

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 Location: ☐ Not for Publication ☒ Unrestricted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

Primary # _____

HRI# _____

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*Resource Name or #: 887 Fulton Mall

*NRHP Status Code 5S3

Caltrans Map Reference No.: 23

B1. Historic Name:

B2. Common Name: Berkeley's Department Store

B3. Original Use: Commercial / Department Store

*B5. Architectural Style: Mid-Century Modern

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

B4. Present Use: Vacant

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-20th 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.

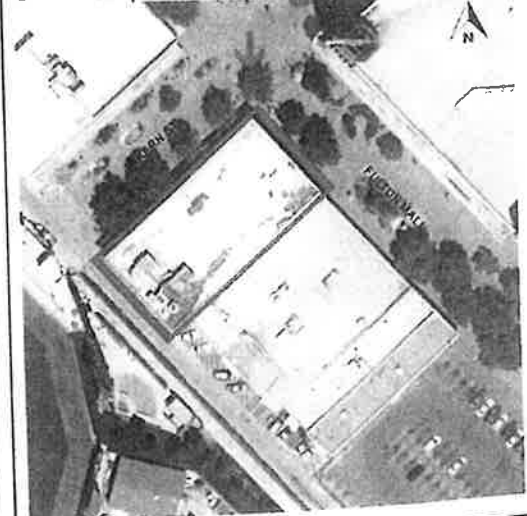
B13. Remarks:

*B14. Evaluator: C. McAvoy & P. Travis 887 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.)

Sketch Map



State of California — The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
CONTINUATION SHEET

Primary #

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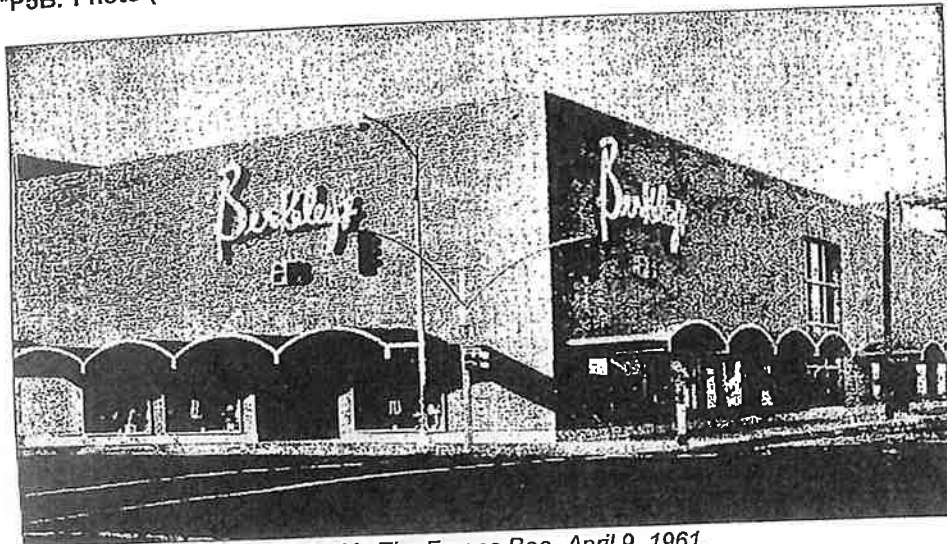
*Recorded by: Historic Resources Group

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

*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.

State of California — The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
CONTINUATION SHEET

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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 it 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.