

State of California — The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
**PRIMARY RECORD**

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code 5S3

Other Listings \_\_\_\_\_  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

Page 1 of 4 Resource name(s) or number (assigned by recorder) 887 Fulton Mall

**P1. Other Identifier:** Berkeley's Department Store

**Caltrans Map Reference No.:** 23

**\*P2. Location:** Not for Publication Unrestricted

**\*a. County** Fresno County

**\*b. USGS 7.5' Quad** Fresno South **Date** 1963, revised 1981

**T** 14S **R** 20E

**\*c. Address** 887 Fulton Mall

**City** Fresno

**Zip** 93721

**\*e. Other Locational Data:** APN: # 46828221T

**\*P3a. Description:** (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries.)

Located on the southwest side of Fulton Mall, at the corner of Kern Street, this commercial building is rectangular in plan and capped with a flat roof with no eaves. The building displays a series of single-pane display windows and a recessed glass entry, sheltered beneath a canopy made of barrel vaults. The upper façade is characterized by faux stone- or concrete-clad siding, with no ornamental detailing. In good condition, the property exhibits a good degree of integrity.

**\*P3b. Resource Attributes:** (list attributes and codes) HP6. 1-3 Story Commercial Building.

**\*P4. Resources Present:** Building Structure Object Site District Element of District Other

P5a. Photo



**P5b. Photo:** (view and date)

View from north  
March 1, 2011

**\*P6. Date Constructed/Age and**

**Sources:** historic  
1961 (*The Fresno Bee*)

**\*P7. Owner and Address:**

City of Fresno

**\*P8. Recorded by:**

Historic Resources Group  
12 S. Fair Oaks Avenue, Suite 200  
Pasadena, CA 91105-1915

**\*P9. Date Recorded:**

April 12, 2012

**\*P10. Survey Type:**

Intensive

**\*P11. Report Citation:** (Cite survey report and other sources, or enter "none")

*Historical Resources Evaluation Report (HRER) for the Fulton Mall Reconstruction Project, City of Fresno, California, Federal Project Number TCSPL-5060(263)*

**\*Attachments:** None Location Map Sketch Map Continuation Sheet Building, Structure, and Object Record

Archaeological Record District Record Linear Feature Record Milling Station Record Rock Art Record

Artifact Record Photograph Record Other (list)

**BUILDING, STRUCTURE, AND OBJECT RECORD**

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\*NRHP Status Code 5S3

\*Resource Name or #: 887 Fulton Mall

Caltrans Map Reference No.: 23

**B1. Historic Name:**

**B2. Common Name:** Berkeley's Department Store

**B3. Original Use:** Commercial / Department Store

**B4. Present Use:** Vacant

\***B5. Architectural Style:** Mid-Century Modern

\***B6. Construction History:** (Construction date, alterations, and date of alterations):

While the original building permit is not available, coverage in *The Fresno Bee* indicates that this building opened as Berkeley's Department Store in 1961. Building permits were not available to document alterations to the building or façade. This property was assigned a 6Z status code in survey work carried out in 2006.

\***B7. Moved?** No Yes Unknown **Date:** \_\_\_\_\_ **Original Location:** \_\_\_\_\_

\***B8. Related Features:** None

**B9a. Architect:** Alastair Simpson

**b. Builder:** Unknown

\***B10. Significance:**

**Theme** Mid-20<sup>th</sup> Century Commercial Redevelopment **Area:** Downtown Fresno

**Period of Significance:** 1945 – 1970

**Property Type:** Commercial

**Applicable Criteria:** N/A

(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity)

887 Fulton Mall was constructed during Fresno's downtown postwar commercial redevelopment period (1945 to 1970). In the years after World War II, 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 modernist and mid-century architectural 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.

(See Continuation Sheet)

**B11. Additional Resource Attributes:** None

\***B12. References:**

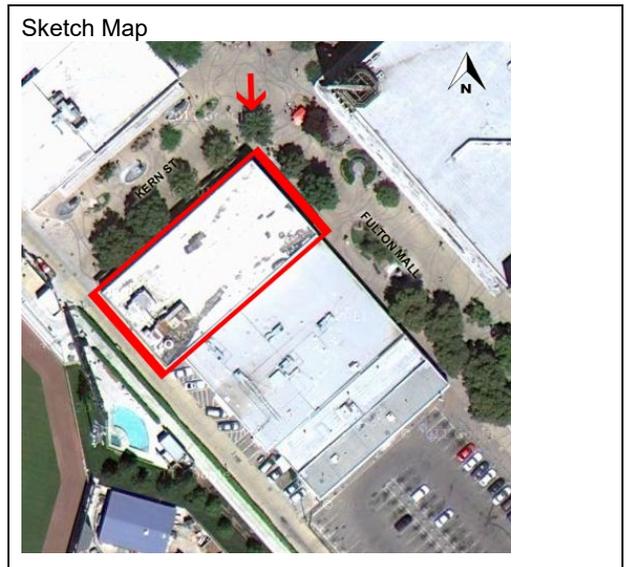
City of Fresno Building Permits  
County of Fresno Tax Assessor Data  
Sanborn Fire Insurance Maps  
"Berkeley's Will Open in New Quarters," *The Fresno Bee*, 9 April 1961.

**B13. Remarks:**

\***B14. Evaluator:** C. McAvoy & P. Travis 926 Fulton Mall was constructed during Fresno's downtown postwar commercial redevelopment period (1945 to 1970).

\***Date of Evaluation:** April 1, 2011/ August 2013

(This space reserved for official comments.)



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\*Resource Name or # (Assigned by recorder) 887 Fulton Mall

\*Recorded by: Historic Resources Group

\*Date 1 September 2011

Continuation  Update

\*P5B. Photo (continued from page 1):



887 Fulton Mall as it appeared in *The Fresno Bee*, April 9, 1961.

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\*Resource Name or # (Assigned by recorder) 887 Fulton Mall

\*Recorded by: Historic Resources Group with updates and/or revisions by Caltrans District 06 PQS: Principal Architectural Historian, Philip Vallejo

\*Date 1 September 2011/ August 2013

Continuation  Update

**\*B10. Significance (continued from page 2):**

887 Fulton Mall opened in 1961 as the new location for Berkeley's, a women's apparel store. Berkeley's (originally Bruckner's) had been operating in Downtown Fresno since 1919. Commenting on the relocation to 887 Fulton Street, owner and President Gilbert C. Berkeley stated "We made our move to this new location on our conviction that Fresno's downtown central core will continue as the hub of the San Joaquin Valley's retail activity." The building has high integrity and appears to be unaltered since its construction save for the removal of the original Berkeley's signage.

While 887 Fulton Mall does retain a good degree of integrity, its association with the revitalization efforts in downtown Fresno in and of itself is not a sufficient contextual theme for listing in the National Register under Criteria A. Additionally 887 Fulton Mall is not associated with any individuals significant in national, state, or local history (Criterion B) and although constructed in the Mid Century Modern style is does not exhibit a significant level of design or use of material, nor does it represent the work of a master or have high artistic value (Criterion C). For these reasons the building at 887 Fulton Mall does not appear to be eligible for listing in the National Register of Historic Places.

Following community input solicited at the City's Historic Preservation Commission meeting held May 20, 2013, 887 Fulton Mall appears to be individually eligible to Fresno's Local Register of Historic Resources under Criteria i as a rare, intact example of a post World War II department store associated with Mid-20th Century Commercial development in downtown Fresno, reflecting Fresno's extensive revitalization efforts in the 1950s and 1960s. The Commission may choose to take action in the future on a recommendation to the City Council for designation pursuant to FMC 12-1609.