



Street Value: Shopping, Planning, and Politics at Fulton Mall (Paperback)

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English . Brand New Book. Downtown Brooklyn's Fulton Mall is

one of the most bustling public spaces in New York City. A colossus of commerce, it welcomes over one hundred thousand

shoppers daily and ranks among the most profitable commercial real estate in the entire country, and is also home to

some of the city's most recognized institutions, including

cheesecake mecca Junior's, that have been immortalized in

song, film, and culture. Despite its historic link to Brooklyn's past

and its financial success as a shopping district, Fulton Street is

rarely celebrated in New York. The street's hand-painted signs,

customized jewelry, rare sneakers, mega-church, and vendors

offer a special sampling of noncorporate commerce, but many

consider its sensorial and physical density a sign of blight.

Misunderstandings about race, class, and profitability have led

Fulton Street to be characterized as run-down, dangerous, or

underutilized, and as a result it has been subject to nearly

continuous renovation. Recently rezoned and becoming

increasingly attractive to national chain stores, Fulton Street is

once again poised for big changes. Street Value is a challenge to

creatively rethink...



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Reviews

It is one of the most popular publication. It really is written in easy words and not difficult to understand. You are going to like how the author wrote this book.

-- **Prof. Evans Balistreri DDS**

Completely essential go through book. This is for all who state there had not been a worthy of reading through. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- **Lydia Legros**