

4 | Postwar Suburbanization and Development, 1946–1980

Though the postwar period was marred by several challenges, Fort Worth experienced explosive population, economic, and cultural growth during the three and a half decades after World War II. Despite a devastating flood in 1949, Fort Worth emerged from the 1940s economically prepared for the coming decades, having established itself as a center for national defense. Boosted by a growing manufacturing sector and highway construction, a period of suburbanization transformed the once-rural outlying farmlands into tract homes and strip malls. Growing pains created by the booming population and physical expansion challenged leaders and citizens, who collaborated on urban renewal projects, cultural endeavors, and heritage preservation. Together they restored the vibrancy of downtown, and the city emerged as one of the nation’s premier museum destinations by the end of the period. The city’s growth, coinciding with the civil rights movement, also highlighted existing racial tensions and activists helped usher in change for the city’s growing racial minorities. After an eventful postwar period characterized by growth and change, Fort Worth entered the 1980s with the same frontier spirit of independence that it started with in 1849.

National Register Eligibility of Resources

Various themes associated with this period in Fort Worth’s history include: Economic Diversification, Suburbanization, and Cultural and Social Development. Many of these themes can be broken down further into subthemes, including: Defense and Commercial Aviation, Continued Highway Development, Urban Renewal and Historic Preservation Efforts, Civil Rights and Integration, and Arts and The Cultural District. These themes played out their roles simultaneously during this period of Fort Worth’s history. Many extant resources constructed between 1946 and 1980 are located throughout Fort Worth, though high concentrations of these properties are likely located in areas annexed by the City during the period. Among the various property types associated with these themes, examples include: manufacturing facilities, air fields and airports, freeway and highway infrastructure, residential suburbs, commercial shopping strips and malls, motels, museums, Civil Rights Movement sites, LGBTQ sites, and parks and other civic improvements. Resources from this period may be eligible for listing in the National Register under Criterion A under the following Areas of Significance: Commerce, Community Planning and Development, Entertainment/Recreation, Ethnic Heritage, Industry, Landscape Architecture, Performing Arts, Social History, and Transportation. Extant resources may also have significance under Criterion C in the Area of Architecture.

See the one-page statement of significance examples throughout this section for examples of how extant resources, meet, or may meet, designation criteria under certain themes.

POPULATION AND DEMOGRAPHICS

Fort Worth experienced explosive population growth in the immediate postwar years, nearly doubling its population between 1946 and 1960 (table 4-1). Despite a slight population decline in the 1970s, Fort Worth maintained its rank as one of the five largest cities in Texas in 1980. The city’s defense and aviation industries, as well as its robust manufacturing and retail sectors, attracted returning veterans, and men and women from rural areas across the state and the South seeking better paying jobs. The baby boom, and the doubling of the city’s square mileage, also contributed to Fort Worth’s growth.¹

Table 4-1. Census population, Fort Worth, 1950 to 1980.²

	1950	1960	1970	1980
Total population	278,778	356,268	393,455	385,164
Percent increase	56.9%	27.8%	10.4%	-2.11%

Although the majority of Fort Worth’s citizens were white, the city grew more diverse after World War II (table 4-2). Whereas the white population increased 10 percent between 1950 and 1980, the African American population grew 137 percent, and the Latino population increased nearly 200 percent between 1960 and 1980.³ The diversification of the city’s population coincided with the Civil Rights Movement and desegregation, and played out in various aspects, including housing trends and governmental representation.

Table 4-2. Population makeup of Fort Worth, 1950 to 1980.⁴

	1950	1960	1970	1980
White	241,651 (86.7%)	299,346 (84%)	312,521 (79.4%)	265,451 (68.9%)
Black	36,933 (13.2%)	56,440 (15.8%)	78,324 (19.9%)	87,723 (22.8%)
Hispanic/Latino	8,139 (2.9%)	16,388 (4.6%)	n/a	48,696 (12.6%)
Asian	90 (<1%)	201 (0.1%)	422 (0.1%)	2,340 (0.06%)

ECONOMIC DIVERSIFICATION

MANUFACTURING AND BUSINESS DIVERSIFICATION

While the aviation and defense industries anchored the city’s economy in the postwar period, a diversification of the city’s manufacturing contributed to Fort Worth’s robust economy. Between 1948 and 1963, the number of manufacturing plants in the city grew from 601 to 937, and in 1971, manufacturing firms employed more than 94,000 people, a third of the city’s population.⁵ While the end of an economic era occurred when the Armour and Swift meatpacking plants closed in 1962 and 1971 respectively, existing and new industries and companies helped bolster the city’s economy (fig. 4-1). Fort Worth’s expanded and modern highway network and air travel opportunities made it an attractive inland center of trade, manufacturing, and distribution (see *Continued Highway Development* beginning on page 199). Greater collaboration with Dallas, and an early 1970s advertising campaign branding the two cities as “The Metroplex,” also helped lure businesses to North Texas. In boasting of the city’s diverse industries in the 1970s, the head of the Fort Worth Chamber of Commerce, Bill Shelton, cited the various plants that contributed to the city’s growth during this period, including firms specializing in manufacturing umbrellas, false teeth, ballpoint pens, boats, glass eyes, and water skis.⁶

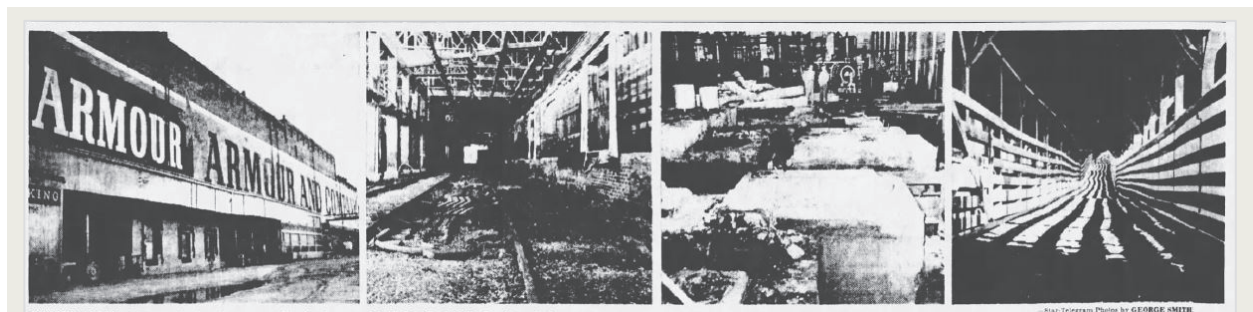


Figure 4-1. Fort Worth Star-Telegram article from 1962 reporting on the abandoned Armour meatpacking plant. After closing in 1962, the plant remained vacant until it burned down in 1971. Source: Fort Worth Star-Telegram, December 6, 1962, 58.

During the postwar period, Fort Worth maintained its status as an important apparel, oil, and grain center. For its part, the garment industry added millions of dollars to the economy and employed

around 2,000 employees throughout the 1950s and 1960s.⁷ New companies, including the Big State Garment Company (125 South Jennings Avenue), opened factories in Fort Worth, joining existing companies including the Williamson-Dickie Company and H. J. Justin & Sons in the cluster of Southside garment factories.⁸ The oil industry also sustained its presence in Fort Worth. Though the East Texas Oil Field's significance diminished as West Texas and the Permian Basin emerged as the state's largest oil producer, some oil and petroleum companies with offices in Fort Worth benefited from the global energy crisis and inflated oil prices in the 1970s. Despite the dismantling of Gulf Refining Corporation's Fort Worth refinery in the 1950s, other companies including Western Company of North America and Texas Refinery Corporation maintained offices downtown.⁹ Grain dealers and elevators continued operating in Fort Worth in the postwar period, making Fort Worth one of the nation's most important grain markets.¹⁰ As the headquarters of the Texas Grain and Feed Association, Fort Worth was home to dozens of grain dealers, many with offices downtown. Grain elevators dotted the city's landscape, including those belonging to Kimbell Milling Company, who added onto their complex on South Main Street in the early 1950s.¹¹

Food processing and manufacturing firms in the city also prospered, with many investing in multimillion-dollar expansions: Pangburn's Candies added on to its West 7th Street building in 1946 (not extant), Waples Platter processing plant relocated to a larger facility in the suburb of Richland Hills (7133 Burns Street in Richland Industrial Park), and Great Western Foods, a wholesale food manufacturing company, built a new seven-and-a-half-story cooker for their famed Ranch Style beans in the late 1960s at 1734 East El Paso Street in southeast Fort Worth.¹² Mrs. Baird's Bakery, founded in 1908, also expanded. In 1971 the company built a new \$6 million facility on 30 acres at 7301 South Freeway to replace its 1919 plant at 814 6th Avenue (fig. 4-2).¹³ The new facility was in far south Fort Worth, approximately 13 miles from downtown, in Carter Industrial Park, one of several new industrial districts in the city. Carter Industrial Park, like Rancho-North and Richland Industrial parks, developed in the period on the outskirts of the city on newly completed highways like the North-South Freeway (fig. 4-3). In addition to Mrs. Baird's Bakery, other companies including MillerCoors Brewery (1964; 7001 South Freeway) and Container Corporation (1970; 6701 South Freeway) had manufacturing plants in Carter Industrial Park (figs. 4-4, 4-5). With so many manufacturing firms in the city needing to package their goods for transport, the Container Corporation was just one of 14 companies manufacturing boxes in Fort Worth during this period.¹⁴

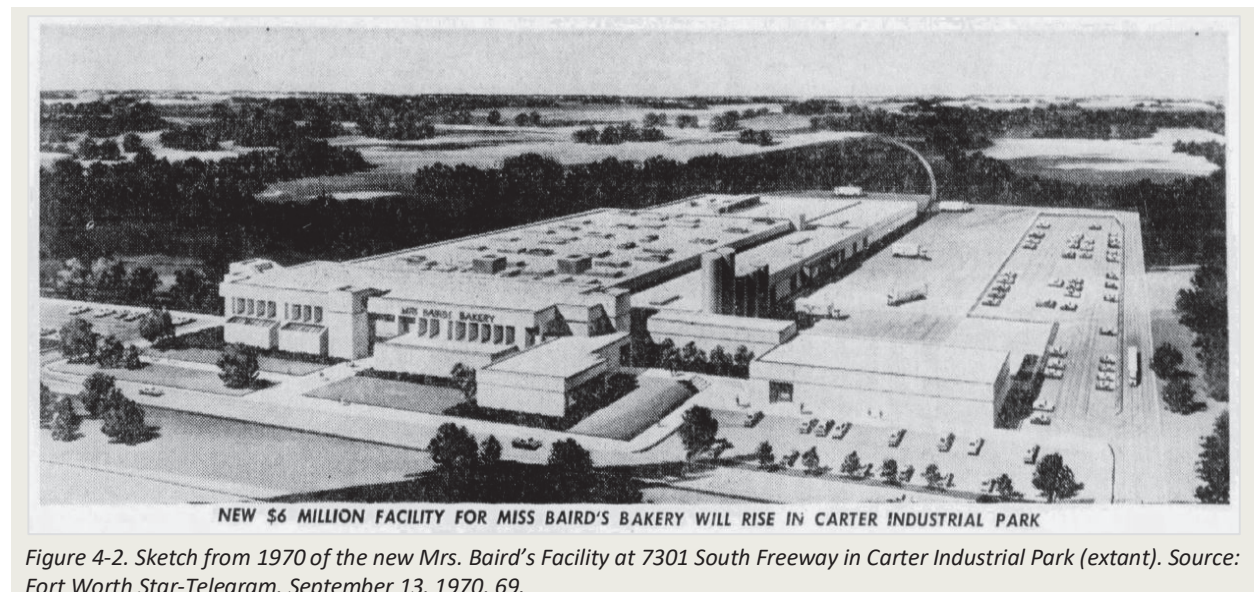


Figure 4-2. Sketch from 1970 of the new Mrs. Baird's Facility at 7301 South Freeway in Carter Industrial Park (extant). Source: Fort Worth Star-Telegram, September 13, 1970, 69.

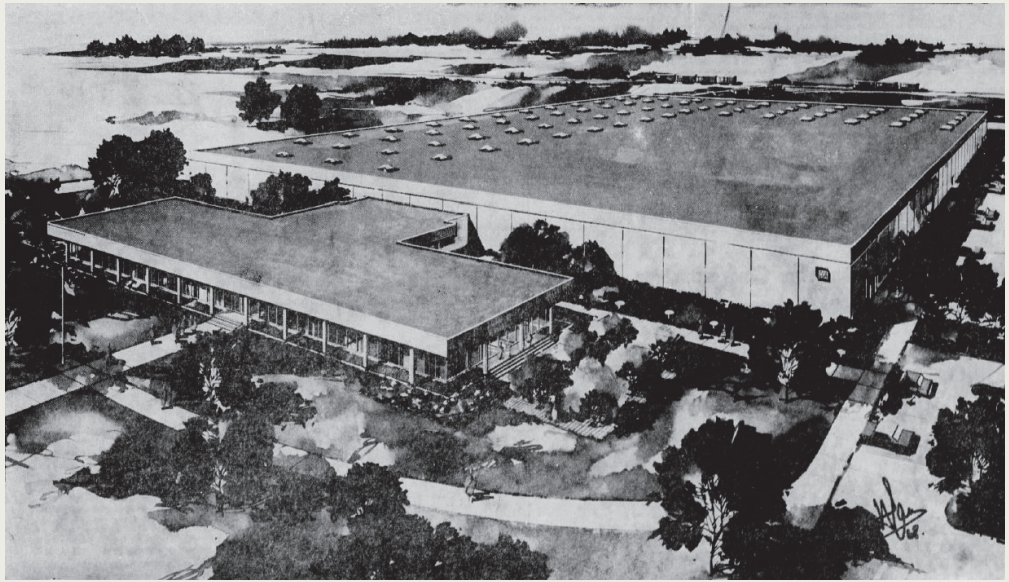


Figure 4-3. Site of the Carter Industrial Park (extant) in south Fort Worth prior to development in the early 1960s. Source: "Planned location for the Carling Brewery plant, Fort Worth, Texas," W. D. Smith Commercial Photography, Inc. Collection, University of Texas at Arlington Libraries Digital Gallery, 1962, accessed May 13, 2021, <https://library.uta.edu/digitalgallery/img/10004706>.




Figure 4-4. The Carling Brewery under construction in Carter Industrial Park, 1963 (extant). Carling occupied the brewery from 1964 to 1966, at which time MillerCoors moved into the building. MillerCoors added an additional 100,000 square feet to the brewery in 1979 and continues operations from the plant. Source: "Carling Brewery, Fort Worth, Texas," Clyde Walton Hill Papers, University of Texas at Arlington Libraries Digital Gallery, 1963, accessed June 9, 2021, <https://library.uta.edu/digitalgallery/img/10004717>.

Figure 4-5. Sketch of the new Container Corp facility at 6701 South Freeway in Carter Industrial Park (extant). Source: Fort Worth Star-Telegram, February 8, 1970, 113.



In addition to the myriad manufacturing companies in operation in Fort Worth, banking, insurance, and other non-manufacturing businesses established headquarters and satellite offices in Fort Worth. One man in particular, businessman Charles Tandy, played a large role in the diversification of businesses. Tandy, whose father cofounded Hinckley-Tandy Leather Company in Fort Worth in the early twentieth century, joined the business after World War II. There he pioneered mail ordering and direct advertising and began expanding and diversifying the business. Under the new name Tandy Corporation, Tandy acquired a number of businesses that relocated their headquarters to Fort Worth, including Pier 1 Imports, Color Tile, Merribee Art Embroidery Company, and Radio Shack in 1963.¹⁵ In the late 1970s, the company ventured into the field of personal computers with Tandy Computers, one of three companies in the United States that made computers.¹⁶ Tandy Corporation worked out of an office building on West 7th Street until the Tandy Center opened downtown in 1978 (see the *Downtown Decline and Revitalization Efforts* discussion beginning on page 231).

See the next page for a sample statement of significance for resources associated with the theme: *Economic Diversification*, subtheme: *Manufacturing and Business Diversification*.

Statement of Significance*	
Theme:	Postwar Economic Diversification
Subthemes:	Manufacturing and Business Diversification, Defense and Commercial Aviation
Summary Statement of Significance:	Resources significant under this theme reflect the various industries and businesses that contributed to this period of economic prosperity in Fort Worth. Resources are likely to be eligible under the areas of Commerce, Industry, Military, and Transportation. Resources must retain integrity to convey significance and association.
Period of Significance:	Roughly between 1946 and 1980.
Period of Significance Justification:	Covers the post-World War II economic development and period of diversification, as well as the establishment of significant industries and businesses that greatly contributed to Fort Worth's prosperity.
Geographic Location:	Citywide, though concentrations may be found downtown and in areas of post-World War II suburbanization and development.
Area(s) of Significance:	Commerce, Industry, Military, and Transportation
Criteria:	National Register: A, C Local: 1, 2, 5
Associated Property Types:	Among the many resources associated with this theme include: manufacturing facilities, industrial complexes, office buildings, defense sites and buildings, airports and aviation-related buildings and infrastructure. Clusters of buildings may be a historic district.
Example:	Carter Industrial Park, 6000–8000 South Freeway
<p>Carter Industrial Park in South Fort Worth is an example of an industrial park comprised of multiple manufacturing facilities, warehouses, and offices. It is associated with the theme of Postwar Economic Diversification and the subtheme of Manufacturing and Business Diversification. Located along the newly built South Freeway, the complex was a new property type that developed during this period alongside the expanded highway and freeway network. Carter Industrial Park opened in the early 1960s and was home to companies including Mrs. Baird's Bakery, MillerCoors Brewery, and the Container Corporation. One of several industrial parks that opened during the period, the companies in these new complexes manufactured a myriad of goods including boxes, boats, ballpoint pens, and candy, and contributed to Fort Worth's status as one of the nation's significant inland centers of trade and manufacturing. Dependent on integrity, the industrial park, or individual buildings in the park, may be eligible as a local landmark and for the National Register under Criterion A in the areas of Commerce and Industry.</p>	
	<p><i>Aerial view of the MillerCoors facility at Carter Industrial Park on the South Freeway. Source: Fort Worth Star-Telegram, July 2020.</i></p>
<p>*This sample provides a framework for the identification of resources associated with significant themes in Fort Worth's history. Resources significant under one theme/subtheme may also be significant under one, or several other themes. Period of Significance dates are also just a guide, and resources may have periods of significance that start earlier or end later. Each resource needs to be evaluated individually for historical significance.</p>	

DEFENSE AND COMMERCIAL AVIATION

Defense Aviation

Though World War II ended in 1945, the Cold War and continued conflicts in Korea and Vietnam provided steady business and federal contracts for the established defense firms in the city. Carswell Air Force Base also contributed to Fort Worth's important defense role during the Cold War. Growing in the immediate postwar years with an influx of trainees, Carswell Air Force Base served as a major Strategic Air Command base and was home to the Seventh Bombardment Wing, whose mission during the Cold War was to support warfare and operations "utilizing the latest technical knowledge and advance weapons."¹⁷ This included training flyers of B-29 and B-36 aircraft, the only aircraft in the fleet capable of carrying an atomic bomb. The presence of Carswell Air Force Base in combination with the US government's policy of military preparedness created business opportunities for both established and new defense firms in Fort Worth throughout the period.

The Convair bomber plant cut jobs at the end of World War II, but the plant continued production of bombers, including the B-36 Peacemaker and B-58 Hustler in the late 1940s and early 1950s. In 1954, General Dynamics assumed operations of the bomber plant, and by 1957, in the wake of the start of Vietnam War, more than 31,000 people worked at the plant.¹⁸ During this period, the plant supplied bombers to Carswell Air Force Base and the Seventh Bombardment Wing.¹⁹ By the 1960s and 1970s, production at the plant had shifted to fighter jets, and employment numbers fluctuated between 8,000 and 30,000.²⁰ In 1980, General Dynamics was the largest employer in Fort Worth and Tarrant County.²¹

Fort Worth also welcomed new aviation companies with federal defense contracts. In 1949, Marine Aircraft Corporation began operations involving "secret military air service projects" at Eagle Mountain Lake northwest of downtown.²² Helicopter manufacturer Bell Aircraft relocated its headquarters from Buffalo to Fort Worth in 1951. The company chose Fort Worth for its strategic location, large population, and the number of established aviation firms already located in the region.²³ The company's new \$3-million plant, located on a 55-acre tract near Hurst, northwest of downtown, opened in 1951 with around 2,000 employees and over \$75 million worth of helicopter orders (fig. 4-6).²⁴ Together, Convair, Marine Aircraft, and Bell Aircraft had an annual payroll over \$105 million in 1952.²⁵ By 1976, Bell had eight other facilities in the Metroplex, including one west of downtown Fort Worth at 2501 Montgomery Street (not extant), in addition to warehouses and storage buildings on over 900 acres of land, mostly in Fort Worth.²⁶ In 1980, Bell (reorganized as Bell Helicopter Textron) employed 9,300 people and was Tarrant County's second largest employer, and a leading employer in Fort Worth.²⁷

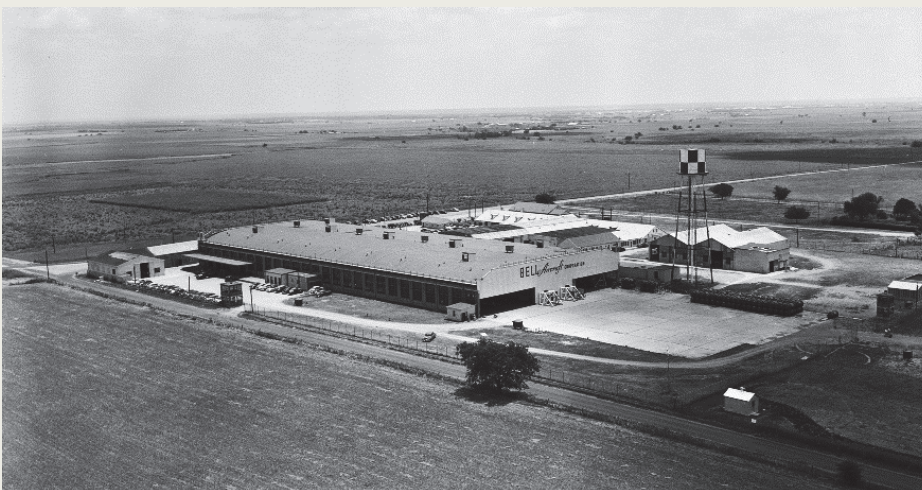


Figure 4-6. The Bell Aircraft plant in the 1950s prior to suburbanization (not extant, but Bell remains in business). Source: "Bell Aircraft Plant--aerial view of former Globe Aircraft facility," W. D. Smith Commercial Photography, Inc. Collection, University of Texas at Arlington Libraries Digital Gallery, 1951, accessed May 14, 2021, <https://library.utexas.edu/digitalgallery/image/20096291>.

Commercial Aviation

As early as the 1920s, Fort Worth aspired to have a large regional airport located midway between Fort Worth and Dallas in eastern Tarrant County. Despite an agreement with Dallas and groundbreaking and initial construction of a new airport in north Arlington in the early 1940s, conflicts between the two cities led to their abandonment of the site, leaving Meacham Field as the city's only commercial airport by the end of World War II. Without the collaboration and funding from Dallas, Fort Worth annexed the abandoned site and continued development of a regional airport with the support of American Airlines in the late 1940s. In 1953, Amon G. Carter Field (renamed Greater Fort Worth International Airport in 1962) officially opened (terminal demolished in 1980) (figs. 4-7, 4-8).²⁸

Figure 4-7. Photograph of Amon Carter Field, also known as Greater Fort Worth International Airport (not extant). The airport opened in 1953. Source: Aerial photo of Amon Carter Field, photograph, 19XX, University of North Texas Libraries, The Portal to Texas History, from UNT Libraries Special Collections, accessed May 14, 2021, <https://texashistory.unt.edu/ark:/67531/metadc851413/>.



Figure 4-8. The American Airlines ticketing area at Greater Fort Worth International Airport (not extant). Amon Carter, one of the founders of the airline, was influential in opening the airport and bringing American Airlines to the city. Source: "Amon Carter Field ticketing area," Meacham-Carter Papers, University of Texas at Arlington Libraries Digital Gallery, n.d., accessed June 10, 2021, <https://library.uta.edu/digitalgallery/jmq/20109993>.

Serviced by five airlines, including Braniff, American, and Delta, the new airport had three runways and 17 gates. In 1957, American Airlines opened its Stewardess Training College, the first of its kind in the country. The facility, located near the airport, incorporated housing and training facilities in a country club-like setting (demolished in 2020) (fig. 4-9). Despite efforts at creating the region’s premier airport, Greater Fort Worth International Airport (GFWIA) never reached flight or passenger capacity. Dallas’s continued expansion and improvements to Love Field were in part responsible for the slow traffic through GFWIA, as few Dallasites chose to travel through Fort Worth. New runways and other improvements in the 1960s failed to increase the number of passengers, and by 1965 the airport handled less than one percent of the state’s air traffic, compared to 49 percent at Love Field.²⁹



Figure 4-9. Postcard of the American Airlines Stewardess College (not extant). The back reads: “Stunningly beautiful, the Stewardess College, located at the International Airport, combines the elements of a country club and a fashionable school. The students spend six and one-half weeks in resident training. From the college, the only one of its kind in the world, some 800 girls annually graduate to the ‘the world’s finest stewardess corps.’” Source: Cardcow.com, <https://www.cardcow.com/207696/fort-worth-texas-american-airlines-stewardess-college/>.

By this time, the Federal Aviation Agency declared it would no longer fund both Fort Worth’s and Dallas’s airports, and the Civil Aeronautics Board ordered the two cities to work together on a new regional airport.³⁰ The project broke ground in 1968 after the cities approved a 17,500-acre site near Euless and Grapevine that incorporated part of the old GFWIA.³¹ The new Dallas-Fort Worth International Airport, designed by architect Gyo Obata of Helmut Obata and Kassabaum of St. Louis, also included a hotel, post office, and shops and restaurants (fig. 4-10). The first flight into the airport occurred in January 1974, and by 1980 Dallas-Fort Worth International Airport was the world’s seventh-busiest airport.³²



Figure 4-10. Aerial view of DFW Airport (extant). The semi-circular design of the terminals was designed by Gyo Obata of Helmut Obata and Kassabaum of St. Louis and inspired by the “jet age.” Source: WBAP-TV (Television station: Fort Worth, Tex.), [DFW airport terminals], photograph, 197X, University of North Texas Libraries, The Portal to Texas History, from UNT Libraries Special Collections, accessed June 10, 2021, <https://texashistory.unt.edu/ark:/67531/metadc1611668/>.

The new international airport had much the same impact on Fort Worth as the railroad did in the nineteenth century. Open to new markets and more easily accessible, Fort Worth attracted new businesses after the opening of DFW. Arguably the largest company to relocate to Fort Worth during this period was American Airlines, which already had the Stewardess College, a reservation center, and a flight academy at the old GFWIA. In 1978 the company relocated its corporate headquarters to Fort Worth from New York City, and in the early 1980s it opened a new campus headquarters across from the old GFWIA on Amon Carter Boulevard south of Highway 183 and west of Highway 360 (demolished in 2016) (fig. 4-11). With around 6,000 employees, the airline was the county’s fourth-largest employer in 1980, behind General Dynamics, Bell, and the Fort Worth Independent School District.³³

Figure 4-11. Buildings at American Airlines original headquarters at 13951 Trinity Boulevard. Opened in 1983, the old buildings were demolished in 2016 to make room for a larger campus. Source: CR Smith Museum from WFAA.com.



SUBURBANIZATION

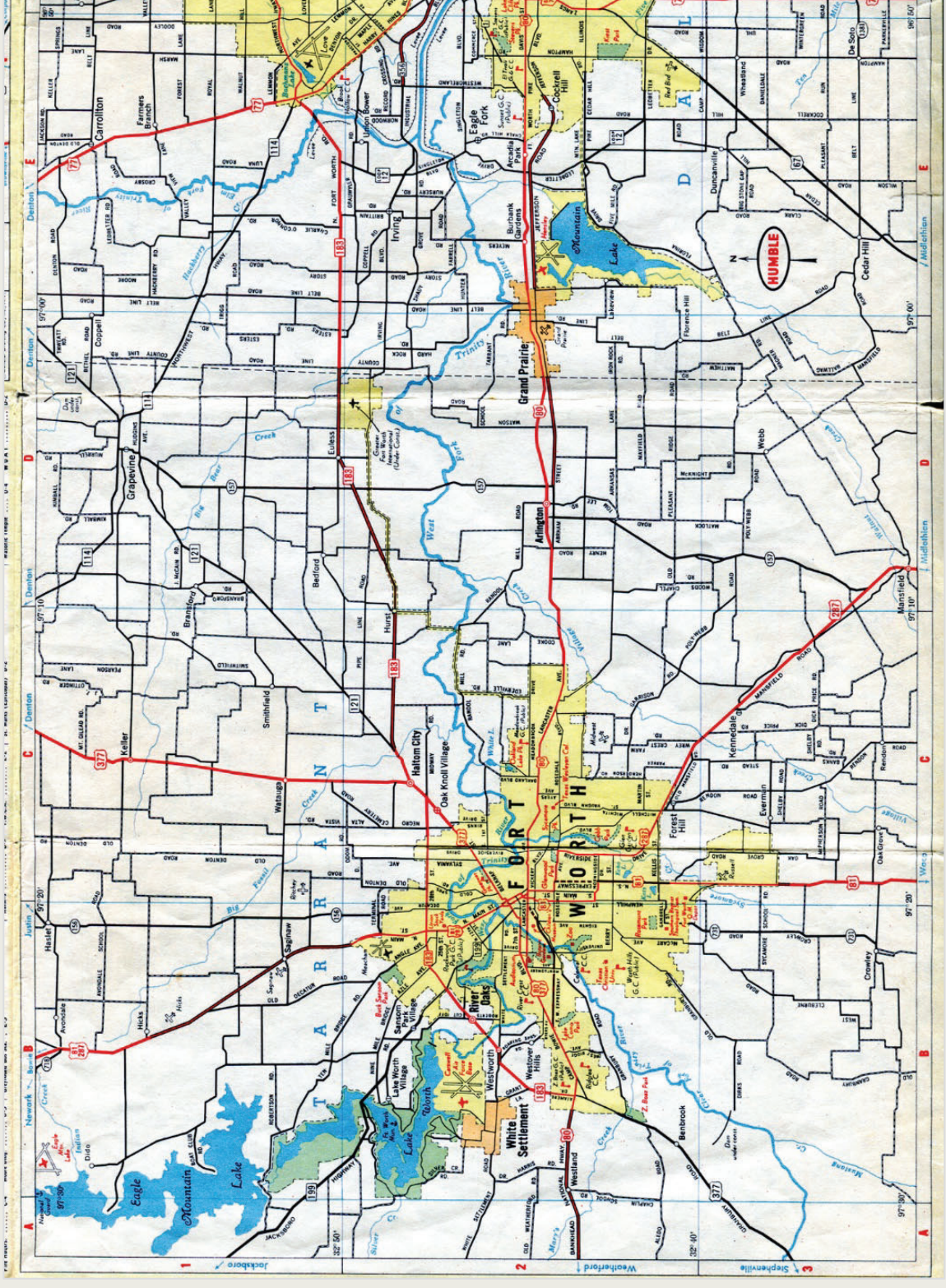
Fort Worth experienced significant physical growth during this period. A series of annexations increased the city's size from 46 square miles to approximately 180 square miles between 1946 and 1975 (see fig. 2-1 in Chapter 2). Facilitated by expansive highway development, the new boundaries stretched in all directions away from the central core. New industrial parks and residential subdivisions with commercial nodes filled in these new areas within the city limits. As the city's population grew less dense and more suburban, the city experienced a decentralization of retail activity downtown. In response to the challenges created by suburbanization, both the City and private individuals spearheaded various planning and redevelopment efforts aimed at reviving downtown.

CONTINUED HIGHWAY DEVELOPMENT

By 1946, a network of federal and state highways connected Fort Worth with other cities in North Texas and the state (fig. 4-12). Dating to the 1920s through early 1940s, these highways were predominantly single-lane and followed city streets while traveling through and converging downtown. The main north-south arterials, US Highway 81 and 81A, traveled along Hemphill and Main Streets, and the east-west connections, US 80 and US 377 ran along Lancaster Avenue, Belknap Street, and Camp Bowie Boulevard (fig. 4-13). The population boom and a dramatic rise in automobile ownership placed strains on the existing transportation network, contributing to rapid freeway and interstate construction that significantly altered the flow of automobile traffic in the city (see figs. 4-14, 4-15, and 4-16 for a progression of highway building throughout the period). The expanded and modern road network changed land-use patterns in the city, facilitating new residential, commercial, and industrial development on the outskirts of Fort Worth while also disrupting some of the older neighborhoods and commercial areas. As happened across the nation, the transportation authorities responsible for the highway construction in Fort Worth during this period often selected affordable land for new roadways. These areas, typically in low-lying areas and along railroad corridors, were also home to non-white communities. To accommodate highway construction, the authorities acquired swaths of land and demolished historic homes and neighborhoods. Additionally, the new network of roads divided historic neighborhoods and often made travel from one side to the other difficult. As a result, the areas cut off by the highways experienced disuse and disinvestment. Fort Worth was an early leader in the state in highway construction. Having planned routes prior to World War II, and successfully secured right-of-way funding from its citizens upon the war's completion, Fort Worth had more miles of freeway in 1951 than any other Texas city.³⁴ Prior to the passage of the Federal Highway Act of 1956, which provided federal funding for freeway construction and right-of-way acquisition, Fort Worthians approved a \$9 million bond for "constructing, improving and extending the streets, thoroughfares and storm sewers . . . and acquiring the necessary lands therefor" in 1945.³⁵ Shortly thereafter, work began on the North-South Freeway. Following the alignment of US 81, parts of the southern portion opened in 1949. Completed to downtown in 1955, the South Freeway cut through the Morningside neighborhood, a historically white residential area comprised of early-twentieth-century houses and commercial buildings (figs. 4-17, 4-18).³⁶ After a delay due to right-of-way obstacles and litigation over a gravel pit, work on the North Freeway began in 1958 and was completed to Denton in 1969.³⁷ The freeway was absorbed into the Interstate Highway System in 1956 and designated Interstate Highway (IH) 35W in 1959. Traffic on the roadway easily surpassed its capacity, and by 1980 the Texas Department of Transportation (TxDOT) began widening part of IH 35W.³⁸

HISTORIC CONTEXT OF FORT WORTH

Figure 4-12. Map showing the highways through Fort Worth in 1951. Source: "Texas Road Map," Humble Oil, 1951, from "Old Highway Maps of Texas: 1917-1973," DFW Freeways Home, accessed June 10, 2021, <http://www.dfwfreeways.com/old-highway-maps>.



HISTORIC CONTEXT OF FORT WORTH

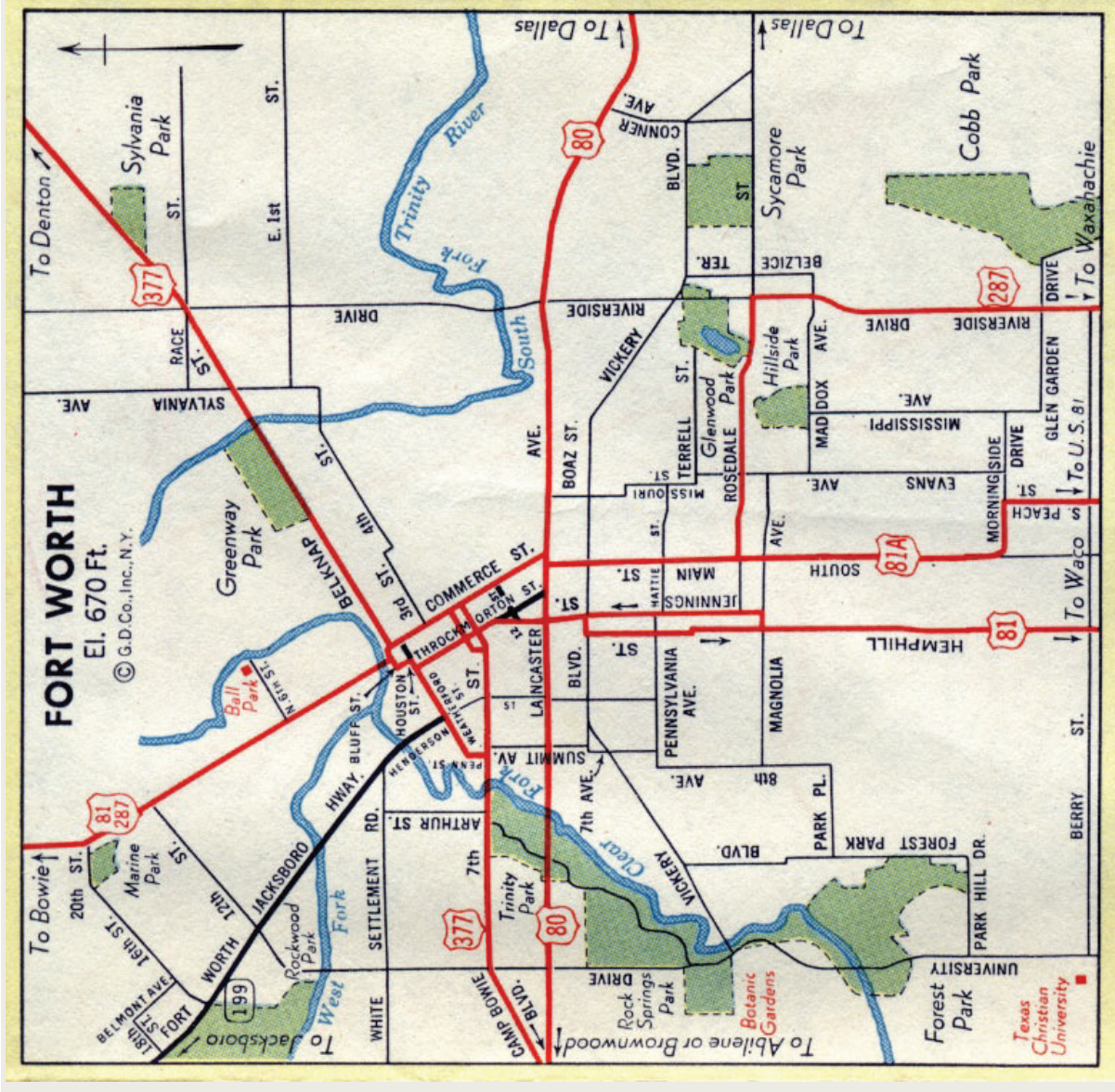


Figure 4-13. Map showing the main highways in Fort Worth (US 377, US 81, and US 80) and their alignment along main city streets including Belknap Street, Commerce Street, and Lancaster Avenue, 1950. Source: "Texas Road Map," Humble Oil, 1950, from "Old Highway Maps of Texas: 1917-1973," DFW Freeways Home, accessed June 10, 2021, <http://www.dfwfreeways.com/old-highway-maps>.

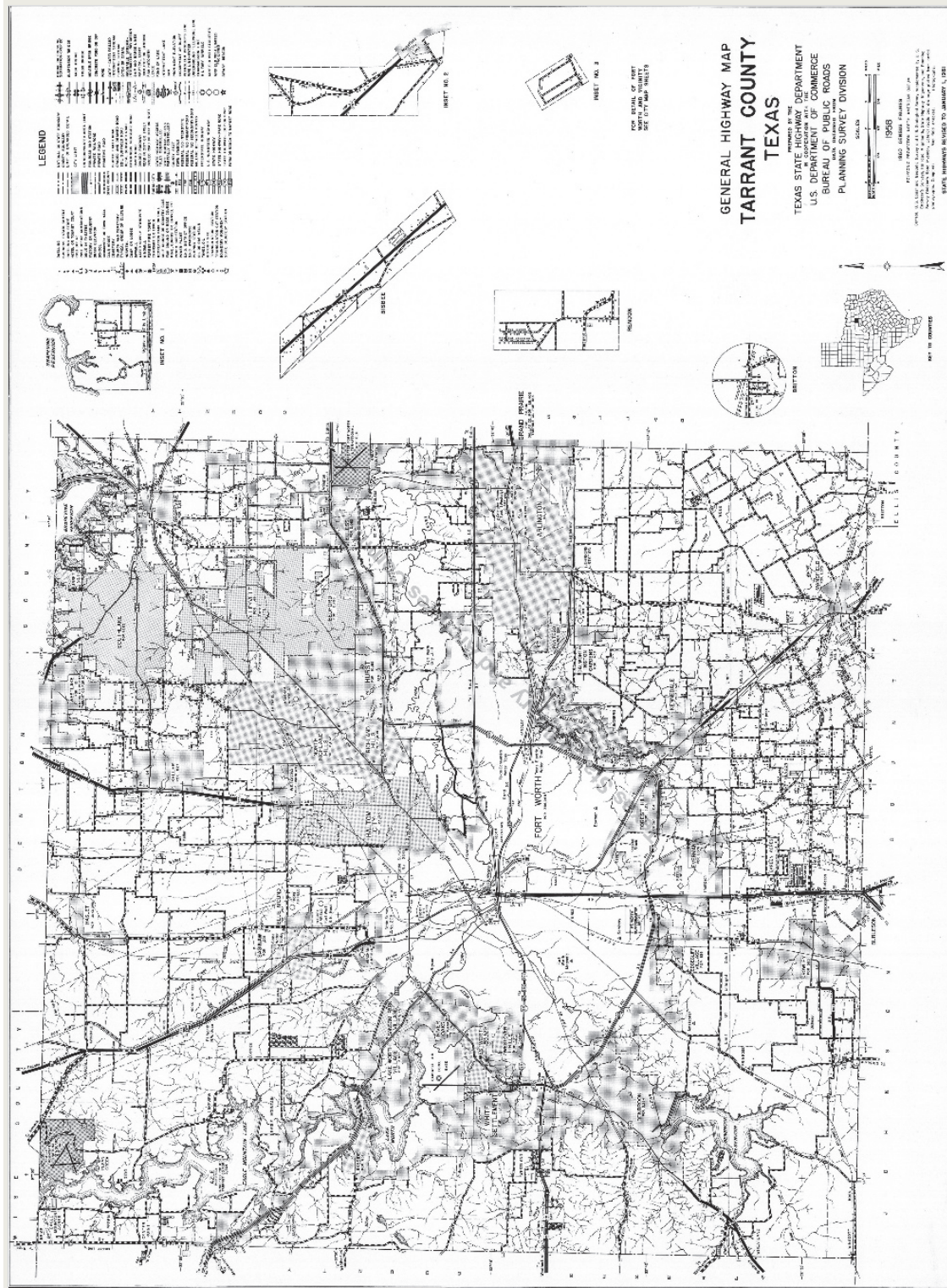


Figure 4-14. General highway map of Tarrant County, 1961. Source: General Highway Map. Detail of Cities and Towns in Tarrant County, Texas (map), (Austin: Texas State Highway Department, in cooperation with the US Department of Commerce, Bureau of Public Roads, 1958, revised 1961), from Texas State Libraries and Archives Commission (TSLAC), Map No. 05300. <https://www.tsl.texas.gov/apps/crc/maps/maplookup/05300>.

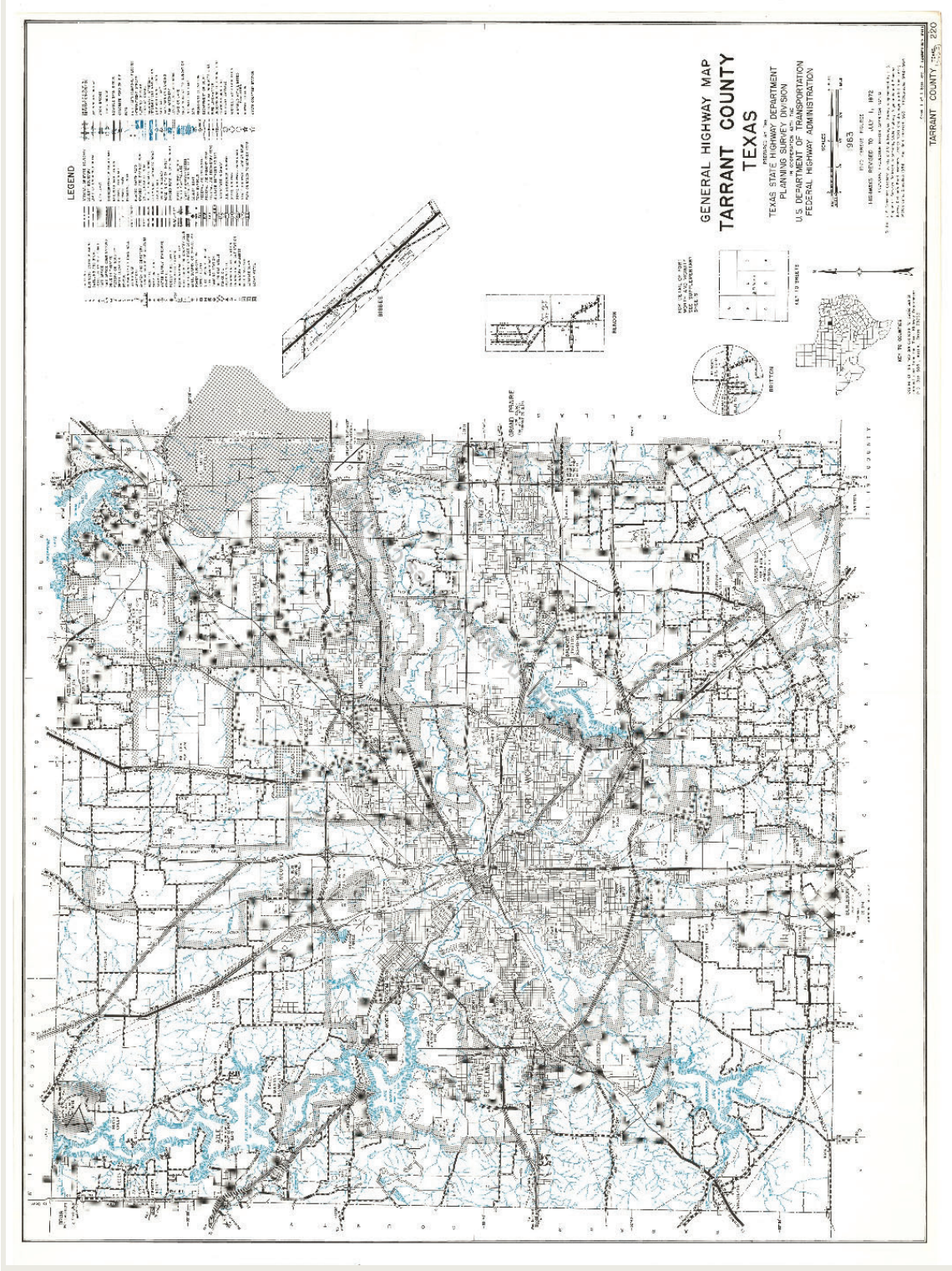


Figure 4-15: General highway map of Tarrant County, 1984. Source: General Highway Map, Tarrant County, Texas [map], (Austin: State Department of Highways and Public Transportation, Transportation Planning Division, in cooperation with the US Department of Transportation, Federal Highway Administration, 1976, revised 1984), from TSIAC, Map No. 06075, <https://www.tsl.texas.gov/apps/arc/maps/maplookup/06075>.



Figure 4-16: General highway map of Tarrant County, 1972. Source: General Highway Map, Tarrant County, Texas. [map]. (Austin: Texas State Highway Department, Planning Survey Division, in cooperation with the US Department of Transportation, Federal Highway Administration, 1963, revised 1972), from TSIAC, Map No. 05665, <https://www.tsi.texas.gov/apps/arc/maps/map100.kup/05665>.

Figure 4-17. Aerial view of the construction of the North–South Freeway (IH 35W) from Kellis Street to Morningside Drive in the Morningside Addition south of downtown, 1947. Source: “The air views of first section of North-South expressway,” Squire Haskins Photography, Inc. Collection, University of Texas at Arlington Libraries Digital Gallery, n.d., accessed May 19, 2021, <https://library.uta.edu/digitalgallery/img/10002788>.



Figure 4-18. Aerial view of the construction of the North–South Freeway (IH 35W) through the Morningside Addition south of downtown, 1947. Source: “Aerial view of freeway construction near downtown Fort Worth,” Squire Haskins Photography, Inc. Collection, University of Texas at Arlington Libraries Digital Gallery, n.d., accessed May 19, 2021, <https://library.uta.edu/digitalgallery/img/20025400>.

Faced with disapproval and protest over sections of the route, Fort Worth delayed construction of the east-west companion to the North–South Freeway several years after passage of the bond issue. Led by the Highway Information Committee, comprised of some downtown business owners including Ben E. Keith, protests against the East–West Freeway focused on the demolition of buildings and displacement of downtown businesses along sections of the proposed alignment (fig. 4-19). Of issue was a section east of downtown that proposed a 369-foot sunken trench north of Lancaster Avenue that would remove over 60 buildings and displace over 70 businesses in its path (fig. 4-20).³⁹ Because the acquisition cost of these properties was high, and solely the responsibility of the City, Fort Worth drew up a new plan for a smaller, surface-street alternative that was ultimately rejected. Though a new plan, known as the Lancaster Elevated, did not avoid demolition of buildings, in 1952 City Council approved the plan’s 10-block elevated four-lane freeway along Lancaster Avenue between Taylor and Jones Streets.⁴⁰ This eastern section opened in 1960, six years after the completion of the western section to present-day SH 183 (fig. 4-21). Absorbed into the interstate system, the freeway was first designated IH 20 in 1959 and then IH 30 in 1971, after the realignment of IH 20 to its current location.⁴¹ Like the North–South Freeway, the East–West Freeway design was obsolete by the late-1970s, and by the 1980s the City and TxDOT worked on reconstructing and expanding the roadway.

Figure 4-19. Advertisement in the Fort Worth Star-Telegram placed by the Highway Information Committee opposing the East–West Freeway (IH 30). Listed are the buildings that would be demolished by the freeway’s construction. Source: Fort Worth Star-Telegram, December 20, 1945, 21.

HERE ARE JUST 10 OF THE 66 DOOMED BUILDINGS!!

A TERRIFIC INJUSTICE TO CONCERNS THAT HAVE SPENT MILLIONS OF DOLLARS IN HELPING BUILD FORT WORTH!

BUILDINGS IT WOULD COST \$8,000,000.00 TO REPRODUCE!

AND UNTOLD THOUSANDS OF DOLLARS IN TRACKAGE AND UTILITY LINES WILL BE INCLUDED IN THIS WANTON DESTRUCTION OF PUBLIC AND PRIVATE PROPERTY!

AND ALL TO BUILD AN EXPRESS HIGHWAY NEVER SERIOUSLY DISCUSSED OR DEFENDED IN PUBLIC!

THIS IS WHAT YOU VOTED ON:

Section 1 of the Official Bond, now approved with the "Street Improvement Bond" in the sum of nine million dollars "for the purpose of constructing, improving, and widening the streets, thoroughfares and other streets of said City, including in such permanent public improvements the acquisition, removal, paving, grade separation, lighting and drainage of said streets and thoroughfares and acquiring the necessary lands therefor."

THIS IS WHAT IS NOW PROPOSED:

An experimental east-west express highway the usefulness and desirability of which has never been demonstrated. The central section of this right-of-way, 369 feet wide, MOVE AND SERIOUSLY DISTURB TO BUSINESSES (listed below), ENDANGER THE JOBS OF THEIR LOST EMPLOYEES, AND DEPRIVE THEIR ANNUAL BUSINESS VOLUME OF OVER \$25,000,000.00

Most of the business activity would be lost in Fort Worth forever. The figures stated were secured by an actual door to door survey. The east-west express highway would be built in one Fort Worth year with the proposed street improvement loans, and leave an inadequate amount for other street improvements during the next five years.

THESE ARE THE CONCERNS THAT WILL BE OUSTED SOME PERMANENTLY, WHERE IN FORT WORTH COULD SO FEW INCLUSIVE: MAJOR WHOLESALES AND RETAIL FACILITIES, FIND COMPATIBLE SPACES TO RESUME BUSINESS.

Collier-Madden Company
Alta Vista Company
Gen's Dining and Ice
Home of Walsim
Thompson and Moore
Gold Marble and Tile Co.
Alfred W. Murphy
Electric Appliance Service
Hobson Road Company
Fort Worth Spring and Automobile Company
North-West Supply Company
Shoyard and Sons Machine Company
General Engineering Co.
Alford Company
Julius Bell Company
Williamson-Middle
Ward
Post Office Drug Store
East Office Drug
Miss South Drug
H. and N. T. Motor Freight Lines
Tanner Grocery Company
Winkler Fish and Poultry Company

Specialty Service Company
Hornaday Supply House
Fort Worth Wholesale
Great Package Company
Hendrix-Tank Lumber Company
Miller Veterinary Supply Company
Flippo's Machine Service Station
Morrison Supply Company
Home Hotel
Federal Metal Corporation
John H. Murphy, Jr. Co.
Harley's Express Station
Adrian Picture Company
Sam Edward Wholesale
Conly and Tolson Co.
The Fort Worth Company
John H. Company
Ray Lee Transfer Co.
Union Great Western Building
Worth Music Company
South Cafe
Big State Novelty Co.
Joe Pickney Store
Blue Cafe
Best and Best Fashion Garage

At T. Johnson
Day and Night Drug Store
Robert Ben Shuman
Joe Herb Ben Center
Edna
Anna Hotel
Wall Machinery and Supply Company
Company, Wholesale
Oliver H. Lee Here
Fluorescent Products Company
Moore Cafe
Moore Package Store
John H. Company
Lead Paper Company
Parkerton Oil Company
John H. Company
Almy Building
Southwestern Drug Corporation
Lynch Furniture Manufacturing Company
Ben E. Keith Company
Waples Platter Grocery Company
Boyer
Boyer Trucking Shops and Office
Lauriston and Mahan

Highway Information Committee

W. B. MONNIER
 Chairman

BEN E. KEITH
 Vice Chairman

OSCAR E. MONNIER
 Secretary

Members:
 A. C. ...
 J. ...
 ...

Members:
 ...
 ...
 ...

Members:
 ...
 ...
 ...

Note will permit the publication of only a small portion of our list.



Figure 4-20. Advertisement opposing the routing of East–West Freeway (IH 30) through downtown on Lancaster Avenue from the late 1940s. Placed by the Highway Information Committee, the ad highlights the businesses that would be impacted by the route’s alignment. Source: Box No. 2989-90, Bureau of Public Roads Classified Central File, 1912-50, Record Group 30, Bureau of Public Roads, National Archives at College Park, College Park, Maryland.



Figure 4-21. Construction of the East–West Freeway on the west side of downtown at Summit Avenue in 1951. Source: “Fort Worth’s East–West expressway under construction,” Fort Worth Star-Telegram Collection, University of Texas at Arlington Libraries Digital Gallery, 1951, accessed May 19, 2021, <https://library.uta.edu/digitalgallery/img/20057102>.

The completion of the Lancaster Elevated had been especially critical, as it connected the western portion of the East–West Freeway to another new freeway, the Dallas–Fort Worth Turnpike, the first limited-access highway in North Texas.⁴² Also planned before the passage of the Federal Aid Highway Act of 1956, the \$55.8-million project was funded by the sale of bonds, to be repaid by the collection of tolls.⁴³ Completed in only 30 months, the 30-mile stretch of toll road connecting Fort Worth to Dallas opened to traffic in 1957 and cost 50 cents (fig. 4-22).⁴⁴ The turnpike entered Fort Worth from the east,

near White Lake, on a new alignment before it turned south and roughly followed 20th Street where it terminated at its planned convergence with the East–West Freeway just southeast of downtown (figs. 4-23, 4-24). By 1977, the collection of tolls covered the cost of the project, and TxDOT assumed authority over the roadway and removed the tollbooths in 1978. The turnpike was redesignated IH 30.



Figure 4-22. The Dallas–Fort Worth Turnpike toll booths in the late 1950s (not extant). Source: “Dallas-Fort Worth Turnpike toll booths and car, ca. 1957,” Jack White Photograph Collection, University of Texas at Arlington Libraries Digital Gallery, 1957, accessed June 15, 2021, <https://library.uta.edu/digitalgallery/node/59902>.



Figure 4-23. Construction of the Dallas–Fort Worth Turnpike between Oakland Boulevard and Beach Street in East Fort Worth. Source: “Construction of the Dallas-Fort Worth Turnpike between Oakland Boulevard and Beach Street on Fort Worth’s East Side,” Fort Worth Star-Telegram Collection, University of Texas at Arlington Libraries Digital Gallery, 1956, accessed June 15, 2021, <https://library.uta.edu/digitalgallery/img/20057134>.



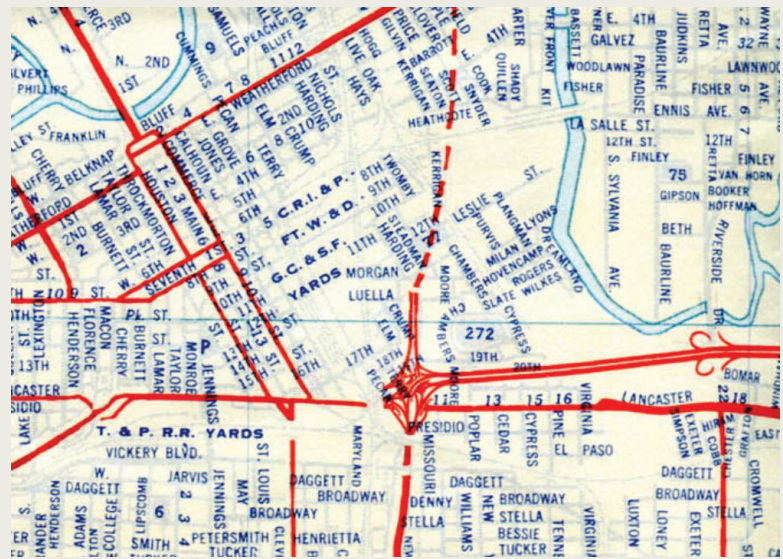
Figure 4-24. Aerial view of the construction of the Dallas–Fort Worth Turnpike interchange at Lancaster Avenue near downtown in the late 1950s, looking south. Source: “Aerial view of the new Dallas-Fort Worth Turnpike interchange at Lancaster Avenue, Fort Worth, Texas,” Fort Worth Star-Telegram Collection, University of Texas at Arlington Libraries Digital Gallery, 1957, accessed June 15, 2021, <https://library.uta.edu/digitalgallery/img/20059613>.

A new four-level interchange, the first of its kind in Texas, opened in 1958 as a connector between the North–South and East–West Freeways (replaced in 2003) (fig. 4-25).⁴⁵ Dubbed the “Mixmaster” due to its resemblance to the kitchen appliance with the same name, the *Fort Worth Star-Telegram* reported upon its completion that it “at first glance, appears to be some kind of monster gadget designed for the purpose of hopelessly confusing motorists.”⁴⁶ Located near Boaz Street just southeast of downtown, the massive concrete interchange compounded the presence of the freeways by essentially separating the predominantly African American residential area—including the 1940 Butler Place public housing project, wedged between the freeways and the Trinity River—from downtown and other residential areas to the south (fig. 4-26). In the mid-1950s, the availability of more money for the construction of highways spurred more freeways, extensions, feeder roads, and interchanges in Fort Worth. In 1955, Tarrant County and Fort Worth approved a five-year street and highway improvement plan calling for over \$21 million for right of way and construction in the city and county.⁴⁷ A year later, the passage of the Federal Aid Highway Act of 1956 made federal monies available for highway projects. One of the most significant highways constructed afterward was a roughly 35-mile loop around the city to connect existing and developing outlying suburbs to one another and to Fort Worth (see figs. 4-15 and 4-16).⁴⁸ Championed by Congressman Jim Wright, who led the way in securing federal approval and funding, the project was completed in 1982 after 26 years of construction.⁴⁹ Interstate Highway 820 comprises the east, north, and west portions of the loop, and IH 20 forms the southern section. Constructed largely in undeveloped areas, the loop spurred new development along its path (fig. 4-27).



Figure 4-25. Aerial view of the North-South Freeway (IH 35W) and Dallas-Fort Worth Turnpike interchange, known as the “Mixmaster,” 1960 (replaced in 2003). Source: “An airview of Fort Worth mixmaster,” Fort Worth Star-Telegram Collection, University of Texas at Arlington Libraries Digital Gallery, 1960, accessed June 15, 2021, <https://library.utah.edu/digitalgallery/img/10002944>.

Figure 4-26. Inset of 1957 map showing location of the “Mixmaster” in the predominantly African American neighborhood southeast of downtown. The construction of freeways in this area essentially isolated this neighborhood. Source: “Fort Worth City Map,” Ashubrn, 1957, from “Old Highway Maps of Texas: 191701973,” DFW Freeways Home, accessed June 10, 2021, <http://www.dfwfreeways.com/old-highway-maps>.



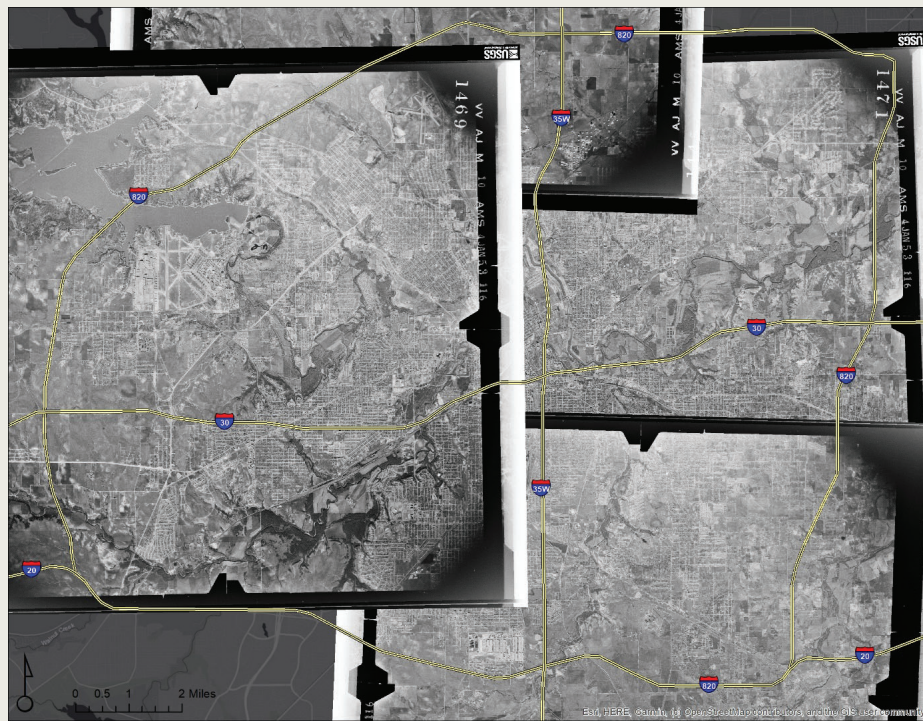


Figure 4-27. 1953 aerial view of Fort Worth with current interstate alignments overlaid. Note that suburbanization had begun, particularly to the east, but that areas of undeveloped land remain. Source: USGS EROS Archive, Aerial Photography, Aerial Photo Single Frames, courtesy of the US Geological Survey, accessed June 1, 2021, <https://earthexplorer.usgs.gov/>.

Throughout the rest of the period, Fort Worth and TxDOT constructed more highways in the city. Among the other highways completed were US 287 (Southeast Freeway), SH 183, and SH 199. State Highway (SH) 121 East (the Airport Freeway), connecting downtown Fort Worth to Dallas Fort Worth International Airport, was built between 1964 and 1988.⁵⁰ Constructed in predominantly undeveloped sections in the areas farther from downtown, SH 121 did cut through Riverside, a residential area comprised of both white and Black residents close to downtown (fig. 4-28). The alignment wiped out early and mid-twentieth-century houses.⁵¹



Figure 4-28. Aerial view of the Airport Freeway (SH 121) under construction in a predominantly undeveloped section of Fort Worth, looking east. Source: “Looking east on Airport Freeway with Highway 121 construction,” Fort Worth Star-Telegram Collection, University of Texas at Arlington Libraries Digital Gallery, 1979, accessed June 15, 2021, <https://library.uta.edu/digitalgallery/img/10002802>.

The impact of massive highway construction during this period was two-fold. The expanded transportation network enabled residential, commercial, and industrial development in areas far outside

the city center. As a result of this suburban development, Fort Worth entered into a period of annexation, as it absorbed large amounts of newly developed land. In addition to spurring suburbanization, the road network also impacted the historic inner city. Roadway construction disrupted historic neighborhoods and downtown experienced a decline in activity as more and more people utilized new shopping centers in the suburbs. In response to this decline, the City and private entities employed various urban renewal and historic preservation projects in an effort to revitalize downtown.

RESIDENTIAL SUBURBANIZATION

Auto-Based Residential Growth

The postwar population boom, facilitated by highway expansion and advances in building technology, played out as rapid suburbanization across the county. The availability of low-cost mortgages to white families also aided the trend. The mortgages provided by the Federal Housing Administration (FHA) since 1934 remained available, and the G.I. Bill home loan program backed millions of dollars to veterans for home purchases. These factors created the perfect opportunity for developers, who purchased large swaths of undeveloped land along and near new highways and established residential subdivisions for white families in the outlying areas of cities. The design of postwar suburbs generally incorporated many of the principles advocated by the FHA, such as curvilinear streets and standards for minimum lot sizes, setbacks, and street widths. Lots were typically uniform and included both a front and back yard. Builders embraced popular architectural trends and filled subdivisions with a cohesive collection of like-sized and styled houses. Among the popular styles from the period include Minimal Traditional, Colonial Revival, Tudor Revival, Spanish Colonial Revival, and the ubiquitous Ranch house.

Refer to the Suburbanization section on page 160 in Chapter 3 for more information on FHA loans.

This trend toward suburbanization was no different in Fort Worth, where the city’s population more than doubled between the end of the war and 1970. During this period of outward expansion, Fort Worth grew in every direction, and new residential developments filled in many of the areas annexed by the city (see fig. 2-1 in Chapter 2 and fig. 4-29). Between 1946 and 1955, the City added nearly 45,000 new houses.⁵² Some new construction infilled existing neighborhoods, including the Morningside Historic District, where Minimal Traditional houses went up on undeveloped lots, though most of the construction occurred in the suburbs (fig. 4-30).



Figure 4-29. Prospective homebuyers tour a new residential development in the 1950s. This is one of the many new suburban areas to develop in the period, facilitated by the expanded road network. Source: Bill Wood Collection, International Center of Photography, <http://www.icp.org>.



Figure 4-30. An early 1950s Minimal Traditional house at 1229 East Mulkey Street in Morningside. The house is one of several in the 1200 block built in the postwar period. Morningside is a local historic district. Source: Lopez Garcia Group, "Reconnaissance Survey Historic Morningside District, Tarrant County, Texas," 2007, 510.

The City annexed subdivisions as they developed, adding over 1,400 subdivisions between 1946 and 1958 and another 126 between 1959 and 1975 (see fig. 2-1). Early in the period, new subdivisions filled in undeveloped areas just outside city limits. Hi-Crest (1948) developed in North Fort Worth, Glen Crest West (1946) developed in southeast Fort Worth, Meadowbrook Terrace Addition opened to the east in the 1950s, and near Texas Christian University (TCU) in the southwest, J. E. Foster and Son developed Westcliff, South Hills, Kellis Park, and the Wilshire additions in the late 1940s and 1950s (fig. 4-31).⁵³ Near TCU, these new additions sprung up around one of the few remaining agricultural properties in Fort Worth: the nineteenth-century Edwards Ranch, described by the *Fort Worth Star-Telegram* as "a rural island surrounded by suburban development."⁵⁴ Cass Edwards II, whose grandfather settled the land in the 1840s, owned the 4,020-acre ranch on which cattle still grazed. In 1955, Edwards formed Cassco Land Company to develop the ranch into "exclusive residential" neighborhoods.⁵⁵ From the ranch, Edwards carved Tanglewood, Overton Park, Overton Crest, and Overton Woods. Cassco Land Company, like most developers of the period, advertised the beauty, seclusion, and modern homes of his subdivision in the local newspaper (fig. 4-32).

Figure 4-31. A 1960s Ranch-style model home in the new Hi-Crest section of the Western Hills Addition. Source: "Exterior of a model home in the new Hi-Crest section of Western Hills Addition, Fort Worth, Texas," *Fort Worth Star-Telegram* Collection, University of Texas at Arlington Libraries Digital Gallery, 1966, accessed May 19, 2021, <https://library.uta.edu/digitalgallery/img/20059977>.





Figure 4-32. Cassco Land Company advertisement for Overton Park and Tanglewood additions from 1956, “the finest, newest and most exclusive residential area in Fort Worth.” Source: Fort Worth Star-Telegram, May 27, 1956, 57.

Through the 1960s and 1970s, despite a slowing of the frenzied development that took place in the 1950s, developers continued building new communities farther from the central business district. In the 1960s, Ridgmar, on the city’s west side, filled in with a variety of Ranch houses, and in the 1970s, Ranch houses filled Camelot and Foster Village, while Tudor Revival style houses characterized Cooke’s Meadow in far east Fort Worth (fig. 4-33).

Figure 4-33. A Tudor Revival-style house in Cooke’s Meadow, a late-1970s subdivision in east Fort Worth. Source: Fort Worth Star-Telegram, July 23, 1978, 110.



Though single-family houses represented the majority of residential development in the suburbs, developers also built apartment complexes there (fig. 4-34). In fact, in 1977, Fort Worth added 9,500 apartment units, the most of any major American city.⁵⁶ Unlike single-family neighborhoods which were usually located away from main commercial corridors, apartments typically opened on and near major commercial highway corridors. Early in the period, FHA loans aided the construction on apartments, but by the 1960s and 1970s developers relied less heavily on the FHA program, allowing for a diversification in style and design of apartment complexes (figs. 4-35, 4-36).⁵⁷ Developers also built club-like apartments geared for singles, with amenities including pools, clubhouses, and staff for social activities.⁵⁸ One example of this type of apartment in Fort Worth is Ridgmar Manor at 2200 Taxco Road. Opened in 1969 for single adults between 21 and 39 years old, it advertised itself as “a swinging new singles-only apartment community” that offered social and recreational amenities (fig. 4-37).⁵⁹ Advertisements from the 1960s and 1970s highlight the vast number and variety of apartments available in the suburbs (fig. 4-38).

See the next page for a sample statement of significance for resources associated with the theme: Suburbanization, subtheme: Auto-Based Residential Growth.



Figure 4-34. A suburban apartment complex in Fort Worth. Source: “Suburban apartment buildings,” Squire Haskins Photography, Inc. Collection, University of Texas at Arlington Libraries Digital Gallery, n.d., accessed June 15, 2021, <https://library.uta.edu/digitalgallery/img/20025421>.

Figure 4-35. A Modern apartment complex near Texas Christian University at 3572 Bellaire Drive North in the 1960s (not extant). Source: “Apartment building, 3572 Bellaire Drive North, Fort Worth, Texas,” Fort Worth Star-Telegram Collection, University of Texas at Arlington Libraries Digital Gallery, 1960, accessed June 15, 2021, <https://library.uta.edu/digitalgallery/img/20059877>.




Statement of Significance*	
Theme:	Post-World War II Suburbanization
Subthemes:	Continued Highway Development, Residential Suburbanization, Suburban Commercial Development
Summary Statement of Significance:	Resources associated with this theme include residential properties and subdivisions and commercial resources. Neighborhoods and clusters of these resources may be eligible as historic districts if they have features such as curvilinear streets, and amenities like schools and parks (individual houses, unless architect-designed or associated with a significant person, are rarely eligible). Various factors including population growth contributed to suburbanization, but the proliferation of modern highways in the city was a primary cause. Therefore, resources associated with road construction during this period are also associated with this theme. Resources are likely to be eligible under Criteria A and C in the areas of Community Planning and Development, Commerce, Ethnic Heritage, and Transportation. Resources significant under this theme must retain integrity to convey significance and association.
Period of Significance:	Roughly between 1946 and 1980.
Period of Significance Justification:	Covers the postwar period of suburbanization when new suburbs and commercial shopping centers developed along the expanded highway network away from the city center.
Geographic Location:	Primarily located outside of the original city limits. Commercial properties are most likely located along major transportation corridors.
Area(s) of Significance:	Community Planning and Development, Commerce, Ethnic Heritage, Transportation, and Architecture
Criteria:	National Register: A, C Local: 1, 2, 3, 5
Associated Property Types:	Many resources associated with this theme include: Residential – single-family and multi-family residences (Minimal Traditional and Ranch style houses were common). Commercial – shopping centers and malls, offices, motels, restaurants, gas stations (Modern styles were popular). Transportation: bridges, interchanges, roadway segment. Clusters of resources may be considered historic districts. See the NPS National Register Bulletin <i>Historic Residential Suburbs</i> for more information.
Example:	Mid-Century Modern Ranch house at 6840 Brants Lane
<p>The Mid-Century Modern Ranch house in Ridglea Hills is an architect-designed 1950s Ranch house. Its low mass, flat roof, emphasized eaves, and horizontality keep with the popular architectural influences of the day. Built in 1956, the house is an intact example of a Mid-century Modern single-family house in Fort Worth. Local architect J. B. Johnson, who studied under Harwell Hamilton Harris at the UT Austin, designed the house. The house may be eligible as a local landmark and is potentially eligible for the National Register under Criterion C in the area of Architecture. It may also be eligible under Criterion A in the area of Community Planning and Development for its association with residential suburbanization in the postwar period. It would also contribute to a postwar residential historic district that may be eligible under Architecture and Community Planning and Development.</p>	
	<p><i>Front façade of the Ranch house at 6840 Brants Lane. Source: Realtor.com, accessed August 31, 2021, https://www.realtor.com/real-estateandhomes-detail/6840-Brants-Ln Fort-Worth TX 76116 M85764-05562.</i></p>
<p>*This sample provides a framework for the identification of resources associated with significant themes in Fort Worth’s history. Resources significant under one theme/subtheme may also be significant under one, or several other themes. Period of Significance dates are also just a guide, and resources may have periods of significance that start earlier or end later. Each resource needs to be evaluated individually for historical significance.</p>	

Figure 4-36. The Ranch-style Belenrose Gardens apartment complex at 4700 Washburn Avenue in west Fort Worth in 1962 (extant). Source: "Belenrose Gardens complex owned by the Ambrose family, 4700 Washburn Avenue, Fort Worth, Texas," Fort Worth Star-Telegram Collection, University of Texas at Arlington Libraries Digital Gallery, 1962, accessed June 15, 2021, https://library.uta.edu/digital_gallery/img/20059949.



Apply early. Otherwise, you may spend the next few years eating your heart out.



Very soon, an estimated 200 very lucky single adults between the ages of 21 and 39 are going to be living in the 116 elegant new apartments of Ridgmar Manor.

Which means, of course, that all the single people who showed up too late to get an apartment at Ridgmar Manor are going to be very disappointed.

Here's why. Ridgmar Manor is a swinging new singles-only apartment community created to provide maximum emphasis on the social and recreational aspects of contemporary apartment life.

Which is just another way of saying that Ridgmar Manor has been designed from the ground up to be as much fun as apartment living can be.

People enjoy living at Ridgmar Manor. They enjoy the luxury. The great recreational facilities. The parties. The special group trips (at reduced rates). The regular drawings for free tickets to sports and theatrical events.

If you would enjoy living in this kind of atmosphere, we'd suggest you visit Ridgmar Manor post haste.

Since there is only one Ridgmar Manor in Fort Worth, it is inevitable that a lot of people are going to be disappointed. And we'd hate to see you spend the next few years eating your heart out.

for singles only

ANOTHER MANOR PROPERTIES DEVELOPMENT

RIDGMAR MANOR

2200 Taxco Road • 731-1261
(West Freeway to Ridgmar Blvd. Right on Plaza Parkway. Left on Ridgmar Plaza. Take next right.)

Figure 4-37. Advertisement for Ridgmar Manor at 2200 Taxco Road (extant), a singles-only apartment complex for those aged 21–39. Source: Fort Worth Star-Telegram, August 15, 1969, 39.

IT'S SO EASY TO MAKE SPARTANISM CLASSIFIED ADS - JUST DIAL 80-3772 FOR RESULTS. OVER 200,000 CIRCULATION EVERY DAY. See. No. 11, 1970 Fort Worth STAR-TELEGRAM 4-C

YOU WILL LOVE LIVING IN YOUR NEW APARTMENT HOME IN
Bristol Village
 "THE CENTER ON TOP OF THE HILL"
 Old World Splendor Means Only in the Kings and Queens of Years Ago in Years Plus a New World of 1970 modern sophisticated Apartment Complexes.

FAMILY AND ADULT COMPLEXES
 1-2 OR 3 BEDROOMS
 FURNISHED OR UNFURNISHED
 2 SWIMMING POOLS, 2 CLUBROOMS

Bristol Village
 8124 CALMONT 244-3050
 8125 CALMONT 244-3052

Thoughtfully Designed with YOU in Mind!

WEDGWOD FARMS APARTMENTS

CASA VERDE
 Drive By 328 Bedford Road in Mid-Cities or Call 284-5716 for Information

WARWICK APARTMENTS
 Outstanding New Apartment Complex in WESTERN HILLS
 7801 142 VEGAS TRAIL 244-5846

HALLMARK APARTMENTS
 LET US MOVE YOU FREE
 2914A08 - 824-7174

Monterrey Manor APARTMENTS
 AT LAST AN APARTMENT HOME PLANNED FOR FAMILY LIVING
 7100 W. VICKERY BLVD.-TAKES VICKERY EXIT WEST FROM LOOP 820

Glennview Square
 7028 Glennview Dr. Phone 264-2300

La Parisienne
 SPECIAL INTRODUCTORY OFFER!
 910-1182

The Handley Park East
 NEW-NEW-NEW
 1000 N. Handley Dr. Phone 677-0721

Figure 4-38. Page in the Fort Worth Star-Telegram full of advertisements for a variety of apartments in 1970. Source: Fort Worth Star-Telegram, March 22, 1970, 49.

Impact on Black and Latino Fort Worthians

Despite the Supreme Court’s ruling in 1948 against the racial covenants commonly attached to prewar suburbs, the majority of residents in Fort Worth’s new outlying suburbs were white middle-class and professional families. Despite the court ruling, racial covenants were not made illegal until 1968, and prewar racist practices of the FHA loan program continued into the postwar period. Not only did the FHA program continue to favor single-family suburban development over home improvements for extant houses, it also continued to overwhelmingly extend loans to white families over non-white families; less than two percent of FHA loans issued between 1947 and 1959 went to African Americans.⁶⁰

In Fort Worth, as the population of African Americans and Latinos grew, these communities experienced severe housing shortages in the face of discriminatory housing practices. Historically African American neighborhoods, including the Near East Side, Near Southside, and Como, had little room to grow and offered few options for new residents. Additionally, areas within these neighborhoods became subject to “slum clearance” after the passage of the 1949 Housing Act aimed at eliminating substandard housing. The City demolished at least 380 “dilapidated” buildings in the Near East- and Near Southsides in the early 1950s.⁶¹ This was particularly devastating as sections of these neighborhoods had already been impacted by the construction of highways. To relieve the housing shortage and relocate displaced low-income families, the City authorized the construction of an all-Black public housing complex. J. A. Cavile Place, located off the 4900 block of East Rosedale, opened in late 1953 with 300 units (fig. 4-39, demolished in 2019).⁶²




Figure 4-39. J. A. Cavile Place, the all-Black public housing complex off the 4900 block of East Rosedale. Opened in 1953, the complex was demolished in 2020. Source: “History,” Stop Six: Choice Neighborhood, accessed June 15, 2021, <https://stopsix.cni.org/history/>.

The city’s barrios also suffered during this period. The flood of 1949 wiped out the north side barrio, La Corte, while the construction of IH 30 and the Vickery-Rosedale connection in the 1950s and 1960s displaced hundreds in the city’s Southside barrios, including El TP Barrio. The expansion of the medical district on Pennsylvania Avenue in the 1950s also contributed to the displacement of working-class Latino families and the clearing of Southside barrios (it also contributed to the disintegration of Quality Hill as a residential neighborhood).⁶³ As a result of the loss of the barrios, the Latin American population dispersed throughout the city.

Housing options for the racial minority middle class were equally limited. One developer, though, Howard Patterson, saw the opportunity for an African American residential development. Modeled after white neighborhoods, with single-family houses, schools, and churches, Carver Heights was the first private residential housing development in Fort Worth for African Americans.⁶⁴ Located in East Fort Worth on land recently annexed by the City, Carver Heights opened in 1952. The subdivision's nearly 900 Ranch-style residences housed a state representative, city council members, teachers, lawyers, and businessmen (fig. 4-40).⁶⁵ Several years later, another African American subdivision, the Jean Capers Addition, developed southeast of Carver Heights with modest brick and frame Ranch-style houses (fig. 4-41).⁶⁶

LOVELY CARVER HEIGHTS—FOR COLORED
Two Bedroom Modern Homes—\$575 Down

FHA FINANCED—NO CLOSING EXPENSE
 MONTHLY PAYMENTS \$41.18 PER MONTH (PLUS TAXES AND INSURANCE)
 20 YEARS TO PAY



- Built up Colored Chat Roof
- Lifetime Formica Drain
- Dining Space in Kitchen
- Hardwood Floors
- Insulated
- Adjacent to school, stores and bus service
- 2 Bedrooms with closet space in each
- Central Heat
- 2 extra large storage closets
- Large Living Room
- Curbs, drive and sidewalks
- Shrubs
- Guaranteed Hot Water Heater

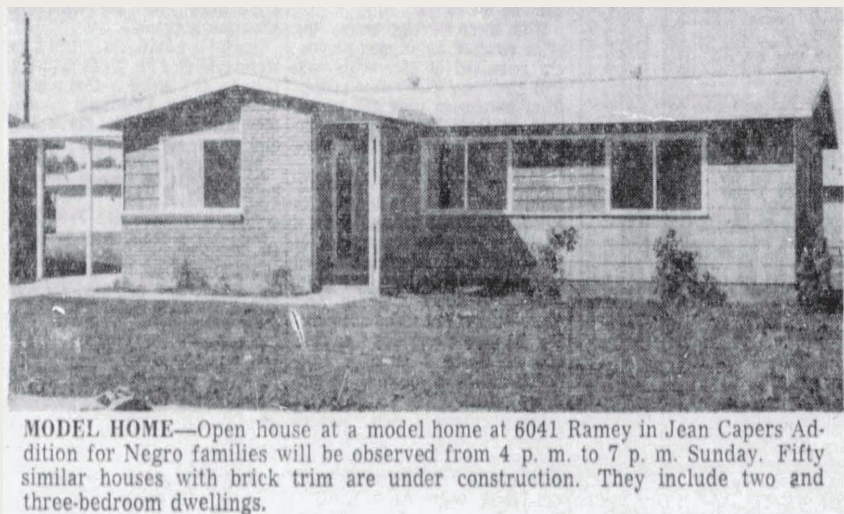
DIRECTIONS TO CARVER HEIGHTS: Go to 5300 Block on East Rosedale, turn South on Stalcup Road three blocks and turn East on Eisenhower Drive, three blocks into lovely Carver Heights. Apply at Field Office at 1713 Ransom Terrace.

APPLICATIONS FOR these homes will be taken starting at 2:30 P. M. Sunday, January 11, 1953.

HOWARD G. PATTERSON — BUILDER AND DEVELOPER

Figure 4-40. Advertisement for Carver Heights in east Fort Worth. Opened in 1952, the subdivision was established exclusively for the city's Black population. Carver Heights is a local historic district. Source: Fort Worth Star-Telegram, May 27, 2021, 47.

Figure 4-41. A typical Ranch house in the Jean Capers Addition. This house, at 6041 Ramey Avenue, is extant. Near Carver Heights in east Fort Worth, the Jean Capers Addition was established for the city's Black population. Source: Fort Worth Star-Telegram, September 30, 1956, 68.




As was happening across the country, Black Americans and Latinos in Fort Worth also began moving into historically all-white neighborhoods in search of housing. This shifting demographic played out in neighborhoods including Morningside, Van Zandt, Terrell Heights, and Riverside, where Black families moved, as well as in Diamond Hill, where Latino families relocated.⁶⁷ The integration prompted some white families to leave these neighborhoods and move to new outlying, predominantly white suburbs. Other white families remained, and in some cases the integration resulted in racial tensions and violence. In Van Zandt and Morningside, white residents staged demonstrations, and at least one dynamite bomb was placed on the porch of a Black-owned house.⁶⁸ The worst case of racial violence, though, occurred in Riverside, where protests, house burnings, and bombings occurred for several years in the late 1950s (fig. 4-42). Though tensions persisted, much of the violence ended in the 1960s as the Civil Rights Movement and desegregation efforts grew (see *Civil Rights and Integration* beginning on page 241).



Figure 4-42. Newspaper article on the bombing of Lawrence Peters's car. Peters, an African American, moved into Riverside, at 109 North Judkins, in the 1950s. Riverside was a historically white neighborhood and upon Peters's arrival, racial tensions and violence broke out. Source: Fort Worth Star-Telegram, November 3, 1953, 7.

See the next page for a sample statement of significance for resources associated with the theme: Suburbanization, subtheme: Residential Impact on Black and Latino Fort Worthians.

Statement of Significance*	
Theme:	Post-World War II Suburbanization
Subthemes:	Continued Highway Development, Residential Suburbanization, Suburban Commercial Development
Summary Statement of Significance:	Resources associated with this theme include residential properties and subdivisions and commercial resources. Neighborhoods and clusters of these resources may be eligible as historic districts if they have features such as curvilinear streets and amenities like schools and parks (individual houses, unless architect-designed or associated with a significant person, are rarely eligible). Various factors including population growth contributed to suburbanization, but the proliferation of modern highways in the city was a primary cause. Therefore, resources associated with road construction during this period are also associated with this theme. Resources are likely to be eligible under Criteria A and C, in the areas of Community Planning and Development, Commerce, Ethnic Heritage, and Transportation. Resources significant under this theme must retain integrity to convey significance and association.
Period of Significance:	Roughly between 1946 and 1980.
Period of Significance Justification:	Covers the postwar period of suburbanization when new suburbs and commercial shopping centers developed along the expanded highway network away from the city center.
Geographic Location:	Primarily located outside of the original city limits. Commercial properties are most likely located along major transportation corridors.
Area(s) of Significance:	Community Planning and Development, Commerce, Ethnic Heritage, Transportation, and Architecture
Criteria:	National Register: A, C Local: 1, 2, 3, 5
Associated Property Types:	Many resources associated with this theme include: Residential: single-family and multi-family residences; Minimal Traditional and Ranch style houses were common. Commercial: shopping centers and malls, offices, motels, restaurants, gas stations; Modern styles were popular. Transportation: bridges, interchanges, roadway segment. Clusters of resources may be considered historic districts. See the NPS National Register Bulletin <i>Historic Residential Suburbs</i> for more information.
Example:	Carver Heights Neighborhood
<p>The Carver Heights Neighborhood in East Fort Worth is associated with the theme Postwar Suburbanization and subtheme Residential Suburbanization. While many of the new suburbs were predominantly white, Carver Heights is a rare example of an auto-oriented suburb built exclusively for African Americans. While the neighborhood is unique for its racial makeup, its built environment—house forms, styles, and layout—is representative of residential neighborhoods of the period. Opened in 1952, Carver Heights contains a collection of Minimal Traditional, Ranch style, and Contemporary houses, a school, and has curvilinear streets. The neighborhood is a local historic district and is potentially eligible for the National Register under Criterion A in the areas of Community Planning and Development and Ethnic History and Criterion C in the area of Architecture.</p>	
	
<p><i>Street view in Carver Heights in the 1950s. Source: Southwestern Builder Magazine, vol. 6, December 1953, 6.</i></p>	
<p>*This sample provides a framework for the identification of resources associated with significant themes in Fort Worth’s history. Resources significant under one theme/subtheme may also be significant under one, or several other themes. Period of Significance dates are also just a guide, and resources may have periods of significance that start earlier or end later. Each resource needs to be evaluated individually for historical significance.</p>	

SUBURBAN COMMERCIAL DEVELOPMENT

Early in the postwar period, the expansive residential construction also spurred commercial development on the city's major commercial arterials near new subdivisions. Oftentimes developed at the same time as adjacent residential neighborhoods, the late 1940s and 1950s suburban commercial nodes of the period typically included shopping centers, restaurants, banks, and other businesses that catered largely to the new residents. Commonly anchored by a grocery store, these neighborhood shopping centers had a linear plan and provided ample parking. The early 1950s 40 Oaks Shopping Center on East Lancaster Street in the growing Meadowbrook neighborhood and the 1950s Berry Street Center (demolished) near TCU in the rapidly developing southwest part of the city reflect this trend (figs. 4-43, 4-44). Upon its opening in 1953, Fair East Shopping Center, also on East Lancaster Street, boasted 17 stores and the city's largest suburban department store, The Fair (fig. 4-45).⁶⁹ President of the development corporation behind the shopping center said Fair East was designed to:

... meet the modern trend in retailing to make it more convenient and easier for the shopper to buy, and to keep pace with the "rush to the suburbs" where residents may practice an easy shopping habit while dressed informally, satisfying all of their needs with one stop.⁷⁰



Figure 4-43. 40 Oaks Shopping Center, opened in the early 1950s at 5409 East Lancaster Avenue in the Meadowbrook neighborhood (extant). Source: "40 Oaks Shopping Center," W. D. Smith Commercial Photography, Inc. Collection, University of Texas at Arlington Libraries Digital Gallery, 1954, accessed June 15, 2021, <https://library.uta.edu/digitalgallery/img/20098468>.



Figure 4-44. Newspaper article with sketch and site plan for the new 1955 Berry Street shopping center near TCU (not extant). Source: Fort Worth Star-Telegram, February 13, 1955, 20.

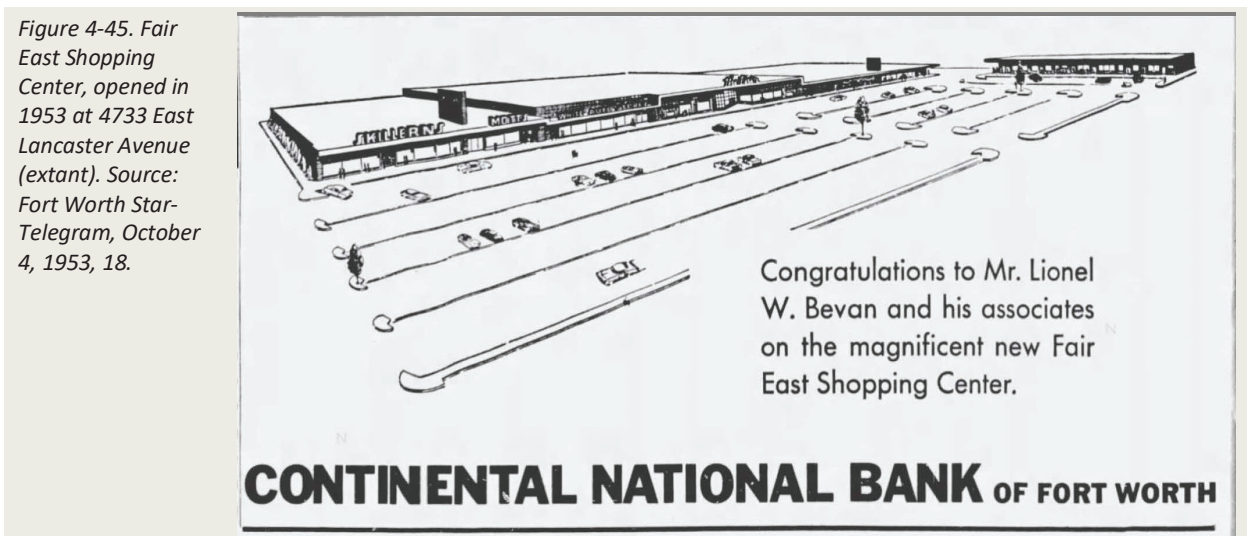


Figure 4-45. Fair East Shopping Center, opened in 1953 at 4733 East Lancaster Avenue (extant). Source: Fort Worth Star-Telegram, October 4, 1953, 18.

By the 1960s and 1970s, as highways and freeways connected Fort Worth to outlying areas, new commercial developments opened farther from downtown to serve a growing regional population. Dwarfing the shopping centers of the 1940s and 1950s, large shopping malls went up along IH 20, IH 30, IH 820, and IH 35W in the 1960s and 1970s. Homart Development Company, a subsidiary of Sears, Roebuck and Company, opened Fort Worth's first mall, Seminary South Shopping Center, in 1962 (remodeled and rebranded over the years, now named La Gran Plaza de Fort Worth). Built on the

recently completed South Freeway (IH 35W), the mall occupied over 80 acres on the former site of Katy Lake, a storage lake built by the Katy Railroad in the early twentieth century (fig. 4-46).⁷¹ In the 1970s, Fort Worth’s suburbs added four more shopping malls: Northeast Mall (1971) on IH 820, Ridgmar Mall (1976) on IH 30, Hulen Mall (1977) on IH 20, and North Hills Mall (1979, demolished 2007) on IH 820.



Figure 4-46. Aerial view of Seminary South Shopping Center, opened in 1962 on South Freeway (IH 35W, extant). The Mid-century Modern mall, designed by a consortium of architects including Preston Geren of Fort Worth and George Dahl of Dallas, included a 7-story office building and a parking lot for 5,000 cars. In the 1980s the mall was renamed Fort Worth Town Center, and in the 2000s, the mall was renovated and rebranded as a Latino-themed shopping center, named La Gran Plaza de Fort Worth. Source: “Aerial view of Seminary South shopping center, Fort Worth, Texas,” Jack White Photograph Collection, University of Texas at Arlington Libraries Digital Gallery, 1962, accessed June 15, 2021, <https://library.uta.edu/digitalgallery/img/10006370>.

In addition to shopping centers and malls, the new highways promoted construction of other commercial enterprises. Many of these businesses catered to the growing number of travelers passing through Fort Worth on the improved highway system. Several new “motor inns” opened near Seminary South Shopping Center in the 1960s, including a Ramada Roadside Motel and the current Days Inn at 4213 South Freeway (figs. 4-47, 4-48). Far different from earlier lodging styles such as downtown vertical-block hotels, this period’s freestanding motels typically included a row of rooms in a one- or two-story building. The rooms often overlooked a swimming pool and restaurant and motel office buildings. Developers also built drive-through restaurants and gas stations along the highways and frontage roads.

Figure 4-47. Newspaper article on the opening of the new Ramada Inn at 4201 South Freeway (IH 35W) near Seminary South Shopping Center in 1961 (extant). Source: Fort Worth Star-Telegram, October 1, 1961, 34.



NEW MOTOR INN—The new Ramada Roadside Hotel is open for business at Seminary Dr. and the South Freeway. Formal opening ceremonies are set for 1:30 p. m. Sunday. —Star-Telegram Photo


Ramada Road Hotel To Be Opened Today

The Ramada Roadside Hotel at Seminary Dr. and the South Freeway will stage its formal opening from 1 to 10 p. m. Sunday. Six horse-drawn vehicles will provide rides for children during the opening. These include the Tally-Ho, a double-decker English stagecoach which was used in every Republican presidential campaign from 1896 to 1940; a wedding coach, chuck wagon, convertible-top surrey and two-passenger buggy. The Tally-Ho, wedding coach and surrey are depicted in a mural on the walls of the hotel dining room. The scenes were painted by Bill Lowder. The 100-room hotel is of Colonial-style brick construction and features eight special suites. Rooms are decorated in a turquoise-blue color combination and each room contains a television set and telephone. Furniture is Italian provincial. Ray Woods is owner and Robert Green is manager. Mayor Pro Tem Frank Keeton will officiate at the ribbon-cutting ceremonies at 1:30 p. m. Sunday.



Figure 4-48. A typical motel that opened along the city's new freeways in the 1960s and 1970s. This extant motel opened in the 1960s at 4213 South Freeway (IH 35W). Source: HHM, 2015.

See the next page for a sample statement of significance for resources associated with the theme: Suburbanization, subtheme: Suburban Commercial Development.

Statement of Significance*	
Theme:	Post-World War II Suburbanization
Subthemes:	Continued Highway Development, Residential Suburbanization, Suburban Commercial Development
Summary Statement of Significance:	Resources associated with this theme include residential properties and subdivisions and commercial resources. Neighborhoods and clusters of these resources may be eligible as historic districts if they have features such as curvilinear streets, and amenities like schools and parks (individual houses, unless architect-designed or associated with a significant person, are rarely eligible). Various factors including population growth contributed to suburbanization, but the proliferation of modern highways in the city was a primary cause. Therefore, resources associated with road construction during this period are also associated with this theme. Resources are likely to be eligible under Criteria A and C in the areas of Community Planning and Development, Commerce, Ethnic Heritage, and Transportation. Resources significant under this theme must retain integrity to convey significance and association.
Period of Significance:	Roughly between 1946 and 1980.
Period of Significance Justification:	Covers the postwar period of suburbanization when new suburbs and commercial shopping centers developed along the expanded highway network away from the city center.
Geographic Location:	Primarily located outside of the original city limits. Commercial properties are most likely located along major transportation corridors.
Area(s) of Significance:	Community Planning and Development, Commerce, Ethnic Heritage, Transportation, and Architecture
Criteria:	National Register: A, C Local: 1, 2, 3, 5
Associated Property Types:	Many resources associated with this theme include: Residential – single-family and multi-family residences (Minimal Traditional and Ranch style houses were common). Commercial: shopping centers and malls, offices, motels, restaurants, gas stations (Modern styles were popular). Transportation: bridges, interchanges, roadway segment. Clusters of resources may be considered historic districts. See the NPS National Register Bulletin <i>Historic Residential Suburbs</i> for more information.
Example:	Ridgmar Mall, 1888 Green Oaks Road
<p>Ridgmar Mall is located in west Fort Worth, just off IH 30. Built in 1976, the enclosed mall is associated with postwar suburban commercial development spawned by the period’s expansion of interstate and freeway construction. Ridgmar was one of several large regional shopping centers built along new roadways in Fort Worth in the 1960s and 1970s. A new property type, the shopping mall evolved from the linear shopping centers of the early postwar period. Unlike shopping centers, though, malls catered to a larger regional population and were anchored by national department stores and chains. These malls and commercial suburbanization in general contributed to the decline of commercial activity in downtown Fort Worth. Ridgmar, like some other shopping malls in Fort Worth, has not yet reached the 50-year threshold set by the National Park Service. Currently, it is not eligible for listing in the National Register based on evaluation precedent of shopping malls to date. Once it reaches the 50-year mark, however, its National Register eligibility should be reexamined in the areas of Commerce and Community Planning and Development under Criterion A.</p>	
	<p><i>Interior view of the Ridgmar Mall, 2020. Source: Glubin39, Wikimedia, accessed August 30, 2021, https://en.wikipedia.org/wiki/Ridgmar_Mall.</i></p>
<p>*This sample provides a framework for the identification of resources associated with significant themes in Fort Worth’s history. Resources significant under one theme/subtheme may also be significant under one, or several other themes. Period of Significance dates are also just a guide, and resources may have periods of significance that start earlier or end later. Each resource needs to be evaluated individually for historical significance.</p>	

DOWNTOWN DECLINE AND REVITALIZATION EFFORTS

Fort Worth’s urban core suffered the impact of suburbanization as shopping centers and malls drew businesses and customers away from downtown. Though people continued working downtown in the upper-level office spaces of buildings, many first-floor commercial spaces sat empty as businesses closed or moved to the suburbs. Retail institutions, including Cox’s, Stripling’s, Everybody’s, Meacham’s, Wally Williams, and Monning’s opened branch stores or completely left downtown for the suburbs.⁷² While some buildings remained vacant, others received new occupants. The Downtown Rescue Mission, a food pantry, which moved into the old Liberty Theater at 1100 Main Street in the 1950s, reflects the changing demographics of downtown (fig. 4-49). Businesses that remained downtown often sought to attract and retain customers by modernizing their stores. Owners updated storefronts and applied slipcovers over older buildings in an effort to present a modern appearance. Monning’s Department Store, which opened several suburban branches throughout the period, added two stories and modernized its downtown store on 500 Houston Street (demolished) in the 1950s (fig. 4-50). Leonard’s Department Store at 112 Throckmorton Street (demolished) also made improvements and also tackled the parking issue that many downtown businesses faced. In the early 1960s, Leonard’s opened an underground subway, the M & O, to move shoppers from its 5,000-car parking lot at Henderson Street by the Trinity River to the store’s basement (only remnants of the subway remain) (fig. 4-51). However, limited parking remained an issue for many downtown businesses.

Figure 4-49. The former Liberty Theater at 1100 Main Street. In the 1950s the theater vacated the building and the Downtown Rescue Mission moved in (building demolished during convention center construction). Source: “Fort Worth downtown Rescue Mission in old Liberty Theater building, 1100 Main Street, Fort Worth, Texas,” Jack White Photograph Collection, University of Texas at Arlington Libraries Digital Gallery, 1960, accessed June 15, 2021, <https://library.uta.edu/digitalgallery/img/10006372>.



Figure 4-50. Like other stores with downtown locations, Monning’s modernized their building (now demolished) and also opened stores in suburban shopping centers and malls. In addition to their downtown location, Monning’s had stores in four suburban shopping centers. Source: Fort Worth Star-Telegram, June 30, 1963, 59.

Figure 4-51. Image of the M & O Subway in the 1960s. The subway ran from 1963 to 2002. The underpass to enter the subway has since been filed in and the tracks have been removed. Two of the four station stops remain. Source: *Hometown By Handlebar* blog, accessed May 28, 2021, <https://hometownbyhandlebar.com/?p=5156>.



In addition to the vacancies, the central business district also suffered from demolitions during this period. Among the buildings lost were several nineteenth- and early-twentieth-century landmarks: the 1928 Worth Theatre, the 1889 Metropolitan Hotel, and the 1910 Westbrook Hotel (figs. 4-52, 4-53). Just east of the central downtown corridor, the Jim Hotel, a 1920s jazz and blues venue on East 5th Street, gave way to an IH 35 W ramp. As buildings came down, few new buildings went up, and vacant lots and parking lots remained. The central business district only added about 20 new buildings between 1951 and 1971, a far cry from the building boom in downtown Dallas and in the Fort Worth suburbs.⁷³ Among the new buildings constructed in this 20-year period were several government offices: the 1958 Civil Courts building (demolished in 2013), the 1962 Criminal Courts building north of the courthouse, and the 1971 Edward Durrell Stone–designed Fort Worth City Hall on Throckmorton Street (fig. 4-54). A new motel also opened downtown during this period. Unlike the vertical block hotels of previous periods, the Downtowner Motor Inn at 1010 Houston Street (renovated in 2017 and reopened as a Fairfield Inn) was modeled after a suburban motel (fig. 4-55). Another notable building constructed downtown was the Continental National Bank building at 200 West 7th Street (demolished 2006). Upon its completion in 1956, it was Fort Worth’s tallest building at 31 stories (fig. 4-56).



Figure 4-52. Photo of the Majestic Theater (1101 Commerce Street) in the 1920s. Built in 1911, the theater closed in 1953 and was demolished in 1970. Source: “Majestic Theater,” Fort Worth Star-Telegram Collection, University of Texas at Arlington Libraries Digital Gallery, 1920, accessed May 28, 2021, <https://library.uta.edu/digitalgallery/img/10000309>.



Figure 4-53. Article on the demolition of the 1910 Westbrook Hotel at 416 Main Street in 1978. The Westbrook Hotel was just one of the handful of landmark buildings downtown lost in the postwar period. Source: Fort Worth Star-Telegram, January 30, 1978, 27.



Figure 4-54. The grand opening of the new Fort Worth City Hall at 1000 Throckmorton Street in 1971 (extant). The building, the city's third city hall, was designed by Edward Durell Stone (NYC) with influences of the Brutalist and International styles. Source: "Overlooking the grand opening and formal dedication of Fort Worth City Hall at 1000 Throckmorton Street," Fort Worth Star-Telegram Collection, University of Texas at Arlington Libraries Digital Gallery, 1971, accessed May 28, 2021, <https://library.uta.edu/digitalgallery/img/10010733>.



Figure 4-55. The Downtowner Motor Inn at 1010 Houston Street (now a Fairfield Inn) was one of few motels constructed downtown in the postwar period. Opened in the mid-1960s, the Downtowner mimicked the design of suburban and highway motels. Source: "Downtowner Motor Inn Hotel at Throckmorton Street and 9th Street, Fort Worth, Texas" Fort Worth Star-Telegram Collection, University of Texas at Arlington Libraries Digital Gallery, 1964, accessed June 16, 2021, <https://library.uta.edu/digitalgallery/img/10009043>.

Figure 4-56. Designed by Preston M. Geren and Associates, the Continental Bank Building on West 7th Street was the city's tallest building upon completion in 1956. It also was the city's first building to use an aluminum curtain wall in its construction. The building was struck by a tornado in 2000 and suffered significant damage and was eventually demolished in 2005. Source: "Continental National Bank building, Fort Worth, Texas," W. D. Smith Commercial Photography, Inc. Collection, University of Texas at Arlington Libraries Digital Gallery, 1961, accessed May 28, 2021, <https://library.uta.edu/digitalgallery/img/10011334>.



In response to the city’s housing shortage, the first multi-family residential development was built downtown.⁷⁴ In an effort to provide rental units to single men and women in “critical defense areas,” the FHA program financed the construction of the Fortune Arms Apartments at 601 West 1st Street (fig. 4-57).ⁱ Completed in 1951, the new 10-story building provided commercial and office space on the ground floor, a pool and parking, and modern amenities including air conditioners and electric kitchens in its 234 units.⁷⁵ Despite its offerings, the building only reached 50 to 60 percent occupancy throughout the 1950s and 1960.⁷⁶ The Fort Worth Housing Authority, who assumed management of the building after a series of previous property owners, reopened the building as apartments for the elderly in 1973.



Figure 4-57. Photos taken in 2014, from the National Register of Historic Places nomination for the Fortune Arms. The extant building was designed by architect Charles E. Armstrong in the International style and renamed Hunter Plaza in 1973. Source: Marcel Quimby and Susan Kline, “Fortune Arms Apartments,” National Register of Historic Places Nomination Form, Texas Historical Commission, April 22, 2016, 8-17, from the THC, <https://atlas.thc.texas.gov/NR/pdfs/16000353/16000353.pdf>.

URBAN RENEWAL AND HISTORIC PRESERVATION EFFORTS

Despite this construction activity, downtown Fort Worth remained underutilized and desolate. One of the first attempts to address this issue occurred in 1953, when J. B. Thomas, president of the Texas Electric Service Company, commissioned architect Victor Gruen.⁷⁷ Gruen, who, ironically, also pioneered the suburban shopping mall, created an ambitious urban renewal plan that sought to banish virtually all cars from downtown and proposed converting streets into outdoor pedestrian malls, parks, and plazas (fig. 4-58). Motorists would park at one of six large garages located along a new beltway constructed around downtown and walk no more than two and a half minutes to businesses and parks.⁷⁸ Gruen submitted his plan, “A Great Fort Worth Tomorrow,” to City Council in 1956. Ultimately considered too radical, the Gruen Plan failed to garner funding and support from the City and was not implemented. In the early 1960s, a City Council–appointed municipal planning committee attempted to rework the Gruen Plan, but like the previous plan, it was never realized.⁷⁹

In 1963, through a series of town halls held at Will Rogers Auditorium, the City sought the public’s input on how best to reinvigorate downtown.⁸⁰ Citizens proposed a variety of options including implementing the Gruen Plan, building more libraries, and hosting more cultural activities, but overwhelmingly the public supported building a downtown convention center.⁸¹ In 1964, Tarrant County voters easily approved the bond issue for funding the project.⁸² The City chose a 14-block site in the south end of downtown in the area historically known as Hell’s Half Acre for the new convention center. Through eminent domain, the City and County cleared the land of shops, warehouses, hotels, and theaters (fig. 4-59). A consortium of five Fort Worth architects, including Preston M. Geren, collaborated on the Modern design of the complex, which included a theater (demolished 2000), arena, exhibits hall, and meeting rooms (fig. 4-60). The Fort Worth Convention Center (originally named the Tarrant County Convention

ⁱ Fort Worth was considered a “critical defense area” due to the number of defense-related firms established in the city.

Center) opened in 1968 and successfully brought conventions to Fort Worth, as well as some of music’s top performers from the 1970s, including Elvis Presley, Paul McCartney, the Rolling Stones, Pink Floyd, Bob Marley, and Led Zeppelin.



Figure 4-58. Color-coded map from the Gruen Plan showing beltway (red) around downtown with parking garages (green). Source: Courtesy of the Genealogy, History and Archives Unit, Fort Worth Public Library, <http://www.fortworthtexasarchives.org/digital/collection/p16084coll18/id/56/rec/9>.

Figure 4-59. Buildings in the 1100 block of Main Street prior to their demolition to make room for the new convention center. Photo shows the Larimer building, Hotel Diana, Rustic Lounge, and the Dean Hotel, around 1968. Source: “Buildings to be demolished for Tarrant County Convention Center construction,” Jack White Photograph Collection, University of Texas at Arlington Libraries Digital Gallery, 1968, accessed May 28, 2021, <https://library.uta.edu/digital/gallery/img/10008218>.





Figure 4-60. Postcard from the late 1960s of the Fort Worth Convention Center (originally named the Tarrant County Convention Center). The convention center opened in 1968 in the south end of downtown (extant). Source: Card Cow, <https://www.cardcow.com/848984/fort-worth-texas-tarrant-county-convention-center/>.

Downtown was not immediately reinvigorated by the opening of the convention center. Despite the thousands of visitors the conventions and events brought to downtown, many of them stayed in hotels and ate in restaurants in the suburbs. As the convention center did little for downtown’s nightlife, businesses continued to shutter.⁸³ Efforts to revitalize downtown continued throughout the 1970s, largely spearheaded by private investors including some of the city’s most prominent names: Carter, Tandy, and Bass.

In 1974, the Amon G. Carter Foundation, established in 1945 by Amon G. and Nenetta Burton Carter (see *Cultural and Social Context*), gifted the City the four-and-a-half-acre Modern Water Garden at 1502 Commerce Street in what was then a blighted section of the city (fig. 4-61). Inspiration for the park stemmed from First Lady “Lady Bird” Johnson’s civic beautification movement and the hope that it would transform that section of town. Designed by architect Philip Johnson and John Burgee, the site features a series of pools, terraces, and walkways in sunken and raised spaces (fig. 4-62). At the garden’s opening ceremony, J. C. Pace Jr., former president of the Fort Worth Chamber of Commerce, said the park would be “a big boost for downtown development.”⁸⁴



Figure 4-61. The Water Garden, designed by Philip Johnson and dedicated to the city in 1974, photographed in 2014 (extant). Source: Carol M. Highsmith, photographer, “The aerated pool of the Fort Worth Water Gardens, designed by architects Philip Johnson and John Burgee, Fort Worth, Texas, 2014-06-06,” from the Library of Congress, <https://www.loc.gov/item/2014633938/>.

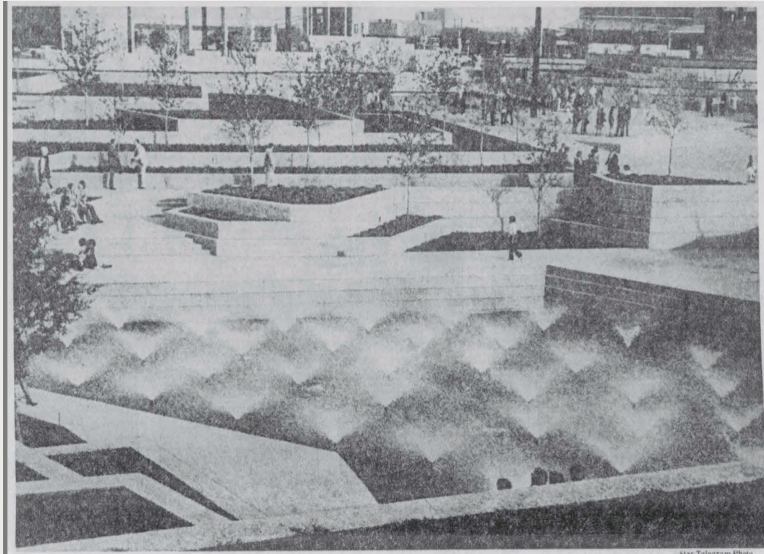


Figure 4-62. Newspaper article on the 1974 opening ceremony for the Water Garden in downtown. The new park was a designed by architect Philip Johnson and was a gift to the city by the Amon G. Carter Foundation. Source: Fort Worth Star-Telegram, October 20, 1974, 1.

In 1975, businessman Charles Tandy was the next to invest in downtown Fort Worth. Tandy purchased four blocks in the north end of downtown and demolished the existing buildings on site, including Leonard’s Department Store. In their place, Tandy Center, a mixed-used two-tower 20-story building, opened between 1976 and 1978 (fig. 4-63). Designed by Growald Architects of Fort Worth, the complex, meant to mimic a suburban shopping center, included a mall and indoor skating rink and served as corporate headquarters for Radio Shack.⁸⁵

Figure 4-63. The mixed-use, two tower Tandy Center (now named City Place) opened between 1976 and 1978. The complex, located in the bottom, center half of the photo was designed by Growald Architects and was meant to mimic a suburban shopping mall. Source: “Aerial View of Downtown Fort Worth,” n.d., University of North Texas Libraries, The Portal to Texas History, crediting Tarrant County College NE, Heritage Room, accessed June 16, 2021, <https://texashist.ory.unt.edu/ark:/67531/metaph15077/>.



At the end of this period, Sundance Square, a 35-square-block area downtown transformed by Bass Brothers Enterprises in the 1980s and 1990s, began to take form. The Besses began plans for a larger redevelopment project following their involvement with the opening of the Americana Hotel (now the Worthington Hotel) on the former site of Stripling’s Department Store at 200 Main Street in 1979 (fig. 4-64). In 1979, Bass Brothers began acquiring property in what began as a two-block area downtown. Their plans included a pair of Paul Rudolph–designed high-rises at 201 Main Street (City Center (completed between 1982 and 1984) and a rehabilitated Plaza Hotel at 301 Main Street (fig. 4-65).⁸⁶

Their restoration of the Plaza Hotel was “the first of a series of such efforts Bass Brothers has planned for Main Street.”⁸⁷ As part of the redevelopment plan, the City would spend \$3 million using Urban Development Action Grant money for a nine-block improvement program downtown.⁸⁸ The Sundance Square project came to fruition over the subsequent decades, helping return vibrancy to downtown Fort Worth. Throughout the 1980s and into the 1990s, the project rehabilitated 12 commercial buildings, including the Burk Burnett Building (500 Main Street) and Fire Station No. 1 (214 Commerce Street).⁸⁹ For the project, Bass Brother Enterprises, Inc. earned the Ruth Lester Award for Historic Preservation, the state’s highest honor in preservation, from the Texas Historical Commission in 1982.⁹⁰ To date, the project remains one of the largest private-sector preservation efforts undertaken in Fort Worth and serves as a national model.⁹¹



Figure 4-64. The Americana Hotel (now the Worthington Hotel) opened in 1979 at 200 Main Street. Source: “The Americana Hotel,” Fort Worth Star-Telegram Collection, University of Texas at Arlington Libraries Digital Gallery, 1985, accessed June 15, 2021, <https://library.uta.edu/digitalgallery/img/10011754>.

Figure 4-65. Built in 1908, the Plaza Hotel building at 301 Main Street (extant) was one of the first Sundance Square rehabilitation projects. Rehabilitated in the late 1970s and early 1980s, the Plaza Hotel helped return vibrancy to downtown. Source: John Roberts, AIA, “Plaza Hotel,” *Architecture in Fort Worth*, accessed June 16, 2021, <http://www.fortwortharchitecture.com/plaza.htm#prettyPhoto>.



See the next page for a sample statement of significance for resources associated with the theme: Downtown Decline and Revitalization Efforts, subtheme: Urban Renewal and Historic Preservation Efforts.

Statement of Significance*	
Theme:	Downtown Decline and Revitalization Efforts
Subthemes:	Urban Renewal and Historic Preservation Efforts
Summary Statement of Significance:	Resources associated with this theme represent a variety of projects undertaken in the post-war period to combat the commercial decline of downtown that resulted from massive suburban development. The municipal government and private individuals were both involved in the various urban renewal and historic preservation efforts. Resources are likely to be eligible under the areas of Community Planning and Development, but they must retain integrity to convey significance and association.
Period of Significance:	Roughly between 1950 and 1980
Period of Significance Justification:	Covers the beginning of the decline of downtown due to suburbanization and subsequent revitalization efforts.
Geographic Location:	Downtown
Area(s) of Significance:	Community Planning and Development, Architecture
Criteria:	National Register: A and C Local: 1, 2, 3
Associated Property Types:	Resources associated with this theme include hotels, motels, convention centers, parks, and mixed-use high-rise buildings and complexes. Building modifications from this period may also be significant as they reflect downtown businesses' attempts at modernizing to maintain and attract customers.
Example:	Fort Worth Convention Center, 1201 Houston Street
<p>The Fort Worth Convention Center (originally the Tarrant County Convention Center) was a collaborative project between Tarrant County and the City of Fort Worth aimed to reinvigorate downtown. Approved by the city's voters, the convention center opened in 1968. The urban renewal project used eminent domain to clear the 14-block site of warehouses and one- and two-part commercial block buildings historically associated with Hell's Half Acre for the new complex. The convention center successfully brought in conventions to Fort Worth, as well as many musical performers, though it did not immediately reinvigorate downtown. Following its completion, other revitalization efforts—including the Water Garden, Tandy Center, and the Sundance Square project—attracted more people to downtown. Dependent on integrity (current renovation plans for the convention center call for the demolition of the arena), the Fort Worth Convention Center may be eligible as a local landmark and for listing in the National Register under Criterion A in the area of Community Planning and Development. The Modern style building, designed by a consortium of five Fort Worth architects, including Preston M. Geren, may also be eligible under Criterion C for Architecture.</p>	
 <p><i>Exterior view of the arena at the Fort Worth Convention Center in 1993. Source: Steven Martin, Flickr, accessed August 25, 2021, https://www.flickr.com/photos/stevenm_61/50017391532/in/album-72157609038311782/.</i></p>	
<p>*This sample provides a framework for the identification of resources associated with significant themes in Fort Worth's history. Resources significant under one theme/subtheme may also be significant under one, or several other themes. Period of Significance dates are also just a guide, and resources may have periods of significance that start earlier or end later. Each resource needs to be evaluated individually for historical significance.</p>	

See the "Heritage and Cultural Preservation Movement" discussion on page 256 for more information on Fort Worth's historic preservation movement.