

A black and white photograph of a man, Garrett Eckbo, sitting in the driver's seat of a vintage car. He is smiling and looking towards the right. The car is a classic open-top model with a visible steering wheel and engine compartment. The background is a bright, open landscape, possibly a beach or a coastal area. The text is overlaid on the right side of the image.

Garrett Eckbo and the Fulton Mall:
*How to Value a Nationally Significant
Modernist Landscape*

Charles A. Birnbaum
The Cultural Landscape Foundation
www.tclf.org



Alcoa
Garden





Union Bank Plaza, Los Angeles



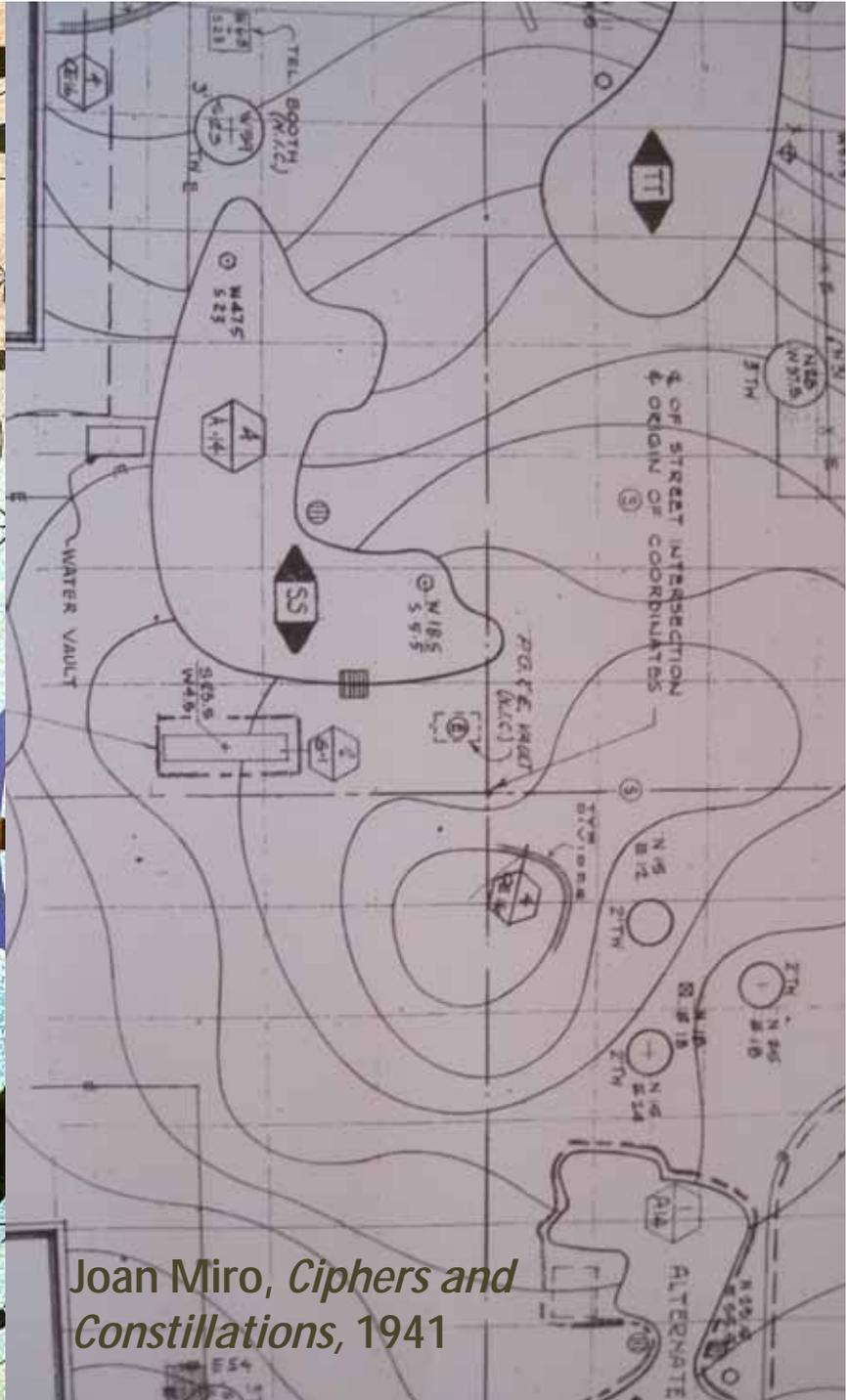
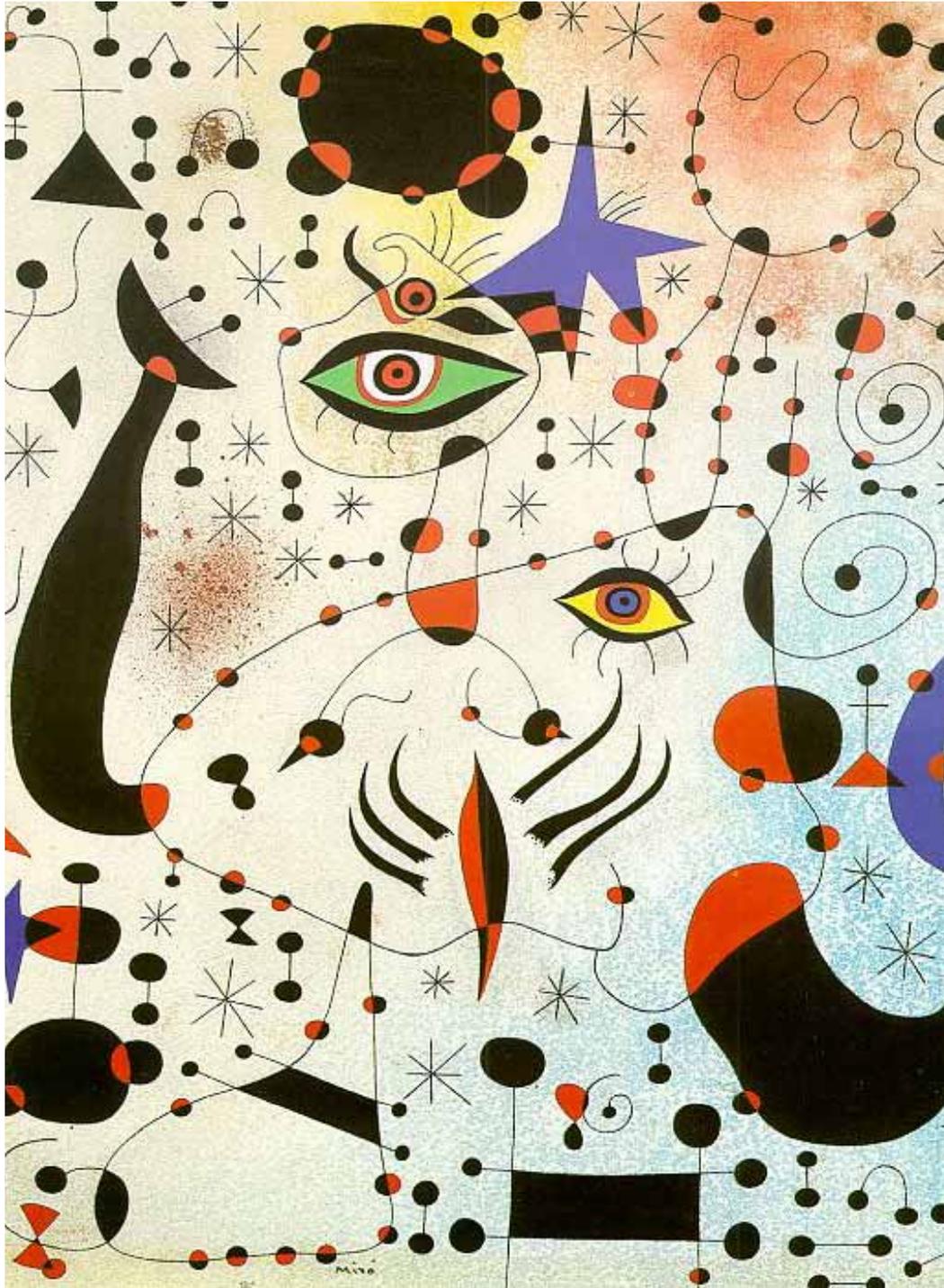
Fulton Mall



Fulton Mall, 2008



Charlottesville Mall, 2009



Joan Miro, *Ciphers and Constellations*, 1941



Jean Arp (1886-1966) abstract artist

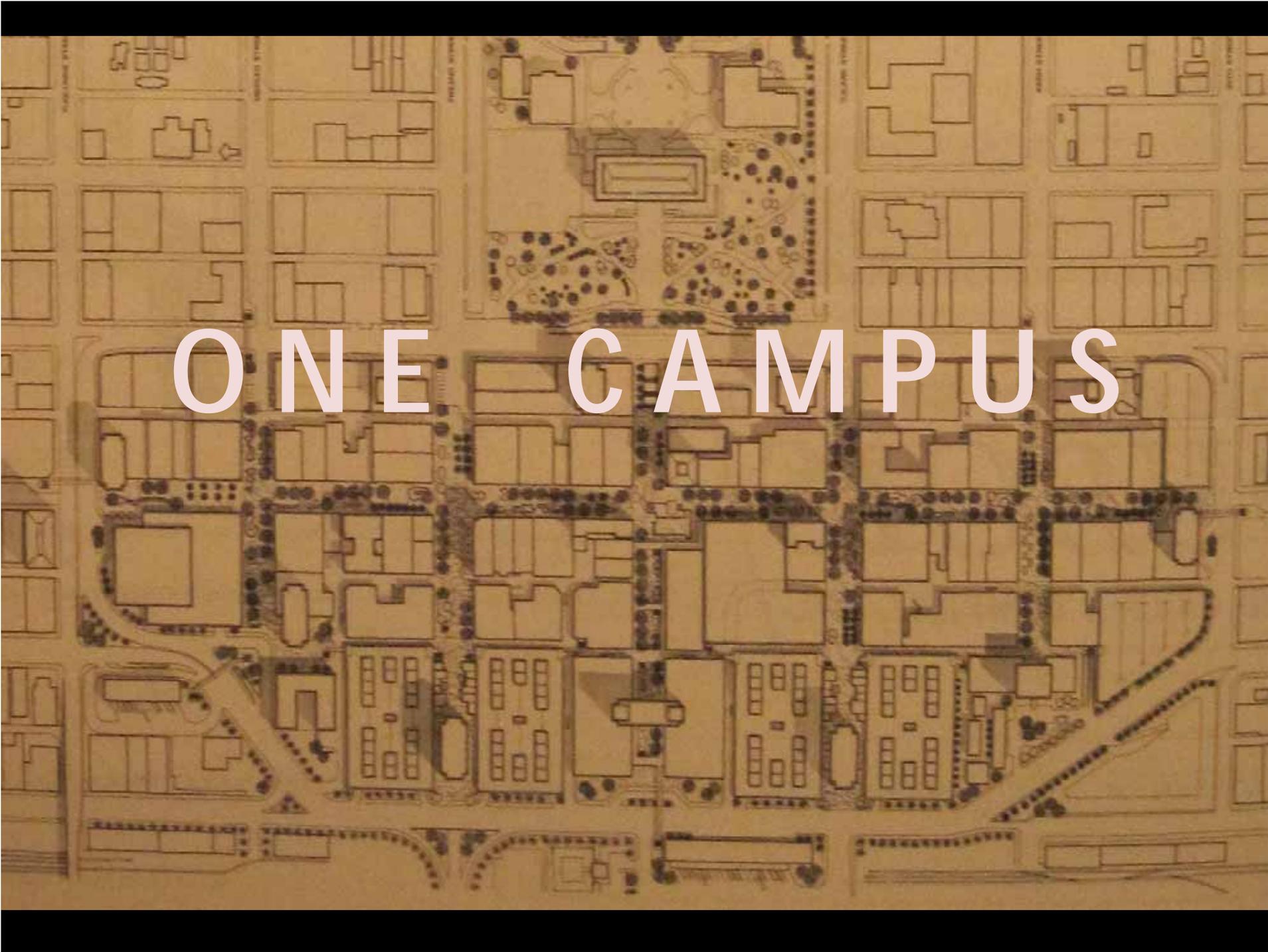


Dewey Donnell Garden, Sonoma, CA (1947-50)



NATIONAL HISTORIC LANDMARK?

Fresno Mall, 2008

An aerial architectural site plan of a campus, rendered in a light tan or sepia tone. The plan shows a grid of streets and numerous building footprints of various sizes and shapes. Some buildings are rectangular, while others are more complex or irregular. There are also areas with clusters of small circles, possibly representing trees or landscaping. The overall layout is dense and organized. The text "ONE CAMPUS" is overlaid in the center in a large, white, sans-serif font.

ONE CAMPUS



ONE CAMPUS

visual + spatial relationships



Landscape Composition:

Visual + Spatial Relationships

Circulation (Pedestrian ways and material composition)

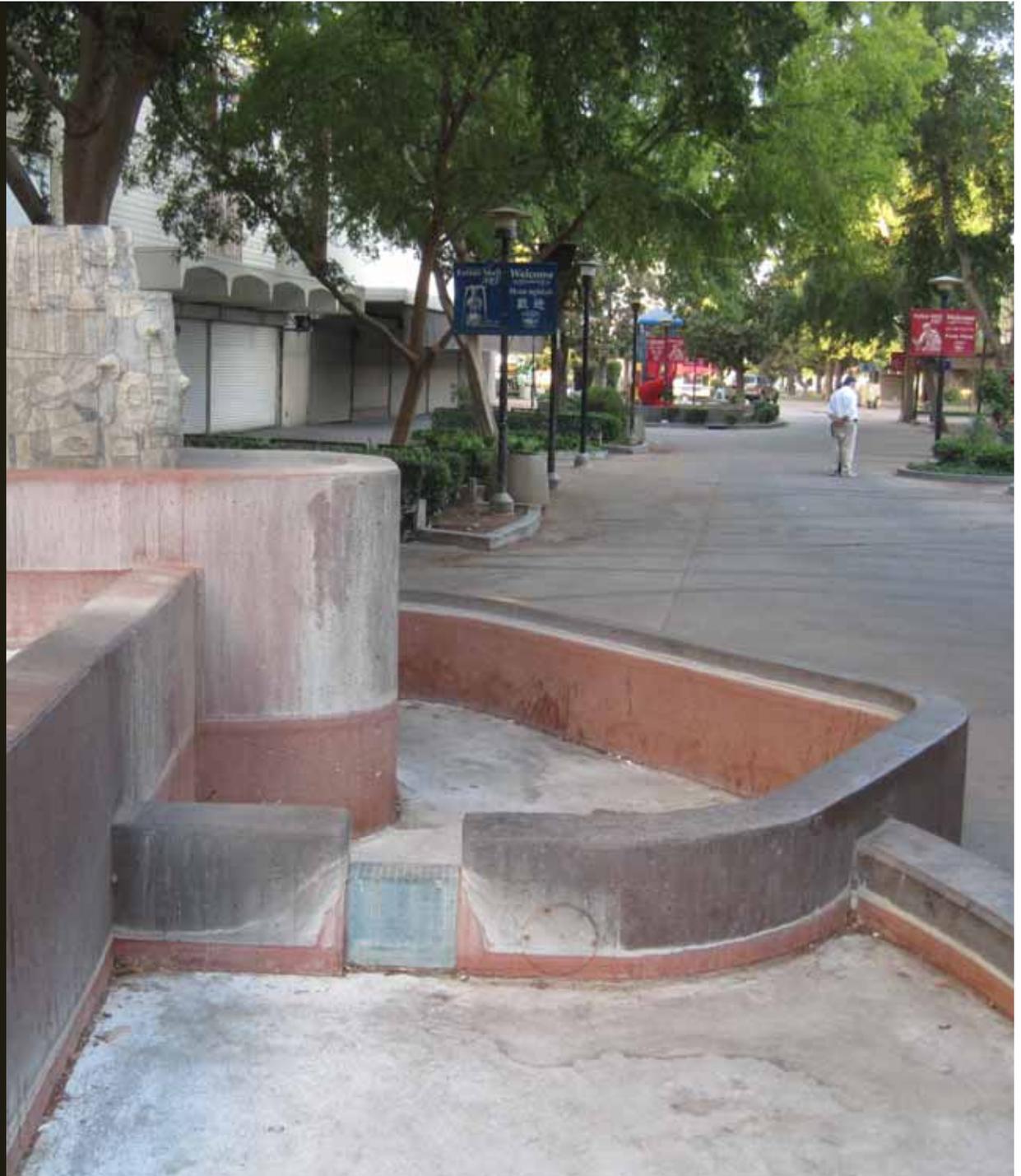
Landscape Composition (Planting Design)

Fountains and Public Art

Site Furnishings and Objects

"The most significant contribution of such a completely designed complex as the mall is the example it sets for attainment of a harmonious streetside atmosphere. The design elements include shrub planting areas, many of a highly architectural form; benches and sitting areas formed in concrete with tile inserts for color and interest; pools and fountains in abundance and variety for the sound of gaily splashing water, and drinking fountains of handsome design."

George W. Wickstead,
Critique: Fresno Mall's First
Twelve Months





“The pavement treatment may well be one of the most important design decisions made by the landscape architect . . . With the free curving striations to aid them, the landscape architects were able to produce patterns which not only give the pedestrian an area of interest, but to also weave an overall design into which the location of tree-planting pits, planting beds, pools, sitting areas and other installations could be fitted in harmonious fashion.”

George W. Wickstead, Critique: Fresno Mall's First Twelve Months (Landscape Architecture)

circulation: *geometry, alignment and materials*



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circulation: *alignment and geometry*

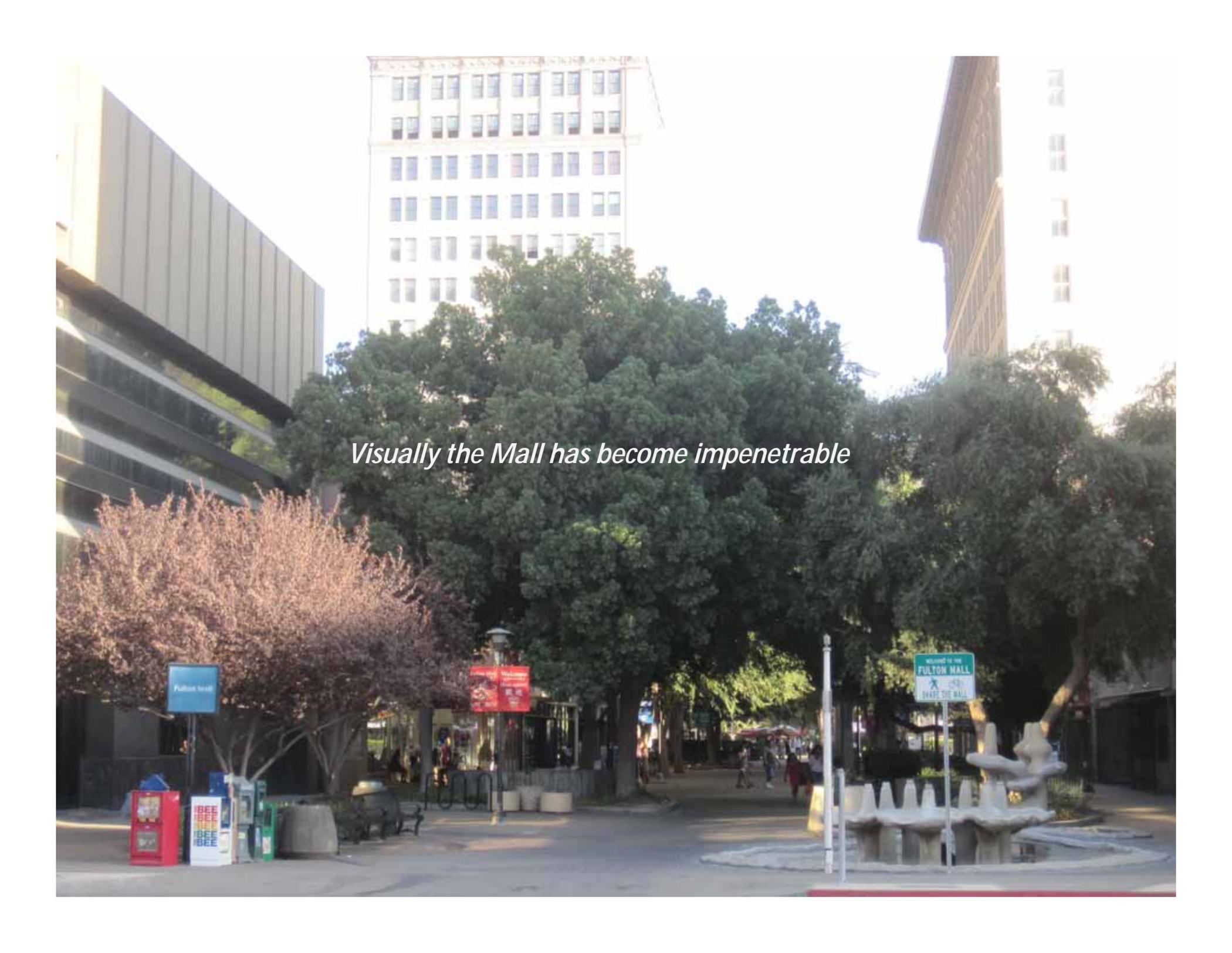


circulation: *geometry and materials*

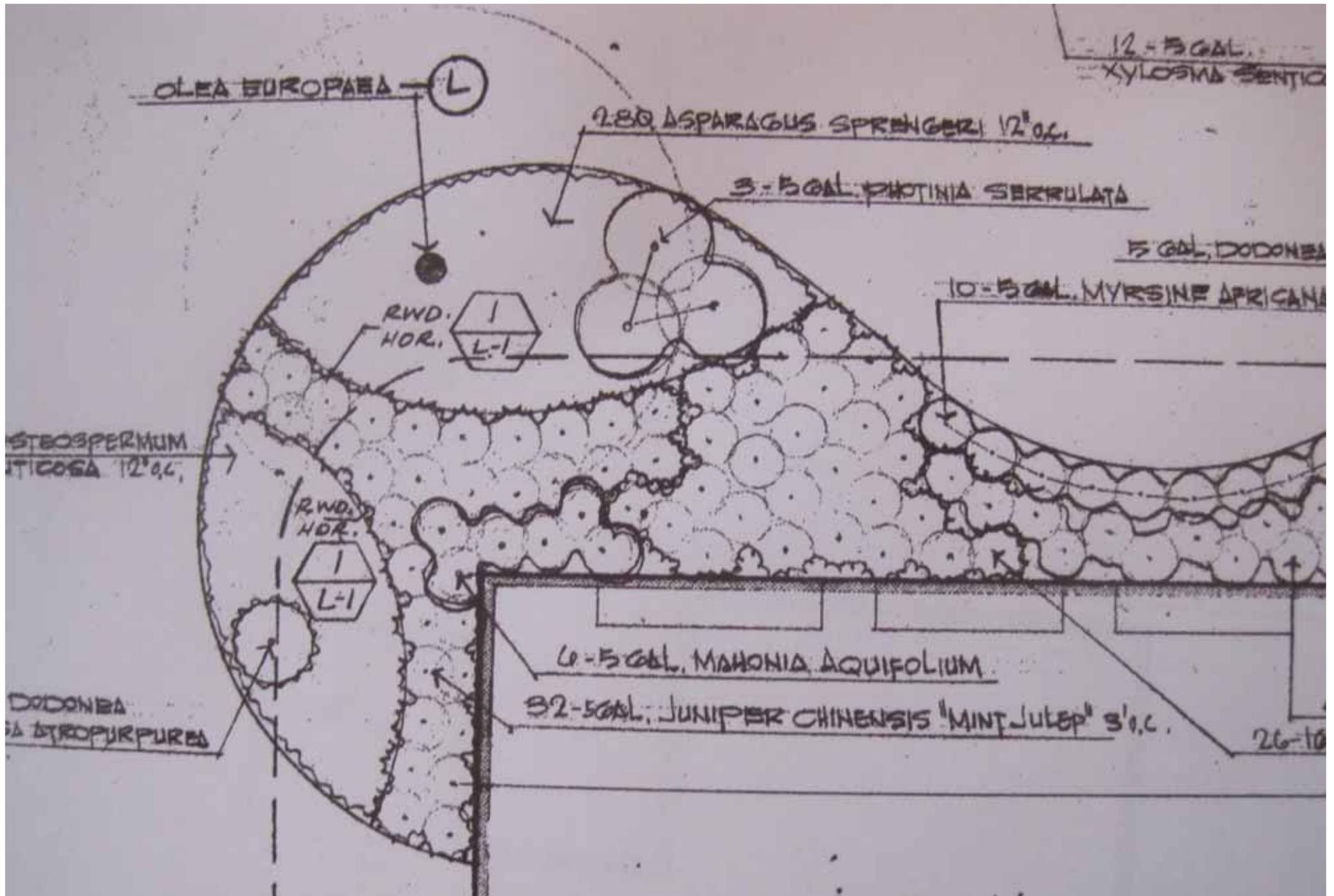


planting design: *canopy and understory*

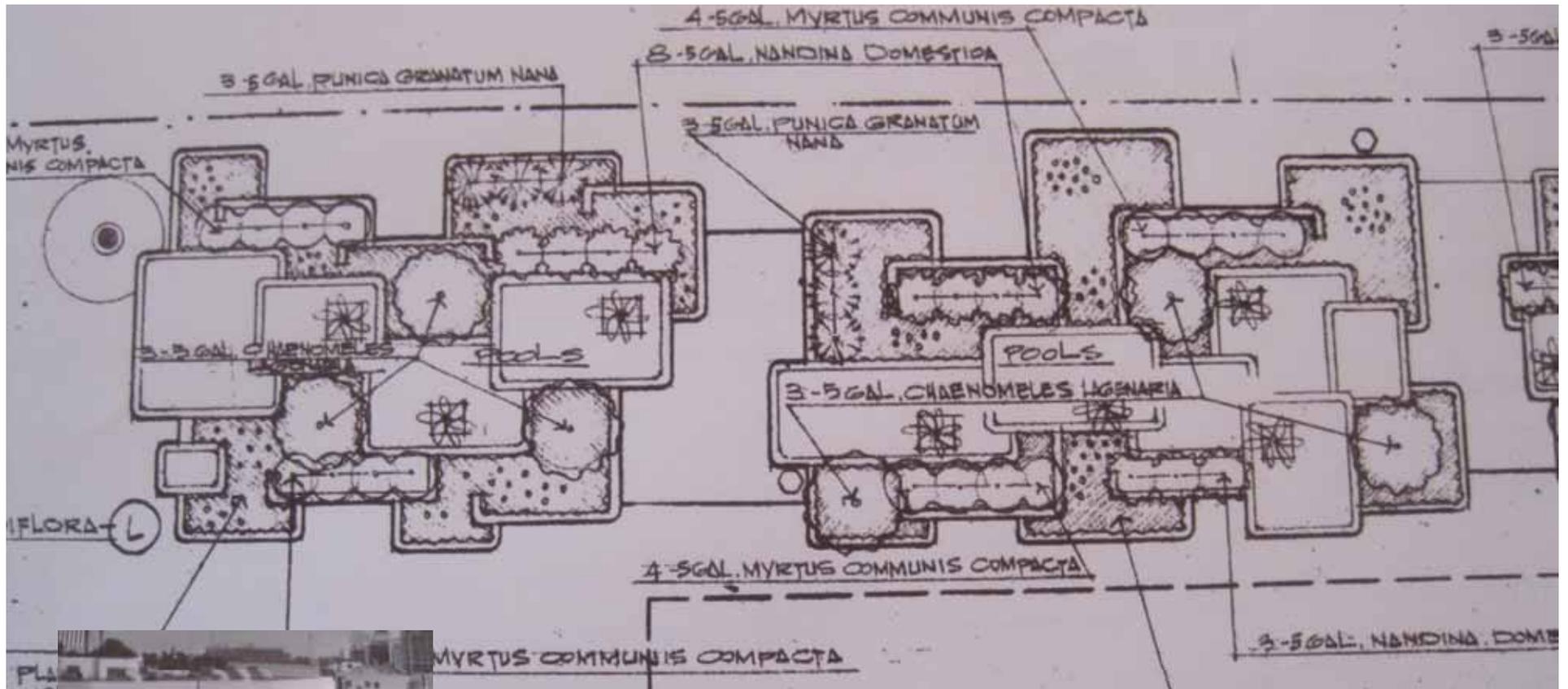




Visually the Mall has become impenetrable

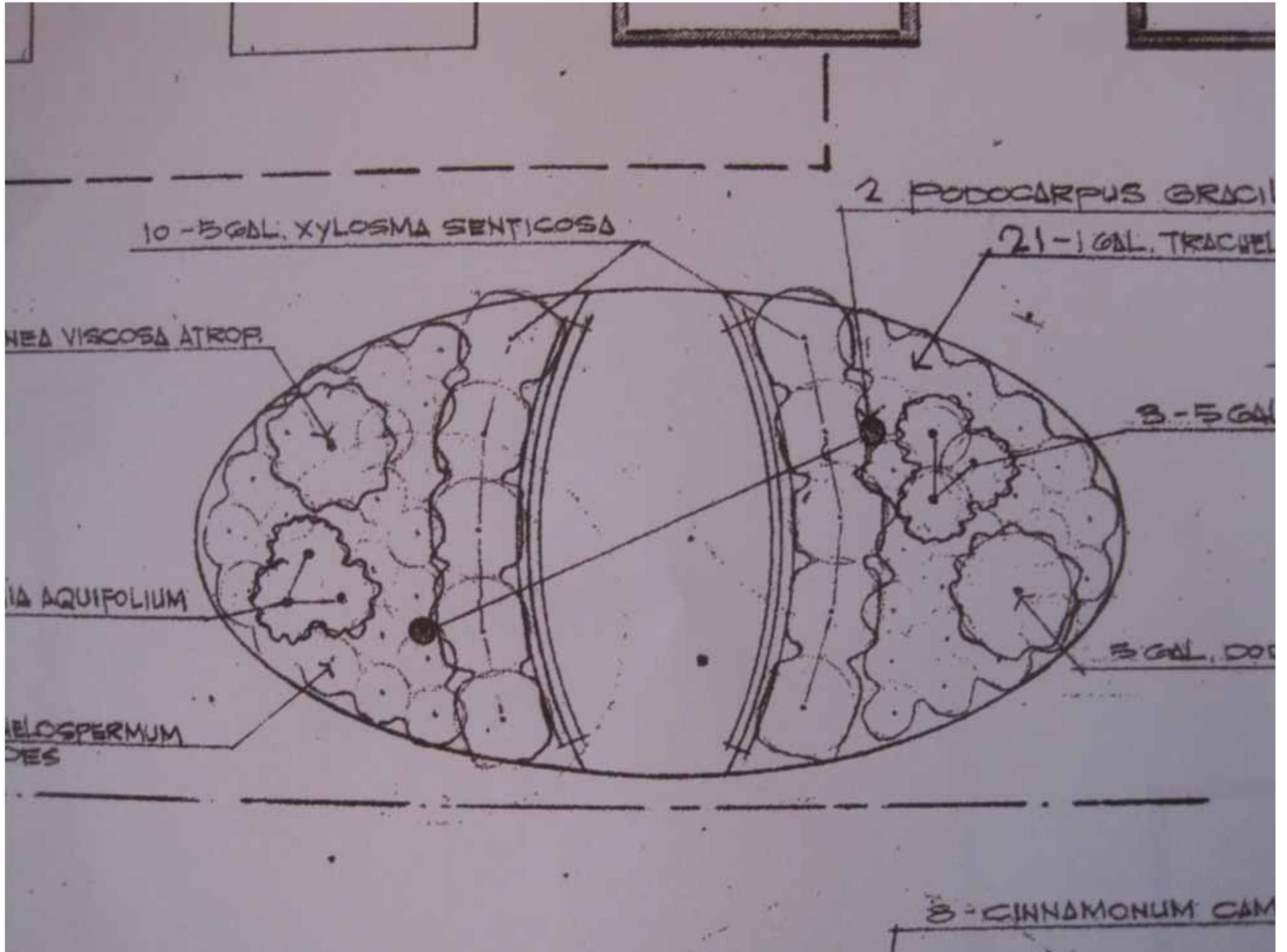


landscape composition: *canopy and understory*

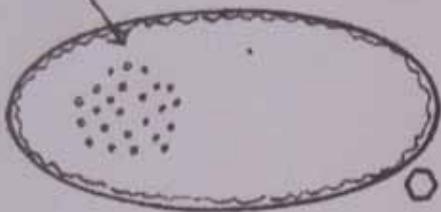


"Repetitious use of materials and the massing of plant materials in minimum variety would be the key, with dependence upon this simplicity and weight of form, color, material, and texture to create the final complex"

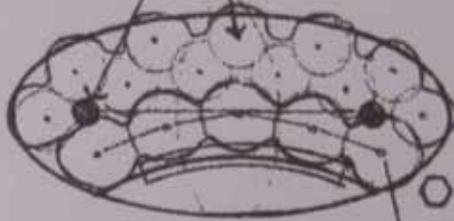
George W. Wickstead, Critique: Fresno Mall's First Twelve Months



2 PANSY "SWISS GIANT"
24 DAFPODIL "KING ALFRED"



2 - PRUNUS CERASIFERA "THUNDERBOLT"
11 - 1 GAL. TRACHELOSPERMUM JASMINE



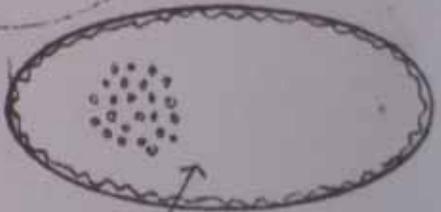
3 - 5 GAL. RAPHIOLEPIS IN



SPECIMEN GRAPES



POOL



600 PANSY "SWISS GIANT"
24 DAFPODIL "KING ALFRED"



Fountains and water features









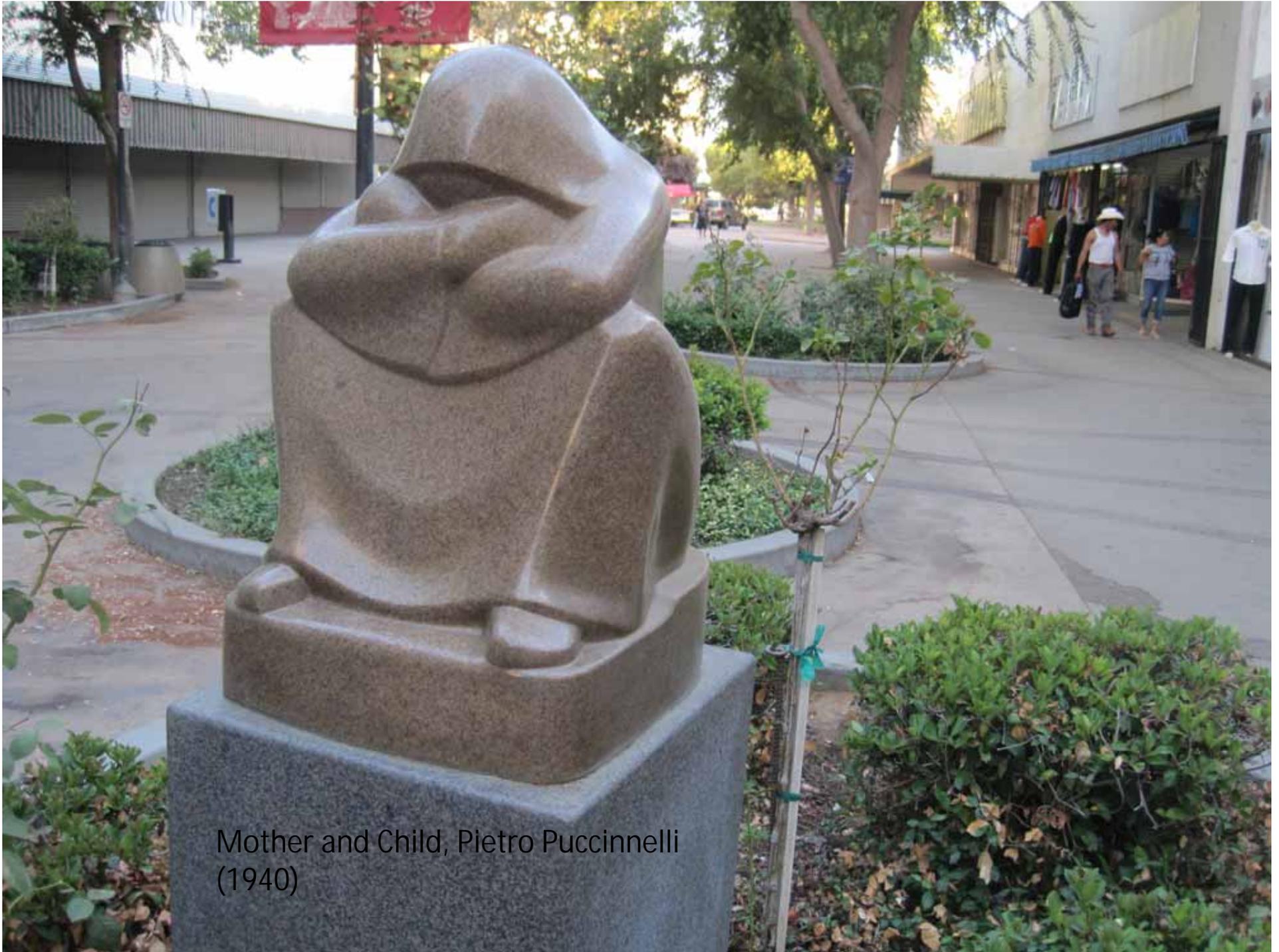
public art



Strong vertical elements have magnetic pull to orient and move you through the Mall.



Three Fires: Spreading Leaping,
Smoldering (Falkenstein, 1966)



Mother and Child, Pietro Puccinelli
(1940)

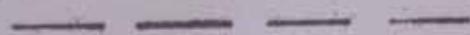


site furnishings

LEGEND



WALL OF EXISTING BUILDING.



INSIDE LINE OF BASEMENT BELOW SIDEWALK.



GRATED AIR VENT TO REMAIN.



MANHOLE . LETTER FOR TYPE OF SERVICE.

S=STORM OR SANITARY. T=TELEPHONE.

E=ELECTRICAL. WU=WESTERN UNION.



STREET LIGHTING.



LANDSCAPE LIGHTING.



DRINKING FOUNTAIN.



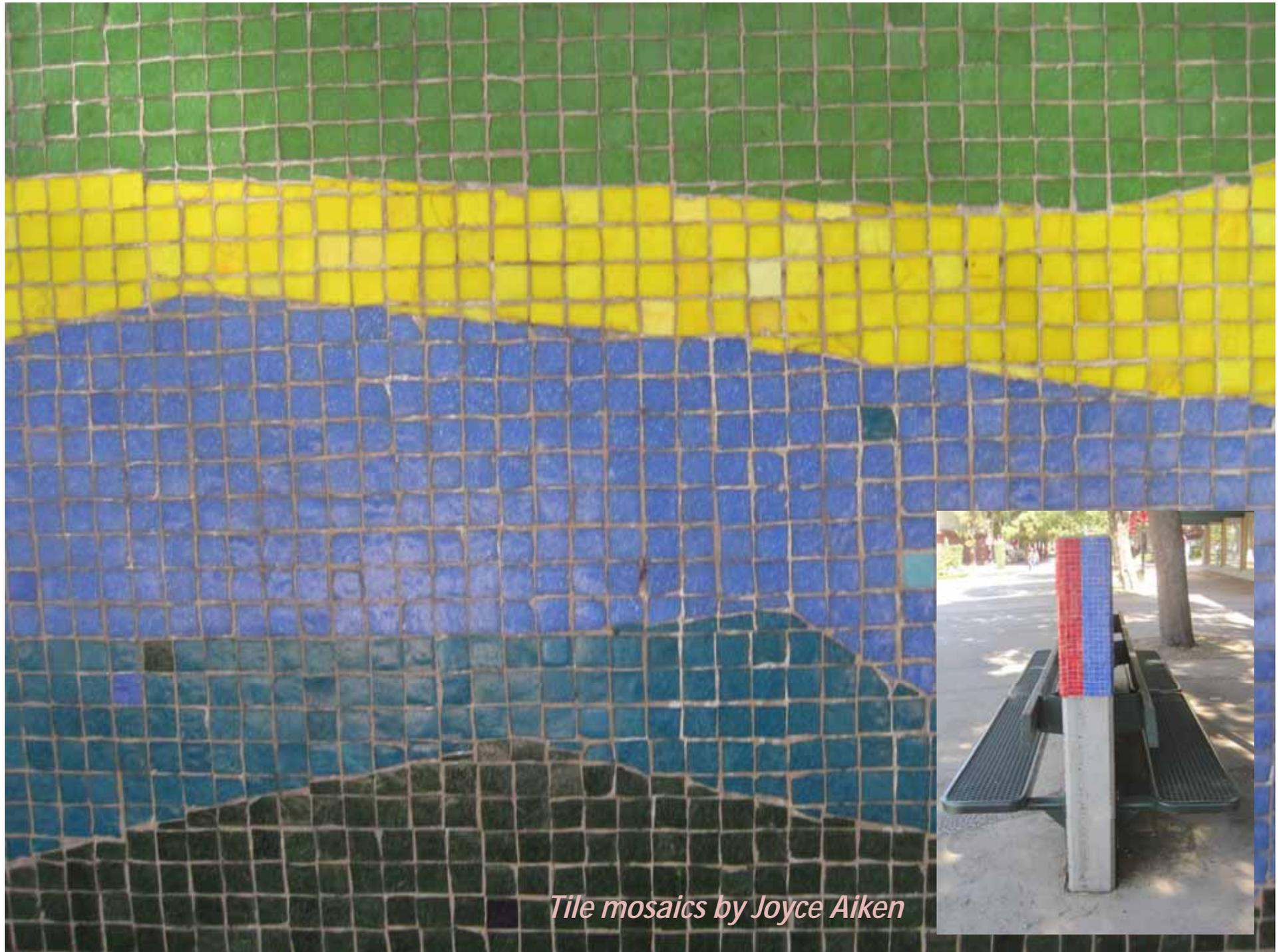
FLAGPOLE.



POST FOR ARBOR.



seating options

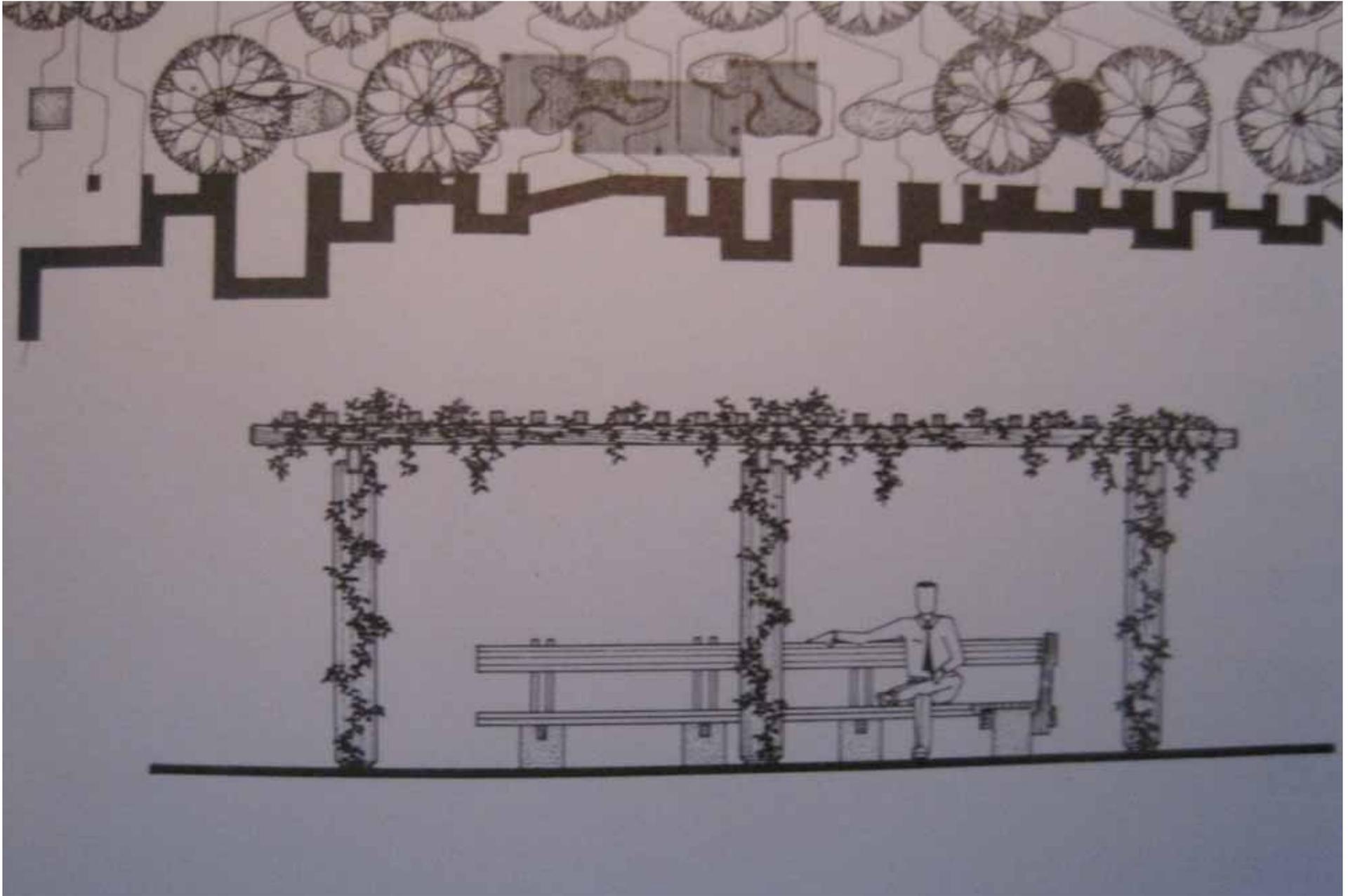


Tile mosaics by Joyce Aiken









arbors



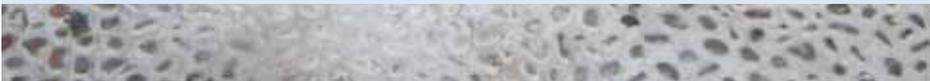








drinking fountains







November 28 is the 100th anniversary of Eckbo's birth.

Eckbo was keenly interested in the social experience in the urban landscape. In his built works and critical writings he called for an organized and well planned landscape, from garden to nature -- a designed landscape that stressed the relations between human and land without apologizing for the human presence.

