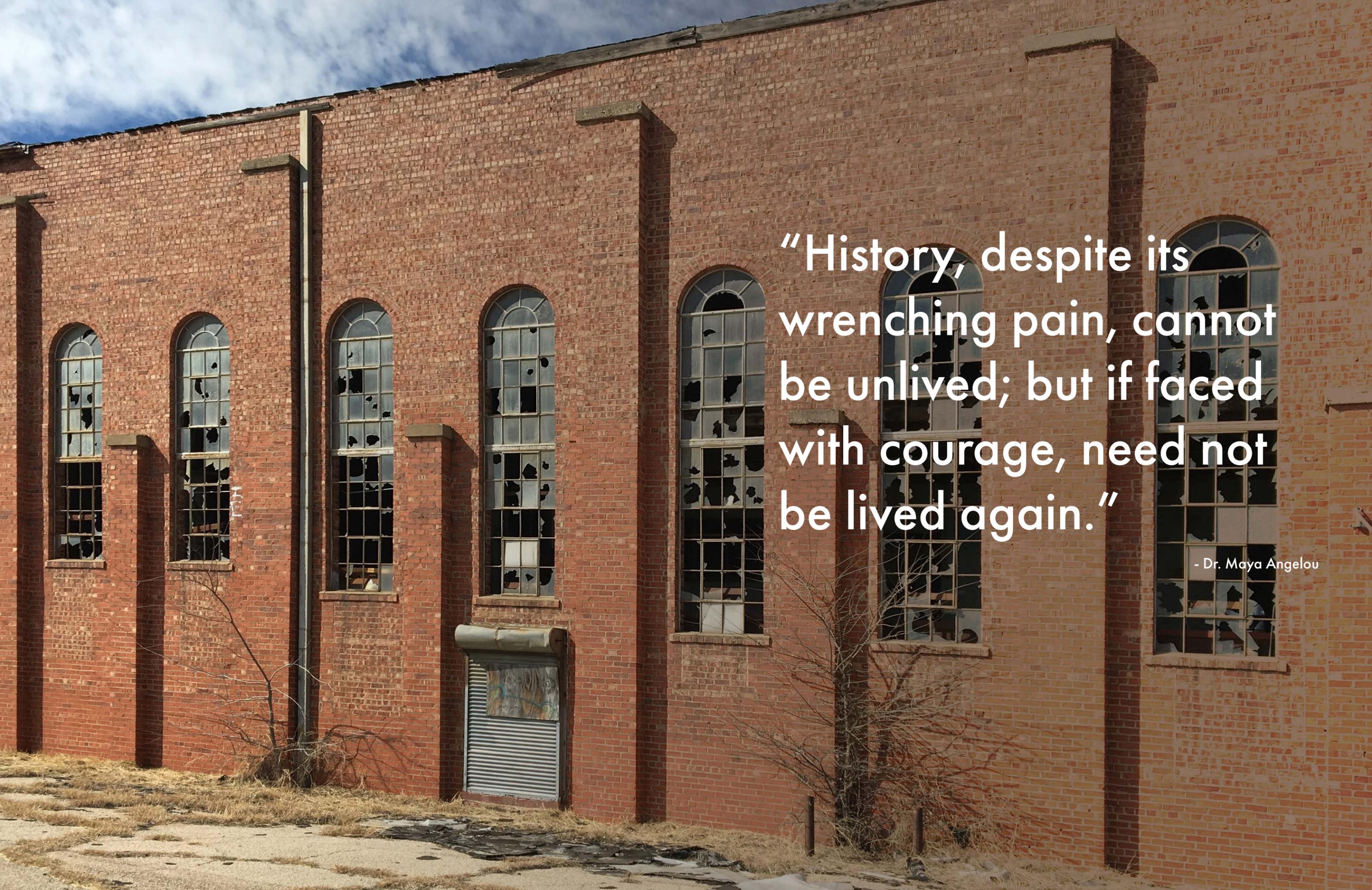


# Transform 1012 N. Main Street

The Fred Rouse Center for Arts  
and Community Healing

08/23/22

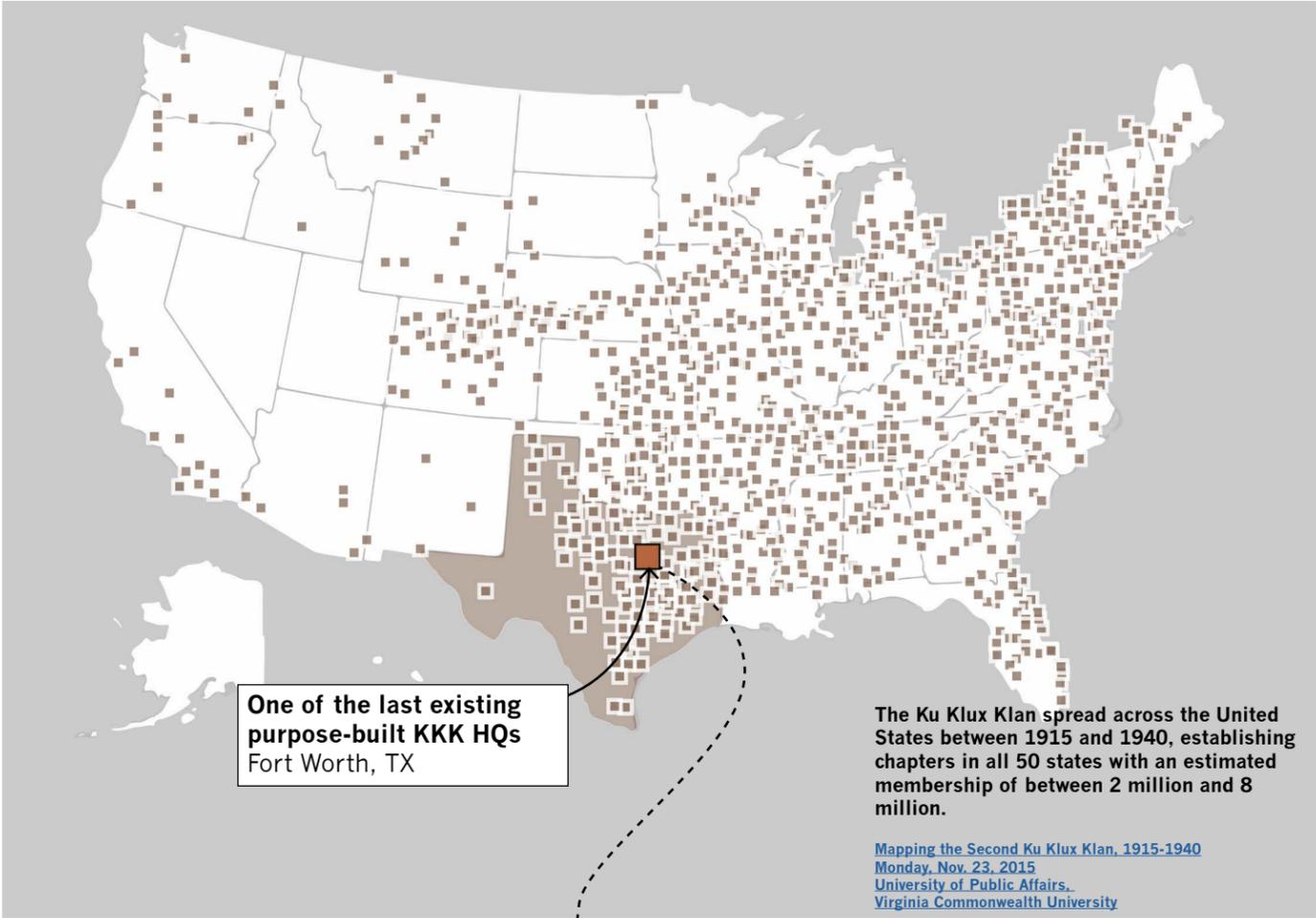




“History, despite its wrenching pain, cannot be unlived; but if faced with courage, need not be lived again.”

- Dr. Maya Angelou

# The Project



“We cannot undo what has been done.  
 We can learn from it.”

Dr. Opal Lee  
 The Grandmother of Juneteenth  
 Founder, Opal Lee Foundation, Fort Worth, TX

**What if, instead of destroying the building, we could transform this monument to hate into a beacon of truth-telling, reconciliation, and healing?**

This building is a spatial manifestation of our national legacy of violence and racial terror. As the United States moves towards dismantling systems of oppression, this project is an opportunity to declare our collective agency in designing a just future for all.

**We are** a coalition of nine local entities in Fort Worth, TX.

**We represent** groups of people in Fort Worth who are often systematically siloed and separate, specifically Black, Catholic, Hispanic, Immigrant, Jewish, and LGBTQQ2SPIAA+ populations.

**We are** engaging the process of radically transforming this building into a center for arts and community healing as an opportunity for reparative justice. Transform 1012 models a pluricultural and shared leadership approach to repurposing, programming, and managing the Fred Rouse Center. This Coalition ensures that the building will be led and programmed by representatives of the cultural

groups that were targeted by the Ku Klux Klan in this region. This adaptive re-use project returns resources to the communities who suffered at the hands of the KKK and who continue to be targeted for systemic racism and oppression.

**We invite** you to join us on this journey of truth-telling and healing. The project’s success depends on your participation in the process of transformation. We are making public our process of building an intentional, co-created leadership culture in the hopes that it will inspire other local and national projects.

# The Building



Photo credit: Daniel Banks

## History & Context

In 1924, construction began on Ku Klux Klan Klavern No. 101's auditorium as a monument to hate and terror. Then—as well as now—members of targeted cultural groups needed to pass the building to access the Northside and surrounding areas when traveling to and from downtown Fort Worth.

The building was a daily reminder of power and politics; the looming edifice was yet another form of policing behavior, movement, culture, and proving again how architecture is capable of violence.

## Timeline

**1924**

Ku Klux Klan Klavern No. 101 began construction on site (then known as 1006 N. Main Street). The building was designed by Earl Glasgow and destroyed by fire when it was either bombed or suffered an electrical fire.

**1925**

Ku Klux Klan Klavern No. 101 rebuilt the damaged building into an auditorium with a seating capacity of 2000 people with five tall windows on the front facade and a scenery fly loft in the rear. The stage was used for theatrical performances, including racist, sexist, and anti-immigrant minstrel shows.

**1927**

The building was sold to Leonard Brothers Department Store and was subsequently used as a concert hall, a dance-marathon venue, and a wrestling arena.

**1946**

Purchased by Ellis Pecan Company in 1946 for warehouse space for shelling pecans.

**1999**

Ellis Pecan Company vacates the building.

**2004**

The building was purchased by Sugarplum Holdings, L.P., a group of private investors, to be used as the rehearsal studios for Texas Ballet Theatre.

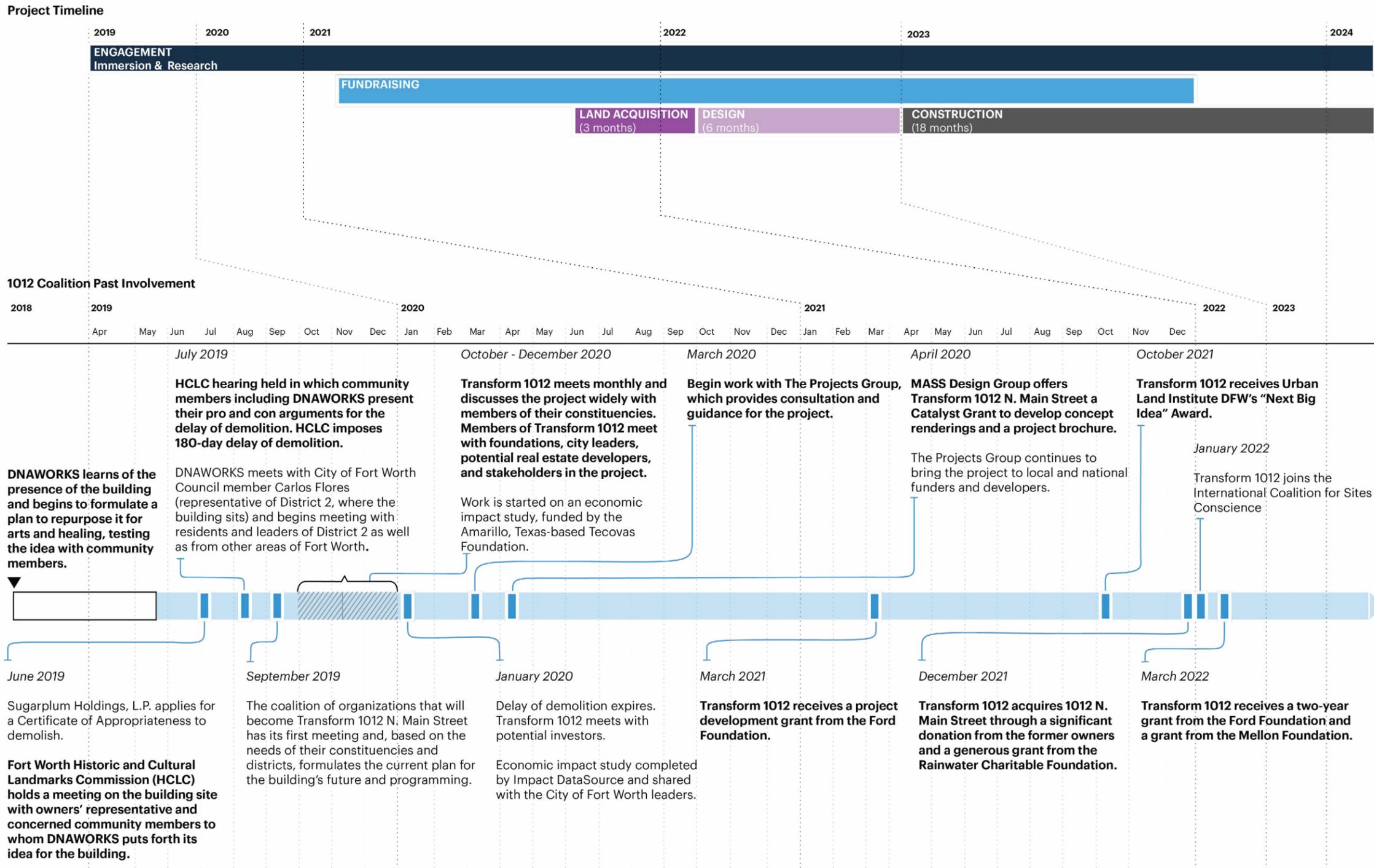
**2021**

Transform 1012 N. Main Street acquired the building through a significant donation from the former owners and a generous grant from the Rainwater Charitable Foundation.

# The Process

“This facility can and should be transformed as a means of pride, empowerment and as a catalyst for positive change to highlight progress in the African American Community.”

**Estella Williams, President  
Fort Worth Tarrant County Branch, NAACP**



The project has received hundreds of declarations of support including from Fort Worth and Texas chapters of the NAACP, Congressman Marc Veasey (TX-33), Mayor Mattie Parker, City of Fort Worth Council members, National Trust for Historic Preservation, acclaimed journalist and community leader Bob Ray Sanders, local clergy, arts leaders, faculty leaders from Texas Christian University and the University of Texas-Arlington, President of Minnesota College of Art and Design, Curator of Jewish Museum of Milwaukee, and the International Coalition for Sites of Conscience.

The project has been featured on CNN.com, The Today Show (NBC), The Washington Post, NPR, KERA, Telemundo, Spectrum News, Fort Worth Star-Telegram, Dallas Morning News, D-Magazine, Christian Science Monitor, NPR, NBC 5, and through AP Wire, among many others.

Transform 1012 continues to speak and listen about the project among its constituency members, the larger Fort Worth community, nationally, and internationally.

# Why now?



**Left to Right:**  
 "An image of George Floyd is projected on the statue of Confederate General Robert E. Lee in Richmond, Virginia." (Image: John McDonnell) **The Washington Post, June 17, 2020**  
 "Protesters held a march in support of transgender youth in Austin, Texas, in early March." (Image: Christopher Lee) **New York Times, March 11, 2022**  
 "Left half of the image: Between 200,000 and 500,000 demonstrators march down Constitution Avenue during the March on Washington for Jobs and Freedom, Washington D.C., Aug. 28, 1963; Right half of the image: Protesters gather in Harlem to protest the recent death of George Floyd on May 30, 2020 in New York City." (Image: Hulton Archive/Getty Images; David 'Dee' Delgado—Getty Images) **TIME, June 4, 2020**

"As public recognition grows of under-told chapters of American history, particularly of white supremacy and systemic racism, more and more cities are grappling with how to interpret places that tell often ugly and dark stories of our nation's past. A number of public-interest groups are finding creative ways to use such sites as agents of reinterpretation and reconciliation."

**Rob Nieweg, Vice President  
 Preservation Services & Outreach Department  
 National Trust for Historic Preservation**

# The Program

**The building will house programs that support:**

**Truth-telling and Restorative Justice:**

- > GALLERY dedicated to racial, gender, sexuality, and economic justices, to work in concert with local school districts' curricula and programming **3,000 SF**
- > MEETING SPACES for racial equity and leadership trainings **3,000 SF**

**Storytelling and Personal + Community Response:**

- > THEATER AND EVENT SPACE for local and touring culturally-specific and social justice-oriented artists and groups **14,500 SF**
- > DANCE STUDIO AND REHEARSAL ROOM purpose built to provide arts training for underserved youth and early career performing artists **6,500 SF**
- > Services for underserved and LGBTQ+ youth **2,000 SF**
- > STORYBOOTHs in the lobby for visitors to tell their own accounts of Fort Worth and the region, to be broadcast on monitors throughout the building **1,000 SF**
- > AMPHITHEATER, OUTDOOR PROGRAM SPACE, AND OVERALL DESIGN CONCEPT to increase transparency and shift the perception of the building from exclusivity and secrecy to transparency and community **Exterior**

**Economic development to support under-resourced areas in the city:**

- > AFFORDABLE LIVE/WORK SPACE for artists, artisans, and entrepreneurs-in-residence with potential for mixed-income housing and permanent supportive housing **7,500 SF**
- > TOOL LIBRARY + MAKERSPACE to provide local residents with equitable access to DIY equipment and workspace **2,000 SF**
- > MARKETPLACE to help alleviate Northside food deserts while providing small business incubator services to local farmers, artisans, and micro-enterprises **2,000 SF + Exterior**

**Ancillary Spaces**

- > WAREHOUSE SPACE + STORAGE + OFFICES + KITCHEN + RESTROOMS **16,500 SF**

**Services**

- > CIRCULATION + MECHANICAL (Approximately 30% of 56,000SF, the above subtotal) **17,000 SF**

**75,000 SF**

“As a Fort Worth native, an African-American man, and as an elected representative for many of the African-American residents of Fort Worth, I believe that it is vital that we preserve these types of spaces so that future generations understand our history. The strong light of truth can help prevent the repetition of the dark episode in our history.”

**Congressman Marc Veasey (TX-33)**



# Early Vision: Exterior

Pictured here is the former “back” of the building that housed a proscenium stage, intended to be viewed from the veiled secrecy of the main hall. This new space is opened for outdoor community gatherings and performances. A terraced landscape of seating to the south allows for multiple, simultaneous performances, defining a new, public gathering space.

“This is an opportunity to connect the past and present, interpret history through the power of place, engage the public in programs that stimulate dialogue on pressing social issues, share opportunities for public action on the issues raised at the site, and promote universal cultures of human rights.”

**Elizabeth Silkes, Executive Director  
International Coalition of Sites of Conscience**



### AMPHITHEATER + PARK

Extending the building's facade to blend formal and informal programming.

### RESTORATIVE FACADES

Restoring the building's exterior wall with activist art and projections to reflect the plurality of Fort Worth's voices.

### POP UP EVENT SPACE

Reclaiming the streetscape with a temporary stage extension and audience seating.

# Early Vision: Interior

New distinct spaces for the arts and performance will be inserted inside the existing building, creating the opportunity to acknowledge the past while in conversation with the future.



**EXHIBIT SPACE**  
As part of the main circulation, the space will be dedicated to educating the visitors about multiple forms of social justice and civil rights.

**THEATRE**  
The theatre's operable facade can become transparent or opaque to allow for visual connectivity to the public realm from the lobby.

**MAKERSPACE**  
Demonstration of back of house processes of performances.

# The Team

We are bringing together leaders in building design and social justice programming to catalyze transformational civic engagement and community partnerships.

## Transform 1012 N. Main Street Founding Board Organizations and Current Members



### DNAWORKS

**Daniel Banks, Co-Founder/ Co-Director**

An arts and service organization founded in 2006 that has worked in thirty-seven states and seventeen countries to bring people closer together through dance, theatre, film, and community storycircles, focusing on identity, heritage, culture, and genealogy.



### TARRANT COUNTY COALITION FOR PEACE AND JUSTICE

**Adam W. McKinney, Co-Founder & President**

A non-profit truth and reconciliation team founded in 2018 that designs collaborative education to increase recollection, promote reflection, and encourage reconsideration of the significance of racial terror violence in US History.



### LGBTQ SAVES

**Sharon Herrera, Founder and Executive Director**

A service organization—founded in 2010 after several nationwide LGBTQ youth suicides—that works to build a community where ALL youth are safe and to provide safe and brave spaces designed for social and personal development of LGBTQ youth. Its programs and lifeline chat offer hope in the lives of each youth served.



### THE FRED ROUSE FOUNDATION

**Fred Rouse, III, Founder, Director and grandson of Mr. Fred Rouse**

Focuses on serving underprivileged communities and people to provide support and resources to the health, education, and financial landscape of our North Texas Communities and beyond.



### THE WELMAN PROJECT,

**Vanessa Barker and Taylor Willis, Co-Founders, Co-Directors**

A creative reuse venture focused on reimagining business waste to provide North Texas students and not-for-profits with equitable access to hands-on educational resources; seeking to open a community tool library and makerspace.



### WINDOW TO YOUR WORLD

**Ayesha Ganguly, Founder**

Specializes in program design and implementation, community outreach, group facilitation for non-profit organizations, and capacity building for youth; encourages civic engagement and dialogue among different groups, including their voices in decision-making and the growth of their communities.



### 1012 YOUTH COUNCIL

**Jacora Johnson, Founder\***

(\*Past board member)

Centers the imaginations and stories of Fort Worth's youth through educational initiatives, sustained action, and by uniting youth and elders.



### OPAL LEE FOUNDATION

**Opal Lee, Founder**

Dr. Opal Lee worked tirelessly to commemorate Juneteenth, the abolition of enslavement in Texas, which occurred more than two years after the Emancipation Proclamation. In 2016, at the age of 86, she brought attention to this campaign walking from Fort Worth to Washington, DC; and on June 17, 2021, Juneteenth became a federal holiday. Dr. Lee also founded Opal's Farm, a community farm that employs formerly incarcerated people.



### SOL BALLE FOLKLÓRICO

**Freddy Cantú, Co-Founder and Director and Román Ramírez, Co-Founder**

An award-winning cultural dance and leadership training program for youth of all ages from the Northside of Fort Worth; performs annually at churches, schools, children's hospitals, and city festivals locally, nationally, and internationally.



Transform 1012 Board Missing: Sharon Herrera, Fred Rouse, III, and Román Ramírez (Image: Olaf Growald)

## Founding Partners



**JL POWERS & ASSOC.**

[jlpowersandassociates.com](http://jlpowersandassociates.com)



**MASS. MASS DESIGN GROUP**

[massdesigngroup.org](http://massdesigngroup.org)



**POST L GROUP**

[postlgroup.com](http://postlgroup.com)



**SPAWGLASS**

[spawglass.com](http://spawglass.com)



**THE PROJECTS GROUP**

[tpgfw.com](http://tpgfw.com)



**UNITED WAY OF TARRANT COUNTY**

[unitedwaytarrant.org](http://unitedwaytarrant.org)

The growing list of Partners and Pro Bono services include:

**Consolidated Consulting Group, Fort Worth Camera Club, Jaster-Quintanilla Structural Engineers, North Texas Roofing Contractors Association, Real Estate Council of Greater Fort Worth, Rone Engineering Services, Saira Jasmine Concepts**



**Clockwise from top left:**

Opal Lee with supporters in DC  
(Credit: Beatrice McBride - BeMediaOne)

Rouse Family members lead the groundbreaking ceremony of The Mr. Fred Rouse Memorial, December 11, 2021  
(Credit: Olaf Growald)

LGBTQ youth having fun at annual LGBTQ SAVES picnic  
(Credit: Sherri-Dawn Harris)

String art activity - The Welman Project  
(Credit: Taylor Willis)

SOL Ballet Folklórico dancers outside 1012 N. Main Street  
(Credit: Román Ramírez)



## Join us



**We invite** you to join us on this journey of truth-telling and healing. The project's success depends on your participation in the process of transformation.

**We welcome** mission-aligned sponsors to partner with us in this radical adaptive re-use project and any introductions and/or suggestions.

For more information visit [www.transform1012.org](http://www.transform1012.org) or contact us at [info@transform1012.org](mailto:info@transform1012.org)

Follow us on [www.instagram.com/transform1012](https://www.instagram.com/transform1012) and [www.facebook.com/Transform1012/](https://www.facebook.com/Transform1012/)