

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Name of Property

County and State

Name of multiple listing (if applicable)

Section number _____ Page _____ 1 _____

Supplementary Listing Record

NRIS Reference Number: SG100002910

Date Listed: 09/13/2018

Property Name: Hotel Fresno

County: Fresno

State: CA

This Property is listed in the National Register of Historic Places in accordance with the attached nomination documentation subject to the following exceptions, exclusions, or amendments, notwithstanding the National Park Service certification included in the nomination documentation



Signature of the Keeper

9/13/2018

Date of Action

=====
Amended Items in Nomination:

Significance

Commerce is added as an area of significance. [The nomination provides justification for the addition of commerce, as the building was a dominant commercial operation that greatly advanced the city's economic and physical development during the early twentieth century.]

The CALIFORNIA SHPO was notified of this amendment.

DISTRIBUTION:

- National Register property file
- Nominating Authority (without nomination attachment)

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United States Department of the Interior
National Park Service



National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

1. Name of Property

Historic name: Hotel Fresno

Other names/site number: N/A

Name of related multiple property listing:

N/A

(Enter "N/A" if property is not part of a multiple property listing)

2. Location

Street & number: 1241-1263 Broadway Plaza

City or town: Fresno State: CA County: Fresno

Not For Publication: Vicinity:

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,


I hereby certify that this X nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property X meets does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

 national statewide X local

Applicable National Register Criteria:

 X A B X C D

 Signature of certifying official/Title: <u>for California State Historic Preservation Officer</u> State or Federal agency/bureau or Tribal Government	<u>7/27/18</u> Date
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In my opinion, the property ___ meets ___ does not meet the National Register criteria.

Signature of commenting official:

Date

Title :

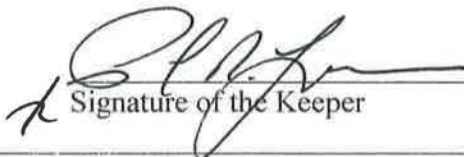
State or Federal agency/bureau
or Tribal Government

4. National Park Service Certification

I hereby certify that this property is:

- entered in the National Register
 determined eligible for the National Register
 determined not eligible for the National Register
 removed from the National Register
 other (explain:)




Signature of the Keeper

9/13/2018
Date of Action

5. Classification

Ownership of Property

(Check as many boxes as apply.)

- Private:
Public – Local
Public – State
Public – Federal

Category of Property

(Check only one box.)

- Building(s)
District

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Site

Structure

Object

Number of Resources within Property

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
<u>1</u>	<u>0</u>	buildings
<u> </u>	<u> </u>	sites
<u> </u>	<u> </u>	structures
<u> </u>	<u> </u>	objects
<u>1</u>	<u>0</u>	Total

Number of contributing resources previously listed in the National Register

6. Function or Use

Historic Functions

(Enter categories from instructions.)

DOMESTIC/hotel
COMMERCE/restaurant

Current Functions

(Enter categories from instructions.)

VACANT/NOT IN USE

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7. Description

Architectural Classification

(Enter categories from instructions.)

LATE 19TH & EARLY 20TH CENTURY REVIVALS/Classical Revival

LATE VICTORIAN/Renaissance

Materials: (enter categories from instructions.)

Principal exterior materials of the property: CONCRETE

Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Summary Paragraph

Hotel Fresno, the oldest extant hotel in Fresno, is a seven-story, plus partial basement concrete building constructed in 1912. Designed by Edward T. Foulkes and rising almost 86' above the sidewalk, Hotel Fresno was considered a high-rise at the time of its construction.¹ Stylistically, the hotel's design and tripartite division exhibits a form of neoclassicism that reflects the Second Renaissance Revival of the late-nineteenth century, as well as some of the principles of the École des Beaux-Arts in Paris, albeit without the flamboyant exuberance found in more elaborate constructions. The building's base is two stories in height and consists of a double-height ceiling with partial second story gallery. The shaft consists of four floors (that provided guest rooms) with little or no exterior articulation; and the attic story – the seventh floor and cornice -- provides the most highly decorated zone of the building, exhibiting Corinthian ornamentation typical of the Beaux Arts style.² Character-defining features include the elaborate cornice, balustraded balconettes and oval cartouches and swag panels.

¹ McCandless and Associates Architects, Inc. "Feasibility Study for Hotel Fresno, Fresno, California." Prepared for the City of Fresno, 1 March 2005, p. 260-62.

² Karana Hattersley-Drayton, M.A. "Section 106 Evaluation and Survey Report for the Hotel Fresno, 1257 Broadway, Fresno." Prepared for the City of Fresno, 18 March 2011, p. 16. See also McCandless and Associates Architects, Inc., p. 260. It may be noted that the California Office of Historic Preservation previously determined the

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Narrative Description

Overview

Hotel Fresno is a seven-story, plus partial basement concrete building consisting of a structural system of concrete columns and beams, and floors and roof slabs of concrete with terra cotta spacers. Built in 1912, the building covers approximately 126,600 gross square feet. The first floor has a nearly square footprint covering the entire site, with the southernmost bay (the southern extension) only reaching one story in height. The building's dimensions are approximately 151'-9" by 150'-3" at the ground floor. The second floor has a rectangular footprint, while the upper five floors are U-shaped, consisting of legs extending 104 feet in the east-west direction. Rising seven stories and approximately 85'-10" above the sidewalk, Hotel Fresno was considered a high-rise at the time of its construction.³ Stylistically, the hotel's design is a form of neoclassicism that reflects the Second Renaissance Revival of the late-nineteenth century, as well as some of the principles of the École des Beaux-Arts in Paris, albeit without the flamboyant exuberance found in more elaborate constructions. Inspired by the palazzo model, the building features a tripartite scheme for the principle elevations (north, east and south). Thus, the building's base includes the two ground floors (with entry foyer and retail spaces); the shaft consists of four floors (that provided guest rooms) with little or no exterior articulation; and the attic story – the seventh floor and cornice -- provides the most highly decorated zone of the building, exhibiting Corinthian ornamentation typical of the Beaux Arts style.⁴ Such ornamentation includes its flat roof form with imposing cornice based on Italianate models; acanthus leaf modillions supporting the projecting portions of the cornice, as well as oval cartouches and swag panels. The Beaux Arts influences are carried elsewhere, too, through the three balustraded balconettes on the east façade; pilaster surrounds at the east entry and at corners of the north, south and east facades and the north corner of the west façade; and via the ornamental keystone also at the east entry.

The Hotel Fresno plan was reportedly adapted from that of the Palace Hotel (est. 1875, rebuilt in 1909) in San Francisco, known for its crystal-roofed garden court.⁵ Thus, the Hotel Fresno building wraps around a full, two-story foyer or court which was formerly glassed over; the structural remnants for this once elaborate skylight remain.

Hotel Fresno to be eligible for listing in the National Register of Historic Places under criteria A and C in a letter to the City of Fresno, dated 10 May 2011. The determination of eligibility was the result of the *Section 106 Evaluation and Historic Property Report*, prepared by Karana Hattersley-Drayton, M.A. and dated 18 March 2011. The 2011 report indicates the street address as 1257 Broadway. The current legal address of the property, however, is 1241-1263 Broadway Plaza, as is reflected in this nomination. The 2011 report was submitted in anticipation of redevelopment of the property at that time by a prior owner. The redevelopment of the property was unable to occur; the property is little changed from the time of the 2011 report. The property has continued to remain vacant and in a state of deterioration. This nomination thus largely draws from and, in some cases, is extracted from the research conducted and presented by Hattersley-Drayton in the aforementioned 2011 report.

³ McCandless and Associates Architects, Inc., pp.260-62.

⁴ Karana Hattersley-Drayton, M.A. "Section 106 Evaluation and Survey Report for the Hotel Fresno, 1257 Broadway, Fresno." p. 16. See also McCandless and Associates Architects, Inc., p. 260.

⁵ "Palace Hotel to be Model of New Fresno Hostelry," *Fresno Morning Republican*, 2 April 1910, p. 16.

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Setting/Site

Hotel Fresno is situated on a 2.98-acre parcel, specifically, Lots 1 through 6 of Block 63 in Fresno. Its' current address is 1241-1263 Broadway Plaza (previously, 1257 Broadway). The property is bounded by a ca. 2000s IRS building to the north (formerly Merced Street), Broadway Plaza to the east (formerly I Street and later renamed Broadway), an underutilized surface parking lot to the south and H Street to the west. In the years prior to the hotel's construction, the parcel upon which it sits had a few one-story wood frame shops. Just east of the site, in 1906, Fresno constructed its first city hall. The Fresno Public Library, the YWCA and a business college were also located just north and east of the site. At the time of its construction in 1912, therefore, Hotel Fresno was situated in the heart of the bustling and growing downtown Fresno.

Exterior

The three principle elevations (north, east and south) of the Hotel Fresno are similar in design and massing and are based on a strict symmetry. Fenestration on the east elevation consists of nine bays of evenly-spaced openings – having once held double-hung sash, whereas the north and south elevations feature fenestration of 15 bays consisting of alternating openings for double-hung sash with those for small rectangular fixed windows. (All window sash are missing; some openings are boarded.) The east elevation provides the central and main hotel entrance. The entry is inset, is flanked by decorative pilasters and topped by a wrought iron balconette, although the assemblage is partially obscured by a blunt, modern wood and concrete porch canopy. The first floor's retail shop facades on both the east and north elevations are boarded. Based on comparison with historic images, it appears the original storefronts and transoms have been modernized; no storefront systems remain. Three wrought iron and concrete decorative balconettes are located on the east elevation at fourth and sixth floor levels. Exterior masonry treatment on both the east and north elevations is scored concrete in imitation of Beaux Arts stonework. Specifically, it is scored to look as if the building is constructed of large smooth-faced stone masonry blocks with keystones and voussoirs at each of the piano noble windows. The two-story base is also scored to emulate stone masonry and is capped by a simple belt course.

The attic or cornice story of the building is the most elaborate. The flat roof has a wide overhanging cornice with brackets of molded and stamped metal. An egg and dart molding over a band of dentils is directly under the brackets. Window openings along this story are shorter in height than those of floors below; classical cartouches alternate with each opening on the east and north elevations. A belt course of dentils separates this attic story from the simpler piano noble or four stories below it.

The rear or west elevation presents a stark perspective on the U-shaped plan for the third through seventh floors and consists of plain, unadorned surfaces. A service entry, enclosed by a metal fire door is located on the west side, towards the south end.

A one-story and single bay extension is attached to the building's south side. It is of unreinforced masonry with a wood trussed roof, while the rear portion is of concrete construction similar to that

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of the remainder of the building. Its' façade has a false front as its cornice treatment meets the second story belt course of the remainder of the hotel, which gives the impression the space is two stories. Dating to ca. 1918 per Sanborn Fire Insurance Maps, this extension appears to have been intended for use as both mechanical and boiler room space and for storage.

Interior

As described by architectural historian John Edward Powell, the hotel adopted the "caravansary" model, that is, a design around a centralized interior court or atrium lobby at first floor.⁶ The main or east entry hall of the building is a two-story volume space; retail and storage spaces, as well as the registration area are delineated to its north. To its immediate south is situated the main vertical circulation, consisting of two elevators and a somewhat hidden stair. Additional retail spaces and what was once known as the oak room bar are delineated further east, with the one-story south side extension at the east end (it served most recently as a coffee shop and mechanical rooms).

The east entry hall opens at the west into the atrium. The atrium is surrounded by a two-story arcade of fourteen piers of plaster and marble adorned with Doric style pilasters on the court side. The arcade is open on all sides at second level. Above the entablature of the ornamented piers rises a curved ceiling that once terminated in a row of iron gridded clerestories. The room's hipped roof concrete structure is supported by ten buttresses which allow the roof to appear as if it floats above the clerestories. Four skylights (now gone) illuminated the floor below with sunlight. A fireplace is located in the center of the atrium's west wall. On the north side of the atrium is the north entry hall and the former dining room. The former ballroom is located on the south side of the atrium, with the kitchen and back-of-house spaces, including freight elevator, delineated along the first floor's west wall. The dining room and ballroom were both once two-story spaces. The dining room's ceiling was lowered in 1947, during the period of significance, creating a plenum space above the new ceiling.⁷ This treatment preserved the room's original crown molding on pilasters, which can be seen today, as the lowered ceiling has since been removed. Additionally, although pediments above the door openings in the dining room have been removed, evidence of swags, leaves, guttae and egg and dart motifs accented in gold leaf remains.

The second floor of the hotel served primarily as common or amenity spaces; offices and meeting spaces were once delineated in the eastern half (with some service space in the southwest corner), while guests were provided open views below to the functions occurring in the atrium, ballroom and dining room.

Floors three through seven are virtually identical, having featured 41 rooms per floor serviced by a U-shaped double-loaded corridor, its arms extending west. Although all partitions have been removed, the prior delineation of the floors are evidenced in the existing cuts of the concrete floor and through past architectural surveys of the property. Originally, nine rooms had private baths, whereas the remaining 32 shared one bathroom per two rooms. Each floor also featured two public

⁶ John Edward Powell. "Edward T. Foulkes: His Architecture, His Clients, and the Originals of the Beaux-Arts Tradition in Fresno, California," *Fresno Past & Present*, (Spring 1983), 4.

⁷ City of Fresno, "Building Record – 1257-1259 Broadway, Fresno Hotel," Permit No. 70914, dated 08/20/1947.

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toilets and several storage closets at the east ends of the corridors. More recently, likely when the building was converted to housing, private baths were installed in rooms adjacent to the elevators and stair in the east side.⁸

As already noted, vertical circulation in the building is mainly provided by two elevators located in the east main entry hall. An associated stair is tucked away behind these elevators. Surfaced in marble, this unassuming stair is of interest namely due to the fresco, painted on the landing between the first and second floors. The fresco was painted by local Armenian immigrant, Charles Maroot (dates unknown) and depicts two figures, a woman atop a camel and a turbaned man standing behind a donkey.⁹ A Moorish building and palm trees provide the background. This stair only provides access to second floor. A separate, u-shaped stair is located across from the elevators on floors three and above, thus creating an elevator lobby and main circulation core on these upper floors. Additional interior egress stairs (and exterior fire escapes that lack first floor landings and ladders) are located at the west ends of the double-loaded corridors in each of the north and south wings or arms. These circulation shafts are typically enclosed by metal fire-doors. The stair of the south wing extends to second floor; a service stair southeast of this stair thence provides access down to basement level. The basement is generally confined to the western third of the building; it is unfinished, back-of-house space.

Alterations

As a successful hotel, Hotel Fresno was updated during its historic period to ensure the hotel maintained modern amenities and appearances to attract guests. Major building permits post-construction include the 1923 installation of two signs, valued at \$3,000 and likely the neon 'Hotel Fresno' signs that once graced the roof. (The signs do not appear in the earliest known photos but do appear in later undated images. The signs were removed in 1991.) Repairs related to fire loss (which occurred at the seventh floor) were made in 1933. In 1937, "alterations" to the lobby (also valued at \$3,000) were made. In 1939, air conditioning was installed. By the ca. 1940s, per historic images, a new neon canopy had been located at the main entry lobby indicating both 'Hotel Fresno' and 'air conditioned.' The ca. 1940s photos also indicate the storefront transom lights had been reduced from the typical six lights to three lights. In 1947, a \$20,000 renovation to room[s] and remodel of the dining room occurred, inclusive of the lowering of the dining room ceiling (and thus, creation of the plenum space). In 1957, mezzanine floor windows were "altered" at a cost of \$10,000 and in 1958, another \$8,000 upgrade to the lobby was completed.¹⁰ All of these changes occurred during the building's period of significance and did not negatively impact the historic

⁸ McCandless and Associates Architects, Inc., pp.262-63.

⁹ Maroot had immigrated to Fresno from Armenia at the age of six after his parents were killed during the Armenian Genocide (1915-17). (Armenian immigration to Fresno had first occurred in 1881; an area between the Santa Fe and Southern Pacific tracks in Fresno subsequently became known as "Armenian Town.") In his teens, Maroot worked as a dishwasher in the Hotel Fresno. The hotel manager noticed his skill and interest in art and asked the young man to paint a mural on the stairway wall. The exact date of the mural is unknown. See Karana Hattersley-Drayton, M.A., 19.

¹⁰ City of Fresno, "Building Record Cards" referencing Permits: No. 1485, dated 03/28/1923; No. 1504, dated 06/26/1933; No. 7652, dated 09/13/1937; No. 947, dated 06/12/1939; No. 70914, dated 08/20/1947; No. 541, dated 10/30/1957; and No. 1173, dated 04/30/1958.

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character of the building. Over time, too, permits were issued for alterations such as installation or removal of partitions in the various first floor retail and commercial spaces. Permits in the 1960s indicate mainly those associated with new or replacement signage or entries associated with changing first floor retail and commercial tenants.

Hotel Fresno has since however suffered a more recent history of neglect namely due to vacancy for over 30 years, from 1983. Inadequate mothballing at that time has contributed to the current state. Vandals and squatters have defaced the property, exterior and interior, as well as have removed some materials, fixtures and architectural elements, and moreover, exposed it to the elements. Additionally, in 2004, the prior owner was given a “Notice and Order to Repair and Rehabilitate [the] Dangerous Building” by the city of Fresno’s code enforcement division. This requirement resulted in removal of interior partitions (namely those of upper floors) and additional finishes, bringing it to the state detailed in the 2011 report and, in which it remains today.

Integrity

It is true that the environment of downtown Fresno where the Hotel Fresno is situated has changed due to the loss of other early twentieth century buildings on or across from its block, as well as due to the realignment of the street pattern surrounding the building, especially since the 1960s. Although the integrity of setting has therefore been compromised, several historic buildings do remain approximately a block away from the building; these include the San Joaquin Light and Power Company Building (1923), the Warnor’s Theater (1929), and the Mattei Building (1921). Additionally, the Hotel Fresno remains in the location where it was built in 1912 and thus, retains integrity of location. Moreover, the hotel retains integrity of materials: historic materials include the scored concrete, wrought iron balconettes and the elaborate metal cornice. Workmanship, or the physical evidence of the crafts of a particular people or culture during a given period in history also remains, although some of the applied work, in particular inside has suffered or been removed as a result of vandalism and unsafe conditions previously noted. Exterior workmanship that remains includes the character-defining features of the elaborate cornice, egg and dart moldings, classical cartouches, the building’s fenestration pattern and the scored concrete skin. Inside, Doric pilasters and the center fireplace are featured in the atrium and elaborate crown moldings remain in the dining room and ballroom as does evidence of various ornamental motifs accented by gold leaf. The Moorish-style fresco remains in the main stair. The Hotel Fresno also retains integrity of design. Although upper floor partitions have been removed, the historic circulation patterns remain evident through the extant stairwells and elevator shafts (vertical circulation), as well as through physical evidence in the flooring (horizontal circulation). More importantly, however, the building continues to feature its historic footprint and significantly, its’ ‘caravansary’ design around a centralized interior atrium at first floor surrounded by a two-story arcade of fourteen ornamented piers. With these features combined, the Hotel Fresno continues to convey the feeling and association of and its significance as an early classical revival hotel, a physical reminder to Fresno’s budding twentieth century downtown. Although the Hotel Fresno has lost integrity of setting, and some diminishment of interior workmanship, it retains integrity of location, materials, exterior workmanship, some interior workmanship, as well as design, and feeling and association. It has sufficient integrity to qualify for individual listing in the National Register of Historic Places.

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8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A. Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B. Property is associated with the lives of persons significant in our past.
- C. Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D. Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

- A. Owned by a religious institution or used for religious purposes
- B. Removed from its original location
- C. A birthplace or grave
- D. A cemetery
- E. A reconstructed building, object, or structure
- F. A commemorative property
- G. Less than 50 years old or achieving significance within the past 50 years

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Areas of Significance

(Enter categories from instructions.)

COMMUNITY PLANNING AND DEVELOPMENT

ARCHITECTURE

Period of Significance

1912 – 1962

Significant Dates

1962

Significant Person

(Complete only if Criterion B is marked above.)

NA

Cultural Affiliation

Architect/Builder

Edward T. Foulkes

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Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

Hotel Fresno is eligible under National Register Criterion A in the area of Community Planning for its association with the development of early twentieth century Classical Revival commercial architecture in Fresno. Hotel Fresno is one of the trendsetters, if not the earliest extant, of this style in Fresno, and thereby reflects the city's architectural transformation when it began modernizing architecturally, moving away from the "rambling asymmetrically-massed buildings of the high Victorian era of the late nineteenth century" and expressing instead the classically inspired tripartite commercial architecture which was emerging throughout the nation.¹¹ Constructed in 1912 for a group of prominent Fresno businessmen, Hotel Fresno initiated the rising Fresno skyline in the 1910s and represents early twentieth century hotels in the city, which were an important component of the local economy as Fresno became and remained a major distribution and transportation center during this period. A popular location for conventions, citizen groups' repeated meetings, weddings, the city's New Year's celebration and the choice locale for socializing after an evening at downtown theaters, Hotel Fresno stands as a significant component of Fresno's early twentieth century social fabric.

Hotel Fresno is eligible under National Register Criterion C in the area Architecture as the work of prominent architect Edward T. Foulkes. Having trained under earlier students of the École des Beaux Arts in Paris, as well as attended himself, Foulkes brought the rigorous classical training of the École to his commissions. Hotel Fresno was Foulkes' first commission in Fresno, which led to subsequent commissions in the city. Although he may be most well-known for his later design of the 1922 landmark Oakland Tribune Tower, Hotel Fresno reflects Foulkes' earlier architectural sophistication and knowledge of neoclassical traditions, evidencing such in a subdued manner, yet serving as the impetus of what became a successful career elsewhere in Northern California and in Portland.

The period of significance for the building is 1912, the building's year of construction, until 1962, the year in which a much-publicized political event for gubernatorial candidate, Richard Nixon, and one of the last of such extravagances, was held in the hotel's atrium. The building was then subsequently used mainly for senior housing until being vacated in 1983.

¹¹ Karana Hattersley-Drayton, M.A., 24.

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Narrative Statement of Significance (Provide at least **one** paragraph for each area of significance.)

Background History

In his brief history of Fresno's growth and development, author Kevin Enns-Rempl states that, like most cities in the San Joaquin Valley, Fresno is "a child of the railroad."¹² Enns-Rempl further summarizes that Fresno's emergence as a city began in 1871 when Central Pacific Railroad Director Leland J. Stanford arrived in the area to select station sites along the railroad's line through the San Joaquin Valley. Glimpsing the wheat field of Anthony Y. Easterby in the distance – a wheat field made possible by a purpose-built canal system, Stanford saw future potential. Despite that it had not been a place previously known for human habitation (the Valley Yokuts people, who lived near the area, generally avoided the dry expanses between major rivers, such as that of the proposed Fresno Station), Stanford's site was surveyed and a land sale occurred. The city's first businesses and residences were housed in tents, and later simple wooden structures centered namely around the train depot and H Street.¹³ The early development that followed focused on the outlying agricultural land; agricultural colonies were established that produced raisins and fruits, to name a few. But success of the orchards and vineyards transformed Fresno in the 1880s as it became the shipping and distribution center for the agricultural goods.

Fresno – Late Nineteenth / Early Twentieth Century Hotels Context

As a distribution and hence transportation center, hotel development occurred naturally and as a necessity in Fresno. Early hotels included the International Hotel, Star Hotel and California Hotel (formerly the brothers' Larquier House) – all of which opened in 1874. The Henry House Hotel (later Morrow House) was built in 1875 and was considered Fresno's "first high-quality hotel."¹⁴ This was followed by the Ogle House (1882), United States Hotel (1882), a new California Hotel and the Grand Central Hotel, both in 1883.¹⁵

An 1887 boom in agricultural and land values brought an economic boom to Fresno that lasted through and beyond the 1893 national depression. New buildings and business blocks, inclusive of hotels, went up during this period. The influx of people seeking to cash in on the boom supposedly kept two clerks at the Grand Central Hotel so busy they went prematurely bald trying

¹² Kevin Enns-Rempel. "The City of Fresno: A Brief History of Its Growth and Development," in *Architecture, Ethnicity, and Historic Landscapes of California's San Joaquin Valley*, ed. Karana Hattersley-Drayton (Fresno, CA: City of Fresno Planning and Development Department, 2008), 42.

¹³ Enns-Rempel, 43 quoting Charles W. Clough, et al. *Fresno County, the Pioneer Years: From Beginning to 1900*, (Fresno: Panorama West Books, 1984), pp. 121 and 123.

¹⁴ Charles W. Clough and William B. Secrest, Jr., *Fresno County, Vol. 1*. (Fresno, Calif.: Panorama West Books, 1984-86), 124.

¹⁵ Clough and Secrest, Jr., Vol. 1, 124.

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to house 250 guests per day in eighty available rooms.¹⁶ The Arlington House (1886), Tombs Hotel (1889) and Pleasanton Hotel (1890) helped alleviate the shortage of rooms. In 1889, too, the Hughes Hotel was built. Noted as Fresno's newly finest hotel, it consisted of four floors built around a large court, thus ensuring all rooms as 'outside rooms.' A handful of other smaller hotels operated, too, as did several boarding houses.¹⁷

Beginning in the nineteenth century, each generation of city business leaders felt compelled to adorn their town with a state-of-the-art hotel...to assure their city's regional or national stature. These large hotels would often vie with office skyscrapers as the largest building. Although city boosterism certainly played a role in the development, hotel owners also knew that the biggest hotel in town could command monopoly rates and the ability to draw the largest conventions.¹⁸

Hotel Fresno

The Hotel Fresno's origins reflect this trend. One of Fresno's early entrepreneurs was Truman Calvin White (T.C. White). White moved to Fresno in 1877 and purchased a parcel of the Central California Colony and soon other parcels. Due to success with raisin farming on these tracts of land, White became president of the first raisin cooperative in the State (Producers Packing Company) and then expanded his interests beyond farming. He served in the city's board of supervisors from 1887 to 1892, was president of the chamber of commerce and was instrumental in helping to organize the National Bank of Fresno (1889). In 1910 he purchased real estate at the corners of Merced and I streets.¹⁹ Two of the city's most extravagant buildings would soon be constructed on those lots by White. First, in a show of likely both boosterism, but also economic aspirations, White formed the Fresno Hotel Company with other important Fresno community leaders – who were claimed in a subsequent Hotel Fresno advertisement to be, "Fresno men who have the best interests of the community at heart."²⁰

A building permit was issued to the Fresno Hotel Company in 1910.²¹ In 1912, the *Fresno Morning Republic* reported the near completion of the hotel, with the design drawing positive commentary.²² As noted by Hattersley-Drayton, and specifically commented on by the *Republican*, the cornice was the focus of the hotel's visual impact on the city.

"Exterior work is confined to the installation of a galvanized iron [it is instead of stamped metal] cornice, of compact design, around the edge of the seventh story. This when completed will add to the general attractiveness of the building, which right now

¹⁶ Ibid, 310.

¹⁷ Clough and Secret, Jr., Vol. 1, pp. 310-11.

¹⁸ Paul Groth. *Living Downtown: The History of Residential Hotels in the United States*, (Berkeley, Calif.: University of California Press, 1994), 182.

¹⁹ Catherine Morison Rehart, *The Valley's Legends and Legacies, IV* (Clovis, Calif.: Quill Driver Books, 2002), 151.

²⁰ "Hotel Fresno advertisement," *Fresno Morning Republican*, 28 September 1913, 13.

²¹ City of Fresno, "Building Record – 1241-1267 Broadway, Fresno Hotel Co.," Permit No. 286, dated 12/29/1910.

²² "Fresno Hotel Now Looming Upon I Street," *Fresno Morning Republican*, 8 September 1912, p. 20.

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stands prominently as the giant of I street. From the heart of the city, the beautiful cornice can be seen on top of the structure... ”²³

The cornice’s inclusion as part of the design had apparently been questionable. The *Republican* continued, “*When the original plans were drawn it was deemed inadvisable to provide for a cornice, inasmuch as there existed the probability of another tall building adjoining and this second structure would cut off the view [of the hotel] from the downtown section. However, Dr. J.C. Cooper has erected a two-story building next to it on I Street, and the view has not been obstructed.*” Clearly, the hotel’s visibility and hence, that of the cornice was important and purposeful. The *Republican* concluded, “*The massive appearance [of the cornice] adds a finishing touch to the exterior and the design is so deeply cut that it can be seen for several blocks.*”

As previously mentioned, the Hotel Fresno plan was reportedly adapted from that of the Palace Hotel (est. 1875, rebuilt in 1909) in San Francisco, known for its crystal-roofed garden court.²⁴ Thus, the Hotel Fresno building wraps around a full, two-story foyer or court which was formerly glassed over; the structural remnants for this once elaborate skylight remain. The use of a glass-topped atrium was found elsewhere during the late nineteenth century in America, including at Burnam and Root’s ‘Rookery’ (1884-1886) in Chicago and in the Brown Palace (1889-1892) in Denver.²⁵ (As the Hotel Fresno’s architect, Edward T. Foulkes had a practice in San Francisco, he may have certainly been inspired by the completion of the rebuilt Palace Hotel in 1909.) Once inside the atrium, visitors to the hotel were treated to a breathtaking experience of natural sunlight, elaborate décor and relaxing atmosphere, complete with fireplace and pipe organ (now gone). The hotel immediately became the social center of the city.

On the evening of 8 January 1913, the \$300,000 erected and equipped Hotel Fresno held its’ formal opening, hosting a continuous stream of a supposed 5,000 people.²⁶ The following night, the Fresno Chamber of Commerce became the first event of its kind to be held in the hotel’s banquet spaces, making it come alive with “boost” and “boosters.”²⁷ Claimed as “one of the most modern hotel’s in the west” and the “largest hotel between San Francisco and Los Angeles,” “modern in every detail,” featuring “all outside rooms,” and an “elegant automobile bus [that] meets all trains,” the Hotel Fresno and those who ran it, intended the community from both near and far to make the hotel their “headquarters.”²⁸

²³ “Fresno Hotel Now Looming Upon I Street,” *Fresno Morning Republican*, 8 September 1912, p. 20.

²⁴ “Palace Hotel to be Model of New Fresno Hostelry,” *Fresno Morning Republican*, 2 April 1910, p. 16.

²⁵ Karana Hattersley-Drayton, M.A., 16.

²⁶ Costs attributed to the construction of the hotel differ in various accounts. The building permit (building permit # 286) valued the cost (limited to construction costs) at \$199,500. The *Fresno Morning Republican* 9 January 1913 issue indicates \$300,000 inclusive of equipment; Rehart states the cost was \$350,000.

²⁷ “Hotel Fresno Reception is Attended by Five Thousand,” and “Chamber of Commerce Holds Annual Banquet,” *Fresno Morning Republican*, 9 January 1913, np.

²⁸ “Hotel Fresno Reception is Attended by Five Thousand,” and “Chamber of Commerce Holds Annual Banquet,” *Fresno Morning Republican*; see also “Hotel Fresno Opens for Business,” newspaper ad, no date, in “Fresno City Vertical Files – Hotels,” Fresno County Public Library – Heritage Center, Fresno.

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T. C. White's four-story, 1,500-seat White Theater (since razed), was completed down the block from the Hotel Fresno shortly thereafter, in 1913-14. The theater became an important venue for vaudeville, as did the nearby Hotel Fresno, with the out-of-town vaudeville performers Al Jolson, Eddie Cantor, Bill Bojangles, Fanny Brice, and Buster Keaton staying at Hotel Fresno when in town. In fact, the Hotel Fresno celebrated the grand opening of the White Theater's theatrical season in 1914 by combining that opening with the grand opening of the hotel's Grill Room (dining room), luring local theatergoers to loiter at the "quiet, fashionable place to go after the theater where good food, efficient service and music are featured...open 10 to 12:30...for theater parties to complete an enjoyable evening."²⁹ A former waiter of the Grill Room since 1915, George Hazarian, recalled the hotel's notoriety, "[Hotel Fresno] had her share of grand balls and conventions. As many as 1,500 used to crowd into the dining room, ballroom and mezzanine party rooms on New Year's Eve...The dining room meals were served in elegant style, five courses for \$1.25...guests took two hours to eat, sipping wine and enjoying brandy...The pipe organ [in the atrium, now gone] swelled to music of Hazel Arnold [a local pianist] from 5 until 9 each evening..." Hazarian continued, "I got to know what many of my customers enjoyed and how they wanted it cooked," evidencing repeat customers.³⁰ Later years would bring guests Jack Dempsey, Gary Cooper, Tommy Dorsey band. In 1935, the hotel served as the headquarters of Fresno's Golden Jubilee. The laudatory Jubilee announcement from the hotel in the *Fresno Bee* furthered, "*It is significant that such travelers and tourists patronize the Hotel Fresno and still more significant that on return trips they, too, return to Hotel Fresno. Not only to outside visitors does the Hotel Fresno appeal, but also to local San Joaquin Valley residents, who make this their headquarters when visiting Fresno to transact important business or to meet friends or associates. Twenty-nine luncheon clubs meet here weekly.*"³¹

During prohibition and the 1930s, the Hotel Fresno remained the "in spot around town," for conventions or just a good time.³² It was a favorite spot for farmers from outlying communities to go and "do the town... [the hotel] used to have all the large wedding receptions."³³

Not only was Hotel Fresno a social mecca for tourists and residents alike, but it contributed architecturally to the city of Fresno. It initiated the development of Fresno's downtown high-rise skyline. As described above, the Hotel Fresno's ornamental cornice could be seen for several blocks upon completion of the building's construction in 1913. For the next decade, additional skyscrapers would follow. In 1914, the ten-story office skyscraper the Helm building was constructed, as was the six-story Rowell Building. Subsequent office skyscrapers included: the eight-story Mason Building (1918), the twelve-story Mattei Building (1919), the sixteen-story T.W. Patterson Building (1922), the Pacific Southwest Building, San Joaquin Power Building (both in 1923). In 1923, too, the nine-story Hotel Californian was constructed, completing the

²⁹ "Grill Room advertisement," *Fresno Morning Republican*, 30 October 1914, np. See also, "Vintage Fresno: Hotel Fresno Artifact Display at City Hall," Downtown Fresno Blog, 28 April 2015 available online at <https://downtownfresnoblog.com/2015/04/28/vintage-fresno-hotel-fresno-artifact-display-at-city-hall/>.

³⁰ "A Waiter and His Dining Room," *Fresno Bee*, 6 August 1971, B1.

³¹ "Hotel Fresno – City's Finest Equipped Hostelry Greets Golden Jubilee," *Fresno Bee*, 23 October 1935, 22.

³² "George of Hotel Fresno ends 56 years of service," *The Fresno Guide*, 26 July 1971.

³³ "George of Hotel Fresno ends 56 years of service," *The Fresno Guide*, 26 July 1971.

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skyline. The Fresno skyline would then subsequently remain relatively unchanged until the 21-story Del Webb Building (later Golden State County Plaza) was built in 1964.³⁴

Hotel Competitors

A comparison with other hotels in Fresno shows that Hotel Fresno stands out as a physical reminder of the early twentieth century grand hotel development in the city. The nineteenth century hotels which Hotel Fresno initially competed with are no longer extant. The 1887 Grand Central Hotel, a two-story wooden structure considered sophisticated at its' time of construction and featuring second floor verandas was partially destroyed by fire in 1915 and in the 1920s lost favor, becoming a working man's hostelry. It was demolished in 1969. The four-story Hughes Hotel (1888) was the first hotel to feature electric lights and a telephone in every room in Fresno. Although prestigious through the 1920s, decay ensued and it was destroyed by arson in 1953. All of these nineteenth century hotels, too, were of high Victorian design, favoring brick, iron and glass with French Renaissance inspired mansard roofs, towers and gable dormer windows.³⁵ This style was typical of Fresno hotel and business blocks until the 1910s, when buildings --the Hotel Fresno being one of the first-- began favoring instead the use of Classical Revival design. Another early Fresno Classical-inspired building was Fresno City Hall (since razed), completed in 1907 and situated directly across the street from the forthcoming Hotel Fresno.

Another hotel, the four-story, 175-room Sequoia Hotel opened the same year as Hotel Fresno and was a classically-inspired design, too, however it was a favorite with commercial travelers; it was demolished in 1962.³⁶ The Hotel Californian (extant and listed in the National Register), although also designed in a Classical Revival style (Italian Renaissance) and having surpassed Hotel Fresno in stature and size, was not constructed until 1923, a full decade after Hotel Fresno celebrated its' grand opening. Hotel Fresno thus remains as the surviving progenitor of Fresno's transformation from a high Victorian-style downtown to the "Classical Revival city" that Fresno would become in the 1920s.³⁷

Architecture Context

Edward J. Foulkes

Edward J. Foulkes (1874-1967), architect of the Hotel Fresno, was a major force behind the architectural changes that occurred in downtown Fresno beginning in the nineteen-teens.³⁸

³⁴ Clough and Secrest, Jr., Vol. 2, 50.

³⁵ Karana Hattersley-Drayton, M.A., 8.

³⁶ Clough and Secrest, Jr., 216.

³⁷ John Edward Powell, "Edward T. Foulkes: Traveling the Beaux-Arts Road to Fresno," in *Architecture, Ethnicity, and Historic Landscapes of California's San Joaquin Valley*, ed. Karana Hattersley-Drayton (Fresno, CA: City of Fresno Planning and Development Department, 2008), 52.

³⁸ Powell, 2008, 52.

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Powell provides a biographical sketch of Foulkes as follows: Foulkes opened his first architectural office in San Francisco after completing an impressive education and a remarkable series of apprenticeships. Born and raised in Oregon, Foulkes began his architectural studies at Stanford University in 1893, transferring to Massachusetts Institute of Technology in 1895 and graduating as one of the top three in the architectural course in 1898. Foulkes' first formal drafting position was with Boston architect Clarence Blackhall, who had studied at the École des Beaux-Arts in Paris, which focused on rigorous training in the use of symmetry and ornamental classical styles. Mentoring under Blackhall and subsequently under Cass Gilbert in New York (another M.I.T. alumni), and then with the prestigious firm of Carrere and Hastings (John Mervyn Carrere and Thomas Hastings had both graduated from the École des Beaux Arts) also in New York, Foulkes was awarded a Rotch Scholarship (a coveted study grant given by the A.I.A.) in 1903, studied at the École, traveled worldwide and opened a practice in San Francisco.

In 1910, Foulkes won the competition to design the Hotel Fresno, his first commission in the city. Little is known about the competition, but upon winning, Foulkes established a regional office in Fresno. At the same time in which he was completing plans for the hotel, he was also preparing plans for a mansion at the behest of local businessman H.H. Brix. (Brix was one of the major investors in the hotel project.) The mansion (listed in the National Register) has over 4,500 square feet of space and adheres to the features of an Italian Villa. Brix subsequently asked Foulkes to design "the largest apartment house in the city" or Brix Apartments (1912), a four-story building with shops and offices on the ground floor. Other prestigious commissions in Fresno followed – three residences, a high-rise commercial block and a theater. Specifically, they were the Renaissance Revival-style Louis Gundelfinger Home (1913, extant); the Dutch Colonial-style Meehan Residence (1912); the cottage-style Einstein Residence (listed in the National Register, extant); the six-story office Rowell-Chandler Building (1912, extant); the W. A. Sutherland Home (1914) and the White Theater (in association with De Camp and Boller).

By 1915, for reasons not fully known, Foulkes closed his regional Fresno office, choosing to focus instead on his existing practices in Portland, Oregon and San Francisco. Despite this short tenure, as concluded by Powell, "Foulkes' architectural contributions in the San Joaquin Valley secured the emergence of a Beaux-Arts tradition in Fresno that would dominate the urban landscape for over a quarter century. He helped set in place design standards the community would then embrace, resulting in a handsome Classical Revival city by the late 1920s."³⁹

After Fresno, Foulkes' successful career continued. Among his successful commissions elsewhere, is the 22-room French Renaissance mansion on 46-acres for Henry Pittock (1909, listed in the National Register, extant) and the State of Oregon pavilion for the 1915 Panama-Pacific International Exposition (with Chester James Rogue), which as an all wood (or giant log building) 'Rustic Parthenon' drew controversy, but public adoration. Although Foulkes had offices in Fresno (briefly), San Francisco and Portland, he spent most of his career in Oakland, designing numerous structures there, the most well-known being the 1922 Oakland Tribune Tower, which remains a downtown landmark today.⁴⁰ Foulkes continued practicing into the 1950s. Any catalog of his

³⁹ Powell, 2008, 56.

⁴⁰ Powell, 1983, pp. 4-7; and Powell, 2008, pp. 53-7.

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work, will always be incomplete, however, as apparently many of his records were destroyed in his later years and posthumously.

Hotel Fresno Later Years

Hotel Fresno remained in operation as a hotel through the early 1960s. A ca. 1950s brochure describes the hotel as having been recently redecorated and refurnished, with each room receiving individual radios and TV. The brochure furthers that the building's downtown location and large facilities [still] make it ideal for convention headquarters and private banquets.⁴¹ In 1962, Richard Nixon made a "widely-covered" stop at the Hotel Fresno to solicit votes during his gubernatorial candidacy.⁴²

However, just prior to the Nixon campaign events, in 1961, evidence of what would soon continue to plague the building emerged. The new owners who purchased the hotel that same year were given one year by the city of Fresno to comply with certain safety improvements. It is unclear if these requirements were fully implemented. By 1969, the hotel was being used mainly to house senior citizens and, for a second time, the city's Building Commission deemed the property unsafe under the Dangerous Building Ordinance. In 1983, the building was vacated with the intent to make repairs.⁴³ In 2004, the prior owner was given a "Notice and Order to Repair and Rehabilitate [the] Dangerous Building." Although several subsequent ownership and investor groups have attempted to redevelop the property since, no project was able to move forward. Using federal historic rehabilitation credits, the current owner and developer of the property, however intends to rehabilitate the hotel for use as multi-family housing, inclusive of affordable units.

⁴¹ "San Joaquin's Hotel Fresno," Brochure, dated ca. 1950s provided in McCandless and Associates Architects, Inc., 2.

⁴² The Pop Lavel Collection, available online at: <<http://www.poplavalfoundation.org>>.

⁴³ "Revival of Hotel Sought," *Fresno Bee*, 15 August 1990.

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9. Major Bibliographical References

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Hattersley-Drayton, Karana. “Section 106 Evaluation and Survey Report for the Hotel Fresno, 1257 Broadway, Fresno.” Prepared for the City of Fresno, 18 March 2011.

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Sanborn Fire Insurance Company Maps

Rehart, Catherine Morison. *The Valley’s Legends and Legacies, IV*. Quill Driver Books: Clovis, Calif., 2002.

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The Fresno Guide

“Vintage Fresno: Hotel Fresno Artifact Display at City Hall,” *Downtown Fresno Blog*, 28 April 2015, available online at <https://downtownfresnoblog.com/2015/04/28/vintage-fresno-hotel-fresno-artifact-display-at-city-hall/>.

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested
 previously listed in the National Register
 previously determined eligible by the National Register
 designated a National Historic Landmark
 recorded by Historic American Buildings Survey # _____
 recorded by Historic American Engineering Record # _____
 recorded by Historic American Landscape Survey # _____

Primary location of additional data:

- State Historic Preservation Office
 Other State agency
 Federal agency
 Local government
 University
 Other
Name of repository: _____

Historic Resources Survey Number (if assigned): _____

10. Geographical Data

Acreage of Property 2.91

Use either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates (decimal degrees)

Datum if other than WGS84: _____

(enter coordinates to 6 decimal places)

1. Latitude: 36.735720 Longitude: -119.794527

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Verbal Boundary Description (Describe the boundaries of the property.)

The nominated property is located at 1241 Broadway Plaza in Fresno, California. The boundary of the property is determined by the legal Fresno County parcel number 466-214-01.

Boundary Justification (Explain why the boundaries were selected.)

The boundary includes the entirety of the nominated property and does not extend beyond the footprint of Hotel Fresno.

11. Form Prepared By

name/title: Jennifer Hembree/Senior Associate and Emily Vance/Junior Associate

organization: MacRostie Historic Advisors, LLC

street & number: 991 W. Hedding St., Suite 106

city or town: San Jose state: CA zip code: 95126

e-mail jhembree@mac-ha.com

telephone: 408.490.2069

date: 11/30/2016

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

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Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log

Name of Property: Hotel Fresno

City or Vicinity: Fresno

County: Fresno

State: California

Photographer: Jennifer Hembree

Date Photographed: April 2016

Description of Photograph(s) and number, include description of view indicating direction of camera:

- 1 of 36 View northwest towards south (l) and east (r) elevations
- 2 of 36 View southwest towards east (l) and north (r) elevations
- 3 of 36 View west towards east elevation
- 4 of 36 View west towards east entry (main entry) featuring pilasters and balconette
- 5 of 36 View southwest towards southern portion of east elevation
- 6 of 36 View northwest towards northern portion of east elevation
- 7 of 36 View southwest of east elevation showing ornamental details of main entry
- 8 of 36 View southwest of east elevation, detail of fourth floor balconette
- 9 of 36 View southwest towards east elevation, showing detail of cornice at southeast corner

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- 10 of 36 View east to northwest corner of building showing detail of cornice at that location
- 11 of 36 View west to east elevation showing scored concrete detailing
- 12 of 36 View southeast of north elevation from west end
- 13 of 36 View southeast towards north (l) and west (r) elevations
- 14 of 36 View southeast towards west elevation; north elevation seen at left
- 15 of 36 View southeast towards rear/west elevation showing covered atrium/court
- 16 of 36 View northeast towards rear/west elevation showing covered atrium/court
- 17 of 36 View northeast towards southwest corner; west elevation (l), south elevation (r)
- 18 of 36 View north to south elevation
- 19 of 36 Interior view of atrium/court, looking west to fireplace from second floor
- 20 of 36 Interior view of atrium/court, looking southwest to fireplace from first floor
- 21 of 36 Interior view of atrium/court, detail of crown molding
- 22 of 36 Interior view of atrium/court, detail of fireplace
- 23 of 36 Interior view of atrium/court, detail of pilaster and gold leaf
- 24 of 36 Interior view of ballroom, first floor
- 25 of 36 Interior view of ballroom, detail of crown molding
- 26 of 36 Interior view of dining room, first floor
- 27 of 36 Interior view of dining room, detail of pilasters
- 28 of 36 Interior view east of east entry lobby to east entrance
- 29 of 36 Interior view north of north entry lobby to north entrance
- 30 of 36 Interior detail of first floor tile in east entry lobby area
- 31 of 36 Interior view of fresco at main stair, first floor landing

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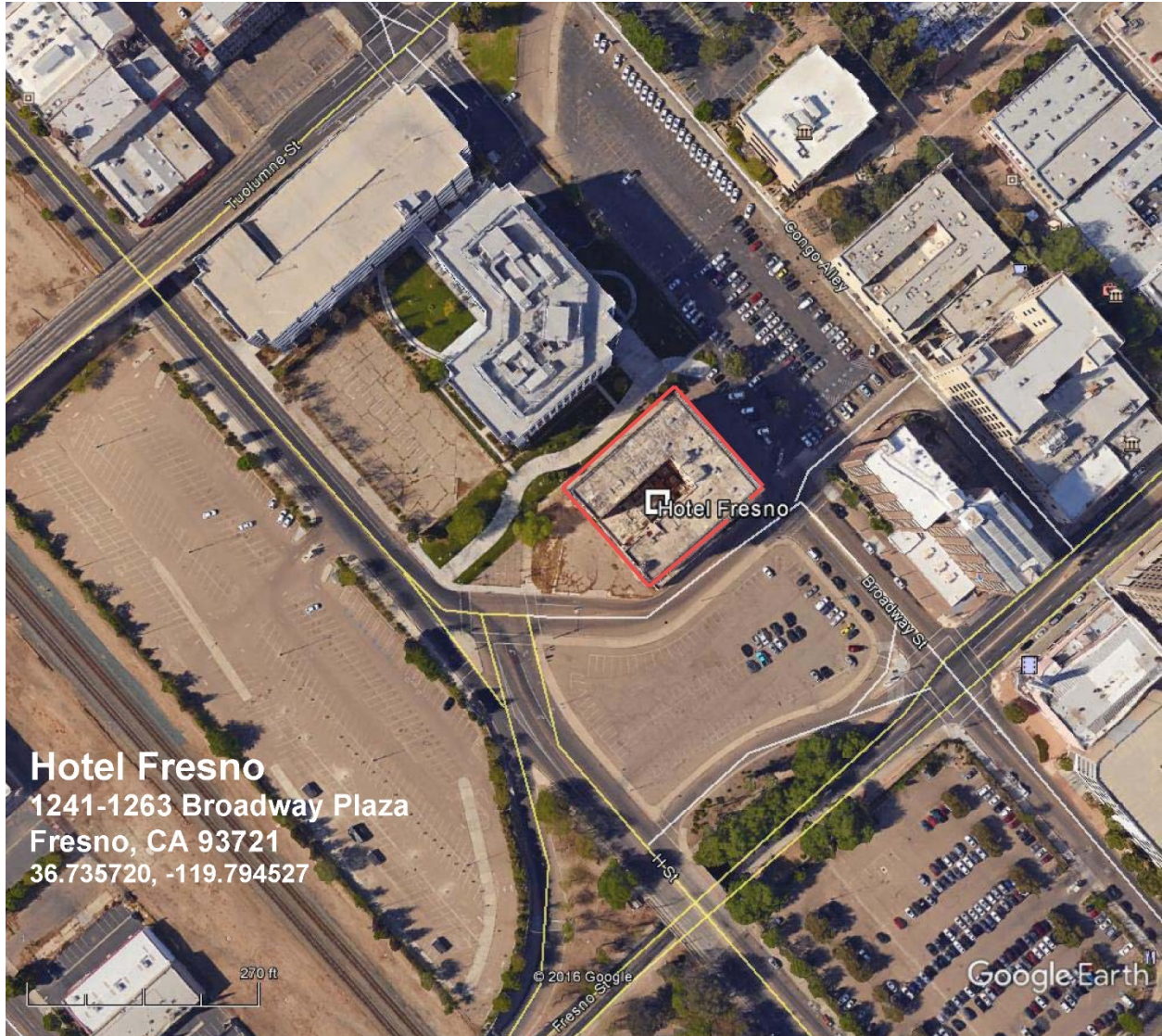
Fresno, CA
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- 32 of 36 Interior view of main stair at second floor
- 33 of 36 Interior view east towards vaulted east entry, from second floor
- 34 of 36 Interior view, typical upper floors (3rd through 7th), looking east in south side from west end
- 35 of 36 Interior view, typical upper floors (3rd through 7th), looking west in north side from east end
- 36 of 36 Interior view, typical egress stair in west ends of each wing at upper floors

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Location Map



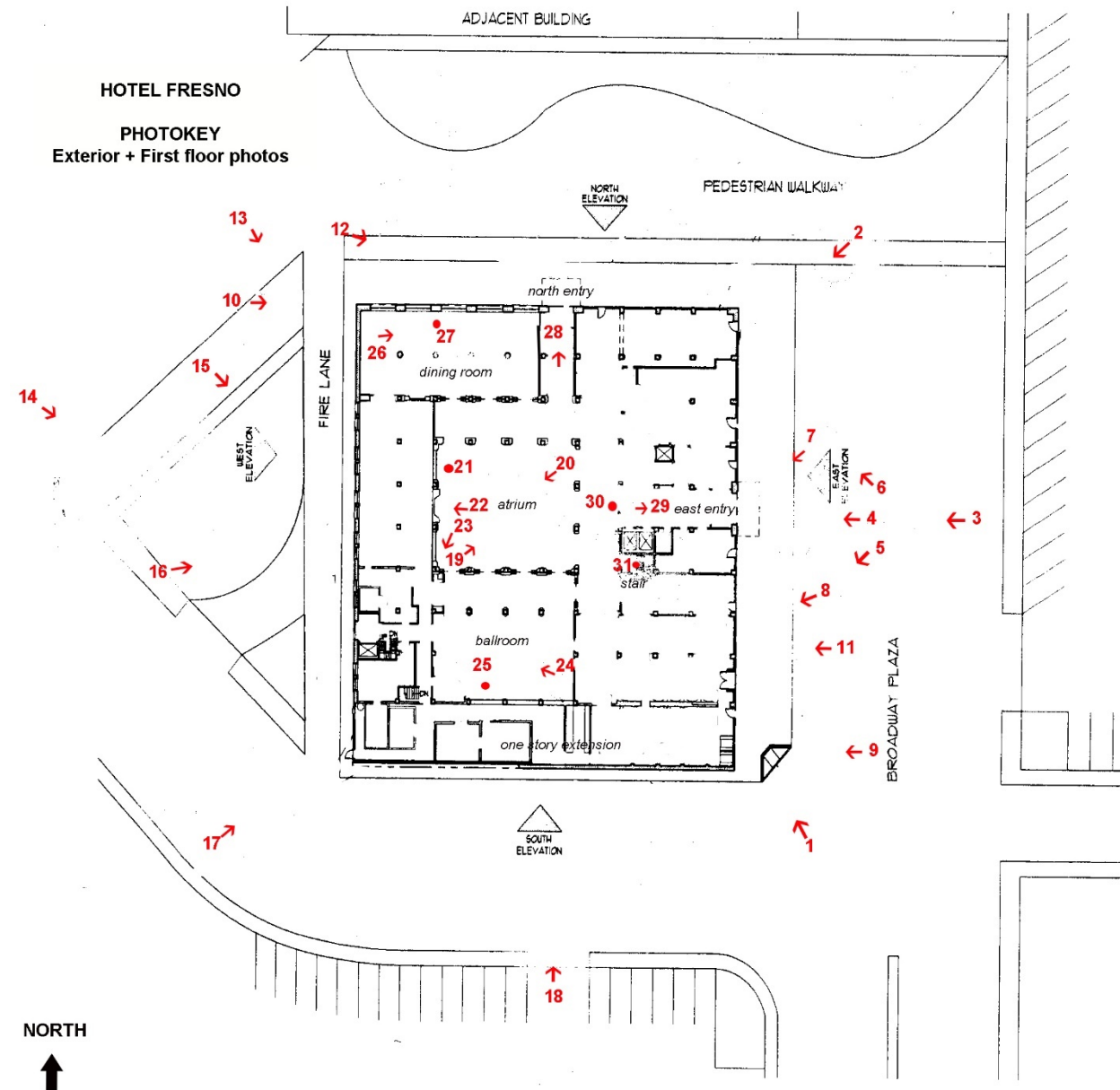
Google Earth



Hotel Fresno
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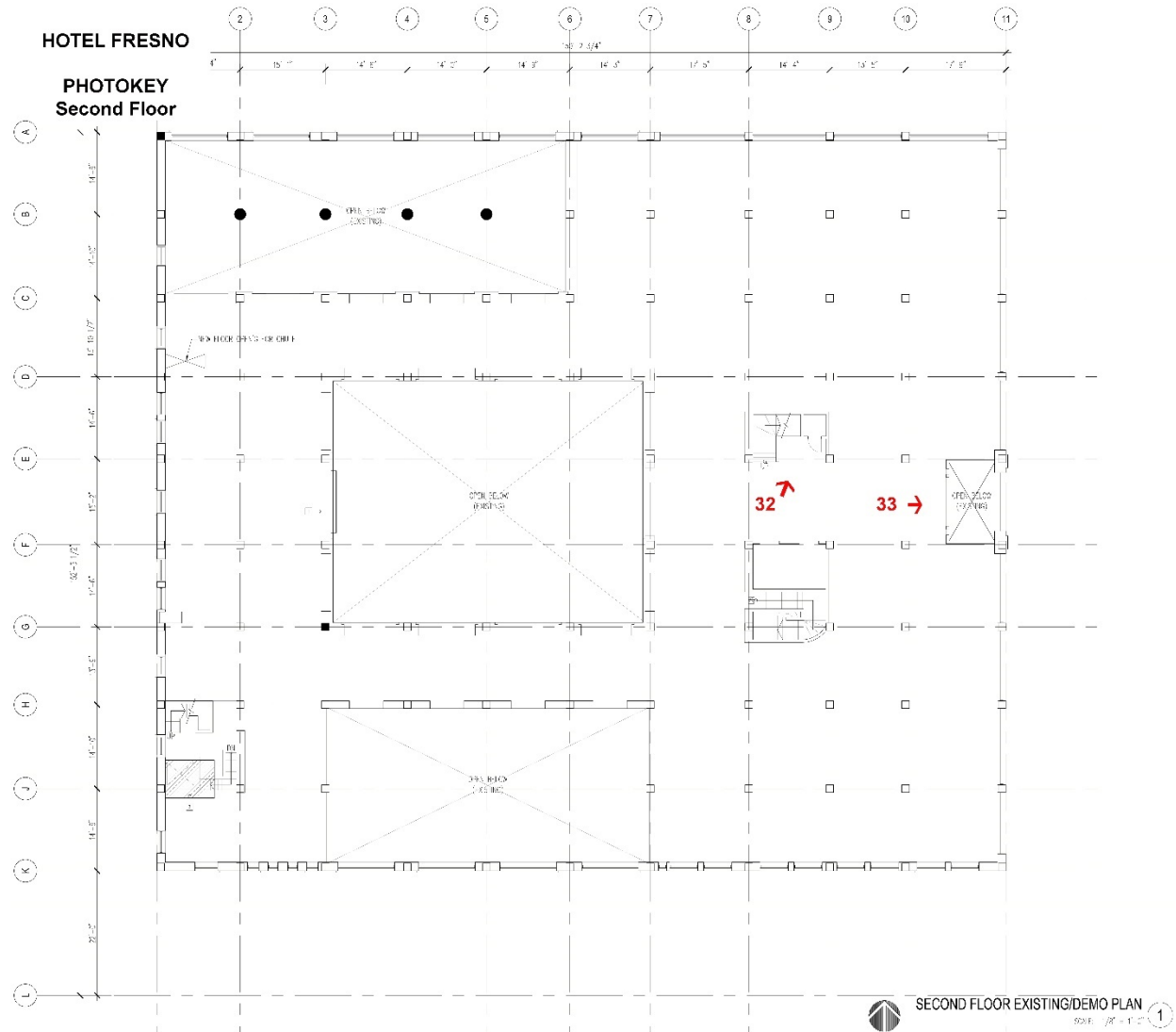
Sketch Map with Photo Key Exterior and First Floor



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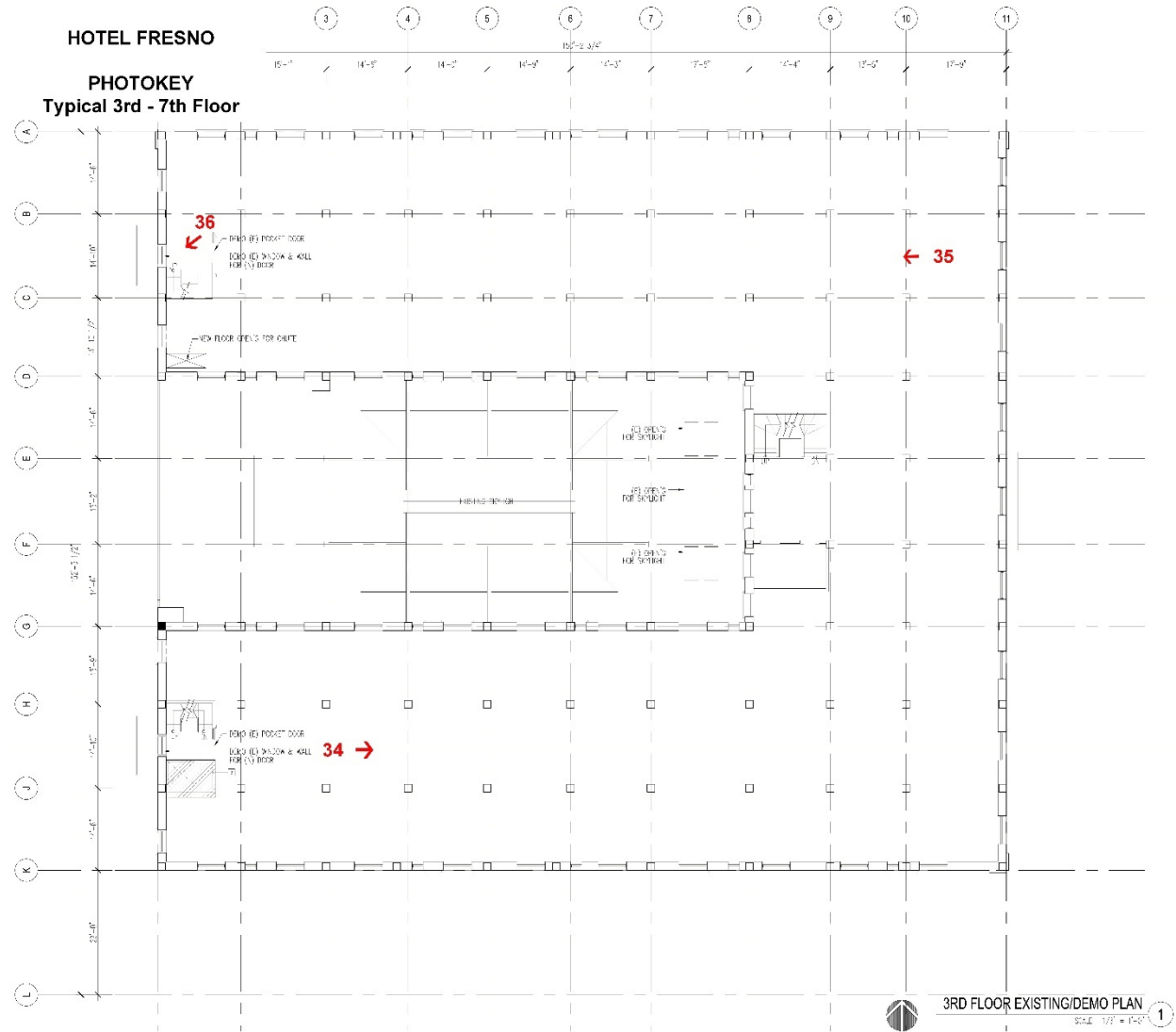
Sketch Map with Photo Key Second Floor



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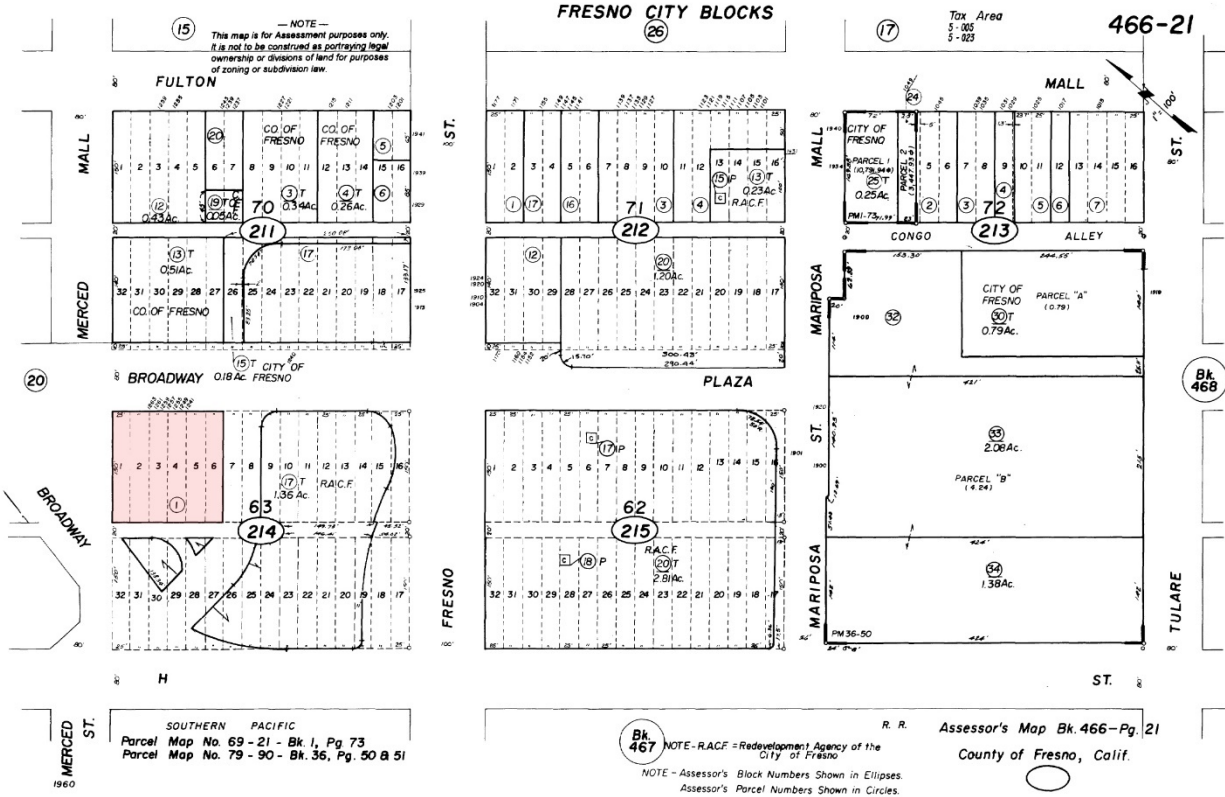
Sketch Map with Photo Key Typical 3rd – 7th Floor



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Property Tax Map



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Figure A. Hotel Fresno shortly after opening, ca. 1913

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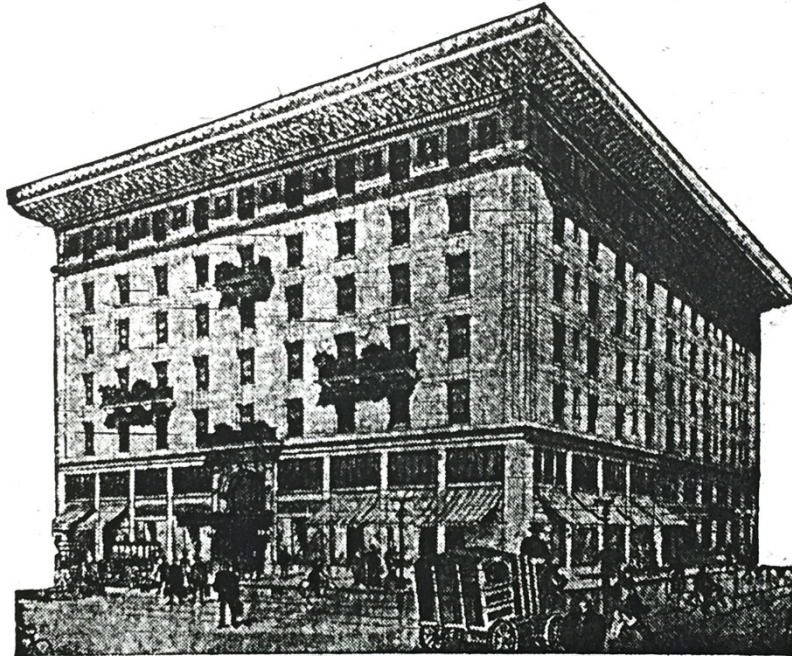


Figure B. Hotel Fresno, ca. 1920. *Courtesy of Pop Laval Collection*

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Hotel Fresno



Now Open for Business

THE largest hotel between San Francisco and Los Angeles. Modern in every detail and prices moderate. All outside rooms. Light, airy sample rooms on the mezzanine floor.

A courteous invitation is extended to all to make this hotel your headquarters. Every effort will be made to please you.

\$1.00 Per Day and Up
For Rooms Without Bath.

\$1.50 Per Day and Up
For Rooms With Bath.

MODERATE PRICES PREVAIL IN
THE GRILL ROOM.

Elegant Automobile Bus Meets All Trains.

ALL
OUTSIDE
ROOMS.

H. W. LAKE,
Vice-President and General Manager.

I AND
MERCED
STREETS.

Figure C. Newspaper advertisement for Hotel Fresno, date unknown

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Figure D. Main atrium decorated for Christmas, ca. 1929

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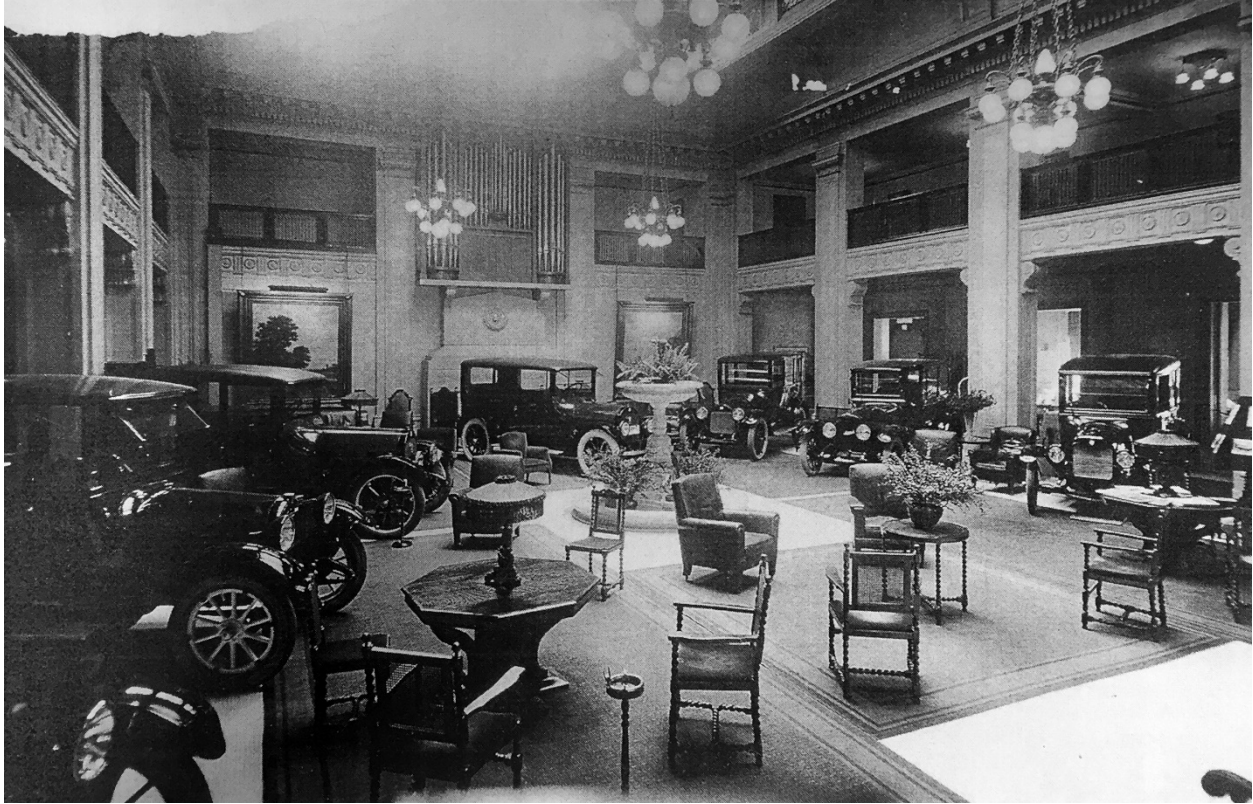


Figure E. Hotel Fresno atrium interior, ca. 1920. *Courtesy of Pop Laval Collection*

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Figure F. Hotel Fresno dining room, date unknown. *Courtesy of Pop Laval Collection*

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Figure G. “The Drunkard” performance in Hotel Fresno atrium, January, 1935

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Figure H. Hotel Fresno postcard, date unknown

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Figure I. Hotel Fresno Main Entry Marquee, ca. 1940s. *Courtesy of Pop Laval Collection*



CITY OF FRESNO
P
PARKING LOT 2

EXIT

Advertisement sign with colorful graphics

Orange construction sign

Small red and white sign

Red and white 'X' sign

Red and white 'X' sign



1416







PASSENGER
LOADING
ZONE



















HOTEL

TRAVEL

ARTS











FRESNO
OF

A

B





A large, multi-story, light-colored building with a grid of windows, situated in an urban setting. The building has a flat roof with a decorative cornice. The windows are arranged in a regular grid pattern across the facade.

A silver sedan parked on the left side of the parking lot.

A red hatchback car parked in the foreground of the parking lot.

A red sedan parked in the middle of the parking lot.

A white pickup truck parked in the background of the parking lot.

A white van parked on the right side of the parking lot, near the street.

Two overflowing trash bins located in the foreground of the parking lot.

A blue 'P' parking sign located near the street.

A red octagonal 'STOP' sign located near the street.

A tall, multi-story building with a distinctive spire or tower on its roof, located in the background on the right side of the image.









1050

0222220

DAVID BONVICI

655-1111-0701









GR32 510

FUAL







WTA
MISSY
GROHE
8015

WTA

WTA

WTA







Handwritten Arabic calligraphy in yellow and green, partially obscured by white tape.

Handwritten Arabic calligraphy in yellow, partially obscured by white tape.



FIRE ESC



Handwritten graffiti in black ink on the wall, including stylized letters and symbols.

Handwritten graffiti in yellow ink, possibly the word "GREEN" with a circular symbol above it.

Handwritten graffiti in black ink on a vertical concrete pillar, possibly the word "GREEN".



FR

FR

BUBBLES

BOB!

FR

FR







STANK
B.I.G.

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

Requested Action: Nomination

Property Name: Hotel Fresno

Multiple Name:

State & County: CALIFORNIA, Fresno

Date Received: 7/30/2018 Date of Pending List: 8/27/2018 Date of 16th Day: 9/11/2018 Date of 45th Day: 9/13/2018 Date of Weekly List:

Reference number: SG100002910

Nominator: State

Reason For Review:

<input type="checkbox"/> Appeal	<input checked="" type="checkbox"/> PDIL	<input type="checkbox"/> Text/Data Issue
<input type="checkbox"/> SHPO Request	<input type="checkbox"/> Landscape	<input type="checkbox"/> Photo
<input type="checkbox"/> Waiver	<input type="checkbox"/> National	<input type="checkbox"/> Map/Boundary
<input type="checkbox"/> Resubmission	<input type="checkbox"/> Mobile Resource	<input type="checkbox"/> Period
<input type="checkbox"/> Other	<input type="checkbox"/> TCP	<input type="checkbox"/> Less than 50 years
	<input checked="" type="checkbox"/> CLG	

Accept Return Reject 9/13/2018 Date

Abstract/Summary Comments: The Hotel Fresno is locally significant under National Register Criteria A and C in the areas of Architecture, Community Planning & Development and Commerce. Situated at the heart of Fresno's turn of the century downtown, the seven-story, concrete frame hotel was among the city's first major high-rise commercial buildings. The building's Beaux-Arts/Classical Revival-styled design by master California architect, Edward T. Foulkes, ushered in a significant period of development in the city's commercial core. The oldest extant "grand" hotel in Fresno, the property was a major commercial and social center marking the city's early twentieth-century boom era.

Recommendation/ Criteria Accept NR Criteria A and C

Reviewer Paul Lusignan

Discipline Historian

Telephone (202)354-2229

Date 09/13/2018

DOCUMENTATION: see attached comments : No see attached SLR : Yes

If a nomination is returned to the nomination authority, the nomination is no longer under consideration by the National Park Service.

Hotel Fresno
Fresno, Fresno County
Staff Report

Hotel Fresno, the oldest extant hotel in Fresno, is a seven-story plus partial basement concrete building constructed in 1912. Stylistically, the hotel's design is a form of neoclassicism that reflects the Second Renaissance Revival of the late-nineteenth century, as well as some of the principles of the École des Beaux-Arts in Paris, albeit without the flamboyant exuberance found in more elaborate constructions. The building's base includes the two ground floors, the shaft or piano noble consists of four guest room floors with little or no exterior articulation, and the attic story—the seventh floor and cornice—provides the most highly decorated zone of the building, exhibiting Corinthian ornamentation typical of the Beaux Arts style. Character-defining features include the elaborate cornice, balustraded balconettes and oval cartouches and swag panels. The property retains historic integrity.

Hotel Fresno is eligible for the National Register at the local level of significance under Criterion A in the area of Community Planning and Development for its role in the local economy as Fresno became a major distribution and transportation center. A popular location for conventions, regular citizen groups' meetings, weddings, New Year's celebrations, and the choice locale for socializing after an evening at downtown theaters, Hotel Fresno stands as a significant component of Fresno's early twentieth century social fabric. The hotel is also eligible under Criterion C at the local level of significance in the area Architecture as the work of prominent architect Edward T. Foulkes. Foulkes brought the rigorous classical training of the École des Beaux Arts in Paris to his commissions. Hotel Fresno was Foulkes' first commission in Fresno, which led to subsequent commissions in the city. Hotel Fresno reflects Foulkes' earlier architectural sophistication and knowledge of neoclassical traditions, prior to his greater renown for his design of the 1922 Oakland Tribune Tower. Hotel Fresno's period of significance is 1912, the year of construction, through 1962, the year in which a much-publicized political event for gubernatorial candidate Richard Nixon, and one of the last such extravagances, was held in the hotel's atrium.

The property is nominated on behalf of the owner. On March 10, 2017, the National Park Service approved a Federal Historic Preservation Tax Incentives Historic Preservation Certification Application Part II for rehabilitation that meets The Secretary of the Interior's Standards. The Historic Preservation Commission, in its role as representative of the City of Fresno, a Certified Local Government, received a copy of the nomination. No letters have been received to date. Staff supports the nomination as written and recommends the State Historical Resources Commission determine Hotel Fresno is eligible under National Register Criteria A and C at the local level of significance with a 1912 to 1962 period of significance. Staff recommends the State Historic Preservation Officer approve the nomination for forwarding to the National Park Service for listing on the National Register.

Jay Correia
Supervisor, Cultural Resources Program
April 26, 2018



Development and Resource Management Department

2600 Fresno Street, Third Floor, Room 3065
Fresno, California 93721-3604
(559) 621-8003, FAX (559) 498-1012

Jennifer K. Clark, AICP, HDFP
Director

April 19, 2018

Attn: Office of Historic Preservation
Julianne Polanco
State Historic Preservation Officer
1725 23rd Street, Suite 100
Sacramento, California 95816

SUBJECT: Historic Preservation Commission Review and Comment on the Nomination of Hotel Fresno to the National Register of Historic Places

Dear Ms. Polanco:

Pursuant to the Certified Local Government Agreement between the Office of Historic Preservation (OHP) and the City of Fresno, our Historic Preservation Commission is responding to the nomination of Hotel Fresno to the National Register of Historic Places and providing comment with regard to whether or not the subject property meets the criteria for the National Register.

It is the unanimous opinion of the Commission that Hotel Fresno meets National Register Criterion A as the oldest extant hotel in the city, having been the largest and most lavish at the time of its construction in 1912 and National Register Criterion C as the work of prominent architect Edward T. Foulkes; therefore, Hotel Fresno is eligible for listing in the National Register of Historic Places. This evaluation was previously determined by Karana Hattersley-Drayton in the Section 106 Evaluation and Historic Property Report for Hotel Fresno, completed in March 2011, and received concurrence from the California Office of Historic Preservation in May 2011.

City staff has noted three minor clarifications needed under the Narrative Description of Hotel Fresno: 1) the building has a tripartite division, consisting of a base, shaft, and capital; 2) the shaft which contains four floors is not a piano nobile, as a piano nobile is defined as the first and principal main floor of a building - most notably in a grand palace residence and is typically set above ground level and accessed by an exterior staircase; and 3) the base of the building is two stories, but to be more precise, the base, or ground floor, consists of a double-height ceiling with partial second-story gallery.

Historic Preservation Commission Review and Comment on the Nomination of Hotel Fresno to the National Register of Historic Places

April 19, 2018

Page 2

Hotel Fresno is a significant building from the early 20th century fabric of Fresno and the Central Valley. As an initiator of the Fresno skyline in the 1910s, it achieved prominence as the largest hotel between San Francisco and Los Angeles and for its modern elegance. It exhibited a new style for its time and place in Fresno - Classical Revival in a commercial context. We are excited about its nomination to the National Register of Historic Places and about the current property owners' endeavor to retain and restore the building's historic character. We look forward to seeing it grace our skyline for many years to come, and we are in full support of this nomination moving forward.

Thank you for reaching out to the City of Fresno's Historic Preservation Commission. We are happy to assist with the National Register Nomination process.

Sincerely,

A handwritten signature in black ink, appearing to read 'Patrick Boyd', with a long horizontal flourish extending to the right.

Patrick Boyd
Commission Chair
Historic Preservation Commission
City of Fresno



Development and Resource Management Department

2600 Fresno Street, Third Floor, Room 3065
Fresno, California 93721-3604
(559) 621-8003, FAX (559) 498-1012

Jennifer K. Clark, AICP, HDFP
Director

April 17, 2018

Ms. Julianne Polanco
State Historic Preservation Officer
California State Parks
Office of Historic Preservation
1725 23rd Street, Suite 100
Sacramento, CA 95816

SUBJECT: HOTEL FRESNO, 1241-1263 BROADWAY PLAZA, FRESNO – NATIONAL REGISTER NOMINATION

Dear Ms. Polanco:

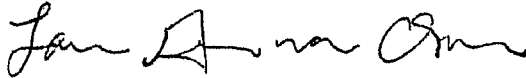
On behalf of the City of Fresno Development and Resource Management Department, I would like to take this opportunity to show support of the listing of Hotel Fresno at 1241-1263 Broadway Plaza in the National Register of Historic Places. Hotel Fresno has been a landmark of the Fresno skyline for more than a century and is the oldest extant hotel in the city. The Hotel Fresno Building is already a designated resource under the City of Fresno's Historic Preservation Ordinance as HP#166 in the Local Register of Historic Resources. The current owners of this important building are in the early stages of a rehabilitation of the entire building which will once again showcase the historic exterior and interior details while providing residential housing. We are excited by the prospect and are in full support of this effort being put forward for Hotel Fresno.

Noted architect Edward T. Foulkes designed the building, which was completed in 1912. Hotel Fresno remains the oldest extant hotel in the city, having been the largest and most lavish at the time of its construction. It also achieved prominence in the Central Valley, noted as the largest hotel between San Francisco and Los Angeles and for its modern elegance. It represents early 20th century hotels in Fresno, which were an important part of the city's framework as it became a major distribution and transportation center. Additionally, as a popular location for conventions, community meetings, weddings, the city's New Year's celebration and a choice locale for socializing after an evening at downtown theaters, Hotel Fresno stands as a significant component of Fresno's early 20th-century social fabric. Hotel Fresno is also one of the trendsetters, if not the earliest extant, of Classical Revival commercial architecture in Fresno, reflecting the city's architectural transformation when it began modernizing architecturally, moving away from the buildings of the high Victorian era of the late-19th century and expressing instead the classically inspired tripartite commercial architecture which was emerging throughout the nation.

HOTEL FRESNO, 1241-1263 BROADWAY PLAZA, FRESNO – NATIONAL REGISTER
NOMINATION
April 17, 2018
Page 2

As this building is an important part of Fresno's history, the property's current owners intend to rehabilitate the building into a combination of affordable and market rate residential apartments utilizing the federal historic tax credit program. Hotel Fresno was previously determined eligible for listing in the National Register by the California Office of Historic Preservation in response to a Section 106 report for the property completed in 2011. Given this determination and the commitment of the property owners to retain and restore the building's historic character, we wholeheartedly support this nomination moving forward.

Sincerely,



Laura Groves van Onna
Historic Preservation Specialist
City of Fresno
laura.vanonna@fresno.gov
(559) 621-8439

cc: Eugene Kim, APEC International, LLC
Jennifer Hembree, MacRostie Historic Advisors LLC



**DEPARTMENT OF PARKS AND RECREATION
OFFICE OF HISTORIC PRESERVATION**

Lisa Ann L. Mangat, Director

Julianne Polanco, State Historic Preservation Officer
1725 23rd Street, Suite 100, Sacramento, CA 95816-7100
Telephone: (916) 445-7000 FAX: (916) 445-7053
calshpo.ohp@parks.ca.gov www.ohp.parks.ca.gov



July 27, 2018

Joy Beasley
Keeper of the National Register
National Register of Historic Places
1849 C Street, NW, Mail Stop 7228
Washington, DC 20250

Subject: **Hotel Fresno National Register Nomination**

Dear Ms. Beasley:

The enclosed disk contains the true and correct copy of the Hotel Fresno Nomination to the National Register of Historic Places. On May 17, 2018, at its regular quarterly meeting, held in Palo Alto, the California State Historical Resources Commission (Commission) voted unanimously to approve the nomination for forwarding to the Keeper of the National Register. The Commission found Hotel Fresno eligible at the local level of significance under Criterion A for its role in the local economy as Fresno became a major distribution and transportation center. The building is also associated with the development of Fresno's early twentieth century social fabric.

The Commission also found Hotel Fresno eligible under Criterion C as the work of prominent architect Edward T. Foulkes, and because the building embodies the distinctive characteristics of Second Renaissance Revival Architecture of the late-nineteenth century, as well as some of the principles of the École des Beaux-Arts. The period of significance is 1912, the year of construction, through 1962, the year in which a much-publicized political event for gubernatorial candidate Richard Nixon, and one of the last such extravagances, was held in the hotel.

On March 10, 2017, the National Park Service approved a Historic Preservation Certification Application Part II for rehabilitation. The City of Fresno, a Certified Local Government, sent a letter of support for the nomination. If you have questions please contact Jay Correia at 916-445-7008 or jay.correia@parks.ca.gov.

Sincerely,

Julianne Polanco
State Historic Preservation Officer

Enclosures