

City of Fresno Downtown & Community Revitalization Department

# DOWNTOWN REVITALIZATION



When you think of a city, you think of its downtown.

In Fresno, the City's goal is a revitalized downtown, a place where you love to be.

## Message from the Director

**Craig Scharton** | Downtown and Community Revitalization Director

Like many Central Valley residents in my age range (I'm 49), I have very early memories of the Fulton Mall. Christmas shopping was a magical experience — elves in store windows, grown-ups dressed up in winter finery, and department store escalators that seemed to go to the sky. Both of my parents worked downtown, and my mom met my dad while she was with Crocker Bank and his office was on L Street north of Fresno Street. At 18 I bought a piece of jewelry for my high school sweetheart from Bud Warner's jewelry store in the Helm Building. In my twenties I had many friends who worked for Gottschalks downtown.

In 1987 the voters of District One elected me to the Fresno City Council. I was very interested in revitalization and, on the advice of former Mayor Dan Whitehurst, I started visiting other cities to see how they were bringing their downtowns back to life. The City had passed a bond for the new City Hall, and one of my first efforts on the Council was to try to move the City's headquarters to the Fulton Mall. [Read more...](#)



Photo: Ryan C. Jones



## News Items

### Fulton Mall alternatives selection coming October 19

Were you one of the 500-plus attendees who made over 1,000 visits to the



Photo: Ryan C. Jones

## Calendar

12

### [Fulton Corridor Specific Plan Community Advisory Committee](#)

**Tue., October 19, 5:15 p.m.**  
[Bankers Ballroom](#)

The Committee will consider Fulton Mall alternatives for further study in the planning process. Public comment is encouraged.

### [A Taste of Armenia 2010](#)

**Sat., October 23, 11 a.m.-7 p.m.**  
 Fulton Mall at Mariposa

Delicious food, music, and dance celebrating the Valley's vibrant and proud Armenian tradition.

### [Fall Wine Cornucopia](#)

**Sat., October 23, 2010, 2-6 p.m.**  
 Chukchansi Park

### [Fresno Urban Sound Experience](#)

**Sat., October 23, 2010, 5 p.m.**

recent [week of community workshops](#) on the new [Fulton Corridor Specific Plan](#) to discuss development strategies, streetscape design, and transportation issues?

Are yours among the roughly 1,300 written comments we've received on the [eight alternatives for the Fulton Mall](#) prepared by the City's design team?

Based on those comments, the alternatives are being tweaked and the costs of each option are being calculated. On the evening of October 19 at the Bankers Ballroom (see calendar), the Fulton Corridor Specific Plan Community Advisory Committee will be asked to narrow the field to three alternatives for further study.

The committee strongly encourages the entire community, including you, to attend and comment on the alternatives. Child care and Spanish translation will be provided free of charge.

### **PBID formation rolls ahead toward the new year**

The Downtown [Property and Business Improvement District](#) (PBID) is on track to hit the ground running on January 1, 2011.

Property owners have been meeting to work out the composition of the new board, board member qualifications, and provisions of the district's bylaws. A nominating committee has been appointed to find candidates for the board.

Next in the process: The City Council will be asked on October 28 ([see the Council agenda](#) when it's ready) to disestablish the current assessment on businesses in favor of the PBID. Then in December, with the new PBID board elected, the Council will consider approving a management agreement with the owners' organization for the new PBID-funded services.

### **Fresno Chili Festival, anyone?**

Have you ever heard of the [Fresno chili pepper](#)? Not unlike our beloved home, the Fresno chili has a rich mix of flavors — and some serious kick! No surprise, then, that a certain national restaurant chain chose [our namesake scorcher](#) to

multiple downtown locations

The FuSE Festival is back! [Buy your ticket today](#) to see dozens of local artists performing at the coolest downtown venues.

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**Fresno Chili Festival meeting**  
**Thu., October 28, 4 p.m.**  
[Los Panchos Restaurant](#)

Want to help spice up downtown?  
Come and add to the recipe for a hot new festival.

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**Halloween Happens Downtown**  
**Sun., October 31, 12-4 p.m.**  
Fulton Mall at Inyo

Tons of fun and prizes for kids!

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represent the species.

Would a Fresno Chili Festival make sense for the Fulton Mall? What ingredients would you add to make it a great event?

Join us, along with local musician and solar cooking ace John Martin and the Downtown Association's Jan Minami, at [Los Panchos Restaurant](#) at 4 p.m. on Thursday, October 28, to help slice and dice this idea a little further.

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*The process of creating the Fulton Corridor Specific Plan has earned Fresno a [place in the national spotlight](#) with praise from the leading landscape historian who spoke at the Fulton Mall alternatives workshop on September 27. Take a look at [video of the presentations](#) and review [the slides](#) shown.*

**Photos by [Ryan C. Jones](#).**

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