

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

Primary # _____
HRI # _____
Trinomial _____
NRHP Status Code _____

Other Listings _____
Review Code _____ Reviewer _____ Date _____

Page 1 of 5 *Resource name(s) or number (assigned by recorder) Rotary Storyland

P1. Other Identifier: Storyland

*P2. Location: Not for Publication Unrestricted *a. County: Fresno

and (P2b and P2c or P2d. Attach a Location Map as necessary.)

*b. USGS 7.5' Quad: Fresno North Date: 1981

*c. Address: Roeding Park, 890 Belmont Ave. City: Fresno Zip: 93728

d. UTM: Zone: 10 mE/ _____ mN (G.P.S.)

e. Other Locational Data: Assessor's Parcel Number (Map, Block, Lot): 45002008T

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

Rotary Storyland (Storyland) is a 3.35 acre site located within Roeding Park, a 159-acre public park owned by the City of Fresno. Established in 1962, Storyland is operated by the Rotary Club and is a non-profit children's attraction that promotes literacy through a variety of children's storybook exhibits. Storyland is located just north of Lake Washington at the western boundary of Roeding Park, and features exhibits, sculptures, and buildings accessed along winding, wooded paths. A stream runs through the site, and a small train operates around Lake Washington at the south end of the site. Storyland is fenced off from the rest of Roeding Park with decorative iron fencing approximately 8' tall. Paths are asphalt, concrete, brick, or stone, and feature mosaics as part of the exhibits. Several low wooden bridges span the stream, and feature sculpted railings with gingerbread men, lollipop, and other novelty patterns. Low rock walls and split rail fences contain the plantings and divide the exhibits. Other site features include metal benches, lamp posts, and picnic tables, all decorated with novelty details. (continued)

*P3b. Resource Attributes: (list attributes and codes) HP25. Amusement Park

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



P5b. Photo: (view and date)
View of Storyland entrance
11/2008

*P6. Date Constructed/Age and Sources: Historic
1962-1980
Building permits.

*P7. Owner and Address:
City of Fresno
2600 Fresno Street
Fresno, CA 93721

*P8. Recorded by:
Page & Turnbull, Inc. (RF/GH)
724 Pine Street
San Francisco, CA 94108

*P9. Date Recorded:
12/18/2008

*P10. Survey Type:
Reconnaissance

*P11. Report Citation: (Cite survey report and other sources, or enter "none") Roeding Park Historic Resource Assessment

*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)

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*Date 12/18/2008

Continuation Update

The buildings at Storyland are designed in vernacular or mimetic styles similar to those typically found at amusement parks or roadside attractions. The wood-frame Storyland buildings are clad in stucco or wood, and incorporate whimsical details, playground features, and children's activities into their architecture. The exhibits were designed by a local Fresno artist, Patricia Hopper, who was influential in advocating for the construction of Storyland in Roeding Park. The main entrance is located at the east end of Storyland and was redesigned circa 1980. The one-story, wood-frame entrance building houses a ticket booth and turnstile, and resembles a village or castle. All other buildings were constructed in 1962, and include: Pinocchio's Theatre; Old Lady's Shoe; Red's House; Gulliver's Ship; King Arthur's Castle; Three Bears; Children's Chapel; Ginger Bread Man; Train Station; Gypsy Wagon/Concession Stand; and Restrooms.

Plaster and wood sculptures depicting characters from children's literature are found throughout Storyland, and were also constructed in 1962. Most are accompanied by a handpainted wooden signs that tell the story of the character. Storyland sculptures include: Caterpillar; 3 Little Pigs; Alice's Maze; Alice's Court; White Rabbit; Jack & Jill; Crooked Mile; Winnie the Pooh; Simple Simon; McGregor's Garden; Mother Goose; Frog Prince; Little Boy Blue; and Little Miss Muffet.

Overall, Storyland appears to be in good condition with some individual features in fair condition, but does not appear to contribute to the potential Roeding Park Historic District.



View of King Arthur's Castle (Page & Turnbull, 11/2008).

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View of Old Lady's Shoe (Page & Turnbull, 11/2008).



View of Restrooms (Page & Turnbull, 11/2008)

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View of Three Little Pigs sculpture (Page & Turnbull, 11/2008).



View of Little Miss Muffet sculpture and signage (Page & Turnbull, 11/2008)

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View of Gingerbread Man Bridge (Page & Turnbull, 11/2008).



View of typical paths and fences in Storyland (Page & Turnbull, 11/2008)