

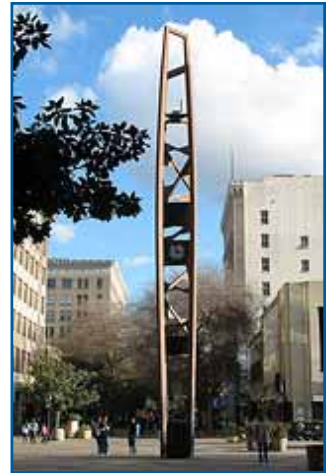
# DOWNTOWN Now

A publication of the Downtown Association of Fresno



## Fulton Mall

If you haven't taken a stroll down Fulton Mall lately, now is a great time. Browse shop windows to find something interesting to purchase, stop in for coffee or a meal, take a seat and people watch or focus on one of the beautiful sculptures. Enjoy the pleasures of a public space cooled by many trees where people are important. To get there, check our website <www.downtownfresno.org>, clicking "Downtown Parking" to find lots and garages, or hop the trolley or take the bus.



This is your newsletter. Suggestions of topics or issues that you would like to see are always welcome.

The Fulton Mall is a six block long pedestrian Mall in Downtown Fresno conceived as the centerpiece of an urban renewal plan by Victor Gruen Associates to transform Fresno's downtown area, enhance the Central Business District's (CBD) reputation as the retail center of a six county region, and halt a decline in downtown property values. The Mall's construction was funded in part by the federal government, the City of Fresno and downtown business interests. The pedestrian mall concept, as described by Gruen, was an effort to take back the public space from the automobile, and provide a more pleasant atmosphere for pedestrians.

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For the landscape design, Gruen turned to noted modernist landscape architect, Garrett Eckbo. The Mall's design includes over a dozen water features, hundreds of trees and shrubs, and a diverse collection of artwork from both local and international artists, ranging from contemporary abstract sculpture to an original bronze by Auguste Renoir. The art collection was funded with donations from the community, donations that totalled \$185,000. Today the collection is valued in the millions.

When it opened in September, 1964, the Fulton Mall was hailed as one of the nation's boldest and most innovative efforts at urban renewal and drew worldwide attention. It's initial success helped spur a new trend of pedestrian malls across the country throughout the later 1960s and 1970s.



### Fulton Mall Education Forums

Fulton Mall is being considered for designation on the National Register of Historic Places. What does that mean? Please join us in a series of interactive meetings. All meetings begin with networking and are expected to wrap up by 6:30 P.M.

**Wednesday September 3 HISTORY AND SENSE OF PLACE**  
Tour Fulton Mall with an expert guide, exploring the designs, sculptures and buildings. Join a discussion of the history and significance of the Mall, the Mall art and Garrett Eckbo.  
LOCATION: Fulton Mall Clock Tower, 5:00 P.M. for walk, followed by discussion.

**Monday September 22 WHAT DOES NATIONAL HISTORIC DESIGNATION MEAN?**  
What does it allow? What does it not allow? Prepared questions will be presented to a panel of experts in Historic Preservation and CEQA (California Environmental Quality Act) compliance. Public questions can be submitted at the forum.  
LOCATION: City of Fresno Council Chambers, 5:00 P.M., preceding the Historic Preservation Commission meeting.

**Wednesday October 1 SUSTAINABILITY: THE WAY FORWARD**  
Either with designation or without, what is the next step? Imagine a vibrant Fulton Mall district. What does that look like? Can we learn from pedestrian malls in other cities? How do we pay for different alternatives? How do we define success?  
LOCATION: Bankers Ballroom on Fulton Mall, 5:00 P.M.



## Director's Notes

As you all must know by now, parking rates are increasing in Downtown Fresno. We're hosting a Parking Forum on August 27 in the City Council Chambers. Detail at the right, or check our website.

Not enough of you are taking advantage of our two parking validation books for the price of one. For every book of 100 25¢ parking validation stickers you buy - you get another book free. Call the office for more information.

Speaking of our website, it's now current and looking better, but we're eagerly waiting for the wonderful new design that will debut by September.

Have you been out to lunch for a \$5 Fridays special? I sure hope at least one! But don't stop there! Which are your three favorites? Or your top five? Share all that with your friends and co-workers.

Our PBID group is aggressively seeking additional funding and strong property owner participation. If you own property in Downtown Fresno and aren't familiar with what's going on, please give me a call at 490.9966 or 497.9965.

Don't miss the Fulton Mall Education Forums that are featured in this newsletter. Very good information on a very important topic. We've collected the experts to education us.

Every heard of wayfinding? That's signage that directs people to where they want to go. We're actively pursuing several avenues to develop a wayfinding signage program for Downtown Fresno and fund the necessary signs. Again, give me a call if you're interested.

There's a lot going on in Downtown Fresno - a good time to get involved.



## Downtown Parking Forum

Wednesday, August 27

Fresno City Hall Council Chambers

2600 Fresno Street (P Street between Tulare and Fresno)

5:00 P.M.

Networking

5:30 P.M. - 7:00 P.M.

Presentation

Del Estabrooke, City of Fresno  
Parking Services Division Manager

Question and Answer Session

*If you have any questions or concerns about Downtown parking, this is the place to come for answers.*

DOWNTOWN ASSOCIATION OF FRESNO 2014 Tulare St #417 Fresno CA 93721  
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## The Renzi ladies are buzzing with the news

There's a new date for our

10<sup>th</sup> Annual

Downtown Art Gala

New Date

Friday evening, Oct 17, 2008

Fine dining on the beautiful Fulton Mall

Celebrate and Support

Sculptures on Fulton Mall

Sponsorships and Silent Auction opportunities still available  
Inquiries: 490.9966 or [artgala@downtownfresno.org](mailto:artgala@downtownfresno.org)



PHOTO: JOE MOORE

## Board Members

Elliott Balch

ASSEMBLY MEMBER JUAN ARAMBULA

Sandra Dee Chaney

BOYS AND GIRLS CLUBS

Morgan Doizaki

LEE PROPERTIES

Daniel J. Doyle

CENTRAL VALLEY COMMUNITY BANK

Chris Johnson

JOHNSON ARCHITECTURE

Kyle Kirkland

CLUB ONE CASINO

Jim Koch

INTERNAL REVENUE SERVICE

Joe Moore

KFSR 90.7

Elena Ochoa

R ELECTRONICS

Leo Rios

CAFÉ CORAZÓN

Kendall Simsarian

MILANO RESTAURANT

Miranda Stelfox

WELLS FARGO BANK

Delores Sulenta

LUFTENBURG'S BRIDAL

Linda Zachritz

ATTORNEY AT LAW

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## Just the facts . . .

Board of Directors..... Tue, Aug 26, 5:30 P.M.  
The Downtown Club

PARKING FORUM ... Wed, Aug 27, 5:00 P.M.  
City Council Chambers

Image & Comm..... Tue, Sep 2, 6:00 P.M.  
Cafe Corazon

FULTON MALL FORUM  
History..... Wed , Sep 3, 5:00 P.M.  
Fulton Mall Clock Tower

PBID Partnership ..... Thu, Sep 4, 7:30 A.M.  
One by One Leadership

Special Events ..... Thu, Sep 4, 12 NOON  
5th floor Conference Rm, Patterson Bldg

Urban Beautification... Wed, Sep 10, 1:00 P.M.  
Tommy's Hamburgers

PBID Partnership ..... Thu, Sep 11, 7:30 A.M.  
One by One Leadership

FIESTAS PATRIAS ..... Sep 12-14

EL GRITO DE DOLORES ..... Sep 15

Executive Committee ... Wed, Sep 17, 12:00 P.M.  
5th floor Conference Rm, Patterson Bldg

Business Growth ..... Thu, Sep 18, 1:00 P.M.  
Club One Conference Room

FULTON MALL FORUM  
History..... Wed , Sep 22, 5:00 P.M.  
City Council Chambers

## Sculpture Feature



DANCING WATERS

Created by Stan Bitters of Fresno, Dancing Waters is a showpiece on Fulton Mall that has spouted water pulsating as high as fourteen feet into the air. Bitters has

awards from Otis Art Institute, Chicago and commissions from Maui hotels.

# Quick Takes

## Out To Lunch \$5 Fridays

Save money on gas and lunch by taking advantage of \$5 Fridays specials.

### Participating Restaurants:

- Cafe Corazon 1145 Fulton Mall  
485-3494
- China Express 931 Fulton Mall  
268-4241
- Club One Restaurant 1033 Van Ness  
497-3000
- DiCicco's Italian 144 N Blackstone Ave  
237-7054
- Downtown Express 915 N Street  
233-8300
- Fulton Kebob 1230 Fulton Mall  
499-0919
- Joe's Steakhouse & Grill 831 Van Ness  
486-3536
- La Cocina de Mama 2015 Mariposa Mall  
442-4454
- Lety's Authentic Mexican 915 Van Ness  
456-8690
- Los Panchos 1000 Fulton Mall  
497-9999
- Mezcal Bar and Grill 1310 Van Ness  
264-6015
- Milano 1243 Fulton Mall  
497-5066
- Paraiso Cafe 909 Van Ness Ave  
266-3324
- Patterson Bldg Cafe 950 Fulton Mall  
579-1038
- Rose Cafe 1234 Fulton Mall  
495-0910
- Savannah's Brazilian Soul 901 L Street  
266-7685
- Smokehouse Rest & Bar 1231 Van Ness  
237-1188
- Tommy's Hamburgers 944 Fulton Mall  
237-6676
- Yogurt Barn 2019 Mariposa Mall  
268-1672
- Wimpy's 1115 Fulton Mall  
268-8614

## Parking Validation 2 for 1

Through a program with the City of Fresno, we are able to offer parking validation stickers for sale at cost. For a limited time, you can purchase 2 books of 100 for \$25.

The package comes with an approved window sign and a counter sign to advertise the parking stickers. Call our office at 490-9966 for more information.

## The Vibe on Kern Street

One last time this summer, come on out to Kern Street for a Downtown street party.

That's Friday, August 22, starting at 5:00 p.m. If you have brochures or coupons or menus you would like us to distribute at the Downtown Fresno booth, please call the office at 490.9966.

## Brochure display

Club One, which is open 24 hours every day, is offering display space for Downtown businesses. Contact MeeMee Khamvilaythong at 559.4973007.



## Fiestas Patrias

Fri-Sun, Sept 12-14  
11:00 A.M. - 7:00 P.M.

Food  
Drink  
Music  
Dancers  
Booths

TWO STAGES  
The Clock Tower  
and Kern Street



## El Grito

Mon, Sept 15  
11:00 A.M. - 10:00 P.M.

La Plaza  
del los  
Niños  
North of Fresno  
Street

El Grito  
about 9:00 P.M.  
Live feed from  
Mexico

## FULTON MALL TIMELINE

- 1954 - Victor Gruen's Northland Center in Detroit, the nation's first regional suburban shopping center opens.
- 1955 - Construction begins on Manchester Center at Shields and Blackstone, Fresno's first major suburban shopping center, anchored by a Sears and Roebuck department store.
- 1955 - Victor Gruen unveils a "superblock" plan of pedestrian malls for downtown Fort Worth.
- 1956 - Fresno business leaders discuss the possibility of creating a pedestrian mall on Mariposa Street from the courthouse park, west to the Southern Pacific railroad tracks.
- 1957 - Downtown Association of Fresno pushes for expansion of the Mariposa Street concept to Fulton Street, stretching six to eight blocks.
- 1958 - Victor Gruen & Associates submit a formal proposal to work on a plan for the Central Business District of Fresno, hired by city.
- 1958 - Fresno State begins to relocate from University Avenue near the Tower District, to a site at Cedar and Shaw in northeast Fresno.



- 1959 - Kalamazoo Mall, a Victor Gruen project, opens on Burdick Street in Downtown Kalamazoo Michigan, the nation's first downtown pedestrian mall.
- 1960 - The City of Fresno adopts in principle Victor Gruen's plan for the Central Business District, including a downtown pedestrian mall, the Central Area Plan.
- 1964 - Construction begins on Fresno's Fulton Mall, March 30, 1964.
- 1964 - Fresno's Fulton Mall opens to the public on September 1, 1964.
- 1964 - Fresno Clovis Metropolitan Area General Plan incorporates retail emphasis of Downtown Fresno Central Business District.
- 1966 - The Fresno Convention Center opens.
- 1970 - Montgomery Ward's closes their Fulton Mall location, plans to move to north Fresno.
- 1973 - The city council votes 7-0 to amend the Central Area Plan to permit Fresno and Tulare Streets to remain open through the downtown "superblock" - a major deviation from the original plans of Victor Gruen.
- 1973 - The hi-rise Del Webb Townhouse Hotel closes, later converted to county government offices.
- 1974 - Fresno General Plan calls for "multiple centers" - leading to the decentralization of retail services throughout the community.
- 1986 - J.C. Penney's closes its downtown location.
- 1988 - Local department store retailer Gottschalks closes their flagship downtown store, and two years later moves their corporate offices to north Fresno.
- 1989 - Central Area Community Plan is adopted as the official planning document for Downtown.
- 1992 - The Ratkovich "Plan" calls for a "think smaller" approach,

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vehicular traffic on the mall, and a downtown stadium, council unanimously endorses it, but is not officially "adopted".

- 1999 - The Urban Land Institute releases a report on strategies for revitalization of the Fulton Mall, recommendations include "redesign the Fulton Mall by restoring part of the street grid."
- 1999 - Kalamazoo reopens two blocks of its downtown pedestrian mall to vehicle traffic, two blocks remain "pedestrian only."
- 2002 - The Redevelopment Agency of Fresno's "Vision 2010 - Destination Downtown" document calls for revitalization of the Fulton Mall "with possible limited traffic and refurbished pedestrian and landscaped areas."
- 2002 - Report by ELS Architecture and Urban design recommends returning limited car traffic to the Fulton Mall, no action is taken.
- 2006 - City of Fresno holds a series of public meetings about the Fulton Mall, the public supports keeping the mall as a pedestrian space.
- 2007 - Downtown Transportation Infrastructure Study (Wilbur Smith and Associates) examines three scenarios, pedestrian only, partially opened, and completely opened, but does not recommend any one course of action at this time, but suggests that city make immediate upgrades to mall lighting, streetscape, etc, and entertain options in the future to make "changes to the use and configuration of the Mall."
- 2008 - City of Fresno announces conceptual plans from Calthrope Associates for a "linear water feature" on the Fulton Mall and other areas downtown.
- 2008 - The Downtown Coalition nominates the Fulton Mall to the National Register of Historic Places.