

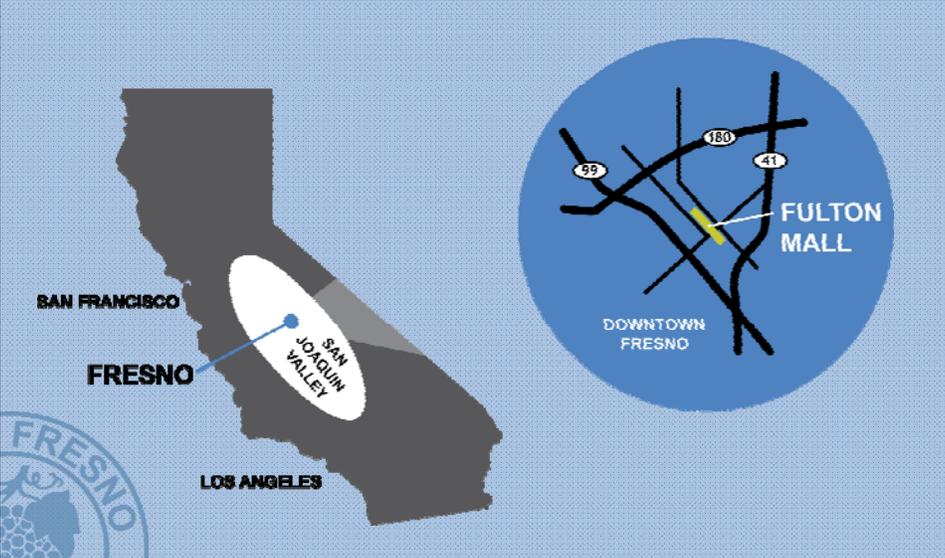


Fulton Mall

Mayor Ashley Swearengin

A thriving entertainment district for Fresno and its surrounding cities

Where is Fulton Mall? Heart of California



The map shows the state of California with major cities labeled: SAN FRANCISCO, FRESNO, LOS ANGELES, and SAN JOAQUIN VALLEY. A blue dot is placed on the Fresno location, with a line connecting it to a circular inset map. The inset map shows a street grid in downtown Fresno, with major highways 99, 180, and 41 labeled. A yellow rectangle highlights the location of FULTON MALL within the downtown grid. The text 'DOWNTOWN FRESNO' is also present in the inset map.




1950s

- **1958**
 Victor Gruen & Associates submit a formal proposal to work on a plan for the Central Business District of Fresno, hired by city.
- **1959**
 Kalamazoo Mall, a Victor Gruen project, opens on Burdick Street in Downtown Kalamazoo Michigan, the nation's first downtown pedestrian mall.




1960s

- **1964** – Construction begins on Fresno's Fulton Mall on March 30. Fulton Mall opens to the public on September 1.

Fulton won two national awards in the 60's:

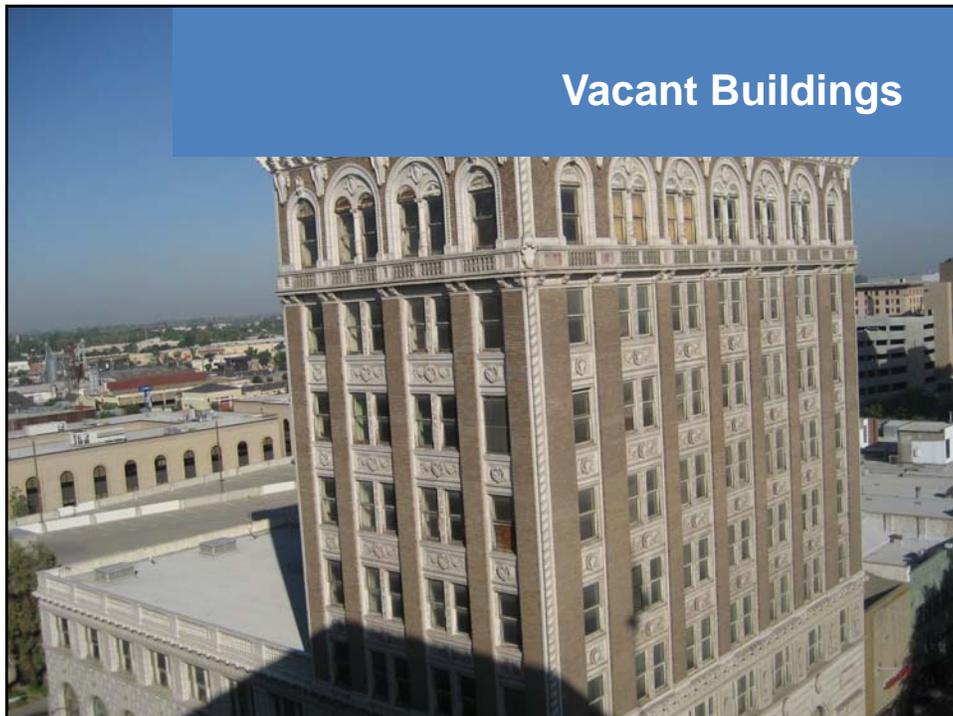
- “Excellence in Community Architecture”
- “National Design Excellence”

	<h2 style="background-color: #4F81BD; color: white; padding: 5px;">1970s–1980s</h2> <ul style="list-style-type: none"> • 1973 – The city council votes 7-0 to amend the Central Area Plan to permit Fresno and Tulare Streets to remain open • 1986 – J.C. Penney’s closes its downtown location. • 1988 – Local department store retailer Gottschalks closes their flagship downtown store
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 	<h2 style="background-color: #4F81BD; color: white; padding: 5px;">1990s</h2> <ul style="list-style-type: none"> • 1992 – The Ratkovich Plan calls for a “think smaller” approach, vehicular traffic on the mall, and a downtown stadium, council unanimously endorses it, but is not officially “adopted”. • 1999 – Kalamazoo reopens two blocks of its downtown pedestrian mall to vehicle traffic, two blocks remain “pedestrian only.”
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	<h2>2000 to now</h2>
 <p>Don Davis</p>	<ul style="list-style-type: none">• 2002 – Fresno's Downtown Multi-purpose stadium opens (now Chukchansi Park) on the Fulton Mall at Kern.• 2006 – City of Fresno hold public meetings about Fulton Mall's future. Vocal contingent lobbies to keep Fulton a pedestrian mall.
	<ul style="list-style-type: none">• 2008 – The Downtown Coalition nominates the Fulton Mall to the National Register of Historic Places. Withdrawn over a technicality.• 2009 – The Downtown Association, Fresno EOC and City launch the "Market on the Mall" Fulton Mall farmers market.

	<h2>Symptoms</h2>
<ul style="list-style-type: none">• Low Rent• Vacant Buildings• No Night Life	
	



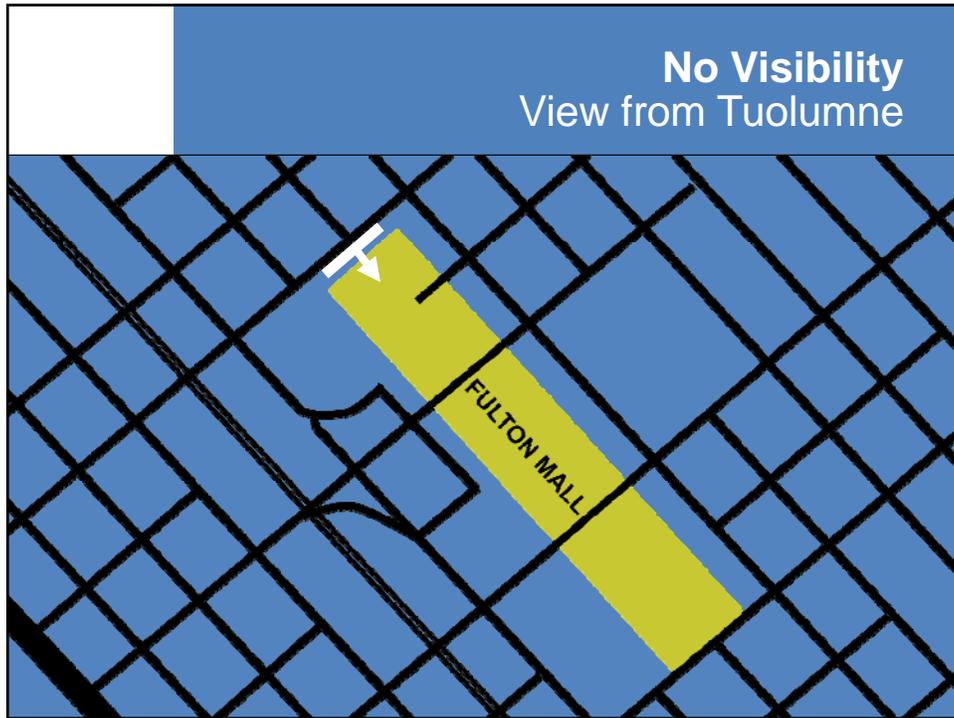
No Life After 5p.m.

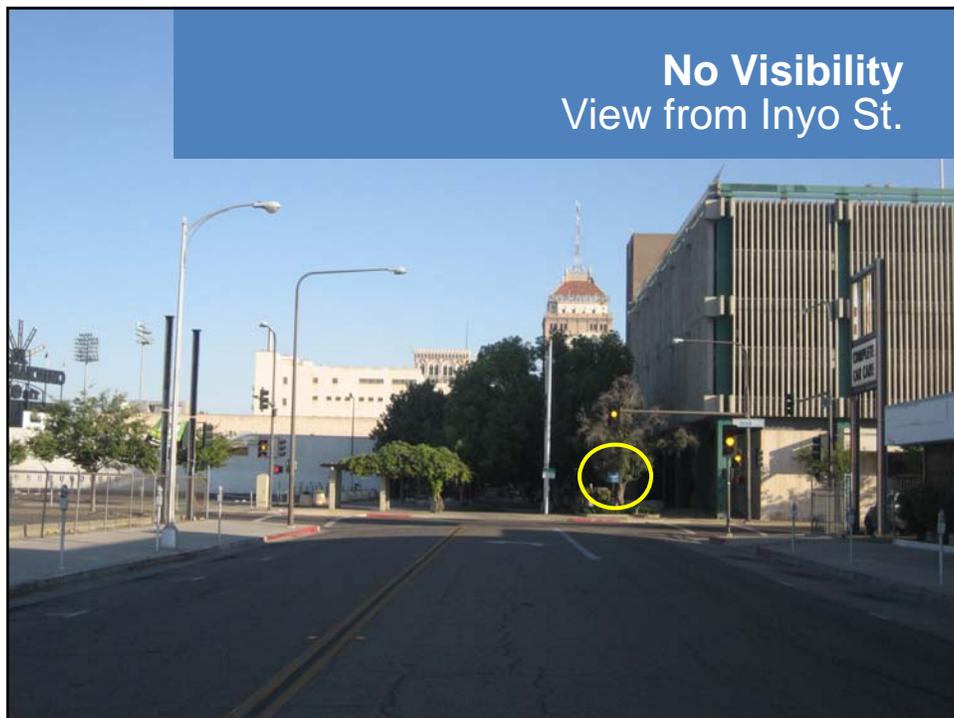
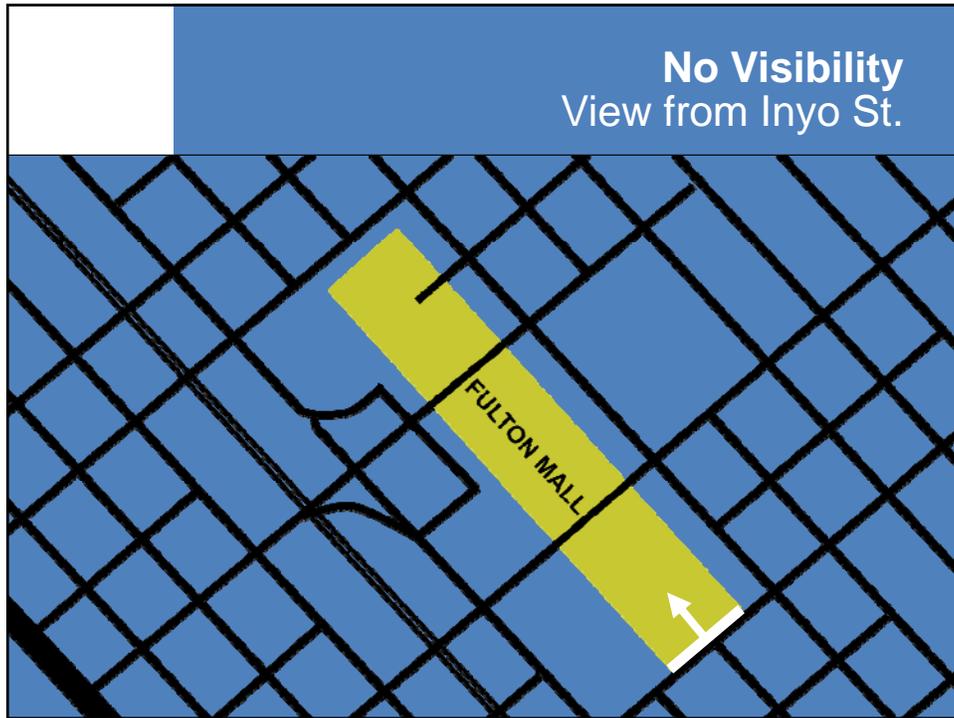


Causes

- No Visibility
- No Foot Traffic for Businesses
- Infrequent Attraction







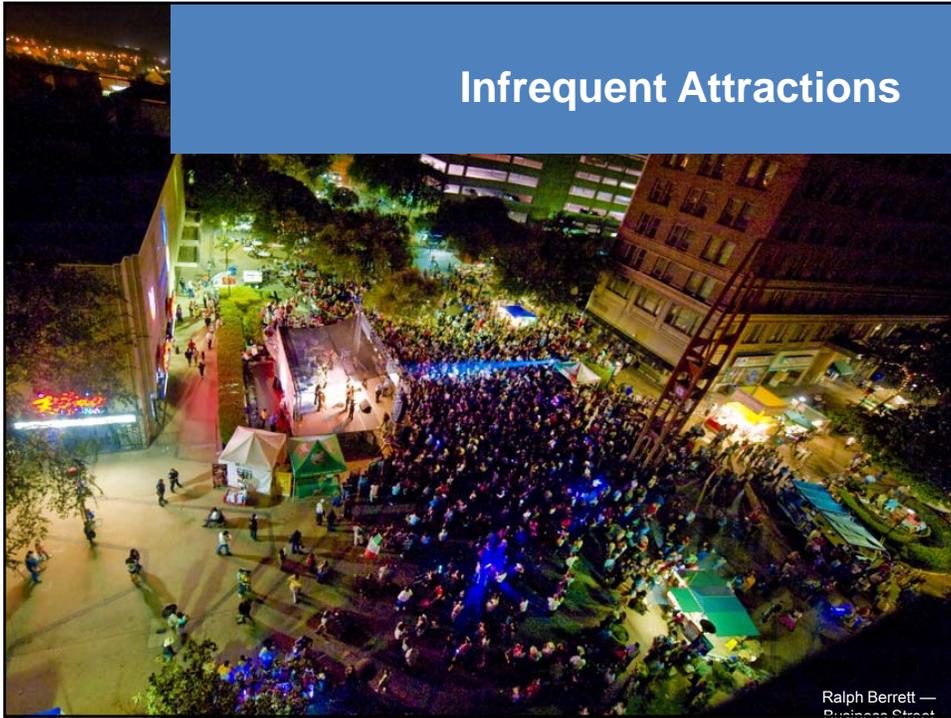
**No Foot Traffic
for Businesses**



Infrequent Attractions



Infrequent Attractions



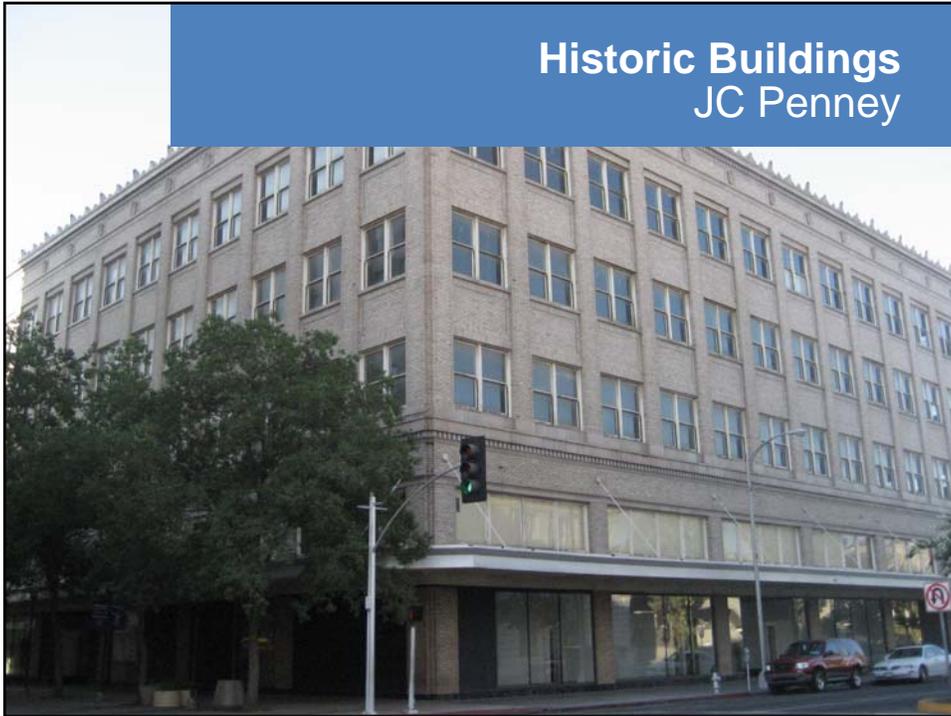
Ralph Berrett —
Business Street

Assets

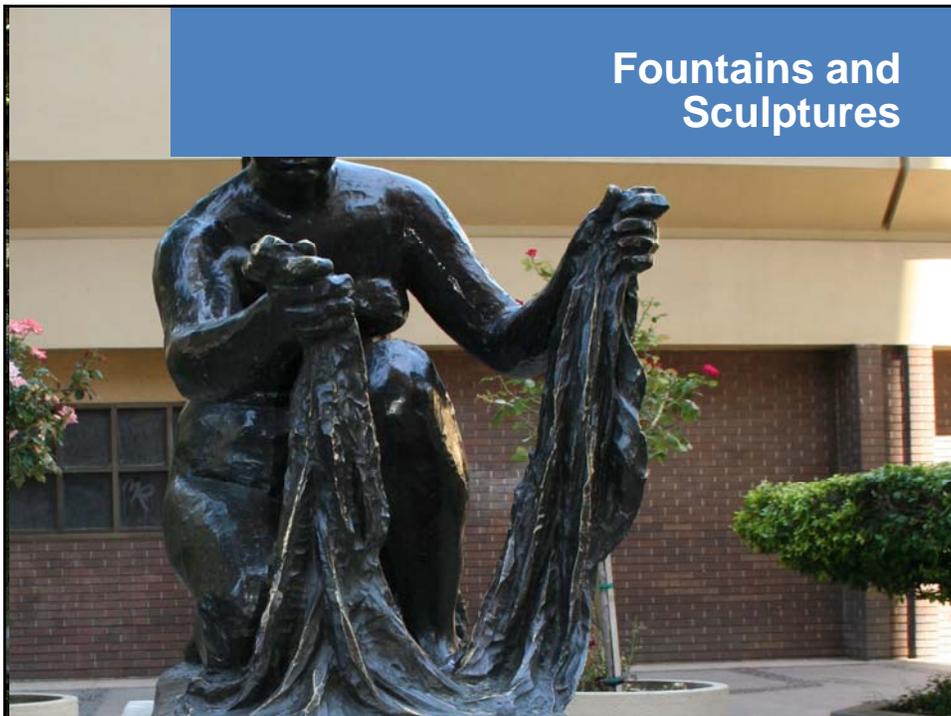
- Historic Buildings
- Cultural Amenities
- Central Location and Access



Historic Buildings JC Penney



Fountains and Sculptures

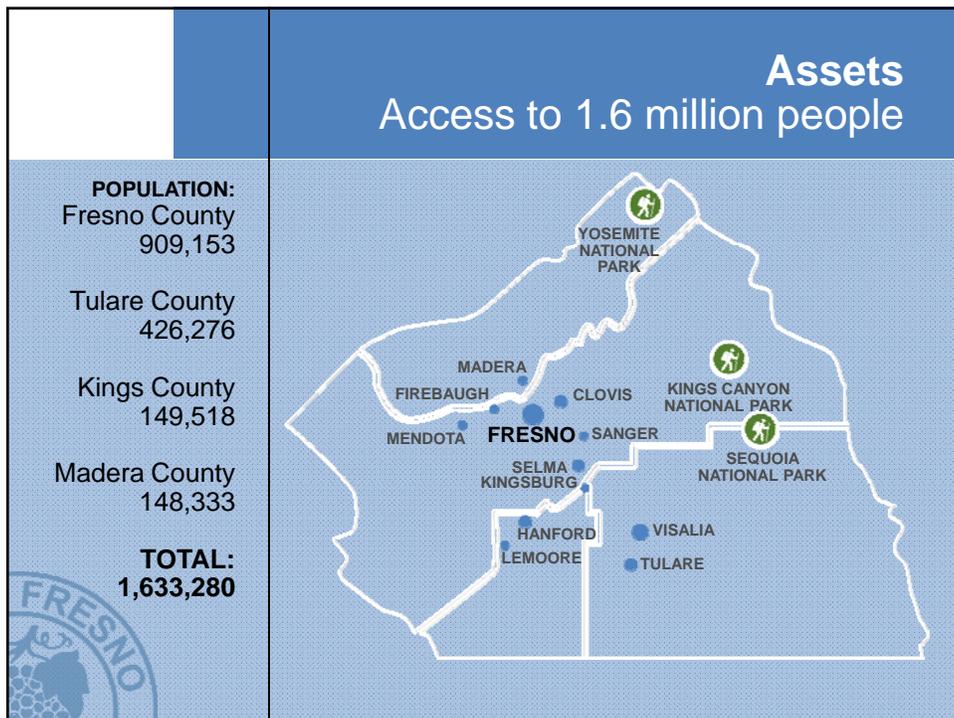
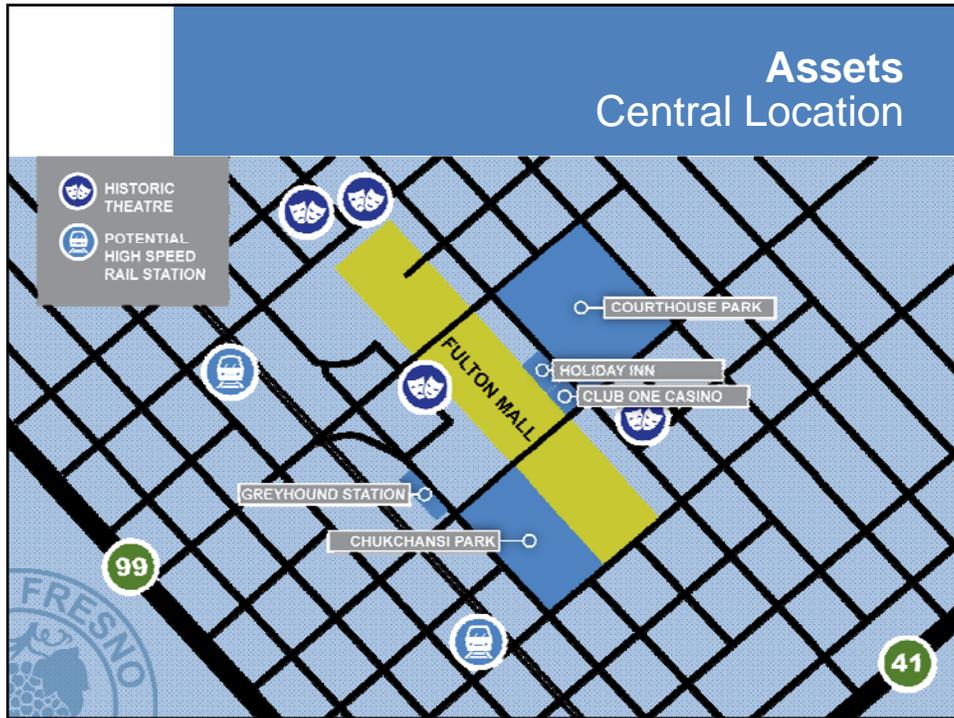


Entertainment and Cultural Amenities Liberty Theatre



Entertainment and Cultural Amenities Chukchansi Park





What we're doing now

1. Economic Department becomes Downtown and Community Revitalization
— Focusing City Departments
2. Neighborhood Revitalization
3. Specific Plan
— Traffic vs. No Traffic?
4. Festivals
5. Public Market