



# FULTON STREET RESTORATION

## JURISDICTION

City of Fresno, CA

## DATE OF COMPLETION

October 21, 2017

## DOCUMENT LINK

<https://tinyurl.com/fultonstreetrestoration>

## MEDIA COVERAGE

*Downtown Fresno Changing as Renovations Continue*  
ABC 30, 8/16/2017  
<https://tinyurl.com/dtf-renovations>

In the early 1960s, as subdivisions and shopping centers sprawled past the northern edge of the city, civic leaders were worried by the slight decline in Downtown Fresno’s economic strength and decided to take decisive action to rectify the situation. Fulton Street had been the primary commercial corridor of the entire region since the turn of the century, but by mid-century it had become a loud and unpleasant 4-lane highway. The street was demolished in 1963 and replaced with a pedestrian mall which opened to the public in 1964. It was aesthetically attractive but was designed to serve as a de facto park instead of the main street of a commercial district, and commerce suffered almost immediately. It was the second such pedestrianized main street in the US. By the 1980s there would be nearly 200, but by the 2010s only 30 or so remained. In March of 2016 the City began demolition of the Fulton Mall, and in October of 2017 a festival attended by 10,000 people celebrated the re-opening of Fulton Street.

The project had been initiated before his arrival at the City of Fresno, but Mr. Zack became involved in 2014. He participated in the review of late stage design changes, construction impact mitigation, and public relations and outreach during construction. He was also involved in the planning of the grand opening celebration. He and his staff worked with Code Enforcement and numerous property owners to clean up adjacent buildings prior to the ribbon cutting event. He also played a major role in getting the buildings along the street redeveloped in the wake of the street restoration project; several new businesses have opened, and renovations are now beginning, under way, or complete on seven major buildings. After the re-opening of Fulton Street, Mr. Zack also led a team of staff from the Planning & Development and Public Works departments to create guidelines for the design and placement of outdoor dining areas along the new sidewalks of Fulton Street, which several restaurants have taken advantage of.



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