

# **LETTER: Think before you bulldoze mall**

Fresno

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There is an economic sacrifice when you destroy cultural capital; it's just harder to measure.

Reintroducing cars to the Fulton Mall is a good idea, but oversimplifying the process is short-sighted and, in the long term, economically stifling. Project leaders need to embrace the site's potential and think bigger than the short-term vacancy goals upon which they are fixated.

The latest report, 382 pages long, begs the questions: Who knows what the new corridor will look like after restoration, who will it serve, what unique function will it fulfill and how will it achieve residential density to become self-sustaining? There needs to be more of a vision before this significant historic and architectural landmark is bulldozed, or we will pay in later years.

Preserving core aspects of the mall maintains integrity in Fresno's urban fabric, builds upon history to sustain pride and sense of stewardship, and recognizes it as a key icon and landmark. All this, in turn, instills a vital sense of place for residents and visitors. This type of identification is a powerful force in creating and sustaining vibrant urban neighborhoods. It doesn't happen instantly. It's a long-term investment that will pay off more as time goes on.

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Read more here: <http://www.fresnobee.com/2014/02/18/3778178/think-before-you-bulldoze-mall.html#storylink=cpy>