

1955

Population Profile: A Study of the Past, Present, and Future Population of St. Petersburg, Florida

City of St. Petersburg Planning Board

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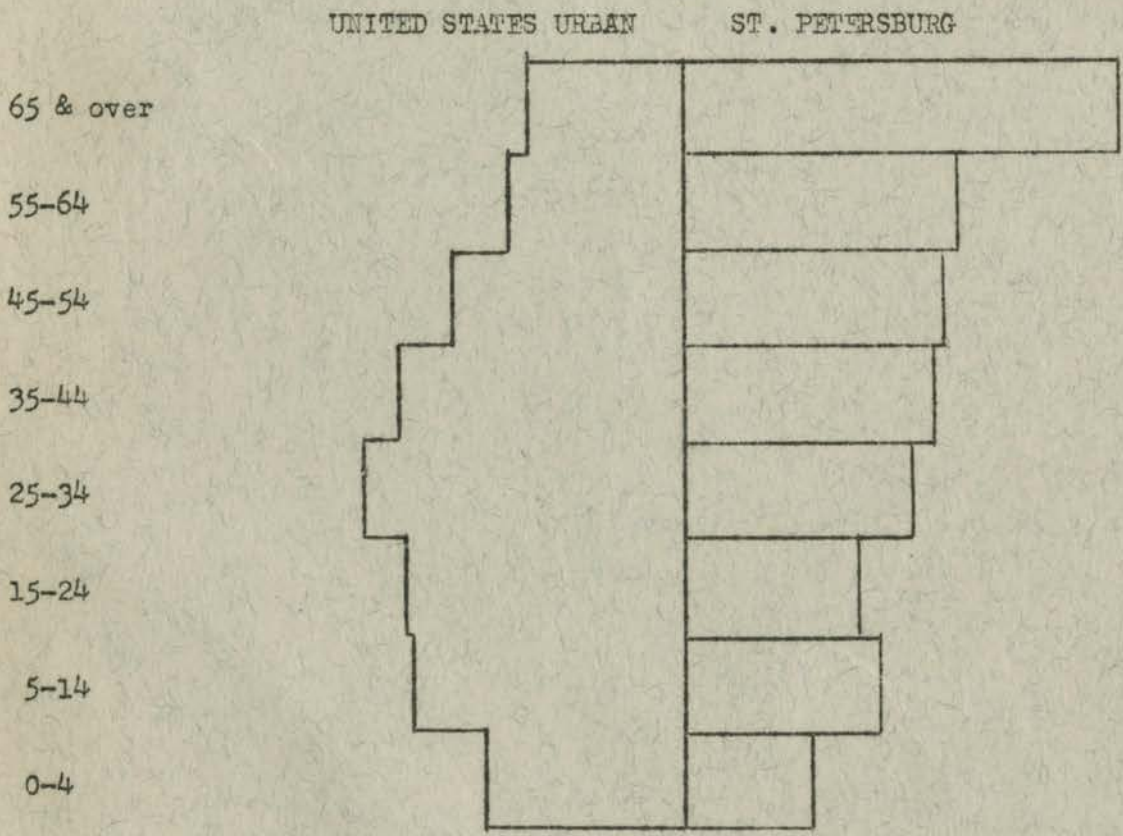
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POPULATION PROFILE



A STUDY OF THE PAST, PRESENT AND
FUTURE POPULATION OF
ST. PETERSBURG, FLA.

CITY OF ST. PETERSBURG

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TO THE MAYOR AND COUNCIL OF THE CITY OF ST. PETERSBURG, FLORIDA:

The Planning Board is pleased to submit this study on the population of the city of St. Petersburg to the City Council and the people of St. Petersburg. This report is the first in a series covering basic research for planning in the fields of Population, Land Use and Circulation.

This report brings together significant facts about our people, past and present. It shows the growth of our population, its distribution and characteristics; and attempts to project past trends to create a picture of what the future population of St. Petersburg might reasonably be.

To plan for the future size and location of schools, streets, neighborhoods, shopping centers, utilities, and other facilities, the city needs to know the number of people it may have in the future, some of their characteristics and where they will be living.

It is hoped that the publication of these facts and forecasts will help both public and private agencies and developers in making sound plans for the future.

Respectfully submitted,

Signature Deleted

John B. Wallace
Chairman, St. Petersburg Planning Board

POPULATION PROFILE

A study of the past, present and
future population

of

ST. PETERSBURG, FLORIDA

April 1955

CITY OF ST. PETERSBURG, FLORIDA

PLANNING BOARD

TABLE OF CONTENTS

	<u>PAGE</u>
LETTER OF TRANSMITTAL	i
TITLE PAGE	ii
TABLE OF CONTENTS	iii
INTRODUCTION	1
ECONOMIC BASE OF THE COMMUNITY	2
INCOME	3
EMPLOYMENT	5
PAST AND FORECASTED POPULATION	6
Past Growth	6
Present Population	6
Forecasted Population Growth	8
RACIAL COMPOSITION	12
AGE AND SEX COMPOSITION	18
Estimated Future Age Distribution	18
Age Distribution by Areas	20
Sex Composition	20
DISTRIBUTION OF POPULATION	24
CONCLUSIONS AND SUMMARY	31

GRAPHS

GRAPH I. PERCENTAGE DISTRIBUTION BY INCOME OF ST. PETERSBURG WHITE AND NON-WHITE FAMILIES AND UNRELATED INDIVIDUALS, 1949	4
GRAPH II. PAST AND PROJECTED AVERAGE NUMBER OF PERSONS PER HOUSEHOLD IN ST. PETERSBURG	9
GRAPH III. PAST AND PROJECTED GROWTH OF ST. PETERSBURG TOTAL POPULATION 1900-2000	11
GRAPH IV. AGE DISTRIBUTION OF ST. PETERSBURG WHITE AND NEGRO POPULATION, 1950	13
GRAPH V. PAST AND PROJECTED GROWTH OF ST. PETERSBURG NEGRO POPULATION, 1910-1980	17
GRAPH VI. AGE DISTRIBUTION OF ST. PETERSBURG, FLORIDA URBAN AND UNITED STATES URBAN POPULATION, 1950	19
GRAPH VII. DISTRIBUTION OF ST. PETERSBURG POPULATION BY SEX, AMONG CHILDREN, WORKING AGE PERSONS AND RETIRED PERSONS, 1950	23

MAPS

MAP 1. OUTLINE OF NEGRO NEIGHBORHOODS AND THEORETICAL CENTER OF ST. PETERSBURG POPULATION	15
MAP 2. AGE DISTRIBUTION OF 1950 POPULATION IN MAJOR AREAS OF ST. PETERSBURG, 1940, 1950 and 1955	21

TABLE OF CONTENTS (continued)

	<u>PAGE</u>
MAP 3. 1954 POPULATION DENSITY OF ST. PETERSBURG	25
MAP 4. RECENT POPULATION GROWTH IN MAJOR AREAS OF ST. PETERSBURG 1940, 1950 and 1955	26
MAP 5. BUILDING PERMITS ISSUED FOR NEW SINGLE, DUPLEX AND MULTIPLE DWELLING UNITS IN MAJOR AREAS OF ST. PETERSBURG, January 1, 1950 to December 31, 1954	28
MAP 6. PAST, PRESENT AND FUTURE POPULATION IN MAJOR AREAS OF ST. PETERSBURG, 1940, 1955 and 2000	30

TABLES

TABLE I. INCOME OF FAMILIES AND UNRELATED INDIVIDUALS IN ST. PETERSBURG, URBAN FLORIDA AND URBAN UNITED STATES POPULATION, 1949	3
TABLE II. PERCENTAGE DISTRIBUTION OF EMPLOYED PERSONS IN ST. PETERSBURG AND URBAN UNITED STATES BY MAJOR INDUSTRIAL CLASSIFICATION, 1950	5
TABLE III. CALCULATION OF 1955 POPULATION	6
TABLE IV. POPULATION AND PER CENT OF POPULATION GROWTH FOR EACH DECADE FROM 1900 to 1950 IN ST. PETERSBURG, PINELLAS COUNTY, FLORIDA AND THE UNITED STATES	7
TABLE V. PERCENTAGE DISTRIBUTION OF NEGRO AND WHITE POPULATION BY MAJOR AGE GROUPS, 1950	12
TABLE VI. PERCENTAGE INCREASE IN ST. PETERSBURG NEGRO POPULATION BY DECADES 1910 - 1950	14
TABLE VII. PAST AND PROJECTED PERCENTAGE OF NEGROES IN THE TOTAL ST. PETERSBURG POPULATION	16
TABLE VIII. PRESENT AND FUTURE PERCENTAGE DISTRIBUTION OF ST. PETERSBURG POPULATION BY AGE GROUPS	20

INTRODUCTION

Population analysis is of vital importance to the understanding of a community and its requirements for the future. The number, composition, and distribution of the population are basic to the plans of every government agency and private organization working within the city. Planning for new business and industry, housing, and schools, for recreational and religious facilities, for utilities and streets must be based on existing conditions and on estimated future growth and characteristics of the population.

The purpose of this report is to present basic data, not to recommend action. The data presented here has been gathered primarily for the work of the Planning Department and the Planning Board, but it is expected that the material will be of value to other public and semi-public agencies and to private groups and individuals. The report contains data for the city of St. Petersburg and also includes some information on Pinellas County to give a more complete picture of the area. State and national data are included for comparative purposes.

The study is limited to the permanent, resident population, within the city limits as now described. It is recognized, however, that many services, facilities and utilities must be planned for peak population during the winter tourist season, and that residents of small adjacent municipalities and of close-in areas of the County form part of St. Petersburg's labor force and consumer market.

ECONOMIC BASE OF THE COMMUNITY

Population growth and characteristics of any community depend upon its economic base. Age and sex distribution, family size, income, employment and trends in racial composition--as well as the gross numbers and rate of growth--clearly reflect St. Petersburg's basic industry.

A highly desirable climate--boasting 360 days of sunshine each year--and a peninsular position are the natural resources on which St. Petersburg stands. Tampa and Boca Ciega Bays, and the nearby Gulf of Mexico offer beaches and fishing and boating opportunities year round. St. Petersburg's well-known green benches, the world's largest Shuffleboard Club and other special facilities create a desirable social climate for retired persons and older tourists.

These factors draw to the city purchasing power in the form of pension checks, retirement checks, insurance benefits, dividend checks and personal savings of tourists and retired persons. The basic industry of the working population is servicing the holders of this purchasing power--tourists and retired people--and, of course, other working persons.

This economic base--not subject to fluctuations in temperature or rainfall, nor to the whims of labor and business groups, nor to the exhaustion of natural resources--produces a relatively stable economy in times of peace and national prosperity. Although income of retired persons might not be affected greatly during a national economic recession or a major war, tourism probably would decline in proportion to the gravity of the situation.

Supplementing the city's basic industry of servicing tourists and retired persons is an increasing number of small manufacturing industries--now over 500. In one year alone (July, 1953 to June, 1954) 26 new industries came to St. Petersburg. The plants manufacture such products as ceramics, leather goods, fishing lures, greeting cards, window ventilators, refrigeration filters, sails, and golf carts.

INCOME

As would be expected in a city with little manufacturing, where many persons live on Social Security, railroad and other pensions, personal income in St. Petersburg is low. The median income of families and unrelated individuals* in 1949 was \$1943, as compared to \$2152 in all Florida cities, and \$2970 in United States urban communities. Table I gives a detailed breakdown by percentages of income of families and unrelated individuals in St. Petersburg, in urban Florida and in urban United States.

TABLE I

INCOME OF FAMILIES AND UNRELATED INDIVIDUALS
ST. PETERSBURG, URBAN FLORIDA AND URBAN UNITED STATES POPULATION
1949

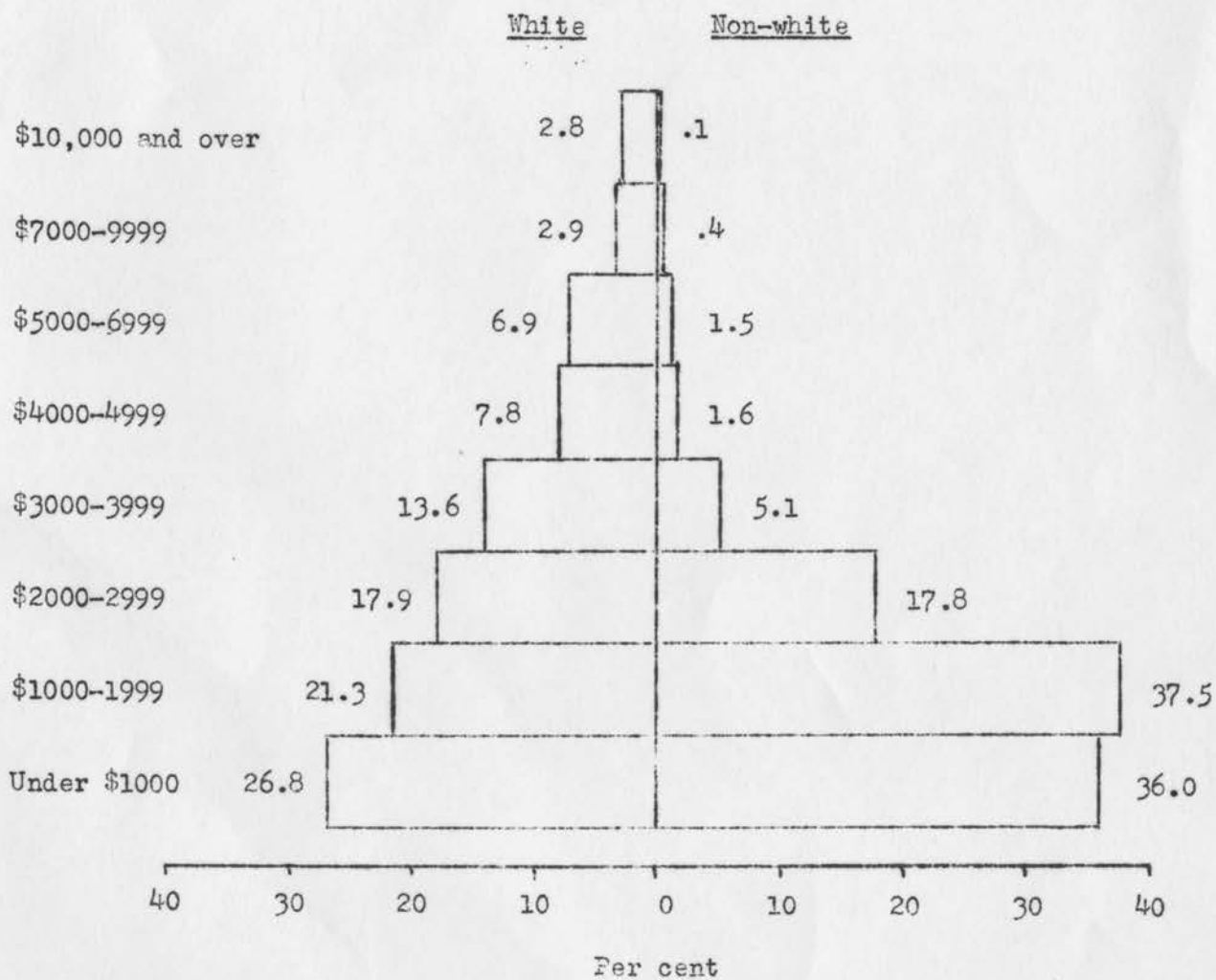
Income	St. Petersburg	Urban Florida	Urban United States
Less than \$500	14.3%	13.5%	10.9%
\$ 500 to \$ 999	11.4	10.4	6.7
\$1000 to \$1499	11.1	10.2	6.4
\$1500 to \$1999	10.3	9.4	6.5
\$2000 to \$2499	9.7	9.5	8.5
\$2500 to \$2999	6.8	7.5	8.4
\$3000 to \$3499	6.6	7.4	9.8
\$3500 to \$3999	4.9	5.4	7.4
\$4000 to \$4499	3.6	4.3	6.3
\$4500 to \$4999	2.9	2.9	4.5
\$5000 to \$5999	3.8	4.6	7.0
\$6000 to \$6999	1.9	2.5	3.9
\$7000 to \$9999	2.4	2.7	4.5
\$10,000 & over	2.2	2.5	2.9
Income not reported	8.2	7.1	6.1

Source: 1950 United States Census

A study of income by race in the city of St. Petersburg shows that almost three-fourths (73.5%) of non-white families and unrelated individuals reported less than \$2000 income for 1949. (See Graph I.) Less than one-half (48.1%) of white families and unrelated individuals were reported in the same low income brackets. Disparity between earned income of whites and non-whites is greater than this indicates. Low income groups of the white population are heavily weighted by persons receiving pensions. Two per cent of the non-white, as compared to 12.6% of white families and unrelated individuals reported income in excess of \$5000 in 1949.

*Unrelated individuals are those persons (other than inmates of institutions) who are not living with any relative.

GRAPH I
 PERCENTAGE DISTRIBUTION BY INCOME
 OF ST. PETERSBURG WHITE AND NON-WHITE FAMILIES
 AND UNRELATED INDIVIDUALS, 1949



Source: 1950 United States Census

EMPLOYMENT

Occupational composition, like other characteristics of the city's population, reflects St. Petersburg's economic base. Only a small percentage is employed in manufacturing. Most of the working population is employed in services to tourists, retired residents and other working persons.

The two leading categories of the city's employment in 1950 were wholesale and retail trade and personal services. As the city's phenomenal growth would indicate, the percentage of persons employed in construction was high--almost twice that of United States urban employment. A demand for treatment of infirmities accompanying old age boosts the percentage of persons in professional services above that of most cities.

TABLE II

PERCENTAGE DISTRIBUTION OF EMPLOYED PERSONS
IN ST. PETERSBURG AND URBAN UNITED STATES
BY MAJOR INDUSTRIAL CLASSIFICATION
1950

<u>Classification</u>	<u>Urban United States</u>	<u>St. Petersburg</u>
Manufacturing	29.4%	6.0%
Finance, Insurance and Real Estate	4.4	6.1
Wholesale and Retail Trade	21.9	28.7
Professional Services	10.7	12.1
Public Administration	5.2	5.4
Construction	6.0	11.3
Personal Services	7.2	19.3
Transportation, Communication and Public Utilities	9.0	6.8
All Others	6.2	4.3

Source: 1950 United States Census

PAST AND FORECASTED POPULATION

Past Growth

St. Petersburg has had an almost phenomenal growth from a small community of 1575 persons in 1900 to a city of 96,738 in 1950.

Table IV lists data regarding population growth in the United States, Florida, Pinellas and St. Petersburg. It is apparent that immigration has resulted in a rate of growth in Florida in excess of the country's growth. St. Petersburg and Pinellas County have shared richly in this immigration, growing at rates faster than the state as a whole. Until 1940, St. Petersburg grew more rapidly than Pinellas County, but it is noted that the County's growth gained momentum in the last decade and considerably exceeded the city's growth rate.

Growth in all areas listed in the table was greater from 1940 to 1950 than it had been during the previous decade. This change is attributable in part to the national economic prosperity of the forties as compared to the lean years of the early thirties and, to some extent, to the high birth rate accompanying the post-war era. Population growth in Florida was given impetus as Federal and industrial pension plans inaugurated in the thirties began to pay benefits enabling persons to retire.

Present Population

It is estimated that the city's population in April, 1955, numbers approximately 134,000. This estimate is made by (1) totalling building permits issued for new dwelling units (excluding hotels, motels, garage apartments, and conversions) from January 1, 1950 to December 31, 1954; (2) subtracting 5% from the total to allow for vacancies; (3) multiplying the remainder by the estimated average number of persons per household in St. Petersburg and (4) adding the product to the 1950 Census count. (See Table III)

TABLE III

CALCULATION OF 1955 POPULATION

Building permits issued January 1, 1950 to December 31, 1954
(Excluding conversions and garage apartments)

<u>Year</u>	<u>Single Family</u>	<u>Duplex Units</u>	<u>Apartment Units</u>	<u>Total</u>
1950	2922	140	137	3199
1951	2587	114	87	2788
1952	2946	112	72	3130
1953	3025	94	77	3196
1954	2957	60	104	<u>3121</u>
				15434
Vacancy factor of 5%				<u>772</u>
Total occupied new units				14662
Estimated average number of persons per household				<u>2.54</u>
Estimated population increase April, 1950 to April, 1955				37241
1950 Census count				<u>96738</u>
Estimated Total Population April, 1955				133979

TABLE IV

POPULATION AND PER CENT OF POPULATION GROWTH
FOR EACH DECADE FROM 1900 TO 1950
IN ST. PETERSBURG, PINELLAS COUNTY, FLORIDA AND THE UNITED STATES

	<u>United States</u>	<u>Florida</u>	<u>Pinellas County*</u>	<u>St. Petersburg</u>
1900				
Amount	75,994,575	528,542		1,575
Increase	13,046,861			
% Increase	20.7%	35%		
1910				
Amount	91,972,266	752,619		4,127
Increase	15,977,691	244,077		2,552
% Increase	21.0%	42.4%		162%
1920				
Amount	105,710,620	968,470	28,265	14,237
Increase	13,738,354	215,851		10,110
% Increase	14.9%	28.7%		245%
1930				
Amount	122,775,046	1,468,211	62,149	40,425
Increase	17,064,426	499,741	33,884	26,187
% Increase	16.1%	51.6%	119.9%	183.9%
1940				
Amount	131,669,275	1,887,804	91,852	60,812
Increase	8,894,229	419,593	29,703	20,387
% Increase	7.3%	28.6%	49.8%	50.4%
1950				
Amount	150,216,110	2,771,305	159,249	96,738
Increase	18,546,835	883,501	67,397	35,926
% Increase	14.1%	46.1%	73.4%	59.1%

*Pinellas County was
part of Hillsborough
County until 1911.

Source: United States Census

In this calculation of present population it is assumed that dwelling units are completed and occupied three months after permits therefor have been issued.

The average number of persons per household in St. Petersburg was 2.62 in 1950 (as compared to a United States urban average of 3.27 and a Florida urban average of 3.07 persons per household). A lower figure--2.54--has been estimated and used in the computation of present population, because the average number of persons per household is decreasing in St. Petersburg. The average fell from 3.19 persons per household in 1930 to 3.06 per household in 1940 to 2.62 per household in 1950.

It is assumed that two factors principally accounted for this change. First, the proportion of older persons in the city's population increased greatly during that period as St. Petersburg became increasingly a retirement city. Households of older persons generally are smaller than the average. Second, Negroes, increasing far less rapidly than the white population, constituted a smaller proportion of the total population in 1950 (14.5%) than in 1940 (19.7%). It is assumed that St. Petersburg Negro households follow a national pattern of housing more persons than do white households. In the 1950 United States urban population there was an average of 3.60 persons per non-white household as compared to an average of 3.24 persons per white household.

It is predicted that, as the proportion of older persons in the city's population continues to increase slightly and as the proportion of Negroes in the total population continues to decrease slightly, the family size will decrease even further in the future, levelling off possibly at 2.4 persons per household around 1980. (See Graph II.)

Forecasted Population Growth

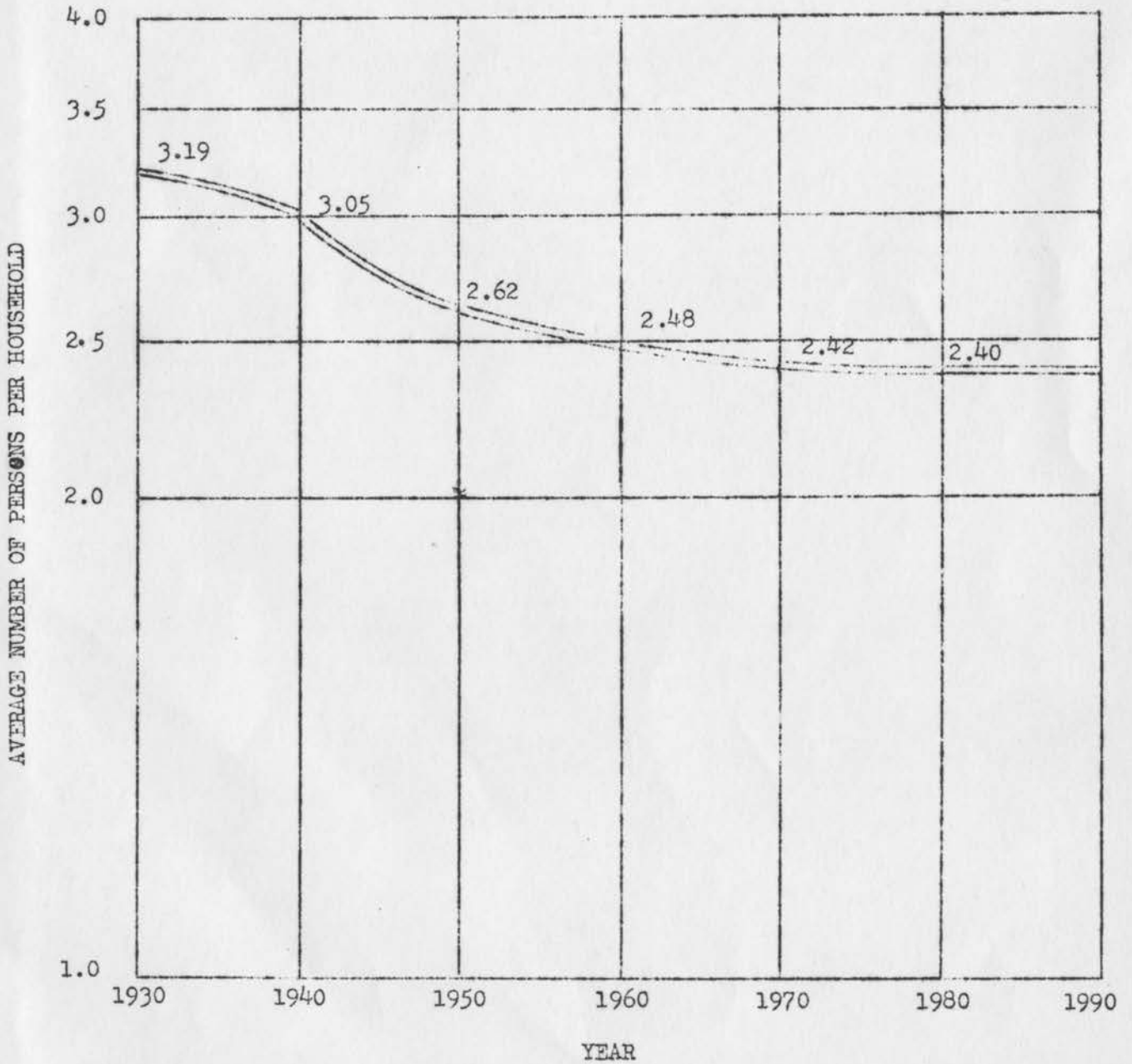
Unless there are unforeseen factors of major consequence--such as a major war or economic depression--it is assumed that the factors discussed above will continue to draw new residents to the area as long as space for settlement remains. Subtracting water bodies and the area presently used or ultimately needed for business, industry, parks, schools, and other non-residential uses, St. Petersburg's 52.3 square miles, constituting approximately 33,500 acres (as its city limits and shore line are now described) offers approximately 28,230 acres for residential uses. Present zoning apportions the potential residential acres among various intensities of residential use approximately as follows:

Apartment district	1350 Acres
Two family district	1470 Acres
* Single family district	23200 Acres
Low density single family district	2320 Acres

* Includes areas presently zoned for farming and country homes and outlying residential districts which usually fall into this classification when they are subdivided and rezoned.

It is assumed that, under the existing Zoning Ordinance and Subdivision Ordinance, apartment districts will provide dwelling units for an average of 12 families per acre; that duplex areas will accommodate

GRAPH II
PAST AND PROJECTED
AVERAGE NUMBER OF PERSONS PER HOUSEHOLD
IN ST. PETERSBURG



approximately 6 families per acre; that single family areas will house 4 families per acre and that the lower density family areas will average 3 families per acre.

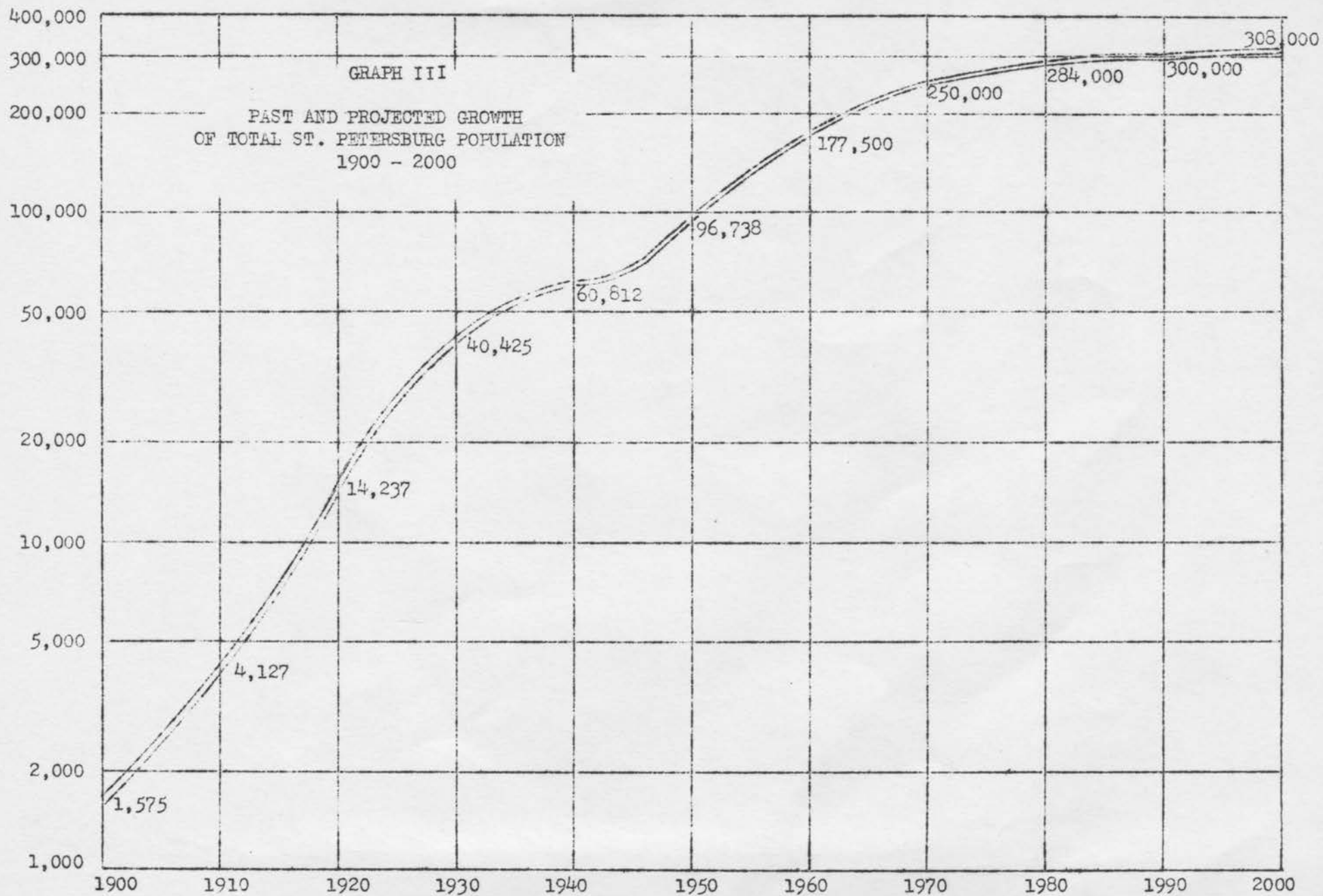
In close-in areas, however, much land was platted into very small lots and developed more intensively before the enactment of those ordinances. It is believed that in areas #9, 11 and 12, Map #2, duplex areas average 8 families per acre; that in areas #9 and 12 single family areas average 6 families per acre; and that in area #11 single family areas average 5 families per acre.

Following these assumptions, all land estimated for future residential use, whether presently developed or undeveloped, would house approximately 128,540 families. Assuming that the city could house 128,540 families, and assuming that by the time that many families settle in St. Petersburg the average family size has decreased to 2.4 (as discussed above), it is believed that approximately 308,000 is a reasonable ultimate population for the present city.

Graph III projects the total city population in Time to the reasonable ultimate population. It is believed that building will continue at an even greater rate in the next ten years than has been witnessed since 1950. Plans for development of several large areas within the next two to three years already have been made, and extension of the city's sewer system will add impetus to growth in areas not served by existing facilities. As the Gulf Coast Highway brings more tourists to the area, more persons will see and decide to settle in St. Petersburg. Considering these factors, it is believed that the city's population will exceed 175,000 in 1960 and will grow to about 250,000 by 1970.

It is further believed that the rate of population growth will decrease rapidly as large tracts of vacant land become scarce in St. Petersburg and that in-migrants coming to Florida's West Coast will settle in areas now in early stages of development--areas with great growth potential. (It has been noted in Table III that, for the first time, Pinellas County's rate of population increase during the last decade exceeded that of St. Petersburg.) With growth levelling off quickly after 1970, it is believed that the population will reach approximately 284,000 in 1980, 300,000 in 1990, and the reasonable ultimate population of 308,000 between 1990 and 2000.

* In A Proposed Master Plan for the City of St. Petersburg, prepared in 1943 by Harland Bartholomew and Associates, City Planning Engineers of St. Louis, Missouri, a similar reasonable ultimate population was estimated by an entirely different method. "The present population occupies a developed urban area of approximately $11\frac{1}{2}$ acres per 100 persons; whereas, in the average city, there are only about $8\frac{1}{2}$ acres of developed area per 100 persons. St. Petersburg thus has a more spacious character of development than is usually found in urban areas. If the city continued to grow with this same character, its incorporated area could accommodate nearly 300,000 persons or approximately six times the present population." (Page 9)



RACIAL COMPOSITION

The percentage of Negroes in St. Petersburg's population has changed with the city's growth. Although the Negro population has grown from a little over a thousand in 1910 to 14,000 by 1950, it has failed to keep pace with growth of the white population.

Factors causing the increase in the Negro population are different from those resulting in the extremely high rate of increase in the city's white population. Increase in white residents (69% from 1940 to 1950) is a result principally of the in-migration of retired persons and persons seeking to serve tourists and resident population. The 17% increase in Negro population from 1940 to 1950 is principally a result of natural increase. (Total United States Negro population increased 17.0% in the same period.)

A comparison of the age distribution of the city's white and Negro populations (Graph IV) shows the differing composition of the racial groups. Twenty-five per cent of the white population in 1950 was 65 years old or over, while only 5% of the city's Negroes fell in that age group. Considering the fact that persons 65 years and older constituted 5.6% of the nation's non-white population in 1950, it is evident that there was little of no in-migration of older Negroes to St. Petersburg.

TABLE V

PERCENTAGE DISTRIBUTION OF NEGRO AND WHITE POPULATION
BY MAJOR AGE GROUPS
1950

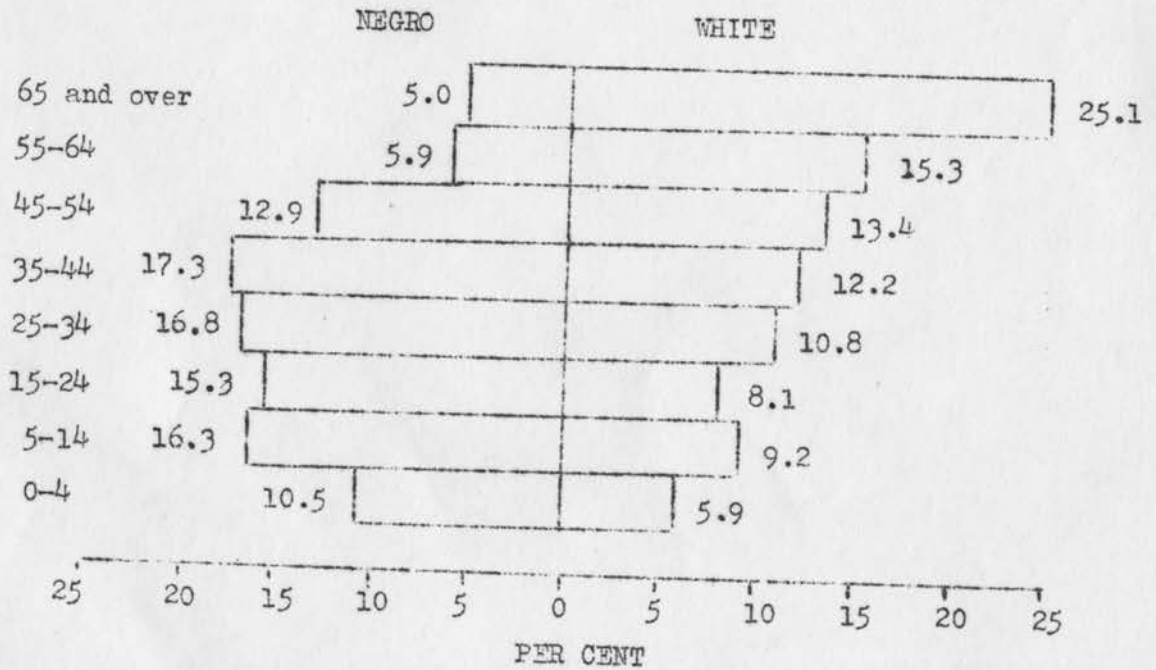
<u>Age Group</u>	<u>Negro</u>	<u>White</u>
0-4	10.5%	5.9%
5-14	16.3	9.2
15-24	15.3	8.1
25-34	16.8	10.8
35-44	17.3	12.2
45-54	12.9	13.4
55-64	5.9	15.3
65 & over	<u>5.0</u>	<u>25.1</u>
	100.0%	100.0%

Source: 1950 United States Census

Negroes, by and large, are not able to retire and do not have sufficient savings to enable them to travel as tourists. Even if the economic status and employment of Negroes nationally were such as to permit them to seek retirement and vacation spots, there is little at present to attract Negro tourists and retired persons to St. Petersburg, except the climate.

Negroes cannot enjoy the beaches, the Shuffleboard Club, public dances and other recreational facilities. Moreover, space for Negro settlement is limited. Despite the vast amount of undeveloped land in the city, the Negro population is contained in two highly congested and

GRAPH IV
 AGE DISTRIBUTION
 OF ST. PETERSBURG WHITE AND NEGRO POPULATION
 1950



generally substandard areas. Map #1 outlines these areas. Except for a small number of families, all 14,000 Negroes in 1950 were housed in these two areas of approximately 716 acres or 1.12 square miles. Expansion beyond these arbitrary boundaries, which have no legal basis, has been slight since that time and has been accompanied by vigorous protest of the adjacent white population.

For these reasons, and because employment opportunities for Negroes in St. Petersburg are very limited, Negro population growth failed to keep pace with white population growth, and the percentage of Negroes in the city's population decreased from 19.7% in 1940 to 14.5% in 1950.

A study of the Negro population growth indicates a different trend from that of the total population growth. While the total population grew at an increasing rate from 1930 to 1950, the Negro population increased at a decreasing rate. The Negro population increased only 17% from 1940 to 1950, as compared to an increase of 62% from 1930 to 1940.

TABLE VI

PERCENTAGE INCREASE IN ST. PETERSBURG
NEGRO POPULATION BY DECADES
1910 - 1950

<u>Year</u>	<u>Amount</u>	<u>Increase</u>	<u>% Increase</u>
1910	1095		
1920	2394	1299	118.6
1930	7393	4999	208.8
1940	11980	4587	62.0
1950	14013	2033	17.0


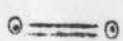
Source: United States Census

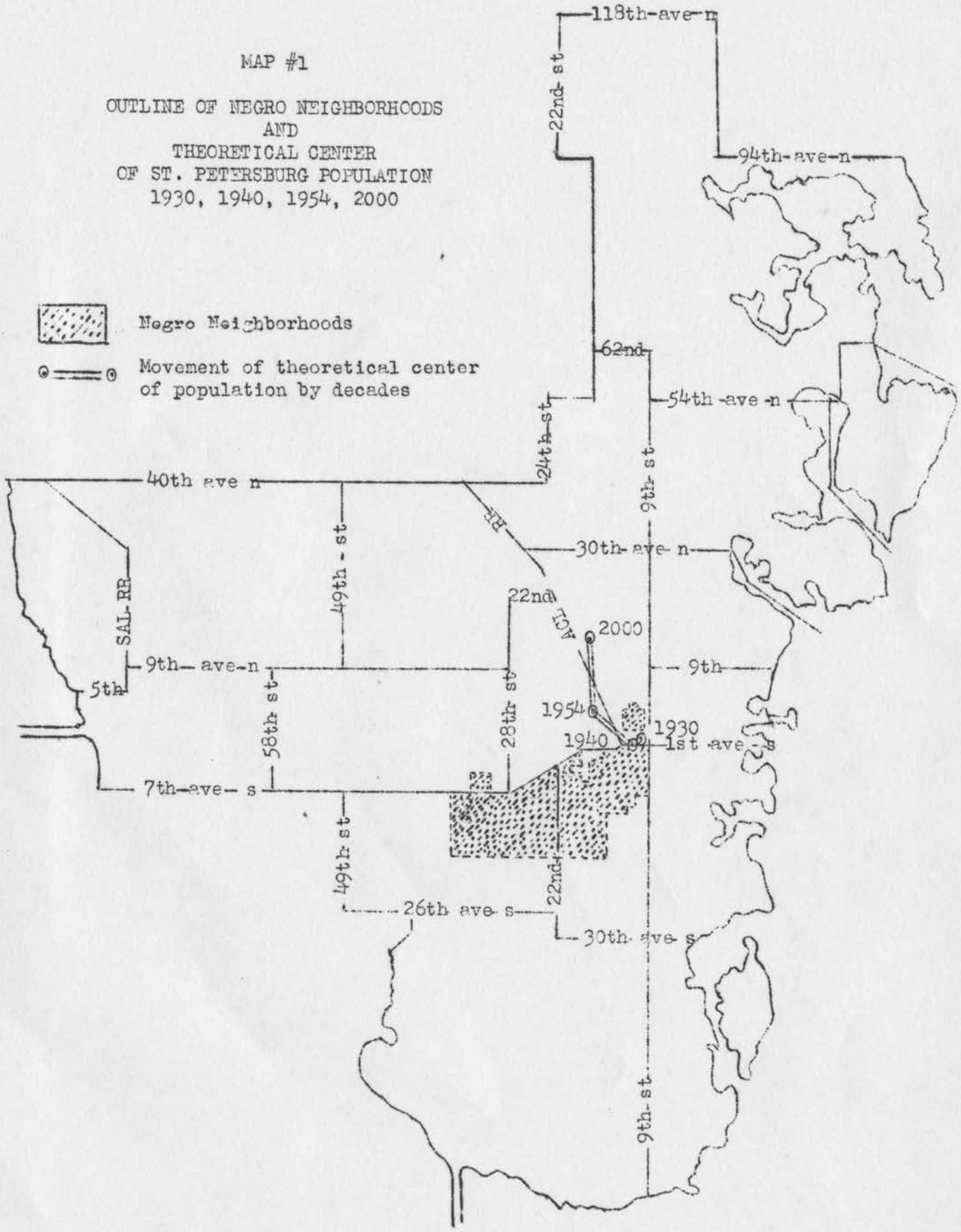
It is assumed, however, that the 17% increase during the forties was achieved almost totally after World War II, during which many Negroes left St. Petersburg to join military services and to work in war industries.

Available facts indicate that the Negro population is continuing to increase at a rate similar to that seen from 1945 to 1950. From January 1, 1950 to December 31, 1954, building permits were issued for approximately 430 new dwelling units within the Negro neighborhoods, outlined in Map #1. At 3.6 persons per unit, the new units would add approximately 1550 persons. In addition to this increase, there has been some expansion of Negro population beyond the outlined areas, particularly south of 15th Avenue South, and, according to Negro leaders, use of existing dwelling units has been intensified in the last few years.

Further indication of Negro population growth is shown by a 39% increase in Negro school enrollment in only four years (February, 1950 to February, 1954). Increase in number of school children was greater for that period than total Negro population increase because it reflects factors other than the total Negro increase: (1) an increase in the proportion of school age children in the Negro population, (2) an intensive effort in the past few years to get all children under 16 years old into

MAP #1
OUTLINE OF NEGRO NEIGHBORHOODS
AND
THEORETICAL CENTER
OF ST. PETERSBURG POPULATION
1930, 1940, 1954, 2000

 Negro Neighborhoods
 Movement of theoretical center
of population by decades



school, and (3) the Negroes' increasing desire to better themselves.

Considering these factors, it is believed that the Negro population increased at about the same rate from 1950 to 1955 as it did from 1945 to 1950. With continued natural increase and with increasing job opportunities for Negroes as the economy expands with total population growth, it is believed that Negro population growth will continue at a high rate until 1960. With a 34% increase from 1950 to 1960, the Negro population would number 18,800 in 1960, or 10.6% of the projected total population at that time. (See Table VII)

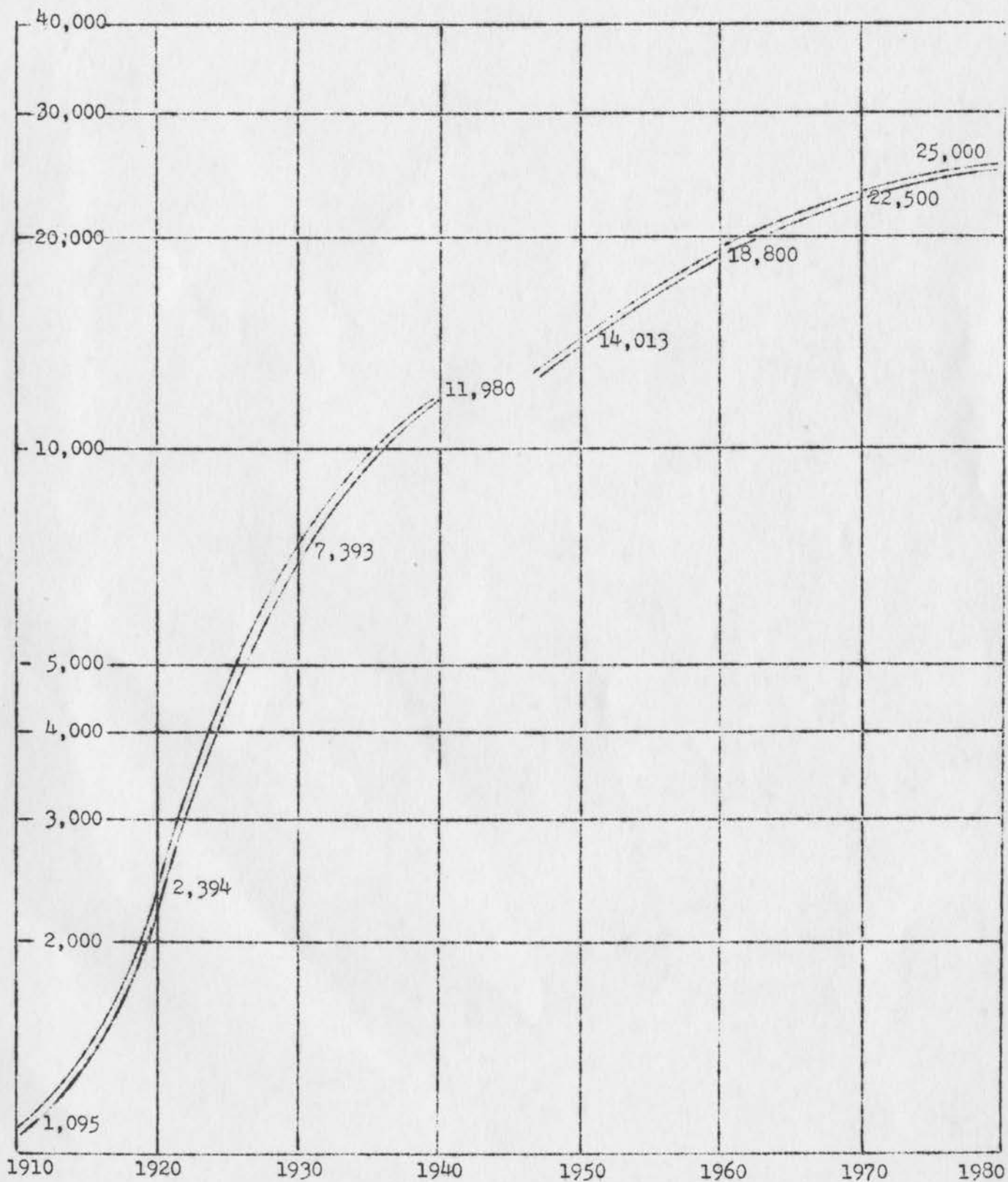
When construction and total population growth begin to slow down in the sixties, job opportunities for Negroes will not increase as rapidly, and the rate of Negro population growth will probably decrease also. Assuming an increase of 20% during the sixties and 11% from 1970 to 1980, the Negro population would reach 22,500 in 1970 (9.0% of the total projected population) and 25,000 in 1980 (8.8% of the total population). See Graph V.

TABLE VII

PAST AND PROJECTED PERCENTAGE
OF NEGROES IN THE TOTAL ST. PETERSBURG POPULATION

<u>Year</u>	<u>Percentage</u>
1910	26.7%
1920	17.1
1930	18.3
1940	19.7
1950	14.5
1960	10.6
1970	9.0
1980	8.8

PAST AND PROJECTED GROWTH
OF ST. PETERSBURG NEGRO POPULATION
1910 - 1980



AGE AND SEX COMPOSITION

St. Petersburg is essentially a city of and for older persons. Comparison in Graph VI of the age distribution of the city's population with that of the Florida urban and United States urban population reveals the unique structure of St. Petersburg.

In 1950 the population of Florida cities was slightly older than the United States urban population, and the St. Petersburg population was much older than either. Median age of the city's residents was 44.6 as compared to 32.8 in the Florida urban population and 31.5 in the United States urban population. More than half of the people in St. Petersburg were over 44 years of age in 1950, while only one-third of the people in United States cities were over 44.

The city's proportion of aged people is far greater even than is found in neighboring retirement cities. In 1950, 22.2% of St. Petersburg's population was 65 years old or over. In the same census year, 18.9% of Bradenton's population and 14% of Clearwater's residents were listed in this older age group. 13.6% of Pinellas County's 1950 population, excluding St. Petersburg population, was 65 and over.

As St. Petersburg's population has grown in number, so has it increased in age. Change in age composition of the city's population directly reflects the role of retired persons in its growth. In 1930, persons 65 years old and over composed 10.7% of the population. This percentage had increased to 15.3% by 1940 and to 22.2% by 1950.

Estimated Future Age Distribution

It is believed that the proportion of the city's older persons will increase slightly more with expected population growth and continued in-migration of retired persons. Recent increase in Social Security payments and extension of coverage will make Florida retirement possible for an increasing number of persons.

As family size decreases and the percentage of older persons increases, the percentage of infants in the future population probably will decrease. Percentages in the 5-14 and 15-24 age groups most likely will increase. Abnormally low percentages of these groups in 1950 resulted principally from the low birth rates of depression years. Percentage of young people 15-24 will remain low in comparison to other age groups as long as educational and job opportunities for young persons are severely limited in St. Petersburg.

GRAPH VI
 AGE DISTRIBUTION
 OF ST. PETERSBURG, FLORIDA URBAN
 AND UNITED STATES URBAN POPULATION
 1950

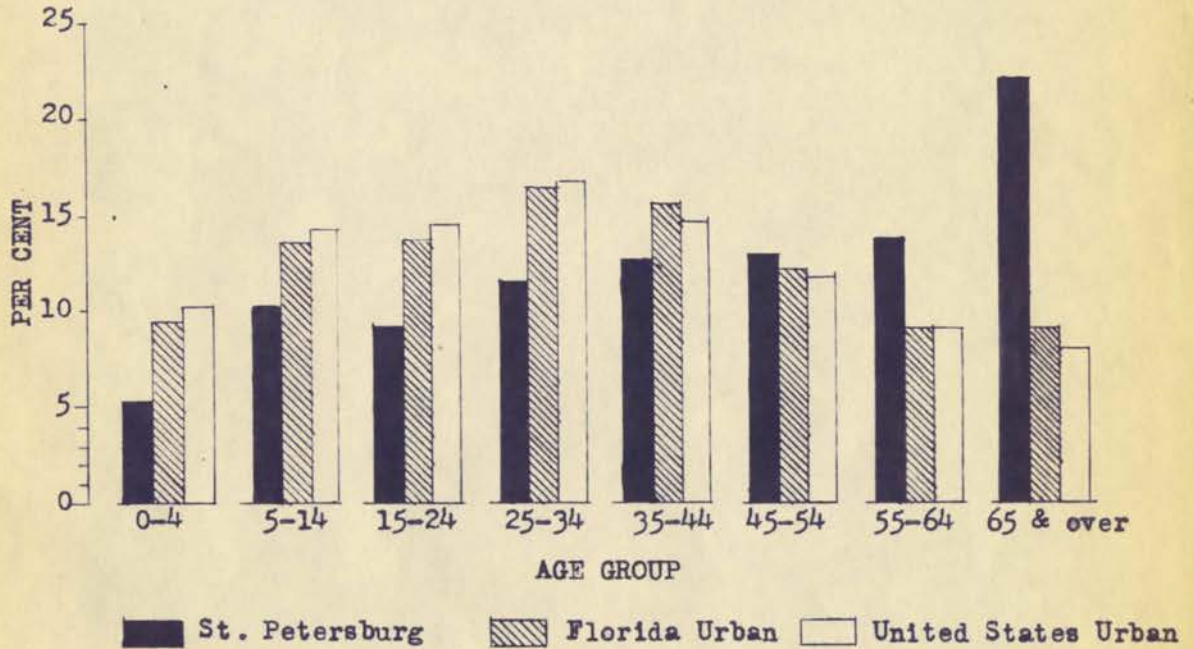


TABLE VIII

PRESENT AND FUTURE PERCENTAGE DISTRIBUTION
OF ST. PETERSBURG POPULATION BY AGE GROUPS

<u>Age Group</u>	<u>1950</u>	<u>1980-2000</u>
0-4	6.6%	5.8%
5-14	10.2	11.4
15-24	9.1	9.8
25-34	11.7	11.0
35-44	12.9	12.0
45-54	13.3	13.0
55-64	14.0	14.2
65 & over	22.2	22.8
	100.0%	100.0%

Age Distribution by Areas

Older persons are more numerous in the close-in, apartment and rooming house areas easily accessible to the central business district and to the facilities furnished for retired persons. Map #2 presents the percentage age distribution of the 1950 population by 18 major areas of the city.

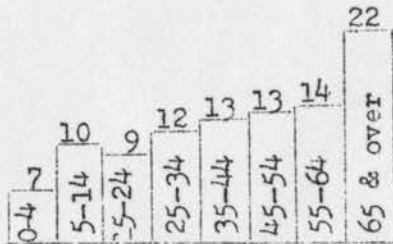
In the downtown area from First Avenue South to Ninth Avenue North, between Ninth Street and Tampa Bay, 50% of the residents were 65 and over. Areas to the north and south of this central area listed 31% and 30% of their respective populations in this age group. Percentage of older persons decreases with an increase in distance from the downtown area. Age distribution approaches a normal pattern--more similar to the Florida urban and United States urban age distributions--in outlying areas where there are more young families and consequently, more children.

Sex Composition

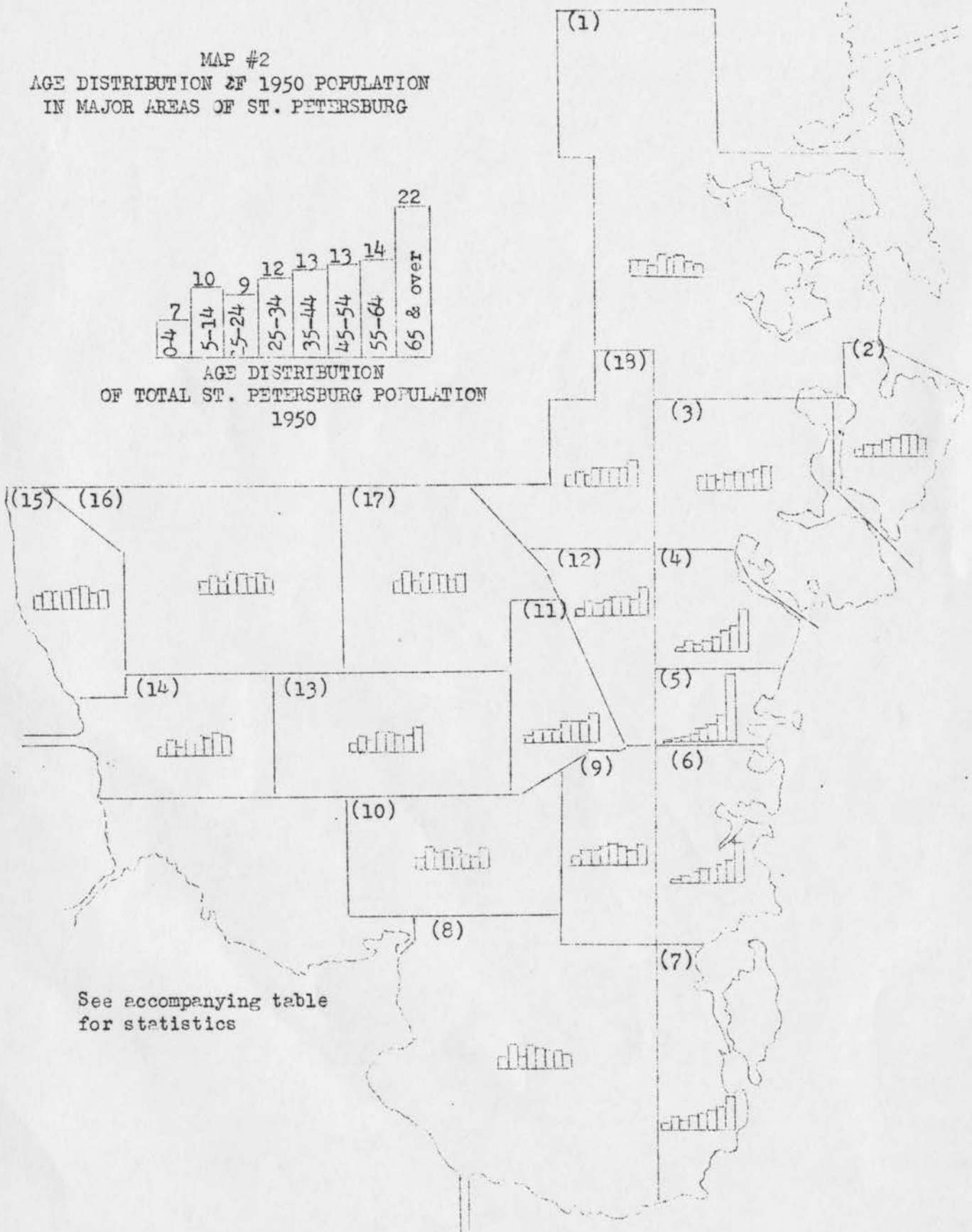
Sex composition is another distinguishing characteristic of St. Petersburg's population structure. In 1950, females composed 55% of the city's population, as compared to 51.6% of the United States urban population.

The ratio of women to men in St. Petersburg's population increased between the last two census counts. In 1940, there were 17% more women than men, but by 1950 the men were outnumbered by 22.3%, or 11 women to 9 men. This ratio of women to men was particularly high in the working age group 20-64 (see Graph VII), where women outnumbered men by 30.6%. This reflects the nature of the city's economy--servicing tourists, retired residents and other working persons. In the 65 years old and over age group--affected nationally by the shorter life expectancy of men--there are 22.7% more women than men.

MAP #2
 AGE DISTRIBUTION OF 1950 POPULATION
 IN MAJOR AREAS OF ST. PETERSBURG



AGE DISTRIBUTION
 OF TOTAL ST. PETERSBURG POPULATION
 1950



See accompanying table
 for statistics

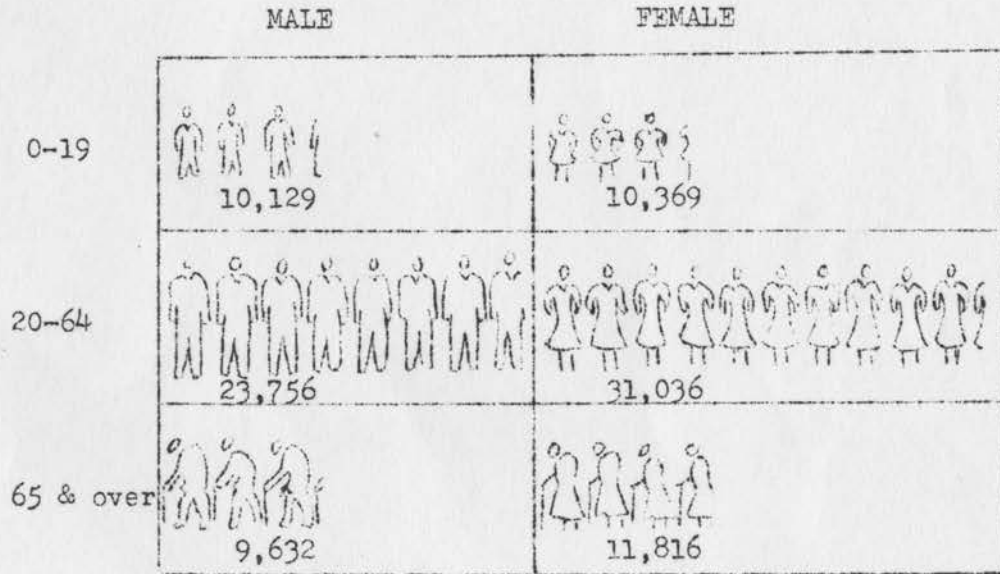
AGE DISTRIBUTION OF 1950 POPULATION
IN MAJOR AREAS OF ST. PETERSBURG

See Map #2

<u>Area</u>	<u>0-4</u>	<u>5-14</u>	<u>15-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65 & over</u>
1	12%	12%	9%	17%	14%	15%	11%	10%
2	6	9	9	14	15	17	16	13
3	8	10	8	13	14	14	15	18
4	4	7	6	8	11	15	18	31
5	1	3	4	5	7	11	19	50
6	4	6	8	10	11	14	17	30
7	5	10	8	10	12	14	17	24
8	9	17	9	16	14	13	12	10
9	8	12	12	14	15	13	11	15
10	10	16	12	13	14	11	10	14
11	5	10	10	10	15	15	15	20
12	6	11	9	12	14	14	13	21
13	8	11	9	14	14	13	13	18
14	8	12	8	12	15	14	16	15
15	10	13	8	14	15	16	11	13
16	10	13	9	16	15	12	14	11
17	10	16	10	14	14	13	10	13
18	9	12	9	13	13	12	13	14

Source: 1950 United States Census

GRAPH VII
 DISTRIBUTION OF ST. PETERSBURG POPULATION
 BY SEX
 AMONG CHILDREN, WORKING AGE PERSONS AND RETIRED PERSONS
 1950



Each figure represents 3000 persons.

DISTRIBUTION OF POPULATION

In 1940, less than 10 of St. Petersburg's 52.3 square miles housed approximately 70% of the city's population. As a result of spreading development, the same close-in area from Tampa Bay to 22nd and 28th Streets between 30th Avenues North and South (areas #4, 5, 6, 9, 11 and 12, Map #4) contained only 61% of the 1950 population and approximately 49% of the 1955 population, although this area continued to have a population increase. Map #3 shows the relative population density of the city in 1954 by square mile sections.

For purposes of this study, the city has been divided into 18 major areas. Map #4 shows the distribution of the 1940, 1950 and 1955 population in these areas. Analysis of this data points out basic characteristics of the city's past and present population distribution.

The 1940 population was concentrated in the close-in areas described above and in the two areas adjoining them to the west--north and south of the Seaboard Airline railroad tracks (areas #10 and 13 on Map #4). Population in other areas was scant.

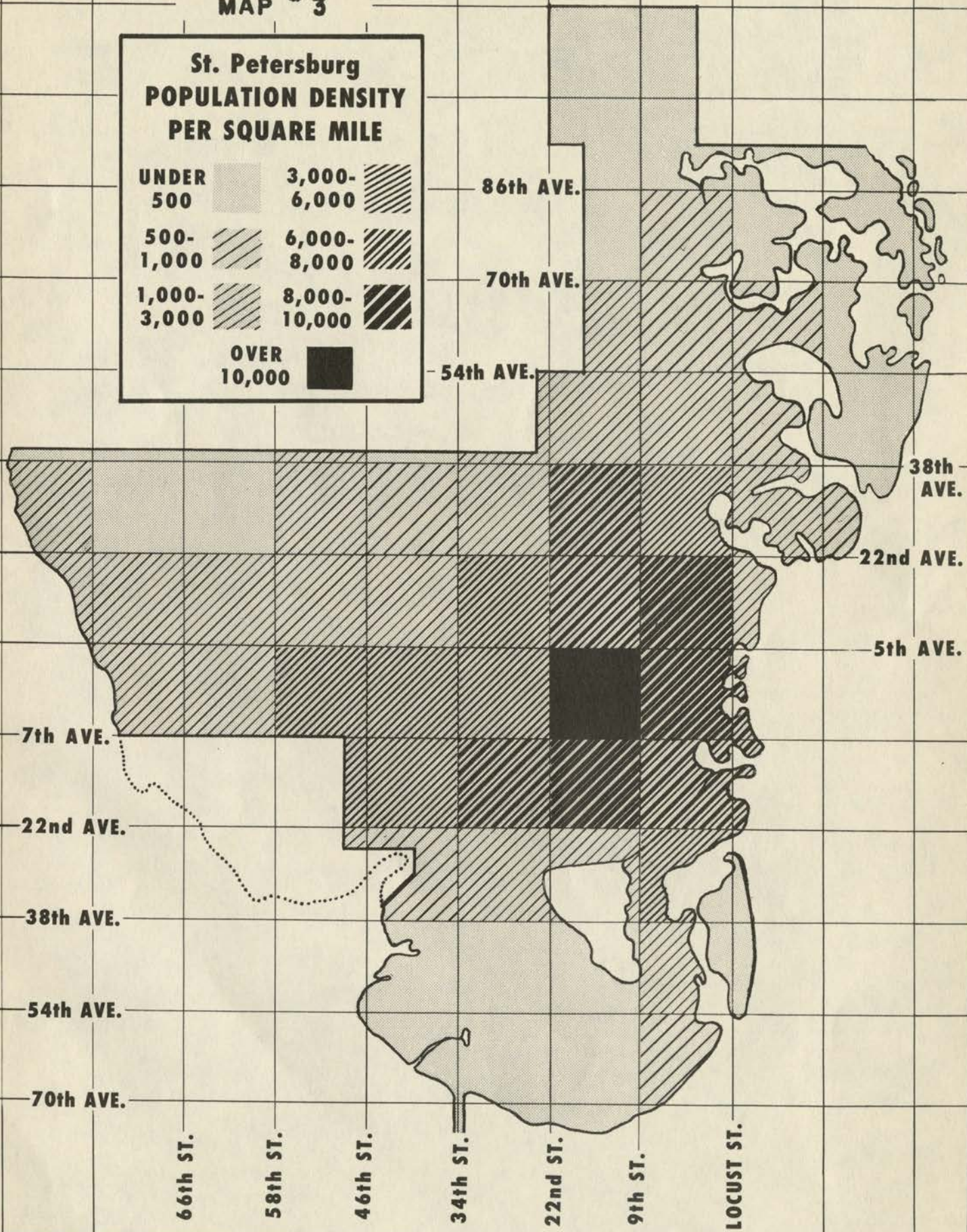
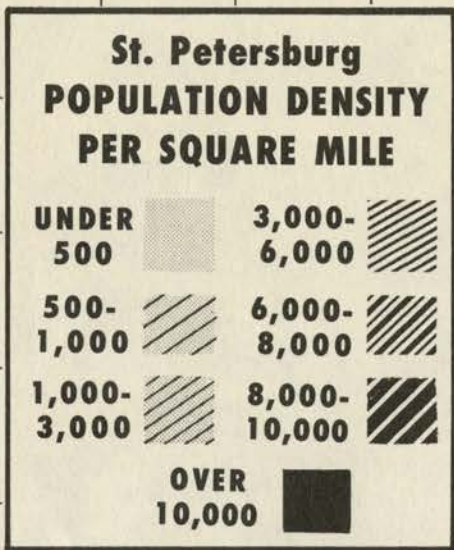
All areas shared in the great population increase between 1940 and 1950. The greatest numerical increase--5,270--was shown in the area between the Seaboard railroad tracks and 30th Avenue South from 9th to 22nd Streets (area #9, Map #4). Other large increases occurred in the close-in areas and in areas adjoining it (areas #4, 10, 12, 13 and 18, Map #4). The greatest percentage increases, however, were in more outlying areas. The area between 30th and 54th Avenues North from 9th Street to Placido Bayou and including Snell Isle (area #3, Map #4) increased in population more than four-fold; the most northern area (area #1, Map #4) increased almost four-fold; and the area west of 58th Street between 9th Avenue North and Gulfport (area #14, Map #4) and the large southside area (area #8, Map #4) more than tripled in population.

Growth from 1950 to 1955 produced a changing picture. Gross numerical increase, as well as percentage increase, of the outlying areas far exceeded those of close-in areas. During only four years, more than four thousand persons were added to the population in each of two outlying areas (areas #13 and 14, Map #4), and the population from 49th Street to the Seaboard Airline tracks between 9th Avenue North and the city limits at 40th Avenue North (area #16, Map #4) increased almost six-fold.

A breakdown of building permits issued from 1950 through 1954 gives a clearer picture of the distribution of population growth during those years. Map #5 shows the number of single, duplex and multiple family dwellings for which building permits were issued in each of the 18 areas. The size of each circle is directly proportional to the total number of dwelling units for which building permits were issued.

New residential construction in close-in areas, the two southern areas and Shore Acres--although by no means negligible--was meager in comparison to the development of other areas. Areas claiming the highest number of building permits were #3, 13, 14, 17 and 18, Map #5. In 1954 alone, the greatest building activity was seen in the northwestern portion

MAP * 3



86th AVE.

70th AVE.

54th AVE.

38th AVE.

22nd AVE.

5th AVE.

7th AVE.

22nd AVE.

38th AVE.

54th AVE.

70th AVE.

66th ST.

58th ST.

46th ST.

34th ST.

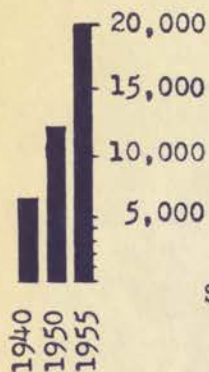
22nd ST.

9th ST.

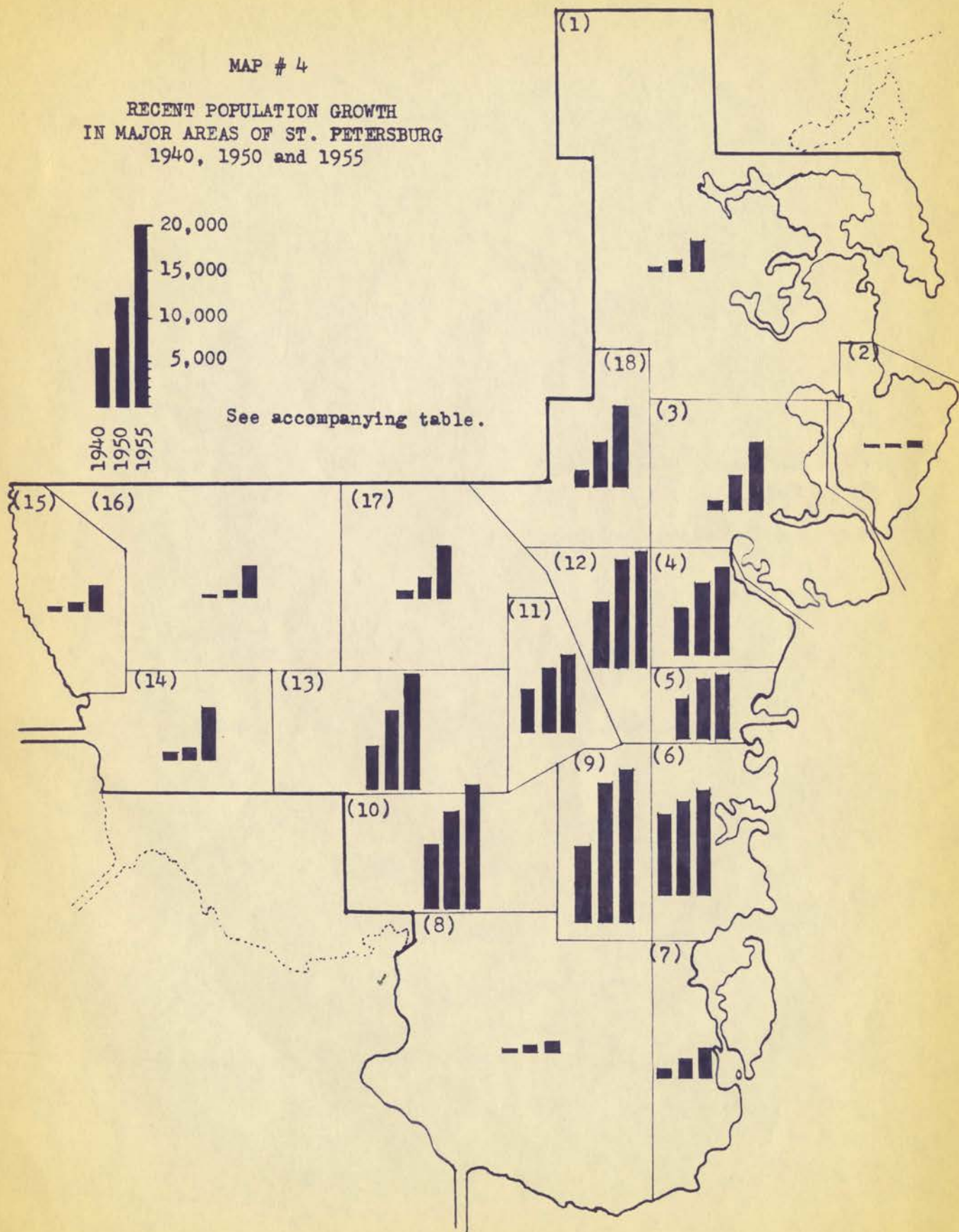
LOCUST ST.

MAP # 4

RECENT POPULATION GROWTH
IN MAJOR AREAS OF ST. PETERSBURG
1940, 1950 and 1955



See accompanying table.



RECENT POPULATION GROWTH
IN MAJOR AREAS OF ST. PETERSBURG
1940, 1950 and 1955

See Map #4

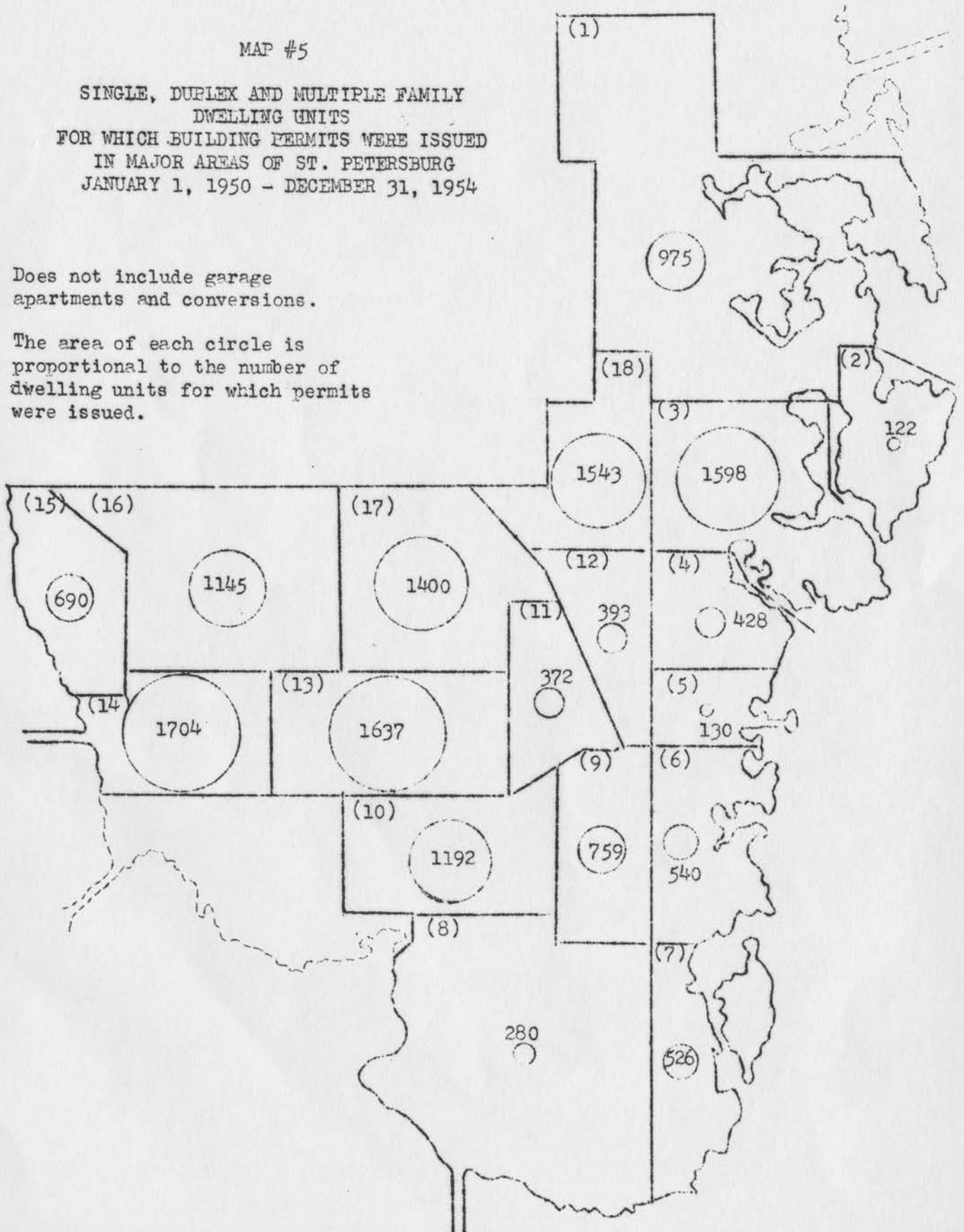
<u>Area</u>	<u>1940</u>	<u>1950</u>	<u>1955</u>
1	250	986	3337
2	150	297	592
3	800	3563	7418
4	5300	8366	9400
5	4400	7043	7358
6	9100	10390	11693
7	1050	2228	3498
8	160	574	1250
9	9050	14507	16338
10	6050	10639	13513
11	4800	6948	7845
12	7550	12062	13009
13	5200	8845	12795
14	500	1528	5640
15	250	695	2361
16	370	574	3338
17	1030	2373	5750
18	1850	5120	8844

MAP #5

SINGLE, DUPLEX AND MULTIPLE FAMILY
DWELLING UNITS
FOR WHICH BUILDING PERMITS WERE ISSUED
IN MAJOR AREAS OF ST. PETERSBURG
JANUARY 1, 1950 - DECEMBER 31, 1954

Does not include garage
apartments and conversions.

The area of each circle is
proportional to the number of
dwelling units for which permits
were issued.



of the city. Two areas from 9th Avenue North to the northern city limits between the SAL and ACL tracks (areas #16 and 17, Map #5) claimed the highest number of permits issued.

Such development is indicative of a trend during the past 15 years that has pulled the theoretical center* of the population north-westward. As shown in Map #1, this center was located at 11th Street, $\frac{1}{4}$ block north of Central Avenue in 1930; by 1940 it had moved to 12th Street, $\frac{1}{4}$ block north of First Avenue South; by April, 1954, the center of population was at 17th Street, $\frac{1}{4}$ block south of Third Avenue North. The estimated center of the reasonable ultimate population is about 18th Street between 13th and 14th Avenues North.

Future Population Distribution

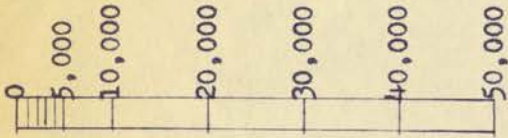
Map #6 is presented to show the distribution of past, present and reasonable ultimate population among the city's 18 major areas. The method used in estimating the reasonable ultimate population for each major area is the same as that used in estimating the total reasonable ultimate population for the city.

Close-in areas have nearly attained their reasonable ultimate population, while outlying areas offer large acreages for population growth. It is estimated that the area north of 54th and 62nd Avenues North (#1, Map 6) will provide homesites for an ultimate population of approximately 49,000. The area south of 26th Avenue South and west of 9th Street could probably accommodate some 29,500. It is believed that these two areas and Shore Acres (#2, Map #6) will be the last in the city to be developed extensively, although the Gulf Coast Highway undoubtedly will give impetus to growth on the south side.

* The theoretical center of the population is a point at the intersection of two imaginary lines--one drawn to place one-half of the city's population to its north and one-half to its south; the other line drawn so that one-half of the city's population lies to its east and one-half to its west.

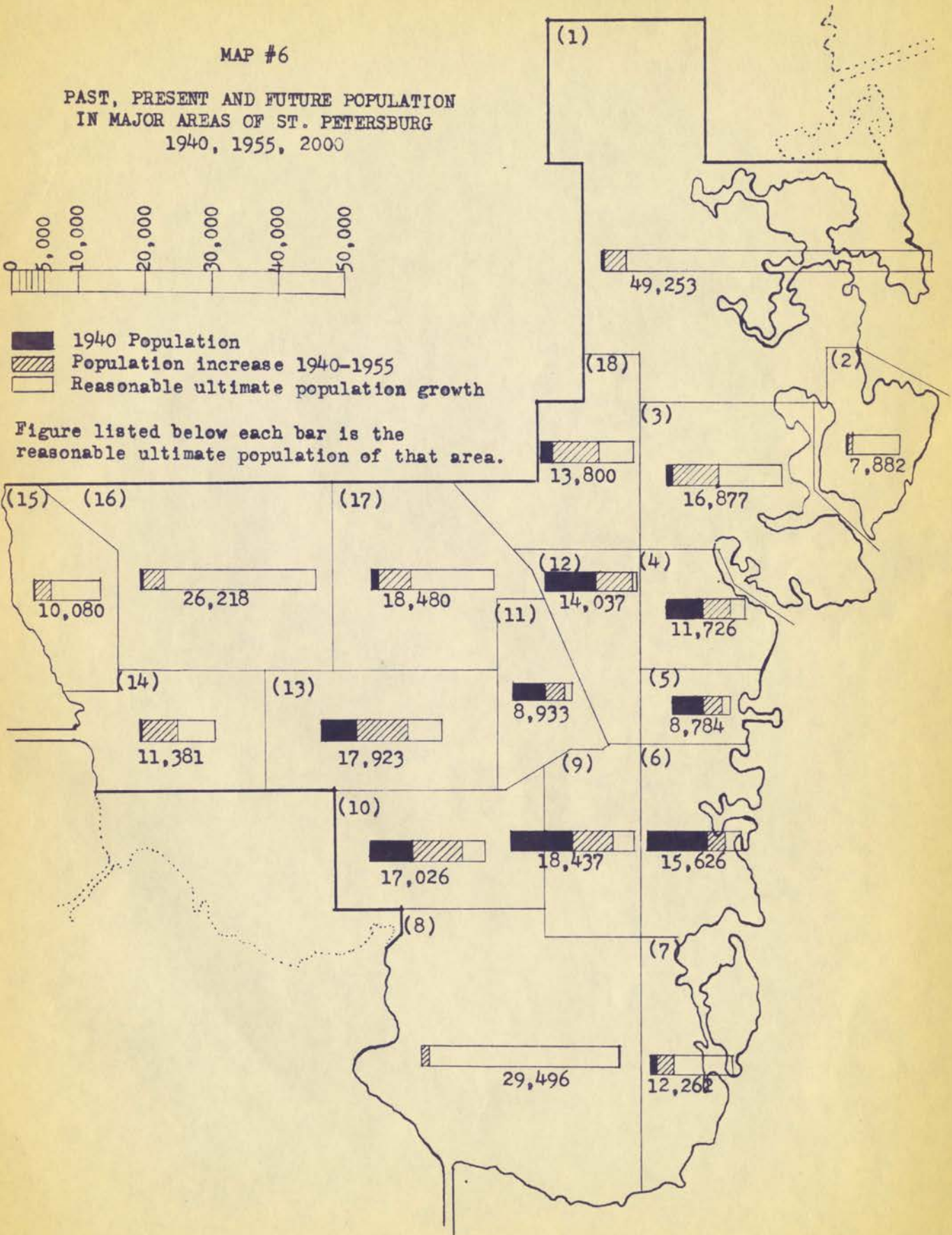
MAP #6

PAST, PRESENT AND FUTURE POPULATION
IN MAJOR AREAS OF ST. PETERSBURG
1940, 1955, 2000



1940 Population
 Population increase 1940-1955
 Reasonable ultimate population growth

Figure listed below each bar is the reasonable ultimate population of that area.



CONCLUSIONS AND SUMMARY

This study presents an organization and analysis of past and present population data for the city of St. Petersburg, confined to the permanent resident population of the city, within its present boundaries. The report attempts to delineate past trends and project them beyond the present into the future. Future estimates are not intended to be firm predictions but only to be projections of the past into the future. It is hoped that this report will give its readers an insight into the type of community St. Petersburg is and is likely to become.

Economy: It has been noted that retail trade and personal and professional services for retired persons, tourists and other residents are the basic strength of the local economy. The income of St. Petersburg citizens reflects the retirement status of a large per cent of the population. Construction activity will continue to comprise a large part of the overall economy; and, as large tracts of vacant land within the city limits become scarce, construction workers will have to find employment in adjacent areas or new fields of employment will have to be opened to absorb this labor if it is to be kept within the city.

Population: Within the present city limits, considering past and present population growth, building activity and character of population density, it is estimated that an ultimate reasonable population of about 308,000 may be reached around 1990 or 2000.

The proportion of older people in the total population and the percentage of females will continue to increase. The non-white population will constitute a decreasing percentage of the total population, unless many factors such as income, retirement policy and social status of the Negro are altered.

The large undeveloped tracts of acreage in outlying areas of the city will be built up, principally as residential neighborhoods, on a less intensive scale than older developed neighborhoods.

As urbanization of Pinellas County proceeds, St. Petersburg will become ever more closely integrated into the surrounding territory. The city will continue to be a focal point both in the County and in the greater Tampa Bay Metropolitan area.

COMPOSITION OF ST. PETERSBURG POPULATION
 (Based on 1950 U.S. Census of Population)

AGE GROUP	MALE	FEMALE
65 & over	9.7	11.9
55-64	5.8	8.2
45-54	5.9	7.6
35-44	5.7	7.3
25-34	5.3	6.5
15-24	4.2	5.0
5-14	5.1	5.1
0-4	3.3	3.4
	45.0	55.0

PER CENT OF TOTAL POPULATION