

1967

Land Use Analysis and Planning Evaluation of the Site Proposed for the Holiday Inn on West Tennessee Street Tallahassee, Florida

City Planning Department

Tallahassee Democrat

Tallahassee Chamber of Commerce

Follow this and additional works at: <https://digitalcommons.unf.edu/simonsflorida>



Part of the [Urban, Community and Regional Planning Commons](#)

Recommended Citation

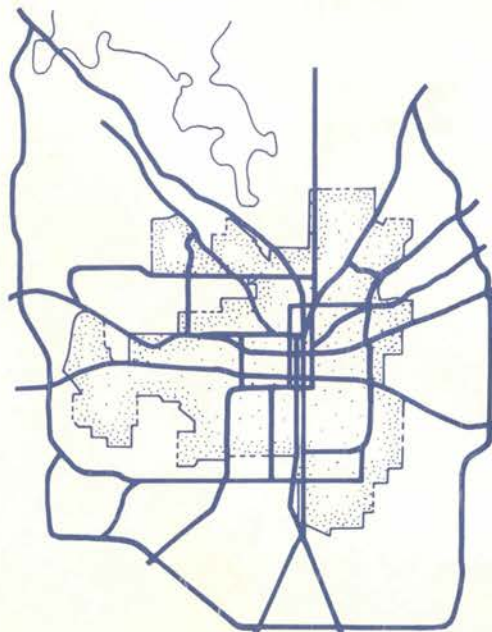
Land Use Analysis and Planning Evaluation of the Site Proposed for the Holiday Inn on West Tennessee Street Tallahassee, Florida. 1967. George W. Simons, Jr. Planning Collection. University of North Florida, Thomas G. Carpenter Library Special Collections and Archives. UNF Digital Commons, <https://digitalcommons.unf.edu/simonsflorida/83/>

This Book is brought to you for free and open access by the George W. Simons, Jr. Publications and Printed Materials at UNF Digital Commons. It has been accepted for inclusion in City and Regional Planning -- Florida by an authorized administrator of UNF Digital Commons. For more information, please contact [Digital Projects](#).

© 1967 All Rights Reserved

LAND USE ANALYSIS AND PLANNING EVALUATION

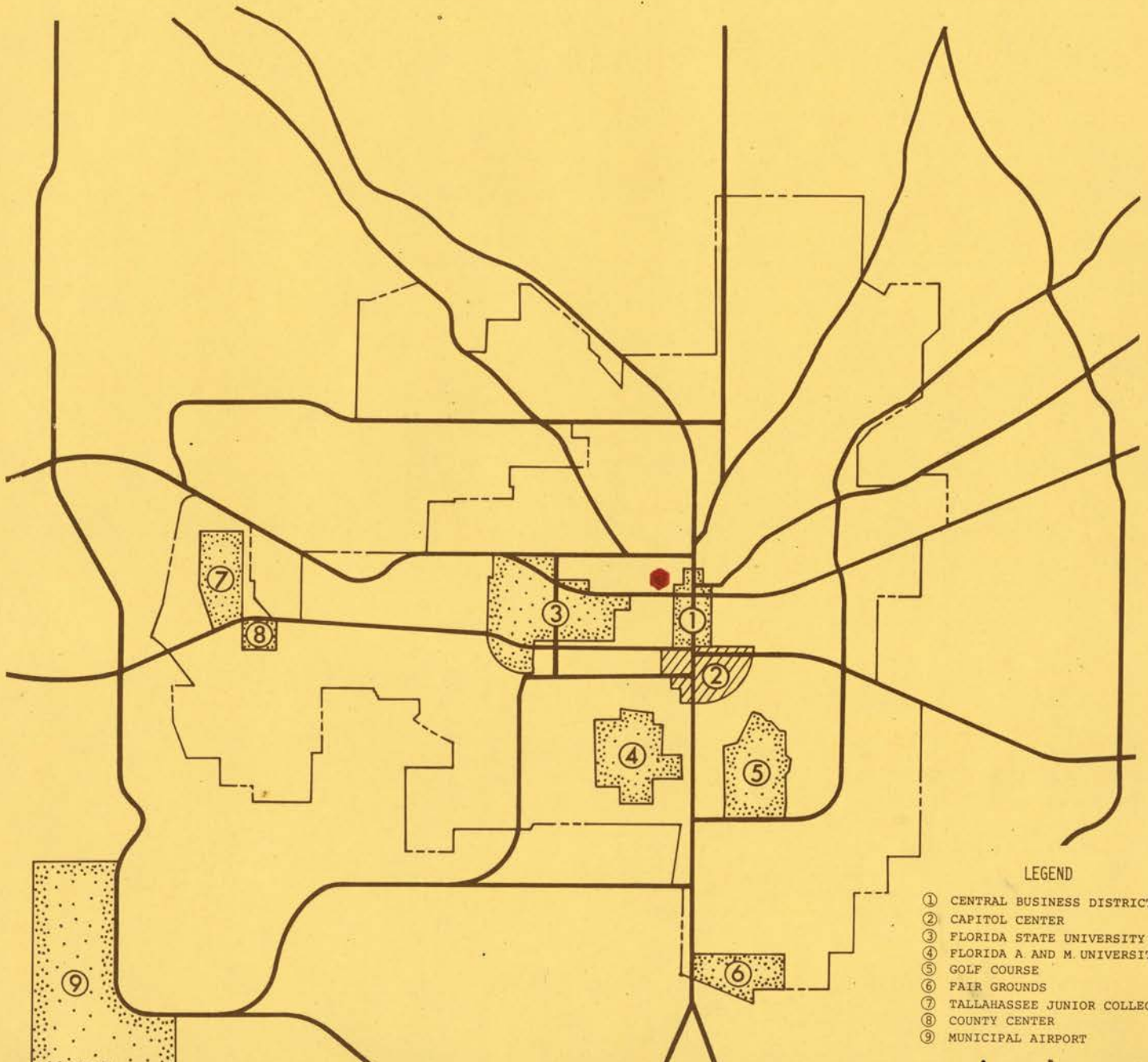
of the site proposed for the
HOLIDAY INN
on West Tennessee Street
Tallahassee, Florida



prepared by the
CITY PLANNING DEPARTMENT
Philip W. Pitts, City Planner
in cooperation with
THE TALLAHASSEE DEMOCRAT
Malcolm Johnson, Editor
and the
TALLAHASSEE CHAMBER OF COMMERCE
Robert L. Williamson, Executive Director

LAND USE ANALYSIS and PLANNING EVALUATION

of the site proposed for the
HOLIDAY INN
on West Tennessee Street
Tallahassee, Florida



INTRODUCTION

This study was prepared by the City Planning Department with the assistance of the Tallahassee Chamber of Commerce and the Tallahassee Democrat; it is a factual analysis and documentation of existing land use conditions and other readily available data prepared within the time limitations available.

PURPOSE: *STUDY OF THE SITE PROPOSED FOR THE HOLIDAY INN IN TALLAHASSEE, FLORIDA, WITH ANALYSIS OF THE GENERAL ENVIRONS AND EVALUATION OF FUTURE PLANS AND PROSPECTS FOR AREA IMPROVEMENT.*

ASSUMPTION: *THAT HOLIDAY INN HAS PREPARED ADEQUATE MARKET ANALYSIS AND THE BASIC QUESTION OF ECONOMIC FEASIBILITY OF A SIZABLE MOTOR HOTEL FOR TALLAHASSEE IS NOT THE MAJOR ISSUE REQUIRING INVESTIGATION.*

It is believed this presentation will convince the reviewer that the proposed site is located in an area which is destined to be transformed rapidly from the mixed character which it now presents with a number of deficits. Documentation is provided on the degree of transition that has now taken place from the time most of this section of West Tennessee Street was characterized predominantly by substandard structures.

Convincing evidence is offered that officials and civic leaders are concerned with the future of this area and have *already* made far-reaching plans for renewal; most important, *progress is being made now* and a lot more has been scheduled.

Community leaders wish to join hands with private enterprise in providing a favorable investment climate in Tallahassee's Central Area, and progress will continue to be made on the program to eliminate conditions of blight.

CONTENTS:

Page

THE HOLIDAY INN WILL SERVE	1-6
A Fast-Growing Metropolitan Area	
The Florida Capitol Center & Downtown Area	
A University City	
THE PROPOSED SITE IS WELL-LOCATED	7-11
In Relation to Thoroughfares	
In Relation to Downtown and the Capitol Center	
In Relation to Florida State University	
THE GENERAL CHARACTER OF THE ENVIRONS	12-23
An Area of Mixed Development	
An Area in Transition	
PLANS AND PROGRESS TOWARD RENEWAL OF THE AREA	24-28
The Expansion of Florida State University	
Urban Renewal Goals of the City	
Progress Is Being Made	
Community Interest Is High	

THE HOLIDAY INN WILL SERVE

○ ○ ○ A FAST GROWING METROPOLITAN AREA

Tallahassee is achieving national recognition as one of the nation's fastest growing, most prosperous metropolitan areas.

○ ○ ○ THE FLORIDA CAPITOL CENTER

As the Capital of Florida, Tallahassee is designed around the Florida Capitol Center, which provides work space for most of the state's governmental employees located in Leon County. The Capitol Center is located approximately one-half mile south of the proposed site.

○ ○ ○ A UNIVERSITY CITY

Tallahassee is the home of Florida State University (current enrollment, 15,202) and Florida A & M University (current enrollment, 3,482). In addition, the newly established Tallahassee Junior College opened this year on a new campus (current enrollment, 1,298).

○ ○ ○ THE CENTRAL BUSINESS DISTRICT

As part of the Tallahassee Central Business District, the new Holiday Inn will serve an area of diversified business now in a transitional state of development, declining in its retail function but gaining in its administrative and financial functions.

HUD Scrutinizes Growth Indicators

August 21, 1967

Tallahassee, the fastest growing metropolitan area in the nation was the subject this weekend in a report by the Department of Housing and Urban Development.

The report, an analysis of the local housing and employment market, estimates a yearly construction of 950 new housing units — 600, single-family and 350 units of multi-family housing — during 1967 and 1968.

An additional 150 lower rent units probably could be rented annually, the report shows. This figure does not include those units falling under governmental low-rent public or rent-supplemented housing.

During 1966, there were 404 single-family units and 222 multi-family units constructed for a total of 626 new housing starts. This is a decrease from 1965 when 656 single family units and 549 multi-family units were constructed.

There were 675 vacant housing units in the Tallahassee area in January, 1967. About 300 were for sale and 375 were for rent. This represents a

sales and rental vacancy ratio of 1.8 per cent and 3.6 per cent, respectively.

As of Jan. 1, 1967, there were 27,600 housing units in the area. The inventory increased by a net of 960 a year since 1960. There were 125 single-family houses and 130 units in multi-family structures under construction.

Wage and salary employment totaled 32,200 jobs in March 1966. Employment in manufacturing declined between 1959 and 1966; all of the growth being represented in non-manufacturing industries.

The government sector of the employment scale was the most dynamic with jobs in government increasing by 5,300 since 1959 to a total of 6,500 in March 1966.

Unemployment for the area is low. The 500 unemployed in March 1966 were equal to 1.3 per cent of the total work force.

The job total is expected to increase by 1,200 yearly in the 1967-69 period.

Over the seven-year period from March 1959 to March

1966 when the report was compiled, nonagricultural wage and salary employment grew from 23,700 in 1959 to 32,200 in 1966, a total increase of 8,500 and an annual average increase of approximately 1,225.

The median annual income in the Tallahassee area after deducting federal income tax, was \$6,450 for all families and \$5,500 for renter household of two or more persons in January, 1967.

By 1969, median annual after-tax incomes are expected to approximate \$6,825 for all families and \$5,800 for renter households.

The estimated population of the Tallahassee Metropolitan area was 97,700 as of Jan. 1, a gain of 3,475 yearly since April 1, 1960, which was over 50 per cent greater than the average annual increase of 2,250 persons during the 1950-1960 decade.

By Jan. 1, 1969, the population of the Tallahassee-Leon County area is expected to total 104,000, an anticipated gain of 3,350 a year over the present total.

August 21, 1967, Tallahassee Democrat

A FAST GROWING METROPOLITAN AREA

In 1964, as a result of a special Federal census, Tallahassee and Leon County were ranked among the nation's 224 metropolitan areas with a central city of 50,000 population or above.

Today, as a result of steady growth over the past 28 years, Tallahassee has reached a population level of approximately 66,000; Leon County has about 100,000 population. A fast rate of growth is projected to 1975; beyond, a moderate, steady rate of growth appears to be assured.

	<u>Tallahassee</u>	<u>Leon County</u>
1940 (Fed. Census)	16,240	31,646
1950 "	27,237	51,590
1960 "	48,174	74,225
Nov. 4, 1964 "	58,022	87,000
Jan. 1, 1968 (estimate)	66,000	100,000
1975 (projection)	85,000	130,000
1980 (projection)	100,000	165,000

TALLAHASSEE, FOCUS OF METROPOLITAN GROWTH

As the following data shows, Tallahassee is the focus of the growth of Leon County, being the locus of the economic generators: the Florida Capitol Center and two State Universities.

	<u>Tallahassee As A % of County Population</u>	<u>Tallahassee Population</u>	<u>Corporate Area (Sq. Miles)</u>
1940	51%	16,240	4.5
1950	53%	27,237	5.8
1960	65%	48,174	15.2
1968	66%	66,000	18.9

Annexation thus far has not been a serious obstacle to the expansion of Tallahassee as the only incorporated City in Leon County; this circumstance is attributed to the City's aggressive role as the urban service unit for electric, water, gas, and sewerage facilities supplied to the urban fringe as well as to the corporate area.

GROWTH GENERATORS, FUTURE OUTLOOK

Tallahassee's growth - past and future - can be attributed almost entirely to its prominence as the State Capital and the home of two Universities.

These traditional growth industries will be supplemented in the future by a rapidly developing junior college and expansion of regional service industries located in Tallahassee.

STATE GOVERNMENT

State government has always been a most important employer in Tallahassee, and careful study reveals the following expectations for future growth compared with past trends:

<u>Year</u>	<u>State Employment</u>
1950	3,220
1960	5,206
1970	8,000
1980	11,500
1990	14,500

INSTITUTIONS FOR HIGHER EDUCATION

The Universities are major sources of employment and personal income to Tallahassee. Higher education is one of the major growth industries of Florida and the nation, and the goals of higher education in Florida must be met partially through considerable expansion of the three institutions that are located in Tallahassee. The following projections to 1975 are in accordance with goals assigned by the State Board of Regents:

	<u>Florida State University</u>	<u>Florida A & M University</u>	<u>Tallahassee Junior College</u>
1960	9,019	2,961	-0-
1967	15,202	3,482	1,298
1975	28,000	6,000	5,000

'67 Outstanding Year At Area Universities

Universities Grew Hand-In-Hand With Capital City In 1967

★ ★ ★ ★ ★

By TERRY FROST
Democrat Staff Writer

★ ★ ★ ★ ★

A budget squeeze caused by what university administrators termed inadequate legislative appropriations last summer didn't prevent Florida State and Florida A & M Universities from making progress in 1967.

An FSU chemistry professor, John Anthony Llewellyn, was tapped as an astronaut. He was among the first group of scientist-astronauts named during August who will train for flights into and research about outer space.

A FAMU alumnus, Frank Pinder, in December was awarded the highest honor ever given by the U. S. Agency for International Development. Pinder is director of the U. S. foreign aid headquarters in Ghana.

More than \$3 million worth of professors' salary raises was cut out of the Board of Regents' original request to lawmakers for FSU and FAMU.

But the legislature okayed nearly a 15 per cent average raise for FAMU professors for the current academic year, and a little more than a five per cent raise for FSU faculty members.

Milestones

The university pockets seemed most critically empty in the area of building. Operations budgets suffered too, so much so that the institutions may severely curtail their summer quarters.

(Having a busy summer term, to enable the universities to serve more students, was one aim of the first trimester, then the present quarter system.)

In final bond money allocations, FSU got about \$4.2 million and FAMU received \$1.6 million for instruction.

There were milestones for both schools.

FAMU President George Gore served

on a Southern Regional Education Board panel studying the problems and future of Negro universities in the South. And A & M enjoyed a substantial enrollment increase, despite a big increase in tuition.

At FSU, the campus lost a favorite dean but gave his position to another favorite.

Dean Mode Stone, of the College of Education, retired to be replaced by Dr. J. Stanley Marshall.

The university reorganized its dean's office, removing the traditional separation of duties between a Dean of Men and Dean of Women. New Dean of Women Katherine Hoffman, and Dean of Men Herb Reinhard, each have some duties pertaining to students of the opposite sex.

When the new deans' office structure was proposed, the Dean of Men and Dean of Women titles were to be abolished. But alumnae raised a fuss, and the titles remained. The duties of the two educators filling the posts remained as originally planned, however.

FLEX Introduced

1967 was the first year FSU students could just study what interested them, without worrying about grades. In a new program, undergraduates who are good in their major subjects can take interesting courses on a pass-fail basis, with no letter grades.

And it was the first year for FLEX (Freshman Learning Experience). In that program, about 40 volunteer freshmen have worked with five professors in a completely unstructured study, discussion, field trip, and independent reading and research program.

Students themselves, studying in the College of Law, initiated one new reform in the fall: a system of trying student disciplinary violations that guarantees the student due process of law as outlined by the Constitution and recent U. S. Supreme Court decisions.

Florida State had more students than ever during 1967 — a record 15,202 enrolled for the fall quarter. And it started off the school year in September, 1967, with more classroom and study space than ever.

This year, fellow faculty members named Dr. Gregory R. Choppin, a nuclear chemist, as the Distinguished Professor of the Year.

New Buildings

Scientific and other forms of research at FSU brought in nearly \$9.5 million in grants and contracts last year, and although much of the research was done by professors much was commandeered by graduate students and some even reached undergraduate level.

New buildings were the order of 1967. A new chemistry laboratory building was completed, a new chemistry classroom building was started.

A library addition made room for one million more volumes, and the \$3.2 million social science building was completed.

The architect was chosen, plans begun, and land purchased from private owners by the city and county, for the new College of Law Complex, Phase I.

The first part of the law complex will house about 600 students, with an addition planned some years in the future.

At FAMU, buildings were going up, too. The vocational technical instruction program moved into its beautiful new quarters on Wahnish Way, making room for more programs and enrollment of more students.

A new coed dormitory complex was finished and as 1967 drew to a close, a new fine arts building, with new art gallery, was just being completed.

In some respects it was a critical year for Tallahassee's universities. In every respect it was a busy one.

A HEALTHY GROWTH ECONOMY

Considerable attention is being attracted currently to the fast growth rate of the Tallahassee Metropolitan Area.

A report of the National Planning Association, dated June 1967, comparing various indices of growth for the nation's 224 metropolitan areas, projects Tallahassee to be among the top leaders in growth rate to 1975, second only to Las Vegas, Nevada.

AVERAGE ANNUAL RATE OF GROWTH PERCENT PROJECTED FROM 1962 to 1975

	<u>Employ-</u> <u>ment</u>	<u>Popu-</u> <u>lation</u>	<u>Personal</u> <u>Income</u>	<u>Per Capita</u> <u>Personal</u> <u>Income</u>
Las Vegas	4.8	4.2	6.6	2.2
TALLAHASSEE	4.8	3.8	6.8	2.9
S. E. Metropolitan Areas	3.5	3.2	6.0	2.7

The same report projects the population of the Tallahassee Metropolitan Area (Leon County) to 129,000 by 1975; per capita personal income is projected to \$2,692 compared with \$2,926 for Southeast Metropolitan areas as a whole.

PERSONAL INCOME IS HIGH

The annual Survey of Buying Power by Sales Management Magazine estimates income per household to be highest of all metropolitan areas of Florida.

1. TALLAHASSEE	\$8,197	7. W. Palm Beach	\$7,242
2. Ft. Lauderdale	7,896	8. Lakeland	7,006
3. Orlando	7,818	9. Pensacola	6,853
4. Jacksonville	7,620	10. Daytona Beach	6,415
5. Miami	7,424	11. Tampa-St. Peters.	6,408
6. Sarasota	7,328	12. Panama City	6,401

The same survey indicates 18.6 percent of the households of Tallahassee has incomes above \$10,000; the Ft. Lauderdale-Hollywood area is the only metropolitan area of Florida that has a higher percent of incomes in this bracket (19.9 percent).

CLOUDY, WARM
Fair to partly cloudy and warm, with scattered thundershowers. High today and Wednesday 93, low tonight 70. Southeasterly winds, 5-12 miles per hour.

(Complete weather on Page 2)

62nd Year, No. 191 — 16 Pages

Tallahassee Democrat

Florida's Capital Newspaper

★ ★

Monday
Afternoon

July 11, 1967 10 C

In Study Of 224 Areas

Tallahassee Is No. 1 In National Growth

By **HALLIE BOYLES**
Democrat Staff Writer

Tallahassee today is the hottest growth spot in the nation, leading all metropolitan areas in projected personal income gain and tied with one other city each in population and employment gain.

The No. 1 rating was part of a report on a nationwide survey of 224 metropolitan areas by the National Planning Association (NPA), a prominent research organization based in Washington, D.C.

Florida's capital city ranked at the top among the metropolitan areas with a pro-

jected 6.8 per cent average annual increase in total personal income between 1962 and 1975.

Tallahassee was tied with Norwalk, Conn., in a 3.8 per cent average annual population increase during this period and was tied with Las Vegas, Nev., in a 4.8 per cent advance in employment.

The NPA projected the Tallahassee metropolitan area population by 1975 at 129,000, up 3.3 per cent in average annual increase from 1962.

Employment was projected at 60,000, reflecting average annual advance of 4.8 per cent, and personal income was pro-

jected at \$348 million, for average annual gain of 6.8 per cent.

Per capita personal income was projected at \$2,692 by 1975, with 2.9 per cent advance.

Among the 42 metropolitan areas in the Southeast, only Macon, Ga., ranked close to Tallahassee in rate of projected population growth — 3.6 per cent.

Only Pensacola was close to Tallahassee in rate of projected employment increase — 4.8 per cent.

Closest to Tallahassee in rate of projected personal in-

come increase was Miami with 6.5 per cent.

The NPA population projections are in line with forecasts of Tallahassee City Planner Philip Pitts.

He estimates the current population of the Tallahassee metropolitan area — all of Leon County — at 96,000 to 97,000 and expects an increase to between 130,000 and 135,000 by 1975. The 1965-66 rate of gain averaged 4.8 per cent compared with a 3.2 per cent gain from 1960 to 1964, his reports show.

The NPA study was con-

ducted by Dr. Joe Won Lee who said that the 68 per cent of the nation's population which currently lives in metropolitan areas will swell by five per cent in the next eighty years as the economic exodus from country to city intensifies.

Lee pointed out that metropolitan area are defined as ones where a central city has more than 50,000 population, more than 75 per cent of the work force is engaged in non-agricultural activity, and the density is greater than 150 persons per square mile.

According to the NPA

population projections, Florida's eight largest cities in 1975 will be Miami, 1,526,000, averaging 3.2 per cent annual growth from 1962; Tampa, 1,281,000, 3.5 per cent; Jacksonville, 725,000, 2.9 per cent; Fort Lauderdale, 609,000, 2.2 per cent; Orlando, 497,000, 2 per cent; West Palm Beach, 379,000, 2.7 per cent; Pensacola, 342,000, 3.3 per cent; Tallahassee, 129,000, 3.8 per cent.

NPA said metropolitan centers in the Southeast, Southwest, mountain and far west regions would increase

their percentage of the nation's population, with the Middle Atlantic region growing at a slightly lesser pace.

In another report, Dr. Jerome P. Pickard, research director of the Urban Land Institute, predicted that by the turn of the century, 60 per cent of the mainland U.S. population would be living within three major urban zones, East Coast, the California region and the Florida region.

He predicted population of the three urban zones would increase from 82.2 million in 1960 to 187.3 million by 2000.

MORE HEAT, RAIN

Partly cloudy and humid through Monday with afternoon and evening showers. High today and Monday 93, low tonight 72. Southwesterly winds 12 mph. (Story on pg. 2)

62nd Year, No. 183 — 64 Pages

Tallahassee Democrat

Florida's Capital Newspaper

★ ★

Sunday
Morning

July 2, 1967 · 20 Cents

Knocks At Door Of State's 'Big Ten'

City Is No. 1 In Income Per Household

By **HALLIE BOYLES**
Democrat Staff Writer

The Tallahassee Metropolitan Area, boasting a \$10 million increase in retail sales in one year, has moved up to first place among Metropolitan Areas in Florida in income per household, holds third place in percentage of incomes above \$10,000 and is knocking on the door of the big ten areas in total net effective buying income.

Compiled by Sales Management magazine in its annual survey of buying power, statistics on Florida's Metropolitan Areas chart a

dramatic economic climb by the state's capital city. Leon County gained \$10 million in retail sales for 1966 over 1965, topping \$136 million, and leading the 11-county Tallahassee trade area.

Trade area retail sales last year exceeded \$324.2 million, a gain of nearly \$20 million. Leon's retail sales amounted to \$42.8 million in 1966 and \$90.1 million in 1965. The trade area's retail sales stood at \$128.1 million in 1960 and \$324.8 million ten years later.

The Tallahassee Metropolitan Area stands out in Florida in per household income which

was pegged at \$3,197 in 1966, up \$427. The range among the state's 12 Metropolitan Areas moved down to \$5,401 for Panama City.

Ft. Lauderdale-Hollywood was in second place with \$7,898, Orlando, Jacksonville, Miami, Sarasota, West Palm Beach and Lakeland ranked in that order in the \$7,000 range with Pensacola, Daytona Beach and Tampa-St. Petersburg next in order in the \$6,000 income range.

In percentage of incomes above \$10,000, Tallahassee with 13.6 per cent ranked only behind Fort Lauderdale with

19.9 per cent and Hollywood with 19 per cent.

Orlando and Lakeland were tied for fourth place with 17.4 per cent, then came Pensacola and Sarasota in the 15 per cent bracket, West Palm Beach and Gainesville in the 14 per cent range, Panama City and Tampa in the 12 per cent category,

\$10,000 Plus Income Percentage

1. Ft. Lauderdale	19.9	8. Gainesville	14.5
2. Hollywood	19	9. Panama City	12.5
3. Tallahassee	13.6	10. Tampa	12.3
4. Orlando	17.4	11. St. Petersburg	11.2
5. Lakeland	17.4	12. Daytona Beach	11.1
6. Pensacola	15.4	13. Jacksonville	10.6
7. Sarasota	15.4	14. Miami	10.3
8. West Palm Beach	14.8		

St. Petersburg and Daytona Beach in the 11 per cent range and finally Jacksonville in 13th place with 10.6 per cent and Miami ranking last with 10.6 per cent and Miami ranking last with 10.2 per cent.

In total net effective buying income of the state's Metropolitan Areas,

Tallahassee held 11th place with \$189,344,000.

Miami led with \$2.7 billion, Tampa-St. Petersburg ranked second with \$2 billion and Ft. Lauderdale-Hollywood stood in third place with \$1.1 billion.

Jacksonville was the only other area in the \$1 billion class with Orlando, West Palm Beach, Lakeland, Pensacola, Daytona Beach and Gainesville ranking next in order. Gainesville with \$198.5 million held 10th place.

Statistics on per household income in Tallahassee trade area counties showed Leon

with \$3,197 far ahead of the other 10 counties. Average among the 11 counties was \$5,338 last year, up from \$4,909.

Leon's per capita income advanced to \$2,171 from \$2,031 last year compared with the average per capita income of the trade area of \$1,453, up from \$1,314.

A complete breakdown of incomes in the Tallahassee area shows 18.6 per cent over

\$10,000, 11.3 per cent between \$3,000 and \$10,000, 23.3 per cent between \$5,000 and \$3,000 and 55.000 and 29.3 per cent under \$3,000.

\$\$ By Household

1. Tallahassee	\$2,171
2. Ft. Lauderdale	\$2,598
Hollywood	\$2,596
3. Orlando	\$2,818
4. Jacksonville	\$2,620
5. Miami	\$2,424
6. Sarasota	\$2,328
7. West Palm Beach	\$2,243
8. Lakeland	\$2,068
9. Pensacola	\$2,433
10. Daytona Beach	\$2,412
11. Tampa-St. Petersburg	\$2,552
12. Panama City	\$2,481

Our Greatest Year Is Coming Up

Bursting At The Seams With Accelerated Growth

★ ★ ★ ★ ★

By DAVID COOK

Democrat Associate Editor

★ ★ ★ ★ ★

A Capitol City, already bursting at the seams with unprecedented expansion, can look forward to a year that offers unbounded opportunity. As the youngsters say, this is where it's happening!

Tallahassee's already rapid growth is expected to accelerate during 1968. People on the run during the past year have received a promise of what is to come.

For example, new projects reflecting an investment of over \$30 million were announced during the past year; and

most of them will be completed or well underway during the coming 12 months.

At the same time, the city and county governments are working desperately to catch up with the needs brought about by record setting population growth.

The county school system plans to seek voter approval of a \$9 million bond issue in order to catch up with much needed construction and renovation projects.

Expansion of the Capitol will be the big State project. Work is expected to

advance on Interstate 10. Four-laning of East Tennessee will get underway.

And there is a good chance Olin Mathieson Chemical Co. will locate a multi-million dollar plant near St. Marks, hiring some 300 people to make gunpowder.

A most remarkable chapter involves what is happening and what is to come in providing apartments for the vast number of students and others who will be moving into Tallahassee in the next few years.

Plans were revealed in early December for a \$10 million semi-self-contained apartment development on the present location of Oak Valley Golf Course. In addition to apartments, the development is to contain a 300-unit motel.

Apartment Plans

Earlier there was discussion of a "multimillion dollar" apartment complex south of Oak Valley, designed to serve the needs of Florida State University faculty.

Meanwhile, the State is moving ahead with plans for a \$2.5 million apartment complex of about 200-units, to be built with state and federal funds and provide housing for retired state employees.

The Democrat will be moving into its new plant on Magnolia Drive shortly. Crowded out of its downtown building by rapid growth, the Democrat is moving into one of the most modern newspaper installations in the country.

Tallahassee's first downtown motor hotel will go up on the site of the present Democrat building and the Floridan Hotel. Alisonett Hotels, a national chain which owns the Floridan, plans a \$2 million facility which will open sometime in 1969.

Holiday Inn plans a plush, 12-story building on West Tennessee. The \$2.7 million project is circular in design and will contain 160 rooms plus 20 executive suites as well as a top floor cocktail lounge.

A start on the project was delayed several times. At present, construction is expected to begin early in the year.

Groundbreaking for Tallahassee Bank and Trust Co.'s \$3.5 million building was a major event in October. It will be a 10-story structure combining banking, restaurant, parking, and shopping services as well as office space.

Banks Expand

First step in expansion plans of Lewis State Bank was to acquire land east of the present bank and an investment of a half million dollars for constructing and equipping five drive-in television teller windows. A new building is next.

Gearing Up

Continued from Page 1D)
is to be similar to that of the Bar building.

Greyhound Bus Line soon will be moving into its new facility on the site of the old bus station on West Tennessee. Construction of the station represents an investment of about \$400,000. Also in the works is a new Trailways station in conjunction with the Greyhound facility.

Two new theaters were announced during the year, but neither has begun to take shape yet. One would be located in Fields Plaza on North Monroe and the other on Thomasville Road across from Capitol Plaza.

What is happening in the private segment of Tallahassee is spectacular. And such growth is placing great demands on the public segment to keep up with the pace.

For instance, the expansion of Tallahassee Memorial Hospital is well underway and will be completed in another year. The city is providing \$3 million for the project through the sale of utilities revenue certificates. There is another \$5 million in federal assistance.

The expansion is designed to provide 152 additional beds, giving the hospital a total of 361. A complete renovation of the existing building is included in the project.

The City has purchased land for a

new downtown fire station. The lease on the police station runs out during the new year, so city officials are seeking funds to build both fire and police stations.

The old Lively school was bought as the site for a future city hall. Much pressure is being applied for the city to buy land for an auditorium.

Both the city and county are being asked to join with the county school system to build a new athletic stadium for the high schools.

Urban Renewal

The city plans to enter into an urban renewal program and also expects to acquire additional land to fulfill its commitment to provide land for FSU campus expansion. A new utilities administration building is scheduled for construction at the old airport.

In December, the city and county began seeking money to build a \$180,000 community center in Levy Park. The development was recommended by the City Park Board. The park serves four schools and a population of about 20,000 persons in the immediate vicinity, the board said.

Airport expansion during 1968 seems certain in order to meet full jet service planned by the airlines. The city has made application for federal assistance to build an 800 feet addition to the north-south runway.

What the school board does during the coming year depends largely on public reception to the proposed \$9 million bond issue. A referendum is set March 5.

Completed during the past year at a cost of nearly \$500,000 was the Timberlane School. It is a modern elementary school serving what is perhaps the fastest growing section of the county.

Dr. John E. Champion, FSU president, estimates the University will need about \$125 million in new buildings within the next nine years to accommodate an anticipated enrollment of 23,000 students.

Challenge To City

His forecast gave impetus to the challenge to Tallahassee to provide additional land for FSU expansion. The city and county's cooperative plan is well underway.

A summer start is planned on the first phase of a College of Law Building which brings the campus and downtown closer together. The building will occupy part of the block west of the State Supreme Court.

This initial building in the proposed law complex will be built at a cost of \$1.5 million.

FSU buildings completed during the past year include social sciences, \$3.2 million; chemistry \$4.3 million, and the library addition, \$2 million, which gives the library a capacity for a million books.

Other buildings under construction include fine arts, \$2.3 million, and the undergraduate chemistry facility, \$1.7 million.

Outside sponsored research at the University amounted to \$9.5 million in the fiscal year ending June 30. That figure includes contracts and grants.

One of the unusual research grants was \$300,000 from the Ford Foundation in the field of corrections and criminology.

Alumni and friends gave FSU \$93,000 in 1967, the largest amount in the University's history.

Greatest Year

A fine arts building was completed at Florida A&M University at a cost of nearly a million dollars. An education building providing quarters for vocational - technical instruction was finished. The price tag was \$1.5 million.

A \$1.5 million coed dormitory complex of four buildings was completed.

Work was started on a half million dollar physical education building for the high school. Various campus improvements with a price tag of \$457,000 were begun and will be completed during the new year.

At Tallahassee Junior College the administration building was completed, along with 15 classrooms, faculty offices and science building. Funds are limited to \$760,000 for the coming year and this will be used for library, and shower and locker facilities for physical education.

THE PROPOSED SITE IS WELL LOCATED

○ ○ ○ IN RELATION TO THOROUGHFARES

The site fronts on the only continuous Federal highway (U.S. 90) which flows east-west through the central portion of the City.

The site is within 3 blocks of the most important Federal Highways (U.S. 27, 319) which flow north-south through Tallahassee.

Important local thoroughfares, both existing and planned, supplement the foregoing in providing important circulation in this part of the Central Business District. The Bronough-Duval one-way pair now serve the site but will be supplemented in the future by the extension and widening of Boulevard Street north to U.S. 27 and south to the Capitol Center and Florida A & M University.

○ ○ ○ IN RELATION TO THE CENTRAL BUSINESS DISTRICT AND THE FLORIDA CAPITOL CENTER

Both of these land use districts generate sizable and diversified business activities in Tallahassee.

The Capitol Center attracts state travelers doing business with State Government; conferences and business meetings attracted to Tallahassee can be conveniently served by a major hotel facility in the proposed location.

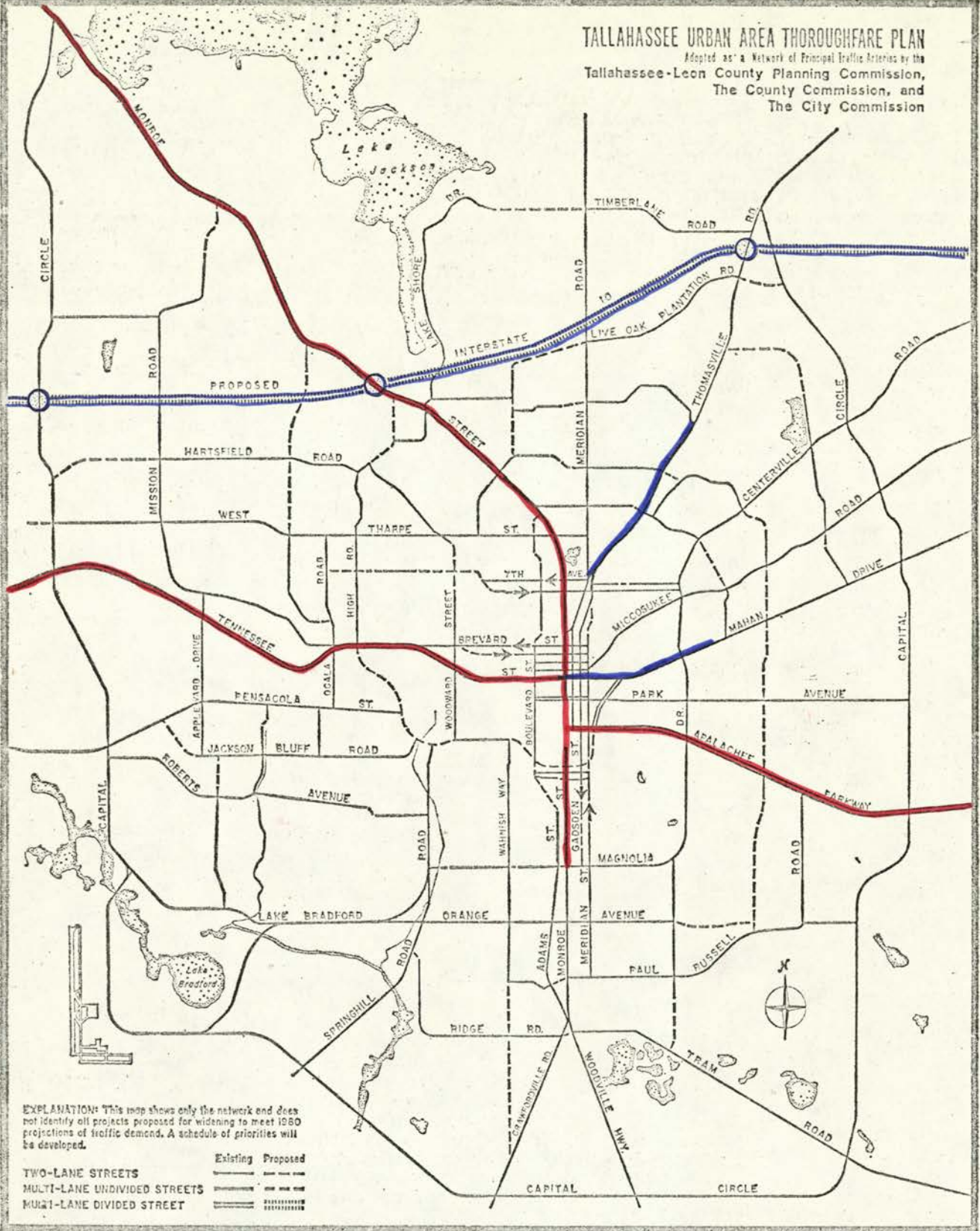
New development is taking place in the Central Business District of Tallahassee, as it improves its position as an administrative and financial center.

○ ○ ○ IN RELATION TO FLORIDA STATE UNIVERSITY

Florida State University attracts visitors to the City year-round; University expansion is exerting a strong influence on perimeter development.

TALLAHASSEE URBAN AREA THOROUGHFARE PLAN

Adopted as a Network of Principal Traffic Arterials by the
Tallahassee-Leon County Planning Commission,
The County Commission, and
The City Commission



THIS IS NEW METROPOLITAN AREA THOROUGHFARE PLAN — Major objectives of the five-year thoroughfare plan just approved for metropolitan Tallahassee are delineated on this map as approved at the federal, state, county and city level. Held up for some time by controversy

over location of Interstate 10, now routed just north of Tallahassee, the plan is designed to relieve traffic congestion, particularly in the Capitol Center and downtown area, and to speed traffic flow by means of arterial streets, one way street pairs and a peripheral street pattern.

FEDERAL-STATE HIGHWAYS:

- Existing Multi-Lane
- Proposed Multi-Lane Widening (In 5-year Program)

THE PROPOSED SITE IS WELL-LOCATED IN RELATION TO THOROUGHFARES

The site is well situated for access via major thoroughfares both existing and proposed. The radial highways of the Federal-State primary system converge on the Central Area of Tallahassee, providing excellent access to the site.

The following table provides a record of average 1966 daily traffic counts at various stations along Tennessee Street (U.S. 90) which flows east-west by the site:

<u>Station Location</u>	<u>Average Daily Count</u>
Between Gadsden and Calhoun Sts.	12,405
*Between Duval and Bronough Sts.	16,875
*Between Boulevard and Macomb Sts.	22,935
Dewey to Woodward Sts.	20,705
Woodward to Brevard Sts.	20,680
High Road to Ocala Road	12,150

THOROUGHFARE IMPROVEMENTS PLANNED

Accessibility is improving rapidly, as shown by the map on the opposite page.

°North Monroe widening to a multi-lane facility has now been accomplished from the downtown area north past the future interchange with Interstate 10.

°East Tennessee Street is scheduled as the next major widening project in the Federal-State 5-year Program, which will complete the multi-lane facility through the central area of Tallahassee.

*Station nearest the Holiday Inn site.

○An important segment of Thomasville Road is scheduled for widening in the current Federal-State 5-Year Program.

○Interstate 10 is scheduled for continuation through Tallahassee in the 1972-75 period. In addition to the 3 interchanges shown on the Thoroughfare Plan Map of the preceding page, 2 additional interchanges will be provided with U.S. 90, one located east and one west of the urban area.

○Boulevard Street is planned for widening and extension from the downtown area to North Monroe Street as part of the County 5-Year Secondary Program. This improvement will greatly improve accessibility to the Holiday Inn Site.

THE PROPOSED SITE FOR THE HOLIDAY INN IS WELL-LOCATED
IN RELATION TO THE CENTRAL BUSINESS DISTRICT
IN RELATION TO THE FLORIDA CAPITOL CENTER
IN RELATION TO FLORIDA STATE UNIVERSITY

The proposed site will offer a downtown location conveniently off-center from the area of peak automobile and pedestrian congestion, yet within one-half mile of downtown shops and the Capitol Center in one direction and within one-half mile of Florida State University in another.

Both Florida State University and the Capitol Center annually generate travel to Tallahassee by thousands of visitors who are on business or attending conferences, work shops, and short courses. (It is assumed that Holiday Inn's own economic feasibility studies have explored the market for convention and conference facilities and no detailed analysis will be provided on this subject.)

THE GENERAL CHARACTER OF THE ENVIRONS

o o o AN AREA OF MIXED DEVELOPMENT

As the area now exists, the environs are characterized by a considerable amount of blight, both residential and nonresidential.

The frontage properties of Tennessee Street are of mixed character but with considerable amounts of business uses oriented to highway travelers and to the University market.

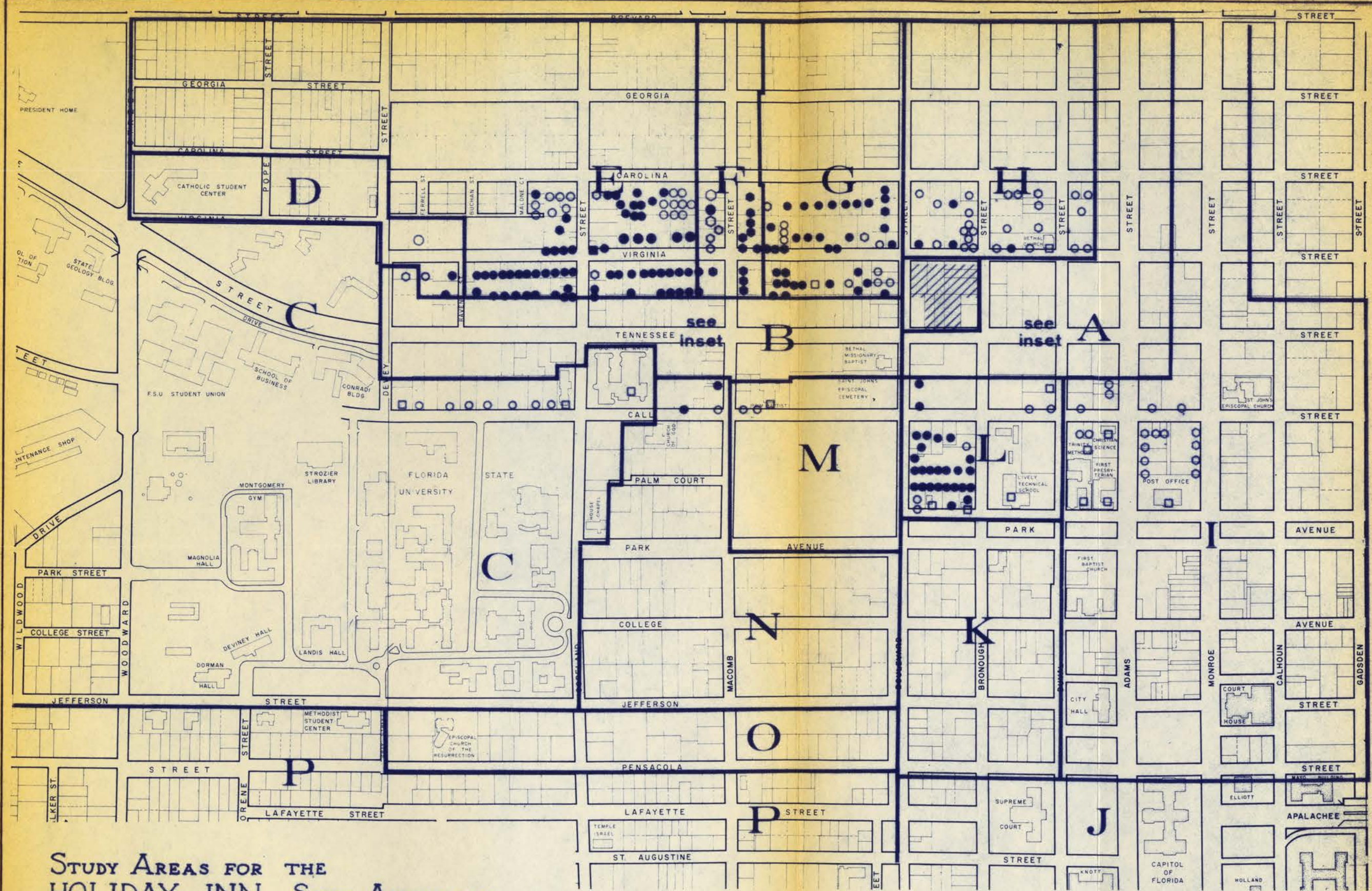
Other streets, north and south of Tennessee Street are predominantly residential. Older residential properties show varying degrees of blight, but new multi-family development is found in proximity to Florida State University.

o o o AN AREA IN TRANSITION

Redevelopment is occurring as a result of favorable economic and locational factors largely due to the importance of Tennessee Street as the major traffic artery of Tallahassee and the proximity to Florida State University.

Private renewal is transforming rapidly the frontage of West Tennessee Street which is still spotted with substandard structures. Large, modern apartment buildings are replacing a sizable portion of the substandard housing in areas near Florida State University.

A large building program at Florida State University, which has considerable frontage on West Tennessee Street, is creating much of the new image of Tennessee Street either directly or indirectly. Rapid expansion of the University is exerting considerable influence on private development of university-related housing and service businesses.



STUDY AREAS FOR THE HOLIDAY INN SITE ANALYSIS
CONDITION OF STRUCTURES IN THE FRINGE AREAS

	STANDARD	SUBSTANDARD
RESIDENTIAL STRUCTURE	○	●
BUSINESS STRUCTURE	○	●
OTHER	□	■

THE PROPOSED SITE AND THE IMMEDIATE FRINGE AREA

The block containing the site of the proposed Holiday Inn will completely redevelop the block with the exception of two parcels, which have business buildings developed to acceptable standards. Development of the Holiday Inn as proposed should have major influence on surrounding blocks.

Across Tennessee Street is a block held in two ownerships, and the redevelopment of this block will receive additional stimulus from the Holiday Inn development.

The block to the east has one modern gas station, a City utility substation, an obsolete business building, and a number of substandard dwellings. Being located between the Holiday Inn site and a block of new businesses (under construction or planned for 2 bus terminals), considerable stimulus should be exerted for rapid redevelopment.

The block to the north has low-quality business development on the south half; acceptable residential uses occupy the north half.

The block to the west has low-value residential uses on the north half, but many of these meet acceptable standards. The Tennessee Street frontage is mixed with business structures and substandard dwellings, but the frontage is rapidly being redeveloped for modern business uses.

The following analysis will proceed by sub-areas, which are identified on the map.

AREA A - TENNESSEE STREET AND ADAMS STREET

The area fronting on Tennessee Street between the Central Business District and the site proposed for the new Holiday Inn is utilized for office and other business oriented uses. Because of its location and economic importance, the area which was once predominantly low quality residential development is now becoming utilized for uses related to the Central area. This change has been generated by the evolution of Tennessee Street as a major traffic carrier.

The blocks directly across from the proposed Holiday Inn site are changing. Within the past year a number of dilapidated residences were cleared. The remaining are scheduled for clearance in the near future. The block to the east of the proposed site is predominantly vacant; also, located within the area are service stations, a power station, offices, and stores.

The next block to the east in Area A is the site of a new Greyhound Bus Terminal which is presently under construction. Also in the block is the proposed site for a new terminal facility to be built for Continental Trailways Bus Line. Directly across Adams Street is a large vacant building which once housed Alford Chevrolet Company. This building will soon undergo renovation and will be utilized by the City as a new Downtown Fire Station. The remaining area is utilized for businesses and parking facilities.

To the north along Adams Street, Area A is dominated by office facilities. These are all sound attractive structures and present a pleasant approach to the Governor's Mansion which is on the west side of the street four blocks to the north.

EXISTING USES - AREA A	YEAR			
	ESTABLISHED	PREVIOUS USE		
1. Bar, Grocery				
2. Dwelling				
3. Vacant				
4. Dwelling				
5. Ragan's Sinclair Station	1965	Dwelling		
6. Vacant				
7. Electrical Sub-station				
8-9. Dwelling				
10. Greyhound Bus Station	1967	Greyhound Bus		
11. Yellow Cab				
12. Vacant	1967	Alford Chevrolet		
13. Vacant Building	1964	A & P Store		
14-15. Parking				
16. Dwelling				
17. Vacant Building		Alford Chevrolet		
18. Three Dwellings	1967	One Dwelling - removed		
19. Two Dwellings	1967	Two Dwellings - removed		
20. Dwelling				
21. Vacant				
22. Dwelling				
23. Hi-Fi Service	1967	Elkins Used Cars		
24. Partially Vacant Bldg.		Wilson Const. Co.		
25. Parking				
26. Western Auto Variety Store	1964	Winn-Dixie Grocery		
27. Tom Brown's Laundry				
28. Shell Service Station				
29. Vacant Office	1965			
30. Used Car & Parking Lot				
31. West Half of Proctor's Repair Shop				
32. Atkinson & Atkinson Attys., Wallace & Asso. Const. Eng., Gulf States Financing				
33. Vacant				
34. Liberty Mutual Life Ins. Co.				
35-36. Dwelling				
37. American Oil-Asphalt, Pan American Life Ins. Co.		Apartments		
38. Dwelling				
39. Apartments				
40-43. Duplex				
44. Vacant		Dwelling		
45. Dwelling				
46. Vacant				
47. Doctor's Office				
48. Collins Brothers Const., Leon Realty	1967	Dwelling		
49-50. Dwelling				
51. Parking Lot				
52. Commercial Rental, Orange St. Const., Dr. Office, Southern Hearing Aid, Hood Ins. Simmons Realty		Apartments		
53. Apartments				
54. Vacant				
55. Dwelling				
	STANDARD	○	◊	□
	SUBSTANDARD	○	◊	□
		RESIDENTIAL	BUSINESS	OTHER

BREVARD

ST.

AREA
INSET

"A"

44

43

42

45

46

GEORIGIA

ST.

ST.

41

40

39

38

37

36

47

48

49

50

ST.

CAROLINA

ST.

35

34

33

32

51

52

53

54

55

VIRGINIA

ST.

BOULEVARD

9

7

6

8

2

3

4

5

1

14

13

12

11

10

ADAMS

17

16

15

TENNESSEE

ST.

18

19

20

21

22

23

24

25

26

27

28

29

30

31

AREA B - WEST TENNESSEE STREET

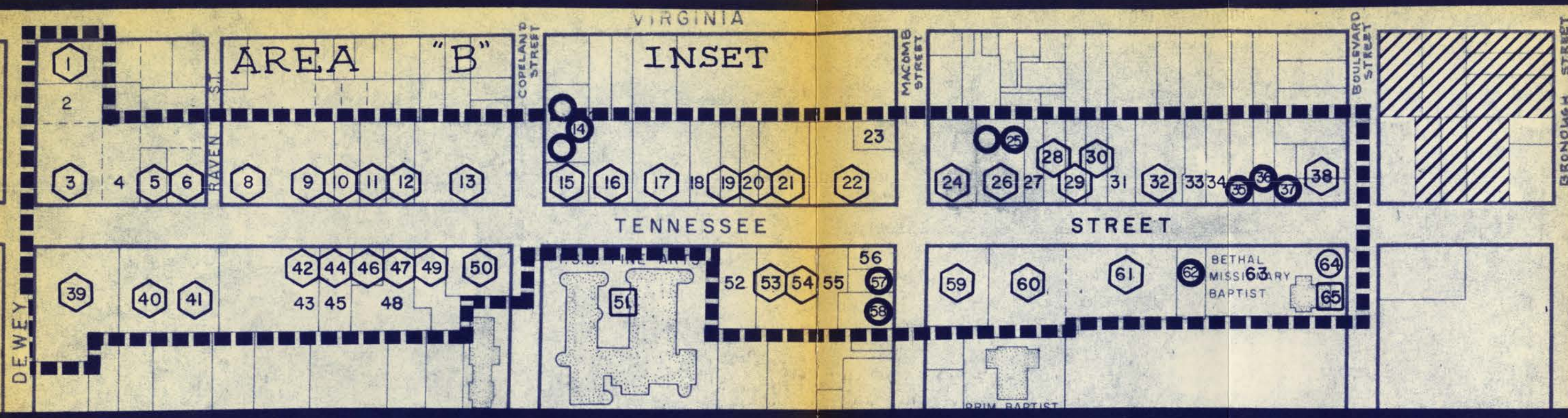
The area fronting on Tennessee Street between the Florida State University Campus and the site proposed for the new Holiday Inn is one which is undergoing rapid redevelopment. Once this area was predominantly characterized by substandard residential structures and some commercial uses.

The transition of West Tennessee Street began in 1960 with the completion of street widening to a multi-lane facility. Growth of Florida State University has strongly influenced the character of redevelopment that is taking place.

The westernmost blocks of Area B are oriented strongly to business generated by Florida State University, such as restaurants, lounges, barber shops, laundry and drycleaners, and a motel. These structures are sound, and most are modern in appearance. On the south side of West Tennessee Street, the new Fine Arts Building of Florida State University is under construction, replacing a parking lot.

The easternmost blocks, although not so strongly influenced by the University, have a variety of business uses which have gradually replaced substandard housing.

The following map and table identify uses and the changes that have taken place in Area B.



EXISTING USES - AREA B	Year Established	Previous Use		RESIDENTIAL	BUSINESS	OTHER
1. Seminole Shirt Service	1965	Vacant		○	◻	◻
2. Vacant						
3. Vacant Building	1965	Royal Burger Rest.				
4. Vacant						
5. House of Hero, Ken's Tavern	1965	Vacant				
6. Barber Shop, Long Branch Salon, Music City, Coventry Ltd., The Keg Lounge, Pit Barbeque	1960					
7. Parking	1964					
8. Graddy's Service Station						
9. Part Time Tavern	1962					
10. Captain Louie's Galley	1960					
11. Chanelo's Restaurant	1961					
12. Vacant Building	1966	Laundry				
13. Herrings Standard Station	1960					
14. Three Substandard Dwellings						
15. Mike's Texaco						
16. Presto Car Wash						
17. Army Navy Store, Package Store	1960					
18. Vacant						
19. Leon Theatre	1966	Auto. Elec. Serv.				
20. Stokes Pawn Shop						
21. Johnson's Furniture Co.	1966	Cap. Plymouth Co.				
22. Courtesy Rambler	1966					
23. Vacant						
24. Hurricane Car Wash	1967					
25. Two Substandard Dwellings						
26. Jackson Sporting Goods, Dye Printing Co.	1966	M & S Music Co.				
27. Vacant						
28. Hancock Realty & Insurance	1967	Vacant				
29. Allstate Insurance	1962					
30. Sawyer's Bicycles	1967	Dwelling				
31. Vacant						
32. Sizzler Steak House	1967-68	Dwelling				
33. Vacant	1967	Dwelling				
34. Vacant	1967					
35. Substandard Dwelling						
36. Substandard Dwelling						
37. Substandard Dwelling						
38. Bubba Seay's Used Cars.	1964					
39. Travelodge Motel	1960					
40. Dobbs House Restaurant	1962					
41. Pure Oil Station						
42. Enco Service Station	1962					
43. Vacant						
44. New Way Laundry, Wise Realty Tasty-Pastry Bakery						
45. Vacant						
46. Sno White Laundry						
47. Master Chef Diner						
48. Vacant						
49. Ragan & Roberts Tire Co.						
50. Ragan & Roberts Service Stat.						
51. F.S.U. Fine Arts Bldg.	1967-68					
52. Vacant						
53. Blizzards 'N Burgers	1964					
54. Jacksons Minit Market	1966					
55. Vacant						
56. Vacant						
57. Substandard Dwelling						
58. Substandard Dwelling						
59. Herndon's Citgo Service						
60. Jerry's Restaurant	1965					
61. University Motel						
62. Substandard Dwelling						
63. Vacant						
64. Dwelling						
65. Bethol Baptist Church						

STANDARD ○ ◻

SUBSTANDARD ● ◼

AREA C - FLORIDA STATE UNIVERSITY

This area includes all of the Florida State University campus. To the east along Copeland Street is the main entrance, administration and classroom buildings. Further north and west along Tennessee Street are the newer campus structures, many of which are high rise. At the extreme northwest across Tennessee Street is the President's house.

AREA D - UNIVERSITY ORIENTED HOUSING DISTRICT

Being directly adjacent to Florida State University, this area is undergoing intensive redevelopment, which began within the last two years. Once predominantly filled with a substandard residences, there are now four large apartments and the Catholic Student Center, which now form the new character of the area.

AREA E - LOW-QUALITY RESIDENTIAL DISTRICT

This area is located to the north of the area of commercial transition along Tennessee Street. It is developed primarily with low quality residential structures. Of the 299 structures within the area, 52 or 17% can be classified as standard, and 247 or 83% as substandard. The area is designated for an intensive code enforcement program to begin in August 1968.

AREA F - FRENCHTOWN BUSINESS DISTRICT

This area is located along both sides of Macomb Street between Tennessee Street and Brevard Street. Fronting along both sides are business concerns which are of lower quality structures. There are a total of 45 of these commercial structures. Of these, 10 or 22% are standard, and 35 or 78% are in deteriorated condition.

AREA G - LOW-QUALITY RESIDENTIAL DISTRICT

Like Area E, this area is located to the north of the area of commercial transition on Tennessee Street. It is developed primarily with low quality residential structures. Of the 111 structures within the area, 14 or 13% can be classified as standard and 97 or 87% as substandard.

AREA H - MEDIUM-QUALITY RESIDENTIAL DISTRICT

This area is located on the fringe of the Tennessee Street business development and the office district in Area A. It is developed primarily with residential structures of better quality. There are some substandard structures. Of a total of 91 structures, 58 or 64% are standard and 33 or 36% are substandard.

AREA I - CENTRAL BUSINESS DISTRICT

This area provides the center of business activity for the City of Tallahassee. Within the Central Business District most of the structures are sound and are utilized for a wide variety of retail and service businesses, offices, financial institutions, and a number of public and semi-public uses. The district is unusually high in quality, with wide streets and few empty stores.

AREA J - THE CAPITOL CENTER

Located to the south of the Central Business District, this is the area in which all of the major governmental offices of the State of Florida are located in Tallahassee. At the center is the State Capitol, surrounded by a number of state buildings; expansion is assured with ample growth area.

AREA K - BUSINESS DISTRICT FRINGE

This is an area of transition between the Central Business District to the east and the Florida State University oriented uses to the west. Most of the area is utilized for either business uses or multi-family residences and rooming houses which are predominantly standard in condition. A number of new office structures have been built in recent years, and the area appears to be destined to become an office district.

AREA L - MIXED AREA; BUSINESS, PUBLIC, RESIDENTIAL USES

This four-block area is the proposed site of the Tallahassee Civic Center. One of the blocks is presently occupied by Lively Technical School, which will soon move to its new site at the Tallahassee Junior College; the property was acquired by the City for future civic center use. The three other blocks are utilized for residential structures, most of which are substandard. This area is now undergoing change, for within the last year ten such structures have been removed and another eight are scheduled for removal.

AREA M - OPEN AREA - CEMETERY USE

Between Macomb Street and Boulevard Street south of the commercial area along Tennessee Street is a large open area predominantly in cemetery use.

AREA N - UNIVERSITY ORIENTED HOUSING

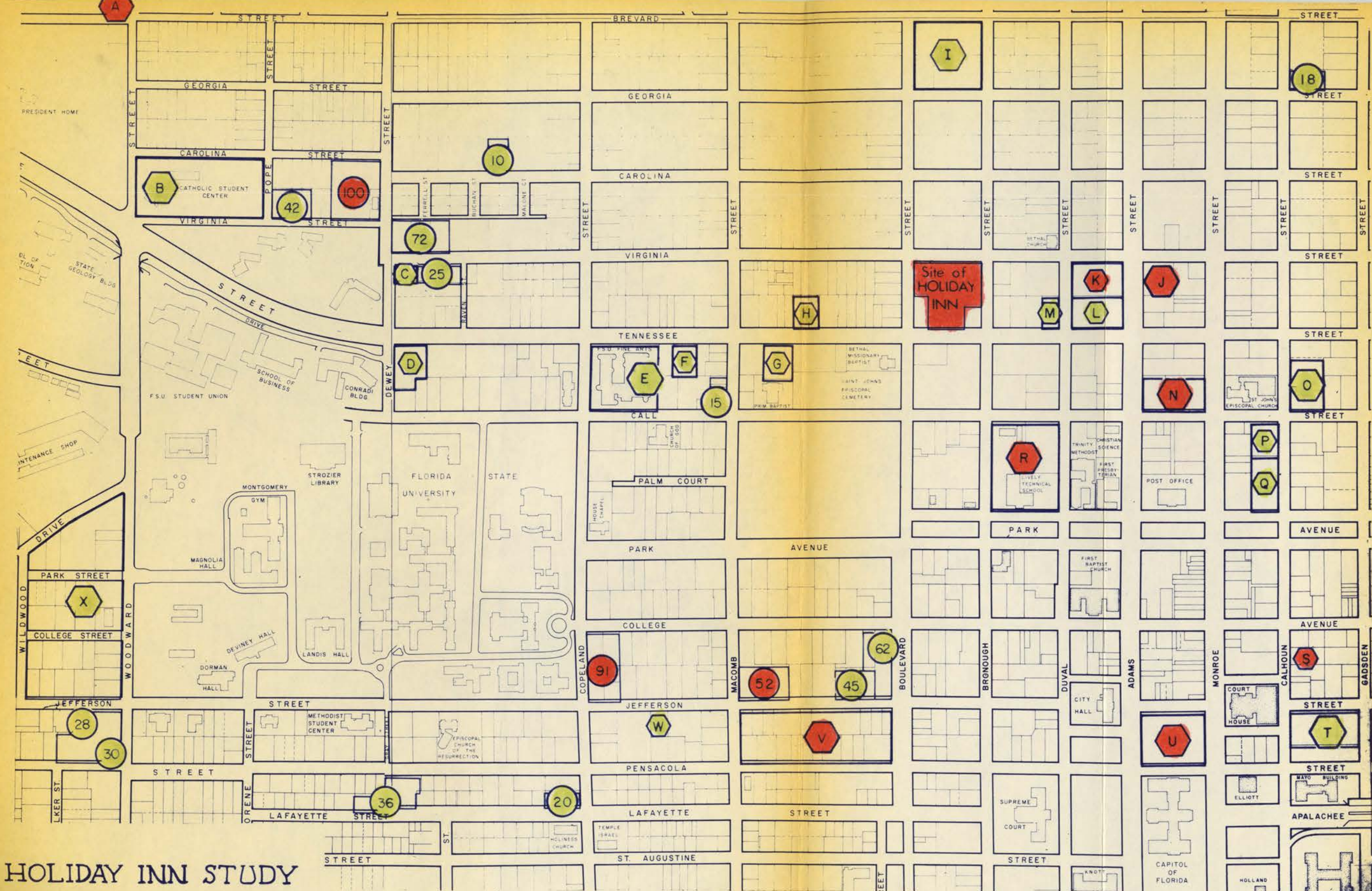
Located just east of the Florida State University campus, this six block area is primarily utilized for the housing of university students, faculty and other personnel. The structures are mostly apartments, rooming houses, and fraternity and sorority houses. Most of these are standard in condition. Several new large apartment structures have been built and another is under construction. These have all been built on land once occupied by older residential structures.

AREA O - UNIVERSITY EXPANSION

This three block strip to the south of Florida State University campus is now being acquired for expansion of the university. The easternmost block will be the site of the new Law School.

AREA P - FUTURE URBAN RENEWAL

This area south of the Florida State University campus to Madison Street is also proposed for acquisition and clearance for expansion of campus academic facilities. This redevelopment will be carried out with Federal Urban Renewal assistance.



HOLIDAY INN STUDY
MAJOR DEVELOPMENT PROJECTS

COMPLETED OR UNDER CONSTRUCTION PLANNED

APARTMENT BUILDINGS (# UNITS)
 OTHER PROJECTS (IDENTIFIED IN TEXT)
 BY LETTER



MAJOR DEVELOPMENT PROJECTS

The map on the preceding page identifies sites of major new developments which have been completed since 1960, are under construction, or are planned for the near future:

HOUSING DEVELOPMENT

Following is a summary of projects for new housing which have been accomplished or are being planned; these projects are identified on the map.

- (1) Dormitory development. One privately financed dormitory has been constructed in one of the designated fringe areas, which houses 444 students. Another is planned for construction in 1968 in the area located north of West Tennessee Street, which will house 524 students. (This project has already resulted in the assembly of the site and demolition of old structures.)
- (2) Apartment development. Substantial redevelopment has already taken place in apartments oriented to University housing needs in the several fringe areas designated for this purpose.

Altogether, 732 apartment units have been added since 1964 in 19 projects located within one-quarter mile of the University campus. A considerable number of substandard structures and obsolete uses have been redeveloped in the process.

Prospects are excellent for much more redevelopment for University-related housing in the near future; some 400 units are planned for early construction; and others are in prospect when sites can be assembled.

BUSINESS AND OTHER DEVELOPMENT

Following is a list of major commercial or other nonhousing projects which have been completed or initiated, or which are planned with reasonable expectations of accomplishment in the near future; letters refer to locations identified on the map on the following page:

- A. Student Dormitory planned for 524 students for construction in 1968. This project has resulted in clearing the site of several older residential structures.

- B. The Catholic Student Center was completed in 1967, resulting in the redevelopment of an entire block of older, many substandard residential structures.
- C. A laundry constructed in 1964.
- D. Travelodge Motel, constructed in 1960.
- E. Florida State University Fine Arts Building, under construction, replacing a parking lot.
- F. Quick stop grocery store and small restaurant, constructed in 1966 and 1964, respectively.
- G. Jerry's Restaurant, constructed in 1965.
- H. Sizzler Steak House Restaurant, just completed; replaced substandard housing.
- I. This entire block is being redeveloped with retail and wholesale businesses; the entire block was cleared of substandard dwellings; about one-half of the property has now been redeveloped with business uses.
- J. Future site of the new Downtown Fire Station; this property was formerly occupied by Alford Chevrolet Company and will be renovated for the City's No. 1 fire station and offices.
- K. Future site of Trailways bus terminal, replacing an old, vacant A & P grocery store.
- L. Site currently under development with a new Greyhound bus terminal.
- M. Modern gas station, constructed in 1965 replaced a substandard dwelling.
- N. Site proposed for new motor hotel, replacing Tallahassee Democrat Building and Floridan Hotel.
- O. New drive-in facility expanding the Capital City National Bank; completed in 1967.
- P. Florida Savings and Loan Building; major renovation from an old obsolete structure making this one of the city's outstanding commercial show pieces.

- Q. Expansion of downtown center of the Southeastern Telephone Company.
- R. Future Civic Center site; the Lively School (soon to be vacated) was purchased by the City for future City Hall and Civic Center site.
- S. Planned expansion in 1968 of the Lewis State Bank drive-in facilities.
- T. Major expansion of Tallahassee Bank and Trust Co.; a new office tower is under construction.
- U. Site cleared of old obsolete business structures for construction of the new Legislative building of the Florida Capitol Center, construction planned for 1968.
- V. Site of the new Law School, purchased by the City and County for expansion of Florida State University; the site will be cleared of housing; of which about 40% is substandard; construction planned for 1968.
- W. New sorority house under construction, replacing an older dwelling structure.
- X. This three block area has been acquired by Florida State University for expansion, resulting in the redevelopment of many residential uses.

PLANS AND PROGRESS
TOWARD RENEWAL OF THE ENVIRONS

THE CITY OF TALLAHASSEE HAS RENEWAL PLANS

- o o o to assist in the growth of Florida State University by expanding the campus through urban renewal, thus making possible the development of a physical plant for a greatly enlarged enrollment.
- o o o to promote private redevelopment of a large area north of Tennessee Street for University-related housing.
- o o o to upgrade the neighborhoods surrounding Florida State University as the 1st and 2nd priority projects under the City's Workable Program for Community Improvement filed with the Federal Government. The objective is to apply the housing and building codes to eliminate blight from these neighborhoods, demolishing or bringing up to standard all existing substandard structures.
- o o o to upgrade all areas of the City where conditions of blight exist on a schedule designed to eliminate all substandard housing from the City in a ten-year period. West Tennessee Street will receive high priority attention.

PROGRESS IS BEING MADE

- o o o in accomplishing the City's renewal plans.
- o o o in providing a healthy market for private redevelopment.

COMMUNITY INTEREST IS HIGH IN THE ELIMINATION OF BLIGHT

A REVIEW OF PROGRESS UNDER THE WORKABLE PROGRAM FOR COMMUNITY IMPROVEMENT

for the elimination and prevention
of slums and blight in

TALLAHASSEE, FLA.

city and state

submitted to the Department of Housing and
Urban Development on

November, 1967

date

To Finance FSU Expansion

11-8-67

'Workable Program' OK'd By City For Assistance

A "workable program for community improvement," a prerequisite for federal assistance in financing expansion of the Florida State University campus, was approved by the City Commission yesterday with one member declining to vote.

Commissioner George Taff said he felt he had not had opportunity to give the 27-page program sufficient study to vote for its acceptance.

There was some controversy over a paragraph in the program, which states that a recommendation had been made that the city establish a Housing Authority and begin

planning for 100 housing units for the elderly.

This recommendation came from a subcommittee of the mayor's advisory committee which recommended adoption of the workable program.

PRIVATE CONSTRUCTION

City Planner Phillip iPtts pointed out that this does not commit the city to such a project — it merely acknowledges that such a need may develop. There is indication that private construction may be able to provide homes for displaced persons either directly or through such federal program as rent supplement.

The workable program commits the city to a 10-year hous-

ing code enforcement program designed to eliminate substandard dwellings.

As explained by City Auditor-Clerk Louis Cook, the workable program is a set of promises which the federal government will review each year to determine whether there has been a good faith effort to live up to them.

In carrying out an urban redevelopment program such as the campus expansion, a workable program must be recertified each year. The current program now goes to the U.S. Department of Housing and Urban Development for certification.

RENEWAL GOALS

THE WORKABLE PROGRAM FOR COMMUNITY IMPROVEMENT is a statement of goals and objectives, which is filed for annual certification with the Department of Housing and Urban Development.

In Tallahassee's current program, the following high priority goals for urban renewal and code enforcement activity *which will affect the environs of the proposed Holiday Inn site* are defined:

1. Initiation of an urban renewal project in a 117 acre area located on the southern boundary of Florida State University. Defined as the City's top priority urban renewal goal, the City and County plan to purchase and donate the land to Florida State University to make possible their growth to 1975 goals.
2. Implementation of a ten-year program of code enforcement aimed to eliminate all substandard housing and other conditions of blight from the City. This program will proceed on a neighborhood-by-neighborhood schedule of intensive enforcement of the minimum housing and building codes.

A substantial area located north of West Tennessee Street from Woodward Street east to Duval Street is designated as the second priority project, which is scheduled to begin in August 1968.

"Area 4a will receive attention next due to the fact that the area is designated in the City's Comprehensive Plan for redevelopment with University-oriented housing. Redevelopment of substandard properties is proceeding through private enterprise, and is believed an intensified inspection and compliance program would greatly accelerate the process. Relocation housing is scheduled to be available."

3. Coordination of the City's renewal goals with private developers to obtain maximum participation of private enterprise in meeting critical shortages of housing for university students in areas close to the University.

EXPANSION OF FLORIDA STATE UNIVERSITY

In early 1966 a joint City-County Committee was appointed by the local governing bodies to review future enrollment goals assigned to Florida State University, to determine the land requirements for expansion, and to make recommendations on the need for community assistance.

Following is a summary of this Committee's recommendations and excerpts from the report "Study Areas for Campus Expansion, Florida State University", May 1966, which are relevant to the current proposal.

CHARGE OF THE COMMITTEE

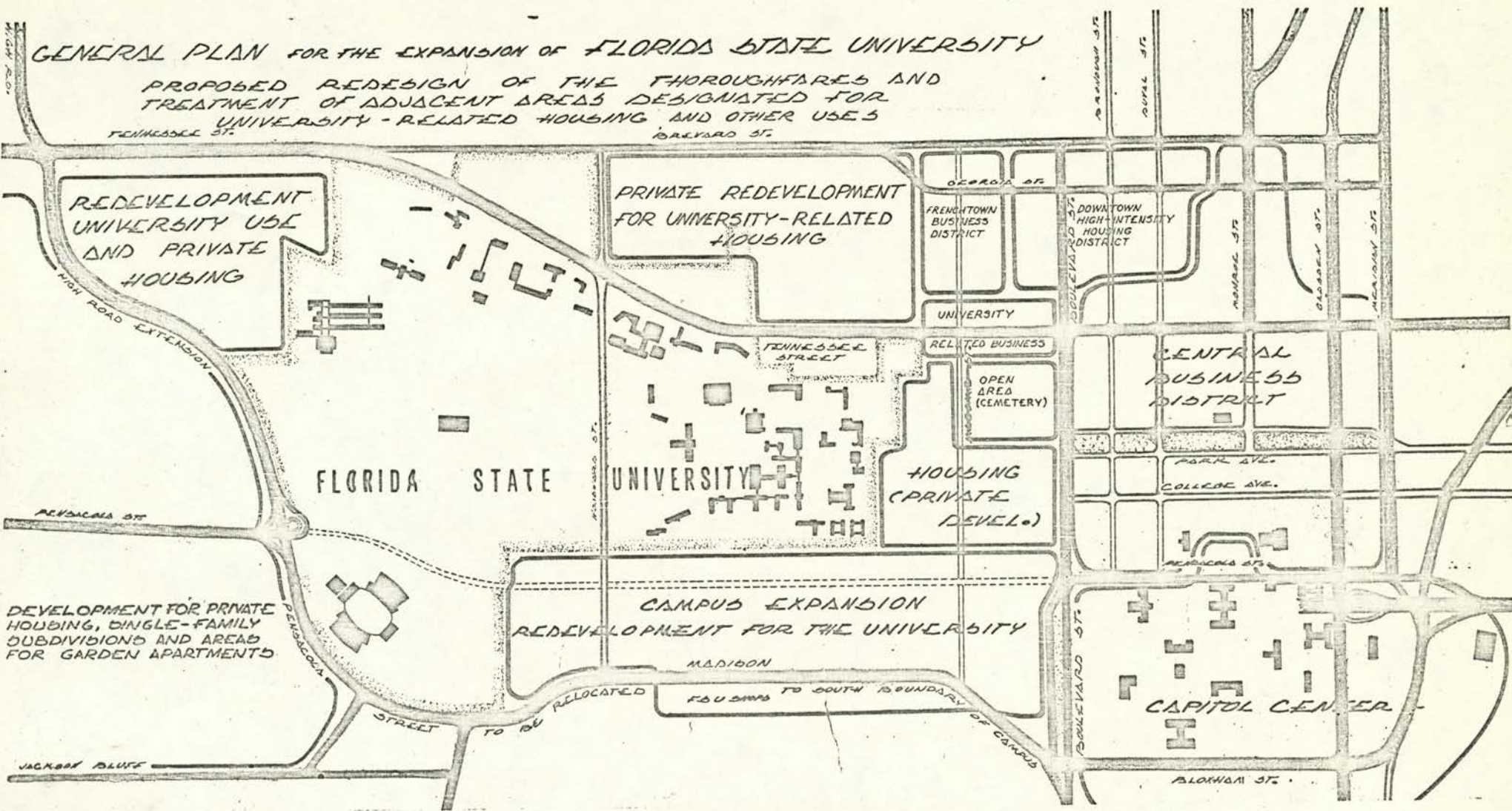
- (1) Determine specifically the land needed by the University.
- (2) Recommend a program for joint acquisition of land on an equal-share basis by the City and County, which required that the Committee:
 - a. Determine what parcels of land are needed immediately.
 - b. Determine the best plan for the long-range acquisition of the remainder of land requirements.

RECOMMENDATIONS OF THE COMMITTEE

- (1) Acquire three blocks by direct purchase to provide a site for the new law school and other immediate needs for early expansion.
- (2) Acquire an area sufficient in size to relocate the University repair and maintenance shops, in order to free a large area of the existing campus for expansion of academic facilities.
- (3) Take steps to acquire the area needed for long-range expansion (some 100 acres additional) through an urban renewal project with Federal assistance.
- (4) Continuing study should be given to other areas designated in the study report with a view toward subsequent urban renewal projects and/or promotion of private redevelopment with University-related facilities such as student dormitories and apartments, fraternity and sorority houses, church-operated student centers, etc.
- (5) That the City undertake a revision of zoning policy to be applied to areas around the University to guide the achievement of these goals.

GENERAL PLAN FOR THE EXPANSION OF FLORIDA STATE UNIVERSITY

PROPOSED REDESIGN OF THE THOROUGHFARES AND
TREATMENT OF ADJACENT AREAS DESIGNATED FOR
UNIVERSITY-RELATED HOUSING AND OTHER USES



From the Report: "STUDY AREAS FOR CAMPUS EXPANSION," City Planning Department, May 1966,
which was prepared for the joint City-County Study Committee and adopted by the City and County Commissions.

ACTION TAKEN, PROGRESS MADE, FUTURE PROSPECTS

The recommendations of the report, "Study Areas for Campus Expansion" were adopted by the City and County Commissioners, and a start was made to implement the recommendations summarized above. The map on the preceding page identifies the areas studied with a general plan for land use and thoroughfares which would result from implementation of the long-range program.

Recommendation (1), above, has been accomplished within the schedule of the University's immediate need. One of the three blocks has been acquired for the building of the law school, which is planned to be started in 1968.

Appraisals have been made of parcels to be acquired in the other two blocks.

Recommendation (3). The City filed for certification of a Workable Program for Community Improvement with the Federal Government, which is a prerequisite for future urban renewal assistance in the acquisition of the 100-acre project.

Preliminary steps for qualifying an urban renewal project are in process. Federal officials have given preliminary review of the proposal; the study of urban renewal consultants will begin early in 1968, and project execution should be underway by 1969 or 1970.

Recommendation (4). Continuing study by the planning agencies and the publicity given to expansion needs of the University have attracted much private investment to meet the needs for student housing. Much private redevelopment is taking place on the fringe of the campus, and older, obsolete uses and structures are being replaced gradually.

Thus far, redevelopment for student housing is piecemeal, but in 1968 an acceleration in demolitions is expected with the implementation of an intensive code enforcement program applicable to substandard structures. This program is expected to speed the transition of the area east and north of the university for University-related uses.

Recommendation (5). The Planning Commission is drafting a zoning plan to establish a "University Zoning District" which will promote the redevelopment of fringe areas with University-related uses. This revision is expected to facilitate the orderly transition of considerable substandard property.

I Declare!

By Malcolm B. Johnson

Visitors' View Of Tennessee St.

Tennessee street has become Tallahassee's main street for travelers through our city, and it comes as a shock to old-timers to hear it doesn't present a very good image to visitors and newcomers.

We recognize so much improvement over what it used to be that we can't quite see the shortcomings of what it is today. Such is the essence of complacency.



Johnson

Two critical visitors this week brought the situation to mind. A reporter for a national publication here to write about our area, was lavish in his praise of the beauty of our parks and residential areas, our trees and flowers and unspoiled countryside.

But he was scornful that we are destroying the image by allowing such entrances as Tennessee street to become "like every other town" — the same signs and billboards on the same hamburger stands and filling stations.

He had hardly left before the representative of a firm planning a big investment on Tennessee street came in to discuss what we could do about cleaning up the slums that were causing trouble in getting proper financing.

The only answer we could give to the second visitor was that there had been a remarkable clearance of Tennessee street shanties in recent years to make room for the establishments about which the first visitor complained.

★ ★ ★ ★ ★

Now, I, for one, am not going to put the bad mouth on anything much that has been built on Tennessee street in the past 20 years merely because it doesn't conform to my particular aesthetic preferences.

Since U.S. 90 was routed along Tennessee street and the Florida State University campus grew north to it, and across, it has become a commercial thoroughfare instead of just another street through the shabbiest residential part of town.

Naturally, it has become a street filled with establishments because of what it eliminated. Really, the transformation has been quite radical, and gratifying, if you think back five or 10 years.

But we can yield to two major complaints:

1. The City has been over-tolerant of owners who let shanty houses stand along the street, mostly in violation of housing standards, awaiting sale to a business developer who would tear them down. Even the vacant and uninhabitable have remained, although quite a few came down after this newspaper published pictures of them in its "Gallery of Neglect" last Spring.

2. City zoning laws have not been drawn to permit the best development of the West Tennessee street thoroughfare. It has been allowed to become a strip of similar buildings which provides the monotonous and (to many) distasteful array of service outlets.

The most discriminating planners agree a better way is to keep such establishments in clumps, with stretches of area devoted to more attractive uses in between them.

★ ★ ★ ★ ★

Natural development may give West Tennessee street some of that quality, quite by coincidence.

Gas stations and short-order food stands are transient things. Even the most successful have generally short lives. They move to catch the traffic, or rebuild to attract the customers. There is no reason to think that everything we have on West Tennessee street now will be there forever — or for another five years.

The University campus and its satellites, like the lovely home of the President and the new Catholic chapel, make a pleasant break in that long strip. The new \$3,000,000 FSU Fine Arts building now under construction at Tennessee and

Copeland will create another oasis closer to downtown.

The new Holiday Inn will remove an entire block of the most objectionable slum shanties. They're all vacant, and it's a shame they haven't been obliterated before this. This big motor hotel also should upgrade the property across the street on four sides because it simply will make such land too valuable for the \$5-a-week tenant houses now occupied by most of it.

The new Greyhound-Trailways bus center one block removed should do the same thing for that area.

East Tennessee, soon to be four-laned from the center of town to the eastern outskirts, should develop quite easily on the service cluster plan because it already is started that way by present zoning.

The strip effect is broken by Leon High School and some very good residential areas with streets lined with dogwoods; crapemyrtle and redbud. If we can hold those features — and clean up a few spots of blight — it will be one entrance to the city nobody can call ugly and commonplace.

COMMUNITY INTEREST IS HIGH

There is much civic concern over maintaining the quality of Tallahassee's appearance, and the following pages document in part the press coverage of the City's plans for renewal activity.

Also, a column (opposite) by Malcolm Johnson, Editor of the Tallahassee Democrat, addresses itself specifically to the conditions and appearance of West Tennessee Street.

A Summer Start

FSU Law School Building Nearer

12-18-67

Builders will break ground this summer for the new Florida State University College of Law Building, a 53,352 square-foot facility.

There will be space in the building, just the first phase of a College of Law Complex, for a reception room for senior law students to provide legal aid to indigents under the direction of the Public Defender.

The initial building, as proposed, will be the basic unit of the new law building. Its architecture, by Tallahassee firm Barrett, Daffin and Coloney, will be designed so that additional units may be added as needed.

The Board of Regents originally awarded the law building architectural contract to Dalton and Dalton, a firm based in Chicago.

The firm, which recently opened a branch office in Jacksonville, was selected by Regents building committee members Dr. Wayne McCall, Lewis Murray, and Burke Keibler, all of whom have been Kirk supporters on the board. The Dalton and Dalton firm was reportedly pushed by Kirk for the law building contract.

However, according to Regents architect Forrest Kelley, he and the building committee understood that the Dalton firm was actually based in Florida when the original contract was awarded.

When Kelley and committee members discovered the firm is headquartered in Chicago, they requested the firm to withdraw and the firm did so.

Barrett, Daffin and Coloney

were named as the building architects at the Regents Dec. 8 meeting.

They will receive about four per cent of the total cost of the building, expected to be about \$1.5 million. The Regents architect's office will retain two per cent of the total cost as its fee.

Pearce Barrett, of the chosen firm, said today he has no idea yet of the building's design, but said it will fit in with the architecture of the Florida State Campus.

The law building will be the first campus facility outside the present bounds of the actual campus. It will occupy part of the block behind the State Supreme Court Building, at the corner of Pensacola and Boulevard streets.

The law building's first phase will have one lecture hall to hold 250 students, one for 160 students, and one to hold 140. There will be four rooms for smaller, seminar-type discussions, 1,900 feet of administrative offices and 1,700 feet of faculty offices, according to preliminary plans drawn up by Dean Mason Ladd and Barrett.

Barrett said he expected the building to be about six months in the planning stage and one year in construction. The \$1.5 million first phase will be paid for with about \$1 million in state tax money, with state revenue certificate money, and with a Title II federal grant.

The largest segment of space in the new structure — about 18,000 feet — will be given over to a 75,000-volume library, study area and cataloguing room.

Also included in the first building will be offices for planning and writing a Law Review publication, a courtroom for moot court competition, offices for the Student Bar Association, and a small snack bar.

The second phase of the building is expected to be about the same size as the phase presently being planned. No definite date has been set for construction of the second phase.

Although Barrett said he has no definite idea of the law building's design, he did say he expected it to be more than two stories tall. It will need to hold 600 students by 1975, he said. The building site is land donated to FSU by the city and county.

Commission Hears Plan For Homes

How private enterprise, working through some new federal housing laws, can provide homes for families who would be displaced by the proposed Florida State University campus expansion, was explained yesterday to City commissioners.

W. R. Smolkin and Robert Siegel, officials of a New Orleans firm, reported on a marketing survey made of the area for John Koelemij of Orange Construction Co.

They found that 720 Negro households would have to be relocated but that only 60 have incomes of at least \$5,000, which could help qualify them as purchasers of new homes.

There are 139 households with income of between \$3,000 and \$5,000, 360 with income of less than \$3,000 or with unfavorable credit ratings and 160 which depend on welfare funds.

Smolkin said the private enterprise approach to solving the problem would reduce the cost by 25 to 30 per cent of the cost of public housing and would greatly reduce the time required for completion.

Koelemij said the overall program would involve some rent supplemental housing for those who could not qualify as purchasers of homes.

The plan would call for a minimum of federal involvement. Smolkin said the various alternatives include row housing with common walls, 40-year, three per cent mortgages, special long term mortgages or controlled rent for the elderly and other programs for the very poor.

C. C. Tomlin Jr., executive vice president of H. & M. Construction Co., Winter Park, who is interested in the project, said suitable subdivisions are available here for ownership type housing and a rent supplement program.

City Sets Target Date On Housing Code Plan

By HALLIE BOYLES
Democrat Staff Writer

One of Tallahassee's worst slums, concentrated in about 14 blocks from West Tennessee Street north to Brevard Street and from Woodward Avenue east to Macomb Street, is due to be eliminated by August, 1969.

This is the target date for a one-year intensified housing code enforcement program scheduled to begin in the area next Aug. 1.

This will open up the area for private development of university oriented housing and will be in line with city and university coordinated long range planning.

The timetable is set up in Tallahassee's workable program expected to be recommended to the City Commission Nov. 14 by the mayor's advisory committee.

The workable program as submitted by the commission must be approved by the U.S. Department of Housing and Urban Development as a preliminary step in obtaining federal funds to help finance acquisition of land for a major Florida State University campus expansion program.

Intensified housing code enforcement is now under way in the Murat neighborhood where there are some isolated substandard houses plus an area of substandard homes south of Jackson Bluff Road which are expected to be rehabilitated by owners rather than be removed.

In the 14-block section north

of Tennessee Street, however, there are an estimated 10 blocks of substandard housing that would be turned down, contributing to displacement of some 300 families.

City Planner Philip Pitts said, that many homes in the four other blocks could be brought up to standard if owners choose. He said he expects this factor plus gradual vacating of the area's substandard homes during the next year or so, to leave only about 200 families for whom new homes would have to be found.

Two supplement housing programs now in progress should meet that need, Pitts said.

John Koelernij and Dr. C. B.

Owens each plan to build 100 dwelling units under the rent supplement program in the A&M University area. They are expected to be available in about a year.

John McClellan of Blountstown, has received approval for an 86-unit housing project for the medium income group. It will be located on the south side of Pensacola Street, west of Ausley Road.

The workable program shows that privately financed single family housing will be available in modest supply for the low income and medium income. Currently Koelernij and George Koucky are constructing an average of 40 to

50 sales units a year in the \$9,500 and \$13,500 range, the report shows.

After two years, Pitts said, it will be determined what additional housing will be necessary for persons displaced by code enforcement and other factors such as building streets and public structures.

A study made for a private builder on the market for nonwhite housing showed that eventually the city may need about 100 public housing units for the elderly. However, this builder and others are interested in projects to fill the need.

The city plus the area expected to be annexed within 10 years, has been divided into 25 sections which will be inspected according to a specific 10-year timetable for substandard housing.

Of the 17,900 dwelling units in the 25 areas, 1,396 are expected to be found dilapidated, 2,377 deteriorated and 3,773 totally substandard.

