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Population and Economic Study for the South Peninsula Zoning District Volusia County Florida

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◆ **POPULATION**
◆ **and**
◆ **ECONOMIC**
◆ **study**

◆ **SOUTH PENINSULA**
◆ **ZONING DISTRICT**

◆ **Volusia County, Florida**

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POPULATION AND ECONOMIC STUDY
for the

SOUTH PENINSULA ZONING DISTRICT

Volusia County, Florida

November, 1963

Prepared For

the

SOUTH PENINSULA ZONING COMMISSION

Commissioners

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by

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I INTRODUCTION

A. DEFINITION

This is the second of a series of Planning Studies comprising a Comprehensive Program for the South Peninsula Zoning District. The studies of this Program are designed to provide a Comprehensive Plan for the growth and development of the South Peninsula Zoning District and for the implementation of such Plan by a Revised Zoning Resolution with appropriate Zoning Maps.

In order for a Workable Planning Program to be prepared, it is necessary that certain factual data be provided from which to work. One facet of the required information is that of population and the economy. Information on the population includes trends, population growth, both in numbers, direction of growth, density, and characteristics of the population which may affect the nature of future land use development. Essential information about the general economy of the area indicates present commercial uses, the extent of such commercial uses in relationship to the land used for such uses, and with further valuable data indicating trends on the nature of retail sales and general commercial activity and dollar volume as required in support of the population residing in the subject area.

Information set forth in this Study is selected from available and existing sources and used to the extent that such information may be of value in subsequent land use planning. Information relating to the retail sales activity will also be of value to

the retail trades concerned with planning for future retail growth. Information contained in this Study will also be of value to persons engaged in the construction and building trades, and those of the housing industry. Projections are contained in this Study indicating the anticipated additional living units required to accommodate the new population expected to reside in the area during the period of this forecast.

Where available, information relating to the population is obtained from the U. S. Bureau of the Census. Estimates on present population are based upon the house count as determined in the Land Use Survey. Estimates are prepared by the Consultant in cases where existing information is not available. All projections, and estimates based on such projections, are made by the Consultant with such considerations as may be deemed appropriate in each case. Information relative to the economy of the area is obtained also from findings of the Land Use Survey, from the Florida State Comptroller's office, from tax records, and such other public information as may be available including records of the South Peninsula Zoning District.

B. PURPOSE

The purpose of this Population and Economic Study is to set forth in useable form information concerning the present population and economy, and the projected population and economy as these subjects relate to the demands for future land use. From information set forth in this Study, a determination may be made of the rate of consumption of undeveloped land, the transition of developed land into new land uses, and the amount of land which will be needed to accommodate the population and the economy during the period within the scope of this Study. It is intended that the information of this Study will be combined with that of the Land Use Survey and Analysis, to establish a factual and realistic basis for the development of the subsequent Land Use Plan.

C. SCOPE

The scope of this Population and Economic Study is limited to the territory under the jurisdiction of the South Peninsula Zoning Board. This territory, also referred to as the South Peninsula Zoning District, comprises all land on the South Peninsula of Volusia County south of the corporate boundary of the City of Daytona Beach, with the exception of a small portion being within the corporate boundary of the City of Port Orange. This includes the Town of Daytona Beach Shores, and the newly created municipality of Ponce Inlet comprising the southern portion of the South Peninsula Zoning District.

Although a small portion of the South Peninsula area is not within the jurisdiction of the South Peninsula Zoning Board, being a portion of the municipality of the City of Port Orange, such area is considered as a part of this Study in order to provide a uniform basis including the total South Peninsula area in this and other considerations.

The sources of information set forth in this Study are limited to those sources which are available, and does not include any special censuses, field work, or surveys, other than to include, where appropriate, information from the Land Use Survey and Analysis. Projections are made in this Study for a twenty year period, or to the time at which total development may be expected to occur, whichever comes earlier.

II POPULATION

A. GROWTH

Table 1 shows the population growth for the South Peninsula Zoning District, the Daytona Beach Metropolitan Area, Volusia County, the State of Florida, and the United States, from 1930 to 1960, and shows the increase in numbers and percent change per decade.

Information on the actual population of the South Peninsula Zoning District from the U. S. Bureau of the Census is determined by a series of calculations; adding portions of various census precincts and deducting portions of various precincts as set forth in the census publications, in an effort to arrive at what the census figures indicate to be the population for the South Peninsula Zoning District for the preceeding decades. The 1930 Census did not provide a breakdown of census districts in such a manner that the actual population of the South Peninsula Zoning District could be determined. Therefore, an estimate was made of the 1930 Census, based upon the indicated 1940 Census and the general growth trends which occurred during the decade for Volusia County. This indicates a population of 545 persons in 1930, increasing to 682 persons in 1940. It is pointed out that this decade was the one in which the major depression occurred, and showed very little population or economic growth on both the local and national levels. A high rate of increase occurred from 1940 to 1950 showing 1,878 persons in 1950, increasing by 175.4 percent over the 1940

population figure. This decade included World War II which brought about considerable migration into Florida during the war by workers and families connected with military activities in Florida. The last half of this decade, comprising the first five years after World War II, saw the initial post-war influx of migrants into Florida. From 1950 to 1960 the population increased 127.9 percent showing 4,280 persons in 1960.

The 1963 estimate is based upon the findings of the Land Use Survey and Analysis made in the summer of 1963. This survey showed a total of 1,807 living units. Assuming an average family size of 3.5 persons, the population residing in existing dwelling units is estimated to be 6,324 persons. The survey also showed 177 motel facilities for which it is estimated that an average of one family per motel facility exists in the capacity of owner-occupant or manager-occupant. It is estimated that the average family size of such families managing hotels is 2.5 persons per family, or accounting for 442 persons. By thus adding the estimated persons residing in living units with the estimated number of families residing in motels a population estimate of 6,766 persons is arrived at. It is pointed out that the rate of population increase indicated from 1960 to 1963 is apparently excessive. This may be attributed to several factors, each of which should be given due consideration. First, the 1960 Census for the South Peninsula did not include the population residing within the area on the Peninsula within the corporate boundary of the City of Port Orange. The 1963 estimate did include the area within the corporate boundary of Port Orange on the South Peninsula. Secondly, the Census takers were in a position

to determine whether or not living units were occupied or vacant. It was not possible to make this determination in the Land Use Survey. Therefore, an unknown percentage of vacant living units was not considered in the 1963 estimate. These two factors, if known, and with adjustments applied, would raise the 1960 census population figure, and reduce the 1963 estimate. However, for the purposes of this Study the 1963 estimate is believed to be reasonable and is considered because it represents the total population which may exist on the Peninsula in existing dwelling units. It will be noted from Table 1 that the average increase per decade for the South Peninsula Zoning District from 1930 to 1960 is 109.5 percent. This does not include the average established from 1960 to 1963.

For comparison purposes, population is shown for the Daytona Beach Metropolitan Area from 1930 to 1960, for Volusia County, the State of Florida, and the United States for the same period. It will be noted that the rate of increase of the Daytona Beach Metropolitan Area is only 52.8 percent per decade as compared to the 109.5 percent for the South Peninsula Zoning District. The average increase per decade for the Daytona Beach Metropolitan Area is also higher than that shown for Volusia County, with an average of 44.2 percent average increase per decade, but is slightly above the state average of 51.3 percent increase per decade. The United States average increase per decade is considerably less showing 13.5 percent.

Table 2 shows the South Peninsula Zoning District population as the percent of the Daytona Beach Metropolitan Area, Volusia County, and the State of Florida. This Table shows a consistent increase, with the exception of 1940, of the percent that the South Peninsula Zoning District population represents of the Daytona Beach Metropolitan Area and Volusia County. The South Peninsula Zoning District accommodated only 2.5 percent of the Daytona Beach Metropolitan Area in 1930, and in 1960, represented 5.6 percent. The South Peninsula Zoning District population has increased as a percent of Volusia County from 1.3 in 1930 to 3.4 in 1960.

B. PROJECTIONS

1. Potential

Population potential for the South Peninsula Zoning District is shown in Table 3. In addition to these estimates based upon a maximum population density of 5,000 persons per square mile, consideration is also given to the present land use trends for residential use and the amount of land available for such uses, as indicated in the Land Use Survey and Analysis, with estimates on the amount of land which may be expected to develop in residential use. The actual calculations of population density, based upon the estimated amount of land which may be expected to be used for residential purposes, is slightly less than 5,000 persons per square mile, based upon the present densities of residential development. However, it may be expected that these densities may increase and that the population density of 5,000 persons per square mile will be realized or even exceeded. Table 3 shows the present population of 6,766 persons using 508.6 acres for residential use. This repre-

sents a density of 13.30 persons per acre devoted to residential use. It is estimated that, after total development, approximately 938.9 acres may be developed in residential use, supporting a population of 17,058 persons, at a density of 5,000 persons per square mile, or 18.16 persons per acre in residential use.

The second portion of Table 3 relates the population to the total land area. The 1963 population estimate of 6,766 persons establishes a density of 7.18 persons per acre to the total land area presently in use of 942.2 acres. After total development, the 2,183.5 acres within the South Peninsula Zoning District will provide for the total maximum population of 17,058 persons, representing an overall population density to the total land area of 7.81 persons per acre. From the present time to the time of total development, Table 3 indicates that 430.3 additional acres of land will be devoted to residential use providing for an additional 10,292 persons. Total land development will show 1,241.3 acres of now vacant land put into use providing for the total population increase of 10,292 persons.

2. Rate of Growth

Table 4 shows a population projection and rate of growth from 1963 to 1979, or the time at which total development may be expected to occur. This projection and rate of growth is based upon the average rate of growth established from 1930 to 1960, at 109.4 percent increase per decade. The density is based upon the previously mentioned 5,000 persons per square mile. Table 4 indicates an estimated

7,100 persons in 1965, and 1970 shows 8,962 persons. The projection for 1975 indicates an estimated 13,000 persons and the maximum population reached in 1979 with 17,058 persons. This Table also shows the number of acres which may be expected to be devoted to residential use at each of these forecast periods. This Table also shows the density of persons per acre of residential land, increasing from 13.30 at the present time to 18.16 persons per residential acre in 1979. The persons per acre of the total land area is shown to increase from 7.18 persons in 1963 to 7.81 persons per acre in 1979. Total developed acreage is shown to increase from 942.2 acres in 1963, to include the total area of 2,183.5 acres in 1979.

It is pointed out that a projection of a more rapid rate of increase, such as experienced in the decade 1950 to 1960 of 127.9 percent, would bring about total saturation in 1977, if such rate of increase should prevail from the present time. By the same token, a lesser rate of increase, such as 80 percent per decade, may be found to prevail, and in such case the total saturation point would not be reached until 1984. The rate of increase for the State of Florida for the past decade was almost 80 percent, or 78.7 percent.

It is also pointed out that the theoretical density of 5,000 persons per square mile may also be varied within a given range. A trend to more multiple-family, high density, living units or projects will bring about greater population within a given area. It is not inconceivable that this population density may be increased by as

much as 50 percent within the range of this forecast. However, the maximum density of 5,000 persons per square mile may be expected to be within reason and to prevail for the major portion of time within the scope of this Study. Following 1979, or the year at which total development is expected to occur, it may be well expected that many present areas which are now predominantly single-family in nature, will have served their useful life and will be redeveloped into high density multiple-family housing projects. It would be pure conjecture to attempt to determine the densities which will prevail after 1979. However, as a matter of interest, and assuming that higher densities do continue to occur after 1979, a projection of the average rate per decade of 109.4 percent will show 18,766 persons in 1980, and 39,296 in 1990. Considering all factors relating to the growth and development of the South Peninsula area, it would appear unreasonable to assume that population density would, under any normal circumstances, exceed 10,000 persons per square mile or provide a total population of 34,116 persons even within the next 30 year period.

C. HOUSING

Table 5 shows the population gain and additional housing which may be expected to accommodate the population increase from the present time to 1979. The estimates of this Table are based upon an average family of 3.5 persons, and an additional house or living unit for each family. It is estimated that 95 additional units will be required from 1963 to 1965, and 532 additional units from 1965 to 1970.

To accommodate the 4,038 additional persons expected from 1970 to 1975 a total of 1,153 additional living units will be required. An additional 1,160 living units will be needed to accommodate the 4,058 persons expected to be added to the population from 1975 to 1979.

Information contained in Table 4, relative to acreage devoted to residential uses, and in Table 5 relative to the number of additional housing units, may serve as a guide to builders and developers in providing for the anticipated population growth within the South Peninsula Zoning District. It is pointed out, however, that the rate of growth is not a straight line growth, but rather one of considerable fluctuation, of which builders and developers are familiar, having occurred not only in the South Peninsula Zoning District, but within the Daytona Beach Metropolitan Area and Florida as a whole. The post war years have witnessed years of recessions and years of prosperity affecting directly housing and building activity.

D. AGE GROUPS AND SEX

Information relative to the makeup of the South Peninsula population on age and sex is set forth in Table 6, from 1940 to 1960. In order to establish this information it was necessary to estimate the age groups and sex from the census data provided for Volusia County. Information does not exist on age groups and sex for the South Peninsula Zoning District from any census publication or from any other known source. The assumption that the conditions prevailing throughout Volusia County also prevail on the South Peninsula Zoning District in relation to age groups and

sex appears to be reasonable. It is recognized that quite a few retired persons live in the South Peninsula Zoning District. However, this is also true in Volusia County as a whole. The percentage of retired persons in the South Peninsula Zoning District, and in Volusia County, being the population of 65 and over, is greater than that which prevails in most other states. The actual number of persons in each of the age brackets, and as classified either male or female, is determined by applying the 1960 population for the South Peninsula to that of Volusia County, determining the percentage that the South Peninsula population represents of Volusia County, and applying this percentage uniformly to the age group and sex data provided for Volusia County in order to obtain the estimates for the South Peninsula Zoning District.

This information is of value, for instance, in showing that over 7 percent of the total population is 65 years of age or over. This materially affects the need for such features as recreational facilities designed specifically for persons in this age bracket. The number of persons shown in the school years is also of value in determining the location, area, and capacities for future school sites. There does not appear to be any discrepancies in the ratio of males to females.

E. SOCIAL AND ECONOMIC CHARACTERISTICS

Information relating to the social and economic characteristics of the population for the South Peninsula Zoning District is not available from any known source. However, several observations can be made which are of significant value.

One significant feature is that there does not exist any non-white residents on the South Peninsula. The general economic level of the residents on the South Peninsula is above average. Because of the relative newness of most construction on the South Peninsula, there does not exist, at the present time, any slum or blighted areas. However, it is pointed out that there are existing cases in which properties are beginning to appear run-down and dilapidated, and which, if such conditions are not now curtailed, may result in growing blight and future slum areas.

F. EMPLOYMENT

There is no information known to exist relative to the employment of persons residing in the South Peninsula Zoning District. However, with the exception of those persons in the retirement bracket, it would not be unreasonable to assume that those persons residing on the Peninsula represent a typical cross section of general employment categories and conditions as may be characteristics of the Daytona Beach Metropolitan Area. The only exception to this would be a lack of employment shown in many of the domestic and service trades; such occupations not generally being prevalent in the higher income brackets and economic levels which prevails on the South Peninsula.

G. INCOME

Information relative to the income of persons or families on the South Peninsula Zoning District is not known to be available. However, as previously mentioned, the income of persons and families on the South Peninsula Zoning District is above

average prevailing in the Daytona Beach Metropolitan Area, and Volusia County. This is indicated by the apparent cost or value of homes which are predominantly above average on the South Peninsula. Because of the large number of retired persons residing within the area, even if information on income were available, such information would not reflect the income of persons living on pensions, annuities, social security, and other sources of income derived from work done in previous years.

III ECONOMY

A. COMMERCIAL ESTABLISHMENTS

Table 7 shows commercial establishments by type and number as determined from a visual survey of the South Peninsula Zoning District. These uses are classified into two major categories, being: (1) retail trades, and (2) all other establishments. Five categories are identified in the retail section, which shows a total of 82 uses. It is pointed out that the uses set forth in this Table do not include motels and their accessory uses or accommodation facilities, and do not include home occupations. The indicated uses are those which exist as an apparent principal use and not as accessory to some other principal use or facility.

The prevailing tourist oriented economy is reflected in the number and types of commercial uses indicated. For instance, eighteen restaurants are shown as principal uses, in addition to those contained within motels and accommodation facilities as accessory uses. The six grocery stores predominantly serve the resident population on the South Peninsula. The nineteen service stations shown reflect a service capacity far exceeding that of the present resident population. It is also noted that there does not exist any automotive repair garages or service facilities, other than those connected with service stations, and that there also does not exist any automobile sales facilities in the South Peninsula area. The fact that this feature is pointed out is not intended to be construed as recommending that there

should be such facilities. Also reflecting tourist activity is the seven gift and novelty shops, six package stores, and the absence of such retail stores as furniture and appliances.

Non-retail uses are broken down into four categories, as shown in the second part of Table 7, and includes service establishments, business and professional services, amusement and entertainment, and recreation and sports facilities. Again reflecting the tourist oriented economy is the eleven beauty and barber shops, and ten boat and fishing facilities. There is an inconsistent and conspicuous lack of amusement and entertainment facilities within the subject area. Such uses customarily are significant in number in a predominantly tourist oriented and resort area. Table 7 shows a total of 120 commercial uses existing as principal uses within the South Peninsula Zoning District.

The second and major faction of the economic activity in the South Peninsula Zoning District is the resort trade. This is reflected in the existence of the 177 accommodation facilities within the South Peninsula Zoning District, with an estimated 2,584 rental units available to the tourists and transients. The major tourist season includes the summer months of June, July and August, during which time the average rate of occupancy may be estimated in the vicinity of 85 percent. During the nine other months of the year the "off season" is in effect and the rate of occupancy declines considerably. It is estimated by some that the average rate of occupancy on an annual basis is approximately 60 percent. However, many of the motels and accommodations facilities close entirely during the winter months.

The motel and tourist facilities provide employment for domestic and service workers, the construction, building and mechanical trades, and adds to the local market for goods and commodities.

B. BUILDING CONSTRUCTION

Building activity on the South Peninsula Zoning District is indicated by the number and value of Building Permits issued by the South Peninsula Zoning Board. Table 8 shows the record of the annual number and value of permits issued from 1953 through and including 1963. For the eleven year span, an average of 197 permits per year with an average value of \$1,399,221.00 total permits for the year, and an average permit value of \$7,112.00 is shown. It is pointed out that the number of permits and the value of permits shown on this Table includes all Building Permits, including new construction, additions, swimming pools, and all construction for which a Building Permit is required by the South Peninsula Zoning Board.

The general economy of the Daytona Beach Metropolitan Area, and even the State of Florida and the United States, is reflected in the fluctuation of the Building Permit activity during the time span shown on Table 8. For instance, the recession of 1958 is shown clearly in the decline of Building Permits and building value during that year. The economic recession, although of a lesser degree of 1961 is also shown in the decline of building activity in the South Peninsula Zoning District. The prosperity of 1963 is clearly reflected in both the number of permits and the value of permits for this year. It is interesting to note that the year in which the

maximum number of permits were issued, and also the maximum value occurred in 1957, being a year of national prosperity, showing 286 permits and a total building value of \$2,108,945.00.

C. INCOME

1. Average Family

Based upon various income indicators, it is estimated that the average family income in the South Peninsula Zoning District is approximately \$7,500.00 per year. Table 9 shows an estimated breakdown of the average family income to be spent for shopping items, fixed expenses, disposable income, and deductions. This information, although an estimate, is within reason and may be of value in determining the buying power and retail sales potential within the South Peninsul Zoning District both at the present time and for future projections.

2. Present and Projected Expenditures For Selected Retail Categories

Present and projected expenditures for selected retail categories from 1963 to 1979 are shown in Table 10. This projection is based upon selected retail items set forth in Table 9, and upon the estimated average family income of \$7,500 per year, gradually increasing to \$9,200 in 1979. This Table provides information relative to the potential buying power and retail sales in each of these major items. It is pointed out that a significant portion of the average family expenditure is spent for items for which sales facilities do not exist, and may not be expected to exist on the South Peninsula Zoning District. Principal among these is the sale of automobiles which accounts for more than ten percent of the average family expenditure. A

second item for which facilities do not exist on the South Peninsula is furniture and appliances. It is also pointed out that these expenditures are only those made by resident families, and does not include retail expenditures made by business establishments or transients and tourists within the area.

D. RETAIL SALES VOLUME

Retail sales volume indicators are set forth on Table 11, showing Volusia County retail sales, the cigarette tax refund for the Town of Daytona Beach Shores, and the cigarette tax refund as a percent of Volusia County retail sales. Information set forth in this Table correlates the cigarette tax, as an indicator of retail sales activity, with the total Volusia County retail sales. This Table significantly points out a consistent increase in the cigarette tax as a percent of Volusia County retail sales, indicating the rate of growth of economic activity in the South Peninsula Zoning District exceeding significantly the rate of commercial activity or economic growth of Volusia County. The Table shows an increase from May, 1960 through April, 1961 when the cigarette tax represented an adjusted 15.62 percent, and has increased consistently to the present time indicating an adjusted 22.48 percent.

E. RETAIL SALES PROJECTIONS

Table 12 shows the population and taxable sales for Volusia County and the South Peninsula Zoning District for 1960 to 1963 with projections to 1979. It will be noted that the South Peninsula population as a percent of Volusia County is expected to increase from 3.42

percent in 1960 to 4.61 percent in 1979. The Volusia County population projection is based on a 75 percent increase from 1960 to 1970, and 80 percent increase from 1970 to 1980. Based upon the ratio of the South Peninsula Zoning District population to the Volusia County population, an estimate is made of the taxable sales which may be expected from the South Peninsula Zoning District from 1963 to 1979.

The question may arise as to the difference in the projected taxable sales for the South Peninsula Zoning District as shown in Table 12, and the projected expenditures in Table 10 are only those categories indicated and does not include many items in other categories which are taxable and for which sales occur. For instance, Table 10 does not show consideration for any personal services, including accommodation facilities, nor does it show expenditures for the purchase of automobiles, nor does it include retail sales made by business and commercial establishments. Assuming that the ratio of population of the South Peninsula Zoning District to Volusia County will reflect a reasonable ratio of general commercial activity. Table 12 may be of value in estimating the potential sales from the South Peninsula Zoning District, and as will be generated by it from the present time until 1979. Table 12 indicates an estimated 1963 taxable sales potential of \$14,145,690.00 increasing in 1979 to \$50,829,860.00. The retail sales per capita for Volusia County is shown to increase from \$1,917 to \$2,980 and the retail sales per family from \$6,709 to \$10,430 in 1979. It is again pointed out that these per capita figures do not reflect the average per capita or family expenditures, since these figures also include all expenditures including those by families and the expenditures of business and commercial establishments.

IV CONCLUSIONS

The findings of this Study show that the rate of population growth for the South Peninsula Zoning District is exceeding that of both the County and the State. This condition is quite natural and may be expected since the South Peninsula area lies in the direction of the overflow of population growth of the Daytona Beach Metropolitan Area. New population coming into the Daytona Beach Metropolitan Area will, for the most part, cause new land to be developed rather than redeveloping existing obsolete developed areas. Since new and undeveloped land exists on the South Peninsula Zoning District, and since this land is adjacent to the present developed Daytona Beach Metropolitan Area, it may be expected that this area will develop and consume a portion of the new population. It may be also expected that most of this population will be migrant in nature, with a very small percentage accounted for by natural increase.

It is estimated that a maximum population density of 5,000 persons per square mile will prevail, thus providing for a population of 17,058 persons. This total development may be expected to occur in 1979 based upon a population projection rate of 109.4 percent per decade. However, this population density may be varied and may be considerably exceeded in the event more high density apartment and multiple-family projects are built in the area.

The economy of the South Peninsula Zoning District may be identified in two parts: (a) the resident economy, oriented to the residents on the South Peninsula, and (b) the tourist economy, oriented to the tourist or transient population. Because of the prevailing tourist economy within the area, the number and type of commercial uses for the purpose of serving either one or both of the major economic considerations previously mentioned. It may be found that there will not be justification for certain commercial business establishments not now in existence on the South Peninsula. It is also apparent because of the limited amount of land in the South Peninsula Zoning District, and the increase in property values, that the calibre of residential development will continue to be above average, and will reflect the above average income, social, and economic characteristics of the residents of the South Peninsula Zoning District.

A P P E N D I X

Table 1

POPULATION GROWTH FOR
SOUTH PENINSULA ZONING DISTRICT,
DAYTONA BEACH METROPOLITAN AREA,
VOLUSIA COUNTY, THE STATE OF FLORIDA, AND THE UNITED STATES
SHOWING INCREASE AND PERCENT CHANGE PER DECADE
1930 - 1960

SOUTH PENINSULA ZONING DISTRICT

Year	Population	Increase	Percent Change
1930	545*	-	-
1940	682	137	25.1
1950	1,878	1,196	175.4
1960	4,280	2,402	127.9
1963	6,766*	2,486	58.1
109.5% Ave. Inc. Per Decade			

DAYTONA BEACH METROPOLITAN AREA

1930	21,721	-	-
1940	30,434	8,713	40.1
1950	43,843	13,409	44.1
1960	76,386	32,543	74.2
52.8 % Ave. Inc. Per Decade			

VOLUSIA COUNTY

1930	42,757	-	-
1940	53,710	10,953	25.6
1950	74,229	20,519	38.2
1960	125,319	51,090	68.8
44.2% Ave. Inc. Per Decade			

THE STATE OF FLORIDA

1930	1,468,211	-	-
1940	1,897,414	429,203	29.2
1950	2,771,305	873,891	46.1
1960	4,951,560	2,180,255	78.7
51.3% Ave. Inc. Per Decade			

THE UNITED STATES

1930	122,775,000	-	-
1940	131,669,000	8,894,000	7.2
1950	151,325,798	19,656,798	14.9
1960	179,323,175	27,999,377	18.3
13.5% Ave. Inc. Per Decade			

Source: U. S. Bureau of the Census

* Estimate by Consultant

Table 2

SOUTH PENINSULA ZONING DISTRICT
POPULATION AS PERCENT OF:

<u>Year</u>	<u>Daytona Beach Metropolitan Area</u>	<u>Volusia County</u>	<u>Florida</u>
1930	2.5	1.3	0.037
1940	2.2	1.3	0.036
1950	4.3	2.5	0.068
1960	5.6	3.4	0.086

Source: Computed from Table 1.

* Table 3

POPULATION GROWTH POTENTIAL & DENSITY

	<u>Acres In Res. Use</u>	<u>Population</u>	<u>Persons Per Acre, In Res. Use</u>
1963 (present)	508.6	6,766	13.30
After Total Development *	938.9	17,058	18.16
Gain	430.3	10,292	-

	<u>Acres, Total Land Area</u>	<u>Population</u>	<u>Persons Per Acre, Total Land Area</u>
1963 (present)	942.2	6,766	7.18
After Total Development *	2,183.5	17,058	7.81
Gain	1,241.3	10,292	-

* Based on maximum population density of 5,000 persons per square mile.

Table 4

POPULATION PROJECTION AND RATE OF GROWTH*

<u>Year</u>	<u>Population</u>	<u>Residential Acres</u>	<u>Persons/Acre, Residential</u>	<u>Total Acres</u>	<u>Persons/Acre, Total</u>
1963	6,766	508.6	13.30	942.2	7.18
1965	7,100	531.4	13.36	986.1	7.20
1970	8,962	585.8	15.30	1,202.9	7.45
1975	13,000	773.8	16.80	1,688.3	7.70
1979	17,058**	938.9	18.16	2,183.5	7.81

* Based on 1930-1960 average growth rate of 109.4% per decade.

** Total land development based on population density of 5,000 per/sq. mi.

Table 5

POPULATION GAIN AND ADDITIONAL HOUSING

<u>Year</u>	<u>Population</u>	<u>Population Gain</u>	<u>Additional Housing Units (Families)</u>
1963	6,766	-	-
1965	7,100	334	95
1970	8,962	1,862	532
1975	13,000	4,038	1,153
1979	17,058*	4,058	1,160

* Maximum population based on population density of 5,000 persons per square mile.

Table 6

POPULATION IN NUMBERS AND PERCENT BY AGE GROUP AND SEX
PER DECADE AND SHOWING CHANGE OF PERCENT PER DECADE
SOUTH PENINSULA ZONING DISTRICT
1940 - 1960

Age	1940				1950				1940-1950 % Change	1960				1950-1960 % Change
	Male	Female	Total	% of Pop.	Male	Female	Total	% of Pop.		Male	Female	Total	% of Pop.	
Under 5 Yrs.	21	21	42	6.3	85	81	166	8.8	+2.5	188	180	368	8.6	-0.2
5 - 9	24	22	46	6.7	70	70	140	7.5	+0.8	179	171	350	8.2	+0.7
10 - 14	29	27	56	8.2	60	61	120	6.4	-1.8	166	161	327	7.6	+1.2
15 - 19	29	30	59	8.7	55	61	116	6.2	-2.5	123	136	259	6.0	-0.2
20 - 24	26	28	54	7.9	62	69	134	7.1	-0.8	93	106	199	4.7	-2.4
5 - 24	108	106	214	31.5	252	261	511	27.2	-4.3	561	573	1,134	26.5	-0.7
25 - 29	24	29	53	7.7	65	69	134	7.1	-0.6	92	104	196	4.6	-2.5
30 - 34	24	27	51	7.4	59	66	125	6.6	-0.8	104	116	221	5.2	-1.4
35 - 39	23	28	51	7.4	58	75	133	7.1	-0.3	115	128	243	5.7	-1.4
40 - 44	22	25	47	6.9	61	70	132	7.0	+0.1	110	127	238	5.6	-1.4
25 - 44	93	108	201	29.4	242	281	523	27.8	-1.6	422	475	897	21.1	-6.7
45 - 49	22	23	46	6.7	57	64	121	6.5	-0.2	113	140	253	5.9	-0.6
50 - 54	20	20	40	5.9	57	62	119	6.3	+0.4	111	134	246	5.7	-0.6
55 - 59	15	18	33	4.8	51	57	107	5.7	+0.9	111	147	258	6.1	+0.4
60 - 64	15	17	32	4.7	46	52	98	5.2	+0.5	117	162	279	6.5	+1.3
45 - 64	72	79	151	22.1	211	235	456	23.7	+1.6	452	584	1,036	24.2	+0.5
65 - 69	14	16	30	4.4	42	49	91	4.8	+0.4	162	171	332	7.7	+2.9
70 - 74	11	11	22	3.2	32	35	67	3.6	+0.4	134	126	259	6.0	+2.4
75 - Over	10	11	21	3.1	36	39	75	4.0	+0.9	118	134	252	5.9	+1.9
65 - Over	35	38	73	10.7	110	123	233	12.4	+1.7	413	431	844	19.6	+7.2
TOTAL	329	353	682	100.0	897	981	1,878	100.0		2,037	2,243	4,280	100.0	

Source: Estimates by Consultant

Table 7

COMMERCIAL USES BY
TYPE AND NUMBER *

A. <u>Food and Beverage Group</u>		<u>30</u>
1. Grocery Stores	6	
2. Delicatessens	1	
3. Candy & Confectionery, Fruit	1	
4. Restaurants	18	
5. Lounges and Night Clubs	4	
B. <u>Apparel</u>		<u>6</u>
1. Clothing Stores	6	
C. <u>General Merchandise</u>		<u>8</u>
1. Variety Stores	1	
2. Drug Stores	2	
3. Jewelry	1	
4. Hardware, Paints	4	
D. <u>Automotive Group</u>		<u>19</u>
1. Service Stations	19	
E. <u>Other Retail</u>		<u>19</u>
1. Gift, Card & Novelty Shops	7	
2. Trade Stamp Redemption Center	1	
3. Sundries	3	
4. Ceramic Shop	1	
5. Package Stores	6	
6. Photo Shop	1	
TOTAL RETAIL		<u>82</u>

* Excluding Accommodation Facilities & Home Occupations

Table 7 (Continued)

COMMERCIAL USES BY
TYPE AND NUMBER *

F. <u>Service Establishments</u>		<u>16</u>
1. Barber & Beauty Shops	11	
2. Laundry & Dry Cleaning Services	5	
G. <u>Business & Professional Services</u>		<u>10</u>
1. Medical and Dental	1	
2. Financial Institutions	1	
3. Accountants, Bookkeeping	1	
4. Real Estate, Insurance	7	
H. <u>Amusement & Entertainment</u>		<u>2</u>
1. Miniature Golf	1	
2. Drive-in Theater	1	
I. <u>Recreation & Sports</u>		<u>10</u>
1. Marinas, Fishing Camps & Pier	10	
		<hr/>
		120 Total

Table 8

BUILDING PERMITS
BY
NUMBER AND VALUE *
1953 - 1963

<u>Year</u>	<u>No.</u>	<u>Inc.</u>	<u>%</u>	<u>Value</u>	<u>Increase</u>	<u>%</u>	<u>Average Permit Value</u>
1953	136 ^a	-	-	\$1,111,850	-	-	\$8,175
1954	159	23	16.9	1,291,600	\$179,750	16.2	8,123
1955	250	91	56.6	1,556,300	264,700	20.5	6,225
1956	227	-23	-9.2	1,802,500	246,200	15.8	7,940
1957	286	59	26.0	2,108,945	306,445	17.0	7,373
1958	207	-79	27.6	1,218,500	-890,445	-42.2	5,886
1959	207	0	0	1,369,575	151,075	12.4	6,616
1960	184	-23	11.1	1,407,245	37,670	2.8	7,648
1961	165	-19	10.3	1,051,066	-356,179	-25.3	6,370
1962	157	- 8	4.8	1,083,050	31,984	3.0	6,898
1963	199 ^b	42	26.8	1,390,800 ^b	307,750	28.4	6,988
11 Yr. Ave.	197			\$1,399,221			\$7,112

* Source: Records of South Peninsula Zoning Board.

a Estimate based on 1954 average.

b Estimate for December included, based on 11 month average

Table 9

DISPOSAL OF AVERAGE FAMILY INCOME

Item	Item		Total	
	%	Amount	Amount	%
Food	51.7	\$1,500		20.0
Auto (operating exp.)	13.8	400		5.3
Apparel	15.5	450		6.0
Furniture - Appliances	8.6	250		3.4
Drugs - Sundries	3.5	100		1.3
Hardware, Bldg. Materials	1.7	50		0.7
General Merchandise	5.2	150		2.0
TOTAL FOR SHOPPING ITEMS	100.0		\$2,900	38.7
Rent or Mortgage Payments	48.0	\$1,200		16.0
Utilities	12.0	300		4.0
Auto (payments or depreciation)	33.0	800		10.7
Contingencies	8.0	200		2.6
TOTAL FIXED EXPENSES	100.0		\$2,500	33.3
TOTAL DISPOSABLE INCOME			\$5,400	72.0
Taxes (Income, F.I.C.A.)	64.3	\$1,350		18.0
Savings and Insurance	35.7	750		10.0
TOTAL DEDUCTIONS	100.0		\$2,100	28.0
TOTAL INCOME			\$7,500	100.0

Table 10

PRESENT & PROJECTED EXPENDITURES FOR
SELECTED RETAIL CATEGORIES
1963 - 1979

<u>Retail Items</u>	1963		1965	
	<u>Per Family</u>	<u>1,933 Families</u>	<u>Per Family</u>	<u>2,029 Families</u>
Food	\$1,500	\$2,899,500	\$1,540	\$3,124,660
Auto (operating)	400	773,200	408	827,832
Apparel	450	869,850	462	937,398
Furniture - Appliance	250	483,250	261	529,569
Drugs - Sundries	100	193,300	100	202,900
Hardware, Bldg., Mat.	50	96,650	54	109,566
General Merchandise	150	289,950	154	312,466
TOTAL	\$2,900	\$5,605,700	\$2,979	\$6,044,391
Average Family Income	\$7,500		\$7,700	

<u>Retail Items</u>	1970		1975	
	<u>Per Family</u>	<u>2,561 Families</u>	<u>Per Family</u>	<u>3,714 Families</u>
Food	\$1,660	\$4,251,260	\$1,760	\$6,536,664
Auto (operating)	440	1,126,840	466	1,730,724
Apparel	498	1,275,378	528	1,960,992
Furniture - Appliance	282	722,202	299	1,110,486
Drugs - Sundries	108	276,588	114	423,396
Hardware, Bldg., Mat.	58	148,538	62	230,268
General Merchandise	166	425,126	176	653,664
TOTAL	\$3,212	\$8,225,932	\$3,405	\$12,646,194
Average Family Income	\$8,300		\$8,800	

Table 10 (Continued)

PRESENT & PROJECTED EXPENDITURES FOR
SELECTED RETAIL CATEGORIES
1963 - 1979

<u>Retail Items</u>	1979	
	<u>Per Family</u>	<u>4,874 Families</u>
Food	\$1,840	\$8,968,160
Auto (operating)	488	2,378,512
Apparel	552	2,690,448
Furniture - Appliance	312	1,520,688
Drugs - Sundries	119	580,006
Hardware, Bldg., Mat.	64	311,936
General Merchandise	184	896,816
TOTAL	\$3,559	\$17,346,566
Average Family Income	\$9,200	

SUMMARY

<u>Year</u>	<u>Total Retail Item Sales</u>	<u>Increase</u>	<u>%</u>
1963	\$ 5,605,700	\$ -	-
1965	6,044,391	438,691	7.8
1970	8,225,932	2,181,541	36.0
1975	12,646,194	4,420,262	53.4
1979	17,346,566	4,700,372	37.2

Table 11

VOLUSIA COUNTY RETAIL SALES*
(\$1,000's)

<u>Period</u>	<u>Amount</u>	<u>Increase</u>	<u>%</u>
May, 1960 through April, 1961	\$235,386	\$ -	-
May, 1961 through April, 1962	249,375	13,989	5.94
May, 1962 through April, 1963	273,937	24,562	9.85
May, 1963 through October 1963 (6 months)	\$154,980		

CIGARETTE TAX REFUND
TOWN OF DAYTONA BEACH SHORES

<u>Period</u>	<u>Amount</u>	<u>Increase</u>	<u>%</u>
May, 1960 through April, 1961	\$36,765	\$ -	-
May, 1961 through April, 1962	45,425	8,660	23.56
May, 1962 through April, 1963	49,063	3,638	8.00
May, 1963 through October, 1963 (6 months)	\$34,836		

CIGARETTE TAX AS PERCENT OF VOLUSIA COUNTY
RETAIL SALES (× 1,000)

<u>Period</u>	<u>%</u>
May, 1960 through April, 1961	15.62
May, 1961 through April, 1962	18.22
May, 1962 through April, 1963	17.91
May, 1963 through October, 1963 (6 months)	22.48

* Source: State Comptroller

Table 12

POPULATION AND TAXABLE SALES FOR
VOLUSIA COUNTY & SOUTH PENINSULA ZONING DISTRICT
1960-1963 WITH PROJECTIONS TO 1979*

<u>Year</u>	<u>South Peninsula Zoning District Population</u>	<u>Volusia County Population</u>	<u>South Peninsula Population as Percent of Volusia County</u>	
1960	4,280	125,319	3.42	
1963	6,766	147,000	4.60	
1965	7,100	165,000	4.30	
1970	8,962	219,308	4.08	
1975	13,000	290,000	4.48	
1979	17,000	370,000	4.61	

<u>Year</u>	<u>Estimate South Peninsula Taxable Sales</u>	<u>Volusia County Taxable Sales (\$1,000's)</u>	<u>Volusia County Retail Sales Per Capita Per Family</u>	
1960	\$8,216,481	\$ 240,248**	\$1,917	\$6,709
1963	14,145,690	307,515**	2,092	7,322
1965	15,467,100	359,700	2,180	7,630
1970	21,486,626	526,633	2,400	8,400
1975	35,078,400	783,000	2,700	9,450
1979	50,829,860	1,102,600	2,980	10,430

* Estimates and Projections by Consultant

** Source: State Comptroller

