

United States Department of the Interior
National Park Service
National Register of Historic Places Registration Form

1. Name of Property

Historic Name: Laurence, W. F., Florist Building
Other name/site number: n/a
Name of related multiple property listing: n/a

2. Location

Street & number: 407 W. Magnolia Avenue
City or town: Fort Worth State: Texas County: Tarrant
Not for publication: Vicinity:

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this
 nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register criteria.

I recommend that this property be considered significant at the following levels of significance:
 national statewide local

Applicable National Register Criteria: A B C D

Mark Wolfe State Historic Preservation Officer Date 9/18/15
Signature of certifying official / Title
Texas Historical Commission
State or Federal agency / bureau or Tribal Government

In my opinion, the property meets does not meet the National Register criteria.
Signature of commenting or other official Date
State or Federal agency / bureau or Tribal Government

4. National Park Service Certification

I hereby certify that the property is:
 entered in the National Register
 determined eligible for the National Register
 determined not eligible for the National Register.
 removed from the National Register
 other, explain: _____

Signature of the Keeper Date of Action

W. F. Laurence Florist Building, Fort Worth, Tarrant County, Texas

5. Classification

Ownership of Property

<input checked="" type="checkbox"/>	Private
<input type="checkbox"/>	Public - Local
<input type="checkbox"/>	Public - State
<input type="checkbox"/>	Public - Federal

Category of Property

<input checked="" type="checkbox"/>	building(s)
<input type="checkbox"/>	district
<input type="checkbox"/>	site
<input type="checkbox"/>	structure
<input type="checkbox"/>	object

Number of Resources within Property

Contributing	Noncontributing	
1	0	buildings
0	0	sites
0	0	structures
0	0	objects
1	0	total

Number of contributing resources previously listed in the National Register: n/a

6. Function or Use

Historic Functions: COMMERCE/TRADE: Specialty Store

Current Functions: COMMERCE/TRADE: Restaurant

7. Description

Architectural Classification: OTHER: One-part Commercial Block

Principal Exterior Materials: Brick, clay tile

Narrative Description (see continuation sheets 7-6 through 7-8)

W. F. Laurence Florist Building, Fort Worth, Tarrant County, Texas

8. Statement of Significance

Applicable National Register Criteria

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

Criteria Considerations: n/a

Areas of Significance: Architecture

Period of Significance: 1928

Significant Dates: 1928

Significant Person (only if criterion b is marked): n/a

Cultural Affiliation (only if criterion d is marked): n/a

Architect/Builder: Unknown

Narrative Statement of Significance (see continuation sheets 8-9 through 8-12)

9. Major Bibliographic References

Bibliography (see continuation sheet 9-13)

Previous documentation on file (NPS):

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

Primary location of additional data:

- State historic preservation office (*Texas Historical Commission, Austin*)
- Other state agency
- Federal agency
- Local government
- University
- Other --

Historic Resources Survey Number (if assigned): n/a

W. F. Laurence Florist Building, Fort Worth, Tarrant County, Texas

10. Geographical Data

Acreeage of Property: Less than one acre

Coordinates

Latitude/Longitude Coordinates (use decimal degree format)

Datum if other than WGS84: N/A

1. Latitude: 32.730486 Longitude: -97.329285

Verbal Boundary Description: See continuation page 10-14

Boundary Justification: See continuation page 10-14

11. Form Prepared By

Name/title: Susan Allen Kline, Consultant
Address: 2421 Shirley Avenue
City or Town: Fort Worth State: Texas Zip Code: 76109
Email: sskline@sbcglobal.net
Telephone: 817-921-0127
Date: June 2015

Additional Documentation

Maps (see continuation sheet Map-15 through Map-18)

Additional items (see continuation sheets Figure-19 through Figure-22)

Photographs (see log on page 5 and continuation sheets Photo-23 through Photo-27)

W. F. Laurence Florist Building, Fort Worth, Tarrant County, Texas

Photographs

Name of Property: W. F. Laurence Florist Building
City or Vicinity: Fort Worth
County, State: Tarrant County, Texas
Photographer: Susan Allen Kline
Date Photographed: June 24, 2015 (unless otherwise noted)

The following images accompany this nomination document. For reference, these images are also included at the end of this document starting with page 23.

Photo 1: Façade, looking southwest

Photo 2: Façade, looking southeast

Photo 3: Rear, looking north; January 30, 2015

Photo 4: Rear, looking northwest at entrances and windows; January 30, 2015

Photo 5: Rear, looking north at lower wall of former greenhouse and east entrance; January 30, 2015

Photo 6: Interior, looking west toward new partition wall, restrooms, and west wall

Photo 7: Interior, looking east toward stairs, ramp and opening to adjacent building

Photo 8: Streetscape, camera facing approximately west-southwest; September 14, 2015

Photo 9: Close-up of the nominated property's signage. Camera facing up and west. September 14, 2015

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

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

W. F. Laurence Florist Building, Fort Worth, Tarrant County, Texas

Narrative Description

The W. F. Laurence Florist Building is located at 407 W. Magnolia Avenue on Fort Worth's Southside. The building sits on the south side of West Magnolia Avenue, which is a busy east/west commercial street that connects an expanding medical district to the east with a trendy historic district to the west. The W. F. Laurence Florist Building is an excellent example of a One-part Commercial Block brick building in the city's Southside. It was constructed in 1928 and is embellished with Period Revival features such as cast coping with cast finials, a red clay tile pent roof, denticulated eaves, a shaped parapet, and rounded arched entrance. Its large storefront windows with divided light clerestories and its diminutive size also add to its distinctive appearance. The building retains a high degree of its architectural integrity.

The W. F. Laurence Florist Building is located approximately one mile south of downtown Fort Worth on the south side of West Magnolia Avenue, an east/west commercial street that has experienced a rebirth in the last two decades. That portion of Magnolia between Eighth Avenue on the west and Hemphill Street on the east is the northern border of the Fairmount-Southside Historic District, the city's largest local and National Register-listed historic district. The W. F. Laurence Florist Building is on the section of Magnolia Avenue between Hemphill Street on the west and South Main Street on the east. Over the last few years, this section of Magnolia has experienced demolition of several buildings for the construction of a large medical facility and a large parking lot that serves another medical facility. The building sits next to a one-story buff colored brick building on the east at 401 W. Magnolia Avenue. It has a rounded corner facing Magnolia and May that suggests a Moderne influence. It was constructed c. 1950. Attached at the rear of 401 W. Magnolia is a two-story building at 1306 May Street. It was likely constructed c. 1955. To the west of the Laurence Building, and not directly abutting it, is a one-story concrete block building at 409-11 W. Magnolia that was likely constructed in the early post-World War II years. These buildings were rehabilitated in 2013-2014. Across the street at 400 W. Magnolia Avenue is a large medical facility constructed in 2012.

The W. F. Laurence Florist Building is an excellent local example of a small One-part Commercial Block. It was constructed in 1928 according to tax records. The building is approximately 37.5 feet wide and 25 feet deep. The façade is constructed of polychrome wire-cut buff brick and is divided into three bays (Photos 1 and 2). The center bay contains the entrance which sits above grade and is accessed by a short flight of concrete stairs. The opening is infilled with what appears to be paired wood-framed doors with large lights. However the doors are non-operable. Above the doors is a narrow fixed transom. Above the narrow transom is a large rounded arch divided-light transom. The top of the arch is framed by rows of brick headers. Above the arch is a gable-shaped parapet. A metal two-sided red, green, and yellow sign above the door projects perpendicularly from the wall. It reads "W. F. Laurence/Fine Flowers." A lower panel on the east reads "S & H Green Stamps" (the same panel on the west side is missing). It is not known when this sign was installed but it has become an admired feature along Magnolia Avenue. At the top of the sign is a metal sign for the current tenant. Its shape is similar to a screen that used to be on top of the historic sign. The screen may have had neon lights attached to it.

Flanking the entrance are large storefront windows that are divided by a wood mullion. Above the windows are wood-framed clerestories with vertically divided lights. Above the clerestories is a row of bricks laid in a soldier course. There is a pent roof with red clay tiles across the top of the façade that wraps around to the east and west elevations. The eaves below the roof have dentils. Projecting above the corners of the east and west

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elevations are gable-shaped end walls with cast coping and a cast finial.

The side walls are constructed of the same buff brick as the north elevation. When the building was constructed, there were no buildings abutting it or within inches of it as there are now.

The rear (south) elevation of the building is constructed of red and orange brick (Photos 3 and 4). It has a centered three-sided stepped parapet. Below the parapet are the ghost lines of the greenhouse that was formerly attached to this elevation. The greenhouse was constructed in 1921 and demolished sometime before 2001 according to aerial photographs. At the center of this elevation is a large opening with a steel header. An aluminum-framed storefront style door with flanking sidelights and narrow fixed transom is at the west end of the opening. The east end of the opening has an aluminum-framed storefront style door with a sidelight on its left side and narrow fixed transom above. Between the doors is a bar shelf that is wrapped in galvanized aluminum and is supported by metal brackets. The wall below the shelf is covered with cedar and has a full-width foot rest near the base. Above the bar is an arrangement of metal-framed windows in a 2/4 configuration that can be opened to provide service to the outdoor patio area (Photo 4). Extending south from the east elevation is a low concrete wall that was likely the base of the greenhouse that formerly stood behind the building. A new wood screen constructed of cedar sits on top of the wall (Photo 5). A new wood pergola covers the concrete patio. A wood and wire mesh fence surrounds the patio and a wood fence has enclosed spaces between the patio and the rear parking area that was constructed behind the buildings at 401, 407, 409, and 411 W. Magnolia Avenue as part of the rehabilitation of all of the buildings (see Photo 3 and Map 4).

2013-2015 Rehabilitation

The building was rehabilitated between 2013 and 2014, with an alteration to the front entrance occurring in the spring of 2015. As part of the rehab project, the building received a new roof. Repairs to the pent roof included replacement of the roof deck. Eighty percent of the red clay tiles were reused with new tiles replacing damaged tiles. The new tiles were blended with the old to give the roof a uniform appearance. The clerestories, arched transom, and storefront windows were replaced due to their deteriorated condition. New wood units that carefully matched the profiles of the historic units were installed. When the owner purchased the building in 2012, there were paired wood paneled doors at the front entrance. Because of the concrete stairs in front of the doors, a recessed vestibule was constructed at the entrance to meet code requirements. However, the current occupant removed the vestibule in the spring of 2015 and filled the opening with false glazed doors, with the primary entrance to the building through the building to the east. Although not operable, the infill provides a period-appropriate appearance. A wood planter has been placed on the concrete stairs to discourage attempts to use the entrance. The planter is easily removed and the doors are easily reversible. All wood trim on the façade was painted a light green to replicate the historic color. The historic sign was retained. A sign for the current tenant sits on top of the historic sign. Its shape replicates a screen that occupied that area.

Originally, there were three openings on the south (rear) elevation that would have connected to the greenhouse (no longer extant). During the rehabilitation, one large opening was constructed in this area. It has a 17-foot long steel header. As previously described, two storefront-style aluminum-framed doors, a bar shelf, and operable windows were installed in the new opening. A pergola attached to the rear of the building was constructed during the rehabilitation project. The patio area was paved with concrete and the wood and wire mesh fences previously described were erected. A new concrete and brick sidewalk with tree wells was

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installed in front of the building. The rehab of this building and the adjacent ones included landscaping and the construction of parking areas at the rear of the properties (see Map 4).

The interior of the building originally had an open volume with a pressed tin ceiling, plastered walls, and concrete floor. The interior finishes had suffered damage from water infiltration and deferred maintenance. During the recent rehabilitation, two restrooms and a hall partition were added in the southwest corner (Photo 6). A beverage bar is located in front of the windows on the south wall. A storefront style window near the north end of the west wall was removed to meet fire codes. The window opening was infilled with concrete block. Another window opening high up on the south end of west wall was also filled with concrete block to meet code but it is obscured by the new men's restroom. A small window high on the south end of the east wall was also removed to meet code. The opening now holds audio equipment. A storefront window on the north end of the east wall was removed. The opening was enlarged to provide an interior connection with the building to the east (the rehabilitation plan included the two buildings to jointly house one restaurant). A steel header was placed across the opening. That portion of the window opening that extends above the header is infilled with wood. Because the floor plate of the nominated building is higher than the floor plate of the neighboring building, the opening was used to install concrete stairs and a ramp as required by code. The ramp runs along the east wall and wraps around to the west wall of the adjacent building (Photo 7 and Figure 1). Plaster remains on the north wall and is painted gray. Patches of plaster remain on the east wall. The pressed tin ceiling was retained and new panels installed where they were needed to replace damaged or missing panels. Exposed ducts and track lighting are suspended from the ceiling (Photos 6 and 7).

Alterations such as the faux front doors, the removal of windows on the side elevations, the opening to the adjacent building and the corresponding ramp and stairs, and the doors and windows on the rear elevation were done to meet new programmed uses and to address code issues. Due to the building's small size, it became more economically feasible to tie its use to the adjacent building then to fully rehabilitate it with the inclusion of restrooms as a stand-alone building. This necessitated providing a connection to the adjacent building. Because of the change of grade between the floor plates of the two buildings, it was necessary to construct the concrete stairs and ramps. The best place to put the connection was at the location of the storefront window on the east elevation. It would have been necessary to remove the window anyway to meet fire codes. The other windows on the side elevations were also removed to meet code. These windows had not been visible to the general public for more than fifty years following the construction of the buildings to the east and west. The historic concrete stairs by the front entrance were also problematic. Any entrance at that location would have to be recessed to meet code. This was done when the building was first rehabbed in 2013-2014 but the vestibule took up valuable floor space in the small building. The current tenant chose to place faux wood-framed glazed doors in the opening. This was an appropriate treatment as the infill closely resembles period-appropriate doors and is reversible. The opening on the rear elevation allows for service to the patio area while providing means of egress that meet ADA requirements and other applicable codes. This elevation also was not visible to the general public. The rear pergola obscures these features much as the original greenhouse obscured the openings previously on this elevation.

The W. F. Laurence Florist Building retains its integrity of design, materials, workmanship, location and feeling. Its setting has been impacted with the loss of commercial buildings across the street and residential buildings to the south. Although it no longer has an association with a floral business, it continues to have a commercial function.

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Statement of Significance

The W. F. Laurence Florist Building is a brick, One-part Commercial Block that is notable for its diminutive size and the eclectic Period Revival details that adorn its façade. The shaped parapet, red clay tile pent roof, dentils under the eaves, and rounded arched entrance are particularly notable. Such embellishments became popular in the 1920s to make these buildings more harmonious with residential neighborhoods, whether they housed a single tenant or had multiple occupants. Unlike many of its contemporaries in Fort Worth's Southside, the W. F. Laurence Florist Building was constructed for a specific tenant. It is eligible for listing on the National Register of Historic Places at the local level of significance under Criterion C in the area of Architecture as an excellent example of a One-part Commercial Block with Period Revival details. The period of significance is 1928, the year it was constructed.

Historic Context

Between 1849 and 1900, Fort Worth developed from a small military outpost on the north Texas frontier to a regional transportation and industrial center with a population of 26,000 served by nine railroad lines. Initially, most of the city's development was confined within the boundaries created by the Clear Fork of the Trinity on the west and the Trinity River on the north and east. The tracks of the Texas & Pacific Railway created a slight impediment to expansion to the south but less so than the barriers created by the rivers. Residential development to the south picked up in the 1880s. Between 1890 and 1891, the city undertook three major annexations which extended the southern boundary of the city to Jessamine Street, which is now the southern border of the Fairmount-Southside Historic District, the city's largest local and National Register-listed historic district. With the arrival in 1902 of the Armour and Swift packing plants in North Fort Worth (a separate city at the time), Fort Worth grew to a population of 73,312 by 1910 and to 106,482 by 1920.¹ Much of this growth occurred in south Fort Worth. As the Southside neighborhoods grew, commercial development in the area grew with it. In particular, the commercial growth followed the establishment of the streetcar lines, with businesses popping up in proximity to the routes. South Fort Worth was served by a line that traveled from downtown, across the Texas & Pacific tracks, and down South Main Street to West Magnolia Avenue. There it turned west on Magnolia Avenue to Henderson Street (five blocks west of Hemphill Street), then went north to West Daggett Street. From there it went east to Jennings Avenue where it connected with another line that served the central business district. Other lines went further south of West Magnolia Avenue.

Commercial Development of West Magnolia Avenue

West Magnolia Avenue is located approximately one mile south of Fort Worth's central business district. During the first two decades of the twentieth century, this area was largely residential but commercial establishments began to appear in the late 1910s and early 1920s. In 1916, a post office was established in Weaver's Pharmacy at Hemphill Street and Magnolia Avenue (approximately one and one-half blocks west of the nominated building). In 1920, a traffic cop was placed at this intersection to better control traffic. More commercial establishments were appearing in the area and residents became concerned about the effect of this trend on their personal property. In July 1921, a group of Southsiders petitioned the city commission to prevent

¹ North Fort Worth was annexed into Fort Worth in 1909.

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the construction of business houses on streets such as Magnolia as they feared the erection of a garage and repair shop next to a church and the residence of an elderly woman was inappropriate. Initially, the commission sided with the residents, but the following month, Mayor E. R. Cockrell voiced his support for making West Magnolia Avenue a commercial street.² By mid-decade, more business houses had been established along the street. In June 1926, business proprietors along Magnolia Avenue ran a full page advertisement in the *Fort Worth Press* encouraging shoppers to patronize their businesses. The ad stated:

Who's Who on Magnolia? Magnolia Avenue might well be called the Southside shoppers' row. From South Main Street on the East to Summit Avenue on the West, cutting through the heart of the Southside residential section is Magnolia, with business houses of all kinds--cafes, druggists, grocers, a famous candy store, hardware of everykind [sic] and the answer to every motorist's demands in auto accessories, gas and oil. Plenty of free parking space, plenty of service—come in and get acquainted with the neighborhood business houses.

The individual stores represented in this ad included Brady Service (auto) at College and Magnolia, Hempolia Drug Store at 610 W. Magnolia, Martha Washington Candies at Magnolia and Fairmont, Crystal Ice, Magnolia Cafeteria, Magnolia Shoe Repairing, Southside Hardware Company, Kolius Café, and Southside Pharmacy at Magnolia and South Main Street. In July 1926, the first traffic signal light located outside of the central business district was installed at the intersection of Magnolia Avenue and Hemphill Street as a result of this commercial activity and residential growth. At that same time, members of the Magnolia Avenue Property Owners Association petitioned the city to widen the street to accommodate the increased traffic along this corridor.³

The W. F. Laurence Florist Building

W. F. (William Finis) Laurence (1872-1952) had a varied career as a teacher and produce dealer before entering the floral business.⁴ In 1918, he purchased Lots 1 and 2 of Block 1 of the S. O. Moodie Subdivision of Blocks 22 and 23 of the Field Welch Addition for \$3,000. These lots were located at the southwest corner of West Magnolia Avenue and May Street. This portion of West Magnolia was located between South Main Street on the east and Hemphill Street on the west. At the time Laurence purchased the property, the area was largely residential, although a 1910 Sanborn Map indicated the presence of a one-story wood-framed store at 409 W. Magnolia Avenue.⁵

The 1919 Morrison and Fourmy City Directory indicated that Laurence was in the produce business. He soon expanded his business interests. In October 1921, he placed an advertisement in the *Fort Worth Star-Telegram* announcing the completion of a “new and thoroughly up-to-date” greenhouse, and “our opening to the floral trade of Fort Worth.” The greenhouse was located at 407 W. Magnolia Avenue, which was located on the property he purchased in 1918. The ad indicated that the business would carry “a full line of Cut Flowers, Pot

² *Fort Worth Star-Telegram*, June 28, 1916, April 4, 1920, July 12, 1921

³ *Fort Worth Press*, June 4, 1926, July 13, 1926, and August 3, 1926. The City would reject this plea during 1926 and instead favored the widening of Rosedale Avenue to the north because of other recent improvements along that street and the fact that it extended further to the west than did Magnolia. See *Fort Worth Press*, August 17, 1926.

⁴ *Fort Worth Press*, May 19, 1952.

⁵ See Sanborn Fire Insurance Map Company, Fort Worth, Texas, 1910, Volume 1, Sheet 59.

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Plants, Bulbs, Trees and Shrubbery of All Kinds” as well as decorations for all occasions, and delivery at all hours. W. E. Green “of many years local experience” was to be in charge. At the bottom of the ad was Laurence’s name followed by the word “Florist.”⁶ The 1922 City Directory listed Laurence as a florist at 407 W. Magnolia Avenue as well as a produce dealer at 409 W. Magnolia Avenue.

According to records of the Tarrant County Tax Assessor’s Office, Laurence built a small store in front of the greenhouse in 1928. The building was a One-part Commercial Block with a façade of polychrome buff brick. The design included a red clay tile pent roof below the parapet that was bracketed by end walls with cast stone coping and small cast finials. The eaves below the roof had dentils. The façade was divided into three bays. The center bay had a gable-shaped parapet of brick. Below was a rounded arched transom above the centered entrance. Flanking the entrance were large storefront windows surmounted by divided clerestories. The large storefront windows were ideal for displaying beautiful floral displays or other products of the floral trade. At an unknown date, a red, green, and yellow sign was placed above the door that read “W. F. Laurence/Fine Flowers.” A lower panel read “S & H Green Stamps.”

City directories reveal that a floral shop continued in operation at this location under the name W. F. Laurence (sometimes spelled “Lawrence” in the directories) into the early 1980s. However, Mr. Laurence died in 1952 and his obituary stated that he retired in 1942. After his retirement, the city directories listed others as the proprietor.⁷ The property was sold in 1969 to Michael P. Stark, et al.

The building suffered many years of deferred maintenance. Prior to 2001, the greenhouse attached to the rear of the building was demolished. The building was vacant at the time it was purchased by the current owner in 2012. On August 12, 2013, the City of Fort Worth’s Historic and Cultural Landmarks Commission approved the designation of 407 W. Magnolia Avenue, as well as 401 W. Magnolia/1306 May Street, as Highly Significant Endangered to encourage their rehabilitation. The buildings were recently rehabilitated with 401 and 407 W. Magnolia rehabilitated for use as a restaurant.

Architectural Significance

As a building type, the One-part Commercial Block developed in the mid-19th century. It was a departure from the one-story shop of the 18th and 19th centuries that appeared similar to a small house with a pitched roof. The One-part Commercial Block was an urban form that was basically a one-story box with a decorated façade. This type of building was easy for speculators to construct and proliferated with the rapid growth of communities. They met a need by supplying a place where a small business could set up shop with a small investment. After the turn of the twentieth century, they were the type of modest buildings constructed in the neighborhoods of larger cities. Few had any historical references. This began to change by the 1920s as “efforts emerged to make the one part commercial block in suburban areas more ornamental and visually harmonious with its domestic surroundings.”⁸

⁶ *Fort Worth Star-Telegram*, October 23, 1921.

⁷ *Fort Worth Press*, May 19, 1952.

⁸ Richard Longstreth, *The Buildings of Main Street: A Guide to American Commercial Architecture*, (Washington, D.C.: The Preservation Press, 1987), 62.

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The W. F. Laurence Florist Building fits this trend. Although the architect has not been identified, its design is subtly sophisticated. Architecturally, it is an eclectic blend of Period Revival styles. The shaped parapet and red clay tiles on the pent roof are associated with the Mission/Spanish Colonial Revival Style. The dentils at the eaves could be suggestive of a Classical or Colonial Revival influence (as well as a number of other design influences). The rounded arch over the door is suggestive of a Mission/Spanish Colonial Revival influence, among others.

The W. F. Laurence Florist Building was constructed for a specific tenant, whereas similar buildings along the West Magnolia Avenue corridor were speculative or rental buildings constructed for numerous tenants. Two Fort Worth businessmen had the Newkirk-Wallerich Building, 1223-31 S. Main Street (northeast corner of West Magnolia Avenue and South Main Street), constructed in 1926. The building had five storefronts, each for a separate tenant. Another building in the 900 block of West Magnolia was constructed with numerous storefronts. Similar buildings elsewhere in the near Southside were built with multiple storefronts. A building in the 1700 block of 8th Avenue was built with multiple storefronts for separate tenants; its brick walls have been painted (Figure 3). The Alma Turner Building at 2200-08 Forest Park Boulevard was built with several storefronts; its façade has been altered by the creation of an arched opening. The building at 200 S. Jennings was built with two storefronts. Its original windows were replaced with glass block and the tile roof replaced with a standing seam metal roof (Figure 4). The Livesay Grocery Building at 407 W. Richmond Avenue was constructed for a single occupant. Its brick walls have been painted and the storefront windows are boarded over (Figure 5). A building at 1608-12 Park Place Avenue may have been a single occupancy building, but it was constructed as a rental property (Figure 6).⁹

The W. F. Laurence Florist Building is unique among its contemporaries on Fort Worth's Southside as it was constructed for a specific single tenant and its façade retains a high degree of integrity. It is eligible for listing on the National Register of Historic Places at the local level of significance under Criterion C for Architecture. It is an excellent example of a One-part Commercial Block constructed in South Fort Worth in the 1920s. In particular, it is notable for its diminutive size and Period Revival influences, particularly its red clay tile pent roof, shaped parapet, rounded arch over the entrance, and the dentils under the eaves. It is also notable in that it was constructed for a specific tenant rather than a building where tenants leased space. The period of significance is 1928, the year the building was constructed.

⁹ The buildings at 1223-31 S. Main Street, 1608-12 Park Place Avenue, 2200-08 Forest Park Boulevard, 200 S. Jennings, and 407 W. Richmond were documented in the *Tarrant County Historic Resources Survey: Phase III Fort Worth's Southside* (Fort Worth: Historic Preservation Council for Tarrant County, 1986), 32, 106, 146, 147. The sophisticated design of 1608-12 Park Place Avenue was likely due to the fact that it was built by C. M. Butcher of the Butcher & Sweeney Construction Company.

W. F. Laurence Florist Building, Fort Worth, Tarrant County, Texas

Bibliography

Fort Worth City Directory. Various years between 1919 and 1995.

Fort Worth Press, June 4, 1926, July 13, 1926, August 17, 1926, May 19, 1952.

Fort Worth Star-Telegram, June 28, 1916, April 4, 1920, July 12, 1921, October 23, 1921.

"407 W. Magnolia Avenue," file, Preservation Resource Center, Historic Fort Worth, Inc., Fort Worth, Texas.

Longstreth, Richard. *The Buildings of Main Street: A Guide to American Commercial Architecture*. Washington, D.C.: The Preservation Press, 1987.

Sanborn Fire Insurance Map Company, Fort Worth, Texas, 1910, Volume 1, Sheet 59 and 1951, Volume 1, Sheet 59.

Tarrant County Historic Resources Survey. *Phase III: Fort Worth's Southside*. Fort Worth: Historic Preservation Council for Tarrant County, Texas, 1986.

Tarrant County (Texas) Tax Assessor's Office. Assessor's Abstract for S.O. Moodie Subdivision of Block 22-23 Field Welch Addition, City of Fort Worth, Lot 1-2, Block 1.

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Section 10: Boundary Continuation Sheet

Verbal Boundary Description:

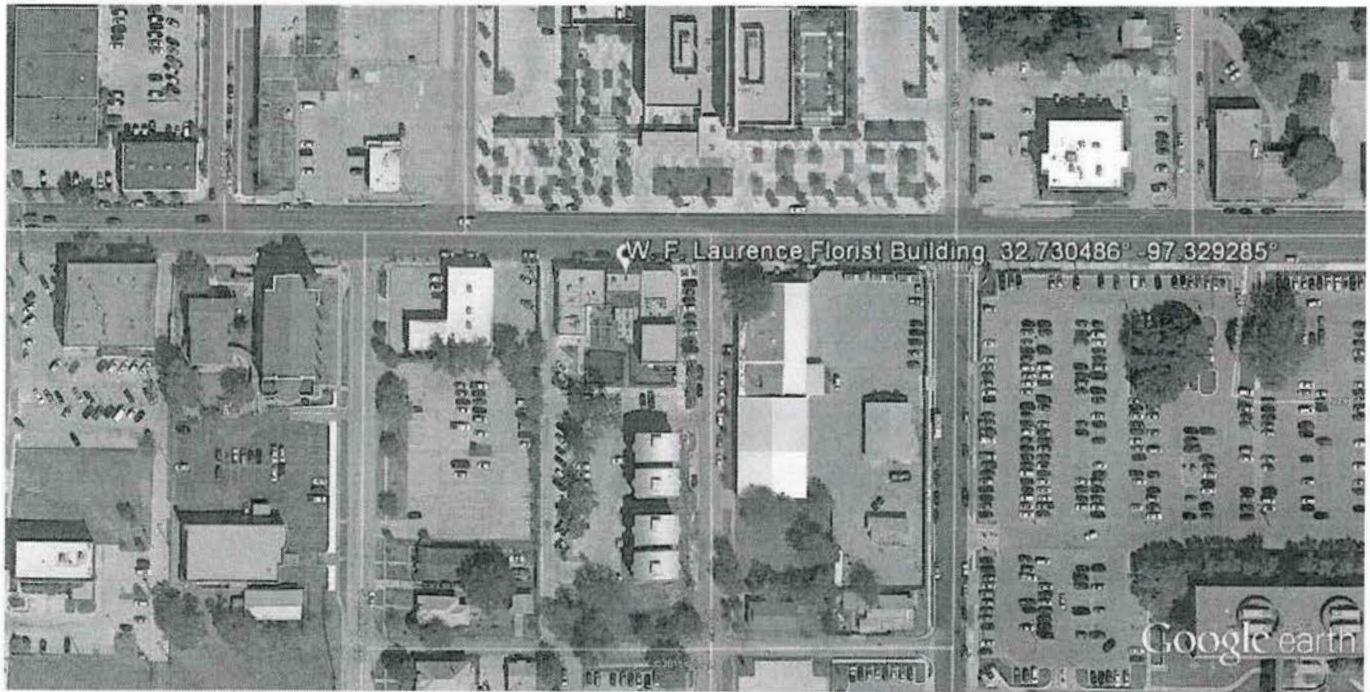
Beginning at a point on the south curb line of West Magnolia Avenue that is directly north of the northeast corner of the building at 407 W. Magnolia Avenue [hereafter referred to as "the building"], proceed south along the east elevation of the building to the end of the concrete wall formerly associated with the building's greenhouse, which is a distance of approximately 105 feet; proceed east approximately 37.5 feet to a point that is directly south of the southwest corner of the building; proceed north along the west elevation of the building to the south curb line of West Magnolia Avenue, which is a distance of approximately 105 feet; proceed east along the curb line approximately 37.5 feet to the point of beginning.

Boundary Justification:

The building at 407 W. Magnolia Avenue sits on portions of Lots 1 and 2 of Block 1 of the S. O. Moodie Subdivision of Block 22-23 of the Field Welch Addition to the City of Fort Worth. The buildings to the east and west of 407 W. Magnolia Avenue also sit on portions of these lots. To exclude these buildings, the boundaries of the nominated property have been delineated to include the area directly in front of the building, the building's footprint, and the low concrete wall associated with the greenhouse that formerly abutted the rear of the building. See Map 4.

W. F. Laurence Florist Building, Fort Worth, Tarrant County, Texas

Map 1: W. F. Laurence Florist Building, 407 W. Magnolia Avenue, Fort Worth, Tarrant County, TX.
32.730486, -97.329285 W

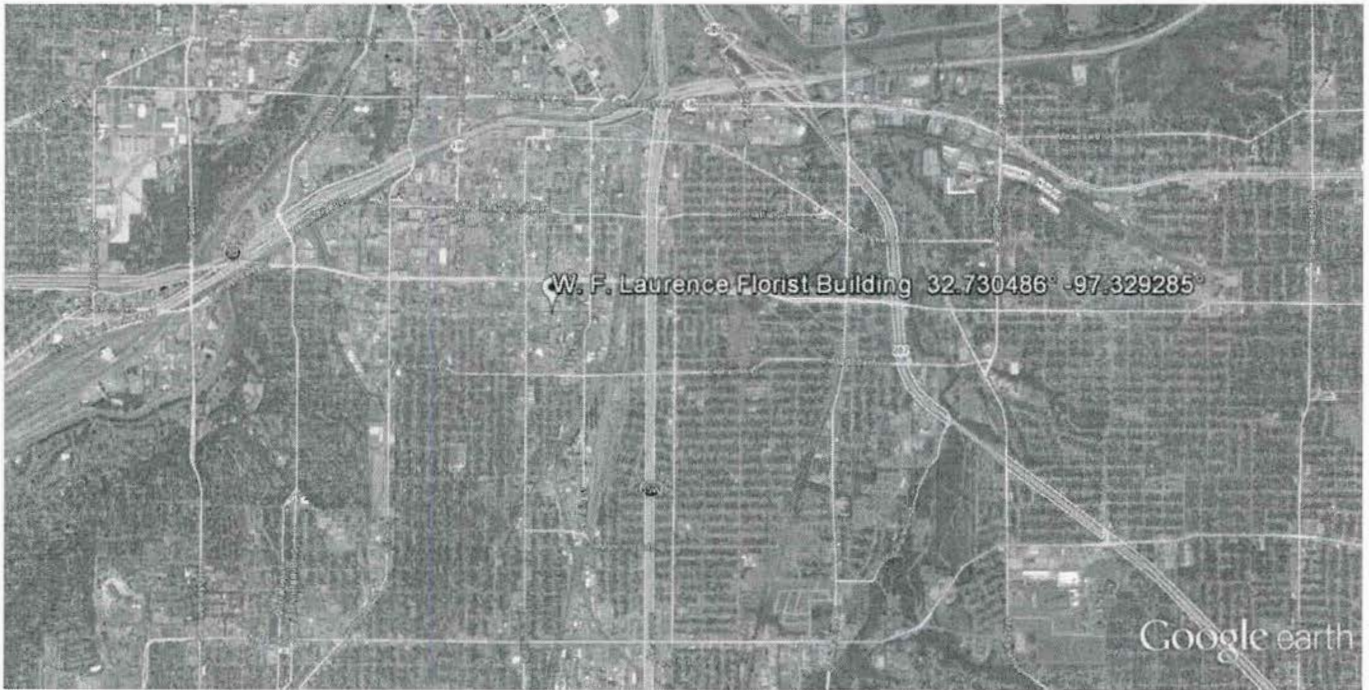


Google earth



W. F. Laurence Florist Building, Fort Worth, Tarrant County, Texas

Map 2: Context Map, W. F. Laurence Florist Building, 407 W. Magnolia Avenue, Fort Worth, Tarrant County, TX.

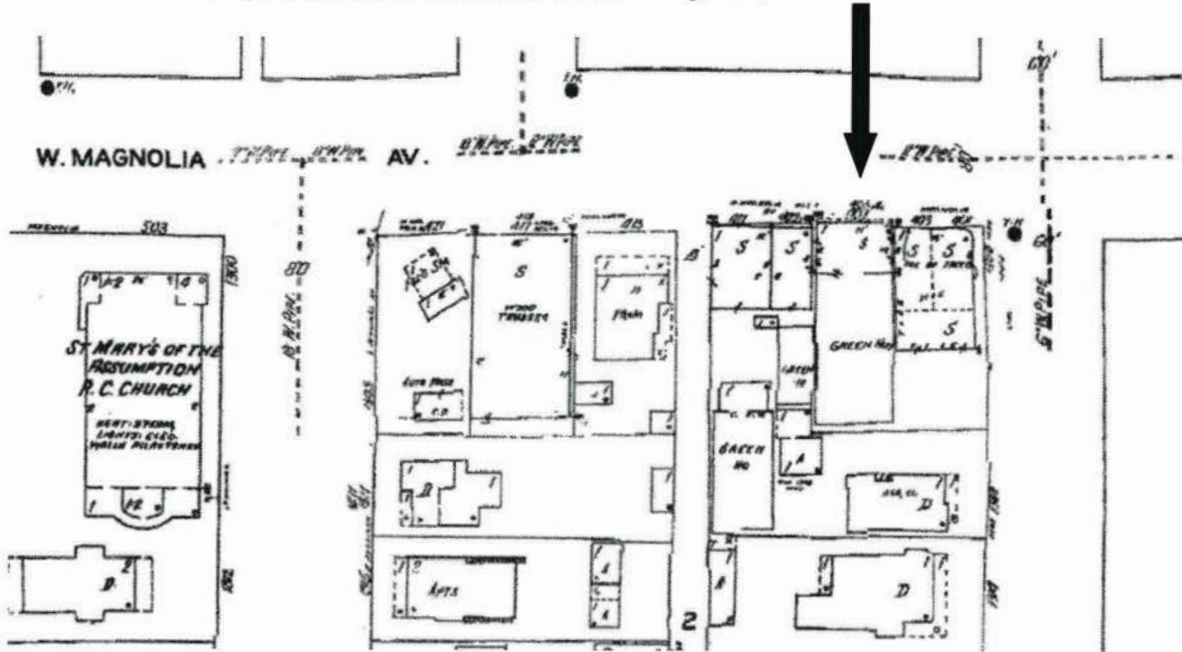


Google earth



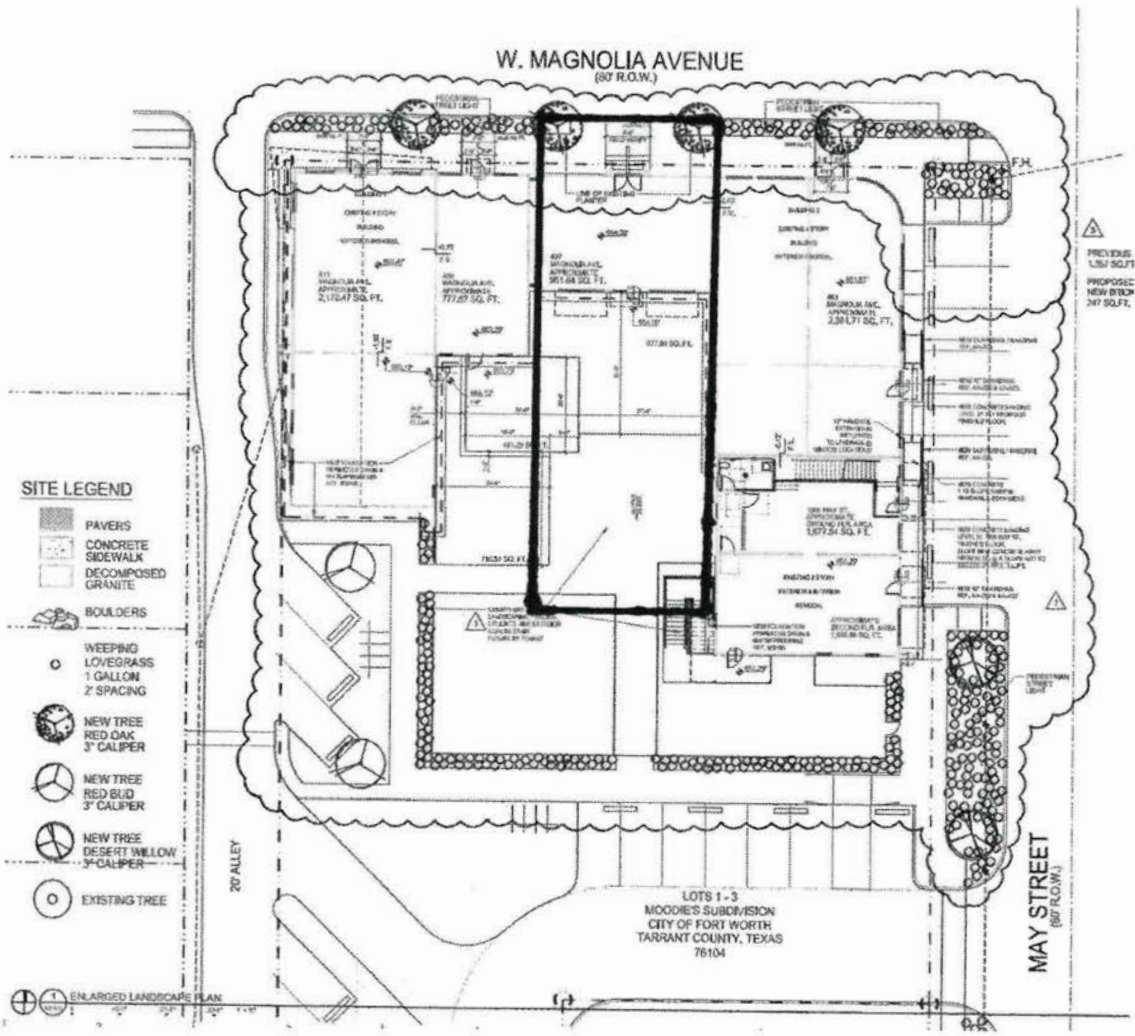
W. F. Laurence Florist Building, Fort Worth, Tarrant County, Texas

Map 3: 1951 Sanborn Fire Insurance Company Map, Fort Worth, Texas, Volume 1, Sheet 59. This map shows the location of the greenhouse at the rear of the building. N↑



W. F. Laurence Florist Building, Fort Worth, Tarrant County, Texas

Map 4: Site plan. From right to left, this includes the footprints for 401 W. Magnolia Avenue/1306 May Street, and 407, 409, and 411 W. Magnolia Avenue. The heavy black lines approximate the boundaries of the nominated property. N↑ Plan by Bennett Benner Pettit.



W. F. Laurence Florist Building, Fort Worth, Tarrant County, Texas

Figure 2: Façade (north elevation) plan. Plan by Bennett Benner Pettit.

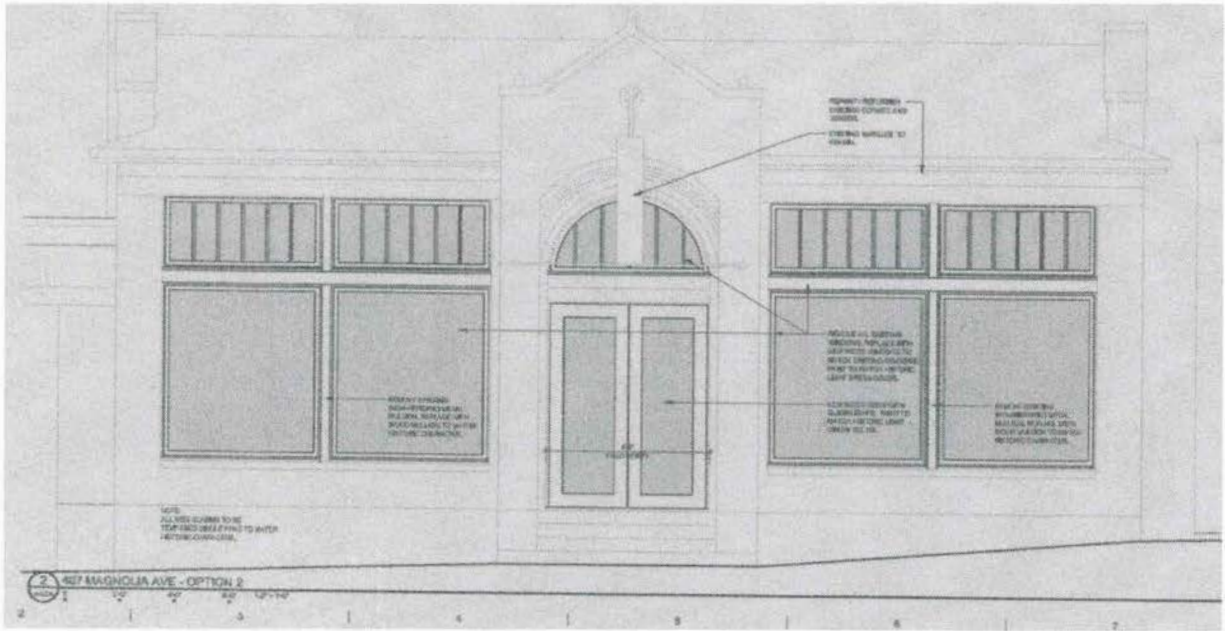


Figure 3: Comparative property in 1700 block 8th Avenue. One-part Commercial Block with multiple storefronts. The brick is painted.



W. F. Laurence Florist Building, Fort Worth, Tarrant County, Texas

Figure 4: Comparative property at 200 S. Jennings Avenue. One-part Commercial Block with two storefronts.



Figure 5: Comparative property at 407 W. Richmond Avenue. One-part Commercial Block for single tenant.



W. F. Laurence Florist Building, Fort Worth, Tarrant County, Texas

Figure 6: Comparative property at 1608-12 Park Place Avenue. One-part Commercial Block for single tenant; later altered for two tenants.



W. F. Laurence Florist Building, Fort Worth, Tarrant County, Texas

CURRENT PHOTOS OF THE NOMNATED PROPERTY

The following photos were also submitted to the National Park Service as high quality digital files.

Photo 1: Façade, looking southwest.



Photo 2: Façade, looking southeast.



W. F. Laurence Florist Building, Fort Worth, Tarrant County, Texas

Photo 3: Rear, looking north.

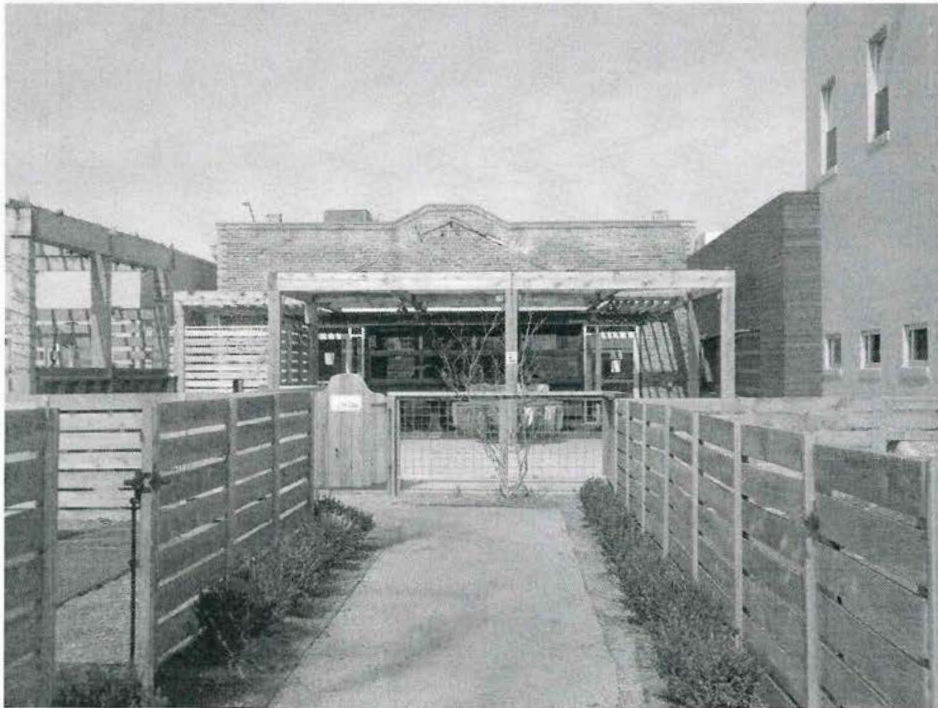
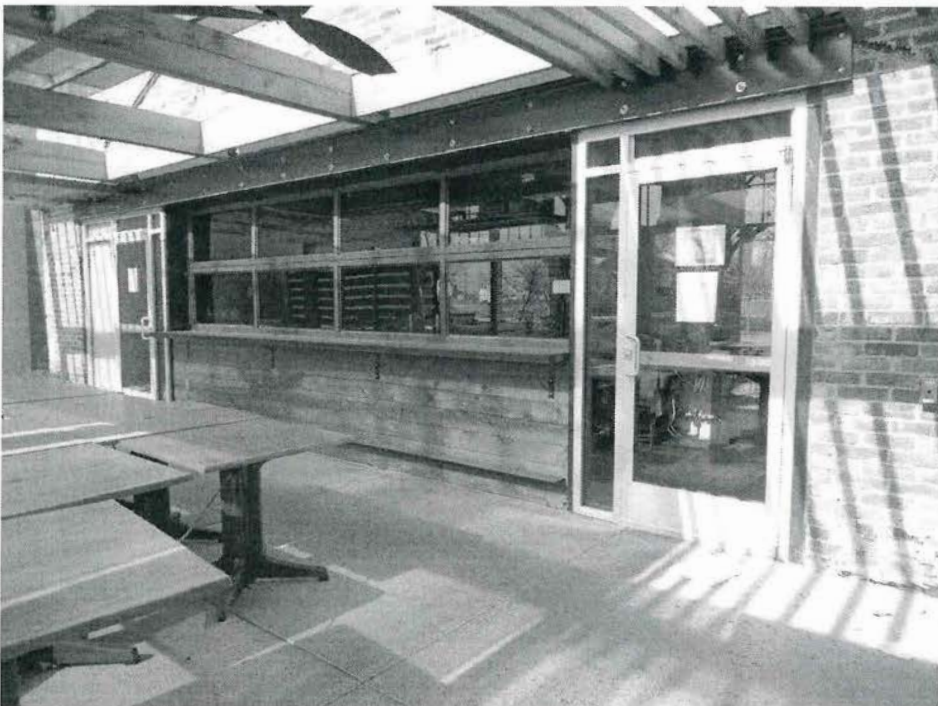


Photo 4: Rear, looking northwest at entrances and windows.



W. F. Laurence Florist Building, Fort Worth, Tarrant County, Texas

Photo 5: Rear, looking north at lower wall of former greenhouse and east entrance.



Photo 6: Interior, looking west toward new partition wall, restrooms, and west wall.



W. F. Laurence Florist Building, Fort Worth, Tarrant County, Texas

Photo 7: Interior, looking east toward stairs, ramp and opening to adjacent building.



Photo 8: Streetscape, camera facing approximately west-southwest.



W. F. Laurence Florist Building, Fort Worth, Tarrant County, Texas

Photo 9: Close-up of the nominated property's signage. Camera facing up and west.

