

**The Fresno Bee Building** (1545 Van Ness Avenue; 1922; Leonard F. Starks)

**The Pantages (Warnor's) Theatre** (1400 Fulton Street; 1929; B. Marcus Priteca)

**The Einstein Home** (1600 M Street; 1912; Edward T. Foulkes)

**Y.W. C.A. Residence Hall** (1660 M Street; 1922; Julia Morgan)

**The Romain Home** (2055 San Joaquin Street; 1905; Eugene Mathewson)

**The Tower Theatre** (1201 N. Wishon; 1939; S. Charles Lee)

**Kindler Home** (1520 E. Olive Avenue; R.F. Felchlin)

**The Fresno City College Old Administration Building** (1101 E. University Avenue; 1916; George McDougall)

**Foretiere Underground Gardens** (5021 W. Shaw Avenue; 1906)

**The Hotel Californian** (851 Van Ness Avenue; 1923; R.F. Felchlin Co., Raymond Shaw, architect)

**San Joaquin Light and Power Company Building/PGE Building** (1401 Fulton Street; 1923; R.F. Felchlin Co.)

**Kearney Mansion (in County)**