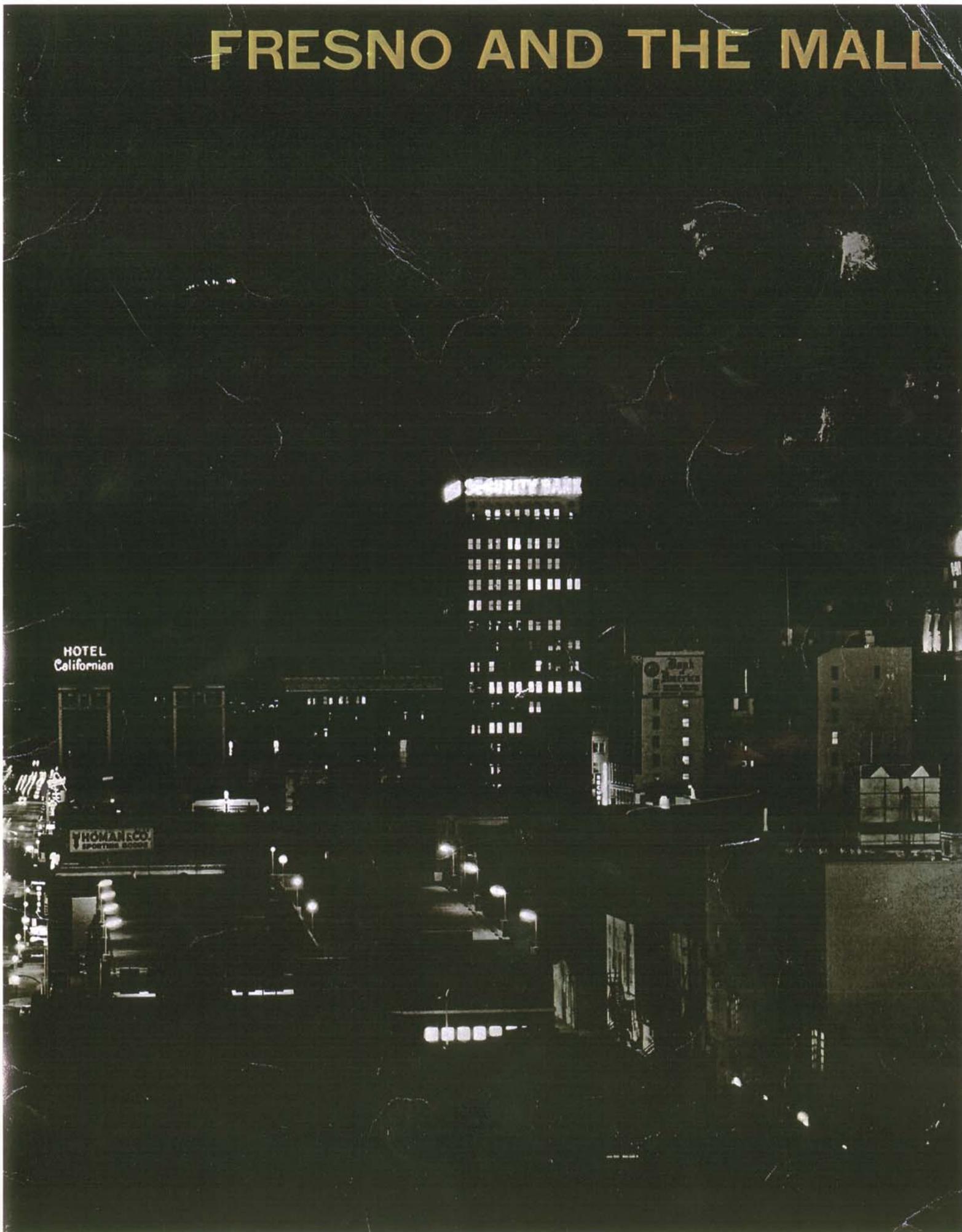
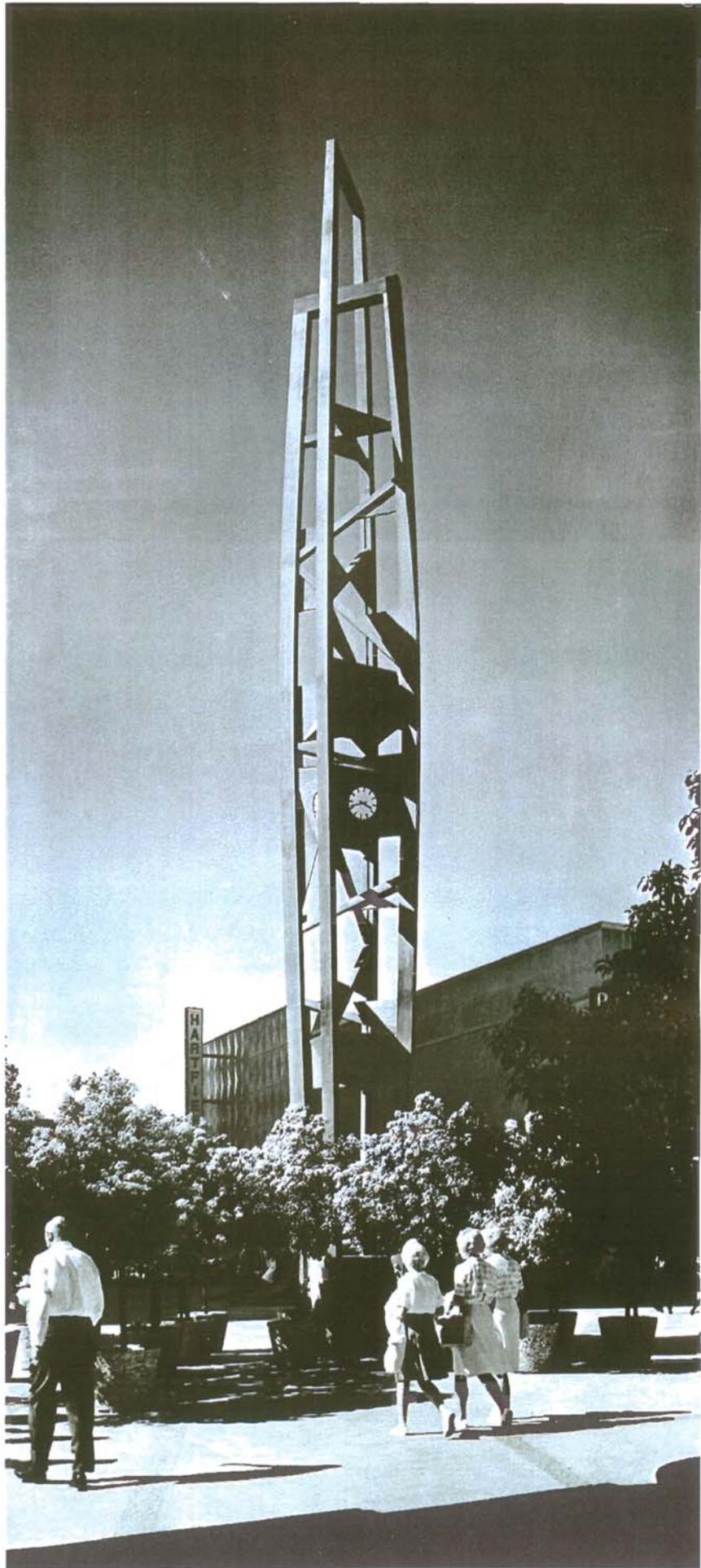
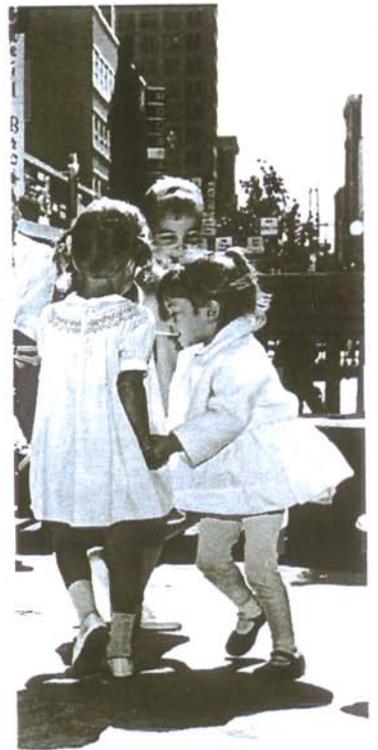


FRESNO AND THE MALL







FRESNO AND THE MALL: A STORY OF COMMUNITY ACTION

Fresno, California: Autumn 1964!

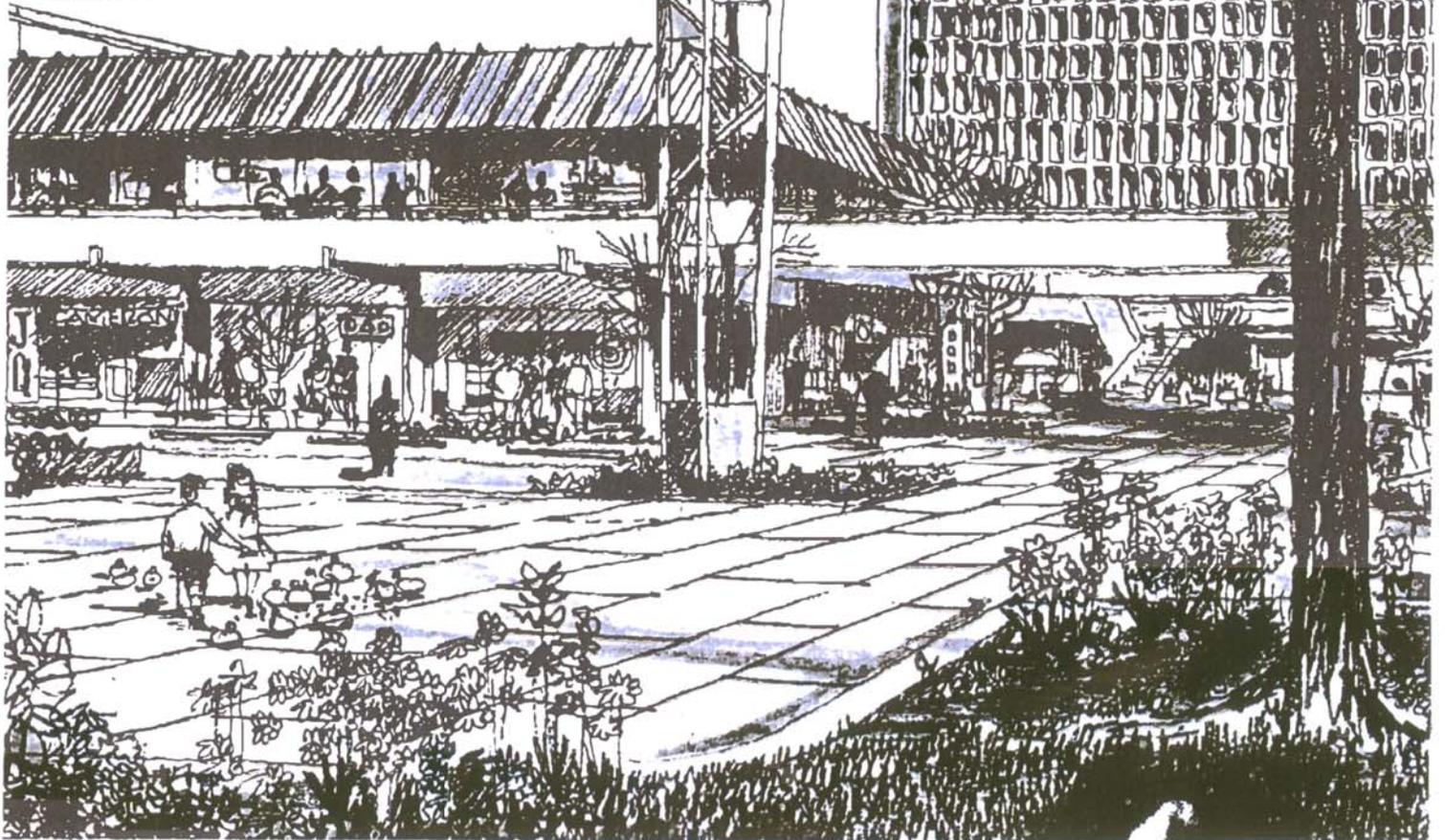
The Mall is a reality!

Downtown streets, which yesterday were the scene of traffic jams and auto fumes and flashing lights to warn the harried shopper, are now graceful promenades with shade trees, fountains, flowers, benches and bold new works of art.

On all sides one sees and hears the progress of a growing city: entire buildings being renovated, new structures rising, and more sites being readied for developments yet to come.

We have reached a new milestone in Fresno's history. From this vantage point we can survey the difficult paths we have traversed; we can see the proof of what dedicated community effort accomplishes; and we can sense the outlines of the renewed city which is taking shape.

The Mall has become a symbol of Fresno's determination to guide its own destiny. Thus it is only part of a larger and continuing story of community action: the story of this particular city with its own background and its own response to the challenges of our time.



Aerial view of Central Fresno looking Southeast.

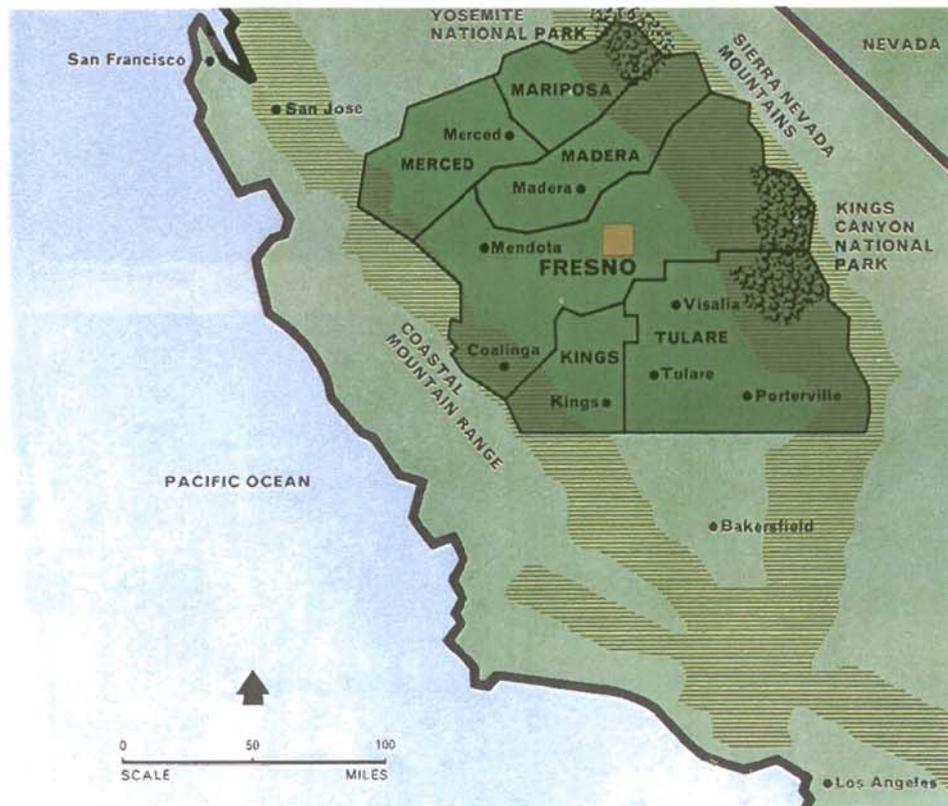


THE INHERITANCE

Fresno is strategically located in the center of the most populous state in the nation and in the heart of the fertile San Joaquin Valley. It lies halfway between Los Angeles and San Francisco, with the towering peaks of the Sierra to the east and the vast Pacific to the west.

The accompanying chronology of events only hints at the full story of the city's early years. It does not document the immense achievement of irrigating and cultivating this land. It makes but brief reference to the early setbacks and hardships of floods, fires, and dust storms, and it does not describe the remarkable blending of peoples and ethnic groups—one of the city's great achievements and surely also one of the reasons for its present strength.

For nearly a century Fresno has actively participated in the dynamic history of California and the West. The energy and ability which the city now brings to the problems of the 1960's is rooted in this history—Fresno's inheritance.



Etching of 19th Century Free Market, next to County Park.



The old Fresno Bank & Trust Company building as it appeared in 1920. This site, at the Southeast corner of Fulton and Mariposa Streets is now the location of the Security Bank building.

1844 John C. Fremont crossed the San Joaquin Valley near what is now Fresno.

1849 First settlement in foothills of what is now Fresno County.

1856 Act of Legislature established Fresno County.

1867 Courthouse and jail completed at Millerton.

1872 Central Pacific Railroad established Fresno Station at what is now the City of Fresno, then called "Sinks of Dry Creek."

1874 County seat transferred from Millerton to Fresno.

1880 Population of Fresno County, 9,478. Fresno City, 1,112.

1884 Fresno business area and nearly all parts of town flooded.

1885 Fresno City incorporated as a town of the fifth class.

1889 First car of the Fresno, Belmont and Yosemite Railroad ran out Tulare Street. This road was operated by horse cars.

1898 Great fire destroyed Southern Pacific reservation from Fresno Street to Ventura.

1900 Population of Fresno County, 37,862. Population of Fresno City, 12,470.

1913 "Fresno Normal," now Fresno State College established.

1920 Population of Fresno County, 128,779; Fresno City, 45,086.

1940 Population of Fresno County, 178,574; Fresno City, 60,685.

1941 Present City Hall completed.

1950 Population of Fresno County, 276,515; Fresno City, 90,626.

1954 Fresno takes lead among U. S. counties in value of farm products.

THE CHALLENGE

The years following World War II brought rapid change to California and to Fresno. Population increased substantially. Fresno County achieved its present status as the national leader in agri-business. Industry expanded and diversified.

Throughout the city business prospered, but in the central portion, that part which was historically the entire city, which housed the major concentration of the businesses and governmental activity, and which stood as the metropolitan center of the region, the difficulties of matching this growth became more complex with each passing year.

With the spreading out of residential development came shopping centers and industries, all geared to rapid and convenient automotive transportation. The residential city no longer was confined to the area which could be served by the passenger train and the trolley car.

The downtown was not really old by Eastern or European standards. It was not decadent or hopelessly blighted. Retail sales and assessed valuations were still high, but percentages of total city sales and total city assessed valuation were decreasing rapidly. All too frequently "For Rent" signs were replacing merchandise for sale in the display windows downtown.

The central area still had vitality, but it was tottering and falling behind. Its physical framework reflected technology and ways of life now past. A new vision and clarity of purpose was critically needed. A new course had to be charted if this area was to play a strong role as the core of an expanding metropolis.

The city's location, its history, and its position in the California and national economy together posed a challenge made up of exceptional opportunity and grave responsibility.

Faced with this challenge, there were three alternative courses which could be defined for the central area.

One course would have been to have let things go as they were, doing a little face-lifting perhaps, but sacrificing by default the historical continuity, the dollar assets, the past investments of human effort, and the great future potentials.

A second alternative would have been to program massive and complete demolition followed by the construction of an entire new city core at huge expense in dollars and human values.

A third approach was a program aimed at intensive and selective reshaping to completely renew this part of the city while still maintaining the continuity; capitalizing on the past investments of effort and vision, as well as on the past investments of dollars; and re-creating on the old foundations so that this Center City would continue to function as the heart of the region with a vitality to match the progress surrounding it on all sides.

Of course, these were not really alternatives. Considering the nature of the inheritance and the potentials in the challenge, it was inevitable that Fresno was to choose the third and most difficult course: the course aimed at complete revitalization through re-shaping the existing city structure and by careful blending of old and new.

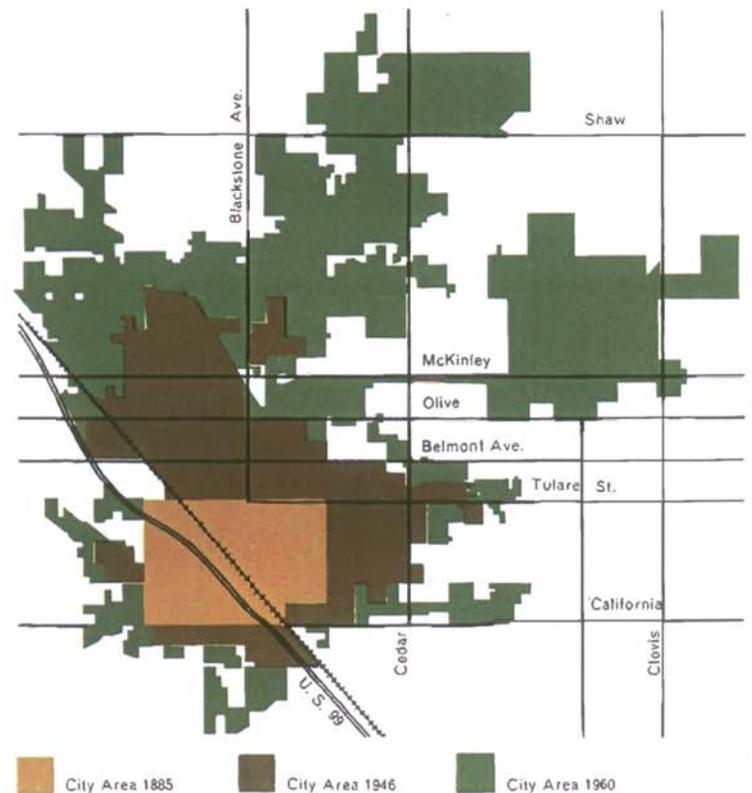
POPULATION DATA AND PROJECTIONS, 1950-1980

	1950	1960	1970	1980
State of California	10,586,223 ¹	15,717,204 ¹	21,734,000 ²	28,137,000 ²
Six County Trade Area ³	584,436 ¹	720,280 ¹	920,500 ²	1,126,600 ²
Fresno County	276,515 ¹	365,945 ¹	478,000 ⁴	631,000 ⁴
Fresno-Clovis Metropolitan Area ⁵	171,100 ⁴	247,600 ⁴	344,000 ⁴	470,000 ⁴
Fresno Urbanized Area	130,592 ¹	211,345 ¹	313,000 ⁴	446,000 ⁴

Source: 1. Bureau of the Census
 2. State Department of Finance
 3. Fresno, Kings, Tulare, Madera, Merced, Mariposa
 4. Metropolitan Area Project (City & County Planning and Public Works Dept.)
 5. 327 square mile study area



Fulton Street before the Mall construction.

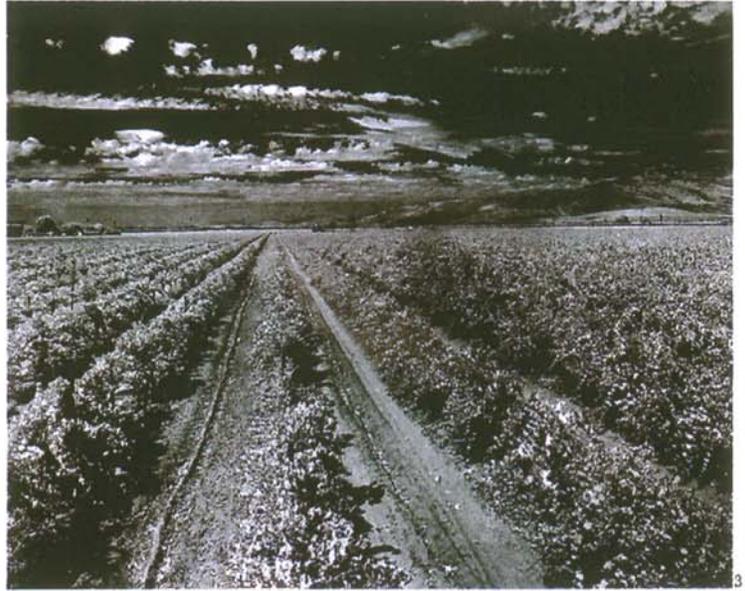


City Growth Pattern: Three Phases of Growth of Fresno Since 1885, Steady in Progress but Erratic in Shape.



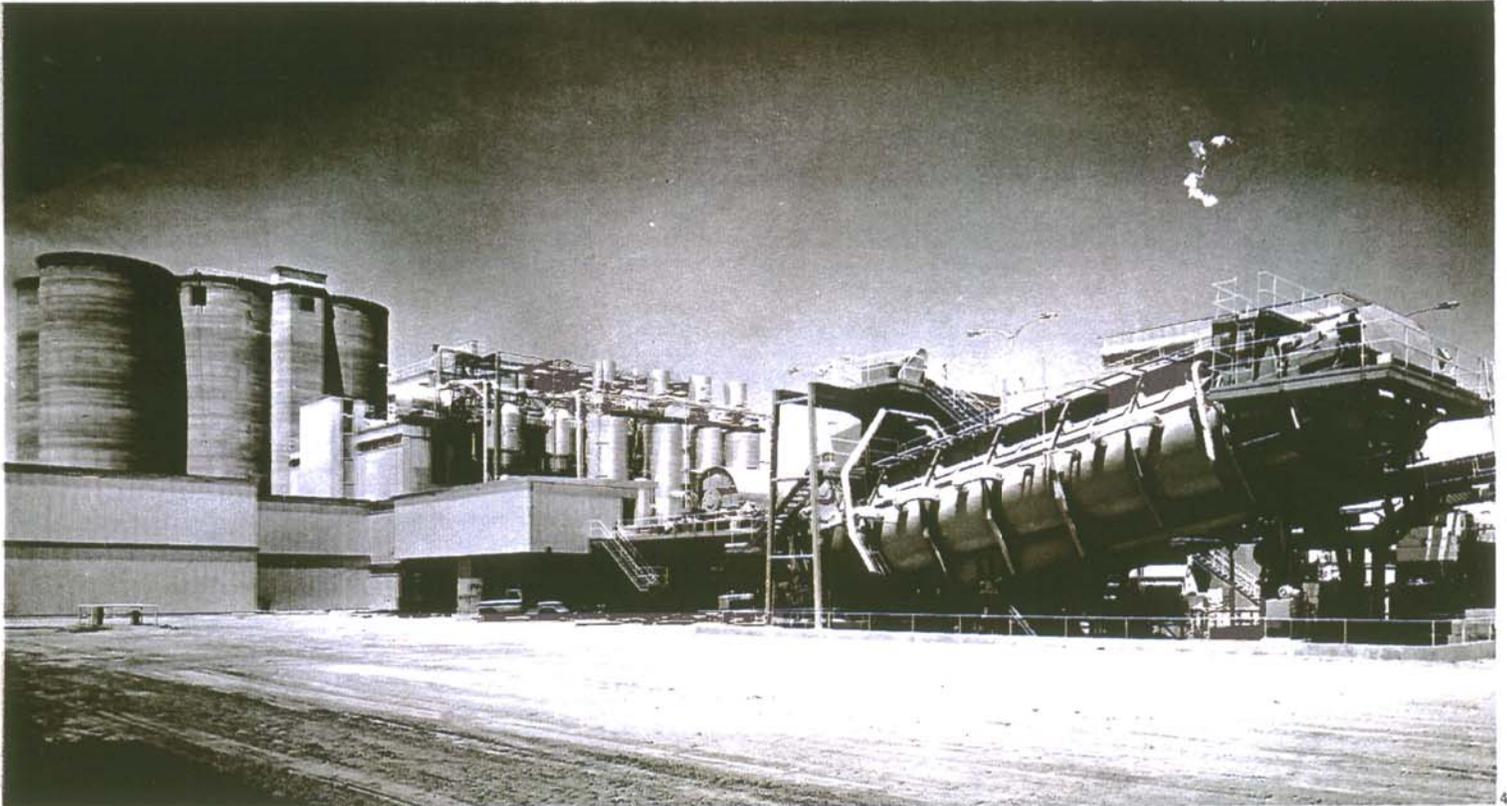
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Safflower harvesting.



3

Vineyards.



4

Sugar refining plant.



Early sketch of Fulton Mall expressing concept of active and varied pedestrian spaces.

SHAPING A VISION

Given the urban conditions of today, the complexity of government, the complications of municipal and private finance, the intricacy of the physical framework, how does a city set out on such a task—the task of achieving a complete renewal of its central area?

First, it is necessary to shape a vision. But even before the "vision shaping" can begin, it is necessary to start bringing people together, to establish a broad understanding of the problems, to set up new organizations and new channels of communication, and to select the governmental programs and techniques which will permit the most direct and effective approach.

This part of the story has no exact starting date. Some persons saw the challenge soon after World War II and started then to shape the vision of a renewed Center City. But the years of 1957 and 1958 appear as the time when the renewal effort first gained momentum.

By this time the master plan to guide the future land use development of the metropolitan area had been completed. Citizens adopted a modern City Manager Charter. The Redevelopment Agency of the City of Fresno was named and, from the first meeting, set a vigorous pace for the rest of the community to follow. Downtown businessmen and property owners gave themselves an organizational shot in the arm, first as Fresno's Hundred Percenters, and now the Downtown Association of Fresno.

Also at this time urban problems, and especially central area problems, were causing increasing concern throughout the country. In 1956 the "Fort

Worth Plan" had been published and had stimulated fresh thinking on downtown revitalization (its authors were to become the planners for the Fresno central area). And by 1958 the Federal Urban Renewal Program, which had made a slow start in the residential field, had evolved sufficiently to serve as an effective tool in downtown renewal efforts.

Thus the stage was set for the action to follow. But, where other cities faced with similar conditions have floundered or adopted timid expedients, Fresno moved decisively.

The next major step was to establish a method for shaping the plans. To do this the City, the Hundred Percenters—now known as the Downtown Association, and the Redevelopment Agency executed simultaneous but separate contracts with a single planning consultant: Victor Gruen Associates. Working with the City and City staff, Gruen was to define the plans for the central area—an area of approximately 2,000 acres. With the Downtown Association the task was to evolve solutions for the prime 60 to 80 acres making up the core within the central area. Working with the Redevelopment Agency and the Agency's other consultants, the planners were to define the scope for Federally assisted renewal in what was originally outlined as a 36 acre redevelopment project within the core.

This method of undertaking the planning seems now, in retrospect, very simple and direct, but in 1958 such an arrangement was unique. It signified the cooperative approach which was to be vital throughout the entire renewal effort.

As work progressed, many elements of the community joined in to help: the State Highway Department, the County government, the Civic Center Committee, the Convention Bureau, the Fresno Municipal Bus Line, the Trucking Association, the League of Women Voters, the American Institute of Architects, the local representatives of Federal agencies, and, at all stages, the various departments of the City.

This closest of cooperation between government, property owners, businessmen, citizens, and the professionals has been the hallmark of the Fresno Program since the start. Through this broadly-based, cooperative and intensive effort the vision took shape.

The key elements of the plans were:

For the central area:

Strengthening of the entire city; any approach which would have over-emphasized the central area at the expense of the outer areas would have been self-defeating.

Programming of future land and building needs for all central area uses and designation of best locations and directions of expansion for these uses.

Resolution of future freeway alignments to provide optimum service for the renewing central area while still meeting the needs of the adjoining city areas.

Design of an entire street and roadway network within the central area with related parking and with best possible service for all land uses.

For the core area:

Design of separated routes for automobiles, buses, trucking, and the pedestrian. The proposed Mall was a vital part of this design.

Designation of assets which could be retained and arrangements for new development.

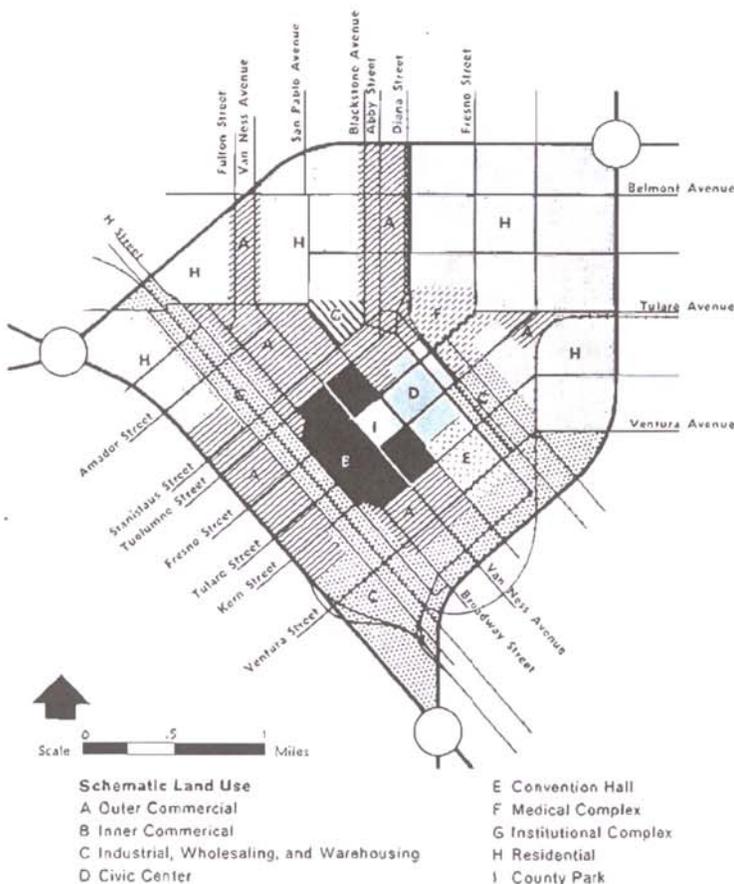
Provision for adequate parking in strategic locations.

Provisions to link the core with the adjacent central area uses.

For the redevelopment project:

Definition of the minimum necessary acquisition and clearance.

Provision of analyses, justifications and guarantees which must accompany any program which preempts private ownership for public good.



Thus, a program for action was established; action to counteract obsolescence and blighting trends; to achieve a new urban environment and urban esthetic based on a careful blending of old and new; to build a renewed and vital metropolitan center.

The vision-shaping process produced extensive plans and drawings and statistics, but it also achieved much more. Most significant was that all elements of the community participated actively in the planning and that

agreement was achieved as to the future directions for central city growth. The plans demonstrated that under optimum conditions a community and the State Highway Department could work together to great advantage. The planning techniques were more advanced than those required by the Urban Renewal Administration, and the plans called for certain legal and financing tools not yet available, such as those necessary for Mall implementation. In other words, the planning effort was geared not only to the minimum governmental regulations or limited to what could be accomplished by existing legislation. Instead, the work was undertaken in a thorough and bold manner in the confidence that State and Federal actions would subsequently recognize the logic of this approach.

Also, the planning and the economic studies by Western Real Estate Research Corporation substantiated the two initial working assumptions:

1. That Fresno's opportunity was not only citywide or countywide, but it was an opportunity to play a significant role in the entire West Coast region. The increasingly unwieldy size of the Los Angeles and San Francisco urban areas pointed up the need for another major metropolis at some mid-point location.
2. It appeared that the costs of implementing the plans would be only slightly more than the cost of proceeding as in the past on an ad hoc planning and development basis. (It appeared, in fact, that the latter approach would be much greater in both social cost and dollar cost in the long run.) Against this small, short range cost differential the benefits of implementing the plans overwhelmingly favored going forward to start to make the vision into reality!

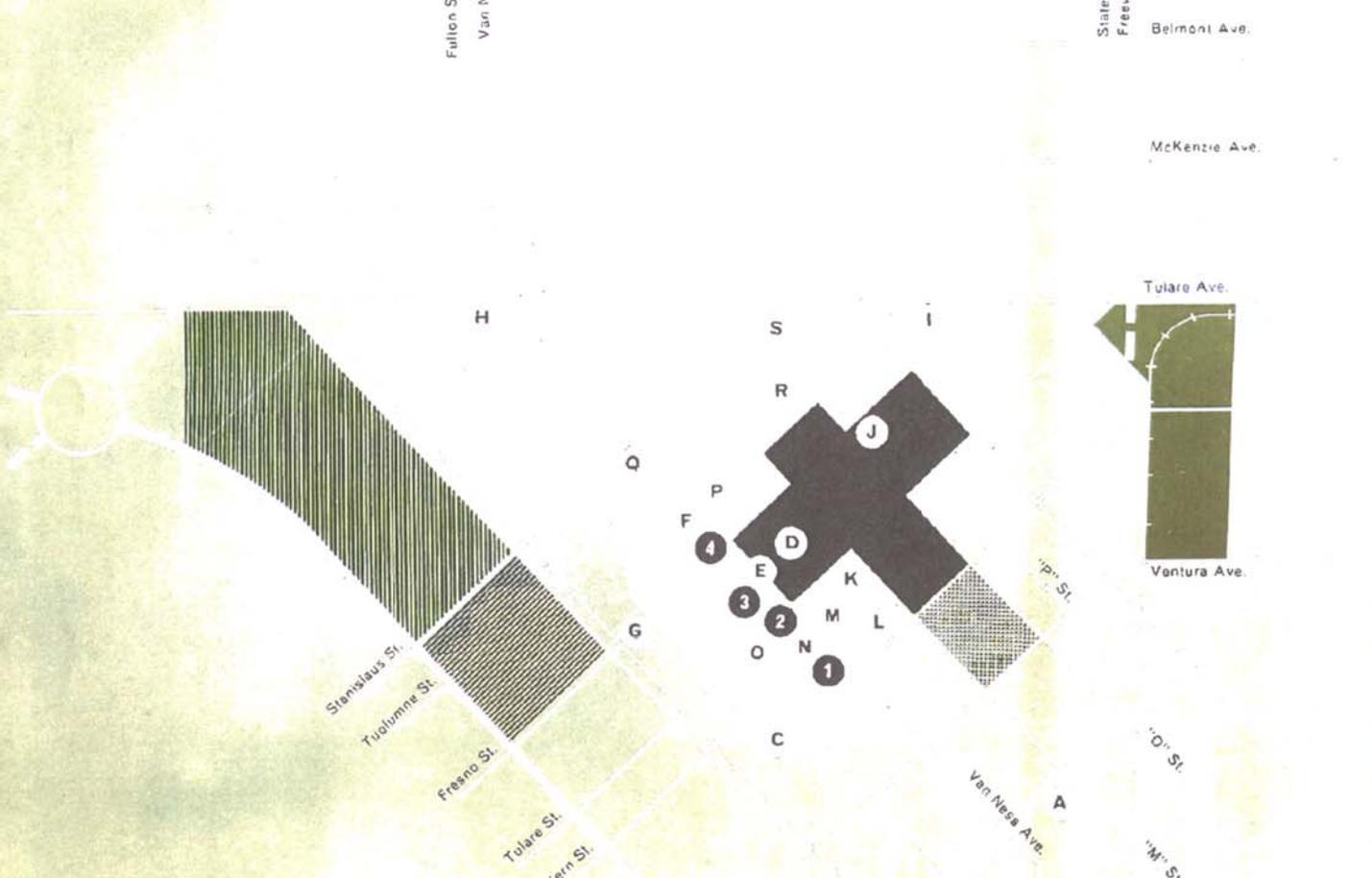


Consultant meeting with representatives of State Highway Department, City, Redevelopment Agency, and Downtown Association.

Nov. 1956	Fresno Redevelopment Agency established.
Nov. 1957	Harris Hogenson starts as first Executive Director of Redevelopment Agency.
March 1958	Advance Planning Grant for CBD Project One.
April 1958	City adopts Council-Manager form of government.
July 1958	Robert Klein starts as first Chief Administrative Officer.
July 1958	Council adopts Fresno-Clovis Metropolitan Area General Plan.
Sept. 1958	Victor Gruen Associates contracts approved with City, "Hundred Percenters," and Redevelopment Agency.
March 1959	Exploratory central area plans presented.
Feb. 1960	Consultants complete central area plans.
Feb. 1960	"Hundred Percenters" approve central area plans.
Feb. 1960	Council approves central area plans.
Feb. 1960	URA gives tentative approval to CBD Project One plans.
Feb. 1960	Mayor's Civic Center Committee supports central area plans.
Feb. 1960	Planning Commission approves central area plans.

Progress of Plan Implementation

- Central Business District Project One (Execution Stage)
- West Fresno Project One (Planning Completion Stage)
- West Fresno Project Two (Execution Stage)
- South Angus Street Project (Execution Stage)
- Civic Center (Expanding)
- Convention Center (Acquisition Started)



Major Public Improvements

- A Freeway Routes Adopted (State Route 180, State Route 41)
- B Freeway Completed (U. S. 99)
- C Major Storm Drain and Retention Basin
- D County Court House Construction
- E Van Ness Avenue Widening
- F City Parking Garage Completed
- G Fresno Street Underpass (Plans Approved)
- H One-way Broadway-Van Ness Couplet
- I Community Hospital Expansion (Planning Stage)
- J Federal Building (Planning Stage)

Major New Building Construction (Private)

- K Del Webb's Towne House
- L Imperial 400 Motel
- M Fink-Skopp Furniture, Walston Co., Daniel's Furniture
- N Berkeley's, Woolworth, Walter Smith
- O R. & W. Building
- P Western Union, Home Furniture, Dr. Whitlow
- Q Pacific Telephone Building
- R Golden Key Motel
- S Frontier Chevrolet

Major Remodeling (Private)

- 1 Hotel Californian
- 2 J. C. Penney Co., Singers, Colfee's, Paterson Building
- 3 Security Bank Building
- 4 Roos Atkins, Hockett-Cowan, Fresno Guarantee Building



Ground breaking ceremonies for the Mall, March, 1964.



The story from 1960 to the present time is one of solid accomplishments. Today the Mall is in and the vision is indeed becoming a reality.

The accomplishments were not easy, however. Several times the program faltered and seemed about to fail; setbacks occurred; some major compromises and adjustments were necessary.

During this time, the city suffered the tragic loss of the leadership of three of those who refused to compromise the vision. The progress now occurring must always stand in part as a memorial to those men who gave so much to their community and who have now passed on before they could see the results of their dedicated efforts.

To fully measure the magnitude of Fresno's achievements, it is important to mention the difficulties which had to be surmounted.

Some of the most critical problems were the phasing of street closures and Mall construction, the necessity of obtaining State Mall enabling legislation (an effort actually led by the City of Pomona), the task of establishing an Assessment District to include all property owners to be benefited by the Mall, the necessity of enlarging the boundaries of the Central Business District (CBD) redevelopment project, the methods of financing and phasing new parking facilities, and resolution of final freeway alignments.

But for all these difficulties and despite the loss of key community leaders, the effort did continue and a new sense of purpose began to take hold in the community:

- a sense of commitment to the future;
- a sense of confidence in the community's ability to shape its own destiny;
- a sense of excitement and pride as results of the efforts started showing;

and in 1963 and 1964 progress has been real and accelerating.

The Mall, though only one part of the central area revitalization plans, and though only a small part of the programmed public and private investments, expresses most clearly the basic philosophy which guided the shaping of the vision.

It has been built with both public and private monies.

Its construction required both public and private approval.

Together with the adjoining alleys and streets, it defines a separation of pedestrian from automobile and separation of truck and bus traffic as well.

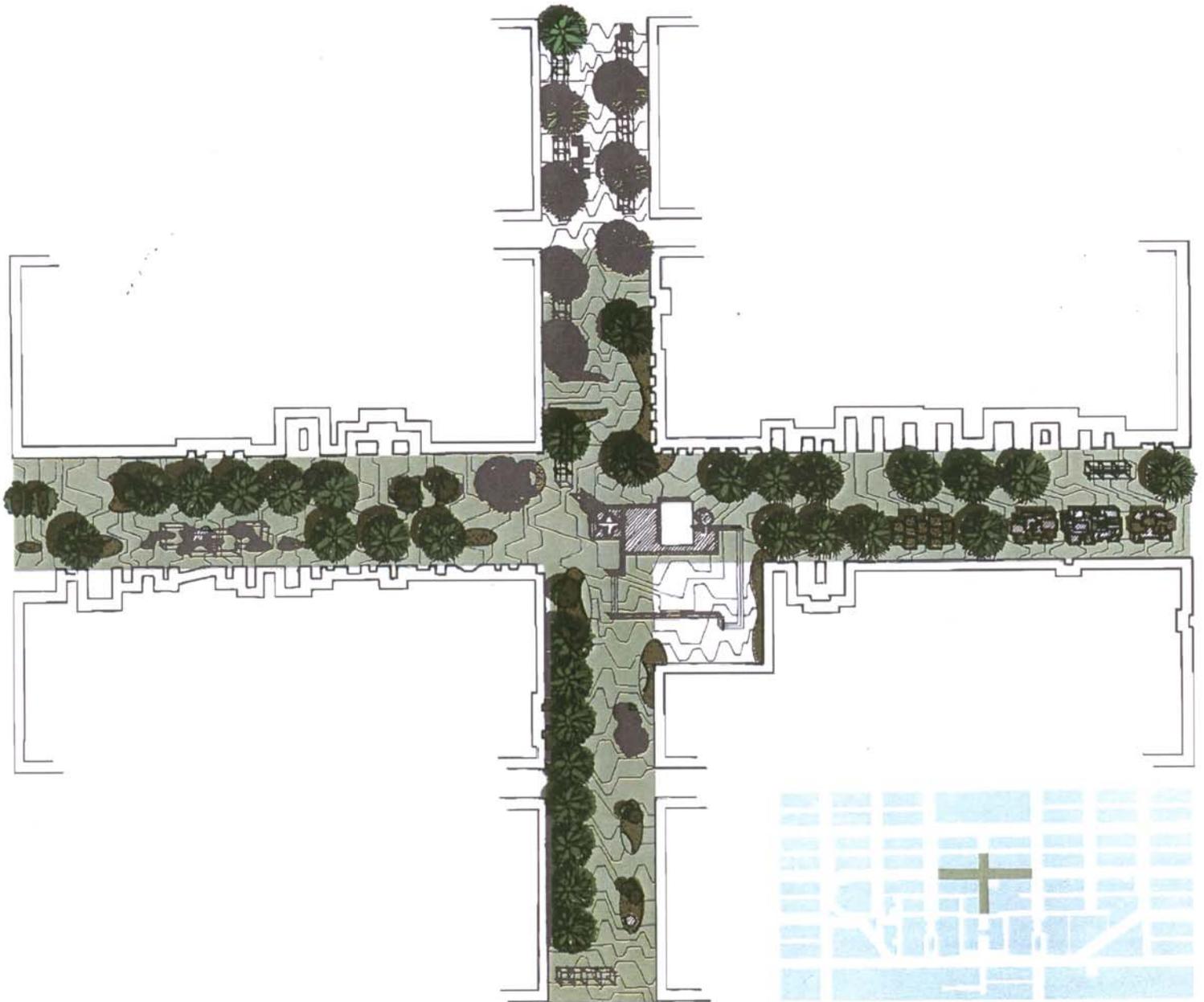
It is a demonstration that our modern technology can serve man and does not have to dominate our cities.

It has been designed to gracefully accommodate new buildings beside the old.

It demonstrates that beauty can be part of sound economic and technical city plans.

The Mall design is the result of a joint effort by Eckbo, Dean & Williams and Victor Gruen Associates. The three pedestrian areas now created will be linked in the future when Fresno and Tulare Streets are closed and traffic re-routed. Construction costs for the first stage of the Mall were approximately \$1.5 million. Of that sum almost \$1 million was for necessary utility replacements and new drainage and utility systems not now visible to the shopper or citizen. There are 320,000 square feet of area in the Mall system; 162 trees, and over 19,000 plants have been planted beside the patterned walkways of the promenades.

But just as the Mall is but a symbol of the entire vision, so is it also but a symbol of the renewed construction activity in the center of the city. Since 1962 there has been a total of \$818,000 in building permits issued for remodeling in the central area and a total of \$19,300,000 in building permits



for new construction. Furthermore, designs are now in preparation for at least \$24,600,000 of construction to be undertaken in the near future.

Arterial road improvements have been made. The freeway routes have been resolved. Land assembly and clearance is underway. A new public garage is open and additional surface parking has also been provided. A majority of the businesses which were displaced have relocated in the central area. In addition to the redevelopment project in the core, three other redevelopment projects in the central area are underway: the South Angus Street Project and the West Fresno Projects One and Two. Civic Center plans have now been resolved. The Convention facility is being designed and site acquisition has started. New building sites in the core are being prepared and interest from potential developers is intense. Already private capital has on file with the Redevelopment Agency plans for office and residential towers and for a regional office of a statewide bank.

These achievements have required an unprecedented and continued cooperative approach from all elements of the community. Final policy decisions and directions have in all cases rested with the city's elected leadership, the City Council, but the private business sector has shown united support and has backed up its intentions with dollar commitments. The various committees and departments of the City have all participated. The Redevelopment Agency has persisted in the necessary task of explaining and justifying the local needs and requirements to the regional authorities so that this part of the program could be effective as a true catalyst in helping the community realize its renewal goals.

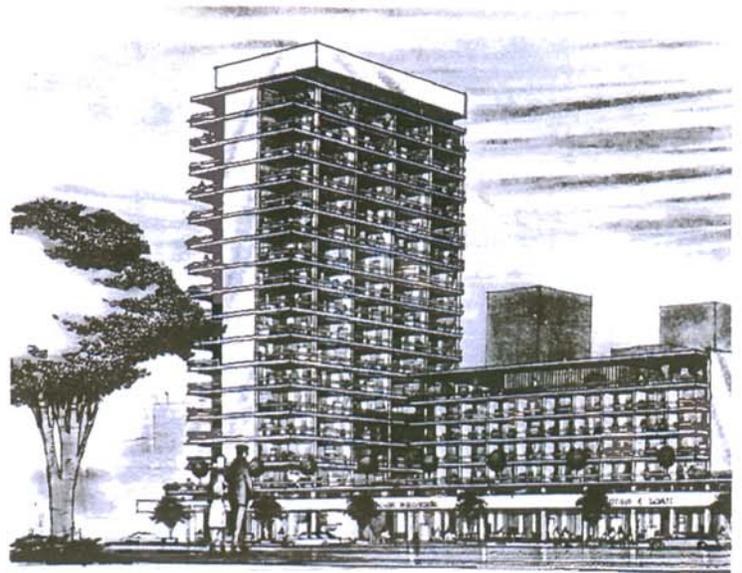


Looking South along Fulton Street: the Mall under construction (July, 1964).



A major city landmark, the recently completed Del Webb's Towne House located at Tulare Street and "M" Street.

March 1960	One-way Broadway-Van Ness couplet started.
June 1960	"Hundred Percenters" decide to set up Improvement District.
Aug. 1960	Proposal for phasing closure of Fresno and Tulare Streets.
Oct. 1960	Council approves CBD Project One urban renewal plan.
Oct. 1960	Del Webb building announced.
Dec. 1961	Redevelopment Agency completes purchase of first CBD parcel.
Jan. 1963	First CBD demolition.
Feb. 1963	Council authorizes preparation of Mall design and working drawings.
Oct. 1963	Widening of Van Ness Street.
Nov. 1963	H. K. Hunter appointed as new Chief Administrative Officer.
Nov. 1963	Arthur Eickholt, Chairman of Redevelopment Agency, dies.
Nov. 1963	Karl Buckman named as new Chairman of Redevelopment Agency.
Dec. 1963	Urban Renewal Administration approves expansion of CBD project.
Dec. 1963	Mayor Arthur L. Selland dies.
Dec. 1963	Councilman Henderson named as new Mayor.
Feb. 1964	Mall construction contract let to Milburn and Sansone Construction Co.
Feb. 1964	City buys first Convention Center land.
March 1964	Del Webb building opened.
March 1964	Ground breaking for Mall.
April 1964	First new construction on redeveloped property.
April 1964	Courthouse construction begins.
May 1964	Agency approves sale of parcel on Van Ness to Y.S. Pilibos.
June 1964	New City parking garage opened.
July 1964	Harris Hogenson, Executive Director of Redevelopment Agency, dies.
July 1964	Ray C. Fisher named as Acting Executive Director of Redevelopment Agency.
Sept. 1964	Opening of Fresno Mall.



Rendering of proposed office-motel complex to be constructed along Van Ness Avenue between Mariposa Street and Tulare Street.

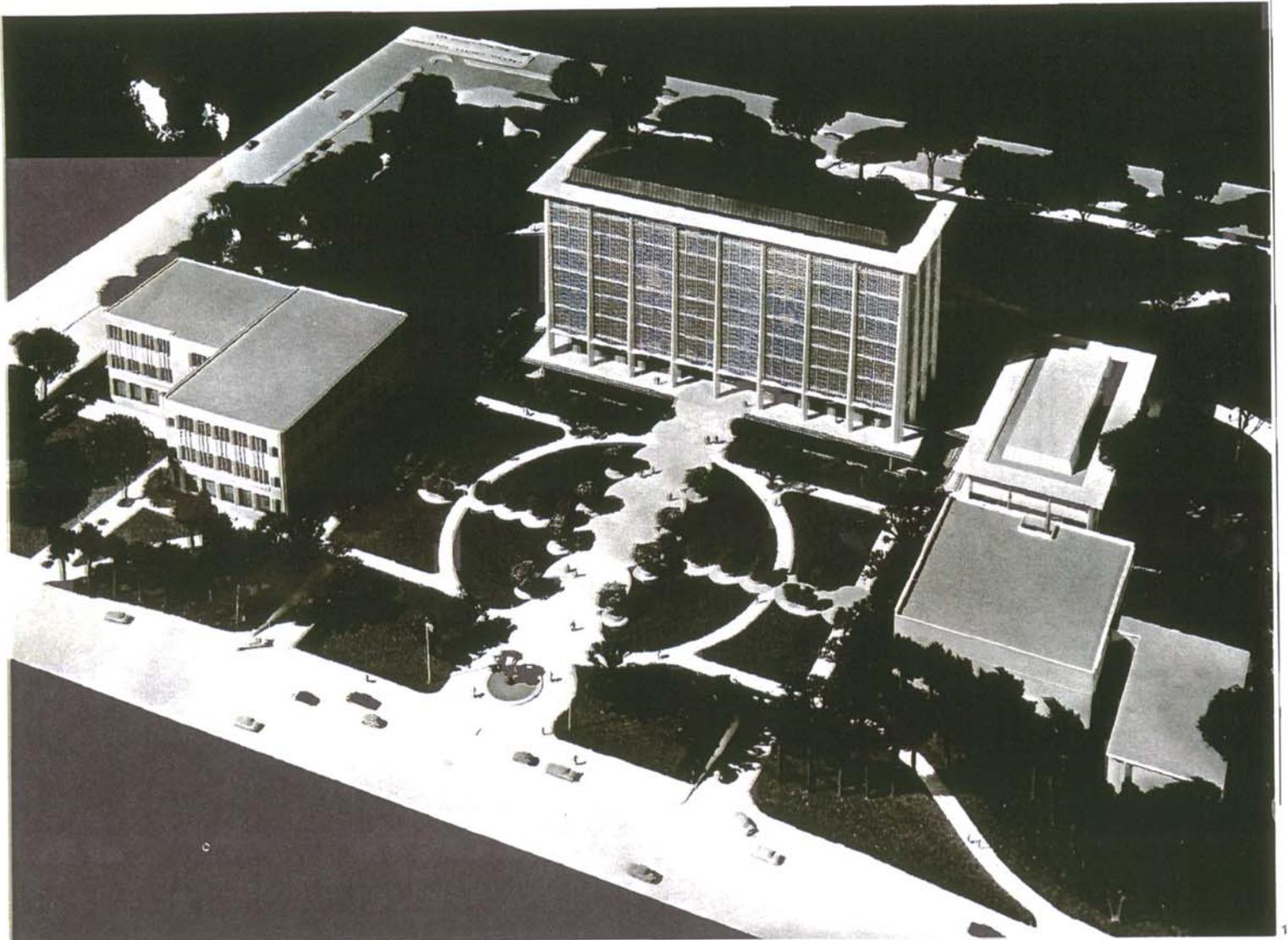


New City Parking Garage at Southwest corner, Van Ness Avenue and Merced Street.



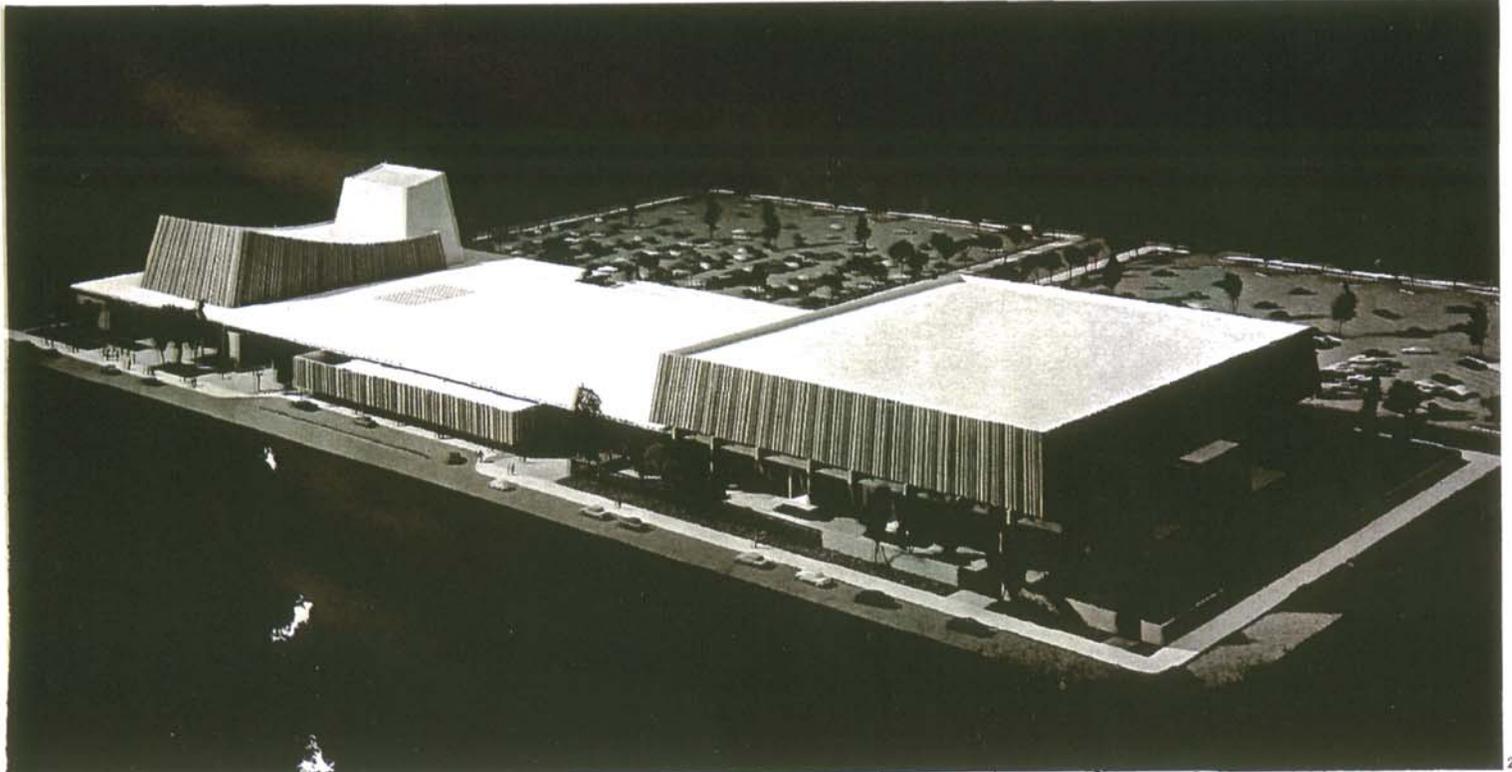
New stores pace the construction along Van Ness Avenue.
The new auto center, Frontier Chevrolet Co., located at 1450 "O" Street.





Model view looking South: the Fresno County Court House now under construction.

The proposed Convention Center to be located between Inyo, Ventura, "M" & "O" Streets.



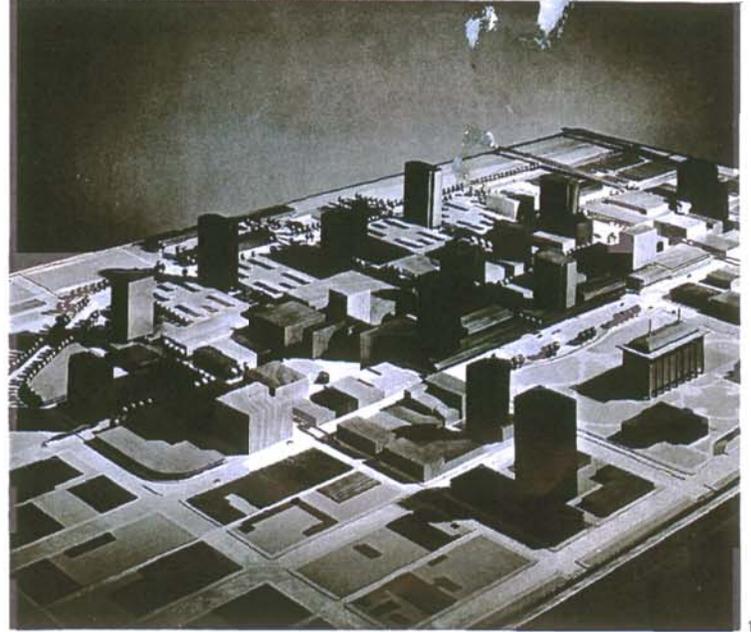
There is much that remains to be done before the vision of a renewed Center City will be fully realized.

In the public sector it will be necessary to continue work on the improved road network, to resolve freeway interchange designs, to carry through with the construction of the new Convention Center and other public buildings, to improve the public transportation system, to implement the full parking program, and to encourage renewal and upgrading in the other parts of the central area.

The response from new private development will also be vital. This response must be not only in the construction of new buildings and creating of new businesses, but it must include recognition of the responsibility to join in the cooperative effort and the responsibility to shape sensitive designs for the new urban environment.

The Mall is designed for a growing city and there should be no "Final Chapter" in the story of Fresno and the Mall! At the present time a Mall

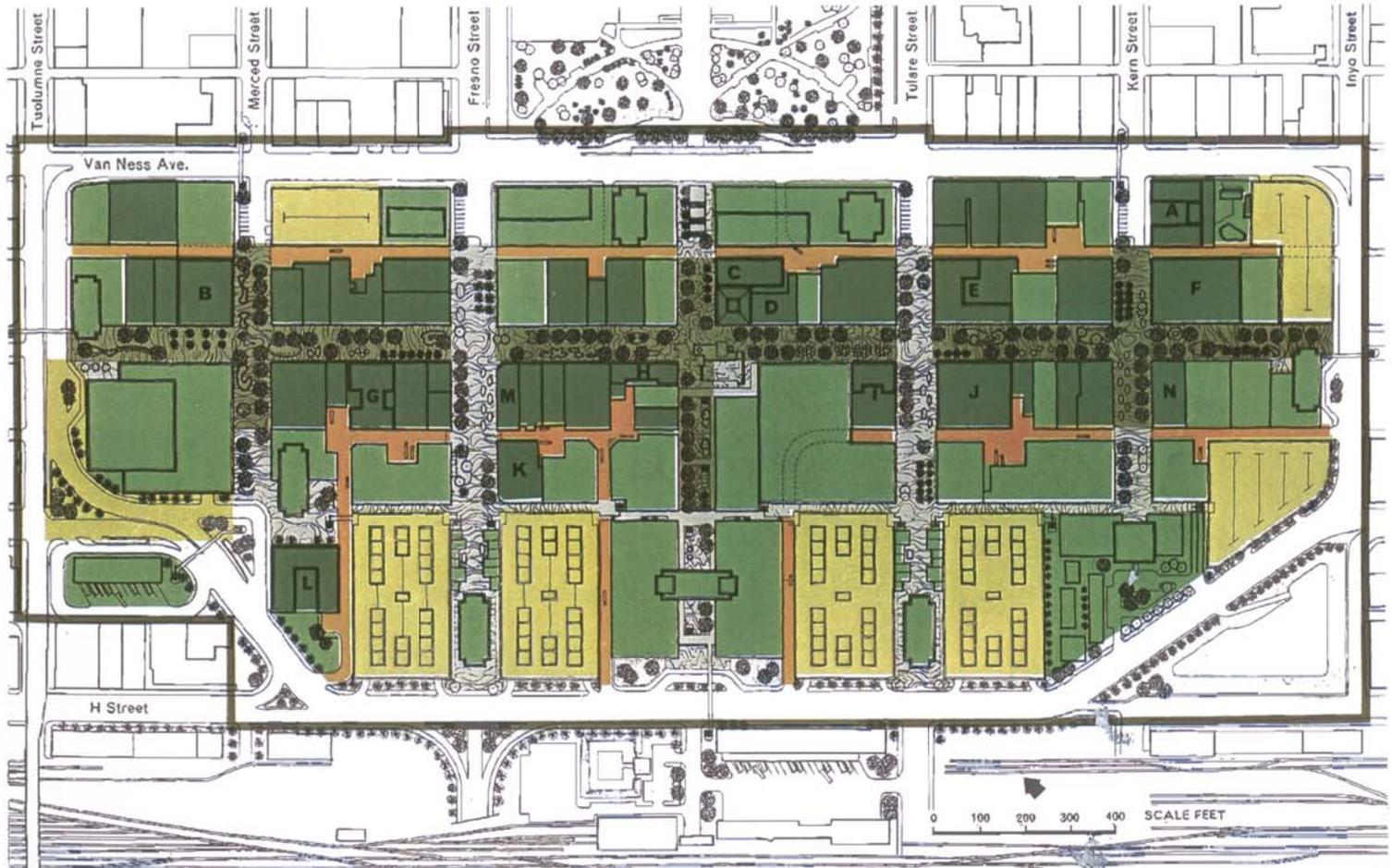
"Design Concept" model illustrating proposed Central Business District building arrangement after renewal: view looking West.



Central Business District Project One
Design For Development

- Central Business District Project One
- Existing Buildings to Remain
- Proposed Re-Use Areas
- Completed Pedestrian Mall
- Proposed Pedestrian Mall Expansion
- Proposed Public Parking
- Proposed Service Routes

- A. Hotel Californian
- B. Montgomery Ward
- C. Security Bank Building
- D. Mason Building
- E. T. W. Patterson Building
- F. Gottschalk's
- G. Equitable Building
- H. Helm Building
- I. Bank of America
- J. J. C. Penney Co.
- K. Crest Theater
- L. Hotel Fresno
- M. Fresno Guarantee Building
- N. Berkeley's



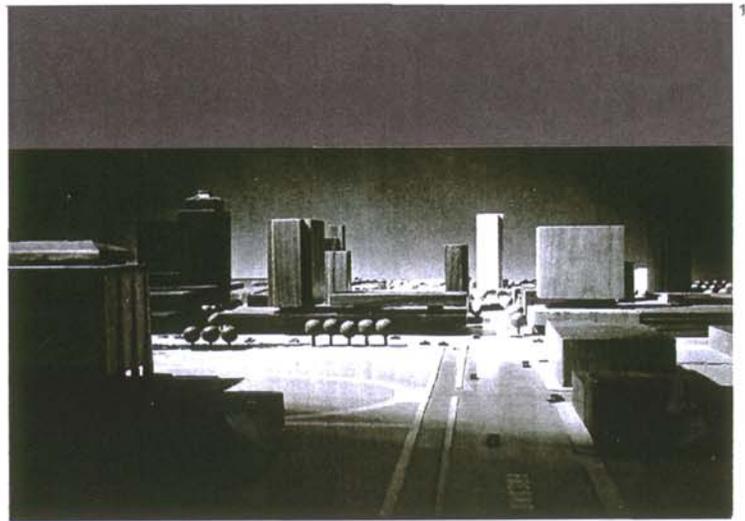
Art Committee is soliciting funds to be used for commissioning and installing fine works of art throughout the Mall area. Donations have already exceeded \$200,000 and the process of selecting outstanding artists has started. A quote from O. J. Woodward, Head of the Art Committee, testifies to the new attitude in Fresno: "We are stimulating an appreciation and demand for things our parents ignored and could not afford. The coming generations will not tolerate poor architecture or a purely utilitarian city. The trend exists. We can be either leaders or followers."

Other refinements which should be added to the Mall as the years go by include improved signs, remodeling of many existing building fronts, the possibility of a small nondenominational chapel, and new types of Christmas season and other special decorations.

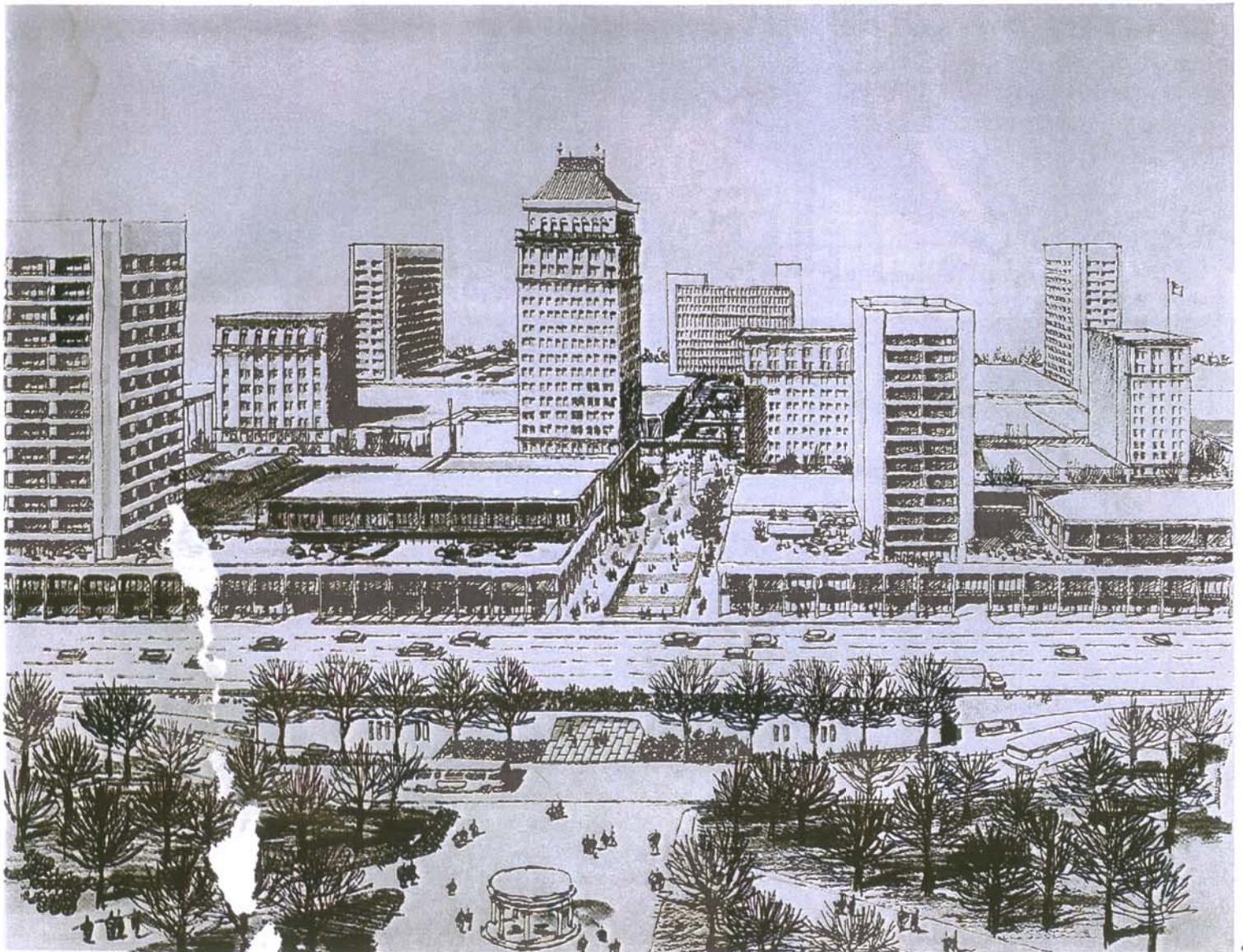
But by far the most important ingredient of the Mall will be the people within it. In addition to the normal activities of shopping or business, or just strolling, there is an almost unlimited variety of activities which can and should occur in such a public space. Tour arrangements will certainly be necessary. The Mall will be ideal for public ceremonies. Music can be part of the Mall and exhibits, displays, demonstrations, dances, public meetings, art classes, movies, plays—all can take place in the Mall area.

To set more exact guidelines for the long range rebuilding and remodeling, the Redevelopment Agency and Victor Gruen Associates have prepared schematic designs and design criteria. These criteria will permit development flexibility and encourage imagination while still providing the necessary control of basic functional and esthetic considerations. It is important that the criteria be applied to remodeling or "rehabilitation" as well as to new developments, for new and old together will form the Fresno skyline of the future.

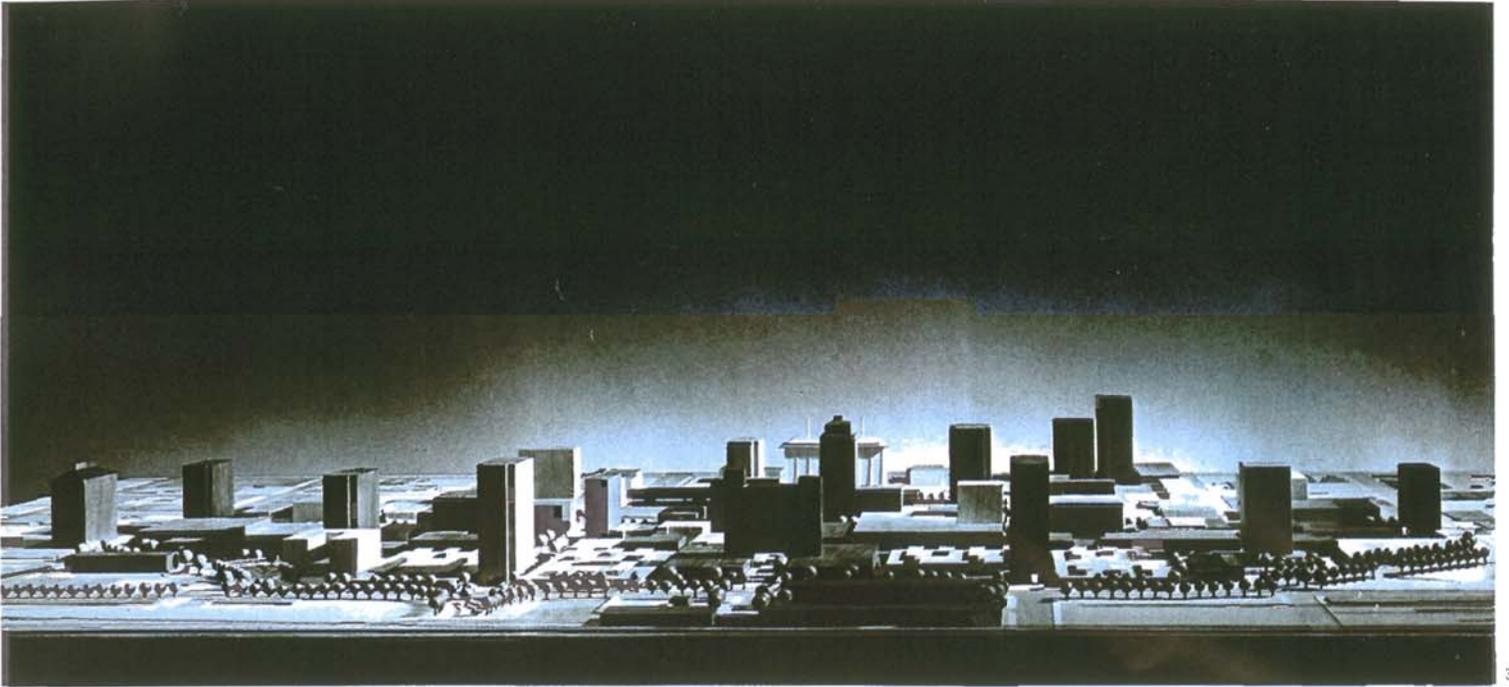
Close-up of model: view down Fresno Street showing new Court House at left, proposed office-financial complex along Van Ness Avenue, and proposed high-rise over future Fresno Street Mall.



A future view from the new Court House showing proposed Van Ness Avenue development and Mariposa Mall.

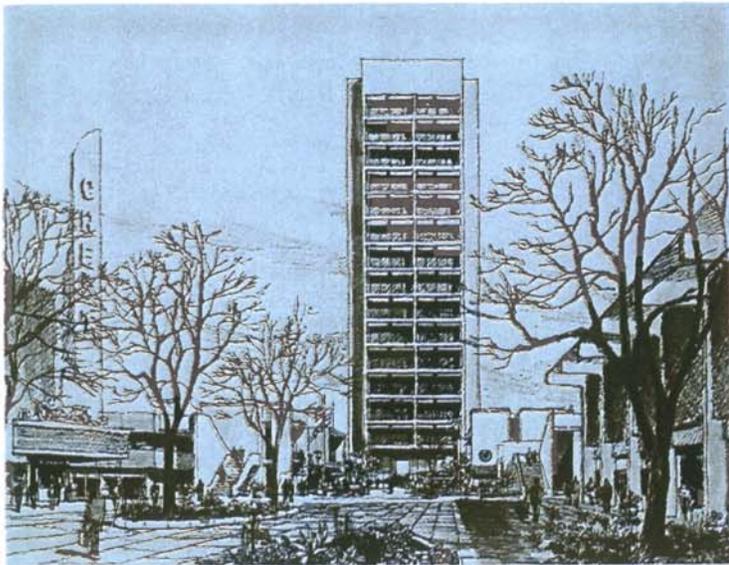


The future skyline: panoramic view of "Design Concept" model looking towards Northeast.



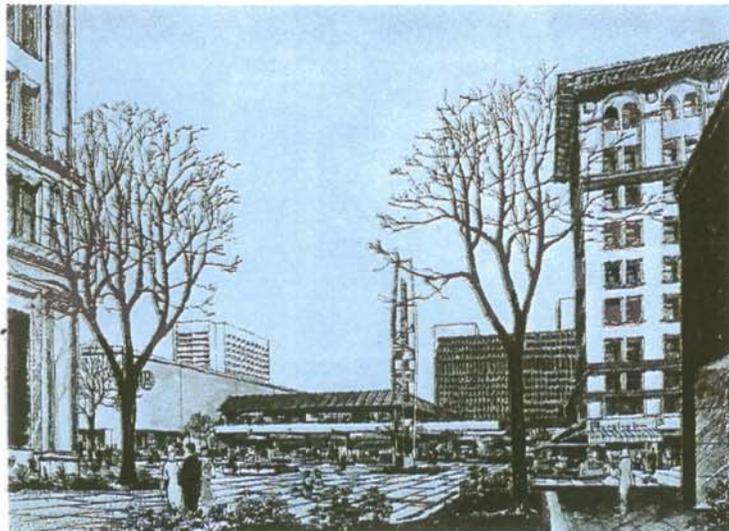
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A variety of commercial activity such as the specialty shops and office complex envisioned in the Fresno Street and Broadway Street area.

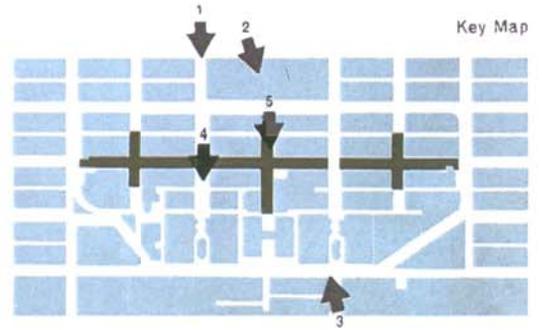


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The Central Court, Fulton Street and Mariposa Street Malls, will provide a focal point for pedestrian activities, exhibits and displays.



5



Key Map

Model of the Clock Tower by Sculptor Jan de Swart.



6

Mall sculpture by West Coast Sculptor, James Lee Hansen.



7

1964 will indeed be a milestone in the history of Fresno.
 Our city is demonstrating that the diverse elements of a
 community can work together and guide a city's destiny.
 As a renewed downtown takes shape, there is also a new spirit
 in the city and a new commitment to the future.

Given the choice of leading or following, Fresno has chosen to
 lead. Already other communities are studying the Fresno pro-
 gram, and the governmental agencies concerned with urban
 affairs are watching closely.

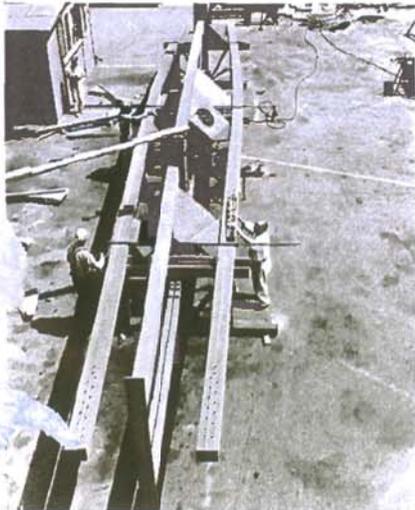
In the never-ending climb which is the process of a city's
 realizing its greatness, Fresno has scaled steep and difficult
 cliffs. Perhaps now the climb ahead will ease for a time, but
 there will still be many difficulties along the way and leadership
 must not falter.

Assuredly in the years ahead there will be new cliffs and rises
 to surmount.

Just as assuredly, the story told here is a pledge that Fresno will
 continue to move onward to realize its great potential in the
 future of the West.



*Things
 Are
 Happenin'
 In
 Fresno*

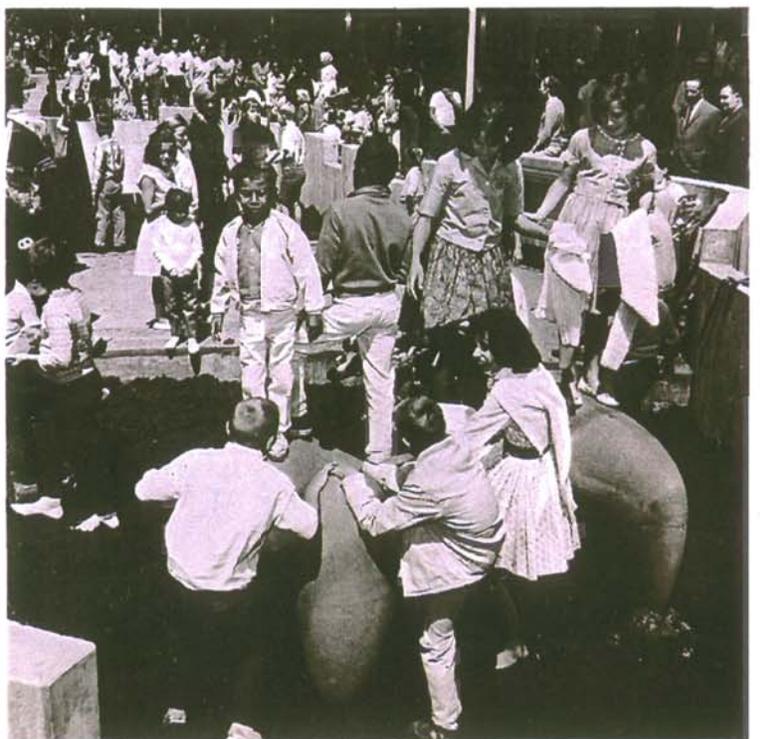
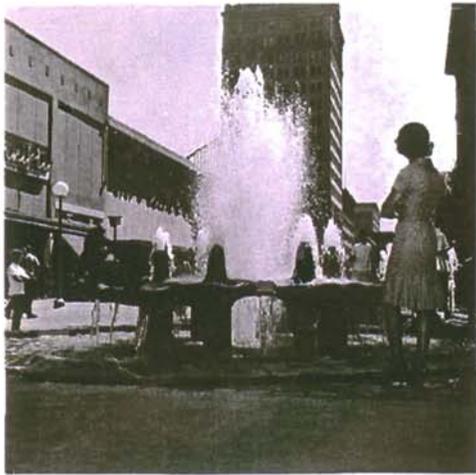


"...this shining example of how a dedicated community can meet the gigantic problems of growth..."

Governor Edmund G. Brown at the Mall's opening ceremonies, September 1, 1964.



"... downtown Fresno was returned to the pedestrian yesterday..."
from a newspaper account, September 2, 1964.



"... I challenge you to assist us in going on to an ever brighter day..."
Mayor Wallace D. Henderson, at Mall opening festivities.

City of Fresno

Mayor Arthur L. Selland 1958 to 1963
 Mayor Wallace D. Henderson 1963 to present

Councilmen

Wallace D. Henderson 1958 to present
 Ted C. Wills 1958 to present
 James Mandella 1959 to present
 Paul Wasemiller 1960 to present
 Robert Moore 1961 to present
 Curtis Nagel 1961 to present
 Leland E. Scott 1963 to present
 A. Segel 1958 to 1959
 James P. Owens 1958 to 1960
 J. D. Stephens 1958 to 1961
 Hattie Mae Hammat 1958 to 1961

City Manager Robert N. Klein 1958 to 1963
 City Manager H. K. Hunter 1963 to present

Redevelopment Agency of the City of Fresno

Arthur Eickholt, *Chairman* 1956 to 1963
 Karl Buckman, *Chairman* 1963 to present
 Karl Buckman 1956 to present
 Helen Mortland 1959 to present
 Ethan Bernstein 1963 to present
 Fred Hardy 1963 to present
 Edwin J. Hallinan 1963 to present
 Kenneth J. Fryer 1964 to present
 Rutherford B. Gaston 1964 to present
 Wilbur Wilson 1956 to 1960
 William Fowler 1956 to 1962
 Allen Lew 1960 to 1961
 Kenneth Hampton 1961 to 1962
 Leland E. Scott 1962 to 1963
 George Kisting 1962 to 1963
 Harris O. Hogenson, *Executive Director* 1957 to 1964
 Ray C. Fisher, *Acting Executive Director* 1964 to present

Downtown Association**Past Presidents**

F. G. "Scotty" Robertson 1964
 Joseph Levy 1963
 Karney Hodge 1963
 Gerald Blum 1961
 Gilbert Berkeley 1960
 James Temple 1959
 Leonard Gross 1958

Executive Directors

A. L. Kuhn 1958 to 1960
 Larry L. Willoughby 1961 to present

For more information on Fresno contact:

City Manager's Office: 2326 Fresno Street
 Fresno, California
Fresno Redevelopment Agency: 1060 Fulton Mall
 Fresno, California
Downtown Association: 605 T. W. Patterson Bldg.
 Fresno, California
Chamber of Commerce: 2331 Fresno Street
 Fresno, California
**Fresno County and City Chamber
 of Commerce Tourist Information:** 1270 W. Belmont Ave.
 Fresno, California
**Center
 Planning:** Victor Gruen Associates
 135 South Doheny Drive
 Beverly Hills, California

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