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Comprehensive City Plan Orlando Florida V. 1

George W. Simons Jr.

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**COMPREHENSIVE
CITY PLAN
ORLANDO, FLORIDA**

VOLUME 1

Historical

Economic Background

Population

Land Uses

Streets and Highways

Prepared by

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**PLANNING, ZONING
AND MUNICIPAL
CONSULTANT**

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FIRST FEDERAL SAVINGS BUILDING
JACKSONVILLE 2, FLORIDA

March 2, 1959.

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Dear Sirs:

We are honored to transmit herewith Volume One of
our Comprehensive City Plan report for the City of
Orlando.

In this particular volume are included much of
the basic data on Economy, Population and Land Uses
used in the preparation of the final results. Also
included is a section relating to the Arterial Street
Plan.

This will be followed by two additional volumes
including further phases of the planning studies.

Respectfully yours,

Signature Deleted

GEORGE W. SIMONS, JR.

GWS:EBB

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CHAPTER IHISTORICAL

When the Seminole Indian War ended in 1842, Aaron Jernigan selected as his dwelling place land which is now a part of the City of Orlando. Subsequently, other families followed him and in 1850 the post office of Jernigan was established. The entire area of central Florida was then located in Mosquito County.

In 1856, with the opening of the first mercantile establishment, Jernigan became an important trading post. In that year it also became the county seat of Orange County which then encompassed much of central Florida. The name of Mosquito County was changed to Orange in 1845. In 1864 there were only two settlements of note in Orange County, Mellonville which later became Sanford at the head of navigation on the Saint Johns River and Jernigan.

When Jernigan was established as the county seat of Orange County in 1856, Florida had a population less than 100,000 people - about the same as the current population of Orlando.

In 1857 the name of Jernigan was changed to Orlando in memory of Orlando Reeves who earlier lost his life during an Indian attack in this vicinity. At that time Mr. B. F. Caldwell deeded to the County Commissioners four acres of land as the site of the new village of Orlando.

In 1875, the City of Orlando with an area of one square mile, was incorporated. The population of this embryonic metropolis then approximating 75 people increased to 200 people in 1880. At that time the commercial district was limited to three sides of the Court House Square comprising three stores, one hotel, one blacksmith and wagon shop, a livery stable and a saloon. The Court House was a log cabin.

Railroad construction gave Orlando its first impetus of growth. In 1880 the rail line was constructed from Sanford to Orlando and by 1884, the line was extended southward into Tampa. In the four years, 1880-1884 the three original stores expanded to forty-one. Five sawmills and two planing mills were also put into operation. By 1886 the city had fifty stores, seven churches, a seminary, an opera house, five hotels, two carriage shops, an ice manufacturing plant, four drug stores, three bakeries and two weekly newspapers and its population approximated 4,500 persons.

The budding of cultivated sweet orange to wild orange stock was beginning in the '80's. This new technique together with cheap land stimulated a great expansion of citrus acreage. By 1884 all the wild orange groves had been eliminated and the industry grew by leaps and bounds. In the 1884-1885 season more than 600,000 boxes of oranges were sent to the northern markets. Also at this time the railroads stimulated the timber and turpentine business. Sawmills and turpentine stills abounded in the Orlando area. The disastrous freeze of 1894-1895 however resulted in a serious economic setback but not for long. Oranges and timber became the key notes of Orlando's early prosperity.

Until the freeze of 1894-1895, Orlando was known as the "Phenomenal City" after a newspaper published in 1887 called the "Phenomenal Daily". In the years of rebound from the freeze, emphasis was placed on beautification. The people saw the wisdom of utilizing the natural beauty of the lakes in building a city.

During his term of office (1888-1891) Mayor Marks initiated a beautification program consisting primarily of the systematic planting of trees. Five hundred dollars was appropriated by the city for the planting of four hundred trees. The objective was pursued vigorously, the people entering into the new project with

much spirit. Mr. George Abbott even organized a "palm club" for the planting of many palms. The efforts were so effective and productive that in 1908, at the suggestion of Mrs. W. S. Branch, Sr., Orlando was then called the "City Beautiful".

Every city has a beginning from which it grows and develops. The character, quality and even economy of the ultimate development is the product of many motives and factors. Plans for the future, soundly conceived and directed by unselfish devoted leadership and executed by a spirited courageous citizenry end in a structure of utility and beauty. So it was with the pioneers who founded and built Orlando. They saw an opportunity and grasped it. In an area of lakes they were inspired to build a place of beauty as well as one having a utility value, in which to live, work and play. In the '80's and '90's, the future may not have been as auspicious as now but with courage and vision and a magnificent civic spirit they forged ahead with determination. Even the disastrous freeze of the '90's only retarded them; it did not stop them. As we today review the early efforts of these pioneering citizens and evaluate the motives that inspired them, are we fully conscious and appreciative of the heritage passed on to us of this day. Are we as keenly sensitive to the needs and value of beauty and order as they were? In the mad rush to keep pace with the trends of modern times we are too inclined to sacrifice order, beauty and wholesomeness at the altar of selfishness, greed and temporal satisfaction.

In an era greatly unlike that confronting the pioneers, the citizens of today have a challenge facing them. Motivated by the same spirit, desires and determination however they can preserve what has been given them and achieve startling results by judicious, planned and orderly thinking.

Cities today are the object of many dynamic forces, most of which were un-
 dreamed of in the days of Jernigan and his associates. But notwithstanding, these
 various forces can be studied and resolved into formulae and patterns to meet the
 needs of a new and exhilarating future. That is the basic job before the community
 now and as plans are developed let not the beauty of the past be spoiled but in
 the achievement of greater and more spacious building let beauty, order and effi-
 ciency predominate.

The County Union Area includes the counties comprising the United States
 Air Force - the Orange Air Force Base and the McCoy Air Force Base, each of which
 contribute substantially to the economy. Also located within this area is the
 extensive plant and operations of the Martin Company which manufactures the
 military aircraft manufacturing plant.

CHAPTER II

ECONOMIC BACKGROUND

"The city as an economic mechanism has evolved in response to the ever changing economic needs of society in the production, consumption and distribution of goods and services".

R. U. Ratcliff in "Urban Land Economics", page 19.

Most cities exist because they are centers of economic opportunity for the production and distribution of goods and services. Orlando situated favorably within a large area of growing communities and diversified economies, occupies a commanding position in the economic pattern of Florida and the south. Located in Central Florida fifty miles from the Atlantic Ocean, 145 miles south of Jacksonville, 231 miles northwest of Miami and 98 miles northeast of Tampa, the Orlando area is the vital link between north and south. Radiating from it are highways, rail and air lines that afford expeditious service to all parts of the state and nation as well as to every portion of its immediate tributary area. It is the major center of retail activity and wholesale distribution, a financial and servicing center, an area of increasing manufacturing potential and one attractive to tourists, home seekers and winter residents.

The Orlando Urban Area includes two important operations of the United States Air Force - the Orlando Air Force Base and the McCoy Air Force Base, each of which contribute substantially to its economy. Also located within this area is the extensive plant and operations of the Martin Company which accentuates its possibilities as a major manufacturing site.

TRADE AREAS

The trade area of Orlando is divided into two parts (Figure 1), a Primary Area in which Orlando is the dominant retail and servicing center and a Secondary Area in which other cities such as Lakeland, Winter Haven, Ocala and Daytona Beach are independent cities. Much of the business incident to agriculture, citrus production and industry in the Secondary Area is directed into Orlando. The estimated population (1957) within 60 road miles of Orlando approximates 400,000 and that within 75 road miles, 600,000 (Table 1).

TABLE 1
POPULATION OF ORLANDO RETAIL TRADE AREA
1950 COMPARED TO 1957

	<u>POPULATION</u>		<u>% GAIN</u> <u>1957 over</u> <u>1950</u>
	<u>1957</u>	<u>1950</u>	
<u>PRIMARY TRADE AREA</u>			
Orange County	225,000	114,950	95.7
Greater Orlando	180,000		
Seminole County	38,452	26,883	30.1
Brevard County	65,502	23,685	176.6
Lake County	46,600	36,340	28.2
Northern part of Osceola County	17,000	11,169	52.2
TOTAL	392,554	213,027	84.3
<u>SECONDARY TRADE AREA</u>			
Northeast part of Polk County	120,000	104,993	14.3
Sumter County	10,800	11,330	
Southeast part of Marion County	26,000	23,723	9.6
West part of Hernando County	3,700	3,542	
West part of Pasco County	9,500	9,262	
South part of Volusia County	30,000	25,734	
TOTAL	200,000	178,584	12.0
TOTAL PRIMARY AND SECONDARY TRADE AREA	592,554	391,579	51.3

This large central Florida area is homogeneous in physical characteristics, economic interests and opportunities. Its continued growth and development and the improvement of its respective economies will be reflected in the economic development and growth of Orlando. As each segment of the area prospers and develops Orlando will benefit and its dominant position as a center be further enhanced.

ORANGE COUNTY

Orange County, of which Orlando is the County seat, has a gross area of 929 square miles of which 680 (Census of Agriculture, 1954) are classified as farms devoted to one or another type of operation. It is one of the major citrus producing counties of Florida, being third in number of bearing trees and citrus production. In the 1956-1957 season, 7,654,366 boxes of citrus fruits were shipped from Orange County. In conjunction with the production of citrus fruits, Orange County is also a major site for the processing of citrus juices and by-products. In the 1956-1957 season, 72 million gallons of orange and 3 million gallons of grapefruit juice and concentrates were produced in Orange County. It is also prominently identified with the raising of cattle and vegetables, ranking seventh among the counties of Florida, as a producer of vegetables. Because of its favorable climate, its scenic rolling lands interspersed with many beautiful lakes noted for fishing, Orange County appeals to many tourists, winter residents and home seekers.

From 19,890 in 1920, the population of Orange County increased to an estimated 216,400 in 1957 (Estimate by the Bureau of Economic and Business Research, College of Business Administration, University of Florida), nearly eleven fold in 37 years. From 1930 to 1950, the population of its incorporated communities increased 42% but the population of those areas outside the corporate communities increased 230%. Much of this latter growth was in the Orlando Urban Area (Table 2).

TABLE 2
POPULATION OF INCORPORATED CITIES AND TOWNS
ORANGE COUNTY, FLORIDA
1930-1950

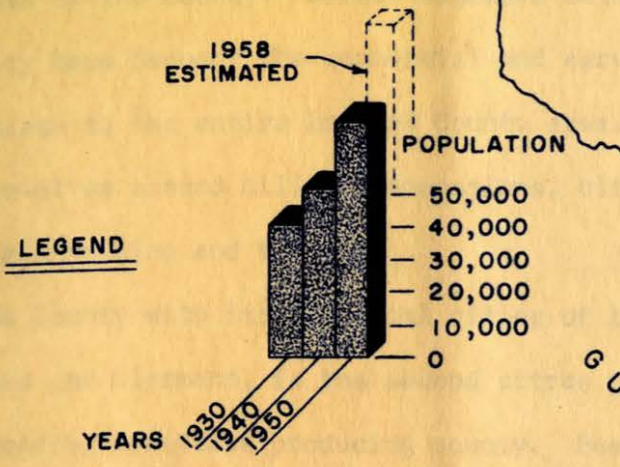
<u>CITY OR TOWN</u>	<u>1930</u>	<u>1940</u>	<u>1950</u>
Apopka	1,134	1,312	2,254
Bithlo	128	79	50
Edgewood	103	34	217
Lake Maitland	511	463	889
Oakland	379	518	548
Ocoee	794	702	1,370
Orlando	27,330	36,736	52,367
Windemere	181	163	317
Winter Garden	2,023	3,060	3,503
Winter Park	3,686	4,715	8,250
POPULATION WITHIN CORPORATE AREAS	36,269	47,782	69,765-1930-1950 92%
POPULATION ORANGE COUNTY	49,737	70,074	114,950
POPULATION OUTSIDE CORPORATE AREAS	13,468	22,292	45,185-1930-1950 230%

Excepting Orlando, the other corporate communities in Orange County have experienced substantial population increases from 8,939 in 1930 to more than 17,000 in 1950 (Table 2). All these communities consider Orlando their "big" city and use it as their major supply and servicing center.

PRIMARY AREA EXCLUSIVE OF ORANGE COUNTY

The remainder of the Primary Area is comparable to Orange County in growth and economic activity. Brevard County, extending some 60 miles along the coast, adjoining Orange County on the east, is especially active due to the operations of the Patrick Air Force Base and the Cape Canaveral Missile Testing Base located south and north of Cocoa Beach respectively. The population of Brevard County has increased more than eight fold since 1920, from 8,505 in that year to an estimated 75,000 at this time (Figure 2). The various cities of Brevard County - Titusville,

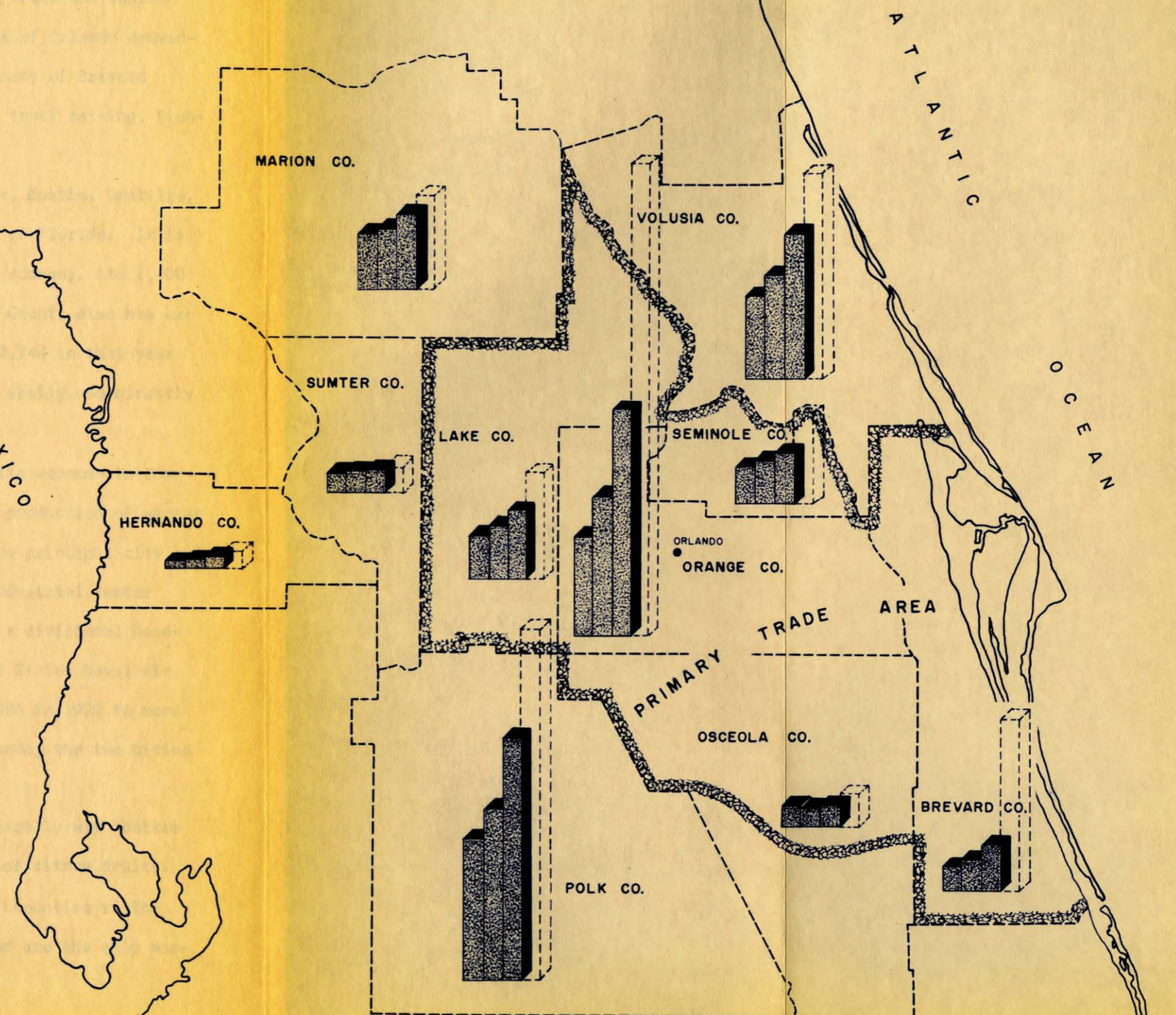
POPULATION GROWTH OF THE COUNTIES IN THE ORLANDO TRADE AREA TO 1950



COUNTY	POPULATION			1958 EST.	
	1930	1940	1950		
BREVARD	13283	16142	23653	86 200*	} 438,500
LAKE	23161	27255	36340	52 200*	
ORANGE	49737	70074	114950	237 600*	
OSCEOLA	10699	10119	11406	16 300*	
SEMINOLE	18735	22304	26883	46 200*	
HERANDO	4948	5641	6693	9 800	
MARION	29578	31243	38187	47 500	
POLK	72291	86665	123997	176 000	
SUMTER	10644	11041	11330	11 500	
VOLUSIA	42757	53710	74229	102 100	
TOTAL	275833	334194	467668	785 400	

* COUNTIES WITHIN THE
PRIMARY TRADE AREA.

PREPARED BY
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Cocoa, Rockledge, Cocoa Beach, Eau Gallie and Melbourne - have each contributed to the growth of the County. Direct highways between Orlando and Cocoa and Indian River City have brought the commercial and servicing facilities of Orlando conveniently close to the entire Brevard County area. The basic economy of Brevard County revolves around military operations, citrus production, truck raising, fishing, cattle raising and tourism.

Lake County with its principal cities of Leesburg, Tavares, Eustis, Umatilla, Mount Dora and Clermont, is the second citrus producing county of Florida. It is also a leading vegetable producing county. Besides its citrus economy, its 1,400 lakes attract many tourists, fishermen and home seekers. Lake County also has experienced a substantial population increase since 1920, from 12,744 in that year to an estimated 48,000 at this time (Figure 2). The County is easily and directly accessible to Orlando by highways.

In 1913, Seminole County was formed from Orange County. Its economy is identified with general agriculture but more particularly with the production of winter vegetables - lettuce, celery, cabbage and berries. Sanford, the principal city and county seat is a steadily growing and progressive commercial-industrial center having a port on the Saint Johns River. Located at Sanford is a divisional headquarters of the Atlantic Coast Line Railroad and also, a United States Naval Air Station. The population of Seminole County increased from 10,986 in 1920 to more than 40,000 in 1958 (Figure 2). Located 22 miles north of Orlando, the two cities are connected by a new divided four lane highway (U. S. 17-92).

Osceola County is distinctly a rural area identified principally with cattle raising and grazing but it too produces a substantial quantity of citrus fruits. Its growth however has not been comparable to that of the other counties in the Primary Trade Area. Kissimmee, the county seat, and Saint Cloud are the only corporate cities in Osceola County.

Because of their similar economies, characteristics and interests and their ready and easy accessibility to Orlando, it is reasonable to assume that the five counties comprising the Primary Trade Area of Orlando may ultimately constitute an Orlando Regional Planning unit.

SECONDARY TRADE AREA

The Primary Trade Area blends off into the Secondary Trade Area extending an indeterminate distance into Marion, Volusia, Hernando, Pasco and Polk Counties, including all of Sumter County. The existence of Orlando charge accounts in some of the more remote cities determined the outer limits of this area. Obviously the major importance of this area to the economy of Orlando terminates where the orbits of other competitive trade centers are met. This secondary area as determined has relatively fewer communities, its lands are less developed and more sparsely settled than those within the Primary Trade Area yet, it too is a progressive and growing area, the economy of which is devoted principally to agricultural pursuits, citrus production, cattle raising and mining.

TRANSPORTATION FACILITIES

Transportation is vital to the economic development of an area and in this respect few in Florida are more fortunate in their supply of transportation facilities. Centrally located within its Primary and Secondary Trade Areas, Orlando is readily accessible from all directions and points by major federal-state highways (Figure 1), by the Atlantic Coast Line and Seaboard Railroads and by Eastern and National Air Lines. The federal-state highways are interconnected by a network of improved County highways. Plans have been approved for the construction

of the new Interstate Expressway from the north thru Orlando to Tampa and too, it is not improbable that the Sunshine State Parkway will be extended ultimately from Fort Pierce to Orlando. These various means of transportation will further augment the growth and economic development of Orlando and its tributary area.

ECONOMIC BASE OF ORANGE COUNTY AND ORLANDO

"The economic base refers to those activities of an urban community which export goods and services to points outside the economic confines of the community or which market their goods and services to persons who come from outside the community's economic boundaries". R. B. Andrews in "Land Economics".

"The economic base is that which furnishes the major volume of employment in the city". Grace K. Ohlson in "Municipal Year Book (1950)".

From these definitions it can be seen that the economic base of the Orlando urban area has to do with people, production and services. In its broad concept it relates to the fundamental sources of income that may be available to the people of the area, from which they derive their livelihood and on which the area's economic activity as a whole depends. The types of basic activities contributing to the employment and income of people may be classified generally as follows:

- (1) manufacturing;
- (2) retail and wholesale trade;
- (3) finance and real estate;
- (4) extractive industries;
- (5) governmental services;
- (6) construction;
- (7) recreation, amusement, tourism;
- (8) agriculture.

To determine the economic potential of the urban area it is therefore desirable to know the relative importance of these various activities as sources of income and employment.

The first part of this report dealt with the economic and other characteristics of the region of which Orlando is the dominant center. It was depicted as a

particularly resourceful area of growing and productive communities, productive lands and other industrial enterprises. The economic base of Orange County and Orlando will now be considered.

GROWTH AND DEVELOPMENT OF ORANGE COUNTY

At the beginning of the century Florida had a population of 528,542 persons, considerably less than the current population of Polk County. Of this total population only 102,000 lived in the peninsular portion south of Orange County with major concentrations in Hillsborough, Monroe and Polk Counties. The citrus industry located principally in the counties of Orange and to the north, was then recovering from the effects of the freezes of 1894-1895 when in one year the production dropped from five million boxes to 150,000. In 1900 the citrus production amounted to 352,600 boxes. The central section of Florida was accessible by boat to Sanford, also by rail; both the Atlantic Coast Line and the Tavares and Gulf Coast Railroad (now Seaboard) tapped the lands between Orlando and Wildwood connecting these with the Seaboard. Even as late as 1900, the entire section was sparsely populated, the industrial establishment was small and living was still more or less primitive.

In 1900, Orange County had a population of 11,374 persons, including the area which in 1913 became Seminole County. Included in this County population were the corporate areas of Orlando (2,481), Sanford (1,450), Winter Park (366) and Apopka (218) - a population aggregating 4,515. The remaining 6,859 were scattered throughout the county as then constituted. Not until 1910 did Winter Garden appear in the Census with 351 persons.

Orange County was then a frontier area, sparsely populated with an economy related principally to citrus production, small farming and truck raising, a limited cattle business and lumber and naval stores operation. Just prior to 1900 the Board of County Commissioners decided to enter into its first road building program but not until 1913 did the people vote a \$600,000 bond issue to construct brick and clay roads. These first brick roads nine feet wide provided access to Winter Garden, Winter Park and south toward Kissimmee. In 1921 the people voted 2.5 million dollars for additional roads and again in 1926, 7 million dollars. In this latter period the Cheney highway (now State 50) was constructed east from Orlando to Indian River City in Brevard County.

The decade 1915-1925 was one of intensive growth and development thruout the entire central area but more particularly in Orange County and the city of Orlando. In this period, the broad economic base was laid for the development and achievements of the present; the population of Orange County increased from about 15,000 persons in 1915 to 38,000 in 1925 - more than 100% and the city of Orlando from 6,500 to 22,000. The production of citrus increased to 7.6 million boxes in 1956-1957. In the ensuing years, the peninsular section of Florida experienced a fantastic growth and its economy became greatly diversified. From a characteristically rural state it has become an urbanized state. Whereas in 1900 only 102,000 lived south of Orange County, in 1957 it was estimated that the population of that area had increased to 2.5 million persons. From an economy predicated on a limited rural activity it developed into an economy identified with Agriculture, Transportation, Utilities, Marketing, Manufacturing, Processing and Tourism.

TOURISM

The Orange County-Orlando area has been identified with Tourism for many years because of its favorable climatic conditions, its many scenic lakes and attractive rolling lands. Many of the thousands who came to Orlando initially as visitors or tourists returned later as homeseekers, property owners and workers. More recently the area has been especially attractive to retirees. The Orlando Chamber of Commerce estimates that more than 50,000 visitors come to Orlando annually, 76% of them from northern states. This business will continue and as in the past many of those who come will return to settle in the Orlando Urban Area.

NATURE OF THE ECONOMY OF ORANGE COUNTY AND ORLANDO

The nature of the area economy can be judged from a study of the basic employment pattern, noting particularly any changes that may have taken place over a period of years, especially since 1950. For this evaluation, data supplied by the State Employment Service of the Florida Industrial Commission is considered the most reliable.

Table 3 shows the average number of persons employed in Orange County in each of the various categories of industry for the years 1950 thru six months of 1958. Table 4 imparts the same information for the years 1950, 1957 and the first six months of 1958, but further, it shows the proportionate (percentage) distribution of the total employment among the various categories and the percentage increase in each category from 1950 to 1957. The averages for 1958 are not strictly comparable to those of 1950 and 1957 because only six months is included.

TABLE 3
ESTIMATED EMPLOYMENT IN ORANGE COUNTY 1950-1958
AVERAGE ANNUAL EMPLOYMENT, FIRST 6 MONTHS OF 1958

<u>CLASSIFICATION</u>	<u>1950</u>	<u>1951</u>	<u>1952</u>	<u>1953</u>	<u>1954</u>	<u>1955</u>	<u>1956</u>	<u>1957</u>	<u>1958</u>
<u>MANUFACTURING</u>	3,350	3,850	4,000	4,650	4,650	5,100	6,050	8,721	10,267
Food & Kindred Products	1,550	1,750	1,700	1,750	1,700	1,850	2,250	2,329	2,667
Printing & Publishing	450	450	500	550	650	750	850	921	942
Fabricated Metal Products	-	-	-	-	-	750	800	867	858
Stone, Clay & Glass	250	400	400	350	400	400	400	500	508
Other Manufacturing	1,100	1,250	1,400	2,000	1,900	1,350	1,750	3,417	5,292
<u>CONTRACT CONSTRUCTION</u>	3,100	3,500	3,900	4,050	4,950	6,250	6,800	7,404	7,567
<u>TRANS., COMM. & PUBLIC UTILITIES</u>	1,750	1,950	2,050	2,150	2,350	2,500	2,650	2,925	3,100
<u>TRADE</u>	11,500	13,100	14,250	15,650	16,550	18,350	20,100	21,675	22,058
Wholesale	4,350	5,000	5,350	5,750	6,050	6,450	7,350	8,271	7,858
Retail	7,150	8,100	8,900	9,900	10,500	11,900	12,750	13,404	14,200
General Merchandise	1,150	1,150	1,200	1,250	1,350	1,500	1,950	1,958	1,892
Automobile	900	1,000	1,050	1,200	1,100	1,200	1,250	1,200	1,208
Eating & Drinking Places	1,200	1,450	1,600	1,700	1,750	2,050	2,000	2,100	2,275
Other	3,900	4,500	5,050	5,750	6,300	7,150	7,550	8,146	8,667
<u>FINANCE, INSURANCE & REAL ESTATE</u>	1,500	1,750	1,950	2,250	2,500	3,000	3,400	3,892	4,250
<u>SERVICE</u>	4,450	5,000	5,350	5,700	5,850	6,400	7,100	7,829	8,475
Personal	1,050	1,150	1,200	1,250	1,150	1,300	1,300	1,375	1,400
Medical & Other Health	950	1,100	1,250	1,400	1,450	1,550	1,700	1,896	2,067
Other	2,450	2,750	2,900	3,050	3,250	3,550	4,100	4,558	5,008
<u>GOVERNMENT</u>	3,450	4,000	4,700	5,100	5,400	5,700	6,350	6,713	7,025
<u>OTHER NON-MANUFACTURING</u>	100	100	100	150	150	150	150	200	200
<u>TOTAL NON-AGRICULTURAL</u>	29,200	33,300	36,300	39,700	42,400	47,450	52,600	58,550	62,942
<u>AGRICULTURAL</u>	2,400	2,600	2,400	2,850	3,200	3,350	3,300	3,188	3,650
<u>OTHER (SELF-EMPLOYED)</u>	8,850	9,350	9,750	10,150	10,500	11,150	11,850	14,629	16,800
<u>UNEMPLOYED</u>	1,600	1,800	1,900	2,100	2,600	2,700	2,350	2,625	3,650
<u>GRAND TOTAL IN LABOR FORCE</u>	42,050	47,050	50,350	54,800	58,700	64,650	70,100	79,801	87,042

TABLE 4
AVERAGE ANNUAL EMPLOYMENT - ORANGE COUNTY
1950-1958

<u>CLASSIFICATION OF INDUSTRY</u>	<u>1950</u>	<u>%</u>	<u>1957</u>	<u>%</u>	<u>SIX MONTHS 1958</u>	<u>% CHANGE</u>	
						<u>1950</u>	<u>1950</u>
					<u>1958</u>	<u>1957</u>	
Total Employment	42,050		79,804		87,042		
Manufacturing	3,350	8.0	8,724	10.9	10,267	11.8	161
Construction	3,100	7.4	7,404	9.3	7,567	8.7	139
Transportation, Communications & Public Utility	1,750	4.2	2,925	3.7	3,100	3.6	67
Wholesale Trade	4,350	10.3	8,271	10.4	7,858	9.0	90
Retail Trade	7,150	17.0	13,404	16.8	14,200	16.3	87
Finance, Insurance & Real Estate	1,500	3.6	3,892	4.9	4,250	4.9	158
Services	4,450	10.6	7,829	9.8	8,475	9.7	76
Government	3,450	8.2	6,713	8.4	7,025	8.1	95
Other (non-manufacturing)	100	0.2	200	0.2	200	0.2	-
Other (self-employed)	8,850	21.0	14,629	18.3	16,800	19.3	66
Unemployed	1,600	3.8	2,625	3.3	3,650	4.2	64
Agriculture	2,400	5.7	3,188	4.0	3,650	4.2	33

TABLE 5
1957 EMPLOYMENT IN WHOLESALING AND AGRICULTURE

<u>MONTH</u>	<u>TOTAL WHOLE-SALING</u>	<u>CITRUS PACKING PICKING</u>	<u>CITRUS PICKING ONLY</u>	<u>AGRICULTURAL</u>	<u>TOTAL AGRICULTURAL & CITRUS PICKING</u>
Jan	11,100	7,245	3,600	2,700	6,300
Feb	9,850	6,055	3,000	2,800	5,800
Mar	9,750	5,916	3,000	4,200	7,200
Apr	9,000	5,268	2,600	4,200	6,800
May	8,800	4,879	2,400	5,000	7,400
Jun	7,650	3,731	1,850	3,450	5,300
Jul	5,000	1,029	00	2,400	2,400
Aug	4,700	778	00	2,700	2,700
Sept	6,350	2,292	300	2,700	3,000
Oct	7,700	3,703	1,850	3,400	5,250
Nov	9,300	5,270	2,650	3,300	5,950
Dec	10,000	6,002	3,000	2,800	5,800
AVERAGE	8,271	4,347	2,020	3,188	5,208

In studying the data shown in Tables 3 and 4 an explanation should be made concerning the categories "Wholesale", "Self-Employed", "Government" and "Agriculture". In the classification "Wholesale" the State Employment Service includes all "Citrus Pickers and Packing House Workers" who are seasonal employees. Table 5, the monthly figures for 1957 of "Wholesale", "Citrus Pickers and Packers" and "Agriculture" clearly reveals the seasonal variations in employment. Altho the average annual employment for "Wholesale" in 1957 was 8,271, the monthly employment varied from a minimum of 4,700 to a maximum of 11,100 which figures however include the monthly employment of "Citrus Pickers and Packers" shown in Column 2. Whereas the average employment in "Agriculture" was 3,188 for 1957, the monthly employment varied from 2,700 to 5,000. If the "Citrus Pickers" as shown in Column 3 are added to "Agriculture" instead of to "Wholesale", a more realistic picture of Agricultural employment results - an average of 5,208 (column 5). "Other Self Employed" includes some small farming operations and "Government" (Table 3) includes only the civilians employed at the several levels of government and not any military or service personnel which approximates some 5,000 additional.

In the period 1950-1958, while the population of Orange County increased nearly 100%, the average total employment increased 107%, from 42,050 persons to 87,042 (Tables 3 and 4). In 1950, 36.6% of the population was included in the labor roll and in 1958, about 40%.

The major increases in employment from 1950-1957 occurred in the following categories: Manufacturing, 161%; Construction, 139%; Finance, Insurance and Real Estate, 158% and Government, 95%. The lowest increase was in Agriculture - 33%.

TABLE 6PER CENT OF POPULATION ENGAGED IN VARIOUS
INDUSTRIAL AND OTHER CATEGORIES

	<u>1940</u>	<u>1950</u>	<u>1958</u>
Manufacturing	3.0	2.9	4.7
Construction	2.4	2.7	3.5
Transportation, Communications, Public Utilities	1.8	1.5	1.4
Wholesale Trade	3.5	3.8	3.6
Retail Trade	7.1	6.2	6.6
Finance, Insurance and Real Estate	1.5	1.3	1.9
Services	3.9	3.9	3.9
Agriculture	5.1	2.1	1.7

With the exception of Manufacturing, the percentage distribution of workers in the various categories remained relatively constant as the population increased. Table 6 pictures this relationship even more than Table 3. Whereas 8% of the total employment in 1950 was engaged in Manufacturing, 10.9% and 11.8% were so employed in 1957 and 1958, respectively. These figures show clearly the impact of Manufacturing in the current economy of Orange County and Orlando.

TRENDS IN MANUFACTURING AND INDUSTRIAL
DEVELOPMENT IN THE ORANGE COUNTY-ORLANDO AREA

A comparison of non-agricultural categories of employment reveals a faster rate of growth in manufacturing than in trade, government, utilities or service activities.

In as much as industrial development is a basic activity that contributes strongly to the growth of all other activities, further analysis of the industrial development picture is revealing (Table 7).

TABLE 7

TRENDS IN MANUFACTURING IN ORANGE COUNTY
AS REVEALED BY EMPLOYMENT DATA

	<u>AVERAGE</u>			<u>INCREASE</u>	<u>JUNE</u>	<u>JUNE</u>	<u>INCREASE</u>
	<u>1950</u>	<u>1955</u>	<u>1957</u>	<u>1950 -</u> <u>1957</u>	<u>1957</u>	<u>1958</u>	<u>1957 -</u> <u>1958</u>
ALL MANUFACTURING	3,350	5,100	8,721	161%	7,750	10,450	36%
Food & Kindred Products	1,550	1,850	2,329	50%	2,300	2,000	-15%
Printing & Publishing	450	750	921	104%	900	1,000	11%
Stone, Clay & Glass	250	400	500	100%	450	550	22%
All Other Manufacturing	1,100	2,100	4,284	290%	4,100	6,900	70%

Comparison of growth for the various categories of manufacturing activity reveals significant increases for all types. In 1950 only Food and Kindred Products; Printing and Publishing; Stone, Clay and Glass were reported as sub-categories by the State Employment Service. All other categories were grouped under "Other Manufacturing", which category accounted for about 33% of the total. However, by 1957 employment in industries grouped under "Other Manufacturing" had grown to almost 50% of the total. It is in those industries that the spectacular growth has occurred.

Within recent years the most publicized industrial growth has been in the field of electronic, aviation and design engineering and its related machine tool manufacturing. The location of The Martin Company in Orlando has been of major importance in this growth. A study of employment in this field since 1955 demonstrates the importance of this new type industry and its impact upon the Orlando economy.

EMPLOYMENT IN ELECTRONIC, AVIATION AND
OTHER ENGINEERING AND RELATED MACHINE
TOOL MANUFACTURING ACTIVITIES

<u>EMPLOYMENT PERIOD</u>	<u>TOTAL IN CATEGORY</u>	<u>THE MARTIN COMPANY</u>	<u>ALL OTHER</u>
Average in 1955	323	-	323
June, 1957	2,406	1,500	906
June, 1958	4,630	3,750	880
September, 1958	?	5,000	?

The Martin Company was established in Orlando in 1956, and since that time has steadily increased its employment to the present total of 5,000 persons. Of the other twenty companies classified in this category, 5 were located in Orlando prior to 1940; 3 more were added by 1955; 3 more in 1956; 4 more in 1957 and 5 more in 1958. Several of these new companies located in Orlando principally to service The Martin Company.

RETAIL - WHOLESALE - SERVICES

The importance of Orlando as a marketing and servicing center is further emphasized by the data of the United States Bureau of the Census, for both City and County. These data of 1954 are supplemented by similar data from "Sales Management" of 1956 and 1957.

Table 8 shows that 78% of the retail business of Orange County has its origin in Orlando. In some categories, Orlando is especially dominant: 95% of the General Merchandising trade of Orange County is done in Orlando; 92% of the Apparel and Accessories; 85% of the Furniture, Home Furnishings and Appliances; 92% of the Automotive and 66% of the Lumber, Building Materials and Hardware. Table 9 from "Sales Management" reveals the same ratios for 1956 and 1957. These various data indicate definitely that Orlando is the chief marketing center of the county and primary trade area.

TABLE 8
RETAIL SALES FOR ORANGE COUNTY AND ORLANDO - 1954

	<u>ORANGE COUNTY</u>	<u>%</u>	<u>ORLANDO</u>	<u>%</u>
TOTAL VALUE (000 omitted)	\$215,294	100.0	\$165,199	100.0
Food	42,671	19.8	25,452	15.4
Eating and Drinking Places	14,026	6.5	9,478	5.7
General Merchandising	19,857	9.2	18,784	11.4
Apparel, Accessories	13,338	6.2	12,323	7.4
Furniture, Home Furnishings, Appliance Dealers	11,609	5.4	9,909	6.0
Automotive Group	41,450	19.3	37,972	23.0
Gasoline Service Stations	15,354	7.2	6,892	4.2
Lumber, Building Material, Hardware	18,376	8.5	12,240	7.4
Drug stores, Sundries	6,347	3.0	4,490	2.8
Other retail stores	16,042	7.4	12,072	7.3
Non-Store retailers	16,224	7.5	15,587	9.4

TABLE 9
RETAIL SALES, ORLANDO AND ORANGE COUNTY, 1956 AND 1957
FROM "SALES MANAGEMENT"

<u>CATEGORY</u>	<u>ORANGE</u>		<u>ORANGE</u>	
	<u>ORLANDO</u>	<u>COUNTY</u>	<u>ORLANDO</u>	<u>COUNTY</u>
	<u>1956</u>		<u>1957</u>	
	(000 OMITTED)			
Food	\$30,528	\$51,040	\$37,851	\$63,736
Eating and Drinking Places	11,282	16,668	13,189	19,610
General Merchandising	40,714	42,742	46,216	48,577
Apparel, Accessories	16,736	18,078	18,126	19,573
Furniture, etc.	12,688	14,795	14,975	17,434
Automotive Group	47,753	52,182	61,261	67,163
Gasoline Service Stations	90,420	19,861	11,983	26,274
Lumber, Building Materials	13,772	20,712	15,620	23,735
Drug Stores, etc.	5,729	8,058	6,697	9,436

Table 10 also shows the importance of Orlando as a Wholesale Distribution, Brokerage center and especially favored as a site of various services; 90% of the business services and 85% of the personal services of Orange County are provided in Orlando.

According to "Sales Management", 53% of the families in Orlando in 1957 were in the \$4,000 and over income bracket with 17.6% in the bracket of over \$7,000.

TABLE 10
WHOLESALE TRADE -- SELECTED SERVICES -- 1954

(000 omitted)

<u>CATEGORY</u>	<u>ORANGE COUNTY</u>	<u>ORLANDO</u>
<u>TOTAL</u>	\$175,058	\$132,784
Merchant Wholesalers	\$105,897	93,487
Manufacturers sales branches, sales offices	17,241)	
Petroleum Bulk Plants	18,182)	
Merchandise agents, brokers	7,863)	
Assemblers of farm products	25,875)	39,297
<u>TOTAL RECEIPTS</u>	<u>\$22,508</u>	<u>\$16,426</u>
Personal Services	6,501	5,499
Business Services	2,510	2,275
Auto Repair Services	4,517	2,731
Miscellaneous Repair Services	2,400	1,845
Amusement-Recreation	3,385	1,900
Hotels-Motels	3,195	2,176

RELATIONSHIP BETWEEN ORLANDO - ORANGE COUNTY
AND COUNTIES IN THE PRIMARY TRADE AREA

Figure 2 shows graphically that all the counties comprising the Primary Trade Area experienced substantial population increases since 1930. According to estimates of county populations prepared by the Bureau of Economic and Business Research, College of Business Administration, University of Florida, as of July 1, 1957, these counties had a population of 391,600, an increase of 83.5% over 1950. In this period, 1950-1957, the estimates indicate that the population of Orange County increased 88.5% and that of the other four counties of the Primary Trade Area (Brevard, Lake, Osceola and Seminole), 78.0%. Of the four counties, exclusive of Orange, Brevard County reflected the greatest population increase from 1950 to 1957, an increase of 203%; the second and third greatest increases were recorded in Seminole (49%) and Lake (31.4%) Counties.

The following tables (Table 11 thru 15) reflect considerable information pertinent to the resources, economy and incomes of the four counties of the Primary Trade Area, exclusive of Orange County.

TABLE 11
AGRICULTURAL ASSETS

<u>COUNTIES</u>	<u>ACREAGE IN FARMS</u>	<u>% OF AREA IN FARMS</u>	<u>NUMBER OF BEARING CITRUS TREES (IN 000'S)</u>	<u>TRUCK ACREAGE</u>
Brevard	660,480	64.7	1,182	1,275
Lake	637,440	50.1	5,120	4,785
Osceola	848,000	98.5	385	200
Seminole	205,440	88.7	638	5,915

TABLE 12
GROSS INCOME BY MAJOR INDUSTRIAL CATEGORIES - 1952
FROM REPORT OF BUREAU OF BUSINESS ADMINISTRATION
UNIVERSITY OF FLORIDA
 (IN 000 DOLLARS)

<u>COUNTIES</u>	<u>MANUFAC- TURING</u>	<u>AGRICUL- TURE</u>	<u>CONSTRUC- TION</u>	<u>RETAIL & WHOLESALE</u>	<u>SERVICES</u>	<u>GOVERN- MENT</u>
Brevard	\$1,557	\$3,829	\$2,372	\$5,464	\$5,826	\$13,138
Lake	2,876	19,617	2,045	8,009	4,320	6,622
Osceola	652	654	406	1,735	1,026	2,344
Seminole	1,809	9,547	894	4,369	2,810	5,219

TABLE 13
TOTAL PERSONAL INCOME - 1956
FROM REPORT OF BUREAU OF BUSINESS ADMINISTRATION
UNIVERSITY OF FLORIDA
 (IN 000 DOLLARS)

<u>COUNTIES</u>	<u>TOTAL PERSONAL INCOME</u>	<u>PER CENT DISTRIBUTION BY MAJOR INDUSTRY</u>				
		<u>AGRICUL- TURE</u>	<u>MANUFAC- TURING</u>	<u>RETAIL & WHOLESALE</u>	<u>SERVICES</u>	<u>GOVERNMENT</u>
Brevard	\$102,435	4.2	1.9	10.3	36.4	23.6
Lake	81,058	37.1	4.0	13.4	8.5	12.8
Osceola	13,033	17.1	6.3	16.5	10.7	26.4
Seminole	43,830	13.9	5.1	15.0	8.5	30.5

TABLE 14
VALUE OF RETAIL SALES
 (IN 000 DOLLARS)

<u>COUNTIES</u>	<u>1948*</u>	<u>1954*</u>	<u>1957**</u>
Brevard	16,916	38,700	87,537
Lake	23,630	43,128	54,150
Osceola	7,942	12,983	17,565
Seminole	17,783	23,466	32,688

*U. S. Census Surveys 1948 and 1954

**Sales Management

TABLE 15
PER CAPITA INCOME - 1956
FROM REPORT OF BUREAU OF BUSINESS ADMINISTRATION
UNIVERSITY OF FLORIDA

COUNTIES

Brevard	\$1,915
Lake	1,739
Osceola	951
Seminole	1,204
State	1,710

The effects of the Canaveral Missile Base and the Patrick Air Force Base in Brevard County are clearly indicated in the foregoing tables. Similarly the Martin Plant and other governmental establishments in Orange and Seminole Counties not only contribute to the economics of the immediate areas in which they are located but they all in the aggregate contribute to the economy of Orlando and Orange County and again emphasize the importance of Orlando as a central marketing, servicing and cultural center.

Studies conducted by the Florida Industrial Commission during March, 1958, revealed that 381 workers residing in Brevard County worked in Orange County and 1,564 workers employed in Brevard County reside in the Orlando area. And similarly, 1,716 workers residing in Osceola County, 432 workers residing in Osceola County also work in the Orlando area. This information shows how closely the industrial opportunity of the Primary Area is tied to Orlando and Orange County.

CHAPTER III

POPULATION

The people are the city. Where they live and work, their age, racial and sex characteristics and the anticipations of their increase are all important factors contributing to the development plan of the city.

The relation between density and distribution of population and the places where people do business and work influence the extent and kind of circulation facilities that must be provided. The relative distribution and incidence of the younger age groups influence the location of schools, also the locations and kinds of recreation facilities that should be provided. The distribution and density of population and its movements within the city have direct bearings on the various utility services and transit system to move the people about. Therefore, a knowledge of people, their movements and characteristics are fundamental to any planning program.

Florida is the fastest growing large state in the United States. In the period 1920-1958, its population increased more than four times - from 968,000 to more than 4,442,000. Since 1950, 1,671,000 new permanent residents have moved into Florida and currently, it is estimated that an average of 3,855 new residents are entering the state to reside each week.

The distribution of population is not uniform thruout the State. The Bureau of Business and Economic Research of the University of Miami has divided the State into three population growth areas - the Southern, Central and Northern. Population growth in the Southern portion has been greatest, that in the Central portion second and that in the Northern portion, third. The sixteen counties included

within the central portion are Brevard, Citrus, Flagler, Hernando, Hillsborough, Lake, Levy, Marion, Orange, Osceola, Pasco, Pinellas, Polk, Seminole, Sumter and Volusia.

Table 16 reflects the population growth in the three areas from 1950 to July 1, 1957. The estimates for the latter date were prepared by the Bureau of Economic Research and Business Research, College of Business Administration, University of Florida.

TABLE 16
REGIONAL GROWTH - FLORIDA AREAS

<u>AREA</u>	<u>POPULATION</u>		<u>% CHANGE</u> <u>1950-1957</u>
	<u>1950</u>	<u>1957 (EST)</u>	
Northern	914,984	1,230,400	34.4
Central	953,224	1,417,600	48.7
Southern	902,792	1,590,200	76.3
State	2,771,000	4,238,200	53.0
State Estimate for 1958		4,442,000	60.0

Of the sixteen counties included within the Central Area, Brevard has experienced the greatest population increase from 1950-1957 (204%), reflecting the activities at the Patrick Air Force Base and the Missile Base at Canaveral. According to an estimate made by the Air Force Test Center's Office of Operations, the population of Brevard County as of November, 1958, approximated 95,000 or an increase of 304% since 1950. The second fastest growing county was Orange (88%) and the seventh, Seminole (48.7%). These three counties are included within the Orlando Primary Trade Area referred to previously.

These data again emphasize the growth potential of the Central Florida area, pointing particularly to the importance of Orlando as the focal center.

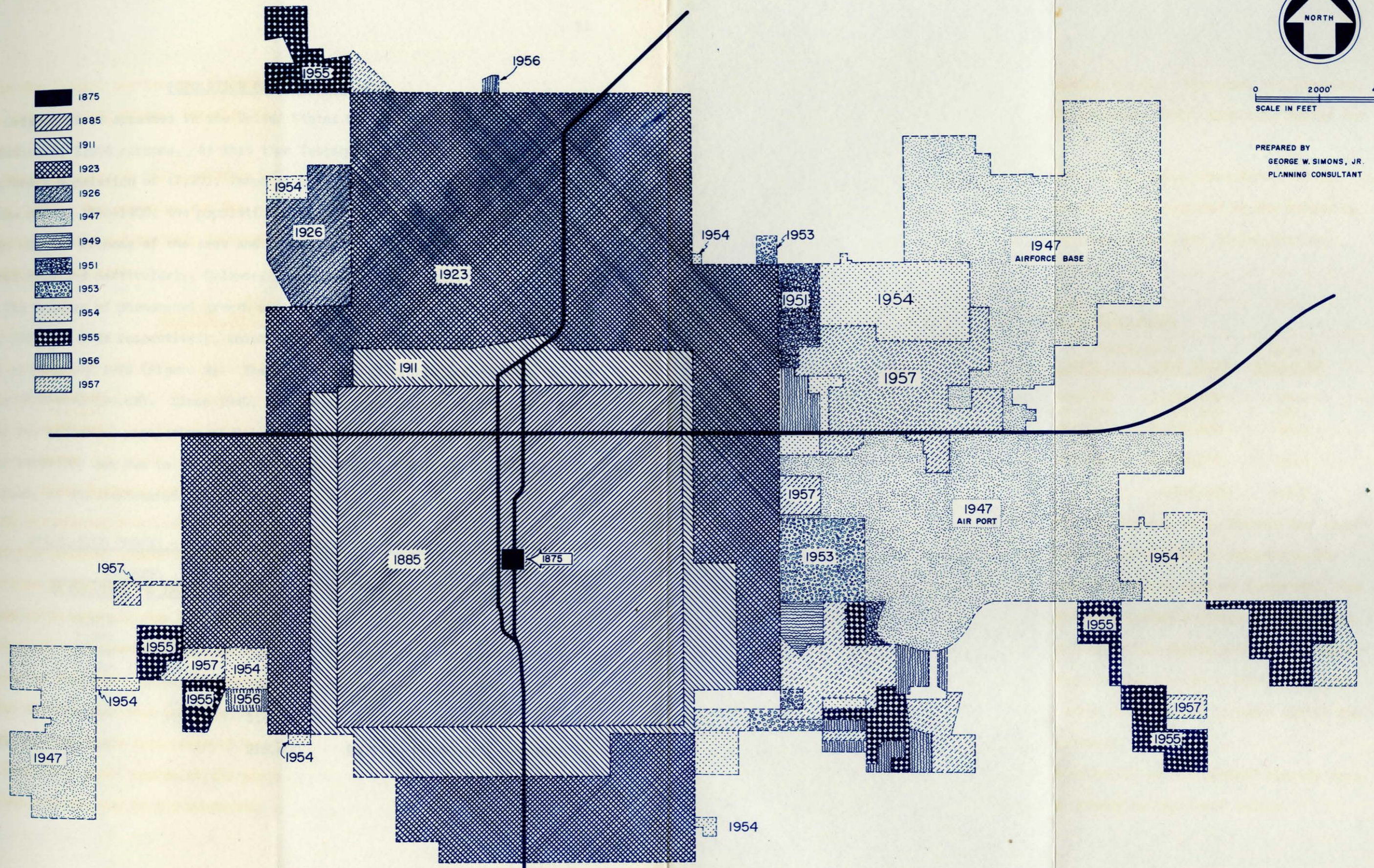
CITY OF ORLANDO, FLORIDA



0 2000' 4000'
SCALE IN FEET

PREPARED BY
GEORGE W. SIMONS, JR.
PLANNING CONSULTANT

- 1875
- 1885
- 1911
- 1923
- 1926
- 1947
- 1949
- 1951
- 1953
- 1954
- 1955
- 1956
- 1957



GROWTH BY CORPORATE AREA EXPANSION

POPULATION GROWTH OF ORLANDO

Orlando first appeared in the United States Census Report of 1890 with a population of 2,856 persons. At that time Jacksonville, the largest city in the State had a population of 17,201, Tampa of 5,532 and there was no Miami. Excepting the decade 1890-1900, the population growth since 1900 has been steadily upwards. As the economy of the area and the State improved, the population of the Central area and particularly, Orlando, increased substantially, as shown in Table 17. The decades of phenomenal growth were those from 1910-1920 and 1920-1930, being 139% and 194% respectively, which reflect principally the corporate expansions of 1911 and 1926 (Figure 3). The lowest rate of growth recorded was in the decade 1930-1940 (34.6%). Since 1940, the upward trend has accelerated until currently the estimated population of Orlando exceeds 81,000. The decline in the decade 1890-1900 was due to the great freeze of 1895 and that in the decade 1930-1940, to the depression of the '30's.

TABLE 17
POPULATION GROWTH - ORLANDO - ORANGE COUNTY - PRIMARY TRADE AREA

	<u>ORLANDO</u>		<u>ORANGE COUNTY</u>		<u>PRIMARY TRADE AREA</u>	
	<u>POPULATION</u>	<u>% INCREASE</u>	<u>POPULATION</u>	<u>% INCREASE</u>	<u>POPULATION</u>	<u>% INCREASE</u>
1890	2,856	-	12,584	-	27,152	-
1900	2,481	-13.2	11,374	- 9.6	27,443	1.1
1910	3,894	57.0	19,107	68.0	38,840	41.0
1920	9,282	139.0	19,890	4.1	59,320	53.0
1930	27,330	194.0	49,737	150.1	115,615	95.0
1940	36,736	34.6	70,074	40.9	145,974	26.2
1950	52,367	42.5	114,950	64.0	213,232	46.2
1957 (est)	81,000		216,400	88.5	391,600	83.5

POPULATION GROWTH OF ORLANDO AND ORANGE COUNTY
EXCLUSIVE OF ORLANDO

TABLE 18
GROWTH OF ORLANDO COMPARED WITH THE GROWTH IN
ORANGE COUNTY EXCLUSIVE OF ORLANDO

	<u>ORLANDO</u>	<u>%</u>	<u>ORANGE</u> <u>COUNTY</u>	<u>%</u>	<u>AREA OF COUNTY</u> <u>OUTSIDE ORLANDO</u>	<u>%</u>
1910	3,894	-	19,107	-	15,213	-
1920	9,282	139.0	19,890	4.1	10,608	- 30.2
1930	27,330	194.0	49,737	150.1	22,407	111.0
1940	36,736	34.6	70,074	40.9	33,338	48.7
1950	52,367	42.5	114,950	64.0	62,583	88.0

Table 18 shows how the population growth and rate of increase within the corporate limits of Orlando has compared with the growth and rate of increase within the area of Orange County exclusive of Orlando. While the population growth within the corporate area increased 139% in the decade 1910-1920, the growth in the county area exclusive of Orlando declined 30.2%, which was in a large measure due to an expansion of the corporate area in 1911. The increase of 194% within the corporate area in the decade 1920-1930 reflects the large corporate expansion of 1926 (Figure 3). In that decade, the growth in the area of the county exclusive of Orlando was 111% - somewhat less than the growth within the city. In the succeeding decades however, 1930-1940 and 1940-1950, the rate of population growth in the county area exceeded that within the city despite the various corporate expansions of later years. These increased rates of growth in the county area reflect the trend of movement to areas outside the city and the beginnings of urbanization. This trend was recognized by the Bureau of the Census in their 1950 report wherein the Orlando Urbanized Area was included. Of the 62,583 persons in the County area outside Orlando the Census reported that 20,796 resided contiguous to the city including Winter Park.

The populations for the various decade periods in the county area exclusive of the city shown in Table 18 included the populations of the various corporate areas of the county exclusive of Orlando, which in the aggregate increased from 9,075 in 1930 to 18,964 in 1950.

In the two decades, 1930 to 1950, characterized by phenomenal growth and expanding urbanization the population of the State increased 4.4% per year, that of Orange County 6.5% per year, that of the Primary Trade Area 4.2% per year and that of Orlando, 4.6% per year.

DISTRIBUTION AND DENSITY OF POPULATION

Thru the years of growth and corporate area expansion, the population of Orlando has not been static. While some areas of the city have manifested considerable population increase, other have shown little or no increase and in some there has been a decline. These movements are perfectly natural and orderly in any community that has experienced a great economic advance.

Figures 4 and 5 show population movements in various portions of Orlando for the decades 1930 to 1950, also for 1940 to 1950, respectively. The data shown on these diagrams was taken from the populations of official enumeration districts for the various decade periods as defined by the Bureau of the Census. Figure 4 divided into larger segments shows the trend of growth which is steady yet substantial, particularly in the northwest quadrant of the city. Unfortunately these data relate only to the corporate area as of 1950.

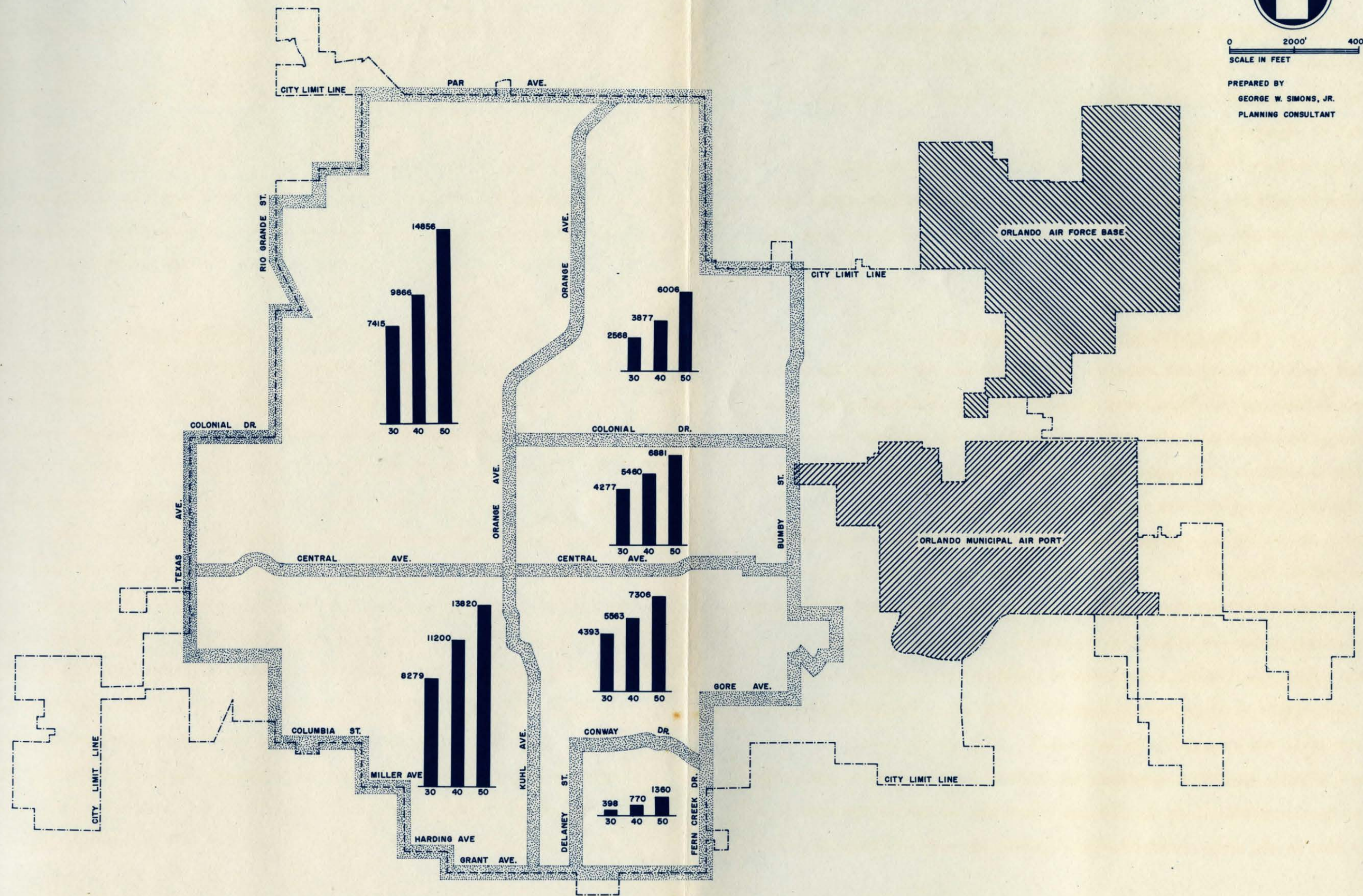
Figure 5 showing population movements for 1940-1950 covers smaller areas and therefore is more meaningful. It will be noted that the population movement in the central area of the city, north of Central Avenue and east of Orange Avenue

CITY OF ORLANDO, FLORIDA



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SCALE IN FEET

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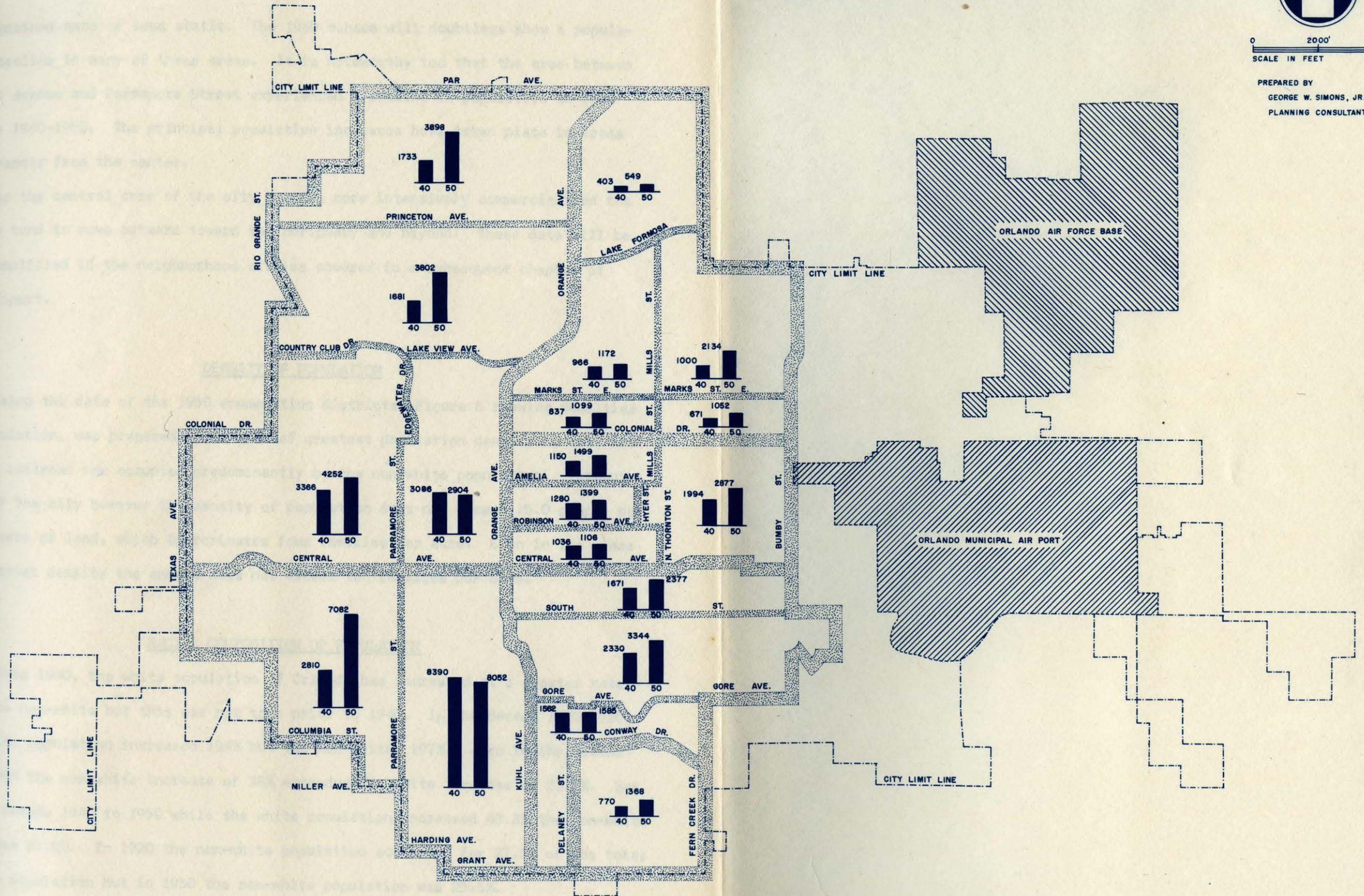


AREAS OF POPULATION CHANGE 1930 - 1940 - 1950

CITY OF ORLANDO, FLORIDA



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AREAS OF POPULATION CHANGE 1940-1950

has remained more or less static. The 1960 census will doubtless show a population decline in many of these areas. It is noteworthy too that the area between Orange Avenue and Parramore Street experienced a decline in population in the decade 1940-1950. The principal population increases have taken place in areas more remote from the center.

As the central core of the city becomes more intensively commercialized the people tend to move outward toward the periphery and beyond. These data will be more amplified in the neighborhood studies covered in a subsequent chapter of this report.

DENSITY OF POPULATION

Using the data of the 1950 enumeration districts, Figure 6 showing densities of population, was prepared. The area of greatest population density is that west of the railroad now occupied predominantly by the non-white population. Thruout most of the city however the density of population does not exceed 15.0 people per gross acre of land, which approximates four families per acre. Even in the areas of greatest density the amount does not exceed ten families per acre.

RACIAL COMPOSITION OF POPULATION

Since 1940, the white population of Orlando has increased at a greater rate than the non-white but this was not true prior to 1940. In the decade 1920-1930, the white population increased 194% but the non-white, 197%. Also in the decade 1930-1940 the non-white increase of 38% exceeded the white increase of 33.2%. But in the decade 1940 to 1950 while the white population increased 48.3% the non-white increased 27.9%. In 1920 the non-white population accounted for 27.5% of the total Orlando population but in 1950 the non-white population was 25.6%.

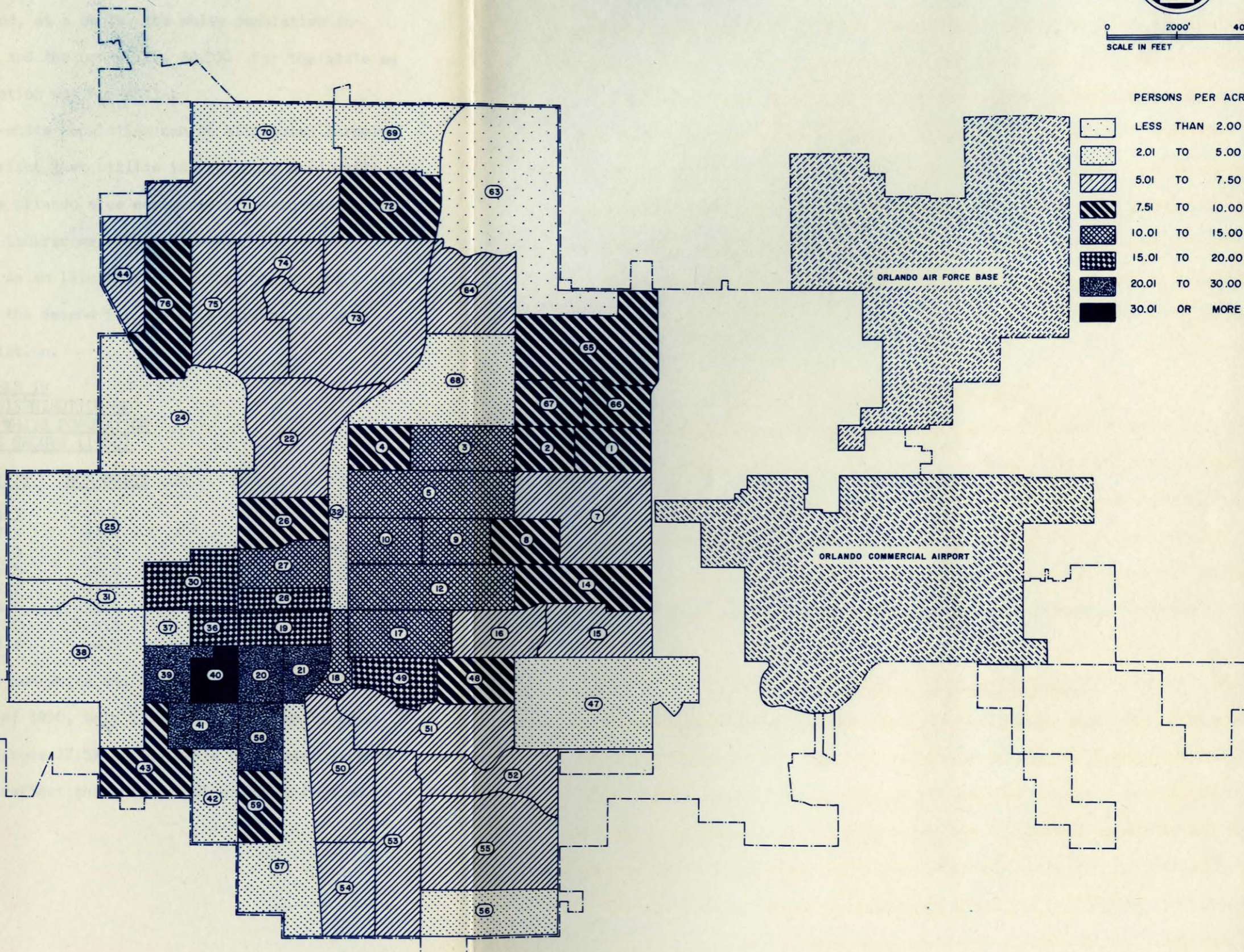
CITY OF ORLANDO, FLORIDA

PREPARED BY
GEORGE W. SIMONS, JR.
PLANNING CONSULTANT



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SCALE IN FEET

DISTRICT NO.	1950 POPULATION	DWELLING UNITS	GROSS AREA IN ACRES	PERSONS PER ACRE	WATER IN ACRES
1	582	214	65.65	8.95	0.
2	470	175	52.22	9.03	0.
3	657	268	46.81	14.28	9.89
4	442	179	52.22	8.50	0.
5	522	691	138.77	11.03	0.
6	1344	444	193.98	6.89	0.
7	534	189	59.68	8.90	0.
8	653	337	59.68	10.88	0.
9	754	295	59.68	12.56	0.
10	1134	379	109.15	10.40	25.83
11	999	371	102.15	9.79	0.
12	656	197	99.28	6.62	0.
13	461	200	68.52	6.77	12.05
14	1260	625	88.32	14.31	0.
15	416	84	33.86	12.23	0.
16	1173	311	59.68	19.55	0.
17	1410	413	49.24	28.77	0.
18	897	159	37.87	23.60	0.
19	715	409	130.53	5.50	75.16
20	764	318	220.56	3.47	68.00
21	1670	544	388.89	4.29	48.20
22	655	340	82.18	7.98	0.
23	676	192	40.40	14.40	0.
24	766	212	38.79	19.64	0.
25	1641	463	91.08	18.04	0.
26	177	59	62.90	2.80	0.
27	301	115	61.86	4.85	0.
28	493	60	29.84	16.43	0.
29	85	38	29.84	2.83	0.
30	733	186	264.08	2.77	16.33
31	1211	306	52.97	22.84	0.
32	1741	451	42.52	41.45	0.
33	1789	435	61.98	28.85	0.
34	248	76	77.59	3.17	0.
35	782	223	102.27	7.66	0.
36	364	124	69.78	5.20	0.
37	1123	404	269.56	4.17	6.38
38	613	268	64.16	9.57	0.
39	986	527	60.60	16.16	0.
40	809	393	146.12	5.54	3.67
41	622	259	105.02	5.92	55.67
42	654	262	97.00	6.74	11.93
43	931	373	133.84	6.94	24.33
44	505	171	93.27	5.43	2.23
45	1030	371	180.55	5.72	46.14
46	335	108	117.98	2.83	0.
47	642	202	184.74	3.48	0.
48	1653	461	58.19	28.50	0.
49	547	170	61.17	8.95	0.
50	549	183	318.47	1.72	90.44
51	506	199	80.78	6.32	50.53
52	1198	415	126.77	9.43	0.
53	434	155	55.95	7.75	0.
54	502	197	60.66	8.22	0.
55	666	285	175.16	3.80	32.59
56	714	282	147.38	4.85	0.
57	466	185	180.21	2.58	0.
58	1571	599	294.07	5.34	0.
59	1147	425	127.58	9.03	0.
60	1186	494	218.77	5.44	122.00
61	969	347	151.68	6.37	0.
62	704	261	110.42	6.40	0.
63	943	335	125.57	7.54	0.
TOTAL	52,180	18,413	6,970.39	7.48	721.37
(AVERAGE)					



DENSITY OF POPULATION 1950

For Orange County on the other hand, as a whole, the white population increased in the 1940-1950 decade, 73.5% and the non-white, 34.5%. For the state as a whole as of 1950, 21.8% of the population was non-white.

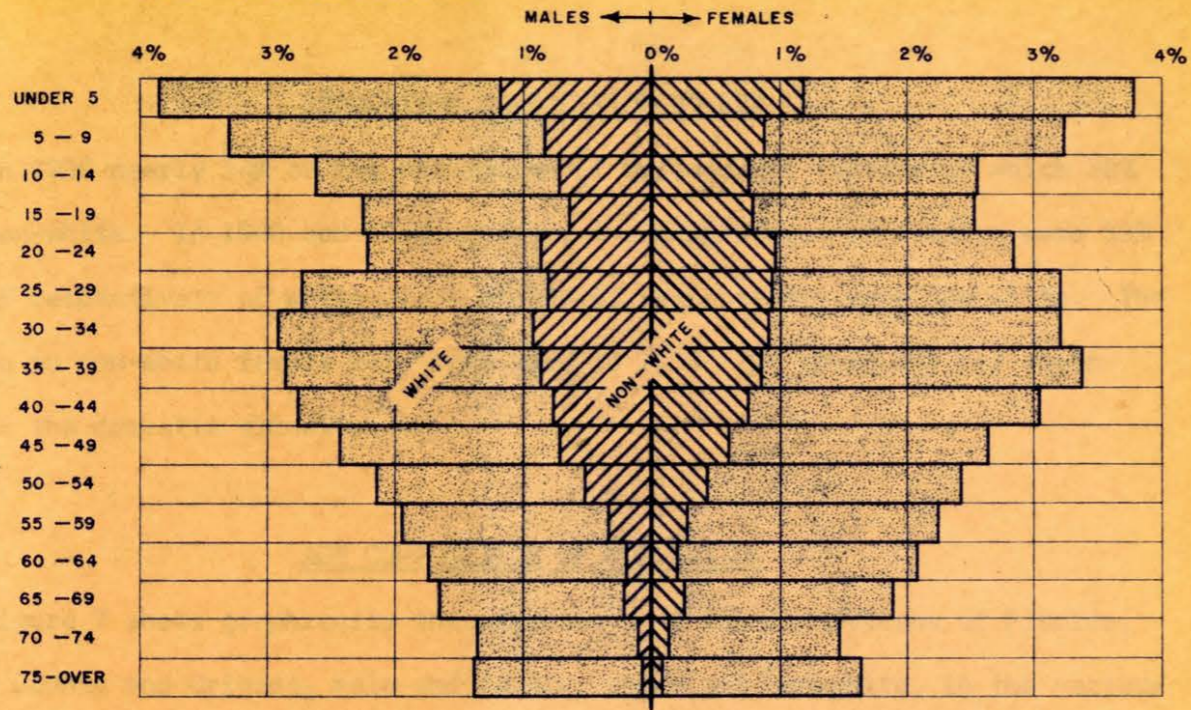
These changes in the trend of non-white population can be attributed largely to the influx of businesses and enterprises that utilize increasingly more white workers. In the earlier years when the Orlando area was more active in the lumber and naval stores economy the non-white laborer was in great demand but within recent years the economy has changed. As an illustration, modern mechanisms available to the home have greatly lessened the demand for domestic workers who were formerly drawn from the non-white population.

TABLE 19
PERCENTAGE DISTRIBUTION OF
WHITE AND NON WHITE POPULATION
BY MAJOR AGE GROUPS (1950)

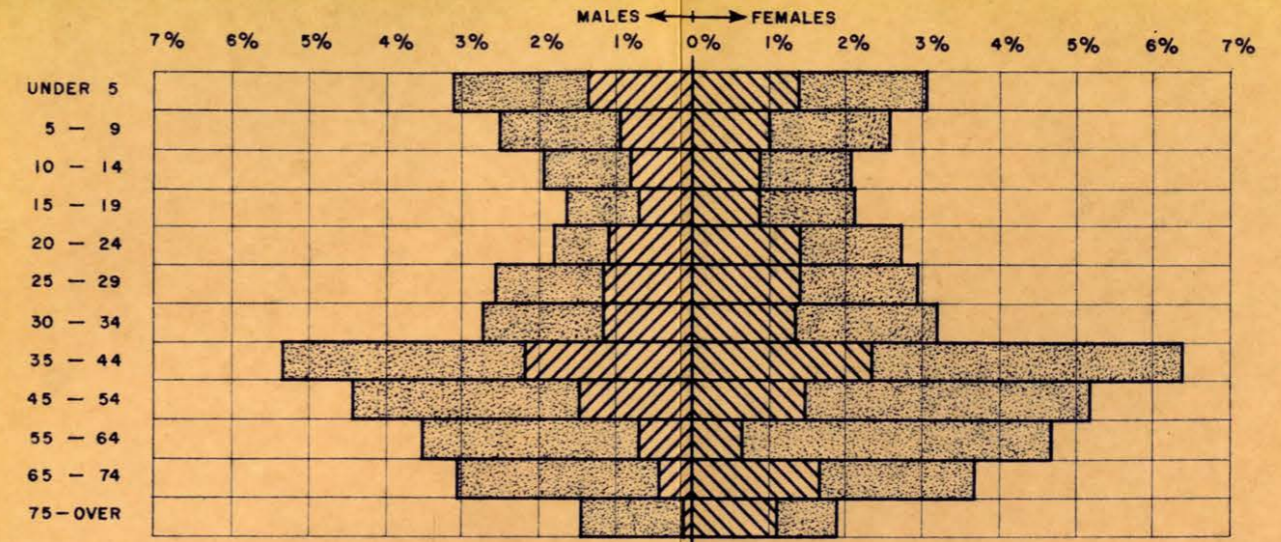
<u>AGE GROUP</u>	<u>WHITE</u>	<u>NON WHITE</u>
0- 4	8.2	10.9
5-14	12.3	14.4
15-24	11.0	16.3
25-34	15.3	19.4
35-44	15.7	17.6
45-54	13.1	11.6
55-64	11.0	5.3
65 & over	13.4	4.5

Table 19 shows the distribution of non-white and white population by major age groups. It will be noted that, as of 1950, only 21.4% of the non-white population were 45 years of age and over whereas 37.5% of the white population were in this older age group. This may easily reflect the presence of an older retired group of white people in Orlando.

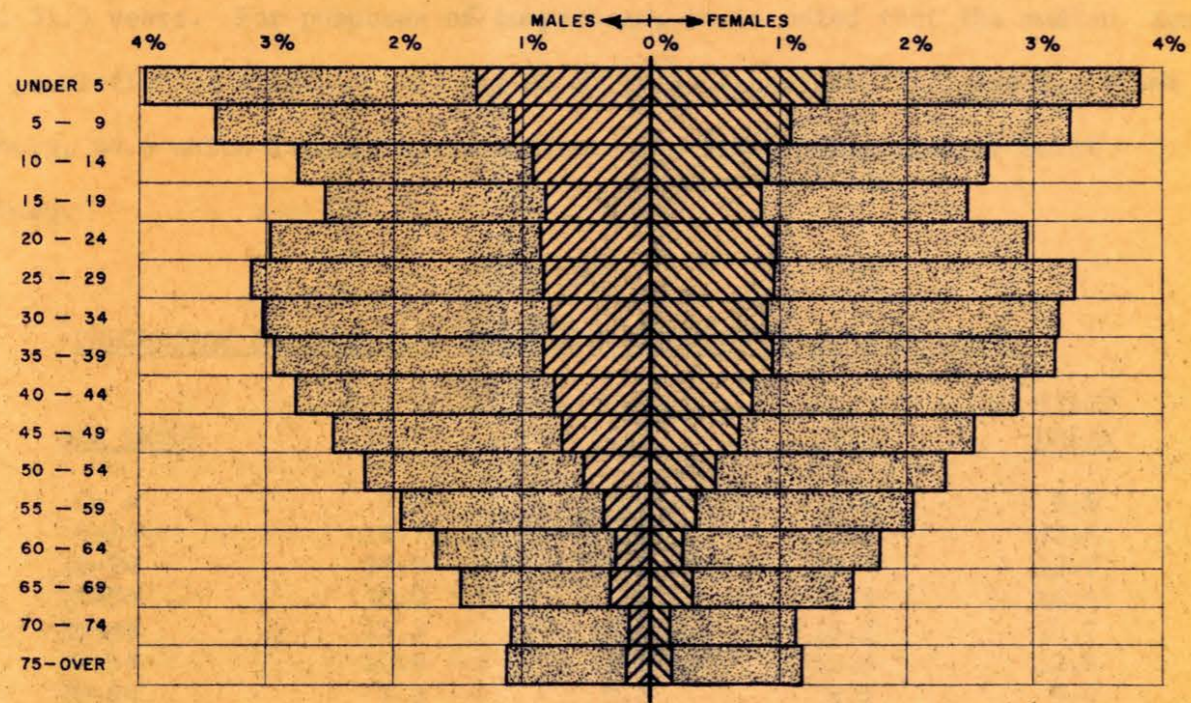
1950—ORANGE COUNTY



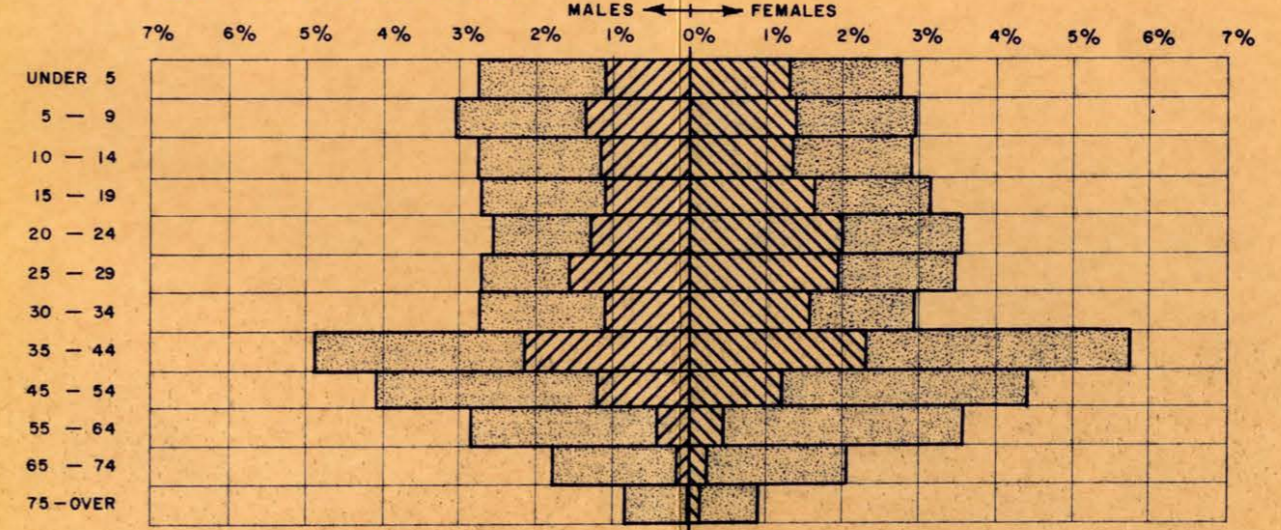
1950—CITY OF ORLANDO



1950—STATE OF FLORIDA



1930—CITY OF ORLANDO



POPULATION AGE GROUPS
FLORIDA 1950 - ORANGE COUNTY 1950 - ORLANDO 1930 & 1950

POPULATION COMPOSITION BY SEX

In 1930 nearly 54% of the population of Orlando was females of which 28% were non-white. In 1940 and 1950 however, the percentages of females were 53% and 54% respectively of which 27.2% and 24.8% respectively were non-white. The decline in non-white female rate from 1930 to 1950 (28% to 24.8%) may again reflect the domestic situation.

AGE COMPOSITION OF POPULATION

Figure 7 shows graphically the percentage of the populations of Florida, Orange County and Orlando, male and female, white and non-white, in the various major age group classifications. In 1950, the median age of the Orlando population was 34.7 years whereas for the State it was 30.6 years, for the United States, 31.5 years. For purposes of comparison, it is noted that the median age of the population of Miami in 1950 was 35.8, of Jacksonville, 31.0 but for Saint Petersburg, 44.6 which latter figure reflects the older population of Saint Petersburg.

TABLE 20

PERCENTAGE DISTRIBUTION OF ORLANDO POPULATION BY AGE GROUPS

<u>AGE GROUP</u>	<u>1930</u>	<u>1940</u>	<u>1950</u>	<u>STATE URBAN</u>
0- 4	7.9	5.8	8.9	9.6
5-14	16.7	13.8	12.8	13.6
15-24	17.9	17.3	12.4	13.7
25-34	18.0	18.7	16.4	16.6
35-44	15.3	16.0	16.2	15.7
45-54	10.8	11.6	12.8	12.5
55-64	7.2	8.1	9.5	9.0
65 & over	6.2	8.5	11.2	9.1

Table 20 shows the distribution of Orlando population by age groups for the years 1930, 1940 and 1950 and also for the Florida Urban population of 1950. From 1930 to 1950 the population of Orlando aged; whereas in 1930, 24.2% was older than 45 years, in 1950, 33.5% was within the older age group. Those 65 years of age and older increased from 6.2% of the population in 1930 to 11.2% in 1950. For the Florida Urban population 9.1% were 65 years of age and older. As will be shown subsequently, a change has taken place since 1950 and Orlando is becoming increasingly a community of younger rather than older people signifying an alertness and dynamism. The fact however that in 1950 nearly 50% of the population were 35 years and older shows the necessity of giving more and more consideration to the recreational needs of old as well as younger people.

POPULATION GROWTH, 1950-1958

The period 1950-1958, has been one of phenomenal growth thruout Florida as already shown. Population growth has been especially active in the Central Area of the State of which Orange County and Orlando are a part.

ORANGE COUNTY

Since 1950, the population of Orange County increased some 103% to July, 1958, from 114,950 to approximately 234,000. When compared with the 1940-1950 rate of growth of 64%, there is every indication that the 1950-1960 rate will continue or exceed considerably that of the preceding decade. During the 1950-1958 period the population of the state increased some 44%. The white population of the County is currently increasing at a rate faster than that of the non-white, the rates being 58% and 31.8% respectively.

THE ORLANDO URBAN AREA

In 1950, the area defined by the United States Census Bureau as the Orlando Urban Area had a population of 73,163. Using the standards outlined by the Bureau of the Census an effort was made to redefine the Orlando Urban Area using accurate information showing the distribution of school children thruout the urbanized area around Orlando. As of April, 1957, this area had a population approximating 161,558 which reflected an increase of 120% since 1950. As of November, 1958, however, the population of the defined urban area approximated 170,820, an increase of 133% since 1950. As in the County, the white population of the urban area experienced an increase of 105% as compared with the non-white increase of 38.2%.

The growth in the urbanized area, including the cities of Orlando and Winter Park and the County areas contiguous thereto, emphasizes further the increasing development of areas outside the corporate limits of Orlando but still within the orbit of the city's influence. These areas may ultimately be absorbed by the City.

THE CITY OF ORLANDO

The population of the City is increasing at a rate somewhat greater than in the decade 1940-1950, which may be attributed in part, to the annexations made since 1950. The policy of annexing fast growing fringe areas has enabled the City to grow younger rather than older as the age categories between 1940 and 1950 indicate (Table 20). The increase in the white population has been at a rate greater than that of the non-white population, the rates being 54% and 20%, respectively.

As a result of the population and land use studies, the population of the city was estimated to be 76,000 as of April, 1957. An estimate based on continued studies would place the population of Orlando, within the corporate area, between 84,000 and 87,000 as of November, 1958. This represents an increase of nearly 64% between 1950 and 1958. As of April, 1957, approximately 21% of the population was non-white compared with 25.5% in 1950.

The lagging rate of non-white population indicates, in all probability, that there is little growth due to immigration. Most of the recorded growth is natural. Then too, the type of industrial enterprise coming into the Orlando area utilizes a proportionately larger number of white workers.

TABLE 21

AGE DISTRIBUTION, ORLANDO POPULATION, 1950-& 1957

	WHITE				NON WHITE			
	1950		1957		1950		1957	
	TOTAL	%	TOTAL	%	TOTAL	%	TOTAL	%
Pre School	3,775	9.68	6,969	11.65	1,680	12.55	2,380	14.83
Elementary School	3,350	8.59	7,359	12.44	1,340	10.01	2,444	15.23
Junior & Senior High	2,054	5.27	4,355	7.36	885	6.61	1,287	8.02
65 years and over	5,241	13.45	5,581	9.43	598	4.50	*	*

*No figures on non-white 65 years and over

AGE DISTRIBUTION WITHIN ORLANDO

Since 1950, the age distribution of the population has changed markedly indicating that the city has become considerably younger (Table 21). This observation holds true for both the white and non-white population. Apparently more young people with children are moving into the area in proportion to the number of old people without children. Simultaneously, the percentage of retirement people in

the population has declined significantly. In 1950, the older people (65 years of age and older) comprised 13.5% of the white population whereas today, they comprise but 9.4%. While the population of the city as a whole has increased 65%, the age group of 65 years and older has increased only 6.5%, which indicates some decline in the importance of the retirement industry to the immediate Orlando economy.

The extent of the change in age distribution is further reflected in the study of children of school age. Altho the white population of the city has increased substantially since 1950, the number of white children of school age has increased 116.8%. A similar change has taken place among the non-white children - 19.9%. The number of school children - white and non-white - has increased 67.7%.

DISTRIBUTION OF POPULATION BY HOUSE TYPES, 1957

41% of the City's white population lives in low to medium priced, post war residential developments. The age distributions in this house type and the average number of persons per household again reflect that they are the young family group with large numbers of children and few people of the retirement age. The number of persons per household in this group varies from 3.23 to 3.97 compared with 3.11 for the entire white population of the city as a whole.

30% of the City's white population lives in the older sections of the city fringing the Downtown area. For the most part these are good residential areas, but older and with different type of population. There are more older people and relatively fewer children. The average number of persons per household is only 2.57.

10% of the City's white population lives in older dwelling areas not as substantial as those preceding. In these areas are found practically all the substandard dwellings of white occupancy. These areas are frequently blighted by the encroachment of commerce and industry. As compared with the preceding group there is a considerably larger school age population and fewer aged people living in them.

The majority, or approximately 68% of the non-white population lives in the centrally located Holden Street and Callahan neighborhoods. A substantial number however, about 10%, have moved to the newer Washington Shores area and the more recently constructed private apartment developments. In the non-white population the average number of persons per household is 3.97.

Only 5% of the white population lives in multiple dwellings or institutions, but 29% of the non-whites lives in multiple dwellings. This substantiates the land use observations that Orlando is predominantly a city of one family dwellings. Altho Public Housing is of minor importance in the housing of the white population (2.4% of the total), it is a major factor in the non-white housing picture. 22% of the non-white population lives in Public Housing.

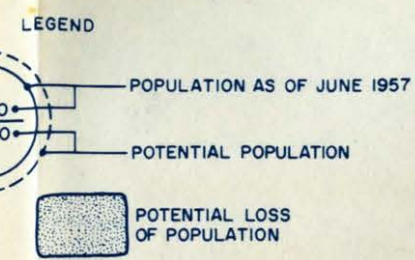
FUTURE ANTICIPATIONS

The foregoing data reflects historically the population growth of Orange County, the Orlando Urban Area and the City of Orlando. It also pictures the characteristics of the population and its distribution.

Altho the trend of growth thru the years and more particularly since 1950, has been encouraging and gratifying, it is difficult to predict with any degree of finality what the long range future holds in store. Needless to say all indices now point toward a continuing high rate of growth for the short range, but as the years pass and the area attains more maturity, the rate of growth may decline from

CITY OF ORLANDO, FLORIDA

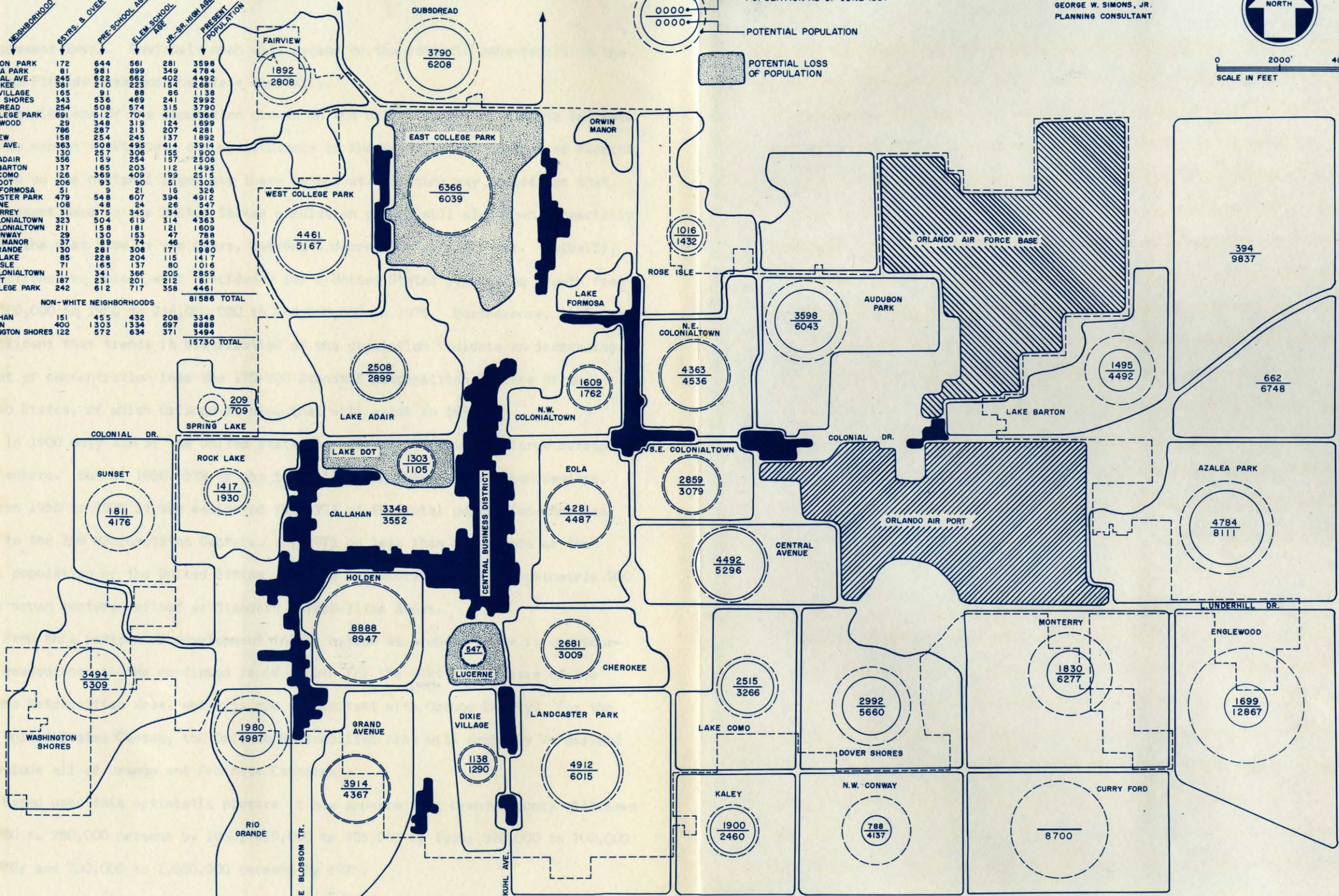
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GEORGE W. SIMONS, JR.
PLANNING CONSULTANT



NEIGHBORHOOD	65 YRS. & OVER	PRE-SCHOOL AGE	ELEM. SCHOOL AGE	JR.-SR. HIGH AGE	PRESENT POPULATION
AUDUBON PARK	172	644	561	281	3598
AZALEA PARK	81	981	899	349	4784
CENTRAL AVE.	245	822	562	402	4492
CHEROKEE	381	210	223	154	2681
DIXIE VILLAGE	165	91	88	86	1138
DOVER SHORES	343	536	469	241	2992
DUBSDREAD	254	508	574	315	3790
E. COLLEGE PARK	691	512	704	411	6366
ENGLEWOOD	29	348	319	124	1699
EOLA	786	287	213	207	4281
FAIRVIEW	158	254	245	137	1892
GRAND AVE.	363	508	495	414	3914
KALEY	130	257	306	155	1900
LAKE ADAIR	356	159	254	157	2508
LAKE BARTON	137	165	203	112	1495
LAKE COMO	126	369	409	199	2515
LAKE DOT	206	93	90	51	1303
LAKE FORMOSA	51	9	21	16	326
LANCASTER PARK	479	548	607	394	4912
LUCERNE	108	48	24	26	547
MONTERREY	31	375	345	134	1830
N.E. COLONIALTOWN	323	504	619	314	4363
N.W. COLONIALTOWN	211	158	181	121	1609
N.W. CONWAY	29	130	153	47	788
ORWIN MANOR	37	89	74	46	549
RIO GRANDE	130	281	308	171	1980
ROCK LAKE	85	228	204	115	1417
ROSE ISLE	71	165	137	80	1016
S.E. COLONIALTOWN	311	341	366	205	2859
SUNSET	187	231	201	212	1811
W. COLLEGE PARK	242	612	717	358	4461

NON-WHITE NEIGHBORHOODS

CALLAHAN	151	455	432	208	3348
HOLDEN	400	1303	1334	697	8888
WASHINGTON SHORES	122	572	634	371	3494
TOTAL					15730



NEIGHBORHOOD PATTERN

the present level. Obviously much will depend on the economic enhancement of the Central Florida area and the State generally.

Predictions of the population growth in the United States as a whole indicate what to expect in Florida, and particularly in the Metropolitan Centers of Florida. Experts on the national level say there is not at this time any indication that the present boom in the United States population growth will slow down appreciably within the next five or ten years, barring a depression or major war. Actually, predictions are voiced with confidence for a United States population growth from 150,000,000 in 1950 to 216,000,000 to 244,000,000 in 1975. Furthermore, it is very significant that trends in distribution of the population indicate an increasing amount of concentration into the 170-200 Standard Metropolitan Centers of the United States, of which Orlando is one, that will exist in 1975.

In 1900 only 33% of the United States population lived in the large metropolitan centers. But by 1950, 57% of the total lived in these major urban centers. Between 1950 to 1955 it was estimated that 97% of the total population increase went to the 168 Metropolitan Centers. By 1975 no less than two-thirds of the total population of the United States will be concentrated into approximately 200 large urban centers defined as Standard Metropolitan Areas.

From this pattern of development in the nation as a whole there is considerable reassurance in the continued rapid growth for the next 15-20 years of the Orlando Metropolitan Area, which is now concomitant with Orange County. For the 1960 United States Census, the Orlando Metropolitan Area will probably be defined to include all of Orange and Seminole Counties.

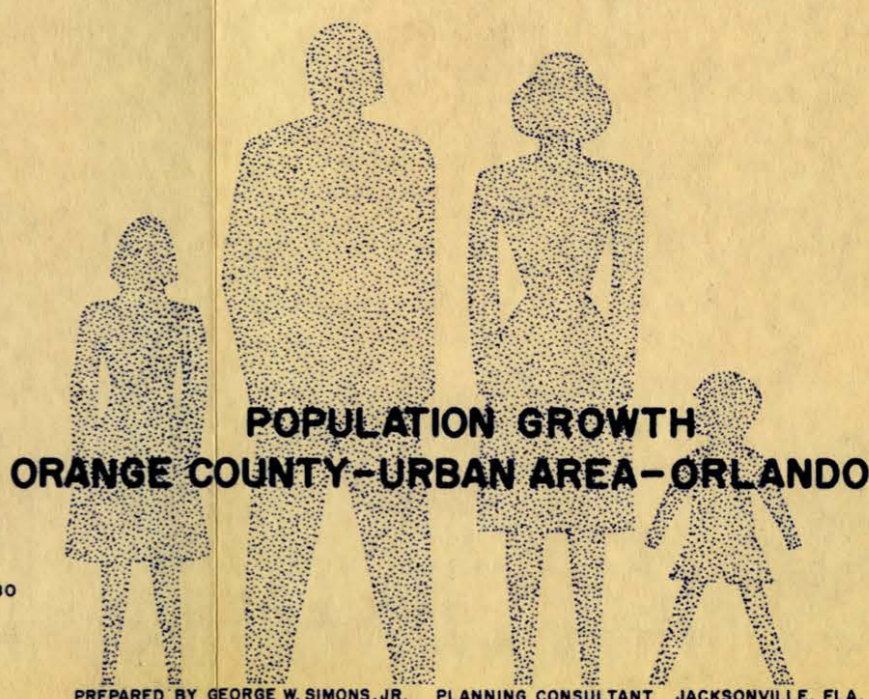
Based upon this optimistic picture it now appears that Orange County will have 270,000 to 280,000 persons by 1960; 410,000 to 425,000 by 1965; 590,000 to 700,000 by 1970; and 700,000 to 1,000,000 persons by 1975.



SCALE
1 SQ. MILE

GROWTH BY CORPORATE
AREA EXPANSIONS

1911—5.6 SQ. MILES
1923—12.07 SQ. MILES
1926—12.41 SQ. MILES
1950—16.06 SQ. MILES
1958—20.81 SQ. MILES



PREPARED BY GEORGE W. SIMONS, JR. PLANNING CONSULTANT JACKSONVILLE, FLA.

The future population of Orlando will depend primarily on the extent to which the corporate area is expanded to absorb portions of the urban area surrounding it. Studies of the Neighborhood pattern (Figure 8) which extend beyond the present corporate limits but do not comprehend the outer limits of the urban area, revealed a population of about 100,000 in 1957. However, when the lands of this area are completely developed, the population would approach 170,000. Relatively, the course of growth within this area should proceed rather rapidly depending of course on the rate of economic development of the entire urban area. These estimates have resulted from the various population studies, land use observations, trend of new construction within the city and county and the installations of services of the Orlando Utilities Commission and the Florida Power Corporation.

Figure 9 shows graphically the population growth records of Orange County, Orlando and the Urban Area, historically and the anticipations of future growth. Shown also are the corporate areas of Orlando at various periods. Assuming Orlando to grow in the future at a rate comparable to the past, its 1970 population should approximate 150,000. However, a general annexation of territory as far west as Hiawasa Road, as far east as State Road 15 A, south to Lake Conway, and north to Lee Road - which area is now within the developed urban area - would result in a far larger population potential for the City of Orlando of at least 250,000 population.

CHAPTER IV

LAND USES

Thru the years, as the city has grown from its original central nucleus, by successive subdivisions of land, a pattern of land uses has evolved. Some land is used as the sites of commercial enterprises; some for residential purposes, some for railroads and industry, while still other land is devoted to streets, public and semi-public uses. Because of economic, natural or locational factors, each of the land uses is found in different parts of the city and its urban area. The many lakes in Orlando, the lines of railroad and the locations of principal highways have influenced the distribution and character of the various land uses. Costs of land have also been determining factors. The areas of land utilized by commerce and industry reflect the economic importance of the area in the regional pattern.

Economic activities in the community - industry and commerce particularly - attract people to work and to serve consequently the greatest area of land is used for residential purposes. Considerable portions are also occupied by public streets, parks, school sites, recreation areas and many semi-public uses such as churches. An inventory of the various land uses and the consumption of land by them, is a guide in determining how much additional land should be required as the population of the area increases and its economic potential is further enhanced. The pattern of existing land uses is also basic in the development of a zoning plan to regulate land uses.

CITY OF ORLANDO, FLORIDA

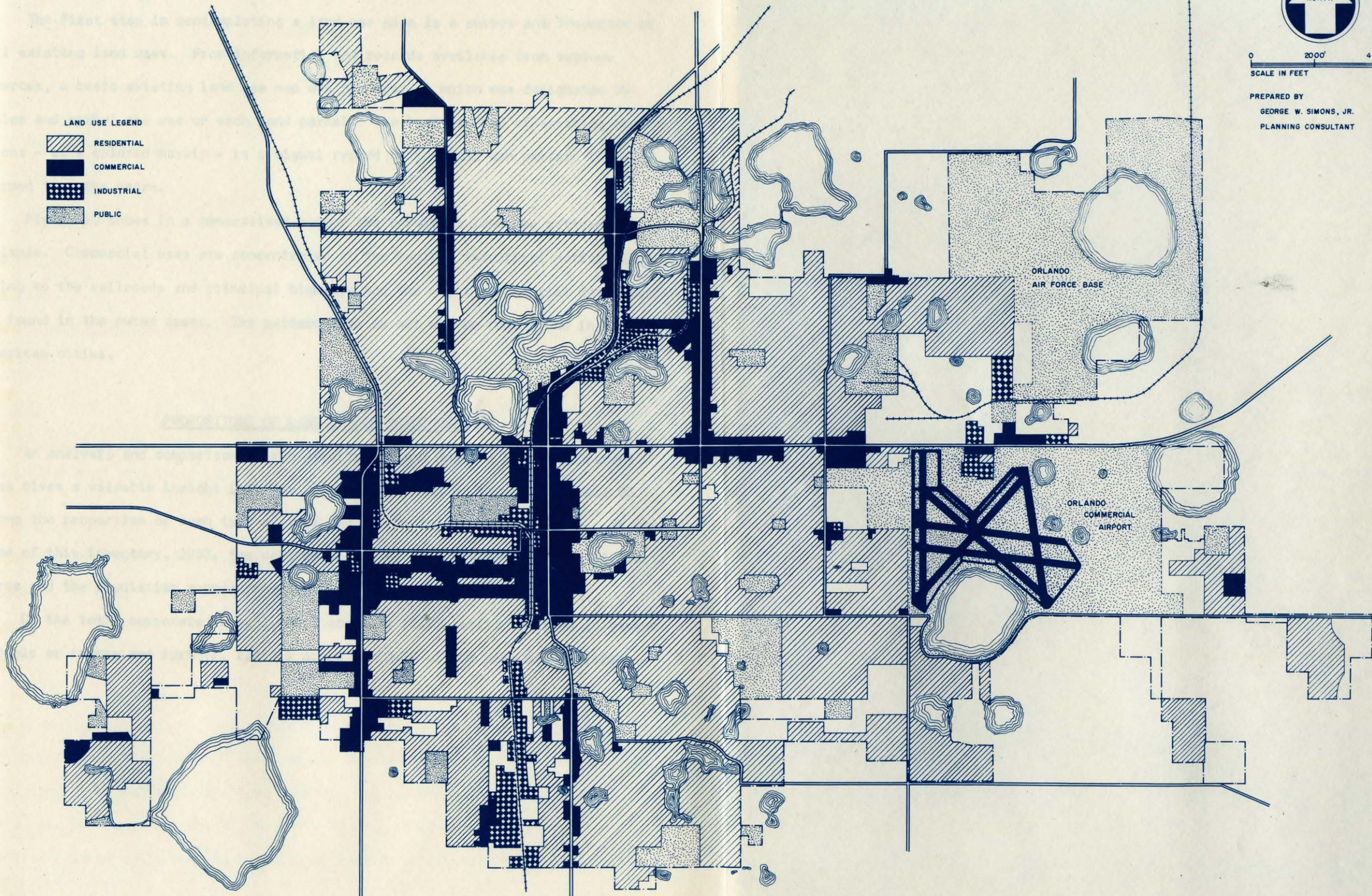


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SCALE IN FEET

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LAND USE LEGEND

-  RESIDENTIAL
-  COMMERCIAL
-  INDUSTRIAL
-  PUBLIC



EXISTING LAND USES 1957

The first step in contemplating a land use plan is a survey and inventory of all existing land uses. From information and records available from various sources, a basic existing land use map was prepared on which was designated by color and symbol the use of each land parcel. The Land Use Map of existing conditions - as a colored mosaic - is a visual record of the land use pattern that has formed thru the years.

Figure 10 shows in a generalized manner the resultant land use pattern of Orlando. Commercial uses are concentrated at the center, industrial activities cling to the railroads and principal highways and the major residential development is found in the outer areas. The pattern here is not unlike that found in many American cities.

PROPORTIONS OF LAND IN DIFFERENT USES

An analysis and comparison of the amounts of land devoted to the different uses gives a valuable insight into the land requirements of the city. Table 22 shows the proportion of each type of land use to the total developed area. At the time of this inventory, 1957, the corporate area of the city approximated 11,710 acres and the population approximated 76,000.

Of the total corporate area, 1,488.3 acres or 12.7%, still remained in vacant parcels or tracts and further, 1,214.9 acres or 10.3% of the area was in lakes.

TABLE 22
EXISTING LAND USES
1957

<u>LAND USE CLASSIFICATION</u>	<u>DEVELOPED AREA IN ACRES</u>	<u>% OF DEVELOPED AREA</u>
<u>RESIDENTIAL</u>	3,788.2	51.7
Single family	3,354.6	45.8
Two family	181.9	2.5
Multiple family	251.7	3.4
<u>COMMERCIAL</u>	552.1	7.5
Retail and Services	493.0	6.7
Wholesale	59.1	0.8
<u>INDUSTRIAL, UTILITIES, TRANSPORTATION</u>	243.5	3.3
Industrial	144.9	2.0
Utilities	19.4	1.1
Railroads	79.2	0.3
<u>STREETS</u>	1,967.3	26.9
<u>PUBLIC AND SEMI-PUBLIC</u>	2,510.3	10.3
TOTAL DEVELOPED AREA (exclusive of water, vacant, military and airport)	7,316.6	100.0
TOTAL GROSS AREA OF THE CITY	11,764.6	

Table 22 reveals clearly the magnitude and importance of residential land uses. In zoning hearings and other discussions people are inclined to emphasize the importance of commercial properties, often to the detriment of residential land uses. 51.7% of the developed area of Orlando is utilized by residential development and only 7.5% for commercial enterprise. This demonstrates that the people are the city and without people neither commerce or industry could survive. Therefore one of the principal objections of the land use regulation - zoning - is to preserve the integrity of residential areas. Next to the residential uses, streets, public and semi-public uses consume 37.0% of the lands. In other words, residential, public and semi-public uses in the city of Orlando absorb 88% of the land!

COMPARISON WITH OTHER CITIES

How do these proportions compare with other cities in the United States and the south. Table 23 reveals this information of interest.

TABLE 23

COMPARISON OF LAND USES IN VARIOUS CITIES

<u>LAND USE CLASSIFICATION</u>	<u>PER CENT OF DEVELOPED AREA</u>		
	<u>ORLANDO</u>	<u>OTHER CITIES*</u>	<u>WEST PALM BEACH</u>
RESIDENTIAL	51.7	39.60	39.41
Single family	45.8	31.80	28.44
Two family	2.5	4.80	6.21
Multiple family	3.4	3.00	4.76
COMMERCIAL	7.5	3.30	4.53
Retail & Services	6.7	-	-
Wholesale	0.8	-	-
INDUSTRIAL, UTILITIES, TRANSPORTATION	3.3	11.30	9.50
Industrial	2.0	6.44	3.39
Utilities	1.1	-	-
Railroads	0.3	4.86	6.11
STREETS	26.9	28.20	27.90
PUBLIC AND SEMI PUBLIC	10.3	17.60	6.69
TOTAL DEVELOPED AREA	100.0	100.00	100.00

*Urban Land Uses - 1956 - Average 53 central cities in United States

Table 23 reveals that Orlando has a greater percentage of its lands devoted to residential uses than that of many other cities and also more of its land developed commercially but less industrially. The amount of land dedicated to streets approximates that of most cities. Generally, these comparative data indicate that the absorption of land for the various uses is not inconsistent with similar uses elsewhere.

To reduce the respective land uses to a workable index for future guidance, Table 24 has been prepared. If a given population thru the years requires proportionate areas of land for the various uses, it is not unreasonable to assume that like relationships will continue in the future. Market analysts have indicated that a given number of people can support a certain amount of commercial development. The United States Chamber of Commerce, as an illustration, has shown that for every 100 new factory workers brought into the community will mean 296 more people, 51 more school children, 112 more householders, 174 more employed workers and 4 more retail establishments.

TABLE 24

LAND USES IN ACRES PER 100 OF POPULATION

<u>LAND USE CLASSIFICATION</u>	<u>ACRES PER 100 PERSONS</u>		
	<u>ORLANDO</u>	<u>OTHER CITIES*</u>	<u>WEST PALM BEACH</u>
RESIDENTIAL	4.98	2.73	3.67
Single family	4.41	2.19	2.65
Two family	0.24	0.33	0.58
Multiple family	0.33	0.21	0.44
COMMERCIAL	0.73	0.23	0.42
Retail uses	0.65	-	-
Wholesale uses	0.08	-	-
INDUSTRIAL, UTILITIES, TRANSPORTATION	0.32	0.78	0.89
Industrial	0.19	0.45	0.32
Railroads	0.10	0.33	0.57
Utilities	0.03	-	-
STREETS	2.59	1.94	2.60
PUBLIC AND SEMI PUBLIC	1.01**	0.75	1.55
Parks and Recreation	0.46	0.46	0.93
Schools	0.29	-	-
Semi-Public	0.38	-	-

* Urban Land Uses, 1956, Study of 53 central cities

**Excludes Airport and Military property

Again the use of land for residential purposes in acres per 100 persons is greater in Orlando than elsewhere, also the uses of land for commercial purposes but less for industrial use.

Applying these deductions to the requirements of the future, Orlando would present the picture revealed in Table 25, when its population has reached 175,000 persons.

TABLE 25

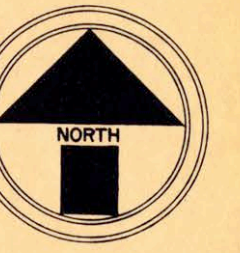
FUTURE LAND USE REQUIREMENTS

<u>LAND USE CLASSIFICATION</u>	<u>ACRES IN SEPTEMBER 1957</u>	<u>ACRES FOR 175,000</u>
RESIDENTIAL	3,788.2	8,700
Single Family	3,354.6	7,700
Two Family	181.9	420
Multiple Family	251.9	575
COMMERCIAL	552.1	1,280
Retail	493.0	1,140
Wholesale	59.1	140
PUBLIC & SEMI PUBLIC		
Parks and Recreation	351.1	800
Schools	220.6	510
Semi-Public	285.9	665

Obviously the large increase in residential lands will be located in fringe areas located either within the corporate area or adjacent thereto in the urban area.








Figure 11 shows in a broad, general way the ultimate land use pattern of the city and its urban area.







ULTIMATE LAND USE PATTERN

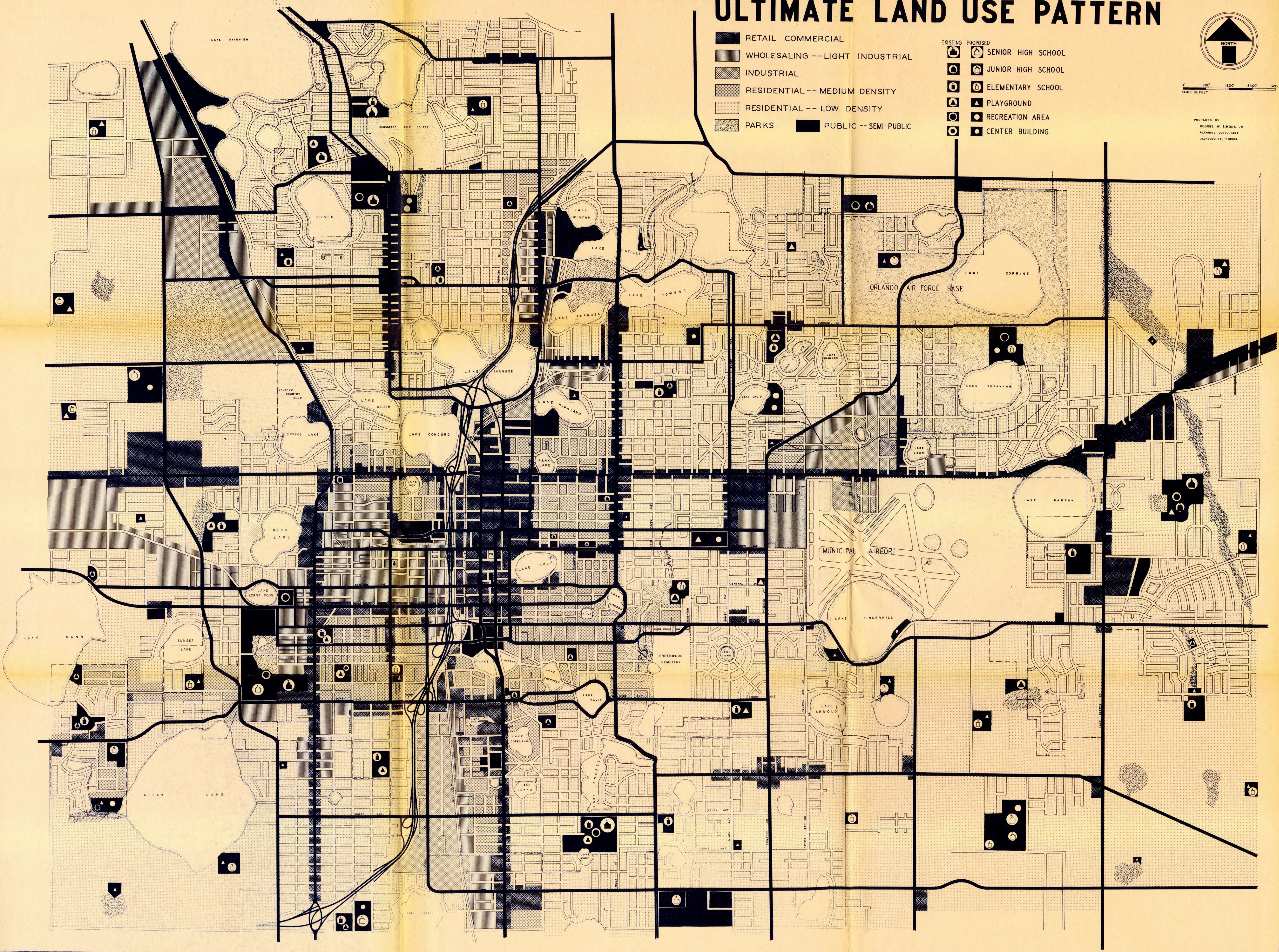


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SCALE IN FEET

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-  RETAIL COMMERCIAL
-  WHOLESALING -- LIGHT INDUSTRIAL
-  INDUSTRIAL
-  RESIDENTIAL -- MEDIUM DENSITY
-  RESIDENTIAL -- LOW DENSITY
-  PARKS
-  PUBLIC -- SEMI-PUBLIC

- EXISTING PROPOSED
-  SENIOR HIGH SCHOOL
-  JUNIOR HIGH SCHOOL
-  ELEMENTARY SCHOOL
-  PLAYGROUND
-  RECREATION AREA
-  CENTER BUILDING



COMPREHENSIVE DEVELOPMENT PLAN CITY OF ORLANDO FLORIDA

Land Use regulation by zoning is not new to Orlando. The first zoning ordinance adopted in 1928 was invalidated by the Supreme Court of Florida in 1939 because the map was not made a part of and attached to the ordinance. In September, 1939, a second zoning ordinance was adopted, which in October, 1946, was revised. Another general revision, included in the City Code was adopted in 1948. This was the last revision until the adoption of the current ordinance and map in February, 1959.

The latest revision of the Zoning Ordinance and Map resulted from the various land use studies, construction trends and population projections made during the past two years. Before its adoption in February, 1959, it was subjected to a number of public hearings held before the Zoning Board and the City Council.

CHAPTER V

STREETS AND HIGHWAYS

The street system is one of the most important urban facilities; it is a basic element in the land use pattern. As channels of traffic circulation, streets expedite the flow of persons and goods within the city and its contiguous urban area and, between the urban area and other parts of the County, region and State. In Orlando, twenty-seven per cent of the developed corporate area is devoted to streets; in the aggregate, the area of land allocated to streets amounts to more than forty per cent of all land utilized for residential, commercial and industrial uses. Streets not only provide for the movement of traffic but they also furnish light, air and means of access to abutting properties. And below the street surfaces are found the utility installations of the city.

The street system in its broadest concept, constitutes the framework of the city and its urban area, comparable to the structural framework of a building the various members of which serve different functions. The size, shape, orientation of blocks, lots and in some cases of buildings are determined to a considerable degree by the street framework. The street pattern also influences the resultant pattern of land uses.

Because most urban street systems were planned and executed in days of animal drawn vehicles, many of their component parts are now obsolete in design, inadequate in capacity and inefficient in operation. As cities developed and expanded by successive subdivisions from the center outward, existing streets were extended and many did not conform to the remainder of the pattern. The resultant systems abounded in dead ends, reverse curves and constrictions which too frequently obstructed or prevented a continuity of traffic flow from one area to another.

The real purpose of the street system was seldom conceived as an overall pattern for traffic circulation and distribution. The principal streets were directed from the remote rural areas into the center of the city. Few, if any, provisions were made to distribute the various types of traffic. This practice has resulted in needless concentration at the center.

TABLE 22

AUTOMOBILE REGISTRATIONS

	STATE	<u>ORANGE COUNTY</u>	<u>SEMINOLE COUNTY</u>
1930	359,525	17,587	4,510
1940	579,495	29,088	5,856
1950	1,117,105	53,888	9,595
1955	1,800,969	91,213	15,310
1956	1,984,860	100,107	16,913
1957	2,216,404	111,400	18,921

The universal use of the motor vehicle has imposed new and added demands upon the street system. The automobile has been the greatest single factor in altering the functional requirements of streets. Table 22 shows that motor vehicle registration in Florida increased from 359,525 in 1930 to 2,216,404 in 1957, more than six times. The registration in Orange County increased from 17,587 in 1930 to 111,400 in 1957, also an increase of more than six fold. Whereas in 1930, there were about 3.0 persons per registered motor vehicle in Orange County, currently there are approximately 2.0 persons per registered vehicle and on the basis of 1.5 persons per registered vehicle, the motor vehicle registrations of Orange County will approach 330,000 with a population of 500,000 persons - three times as many vehicles as today. This increasing volume of automobile traffic resulting from increased growth reveals clearly why attention must be directed to streets and street improvements and to traffic flow control.

The principal object of a major arterial street framework is to provide for a better distribution of traffic flow by the utilization of more adequate functional channels of flow. Studies of traffic movements within the city disclose that all traffic need not flow thru the same channels to reach destinations. To accomplish a more equitable distribution of traffic, the major street framework is divided into four types of functional streets or highways - Expressways, Primary and Secondary arteries and Minor or Access streets. The limited access Expressway is designed as a heavy duty, high speed, high capacity channel to dispatch large volumes of thru traffic and also to deliver into the center of the city much of the traffic originating within the urban area. The Expressway, however, to be a part of the whole arterial system must be coordinated with the existing street system at strategically located interchanges. Whereas the Primary arteries are designed chiefly to provide a more direct access from the outer areas into the city and thru it, the Secondary arteries will serve as Collector streets or as component parts of various circumferential patterns. The Minor or access streets which comprise the greatest percentage of the available street area will serve abutting properties.

Wherever possible the primary arteries should be developed as limited access streets with parallel service streets to minimize the function of flow - the utilization of the roadway at maximum capacity. Parking should be limited on such primary streets and strip business development discouraged.

The Major Arterial System also permits land uses to be more advantageously distributed. It also enables traffic to flow from one section of the city to another without contributing to congestion at the center. By distributing traffic thru major arteries the integrity and character of residential areas encompassed by them, can be preserved. The Arterial System will also go far to create and

maintain a cellular structure of developed areas. Necessarily such system must be planned on a broad scale without too much attention to detail, and too, in its design, existing streets are used where possible.

Altho the existing streets of Orlando adhere generally to a gridiron pattern, the courses of many have been influenced by the many lakes within the corporate area. Orange Avenue, located almost midway in the corporate area is one of the principal north-south arteries. It was one of the first streets constructed and around it the first city was built. Since its connection with Kuhl Avenue across Lake Lucerne, Orange Avenue is the only thru north-south artery servicing the east half of the city. The only other thru north-south artery is the Orange Blossom Trail located in the western half of the corporate area. Altho Mills Street provides an entrance from the north in the east half of the city, it terminates at Central Avenue.

Orlando has more east-west than north-south arteries. Colonial Drive is the most important east-west artery, located midway of the corporate area. It is the main route to the county areas east and west of the city and to the other counties east and west of Orange County. Other important east-west streets are Livingston, Robinson, Central, Washington, South, Gore and Kaley, but none of these are continuous thru the corporate areas as is Colonial Drive.

Mills Street, Colonial Drive, Robinson Avenue, Washington Street, Orange Avenue, Kuhl Avenue and Orange Blossom Trail are designated as either State or Federal routes or both, into and thru Orlando.

The Expressway now under construction will provide another thru north-south artery of major significance, tied into the street system. This development will relieve considerable pressure from Orange Avenue and possibly from Mills Street.

The Major Arterial Street Plan here proposed was designed in two parts, one relating specifically to the corporate area of the city and the second part, its extension into the urban area outside the corporate area. Together the two parts constitute the major arterial system for the Urban Area. In selecting the component elements of the arterial plan, the population growth, physical development and land uses of the whole area were considered, as well as the potential land uses and volumes of anticipated traffic.

Orlando, as previously shown, is destined to be a large city, so it is obvious that a framework of streets should be designed to encourage a direct flow of traffic into and thru the city and between its various sections expeditiously and safely. The plan as initially developed was first reviewed by the Municipal Planning Board. It was then presented to and reviewed by engineers of the Traffic Planning Department of the State Road Department after which it was reviewed by the Board of County Commissioners of Orange County and by the officials of the City of Winter Park. Following these reviews and certain modifications it was studied and approved by the City Council of Orlando.

The Expressway is the central element in the Major Arterial System. Orange Avenue, Kuhl Avenue, Main Street, Magnolia Avenue and Rosalind Avenue are the principal north-south streets serving the central area, east of the Expressway. To provide a second thru north-south arterial, Mills Street should be extended southward from Central Avenue into Fern Creek Road. It will then be possible to channel considerable traffic directly from the north into and thru the fast growing southeast section of the urban area. Easterly of Mills Street three additional north-south arteries are provided: Primrose Drive-Bennett Road-Lakemont Avenue; Barton Road and State Road 15 A, the latter two lying within the county portion of the Urban Area.

In the west half of the city, the Edgewater Drive - one way pair - is indicated north of Lakeview Drive, from the Expressway. This combination of streets will expedite the movement of traffic from the center into the northwest area and beyond. Westerly of the Orange Blossom Trail a new road is projected from Texas Avenue at a point near Church Street, northward into the Orange Blossom Trail near Lee Road and in the southwest quadrant, Rio Grande Street is extended southward from Texas Avenue. These various improvements, when made, will provide an additional north-south artery in the western section of the urban area. Westerly of the foregoing Texas Avenue extension, the improvement of Fairvilla Road is prepared also the improvement of the Hiwassee Road.

The various selected north-south streets and roads (Figures 12 and 13) of primary importance are supplemented by a number of shorter segments which when correlated to the primary arteries, will serve as components of inner and outer circumferential routes.

The principal east-west thru artery of primary significance is Colonial Drive which has recently been widened thru the city. Not only is it a valuable primary artery serving the city, it also serves a vast tributary area in Orange and other counties to the west and east. As State Road 50 it is comparable in importance to the north-south Expressway.

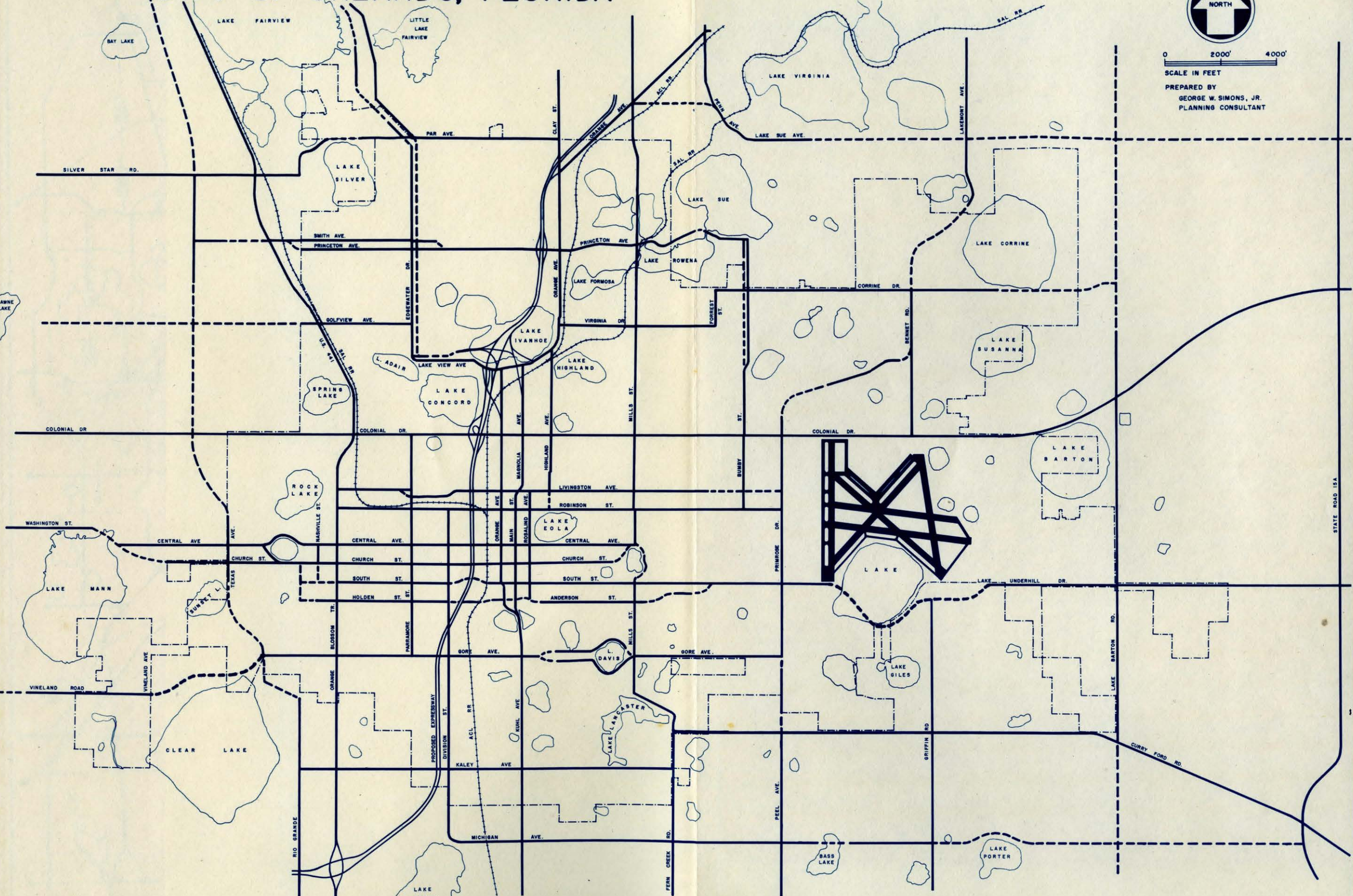
North and south of Colonial Drive provisions have been made for a number of east-west cross town or connecting streets, the principal of which are Par Avenue, Princeton Avenue, Livingston Avenue, Robinson Street, Central Avenue, Church Street, South Street, Anderson Street, Gore Avenue, Kaley Avenue and Michigan Avenue. Many of these streets, as parts of the framework, will afford direct connection between neighborhoods and also act as components of circumferential systems. South Street, with Anderson Street, however, as a one way pair, should develop into a counter-



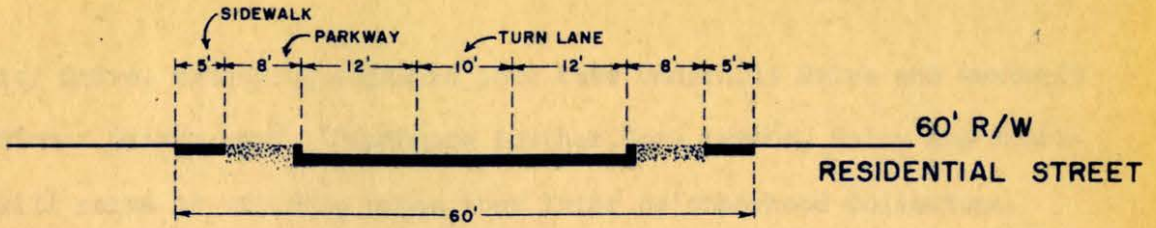
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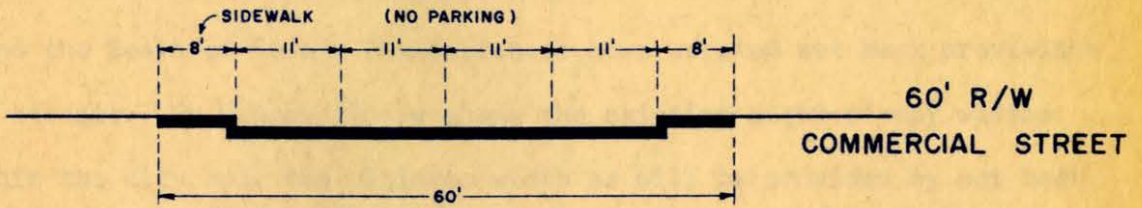
CITY OF ORLANDO, FLORIDA



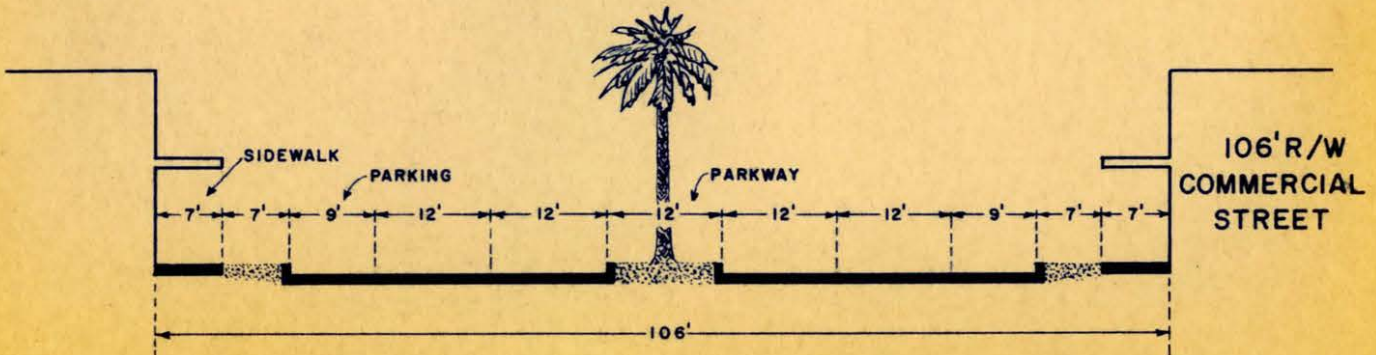
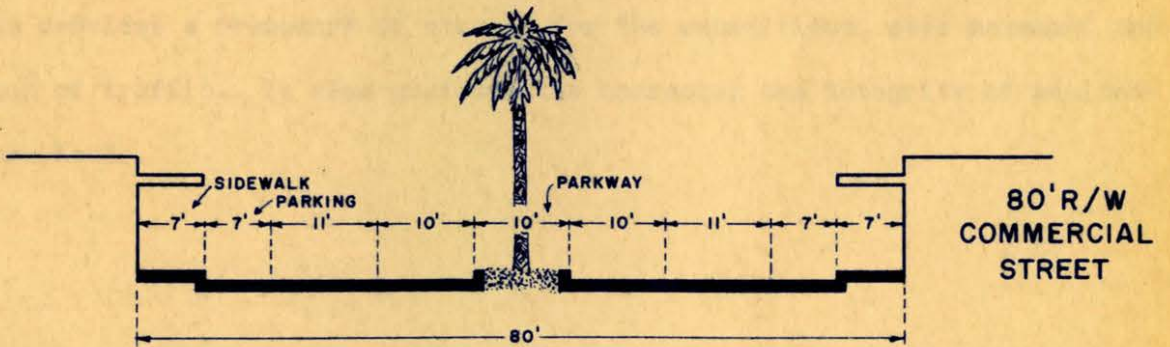
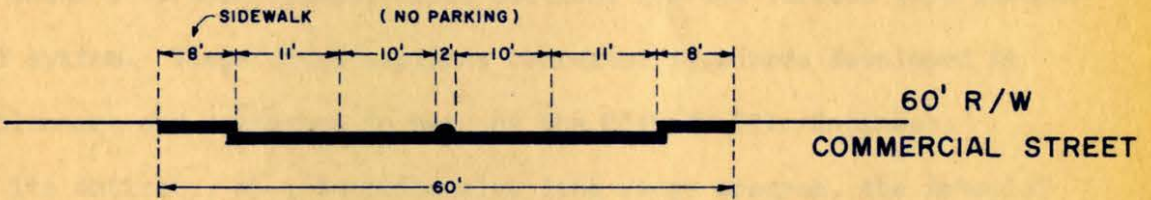
MAJOR STREET PLAN



(OR)



(OR)



part of Colonial Drive, extending eastward into Lake Underhill Drive and westerly into the old Winter Garden road. Southward further, Gore Avenue, Kaley and Michigan Avenues, will serve as valuable cross town inter neighborhood collectors.

Streets and highways comprising the major street framework must be of adequate width from property line to property line (right-of-way), to accomodate roadways of proper dimensions. To provide ultimately adequate street and road widths, the City Council and the Board of County Commissioners have adopted set back provisions on the various streets. On Figure 12 are shown the existing right-of-way widths on streets within the city and, the ultimate width as will be provided by set back lines. On Figure 13, the ultimate right-of-way widths in the urban area of the County are shown.

Figure 14 shows desirable roadway cross sections for the various type streets in the arterial system. These cross sections represent standards developed by engineers and planners and concurred in here by the City Traffic Engineer.

Viewed in its entirety, as a comprehensive long range program, the Arterial Street Plan provides a framework of streets for the expeditious, safe movement and distribution of traffic. It also protects the character and integrity of residential neighborhoods.