

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

1. Name of Property

Historic Name: In Town Inn
Other name/site number: Civic Center Inn; Jim Kimmel Center
Name of related multiple property listing: NA

2. Location

Street & number: 1212 Main Street
City or town: Lubbock State: Texas County: Lubbock
Not for publication: [] Vicinity: []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

Signature of certifying official / Title: Mark Wolfe, State Historic Preservation Officer
Date: 7/20/22
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

In Town Inn, Lubbock, Lubbock 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: 0

6. Function or Use

Historic Functions: DOMESTIC: Hotel

Current Functions: VACANT

7. Description

Architectural Classification: MODERN MOVEMENT

Principal Exterior Materials: Brick, Glass, Concrete, Metal

Narrative Description (see continuation sheets 7-7 through 7-13)

In Town Inn, Lubbock, Lubbock County, Texas

8. Statement of Significance

Applicable National Register Criteria

<input checked="" type="checkbox"/>	A	Property is associated with events that have made a significant contribution to the broad patterns of our history.
	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.
	D	Property has yielded, or is likely to yield information important in prehistory or history.

Criteria Considerations: NA

Areas of Significance: Commerce, Architecture (*local level*)

Period of Significance: 1964-1972

Significant Dates: 1964

Significant Person (only if criterion b is marked): NA

Cultural Affiliation (only if criterion d is marked): NA

Architect/Builder: Schmidt & Stuart (architect) / McClellan Construction Company (builder)

Narrative Statement of Significance (see continuation sheets 8-14 through 8-25)

9. Major Bibliographic References

Bibliography (see continuation sheet 9-26 through 9-28)

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested. Part 1 approved on (03/22/2022)
- 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 – Specify Repository: Texas Tech University, Lubbock

Historic Resources Survey Number (if assigned): NA

In Town Inn, Lubbock, Lubbock County, Texas

10. Geographical Data

Acreage of Property: Less than one acre

Coordinates

Latitude/Longitude Coordinates

Datum if other than WGS84: NA

1. Latitude: 33.585824° Longitude: -101.848505°

Verbal Boundary Description: The nominated boundary includes approximately 0.75 acres (ORIG TOWN LUBBOCK BLK 101, Lots 7 through 15, OL A & B, the east 100' of OL C, the south 12.5' of OL D, and the south half (12.5') of Lot 16) of the larger approximately 1.61-acre legal parcel identified as ORIG TOWN LUBBOCK BLK 101 L 1-20 & OL A B C D & C1 & D1 in Lubbock, Lubbock County, Texas (Property ID R105274). Information from Lubbock Central Appraisal District (LCAD) accessed 20 September 2021. The boundary excludes the public rights-of-way and that part of the block that is not historically associated with the In Town Inn. The physical boundary demarcations include the south and east elevations of the building, the brick fence along the south and west sides of the west parking lot, and the curbing along the former alleys-now-driveways.

Boundary Justification: The boundary incorporates the hotel building, courtyard, and the associated parking lot, all historically part of the In Town Inn hotel property.

11. Form Prepared By

Name/title: Amanda K. Loughlin/National Register Section Head with Rachel Consolloy

Organization: Rosin Preservation, LLC

Street & number: 1712 Holmes St.

City or Town: Kansas City State: MO Zip Code: 64108

Email: amanda@rosinpreservation.com

Telephone: (816) 472-4950

Date: October 1, 2021, February 2022, June 2022

Additional Documentation

Maps (see continuation sheets MAPS-29 through MAPS-44)

Additional items (see continuation sheets FIGURES-45 through FIGURES-64)

Photographs (see continuation sheets PHOTOS-65 through PHOTO-91)

In Town Inn, Lubbock, Lubbock County, Texas

Photograph Log

In Town Inn
Lubbock, Lubbock County, Texas
Photographed by Brad Finch, f-stop Photography, July 2021

Photo 1
South elevations, view north.

Photo 2
South and partial east elevations, view northwest.

Photo 3
East and north elevations, view southwest.

Photo 4
Detail of east entrance.

Photo 5
North elevation, view south.

Photo 6
West elevations, view east across parking lot.

Photo 7
Partial west and south elevations, view northeast.

Photo 8
East elevation of west wing, view west across courtyard.

Photo 9
South elevation of north wing, view north across courtyard.

Photo 10
Courtyard, view east from west wing, third story balcony.

Photo 11
Parking lot view west.

Photo 12
Detail of the decorative fence along the south side of the parking lot, view is looking southeast.

Photo 13
Third story balcony, view southwest.

Photo 14
Second story balcony, west wing, view north.

In Town Inn, Lubbock, Lubbock County, Texas

Photo 15

First floor, main stair, view north.

Photo 16

First floor, east corridor to courtyard, view north.

Photo 17

First floor, elevator/west lobby, view southeast.

Photo 18

First floor, coffeeshop, view east-northeast.

Photo 19

First floor, coffeeshop, view southwest.

Photo 20

Fourth floor, main corridor, view east.

Photo 21

Second floor, corridor/elevators, view southwest.

Photo 22

Third floor, Unit 305, view southeast.

Photo 23

Second floor, Unit 216, view southeast.

Photo 24

Second floor, Unit 212, view southwest.

Photo 25

Fourth floor, Unit 420, view southwest.

Photo 26

Fifth floor, Unit 505, bathroom, view southwest.

Photo 27

Basement, nightclub, view east.

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.

In Town Inn, Lubbock, Lubbock County, Texas

Narrative Description

The 1964 In Town Inn (1212 Main Street) is a mid-century motor inn in downtown Lubbock, Lubbock County, Texas. Sited at the corner of Main St. and Avenue K, the historic property includes a U-shaped motel building wrapping a landscaped courtyard and a paved parking lot that extends to the west of the building. Three wings create the U-shaped footprint of the motel: a three-story west wing, a five-story north wing, and a one-story east wing along Avenue K; a basement extends under the north wing. The motel building has a reinforced concrete structure with brick exterior and flat roofs. Rows of exposed aggregate concrete panels under guest room windows emphasize the horizontality of the Modern Movement building. Exterior corridors along the east elevation of the west wing connect to exterior stairwells and to the north wing. South-facing balconies at the east end of the north wing correspond to hotel rooms on the second and third floors; colorful (aqua and orange) metal privacy panels separate each outdoor space along the balconies. A decorative brick privacy fence hides the courtyard and parking lot from Main Street to the south. The design of this hotel exemplifies the Motor Inn property type with buildings arranged around the central courtyard. Further, spatial programming is consistent with the type: exterior gathering space with swimming pool, coffee shop, meeting rooms, and a variety of guest room options for travelers. When constructed, the first floor of the north wing was partially open to the exterior; the upper stories sheltered parking stalls. This area was enclosed in circa 1976 to provide offices, and a canopy was added to the north elevation to shelter a new entry on the north alley. In 1994, the courtyard pool was infilled. Despite the alterations, the building retains historic integrity as a 1960s motor hotel in downtown Lubbock, Texas with a period of significance from 1964 to 1972.

Setting

The In Town Inn, located at 1212 Main Street, occupies the northwest corner of Main Street and Avenue K in northwest downtown Lubbock, Lubbock County, Texas (*Maps 1 & 2; Photo 1*). The Mahon Public Library (1974) sits two blocks to the north; Memorial Civic Center (1975) is two blocks to the northwest; the former West Texas Hospital (1920s, 1951) occupies the block to the west; and both the former Hotel Lubbock (1925, 1929) and 1955 Great Plains Life Insurance Company Building (now Metro Tower, NRHP 2021)¹ are immediately south of the In Town Inn (*Figure 1*). One- and two-story commercial buildings and parking lots occupy parcels surrounding the block on which the nominated motel sits. The Lubbock County Courthouse is three blocks to the east.

Alleys historically bisected the square blocks of downtown Lubbock both north-to-south and east-to-west. Streets, some of which retain their historic brick pavers, have rights-of-way of seventy-five feet; Main and Broadway streets are wider at one hundred feet. East-west streets are two-way thoroughfares; north-south streets are two-lane, one-way. On-street parking is common on all streets in the downtown, and concrete sidewalks line the perimeters of the blocks; landscaping is minimal.

The In Town Inn property occupies almost all the south half of Block 101 (*Maps 3 & 4*). This block is bounded by 10th Street (north), the brick-paved Avenue K (east), Main Street (south), and Avenue L (west). The mid-block alleys have been vacated but remain open. Curb cuts provide access to the east-west alley and the north half of the north-south alley, and curbs remain along the east-west alley, defining the boundary line. A vacant lot occupies the northwest quadrant of the block, and a vacant service station, its associated outbuilding, and paved parking lot fill the northeast quadrant of the block. A one-story vacant commercial building fills the westernmost lot of the southwest quadrant. The motel building and its courtyard completely fill the southeast quadrant of the block; an associated parking lot fills that portion of the south half of the block between the commercial building and motel (*Map 5*). Wide concrete sidewalks extend along the south and east sides of the nominated property (within the public right-of-way). Ornamental trees and

¹ <https://atlas.thc.texas.gov/NR/pdfs/100006318/100006318.pdf>

In Town Inn, Lubbock, Lubbock County, Texas

shrubs are sporadically planted between the sidewalk and property, often obscuring the elevations (*Photos 1 through 3*). Historically, three globe pole lights lined the sidewalk at the courtyard wall (*Figures 2 & 3*); today, the posts remain without the globes (*Photos 1 & 2*). Non-historic flag poles are located between the light poles. Circa 1964 streetlights occupy the sidewalk at the intersection. A free-standing sign marks the alley entrance from Avenue K; the structure and size of the frame are historic (*visible in Figure 2*), but the signage has been updated to reflect the last occupant, the Jim Kimmel Center (*Photos 2 & 3*).

The quarter-acre parking lot is an unstriped paved lot that stretches to the west of the motel building (*Photos 6 & 11*). The remains of a non-historic pole light and its concrete base occupy the center of the lot. A historic white brick fence lines the south side of the lot and turns to the north along a portion of the west boundary before terminating at the south wall of the neighboring commercial building (*Photo 11*). The north side of the parking lot is open, allowing the vacated alley to function as a driveway. Low shrubs define the north edge of the alley as it transitions into the parking lot, and ornamental vegetation lines the east side of the parking lot at the building (*Photo 6*). The east half of the alley abuts the north side of the motel building and acts as a driveway from Avenue K (*visible in Photos 3 & 5*). A white brick trash enclosure sits at the northeast corner of the parking lot next to the motel (*visible in Photo 6*). The north side is open and aligned with the alley leading south from 10th Street. The enclosure has been partially rebuilt with concrete block; its date of construction is unknown. The parking lot was first paved in 1968.²

The decorative white brick fence is approximately six feet tall. This fence screens both the parking lot and courtyard from Main Street to the south (*Photos 1, 2, 7 & 12*). The brick is laid in a modified Flemish bond. Individual stretcher bricks are removed to form screened areas. A vertical course of projecting stringers separates paired screens, and a rowlock course tops the wall (*Photo 12*).

The motel complex faces a courtyard (*Photos 8 through 10*). A decorative brick fence lines the south side between the east and west wings of the building. An at-grade concrete walkway surrounds the terrace, connecting the ground floor of each building wing and the public sidewalk along Main Street. Metal gates restrict access from the sidewalk into the courtyard today (*Photo 1*). Brick pavers line the edge of the terrace, and narrow planters line the inner perimeter of the brick. Historic teal and red mushroom-shaped footlights sporadically dot the planters (*visible in Figure 4 & Photo 10*). Terra cotta pavers divide the pebbled concrete surface of the terrace into a grid. A rectangular pool filled the north-center of the terrace historically (*Figure 3*), but the owners infilled the pool with dirt in the mid-1990s, creating a planting bed. The pool outline remains discernible, and the diving board base was repurposed into a bench. The minimal landscaping today primarily consists of volunteer shrubs and grass in the planters and mature red oak trees in the south planter.

Exterior

The U-shaped motel building is comprised of three interconnected rectangular masses of varying heights arranged around a south-facing courtyard. The most visible mass, the east wing, abuts the sidewalk along Avenue K. Its one-story height and large plate glass windows openly promote its pedestrian scale. The five-story north wing aligns with the mid-block alley and sits back from Main Street while the three-story west wing provides a visual buffer between the parking lot and courtyard. Exterior corridors and balconies connect the west and north wing, which are separated by a five-story stair tower. The east wing physically transitions into the first story of the north wing. The upper stories of the north and west wings appear to float over the first story bases due to material changes and inset wall planes (*Photos 3 & 6*).

² Lubbock Central Appraisal District, Property Report Card for 1202 Main Street, Lubbock, TX 79401.

In Town Inn, Lubbock, Lubbock County, Texas

The concrete structural frame includes columns, beams, and floor/roof plates. Exposed (and painted) structural members accentuate the gridded window walls of the courtyard elevations, support the exterior corridors and balconies in the courtyard, and visually support the upper stories of the north and west wings (*Photos 1 through 3 & 5 through 9*). Red brick clads the upper stories of the north and west wings, while white face brick covers the first stories. Unglazed brown mosaic tile accents structural columns and fascia. Exposed aggregate concrete panels hide air conditioning units under windows. Unless noted otherwise, windows are historic aluminum-framed units. Exterior doors into guest rooms are also historic.

The following description begins with the Avenue K elevation, proceeds counterclockwise around the outer walls of the building, and ends with those elevations facing the courtyard.

Primary East Elevation (Avenue K Elevation)

The L-shaped east elevation includes the east walls of the one-story east wing and the five-story north wing (*Photos 2 & 3*). Nine bays organize the first story. Mosaic tiled pilasters divide the even bays, and mosaic tile covers the window headers. Historic paired plate glass windows fill all except the second bay from the north. This bay contains the historic main entrance into the In Town Inn (*Photo 4*). Two concrete steps lead up from the sidewalk to an inset glazed aluminum storefront system; a pair of doors centered in the storefront lead into the building. The non-historic system replaced a similar storefront system. Vegetation obscures the first story of the elevation. A monolithic plane of brick clads the upper four stories. A field of patterned brick fills the center of the wall. The pattern mimics the decorative fence along Main Street. Every two courses, the bricks alternate between stretcher and header, with the headers projecting from the face of the wall. Metal letters spelling out "Jim Kimmel Center" attach to the brick above the main entrance.

Primary North Elevation (Alley Elevation)

Ten even bays organize the north elevation (*Photos 3 & 5*). The first story is inset from the upper four stories. Mosaic-covered pilasters divide the eastern three bays; painted concrete columns divide the other bays. Historic paired aluminum-framed windows fill the east two bays. A non-historic (circa 1976) tripartite aluminum window fills Bay 3, and a non-historic (circa 1976) inset entry system fills Bay 4. Brown brick, dating to circa 1976, fills the six western bays. Historically, all but the eastern three bays were open to allow parking (*Figure 5*). A curved concrete canopy covers the alley and shelters the north entrance between bays three and five. Mosaic-tiled columns divide the upper story window bays. The historic tripartite aluminum windows feature fixed panes with a centered hopper sash. Exposed aggregate concrete panels cover the spandrel level at each story between the dividing columns.

Primary West Elevation (Parking Lot Elevation)

The west elevation faces the associated parking lot (*Photo 6*). Like the Avenue K elevation, the west elevation is L-shaped, comprised of the west walls of the north and west wings. The five-story exterior stair tower divides the two masses. The first stories of both masses are slightly inset. Painted concrete columns divide this story into nine bays. Mosaic tile lines the headers of each bay, and white brick fills most bays. Non-historic brown brick fills the north bay of the five-story mass. An inset non-historic entrance fills the north half of the next bay with historic white face brick to its south. A gated opening leads from the stair tower bay to the parking lot.

A single column of historic windows pierces the south end of the upper façade of the north wing (*Photo 23*). A field of decorative brick, like that on the east elevation, extends to the north of the windows. Three window bays organize the upper façade of the west wing. A single window pierces the north end of the façade; paired windows fill the center and south bays. All windows on this façade hopper sashes beneath a fixed pane and concrete panels beneath them.

In Town Inn, Lubbock, Lubbock County, Texas

Primary South Elevations (Main Street Elevation)

No openings pierce the three-story south elevation of the west wing except those corresponding to the east exterior corridors (*Photos 1 & 7*). A painted concrete column defines the east side of the elevation, and historic metal handrails protect the openings between the column and brick wall of the elevation. A painted concrete pilaster divides the slightly inset first story; white face brick covers this story, and mosaic tile lines the top of the story. A solid wall of unadorned red brick covers the upper two stories.

The south elevation of the east wing repeats the design of its east elevation (*Photos 1 & 2*). Three bays organize this elevation. A historic pair of glazed windows fills the east bay. The center bay historically matched the east bay (*Figure 2*); today a single glazed aluminum door and window fill the bay. The west bay is open, corresponding to the concrete walkway into the courtyard.

East Elevation, West Wing (Facing Courtyard)

Five bays organize the courtyard-facing east elevation of the west wing (*Photo 8*). Each mirrored bay contains a historic colored metal slab door and historic paired aluminum windows. The window adjacent to the door features a hopper sash beneath a fixed pane; the outer window is fixed. Historic concrete panels extend from the white brick wall beneath the windows. Mosaic tile covers pilasters dividing bays. Concrete balconies (exterior corridors) line the elevations of all three stories (*Photos 13 & 14*). Non-historic exterior carpet covers the concrete floors of the balconies. Historic metal handrails extend across the exterior of the balconies on the upper two floors. A historic stair extends east from the south bay. This open switch-back stair has a metal structure, concrete roof and landings, and metal handrails. Historically, the treads were concrete in metal pans, but the upper story flight now has wooden treads; risers are open.

Stair Tower

At the north end of the west wing is the five-story exterior switch-back stair between it and the north wing (*Photos 6, 7, & 13*). The stair has a concrete structure, including treads and risers; metal handrails wrap the flights and landings. The south wall of the stair is the red brick north wall of the west wing; no openings pierce this wall. The white brick north wall of the stair is the south wall of the north wing. A column of fixed windows pierces the west end of this wall at the mid-flight stair landings (*Photos 7 & 25*). A metal slab door with sidelight pierces the wall at the landings to the upper stories; this door provides access between the stair and main corridor on each floor (*Photo 21*). A non-historic aluminum storefront window fills the first-story bay that was historically open (*visible in Photo 17*).

South Elevation, North Wing (Facing Courtyard)

Eight bays organize the south elevation to the east of the stair tower (*Figure 6; Photos 2 & 9*). White brick pilasters divide the bays of the lower three stories; mosaic tile covers the pilasters divides the bays of the upper two stories. The concrete balconies of the west wing continue onto the south elevation. The one-story east wing extends from the east end of the first story.

At the first story, aluminum storefronts with paired doors fill the formerly open Bay 1 (*visible in Photo 17*) and Bay 6. The four center bays match the arrangement found on the east courtyard elevation with historic colored metal slab doors and historic paired aluminum windows with concrete panels below them.

The second and third stories have identical configurations. The west bay, Bay 1, is recessed beneath the balcony; a historic colored metal slab doors and historic paired aluminum windows fill the bay. The exterior walls of Bays 2

In Town Inn, Lubbock, Lubbock County, Texas

through 4 extend south of the main plane of the south elevation; a set of three historic fixed windows fill this bay above typical concrete panels. The exterior walls of the east four bays are recessed to create private balconies for their associated guest rooms; historic aqua- and orange-painted metal privacy screens divide the balconies. The door and window configurations of each balcony wall match the arrangement found on the east courtyard elevation with historic colored metal slab doors and historic paired aluminum windows.

The fourth and fifth stories also have identical configurations. Each bay contains a set of three historic windows over a concrete panel, as is typical of the north elevation. The center window contains a hopper sash.

West Elevation, East Wing (Facing Courtyard)

Five bays organize the one-story west elevation of the east wing (*visible in Photos 9 & 10*). The white brick wall is recessed beneath the overhanging roof slab that also shelters the doors in the east bay of the south elevation. Unglazed mosaic tile covers the fascia of the roof overhang and the pilasters dividing the bays. Two historic colored metal slab doors pierce the north bay and correspond to restrooms within the east wing. A kitchen vent and door fill the next bay to the south; no openings fill the center bay. A single aluminum pedestrian door and sidelight fill the south half of the next bay, and a pair of glazed windows fills the south bay. The windows and doors are non-historic units that replaced similar historic units.

Interior

The east side of the first floor contains most of the interior public spaces, including the reception desk, public waiting areas, and main stair (*Photos 15 & 16*). The one-story east wing primarily houses the coffeeshop (*Photos 18 & 19*) and restrooms off the courtyard. A basement extends beneath the north wing. The In Town Inn contains ninety-one guest rooms within the west and north wings. An offset T-shaped double-loaded corridor organizes each floor of the north wing (*Photos 17, 20, & 21*); single-loaded exterior corridors organize the guest rooms of the west wing (*Photos 13 & 14*). Vertical circulation includes the main stair at the east end of the north wing, the exterior stairwells, and an elevator at the junction of the corridors on each floor of the north wing (*Photo 21*). A back stair to the west of the elevators provides access between the basement and first floor. Unless otherwise noted, remaining finishes throughout the building (wood paneling, carpet tiles, dropped ceiling grids) mostly date to between the 1970s and the 1990s.

First Floor – North Wing

Historically, only the east side of the first floor was enclosed (*Figure 5*). The main entrance into the lobby and reception area was from Avenue K. A hallway to the west of the reception area led from the lobby to the courtyard; telephone cubicles lined the west wall (*visible in Photo 16*). The main stair sat directly north of the reception desk with flanking waiting areas (*Figure 7*). An additional entrance was through a pair of doors in the west wall of the lobby. These doors opened onto an L-shaped concrete walkway that led around the first-floor guest rooms and to the courtyard. The mass of the upper stories sheltered the four guest rooms on the south side of the first floor and parking stalls accessed from the north alley. This parking area was at the same grade as the alley.

Between 1976 and 1979, the owners fully enclosed the first floor (*Map 10*). Offices and storage rooms replaced the parking stalls (*Photo 17*). Former white face brick within this area was plastered to create a finished interior wall, and columns, beams, and new walls received wood paneling. The concrete ceiling received a textured finish. Today the floor is exposed concrete, as non-historic floor tiles were removed.

In the reception area, the former west doors to the parking area were removed, opening the reception and lobby to the new corridor of the first floor. A new entrance was installed to the west of the historic main stair and along the north

In Town Inn, Lubbock, Lubbock County, Texas

alley. The formerly open main stairwell was partially enclosed due to the new entrance to its west and a glass-walled office to the east (*Photo 15*). The historic stair structure, treads, and rails remain. Walls throughout the area received wood paneling; ceramic tile covers the floors, and a dropped grid covers the ceiling (*Photos 15 & 16*).

The historic **coffeeshop** fills the first story of the east wing (*Map 10; Photos 18 & 19*). Part of the 1970s alterations included the removal of the glass door entry from the lobby into the coffeeshop (*visible in Figures 8 & 9*), and the installation of a new demising wall to the north of the historic location of the doors. This area includes a lunch counter and kitchen in the north and an open seating area spanning the south end. Historic finishes in the space include decorative ceramic tile cladding perimeter columns and a glued acoustical ceiling tile with houndstooth pattern. Wood paneling along the interior walls dates to the 1970s; non-historic tile covers the floor.

Upper Floors – North Wing

The upper three floors have the same general configurations with guest rooms lining a double-loaded offset T-shaped corridor (*Maps 11 through 14; Photos 20 & 21*). Eight rooms line the south side before the corridor turns to the south; one room occupies the southwest corner of the floor to the west of the elevators (*Photos 21 & 25*). Nine guest rooms line the north side of the corridor: one to the east of the stair and eight to the west. A storage area fills the space to the north of the stair, and a janitor's closet terminates the east end of the corridor. Additional storage rooms extend south of the elevator. Finishes in the corridors include exposed concrete floors (finished flooring removed), painted gypsum board walls, and historic glued acoustical tile ceilings.³

Basement – North Wing

Like the upper stories, a double-loaded corridor organizes the rooms of the basement. When first constructed, four meeting rooms of various sizes spanned the south side of the basement. In 1972, these rooms were combined into a cocktail lounge that now occupies the center and southeast corner of the floor at the foot of the main stair (*Map 15; Photo 27*). Back of house functions fill the remainder of the basement. The public areas, including the stair hall and cocktail lounge, have wood paneled walls; painted gypsum board walls form the corridor. Dropped acoustical grid ceilings and carpeted floors extend throughout the basement.

Guest Rooms

As mentioned previously, there are ninety-one guest rooms in the In Town Inn (*Photos 22 through 25*). The west wing contains fifteen rooms, five per floor. Four rooms occupy the first floor of the north wing, and the upper four stories each have eighteen rooms. The rooms in the west wing were slightly bigger than those in the main wing, and the rooms all interconnect, as needed. Bathrooms and closets occupy the west walls (*Maps 10 through 12*). Some rooms in the north wing also had pass-through doors (*Photo 24*), some of which were walled over in the 1990s. The four east rooms of the second and third floors of the north wing each has a private balcony. Similarly, the west room across from the elevator on the second and third floors have a door in their south wall that leads onto the exterior walkways that connect to the west wing (*Photo 23*). Finishes within the guestrooms are simple: painted gypsum board walls, glued acoustical tile ceilings, non-historic carpet tiles or exposed concrete floors.⁴

³ Asbestos-vinyl tile originally covered the corridor floors, according to an advertisement in *Lubbock Avalanche-Journal* (25 January 1964): A7.

⁴ Historically, carpet covered the floors. "Inn's Staff Has Ample Experience," *Lubbock Avalanche-Journal* (25 January 1964): A7.

In Town Inn, Lubbock, Lubbock County, Texas

Bathrooms and closets in the north wing line the corridor walls (*Maps 10 through 14*). All guest room bathrooms have historic porcelain steel tubs and laminated lavatory countertops with metal spindle legs (*Photo 26*). Ceramic tile covers the walls, and non-historic porcelain tile covers bathroom floors.⁵

Integrity

The In Town Inn retains historic integrity as a motor hotel with a period of significance from 1964 to 1972. The hotel remains within its historic location at the northwest edge of downtown Lubbock. Historic aerials (*Figures 1 & 11*) show the current physical setting is similar to the historic conditions, with buildings to the west, south, and east, and numerous surrounding parking lots.

The hotel property retains integrity of design and materials. The building itself continues to wrap around an open courtyard, and the open parking area continues to remain to the west of the building. Although dirt fills the former swimming pool, the outline of structure remains legible, and the materials of the terrace (concrete and terra cotta pavers) continue to express the historic use of the courtyard. No additions have impacted the historic massing and form of the building. The greatest alteration came in the late 1970s when the first floor was fully enclosed. However, visual clues allow the historic design of the first floor to remain discernible. For instance, material differences between the columns on the first story of the north elevation indicate where the first floor was historically enclosed (mosaic tile) and historically open (painted concrete). Similarly, the late 1970s brick used to infill between bays is a different color than the historic brick of the building. Its brown tones allow it to blend in with the overall aesthetic while at the same time distinguishing itself as non-historic. Inside, the L-shaped concrete walkway between the lobby and courtyard remains intact and the same width as it was historically; offices on the north side of the corridor fit within the former parking area. The upper stories retain their historic layouts, and the only real alterations to the rooms included the removal of some pass-through doors between guest rooms. The basement also retains its historic configuration. The cocktail lounge in the south and southeast portions of the basement date to 1972, during the period of significance, when smaller meeting rooms were combined. Material upgrades account for the most noticeable interior alterations in the upper floors, but historic materials remain, especially within the coffeeshop, main stair, and upper story corridors. Despite the alterations, the In Town Inn property continues to communicate its historic feeling and association as a mid-century hotel.

⁵ White ceramic tile was noted in the bathrooms in "Open House Scheduled Saturday at Swank New In Town Inn Here," *Lubbock Avalanche-Journal* (25 January 1964): A7.

In Town Inn, Lubbock, Lubbock County, Texas

Statement of Significance

The 1964 In Town Inn in Lubbock, Lubbock County is significant for its association with the commercial development of downtown during the years that immediately preceded the devastating 1970 F5 tornado. Postwar boosterism promoted Lubbock as the business-friendly “Hub of the South Plains” with modern facilities for hosting large conventions. Lubbock’s hospitality industry played a foundational role in this promotion but aging downtown hotels and newer roadside tourist motels lacked the capacity and amenities that attracted large-scale corporate events. In Town Inn, a project financed by a local development company, was established in the central business district to meet this need. Its design, typical of the era’s finer motels, featured a U-shape plan overlooking the courtyard with a barber shop, café, and meeting rooms. The inn was a frequent venue for business and political meetings catered by the popular In Town Inn Coffee Shop. In 1970, a F5 tornado struck downtown Lubbock. Nearly all building and residences within five blocks of In Town Inn were so substantially damaged as to require their demolition; but the In Town Inn fared remarkably well. Post-tornado development shifted to Lubbock’s suburbs while downtown declined considerably. Meetings formerly hosted at In Town Inn moved to new business and civic centers constructed in the wake of the tornado’s aftermath. A 1972 basement remodel transformed the meeting rooms into a large bar, a physical reflection of the motel’s changing use. It closed c. 1990. In Town Inn is nominated to the National Register of Historic Places at the local level under Criterion A in the area of Commerce. It is also nominated under Criterion C at the local level in the area of Architecture as an excellent example of a postwar motor inn. The period of significance is 1964-1972 corresponding with the decline of downtown and, subsequently, In Town Inn’s weakened association with Lubbock’s commercial development.

Development of Lubbock

The city of Lubbock formed in December 1890 through the combination of three smaller settlements. In 1891 the voters of Lubbock choose the town as the seat of Lubbock County (est. 1876). The Texas farmers and ranchers who settled on the High Plains helped make Lubbock the marketing center of the South Plains due to its location in the middle of rural prairie land. The large geographical area easily supported cotton production and ranching. The city incorporated in 1909, the same year the Santa Fe railroad entered Lubbock.⁶

The population of Lubbock reached just under two thousand people in 1910 and steadily increased in the early decades of the twentieth century. The city continued to prosper from the surrounding agricultural production, specifically cotton. The discovery of the Ogallala Aquifer, which stretches from north Texas to South Dakota, introduced large-scale irrigated farming.⁷ In the late 1920s, the twenty-five counties surrounding Lubbock planted over 1.6 million acres of cotton.⁸ By 1930, the population of Lubbock reached 20,520 and grew to 31,853 by 1940.⁹ Leading up to World War II, the economy of Lubbock included the processing and distribution of agricultural products, as well as manufacturing. Notably, local cottonseed oil and cotton compress operations developed to take advantage of the expansive cotton growing area surrounding the city.¹⁰

When laying out the town in 1890-91, planners centered the one-square-mile Original Town plat around a courthouse square at the southeast corner of what is now Texas Avenue and Main Street. This original town plat became the core

⁶ Lawrence L. Graves, “Lubbock, TX,” *Handbook of Texas Online*, <https://www.tshaonline.org/handbook/entries/lubbock-tx> (accessed 1 October 2021); Rachel [Consolloy], “Great Plains Life Insurance Company Building [Lubbock, Texas],” National Register nomination (2020): 8:11.

⁷ Paul L Carlson & Bruce A. Glasrud, *West Texas: A History of the Giant Side of the State* (Norman: University of Oklahoma Press, 2014), 189. The state policy favored unlimited water use by landowners.

⁸ Carlson & Glasrud, *West Texas*, 189.

⁹ US Decennial Censuses, 1930 & 1940.

¹⁰ *Lubbock City Directory* (El Paso, TX: Hudspeth Directory Company, 1941), 10; Consolloy, “Great Plains Life...Building,” 8:11.

In Town Inn, Lubbock, Lubbock County, Texas

of downtown Lubbock, the historic commercial core of the city, today defined by Avenue Q/US-84 Hwy (west), 19th Street/US-62 Hwy (south), I-27/US-82 Hwy (east), and 4th Street/US-82 Hwy (north) (*Map 6 & 16*).¹¹ By 1941, the city of Lubbock encompassed over six square miles. Two railroads participated in activities for a trade area fifty miles in all directions and one hundred miles to the west. By the start of World War II, four federal highways (US-62, -82, -84, & -87) and one state highway (TX-290) provided access to this regional hub; the federal highways encircled downtown Lubbock (*Map 6*).¹²

During and following World War II, Lubbock grew dramatically. By the 1950 federal census, 71,747 people resided within the city's 17.6 square miles.¹³ Two army airfields opened within ten miles of Lubbock during the war. Lubbock AAF closed in 1945 but reopened as the Reese Air Force Base in 1949, employing 650 civilian workers and 2,900 airmen. The Lubbock Municipal Airport benefitted from the postwar era, as well, when the Lubbock Chamber of Commerce secured agreements with major airline companies to stop in Lubbock and lobbied for a major expansion to the airport. The postwar years also saw the expansion of Texas Technical College (est. 1923), which became Texas Tech University in 1969.¹⁴ Oil discoveries in West Texas, specifically the Levelland Field in 1945, brought a new industry into the region.¹⁵ The number of irrigated farms in the surrounding cotton fields expanded after the war. Aided by government subsidies, crop insurance, chemical fertilizers, and pesticides, cotton agriculture remained dominant in the local economy.¹⁶

The local Chamber of Commerce shaped Lubbock's physical and economic growth. The chamber organized in 1913 to promote the business, industry, and agricultural interests of the city, maintaining office space in downtown. By 1954, a fifteen-person board of directors led the chamber, which employed nine people. The names of past presidents and current directors listed in a May 1954 *Lubbock Avalanche-Journal* article indicates a revolving member- and leadership. For instance, O.L. Slaton served as president in 1917 and again in 1926, and 1954 directors Roy Furr, J. Ray Dickey, and O.L. Byrd each had served as president in 1945-47, 1952, and 1953, respectively.¹⁷

Among its work in 1953, the business group sponsored three markets, bringing together wholesalers, manufacturers, and store owners, and attended events all over the South Plains to promote Lubbock.¹⁸ Throughout the 1950s, they worked to secure conventions for Lubbock, made possible by the opening of two large facilities in 1954 (*Map 16*). The \$2.5 million City Auditorium-Coliseum (Lubbock Municipal Coliseum) on the Texas Tech Campus could seat up to three thousand people in the auditorium and hold up to ten thousand people in the coliseum.¹⁹ The Fair Park Coliseum, a \$250,000 facility on the South Plains fairgrounds, could hold over five thousand people.²⁰ In 1959, the Chamber anticipated over twenty thousand conference attendees in Lubbock.²¹ Newspaper advertisements and articles in the *Lubbock Avalanche-Journal* between 1954 and 1965 announced auto shows, home shows and trade expositions, sport

¹¹ Original town plat as shown on historic Sanborn maps.

¹² Lubbock City Directory 1941, 10.

¹³ *Lubbock City Directory* (El Paso, TX: Hudspeth Directory Company, 1950), ix; U.S. Decennial Census, 1950.

¹⁴ Paul H. Carlson, *The Centennial History of Lubbock: Hub City of the Plains* (Virginia Beach, VA: The Donning Company, 2008), 93-95.

¹⁵ "History of Oil Discoveries in Texas," *Texas Almanac*, <https://texasalmanac.com/topics/business/history-oil-discoveries-texas> (accessed 1 October 2021).

¹⁶ Carlson & Glasrud, *West Texas*, 189; Carlson, *The Centennial History of Lubbock*, 95-98; Consolloy, "Great Plains Life...Building," 8:12.

¹⁷ "Chamber of Commerce is City's Voice," *Lubbock Avalanche-Journal* (2 May 1954): III-7.

¹⁸ "Chamber of Commerce is City's Voice," III-7.

¹⁹ J.M. Crook to Mr. Cooley, letter dated 4 June 1958 in Box 112, "Lubbock Chamber of Commerce Records, 1915-1991 (S592.1)," Texas Tech University, Southwest Collection/Special Collections Library. The Coliseum was demolished in 2019.

²⁰ J.M. Crook to Mr. Cooley, letter dated 4 June 1958; "The South Plains Fair's History is Lubbock's History," South Plains Fair website <https://www.southplainsfair.com/about-us/fair-history/> (accessed 5 October 2021).

²¹ J.M. Crook to Jerry Carter, letter dated 3 July 1959 in Box 112, "Lubbock Chamber of Commerce Records, 1915-1991 (S592.1)," Texas Tech University, Southwest Collection/Special Collections Library.

In Town Inn, Lubbock, Lubbock County, Texas

tournaments, circuses, and state conventions of religious denominations and trade organizations at Municipal Auditorium; Fair Park Coliseum held fairs, stock shows, ice skating exhibitions, sport matches, and music concerts. The chamber, through its conventions committee, worked to secure many of the events held at these two venues. In 1955, the city hosted fifty-six conventions with around 21,000 attendees who spent \$1 million.²² The convention committee announced in January 1956 that forty conventions were already planned for the year in addition to annual regional sales meetings.²³

The 1950s marked a high point in development and growth for Lubbock. During the decade, the population doubled to over 128,000 by 1960 and the incorporated area quadrupled to seventy-six square miles. In 1950, Lubbock issued 2,680 building permits representing \$25.7 million worth of construction. A record setting \$55.8 million worth of construction (homes, businesses, and industries) occurred in 1959 alone.²⁴ Bank deposits increased from \$107 million in 1950 to \$242.6 million in 1959.²⁵

The Chamber of Commerce promoted Lubbock as “Hub of the South Plains” because it had risen to be the geographical trading, financial, industrial, commercial, medical, and cultural center of the area. It was the largest metropolitan area between Dallas and Albuquerque, San Antonio and Denver, Oklahoma City and El Paso, and Wichita Falls and El Paso; all points that are more than five hundred miles apart.²⁶ Downtown remained the center of the expanding city with dense blocks full of department stores, restaurants, hotels, and office buildings (*Figures 11 through 13*).

Highway development continued to provide better access into and around Lubbock. For instance, by February 1961, construction of TX-Loop 289 Highway was underway, the US-87 Highway segment from south Lubbock to US-62/82 on the east side had been completed, and the contract for a segment between US-62/82 northwest to US-84 was anticipated to be let by the summer.²⁷ The construction of Loop 289 occurred between 1960 and 1972 and helped advance the development of suburban Lubbock.²⁸

During the postwar years, the Chamber of Commerce continued to advocate for downtown development, yet its support for the highway system ultimately led to commercial decentralization. New shopping centers and residential areas began to develop in suburban areas.²⁹ Cognizant of the balancing act of promoting both the physical growth of the city and the importance of downtown, the Chamber participated in committees that sought to combat the disintegration of the commercial hub of Lubbock.³⁰ Downtown stakeholders, as well as the city itself, invested in parking installations, including lots and garages, to cater to the increased use of the automobile and encouraged new construction investment within the central business district.³¹ Local retailers such as Hemphill-Wells and Dunlap’s erected new department stores in downtown. Financial institutions and corporations kept offices within downtown. The 1950s saw an increase in commercial office space downtown to accommodate these institutions. Four new bank

²² “City Growing in Popularity As Locale For Conventions,” *Lubbock Morning Avalanche* (13 January 1956): 3.

²³ “City Growing in Popularity As Locale For Conventions,” 3.

²⁴ *Lubbock City Directory* (El Paso, TX: Hudspeth Directory Company, 1960), xv.

²⁵ Lawrence L. Graves, ed., *A History of Lubbock* (Lubbock: West Texas Museum Association, 1962), 319.

²⁶ *Lubbock City Directory* 1960, xv; Consolloy, “Great Plains Life...Building,” 8:12.

²⁷ J.M. Crook to John Quick, letter dated 9 February 1961 in Box 113, “Lubbock Chamber of Commerce Records, 1915-1991 (S592.1),” Texas Tech University, Southwest Collection/Special Collections Library.

²⁸ Jack Faucett Associates, “Economic Development History of Interstate 27 in Texas,” Report for U.S. Department of Transportation, Federal Highway Administration (2017) https://www.fhwa.dot.gov/planning/economic_development/studies/i27tx.cfm (accessed 1 October 2021).

²⁹ Graves, ed., *A History of Lubbock*, 327.

³⁰ Graves, ed., *A History of Lubbock*, 327.

³¹ Graves, ed., *A History of Lubbock*, 327.

In Town Inn, Lubbock, Lubbock County, Texas

buildings opened, as well as one major addition to an existing bank.³² In 1955, the twenty-story Great Plains Life Insurance Company (GPLIC) Building opened, considered the crowning achievement of downtown commercial development.³³ The GPLIC organized in Dallas in 1933 and moved their headquarters to Lubbock in 1951 when they merged with the Nebraska National Life Insurance Company.³⁴ Construction began in 1952. When it opened in 1955, the building offered over 155,000 square feet and only four of the twenty-two floors were vacant. The GPLIC occupied two floors, with accounting firms, lawyers, corporate offices, and medical offices on remaining floors.³⁵ The GPLIC building retained almost full occupancy into the mid-1960s, indicating the continued importance of downtown as the commercial center of Lubbock. Additional investment in the downtown included the recladding of the 1940 Lubbock County Office Building in 1960, the construction of the fifteen-story First National Bank-Pioneer Gas Building (now McDougal Building) in 1968, and the In Town Inn in 1964.³⁶

Two major events in the early 1970s diminished the role of downtown as the primary commercial hub in Lubbock. The first occurred on May 11, 1970, when an F5 tornado injured six thousand residents, killed twenty-six, and destroyed two hundred fifty businesses and thousands of residences. The direct path of the tornado included downtown, where the winds smashed an estimated 80 percent of all the plate glass windows (*Figure 14*).³⁷ Nearly all of the buildings and residences north and west of the In Town Inn for at least five blocks required demolition due to the level of damage. The GPLIC Building (one block south), the Lubbock Avalanche-Journal Building (three blocks north-northwest), and the Lubbock Central Fire Station (five blocks north) all sustained considerable damage.³⁸

Following the devastating 1970 tornado, rebuilding efforts in downtown focused on the construction of a new civic center rather than on major commercial rebuilding. The civic center complex included the construction of the Mahon Public Library in 1974 and the Memorial Civic Center in 1975, built in memory of the 26 storm victims.³⁹ The civic center development helped revitalize the northern part of downtown but at a cost to existing hotels like the In Town Inn and the Hotel Lubbock (by then called the Pioneer Hotel). The new library and civic center became the hosts of meetings formerly hosted by the older downtown hotels. The lack of regular business from meetings and a failure to properly maintain facilities contributed to a relatively quick decline of downtown.⁴⁰ Added to this, after the tornado, new development also concentrated away from the downtown area as Lubbock expanded. The opening of the South Plains Shopping Mall in 1972 dealt another major blow to downtown commerce. The indoor mall is located eight miles southwest of downtown at TX-Loop 289 Highway and Slide Road. Its opening brought outside retail chains to compete with local stores, most of which were in downtown Lubbock, diminishing the commercial importance of downtown.⁴¹

³² Graves, ed., *A History of Lubbock*, 330.

³³ Carlson, *The Centennial History of Lubbock*, 93, 114; *Lubbock City Directory* (El Paso, TX: Hudspeth Directory Company, 1952), x.

³⁴ Consolloy, "Great Plains Life Insurance Company Building," 8:13.

³⁵ Consolloy, "Great Plains Life Insurance Company Building," 8:13.

³⁶ Consolloy, "Great Plains Life Insurance Company Building," 8:12 & 13. The First National Bank-Pioneer Gas Building became the Wells Fargo Building then the McDougal Building.

³⁷ Tom Martin, "A Brief History of the Lubbock Tornado," 1970; National Weather Service, "The Lubbock Tornado: May 11, 1970," (2021) <https://www.weather.gov/lub/events-1970-19700511>.

³⁸ Certified Local Government comments on draft nomination (9 May 2022), 2.

³⁹ Carlson & Glasrud, *West Texas*, 230.

⁴⁰ Certified Local Government comments on draft nomination (9 May 2022), 2.

⁴¹ Carlson, *The Centennial History of Lubbock*, 115.

In Town Inn, Lubbock, Lubbock County, Texas

Hotel Development in Lubbock

Within five years of its founding, Lubbock had two hotels.⁴² As the city grew, the number of overnight accommodations did likewise, providing places for businessmen and families. By 1930, the city boasted fifteen hotels, including two first-class establishments: the Hotel Lubbock (1925, 1929) and the Hilton Hotel (1929-30).⁴³ As first-class hotels, both were located downtown and offered banquet rooms and dining facilities, as well as hundreds of guest rooms each.⁴⁴ These accommodations targeted both business travelers, as well as those seeking more luxurious options. For visitors traveling by personal vehicle, Lubbock provided eleven “tourist camps” along or near the six state highways that accessed the town.⁴⁵ Also known as auto camps, these were the earliest form of overnight accommodations for automobile travelers along the nation’s highways. The earliest facilities were simply open areas for travelers to park, set up tents, and camp for the night.⁴⁶ These camps quickly turned into cabin courts with small stand-alone cottages with associated parking stalls or interconnected garages; a centralized building provided bathroom facilities. Later examples included private bathrooms and kitchenettes within guest units. Gas stations, cafes, and other retail businesses were commonly found at establishments like the Canyon Court and Camp Carson Tourist Camp (demolished), established to assist automobile travelers (*Figure 15*).⁴⁷

Beginning in the late 1930s, the motor court or “motel” became the most common form of auto-related accommodations. These motels evolved from the earlier cabin courts, organizing the individual units under a single roofline. These were usually arranged around a courtyard that featured swimming pools, cafes, and/or gas stations. These became ubiquitous around World War II and into the 1960s.⁴⁸ In 1960, for instance, Lubbock had forty-five motels; in contrast, there were twenty-three hotels.⁴⁹

Lubbock’s physical and fiscal growth resulted in increasing numbers of visitors, tourists, and businesses. The Lubbock Chamber of Commerce commissioned the Pennsylvania firm Hockenbury System, Inc. in February 1950 to determine the need for new hotel accommodations in the city.⁵⁰ Founded in 1911 by Edson Hockenbury, Hockenbury Systems, Inc. gained popularity at the beginning of the twentieth century for their assistance with the planning and financing of community-based projects (such as hospitals and commercial hotels) in communities across the county. The “system” employed by the company began with conducting a feasibility study to determine the size, cost, use, and location of a hotel within a town.⁵¹ It was common practice for local businessmen to subsidize a new hotel as they saw it benefitted the wider economy. Dining rooms, coffee shops, and meeting rooms offered space for both confidential business

⁴² Graves, “Lubbock, TX.”

⁴³ *Lubbock City Directory* (El Paso, TX: Hudspeth Directory Company, 1930), 535. Of the two, only the Hotel Lubbock still stands.

⁴⁴ Newspaper articles and city directory advertisements used the term “first-class hotel” to distinguish the overnight accommodations with the greatest number of amenities and luxuries, as well as those with the largest number of rooms. Also referred to as “commercial” hotels, local businessmen and Chambers of Commerce often backed the construction of these hotels both as a financial investment and as a community investment to increase visitors.

⁴⁵ *Lubbock City Directory* 1930, 8, 583-584.

⁴⁶ John A. Jackle, Keith A. Sculle, and Jefferson S. Rogers, *The Motel in America* (Baltimore: Johns Hopkins University Press, 1996), 15; Elizabeth Rosin, “Roadside Kansas,” National Register of Historic Places Multiple Property Documentation Form (2011): F-70.

⁴⁷ Jackle, et al., *The Motel in America*, 36, 38, 40; Rosin, “Roadside Kansas,” F-70.

⁴⁸ Jackle, et al., *The Motel in America*, 43-45.

⁴⁹ *Lubbock City Directory* 1960, xxiii, 149.

⁵⁰ E.J. Hockenbury, “Hotel Survey Report for Lubbock, Texas” (18 April 1950): 1 in Box 112, “Lubbock Chamber of Commerce Records, 1915-1991 (S592.1),” Texas Tech University, Southwest Collection/Special Collections Library. The Chamber also asked the company to determine if a new hotel could be developed to meet the need and be profitable to investors, as well as whether the development could be locally financed.

⁵¹ Dave Maher, “Hotel Lykens,” *Pennsylvania Heritage* (Spring 2018): n.p. accessed online, <http://paheritage.wpengine.com/article/hotel-lykens/> If a community chose, they could then hire the company to lead a fundraising drive to sell stock in the new hotel. As Maher notes, “Small armies of volunteers would sell the stocks door to door. Teams received prizes for selling the most stocks. The effort not only built capital to finance the hotel’s development but also created community excitement and personal investment in the hotel’s long-term success.”

In Town Inn, Lubbock, Lubbock County, Texas

transactions and public entertainment.⁵² Although constructed in the mid-twentieth century, the In Town Inn followed this earlier trend of development.

In early 1950, Hockenbury Systems distributed questionnaires to over six hundred businesspeople in Lubbock as part of their feasibility study. One anonymous responder stated, “The present [hotel] facilities discourage coming to Lubbock on short notice. Development of old and new oil fields draw many visitors from all over the nation who are investing substantial amounts of money in many distinct phases of business in this area.”⁵³ Others similarly noted that traveling sales and businessmen frequently had difficulty securing what they termed first-class hotel accommodations in Lubbock unless reservations were made well in advance, which was not conducive to last-minute business travel. As a result, visitors stayed in neighboring towns or planned trips to avoid spending the night in Lubbock.⁵⁴

At the time of the report, the two nicest hotels in Lubbock were located downtown and were the preferred overnight facilities by business travelers. The Hotel Hilton boasted 196 rooms (all with private baths) and fine dining and banqueting facilities. The Hotel Lubbock contained 242 rooms (again, all with private baths), as well as dining and meeting rooms. Hockenbury noted that the other hotel options surveyed were “second rate” when compared to the amenities offered by hotels Hilton and Lubbock although they fulfilled a need for additional downtown accommodations at lower costs or when the two first-class hotels were at capacity.⁵⁵ The Plainsman Hotel, 2101 Avenue Q (extant), was under construction just south of downtown by the time the survey report was published. Although acknowledged that it would provide Lubbock with a much-needed modern facility, this hotel catered more to tourists than businessmen (*Figure 16; Map 17*).⁵⁶ The Plainsman Hotel opened in 1951 along Avenue Q (US-84 Highway). The E-shaped, two-story brick hotel included an outdoor swimming pool and 125 air-conditioned rooms but no meeting or large dining facilities.⁵⁷

The surveyors found “a number of very fine tourists courts and motels” in Lubbock with excellent facilities and rates comparable to the two downtown hotels. Some of these facilities were even air-conditioned. However, they were not considered to be serious competitors to the business-traveler-focused downtown hotels. The surveyors noted that the nicer motels had been established since 1940 and that the guests at these motels almost exclusively (95 percent) traveled by automobile.⁵⁸

Importantly, the surveyed subjects failed to have enough rooms to accommodate traveling businessmen or facilities to accommodate industry meetings and conventions. Respondents also desired new hotels with expanded banqueting similar to the limited catering offered at the Hilton and Lubbock hotels. Hockenbury Systems and individual surveyors concluded that Lubbock was losing business because of its hospitality industry’s deficiencies. To keep pace with the population and industry growth, more than one thousand new hotel rooms would need to be constructed:

Lubbock has simply outgrown the facilities presently available in its two leading hotels and although these hotels have done everything in their power to alleviate the situation, their physical limitations prevent them. There is a decided need for all types of additional convention space, additional meeting rooms, additional sample rooms, and additional first-class dining accommodations.⁵⁹

⁵² Jakle, et al., *The Motel in America*, 25.

⁵³ Hockenbury, “Hotel Survey Report,” 6.

⁵⁴ Hockenbury, “Hotel Survey Report,” 9.

⁵⁵ Hockenbury, “Hotel Survey Report,” 6. Their survey report did not specify their rating metrics.

⁵⁶ Hockenbury, “Hotel Survey Report,” 9.

⁵⁷ *Lubbock City Directory* 1960, xxiv; Hockenbury, “Hotel Survey Report,” 25; 1957 Sanborn Fire Insurance Map for Lubbock, vol. I, sheet 54.

⁵⁸ Hockenbury, “Hotel Survey Report,” 7.

⁵⁹ Hockenbury, “Hotel Survey Report,” 10-12.

In Town Inn, Lubbock, Lubbock County, Texas

Questionnaire respondents overwhelmingly believed that a new hotel would bring new commercial business that would in turn bolster the role of Lubbock as the commercial center of West Texas.⁶⁰ Hockenbury Systems recommended Lubbock construct a downtown convention hotel that would incorporate a large room for up to five hundred people, as well as sample rooms and other smaller meeting spaces. Because of the increase in automobile traffic, the new hotel would necessarily need to incorporate parking.⁶¹

The Chamber of Commerce appears to have taken the recommendations to heart. Throughout the 1950s, they first worked to secure conventions for Lubbock by advocating for the construction of large convention centers. Additionally, motel and hotel construction increased throughout the 1950s and 1960s, spurred by the efforts of the Lubbock Chamber of Commerce. In June 1958, Chamber assistant general manager J.M. Crook wrote that the group believed “an investment in a modern drive-in hotel or motel in this city would be a wise investment, due primarily to the trend of the traveling public to patronize the motel type operation as compared to the utilization of the old style downtown hotel.”⁶² Crook further indicated that apart from the Plainsman Hotel, Lubbock did not have a first-class hotel for the automobile traveler.

By October 1958, Crook reported the addition of two new motels on Avenue Q (US-84), a Holiday Inn under construction, and the possibility of a Flamingo-chain motel.⁶³ The eight first-class motels (so rated by the Chamber) in 1959 averaged thirty units each, included a heated swimming pool, and contained an associated coffeeshop/restaurant. The rates varied but averaged between \$3.50-\$5 (single room), \$4-\$6 (double room), \$10-\$14 (suite), \$6-\$10 (room with two twin beds), and \$8-\$14 (room with two double beds).⁶⁴

The Chamber continued to support the development of a modern, luxury motel in Lubbock. Inquiries to the Chamber by hotel chains and developers elicited encouragement to construct these motels along the growing highway system (*Map 17*).⁶⁵ Avenue Q, which became part of US-84, received a number of new motel properties in the late 1950s-early 1960s. A Travelodge opened in May 1960 at 714 Avenue Q (not extant), and in 1962, an Imperial 400 Motel opened at 910 Avenue Q (extant).⁶⁶ The latter is an L-shaped structure with central parking lot. Exterior balconies connect the hotel rooms, and the office is under a *porte cochere* at the street level (*Figure 17; Map 17*).

The Motor Inn Property Type

The type of hotel to which Crook referred in his June 1958 letter developed in the 1950s. These “motor inns” were primarily found in the downtowns of larger metropolitan areas or near newly constructed highway interchanges. These properties were substantially larger and more luxurious than earlier motels. As historians John Jakle, Keith Sculle, and Jefferson Rogers explain in *The Motel in America*:

⁶⁰ Hockenbury, “Hotel Survey Report,” 13.

⁶¹ Hockenbury, “Hotel Survey Report,” 27-28.

⁶² J.M. Crook to Mr. Cooley, letter dated 4 June 1958.

⁶³ J.M. Crook, memo to Chamber, dated 6 October 1958 in Box 112, “Lubbock Chamber of Commerce Records, 1915-1991 (S592.1),” Texas Tech University, Southwest Collection/Special Collections Library.

⁶⁴ J.M. Crook to Jerry Carter, letter dated 3 July 1959. In 2021, the rates approximately equal \$33-\$47; \$37-\$56; \$94-\$131; \$56-\$94; \$75-\$131, respectively. The chamber did not specify how they defined first class.

⁶⁵ J.M. Crook to Jerry Carter, letter dated 3 July 1959; J.M. Crook to John Quick, letter dated 9 February 1961, as two examples.

⁶⁶ J.M. Crook to J. Wade Collins, letter dated 25 May 1961 in Box 113, “Lubbock Chamber of Commerce Records, 1915-1991 (S592.1),” Texas Tech University, Southwest Collection/Special Collections Library. The design of the Travelodge was not discussed in available records.

In Town Inn, Lubbock, Lubbock County, Texas

They were most often complexes made up of two- or three-story buildings organized around a courtyard. Besides an elaborate outdoor area focused on the swimming pool, the typical motor inns featured expanded public space indoors. The coffee shop became a full-fledged dining room with adjacent cocktail lounge as well as banquet and meeting rooms. The registration desk expanded into a small lobby with a magazine counter and gift shop. Guest rooms were large: the typical room contained two double beds, a night table with telephone, a baggage rack, several lounge chairs, a chest of drawers, and a desk or table, and there was a dressing and bath area with vanity separated from the shower and toilet. Rooms were air-conditioned, and of course there was a television set.⁶⁷

The motor inn became a common property type promoted in the early 1960s by an increasingly competitive motel chain industry. Prior to the 1950s, locally owned establishments dominated the industry until, as Jackle, et al., note, “motor-inn construction began to require vast capital outlays.”⁶⁸ Affiliations with national brands appeased lenders of the financial viability of the new development. Motel development in Lubbock in the late 1950s-early 1960s ranged from national chains establishing new properties to local investors developing and managing new motor inns. Some of these latter properties formed alliances with national chains within a few years of opening.

Except for In Town Inn, new motor inns developed along the Lubbock highway system. Parkway Manor Motor Hotel opened in September 1960 (*Figure 18; Map 17*). The eighty-five-unit motor inn was located in east Lubbock at 2600 Parkway Drive (US-82 Highway). A group of local businessmen developed the six-acre property to accommodate small conventions and business travelers. Long, one-story rectangular buildings containing guest rooms formed an L-shaped footprint to the east and south of a one-and-a-half-story main building. A swimming pool extended from the main building, and a four-hundred car parking lot encircled the building. Besides the pool, additional amenity spaces at Parkway Manor included two dining rooms that accommodated 450 people and smaller meeting rooms. Airconditioning was available throughout the property. The opening ceremony featured both the mayor and city manager.⁶⁹ Within the first few years, the independently owned and managed Parkway Manor became affiliated with the Holiday Inn chain. The property was demolished in circa 1995, according to aerial images from that year.

The *Lubbock Avalanche-Journal* announced the imminent construction of another large motor hotel in the fall of 1960. The Continental Motor Hotel was to be a 144-room hotel due east of the Texas Tech football stadium (*Figure 19; Map 17*). The \$1.35 million development included a main building that housed administrative offices, coffeeshop, large dining facilities, meeting rooms, and three retail stores. A service station was also to be included. Four identical buildings extending from the main building would house the guest rooms with landscaped courtyards (each with a pool) between them. Exterior covered walkways would connect each of the second floors.⁷⁰

In Town Inn

The In Town Inn is an excellent extant example of a motor inn constructed in mid-century Lubbock. The hotel was the only motor inn constructed within downtown, helping to meet the need for additional downtown accommodations for business travelers first recommended in the 1950 Hockenbury Report. The construction of the In Town Inn coincided with the construction of new banking and office facilities in downtown, such as the GPLIC Building, that brought

⁶⁷ Jackle, et al., *The Motel in America*, 49.

⁶⁸ Jackle, et al., *The Motel in America*, 49.

⁶⁹ “Parkway Manor Motor Hotel Open House Scheduled Today,” *Lubbock Avalanche-Journal* (4 September 1960): 38; “Reservations for More than 40 Events Booked,” *Lubbock Avalanche-Journal* (4 September 1960): 39.

⁷⁰ “New Motor Hotel Planned,” *Lubbock Avalanche* (18 September 1960): 1 & 3. Notations on an October 24, 1960 letter to the Chamber of Commerce acknowledged that the motel was still in the works, but there are no additional newspaper references to the Continental Motor Hotel. Aerial images from 1995 indicate a large development on the property, but it has since been replaced.

In Town Inn, Lubbock, Lubbock County, Texas

business travelers to the commercial heart of Lubbock. The new hotel catered to these travelers, taking the form of the popular motor inn.

In circa 1961, a group of prominent West Texas businessmen formed the First Lubbock Investment Company to develop a new downtown hotel.⁷¹ Insurance executive and former Lubbock mayor Murrell R. Tripp (1952-1956) was a principal partner in the real estate company, along with James F. Smith, Sr. of Amarillo. The following year, in June 1962, Harvey Brewington, James Smith, Jr., and William Decker joined Smith, Sr. and Tripp to form the Mid-Continent Management Corporation, which would oversee operation of the independent motor hotel.⁷² Tripp and Brewington lived in Lubbock and were involved with the Chamber of Commerce.⁷³

Mid-Continent Management hired Coby Briehn (1914-1988) to manage the hotel. Briehn served as the president of the Lubbock Hotel and Motel Association, director of the Texas Hotel Association, and chairman of the Convention Committee under the Lubbock Chamber of Commerce.⁷⁴ Briehn came to the In Town Inn as a well-recognized leader in the Lubbock hospitality community.⁷⁵ Before In Town Inn, he served as the first property manager at Parkway Manor in 1960 and managed the Plainsman Hotel in the 1950s and 1963.⁷⁶ Briehn managed the In Town Inn until the summer of 1971.⁷⁷ Briehn and Ken Flagg co-developed the construction of a new Hilton Hotel at Avenue Q and 6th Avenue, which broke ground in April 1973, the first private development in north downtown since the tornado.⁷⁸

Site and architect selection occurred between 1962 and 1963. The Lubbock firm of Schmidt & Stuart (Howard Schmidt and John Stuart) designed the Modern Movement hotel for a location at the northwest corner of Main Street and Avenue K. The firm completed construction drawings in February 1963.⁷⁹ Purchase of the first two lots in Block 101 occurred in September 1962; the remainder of the property was acquired by May 1963.⁸⁰ The same month, excavation began. Heavy rains flooded the newly dug site at the end of May, causing a slight construction delay.⁸¹ However, progress continued through the remainder of the year.

The ninety-one room In Town Inn opened for business in January 1964 as an excellent Lubbock example of a luxury motor inn, described in *The Motel in America*. As its name implied, the In Town Inn opened in the heart of downtown Lubbock within proximity to the new highways bringing automobile travelers. The U-shaped plan of the building gives the appearance of three separate buildings from one to five stories organized around a courtyard whose centerpiece was a heated swimming pool. Due to its location within downtown, the U-shaped building includes multiple stories to accommodate its interior program rather than long single-story buildings constructed on open land outside the dense core. The multi-story design fit with the surrounding multi-story commercial buildings in the downtown, and the compactness of the design provided space for associated parking, a key element for facilities targeting vehicular

⁷¹ "Open House Scheduled..." A7.

⁷² "Open House Scheduled..." A7; Mid-Continent Management Corporation, filing number 18516000, filed June 28, 1962, Texas Secretary of State, Business Entity Search Online. <https://www.sos.state.tx.us/corp/sosda/index.shtml> (accessed 20 January 2021).

⁷³ Carlson, *The Centennial History of Lubbock*, 115.

⁷⁴ "Inn's Staff Has Ample Experience," *Lubbock Avalanche-Journal* (25 January 1964): A7.

⁷⁵ Certified Local Government comments on draft nomination (9 May 2022), 3.

⁷⁶ "Reservations for More than 40 Events Booked," 39; "Rejoins Hotel," *Lubbock Avalanche-Journal* (24 February 1963): 2-C.

⁷⁷ "In Town Inn Sold: Motel Ownership, Managers Change," *Lubbock Avalanche-Journal* (3 July 1971): B-1; Certified Local Government comments on draft nomination (9 May 2022), 2.

⁷⁸ Caption to photo, *Lubbock Avalanche-Journal* (29 April 1973): A-19; Certified Local Government comments on draft nomination (9 May 2022), 2. The building still stands (as a Doubletree) at the northeast corner of the intersection but has undergone a complete exterior alteration.

⁷⁹ Date according to the title blocks on available drawings for the In Town Inn by Schmidt & Stuart Architects and Engineers, February 23, 1963.

⁸⁰ Deed 162024359, 14 September 1962 and Deed 1963011883, 16 May 1963, Lubbock County Register of Deeds, online record search.

<https://erecord.co.lubbock.tx.us/recorder/eagleweb/docSearch.jsp> (accessed 20 January 2021).

⁸¹ *Lubbock Avalanche-Journal* (22 May 1963): A8.

In Town Inn, Lubbock, Lubbock County, Texas

travelers. Exterior design features of the In Town Inn highlight its Modern and up-to-date design: aqua and orange colored metal panels provide privacy for individual guest balconies; exposed aggregate concrete panels hide the air conditioners installed in each room; balconies and the panels, along with the flat roofs, emphasize the horizontality of the building. The interior program of the In Town Inn provided public space on the first story and basement, allowing the upper floors (and the whole west wing) to house an assortment of guest room types. The ubiquitous coffeeshop held a prominent location at the northwest corner of Avenue K and Main Street with entrances from both public streets. More than just a place to have a cup of coffee, the first floor coffeeshop was more of a full-fledged dining facility, open all hours. Its kitchen also provided food for banquets or meetings held in the basement meeting rooms within the east side of the north wing. The spacious lobby on the first floor included a large registration desk and lounge spaces. Most of the guest rooms interconnected and contained two double beds, remote controlled televisions and radios, and, as previously mentioned, air-conditioning. Within the three-story west wing, the rooms were combination sitting and bedrooms. The five-story north wing also contained two living-bedroom suites, and vendor rooms lined the north side of the second floor, specially designed for traveling salesmen to show products.⁸²

The grand opening of the In Town Inn occurred on Saturday, January 25, 1964, from one in the afternoon to nine at night. Over twenty of the approximately thirty staff members helped show guests around the new building that had been open for business a few weeks already.⁸³ The January 24, 1964, issue of the *Lubbock Journal-Avalanche* dedicated several pages to congratulatory advertisements, interior images (*Figures 8 through 10*), and descriptive articles highlighting the features of the approximately 40,000 square foot property. Amenities, housed in the basement, included a barber shop, laundry room for traveling guests, and four meeting rooms that could accommodate eighty-person conferences or smaller gatherings.⁸⁴ Longtime downtown Lubbock barber, Clifford Hardin, initially ran the barbershop, followed by Manuel and Stella [Ochoa] Castro in 1972.⁸⁵

The In Town Inn complemented the overnight accommodations available in downtown Lubbock. At the same time, its design and amenities aligned with the downtown needs outlined in 1950. The two coliseums constructed in 1954 fulfilled the need for ample convention space, but the meeting rooms and coffeeshop in the In Town Inn provided additional space, specifically in downtown. Newspaper advertisements throughout the 1960s and early 1970s noted various conferences and gatherings to held at the In Town Inn, indicating this need for such facilities in downtown still existed when the hotel opened. The coffeeshop (or Coffee Shop) was a popular business not only as a dining option, but as a meeting place and caterer of events in the hotel. The hotel hosted everything from small business lunches to meetings to political gatherings, as noted in newspapers throughout the 1960s and into the 1970s. Employment recruiters and salesmen used the meetings rooms and coffeeshop, as well. The building also offered a range of room types available for diverse travelers. Suites or interconnecting rooms could be used by larger groups or travelers used to more luxurious accommodations, while dedicated rooms on the second-floor targeted traveling salesmen. Advertisements and want-ads in the *Lubbock Avalanche-Journal* throughout the 1960s show the hotel successfully marketed to these travelers, as well.

Being in downtown, the May 1970 tornado physically affected the In Town Inn. Texas Tech alumna Theresa “Tesi” Bundick, shared her experience in the motel that evening. A sophomore at the university, Tesi joined friends for dinner at the In Town Inn to celebrate the end of the semester. The group sat at a table in the first-floor dining room. Tesi recalled the following:

⁸² “Open House Scheduled...,” A7; *Lubbock Avalanche-Journal* (22 January 1964): B8; Jackle, et al., *The Motel in America*, 49.

⁸³ “Open House Scheduled...,” A7; *Lubbock Avalanche-Journal* (22 January 1964): B8; “Inn’s Staff Has Ample Experience,” *Lubbock Avalanche-Journal* (25 January 1964): A7.

⁸⁴ “Open House Scheduled...,” A7; *Lubbock Avalanche-Journal* (22 January 1964): B8.

⁸⁵ “In Town Inn Barber Shop Under Ownership of Manuel and Stella Castro; Roffler is Featured,” *Lubbock Avalanche-Journal* (17 January 1972): 6-A.

In Town Inn, Lubbock, Lubbock County, Texas

As the waitress was placing our silverware on the table an ungodly noise rose up. I looked and saw that each of those enormous windows was presenting a spiderweb pattern for an instant, and then the glass from the windows imploded, and it all came towards the center of the room. The waitress yelled for the customers to run and follow her. I got up amidst deafening noise, darkness and glass everywhere. I ran, returned for a second to get my purse and then bolted towards the basement stairs with everyone else.⁸⁶

The hotel (building and courtyard) became one of the surviving businesses within downtown. As Tesi observed, the hotel lost a substantial amount of glazing, but no structural damage occurred thanks to its reinforced concrete structure (*Figure 20*).⁸⁷ The brick fence lining the courtyard also survived, but the top forty inches of the fence lining the parking lot overturned due to a lack of reinforcing at the location (*Figure 20*).⁸⁸ The top of the wall was rebuilt. Considering its proximity to the highest damaged areas of downtown Lubbock, the physical survival of the In Town Inn is notable.

The In Town Inn continued to provide overnight accommodation for travelers, as well as spaces for locals to gather. In the early 1970s, the hotel opened its first cocktail lounge. When it first opened, there was no cocktail lounge, a common amenity of motor inns. The reason for this was the state laws prohibiting the sale of liquor-by-the-drink. In 1968, the 60th Texas Legislature considered a bill allowing for this sale during a special session. In May of that year, Texas voters had approved the legalization of public liquor sales. Although the House approved the bill in June, the state Senate rejected the measure. Not until 1971 would the practice become legal when the Texas legislature passed a new bill that created a mixed beverage permit authorized at the local level.⁸⁹ In 1972, the first cocktail lounge opened in the basement of the In Town Inn. The Executive Club, a private drinking establishment, required the combination of the meeting rooms into a large lounge with bar that served mixed alcoholic drinks.⁹⁰ The Executive Club also hosted performances by musicians, actors, and comedians.⁹¹

Mid-Continent Management Corporation merged with Petrodynamics Inc. in June 1970.⁹² Both Murrell Tripp and James F. Smith, Sr., had ownership associations with this Amarillo-based company.⁹³ Petrodynamics sold In Town Inn to the Pryor & Isaac Investment Company of Pasadena, Texas, in July 1971, though Frank Pryor transferred the property back to Petrodynamics the following year.⁹⁴ In April 1976, Citrus County Land Bureau, Inc. out of Great Neck, New York, acquired Petrodynamics and sold the In Town Inn property to another group of Lubbock businessmen, comprised of Ray Chapman, Harold Chapman, and H.C. Lewis.⁹⁵ The new ownership group believed

⁸⁶ Theresa "Tesi" Bundick, "'Total Devastation': Texas Tech Alumni Share Memories of Tornado," May 2020

<https://today.ttu.edu/posts/2020/05/Stories/tornado/alumni/>

⁸⁷ N.F. Somes, R.D. Dikkers, & T.H. Boone, "Lubbock Tornado: A Survey of Building Damage in an Urban Area," US Department of Commerce, NBS Technical Note 558 (March 1971): 19.

⁸⁸ Somes, et al., "Lubbock Tornado: A Survey of Building Damage in an Urban Area," 19.

⁸⁹ "Liquor-by-the-Drink Legislation (1968)," Film Clip and caption to film, Texas Archive of the Moving Image

https://texasarchive.org/2018_00372 (accessed 6 October 2021).

⁹⁰ Notice of application for mixed beverage permit to the Texas Alcoholic Beverage Commission (Austin) *Lubbock Avalanche-Journal* (22 April 1972): E5

⁹¹ The name changed to the Inn Zone Club in 1974 and to The Underworld in 1975. *Lubbock Avalanche-Journal* (22 April 1972): E5; (12 January 1975): A4; (29 August 1976): F8.

⁹² Mid-Continent Management Corporation, Texas Secretary of State, Business Entity Search Online.

⁹³ Mid-Continent Management Corporation, Texas Secretary of State, Business Entity Search Online; Certified Local Government comments on draft nomination (9 May 2022), 1; "Firm Changes Name, Hikes Directorate," *Amarillo Globe-Times* (20 November 1968): 8.

⁹⁴ Lubbock County deed index, referenced in Certified Local Government comments on draft nomination (9 May 2022), 1.

⁹⁵ "Inn Bought By Three," *Lubbock Avalanche-Journal* (3 April 1976): 23; Merger 1976008342, 8 April 1976, Lubbock County Register of Deeds, online record search.

In Town Inn, Lubbock, Lubbock County, Texas

downtown would grow with the completion of the 1975 Memorial Civic Center a few blocks to the north. With the purchase, the In Town Inn became the Civic Center Inn, and the new owners planned a redecoration of rooms, lobby, and coffeeshop. Long-term plans called for expanding the motel; however, this did not materialize.⁹⁶ The Civic Center Inn operated from 1976 to circa 1990. In 1990, Lubbock Regional MHMR acquired the property and converted the motel into the Jim Kimmel Center, a rehabilitation facility; the Center closed in 1997.⁹⁷

The In Town Inn physically survived the 1970 tornado, but became a victim of it, nonetheless. The new developments in north downtown, the opening of the South Plains Mall, and the expansion of the city to the southwest all contributed to the decline of downtown, which directly affected the In Town Inn.⁹⁸

Conclusion

Opened in 1964, the In Town Inn is significant to the commercial history of postwar Lubbock. The motor inn was the realization of the Chamber of Commerce to have a new hotel in downtown that would serve business travelers and provide additional meeting space to accommodate conferences and small banquets. Leading West Texas businessmen, at least two of whom were associated with the Chamber, developed the idea of the property as early as 1961. By this time, Lubbock had two new convention centers to house large conventions. Also, as Lubbock grew, the highway system continued to expand, and new luxury motels developed along the new routes; automobiles had become the primary mode of transportation for travelers through Lubbock. A new downtown hotel would accommodate automobile travelers, as well as provide amenities for traveling sales- and businessmen, and contain space for smaller conferences, meetings, and banquets to be held downtown. The In Town Inn met these needs, but it ultimately declined with downtown, as new development moved into the suburbs especially after the 1970 tornado. The building is also significant as an excellent example of the motor inn property type, developed in the immediate postwar years. The property type evolved out of the earlier motor courts as more luxurious overnight accommodations for guests traveling by automobile. The luxuries available at the In Town Inn included a swimming pool within a private courtyard, ample adjacent parking, dining facilities, meeting rooms for small conventions or gatherings, and a variety of air-conditioned guest rooms, some of which catered directly to the business traveler. The period of significance begins in 1964 with the opening of the hotel and ends in 1972 when large suburban development, coupled with new development in north downtown, marked the decline of downtown Lubbock as the commercial core of the city.

⁹⁶ "Inn Bought By Three," *Lubbock Avalanche-Journal* (3 April 1976): 23; *Lubbock Avalanche-Journal* (30 June 1976): D14.

⁹⁷ Recorded deed transfer dates in the Lubbock Central Appraisal District, Property Report Card for 1202 Main Street, Lubbock, TX 79401.

⁹⁸ Certified Local Government comments on draft nomination (9 May 2022), 2.

In Town Inn, Lubbock, Lubbock County, Texas

Bibliography

- Attlesey, Sam. "Detective Slain in Shootout: Parolee Held for Murder." *Lubbock Avalanche-Journal* (10 February 1973): 1. This issue of the paper discusses the fatal shooting of Detective Patrolman Larry Jack Stevens after the period of significance for the hotel. Det. Stevens was the third Lubbock officer killed in the line of duty and the first since the 1950s.
- Bronwell, Nancy. *Lubbock: A Pictorial History*. Virginia Beach, Virginia: The Donning Company, 1980.
- Carlson, Paul H. *The Centennial History of Lubbock: Hub City of the Plains*. Virginia Beach, Virginia: The Donning Company, 2008.
- George & Helen Mahon Public Library, Lubbock. (No vertical files related to the motel or motels in generally. Genealogy and local history section includes books on the history of Lubbock.)
- Graves, Lawrence L. "Lubbock, TX." *Handbook of Texas Online*. Published by the Texas State Historical Association. <https://www.tshaonline.org/handbook/entries/lubbock-tx> (accessed 1 October 2021).
- Graves, Lawrence L., ed. *A History of Lubbock*. Lubbock: West Texas Museum Association, 1962.
- "History of Oil Discoveries in Texas." *Texas Almanac*. <https://texasalmanac.com/topics/business/history-oil-discoveries-texas> (accessed 1 October 2021).
- Jack Faucett Associates, "Economic Development History of Interstate 27 in Texas," Report for U.S. Department of Transportation, Federal Highway Administration (2017) https://www.fhwa.dot.gov/planning/economic_development/studies/i27tx.cfm (accessed 1 October 2021).
- Jackle, John A., Keith A. Sculle, and Jefferson S. Rogers. *The Motel in America*. Baltimore: Johns Hopkins University Press, 1996.
- "Liquor-by-the-Drink Legislation (1968)," Film Clip and caption to film, Texas Archive of the Moving Image https://texasarchive.org/2018_00372 (accessed 6 October 2021).
- Lubbock Avalanche-Journal*, 1927-1977. Digitized online through newspapers.com.
Most historic information and photographs of the In Town Inn included in January 24 and 25, 1964 issues of the paper.
- Lubbock Certified Local Government comments on draft nomination (9 May 2022).
- Lubbock City Directories. Digitized online through Ancestry.com.
- Lubbock County Register of Deeds. Online record search. <https://erecord.co.lubbock.tx.us/recorder/eagleweb/docSearch.jsp>
- Maher, Dave. "Hotel Lykens." *Pennsylvania Heritage* (Spring 2018) <http://paheritage.wpengine.com/article/hotel-lykens/>

In Town Inn, Lubbock, Lubbock County, Texas

Martin, Tom. "A Brief History of the Lubbock Tornado." 1970 [digitized online] City of Lubbock
<http://lubbocktornado1970.com/docsReports.aspx>

National Weather Service. "The Lubbock Tornado: May 11, 1970." (2021) <https://www.weather.gov/lub/events-1970-19700511>

"New Motor Hotel Planned." *Lubbock Avalanche* (18 September 1960): 1 & 3.

Nugent [Consolloy], Rachel. "Great Plains Life Insurance Company Building [Lubbock, Texas]." National Register nomination (2020). NRIS #100006318. Listed 17 March 2021.

"Parkway Manor Motor Hotel Open House Scheduled Today." *Lubbock Avalanche-Journal* (4 September 1960): 38.

"Reservations for More than 40 Events Booked." *Lubbock Avalanche-Journal* (4 September 1960): 39.

Rosin, Elizabeth with Dale Nimz. "Roadside Kansas." National Register of Historic Places Multiple Property Documentation Form. 2011.

Sanborn Fire Insurance Maps of Lubbock, 1940, republished 1957. Volume I. Digitized by the Library of Congress.

Schmidt & Stuart Architects and Engineers. Miscellaneous Construction Documents (plans and sections). February 23, 1963. The extant scans are on file with Texas Tech, College of Architecture, Urban Tech Lab, Lubbock:
Sheet 3 (Ground Floor Plan and Basement Reflected Ceiling Plan)
Sheet 6 (Fourth Floor Plan and Window Schedule)
Sheet 10 (West elevation of east wing with section through north wing; South elevation of north wing with section through exterior terraces and stairs; and East elevation of west wing with section through north wing)

Somes, N.F., R.D. Dikkers, & T.H. Boone. "Lubbock Tornado: A Survey of Building Damage in an Urban Area." US Department of Commerce, NBS Technical Note 558 (March 1971).
<https://nvlpubs.nist.gov/nistpubs/Legacy/TN/nbstechnicalnote558.pdf>

"The South Plains Fair's History is Lubbock's History." South Plains Fair website
<https://www.southplainsfair.com/about-us/fair-history/> (accessed 5 October 2021).

Texas Secretary of State. Business Entity Search. Online. <https://www.sos.state.tx.us/corp/sosda/index.shtml>
Limited search for business filing dates and status (current and historic) related to corporations involved with construction and management of In Town Inn. Only the Mid-Continent Management Corporation was listed in the directory.

Texas Tech University. "'Total Devastation': Texas Tech Alumni Share Memories of Tornado." Lubbock Tornado: 50th Anniversary. May 2020. <https://today.ttu.edu/posts/2020/05/Stories/tornado/alumni/>

Texas Tech University. Southwest Collection/Special Collections Library. Lubbock Chamber of Commerce Records. S.592.1. 1919-1991.
Boxes 112-116: Various information pertaining to hotels and motels in Lubbock. No mention of In Town Inn in these records.

In Town Inn, Lubbock, Lubbock County, Texas

Boxes 161, 163, 174: Information pertaining to the planning, construction, and opening of the 1975 Lubbock Memorial Civic Center.

Texas Tech University. Southwest Collection/Special Collections Library. Winston Reeves Photograph Collection. In Town Inn, 1964. wr.c.122P.3.11.4.1. <http://hdl.handle.net/10605/26707>

In Town Inn, Lubbock, Lubbock County, Texas

Maps

Map 1. Lubbock County, Texas.

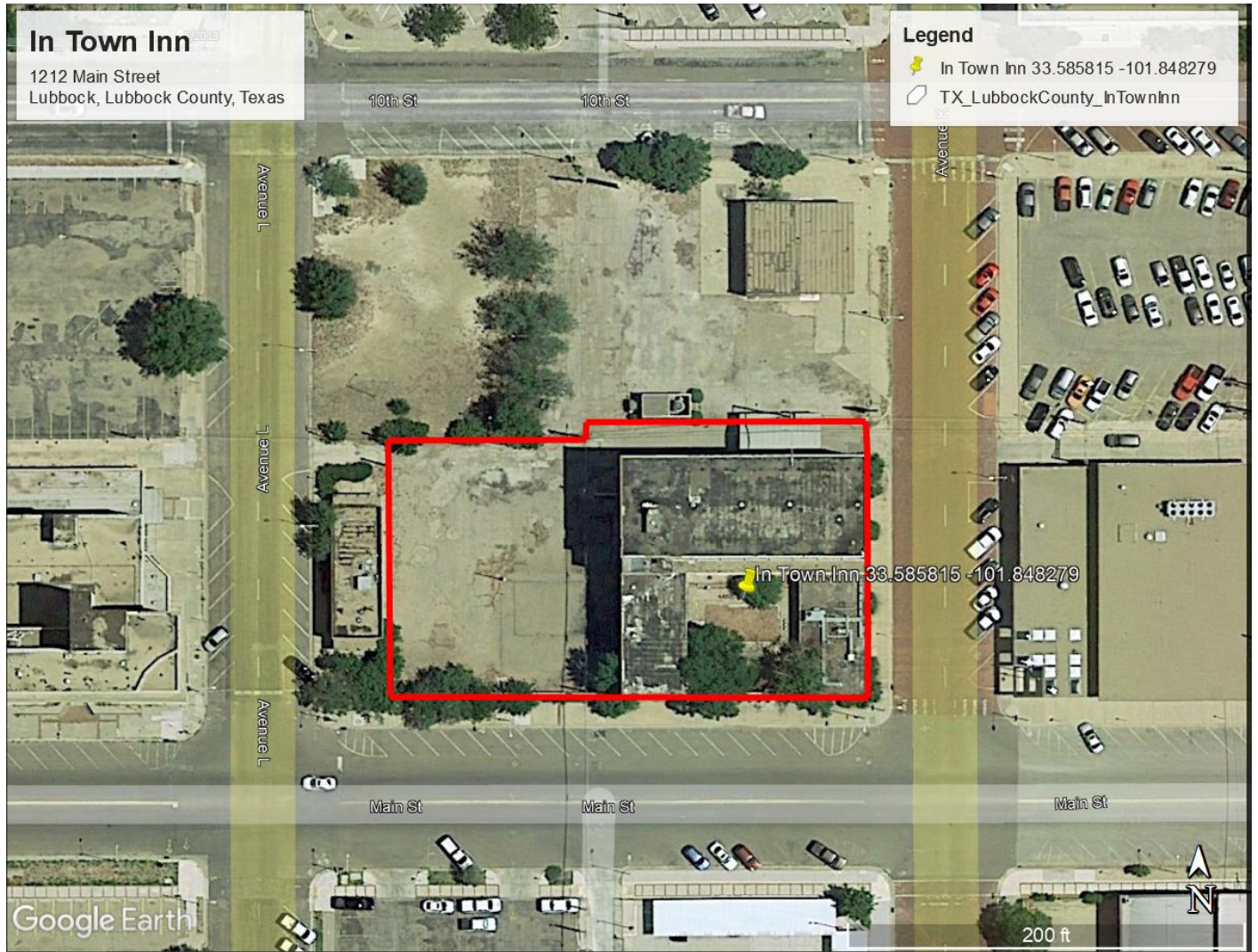


Map 2. Google Earth Map accessed 20 September 2021.



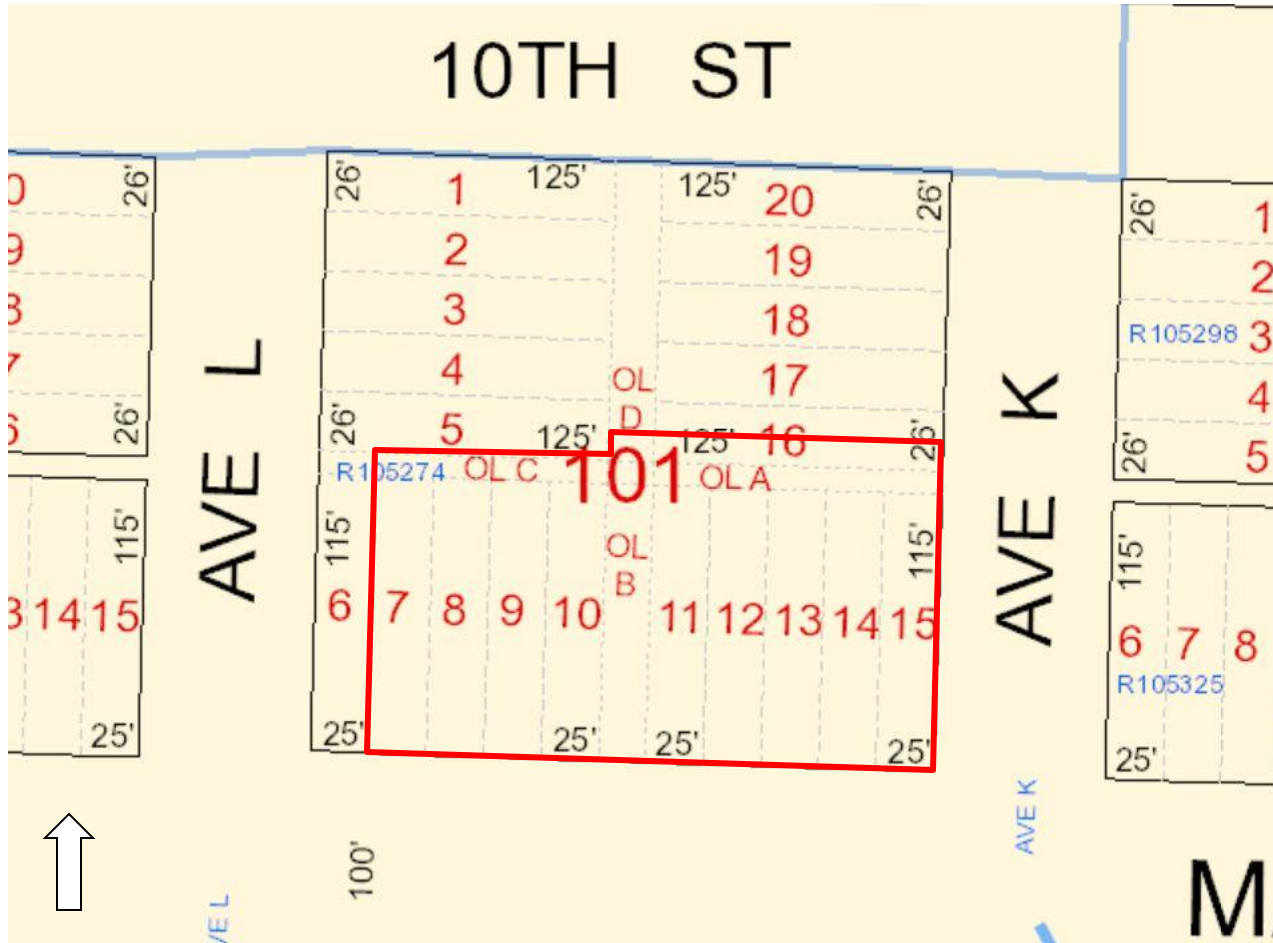
In Town Inn, Lubbock, Lubbock County, Texas

Map 3. Nominated property boundary. Google Earth map (image May 2018), accessed 20 September 2021. Boundary drawn using parcel description and data from the Lubbock Central Appraisal District (LCAD).



In Town Inn, Lubbock, Lubbock County, Texas

Map 4. The nominated boundary (shown in polygon) includes approximately 0.75 acres (ORIG TOWN LUBBOCK BLK 101, Lots 7 through 15, OL A & B, the east 100' of OLC, the south 12.5' of OL D, and the south half (12.5') of Lot 16) of the larger approximately 1.61-acre legal parcel identified as ORIG TOWN LUBBOCK BLK 101 L 1-20 & OL A B C D & C1 & D1 in Lubbock, Lubbock County, Texas (Property ID R105274). Information from Lubbock Central Appraisal District (LCAD) accessed 20 September 2021. The boundary excludes the public rights-of-way and that part of the block that is not historically associated with the In Town Inn.



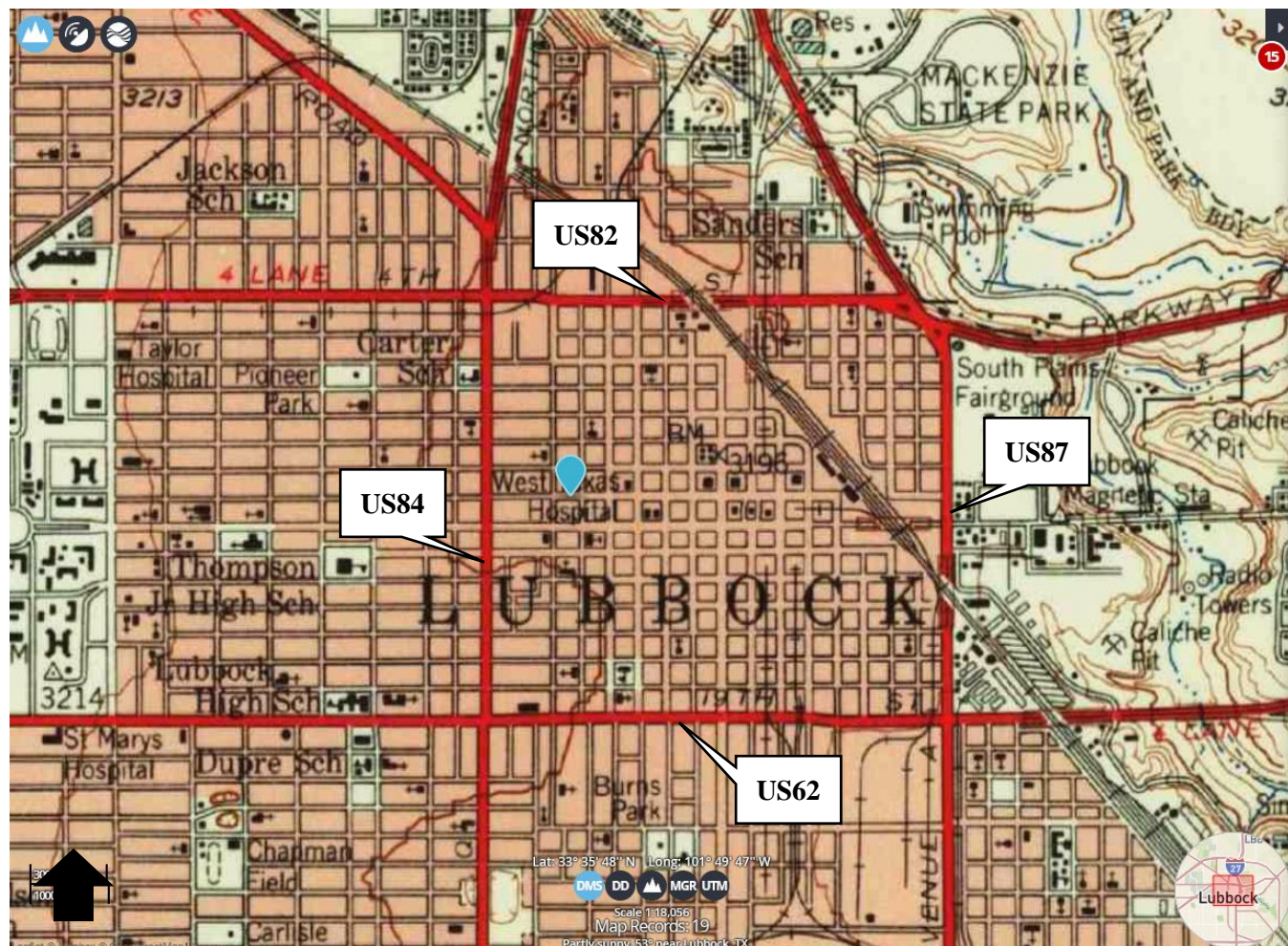
In Town Inn, Lubbock, Lubbock County, Texas

Map 5. Nominated property boundary with resources noted. Google Earth map (image May 2018), accessed 20 September 2021.



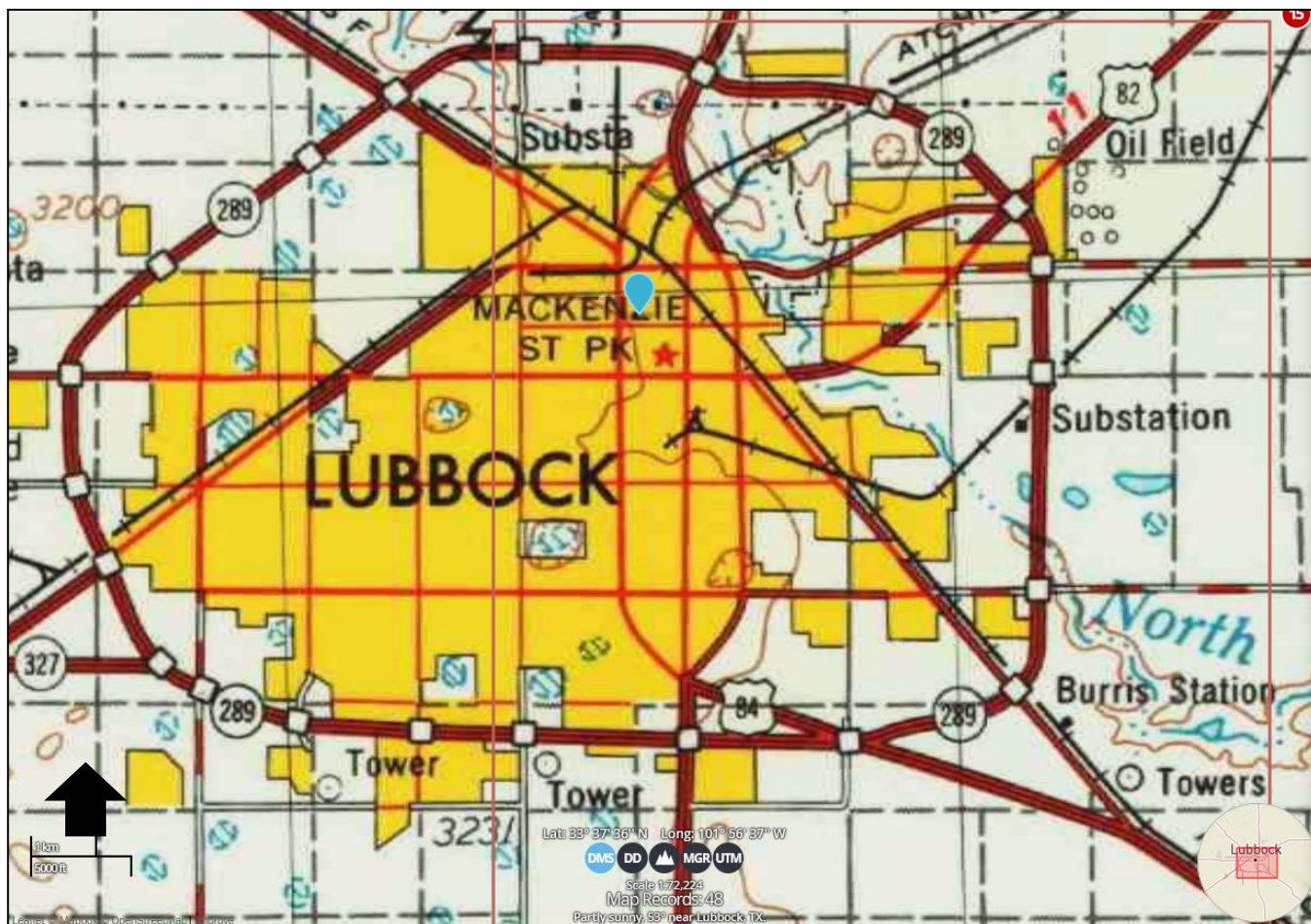
In Town Inn, Lubbock, Lubbock County, Texas

Map 6. Snippet of the 1958 topographic map of Lubbock, showing the highways surrounding downtown when the In Town Inn was constructed. Dot indicates location of In Town Inn. Source: Lubbock Quadrangle, Texas-Lubbock Co., 15 Minute Series, 1957 (pub. 1958).



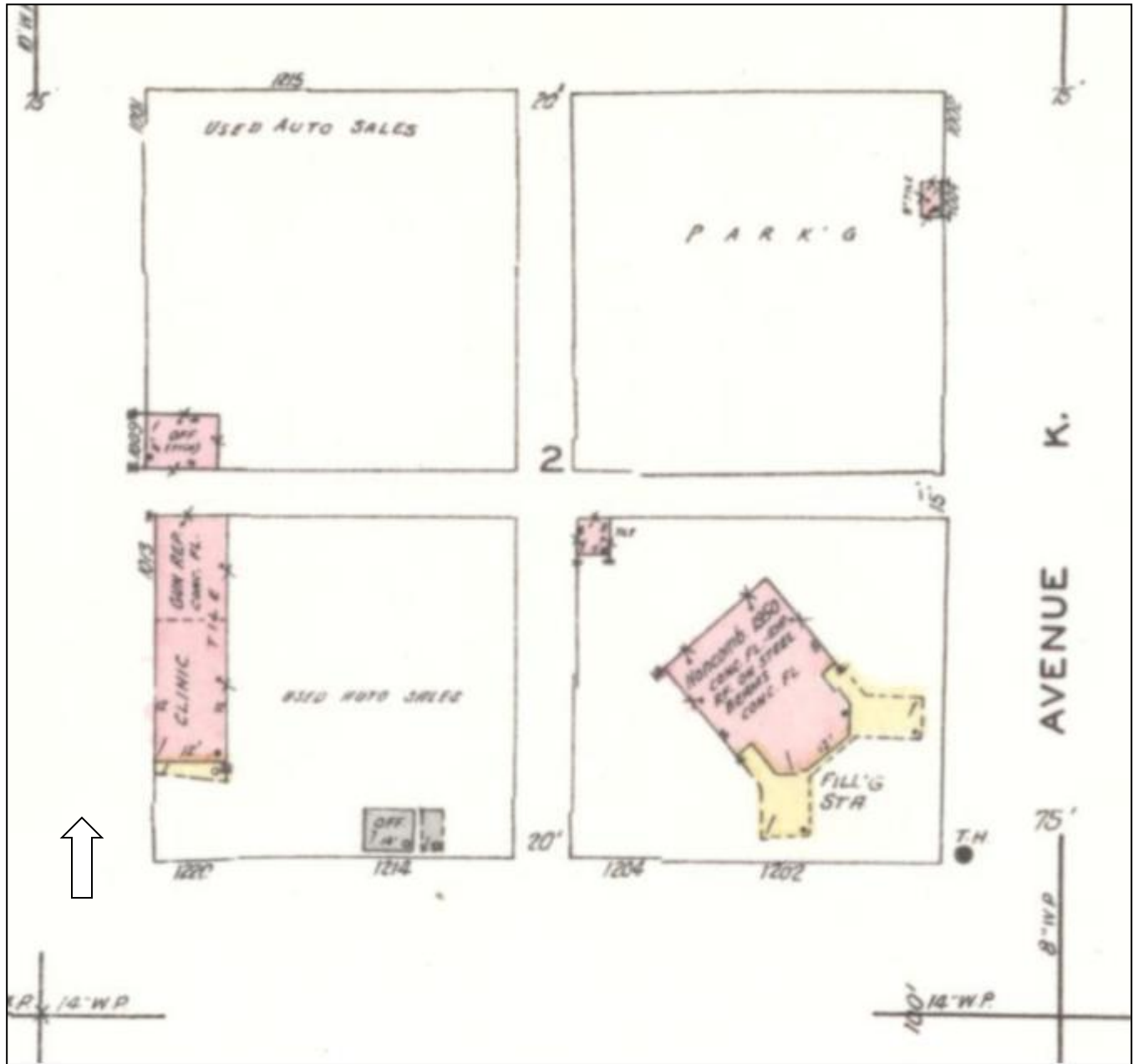
In Town Inn, Lubbock, Lubbock County, Texas

Map 7. Snippet of the 1976 topographic map of Lubbock, showing the highway system when the In Town Inn came under new ownership. Dot indicates location of In Town Inn. Source: Lubbock Quadrangle, 1:250,000, 1954, revised 1975 (pub. 1976).



In Town Inn, Lubbock, Lubbock County, Texas

Map 8. Snippet of the Sanborn map for Lubbock, 1957. Volume I, sheet 1. Current boundary of site shown in box.
Source: Library of Congress.



In Town Inn, Lubbock, Lubbock County, Texas

Map 9. Overall exterior/site photograph key. Base map from Google Earth.



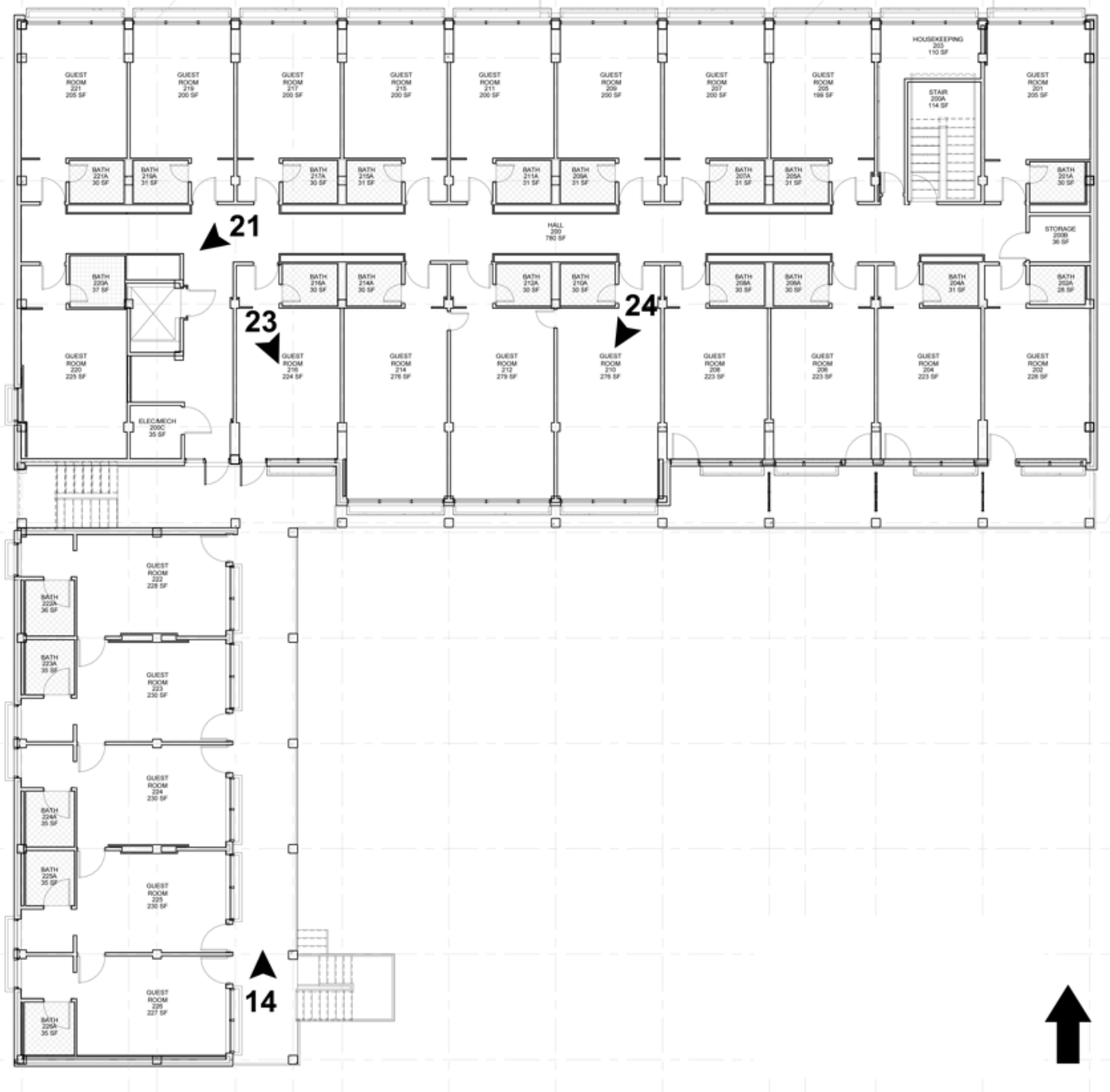
In Town Inn, Lubbock, Lubbock County, Texas

Map 10. First floor plan and photograph key. Not to scale. Base plan Overland Architects, 2022.



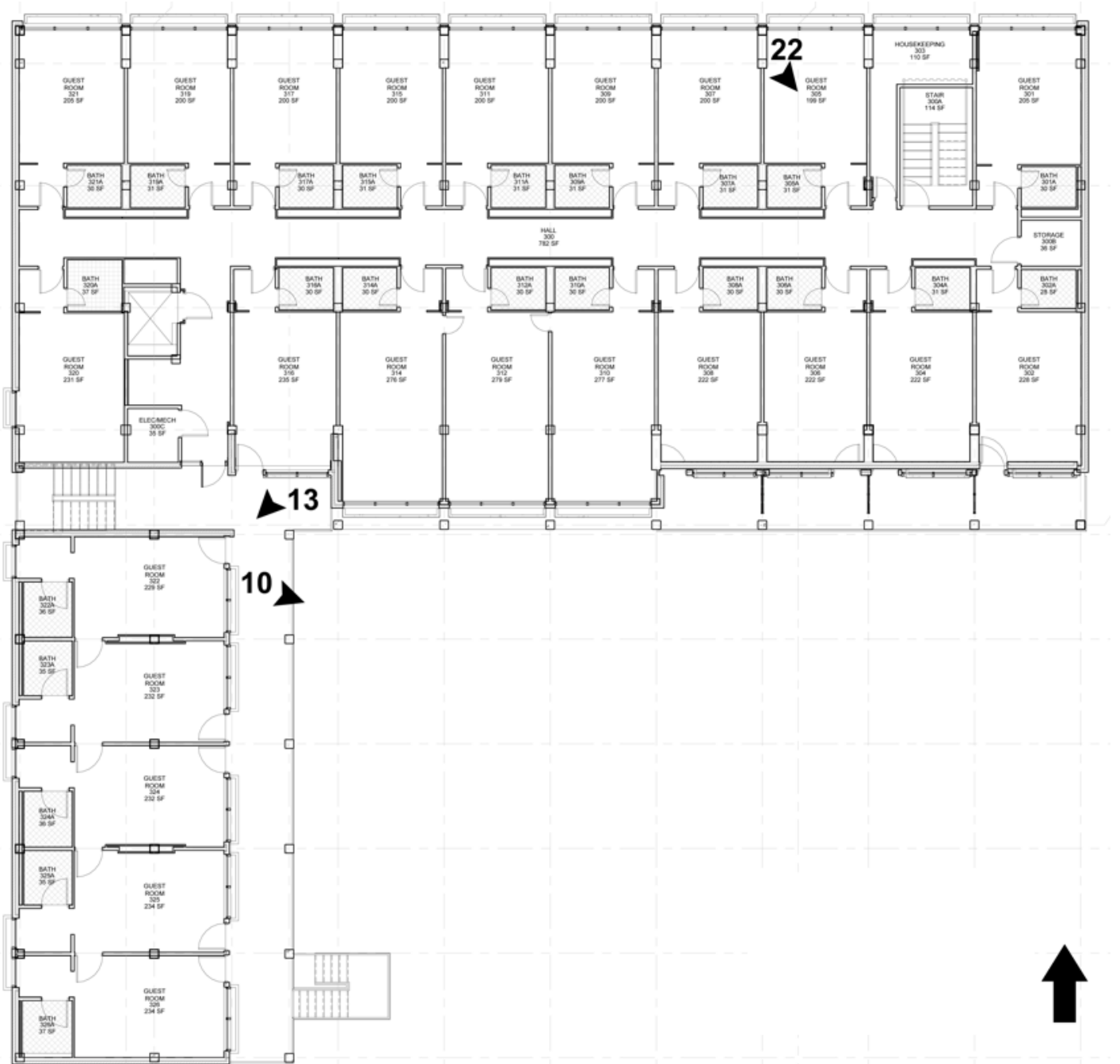
In Town Inn, Lubbock, Lubbock County, Texas

Map 11. Second floor plan and photograph key. Not to scale. Base plan by Overland Architects, 2022.



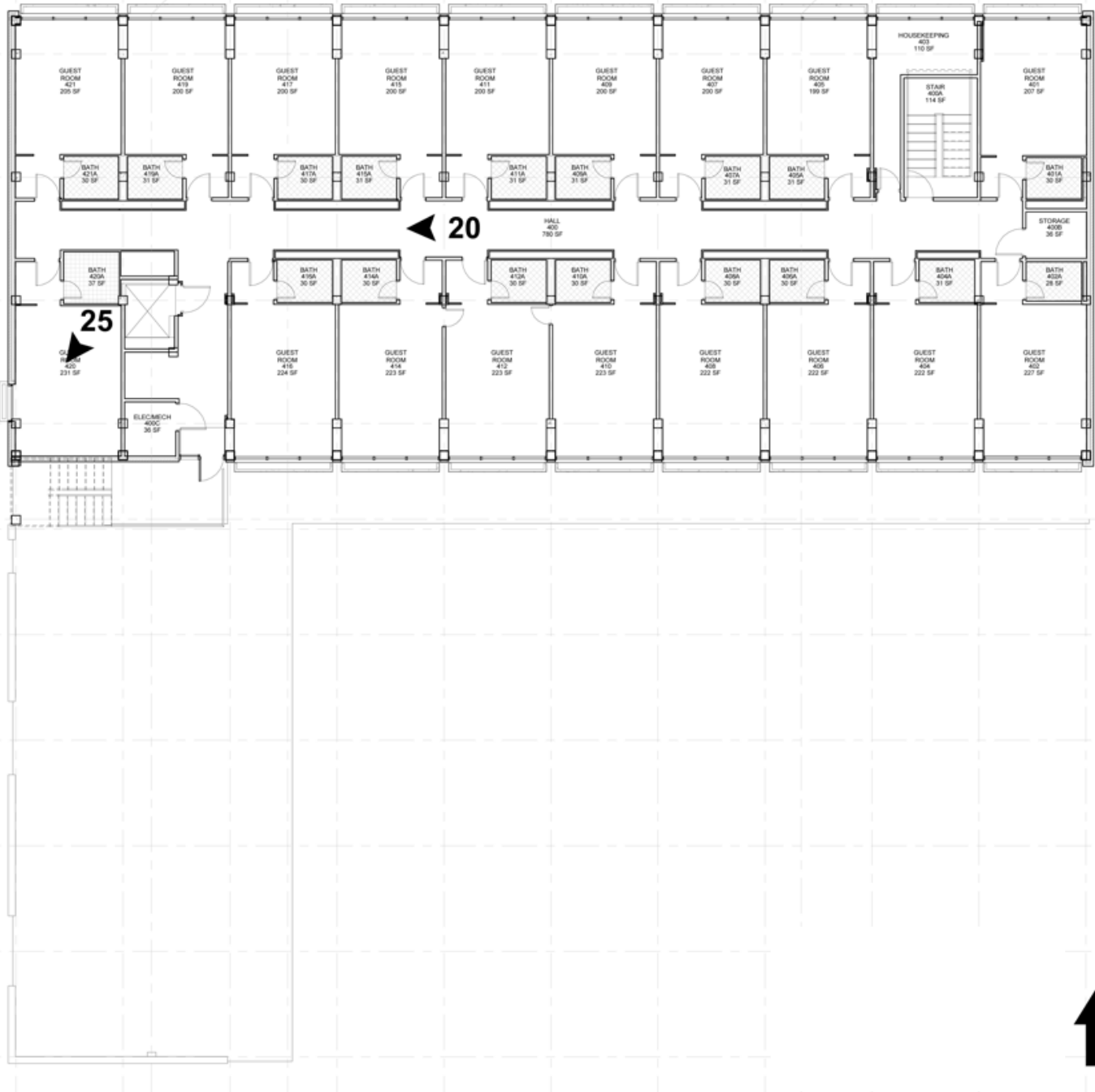
In Town Inn, Lubbock, Lubbock County, Texas

Map 12. Third floor plan and photograph key. Not to scale. Base plan based on the 1963 fourth floor plan by Schmidt & Stuart, architects.



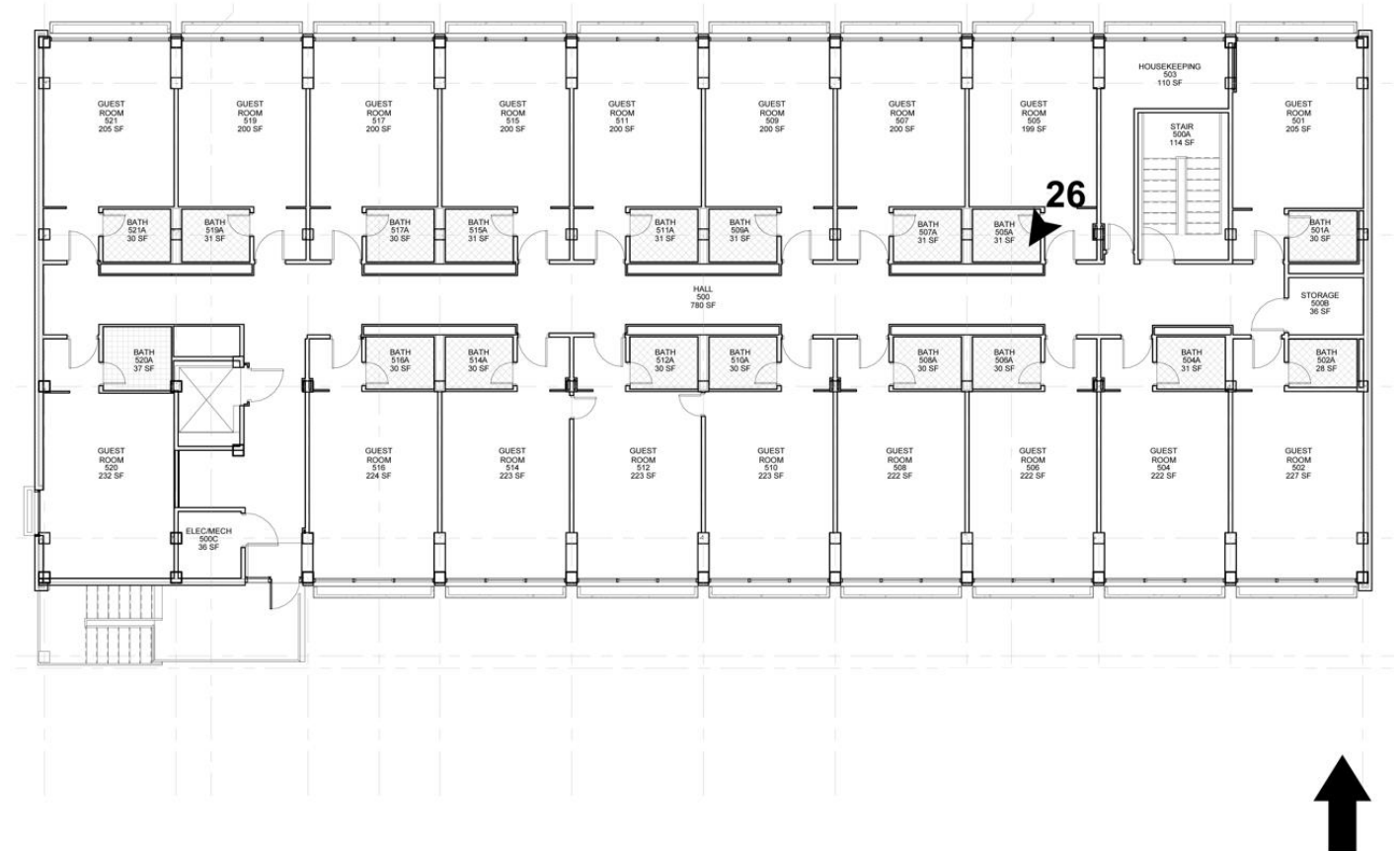
In Town Inn, Lubbock, Lubbock County, Texas

Map 13. Fourth floor plan and photograph key. Not to scale. Base plan based on the 1963 fourth floor plan by Scmidt & Stuart, architects.



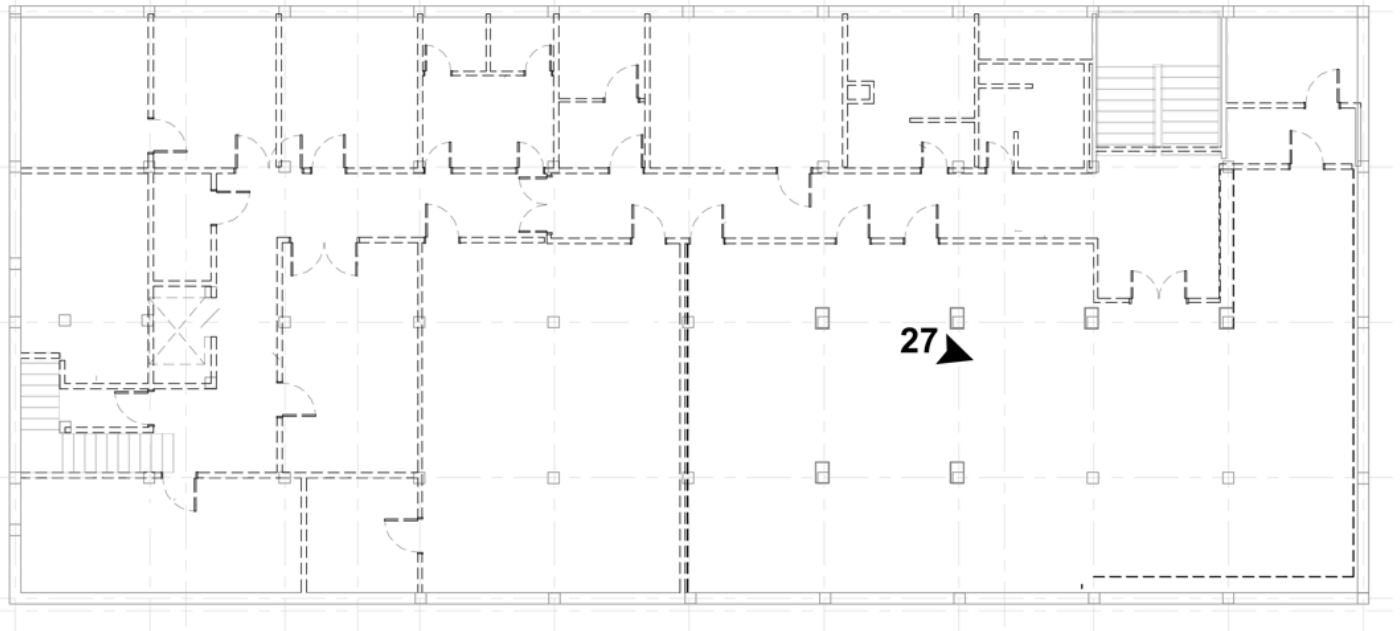
In Town Inn, Lubbock, Lubbock County, Texas

Map 14. Fifth floor plan and photograph key. Not to scale. Base plan based on the 1963 fourth floor plan by Scmidt & Stuart, architects.



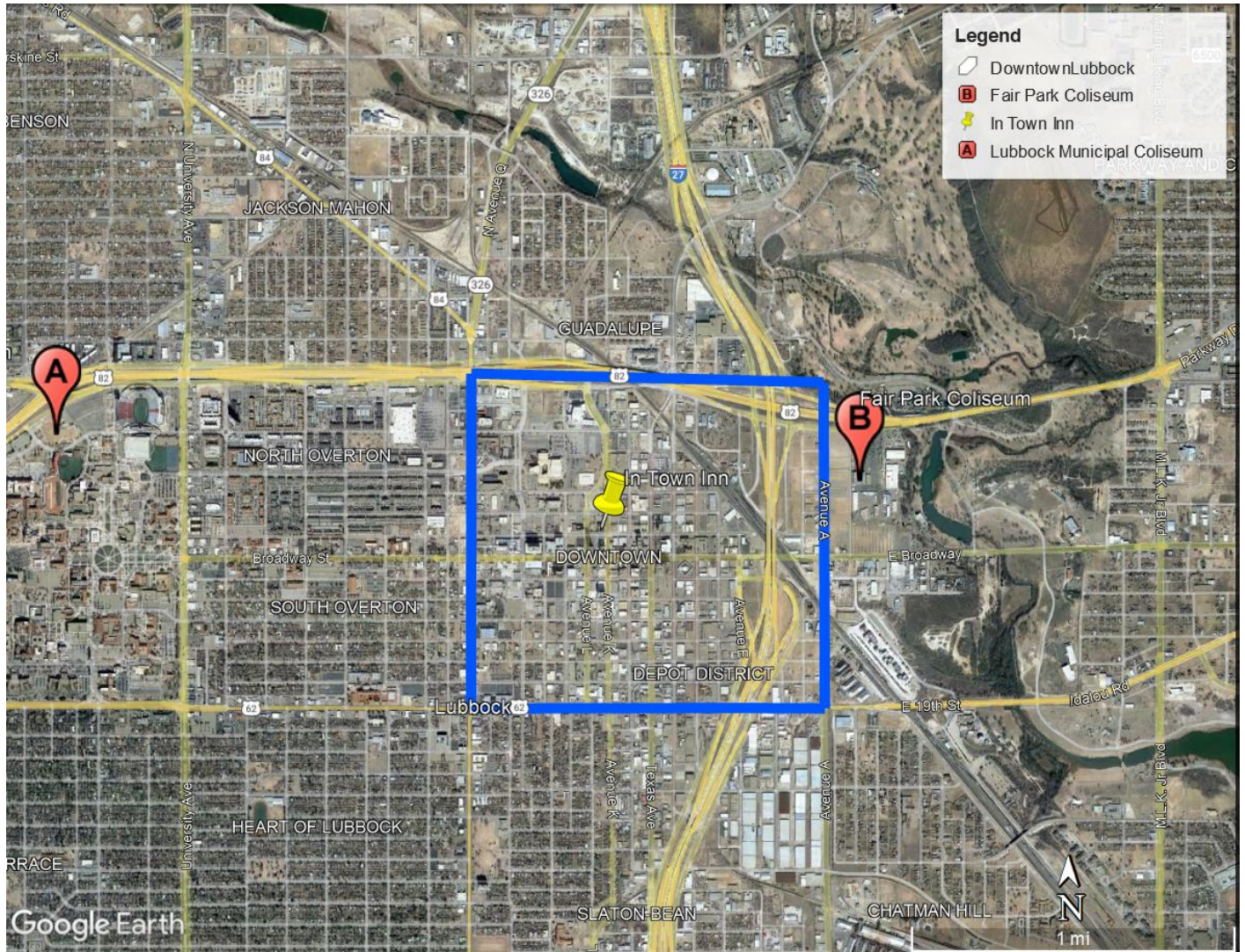
In Town Inn, Lubbock, Lubbock County, Texas

Map 15. Basement floor plan and photograph key. Not to scale. Base plan from Overland Architects, 2021.



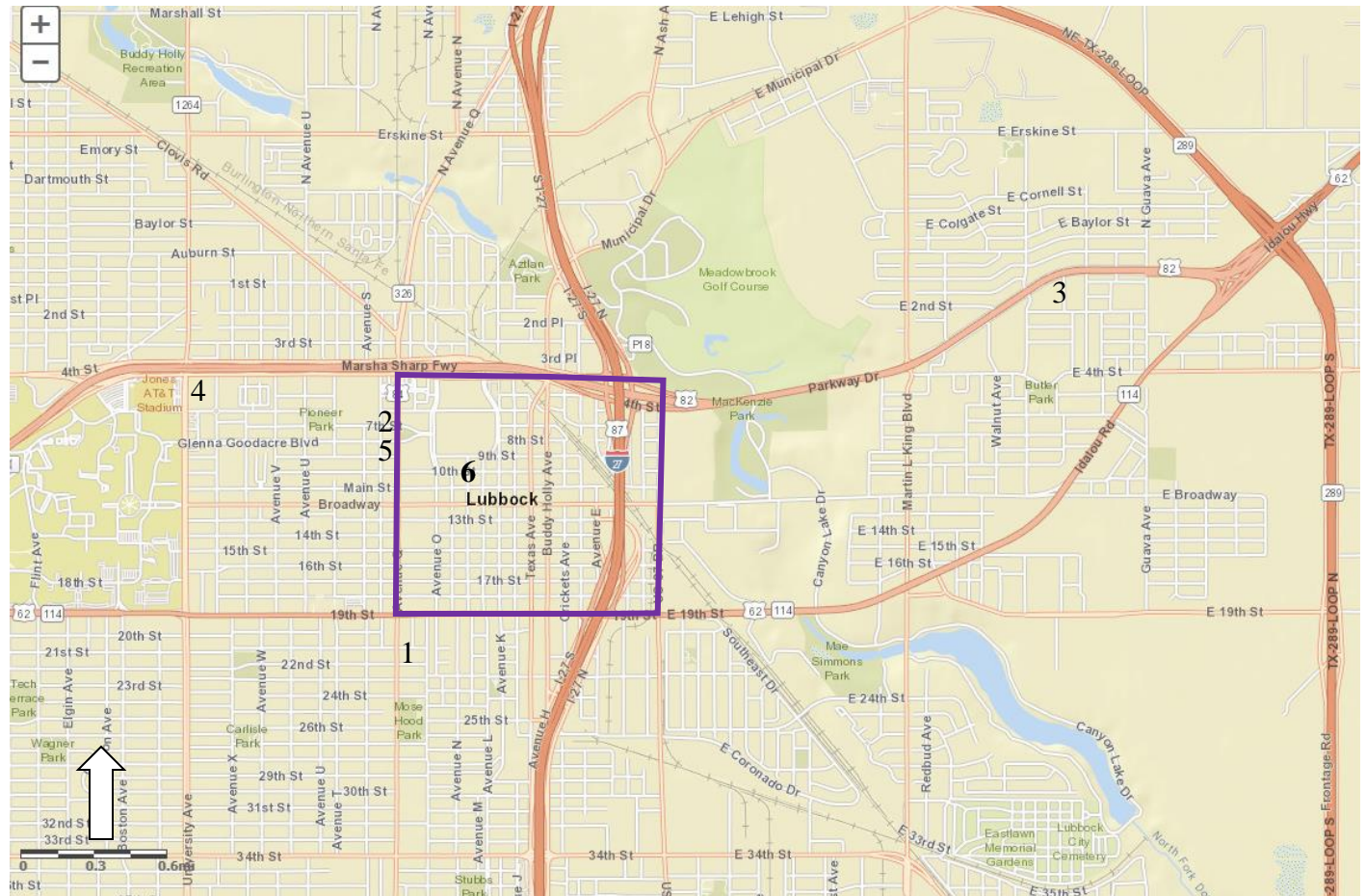
In Town Inn, Lubbock, Lubbock County, Texas

Map 16. Detail of downtown Lubbock (during the period of significance and before construction of I-27 in the 1900s) in relation to the convention centers constructed in the 1950s. Map from Google Earth, February 2021 image.



In Town Inn, Lubbock, Lubbock County, Texas

Map 17. Diagrammatic map, showing locations of new motels/motor inns constructed in postwar Lubbock. Base map from ESRI. Dark outline represents the boundaries of downtown during the period of significance.

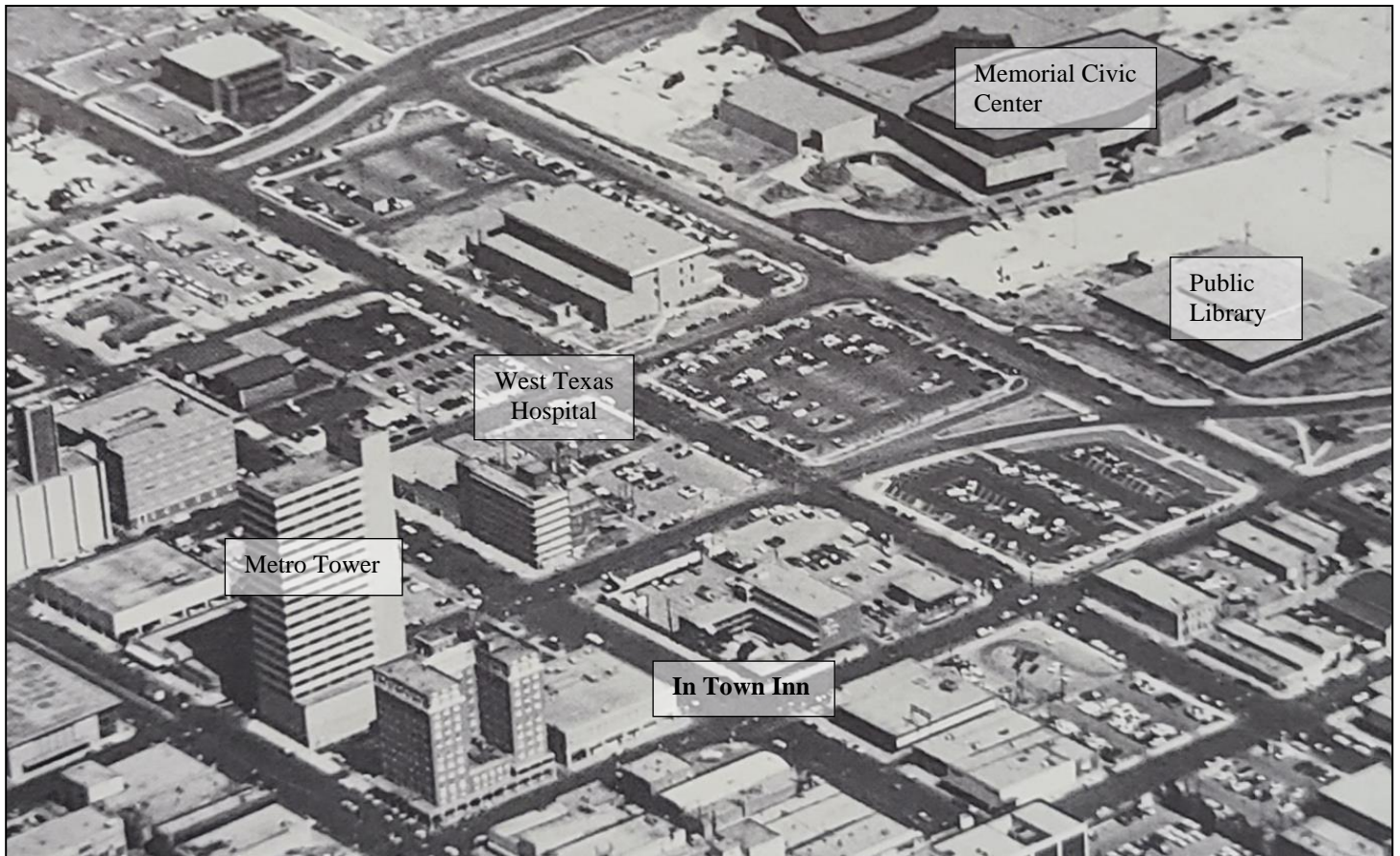


1. Plainsman Hotel, 2101 Avenue Q, 1951. Extant.
2. Travelodge, 714 Avenue Q, 1960. Not extant.
3. Parkway Manor Motor Hotel, 2600 Parkway Dr., 1960. Not extant.
4. Continental Motor Hotel, 5th & University, circa 1961. Not extant.
5. Imperial 400 Hotel, 910 Avenue Q, 1962. Extant.
6. In Town Inn, 1212 Main St., 1964. Extant.

In Town Inn, Lubbock, Lubbock County, Texas

Figures

Figure 1. Aerial view of downtown Lubbock from 1976, looking northwest. Labels added by author. Source: Nancy Bronwell, Lubbock: A Pictorial History (Virginia Beach, Virginia: The Donning Company, 1980), n.p.



In Town Inn, Lubbock, Lubbock County, Texas

Figure 2. In Town Inn, 1964. Source: Winston Reeves Photograph Collection, Southwest Collection/Special Collections Library.



In Town Inn, Lubbock, Lubbock County, Texas

Figure 3. In Town Inn courtyard, view southeast, unknown date. Source: Lubbock History Photograph Collection, SWCPC57(P)-E2-PartI.88, Southwest Collection/Special Collections Library.



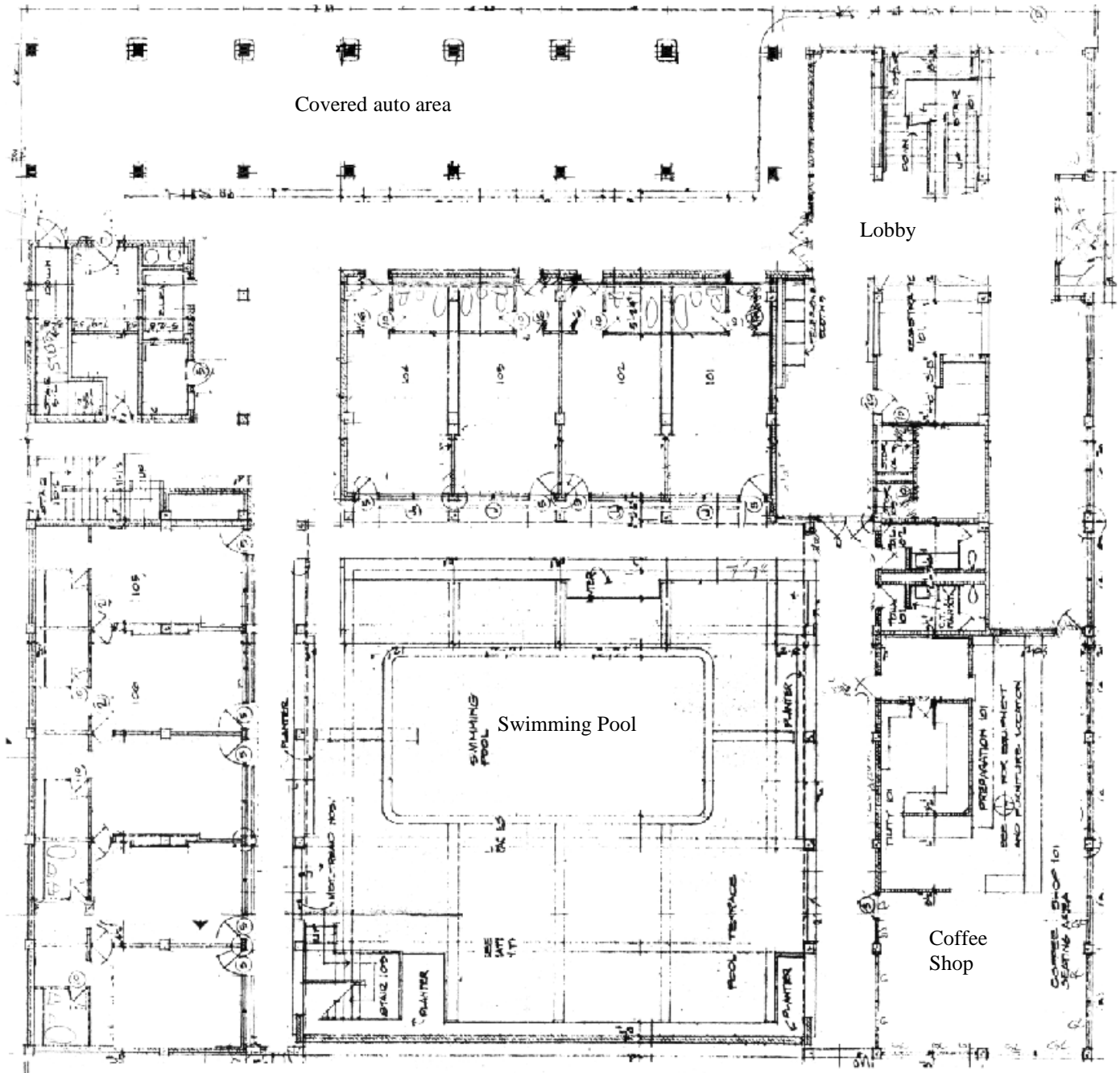
In Town Inn, Lubbock, Lubbock County, Texas

Figure 4. View of courtyard and swimming pool, looking northwest, 1964. Source: *Lubbock Avalanche-Journal* (24 January 1964): 2-D.



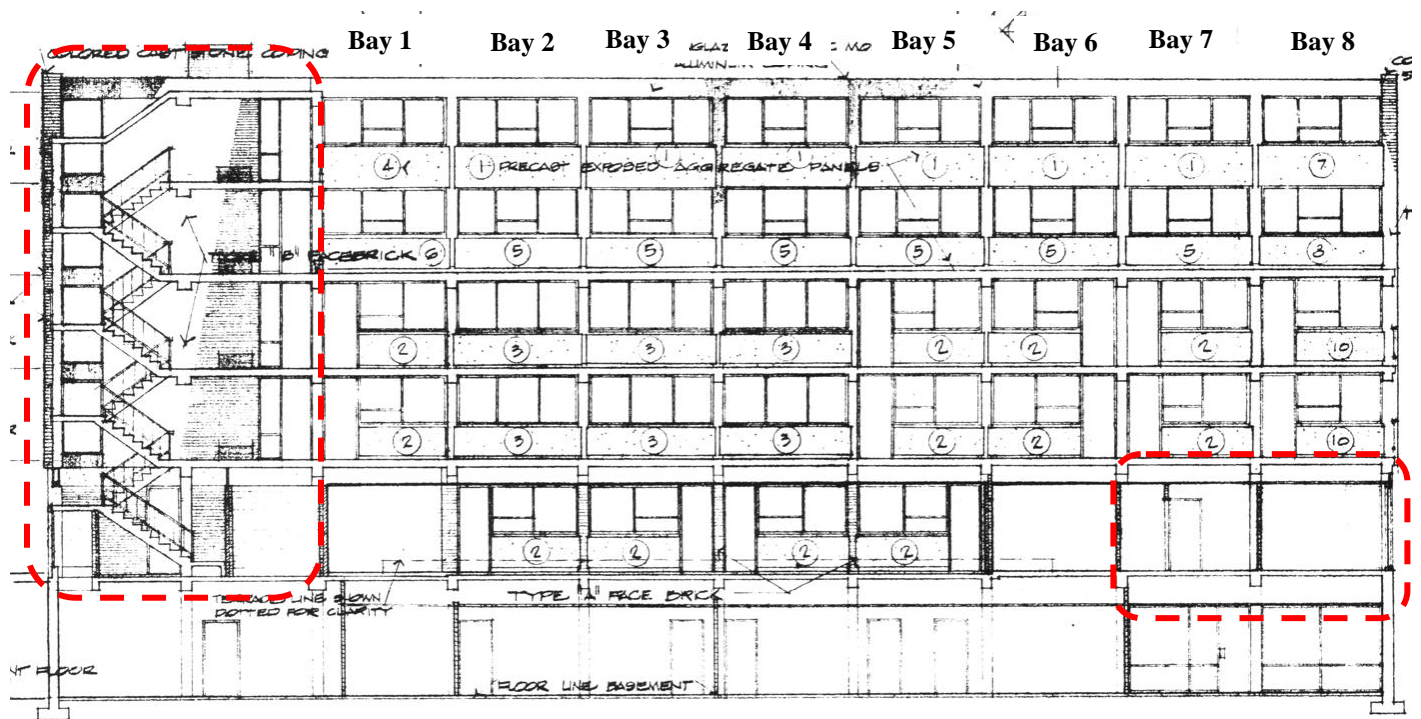
In Town Inn, Lubbock, Lubbock County, Texas

Figure 5. First floor, February 1963. Not to scale. Source: Schmidt & Stuart Architects and Engineers, February 23, 1963, Sheet 3.



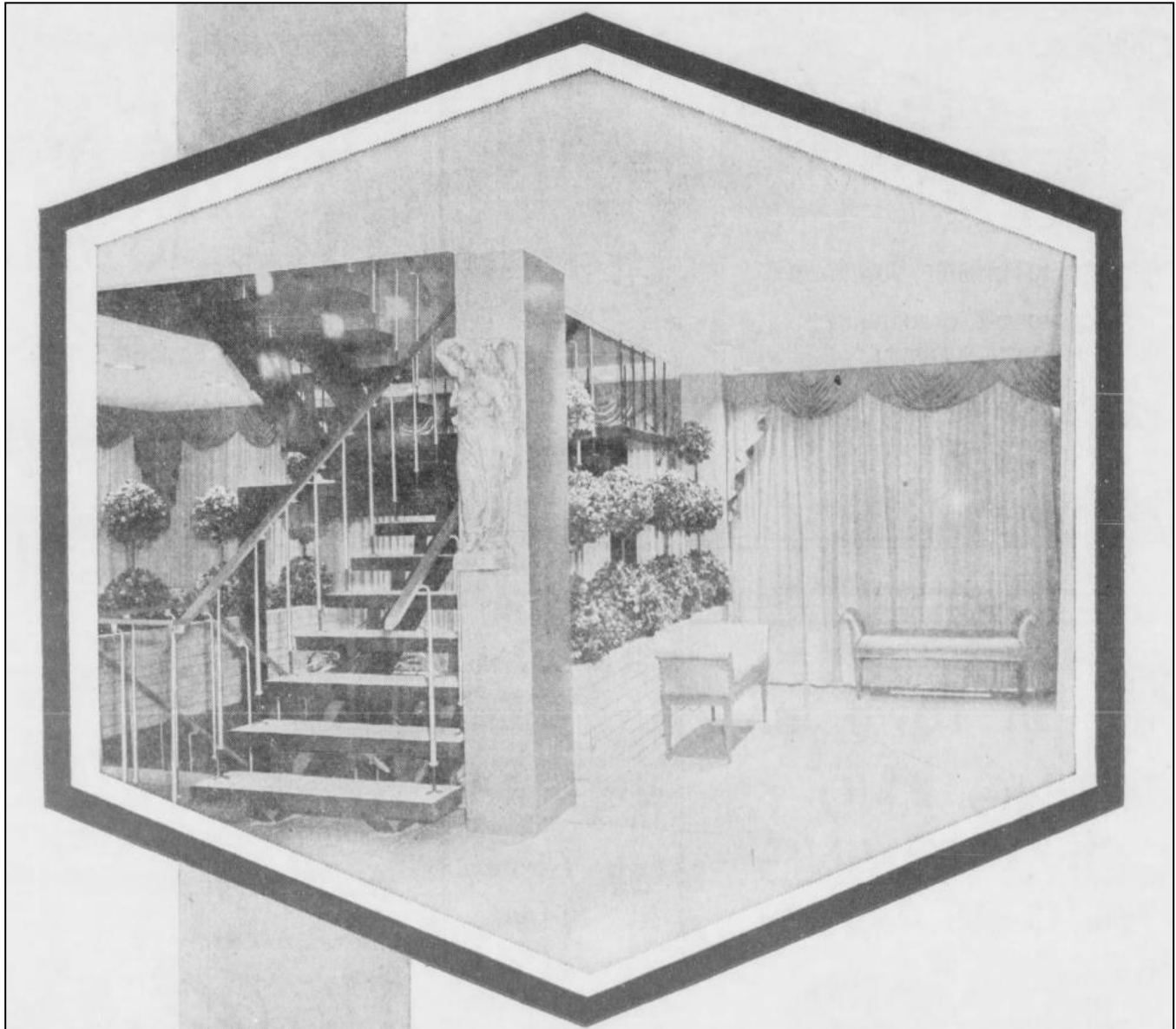
In Town Inn, Lubbock, Lubbock County, Texas

Figure 6. South elevation of north wing and sections through west stair tower and east wing (dashed boxes). Basement beneath north wing shown. February 1963. Not to scale. Source: Schmidt & Stuart Architects and Engineers, February 23, 1963, Sheet 3.



In Town Inn, Lubbock, Lubbock County, Texas

Figure 7. Detail of stair on first floor, looking NNW, from January 1964. Source: *Lubbock Avalanche-Journal* (24 January 1964): 6-D.



In Town Inn, Lubbock, Lubbock County, Texas

Figure 8. East lobby, looking south toward entrance into Coffeeshop, from opening in January 1964. Source: Lubbock Avalanche-Journal (25 January 1964): 7-A.



In Town Inn, Lubbock, Lubbock County, Texas

Figure 9. Coffeeshop, looking north, 1964. Source: *Lubbock Avalanche-Journal* (24 January 1964): 2-D.



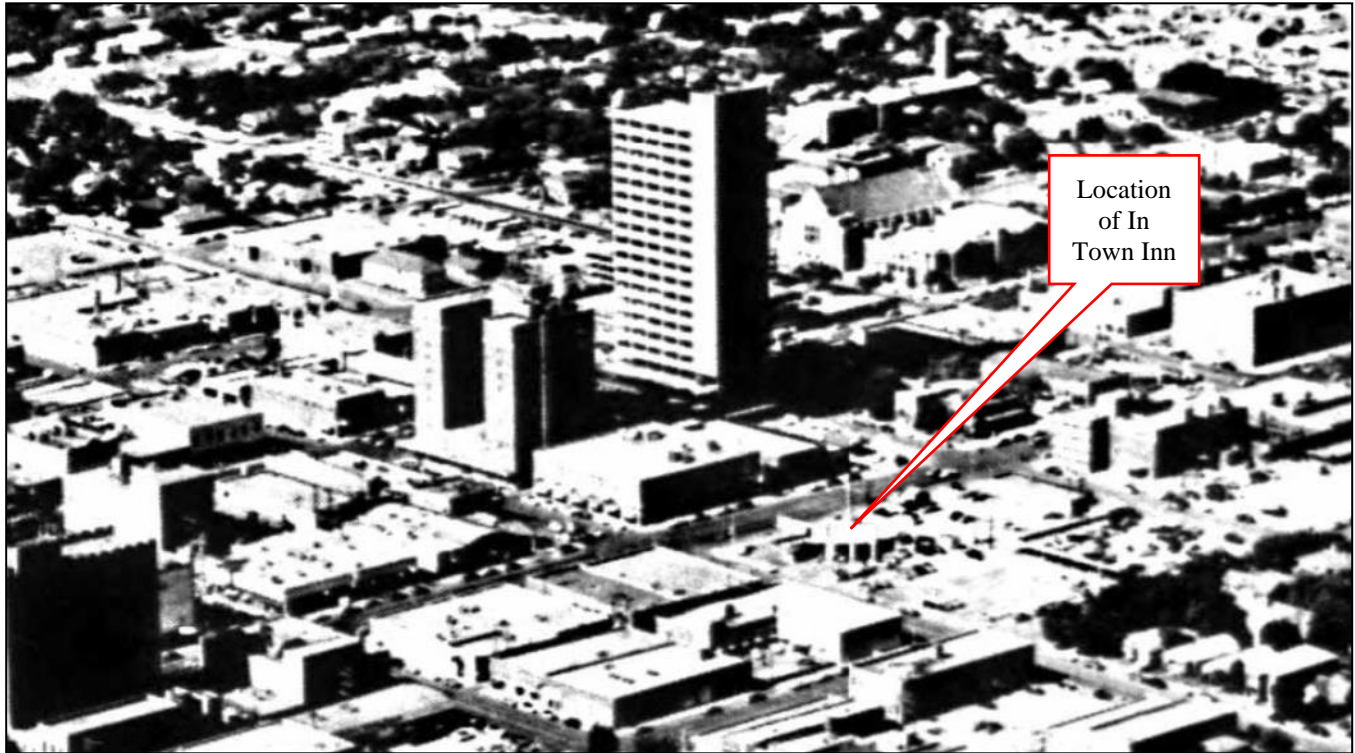
In Town Inn, Lubbock, Lubbock County, Texas

Figure 10. Interior images from opening in January 1964. From left to right: typical room, east corridor of first floor, looking north, and first floor coffee shop looking SE. Source: *Lubbock Avalanche-Journal* (24 January 1964): 1-D.



In Town Inn, Lubbock, Lubbock County, Texas

Figure 11. Aerial image of downtown Lubbock, looking southwest, circa 1960. Filling stations formerly occupied the property where the In Town Inn was constructed. Source: The 1960 Lubbock City Directory, page IX.



In Town Inn, Lubbock, Lubbock County, Texas

Figure 12. View east along Broadway, showing the Great Plains Life Building, 1958. Source: Winston Reeves Photograph Collection, Southwest Collection/Special Collections Library.



In Town Inn, Lubbock, Lubbock County, Texas

Figure 13. Texas Tech homecoming parade in downtown Lubbock in the 1960s. Source: University Daily Photograph Collection, Southwest Collection/Special Collections Library



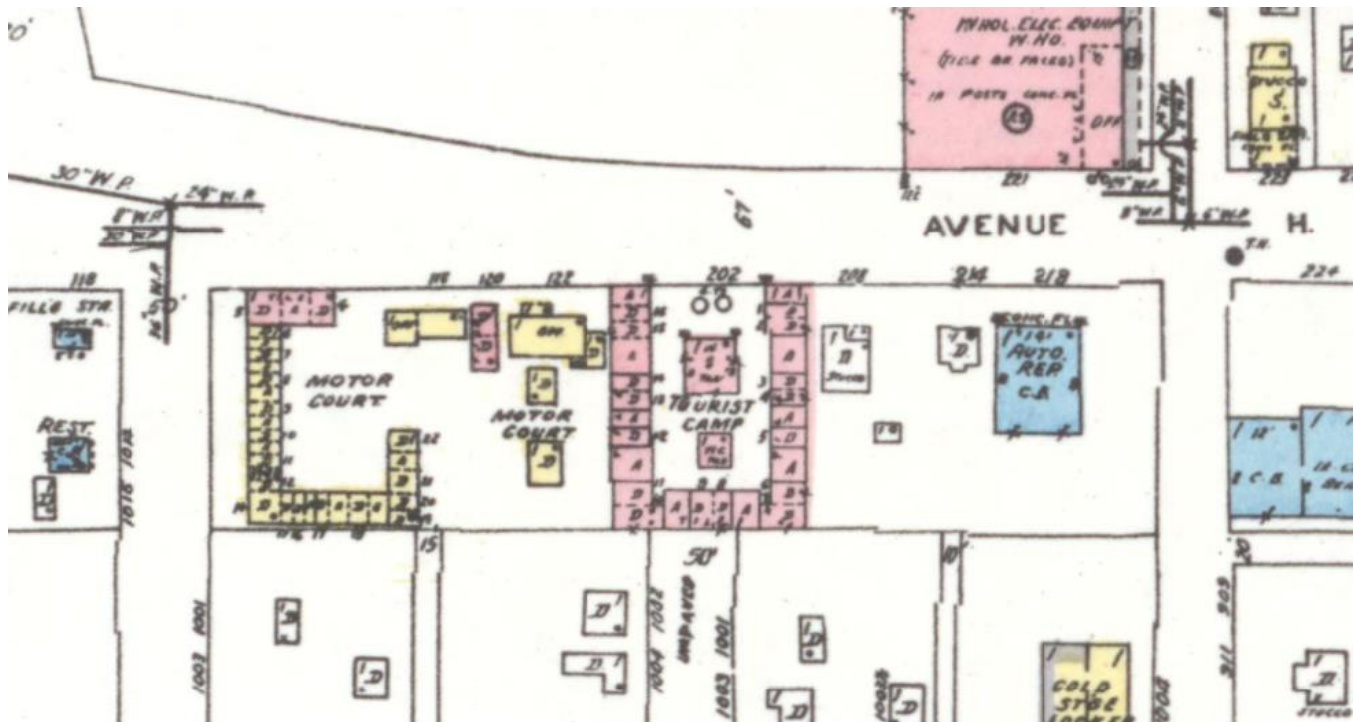
In Town Inn, Lubbock, Lubbock County, Texas

Figure 14. Sign advertising the In Town Inn in May 1970, following the tornado. Source: Lubbock Avalanche-Journal, Image 159, 1970 Lubbock Tornado Photograph Collection, Southwest Collection/Special Collections Library, Texas Tech University.



In Town Inn, Lubbock, Lubbock County, Texas

Figure 15. Canyon (Motor) Court, 118 Avenue H (at left) and Camp Carson Tourist Camp, 202 Avenue H (at right). The two properties show an example of the evolution of roadside accommodation in Lubbock, as seen in 1957. These two properties were constructed along Avenue H (today's Buddy Holly Avenue) north of downtown and between US-87 and US-82 highways. Neither are extant. Source: Sanborn Fire Insurance map for Lubbock, 1957, Volume I, sheet 31, digitized by the Library of Congress.



In Town Inn, Lubbock, Lubbock County, Texas

Figure 16. The Plainsman Hotel, 2101 Avenue Q, in 1951 (top) and 1955 (bottom). Source: Winston Reeves Photograph Collection, Southwest Collection/Special Collections Library.



Winston Reeves
PHOTOGRAPHER
1951-1955



In Town Inn, Lubbock, Lubbock County, Texas

Figure 17. The 1962 Imperial 400 Motel now Raider Inn at 910 Avenue Q. Source: Google Maps (2021 aerial) and Google Streetview (September 2021).



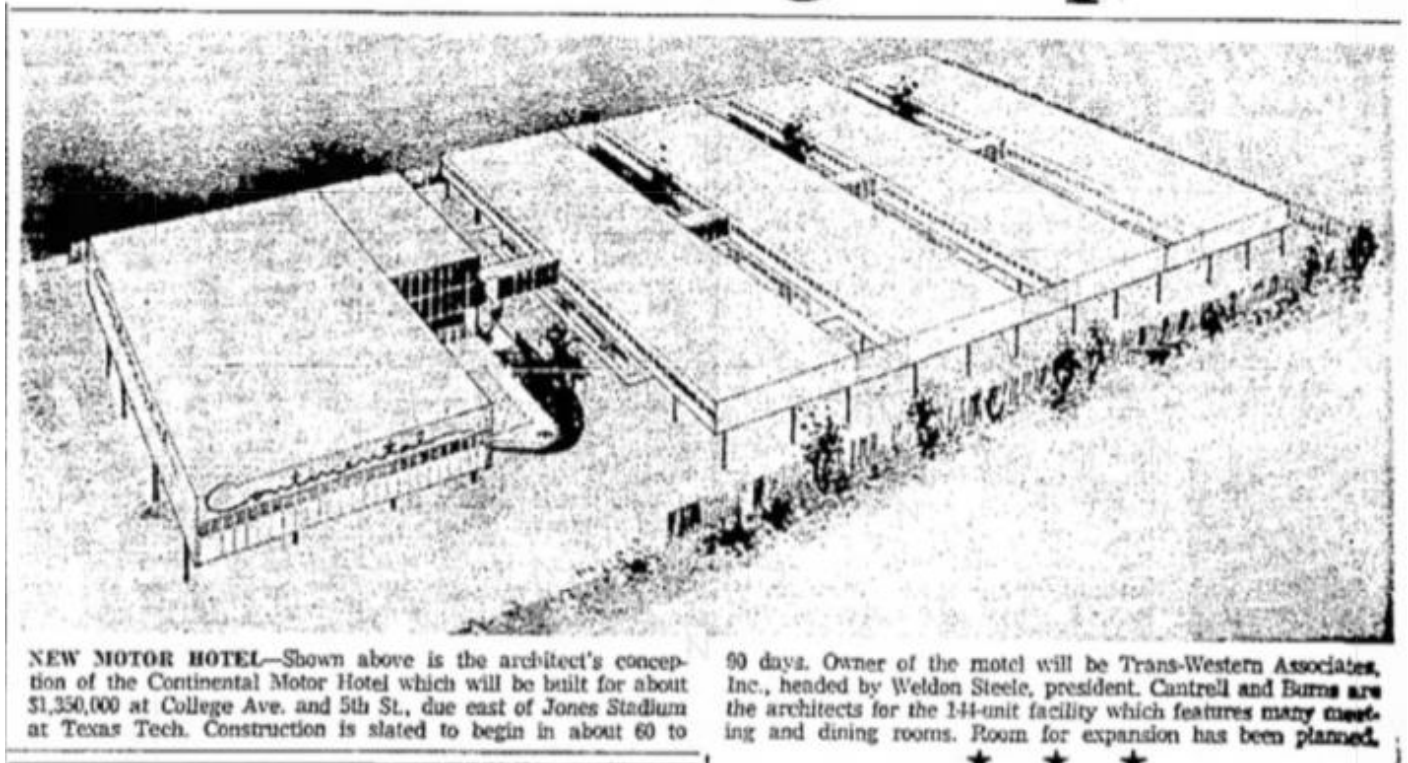
In Town Inn, Lubbock, Lubbock County, Texas

Figure 18. The Parkway Manor Motor Hotel, 2600 Parkway Drive, looking southeast, shortly after opening, 1960.
Source: wr.c.108P.2.24.1.1, Winston Reeves Photograph Collection, Southwest Collection/Special Collections Library



In Town Inn, Lubbock, Lubbock County, Texas

Figure 19. Architect's rendering of the Continental Motor Hotel, 5th & Univeristy. Source: "New Motor Hotel Planned," *Lubbock Avalanche-Journal* (18 September 1960): 52.



NEW MOTOR HOTEL—Shown above is the architect's conception of the Continental Motor Hotel which will be built for about \$1,350,000 at College Ave. and 5th St., due east of Jones Stadium at Texas Tech. Construction is slated to begin in about 60 to

90 days. Owner of the motel will be Trans-Western Associates, Inc., headed by Weldon Steele, president. Cantrell and Burns are the architects for the 144-unit facility which features many meeting and dining rooms. Room for expansion has been planned.

In Town Inn, Lubbock, Lubbock County, Texas

Figure 20. Photographs of damage to the In Town Inn following the May 1970 tornado. Source: *Somes, et al., "Lubbock Tornado: A Survey of Building Damage in an Urban Area,"* 19.



Photograph 27—South elevation of five-story motel with damage to glazing in upper floors. (Location 14)



Photograph 28—East-west brick wall with the upper 40-inch height overturned. (Location 14)



Photograph 29—Overturning of wall occurred at level at which vertical reinforcement was terminated. (Location 14)

In Town Inn, Lubbock, Lubbock County, Texas

Photographs

In Town Inn
Lubbock, Lubbock County, Texas
Photographed by Brad Finch, f-stop Photography, July 2021

Photo 1. South elevations, view north.



In Town Inn, Lubbock, Lubbock County, Texas

Photo 2. South and partial east elevations, view northwest.



In Town Inn, Lubbock, Lubbock County, Texas

Photo 3. East and north elevations, view southwest.



In Town Inn, Lubbock, Lubbock County, Texas

Photo 4. Detail of east entrance.



In Town Inn, Lubbock, Lubbock County, Texas

Photo 5. North elevation, view south.



In Town Inn, Lubbock, Lubbock County, Texas

Photo 6. West elevations, view east across parking lot.



In Town Inn, Lubbock, Lubbock County, Texas

Photo 7. Partial west and south elevations, view northeast.



In Town Inn, Lubbock, Lubbock County, Texas

Photo 8. East elevation of west wing, view west across courtyard.



In Town Inn, Lubbock, Lubbock County, Texas

Photo 9. South elevation of north wing, view north across courtyard.



In Town Inn, Lubbock, Lubbock County, Texas

Photo 10. Courtyard, view east from west wing, third story balcony.



In Town Inn, Lubbock, Lubbock County, Texas

Photo 11. Parking lot view west.



In Town Inn, Lubbock, Lubbock County, Texas

Photo 12. Detail of the decorative fence along the south side of the parking lot, view is looking southeast.



In Town Inn, Lubbock, Lubbock County, Texas

Photo 13. Third story balcony, view southwest.



In Town Inn, Lubbock, Lubbock County, Texas

Photo 14. Second story balcony, west wing, view north.



In Town Inn, Lubbock, Lubbock County, Texas

Photo 15. First floor, main stair, view north.



In Town Inn, Lubbock, Lubbock County, Texas

Photo 16. First floor, east corridor to courtyard, view north



In Town Inn, Lubbock, Lubbock County, Texas

Photo 17. First floor, elevator/west lobby, view southeast.



In Town Inn, Lubbock, Lubbock County, Texas

Photo 18. First floor, coffeeshop, view east-northeast.



In Town Inn, Lubbock, Lubbock County, Texas

Photo 19. First floor, coffeeshop, view southwest.



In Town Inn, Lubbock, Lubbock County, Texas

Photo 20. Fourth floor, main corridor, view east.



In Town Inn, Lubbock, Lubbock County, Texas

Photo 21. Second floor, corridor/elevators, view southwest.



In Town Inn, Lubbock, Lubbock County, Texas

Photo 22. Third floor, Unit 305, view southeast.



In Town Inn, Lubbock, Lubbock County, Texas

Photo 23. Second floor, Unit 216, view southeast.



In Town Inn, Lubbock, Lubbock County, Texas

Photo 24. Second floor, Unit 212, view southwest.



In Town Inn, Lubbock, Lubbock County, Texas

Photo 25. Fourth floor, Unit 420, view southwest.



In Town Inn, Lubbock, Lubbock County, Texas

Photo 26. Fifth floor, Unit 505, bathroom, view southwest.



In Town Inn, Lubbock, Lubbock County, Texas

Photo 27. Basement, nightclub, view east.

