



REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

December 2011 (Revised April 2014)

HISTORIC RESOURCES GROUP

REPORT

**Downtown Fresno (Fulton Corridor)
Historic Resources Survey**

December 2011 (Revised April 2014)

HISTORIC RESOURCES GROUP

PREPARED FOR

Moule & Polyzoides
Architects and Urbanists
180 E. California Boulevard
Pasadena, California

REPORT

Downtown Fresno (Fulton Corridor)
Historic Resources Survey

HISTORIC RESOURCES GROUP

TABLE OF CONTENTS

3 Overview

5 Federal and State Regulatory Framework

10 City of Fresno Regulatory Framework

16 Downtown Fresno Historic Context

67 Themes and Associated Property Types

84 Architectural Character

93 Survey Methodology

100 Survey Results

111 Glossary of Terms

114 Bibliography

Appendices

Appendix A: Properties that Appear Eligible for Individual Historic Landmark Designation

Appendix B: Contributors to the Civic Center Historic District

Appendix C: Fulton Mall Potential Historic District Evaluations

Appendix D: California Office of Historic Preservation Historical Resource Status Codes

List of Figures

Figure 1: Intensive Survey Area

Figure 2: Properties Eligible for Individual Designation

Figure 3: Potential Civic Center Historic District

Figure 4: Potential Fulton Street-Fulton Mall Historic District

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

OVERVIEW

Downtown Fresno and its immediately surrounding neighborhoods contain some of the City's oldest and most historically significant areas, and has been the subject of numerous previous surveys and studies. These earlier efforts have identified both individual historic resources and several historic districts, and include resources found eligible for the National Register of Historic Places and the California Register of Historical Resources. Many resources have also been designated as local historic resources by the City of Fresno.

The 2011 survey was designed to accomplish three key objectives regarding historic resources within the Downtown Fresno (Fulton Corridor):

1. Identification of individual properties significant to the history of the City of Fresno, California, and the nation that had not been previously identified through survey.
2. Identification of any geographic or thematic groupings of properties that would comprise a potential historic district.
3. Evaluation and documentation for up to 300 properties located within the Fulton Corridor that had not been previously evaluated and documented.

With these objectives in mind, the scope of the survey was defined in

consultation with City staff to comprise five main components:

1. A reconnaissance-level survey of properties within the central portions of the City as well as selected outlying areas.
2. Intensive survey of the all properties located on the Fulton Mall.
3. Intensive survey of up to 300 properties located within the Fulton Corridor that had not been previously surveyed or otherwise evaluated as a historic resource.
4. An historic context statement for Downtown Fresno.
5. Documentation of all surveyed properties on DPR Forms 523A and 523B.

The survey was conducted between April 2010 and March 2011. Participants included Christy McAvoy, Managing Principal; Paul Travis, Senior Preservation Planner; and Christine Lazzaretto, Senior Architectural Historian; all of whom meet the Secretary of the Interior's qualifications for professionals in historic

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

preservation.¹ Additional assistance was provided by Robbie Arangun, assistant researcher.

Project coordination on behalf of the City of Fresno was managed by Karana Hattersley-Drayton, Historic Preservation Project Manager.

As this survey report indicates, Downtown Fresno boasts a substantial number of historically significant properties. With the information compiled in this report and associated appendices, the City is prepared to pursue its ongoing efforts to protect and preserve its vibrant past.

Purpose

The purpose of this historic property survey report is to inform the City of Fresno Development and Resource Management Department, as well as other municipal agencies and community organizations associated with the preparation of the Fulton Corridor Specific Plan and the Downtown Neighborhoods Community Plan, of the history of the area, and to identify those properties

¹ Federal Register, Vol. 48, No. 190, pp. 44738-44739, September 29, 1983.

within the survey boundaries that are considered potentially historically/architecturally significant and potentially eligible for inclusion on the City of Fresno Historical Resources Register, the California Register of Historical Resources, or the National Register of Historic Places.

This survey is intended to help create an inventory of potential historic resources in the survey area. This survey is not intended to constitute a final determination as to the actual historic or cultural value of the properties listed herein. Consistent with the holding in *Citizens for Responsible Development in West Hollywood v. City of West Hollywood* (1995) 39 Cal. App. 4th 490, 504, this survey, in and of itself, is not intended to be used to identify “historical resources” for purposes of CEQA without further action by the City’s Historic Preservation Commission and the Council of the City of Fresno. Only the Fresno City Council has authority under the City of Fresno Historic Preservation Ordinance (Fresno Municipal Code Chapter 12, Article 16), pursuant to procedures found therein, to declare historic contributors to a Local Historic District, to designate historic resources to the Local Register of Historic Resources, or to officially adopt historical resource surveys, a prerequisite for their submittal to the State Office of Historic Preservation for

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

integration into the Historic Property
Data File for Fresno County.

Acknowledgements

City of Fresno

- Elliott Balch
Downtown Revitalization Manager
- Craig Scharton
*Director, Downtown and
Community Revitalization
Department*
- Wilma Quan
*Project Director and Urban Planning
Specialist*

Fresno Historic Preservation Commission

Molly LM Smith (Chair)
Don Simmons, Ph.D. (Vice Chair)
Joe Moore
Patrick Boyd
Sally Caglia
Teresa España
Christopher Johnson AIA

Community Members

Eldon Daetweiler
Lauren MacDonald
Bruce A. Owdom
Miguel Santos

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

FEDERAL AND STATE REGULATORY FRAMEWORK

The identification and protection of historic resources is supported by Federal and state regulations. The following discussion provides an overview.

National Historic Preservation Act

The National Historic Preservation Act (NHPA), which was most recently amended in 1992, created the framework for preservation activity in the United States. The NHPA redefined and expanded the National Register of Historic Places which had been established by the Historic Sites Act of 1935; created the position of State Historic Preservation Officer (SHPO) to administer state preservation programs; established the Certified Local Government Program; and set up the Historic Preservation Fund to fund the provisions of the Act.

Section 106 of the National Historic Preservation Act, through a consultation process with the Advisory Council on Historic Preservation, mandates that the effects of all federal undertakings on properties listed in or eligible for listing in the National Register be taken into account.

National Environmental Policy Act

The intent of the National Environmental Policy Act is to protect the natural and built environment, including historic properties, from

adverse effects resulting from federal actions. Before a federal agency may proceed with a proposed action, it must first perform an environmental assessment to determine whether the action could have any significant effect on the environment. If it is determined that the action may have an effect on the environment, the agency must then prepare an Environmental Impact Statement (EIS) which identifies all environmental impacts resulting from the action and lists mitigation measures and project alternatives which avoid or minimize adverse impacts.

Impacts involving historic properties are usually assessed in coordination with the process established under the National Historic Preservation Act of 1966. Normally, the Section 106 process must be completed before the Environmental Assessment or EIS can be finalized.

California Environmental Quality Act

The California Environmental Quality Act (CEQA) was enacted in 1970 and most recently modified in 1998. The basic purpose of CEQA is to inform governmental decision makers and the public about the potential significant adverse effects, if any, of proposed activities and projects.

It also provides opportunities for the public and for other agencies to review and comment on draft environmental documents. As environmental policy,

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

CEQA requires that environmental protection be given significant consideration in the decision making process. Historic resources are included under environmental protection. Thus, any project or action which constitutes a substantial adverse change on a historic resource also has a significant effect on the environment and shall comply with the State CEQA Guidelines.

When the California Register of Historical Resources was established in 1992, the Legislature amended CEQA to clarify which cultural resources are significant, as well as which project impacts are considered to be significantly adverse. A “substantial adverse change” means “demolition, destruction, relocation, or alteration such that the significance of a historical resource would be impaired.”

CEQA defines a historical resource as a resource listed in, or determined eligible for listing, in the California Register of Historical Resources. All properties on the California Register are to be considered under CEQA. However, because a property does not appear on the California Register does not mean it is not significant and therefore exempt from CEQA consideration. Similar to Section 106 and the National Register, all resources determined eligible for the California Register are also to be considered under CEQA.

Public agencies must treat some resources as significant under CEQA unless the “preponderance of evidence demonstrates” that the resource is not historically or culturally significant. These resources include locally designated properties and properties evaluated as significant in cultural resources surveys which meet California Register of Historical Resources criteria and California Office of Historic Preservation Survey Methodology.

Substantial adverse change in the significance of a historical resource is viewed as a significant effect on the environment. CEQA prohibits the use of a categorical exemption for projects which may cause a substantial adverse change.

Historic Designations

A property may be designated as historic by National, State, and local authorities. In order for a building to qualify for listing in the National Register or the California Register, it must meet one or more identified criteria of significance. The property must also retain sufficient architectural integrity to continue to evoke the sense of place and time with which it is historically associated.

National Register of Historic Places

The National Register of Historic Places is an authoritative guide to be used by Federal, State, and local governments, private groups and citizens to identify

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

the Nation's cultural resources and to indicate what properties should be considered for protection from destruction or impairment.² The National Park Service administers the National Register program. Listing in the National Register assists in preservation of historic properties in several ways including: recognition that a property is of significance to the nation, the state, or the community; consideration in the planning for federal or federally assisted projects; eligibility for federal tax benefits; and qualification for Federal assistance for historic preservation, when funds are available.

To be eligible for listing and/or listed in the National Register, a resource must possess significance in American history and culture, architecture, or archaeology. Listing in the National Register is primarily honorary and does not in and of itself provide protection of an historic resource. The primary effect of listing in the National Register on private owners of historic buildings is the availability of financial and tax incentives. In addition, for projects that receive Federal funding, a clearance

process must be completed in accordance with Section 106 of the National Historic Preservation Act. Furthermore, state and local regulations may apply to properties listed in the National Register.

The criteria for listing in the National Register follow established guidelines for determining the significance of properties. The quality of significance in American history, architecture, archeology, engineering, and culture is present in districts, sites, buildings, structures, and objects:

- A. That are associated with events that have made a significant contribution to the broad patterns of our history; or
- B. That are associated with the lives of persons significant in our past; or
- C. That embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose

² 36CFR60, Section 60.2.

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

components may lack individual distinction; or

- D. That have yielded, or may be likely to yield, information important in prehistory or history.³

In addition to meeting any or all of the criteria listed above, properties nominated must also possess integrity of *location, design, setting, materials, workmanship, feeling, and association.*

California Register of Historical Resources

The California Register is an authoritative guide in California used by State and local agencies, private groups, and citizens to identify the State's historical resources and to indicate what properties are to be protected, to the extent prudent and feasible, from substantial adverse change.⁴

The criteria for eligibility for listing in the California Register are based upon National Register criteria. These criteria are:

1. Associated with events that have made a significant contribution to

the broad patterns of local or regional history or the cultural heritage of California or the United States.

2. Associated with the lives of persons important to local, California or national history.
3. Embodies the distinctive characteristics of a type, period, region or method of construction or represents the work of a master or possesses high artistic values.
4. Has yielded, or has the potential to yield, information important to the prehistory or history of the local area, California or the nation.

The California Register consists of resources that are listed automatically and those that must be nominated through an application and public hearing process. The California Register includes the following:

- California properties formally determined eligible for (Category 2 in the State Inventory of Historical Resources), or listed in (Category 1 in the State Inventory), the National Register of Historic Places.
- State Historical Landmarks No. 770 and all consecutively numbered state historical landmarks following No. 770.

³ 36CFR60, Section 60.3.

⁴ California PRC, Section 5023.1(a).

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

For state historical landmarks preceding No. 770, the Office of Historic Preservation (OHP) shall review their eligibility for the California Register in accordance with procedures to be adopted by the State Historical Resources Commission (commission).

- Points of historical interest which have been reviewed by the OHP and recommended for listing by the commission for inclusion in the California Register in accordance with criteria adopted by the commission.⁵

Other resources which may be nominated for listing in the California Register include:

- Individual historical resources.
- Historical resources contributing to the significance of an historic district.
- Historical resources identified as significant in historical resources surveys, if the survey meets the criteria listed in subdivision (g) of Section 5023.1" of the Public Resources Code.

- Historical resources and historic districts designated or listed as city or county landmarks or historic properties or districts pursuant to any city or county ordinance, if the criteria for designation or listing under the ordinance have been determined by the office to be consistent with California Register criteria.
- Local landmarks or historic properties designated under any municipal or county ordinance.⁶

⁵ California PRC, Section 5023.1(d).

⁶ California PRC, Section 5023.1(e).

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

CITY OF FRESNO REGULATORY FRAMEWORK

2025 General Plan

Fresno’s responsibilities regarding Historic Preservation are addressed in Section G of the Resource Conservation Element (Chapter 4) of the City of Fresno’s 2025 General Plan. The objectives and policy provided in Section G reiterate the City of Fresno’s commitment to historic preservation, advocating for the “identification, appropriate recognition, and promotion of historic and cultural resources.”⁷ Fresno’s heritage will be safeguarded “by preserving resources which reflect important cultural, social, economic, and architectural features so that community residents will have a foundation upon which to measure and direct physical change.”⁸

Some key policy directives include:

- Continued historic surveys throughout the City;
- Maintaining a computerized database of information;
- Developing resources to assist and encourage citizen participation in

implementing preservation policy and programs;

- Enlarge the role of the Historic Preservation Commission in advising the City Council, other legislative bodies, and the general public on preservation issues;
- Liberal interpretation and possible amendment of existing codes to be more supportive of historic preservation objectives;
- Encouraging adaptive re-use of historic resources and the use of the State Historic Building Code.
- Required review of potential for local listing by historic preservation staff and, if necessary, the Historic Preservation Commission, of any building over fifty years old prior to a formal demolition order by the City.⁹

Historic Preservation Ordinance

The City of Fresno Historic Preservation Ordinance was adopted in 1979 and amended in 1999. It provides for the designation, preservation, promotion,

⁷ 2025 Fresno General Plan Chapter 4, G-10

⁸ 2025 Fresno General Plan Chapter 4, G-11

⁹ The General Plan language qualifies that review is subject to staffing levels and amendment of the Historic Preservation Ordinance.

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

and improvement of historic resources and districts for the educational, cultural, economic, and general welfare of the public and the City of Fresno.¹⁰

The Historic Preservation Ordinance establishes a Historic Preservation Commission to oversee the City's historic preservation program, assigns city staff to assist the Commission including a historic preservation specialist, establishes a local register of historic resources, and criteria for historic designation and the listing of properties on a Local Register of Historic Resources. Designated properties are subject to a permit review process that includes review by the Historic Preservation Commission.

Historic Resource Designation

The Historic Preservation Ordinance defines three categories of designation for properties in Fresno: *Historic Resource*, *Heritage Property*, and *Local Historic District*.

The City of Fresno Historic Preservation Commission and City Council may designate any building, structure, object, or site as a Historic Resource if it is found to meet the following criteria:

It has been in existence for more than fifty years and possesses integrity of location, design, setting, materials, workmanship, feeling, and association, and:

- i. It is associated with events that have made a significant contribution to the broad patterns of our history; or
- ii. It is associated with the lives of persons significant in our past; or
- iii. It embodies the distinctive characteristics of a type, period, or method of construction, or represents the work of a master, or possesses high artistic values; or
- iv. It has yielded or may be likely to yield, information important in prehistory or history.¹¹

Additionally, a property may be eligible for designation as a Historic Resource if it is less than fifty years old and meets the above-listed criteria, and is found to have exceptional importance within the

¹⁰ Fresno Municipal Code 12-16.

¹¹ Fresno Municipal Code 12-1607(a)(1)

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

appropriate historical context at the local, state, or national level.¹²

Designation of a Historic Resource may be initiated by the City Council, the Historic Resources Commission, the Secretary, the property owner, or an authorized representative of the owner.¹³

Heritage Property Designation

The Historic Preservation Ordinance defines a Heritage Property as “ a resource which is worthy of preservation because of its historical, architectural or aesthetic merit but which is not proposed for and is not designated as an Historic Resource...”

Any building, structure, object, or site may be eligible for designation as a Heritage Property by the City of Fresno Historic Preservation Commission if it is found by the Commission to be worthy of preservation because of its historical, architectural, or aesthetic merit.¹⁴ There is no specific age requirement for Heritage Property designation, and no criteria for significance and integrity has been established.

Heritage Property designation “may only be initiated by the property owner or an authorized representative of the owner”¹⁵ and consideration of the property by the Historic Preservation Commission does not require advance public notice. In addition, Heritage Property designation is not reviewed by the City Council.

Local Historic District

A Local Historic District is defined as “any finite group of resources related to one another in a clearly distinguishable way or any geographically definable area which possesses a significant concentration, linkage or continuity of sites, buildings, structures or objects united historically or aesthetically by plan or physical development.”¹⁶ In addition, a proposed Local Historic District must meet one or more of the following criteria:

- 1) It exemplifies or reflects special elements of the city’s cultural, social, economic, political, aesthetic, engineering, or architectural heritage; or

¹² Fresno Municipal Code 12-1607(a)(2)

¹³ Fresno Municipal Code 12-1609(a)

¹⁴ Fresno Municipal Code 12-1607(d)

¹⁵ City of Fresno Municipal Code Section 12-1612(a)

¹⁶ City of Fresno Municipal Code Section 12-1603(s)

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

- 2) It is identified with a person or group that contributed significantly to the culture or development of the city; or
- 3) It embodies the distinctive characteristics of a style, type, period, or method of construction, or is a valuable example of the use of indigenous materials or craftsmanship; or
- 4) Structures within the area exemplify a particular architectural style or way of life to the city; or
- 5) The area is related to a designated historic resource or district in such a way that its preservation is essential to the integrity of the designated resource or LHD; or
- 6) The area has the potential for yielding information of archaeological interest.¹⁷

Fresno Heritage Sign Permit Program

The City of Fresno has established a heritage sign permit program that provides code compliance relief for property owners of historic-era signs if the signs are designated as historic

objects under the City of Fresno municipal code. In order to qualify for heritage sign status and receive relief from compliance to existing building codes, the historic sign must meet the following criteria:

- Be at least 45 years old at the time of application
 - Maintain appearance and materials as originally designed
 - Meet (or will meet) all safety and health codes,
- And
- Contribute to the history and social history of the City, or
 - Contribute to a “sense of place” of a City neighborhood, or
 - Maintain an association with a person important in local history, or
 - Exemplify a style, design, or type of sign.

Certified Local Government Status

Fresno is a Certified Local Government (CLG) through an agreement with the State Office of Historic Preservation. This agreement allows the City to

¹⁷ *City of Fresno Municipal Code* Section 12-1607(b)

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

review and approve projects funded by the Department of Housing and Urban Development (HUD) which may impact Fresno's historic resources.¹⁸

The 1980 amendments to the National Historic Preservation Act of 1966 provided for the establishment of a Certified Local Government program (CLG). The CLG program is a national program designed to promote the direct participation of a local government in the preservation of historic properties located within its jurisdiction. The CLG program further encourages the preservation of cultural resources by establishing a relationship between the local government, the State of California, and the National Park Service. In order to be a CLG, cities must comply with the following five criteria:

- Adopt an historic preservation ordinance.
- Establish a qualified preservation commission.

¹⁸ City of Fresno Planning Department, Historic Preservation web page. Accessed October 2010.

<http://www.fresno.gov/Government/DepartmentDirectory/PlanningandDevelopment/Planning/HistoricPreservation/default.htm>

- Provide for adequate public participation in the local historic preservation program.
- Conduct and maintain a comprehensive historic and architectural survey.
- Complete other responsibilities assigned by the state.

Certified Local Governments directly participate in the nomination of historic properties to the National Register of Historic Places and perform other preservation functions delegated by the SHPO under the National Historic Preservation Act. These may include the responsibility to review and comment on development projects for compliance with federal and state environmental regulations, including such activities as Section 106 reviews, review of National Register nominations, and review of rehabilitation plans for projects seeking the Federal Rehabilitation Tax Credit.

Local governments that participate in the CLG program are also eligible to apply to the SHPO for funding. Each state is required to allocate ten percent of their annual Federal appropriation to CLG activities. Types of activities that can be funded through a CLG grant include: architectural, historical, archeological surveys; nominations to the National Register of Historic Places; staff work for historic preservation commissions; design guidelines and

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

preservation plans; public outreach materials such as publications, videos, exhibits, and brochures; training for commission members and staff; and rehabilitation or restoration of National Register listed properties.

Fulton/Lowell Specific Plan (1996)

The Fulton/Lowell Specific Plan (adopted in 1996 and amended in 2002) guides development in an area that includes the Lowell plan area, much of the Cultural Arts District and portions of the Central Business District within the Fulton Corridor plan area.

The Fulton/Lowell Specific Plan “supports and recommends an increased emphasis on historic preservation” stating that “high priority should be given to the rehabilitation and restoration of historic structures, neighborhoods, and districts...” Fifty-seven (57) designated historic structures within the neighborhood (in 1996) are acknowledged and preservation is a stated goal supported by policy and implementation actions.¹⁹

The development of the Fulton/Lowell plan included the formation of the Fulton-Lowell Plan Advisory

Committee to monitor and oversee the implementation of the Specific Plan. Key among the Committee’s responsibilities is to “review and make recommendations on plan amendments, development entitlements (including building, demolition, and sign permits), and site plan review applications in the Fulton/Lowell Specific Plan Area.”²⁰

¹⁹ *Fulton-Lowell Specific Plan* (45.-46)

²⁰ *Ibid.* (61)

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

DOWNTOWN FRESNO HISTORIC CONTEXT

Overview

A historic context statement for Downtown Fresno is contained in the following pages. This historic context statement is a critical component of the 2011 survey.

In order to understand the significance of the historic and architectural resources in Downtown Fresno, it is necessary to examine those resources within a series of contexts. By placing built resources in the appropriate historic, social, and architectural context, the relationship between an area's physical environment and its broader history can be established. For this reason, historic properties must be considered in relation to important historic events and periods of development in the City of Fresno as a whole.

A historic context statement analyzes the historical development of a community according to guidelines written by the National Park Service and specified in National Register Bulletin 16A. The Bulletin describes an historic context as follows:

Historic context is information about historic trends and properties grouped by an important theme in pre-history or history of a community, state, or the nation during a particular period of time. Because historic contexts are organized by theme, place, and time,

they link historic properties to important historic trends. In this way, they provide a framework for determining the significance of a property.

An historic context statement is linked with tangible built resources through the concept of "property type," a grouping of individual properties based on shared physical or associative characteristics. It should identify the various historical factors that shaped the development of the area. It may include, but need not be limited to:

- Historical activities or events
- Historic personages
- Building types, architectural styles, and materials
- Patterns of physical development

An historic context statement is not a comprehensive history of an area. Rather, it is intended to highlight trends and patterns critical to the understanding of the built environment. It provides a framework for the continuing process of identifying historic, architectural, and cultural resources. It may also serve as a guide to enable citizens, planners, and decision-makers to evaluate the relative significance and integrity of individual properties. Specific examples referred to in this context statement are included solely to illustrate physical and

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

associative characteristics of each resource type. Exclusion from this context statement does not diminish the significance of any individual resource.

Numerous sources were used to compile the historic context statement for Fresno's Downtown. These include local newspapers; historic photographs; Sanborn fire insurance maps; and published histories.

In addition, material included here has been developed in part by previous survey efforts. These surveys are reviewed in the Regulatory Framework section of the Downtown (Fulton Corridor) Survey Report. Elements of these documents and other studies have been incorporated here to provide continuity of scholarship and approach.

Objectives

Specific objectives of this historic context report include:

- Establishment of significant themes and events in the development of Downtown Fresno;
- Identification of property types associated with this development;
- Description of architectural styles found in Downtown Fresno;
- Identification of significant people who were influential in the development of Downtown Fresno;
- Identification of architects, builders, developers and landscape architects known to have influenced the physical character of Downtown Fresno.

Important Themes

The historic context provides a general history of the built environment of Downtown Fresno, its associated themes and property types. It addresses the broad historical themes that contributed to the development of Fresno, outlines the chronological development of the built environment, and identifies key historic resources from each period. Themes that have had the most significant impact on the extant built environment of Downtown Fresno include:

- The Railroad and Town Establishment
- Early 20th Century Commercial Development
- Early 20th Century Residential Development
- Immigration and Fresno's Ethnic Communities
- Industrial Development
- New Deal Civic Development
- Mid-Century Downtown Commercial Revitalization
- Mid-Century Downtown Civic Revitalization

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

Pre-European History

Humans have lived in the dry, arid regions of central California for thousands of years. The area's earliest known human inhabitants are generally referred to as the "Yokuts" a native term meaning "people" that refers to over sixty tribes linked through language, culture, and kinship. These tribes populated a large swath of central California, ranging from the Sacramento River Delta in the north to present-day Bakersfield to the south as well as the Sierra Nevada foothills to the east. Evidence suggests the Yokut tribes developed a robust trading culture with other native California peoples including California coastal tribes.²¹

European Exploration and Settlement 1805-1848

Europeans did not arrive in central California until the 19th Century. Spanish missionaries first explored the region in 1805 and 1806, followed by the Ashley Expedition which arrived from St. Louis in 1823 to hunt and trap along the Merced, Stanislaus, and

Tuolumne rivers.²² While the Spanish expeditions would name the valley "San Joaquin", the dry, desert-like region was not considered suitable for permanent settlement. Scattered settlements were eventually established after Mexican Independence in 1834. It was during the Spanish and Mexican eras that the name "Fresno," (a Spanish word meaning "ash tree") was first applied in the region to identify the Fresno River, a tributary of the larger San Joaquin River.²³

In 1848, Mexico's northern territories, including California, were ceded to the United States following the Mexican-American War. The discovery of gold at Sutter's Mill north of Sacramento that same year attracted thousands of people to California in the Gold Rush. Miners were drawn to the southern Sierra Nevada in search of riches, and soon cattle ranchers occupied the San Joaquin's arid lands. The new arrivals quickly organized their own settlements, including the mining town of Rootville

²¹ Picayune Rancheria of the Chukchansi Indians website. accessed March 26, 2011. <http://www.chukchansi.net/history.html>

²² Page & Turnbull, Inc. *Historic Properties Survey Report South Stadium Project Area*, August 2008.

²³ Hattersley-Drayton, Karana. *Historic Architecture Survey Report for Renaissance at Santa Clara Residential Development Project*, City of Fresno, February 2011. (16)

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

in 1851. Located on the San Joaquin River, Rootville was renamed Millerton in 1854 and in 1856 became the county seat of the newly created Fresno County, a new county carved out from portions of existing Mariposa, Merced, and Tulare counties. Millerton remained the county seat until 1874, when the recently established town of Fresno, located fifteen miles to the south, assumed the title. By that time, the majority of Millerton's population had largely decamped to Fresno as well.²⁴

Town Establishment 1872-1900

The town of Fresno's establishment and its subsequent growth into the San Joaquin Valley's most important urban center was made possible by three roughly concurrent developments: (1) the development of regional irrigation systems that unleashed the valley's fertile soils and abundant sunshine for agricultural use; (2) the construction of the Central Pacific Railroad through central California which provided a vital connection to the country's urban

centers to the east; and (3) the formation of agricultural colonies which brought thousands of farmer-settlers to the region and maximized the valley's agricultural potential. These three factors would place Fresno at the center of what would become the most productive agricultural regions in the United States.²⁵

Water, Agriculture and the Railroad

Irrigation of farmland in Fresno County begins with the storied partnership of ranch owners Anthony Y. Easterby and Moses J. Church. Believing that the land in Fresno County held significant agricultural possibilities, Easterby purchased a large tract of land north and east of present-day Downtown Fresno in 1867. He hired Church, another believer in the county's agricultural potential, to design and build a canal and irrigation system that would divert water from the Sierra Nevada and provide a reliable water source. The resulting system provided Easterby with enough water to successfully cultivate a substantial wheat

²⁴ Page & Turnbull, Inc. *Historic Properties Survey Report South Stadium Project Area*, August 2008. (5)

The Millerton town site is today the site of Lake Millerton, an artificial lake created by the 1942 construction of the Friant Dam.

²⁵ Hattersley-Drayton, Karana. *Historic Architecture Survey Report for Plan Amendment A-08-007 and Rezone A-08-034*, City of Fresno, July 2009 (5)

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

crop by 1871.²⁶ Church would then form the Fresno Canal and Irrigation Company and go on to build hundreds of miles of canals -- referred to colloquially as "Church Ditches" -- throughout the region.²⁷

Easterby's lush wheat fields were noticed by officials from the Central Pacific Railroad as they passed through Fresno County looking for a location for a train station to service newly laid tracks running north-south through the San Joaquin Valley. They purchased over 4000 acres of land located to the west of Easterby's ranch and established the Fresno Station site.

The new town of Fresno Station was surveyed by Edward H. Mix in a gridiron plan that paralleled the railroad tracks. The standardized pattern of streets, blocks, lots and alleys varied only to set aside land for a county courthouse and a broad corridor through the center of town for rail yards, and track right-of-way. The

Central Pacific train depot was located at Tulare and "H" streets.

By 1874, the County Courthouse was constructed, and a cluster of commercial establishments had formed along "H" Street that included stores, hotels, restaurants, and saloons.



Fresno County Courthouse (demolished)
Fresno Historical Society Archives

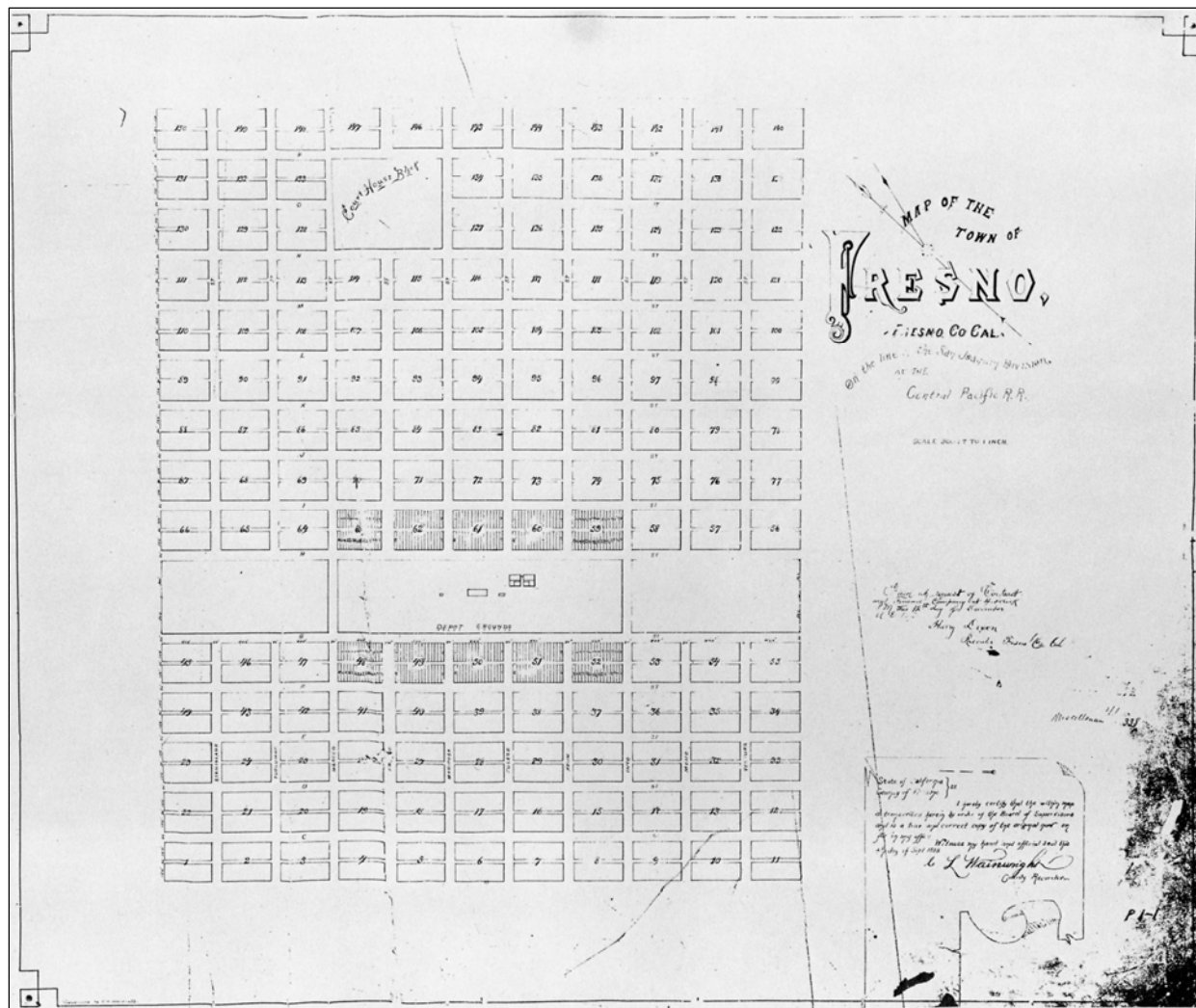
²⁶ Page & Turnbull, Inc. (6)

²⁷ Panter, John "Central California Colony: Marvel of the Desert", *Fresno Past & Present, the Journal of the Fresno City and County Historical Society*, Vol. 35 No. 2, Summer 1994.

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP



Fresno Map 1873

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

One year later, 600 people were resident in Fresno including approximately 200 Chinese living on the west side of the railroad tracks.²⁸ By 1880 the population was over 1000.

Widespread prosperity would ultimately come to Fresno County with the introduction of agricultural colonies. These colonies secured water rights for large tracts of land. The land was subdivided into smaller land plots, and the individual plots sold as family farms with the individual farmers sharing water rights on a cooperative basis. The first of these to be successful was the Central California Colony established in 1875 just three miles south of the town of Fresno.²⁹ It would serve as a model for the region and by 1903 Fresno County boasted 48 separate colonies on over 70,000 acres.³⁰ Through the colony system, the large tracts of land surrounding Fresno were cultivated by thousands of settlers who relocated to the region.

Fresno County's most famous and lucrative cash crop was the raisin. Local legend has it that California's first raisin crop was the result of a massive heat wave in 1873 which dried grapes on the vine before farmers could pick them. Whether apocryphal or not, the intensive sun of the San Joaquin proved perfect for drying raisins and raisin grapes became a primary crop in Fresno County. Cotton and figs also became important crops. As agricultural production grew and diversified, Fresno became the primary market town for the San Joaquin Valley.³¹

City Incorporation and Development

In 1885, with a population of over 3000, Fresno was incorporated as a city. The January 1885 Sanborn map shows a typical American frontier town with scattered development across a roughly six-block area radiating north-east from the Central Pacific depot. The town includes a densely constructed commercial corridor running three blocks up Mariposa Avenue between H Street and the courthouse at Mariposa and K Streets (present-day Van Ness Avenue) replete with commercial shops, lodging houses, banks, offices,

²⁸ Clough, Charles W. and Secrest, William B., Jr. *Fresno County: The Pioneer Years from the Beginnings to 1900*. Fresno, CA: Panorama West Books, 1984. (122)

²⁹ Panter 1994 (2)

³⁰ Ibid. (9)

³¹ Hattersley-Drayton, *Plan Amendment 2009* (7)

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

restaurants and saloons. Residential dwellings are less densely distributed north and northwest of Mariposa Avenue along Fresno and Merced Streets, and H, I, J, and K streets.



Southern Pacific (originally Central Pacific) Depot

By 1887 all of the originally platted railroad lots had been sold and expansion subdivisions outside the original town site were underway. The May 1888 Sanborn Map shows residential development expanding north and west of Merced Street along Tuolumne, Stanislaus, Calaveras, H, I, J and K streets, and east of Mariposa Avenue along Tulare, Kern, Inyo, Mono, and Ventura Streets, and H, I, J, K, L, M, and N streets.

In 1889 the City's streets were paved and a new Central Pacific Depot was constructed at H and Tulare streets, replacing the earlier depot at the same site. By 1890 Fresno's population had reached over 10,000 people. In 1896, the San Francisco and San Joaquin Valley Railroad (later the Santa Fe Railroad) came to Fresno, located

northeast of and parallel to the Central Pacific. The Mission Revival style depot at Tulare and "O" streets was completed in 1899.

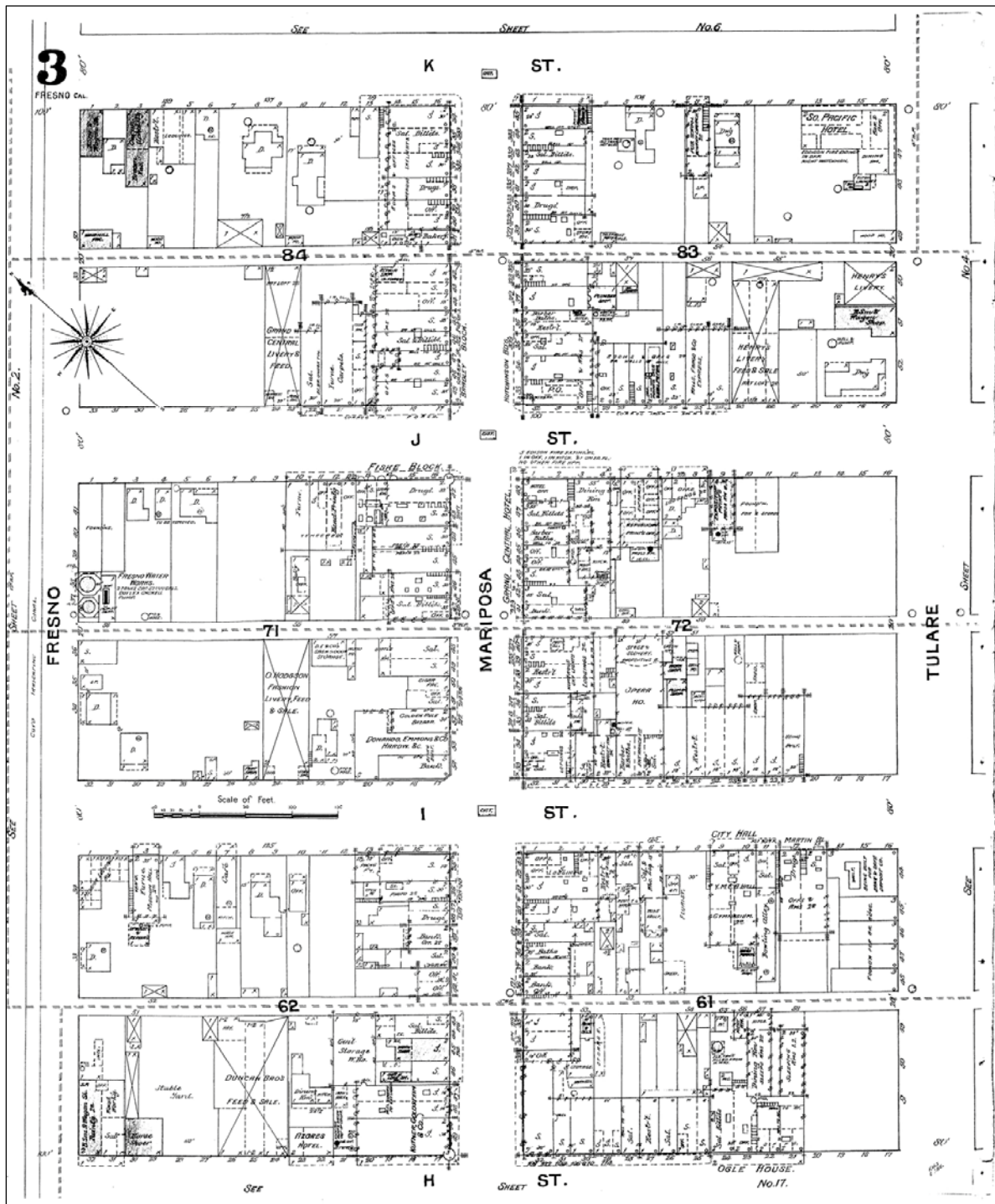
Although never a manufacturing center, Fresno developed a robust industrial sector needed to support its growing status as a transport and distribution center for an increasingly important agricultural region. Industrial activity in Fresno developed largely in support of agricultural activities -- primarily raisin and dried fruit packing -- with facilities tending to cluster in close proximity to the railroad. By 1898 eleven large fruit packing houses could be found on H and G streets, forming an industrial corridor between Fresno Street to the north and Santa Clara Street to the south. Other industrial properties along the same corridor include grain warehouses, produce warehouses, and lumber yards.³² Industrial development continued south and east along the rail lines and also clustered near the Santa Fe depot to the north.

³² Fresno Sanborn Fire Insurance Maps 1898

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP



Mariposa Street in 1888
 May 1888 Sanborn Insurance Map

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

Immigration and Ethnic Settlement

Fresno's late 19th Century population was an ethnic mix of people with origins from many points around the globe. The earliest settlers were former miners drawn to California by the Gold Rush and Scandinavian farmers who were some of the first to take advantage of the cooperative opportunities of the agricultural colonies. Ethnic groups whose settlement patterns were important to the development of Downtown Fresno include the Chinese, present in Fresno from the very beginning. Restricted from other areas, the Chinese settled south of the railroad between G Street, Mariposa Avenue, F Street and Kern Street which immediately became known as "Chinatown."³³

The racial restrictions produced a density and intensity of land use in Chinatown found nowhere else in Fresno. The 1898 Sanborn Map reveals lodging houses, saloons, gambling parlors, "female boarding" houses³⁴, and a Chinese theater all packed into a couple of blocks. Towards the end of the 19th Century, Japanese immigrants



Wing Chee Family circa 1900
Fresno Historical Society Archives

also began arriving in Fresno. Facing similar anti-Asian racial prejudice, many would settle in the Chinatown area.

The first Armenian settlers, the Seropian Brothers, arrived in Fresno in 1881. Successive waves of Armenian immigration would create one of the strongest and most successful ethnic communities in Fresno. Many of the first Armenian immigrants were farmers whose expertise with vineyards and grape cultivation would become instrumental in the development of the raisin industry. Armenians would eventually colonize an area located between the Santa Fe and Southern Pacific tracks known locally as "Armenian Town"³⁵ which was roughly bounded by Kern Street, Los Angeles

³³ Hattersley-Drayton, *Plan Amendment 2009* (5-6)

³⁴ Understood to be a euphemism for brothels.

³⁵ Hattersley-Drayton, *Plan Amendment 2009* (6)

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

Street, Broadway and O Street. Fresno's Armenian population would reach its peak in the aftermath of the 1915 Armenian Genocide by the Ottoman Empire which forced emigration of many Armenians.³⁶

Ethnic Germans from Russia or "Volga Germans" first arrived in Fresno in 1887.³⁷ Their numbers continued to grow and the community coalesced in "German Town" located directly south of Downtown in an area of land bounded by Church Street, Mono Street, G Street, and Fruit Street.³⁸

A smaller community of African-Americans was also present very early, evidenced by the 1892 establishment of an African Methodist Church in 1882. The African-American community largely settled south and west of Downtown Fresno.³⁹

³⁶ Armenian National Institute website
<http://www.armenian-genocide.org>

³⁷ Architectural Resources Group. *Germantown, Fresno Historical Context*, April 2006. (8)

³⁸ Ibid. (12)

³⁹ Clough, 1984. (137)

Urban Form and Pattern



Mariposa Street 1889

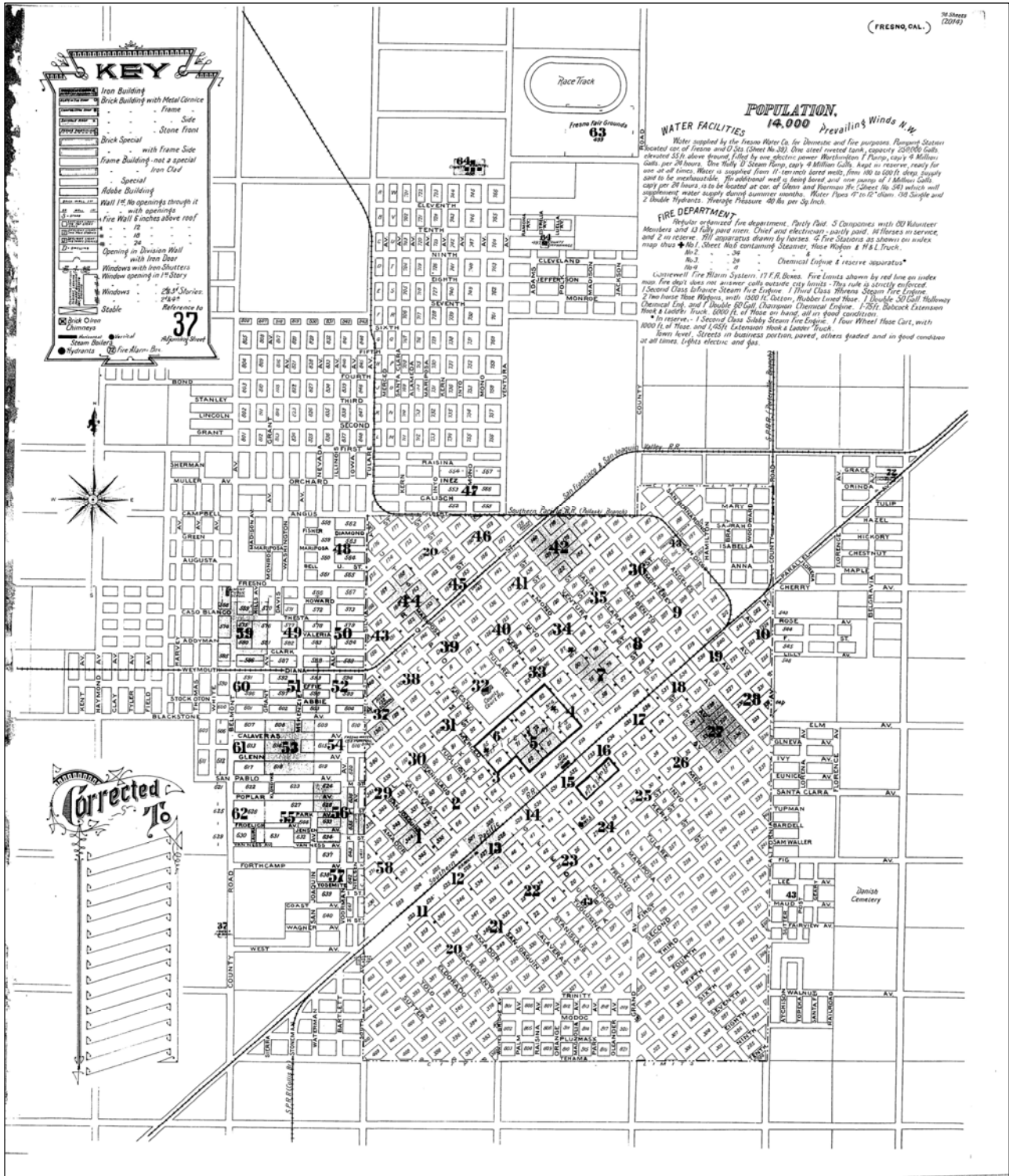
A. W. Peters Collection of Fresno County, Fresno Historical Society Archives

By the turn of the century Fresno had a population of over 12,000 people and the city had established its fundamental urban form. Key characteristics of this form include the two parallel rail lines bordering the central city to the southwest and northeast; the original street grid oriented northwest-southeast in concert with the rail lines; mid-block alleys as part of the street grid; the centrally located County Courthouse within a large grassy square; a growing central business and commercial district radiating from the intersection of Mariposa Street and J Street just south of the Courthouse; industrial uses clustered along both rail lines (H and G streets to southwest, R and Q streets to the northeast); and surrounding residential neighborhoods with the more prosperous citizens locating to the north and east, and citizens of more modest means located to the south and west.

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP



Sanborn Fire Insurance Map 1898
Overview map showing Fresno's urban pattern at the end of the 19th century.

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

The expansion of the city outside the original town site was also well-established with street alignments shifting from the original northwest-southeast direction within the original town site to an alignment with the cardinal directions within the expansion areas.⁴⁰ This general pattern would carry forward into the mid-20th Century.

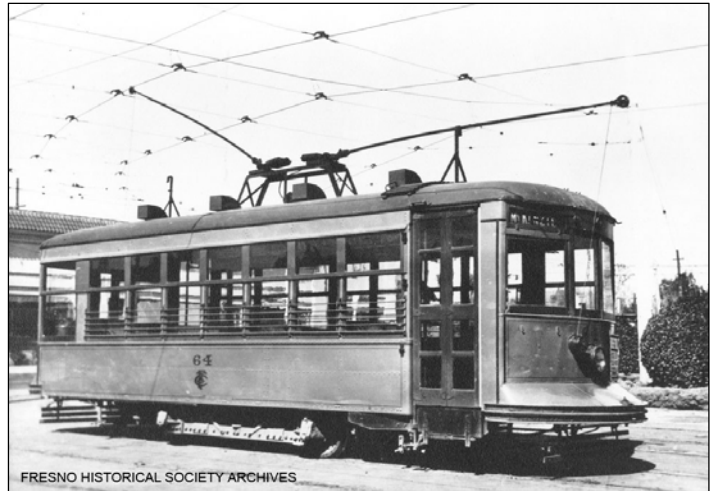
The Valley's Metropolis (1901-1930)

The first three decades of the 20th Century were a period of steady growth and increasing prosperity for Fresno during which the city established itself as the primary city of the San Joaquin Valley.

Growth and Prosperity

The City's first electric streetcar was in use in 1902. By 1909 the first double-track streetcar line was installed along J Street. By the early 1920s, streetcar lines would radiate out from the central business district to the north, east, south, and west where farmland was being subdivided for suburban development. The expanding transit infrastructure, along with exponentially increasing private automobile ownership, made living further from the

city center possible. Land within the central city increasingly became used for commercial and civic purposes.



Fresno Streetcar

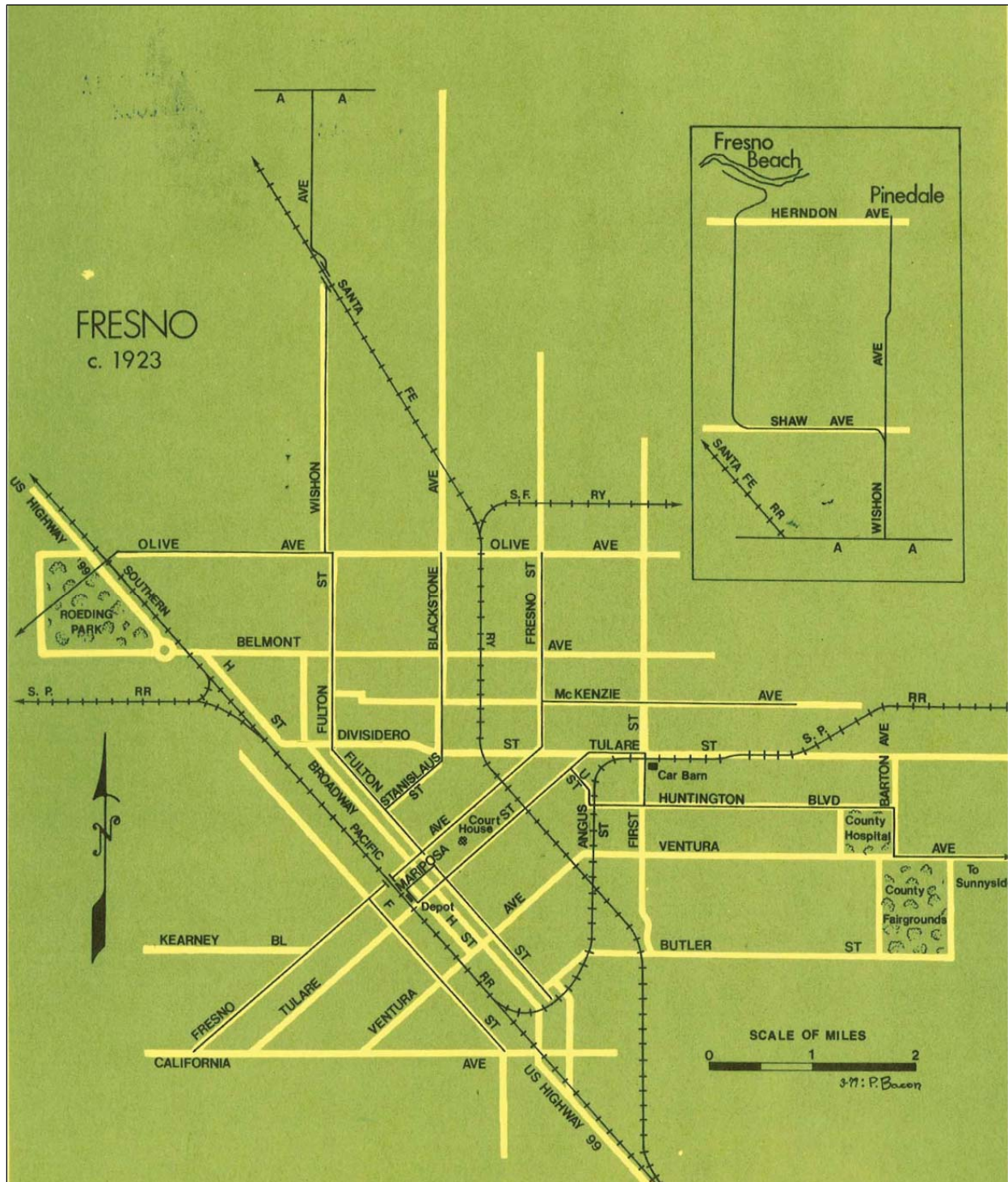
Fresno Historical Society Archives

⁴⁰ Page & Turnbull, Inc. (8)

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP



Fresno Transit Map 1923

Taken from *Trolleys of the San Joaquin-When Fresno Rode the Rails* by Edward Hamm Jr. 1979

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

Three important civic buildings were constructed Downtown in the decade just after the turn of the century. The first, the Fresno Public Library, was built on the east side of I Street between Merced and Tuolumne with a \$30,000 Carnegie grant. Completed in 1904, the Fresno Carnegie Library was one of the earliest and costliest in the Carnegie system. Architects Copeland and Dole of New York designed the building in the Classical Revival style.⁴¹



Fresno Carnegie Library (demolished)
Fresno County Public Library Collection

In 1907, the first purpose-built City Hall was constructed just down the street from the library at the southeast corner of I Street and Merced. A new Post Office was constructed at the northwest corner of Tulare and Van Ness. These substantial and architecturally distinguished buildings signaled that Fresno had moved beyond its early nascent stage.

Concurrently, Fresno's central business district experienced a building boom during the early part of the 20th century. The 1906 Sanborn Maps show the central commercial corridor expanded along I and J streets both north and south of Mariposa between Tulare and Fresno streets. By 1919, the concentration of buildings on both streets reaches north to Tuolumne and south to Inyo with stores, restaurants, offices, banks, hotels, and theaters all represented.⁴² That same year, I Street was renamed Broadway and K Street was renamed Van Ness Avenue. In commemoration of Fresno business man Fulton G. Berry, J Street was renamed Fulton Street in 1923.⁴³

⁴¹ Carnegie Libraries of California website <http://www.carnegie-libraries.org/california/fresno.html>

The Carnegie Library was demolished in 1959.

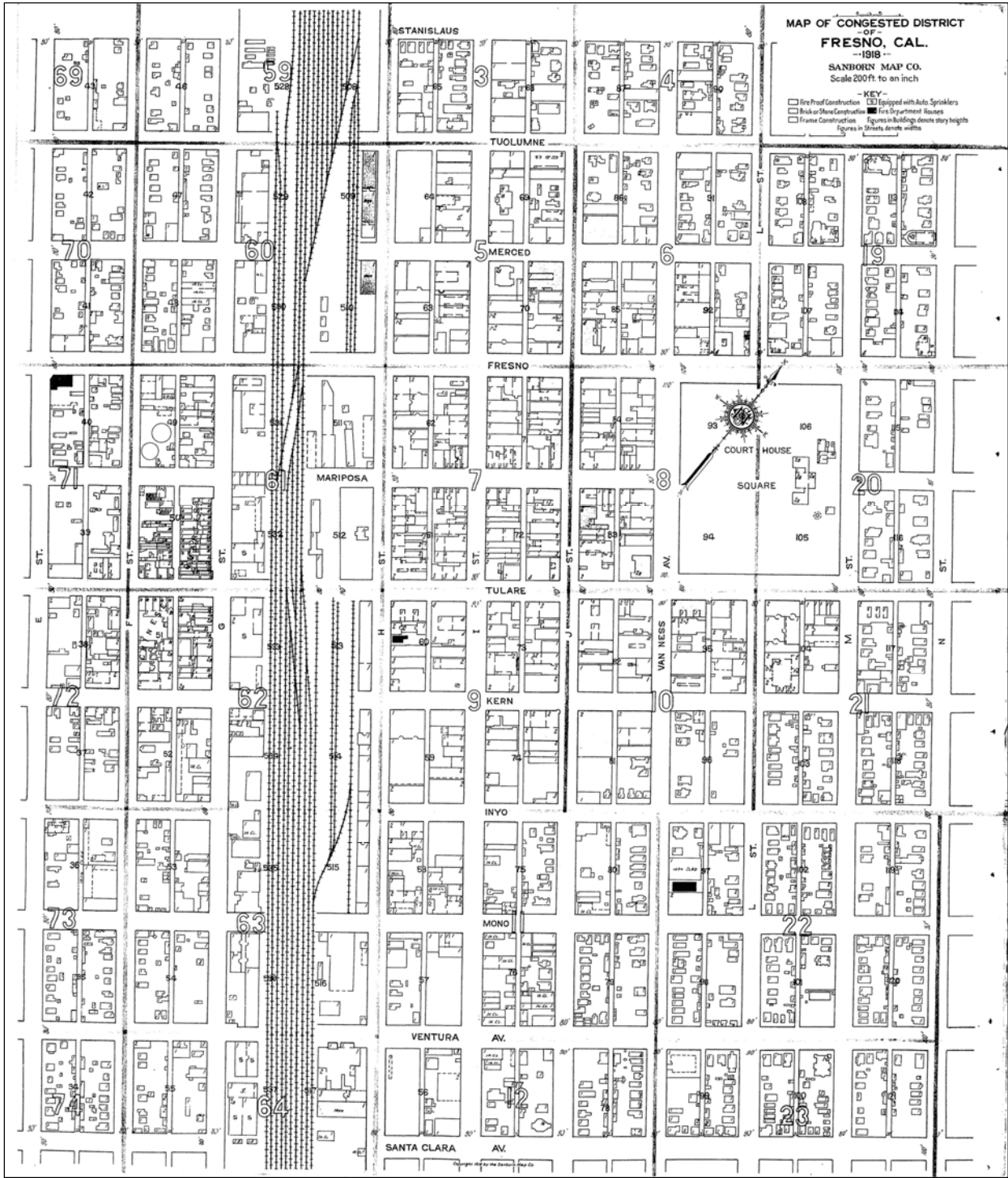
⁴² Fresno Sanborn Fire Insurance Map 1919.

⁴³ Urbana Preservation and Planning. *City of Fresno Arts-Culture District Historic Property Survey*, July 2006. (17)

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP



Sanborn Fire Insurance Map 1918-1919
 Map showing the density of central Fresno in the early-20th century.

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

The newly named Fulton Street had been Fresno's established "Main Street" for years, the preferred location for the Valley's major consumer retailers.



Downtown Fresno circa 1920

Downtown's skyline was transformed in 1913 when the ten-story Griffith-MacKenzie building was constructed on J and Mariposa streets, beginning a series of high-rise and significant building construction that would last until 1929.

Major commercial buildings constructed in the central business district during this period include the Hotel Fresno (1912); Gottschalk's Department Store (1914); the Bank of Italy Building (1918); the Hotel Virginia (1920); the Mattei Building (1921); the T.W. Patterson building (1922); the San Joaquin Light & Power Company building and Hotel Californian (both 1923); the Radin-Kamp Department Store (1924); the Wilson Theater (1926); and the Pantages Theater (1928).



Bank of Italy Building shown in 1926



San Joaquin Light & Power Building 1923

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

Many of the significant buildings were designed and constructed by the local firm of R.F. Felchlin which was formed in 1912 by Richard F. Felchlin and architect Charles Franklin. In 1917, architect Raymond Shaw joined the firm and the firm became Felchlin, Shaw & Franklin in 1925.⁴⁴ Their work would define the Fresno skyline to the present day.

Fruit Packing and Industrial Growth

Led by the fruit packing industry, the City's industrial areas continued to expand in the 20th century. Large parcels south of the Central Pacific tracks were developed with packing houses, storage warehouses, and drying sheds. Fruit and produce wholesalers Hobbs-Parsons Company operated several warehouse and packing facilities. Their 1903 produce warehouse at the corner of H Street and Tulare remains in place today and has been designated a historic resource by the City. The

Pacific Coast Seeded Raisin Co Plant No. 6 first appears on the 1906 Sanborn Map at the northeast corner of G and Mariposa. Later operated by other concerns, the facility would continue to grow, taking over the block between Mariposa and Fresno. The plant still remains today.⁴⁵

Many of the businesses identified on the early Sanborn Maps indicate branch operations of statewide, national and international companies. The California Fruit Canners Association Fresno Branch Cannery No. 16 was located on H Street between Ventura and San Benito streets.⁴⁶ The Association was the result of a merger of California's major fruit canners. In 1916, they became the California Packing Corporation or CALPAK, marketing products under the Del Monte brand.⁴⁷

⁴⁴ *A Guide to Historic Architecture in Fresno, California* Accessed April 15, 2011. <http://historicfresno.org/bio/bio.htm>

Among the firm's major projects in Downtown Fresno were the Bank of Italy Building (1918), the Patterson Building (1922), the San Joaquin Light & Power Building (1923), the Pacific Southwest Building (1923), and the Radin & Kamp Department Store (1925).

⁴⁵ Fresno Sanborn Fire Insurance Maps 1906, 1919, 1948, 1963, 1970.

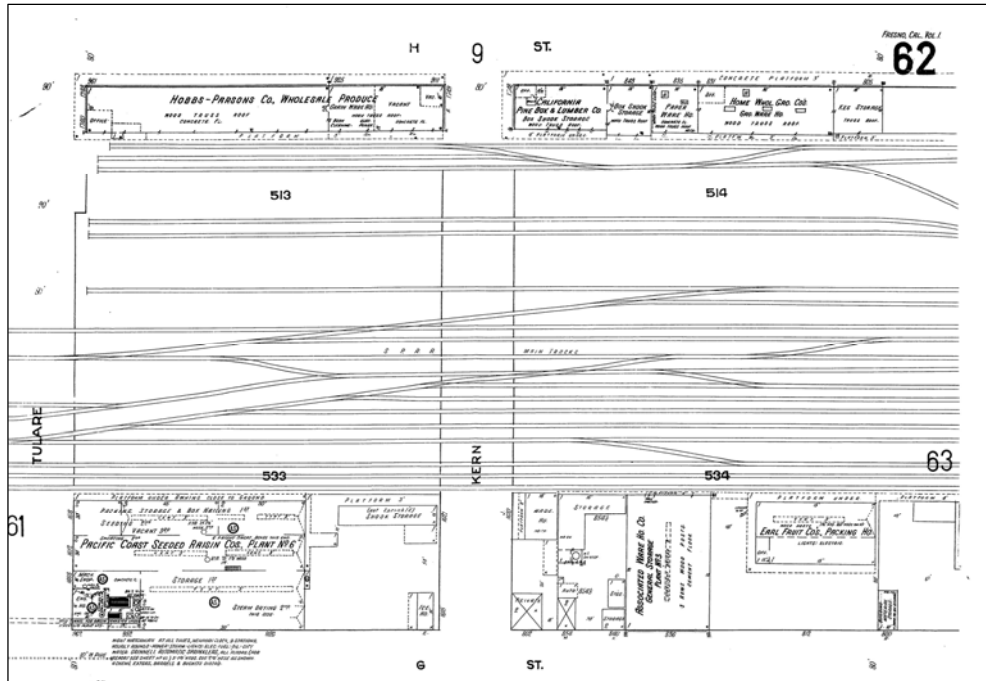
⁴⁶ Fresno Sanborn Fire Insurance Map 1906.

⁴⁷ "California Fruit Canners Association." *Encyclopedia Britannica. Encyclopedia Britannica Online.* Encyclopedia Britannica, 2011. Web. 17 Jun. 2011. <<http://www.britannica.com/EBchecked/topic/89584/California-Fruit-Canners-Association>

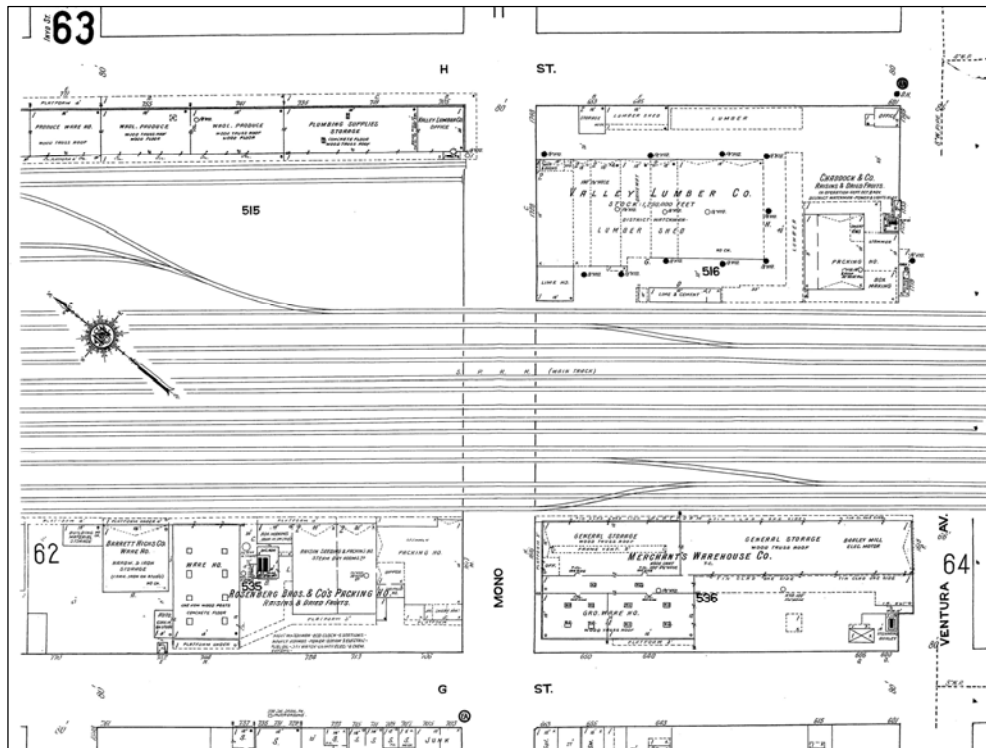
REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP



Sanborn Fire Insurance Map 1918-1919
 Industrial development along the railroad between Tulare Street and Inyo Street.



Sanborn Fire Insurance Map 1918-1919
 Industrial development along the railroad between Inyo Street and Ventura Street.

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

The Rosenberg Brothers Company operated a large raisin and dried fruits packing house (previously operated by the H.L. Hobbs Company) at the northwest corner of G Street and Mono.⁴⁸ The Rosenberg Brothers were the founders of the Bear Creek Corporation of Medford, Oregon, marketing fruits and nuts as gifts under the “Harry & David” brand.⁴⁹

Another organization whose name appears on early 20th Century Sanborn maps is the California Associated Raisin Company (CARC) whose success would bring the San Joaquin Valley and Fresno international recognition. CARC was a cooperative organization formed in 1912 by a group of San Joaquin Valley raisin growers to gain greater market share and combat fluctuating prices and demand. Growers sold their raisins to CARC for a guaranteed price and then shared in any net profit, less a fee to run the organization and pay a dividend to shareholders.



1916 Sun-Maid logo

Image courtesy of Sun-Maid Corporation.

CARC would be responsible for packaging the raisins and promoting their use throughout the country.⁵⁰

In 1915, CARC began marketing their raisins under the “Sun-Maid” brand name. A painted image of a young girl wearing a red sun bonnet and holding a tray of freshly picked grapes became the company’s trademark, reproduced on raisin boxes and all manner of promotional materials. The model for the image was a local Fresno girl named

⁴⁸ Fresno Sanborn Fire Insurance Map 1919.

⁴⁹ http://www.oregonencyclopedia.org/entry/view/harry_david/

⁵⁰ Sun-Maid Corporate website. Accessed April 24, 2011. http://www.sun-maid.com/en/about/our_history.html

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

Lorraine Collett Peterson who worked part time for a packing company.

Along with a group of other "Sun Maids" employed by the firm, Miss Peterson made personal appearances to promote the raisins, while magazine and newspaper ads emphasized the benefits of raisins dried naturally by the sun versus mechanical or chemical drying. Recipe booklets and other materials helped increase Americans' consumption of raisins significantly. CARC also employed a national team of agents to sell raisins directly to grocers, reducing the need for an outside distribution network. This sophisticated integration of advertising, public relations and sales efforts was enormously successful.⁵¹

In 1918, CARC opened a huge processing and packing plant at the corner of Hamilton and Pearl streets just south of the Fulton Corridor. CARC's name was officially changed to Sun-Maid Raisin Growers of California in 1922, reflecting the success of its national branding efforts. Sun Maid



Fresno Sun Maid Packing Plant 1918

Image courtesy of Sun-Maid Corporation.

would continue operating the Fresno plant until 1964.⁵²

In addition to fruit packing, other industrial activities during this period included grain storage, general merchandise warehousing, lumber yards, beer and soda bottling, soap manufacturing, and a machine foundry. The Danish Creamery Association began operating a dairy products processing facility at the corner of E Street and Inyo sometime before 1918.⁵³ Dairy products are still

⁵¹ Ibid.

⁵² Ibid.

⁵³ Fresno Sanborn Fire Insurance Map 1918.

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

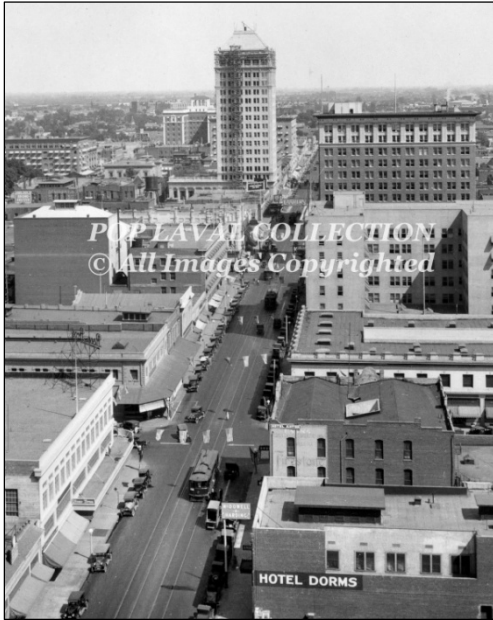
processed today at the site by California Dairies, Inc. including butter under the Danish Creamery brand name.⁵⁴

⁵⁴ <http://www.californiadairies.com/products>

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP



Fulton Street 1924

Image courtesy of Pop Laval Collection.

The area north of the railroad tracks and northwest of the central business district also began to change dramatically during the second decade of the 20th Century where commercial and light industrial uses, including a large number of automobile service businesses, began to replace the residential properties originally constructed there.

By the end of the 1920s, Fresno had transformed into a thriving city at the center of the United State's most productive agricultural region. The downtown was fully established as the San Joaquin Valley's primary marketplace offering office, retail, lodging, dining, and entertainment

facilities. Adjacent industrial activity enabled agricultural goods to be processed and shipped to distant consumers. The central city's residential areas had largely been developed. Residential properties were increasingly redeveloped for commercial uses as the City's wide-ranging streetcar system and increased private automobile ownership allowed more of Fresno's citizens to live outside of the city center. Fresno, along with the nation, appeared increasingly prosperous. Then on November 24, 1929, the New York Stock Exchange crashed and millions of dollars in stock value vanished. The stock market crash exposed structural weaknesses in the banking and finance systems, key industries, and the economy as a whole, ushering in the Great Depression.

The Great Depression and World War II (1930-1945)

The Great Depression had a profound effect on the San Joaquin Valley. Farmers were forced to cut costs in the face of reduced demand for their products; many were forced into foreclosure. Along with the rest of the country, unemployment skyrocketed. The Valley's problems were exacerbated by the influx of migrant

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

refugees or “Dust Bowl” migrants. It is believed that 2.5 million people migrated from the Midwestern Plains states between 1930 and 1940, with over 300,000 relocating to California just between 1930 and 1934.⁵⁵

Thousands more would continue to arrive throughout the 1930s and many ended up in the Central Valley as migrant farm workers earning very low wages.

Fresno’s downtown development boom came to an end. While the economy did reach a tenuous equilibrium by the mid-1930s and Downtown Fresno’s streets continued to bustle with commercial activity, no new major downtown construction project was initiated by private enterprise until after World War II. Instead, major projects were the result of government spending.



Intersection of Fulton Street and Tulare Street 1936
Image courtesy of the Pop Laval Collection

Civic Improvements and the “New Deal”

The domestic policies of the administration of U.S. President Franklin Delano Roosevelt in the 1930s – popularly called the “New Deal” -- marshaled direct government investment to alleviate the problems of poverty, unemployment and the disintegration of the American economy associated with the Great Depression.⁵⁶ The Public Works Administration (PWA), which began in

⁵⁵ Starr, Kevin, Endangered Dreams. The Great Depression in California. Oxford University Press 1996. (224)

⁵⁶ “New Deal”, Encyclopaedia Britannica online, accessed April 7, 2011. <http://www.britannica.com/EBchecked/topic/411331/New-Deal>

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

1933 and the Works Progress (later Work Projects) Administration (WPA), which began in 1935, funneled significant financial resources to communities across the United States for the construction of roads, bridges, parks, and civic and institutional buildings.⁵⁷

In 1933 the City of Fresno implemented a street improvement program along Broadway between Divisadero and Tulare streets. The width of Broadway was increased by ten feet and buildings affected by the street widening were given façade remodels in a Spanish Revival style. Two extant properties Downtown that reflect the 1933 Spanish architectural controls are the warehouse at 1416 Broadway and the Parker Nash building at 1462 Broadway.⁵⁸

A group of local architects including W. D. Coates, Charles H. Franklin, H. Rafael Lake, Ernest J. Kump, Sr., Fred Swartz, and Edward W. Peterson formed a partnership in order to



Fresno Memorial Auditorium
Postcard image circa 1940

compete with larger firms for commissions funded by New Deal programs. This group – Allied Architects of Fresno – would go on to design the majority of New Deal funded buildings constructed in Fresno.⁵⁹

The New Deal would transform the City's Civic Center with the construction of five new civic buildings constructed between 1936 and 1941 near the County Courthouse. These projects include the Fresno Memorial Auditorium, the U.S. Post Office, the Fresno County Hall of Records, the Fresno Unified School District Administration Building, and the Fresno City Hall.

⁵⁷ Ibid. "Works Progress Administration", <http://www.britannica.com/EBchecked/topic/648178/Works-Progress-Administration-WPA?anchor=ref17478>

⁵⁸ Urbana Preservation and Planning, *Arts-Culture* 2006. (17)

⁵⁹ Planning Resource Associates, Inc. *Mid-Century Modernism Historic Context*, September 2008. (22)

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP



Fresno Hall of Records
Postcard image circa 1940.

In addition to monumental civic projects the New Deal benefited Fresno through park improvements, street improvements, and fire stations.

In 1939, following a national trend away from fixed-rail transit, Fresno's streetcars were removed from service and replaced with buses. Despite the severe economic downturn, the decentralizing forces of increased automobile ownership and readily available land were apparent.

World War II

On December 7th, 1941 the Japanese attacked Pearl Harbor and the United States officially entered World War II. The United States entrance into the War effectively ended the Depression in California as all aspects of the national

economy mobilized to serve the war effort. California received almost 12% of the government war contracts and produced 17% of all war supplies.⁶⁰ California also acquired more military installations than any other state by a wide margin, and military bases were opened throughout the state. Aircraft, shipbuilding, and numerous other industries were booming due to the war effort, and unemployment was virtually eliminated.



Streetcars on Fulton Street at Mariposa 1938
Image courtesy of the Fresno Bee archives.

⁶⁰ California Military History Online, website (<http://www.militarymuseum.org/HistoryWWII.html>). Accessed June 2011.

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

Approximately 60,000 servicemen were stationed in and around Fresno during the War. Military activity was concentrated at two locations. One, the Hammer Field bomber base, was constructed in 1941 just beyond what was then the eastern boundary of the City. Today it is the site of Fresno Yosemite International Airport. The second, Camp Pinedale, was located six miles north of Downtown Fresno in the (then) unincorporated community of Pinedale on the site of the defunct Sugar Pine Lumber Company.⁶¹ The Army had acquired the site in March of 1942 for use as an Army Signal Training School.⁶²

Fresno County was also the site of two of the temporary detention camps (also known as “assembly centers”) that facilitated the first phase of the mass incarceration of Californians of Japanese ancestry. One detention camp operated at Camp Pinedale between May and July of 1942. The second was at the Big Fresno Fairgrounds located east of



Soldiers parade down Fulton Street 1943

Image courtesy of The Fresno Bee.

Downtown at the intersection of Kings Canyon Road and Maple Avenue.⁶³

⁶¹ Planning Resource Associates, Inc. *Mid-Century Modern* (27)

⁶² Planning Resource Associates, Inc. *Pinedale Historic Resource Survey*, October 2007. (8)

⁶³ Planning Resource Associates, Inc. *Mid-Century Modern* (28)

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

Renewal and Revitalization (1946-1979)

In the years following World War II California experienced a period of unprecedented population growth and economic expansion. California's population increased by sixty-seven percent between 1950 and 1960. By 1970, California would have almost 20 million residents.⁶⁴

The population explosion coupled with ever increasing automobile ownership spurred the development of the automobile-oriented suburb. As the California's cities expanded outward to accommodate new residential subdivisions, business and industry followed. The traditional role of Downtowns as the primary location for economic and cultural activity was eroded.⁶⁵

Downtown Stagnation

The post-war era marked the decline of downtowns throughout the United States due to suburban development, the demise of urban mass transportation



Fulton Street

Postcard image circa 1955.

and disinvestment in City centers.⁶⁶ The City of Fresno was no exception although these changes were not immediate. In 1948, Gottschalk's flagship store on Fulton Street was expanded and its façade was renovated in a late-Moderne style. This investment appeared to signal the retailer's belief in the continued viability of Downtown Fresno as an important retail center. Other smaller retailers also revamped their street-facing facades. The pending construction of Highway 99 just west of Downtown promised greater accessibility from outlying areas.

⁶⁴ Starr, Kevin, Golden Dreams, California in an Age of Abundance 1950-1960, Oxford University Press 2009.(x-xi)

⁶⁵ Fogelson, Robert F. Downtown: Its Rise and Fall, 1880-1950, Yale University Press, 2003.

⁶⁶ *Ibid.*

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

By the mid-1950s, however, the results of rapid suburbanization were becoming evident in Downtown Fresno as major retailers such as Sears & Roebuck relocated to newly developed suburban shopping centers such as Manchester Center (1955) and Fig Garden Village (1956).⁶⁷ The downtown core was continually being bypassed as a place to locate new businesses. With Downtown unable to compete with burgeoning suburban development, construction of new buildings in Downtown Fresno came to a virtual halt.

The Gruen Plan and Urban Renewal

Official planning for the renewal and revitalization of Downtown Fresno began under the leadership of Mayor Arthur Selland (1958-1963). In 1958, the Fresno Redevelopment Agency and the Downtown Association⁶⁸ hired Victor Gruen Associates to create a General Plan for the redevelopment of the downtown area. The revitalization

of Fulton Street, development of a government and public service civic center, and the construction of a regional conference center were all considered essential for restoring Downtown Fresno as an important urban center.⁶⁹

Victor Gruen was considered one of the most innovative and influential figures in the design of commercial and retail architecture. After immigrating to the United States from his native Austria in 1938, Gruen quickly found success with his imaginative designs for urban retail stores. His 1954 design of the Northland Center shopping mall in suburban Detroit, is considered America's first outdoor suburban shopping mall, and brought Gruen national attention. In 1956 he designed the nation's first indoor shopping mall -- Southdale Center -- in Edina, Minnesota, southwest of Minneapolis.⁷⁰

⁶⁷ PBID Partners of Downtown Fresno website, *The Fulton Mall: A Brief History*, accessed March 9, 2011 <http://www.downtownfresno.org/fulton-mall.html>

⁶⁸ The Downtown Association of Fresno is a private, nonprofit membership organization founded in 1955 to support the revitalization of Fresno's Central Business District.

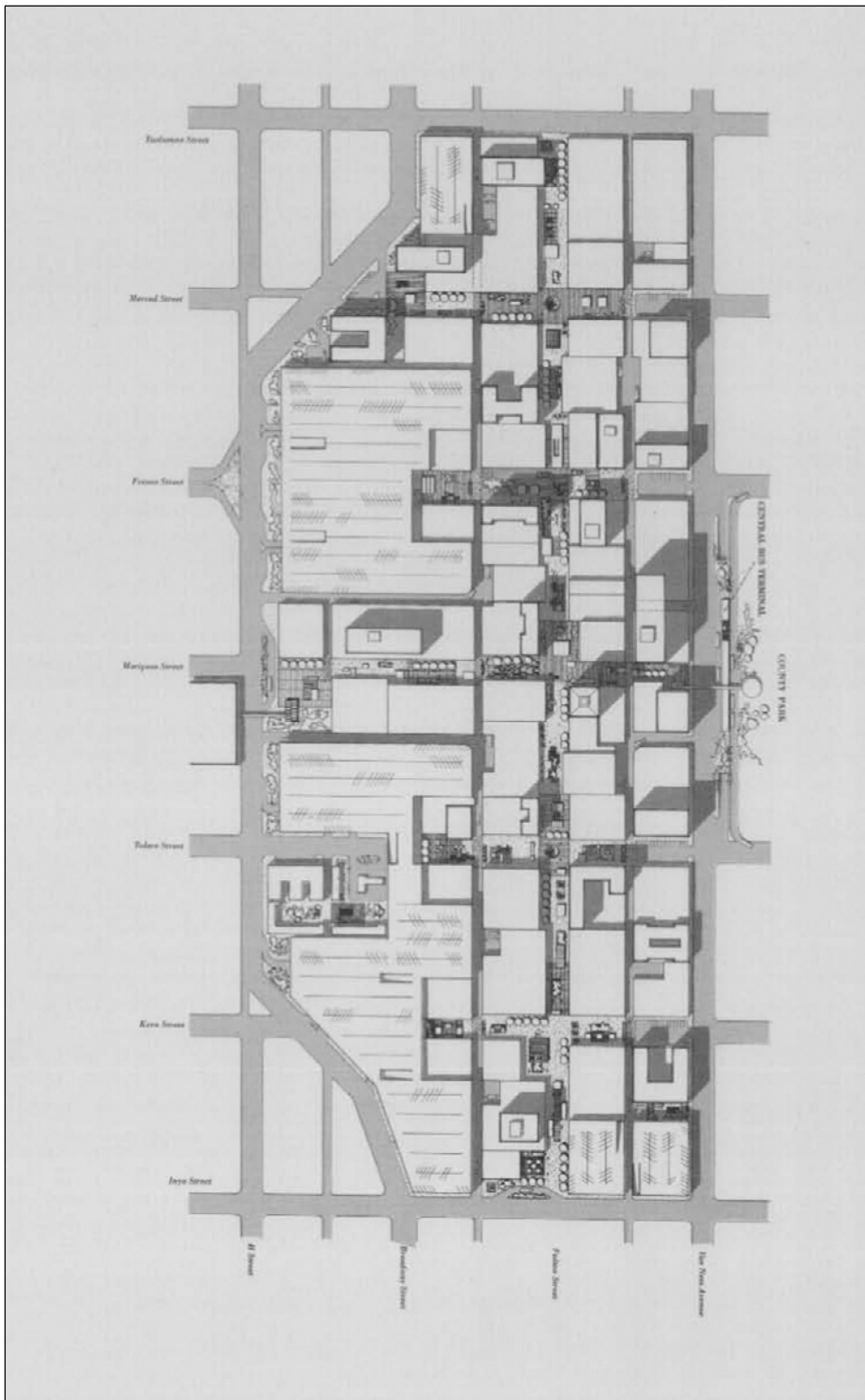
⁶⁹ PBID Partners of Downtown Fresno website.

⁷⁰ Loomis, Allen A. *Locating Victor Gruen*, 2000. Accessed on Delirious LA website April 22, 2011. <http://www.deliriousla.net/essays/2000-gruen.htm>

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP



Original Comprehensive Plan for Core Superblock
Victor Gruen Associates, 1960

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

Gruen believed that the lessons learned with his shopping mall designs would have a transformative effect when applied to urban settings. In 1955, Gruen Associates designed a conceptual plan for the revitalization of downtown Fort Worth. The Fort Worth plan surrounded the downtown's central business district with a ring road that fed automobile traffic from freeways and major boulevards into large parking structures. Inside the traffic ring was a landscaped pedestrian zone defined by the former street grid, forming a massive "superblock" unmolested by automobile traffic.⁷¹

Although the Fort Worth plan was never built, it generated a considerable amount of attention, particularly among the architects, planners and engineers engaged in combating urban decay in the United States. Gruen and Associates soon developed a similar plan for Kalamazoo, Michigan where the nation's first downtown pedestrian mall was constructed in 1959.

Similar to his plans for Fort Worth and Kalamazoo, Gruen's plan for Fresno envisioned new downtown freeways, high-rise office and residential

developments and a new downtown traffic pattern looping around a traffic-free commercial core. A six-block pedestrian mall along Fulton Street would be the centerpiece of the commercial core.⁷²

Commercial Revitalization and the Fulton Mall

The focused attention on Downtown immediately spurred new commercial development in fulfillment of the plan's vision. In 1961, Guarantee Savings and Loan moved in to the 1921 Mattei Building after remodeling the first three floors. The iconic revolving "G" at the top of the building signaled resurgence in Downtown business activity.⁷³ That same year, Berkeley's, a women's clothing retailer,⁷⁴ and Walter Smith a men's and boy's clothing retailer, opened new stores on opposite corners of Fulton and Kern streets.⁷⁵

⁷² Ibid.

⁷³ "Savings Firm Will Open New Quarters", *Fresno Bee*, July 2, 1961

⁷⁴ "Berkeley's Will Open In New Quarters", *Fresno Bee*, April 9, 1961

⁷⁵ "Walter Smith Moves To Fulton-Kern Area", *Fresno Bee*, November 5, 1961

⁷¹ Ibid.

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

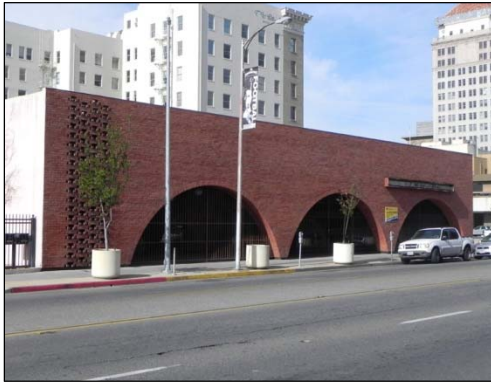


Fulton Street looking northwest 1962
Image courtesy of Lance & Cromwell.

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP



Present-day view of the former Fink & Skopp store building.

In 1962, the Fink & Skopp furniture store moved into a new building at 933 Van Ness Avenue. Constructed on the site of the 1920s-era Sequoia Hotel, the new building, designed by local architect Robert W. Stevens, featured a dramatic arched façade.

Even more impressive was the development of the Del Webb Center at M Street and Tulare which opened to the public in 1964.⁷⁶ The Center was developed by Delbert Eugene “Del” Webb, (1899-1974), a Fresno native who had made a fortune in real estate development.

⁷⁶ Grimes, Ward W., “Del Webb Center Will Be Dedicated Tomorrow”, *Fresno Bee*, March 6, 1964

A larger-than-life personality, Del Webb was friend and confidant to many prominent politicians and entertainers.⁷⁷ Perhaps best known for founding and developing the model retirement community of Sun City, Arizona in 1960, the Del Webb Company developed numerous residential subdivisions, shopping centers, hotels and retirement communities throughout the nation.⁷⁸

The full city block Del Webb Center included a high-rise office and hotel tower, street level shops and a parking garage. Designed in a Corporate Modern style, the Del Webb tower was the first high-rise building to be constructed in Downtown Fresno since the 1920s.



Del Webb Center
Postcard image circa 1965.

⁷⁷ Sisson, H.L., “Webb Opening Points To Big Fresno Future”, *Fresno Bee*, March 7, 1964

⁷⁸ Del Webb was also a part owner of the New York Yankees baseball team from 1945 to 1964.

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP



Fulton Mall circa 1965

The centerpiece of the Gruen Plan was the development of a six-block outdoor pedestrian mall along Fulton Street, intended to revitalize the City's historic "Main Street" as a retail destination and spur further development of Downtown's commercial core.⁷⁹

Fulton Mall was created by excluding vehicular traffic from six blocks of Fulton Street between Inyo and Tuolumne streets. Mariposa, Kern, and

Merced streets were also vacated one block in each direction from the point of where they transect Fulton Street.

The Mall was designed by the celebrated landscape architect Garrett Eckbo, a pioneer in modernist landscape design. Eckbo's design was inspired by the natural environment and agricultural roots of the San Joaquin Valley. The Mall right-of ways were paved in stained concrete inlaid with sweeping curvilinear ribbons of concrete aggregate.

⁷⁹ Victor Gruen Associates, *Central Area Fresno, California, vol. 1, Research and Basic Planning*, March 16, 1959

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP



Fulton Mall circa 1965

Image courtesy of The Cultural Landscape Foundation.

The Mall features planted areas with shade trees and shrubs, numerous fountains and water features, shade pavilions, and seating areas. The mall also contains a diverse and celebrated collection of sculpture and tile work by local, national, and international artists.⁸⁰

The Fulton Mall was opened to the public on September, 1 1964. Thousands attended the opening ceremonies, officiated by local dignitaries and California Governor

Edmund G. Brown. It was initially viewed as a great success, celebrated as a bold innovation in urban renewal and revitalization.⁸¹ Drawing world-wide attention, the mall received several national design awards, including honors for "Excellence in Community Architecture" from the American Institute of Architects in 1965, and the "National Design Excellence" award from the US Department of Housing and Urban Development in 1968.

⁸⁰ McKnight, H. Ray and Harold Tokmakian, *At Risk: Fulton Mall, Fresno CA*, August 6, 2008, Cultural Landscape Foundation website, Accessed May 18, 2011. <http://tclf.org/content/fulton-mall-fresno-ca>

⁸¹ "Fresno: A City Reborn" . Short film produced by Victor Gruen & Associates, 1968.

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

Representatives from cities around the country traveled to Fresno to tour the mall and apply similar ideas to their communities, and downtown pedestrian malls became an urban design trend throughout the 1960s and 70s.

Locally, merchants on the Fulton Mall reaped the benefits of increased foot traffic and improved sales.⁸² The Mall would remain popular with shoppers through the end of the 1960s.

Critical to Gruen's plan was the strategic placement of structured parking facilities to accommodate downtown shoppers. Two examples of architect designed parking garages in Fresno are located on opposite ends of the Fulton Mall. A municipal parking garage (ca. 1964) at Merced Street and Van Ness Boulevard designed by Alastair Simpson was located on the north end of the Fulton Mall. This garage was integrated with commercial storefronts facing Van Ness Avenue.

A second garage was constructed at the south end of the Fulton Mall in 1968. Designed by Martin Temple of Walter Wagner and J. Martin Temple Architects, this uniquely designed



Present-day view of the Spiral Garage.

structure features twin spiral ramps on the Van Ness façade.⁸³

The cost of structured parking, however, proved to be prohibitively expensive. As an interim solution, the majority of buildings on the Broadway Avenue business district were leveled to make room for surface lots.

The Gruen plan identified the parcels fronting Van Ness Avenue between Fresno and Tulare as an important development site. Conceptual drawings showed mid- and high-rise buildings set back on a two-story podium. The entire block was envisioned as a unified complex.⁸⁴

⁸² Planning Resources Associates Inc. 2008 (37)

⁸³ Ibid. (50)

⁸⁴ Victor Gruen Associates, *Central Area*

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

Actual construction on this block was initiated in conjunction with the construction of an underground parking garage at the site. Completed in phases between 1968 and 1979, the project as built included a bank building, Hilton Hotel and commercial offices.

The Fresno Convention Center

The development of a modern convention and cultural arts facility was considered a key component of Downtown's revitalization. As early as 1961 plans for the development of a

convention and cultural center were underway. An \$8 million bond proposal failed to receive approval by the necessary two-thirds of voters in April 1963 elections. Undaunted, Fresno's City Council and Fresno County formed the City and County Convention Center Authority under the state Joint Exercise of Powers Act.⁸⁵ This act gave the new authority the ability to issue \$8.5 million in revenue bonds to finance the project.

Intersection of Van Ness Ave. and Mariposa Street
1964 Conceptual drawing by Victor Gruen & Associates.



REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

Located between Inyo, Ventura, M and O streets, construction of the Fresno Convention Center began in 1965 and was completed in 1966 for a total cost of \$10 million. Designed by Robert Stevens and Associates in a late-Modern style, the complex contains a 2356 seat theater, a 32,000 square foot exhibit hall, and a 7000 seat arena connected by an interior landscaped courtyard. The asymmetrical buildings are accented with steeply pitched roofs of oxidized Alloy steel.⁸⁶

Civic Revitalization

Fresno's Downtown revitalization efforts extended beyond the central business district and the Fulton Mall to include public sector buildings and the creation of a bona fide civic center. Government buildings had been clustered near the County Courthouse since the 1930s, but they were generally constructed as stand-alone buildings without much relationship with each other. After World War II, the City of Fresno passed a bond issue to reserve the entire block occupied by the historic Fresno Water Tower – two blocks north of Courthouse Square -- for a future public plaza. \$375,000 was acquired to clear



Fresno Convention Center

Painting by Rik Roberts

the property and construct the plaza.⁸⁷ But by the early 1960s, the now cleared block was being used for parking. In 1950, a new building for the Fresno County Office of Education was constructed at the corner of M and Mariposa streets just east of Courthouse Plaza. A new Fresno County Library was constructed in 1959 just across Mariposa from the Water Tower block. In 1960, a new Police Headquarters was constructed in one block south on Mariposa, sharing the block with the 1941 City Hall building.

A Master Development Plan for Fresno's Civic Center adopted in

⁸⁶ Ibid.

⁸⁷ Planning Resources Associates Inc. 2008

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

1966⁸⁸ envisioned a centralized civic and governmental district communicating with the adjacent cultural and convention facilities. To integrate the existing buildings, recently built buildings, and proposed future construction, the plan proposed several street closures to favor pedestrian circulation, landscaped public areas and underground parking facilities. Older buildings would be unified with newer, modern buildings to create a contemporary civic campus with Mariposa Street as its central axis. The plan also included language preventing commercial development on the Water Tower Block.

Containing the County Courthouse, Hall of Records, and the County Jail, Court House Square anchored the civic center's western end. In the early 1960s, the City announced that plans to demolish the 1874 County Courthouse and construct a modern, eight story office and courthouse building in its place.



County Courthouse and Courthouse Square 1962
Image courtesy of Lance & Cromwell.



New County Courthouse artist rendering 1966

⁸⁸ Ibid. The Civic Center study was the work of James Oakes, AIA, Gay McCline, AIA, landscape architect Burr Garman, ASLA, and planning consultant, Robert E. Dyer.

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

The announcement galvanized community opposition and an effort was made to save the old courthouse which was finally torn down in 1966.⁸⁹ The new Fresno County Courthouse, designed by Walter Wagner and Associates, opened in 1966. The eight-story steel and glass slab on pilotis with ornamental metal grillwork was a stark contrast to its predecessor, an imposing symbol of Downtown's modernist reawakening.

Industrial Consolidation and Relocation

Fruit drying and packing uses would continue to dominate Fresno's industrial corridors after World War II. Other uses included lumber yards, farming implement and supply warehouses, and grain storage. Paper products and home furnishings were also warehoused along the railroad. The Kerr Rug Company began operations at the corner of G Street and Ventura as early as 1912.⁹⁰ The company continues today at the same site in a building that first appears on the 1948 Sanborn Map.

⁸⁹ Clough and Secret (29)

⁹⁰ The 1919 Sanborn map indicates a "rug weaving" concern operating at the Kerr Rug site. Anecdotal evidence suggests that the 1912 building was incorporated into the current building although corroborating documentation was not located for this report.



Vacant Sun-Maid packing plant circa 1985.
Image courtesy of Lance & Cromwell.

The building's subtle Streamline Moderne stylistic details suggest it was built sometime prior to World War II.

In 1964, the Sun Maid Company vacated their giant Fresno packing plant and moved to a new facility in neighboring Kingsburg.⁹¹ Consolidation and technological innovations within the packing industry conspired to relocate the majority of packing activities away from Downtown as continued suburban expansion made Downtown locations less convenient. While fruit packing facilities continued to operate along H and G streets through the 1960s, the 1963 and 1970

⁹¹ Sun Maid website. http://www.sun-maid.com/en/about/our_history

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

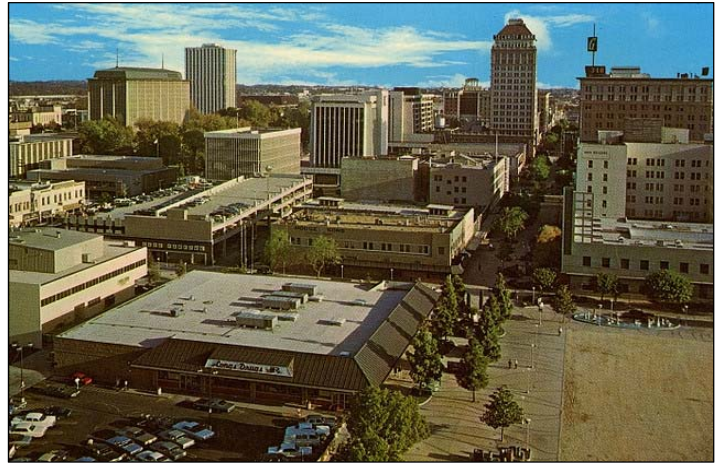
HISTORIC RESOURCES GROUP

Sanborn Maps show that large blocks previously built with warehouses and processing plants in earlier decades had been cleared of any development.

By the end of the 20th Century, most of Fresno's large-scale industrial buildings constructed prior to World War II were no longer extant. Many were demolished to make room for freeway expansion and other redevelopment projects. Other buildings – deemed seismically unstable due to their unreinforced masonry construction – were demolished for safety concerns. Smaller industrial buildings located in the blocks east of the railroad were more likely to be reused, often for automotive service uses. The adaptive reuse of early industrial buildings often radically altered their original form.

Central Business District Decline

Although retailers along the Fulton Mall enjoyed increased revenues in the first few years after the Mall opened, projections for future growth proved to be overly optimistic. Initial plans for the construction of a new department store at Mariposa failed to happen. Meanwhile, a development deal put together by the City's Redevelopment Agency in 1969 proposed ambitious plans for a high-rise, mixed-use development at the Mall's northern end. After purchasing and clearing a two block site, the deal fell through.



North End of Fulton Mall circa 1970.

With the exception of a new Longs Drugs store much of the site would remain vacant through the 1980s.⁹²

In 1970 a new 58-acre regional indoor shopping mall – Fashion Fair -- opened in north Fresno. Located close to Fresno's rapidly growing northern suburbs, the arrival of Fashion Fair resulted in an immediate decline in downtown retail business. Led by Montgomery Ward in 1970, the Mall's major retailers began relocating to more profitable locations in the suburbs and the Mall became increasingly unpopular with middle-class shoppers.

⁹² Downtown Association of Fresno website.

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

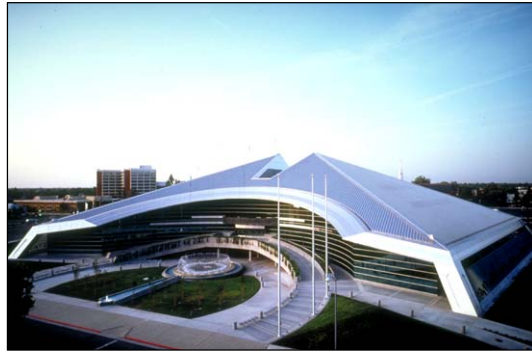
HISTORIC RESOURCES GROUP

In 1973, Del Webb's Townhouse Hotel, the anchor of the high-rise Del Webb Center, closed just six years after its grand opening. That same year a headline in the Fresno Bee asked "Is the Gruen Plan Dead?" Evidently it was. By 1974, the City had adopted a new General Plan that embraced a decentralized, suburban model for growth.⁹³

Late 20th and Early 21st Century Civic and Institutional Development (1980-Present)

By the early 1980's most of the original Mall specialty retailers had relocated. JC Penney's closed in 1986. Two years later Gottschalks, after operating their flagship store in the same location since 1914, finally called it quits as well.

The Gruen Plan had incorporated a freeway loop surrounding Downtown that was codified in the California Department of Highways planning of the late 1950s. While CA Route 99 was upgraded to freeway standards in the early 1960s, Route 41, which completed the eastern side of the loop, was not upgraded until the 1980s. Construction of Route 180 through central Fresno (the northern portion of



Fresno City Hall

Image courtesy of Allen Lew & William Patnaud Architects, Inc.

the loop) was not completed until the late 1990s and required considerable demolition in the neighborhoods north of Downtown.

As private sector business continued to locate elsewhere, Downtown Fresno became the preferred location for public sector institutions. Whole city blocks were cleared as Federal, State, County and City agencies expanded their downtown facilities beyond the civic center clustered around Mariposa Street.

The County constructed new jail facilities in 1989 and 1993, occupying a full city block at the corner of Fresno and M streets. Connected via underground tunnels to the 1947 jail

⁹³ Ibid.

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

facility adjacent to the County Courthouse, the jail expansion provided capacity for over 2000 inmates.⁹⁴

Other major public sector projects include the new Fresno City Hall which was dedicated in 1999. The five-story, 210,000 square foot building was designed by Canadian architect Arthur Erikson.⁹⁵ It features a pyramidal metal-clad roof and dramatic circular entry. Located on two full blocks between Tulare, Fresno, P and Q streets, City Hall provides a northeastern terminus on the Mariposa Mall axis.

The Robert E. Coyle Federal Courthouse at 2500 Tulare Street was constructed in 2005. The nine-story building was designed by Moore Ruble Yudell Architects with Gruen Associates.⁹⁶

The turn of the 21st century also brought significant growth of Downtown medical facilities with the expansion of Fresno Community Hospital.



Fresno Community Medical Center

The hospital began at its current location when the then Burnett Sanitarium constructed a new facility at the corner of Fresno and S streets in 1905. Named Fresno Community Hospital in 1945, the hospital would see steady growth through mergers with other institutions. In 1995, the City approved the development of a regional medical center at the downtown hospital site. Re-named the Community Regional Medical Center in 2003, the 58-acre campus is a state-of-the-art medical facility that includes a 626-bed

⁹⁴ Fresno County Jail factsheet.

⁹⁵ Archhop website, accessed May 13, 2011.
<http://archop.org/2009/05/arthur-erickson/>

⁹⁶ Emporis.com , accessed June 23, 2011
<http://www.emporis.com/building/fresnounitedstate-scourthouse-fresno-ca-usa>

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

hospital and University of California research and training center.⁹⁷

While the government agencies and the medical center bring thousands of workers, this has so far not led to a larger reinvigoration of Downtown Fresno. Many of the new buildings have been designed as stand-alone facilities with self-contained amenities and expanses of parking which have done little to activate neighboring streets.

Plans for a Downtown baseball stadium -- part of the 1992 Ratkovitch Plan for Downtown revitalization -- gained traction toward the end of the 1990s. Occupying almost four city blocks, Grizzlies Stadium (now Chukchansi Park) opened to great fanfare in April of 2002.⁹⁸ Located just south of the Fulton Mall between Inyo, H, and Tulare streets, the stadium proved to be a popular entertainment and recreation destination. That popularity, however, has so far not been a successful catalyst for larger revitalization.

Recent efforts to bring new residents to Downtown Fresno have been more successful with the development of live-work lofts in the Arts and Culture District. Revitalization efforts continue as the City contemplates a new Specific Plan for the area.



Chukchansi Park

Image courtesy of Open Buildings (openbuildings.com).

⁹⁷ Community Medical Centers Healthcare website
<http://www.communitymedical.org/about-us/our-vital-numbers>

⁹⁸ PBID Partners of Downtown Fresno website.

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

Selected Chronology

The following chronology is intended to highlight activities and events important to the understanding of the built environment within and immediately surrounding Downtown Fresno from the earliest settlement through the present day. The events listed here highlight key points in the growth and development of Downtown Fresno and reference important historical associations.

- 1805 First exploration of the San Joaquin Valley by Spanish missionaries.
- 1823 Ashley expedition arrives from St. Louis to hunt and trap along the Merced, Stanislaus, and Tuolumne rivers.
- 1834 All California missions are secularized. Spain's vast land holdings are granted to Mexican and "Californio" rancheros.
- 1848 Mexico's northern territories, including California, are ceded to the United States following the Mexican-American War.
- 1848 Gold is discovered at Sutter's Mill in Northern California.
- 1850 California becomes the forty-eighth state.
- 1851 Settlement of Rootville founded.
- 1856 County of Fresno formed.
- 1871 Fresno Canal and Irrigation Company founded.

Central Pacific Railroad purchases 4, 480 acres of land, mostly west of the Easterby Ranch.
- 1872 A railroad station is established called Fresno Station.

A 3 square mile area near the rail station is platted for the new town of Fresno.

Commercial district forms along "H" Street adjacent to railroad tracks.
- 1874 Fresno is named the county seat.

County Courthouse is constructed on Mariposa Street.
- 1881 The first Armenian settlers, the Seropian Brothers, arrive in Fresno.

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

- 1885 Fresno incorporated as a city.
- 1887 The first Volga Germans arrive in Fresno.
- 1889 The Southern Pacific Train Station is constructed at Tulare and “H” streets, replacing an earlier depot structure at the same location.
- 1894 The Fresno Water Tower is constructed at Fresno and “O” streets.
- 1896 The Santa Fe Railroad Depot begins construction.
- 1900 Fresno population at 12,470.
Bing Kong Tong Association Building is constructed.
- 1902 Fresno’s first electric streetcar line begins operation.
- 1903 Hobbs-Parsons Produce warehouse is constructed.
- 1904 Public Library constructed with a \$30,000 Carnegie grant.
- 1905 First Armenian Presbyterian Church is constructed at 515 Fulton Street.
- 1907 First (purpose-built) City Hall constructed.
- 1909 Fresno’s first double-track streetcar line is installed along “J” Street. (Present-day Fulton Street).
- 1912 The Hotel Fresno is constructed.
- 1913 Fresno’s first “skyscraper”, the Griffith-McKenzie Building, is constructed at Fulton and Mariposa streets.
- 1914 World War I begins in Europe.
Gottschalk’s department store opens at the corner of Fulton and Kern streets.
Holy Trinity Armenian Apostolic Church is constructed at 2226 Ventura Street.
- 1915 Fresno’s Armenian population reaches its peak after the Ottoman Armenian Genocide.

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

- 1916** Fresno’s first City Planning Commission is established.
- 1917** The United States enters World War I.
- The Bank of Italy Building is constructed on “J” Street (present-day Fulton Street).
- Liberty Theater is constructed at present-day 944 Van Ness Avenue.
- 1918** World War I ends.
- San Francisco architect and planner Charles Henry Chaney submits Fresno’s first city planning document entitled “General Report on the Progress of City Plan for Fresno.”
- Fresno Natatorium is constructed at present-day 1725 Broadway.
- 1919** “I” and “K” streets are renamed “Broadway Street” and “Van Ness Avenue” respectively.
- 1920** Rustigian Building is constructed at 701-723 Fulton Street.
- A new Buddhist Temple is constructed at the corner of “E” and Kern streets after a fire destroys the previous temple building at the same site.
- The Bow On Tong Association Building is constructed.
- The Hotel Virginia begins construction at the corner of “L” and Kern streets.
- 1921** The Mattei Building is constructed on Fulton Street.
- A YWCA residence hall, designed by Julia Morgan, is constructed at 1600 M Street.
- 1922** The T.W. Patterson building is constructed at 2014 Tulare Street.
- Fresno Bee Building is constructed at 1545 Van Ness Avenue.
- The YMCA Administration and Recreation building, designed by Julia Morgan, is constructed at 2141 Tuolumne Street.

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

- 1923** Fresno’s first zoning ordinance is approved.
- San Joaquin Light & Power Company building is constructed at 1401 Fulton Street.
- Hotel Californian is constructed at 851 Van Ness Avenue.
- 1924** The Radin-Kamp Department Store opens on Fulton Street.
- The First Mexican Baptist Church is constructed at 1061 “E” Street; the first church in Fresno constructed specifically to serve the Mexican-American community.
- 1925** Pacific Telephone and Telegraph Building is constructed at 1455 Van Ness Avenue.
- 1926** The Wilson Theater is constructed at 1445 Fulton Street.
- Pacific Gas & Electric Company Building is constructed at 1544 Fulton Street.
- 1928** The Pantages Theater (now Warnor’s Center for the Performing Arts) is constructed at 1400 Fulton Street.
- 1929** The stock market crashes in October, ushering in the Great Depression.
- 1932** Franklin Delano Roosevelt is sworn in as President of the United States.
- 1933** A major street improvement project along Broadway between Divisadero and Tulare streets includes widening the street by ten feet and implementing Spanish Revival facades on buildings affected by the project.
- 1935** Memorial Auditorium is constructed at Fresno and “M” streets.
- The Fresno County Hall of Records is constructed on Tulare Street.
- 1936** Fresno Unified School District office is constructed on “N” Street.
- 1939** Post Office and Federal Building are constructed on Tulare Street.
- Fresno’s streetcars are removed from service.

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

- 1940** Fresno's population reaches 60,685.
- 1941** A new City Hall is constructed at 2326 Fresno Street in the International Style.
- On December 7th, the United States is bombed at Pearl Harbor in Hawaii and the United States enters World War II.
- 1945** World War II ends in victory for the United States and the troops return home.
- 1947** The Fresno Water Tower is preserved and the entire block to the east is cleared for redevelopment as an open plaza.
- The Mayfair residential subdivision is constructed north of central Fresno. Development includes the area's first suburban shopping center.
- 1948** The Gottschalk's store at Fulton and Kern is enlarged and redeveloped. The original Beaux-Arts facades are revamped in a late Moderne style.
- Highway 99 is constructed just west of downtown Fresno.
- 1950** The Korean War begins.
- Fresno Office of Education Building is constructed on Mariposa Street.
- The Census reports Fresno's population at 91,669.
- 1953** The Korean War ends.
- 1954** Northland Center in Detroit, the nation's first regional suburban shopping center opens, designed by architect and planner Victor Gruen.
- 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.
- Victor Gruen unveils a "superblock" plan of pedestrian malls for downtown Fort Worth.

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

- 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.
- 1958** Victor Gruen & Associates submit a formal proposal to work on a plan for the Central Business District of Fresno, which is accepted by the City.
- Fresno State begins to relocate from University Avenue near the Tower District, to a site at Cedar and Shaw in north Fresno.
- 1959** Fresno County Library is constructed on Mariposa Street.
- Kalamazoo Mall, a Victor Gruen project, opens on Burdick Street in Downtown Kalamazoo Michigan, the nation's first downtown pedestrian mall.
- 1960** A new headquarters building for the Fresno Police is constructed on "N" Street.
- The City of Fresno adopts in principle Victor Gruen's plan for the Central Business District, including a downtown pedestrian mall.
- 1961** Guarantee Savings and Loan occupies the 1920s Mattei Building at Fulton and Fresno streets after remodeling the first three floors.
- Berkeley's, a women's clothing retailer, opens a two-story store at Fulton and Kern streets.
- Walter Smith men's and boy's clothing opens a new store at Fulton and Kern streets.
- 1962** A new building for the Fink & Skopp store is constructed at 933 Van Ness Avenue.
- 1963** The high-rise Del Webb Center is constructed on "M" Street. The full city block complex includes a hotel, offices, shops, and parking.

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

- 1964** Construction of Fresno's Fulton Mall begins on March 30.
Fresno's Fulton Mall opens to the public on September 1.
The Fresno Clovis Metropolitan Area General Plan incorporates a retail emphasis for the Downtown Fresno Central Business District.
Fourteen-story high-rise for Midland Savings and Loan is constructed at Tulare and "L" streets.
- 1965** National Dollar Stores opens on the Fulton Mall.
The YMCA Administration and Recreation building at 2141 Tuolumne Street is completely remodeled as the "Garden Court Building."
A new Fresno County Courthouse is constructed in Courthouse Park directly in front of the original courthouse.
The Park Towers complex begins construction on Van Ness between Fresno and Tulare streets.
The American Institute of Architects awards Fresno with its national award for "Excellence in Community Architecture"
- 1966** The original 1874 Fresno County Courthouse is demolished.
The Fresno Convention Center opens.
- 1968** The Fulton Mall is honored with a "National Design Excellence" award from the Department of Housing and Urban Development.
- 1970** Montgomery Ward's closes their Fulton Mall location, and plans to relocate to north Fresno.
Fashion Fair, an indoor, regional shopping mall opens in north Fresno near Fresno State College.

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

- 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.
- The Del Webb Townhouse Hotel closes and is 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 Gottschalks closes their flagship store on the Fulton Mall.
- 1999 Fresno City Hall, designed by Canadian architect Arthur Erikson, is completed and dedicated.
- 2002 A multi-purpose stadium (now Chukchansi Park) opens just south of the Fulton Mall between Inyo, H, and Tulare streets.
- 2005 Design for a portion of Eaton Plaza is completed.

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

THEMES AND ASSOCIATED PROPERTY TYPES

Through research HRG has identified several important themes that have influenced the physical development of Downtown Fresno since 1872. Each is defined by a particular period of significance. Overlapping periods illustrate the influence of multiple trends during Downtown Fresno's development. A single property may be associated with multiple themes.

Themes and their associated property types are reviewed in the following pages.

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

Railroad Development and Expansion (1872-1945)

The location of rail lines established Fresno as a major transportation crossroads and distribution center for the Central Valley's agricultural bounty. Early development patterns favored proximity to the railroad, solidifying the centrality of Fresno's downtown. The railroad's impact is immediately understood in the northwest-southeast orientation of the downtown street grid, which paralleled the orientation of the Central Pacific Railroad line.

Early railroad properties are rare in Downtown Fresno and most important remaining properties have been designated by the City.

Associated Property Types

Property types associated with railroad development include rail stations and their ancillary buildings, rail yards, rail lines, and rail spurs. Some early industrial buildings that were constructed in immediate proximity to rail lines and designed to take advantage of rail technology, may also be significant within this context.

A railroad property in Downtown Fresno may be significant:

- As a rare, intact example of railroad development from the late 19th to early-20th Century
- As an industrial property directly associated with the railroad (e.g. railroad warehouse)



Santa Fe Depot (1899)



Pullman Shed (1917)

Railroad properties that have been designated by the City as historic resources include the Southern Pacific Depot (1889) at 1713 Tulare St., and the Santa Fe Depot (1899) at 2650 Tulare St. Other extant railroad properties include an early railroad warehouse (circa 1910) at 735 H St., and the Pullman Shed (1917) located adjacent to the Southern Pacific Depot at 1713 Tulare St.

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

Residential Development (1872-1942)

The Downtown Fresno area included vibrant residential neighborhoods throughout the late 19th century. By the early 20th century, some of these neighborhoods were significantly eroded by expanding commercial and industrial sectors as well as transportation infrastructure that made it possible for people to live further from the city center. Large-scale redevelopment projects of the mid- and late-20th century continued to erode Fresno's earliest neighborhoods. Today, intact early residential properties within the Downtown area are comparatively rare. For this reason, integrity thresholds are lower than they might be for other resource types.

Outstanding examples of Fresno's early residential properties can be found within the proposed St. John's Cathedral District and the northern portions of the Cultural-Arts District. The majority of these have either been designated by the City as local historic resources or previously identified as potential individual resources or as contributors to a potential historic district. Modest residential properties exist in and around Chinatown; many of these have poor integrity due to alteration or extreme disrepair. Outside of these areas, only isolated examples of Fresno's early residential architecture remain.

Architectural styles associated with residential development during this

period include Folk/Vernacular, Queen Anne, Neo-Classical, American Foursquare, Craftsman, Colonial Revival, Mission Revival, and Spanish Revival.

Associated Property Types

Property Type: Single-Family Residence

Single-family properties representing late-19th and early-20th century residential development include large homes for the City's upper and middle classes, and modest houses for working families. Carriage houses and other ancillary buildings are also representative.



Helm Home (1901)

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP



1230 P Street (1913)

A residential property from this period may be significant:

- As an increasingly rare example of late-19th or early-20th century residential development
- As a good or rare example of a particular architectural style associated with the period, and/or the work of a significant architect or designer
- As a rare example of brick residential construction
- For its association with an important early resident or event

Over thirty single-family residential properties located in the Downtown area have been designated by the City as historic resources. Examples include the Vartanian Home (1891) at 362 F Street; the Helm Home (1901) at 1749 L Street; and the Van Valkenburg Home (1903) at 1125 T Street.

Other extant single-family residential properties include the Joseph Giardina House (circa 1900) at 517 Van Ness

Avenue; a single-story Craftsman Cottage (1920) at 555 F Street; and a Neo-Classical Cottage (1913) at 1320 P Street.

Property Type: Multiple Family Residence

Multiple family residences representing late-19th and early-20th century residential development include duplexes, fourplexes, apartment houses, and bungalow courts.



Maubridge Apartments (1911)

Image courtesy of HistoricFresno.org.

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP



636 Van Ness (c. 1915)

A multiple family residential property from this period may be significant:

- As a rare example of early-20th century multiple family residential development
- As a rare example of a residential bungalow court
- As a good or rare example of a particular architectural style associated with the period, and/or the work of a significant architect or designer
- For its association with an important early resident or event

Multiple-family residential properties that have been designated by the City as historic resources include the Maubridge Apartment Building (1911) at 2344 Tulare Street.

Other extant multiple-family residential properties include a Neo-Classical duplex at 636 Van Ness (c. 1915) and the Brix Apartments bungalow court (1940) at 1325 M Street.

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

Ethnic Communities (1872-1960)

Successive waves of immigrant groups have settled in and around Fresno's downtown throughout the City's history. Areas west of the railroad have been settled by Italian, Russian-German, Chinese, and Japanese populations from the mid-19th Century through World War II. These communities were largely replaced by Hispanic and African-American populations in a process that began after World War II.

Historic ethnic neighborhoods within or overlapping the Downtown area include Chinatown, located between Highway 99 and the railroad along F Street; Fresno's historic Germantown roughly bounded by California Street, Ventura Street, and G Street; the historic Armenian Town located in the southeastern portion of the Fulton Corridor plan area, adjacent to the Central Business District; and the historic Italian community, located southwest of Downtown, spanning the Fulton Corridor area and further Southwest beyond Highway 99. Outside of Chinatown, where a small commercial historic district has been identified, only fragments of these historic neighborhoods remain.

Properties associated with Fresno's ethnic neighborhoods are not typically associated with particular architectural styles. Properties can be residential, commercial or institutional, and significance is frequently derived from



Bing Kong Association Building (1900)

historic association rather than from aesthetic qualities.

Associated Property Types

Property types include single-family homes, ancillary buildings such as the summer kitchens of the Volga Germans, boarding houses, churches, meeting halls, and small neighborhood commercial buildings. Many of these properties are also associated with other development themes.

A property associated with one of Fresno's important ethnic groups may be significant:

- As a recognizable remnant of a historic ethnic neighborhood.
- As the gathering place of an important ethnic social or religious institution.

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

- As a good or rare example of a particular building type associated with an important ethnic group
- For its association with a person or event important to the history of a particular ethnic group.

Properties with important ethnic community associations that have been designated by the City as historic resources include the Bing Kong Tong Association Building (1900) at 921 China Alley; the Holy Trinity Armenian Apostolic Church (1914) at 2226 Ventura Street; and the First Mexican Baptist Church (1924) at 1061 Kern St.

Other extant properties with important ethnic community associations include the Holly Department Store (1948) at 1027 F Street; and Komoto K. Books (circa 1900) at 922 F Street.

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

Late-19th and early-20th Century Commercial Development (1872-1945)

Commercial enterprise in Fresno expanded dramatically following the arrival of the railroad in 1872 and continued throughout the 19th century. The 20th century saw increased commercial development particularly in the years between World War I and the arrival of the Great Depression.

Architectural styles represented include Mission Revival, Beaux Arts, Renaissance Revival, Spanish Revival, Art Deco, and Streamline Moderne. Modest masonry vernacular commercial buildings may have minimal stylistic detailing or not represent any particular style. The majority of the large and architecturally distinguished buildings have been designated by the City as historic resources, and several are listed on the National Register.

Associated Property Types

While very few 19th century commercial buildings remain, Fresno's early 20th Century prosperity can be seen in the masonry buildings that were constructed between 1900 and 1930. These include high-and mid-rise office buildings, hotels, department stores, and low-rise storefront buildings. A handful of downtown's elegant and impressive theaters also remain intact.



Rustigian Building (1919)



L.C. Wesley Super Garage (1931)

A commercial property from this period may be significant:

- As a rare intact example of late 19th or early-20th century commercial development
- As a good or rare example of a particular architectural style associated with the period, and/or the work of a significant architect or designer
- As a rare intact example of an early commercial property type
- For its association with the city's original commercial core

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

- For its association with an important resident or event

Early commercial properties that have been designated by the City as historic resources include the Bank of Italy (1917) at 1001 Fulton Mall; the Rustigian Building (1919) at 701 Fulton Street; and the Radin-Kamp Department Store (1924) at 959 Fulton Mall.

Other extant early commercial properties include the Brix Building (1928) at 1221 Fulton Mall; the L.C. Wesley Super Garage (1931) at 862 Van Ness Avenue; and Lefty's Mexican Restaurant (circa 1930) at 915 Van Ness Avenue.

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

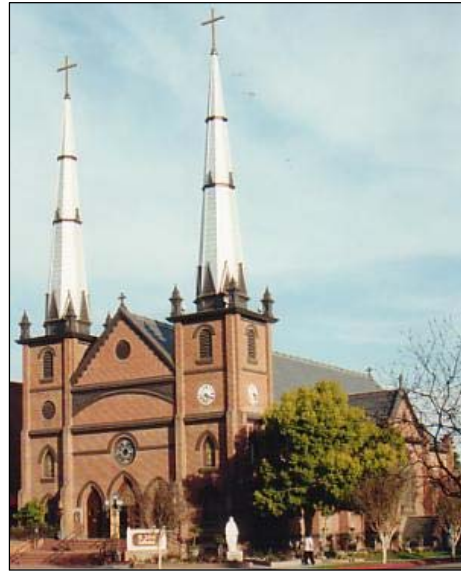
Late-19th and Early-20th Century Civic and Institutional Development (1872-1930)

A considerable portion of Downtown Fresno's development is associated with the public sector and non-commercial interests such as religious and social groups. With the construction of the first County Courthouse in 1874, a Civic Center was established and government buildings have generally clustered northeast of Van Ness Avenue around Mariposa Street ever since. Religious and social organizations located their facilities in various parts of the Fulton Corridor area. The oldest of these were often associated with early residential neighborhoods.

Important early civic buildings such as the first County Courthouse (1874), the first City Hall (1907), and the Carnegie Library (1904) are no longer extant. Several churches, temples, and buildings related to social organizations, however, can still be found within the Fulton Corridor area.

Associated Property Types

Civic property types include city halls, courthouses, post offices, libraries, schools, and buildings associated with public infrastructure agencies such as those providing power and water. Non-governmental institutional buildings include churches, meeting halls, and other buildings associated with social organizations such as the YMCA.



St. John's Cathedral (1902)



G Street Substation (c. 1920)

A civic or institutional property may be significant:

- As a rare example (first, last remaining, only) of civic or institutional development
- As a good or rare example of a particular architectural style associated with its period, and/or

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

the work of a significant architect or designer

- For its association with an important resident or event
- For its association with an important religious, social, cultural, or civic institution

Architectural styles associated with late-19th and early-20th century civic or institutional development in Downtown Fresno include Mission Revival, Spanish Colonial Revival, Renaissance Revival, and Classical Revival.

Early civic and institutional properties that have been designated by the City as historic resources include the Old Fresno Water Tower (1894) at 2444 Fresno Street; the Old Post Office Substation (1921) at 2422 Kern Street; and St. John's Cathedral (1902) at 2814 Mariposa Street.

Another extant early civic and institutional property from the period is the G Street Zone Substation (circa 1920) at 1159 G Street.

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

Industrial Fresno (1890-1960)

Fresno's status as a major transportation and distribution center for the Central Valley's agricultural bounty gave rise to a robust industrial sector. Industrial activity in Fresno developed largely in support of agricultural activities -- primarily raisin and dried fruit packing -- with industrial facilities tending to cluster in close proximity to the railroad. Intact early industrial properties within the Downtown area are comparatively rare. For this reason, integrity thresholds are lower than they might be for other resource types.

Associated Property Types

Extant industrial buildings important to Downtown Fresno's development history date from the late-19th century through the mid-20th century. Properties include warehouses, processing plants, factories, associated offices, and ancillary buildings and structures. These properties are typically clustered along rail lines in areas where adjacent blocks developed into defined industrial zones.

An industrial property in Fresno may be significant:

- As a rare, intact example of a particular type of industrial development
- For its association with an important local industry (e.g. fruit packing, food processing, etc.)
- For its direct association with the railroad



State Center Warehouse (1918)



Kerr Rug Company (c. 1940)

In general, industrial development in Fresno is not associated with particular architectural styles. Vernacular industrial buildings of brick and reinforced concrete are the predominate form, and significance is frequently derived from historic association rather than from aesthetic qualities.

Industrial properties that have been designated by the City as historic resources include the Hobbs Parsons Produce Company Warehouse (1903) at 903 H Street; the Berven Rug Mills building (1917) at 616 P Street; and the State Center Warehouse (1918) at 747 R Street.

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

Other extant industrial properties include the Baz Brothers warehouse (circa 1905) at 840 G Street; and Kerr Rug Company (circa 1940) at 539 G Street.

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

Depression-Era Civic and Institutional Development (1933-1942)

In Fresno, projects funded through the Roosevelt Administration’s “New Deal” programs transformed Fresno’s Civic Center where five new government buildings were constructed between 1936 and 1941. In addition to monumental civic projects the New Deal benefited Fresno through park improvements, street improvements, and fire stations.

Associated Property Types

Civic and institutional property types include city halls, post offices, fire stations, auditoriums, and office buildings for public agencies. Non-governmental institutional buildings include churches, meeting halls, and buildings associated with social organizations.

A civic or institutional property may be significant:

- For its direct association with New Deal funding programs.
- As a good or rare example of a particular architectural style associated with its period, and/or the work of a significant architect or designer
- For its association with an important resident or event
- For its association with an important religious, social, cultural, or civic institution

Architectural styles represented include Art Deco, Streamline Moderne, and International Style.



Fresno Memorial Auditorium (1936)

Depression-era civic and institutional properties that have been designated by the City as historic resources include the Fresno Memorial Auditorium (1936) at 1235 O Street; Fresno Fire Station No. 3 (1939) at 1406 Fresno Street; and Fresno City Hall (Annex) (1941) at 1406 Fresno Street.

Other extant civic and institutional properties include the Blue Cross Veterinary Hospital (1936) at 1821 Van Ness Avenue.

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

Mid-20th Century Commercial Redevelopment (1945-1970)

Unprecedented suburban growth aided by the ascendance of the automobile as the preferred transportation mode and a greatly expanded highway infrastructure, threatened the health and vitality of Fresno's downtown in the years after World War II. To combat the effects of suburbanization, city officials and downtown business and property owners embraced some of the most advanced ideas in architecture, urban design and planning to revitalize downtown and stay competitive with the burgeoning suburbs.

Property developers constructed new buildings in a wide range of modernist styles while many older buildings were revamped with new facades. The embrace of modernist ideals to transform downtown Fresno culminated in the adoption of the Victor Gruen plan for the Central Business District and construction of the Fulton Mall.

Associated Property Types

Downtown Fresno contains an impressive collection of mid- 20th century commercial buildings that reflect Fresno's extensive revitalization efforts of the late 1950s and 1960s. Associated property types include office buildings, department stores, hotels, commercial retail and/or office buildings, and parking facilities.



Alastair Simpson Offices/Fresno Photo Engraving (1946)



Equitable Life Insurance Building (1966)

Architectural styles include Late Moderne, International Style, Mid-Century Modern, Corporate Modern, Googie, and New Formalism.

A commercial property from this period may be significant:

- As a good or rare example of a particular architectural style associated with the period, and/or the work of a significant architect or designer
- For its association with the Downtown's mid-20th century revitalization

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

- For its association with an important resident or event

Only one mid-20th century commercial property has been designated by the City as a historic resource, the Alastair Simpson Offices/Fresno Photo Engraving (1946) at 748 Fulton Street.

Other extant mid-20th century commercial properties include the Gottschalk's Department Store (remodeled in 1948) at 802 Fulton Mall; the former Fink & Skopp Home Furnishings Store (1962) at 933 Van Ness; the Equitable Life Insurance building (1966) at 1350 O Street; Bank of the West (1966) at 1221 Van Ness Avenue; and Wells Fargo Bank (1966) at 1206 Van Ness Avenue.



Bank of the West (1966)

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

Mid-20th Century Civic and Institutional Development (1945-1970)

The expansion of government during the second half of the 20th century dramatically increased the presence of the public-sector in downtown Fresno. Continuing the expansion of the Civic Center that began in the 1930s, several new buildings were erected and several blocks of Mariposa Street were closed to traffic and converted into a landscaped pedestrian mall. The Convention Center complex was also constructed.

Associated Property Types

Civic and institutional property types include libraries, auditoriums, office buildings for public agencies, theaters, and conference centers. Non-governmental institutional buildings include churches, and meeting halls.

A civic or institutional property may be significant:

- For its direct association with Post World War II urban revitalization programs.
- As a good or rare example of a particular architectural style associated with its period, and/or the work of a significant architect or designer
- For its association with an important religious, social, cultural, or civic institution



Fresno County Office of Education (1950)

Civic and institutional buildings in downtown Fresno reflect the City's adoption of modernist architecture and planning in the mid- 20th century. Architectural styles include the Corporate Modern, Mid-Century Modern and New Formalism.

No mid-20th century civic and institutional properties have been designated by the City as historic resources.

Extant civic and institutional properties from the period include the Fresno County Office of Education (1950) at 2314 Mariposa; the Fresno County Free Library (1959) at 2420 Mariposa; the Fresno Convention Center (1966) at 700 M Street; and the Fresno County Courthouse (1965) at 1100 Van Ness Avenue.

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

ARCHITECTURAL CHARACTER

Introduction

This section describes the predominant architectural styles currently represented in Downtown Fresno, from the late 19th Century through the mid-20th Century. The typology presented here is not intended to establish historic significance. Rather, it describes the existing population of buildings constructed Downtown during this period. The information below briefly describes the origin of each style, and its presence in the local landscape. Date ranges refer to the time the style was most prevalent in Fresno. A list of character-defining features is also provided. A property that is eligible for designation as a good example of its architectural style retains most - though not necessarily all - of the character-defining features of the style, and continues to exhibit its historic appearance.

Queen Anne (c. 1880 – 1910)

The Queen Anne style was one of the most popular Victorian-era styles for residential buildings in California. Like the Stick style that it quickly replaced, Queen Anne uses exterior wall surfaces as a primary decorative element. Elements Features used to avoid plain flat wall surface include bays, towers, overhangs, wall projects, and wall materials with differing textures.

Extant examples of Queen Anne architecture in Downtown Fresno include the Thomas R. Meux Home

(1889) at 1007 R Street, the McVey homes (1903) at 1322 and 1326 N Street, and the Schmidt Home (1908) at 460 N Street.

Character-defining features include:

- Asymmetrical façade
- Steeply-pitched roof of irregular shape, usually with a dominate front-facing gable
- Wooden exterior wall cladding with decorative patterned shingles
- Projecting partial-, full-width or wrap-around front porch, usually one story in height
- Cut-away bay windows
- Wood double-hung sash windows
- Towers topped by turrets, domes or cupolas
- Tall decorative brick chimneys
- Ornamentation may include decorative brackets, bargeboards and pendants, as well as Eastlake details, such as spindle work

Neo-Classical Cottage (c.1875 – 1920)

The term “Neo-Classical Cottage” is used to describe simple house forms or cottages with fewer decorative features than other styles from the period. While vernacular residences may display certain characteristics of recognizable styles, decorative detailing is typically confined to the porch or cornice line.

Downtown Fresno retains a small population of such residential buildings from the late 19th and early 20th Centuries.

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

Character-defining features include:

- Symmetrical façade
- Simple square or rectangular form
- Gabled or hipped roof with boxed or open eaves
- Wood exterior cladding
- Simple window and door surrounds
- Details may include cornice line brackets
- Porch support with turned spindles or square posts

Residential Vernacular (c.1875 – 1920)

The term “Residential Vernacular” is used to describe simple houses or cottages with little or no distinguishing decorative features. These buildings are characterized by their simplicity and lack of any characteristics of recognizable styles.

Downtown Fresno retains a small population of such residential buildings from the late 19th and early 20th Centuries.

Character-defining features include:

- Simple square or rectangular form
- Gabled or hipped roof with boxed or open eaves
- Wood exterior cladding
- Simple window and door surrounds

Mission Revival (c. 1890 – 1920)

The Mission Revival style is indigenous to California. Drawing upon its own colonial past, Mission Revival was the Californian counterpart to the Colonial Revival of the Northeastern states.

Never common beyond the Southwest, its regional popularity was spurred by its adoption by the Santa Fe and Southern Pacific Railways as the preferred style for train stations and resort hotels.

Features of the California Missions were borrowed and freely adapted, often in combination with elements of other revival styles.

The Helm Home (1901) at 1749 L Street and the Santa Fe Depot (1899) at 2650 Tulare Street are examples of the Mission Revival style in Downtown Fresno.

Character-defining features include:

- Red clay tile roofs with overhanging eaves and open rafters
- Shaped parapets, including espandañas, with coping
- Stucco exterior wall cladding
- Arched window and door openings
- Details may include bell towers, quatrefoil openings or patterned tiles

Craftsman (c. 1900 – 1930)

Craftsman architecture in America grew out of the late-19th century English Arts and Crafts movement. It stressed simplicity of design, hand-craftsmanship, and the relationship to the climate and landscape. Craftsman architecture was widely published in architectural journals and pattern books, popularizing the style throughout the country. Affordable and easily constructed from local materials, the mostly one- or one-and-a-half-story homes were often

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

referred to as “bungalows” and dominated middle-class residential design during the first quarter of the 20th century.

As use here, “Craftsman” encompasses a range of stylistic variations including larger, two-story homes (more narrowly referred to as Arts & Crafts homes) and single-story bungalows.

Examples of the Craftsman style in Downtown Fresno include the Martin Home (1912) at 1002 T Street and the Aten Home (1914) at 1133 S Street.

Character-defining features include:

- Horizontal massing
- Low-pitched gabled roof
- Widely overhanging eaves with exposed rafters, beams, or braces
- Wood exterior wall cladding (shingle, shake, or clapboard)
- Projecting partial-, full-width or wrap-around front porch
- Heavy porch piers, often of river stone or masonry
- Wood-frame casement or double-hung sash windows, often grouped in multiples
- Widely-proportioned front doors, often with a beveled light
- Wide window and door surrounds, often with extended lintels
- Extensive use of natural materials (wood, brick or river stone)

Colonial Revival (c. 1900 – 1955)

The Colonial Revival style proliferated during the first half of the 20th century. This style incorporates traditions from the Georgian, Adam and early Classical Revival styles that were prevalent during the English colonial period. Dutch colonial influences were also incorporated. Earlier examples were rarely accurate recreations but were instead free interpretations with details inspired by colonial precedents, while later examples shifted to more historically correct proportions and details.

Examples of Colonial Revival architecture in Downtown Fresno include the Long/Black Home (1907) at 1727 L Street, and the Goodman Home (1906) at 1060 T Street.

Character-defining features include:

- Side gable or hipped roofs
- Wood exterior wall cladding, typically horizontal
- Accentuated front entry or portico, featuring decorative pediments supported by pilasters or slender columns
- Wood double-hung sash windows with multi-pane glazing
- Front doors flanked by sidelights with fanlights above
- Fixed wooden shutters

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

Classical Revival (c. 1900 –1920)

The Classical Revival style did not achieve the broad popularity of its closely-related Colonial Revival contemporary. The style is best identified by its symmetrical façade, which is typically dominated by a full-height porch with the roof supported by classical columns. Like the Renaissance Revival, this style was widely used for imposing civic buildings, institutional buildings, and banks.

Examples of Classical Revival buildings in Downtown Fresno include the Swift Home (1905) at 1605 L Street and the First Church of Christ Scientist (1916) at 1615 N Street.

Character-defining features include:

- Symmetrical façade
- Front- or side-gabled roof
- Wood or masonry exterior wall cladding
- Full-height gabled or pedimented front porch
- Porch roof supported by slender fluted columns with Ionic or Corinthian capitals
- Wood double-hung sash windows with multi-pane glazing
- Details may include dentils, a wide frieze beneath the cornice, and roofline balustrades

Renaissance Revival (c. 1905 – 1930)

Renaissance Revival buildings were often fairly literal interpretations of the Italian originals, unlike the free interpretations of the preceding Italianate style. Its formal, symmetrical facades and Classical or Beaux Arts details including quoins, roofline balustrades, pedimented windows, molded cornices and belt courses were often used for imposing civic buildings, institutional buildings, and banks.

Examples of Renaissance Revival style architecture in Downtown Fresno include the Bank of Italy Building (1917) at 1001 Fulton Mall, and the Hotel California (1923) at 851 Van Ness Avenue.

Character-defining features include:

- Symmetrical facade
- Tiled low-pitched hip roof, sometimes flat roof
- Boxed eaves with decorative brackets
- Stucco or masonry exterior wall cladding
- Arched window and door openings on the first story
- Wood divided-light casement or double-hung sash windows in the upper stories
- Front entry accentuated with slender classical columns or pilasters

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

Spanish Colonial Revival (c. 1915 – 1940)

Enormously popular in Southern California from the late 1910s through the late 1930s, the Spanish Colonial Revival style emerged from a conscious effort by architects to emulate older Spanish architectural traditions, and break with Eastern colonial influences. At the peak of its popularity, design features of other regions of the Mediterranean were often creatively incorporated, including those of Italy, France, and North Africa. The result was a pan-Mediterranean mélange of eclectic variations on Spanish Revival styles.

Examples of Spanish Colonial Revival architecture in Downtown Fresno include the Physician’s Building (1926) at 2607 Fresno Street,

Character-defining features include:

- Asymmetrical facade
- Red clay tile hip or side-gable roof, or flat roof with a tile-clad parapet
- Stucco exterior cladding, forming uninterrupted wall planes
- Wood-frame casement or double-hung windows, typically with divided lights
- Arched colonnades, window or door openings
- Decorative grilles of wood, wrought iron, or plaster
- Balconies, patios or towers
- Decorative terra cotta or tile work

Commercial Vernacular (c. 1915-1950)

Although not an officially recognized style, “commercial vernacular” describes simple commercial structures with little decorative ornamentation, common in American cities and towns of the late 19th and early 20th centuries. Fresno’s original commercial core was largely composed of such buildings, typically for retail and offices uses. They are typically brick in construction, with minimal decorative detailing.

Examples of Commercial Vernacular architecture in Downtown Fresno include the Sun Stereo Warehouse (1916) at 736 Fulton Street, the Basque Hotel (1922) at 1102 F Street, and the Liberty Laundry building (1928) at 1830 Inyo Street.

Character-defining features include:

- Simple square or rectangular form
- Flat roof with a flat or stepped parapet
- Brick exterior wall surfaces, with face brick on the primary facade
- First-story storefronts, typically with a continuous transom window above
- Wood double-hung sash upper-story windows, often in pairs
- Segmental arch window and door openings on side and rear elevations
- Decorative detailing, if any, may include cornices, friezes, quoins, or stringcourses

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

Art Deco Style (c. 1910 – 1935)

Art Deco was the first popular style in the United States that consciously rejected historical precedents. Most commonly used in public and commercial buildings, Art Deco was rarely used in domestic architecture. The highly decorative style employed stylized floral, figurative and geometric motifs as decorative elements on the façade. Towers, piers and setbacks were employed to give the buildings a vertical emphasis.

Examples of Art Deco buildings in Fresno include the L.C. Wesley Super Garage (1931) located at the corner of Kern Street and Van Ness Avenue, and the Fresno County Hall of Records (1935) designed by Allied Architects and Coates and Metz with a grant from the PWA.

Character-defining features include:

- Smooth wall surfaces, usually of stucco
- Stylized decorative floral and figurative elements
- Geometric decorative motifs such as zigzags and chevrons
- Towers, piers and other vertical elements
- Setbacks as design elements

International Style (c. 1920 – 1945)

The International style emerged in the 1920s and 1930s during the formative decades of Modernist architecture. The style originated in Western Europe but quickly influenced architectural design throughout the world. Radical simplification of form, rejection of applied ornament, and the adoption of glass, steel and concrete as preferred materials are hallmarks of the International Style. The embrace of industrial mass-production techniques and emphasis on function were conscious efforts to break free of historic and cultural design precedents.

Character-defining features include:

- Flat roofs (cantilevered slabs or parapets)
- Steel sash windows
- Corner windows
- Horizontal bands of windows
- Lack of applied ornament
- Asymmetrical facades
- Exterior wall materials include concrete, brick and stucco

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

Streamline Moderne (c. 1934-1945)

Characterized by smooth surfaces, curved corners, and sweeping horizontal lines, Streamline Moderne is considered to be the first thoroughly Modern architectural style to achieve wide acceptance among the American public. Inspired by the industrial designs of the period, the style was popular throughout the United States in the late 1930s, particularly with the Federally-funded projects of the Works Progress Administration. Unlike the equally modern but highly-ornamental Art Deco style of the late 1920s, Streamline Moderne was perceived as expressing an austerity more appropriate for Depression-era architecture.

Examples of Streamline Moderne architecture in Downtown Fresno include the Fresno Unified School District Office (1936) at 2348 Mariposa Mall, and the Fire Station No. 3, (1939) located at 1406-1430 Fresno Street.

Character-defining features include:

- Horizontal massing
- Asymmetrical façade
- Flat roof with coping
- Smooth wall surfaces, typically clad in stucco
- Curved end walls and corners
- Glass block and porthole windows
- Flat canopy over entrances
- Horizontal grooves or stringcourses

- Pipe railings along exterior staircases and balconies

Late Moderne (c. 1945-1960)

The Late Moderne style incorporates elements of both the Streamline Moderne and the International styles. While the earliest examples appeared in the late 1930s, the style achieved its greatest popularity in large-scale commercial and civic buildings of the late 1940s and 1950s. The Late Moderne style is most easily identified by the use of the “shadow-box” window, where horizontal groupings of windows are outlined in a protruding flange, often in a material and color that contrasts with the exterior wall.

Examples of Late-Moderne architecture in Downtown Fresno include the former Alistair Simpson Offices (1946) at 748 Fulton Street and the Gottchalk’s Department Store (remodeled 1947) at 802 Fulton Mall.

Character-defining features include:

- Horizontal emphasis
- Concrete construction
- Exposed concrete or stucco cladding
- Flat rooflines
- Horizontal bands of “shadow-box” windows, often with aluminum fin sunshades
- Operable steel-sash windows (casement, awning, hopper)
- Projecting window frames

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

Mid-Century Modern (c. 1945-1970)

Mid-Century Modern is a term used to describe a post- World War II iteration of the International Style in both residential and commercial design. The International Style was characterized by geometric forms, smooth wall surfaces, and an absence of exterior decoration. Mid-Century Modern represents the adaptation of these elements to the local climate and topography, as well as to the postwar need for efficiently-built, moderately-priced homes and buildings. The Mid-Century Modern building is characterized by its clear expression of structure and materials, large expanses of glass, and open interior plan.

Examples in Downtown Fresno include the former Walter Smith store (now Luftenburg's) at 901 Fulton Mall, the Wells Fargo building at 1206 Van Ness Avenue and the two-story office building at 830 Van Ness Avenue.

Character-defining Features

- One or two-story configuration
- Simple geometric forms
- Expressed post-and-beam construction, in wood or steel
- Flat roof with wide overhanging eaves and cantilevered canopies
- Unadorned wall surfaces
- Exterior panels of wood, stucco, brick or stone
- Flush-mounted metal frame full-height and clerestory windows
- Exterior staircases, decks, patios and balconies

- Little or no exterior decorative detailing
- Expressionistic/Organic subtype: sculptural forms and geometric shapes, including butterfly, A-frame, folded plate or barrel vault roofs

Googie (c. 1955 – 1970)

Googie has been described as Modernism for the masses. With its swooping lines and organic shapes, the style attempted to capture the playful exuberance of postwar America. Named for the John Lautner-designed Googie's Restaurant in Los Angeles, the style was widely employed in roadside commercial architecture of the 1950s, including coffee shops, bowling alleys, and car washes.

While several Googie-style motels, restaurants, and commercial buildings could once be found in Downtown Fresno, few examples remain today. One example is the car wash at 2615 Tuolumne Street.

Character-defining features include:

- Expressive rooflines, including butterfly, folded-plate, and cantilevers
- Organic, abstract, and parabolic shapes
- Clear expression of materials, including concrete, steel, asbestos, cement, glass block, plastic, and plywood
- Large expanses of plate glass

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

- Thematic ornamentation, including tiki and space age motifs
- Primacy of signage, including the pervasive use of neon

Corporate Modern (c. 1946-1976)

Corporate Modern was the predominant style of large-scale commercial designs of the late 1950s and 1960s. A direct descendant of the International Style, this corporate version was concerned with simple geometric forms and expressing the building's structure.

The Corporate Modern-style building typically takes one of two forms. The first features a single or central windowless shaft, flanked by one or more radiating wings banded with windows. Structural supports may be accentuated with protruding steel piers. Exterior decoration is often limited to the use of vertical or horizontal sunscreens. An alternate form is characterized by soaring rectangular volumes and the generous use of glass. This version of the style borrows heavily from the minimalist designs of architect Ludwig Mies van der Rohe, whose highly-modular steel and glass structures first appeared in the early 1950s. Buildings that adhere most closely to this aesthetic are often referred to as Miesian.

Examples of the Corporate Modern style in Downtown Fresno include the former Del Webb complex (now Fresno

Equity Plaza) located at 2200 Tulare Street.

Character-defining features include:

- Rectangular volumes
- Materials of concrete, steel, and glass
- Horizontal bands of windows or glass curtain walls
- Steel frame accentuated with protruding steel piers or I-beam mullions
- Projecting aluminum sunscreens, vertical fins or louvers
- Tower over a parking podium, often screened
- Articulate ground story, often set back behind slender columns or *pilotis*
- Exterior staircases with no risers
- Building set back on a plaza or formal garden

New Formalism (1955-1975)

Popular in large-scale commercial and civic designs from the late 1950s through the 1970s, the New Formalism was widely seen as a rejection of the sparse steel and glass aesthetic of the period. Largely shaped by the work of Edward Durell Stone, the style is characterized by pronounced columnar supports and large expanses of patterned screens. In opposition to the minimalist approach of the International Style, the New Formalists eagerly referenced and abstracted the classical

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

forms and applied ornamentation of historical styles.

The Fresno County Courthouse, designed by Walter Wagner and Associates and the Crocker Citizens Bank on Fresno Street are examples of the New Formalism style found in Downtown Fresno.

Character-defining features include:

- Symmetrical plan
- Heavy projecting roof slab
- Smooth wall surfaces
- Colonnade of stylized full-height columnar supports
- Repeating arches or rounded openings
- Large screens of perforated cast stone or concrete or metal grilles
- Building set behind a plaza or fountain

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

SURVEY METHODOLOGY

This survey project is comprehensive in approach and designed to be inclusive of potentially significant properties from Fresno’s important development periods. It uses contemporary survey methods and established evaluation criteria as outlined by the National Park Service and the California Office of Historic Preservation.⁹⁹

Survey Area

This survey was focused on the Fulton Corridor planning area as defined by the City. The survey area is generally bounded by Highway 99 and the Central Pacific Railroad tracks to the south and west; Highway 41 to south and east; and Divisadero Street to the north. Portions of the area between the Fulton Corridor and the Atchison, Topeka and Santa Fe railway, as well as parcels located near the convergence of Highways 99 and 41 were also included. A map of the primary survey area is provided in Figure 1.

The Fulton Corridor¹⁰⁰ plan area encompasses what is generally considered Downtown Fresno. It is the oldest portion of the City, containing the area originally platted in 1872. The plan area includes the City’s traditional central business district, the Civic Center, the “Cultural Arts District”, the “South Stadium” area, and Fresno’s Chinatown neighborhood.

Like many downtowns in the United States, the Fulton Corridor area declined substantially in the latter decades of the 20th Century as residents and private enterprise largely abandoned Downtown for opportunities in suburban areas. The area has been subject to extensive redevelopment efforts since the 1960s.

Despite these challenges, a wide range of civic, institutional, and commercial uses are still concentrated within Fresno’s Downtown. These include several government agencies, a large hospital complex, a sports stadium, a convention center, theaters, hotels, a casino, and numerous small businesses.

⁹⁹ National Park Service, U.S. Department of the Interior. *National Register Bulletin 24: Guidelines for Local Surveys: A Basis for Preservation Planning*. Washington, D.C.: 1985.

¹⁰⁰ The survey area expanded beyond the Fulton Corridor to include all parcels located in a triangle formed by Highway 99 to southwest, Highway 41 to east, and Divisadero Street to the north.

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

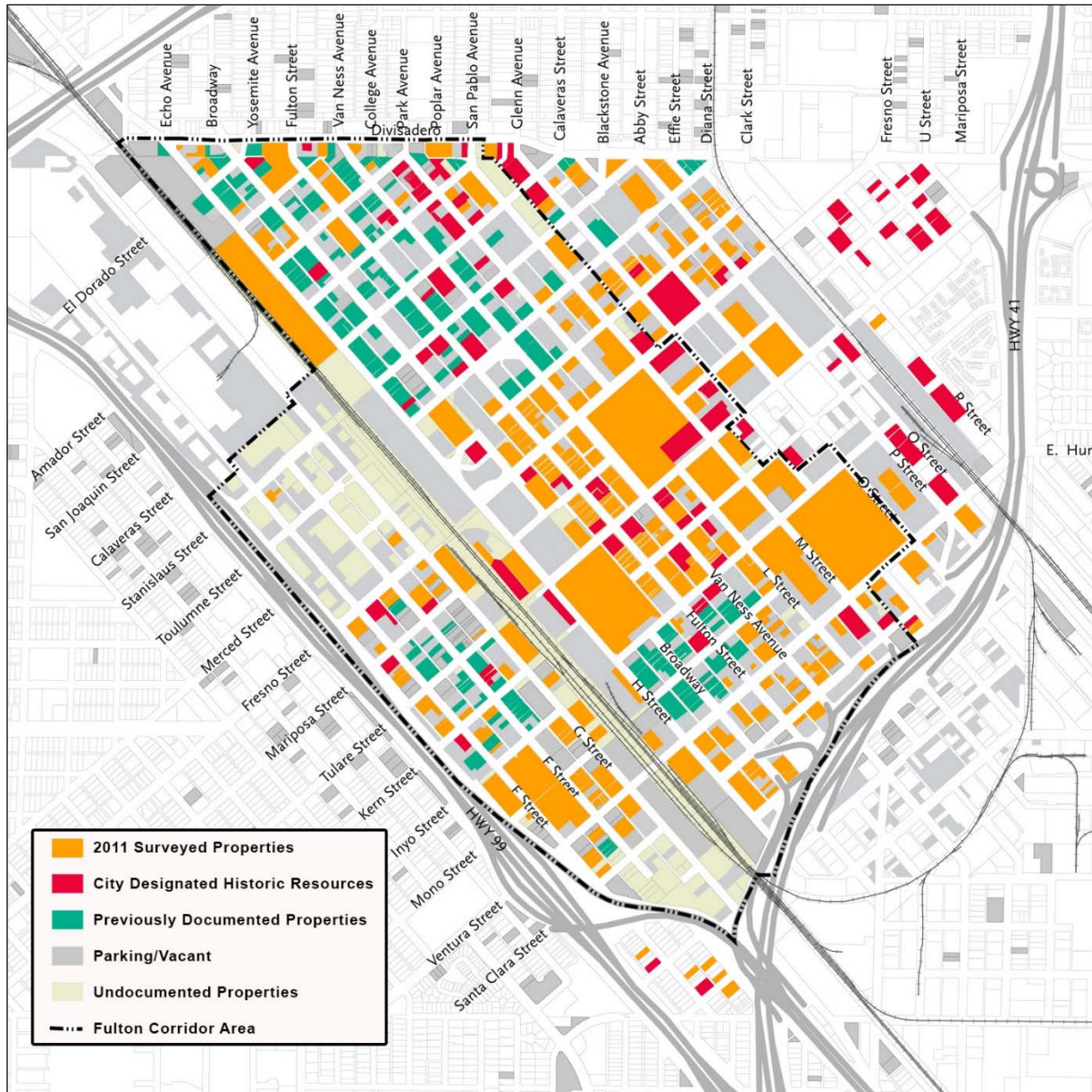


Figure 1: Survey Area Map

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

Previous Studies and Evaluations

Portions of the Fulton Corridor area have been subject to numerous historic surveys, studies, and historic-cultural environmental reviews. The area contains over one-hundred and ten (110) of the City's designated historic resources, representing a wide range of property types and periods of development.

One potential historic district is identified within the Fulton Corridor plan area on the City's Historic Resources map:

- *L Street District*
This collection of residential properties is located in the northern portion of the Fulton Corridor plan area, overlapping the Cultural Arts District. It is bordered by Divisadero, N, M, Stanislaus, and Amador streets.

Two additional potential historic districts located just northeast of the Fulton Corridor plan area are identified on the City's historic resources map:

- *Santa Fe Warehouse District*
This small collection of brick warehouses is located near the Santa Fe Rail depot bounded by R, Tulare, P and Mono streets. It was identified in 1994.
- *St. John's Cathedral District*
This district was identified in 1994. It is located in the northeast corner

of downtown Fresno, and is composed of approximately seven city blocks, bounded on the northwest by Fresno Street, on the north by Divisadero Street, on the northeast by U Street, on the southeast by Tulare Street and on the southwest by the Santa Fe Railroad tracks.

Prior historic evaluation work in the Fulton Corridor area includes a 1977 historic resources survey which was completed as a result of the adoption of the Fresno-Clovis Metropolitan Area General Plan (1977 Survey), and the Supplementary Historic Building Survey of the Ratkovich Plan Area (Ratkovich Study), completed in 1994 by John Edward Powell and Michael J. McGuire under the auspices of the California State University, Fresno Foundation.

More recent historic surveys containing analysis which impacts future planning within the Downtown-Fulton Corridor include:

- **Broadway Row Historic Resource Survey**
Architectural Resources Group, 2004
Survey of a two-block area

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

bounded by Stanislaus, Fulton, Tuolumne, and H streets. Sixteen (16) properties were documented and a potential Automotive Warehouse District was identified.¹⁰¹

- **Historic Architecture Survey Report for the Bungalow Court Project**
Karana Hattersley-Drayton
2004
Survey and identification of one hundred twenty-eight (128) examples of “bungalow” courts within Fresno city limits.
- **Chinatown Historic Resource Survey**
Architectural Resources Group
2006
Survey of buildings within the six-block heart of Fresno’s historic Chinatown. This survey identified ten properties as individually eligible for national, state, or local designation. It also identified a small historic district along F Street.
- **City of Fresno Arts-Culture District Historic Property Survey**
Urbana Preservation and Planning

¹⁰¹ The boundaries of the potential district extended outside the Broadway Row survey area. Further investigation is needed to verify the district.

2006

Survey of a sixteen-block area bounded by Tuolumne, “H”, Amador and “L” streets, and known as the Uptown Arts-Culture District. This survey identified nine properties as individually eligible for national, state, or local designation. It also identified a seven-property potential historic district along Fulton Street¹⁰², a fourteen-property potential district of historic warehouses, a potential thematic district of six automotive service buildings, and proposed eight additional properties for consideration as part of the previously identified “L” Street residential historic district.

- **City of Fresno Upper Triangle Areas Historic Property Survey**
Urbana Preservation and Planning
2007
This survey expanded the survey area of the Arts-Culture District to include the “Upper Triangle” area bounded by “H”, Divisadero and Tuolumne streets. Thirty-two properties were identified as eligible

¹⁰² The Historic Preservation Commission did not concur with the evaluation of this collection of buildings as a historic district.

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

for national, state, or local designation.

- **Historic Properties Survey South Stadium Project Area**
Page & Turnbull, 2008
Survey of an eighteen-block area bounded by Tulare, Van Ness, Highway 41, and the Southern Pacific Railroad tracks including intensive-level survey of a six-block area between Inyo, Van Ness, Ventura, and H streets. Eighty-three (83) properties were documented including several properties associated with an automotive business context.

In addition to historic surveys, two historic context statements have been prepared. These, along with contexts from prior survey reports, provided the basis for the current context for Downtown Fresno.

- **Germantown Historical Context**
Architectural Resources Group, 2006
This Historic Context for Fresno's historic Germantown documents the history of the Volga Germans who first settled in Fresno in 1887 and identifies property types such as residences, churches and "summer kitchen" outbuildings that are associated with this community.

- **Mid-Century Modern Historic Context**
Planning Resource Associates, Inc. 2008
This historic context statement addresses the regional and local emergence of Modern architecture in Fresno from the period of 1940-1970 and defines property types which characterize Fresno mid-century Modernism. A large portion of this context focuses on post-World War II planning and development in Downtown Fresno's Central Business District and Civic Center.

Survey Process 2010-2011

This survey was conducted using a five-step approach. This approach is based upon current professional methodology standards and procedures developed by the National Park Service, the California Office of Historic Preservation, and preservation professionals over the past three decades.

Historical Research

Background research was conducted on the history of Fresno and the development of its built environment. Sources of research included historic

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

photographs, newspapers, Sanborn Fire Insurance maps, publications, previous historic studies and City documents.¹⁰³ The City's map of historic resources, the City's historic resource database, and the State Historic Resources Inventory (HRI) were consulted to locate previously identified historic properties.

Previous surveys and historic context statements were used to establish the general historic context and development themes for Downtown Fresno. They provided an important foundation for further investigation and informed observations in the field. These contexts focused on early residential neighborhoods; the settlement patterns of various ethnic communities; automobile-oriented development; post-World War II comprehensive planning; and architecture from the mid-20th century.

Reconnaissance Survey

Informed by knowledge of the City's historic periods of development and their associated themes and property types, a focused investigation of the Downtown-Fulton Corridor area was

conducted in August and September of 2010. The age of buildings, concentrations of specific property types, evidence of past development patterns, and large-scale planning efforts were noted during field investigations. Factors of the analysis included historic integrity, architectural style, neighborhood cohesion, and relationships to larger development patterns in the area. Groupings of properties were considered for their geographic or thematic relationships.

Intensive Survey

Intensive survey fieldwork of Downtown Fresno was conducted in March and April 2011. Approximately 200 properties within the Downtown-Fulton Corridor area were identified for intensive survey because they were property types associated with identified historic themes important to the development of Downtown Fresno. At the direction of city staff, an additional 100 properties were surveyed to provide comprehensive coverage within the survey area.

Properties subject to intensive survey were individually observed and photographed from the public right-of-way. These images were used to assess material and architectural integrity as well as to corroborate other property-specific data.

¹⁰³ A bibliography of sources that contributed to this investigation is included in this report.

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

Data Management

All property-specific information has been compiled into an Excel table, referred to as the *property data table*. This includes information gathered during the course of the survey, as well as previously existing documentation for historic resources in the survey area.

Analysis

Analysis of the compiled data was conducted, informed by the development of the historic context statement. Factors of the analysis included historic integrity; architectural style; rarity of type; historic association; and relationships to larger development patterns in the area. A determination of significance was made for each surveyed property based upon all of the data collected. Groupings of properties were analyzed for geographic or thematic relationships.

Evaluations and Recommended Designations

Informed by all of the previous steps, each surveyed property was evaluated for eligibility for listing on the National Register, the California Register, and for local designation as an individual historic resource and/or as part of a historic district. Finally, each property has been assigned a California Historical Resource Status Code (“Status Code”). These codes are used by the California Office of Historic Preservation to reflect designations or eligibility for the

National Register of Historic Places, the California Register of Historical Resources, and for local designation.

Maps

The maps contained in this report visually represent current and recommended designations for properties within the survey area. These maps emphasize extant built resources, and do not reflect the actual boundaries of any specific property. Standard preservation practice defines the boundaries of an historic property as the parcel on which an historic structure is situated. Specific boundaries of an historic property should be clearly defined at the time of designation.

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

SURVEY RESULTS

Overview

The 2010-2011 survey identified, surveyed and evaluated over 300 individual properties within Downtown Fresno. A detailed explanation of the survey results is contained in this section. In addition to evaluation for potential local designation, properties have been evaluated for eligibility under the criteria for the National Register of Historic Places and the California Register of Historical Resources. Summary lists of all evaluated properties that were found eligible for listing as individual resources or as part of a district can be found in Appendices A through D.

Understanding the Survey Results

Identification and Evaluation

The Survey Area includes a range of property types from various historical periods. Informed by knowledge of Fresno' historic periods of development and their associated themes and property types, field reconnaissance of the entire Survey Area was conducted. Individual properties that represented outstanding examples of architectural style, period, or type or were known to have important historic associations were identified for further investigation.

After detailed field survey of the identified properties and property groupings, each surveyed property was evaluated for local designation, as well

as its eligibility for listing in the California Register of Historical Resources, and the National Register of Historic Places.

Each property has been assigned the appropriate California Historical Resource Status Codes ("Status Code"). These codes are used by the California State Office of Historic Preservation to reflect designations or eligibility for the National Register of Historic Places, the California Register of Historical Resources, and for local designation.¹⁰⁴

The State Office of Historic Preservation provides the following qualifying statement in its guidance for using the Status Codes:

"the status codes are broad indicators which, in most cases, serve as a starting place for further consideration and evaluations. Because the assigned status code reflects an opinion or action taken at a specific point in time, the assigned status code may not accurately reflect the resource's eligibility for the National Register, California Register, or local listing or designation at some later time. Individuals and agencies attempting to

¹⁰⁴ Note that effective August 2003, these status codes were revised and adopted by the California Office of Historic Preservation. For the complete list of current California Historical Resource Status Codes, see Appendix G.

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

*identify and evaluate historical resources need to consider the basis for evaluation upon which a particular code was assigned, i.e., date of evaluation, the reason and criteria applied for evaluation, the age of the resource at the time of evaluation, and any changes that may have been made to the resource that would impact its integrity.*¹⁰⁵

A list of all status codes established by the California Office of Historic Preservation can be found in Appendix D. The status codes applied by HRG in this survey are as follows:

- **1S**
Individual property listed in NR by the Keeper. Listed in the CR.
- **3S**
Appears eligible for NR as an individual property through survey evaluation.
- **3D**
Appears eligible for NR as a contributor to a NR eligible district through survey evaluation.
- **3B**
Appears eligible for NR both individually and as a contributor to a NR eligible district through survey evaluation.
- **3CS**
Appears eligible for CR as an individual property through survey evaluation.
- **3CD**
Appears eligible for CR as a contributor to a CR eligible district through a survey evaluation.
- **3CB**
Appears eligible for CR both individually and as a contributor to a CR eligible district through a survey evaluation.
- **5S3**
Appears to be individually eligible for local listing or designation through survey evaluation.
- **5D3**
Appears to be a contributor to a district that appears eligible for local listing or designation through survey evaluation.
- **5B**
Locally significant both individually (listed, eligible, or appears eligible) and as a contributor to a district that is locally listed, designated, determined eligible or appears eligible through survey evaluation.
- **6Z**
Found ineligible for local designation through survey evaluation.

¹⁰⁵ California State Office of Historic Preservation, *Technical Assistance Bulletin #8* (5-6)

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

Evaluation of Historic Significance

The evaluation of a property's eligibility for historic designation requires an assessment of two factors: *significance* and *integrity*. The definition of historic significance used by the California Office of Historic Preservation (OHP) in its administration of the California Register is based upon the definition used by the National Park Service for the National Register:

*“Historic significance is the importance of a property to the history, architecture, archaeology, engineering, or culture of a community, state, or the nation. It is achieved in several ways: (1) Association with events, activities, or patterns; (2) Association with important persons; (3) Distinctive physical characteristics of design, construction, or form; or (4) Potential to yield important information. Significance is defined by the area of history in which the property made important contributions and by the period of time when these contributions were made.”*¹⁰⁶

A number of properties are identified as notable examples of particular building types or architectural styles, or for associations with important development trends in Fresno.

¹⁰⁶ *National Register Bulletin 16A*. (3)

Evaluation of Historic Integrity

The field of historic preservation uses the concept of “integrity” when evaluating the physical character of individual resources.¹⁰⁷ *Historic integrity* is defined as the “authenticity of a property’s historic identity, evidenced by the survival of physical characteristics that existed during the property’s historic period.”¹⁰⁸ Integrity is assessed by determining the extent to which a property’s historic materials and architectural features remain intact. Integrity is composed of seven aspects:

- **Location** is the place where the historic property was constructed or the place where the historic event occurred.
- **Design** is the combination of elements that create the form, plan, space, structure and style of a property.
- **Setting** is the physical environment of a historic property.
- **Materials** are the physical elements that were combined during a particular period of time and in particular pattern or configuration to form a historic property.

¹⁰⁷ It is important to distinguish between the condition of a building and its historic integrity. A building may exhibit poor maintenance, damage, and/or decay and still possess historic integrity.

¹⁰⁸ *National Register Bulletin 16A*. (4)

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

- **Workmanship** is the physical evidence of the crafts of a particular culture or people during a given period of history or prehistory.
- **Feeling** is a property's expression of the aesthetic or historic sense of a particular period of time.
- **Association** is the direct link between an important historic event or person and a historic property.

To retain historic integrity a property must possess several, and usually most, of the seven aspects. The retention of specific aspects of integrity is paramount for a property to convey its significance. Determining which of these aspects are most important to a particular property requires knowing why, where and when the property is significant.

Each evaluated property was assigned an integrity evaluation of “good,” “fair,” or “poor.” Properties with good or fair integrity were then considered as possible candidates for designation as individual resources or as contributors to a potential historic district. Properties with poor integrity that are rare surviving examples of an important property type or period of development were also considered eligible. Properties with poor integrity and no known historic associations were evaluated as ineligible for designation.

Identification of Historic Districts

Standard preservation practice evaluates groups of buildings from similar time

periods and historic contexts as *districts*. The National Park Service defines an historic district as “a significant concentration, linkage, or continuity of sites, buildings, structures, or objects united historically or aesthetically by plan or physical development.”¹⁰⁹

A historic district derives its significance as a single unified entity. The National Park Service guidelines continue:

“The identity of a district results from the interrelationship of its resources, which can convey a visual sense of the overall historic environment or be an arrangement of historically or functionally related properties.”¹¹⁰

For the purposes of this survey, properties that have been found to contribute to the historic identity of a district are referred to as *district contributors*. These resources are considered significant as a part of the district entity, but are not necessarily significant individually.¹¹¹ Properties located within the district boundaries

¹⁰⁹ National Park Service, U. S. Department of the Interior. *National Register Bulletin 15. How to Apply the National Register Criteria for Evaluation*. Washington D.C.: 1997. (5)

¹¹⁰ *National Register Bulletin 15*. (5).

¹¹¹ Some properties have been recommended for designation as both individual Landmarks and as district contributors.

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

that do not contribute to its significance are considered to be *non-contributors*.

Dates of Construction

Knowledge of a building's original date of construction is essential to an evaluation of historic significance and integrity. Of the 300 properties surveyed, HRG was able to locate approximately 165 building permits and/or building records. Many of these did not include an original construction date. Tax Assessor year dates were provided for approximately 250 properties by the City. While the assigned Tax Assessor dates are often analogous with the original construction date they are not considered a consistently reliable source.

In the absence of a comprehensive listing of reliable construction dates from a single data source, Historic Resources Group compiled dates from multiple sources and selected the date that appeared most likely to be the original date of construction. Evaluations of significance and integrity have been based upon this *evaluation date*. Where no reliable information was available, the original construction date was estimated and a circa date assigned.

Limitations of the Survey Evaluations

As is true with all large-scale historic resources surveys, in-depth research of each individual property is not feasible. Evaluations are based on available property information and visual inspection of properties from the public right-of-way. If additional pertinent information comes to light, some evaluations may be revised.

Individually Significant Properties

This survey identifies sixty-five (65) properties that appear to meet the criteria for designation as individual historic landmarks eligible for designation as City of Fresno Historic Resources. Seven of these properties have already been designated by the City as historic resources.¹¹²

Of the fifty-eight (58) properties that have not been previously designated by the City, eighteen (18) appear to be eligible for listing in the National Register of Historic Places. Fifty-two (52) properties appear to be eligible for listing on the California Register. This number includes the eighteen

¹¹² Seven of the City's designated historic resources were surveyed as part of a survey of all properties located on the Fulton Mall.

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

properties found eligible for the National Register.

The list of properties evaluated as individually eligible for historic landmark designation is representative of the following:

- The Railroad and Town Establishment
- Late 19th and Early 20th Century Commercial Development
- Late 19th and Early 20th Century Residential Development
- Immigration and Fresno's Ethnic Communities
- Industrial Development
- New Deal Civic Development
- Mid-Century Downtown Commercial Revitalization
- Mid-Century Downtown Civic Revitalization

A map of properties evaluated as potentially eligible for individual historic landmark designation is shown in Figure 2. A list of eligible properties can be found in Appendix A.

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

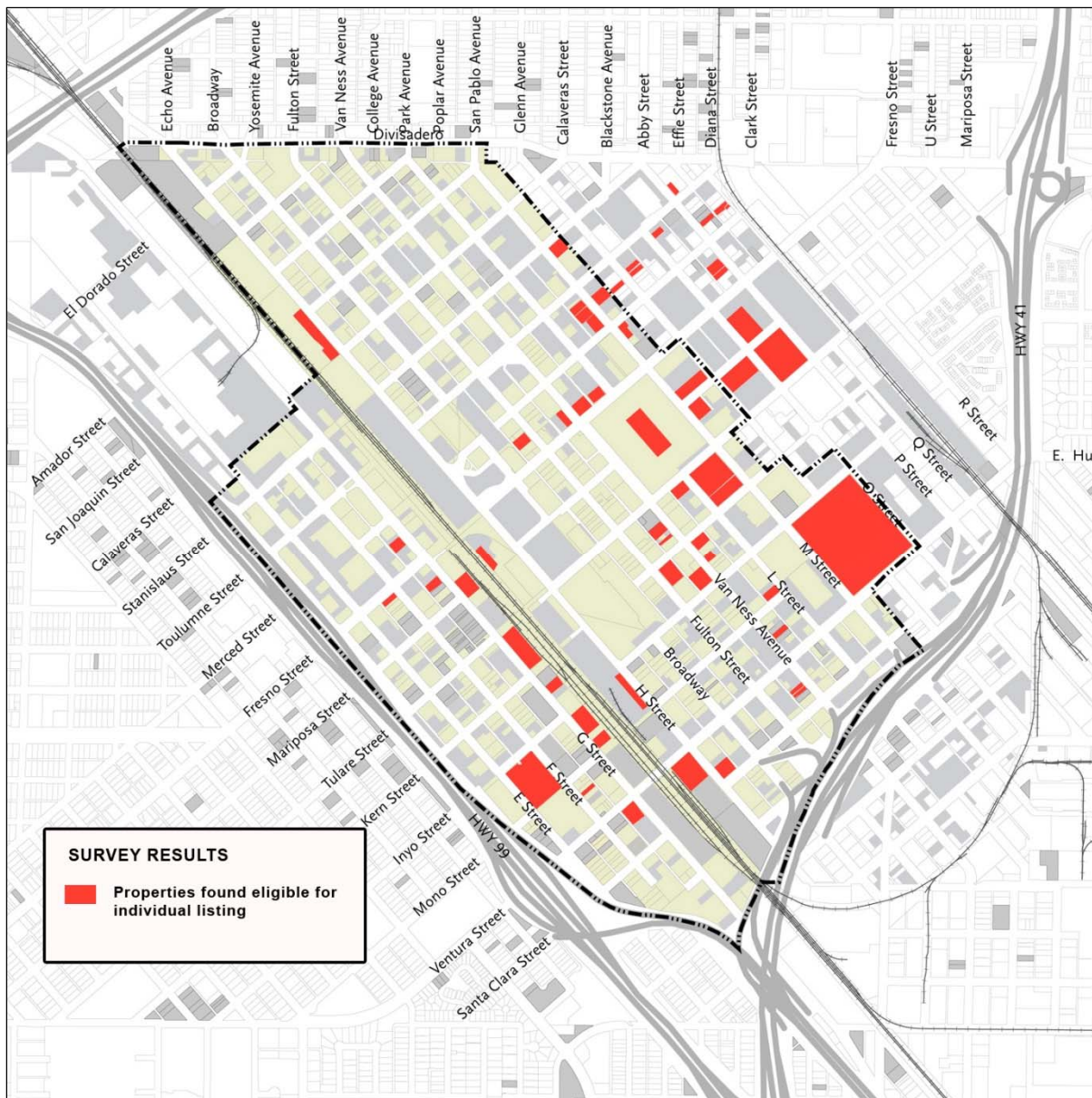


Figure 2: Map of Individually Eligible Properties

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

Historic Districts

In addition to properties potentially individually eligible for historic designation, this survey identified two distinct groupings of properties which warrant consideration for designation as a historic district. The two potential historic districts are described below.

Potential Civic Center Historic District

HRG identified a potential “Civic Center Historic District” that includes Depression Era government buildings, and mid-Century government buildings associated with the New Deal Era and mid-20th Century expansions of the Civic Center, and their associated landscapes and landscape features.

The potential district is generally bounded by Van Ness Avenue, Tulare Street, Fresno Street, P Street and Merced Street. The potential district contains fourteen contributing buildings and one non-contributor. Seven of the contributors have been designated individually as historic resources by the City. This survey identified five contributing buildings from the mid-20th Century that also appear eligible for listing individually.

A map of the Civic Center Historic District is shown in Figure 3. A list of the contributing properties to the Civic Center Historic District can be found in Appendix B.

Analysis of a Potential Fulton Street/Fulton Mall Historic District

The Fulton Mall landscape designed by celebrated modernist landscape architect Garrett Eckbo has been officially determined eligible for listing in the National Register of Historic Places. Buildings fronting the Fulton Mall were surveyed individually and as contributors to a potential historic district. Properties constructed between 1914 and 1970 were considered as potential contributors. This period of significance includes the establishment of Fulton Street as a major regional retail and entertainment corridor in the first half of the 20th Century and its revitalization as the Fulton Mall in the 1960s. The 1970 opening of the Fashion Fair Mall north of Downtown precipitated the Fulton Mall’s decline.

Forty-five individual properties were surveyed on the Fulton Mall. Of these, seven have been designated individually as historic resources by the City and one is listed on the National Register. This survey identified three additional properties as eligible for listing individually. Twelve additional properties have retained sufficient integrity to qualify as contributors to a potential district. The remaining 24 properties were evaluated as non-contributors due to lack of integrity or having construction dates outside the period of significance.

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

Depending on how a potential district is configured, roughly 50% of buildings on the Fulton Mall appeared to meet criteria as contributors to a potential historic district. This percentage is less than what is generally considered adequate for a historic district¹¹³.

Although they do not appear to meet criteria for individual listing, the potential contributing properties are listed here for review by City staff and the community. Given the special importance of Fulton Street to the history of downtown Fresno, the City may want to investigate some type of special planning consideration.

A map showing analysis of the Fulton Mall as a potential historic district is shown in Figure 4. A list of the contributing and non-contributing properties can be found in Appendix C.

¹¹³ Standard preservation practice typically considers a 60% ratio of contributors to be a baseline for a historic district.

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

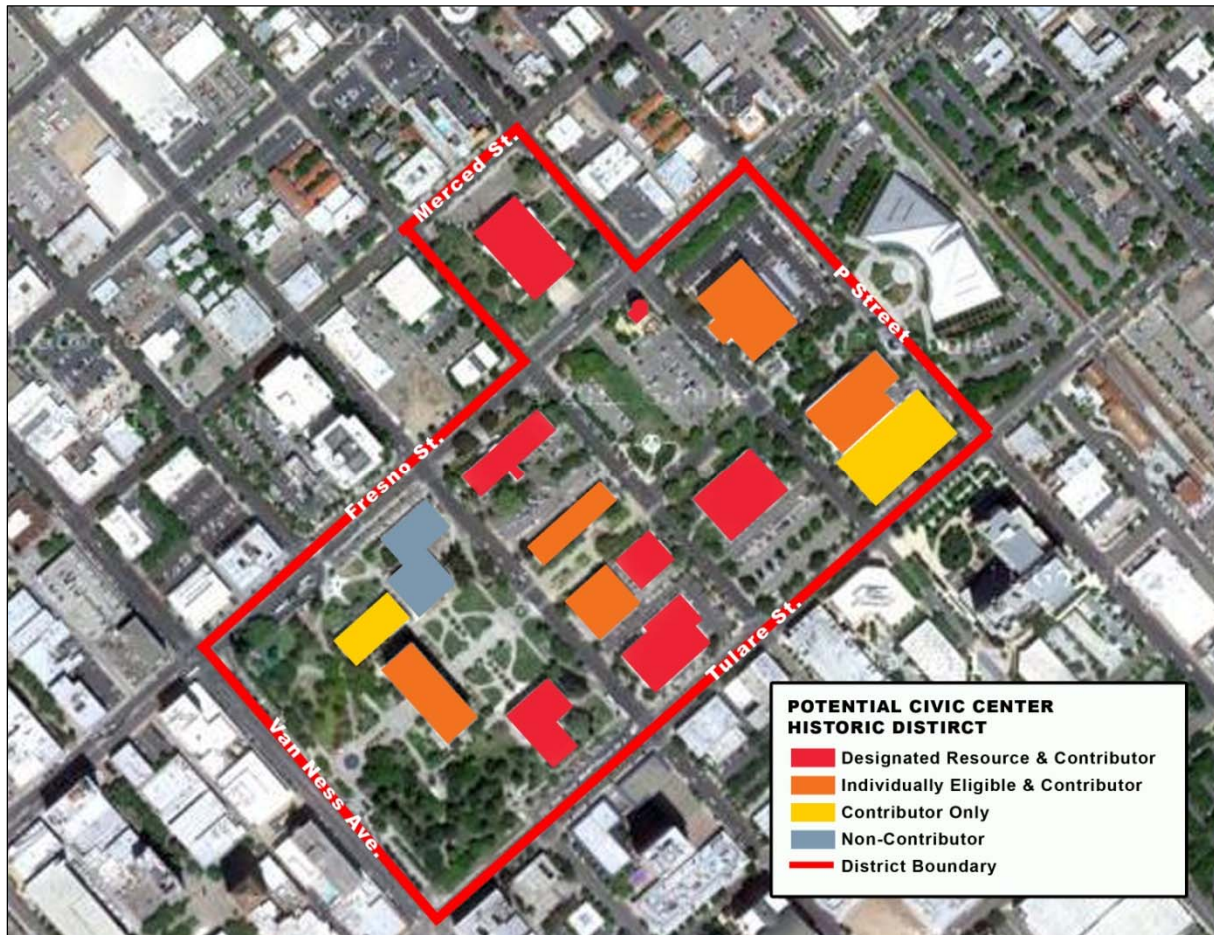


Figure 3: Potential Civic Center Historic District

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

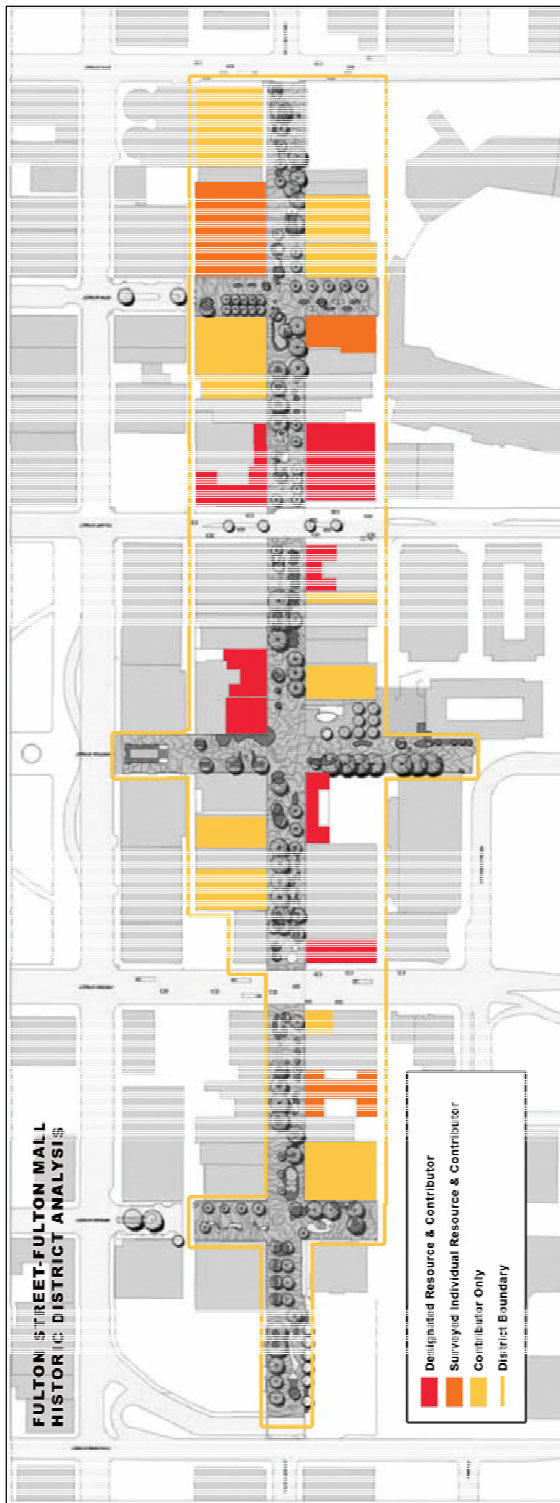


Figure 4: Potential Fulton Street District Analysis

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

GLOSSARY OF TERMS

The following terms are used throughout this report. They describe established historic preservation concepts that are based in cultural resources law at the Federal, state, and local levels. These concepts have been codified in standards and guidelines developed by the National Park Service, the Department of the Interior, and professional practitioners, including historians, architects, archeologists, and urban planners.

California Historical Resource Status Code is the numerical system adopted by the California Office of Historic Preservation to classify Historic Resources that have been identified through a regulatory process or local government survey in the Statewide Historic Resources Inventory database maintained by the California Office of Historic Preservation.

Character-defining features are the essential physical features that enable a building, structure, or object to convey why it is significant and when it was significant. It is not necessary for a property to retain all of its historic physical features or characteristics. However, the property must retain sufficient physical features to enable it to convey its historic identity and without which the property can no longer be identified.

Contributor is any building, structure, site, or object located within a

designated Historic District which adds to the historical integrity or architectural qualities that make the Historic District significant. Contributors to designated Historic Districts are considered Historic Resources.

Designation is the act of recognizing, labeling, or listing a property as being historic. Properties may be designated at the Federal level as a National Historic Landmark or listed in the National Register of Historic Places, at the state level as a California Historical Landmark, California Point of Historical Interest, or listed in the California Register of Historical Resources, or at the local level. Designation formally establishes by law or ordinance that a building or site has significance.

Historic Context is the area or domain within which a property has historic significance. Historic contexts allow for an understanding of how the property is a part of an important historic development or event.

A **Historic District** is a significant concentration, linkage or continuity of sites, buildings, structure or objects united historically or aesthetically by plan or physical development.

Historic Integrity is the ability of a property to convey its significance. It is the authenticity of a property's historic identity as evidenced by the survival of physical characteristics and materials

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

that existed during the property's historic period.

Historic Resource is any building, structure, object, or site that is listed in or determined eligible for listing in the National Register of Historic Places or the California Register of Historical Resources, either individually or as a contributor to a Historic District; has been designated as a historic resource by the City of Fresno; meets at least one of the Criteria for Designating a Historic Landmark; or is identified as a Contributor to a Historic District.

The **Historic Resources Inventory** is the list of buildings, structures, objects, or sites that are identified as Historic Resources or potential Historic Resources through survey or other evaluation; are included on any list of historic and cultural resources, including, but not limited to, the National Register of Historic Places, the California Register, and the Statewide Historic Resources Inventory (with a California Historic Resource Status Code of 1-5); or are designated Historic Landmarks or Contributors to a Historic District by the City Council.

A **Historic Resources Survey** is the process by which a community's historic resources are identified and documented. A **reconnaissance-level survey** is a cursory look at an area with some general background research. Such a survey is typically used to broadly characterize the types of

resources that would be found in an area, in order to guide future survey efforts. An **intensive-level survey** is a close and careful inspection of an area in order to precisely identify all historic resources in an area. Such a survey would include field observation, detailed background research, thorough documentation of all surveyed properties, and is typically accompanied by a historic context statement.

Historic Significance is the reason a property is important to the history, architecture, archaeology, engineering, or culture of a community, state, or the nation. Significance is defined by the area of history in which the property made an important contribution and by the period of time when these contributions were made. Establishing historic significance is necessary to demonstrate that a property has been evaluated within the proper historic context and according to appropriate, legally established criteria, such as those required for listing in the National Register of Historic Places, the California Register of Historical Resources, or a local landmark program.

The **National Register of Historic Places** is the official inventory of sites, buildings, structures objects and districts significant in American history, architecture, archeology and culture and is maintained by the Secretary of the Interior under the authority of the Historic Sites Act of 1935 and the

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

National Historic Preservation Act of 1966.

Non-contributor is any building, structure, or object located within a designated Historic District which does not add to the historical integrity or architectural qualities that make the Historic District significant. Non-contributors to designated Historic Districts are not considered Historic Resources.

A **Period of Significance** is the span of time during which a property was associated with important events, activities, or persons, or attained the characteristics that qualify it as historic. A resource may have more than one period of significance.

The **Secretary of the Interior's Standards and Guidelines** are the standards used in the preservation, rehabilitation, restoration, or reconstruction of a historic property. "The Standards" delineate accepted treatments for the protection and rehabilitation of historic materials.

REPORT

Downtown Fresno (Fulton Corridor) Historic Resources Survey

HISTORIC RESOURCES GROUP

BIBLIOGRAPHY

Architectural Resources Group. *Chinatown Historic Resources Survey*, April 2006.

Architectural Resources Group. *City of Fresno Broadway Row Historical Survey*, April 2004.

Architectural Resources Group. *Germantown, Fresno Historical Context*, April 2006.

California State Office of Historic Preservation. *Historic Resources Inventory, Fresno, CA*. February 9, 2010

California State Office of Historic Preservation. *Technical Assistance Bulletin No. 8: User's Guide to the California Historical Resource Status Codes & Historic Resources Inventory Directory*, November 2004

City of Fresno. *2025 Fresno General Plan, Resource Conservation Element* February, 2002.

City of Fresno. *Central Area Community Plan, July 1989*.

City of Fresno. *Fulton/Lowell Specific Plan*, January, 3 1996.

City of Fresno. *Historic Resources Map*, December, 2009.

City of Fresno. *Fresno Municipal Code; Chapter 12; Article 16 :Historic Preservation Ordinance*, February 12, 2009.

<http://www.fresno.gov/Government/DepartmentDirectory/PlanningandDevelopment/Planning/HistoricPreservation/default.htm>

Clough, Charles W. and Secret, William B., Jr. *Fresno County: The Pioneer Years from the Beginnings to 1900*. Fresno, CA: Panorama West Books, 1984.

Clough, Charles W. et al. *Fresno County in the 20th Century*, Fresno, CA. Panorama West Books 1986.

Clough, Charles W. *Fresno County in the 20th Century from 1900 to the 1980s, Volume Two, an All New History*. Ed. Bobbye Sisk Temple. Fresno: Panorama West Books, 1994.

REPORT

City of Fresno Historic Resources Survey

HISTORIC RESOURCES GROUP

Fogelson, Robert F. Downtown: Its Rise and Fall, 1880-1950, Yale University Press, 2003.

Galvin Preservation Associates, Inc. *City of Fresno North Park Survey: Historic Context & Survey Report*, November 2008.

Hamm, Edward, Jr. Trolleys of the San Joaquin-When Fresno Rode the Rails. Interurban Publications, Fresno, California 1979

Hardwick, M. Jeffrey, Victor Gruen, Architect of An American Dream, University of Pennsylvania Press 2004.

Hattersley-Drayton, Karana et al, Architecture, Ethnicity, and Historic Landscapes of California's San Joaquin Valley, City of Fresno, Planning and Development Department, 2008.

Hattersley-Drayton, Karana. *Historic Architecture Survey Report for the "Bungalow" Court Project*, City of Fresno, 2004

Hattersley-Drayton, Karana. *Historic Architecture Survey Report for Plan Amendment A-08-007 and Rezone A-08-034*, City of Fresno, July 2009

Hattersley-Drayton, Karana. *Historic Architecture Survey Report for the Renaissance at Santa Clara Residential Development Project*, City of Fresno, February 2011

Hiiigel, Sharon; Maria Ortiz editors. A Portrait of Fresno 1885-1985, Fresno City and County Historical Society 1985.

A Guide to Historic Architecture in Fresno, California Accessed April 15, 2010.
<http://historicfresno.org/>

Loomis, Allen A. *Locating Victor Gruen*, essay dated 2000 accessed on Delirious LA website April 22, 201. <http://www.deliriousla.net/essays/2000-gruen.htm>

National Park Service, U. S. Department of the Interior. *National Register Bulletin 15. How to Apply the National Register Criteria for Evaluation*. Washington D.C.: 1997.

National Park Service, U.S. Department of the Interior. *National Register Bulletin 16A. How to Complete the National Register Registration Form*. Washington D.C.: 1997.

National Park Service, U.S. Department of the Interior. *National Register Bulletin 24: Guidelines for Local Surveys: A Basis for Preservation Planning*. Washington, D.C.: 1985.

REPORT

City of Fresno Historic Resources Survey

HISTORIC RESOURCES GROUP

Page & Turnbull, Inc. *Historic Properties Survey Report South Stadium Project Area*, August 2008.

Panter, John "Central California Colony: Marvel of the Desert", *Fresno Past & Present, the Journal of the Fresno City and County Historical Society*, Vol. 35 No. 2, Summer 1994.

Planning Resource Associates, Inc. *Mid-Century Modernism Historic Context*, September 2008.

Planning Resource Associates, Inc. *Pinedale Historic Resource Survey*, October 2007.

Powell, John Edward and Michael J. McGuire. *Supplementary Historic Building Survey*, City of Fresno, City of Fresno, September 1994.

Rehart, Catherine Morison; William Secrest Jr.; J. Randall Mc Farland and Elizabeth Laval. *Celebrating the Journey, 150 Years of Fresno County and Beyond* Fresno County Superintendent of Schools, 2007.

Sanborn Company. Sanborn Maps, Fresno County, California.

Starr, Kevin, *Endangered Dreams, The Great Depression in California*, Oxford University Press 1996.

Starr, Kevin, *Golden Dreams, California in an Age of Abundance 1950-1960*, Oxford University Press 2009.

Urbana Preservation and Planning. *City of Fresno Arts-Culture District Historic Property Survey*, July 2006.

Urbana Preservation and Planning, *City of Fresno Upper Triangle Areas Historic Property Survey*, February 2007.

Victor Gruen Associates, *Central Area Fresno, California, vol. 1, Research and Basic Planning*, March 16, 1959

Victor Gruen Associates, *Fresno: A City Reborn*, (film) 1968

Worster, Donald (1979). *Dust Bowl: The Southern Plains in the 1930s*. Oxford University Press.

REPORT

City of Fresno Historic Resources Survey

HISTORIC RESOURCES GROUP

Newspaper Articles

“Architect Begins Design Of New Federal Building”, *Fresno Bee*, December 27, 1963

“Bank Will Dedicate New Office”, *Fresno Bee*, September 29, 1968

“Berkley’s Will Open In New Quarters”, *Fresno Bee*, April 9, 1961

Bier, Jerry; “Board Sets Law Building Timetable”, *Fresno Bee*, May 7, 1968

“Call is Issued For Bids on \$1,000,000 Downtown Store”, *Fresno Bee*, May 8, 1960

“City Hall Site Is Urged for New Police Building”, *Fresno Bee*, December 13, 1957

“City OKs Pact For Design of Mariposa Mall”, *Fresno Bee*, October 30, 1968

Clough, Edwin M., “1962 May Bring Decision On Reshaping Of Downtown Area”, *Fresno Bee*, January 2, 1962

Cole, Verne; “Fresno’s New Face Is Milestone of Year Past”, *Fresno Bee*, January 1, 1965

“Creamery Lists Million Dollar Drop In Revenues”, *Fresno Bee*, March 9, 1948

“Crossing Entry”, *Fresno Bee*, May 3, 1965

“First Federal Savings Will Start Work On New Building”, *Fresno Bee*, June 4, 1967

“Former Fresno Hilton Will Be Guttled And Redeveloped ”, *Fresno Bee*, November 22, 2006

“Four Unit Building Will Replace Hotel”, *Fresno Bee*, January 28, 1962

Fresno Bee, January 3, 1962, photo of Sequoia Hotel demolition.

“Fresno’s Changing Face”, *Fresno Bee*, October 27, 1960

“Fresno Became a City 75 Years Ago Today”, *Fresno Bee*, October 27, 1960

“Fresno Council Hears Civic Center Plans”, *The Modesto Bee*, December 19, 1965

“Good Losers Get No Chapter in Winner Del Webb’s Book”, *Fresno Bee*, March 8, 1964

Grig, Gene, “1.9 Million Is Approved For Courthouse”, *Fresno Bee*, July 19, 1963

REPORT

City of Fresno Historic Resources Survey

HISTORIC RESOURCES GROUP

Grimes, Ward W., "Del Webb Center Will Be Dedicated Tomorrow", *Fresno Bee*, March 6, 1964

Grimes, Ward W., "15 Story Downtown Hotel Will Be Built", *Fresno Bee*, October 17, 1960

Grimes, Ward W., "Savings Firm Plans Office Tower", *Fresno Bee*, August 9, 1964

Grimes, Ward W., "Webb Center Nears Finish", *Fresno Bee*, November 3, 1963

"Insurance Company Plans New Building", *Fresno Bee*, April 25, 1965

"International Drug Company Will Move", *Fresno Bee*, December 2, 1951

"Jewelry Firm Leases Old Coffee's Store", *Fresno Bee*, August 22, 1965

Kidder, Karl M., "Community Hospital Building Drive Starts", *Fresno Bee*, October 31, 1963

"Mall Festival Will Display Cultural Life", *Fresno Bee*, August 30, 1964

"National Dollar Stores Plans Mall Location", *Fresno Bee*, February 14, 1965

"New Building", *Fresno Bee*, November 1, 1964

"New Luggage Shop Opens On Fulton Mall", *Fresno Bee*, January 30, 1966

"New Restaurant", *Fresno Bee*, October 20, 1968

"Planning for Fresno Civic Center Began 35 Years Ago", *The Modesto Bee*, June 28, 1956

"Plans for Downtown Motel Gets City Nod", *Fresno Bee*, November 19, 1959

"Rising Skyscraper", *Fresno Bee*, May 5, 1963

"Savings Firm Will Open New Quarters", *Fresno Bee*, July 2, 1961

Sisson, H.L., "Future Metropolis Blossoms In Nation's Agricultural Center", *Fresno Bee*, March 8, 1964

Sisson, H.L., "More Sky In Fresno's Future?", *Fresno Bee*, August 18, 1963

Sisson, H.L., "Savings Firm Plans L Street Office Building", *Fresno Bee*, July 19, 1963

Sisson, H.L., "Webb Opening Points To Big Fresno Future", *Fresno Bee*, March 7, 1964

REPORT

City of Fresno Historic Resources Survey

HISTORIC RESOURCES GROUP

“Tree Lined Mariposa Mall Is Studied”, *Fresno Bee*, November 25, 1956

“Unique Design”, *Fresno Bee*, November 28, 1965

“Walter Smith Moves To Fulton-Kern Area”, *Fresno Bee*, November 5, 1961

“Wells Fargo Bank Plans New Office”, *Fresno Bee*, March 28, 1965

Websites

Archop website

<http://archop.org/>

Armenian National Institute website

<http://www.armenian-genocide.org>

California Raisin Marketing Board website

<http://www.calraisins.org/about/the-raisin-industry/history/>

California State Military Museum website

<http://www.militarymuseum.org>

Carnegie Libraries of California website

<http://www.carnegie-libraries.org/california/fresno.html>

Community Medical Centers Healthcare website

<http://www.communitymedical.org>

The Cultural Landscape Foundation website

<http://tclf.org>

Del Monte Foods corporate website, “Our History” pages

http://www.delmonte.com/company/default.aspx?page=oc_ourhistory

PBID Partners of Downtown Fresno website, *The Fulton Mall: A Brief History*

<http://www.downtownfresno.org/fulton-mall.html>

Fresno County Public Library (history of page)

<http://www.fresnolibrary.org/about/history.html>

Fresno Historical Society. <http://www.valleyhistory.org>

REPORT

City of Fresno Historic Resources Survey

HISTORIC RESOURCES GROUP

Fresno Irrigation District website
<http://www.fresnoirrigation.com/history.html>

A Guide to Historic Architecture in Fresno, California
<http://historicfresno.org/>

Lance and Cromwell Old Fresno (California) Flickr Set
<http://www.flickr.com/photos/81918828@N00/sets/72157603574663279/with/2144732995/>

Mid-Century Modern Fresno Facebook Page

Picayune Rancheria of the Chukchansi Indians Website History page,
<http://www.chukchansi.net/history.html>

Pop Laval Collection website
<http://www.poplavalfoundation.org>

Sun-Maid Corporate website
http://www.sun-maid.com/en/about/our_history.html

REPORT

City of Fresno Historic Resources Survey

HISTORIC RESOURCES GROUP

APPENDIX A: PROPERTIES THAT APPEAR ELIGIBLE FOR INDIVIDUAL HISTORIC LANDMARK DESIGNATION

| INDIVIDUALLY ELIGIBLE PROPERTIES | | | | | |
|----------------------------------|--------------|-----------------|---|---|--------------|
| PARCEL | ADDRESS | EVALUATION DATE | HISTORIC NAME or OTHER IDENTIFIER | SIGNIFICANCE | STATUS CODE |
| 46829608 | 401 BROADWAY | 1952 | Sheppard Rug Company sign | Good example of mid-20 th Century commercial signage. | 5S3; 3CS |
| 46708112 | 646 F | 1910 c. | cottage | Rare intact example of early 20 th Century cottage. | 5S3; 3CS |
| 46706501 | 1157 F | 1923 | Hotel D'Italia | Rare intact example of a mixed-use commercial building from the 1920s. Possible association with old Italian neighborhood. | 5S3; 3CS |
| 46615203 | 2135 FRESNO | 1950 | Crocker Anglo Bank Building | Good example of Mid-Century Modern commercial building. | 5S3; 3CS |
| 46825507 | 802 FULTON | 1913/1948/1968 | Gottschalks | Excellent example of Late Moderne architecture. Flagship location of important regional retailer Gottschalks. | 5S3; 3CS; 3S |
| 46828105 | 901 FULTON | 1961 | Walter Smith Store / Luftenburg's | Rare intact example of a mid-20 th Century department store in Downtown Fresno. | 5S3; 3CS; 3S |
| 46828101 | 959 FULTON | 1924 | Radin-Kamp Department Store; J.C. Penny's | Rare intact example of an early 20 th Department Store building in Fresno. Representative example of the work of the noted local architecture firm of Felchlin, Shaw & Franklin. | 3S; 5S1 |
| 46621307 | 1001 FULTON | 1917 | Bank of Italy | Excellent example of Renaissance Revival commercial architecture in Fresno. Representative example of the work of the noted local architecture firm of Felchlin, Shaw & Franklin. | 1S; 5S1 |
| 46627002 | 1044 FULTON | 1918 | Mason Building | Excellent example of Renaissance Revival commercial architecture in Fresno. Representative example of the work of noted architect Eugene Mathewson. | 5S1; 3CS; 3S |
| 46617212 | 1060 FULTON | 1923 | Pacific Southwest Building | Excellent example of Renaissance Revival commercial architecture in Fresno. Representative example of the work of the noted local architecture firm of Felchlin, Shaw & Franklin. | 5S1; 3CS; 3S |
| 46621204 | 1101 FULTON | 1914 | Helm Building | Excellent example of Renaissance Revival commercial architecture in Fresno. Representative example of | 5S1; 3CS; 3S |

REPORT

City of Fresno Historic Resources Survey

HISTORIC RESOURCES GROUP

| INDIVIDUALLY ELIGIBLE PROPERTIES | | | | | |
|----------------------------------|-------------|-----------------|---|--|--------------|
| PARCEL | ADDRESS | EVALUATION DATE | HISTORIC NAME or OTHER IDENTIFIER | SIGNIFICANCE | STATUS CODE |
| | | | | the work of the noted architect George Kelham. | |
| 46621201 | 1177 FULTON | 1921 | Mattei Building/Guarantee Savings and Loan | Excellent example of Classical Revival commercial architecture in Fresno. Representative example of the work of the noted architect Eugene Mathewson. 1961 remodel by noted architectural firm of Robert Stevens Associates. | 5S1; 3CS; 3S |
| 46621103T | 1221 FULTON | 1928 | Brix Building | Good example of an early 20th Century commercial building. Representative example of the work of noted local architects Swartz & Ryland. | 5S2 |
| 46708201 | 539 G | 1940 c. | Kerr Rug Company | Rare example of Streamline Moderne industrial building in Fresno. | 5S3; 3CS |
| 46708201 | 539 G | 1940 c. | Kerr Rug Company Sign | Good example of pre-World War II commercial sign. | 5S3; 3CS |
| 46704004 | 704 G | 1936/1945 | Feed & Seed Warehouse | Rare example of intact pre-WWII industrial building in Fresno. | 5S3; 3CS |
| 46704021U | 744 G | 1915 c. | San Joaquin Materials Co. | Rare example of pre-WWII industrial building. | 5S3; 3CS |
| 46704006 | 840 G | 1905 c. | Madary's Brick Warehouse General Storage | Rare example of turn-of-the-century industrial building in Fresno. | 5S3; 3CS; 3S |
| 46703004 | 1068 G | 1915c. / 1930 | Jensen & Pilegard | Rare example of pre-WWII industrial building. | 5S3; 3CS |
| 46706211 | 1159 G | 1920 c. | G Street Zone Substation | Rare example of pre-WWII public infrastructure building. | 5S3; 3CS; 3S |
| 46706113 | 1235 G | 1968 | Ridge Electric Motor Company | Association with celebrated local artist Stan Bitter. | 5S3 |
| 46704023ST | 735 H | 1910 c. | Railroad warehouse | Rare intact example of a railroad warehouse in Fresno. | 5S3; 3CS; 3S |
| 46503021U | 1603 H | 1930 c. | warehouse | Rare intact example of pre-WWII industrial building in Fresno. | 5S3; 3CS |
| 46707615 | 1410 INYO | various | California Dairies, Inc. | Rare operating industrial facility portions of which date from the early 20th Century. | 5S3; 3CS |
| 46825318 | 701 L | 1936 | California Transit Company | Rare example of an intact early 20 th Century industrial building in Fresno. | 5S3; 3CS; 3S |
| 46840001T | 700 M | 1966 | Fresno Convention Center; William Soroyan Theater | Good example of late Modern architecture. Work of important local architect Robert W. Stevens. | 5S3; 3CS |

REPORT

City of Fresno Historic Resources Survey

HISTORIC RESOURCES GROUP

| INDIVIDUALLY ELIGIBLE PROPERTIES | | | | | |
|----------------------------------|---------------|-----------------|-----------------------------------|--|-------------------|
| PARCEL | ADDRESS | EVALUATION DATE | HISTORIC NAME or OTHER IDENTIFIER | SIGNIFICANCE | STATUS CODE |
| | | | | Associated with mid-20 th Century Downtown revitalization. | |
| 46821410T | 901 M | 1963 | parking structure | Part of the former Del Webb Center. Good example of a mid-century mixed-use complex. | 5S3; 3CS |
| 46611307 | 1260 M | 1960 c. | commercial office | Example of mid-century commercial office building. | 5S3; 3CS |
| 46611513T | 1301 M | 1965 c. | commercial office | Good example of a mid-century office building | 5S3; 3CS |
| 46611503 | 1325 M | 1940 | Brix Apartments | Good example of pre-World War II bungalow court. | 5S3 |
| 46611502 | 1345 M | 1910 c. | cottage | Excellent example of early 20 th Century cottage. | 5S3; 3CS |
| 46611215T | 1350 M | 1953 | First Methodist Church of Fresno | Good example of mid-century institutional building. | 5S3 |
| 46612203 | 2314 MARIPOSA | 1950 | Fresno County Office of Education | Good example of Mid-Century Modern civic architecture | 5S3; 5D3; 3CB; 3B |
| 46612101T | 2323 MARIPOSA | 1960 | Fresno Police Headquarters | Good example of Mid-Century Modern civic architecture. | 5S3; 5D3; 3CB; 3B |
| 46609401T | 2420 MARIPOSA | 1959 | Fresno County Free Library | Good example of Mid-Century Modern civic architecture. | 5S3; 5D3; 3CB; 3B |
| 46609201T | 2550 MARIPOSA | 1959 | Hugh M. Burns State Building | Good example of Mid-Century Modern civic architecture. | 5D3; 3CD; 3D |
| 46611203 | 1331 N | 1930/1950 | Royal Court Apartments | Good example of pre-World War II bungalow court. | 5S3 |
| 46608311 | 1334 N | 1910 | Folk Victorian duplex | Rare intact example of a residential building from the first decade of the 20 th Century. | 5S3; 3CS |
| 46608312 | 1338 N | 1886 c. | George H. Walley Home | Rare intact example of a late 19 th Century cottage in Fresno. | 5S3; 3CS; 3S |
| 46609114T | 1130 O | 1966 | B.F. Sisk Federal Building | Good example of late modern architecture in Fresno. Representative work of noted local architect Walter Wagner. | 5S3; 5D3; 3CB; 3B |
| 46608119 | 1350 O | 1966 | Equitable Life Assurance | Good example of a mid-century modern commercial building in Fresno. Representative example of the work of noted local architect Robert W. Stevens. | 5S3; 3CS |
| 46608203 | 1223 P | 1940 | bungalow court | Good example of pre-World War II bungalow court. | 5S3 |
| 46608202 | 1231 P | 1941 | bungalow court | Good example of pre-World War II bungalow court. | 5S3 |
| 46605511 | 1320 P | 1913 | cottage | Rare intact example of early 20 th Century cottage. | 5S3; 3CS |

REPORT

City of Fresno Historic Resources Survey

HISTORIC RESOURCES GROUP

| INDIVIDUALLY ELIGIBLE PROPERTIES | | | | | |
|----------------------------------|------------------|-----------------|---|---|--------------|
| PARCEL | ADDRESS | EVALUATION DATE | HISTORIC NAME or OTHER IDENTIFIER | SIGNIFICANCE | STATUS CODE |
| 46605519 | 1319 Q | 1913 | cottage | Rare, intact example of an early-20th century residential bungalow. | 5S3; 3CS |
| 46829505 | 1801 SANTA CLARA | 1945 | industrial building | Rare, intact example of a pre-WWII industrial building. | 5S3; 3CS |
| 46611124 | 2320 STANISLAUS | 1946 | AC Delco Automobile Service | Good example of Streamline Moderne architecture in Fresno. | 5S3; 3CS |
| 46704012S | 1626 TULARE | 1946 | California Packing Corporation | Rare example of intact fruit packing facility portions of which date to the early 20th Century. | 5S3; 3CS; 3S |
| 46703032U | 1713 TULARE | 1917 | Pullman Shed | Very rare intact example of a Pullman Car shed. | 5S3; 3CS; 3S |
| 46825410 | 2014 TULARE | 1922 | T.W. Patterson Building | Excellent example of Renaissance Revival commercial architecture in Fresno. Representative example of the work of the noted local architecture firm of Felchlin, Shaw & Franklin. | 5S1; 3CS; 3S |
| 46825111 | 2150 TULARE | 1965 | Midland Savings and Loan | Good example of a Mid-Century modern commercial building. | 5S3; 3CS; 3S |
| 46821410T | 2200 TULARE | 1963 | Del Webb Center | Good example of mixed-use commercial development from the mid-20th Century. | 5S3; 3CS |
| 46605404 | 2615 TUOLUMNE | 1965 | Downtown Car Wash | Rare example of Googie commercial architecture in Downtown Fresno. | 5S3; 3CS |
| 46826506 | 517 VAN NESS | 1895 c. | Joseph Giardina House | Rare intact example of late 19th Century residential development. Rare brick construction Queen Anne house in Fresno. | 5S3/3S |
| 46826505 | 521 VAN NESS | 1895 c. | Giardina Property | Rare intact example of late 19th Century residential development. Rare brick construction Queen Anne house in Fresno. | 5S3/3S |
| 46826112 | 636 VAN NESS | 1915 | Neo-Classical 2-flat | Rare early 20th Century duplex in Fresno. | 5S3; 3CS |
| 46825511T | 801 VAN NESS | 1968 | Spiral Parking Garage | Rare and unique parking structure featuring spiral ramps. Representative example of the work of noted local architects Walter Wagner & Assoc. | 5S3; 3CS |
| 46825208T | 830 VAN NESS | 1960 c. | Robert N. Klein and Associates (ESK Land Company) | Good example of a mid-Century Modern commercial building. Representative work of noted local architect Robert W. Stevens. | 5S3; 3CS; 3S |

REPORT

City of Fresno Historic Resources Survey

HISTORIC RESOURCES GROUP

| INDIVIDUALLY ELIGIBLE PROPERTIES | | | | | |
|----------------------------------|---------------|-----------------|-----------------------------------|--|-------------------|
| PARCEL | ADDRESS | EVALUATION DATE | HISTORIC NAME or OTHER IDENTIFIER | SIGNIFICANCE | STATUS CODE |
| 46825210 | 862 VAN NESS | 1931 | L.C. Wesley Super Garage | Good example of Art Deco architecture in Fresno. Rare intact early 20th Century automobile service and parking building. | 5S3; 3CS; 3S |
| 46825405 | 915 VAN NESS | 1935 c. | El Paso Mexican Restaurant | Good example of an early 20th store building in Fresno. | 5S3; 3CS |
| 46825403 | 933 VAN NESS | 1962 | Fink & Skopp Furnishings | Good example of mid-Century Modern commercial architecture. Representative example of the work of noted local architect Robert W. Stevens. | 5S3; 3CS |
| 46616001T | 1100 VAN NESS | 1965 | Fresno County Courthouse | Good example of Mid-Century Modern architecture. | 5S3; 5D3; 3CB; 3B |
| 46615210 | 1206 VAN NESS | 1966 | Wells Fargo | Good example of a Mid-Century Modern commercial building. Representative work of noted local architect William Hastrup. | 5S3; 3CS |
| 46615421 | 1221 VAN NESS | 1966 | Bank of the West | Good example of a Mid-Century Modern commercial building. Work of the office of noted architect Welton Beckett. | 5S3; 3CS |
| 46822520 | 2222 VENTURA | 1958 | Haron's sign | Good example of mid-20th Century commercial sign. | 5S3; 3CS |

REPORT

City of Fresno Historic Resources Survey

HISTORIC RESOURCES GROUP

APPENDIX B: CIVIC CENTER HISTORIC DISTRICT

| POTENTIAL CIVIC CENTER HISTORIC DISTRICT | | | |
|--|-----------------|-----------------|---|
| PARCEL | ADDRESS | EVALUATION DATE | HISTORIC NAME or OTHER IDENTIFIER |
| CONTRIBUTING BUILDINGS | | | |
| 46616001T | 2200 Fresno St. | 1969 | Fresno Sheriff Office |
| 46612101T | 2326 Fresno | 1941 | Fresno City Hall |
| 46612203 | 2314 Mariposa | 1950 | Fresno County Office of Education |
| 46612101T | 2323 Mariposa | 1960 | Fresno Police Headquarters |
| 46612201T | 2348 Mariposa | 1936 | Old Fresno Unified School District Office |
| 46609401T | 2420 Mariposa | 1959 | Fresno County Free Library |
| 46609201T | 2550 Mariposa | 1959 | Hugh M. Burns State Building |
| 46609114T | 1130 O Street | 1966 | B.F. Sisk Federal Building |
| 46608401T | 1235 O Street | 1935 | Fresno Memorial Auditorium |
| 46616001T | 2281 Tulare | 1935 | Fresno County Hall of Records |
| 46612202T | 2309 Tulare | 1939 | U.S. Post Office (Main) |
| 46616001T | 1100 Van Ness | 1966 | Fresno County Courthouse |
| CONTRIBUTING LANDSCAPE AND CIRCULATION ELEMENTS | | | |
| | | | Courthouse Square |
| | | | Mariposa Mall |

REPORT

City of Fresno Historic Resources Survey

HISTORIC RESOURCES GROUP

APPENDIX C: FULTON STREET HISTORIC DISTRICT ANALYSIS

| FULTON STREET DISTRICT ANALYSIS | | | | |
|---------------------------------|------------------|--------------------|---|---------------------|
| PARCEL | ADDRESS | EVALUATION DATE | HISTORIC NAME or OTHER IDENTIFIER | CONTRIBUTING STATUS |
| 46828219 | 845 Fulton Mall | 1969 | Kinneys Shoes | C |
| 46825515T | 860 Fulton Mall | 1965 c. | parking w/retail | C |
| 46828221T | 887 Fulton Mall | 1961 | Berkeley's Apparel | C |
| 46825407 | 900 Fulton Mall | 1963 | Woolworth's | C |
| 46828105 | 901 Fulton Mall | 1961 | Walter Smith Store | C |
| 46825408 | 926 Fulton Mall | 1965 | National Dollar Stores | C |
| 46621306 | 1017 Fulton Mall | 1966 | Sams Luggage | C |
| 46621302 | 1045 Fulton Mall | 1969 | Rodder's | C |
| 46617112 | 1118 Fulton Mall | 1924 | Kress Building | C |
| 46617114 | 1136 Fulton Mall | 1958 | Newberry's | C |
| 46621112 | 1255 Fulton Mall | 1940 | Bank of America | C |
| 46627002 | 1044 Fulton Mall | 1918 | Mason Building | C |
| 46617212 | 1060 Fulton Mall | 1923 | Pacific Southwest Building | C |
| 46621204 | 1101 Fulton Mall | 1914 | Helm Building | C |
| 46621201 | 1177 Fulton Mall | 1921 | Mattei Building | C |
| 46621103T | 1221 Fulton Mall | 1928 | Brix Building | C |
| 46621105 | 1199 Fulton Mall | 1950 | Cover Girl; Proctor's Jewelers | C |
| 46825507 | 802 Fulton Mall | 1913/1948/ 1968 | Gottschalks | C |
| 46828101 | 959 Fulton Mall | 1924 | Radin-Kamp Department Store; J.C. Penny's | C |
| 46621307 | 1001 Fulton Mall | 1917 | Bank of Italy | C |
| 46825410 | 2014 Tulare St. | 1922 | T.W. Patterson Building | C |
| 46828205 | 829 Fulton Mall | 1945 | El Caballero | NC |
| 46828222T | 835 Fulton Mall | 1965 c. | store | NC |

REPORT

City of Fresno Historic Resources Survey

HISTORIC RESOURCES GROUP

| FULTON STREET DISTRICT ANALYSIS | | | | |
|---------------------------------|---------------------|---------------------------|--|---------------------|
| PARCEL | ADDRESS | EVALUATION DATE | HISTORIC NAME or OTHER IDENTIFIER | CONTRIBUTING STATUS |
| 46828104 | 917 Fulton Mall | 1940 | El Patron / Beauty Town | NC |
| 46828103 | 927 Fulton Mall | 1969 | Hermanos | NC |
| 46825409 | 930 Fulton Mall | 1940 | Galeria Mexico | NC |
| 46828102 | 931 Fulton Mall | 1922 | China Express / El Bronco | NC |
| 46617207 | 1000 Fulton Mall | 1917 | Patterson Block | NC |
| 46617208 | 1010-24 Fulton Mall | 1917 | Patterson Block | NC |
| 46621305 | 1025 Fulton Mall | 1965 | Edmonds Jewelers and Silversmiths | NC |
| 46621304 | 1029 Fulton Mall | 1957 | Leslie's / Botanica | NC |
| 46617215 | 1030 Fulton Mall | 1967 | Optometrist / Priscilla | NC |
| 46621303 | 1035 Fulton Mall | 1950 | Gensler Lee / Gallen Kamp's | NC |
| 46617111 | 1108 Fulton Mall | 1970 | Payless Shoe Source | NC |
| 46621203 | 1127 Fulton Mall | 1948 | Office | NC |
| 46617113 | 1130 Fulton Mall | 1946 | B-Maxx | NC |
| 46621216 | 1141 Fulton Mall | 1945 | Auto Insurance | NC |
| 46626001 | 1150 Fulton Mall | 1981 | Valley Dental | NC |
| 46621217 | 1155 Fulton Mall | 1965 c | Store | NC |
| 46615411 | 1212 Fulton Mall | 1970 | Roos-Atkins | NC |
| 46621104T | 1215 Fulton Mall | 1972 | County of Fresno Department of Health | NC |
| 46615412 | 1226 Fulton Mall | 1965 c. | Best Nails, Mayo, Fulton Kabab | NC |
| 46621120 | 1243 Fulton Mall | 1925 c. / new façade 1957 | Neil-White & Co. Shoes | NC |
| 46615413 | 1246 Fulton Mall | 1970 | Court Appointed Special Associates for Children | NC |
| 46615414 | 1260 Fulton Mall | 1975 | Marderosian, Runyon, Cercone, & Lehman | NC |
| 46620656T | 1331 Fulton Mall | 1990 c. | Housing Authority of the City and County of Fresno | NC |

REPORT

City of Fresno Historic Resources Survey

HISTORIC RESOURCES GROUP

APPENDIX D: CALIFORNIA OFFICE OF HISTORIC PRESERVATION HISTORICAL RESOURCE STATUS CODES

| California Historical Resource Status Codes | |
|---|---|
| 1 Properties listed in the National Register (NR) or the California Register (CR) | |
| 1D | Contributor to a district or multiple resource property listed in NR by the Keeper. Listed in the CR. |
| 1S | Individual property listed in NR by the Keeper. Listed in the CR. |
| 1CD | Listed in the CR as a contributor to a district or multiple resource property by the SHRC |
| 1CS | Listed in the CR as individual property by the SHRC. |
| 1CL | Automatically listed in the California Register – Includes State Historical Landmarks 770 and above and Points of Historical Interest nominated after December 1997 and recommended for listing by the SHRC. |
| 2 Properties determined eligible for listing in the National Register (NR) or the California Register (CR) | |
| 2B | Determined eligible for NR as an individual property and as a contributor to an eligible district in a federal regulatory process. Listed in the CR. |
| 2D | Contributor to a district determined eligible for NR by the Keeper. Listed in the CR. |
| 2D2 | Contributor to a district determined eligible for NR by consensus through Section 106 process. Listed in the CR. |
| 2D3 | Contributor to a district determined eligible for NR by Part I Tax Certification. Listed in the CR. |
| 2D4 | Contributor to a district determined eligible for NR pursuant to Section 106 without review by SHPO. Listed in the CR. |
| 2S | Individual property determined eligible for NR by the Keeper. Listed in the CR. |
| 2S2 | Individual property determined eligible for NR by a consensus through Section 106 process. Listed in the CR. |
| 2S3 | Individual property determined eligible for NR by Part I Tax Certification. Listed in the CR. |
| 2S4 | Individual property determined eligible for NR pursuant to Section 106 without review by SHPO. Listed in the CR. |
| 2CB | Determined eligible for CR as an individual property and as a contributor to an eligible district by the SHRC. |
| 2CD | Contributor to a district determined eligible for listing in the CR by the SHRC. |
| 2CS | Individual property determined eligible for listing in the CR by the SHRC. |
| 3 Appears eligible for National Register (NR) or California Register (CR) through Survey Evaluation | |
| 3B | Appears eligible for NR both individually and as a contributor to a NR eligible district through survey evaluation. |
| 3D | Appears eligible for NR as a contributor to a NR eligible district through survey evaluation. |
| 3S | Appears eligible for NR as an individual property through survey evaluation. |
| 3CB | Appears eligible for CR both individually and as a contributor to a CR eligible district through a survey evaluation. |
| 3CD | Appears eligible for CR as a contributor to a CR eligible district through a survey evaluation. |
| 3CS | Appears eligible for CR as an individual property through survey evaluation. |
| 4 Appears eligible for National Register (NR) or California Register (CR) through other evaluation | |
| 4CM | Master List - State Owned Properties – PRC §5024. |
| 5 Properties Recognized as Historically Significant by Local Government | |
| 5D1 | Contributor to a district that is listed or designated locally. |
| 5D2 | Contributor to a district that is eligible for local listing or designation. |
| 5D3 | Appears to be a contributor to a district that appears eligible for local listing or designation through survey evaluation. |
| 5S1 | Individual property that is listed or designated locally. |
| 5S2 | Individual property that is eligible for local listing or designation. |
| 5S3 | Appears to be individually eligible for local listing or designation through survey evaluation. |
| 5B | Locally significant both individually (listed, eligible, or appears eligible) and as a contributor to a district that is locally listed, designated, determined eligible or appears eligible through survey evaluation. |
| 6 Not Eligible for Listing or Designation as specified | |
| 6C | Determined ineligible for or removed from California Register by SHRC. |
| 6J | Landmarks or Points of Interest found ineligible for designation by SHRC. |
| 6L | Determined ineligible for local listing or designation through local government review process; may warrant special consideration in local planning. |
| 6T | Determined ineligible for NR through Part I Tax Certification process. |
| 6U | Determined ineligible for NR pursuant to Section 106 without review by SHPO. |
| 6W | Removed from NR by the Keeper. |
| 6X | Determined ineligible for the NR by SHRC or Keeper. |
| 6Y | Determined ineligible for NR by consensus through Section 106 process – Not evaluated for CR or Local Listing. |
| 6Z | Found ineligible for NR, CR or Local designation through survey evaluation. |
| 7 Not Evaluated for National Register (NR) or California Register (CR) or Needs Reevaluation | |
| 7J | Received by OHP for evaluation or action but not yet evaluated. |
| 7K | Resubmitted to OHP for action but not reevaluated. |
| 7L | State Historical Landmarks 1-769 and Points of Historical Interest designated prior to January 1998 – Needs to be reevaluated using current standards. |
| 7M | Submitted to OHP but not evaluated - referred to NPS. |
| 7N | Needs to be reevaluated (Formerly NR Status Code 4) |
| 7N1 | Needs to be reevaluated (Formerly NR SC4) – may become eligible for NR w/restoration or when meets other specific conditions. |
| 7R | Identified in Reconnaissance Level Survey: Not evaluated. |
| 7W | Submitted to OHP for action – withdrawn. |

12/8/2003

REPORT

City of Fresno Historic Resources Survey

HISTORIC RESOURCES GROUP