

1965

History of development in Orange and Seminole counties: growth patterns of urban form in the Orlando metropolitan area.

Orange-Seminole Joint Planning Commission

White, Arthur W.

East Central Florida Regional Planning Council

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HISTORY OF DEVELOPMENT IN OS
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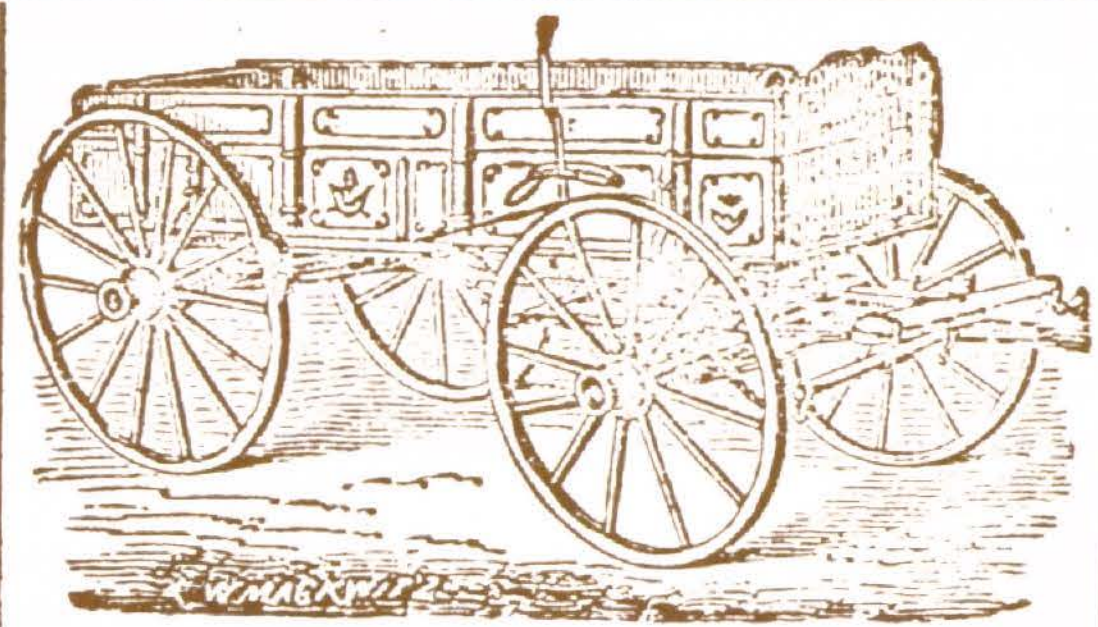
INTRODUCTION

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It is hard to understand any metropolitan area in depth without some knowledge of its history--how it was settled, the forces that shaped its growth. Orange and Seminole Counties have roots deep in the past. How many of us remember that the present era is not the first, but the third boom in the history of these counties? Present expansion is following patterns first glimpsed in the 1880's and modified by the speculative boom of the 1920's. Today's dynamic space-age growth, which began in the late 1950's, is founded on these earlier periods of area development.

The geographic distribution of development and urban form of Orange and Seminole Counties are organic outgrowths of the past. How did Orlando become a metropolitan area? Why did Sanford become a leading center of Florida's truck farming industry? What made Winter Park the cultural center it is today? What are the historical bonds that link Orange and Seminole Counties together? These questions can only be answered by history. A look at the historical development of the Orlando Metropolitan Area gives greater appreciation of the present, and insight into future patterns of growth. This review of the area's past heritage provides a background for planning today and in the near future.

PIONEER AND ANTE BELLUM DAYS

BEFORE 1880

Colonial Period

Kings of Spain owned Florida longer than anyone but aboriginal Indians. During that long period it is unlikely that any Spaniard ever saw the area that is now Orange and Seminole Counties. Florida's colonial proprietors, both Spanish and British, were interested only in North Florida and a few strategic positions on the coasts.

In 1819 Spain sold Florida to the United States, and in 1821, Governor Andrew Jackson established territorial government at Pensacola. New Smyrna was then the seat of Mosquito County, which included all of the future Orlando Metropolitan Area. A few hardy pioneers came to America's new territory, most of them settling along the St. Johns River north of Lake Monroe, but the 1830 census gave vast Mosquito County a population of only 733 souls.

Indians on the Warpath

On June 19, 1835, at Hoggs Town settlement near Gainesville, settlers whipped some Indians for stealing cattle. Enraged, the Indians ignited the bloody Seminole War, one of the most vicious Indian fights in American history. Towns and settlements vanished overnight; only forts and military camps withstood the bloody onslaught. Nevertheless, this war opened the Orange-Seminole area to settlement.

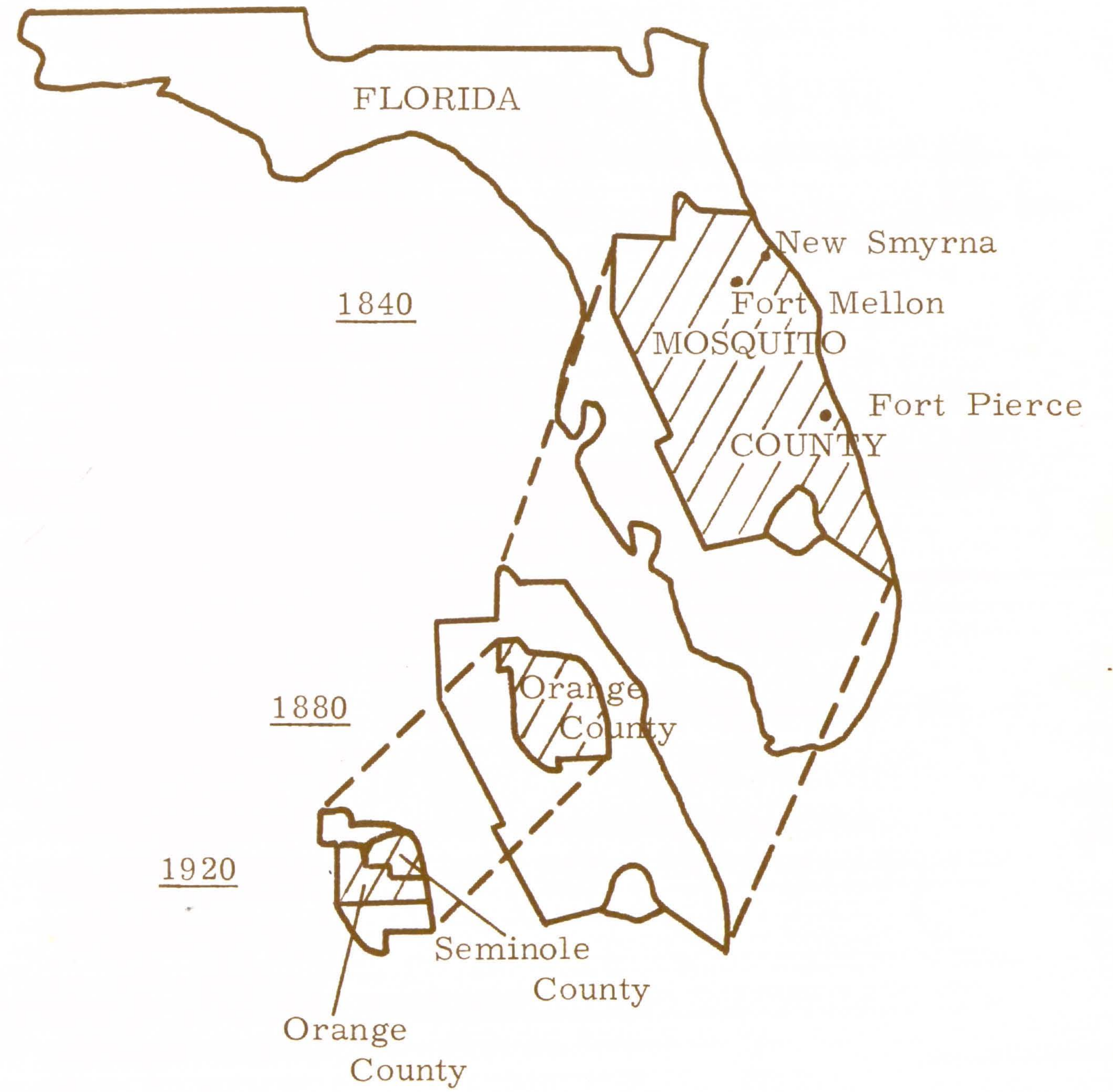
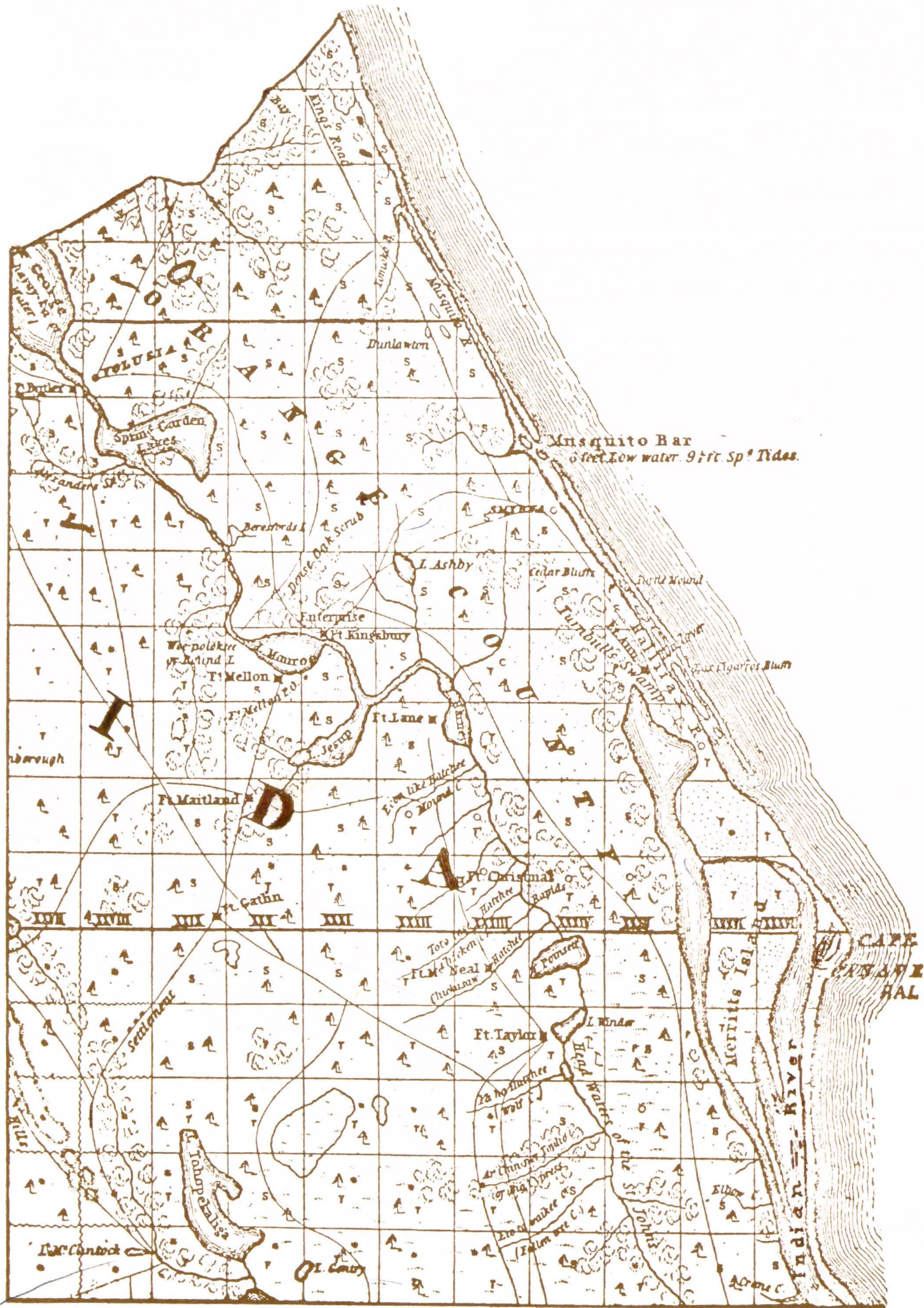
Early in the war, Fort Maitland was built on the western shore of Lake Fumekeliga, now called Lake Maitland. One night a company of soldiers stalking an Indian war party in the swamps around Lake Jessup, camped beside Sandy Beach Lake, now known as Lake Eola. As the sentry paced the edge of the sleeping camp, he suddenly spotted a number of logs that had not been there a moment before. Realizing that the "logs" were disguised Indians, he sounded the alarm. On the instant, a dozen arrows hit the brave sentry. After the Indians were beaten back into the forest, the soldiers returned to bury their dead. They dug a grave for their sentry beneath a tall pine tree, and cut his name-Orlando Reeves-in the tree. This spot, a splendid camp site on a ridge beside a lake, became known as Orlando's Grave.

Soon after, the government built new strongholds-- Fort Gatlin a few miles south of Orlando's Grave, Fort Mellon on the south shore of Lake Monroe, and Fort Christmas between the St. Johns and the Econlockhatchee.

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MAP OF ORANGE COUNTY IN 1846

Blackman



First Settlement

By 1840, war had reduced Mosquito County's civilian population to 73. In 1842, when the Indians that remained in Central Florida had ceased to be a major threat, Florida's government sought to encourage resettlement by offering 160 acres of land to anyone who would establish a homestead and defend it for five years. Aaron Jernigan was the first to take the State up on its offer. In 1844, he built a log cabin and brought his family. Jernigan and those who followed him lived by hunting, tending cattle, and raising sugar cane.

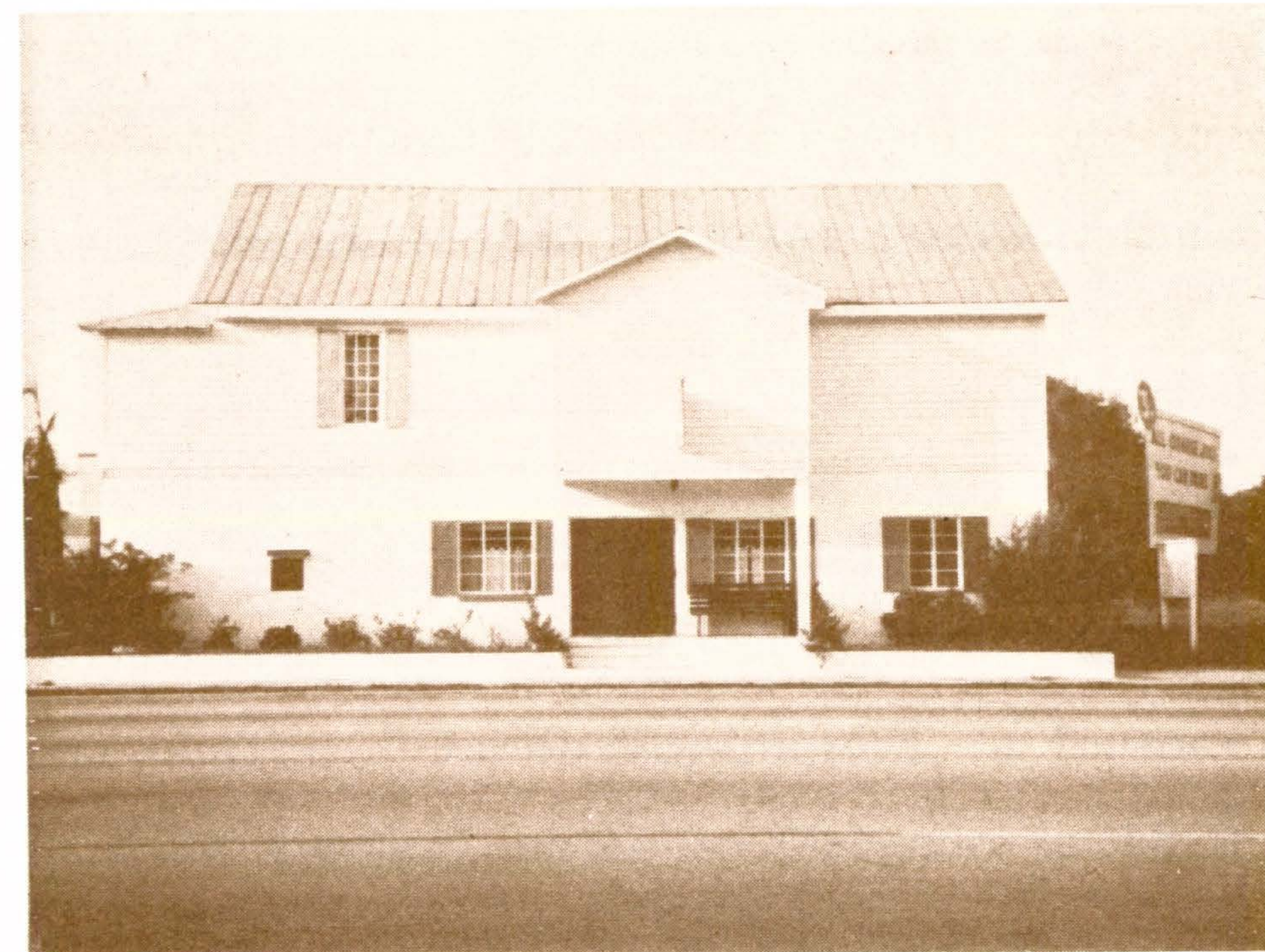
In 1848, Mosquito County was whittled down in area and renamed Orange County, a name more likely to attract settlers. The county seat was moved from New Smyrna to Enterprize, a cluster of houses on the north shore of Lake Monroe.

Living conditions at this time were crude. The average house was a thatched hut made of tree trunks and palm thatch. Hunting was the main source of food.

Orange County's population was about 200 in 1850, when a post office was established near Fort Gatlin and named Jernigan. Two years later the river steamer Darlington began regular passenger and mail service from Jacksonville to Enterprize. Civilization was on its way to East Central Florida.

During the 1850's, settlements grew up at Oakland, Christmas, Orlando's Grave, Lakeview (Winter Park area), Beulah and Starke Lake (Winter Garden-Ocoee area), and

at Mellonville (Sanford area). A settlement built on the edge of Apopka muck lands was the site of the area's first Masonic Lodge and was therefore called The Lodge. The old lodge building, still in use, stands on Highway 441 in Apopka.



THE LODGE TODAY

Orlando Founded

In 1857, B. F. Caldwell of Alabama deeded land around Orlando's Grave to the Orange County Commission for establishment of a village to be called Orlando. In an election to decide the location of a new county courthouse, Fort Reed (near Lake Monroe), The Lodge, and the new village of Orlando competed for the honor. Judge J. G. Speer of Orlando, after ruling that soldiers were eligible to vote in this election, enlisted aid from the garrison at Fort Gatlin to win the election for Orlando. It was six years before the courthouse could be built.

Civil War

When the War Between the States broke out there were 987 people in Orange County. Orlando contained about ten buildings. Near Orlando were two other villages, The Lodge and Mellonville, and a few cotton plantations worked by slaves. Except for these and a few scattered settlements, the county was wilderness.

War brought neither excitement nor glory to Orange County--only poverty. The cotton economy withered for lack of markets. Supplies ceased flowing to the settlements. Postal service was discontinued in 1861. Nevertheless, it was under a Confederate flag, in 1863, that the first log courthouse in Orlando finally opened its doors.

It served the stricken community as courthouse, schoolhouse, and church.) Then three years after fighting had ceased, a party of cattle rustlers about to be convicted on the basis of evidence locked within it, burned the proud courthouse. In 1869 it was replaced by a modest frame structure.

Post War Growth

Once the war ended, Orange County started to grow. A steady stream of pioneers came to farm its rich soil, and Orange County boasted a population of 2,195.

In 1870, the first commercial citrus nursery opened at Starke Lake (Ocoee), foreshadowing the county's brilliant future economy.

Sanford Founded

General Henry S. Sanford, retired ambassador to

Belgium, and a man of energy and foresight, bought a large tract of land about a mile from Mellonville in 1870. Here he laid out extensive groves and introduced varieties of citrus previously unknown in Florida. Not content with this, he also platted the Town of Sanford and built the Sanford House Hotel to encourage an infant tourist trade. Sanford expanded rapidly, absorbed Mellonville, and grew into a major port on the St. Johns River.

Courthouse Dispute

In 1872, the courthouse in Orlando was supplemented by a new jail and a Free Church building that served as school and church. Jacob Summerlin, a former Confederate blockade runner, came to Orlando in 1873 and bought about two hundred acres of land around Lake Eola. He soon became cattle king of south Florida, and one of Orlando's leading citizens.

In 1875, General Sanford and Jacob Summerlin took up opposite sides in one of those courthouse wars so typical of county history in America. Again it was the courthouse that sparked the ruckus. General Sanford wanted the courthouse for his splendid new city; Summerlin was determined to keep it in the smaller community of Orlando. General Sanford argued brilliantly before the Orange County Commission, explaining, with polished oratory, the unquestioned advantages of his fine new town. When the General had finished, Jake Summerlin got up with a short blunt speech. He would make an outright gift of \$10,000 to build a new courthouse in Orlando. His offer was unanimously accepted.



L. de Winnie, Artist

HON. HENRY SHELTON SANFORD, L. L. D.

1865

Mills Memorial Library
Rollins College



JACOB SUMMERLIN

Mills Memorial Library
Rollins College

HISTORY OF DEVELOPMENT
IN
ORANGE AND SEMINOLE COUNTIES

Growth Patterns of Urban Form
in the Orlando Metropolitan Area

PRICE: \$2.00

Prepared By:

Orange-Seminole Joint Planning Commission
Room 302, Courthouse Annex
Orlando, Florida

Staff Services:

East Central Florida Regional Planning Council
2323 South Washington Avenue
Titusville, Florida

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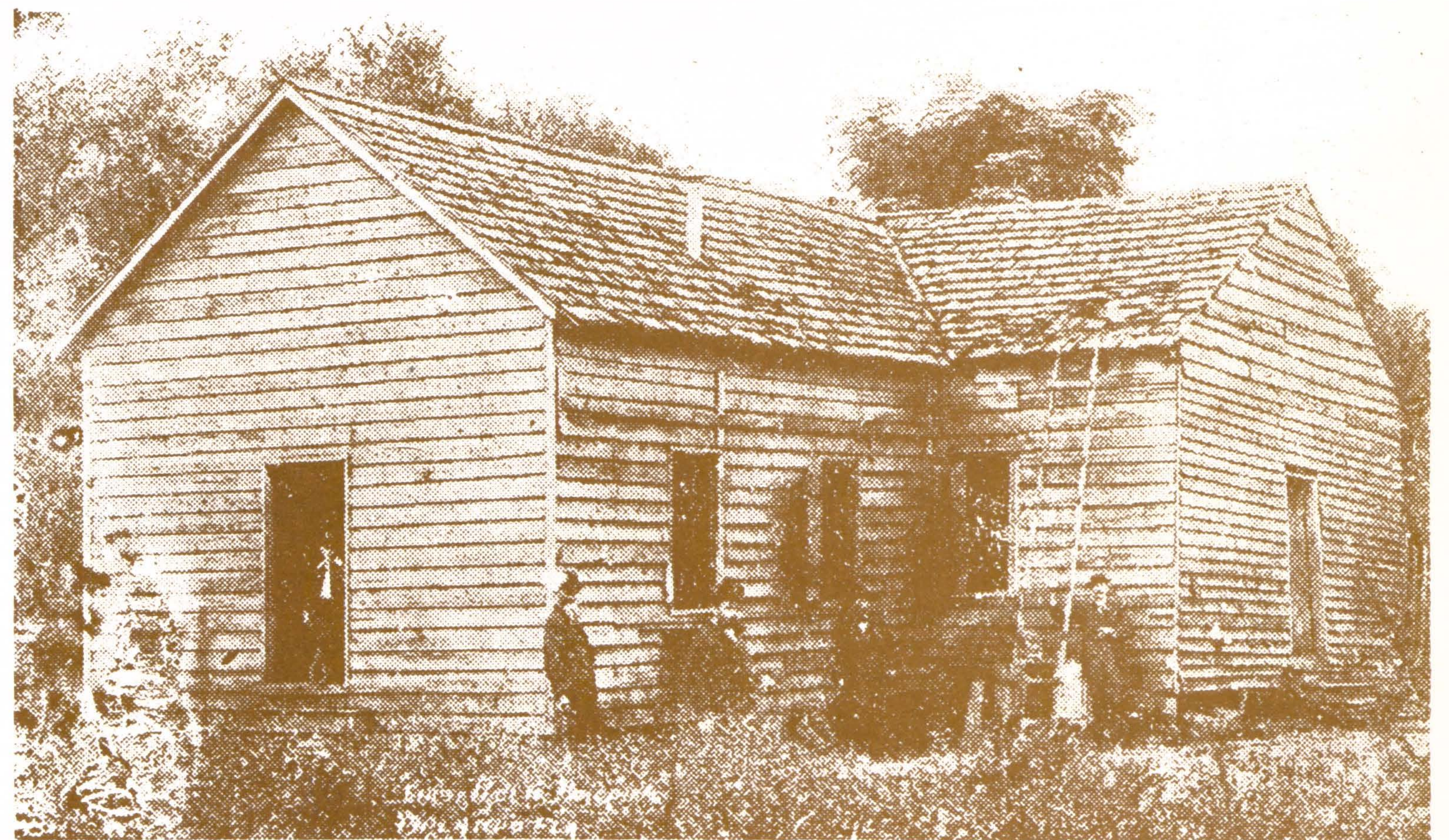
THIRD COUNTY COURTHOUSE 1875

Orange County Historical Commission

That same year, 1875, Orlando, with 85 citizens in its one square mile area, incorporated as a city.

End of the Pioneer Era

By 1880, almost seven thousand people lived in Orange County, and Orlando's population had grown to about two hundred. Evidence of urban form in the county at this time was rudimentary. Because of inferior soils, there were no settlements at all near the southern edge of what is now Orange County, and only one near the St. Johns River. Among the tiny settlements scattered widely over the rest of the County, only three were large enough to be considered villages. But in 1880, the first railroad in the area chugged between the citrus groves for the first time, and the County's pioneer days were numbered.

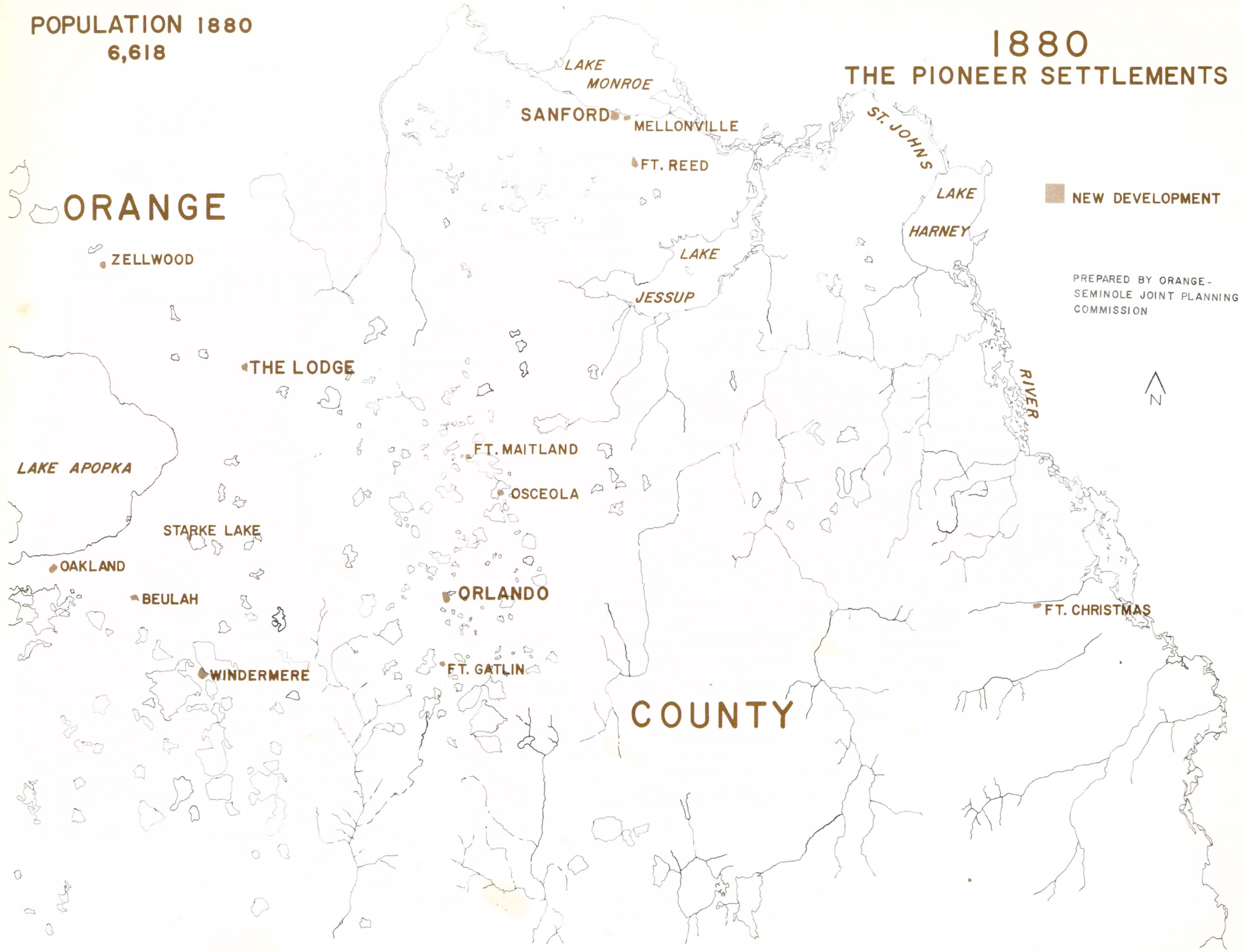


FIRST SCHOOL BUILDING IN ORLANDO 1872

Orange County Historical Commission

POPULATION 1880
6,618

1880 THE PIONEER SETTLEMENTS



■ NEW DEVELOPMENT

PREPARED BY ORANGE-
SEMINOLE JOINT PLANNING
COMMISSION



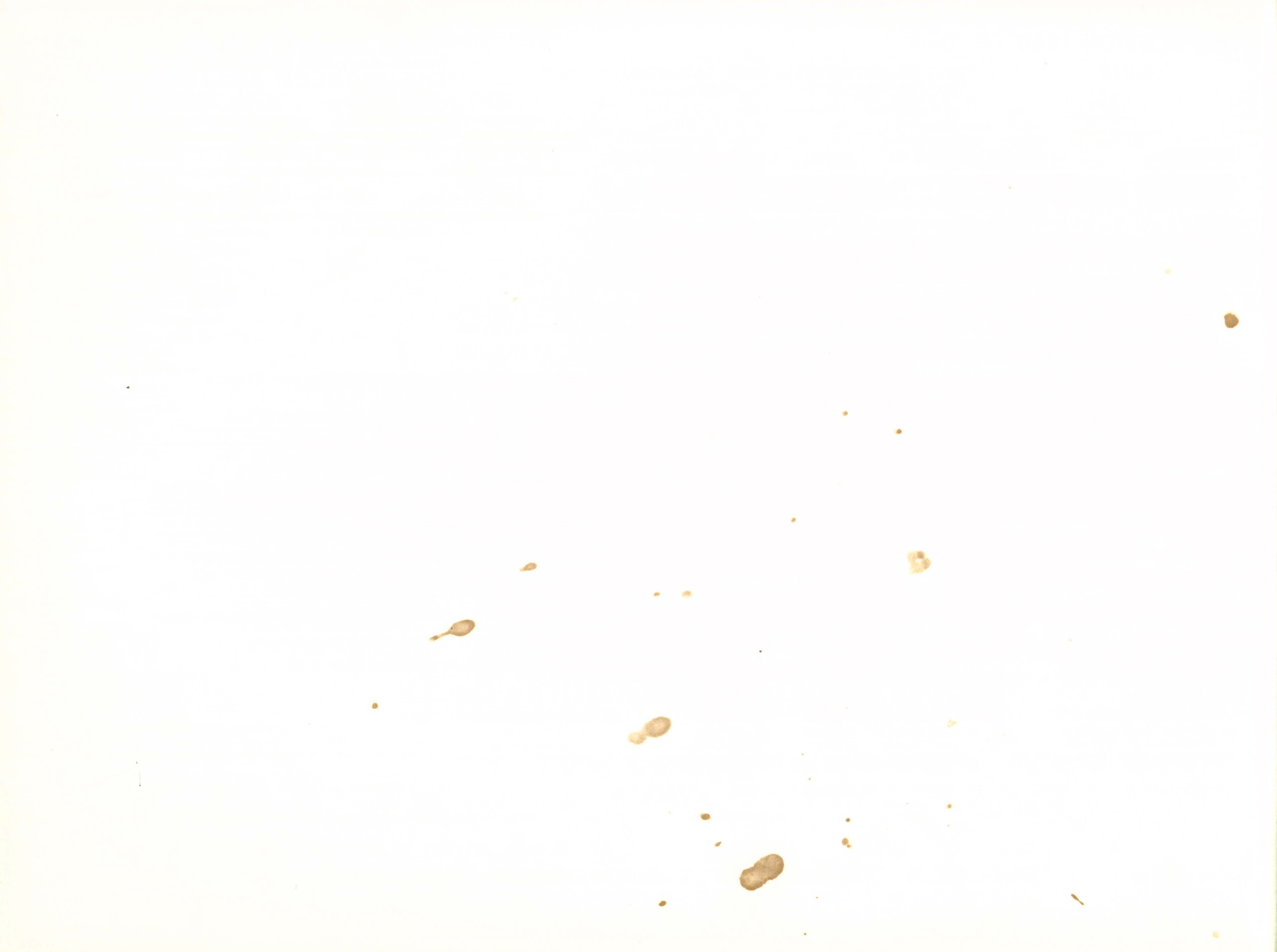


TABLE OF CONTENTS

Introduction 1
Pioneer and Ante Bellum Days Before 1880 2
1880-1895 The Citrus Boom 9
1895-1920 The Great Freeze and Slow Recovery. . .19
1920-1930 The Great Florida Land Boom25
1930-1950 Depression and War Years.28
1950-1965 The Space Boom30
Planning for Future Growth.31
Bibliography.33

COVER

Courtesy of Mr. Bill Vincent, Sr., Sanford Merchant

MAPS

1880 Pioneer Settlements. 8
1880-1895 The Citrus Boom.18
1895-1920 The Great Freeze and Slow Recovery . .24
1920-1930 The Great Florida Land Boom.27
1930-1950 The Depression and War Years29
1950-1965 The Space Boom.32

ACKNOWLEDGEMENTS

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Sanford Public Library
Orlando Area Chamber of Commerce
Seminole County Chamber of Commerce
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The Great Tourist Route

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1880-1895 THE CITRUS BOOM

Coming of the Railroad

The South Florida Railroad, Orange County's first rail line, was built under the leadership of Sanford businessmen. Its first trip between Sanford and Orlando was made in 1880. The railroad brought new life to Orlando and two major hotels quickly went up. The Charleston House Hotel led the movement of business away from Main Street to Orange Avenue, which was closer to the railroad. The West End Hotel, whose 40 acres of grounds are now Sunshine Park, also hugged the track.

Winter Park Founded

Loring A. Chase of Chicago came to Florida for his health and fell in love with the natural beauty around lakes Virginia, Osceola, and Maitland. He contacted his boyhood friend, O. E. Chapman of Massachusetts, and together they dedicated a small depot, the first public building in Winter Park, March 18, 1882.

WINTER PARK DEPOT-1884
Mills Memorial Library
Rollins College



FIRST BANK AND CHARLESTON HOUSE-1883
Orange County Historical Commission



Orange County's First Boom

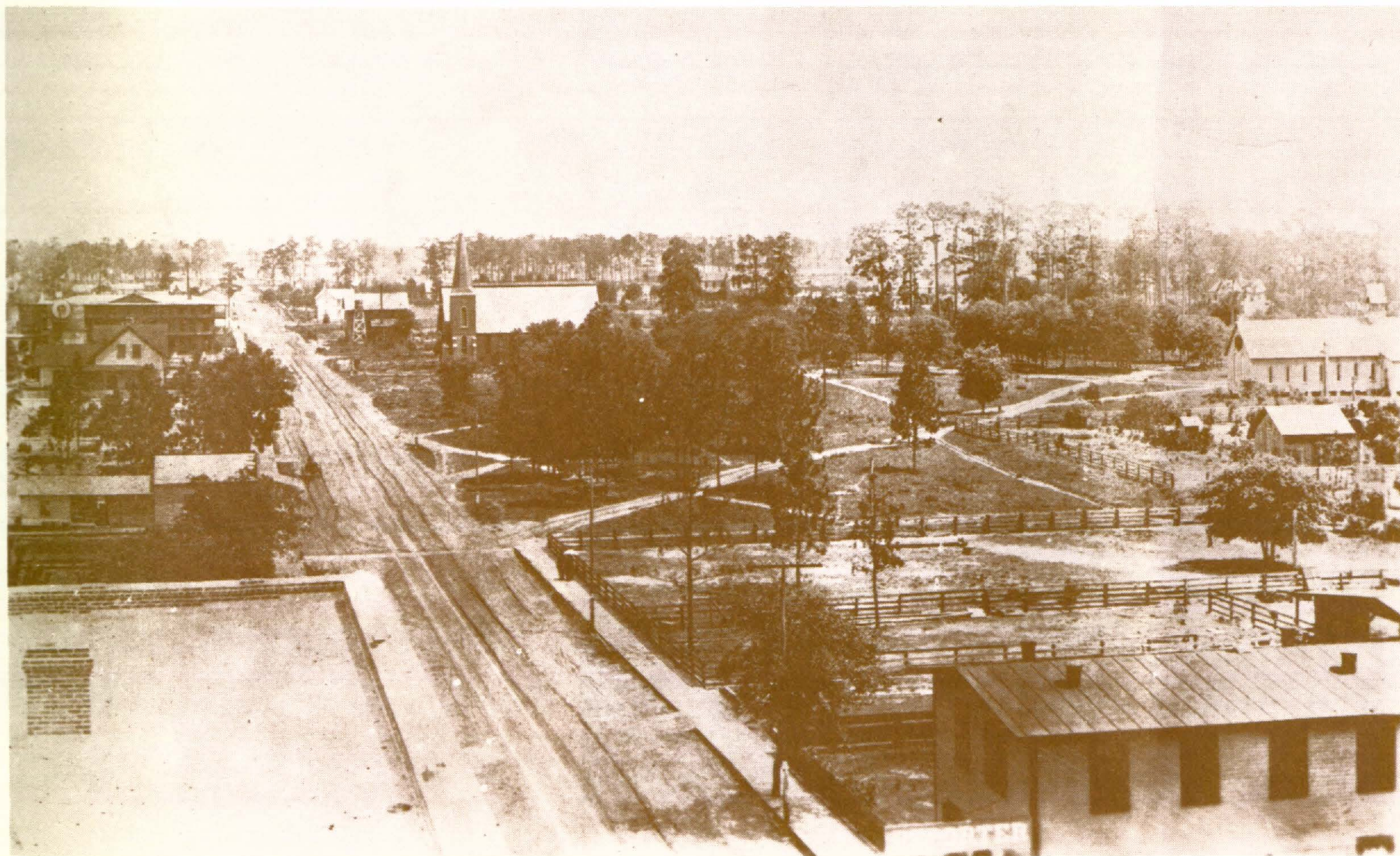
The year 1883 was a banner year for Orange County. In Orlando, a bank was founded, sidewalks were laid, and Jacob Summerlin gave his private racetrack to the city. Today that racetrack is Eola Park. In the same year, Henry Plant bought the South Florida Railroad and began an expansion project that gave Orlando and Sanford rail connections to Jacksonville and Tampa.

Orange County began to boom. The railroad, opening it to northern settlers and northern capital, created a thriving tourist trade and made Florida citrus and cattle available to northern markets. Pine forests gave way to artificial forests of citrus trees. Foundations of the economy that would dominate the area until 1957 were laid in the early 1880's.

Then disaster struck Orlando. On January 12, 1884, about 4:30 a.m., a fire broke out in a grocery store on the corner of Pine and Main Streets. Leaping flames quickly destroyed much of Main Street's commercial district. Thereafter, Orange Avenue would be the main street.

NORTH ORANGE AVENUE-1886

Orange County Historical Commission



The San Juan Hotel,
Orlando, Fla.

SAN JUAN DE ULLOA

Orange County Historical Commission

Early Resorts

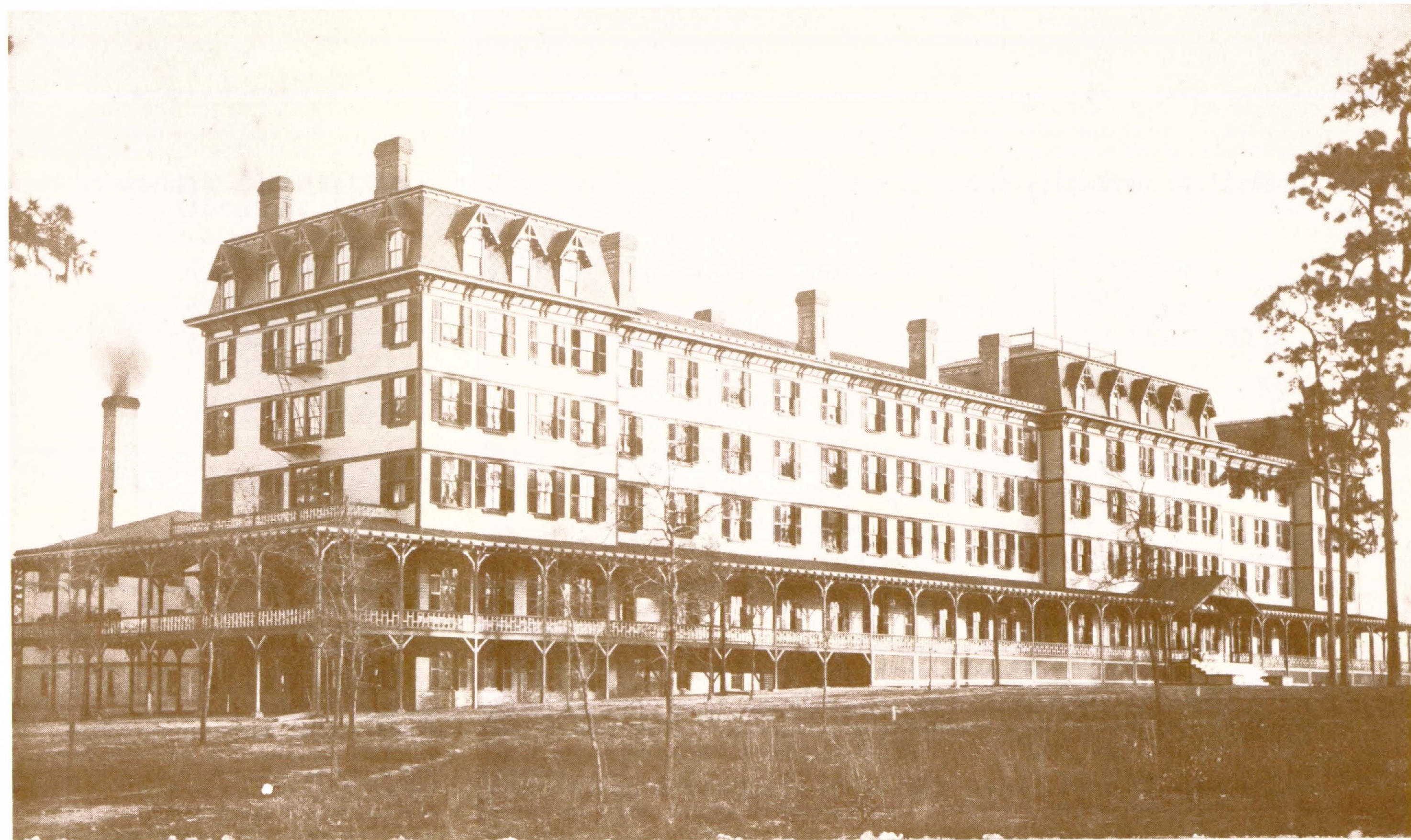
1885 was a busy year. Rollins College opened its first session in the auditorium of the Congregational Church in Winter Park. Orlando built a city hall and a jail, and on the corner of Orange and Central, a huge elegant hotel, the San Juan de Ulloa. For many decades it would be Orlando's largest building. Not to be outdone, Winter Park opened the Seminole Hotel. This opening was described in glowing terms:

"It was brilliantly illuminated by hundreds of gas jets and bonfires were lit on lawns and around the lakes. Hundreds of people promenaded the corridors and piazzas and flocked into the dining rooms, and after dinner there was dancing. The hotel, including the furniture, cost about \$150,000. It was heated by steam. Provided for the amusement of the

guests were tennis and croquet grounds, bowling alleys, a billiard hall, fishing tackle, a livery with good saddle and driving horses, an orchestra, rowboats, sailboats, and two steam yachts. During the first three months, 2,300 guests registered, and many were turned away for want of room."

SEMINOLE HOTEL - 1885

Mills Memorial Library
Rollins College



By this time, other railroads were under construction to link citrus groves with markets in Orlando, Sanford, Apopka (The Lodge), and other citrus centers. The prospectus of one of these, the Orlando and Winter Park line, carried this description of Orlando in 1885:

"Orlando has 6,000 inhabitants, solid brick blocks, street cars, telephone exchange, national banks, water works, gas works, ice factory, orange wine factories, foundaries, machine shops, wagon works, and various other manufacturies, and is the leading city in the Peninsula."

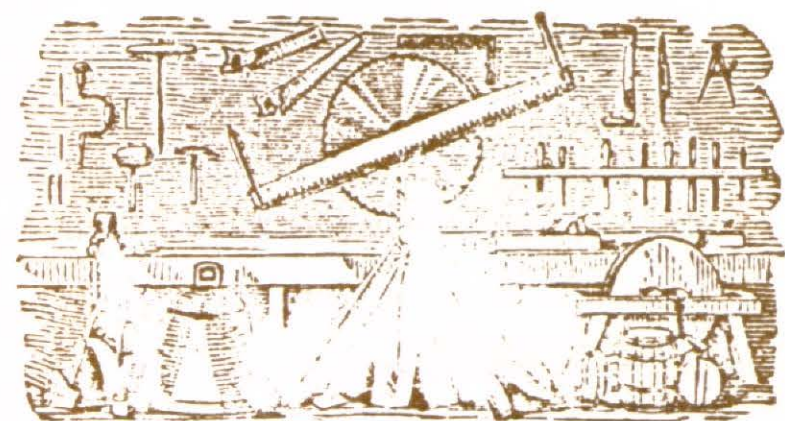
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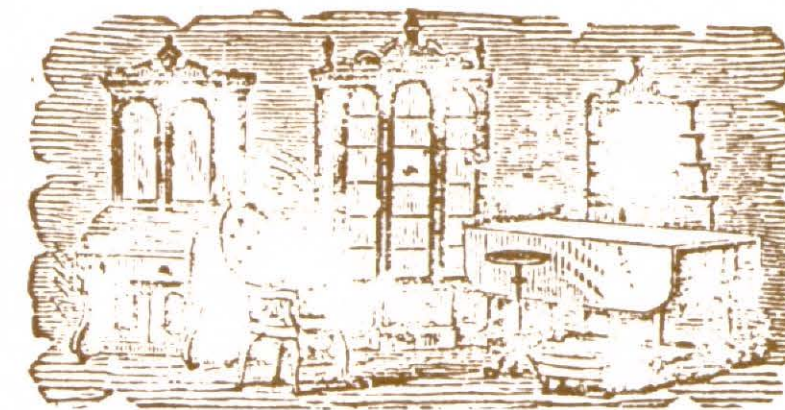
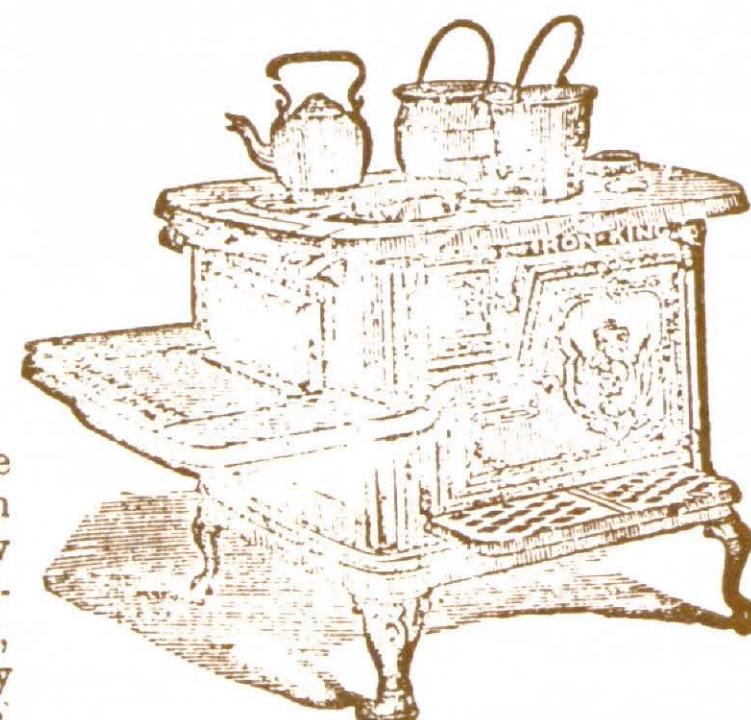


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An 1885 description of Winter Park reveals how early it attained its distinctive character:

"Winter Park has an aristocratic look, with its villas, avenues, college and church buildings. A horse-railway leads to a surprisingly handsome hotel of 250 rooms, beautifully situated between lakes of pellucid water. Adjoining, on a commanding site,

are the fine new buildings of Rollins Congregational College, endowed by wealthy Northerners. On the piazza of the Seminole Hotel can be counted probably more millionaires at any one time during the season than at any Florida resort south of Jacksonville."



ROLLINS COLLEGE BUILDINGS

Mills Memorial Library

Rollins College

In 1885, Sanford was one of the most modern cities in the state. It had a waterworks plant, gas plant, and ice factory. Sanford, too, suffered a disastrous fire which swept part of the city in 1887, but that same year, the city hosted the first South Florida Fair, a feature event of that time.

Richard H. Marks,

SANFORD, FLA.,

— OFFERS THE —

BEST BARGAINS

— IN —

ORANGE GROVES,

— OF ANY —

Real Estate Man

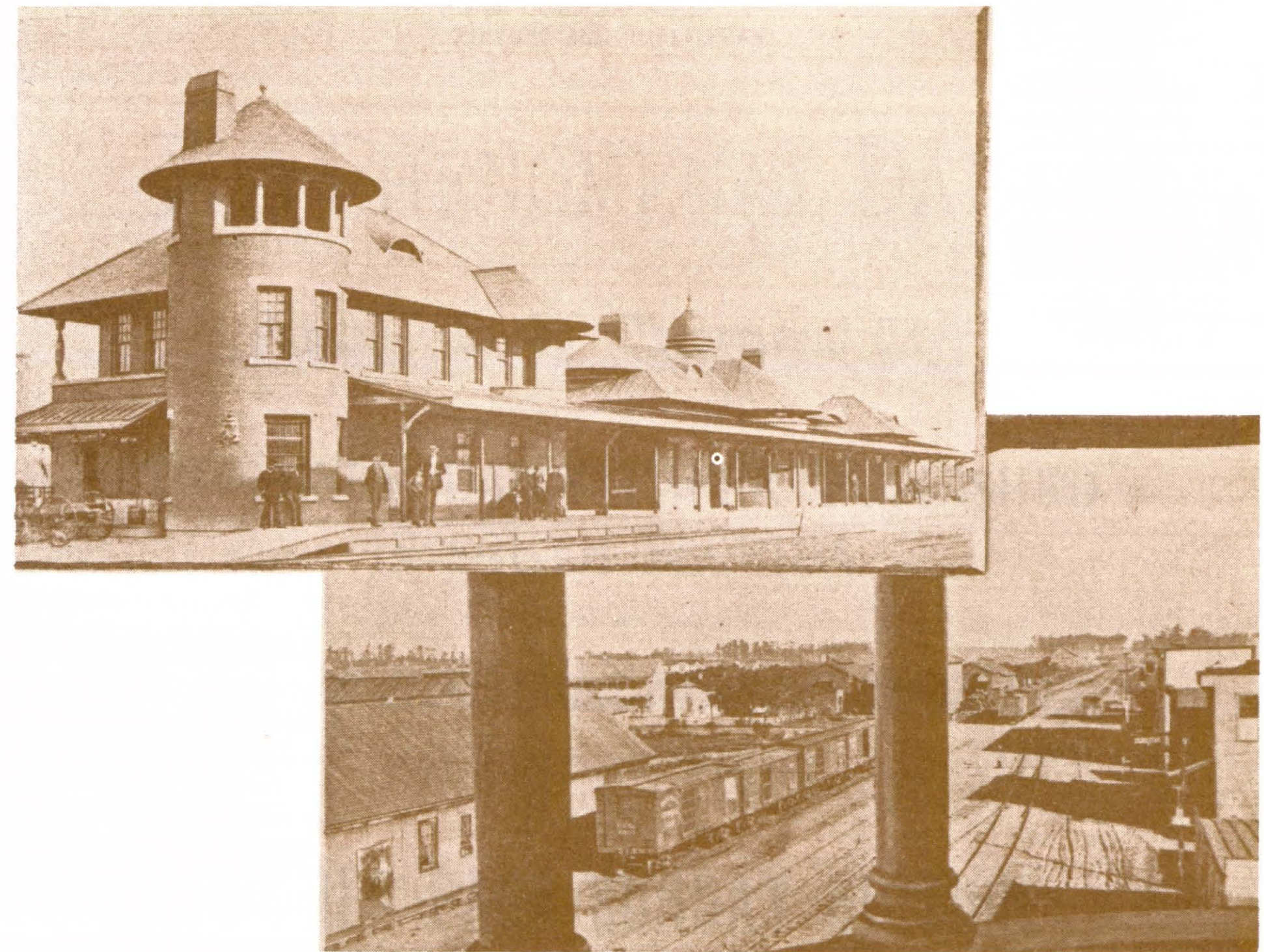
IN FLORIDA.

— — — — —
SEND FOR CIRCULAR.

The 1890 census gave Orange County a population of 12,584. Orlando had about 3,000 people at this time.

The Emerging Cities

The early 1890's saw construction of two elaborate Victorian structures that symbolized Orlando's new importance. One, the brick depot, still stands on Church Street beside the railroad. The other, a large red brick Victorian courthouse, stood where the courthouse annex is today.



SOUTH FLORIDA R. R. DEPOT
1890

Orange County Historical Commission

COURTHOUSE AND LAKE EOLA
1895

Orange County Historical Commission



By 1895, Orlando's transformation from the frontier town of just fifteen years before was complete. By the standards of the period, it was a large and sophisticated city. Prosperity was everywhere--in the fashionable hotels, in the busy citrus shipping points, and in the bustling depot. The beautiful streets and elegant park around Lake Eola were dominated by the splendid new courthouse whose tall tower was visible from all quarters of town. They called it the Phenomenal City.

DOLPH EDWARDS. R. S. WALKER.

THE

Orlando Daily Record.

EDWARDS & WALKER,
EDITORS AND PUBLISHERS.

THE PHENOMENAL DAILY.

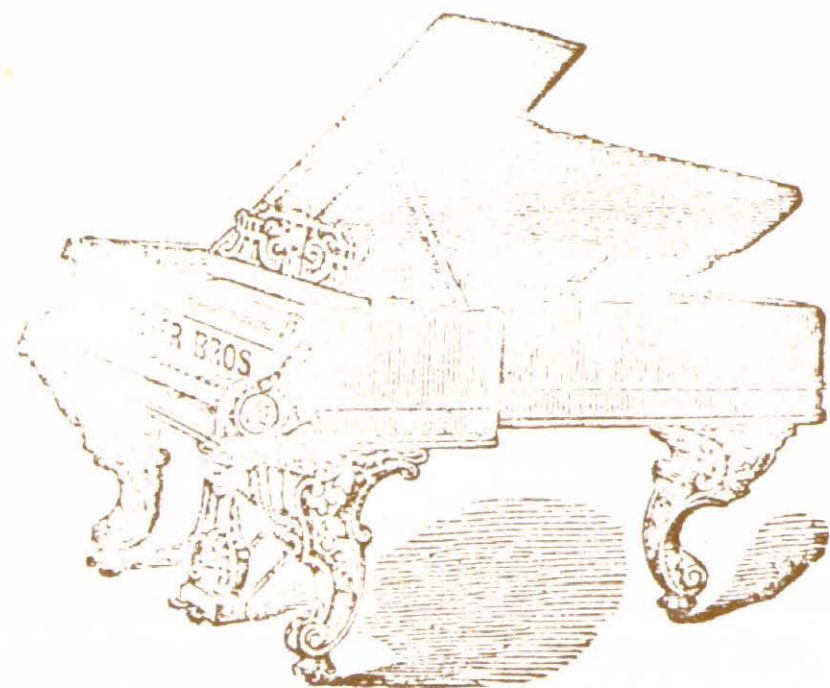
Published in the "Phenomenal City."

THE ONLY DAILY PAPER PUBLISHED
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A SEVEN COLUMN FOLIO,
ALL HOME PRINT,
—WITH A—
DOUBLE PAGE SUNDAY EDITION.

By this period a well defined urban form was evident. In pioneer times, settlements occurred at random and were connected by ox-cart trails, but the railroad changed that. Orlando and Sanford grew because they were railroad centers. Sanford was also a river port. The South Florida Railroad between them created a corridor along which other towns and settlements grew. These included Lake Mary, Longwood, Altamonte Springs, Lake Maitland, Winter Park and Formosa. Ft. Gatlin and Pinecastle were also on the railway to the south of Orlando. In the western part of the county, a similar chain of towns developed along the Tavares and Gulf Railroad, the present Winter Garden-Ocoee-Oakland area. In all, 15 towns or settlements established between 1880 and 1895 on or very near a railroad line. The urban form, therefore, was one of small towns strung like beads along a string of railroad lines.

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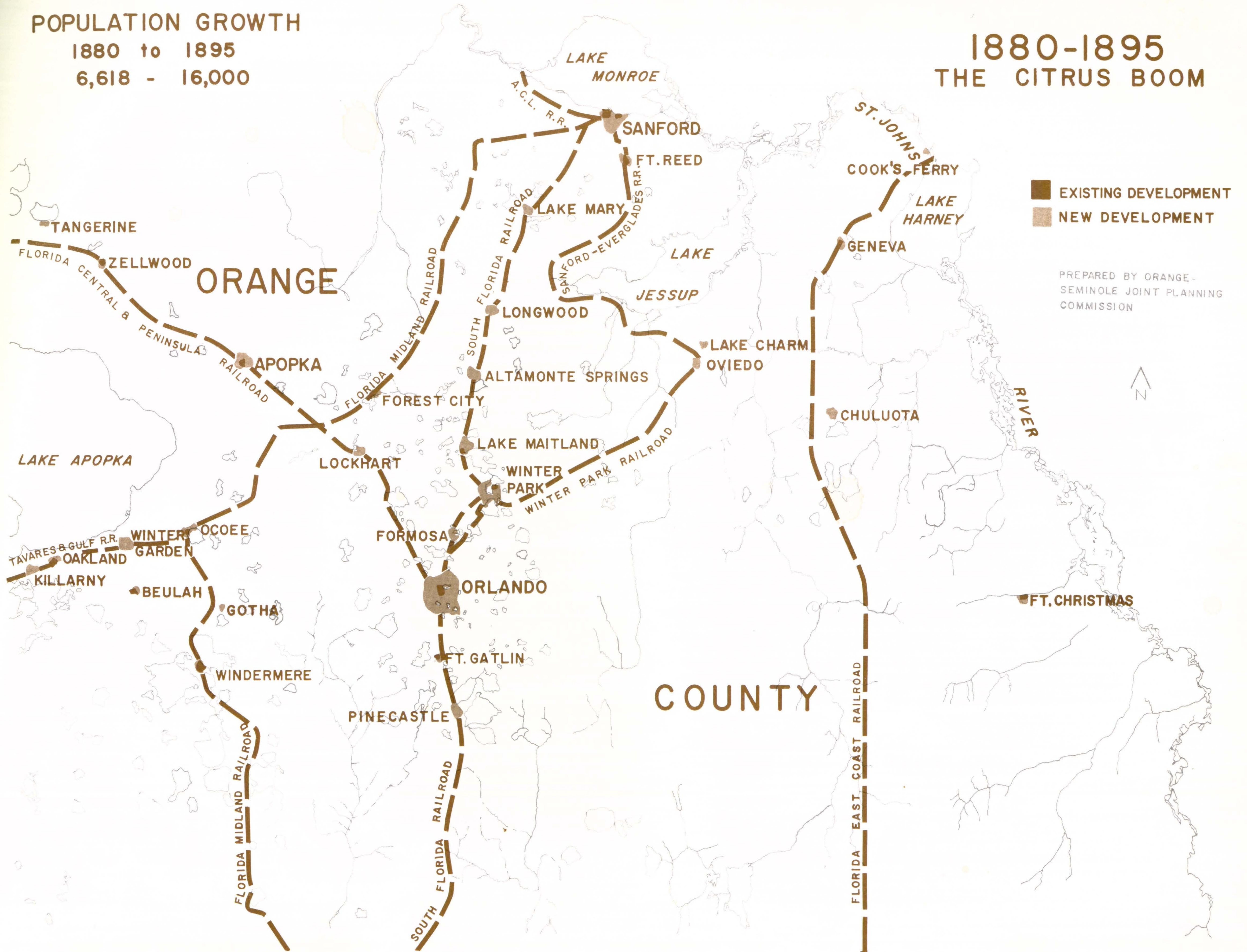
Address, Lock Box 337, Orlando, Orange Co., Florida.

POPULATION GROWTH

1880 to 1895

6,618 - 16,000

1880-1895 THE CITRUS BOOM



The Great Freeze

When cold weather came to Florida, as it does a few nights each winter, citrus growers, warned by a special code sounded on train whistles, built fires in the groves. This usually raised temperatures enough to prevent damage to crops, and when trains passing through Orange County on December 26, 1894, sounded the customary long blast every three minutes, growers rushed to "fire the groves". But temperatures dropped to a low of 24 degrees, and normal precautions were useless. The crop was irretrievably lost. Hotel guests left in droves and so did some of the more faint-hearted citizens. Most, however, simply tightened their belts and hoped for better luck next year.

Six weeks later, on February 7, 1895, the alarm sounded again. This time temperatures dropped still lower. Trees, normally green and laden with ripe fruit, had already been defoliated; now they split open and crashed to the ground. The countryside was covered with blackened twisted wood. For growers, who could not afford the long wait until new trees could be planted and attain maturity, it was the end. Hundreds left for good.

The citrus industry vanished forever from north Florida; Central Florida recovered slowly. Big packing plants closed, inadequately heated hotels closed, and of the eight banks in the county, only the First National Bank of Sanford survived. Proud boastings about the Phenomenal City were forgotten in the rush to sell ruined groves

and leave. Those who remained to plant new groves waited the long years before the trees could bear fruit, sustained only by the hope that it would not happen again. Fortunately that hope was justified for 68 years.

Instead of proud Phenomenal City, Orlando shrank back to a sleepy agricultural town much like those found in Mississippi, Alabama, Georgia, and Arkansas. Instead of presidents and millionaires, hotels catered to cowboys riding up to town for a binge. It was two years before even the water company was reorganized.

The 1900 census gave Orlando's population as 2,481, a drop of about 500 from 1880. The county population, however, decreased only slightly to 12,459.

Sanford Truck Farms

The freeze checked but did not destroy the citrus based economy. Only near Sanford, where truck farming became dominant, was it replaced by other crops. Celery and lettuce were first grown near Sanford in 1898 and systems of irrigation were introduced which made these crops profitable.

Winter Park Resort

In September of 1902, the proud Seminole Hotel in Winter Park burned to cinders. This disaster helped divert the flow of wealthy tourists to Palm Beach instead of Winter Park. A wealthy clientele remained faithful to Winter Park but they were a more quiet, dignified group than the international set at Palm Beach.

TACKACH CELERY FARM - 1898

View of Lake Monroe and South Florida Railroad dock



Courtesy of Mr. Bill Vincent, Sr., Sanford Merchant

The City Beautiful

In 1908, Orlando held a contest to find a more suitable nickname than Phenomenal City. Mrs. W. S. Branch, Sr. won with her entry, the City Beautiful. The new name symbolized a wave of interest in beautification sparked by George Abbott who filled the city with varieties of palms

from all over the world.

By 1910, prosperity had returned to Orange County. There was no boom but there was steady solid growth. In a history punctuated by a series of booms and busts, this quiet growth is almost unique. The 1910 census recorded Orlando's population as 3,894, Orange County's as 19,107.



ORLANDO - The City Beautiful - 1918



The 1920 census gave Orange County 19,890 people. Seminole, with 11,086, called itself the Biggest Little County in Florida. Orlando had grown to 9,282. Sanford was a sizeable town of 5,588. Winter Park's population had just passed the 1,000 mark.

Development patterns in this era showed little change. Orlando, Sanford, Winter Park, Apopka and Winter Garden now stood out as prosperous thriving communities, but growth in other communities had been very slight. The twentieth century started with a long quiet period, quiet poverty followed by quiet prosperity. The quiet, however, did not last.

MAIN STREET - SANFORD - 1915
 Courtesy of G. C. Fellows, The Home Shop

ORANGE AVE. - 1920
 Orange County Historical Commission

Seminole County Created

In 1913, the state legislature, considering the differences between the truck farming economy of Sanford and the citrus economy in much of Orange County, and the considerable size of Sanford and its distance from Orlando, decided to create Seminole County out of the Northeastern third of Orange County. On April 25, 1913, Sanford achieved the dream of its founder by becoming a county seat.



SANFORD AVENUE - 1917

Fourth of July parade



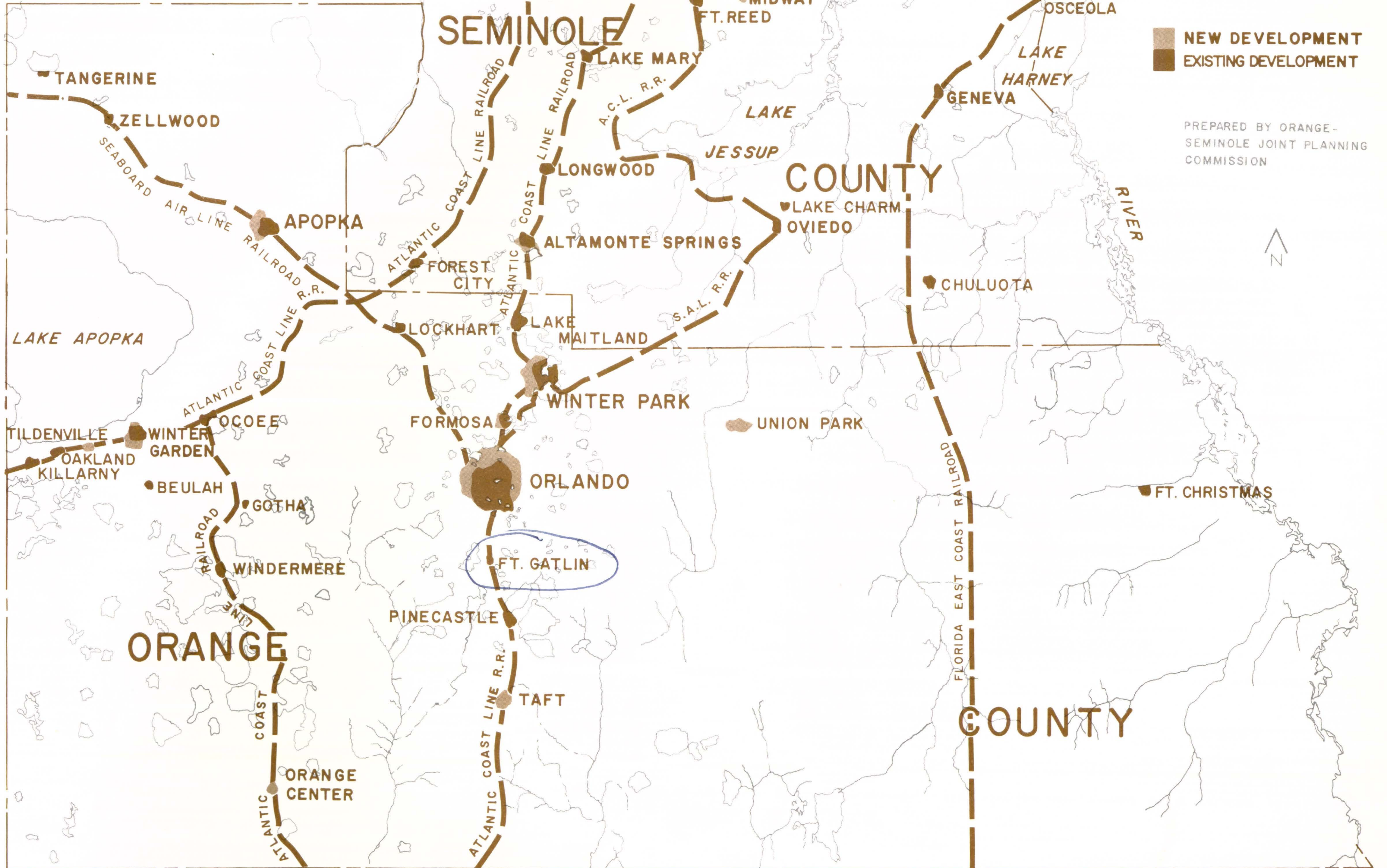
Courtesy of Mr. Bill Vincent, Sr., Sanford Merchant

POPULATION GROWTH

1896 to 1920

12,000 - 30,876

1895-1920 THE GREAT FREEZE & SLOW RECOVERY



■ NEW DEVELOPMENT
■ EXISTING DEVELOPMENT

PREPARED BY ORANGE-
SEMINOLE JOINT PLANNING
COMMISSION

Florida Booms

The roaring twenties were an uninhibited decade everywhere, but the roar in other places was but a whimper compared to the mass hysteria that gripped Florida for a few incredible years. The Florida boom was a statewide phenomenon and cannot be understood locally without first looking at the state as a whole.

Florida was generally prosperous in the first decade of the 1900's, with added impetus from the general national prosperity following World War I and, aided more directly by the automobile which made even south Florida accessible to northern visitors. Florida was a largely untapped tourist frontier whose natural beauty and climate drew chilled northerners like a magnet. Under this combination of circumstances, the State not only prospered, she boomed, and boomed outrageously. This era was the classic land boom of American history.

It all began as a period of solid development. People with capital, imagination fired by the exotic Florida landscape, bought land, platted it or drew elaborate plans for "ideal" cities, and offered it for sale in northern newspapers to the tune of high-pressure advertising campaigns. Land prices started up. Huge sums were made by buying land one day and selling it the next at inflated prices.

Word of fortunes made in land speculation with little or no capital investment brought money-seekers into the state like a Biblical plague. By the middle of 1924, thousands were heading south in search of easy money. Every

car and cart capable of the trip took to the southbound highways, bumper-to-bumper.

New cities appeared, old ones were changed beyond recognition as 24-hour work shifts built thousands of new homes, hotels and stores. There were two major kinds of activity during the boom. The first was the solid development of "ideal" cities or neighborhoods with Venetian canals, baroque architecture and Italianate statuary. Some of these developments centered around Winter Park. There was also the other kind of activity, a parasite on the first, involving get-rich-quick schemes, few of which were honest.

Orange-Seminole Boom

The hysteria never reached the feverish pitch in Orlando, Winter Park and Sanford that characterized Miami, Tampa, and Palm Beach, but it was sufficient to work a startling transformation. Orlando's downtown lost its rural market town appearance. The Angebilt Hotel, the Florida National Bank, the Orlando Bank and Trust Company, the San Juan Hotel, Yowell-Drew and Dickson and Ives department stores all constructed large new buildings. Many were ten floors high, and all towered above the existing skyline.

New residential areas in pseudo-Spanish style sprang up. Sanford got a new city hall and library. Impressive new public buildings in Orlando included a marble courthouse across Wall Street from the old brick courthouse, a library in the form of a Greek temple, a municipal auditorium in Sunshine Park, and a railroad

station disguised as a Spanish mission. Orlando's city government moved into the old school house (now a police station). New schools were built in residential areas and Orlando opened its municipal airport east of the city.

Rollins College began construction of a complete new campus in the best Mediterranean style. Golf courses, parks and botanical gardens increased the beauty of Orlando and Winter Park. Fine villas lined the shores of Winter Park's lakes and canals.

Change in Urban Form

By 1926, the bead-on-string pattern had given way to the beginning of the present urban form. A central urban area emerged which was to dominate Orange and Seminole Counties. It consisted of two separate urban cores, one at Orlando and one at Winter Park. These urban cores, where development was dense and varied, were the focus of community life. The new scattered residential areas marked the first appearance of suburbia on the central Florida map.

Outside this central area the bead-on-string pattern continued. Railroads, however, were no longer the strings; they had been replaced by new highways. Some of these highways paralleled the rail lines but some struck out in new directions, marking basic reorientations of growth within the area. Five of these strings or corridors were of particular importance to the future; the Orlando-Sanford,

Orlando-Apopka, Orlando-Winter Garden, Orlando-Brevard County, and Orlando-Kissimmee corridors would remain major axes of growth and transportation throughout subsequent development.

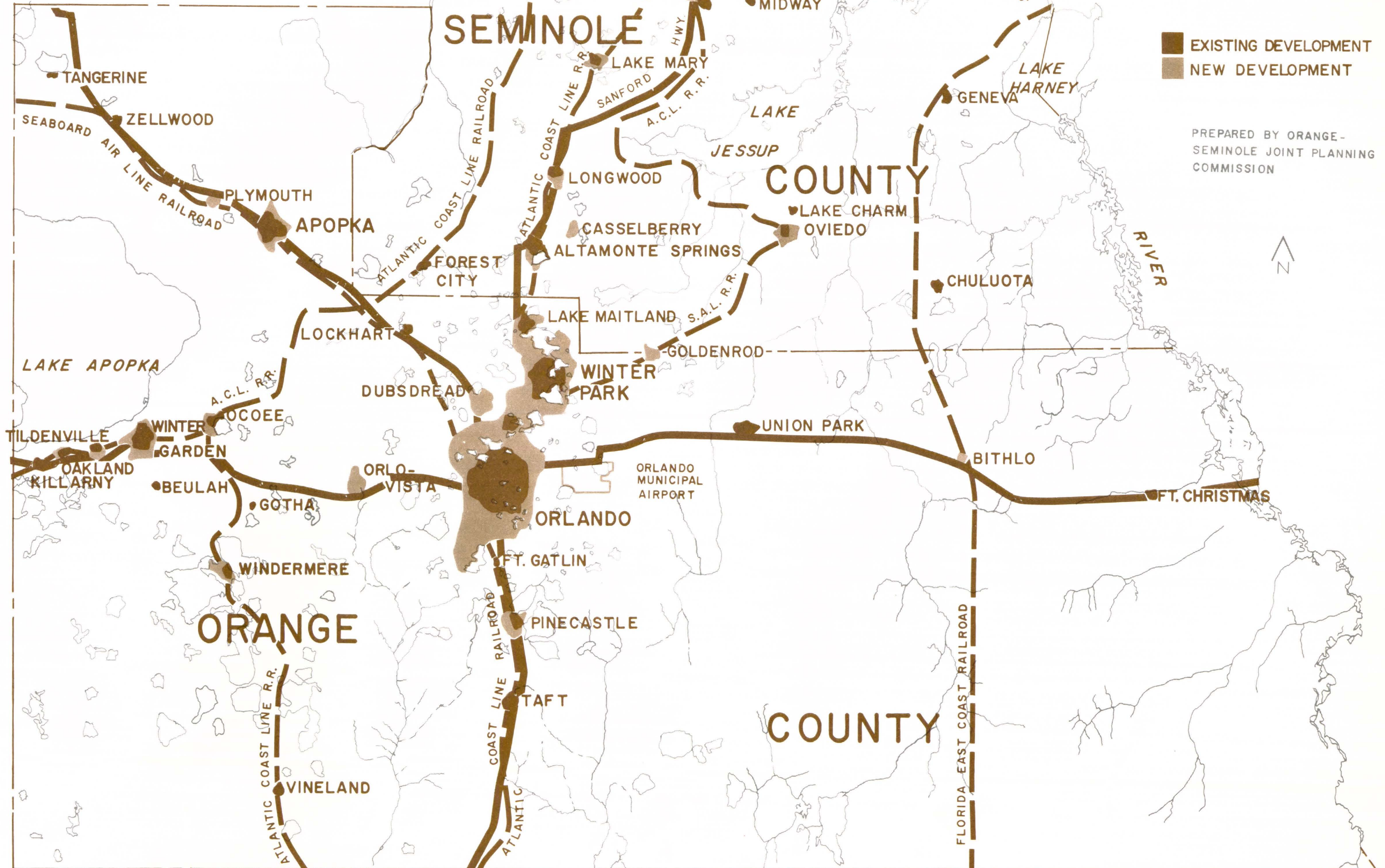
Collapse

Halfway through 1926, Florida began to suffer from acute shortages of building materials--they couldn't be brought in fast enough. This slowed development rates to a walk and blocked the upward spiral of land prices. Then land speculators began to pull out, dumping their holdings on the market. In July, Florida was battered by one of the worst hurricanes in her history. Many people lost their lives in the catastrophe, and the damage to inadequate boomtime structures was staggering. The rush to get out of Florida snowballed and grew more frantic than the rush to come had been. Land once worth millions couldn't be given away. The entire economy of Florida collapsed like a flat tire. Four years later, hopes of a comeback foundered in the stockmarket crash of 1929.

In spite of bludgeonings from natural, economic and human forces, the size of Orlando in 1930 was three times that of Orlando in 1920. Orange and Seminole County populations had doubled. Total population for both counties had reached 68,472.

POPULATION GROWTH
1920 to 1930
30,876 - 68,472

1920-1930
THE GREAT FLORIDA
LAND BOOM



1930-1950 DEPRESSION AND WAR YEARS

Depression

As depression spread its pall over the American economy, Orlando and Winter Park resumed their earlier character of quiet little cities noted more for beauty than for excitement. Sanford and other communities in the two counties eked out meager existence from agriculture during the thirties. Orlando continued to grow, if slowly. After all, it was still a highway hub, the capital of the eastern half of the Florida citrus belt, and the shopping center for everyone between Ocala and Vero Beach.

Rollins College took its place as a nationally recognized school of fine arts. Famed Actress Annie Russell retired to Winter Park to become director of the Annie Russell theater at Rollins. In 1935, the first annual Winter Park Bach Festival opened, rejoiced the ears of music-lovers, an event that has since grown to be one of the South's major musical festivals, drawing hearers from all parts of the country.

Wartime

The 1940 census gave Orlando a population of 36,736 and Orange County had 69,776. Sanford had grown to 10,217 and Seminole County to 23,304.

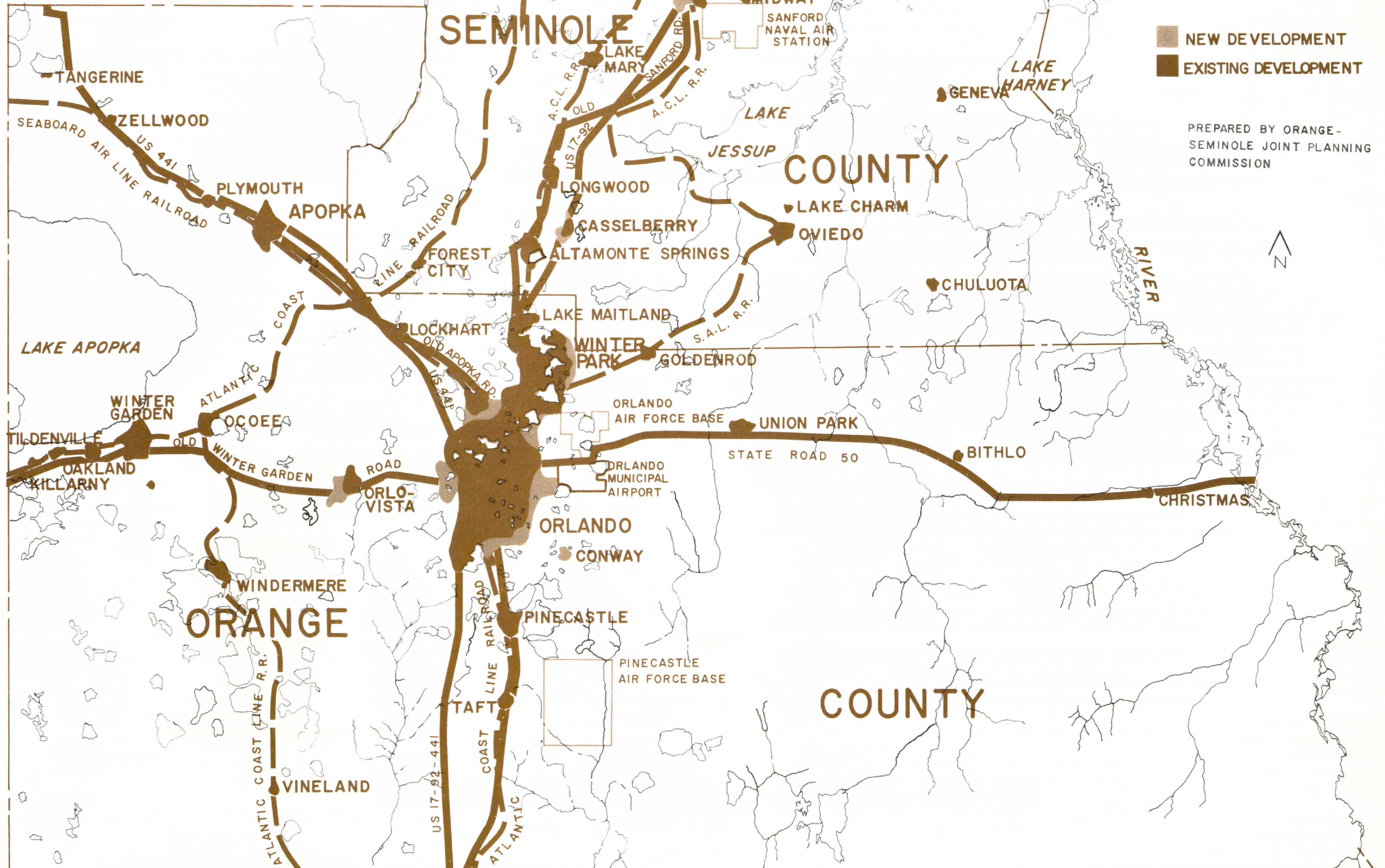
In 1940, with war raging in Europe, Orlando Army Air Base was established in the northeast corner of town, but Orange and Seminole Counties did not bustle again until the United States entered World War II. Then this area became a major center of military activity. Camps, munitions and supply depots were established. Three major military bases--Pinecastle, Orlando Air Base and Sanford Naval Air Station opened, and remain important to the area's economy today. Prosperity continued after the war; for many, given a taste of Central Florida during wartime, came back later to make permanent homes and become part of the business community.

New highways, straighter and more direct than their predecessors, modified somewhat the path of urban form development. Orlando and Winter Park merged into a single urban core.

These last years of the 1940's marked the end of an era--pleasant little cities of Orlando, Sanford and Winter Park. Anyone who knew them in 1940 and left them as they were then, would hardly recognize them today. The little cities grew into a metropolitan area.

POPULATION GROWTH
1930 to 1950
68,472 - 141,833

1930-1950
THE DEPRESSION
&
WAR YEARS



Birth of a Metropolis

By the 1950 census, Orlando city population was 51,826, just over the Census Bureau's 50,000 criterion for a metropolitan area. Orange County, with a population of 114,024, was therefore designated the Orlando Metropolitan Area. Seminole County had 26,883 people.

After World War II, more people were traveling than ever before. Road improvements in the 1950's made Florida readily accessible to the north, contributing to the healthy basic economy. These conditions added up to a new Florida boom, this time a solid one. Orlando, as the financial, retail, and transport center for all of Central Florida, was one of the principle centers of the boom. An Orlando firm, Minute Maid, created frozen citrus concentrate. Citrus industries, revolutionized by this new process, expanded far beyond their former scale. In an age of increasing air travel, Orlando was the air traffic center for about a third of the peninsula. In an age of increasing auto and truck transportation, it was the highway crossroads of Florida.

Most importantly, Orlando was the nearest major city to a point of sand sticking out into the Atlantic called Cape Canaveral. By 1955, the impact of the United States Missile Test Center at the Cape was creating a boom comparable to that of 1925.

Industrial Growth

In 1957, Orlando celebrated the 100th anniversary of

its founding by dedicating an impressive fountain in Lake Eola. The centennial year was marked by the opening of Glenn L. Martin Company's new missile manufacturing plant south of Orlando. Today, Martin is the largest industrial employer in Florida. Other space-connected industries moved to or sprang up in Orange and Seminole Counties.

The 1960 census expanded the metropolitan area to include both Orange and Seminole Counties, with a total population of 318,487, more than twice the 1950 level.

Since 1960, two new expressways (Interstate 4 and the Sunshine State Parkway) have been constructed and others are being planned. McCoy Jetport, at Orlando, is now one of the south's busiest air terminals. A system of canals is planned which may re-establish the importance of Sanford's location on a major waterway.

The Orlando skyline has been again transformed by even taller, more modern office buildings, hotels, churches, and government structures. Others are planned or are under construction. Downtown Orlando, Winter Park and Sanford have had to compete with suburban shopping centers with air-conditioned malls. This competitiveness has created interest in revitalization of commercial interests in downtown areas.

In 1950, Orlando had one high school; now it has four, plus a Junior College. A new state university for 15,000

students is to open in the late 1960's on the boundary between Orange and Seminole Counties.

Progress in cultural affairs has produced in the metropolitan area the South's only entirely professional symphony, as well as four legitimate theaters, numerous art galleries and many annual musical events.

The current 1965 metropolitan population is estimated at 388,940 and is expected to reach half a million in about five more years. Orange and Seminole Counties could have three-quarter million in the 1980's and the one million level may be reached in the 1990's.

PLANNING FOR FUTURE GROWTH

The urban form of today's metropolitan area reflects past plans of community leaders to achieve worthwhile community objectives. How may this past heritage of growth be preserved in the future? How may an orderly pattern of development be encouraged? This is the challenge of future planning efforts.

Planning programs are now underway to help assist community leaders in preparing for future growth. State-wide enabling legislation passed in 1959, allowing counties to join together for cooperative planning, encouraged the

establishment of the East Central Florida Regional Planning Council. By July, 1963 this regional planning agency was serving the seven counties most affected by the impact of Cape Kennedy related growth including Brevard, Indian River, Lake, Orange, Osceola, Seminole and Volusia counties.

The Orange-Seminole Joint Planning Commission was established in the Orlando Metropolitan Area to assist public and private groups with inter-county problems of rapid development. This commission is meeting this metropolitan area's requirements of the Federal Aid Highway Act of 1962 by providing a continuing comprehensive planning program concerned with transportation needs, land use patterns and metropolitan community facilities.

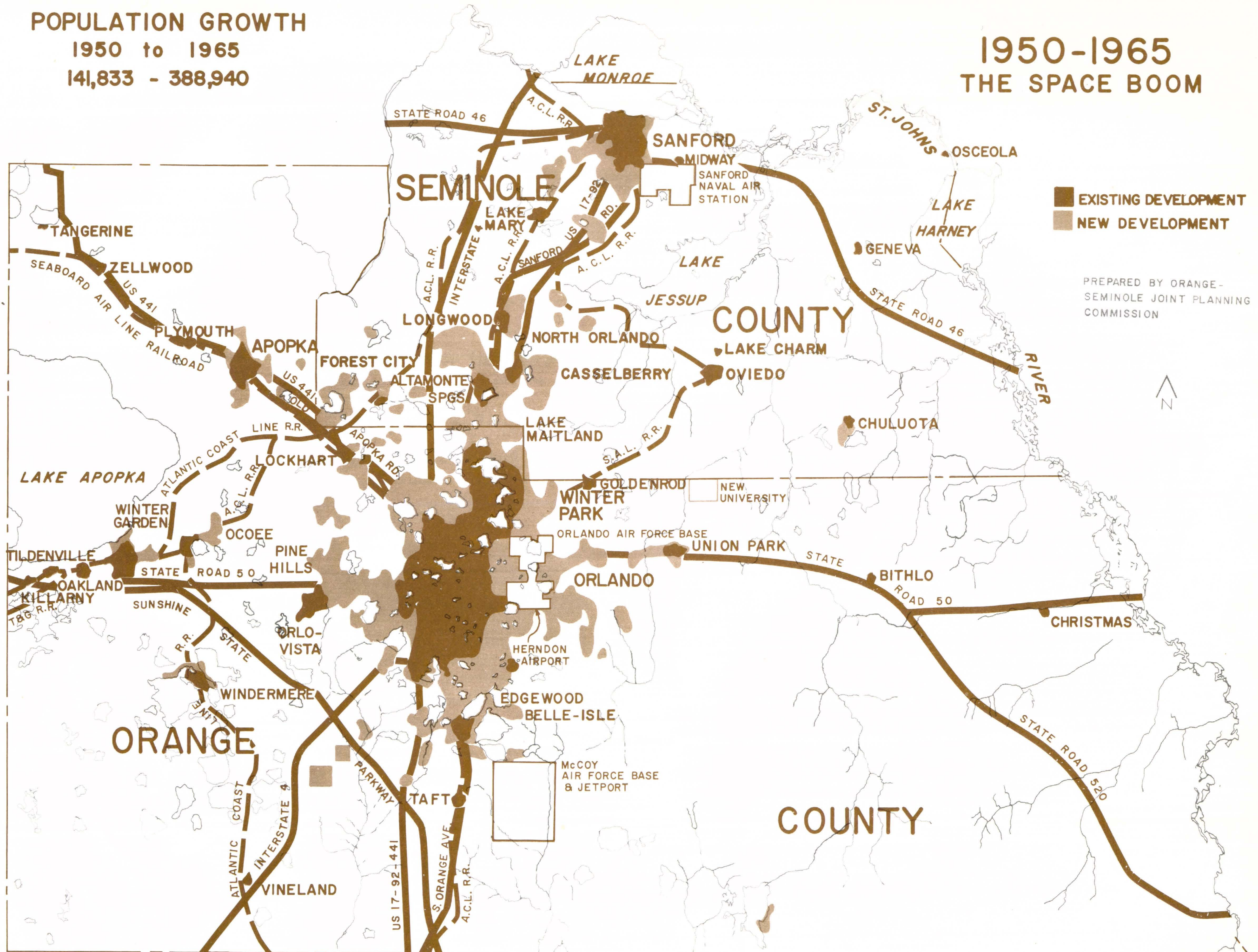
Orange and Seminole Counties have established Planning Departments with qualified staffs to assist each County Commission in solving a variety of development problems of local concern.

Orlando, Winter Park and Sanford have engaged in municipal planning programs utilizing full-time staff members and professional planning consultants.

Planning at various levels - regional, metropolitan, county and municipal - provides a continuing effort to help solve area-wide problems of traffic congestion, suburban sprawl, stream pollution, water supply, and recreational needs. A major challenge of planning in the years ahead is to enhance the quality of local communities and stimulate an efficient and orderly pattern of development.

POPULATION GROWTH
1950 to 1965
141,833 - 388,940

1950-1965
THE SPACE BOOM



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