The transformation of Magnolia Avenue over the last 30 years has been the centerpiece revitalization project of the Near Southside—a historic, mixed-use district located just south of downtown Fort Worth. In the 1980s, initial improvements focused on sidewalks, lights, trees, benches, and recessed parallel parking. In 2008, a major facelift converted Magnolia from four to two travel lanes while adding a center turn lane and bike lanes. In 2015, dedicated crosswalks were installed, and in 2017, all traffic lights were switched to blinking red. The end result is a street built to accommodate all users. The Near Southside’s form-based development code, enacted in 2008, ensures all new construction conforms to urban design principles that create a walkable and engaging streetscape.

As street improvements commenced, so did renovations to key buildings, with outdoor spaces following suit. Restaurants added sidewalk patios and created outdoor seating from former parking lots. In 2015, Near Southside, Inc. teamed up with community organizations to build the Magnolia Micro-Park, a temporary public space on a parcel of land that was lying dormant.

On Sunday afternoon each spring, Open Streets closes the street to vehicles and reopens it to cyclists, strollers, skateboarders, and food trucks. Another annual event held in the fall, ArtsGoggle has grown into a regional arts festival that turns Magnolia into an exhibition space for more than 800 artists and musicians. Thanks to the work of passionate community members and Near Southside, Inc., this once neglected street is now a vibrant catalyst for reinvestment and redevelopment of the Near Southside District.