FLORIDA STATEWIDE AND REGIONAL HISTORICAL CONTEXTS: POST-WORLD WAR II STRUCTURAL RESOURCES

Prepared for:

Florida Department of Transportation
Office of Environmental Management
605 Suwannee Street
Tallahassee, Florida 32399

Prepared by:

Janus Research
1107 North Ward Street
Tampa, Florida 33607

In association with
Stantec Consulting Services, Inc.

September 2024

Executive Summary

The Florida Department of Transportation (FDOT) Office of Environmental Management (OEM) retained Stantec and Janus Research in 2019 to study the past scholarship in the United States (US) and Florida related to post-World War II housing subdivisions and commercial developments. After World War II, technological developments and a rise in personal incomes led to a significant amount of residential development in Florida. The result is that tens of thousands of post-World War II residential and commercial units were built in Florida. This has created a challenge for FDOT in satisfying the federal and state laws requiring the consideration of these numerous resources during the development of transportation projects. Therefore, Janus Research was tasked to research and report on the status of guidance and survey methodology for post-World War II residential and commercial developments in other US states (focusing on similar states in geography or demographics), provide a bibliography of primary and secondary sources for Florida and similar states, and provide suggestions for next steps in the production of similar guidance in Florida.

After reviewing other state's post-war residential and commercial development guidance, Janus Research recommended that a statewide context should include an overview of the historic development in the state and then focus on the unique regional themes in five regions in state. The development of the state and regional context included consultation with local informants, Certified Local Governments (CLG), and the Florida Division of Historical Resources (FDHR).

The current documents are the statewide and regional contexts which will provide cultural resource management (CRM) practitioners a guide to the major historical themes which were present in the state of Florida during the post-World War II era. The time period for this study is 1945 to 1975. This period includes the immediate post-World War II period with the development of the military industrial complex which would define the late twentieth century as the US shifted from a world war in Europe to the Cold War with the United Soviet Socialist Republic (USSR). The study ends in 1975, during the economic recession that occurred from 1973-1975. During this economic downturn, the US experienced significant inflation and high interest rates resulting in a significant decrease in private real estate investment.

The historical themes presented in this document will provide a general overview of the development of the state of Florida but should be complemented with localized research to account for any locally significant historical associations. Regional contexts for the state are attached in Appendix A.

TABLE OF CONTENTS

LIST OF FIGURES

LIST OF TABLES

LIST OF APPENDICIES

Chapter 1: Introduction: Florida during World War II

Before World War II, the state of Florida was sparsely inhabited, with the population centers in Tallahassee, and the two early colonial settlements of Pensacola and St. Augustine, located in the northern reaches of the state. Politically and culturally, north Florida was the center of influence for the entire state. World War II profoundly affected the population and culture of Florida, which resulted in a radical change in the state after the war. The settlement patterns and housing present after World War II reflect these changes. This document charts the changes that occurred in the state after World War II and provides context to the settlement patterns that are visible throughout the state. There are also complementary regional contexts included in this document which provide further details on the unique regional differences that are found in the state **(Appendix A)**. These contexts provide cultural resources professionals with an understanding of the unique historical themes that were present in the state in the post-World War II period, which is defined as 1945 to 1975. This period begins with the end of hostilities in Europe and extends to the Cold War between the United States (US) and the United Soviet Socialist Republic (USSR). The study ends in 1975, during the economic recession that occurred from 1973-1975. During this economic downturn, private real estate investment significantly decreased due to high inflation and interest rates.

Florida was an ideal location for the development of military training and deployment infrastructure during the military build-up before the US entered World War II. The state's sparsely inhabited interior peninsula and vast coastal stretches provided an ideal training ground. In addition, the mild weather of the state made it a perfect location for the development of military installations. Before World War II, the Army's southeast Air Base, MacDill Army Air Base, was established in the sleepy town of Tampa in 1939. The next year, the entire Choctawhatchee National Forest in the Panhandle was given to the Army to develop an air training school at Eglin Army Air Base. Even before the US officially entered the War, the US Army and Navy military branches expanded existing installations and opened numerous new installations throughout the state of Florida. The state was important for both water-based maneuvers and for aerial training. Attesting to the popularity of the state during World War II, the Army established 44 air installations and the Navy established 25 air installations (Shettle 2009:9-11). The threat of German submarines off the coast of Florida also resulted in an immediate need for a significant coastal defense in the state. After the war, the military remained a significant presence in Florida. The military presence not only supported those workers directly associated with military bases, but also a burgeoning military industrial complex that was an important part of the post-World War II period in the US and Florida.

An immediate construction boom occurred in the state during the military build-up in Florida as military bases were established or expanded, and military personnel and their families arrived in the state. Some established civilian infrastructure, such as hotels and motels, were used to house the influx of military-related personnel because construction for the military could not keep pace with the need. In the aftermath of the war, the military demobilized some bases and others remained active. By the end of the war mobilization, 70 out of 175 military installations in the state remained open. The demobilized installations became part of the public infrastructure and were reused for numerous things including institutions of higher education, prisons, zoos, and civilian airports. The military remained an essential part of the state after the end of the war, with the Defense Department controlling 700,000 acres of land across the state in 1978 (Mormino 2008:

154-5, 159). Meanwhile, many soldiers stationed in Florida decided to become permanent residents of the state and begin a new life in the Sunshine State. The rapid expansion of veterans in Florida coupled with expansive federal programs for these veterans spurred a housing boom.

In 1944, the US Congress passed a series of laws which authorized the Veterans Administration (VA) to guarantee private, low-interest, low down payment home loans for veterans. Following up in 1946, the US Congress also approved the Federal Housing Administration (FHA) to also guarantee mortgages to veterans (Rothstein 2017: 70-71). The federal housing programs at this time operated with racial biases that influenced housing development in Florida for the next fifty years. The population increase in Florida that occurred during the post-World War II period had profound impacts on every aspect of life for Floridians and influenced the residential and commercial development that occurred. The immediate post-World War II housing demand required unique housing innovations, such as increased utilization of mobile and modular housing. The long-term housing issues also contributed to innovations in the building construction industries that are visible in the post-war subdivisions in the state.

The state of Florida during the time period from 1945 to 1975 experienced explosive growth in both population and development (commercial and residential). This historic context discusses the major themes of the Post-World War II era that occurred in the state and how they impacted the development in the state. The themes presented in this context are: post-World War II growth and suburbanization, community planning and growth, post-war economy, and the Cold War. These themes provide a background for understanding and assessing the modern development of Florida.

Chapter 2: Post-World War II Growth and Suburbanization

The Post-World War II Housing Crisis and Home Ownership

Throughout most of the early twentieth century, new single-family housing construction and home ownership was limited to members of the upper classes who had the financial means to purchase a home with cash or the ability to borrow funds from private banks. Most middle- and lower-class Americans rented living space through the private market, typically in the form of apartments or small homes. Before the Great Depression, the US federal government did not advocate for home ownership or even guarantee housing. It was not until the Great Depression that the US government began efforts to secure housing for Americans. Some New Deal programs were focused on solving the housing crisis. The solution during this period was the construction of multi-family housing complexes that were owned and managed by the federal government. There were also efforts to encourage Americans to purchase single-family homes, but these programs were significantly smaller than the programs related to multi-family complexes. The economic stagnation and housing crisis that occurred during the Great Depression continued to concern the federal government even during World War II. During the war, government studies estimated that five million additional housing units would be required in the immediate aftermath of the war effort and that an additional 12 million units would be required in the next 10 years (Jacobs 2015: 25).

During the war, private industry constructed some wartime housing using federal funding (Jacobs 2015: 25-26). After the war, private home builders lobbied the federal government to expand subsidies and advocated for home ownership in the middle- and lower-classes. Congressional public hearings, headed by Senator Joseph McCarthy, resulted in the decision that the US government should not be constructing housing, but rather should be supporting private industry's efforts to meet the nation's need for single-family housing for the expanding middle class. The federal government also envisioned private home ownership as a tool to discourage the rise of communism and socialism in the US. The resulting legislation, the Housing Act of 1949, outlined the federal government's role as a financial supporter to the private housing industry (Jacobs 2015: 27). With the roles of the US government and private housing industry enshrined in federal law, the race by the housing industry to quickly build and attract buyers began.

Suburbanization

The 1960 Census Bureau decennial report included a population growth pamphlet that summarized the findings of that year's census. The numbers for the nation and the state of Florida in the report are staggering. The US population had grown by 28 million people since 1950, which was the largest population increase since the census began in 1790. The percent increase was 18.5%, just below the greatest increase between 1900 and 1910, which saw a 21% population increase. The states with the largest population gain between 1950 and 1960 were California and Florida. California had an additional 5 million residents and Florida gained an additional 2 million residents. Florida jumped from 20th in population to 10th between 1950 and 1960 with the greatest proportional gain of any state (US Census Bureau 1961). The expansion of the population in Florida throughout the study period (1945-1975) is shown in **Table 1**, which provides the population totals for the four decades of this study and the percent change between the decennial figures (US Census Bureau various).

Table 1: Statewide Population Totals (US Census Bureau, Florida Housing)

Census Year	Population	Percent Change Over 10 Years - Population
1940	1,897,414	
1950	2,642,939	39.29%
1960	4,951,560	87.35%
1970	6,789,443	37.12%

The explosive population growth in Florida was a unique phenomenon in the southern US. Population migration out of the southern states had occurred for decades. It is estimated that between 1915 and 1970, approximately six million Black Americans left the southern states for other regions of the US (Wilkerson 2019: 9). Referred to as the Great Migration, the movement of Black Americans out of the south resulted in significant population losses in most southern states. Florida, already the least populous state in the south in 1940, experienced the largest population growth in the southern states for a variety of reasons (Mormino 2008: 12-13).

The increase in population in Florida was also notable because of where it occurred. Before World War II, the population centers and influence were located in the northern region of the state, with Tallahassee, Jacksonville, and Pensacola serving as the main population centers. The population increase beginning in the 1950s signaled a major shift in the population and influence centers to the middle and southern reaches of the state. The shift is demonstrated in the Census Bureau's designated metropolitan areas in each decennial census report. The 1950 census identified four metropolitan areas in the state: Jacksonville, Miami, Orlando, and Tampa/St. Petersburg (US Census Bureau various). By the 1960 census, the standard metropolitan areas consisted of Pensacola, Jacksonville, Tampa/St. Petersburg, Orlando, West Palm Beach, Fort Lauderdale, and Miami. The increase in population in central Florida is demonstrated in the 1970 census, where there were nine identified standard metropolitan areas: Fort Lauderdale-Hollywood, Gainesville, Jacksonville, Miami, Orlando, Pensacola, Tallahassee, Tampa-St. Petersburg, and West Palm Beach.

The increase in the population in Florida came with a demand for new housing. The development of housing in the post-World War II period followed a general trend that occurred throughout the US. In the immediate post-war period, temporary housing and infill within existing subdivisions was common. Eventually, new subdivisions located near the urban core, called Transitional Developments, became common. Finally, as housing developers, builders and consumers became proficient at subdivision design, tract subdivisions and planned subdivisions became more common. Eventually, custom subdivisions were introduced and brought an additional level of design to subdivisions. The increase in housing units in Florida, as reported in each decennial census, is shown below in **Table 2**.

Table 2: Statewide Dwelling Unit Totals (US Census Bureau, Florida Housing)

Census Year	Dwelling Units	Percent Change Over 10 Years-Dwelling Units
1940	590,451	
1950	952,131	61.25%
1960	1,776,591	86.59%
1970	2,526,612	42.22%

The relationship between the suburbanization of post-World War II Florida and the development of limited access highways was an important factor in the development of Florida during this period. The location of limited access highways was controlled by local transportation authorities and the state road department, and these decisions significantly impacted residents and developers. For this reason, the development of major roadways was closely related to development in the state. The relationship between these two is discussed further in this section.

Transitional Developments

Prior to the post-World War II housing increase, Florida had experienced some suburbanization during the Land Boom of the 1910s and 1920s. Northerners were lured down to Florida with the promise of inexpensive, fertile land in a tropical setting free of snow and ice. The real estate boom was created in part by the desirable sub-tropical climate of the area, the abundance of available land created by the draining of the Everglades, and the visions and schemes of promoters and developers (Parks 1991:107). These early subdivisions were typically laid out in grid patterns and houses were constructed after a lot had been sold. When the Land Boom ended, many subdivisions were left partially constructed or only in existence on plats entered into county records. These existing subdivisions were a natural place to resume construction immediately after World War II.

The infill of existing subdivisions utilized established infrastructure such as roads and utilities and provided an immediate solution to the post-war housing shortage. In addition, the construction of large tracts of new homes was not yet feasible immediately after the war due to continuing construction labor and material shortages. These infill neighborhoods typically had a mix of construction dates, styles, and materials since the housing stock was constructed in different time periods. These neighborhoods were also more likely to have a variety of contractors constructing the structures.

The town of Arlington, located across the St. Johns River from the city of Jacksonville, provides a good case study on the typical development of a transitional subdivision. Before World War II, the location of what would become Arlington was the location of several small, rural towns that were isolated from Jacksonville by their location across the St. Johns River from the city. Using the Actual Year Built Date (AYRB) provided by the Duval County Property Appraiser, **Figure 1** shows that the development of the Arlington area before World War II[1]. The subdivision outlined in red, Oakwood Villas, was platted in 1910 with additions in 1923, 1924, and 1925. The subdivision is laid out in a typical grid pattern and some minor development had occurred before 1940 (indicated by green circles). The pre-1940s development was scattered in the neighborhood and the neighborhood was largely undeveloped at the beginning of World War II.

The construction of the Arlington Expressway in the first half of the 1950s by the Jacksonville Expressway Authority opened surrounding rural areas to rapid residential development. As shown in **Figure 2**, the post-war infill of Oakwood Villas occurred in all of the post-war decades but was most heavily developed in the 1950s (indicated by brown circles). Advertisements for these types of developments included assurances of secure investments and the need for the housing.

[1] This data is current as of July 2020 and only represents the extant development at that time. This data does not provide information about historic structures that have been demolished before July 2020.

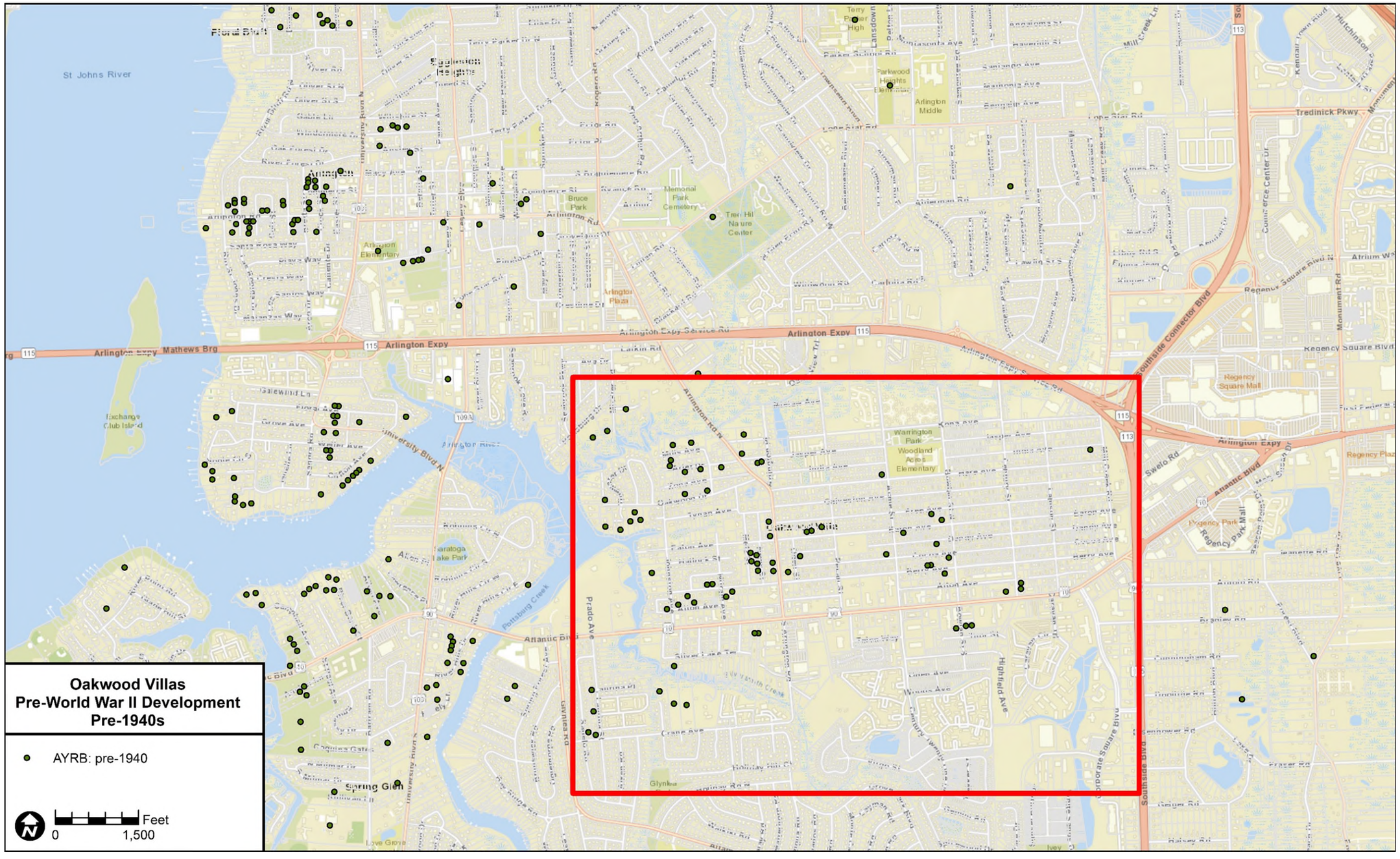


Figure 1: Development in the Arlington area of Jacksonville before 1940, the Oakwood Villas Subdivision is outlined in red

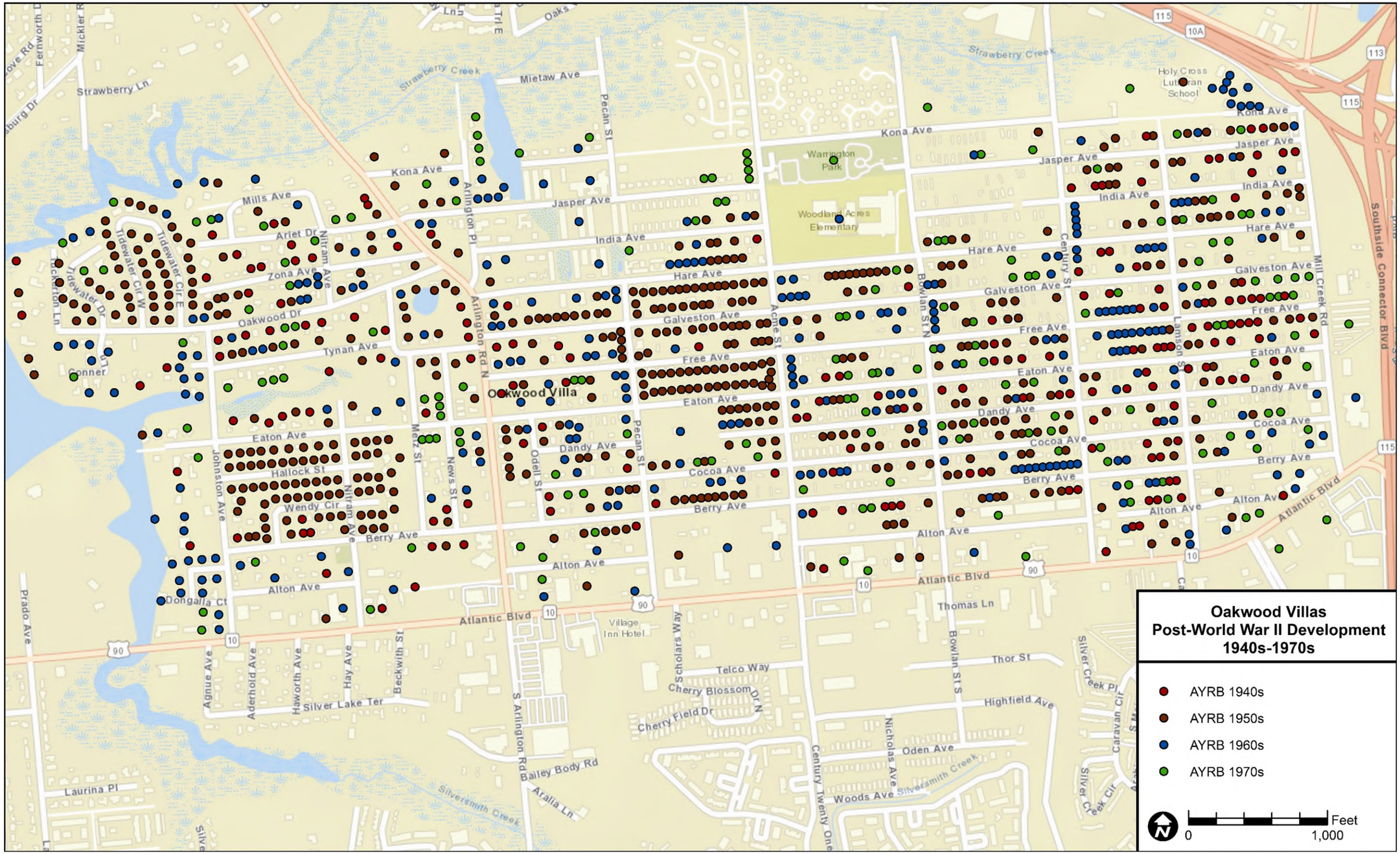


Figure 2: Development in the Oakwood Villas Subdivision from 1940 to 1979

Figure 3 and **Figure 4** are examples of advertisements for development construction in the Oakwood Villas subdivision (Oakwood Villa Estates was platted in 1923 as an addition to the original Oakwood Villas subdivision). Typical structures constructed in these early transitional developments would have been small, Minimal Traditional and small (early) Ranch houses. These types of developments are typically located close to the historic urban core of cities and are near early major transportation routes. Some of these developments may already be recognized for their pre-war development but the post-war development was determined non-contributing (outside of the period of significance).

★ EMPLOYMENT

MALE HELP WANTED 16

CONTRACTOR — Wanted at once for construction of five and six room modern bungalows for veterans, in the oldest, largest and most popular sub-division in Greater Jacksonville. During past 90 days more than 180 contracts for veterans homes nave been accepted; demand will easily exceed 300; houses may be built in multiples of 5, 10, 20, or more, at a time; all homes to be eretced on basic plans and financed under GI Bill of Rights and paid for on completion; priorities furnished. Contractor amply secured during construction. If interested write, wire or phone us at once for appointment. Oakwood Villa Estates, telephone 5-3842, 317 W. Forsyth St., Jacksonville, Florida.

Figure 3: 1946 Advertisement in the Pensacola News Journal for a contractor to quickly construct multiple homes for veterans in Oakwood Villa Estates. The advertisement specifically notes that they are being constructed with financing from VA funding ("GI Bill of Rights") and that the demand was significant. (source: Pensacola News Journal, August 25, 1946)

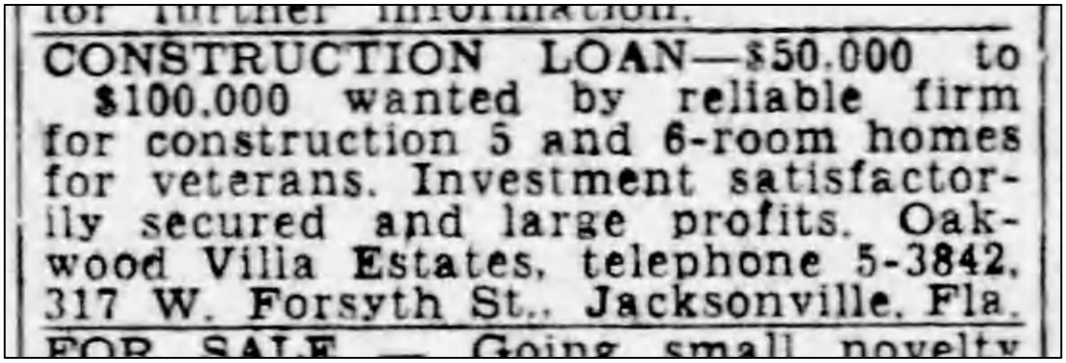


Figure 4: 1946 Advertisement in the Miami Herald Sun for a construction loan to construct homes for veterans in Oakwood Villa Estates (Oakwood Villa Estates was an addition to the original Oakwood Villa subdivision platted in 1923). Since the advertisement specifically notes veterans, it can be assumed that VA funding would be utilized and thus the investment was "secured" through the federal government. (source: Miami Herald Sun, September 22, 1946)

Housing for the Military Forces in the Post-World War II Era

The end of World War II resulted in the demobilization and discharge of millions of troops. After the war, the military retained a large peacetime force in reaction to the rise of Communism and the risk of nuclear threat. By 1948, the military had a total of 1,445,910 military personnel, which was a 478% increase from the post-war force in 1935 (n=250,000). Military service became a modern, highly-sought career for a new professional military class that included officers and non-commissioned soldiers. The ability of the US military to house this new peacetime force, who oftentimes came with families, was a new challenge. Before World War II, only higher-ranking officers were provided housing by the military, but the professionalization of the military included better housing options for lower-ranking officers and enlisted personnel. In the short term, the US military re-used barracks and made them into multi-family housing units. However, these units were often crowded and unsuited for family living. The government also provided housing in movable trailers, but they were also ultimately unsuitable for long-term residence. Private rentals were often substandard and unscrupulous landlords took advantage of the situation by charging high rents. General Curtis LeMay, commander of the Strategic Air Command (SAC), cited the lack of decent housing in 1957 as a top reason for military personnel choosing to not re-enlist (US Army Environmental Center 1998: 13-22).

The federal government initiated a series of programs in an effort to solve the military housing crisis. The FHA insured mortgages for builders who constructed rental units intended for military personnel. However, very few builders took advantage of this program. The Housing and Rent Act of 1947 established rent controls throughout the country through 1949. Although unpopular with the private rental sector, rent controls were also passed by state and local governments to relieve rent increases. The Defense Production Act Amendments of 1951 also allowed for the institution of rent control for areas deemed "Critical Defense Housing Areas." These areas were located where housing was in short supply and an influx of military personnel were anticipated due to the opening or expansion of a military installation (US Army Environmental Center 1998: 24-28). The institution of rent controls ultimately did not address the shortage of housing for military personnel.

Racial segregation also impacted the availability of housing for military personnel. In general, the military followed the housing segregation norms where military installations were located immediately after World War II. However, the military recognized that segregation threatened the

readiness of the armed forces. On July 26, 1948, President Harry Truman issued Executive Order 9981, which mandated the racial integration of the armed forces. The move to integrate the military did not change the issues with off-base racial segregation and the military recognized that segregation outside of the military posts threatened troop cohesiveness and readiness. Therefore, they worked to integrate off-base housing. Starting in 1967, the Department of Defense implemented the Nondiscriminatory Housing for Military Personnel program to work on integrating off-base housing for military personnel. The program began with a survey of off-base housing and the status of racial segregation. If private landlords refused to integrate their housing, they were no longer allowed to rent to any military personnel. The effort paid off, and by 1968, 90% of private landlords pledged to rent to all military personnel, regardless of race. The racial integration efforts of the military continue to be reflected in the towns and cities where military posts are located. In general, cities with a significant military presence even today tend to be less segregated along racial lines and have higher rates of minority homeownership and higher incomes (Gupta 2022: 1-11). This impact to development may be visible in Florida cities with large military installations including Pensacola (Escambia County), Jacksonville (Duval County), Orlando (Orange County), Tampa (Hillsborough County), and Miami (Miami-Dade County).

Wherry and Capehart Housing Programs

In 1949, Senator Kenneth Wherry introduced a bill to provide generous mortgage terms and utility rate discounts to private developers if they constructed housing on or near permanent military bases. In exchange for these incentives, developers would then have to give military families rental priority. The resulting bill was passed and became Title VIII of the National Housing Act. This program was popular with developers. After some initial issues, the military also began providing developers with basic architectural plans for the housing and gave the developers the ability to make small cosmetic changes to customize the design of the building to match regional tastes. Two-story row houses with individual yards were a popular design for lower ranking personnel. Individual homes, which varied in size and amenities, were also constructed under this program. By the end of the project in 1955, a total of 83,742 units were constructed (US Army Environmental Center 1998: 46-56).

In 1955, Congress once again attempted to develop a program to assist with the housing shortage for military personnel, referred to as the Capehart housing program. Since several issues with the Wherry program stemmed from the mismanagement of the buildings by private developers after construction, the Capehart program removed the private post-construction ownership and management of the units. The Capehart project maintained the private construction of housing, but the final ownership and management of the buildings reverted to the federal government once constructed. The program was offered at additional military installations and military personnel were assigned housing, instead of competing on the open market for a unit. The units constructed under the Capehart program were notably different than the Wherry units. A greater focus was placed on privacy, quality of the construction, and a focus on design that included green spaces and concern for aesthetics. Designs were customized for regional needs and tastes. As a result of the design of the Capehart developments, they are similar to civilian subdivisions constructed at the same time (US Army Environmental Center 1998: 57-65).

The success of the Capehart housing program was evident when the military decided in 1959 to begin purchasing Wherry-constructed units from the private owners to revert them to a Capehart-style of management. While the Capehart program was more successful than the Wherry program, the Capehart had its share of issues and in 1962, Congress revoked funding for the program. By

the end of both programs, nearly 250,000 units had been constructed (US Army Environmental Center 1998: 65-74, 84). While the Wherry units were smaller and of less quality, they filled an immediate need and reflected the typical housing developments at that time. Capehart units were larger, constructed with better quality, and designed to be adapted as the resident needs changed. For this reason, there are more Capehart program units still extant on military installations in Florida. The forms for these post-war housing structures are typically Minimal Traditional or small Ranch. There are also multi-family units extant in Florida that are Modern style. Housing for military forces are common in areas of Florida where a large military presence is located, for example Pensacola, Jacksonville, Tampa, and Miami. **Figure 5** is a newspaper article describing the Capehart Housing that was under construction on Patrick Air Force Base (AFB) (Brevard County) in 1957. **Figure 6** is an example of Wherry housing at McDill AFB (Hillsborough County) in 1950. **Figure 7** is a 1954 aerial showing the Wherry housing at McDill AFB.

4 Thursday, Nov. 21, 1957 BREVARD EDITION

999 Families To Live Here

This huge tract of land being cleared [note piles of brush and six earth movers] by Florida Builders is the site of 999 Federal Capehart Housing units, two and three-bedroom duplexes, and three and four-bedroom individual houses, for military families at Patrick Air Force Base. The first 150 houses, just south of Sea Park Homes [in background], are due for completion in six months. [Sentinel Photo]

ARMY HAS TV

BANGKOK (AP) Thailand's army will get some of its training by television next year. A new TV station, expected to cost about $250,000, is to be put up by the army as a non-profit educational project. Lt. Gen. Surasit Charusenai, director general of the information ministry, said TV operation also is visualized as an instrument to relay combat conditions back to headquarters in time of actual emergency.

THE BEST, A

ST

351 NEW HAVEN A

Capehart Housing Headquarters

This is headquarters for the construction of 999 federal Capehart Housing units being started on State Rd. A1A south of Patrick Air Force Base. These quarters for military families will be of concrete block construction and each will have heating, air conditioning and garage. [Sentinel Photo]

MYERS OFFICE EQUIPMENT

Figure 5: Newspaper article describing the Capehart Housing being constructed at Patrick Air Force Base (Brevard County) (Courtesy of The Orlando Sentinel, November 21, 1957)

Figure 6: Example of a Wherry Multi-Family Housing Structure on McDill Air Force Base (Hillsborough County) (Florida Master Site File 8HI7851), facing Southwest

Figure 7: 1954 Aerial of McDill Air Force Base (Hillsborough County) Showing Wherry Housing at the Base, Courtesy, Tampa-Hillsborough County Public Library (Image PA11930)

Tract Developments

In the post-World War II US, merchant-builders developed large tracts of housing in short periods of time. Merchant-builders subdivided large sections of land into lots and then constructed houses to be sold. These developments were called tract housing as multiple identical, or nearly identical houses are constructed on a tract of land by the subdivider. The development and planning for these tract developments were largely directed by FHA standards and the merchant-builders themselves. Eventually local zoning would also have an impact on the design of these large developments (Lane 2015: 6-14). These developments provided an aesthetic and continuity that was distinctly different than earlier residential subdivisions.

By the 1950s, merchant-builders developed house construction methodology and technology to allow for the rapid construction of multiple houses at one time. The size and layout of the structures were typically exact replicas which helped with construction efficiency and to meet FHA requirements. The FHA and merchant-builders standardized sizes and measurements for materials, and then these standards were published in a series of guidebooks. In the 1930s and 1940s, the FHA promoted small, simple houses that consisted of five or six rooms. These simple designs remained overwhelmingly popular in the immediate post-war period with exterior stylizing being the most visible variable component. In fact, the average home size decreased from 1,177 square feet in 1940 to only 983 square feet in 1950 (US Army Environmental Center 1998: 40-45; Jacobs 2015: 106-112). The basic house provided by FHA in their 1948 guide (**Figure 8**) was composed of two bedrooms, a living room, a bathroom and a kitchen. The guide goes on to provide potential additions and alterations to the basic plan to expand the size of the house. The FHA guide encouraged developers and builders to provide exterior customization options and lot placement variations to provide a unique and aesthetically pleasing cohesiveness to these large developments (**Figure 9** and **Figure 10**).

Tract developments were typically constructed in phases, with the initial development being relatively small and consisting of some model houses to entice buyers. Subsequent additions or phases would be added to the original section of the subdivision with the roads connecting and design of the development following closely to the original design. Variation between subsequent additions in these subdivisions typically reflect changes in aesthetics, consumers, or the economy. The typical forms found in these developments are Minimal Traditional, Ranch, Bungalow, and Split-levels. Tract developments are oftentimes located just outside of the pre-war development ring and near post-war transportation routes. Since these developments required large un-developed areas, these developments were located in areas that were agricultural or underutilized before the war. They are also often situated near major transportation routes, which provided access into the urban core. Before the construction of the interstate system of roads or limited access roadways, the major roads would have been pre-war roads that were improved to handle additional traffic.

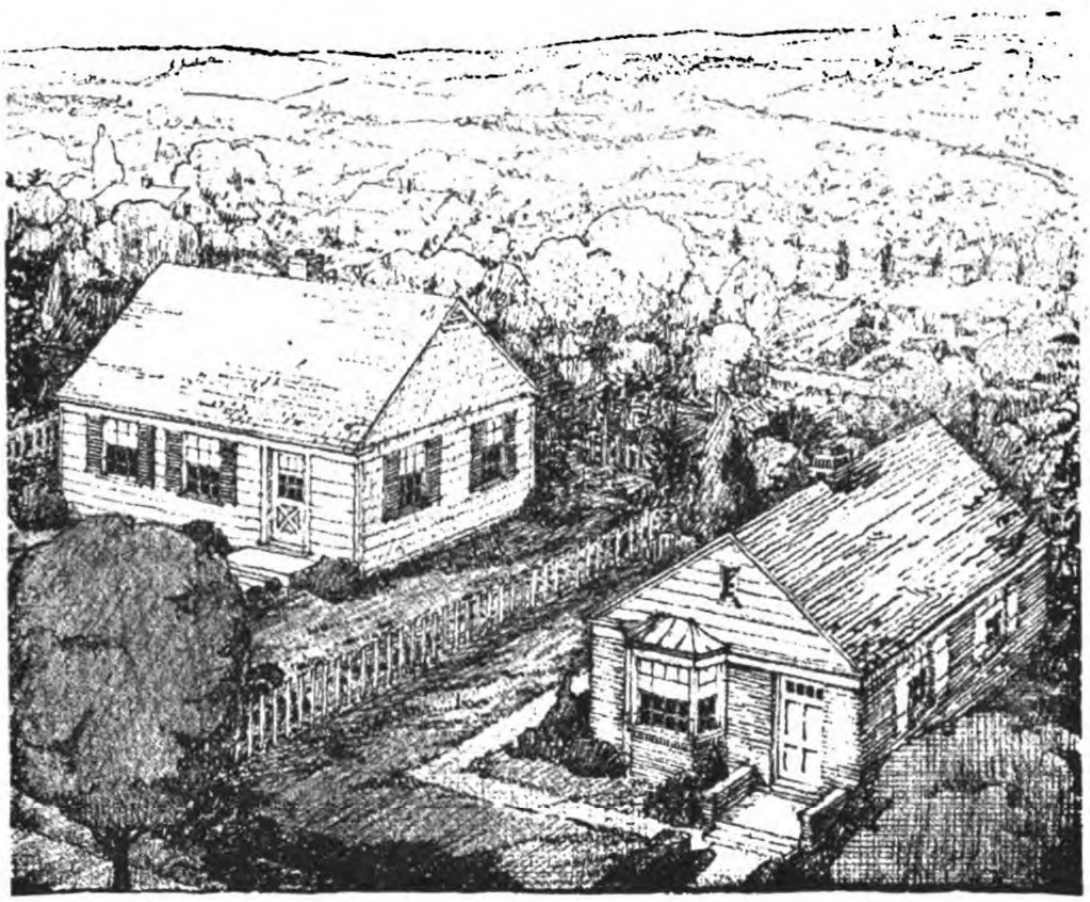
L. R. LIVING ROOM
B. R. BEDROOM
K. KITCHEN

LIVABILITY in this basic small house is assured by separation of sleeping and living areas; privacy obtained with a minimum hall; adequate closet space; and a kitchen which provides space for dining. Room sizes are based upon the use of framing materials of standard length. Economy in construction is assured by the square plan providing maximum floor area with minimum wall area; location of bathroom and kitchen to permit concentration of plumbing pipes; use of an inside chimney for heater and kitchen range; omission of basement to minimize excavation and foundations; and use of simple structural framing and stock millwork. Use of a space heater permits minimum cost and floor area for heating equipment. This plan serves as a starting point from which the variations shown on pages 16 to 19 can be added.

BASIC PLAN
ONE-STORY
TWO-BEDROOMS

12

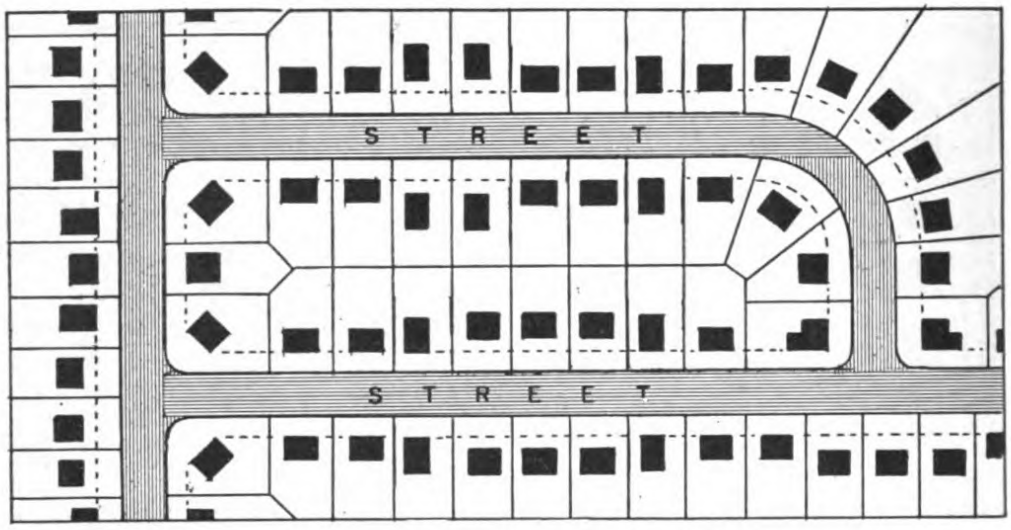
Figure 8: FHA Basic Plan from the 1948 Guide to Small Homes. The guide provided options for altering this basic design in subsequent pages.



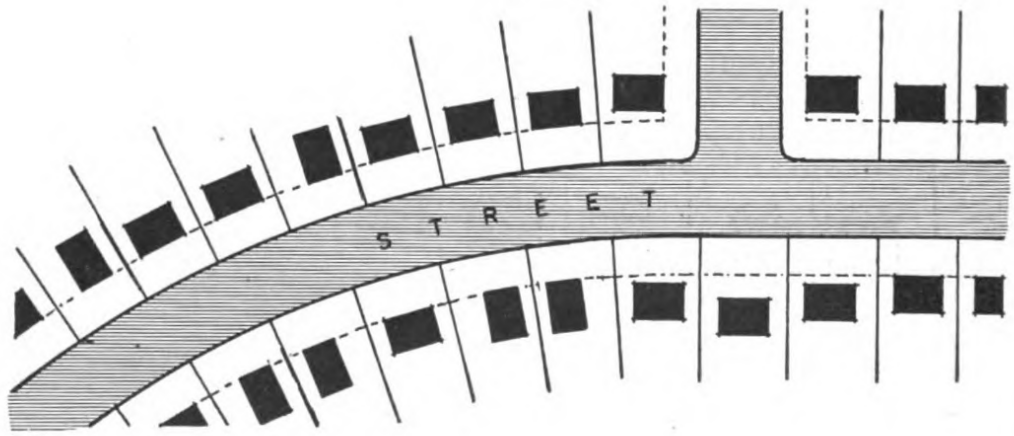
The simplest and least costly plan is a rectangle. Even a rectangular house can be given character and pleasing variation from its neighbors. Corner windows may often be used effectively when the exterior design is well studied. They aid in gaining increased wall space in small rooms and afford a broader outlook. Where windows of the usual type are used, they should not be placed too near the exterior corners because this makes the corners appear weak. The exterior appearance can frequently be given added interest by the use of a well-designed entrance doorway, by adding a well proportioned porch and by the judicious use of garden walls, fences and similar accessories. The added cost of an effectively placed bay window may be justified by the resulting improvement in the outward aspect of the house as well as in the added livability of the interior. Interest may also be gained by combining different forms of the same material. In the case of wood, flat boards, with or without moulded edges, applied horizontally, in combination with vertical boards and battens, ordinary clapboards or shingles, are frequently very effective. Brick and stone may be

39

Figure 9: FHA recommendations for customizing small homes, 1948 Guide to Small Homes



When houses are lined up like soldiers along both sides of a straight street a monotonous appearance results. An interesting effect may be created and monotony avoided by setting some of the houses farther than others from the street line. This requires study, as haphazard arrangements usually result in a confused appearance. A restful and unified picture is presented when groups of dwellings are set back to give the effect of open courts. An unattractive vista of rear yards down the center of the block should be screened by one or more dwellings placed on lots which are interposed between the corner lots at the end of the block.



When streets are decidedly curved, monotony resulting from locating houses equidistant from the street line is generally overcome due to the changing vista of houses built to a curving setback line. However, slight variations in setback of house groups may also be desirable.

42

Figure 10: FHA recommendations on the organization of subdivisions to provide an aesthetically pleasing development that also maintains cohesiveness, 1948 Guide to Small Homes

Tract Developments in Florida

In Florida, Modern architecture was widely utilized in tract developments. Modern architecture was popular because it was considered fresh and new, and people were typically drawn to Florida for those qualities (Hochstim 2004:32). Architects adapted the elements of Modern architecture, making it suitable to the climate, and incorporated local materials to create a new, Modern, Florida house. Florida's Modern architecture was unique in that it incorporated a connection between outdoor and indoor space using expansive windows and doors situated towards a year-round livable outdoor area in the rear of the house. The popularity of certain materials in Modern Architecture such as glass, concrete, and metal, lent themselves to this relationship between the outdoor and indoor spaces. There were also some materials that were unique in Florida Modern Architecture including a type of brick developed in central Florida, referred to as Ocala block. Most of Florida's tract residential construction was relatively modest in size and had minimal use of architectural ornamentation. (American Institute of Architects (AIA) Inc, Florida South Chapter, The 1963:18). **Figure 11** is an ad for new construction in Boca Raton (Palm Beach County) that demonstrates the connection between indoor and outdoor living spaces that were popular in Florida Modern Architecture.

Figure 11: 1960 Advertisement for Homes in Boca Raton (Palm Beach County) that demonstrate the connection between indoor and outdoor living spaces (Courtesy of the Miami Herald January 3, 1960)

A good example of typical tract housing in Florida was the Richmond Heights Subdivision in southwestern Miami-Dade County **(Figure 12)**. The subdivision was developed in stages beginning in the 1940s through the 1970s. **Table 3** shows the number of extant historic structures within the boundaries of the Richmond Heights Census Designated Place (CDP) in 2020. **Figure 13** shows the physical location of the structures and demonstrates the development of the subdivision with different colors for each decade the extant structures were constructed.

Table 3: Extant Structures in the Richmond Heights CDP as of 2020 (Miami-Dade Property Appraiser)

Decade Built	Extant Structures
1940-1949	21
1950-1959	1004
1960-1969	519
1970-1979	627

Captain Frank Crawford Martin, a West Point graduate and commercial pilot for Pan American Airlines, was the merchant-builder responsible for the Richmond Heights subdivision. Captain Martin purchased 3,000 acres of land from the Richmond Timber Company and originally planned to utilize the acreage for papaya cultivation. After the devastating hurricane of 1945 decimated his papaya crop, he developed the property as a subdivision for African-American veterans. The original plat was designed by Rader Knappen Tippetts Engineering Company and included future land use for community amenities. Martin struggled to secure local investors and FHA approval of his planned development. Only after he consulted with an aide to President Truman did FHA approve the financing of the development. The plat was approved by the Dade County (the predecessor to Miami-Dade County) Commission on November 22, 1949, with an initial plan for 457 residences and areas designated for future development of community amenities. In December 1949, the first model homes were constructed, and 26 lots were sold. The first constructed homes are located on Monroe Street and were listed on the National Register of Historic Places (National Register) in 2018 as the Richmond Heights Pioneer Historic District. The neighborhood was popular with professional-class African Americans. An article in the *Miami Sunday Times* on May 20, 1951, featured the development **(Figure 13)**. The article reported that residents were engaged in professional occupations: there were 60 schoolteachers including a principal and doctor of philosophy, 10 police officers including the only African-American detective on the police force, nine nurses, one dentist, 38 postal workers, and several employees of the VA.

The article also described life in the neighborhood stating that, "every Sunday the community is alive with men and women working on their lawns and adding little things here and there to make the homes more attractive" (Forbes 1951: 14-C; Dunn 1997: 169; Cody and Imberman 2018). The neighborhood was designed with a curvilinear organization and the buildings were concrete block with two or three bedrooms. Captain Martin insisted on using the building codes for the city of Coral Gables, which were more rigorous than the county's codes. The initial 40 buildings were constructed by the Babcock and Lamont company and the remaining houses were constructed by Captain Martin's own firm, the Richmond Development Corporation. Martin actively worked with prominent African-American community leaders, including: Rev. Theodore R. Gibson, Rector of the Afro-American Episcopal Church in Coconut Grove who would become the leader of Miami's Civil Rights movement, Rev. Edward T. Graham, Pastor of the Mt. Zion Baptist Church and a leader in the Civil Rights movement, and David A. Douglas, Manager of the Atlanta Life Insurance Company and a community leader (Cody and Imberman 2018).

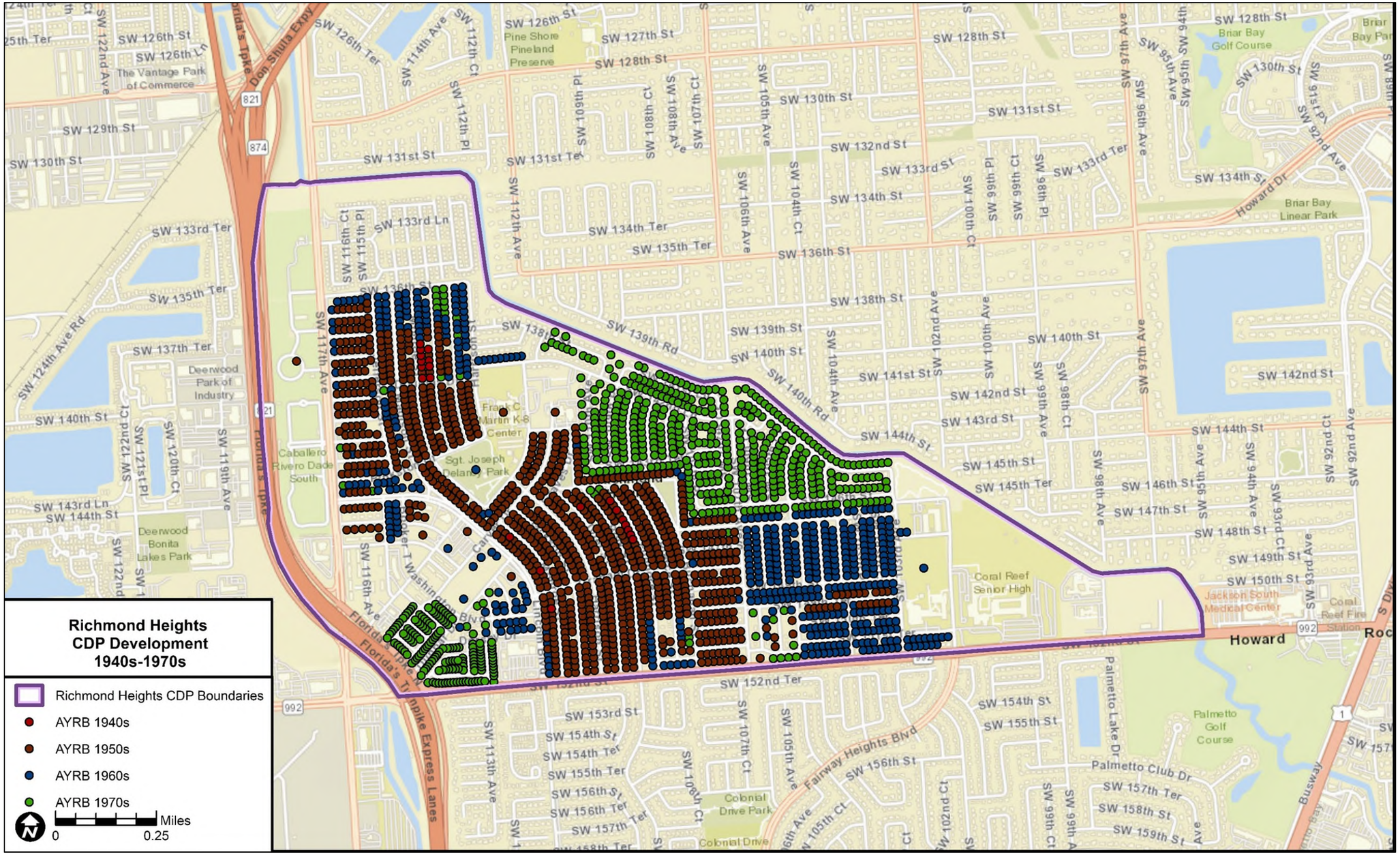


Figure 12: Post World War II development in Richmond Heights CDP

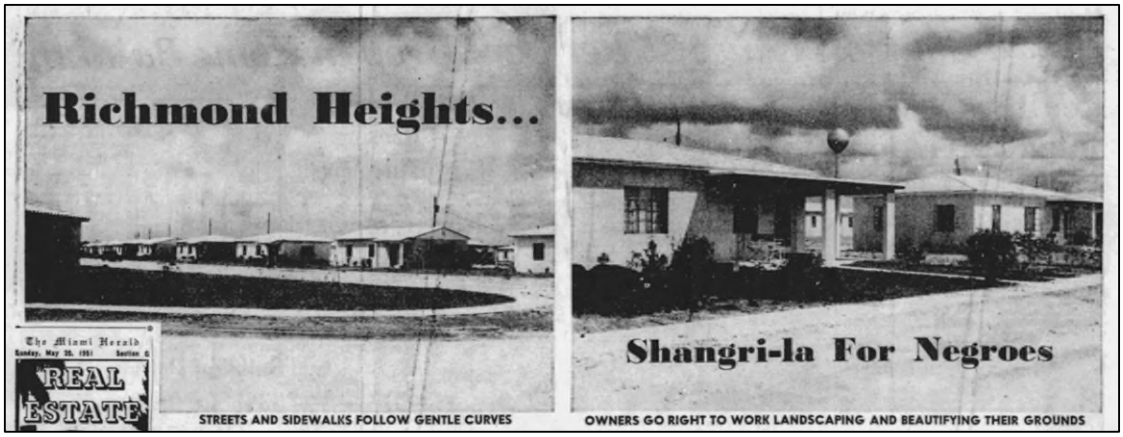


Figure 13: Photographs of the first development in Richmond Heights from a Miami Herald Sun article in May 1951. The photographs show the curvilinear design of the roads and the typical structure types found in the first phase of the development. (Courtesy of Forbes 1951)

Even after the neighborhood was established, Captain Martin struggled to bring bus service, a public school, and postal service to the community. By 1951, there were a total of 457 homes constructed with 2,100 residents. The development paused construction from mid-1951 until 1952 after Captain Martin unexpectedly died. After his death, the remaining plat was sold to E.J. Pollock from Hialeah and the company was renamed Richmond Homes. Pollock worked to fulfill the vision of Captain Martin and continued the construction of homes and infrastructure in the neighborhood. Pollock installed a water system, paved streets, and added sidewalks to the new areas. The Pollock homes were two-bedroom one bath homes which sold for between $6,950 and $8,900 (*Miami Daily News* 1953: 3-C). They had four different exterior designs, but all had the same interior plan **(Figure 14)**. The community continued developing and became one of South Miami-Dade's most important African-American communities (George 1995:145). The streets in the community were named after US Presidents and prominent African Americans.

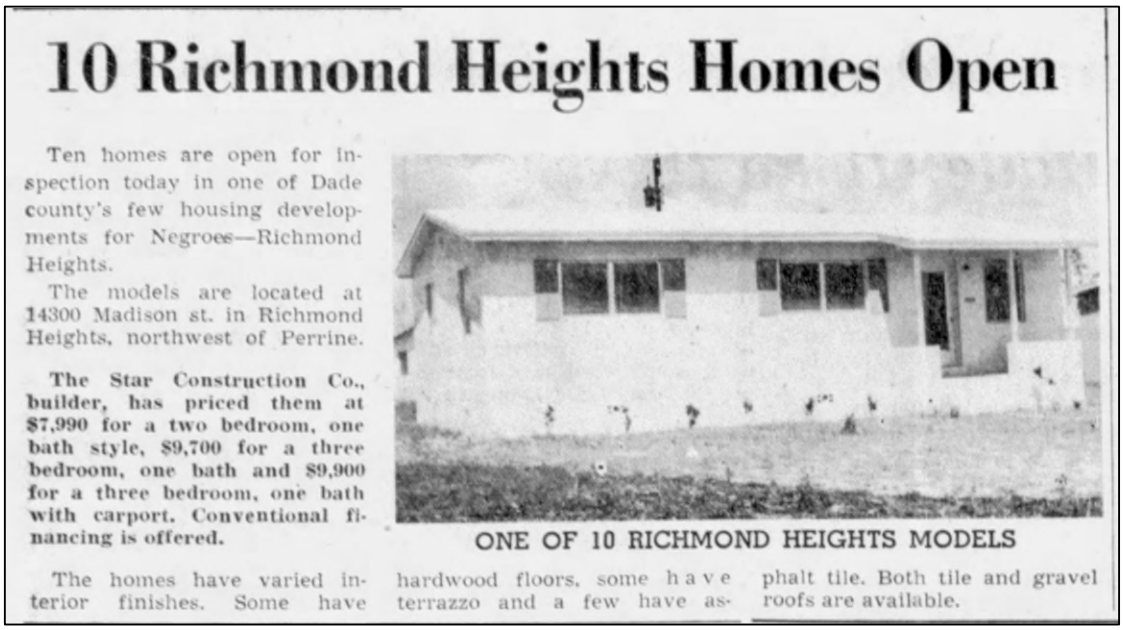


Figure 14: Historic photograph of a model home in a subsequent building phase of the development in 1955, after Captain Martin's initial construction phase. (Courtesy of the Miami Herald Sun, September 11, 1955)

The Richmond Heights neighborhood is a typical tract development. There are only a few basic building forms throughout the development and most differentiation between them are related to exterior cladding or placement on the lot. The most common types of buildings in these developments were Minimal Traditional, Bungalow, Ranch, and Split-Level. In Richmond Heights there are three basic housing models found within the neighborhood:

1) House has a rectangular form and low-pitched side gable or hip roof. A portion of the roof often continues at the same slope, projecting over the entrance. The roof projection sometimes has no supports and sometimes has metal or masonry supports. Less frequently, a front-gabled covered entry portico projects from the facade **(Figures 15 and 16)**.
2) House has a main mass with a rectangular form and hip roof, with an L-shaped flat roof section wrapping around one of the front comers. The L-shaped portion is open and houses a carport and covered entry **(Figure 17)**.
3) House has a rectangular form with a low-pitched front gable roof. A portion is recessed from the facade on both sides of the house creating a carport under the gable on one side and a porch on the other **(Figure 18)**.

Figure 15: Representative Photo of House Type 1: 14701 SW 104th Avenue, Facing East

Figure 16: Representative Photo of House Type 1: 14901 Polk Street, Facing Southeast

Figure 17: Representative Photo of House Type 2: 14560 Fillmore Street, Facing West

Figure 18: Representative Photo of House Type 3: 13721 Jackson Street, Facing Northwest

Planned Developments

Before World War II, large subdivisions of single-family homes were largely marketed and sold to the upper class. These subdivisions were extensively planned with landscaping, wide roadways, standards for structure size and aesthetics, and were tightly controlled with deed restrictions and covenants. Land was also set aside for commercial or community use. The developers for these types of subdivisions were referred to as "community builders." A major shift after World War II, was the opportunity for middle-class Americans to purchase a home in these planned subdivisions (Lane 2015: 44-46). Another important post-World War II development in these subdivisions was the integration of different types of housing into the developments. These developments often utilized homeowners associations to enforce community standards. Before World War II, community standards were typically enforced through private deed restrictions and in some cases FHA or local zoning (for upper- and middle-class developments). After World War II, the use of local zoning and homeowners associations became more common in these type of developments (Weiss 1987: 3-17). Community builders were also full-time developers who integrated all steps of the subdivision development into their businesses, including land acquisition, planning, permitting, funding, construction, and sales.

In 1964, the FHA published the *Planned-Unit Development with a Homes Association* guidebook that provides direction on the design of subdivision developments with single-family and multi-family units **(Figure 19)**. The guidance also explains the role of the developer as the originator of the homeowners association and the process by which the new residents would assume leadership of the homeowners association. The guidance begins by acknowledging that detached single-family homes were not always the best choice for some Americans. Instead, through more efficient

land planning, smaller buildings, and shared green and recreation areas, subdivision living was affordable to more Americans. Although the concept of shared living spaces and multi-unit housing was not unknown, it was an important shift for FHA to make, recognizing the limitations of detached single-family housing. The guidance notes that the local ordinances and zoning had not yet caught up to this type of development and recommended some sources of recent local ordinances that could be utilized by other local governments (FHA 1964: 1-4, 11).

Planned developments were unique in that they are developed almost as distinct towns with amenities expected from a town – a commercial center, parks, a variety of housing options, and a governing body that maintained the common areas and levied fees to pay for communal services. These developments had a wide variety of styles and types ranging from simple single-family Masonry Vernacular homes to highly stylized multi-unit buildings. These developments, similar to tract development, utilized large swaths of land and therefore are often located in areas that were agricultural or undeveloped. These developments were typically further out from the urban core than earlier tract developments, and were in areas that were unincorporated, allowing for developers to have fewer restraints on their planning. Since these developments were located further away from the urban core, they are oftentimes serviced by new roadways.

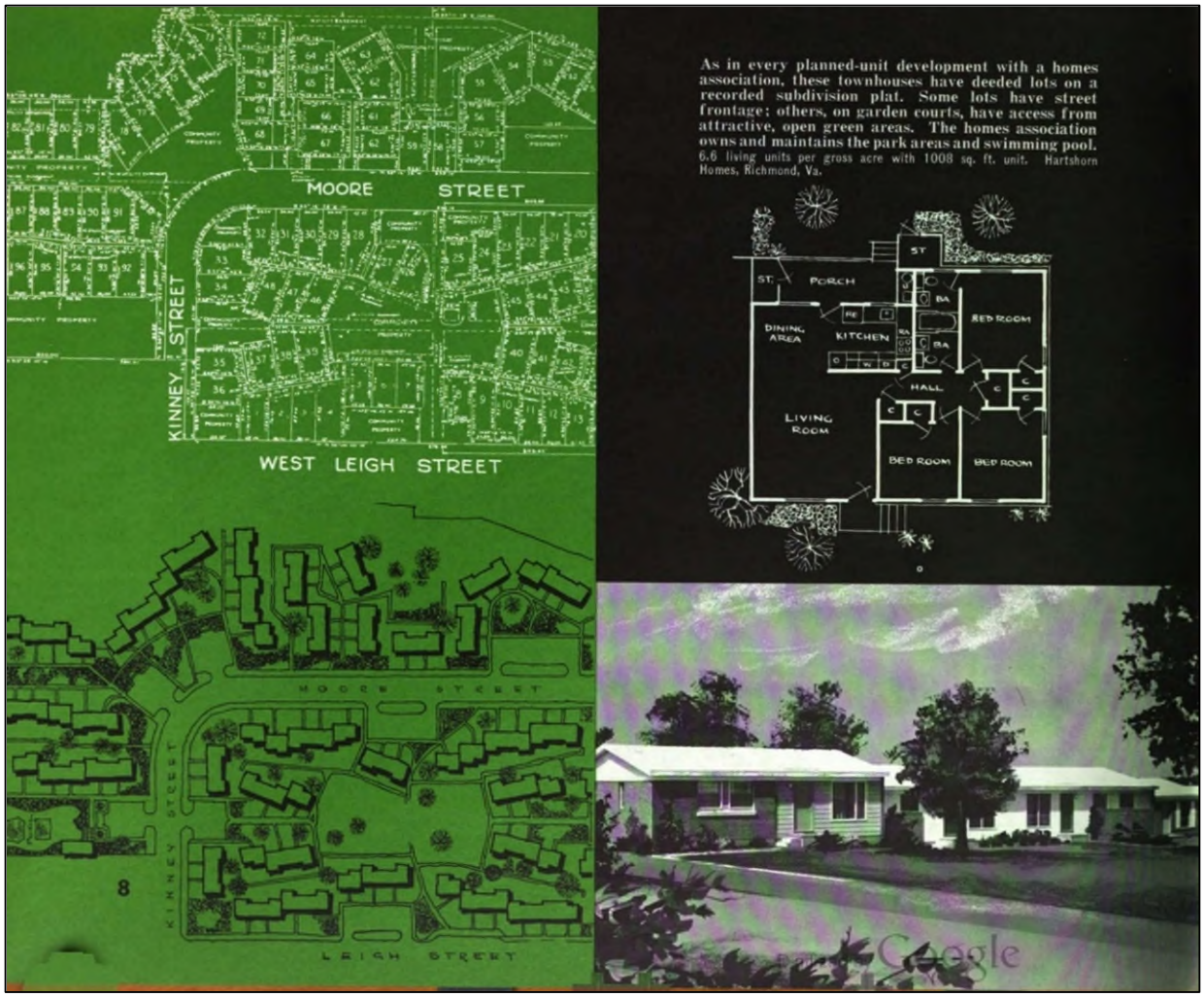


Figure 19: An Excerpt from the 1964 FHA Guidance on Planned-Unit Development with a Homes Association

Planned Developments in Florida

In Florida, there are numerous examples of planned developments. Cape Coral in Lee County is an excellent example of a planned development. In 1957, brothers Leonard and Jack Rosen along with some partners, purchased 1,724 acres of undeveloped wilderness in Lee County, near Fort Myers. Using dredge and fill from the Caloosahatchee River, the developers, working under the name Gulf American Land Corporation, altered the landscape forming hundreds of miles of canals and roads. The development was heavily marketed throughout the US. The first homes constructed were located on Riverside and Flamingo Drives in 1958, in the southwestern quadrant of the Cape Coral peninsula. The first homes were simple, concrete block, Ranch style houses with large picture windows and carports. Eventually, larger houses, townhomes, and multi-unit tower structures were also constructed in the development. By 1963, there were 2,850 residents and 1,300 buildings had been constructed. The Cape Coral Bridge was constructed across the Caloosahatchee River in 1964 to connect the development with the city of Fort Myers. The City of Cape Coral was incorporated in 1970. The Gulf American Land Corporation aggressively marketed the development and hired the famous Connie Mack Jr., son of professional baseball player Connie Mack Sr., to act as spokesperson for the development (Barnett 2007: 25-27; Mormino 2008: 52-53; Wadsworth 2009). **Figures 20** and **21** show some of the advertisements for Cape Coral. **Table 4** shows the number of extant historic structures within the boundaries of the Cape Coral CDP in 2021. **Figure 22** shows the physical location of the structures and demonstrates the development of the subdivision with different colors for each decade the extant structures were constructed. It should be noted that no structures dating from before 1951 are present within the CDP. **Figure 23** is a detail of the earliest section of development which occurred in the southeastern section of the peninsula where Cape Coral CDP is located.

Figure 20: An Advertisement for Cape Coral in the February 19, 1958 News Press

Figure 21: Advertisement from October 11, 1964 showing a model home "The Winthrop" (Source: News Press October 11, 1964)

Table 4: Extant Structures in the Cape Coral CDP as of 2021 (Lee County Property Appraiser)

Decade Built	Extant Structures
1940-1949	0
1950-1959	85
1960-1969	3928
1970-1979	8472

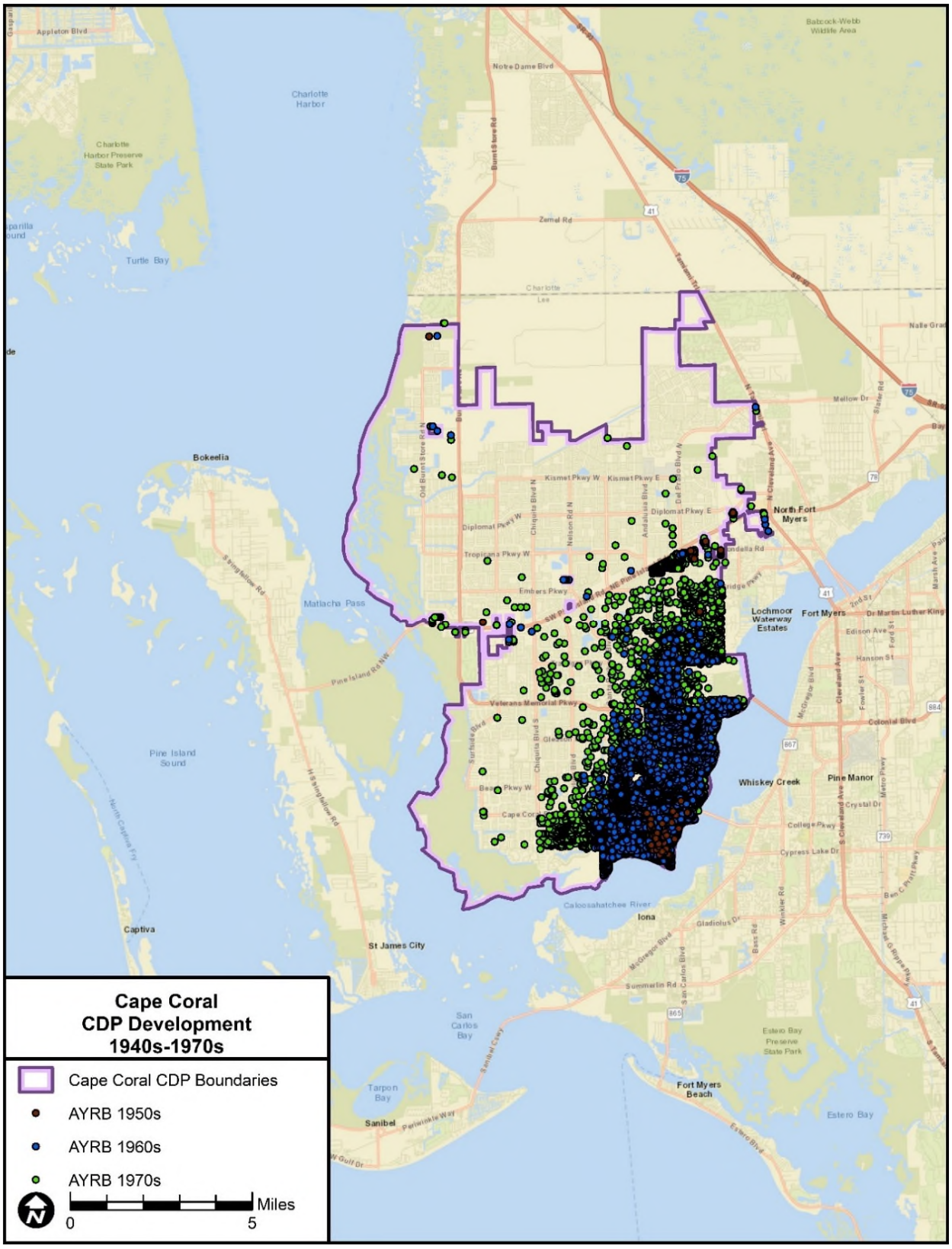


Figure 22: Overview of the Cape Coral CDP showing extant development (as of 2021) by decades (Source: Lee County Property Appraiser)

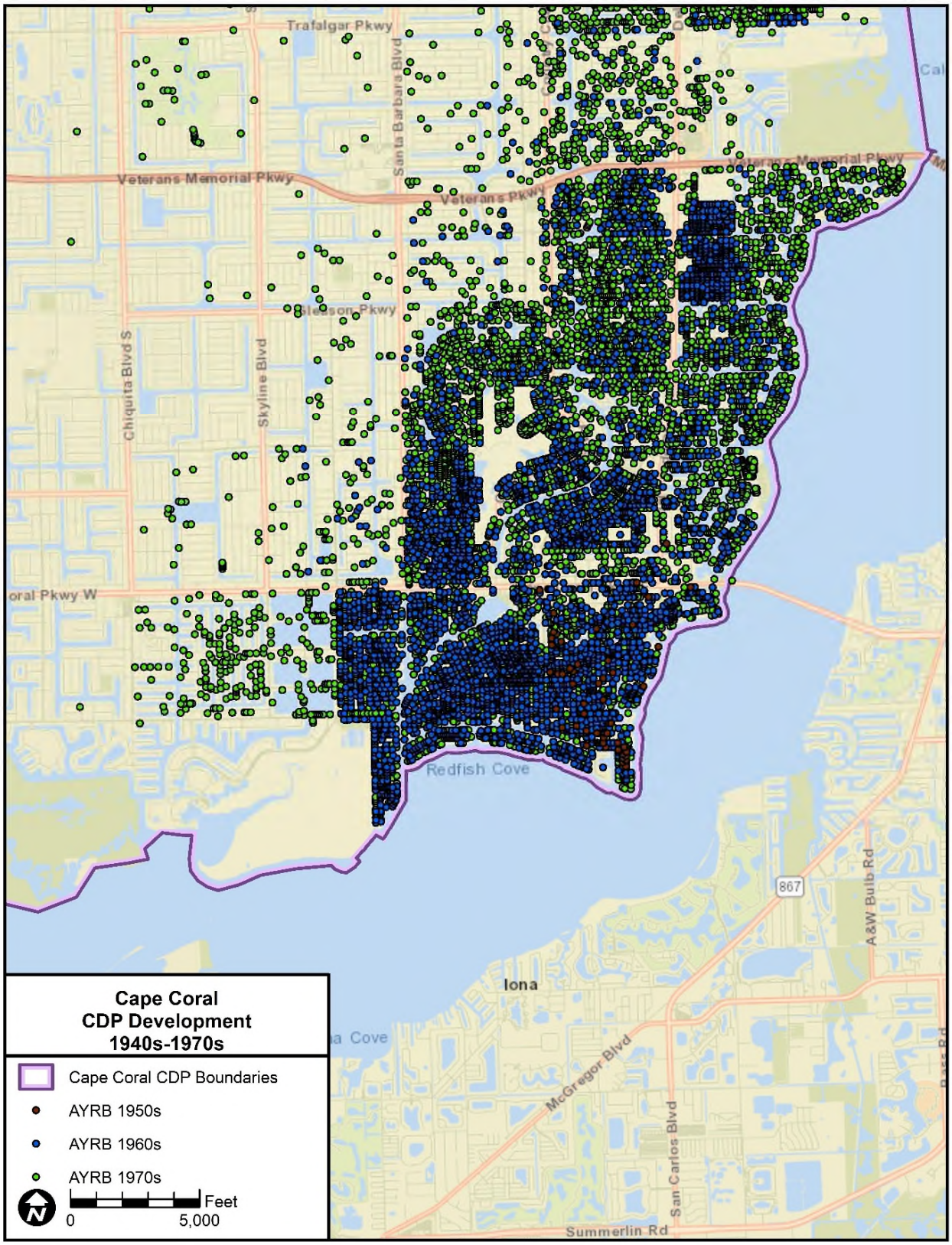


Figure 23: Detail of the southeastern quadrant of the Cape Coral CDP, the earliest section of development, showing extant development (as of 2021) by decades (Source: Lee County Property Appraiser)

Custom Developments

Custom developments offered homebuyers an alternative between a custom, architect-designed house on a single parcel, and the uniformity of typical suburban tract developments. Custom developments were subdivisions developed by a single company that offered buyers the services of an architect to customize their homes or used other means to give the individual houses unique character. A promotional pamphlet for Miami Shores Bay Park Estates, developed in 1953 by the Guernsey Construction Company, advertised the development as, "a select community of individually designed homes" (Guernsey Construction Company Inc. n.d.). Another subdivision, Orchard Villas planned by area builder William M. Butts, offered an architect to design the type of home the buyer wanted, then Butts would construct it. The subdivision had a model home designed by Paul A. Grupp which cost $14,500, the minimum cost for the development. As buyers made more changes to the plan, or chose more elaborate designs, the cost increased (*Miami Herald* 1954).

Custom developments are typically smaller than tract and planned developments. They were marketed towards the upper or upper-middle class and maintained a specific preferred aesthetics and cohesive identity through homeowners associations and deed covenants. Developers of custom developments relied heavily on their professional reputation to attract customers (Jacobs 2015:33-35). The type of architecture varies greatly and can range from simple Ranch Style houses to high-designed Modern Style houses. These developments were typically located the furthest out from the urban core and were accessible by modernized roadways.

Role of the Federal, State, and Local Government in Suburbanization

Federal Government

Financing:

Before World War II, the federal government focused on constructing and maintaining housing developments that were wholly owned and managed by the government. These housing units were usually multi-family developments and military-related housing. After World War II, the federal government undertook private-public partnerships where the federal government would provide financing or guarantee financing for the private construction of housing. The federal government would not undertake the actual construction of the housing or manage the transfer of ownership unless one of the private parties defaulted on a federal loan. The federal government experimented with several different types of programs, some were directly related to specific group in the population (e.g. Veteran programs) or to specific areas of development (e.g. inner-city developments). The different programs implemented by the federal government after World War II had variable successes. Between 1945 and 1965, one out of every five single-family homes were financed through VA benefits (Mormino 2008: 153). The impact of the federal role in the financing of real estate in the post-World War II era was undeniable and is evidenced by the outsized influence the federal government guidance for real estate development had on the housing development that occurred in Florida. The building designs and standards promulgated by the federal government were developed in close coordination with private builders and developers and adopted with very little deviation.

The promise of homeownership in the post-World War II period was not extended evenly to all Americans. The federal government, through explicit and implicit actions, contributed to the segregation of housing in the US and the continued relegation of racial and ethnic minorities to substandard housing. This topic is further explored in **Chapter 3**.

Environmental Review:
In the 1960s and 1970s, after decades of unfettered development resulted in environmental degradation, a movement to better protect the environment was growing. Nationally, Rachel Carson's 1962 novel, *Silent Spring*, introduced the issue of environmental degradation caused by toxic chemicals to Americans. In Florida, the environmental impacts of water management in the Everglades had already been highlighted by environmentalist, Marjorie Stoneman Douglas. Douglas' classic 1947 book, *Everglades: River of Grass*, introduced the natural wonders of the Everglades to a wide audience and warned of the catastrophic effects of human actions on the Everglades. The final chapter of the book began with the simple sentence "The Everglades were dying." Douglas would go on to advocate for Everglades conservation until her death in 1998.

On the federal level, numerous laws were passed in the late 1960s and 1970s, including the National Historic Preservation Act (NHPA) (passed 1966), the National Environmental Policy Act (NEPA) (passed 1970), and the Endangered Species Act (passed 1973). One of the most important environmental actions that occurred in Florida was the cancellation of the planned 39-square-mile Everglades Jetport project proposed by the Dade County Port Authority in 1968. The Jetport's location was a few miles north of the Everglades National Park boundaries in the Big Cypress Swamp. The airport would include a train connecting it to Miami and was expected to result in 50 million air passengers passing through the airport each year. Douglas along with a large coalition of hunters, Native Americans, environmentalists, and politicians were able to stop the development from proceeding. The resulting advocacy group, Friends of the Everglades, remains an important advocate for the restoration and conservation of the Everglades. The success of the Friends of the Everglades demonstrated the influence that local environmental groups could have on addressing environmental impacts in the state.

State Government
In Florida, wildlife die-offs, water shortages, polluted waters, and wildfires in the 1960s and early 1970s lead to a new focus on environmentalism. The practice of dredge and fill, where new land was formed from dredging, began during the Land Boom of the 1920s. The scale of the developments and their environmental impacts became too great to ignore in the post-World War II era. In 1957, the state passed the Bulkhead Act which empowered counties to set their bulkhead line, the area which development could not extend beyond, and required the counties to submit permits to the state for waterfront development. Bulkhead lines varied greatly between the counties and destructive dredge and fill projects continued. In 1964, the Deltona Corporation subdivided the 24-acre Marco Island, located on the west coast of the state. The environmental destruction wrought by the Marco Island development was a catalyst for greater environmental advocacy by Florida citizens (Barnett 2007: 23-28). Republican Governor, Claude Roy Kirk Jr passed the Florida Air and Water Pollution Control Act (1967) and amended the Bulkhead Act to require survey of areas proposed for alterations to tidal lands or state-owned lakes. In 1970, Reubin O'Donovan Askew was elected governor. Askew considered the price of unfettered environmental destruction a risk to the state's tourism-driven economy. In 1972, the Florida Legislature created five water management districts that were tasked with water resource management and environmental protection. Other state environmental laws passed in this time period included the Florida Water Resources Act (passed 1972), and the Resource Rivers Act (passed in 1981). In addition, Askew also worked on an extensive land-buying program that resulted in the State and federal government purchasing hundreds of thousands of acres of land to set aside for conservation. The Water Resources Act allowed the state to set development standards and guidelines for new major developments (Barnett 2007: 23-28, 54-55).

The passage of numerous federal and state laws during this post-World War II period ushered in a new era of project planning that now considers the potential impacts of projects on the built environment.

Local Governments

The responsibility to provide basic services such as roads, schools, utilities, and emergency services, falls on local governments. Small towns grew quickly and local governments were faced with unprecedented challenges to manage the growth and increase services for new residents.

Local governments acted as principal planners for land use within their jurisdictions. Before World War II and the major suburbanization of the US, developers of subdivisions relied on restrictions and covenants placed in real estate deeds to maintain property desirability. Although developers worked with the federal government to begin developing real estate standards and land planning requirements before the war, the standards were not adopted extensively until after World War II. Developers standardized subdivision requirements and land planning in two ways. They worked with local governments to institute zoning regulations that protected the subdivisions from incompatible land use or actions that could impact the profitability of the development. Developers also worked with the federal government, through the FHA, to develop and publish criteria that would become industry standards throughout the country (Weiss 1987: 3-16). Through the use of real estate appraisals weighed by neighborhood racial and economic make-up, FHA and developers instituted racial, ethnic, and class segregation in towns before and after World War II.

Local governments also worked in tandem with the FHA and the Housing and Urban Development Administration (HUD) to institute urban renewal. Through the institution of inspections, permitting, and property condemnations, local inspectors carried out urban renewal that was a component of post-war urban planning. The locations of urban renewal projects were local decisions funded by federal monies. The burdens of displacement were borne largely by minority communities that were already constrained in their ability to finance new homes and were excluded from some residential areas. Local entities struggled to find adequate new housing for these community members. The result of displacements and loss of generational wealth continues to impact members of these communities (Connolly 2017: 161-77, 183-6). Additional discussion on these issues is provided in **Chapter 3**.

Zoning and planning related to environmental issues was largely ignored until the late twentieth century. In 1970, more than half of Florida's counties lacked any ordinances related to environmental planning and zoning (Barnett 2007: 23-8). Eventually, local officials were included in planning decisions made by state and federal agencies related to environmental issues. However, the approval of large residential developments, oftentimes a local action, were vulnerable to local politics (Davis 2017: 378-81).

Some local governments reorganized in this period to reflect the incredible growth that had occurred. Both the city of Jacksonville and Dade County (now Miami-Dade County) underwent consolidation in the post-war period as a result of the strain of new development in their areas.

Impact of Government Actions on Development in Florida

The passage of environmental federal, state, and local laws and regulations impacted the development patterns in the state. Some early developments were constructed in areas that were environmentally sensitive and vulnerable to environmental impacts. As waterways and sensitive

environments were protected, fewer developments occurred on these lands, or were outright stopped. Undeveloped lands such as in the Everglades were spared from residential development as they were either protected or were so isolated that they were unattractive to prospective buyers. The environmental laws that limited the expansion of some roadways because of their environmental impacts also impacted the growth of developments because residents were unable to efficiently travel between their development and their place of work or recreation. Other types of environmental impacts were limited or were offset by financial or environmental mitigation. Some early developments are in areas that would later become protected and are unique in their existence.

One such development, the Southern Golden Gate Estates development in Collier County near Naples, was subdivided in the 1950s. Although the land was drained, some roads were constructed, and houses were built and occupied, the environmental impacts of the development on the Everglades and the repetitive flooding in the neighborhood eventually lead to its abandonment. The state of Florida purchased the development and established the Picayune Strand State Forest. The houses that were constructed in the subdivision were demolished and the infrastructure was removed as part of the Everglades Restoration efforts (Barton 2003: np; Cox 2006: 2A).

Transportation and Post-World War II Growth Trends

Roadways

Throughout the US after World War II, infrastructure improvements were a government priority. Before the war, road planning and building was mostly a private, local, and state affair, reflecting the small number of private automobiles before the war. In the 1930s, road building and improvements focused on trunk roads between cities to support the movement of agricultural goods. Although there had been some efforts to improve roads for enjoyment by private individuals, these efforts were largely privately-sponsored and supported.

After World War II, reflecting the desire for newness and increasing wealth, Americans purchased private automobiles at rates never before seen. The rise of automobile culture radically changed the lives of Americans and altered the landscape of the country. Before the war, homes and commercial areas were designed for pedestrians and horses. Commercial developments before World War II were designed to showcase their goods to pedestrians who walked past store fronts. After World War II, living in subdivisions required a private automobile to access work, play, and commercial areas. This new popular mode of transportation changed the way that residences and commercial structures were constructed. Infrastructure design changed to meet the needs of individuals instead of traffic associated with the agricultural industry (Jakle and Sculle 1994: 201-24; Rose and Mohl 2012: 17-49). The design and planning for roadways during this post-World War II period also centered around the assumed use of personal vehicles moving people from the urban commercial areas to the subdivisions. The result was that early transportation projects during this period prioritized private vehicular transportation instead of other types of transportation such as rail or bus.

At the beginning of the war mobilization, the federal government passed the Defense Highway Act in 1941 to match local funds with federal funds for the improvements of trunk and intracity roadways. Within the federal government, there was significant debate on whether federal funding should even go to road construction and the best roads to improve or construct. A committee formed in 1941 estimated that 3,200 new miles of roadway would be required after World War II to meet the needs of the country. In 1944, the Highway Act named the new proposed limited-

access series of roadways the National System of Interstate Highways and proposed $500 million over three years for their construction. The locations of the proposed limited access roadways were based on recommendations made by each state. The construction of roadways did not meet the needs of the country and increased material costs lessened the impact of the federal funding. A report in 1954 estimated that yearly expenditures for road building and maintenance would need to increase to $8 billion to meet the nation's needs for long-term economic growth and "prosperity" (Rose and Mohl 2012: 17-49). There was also a spirited debate between the US Congress and industries associated with road building and trucking/transportation industries on the best way to address the needs of the growing country and how to fund the improvements.

In 1956, Congress enacted the National Defense Interstate Highway Systems Act that authorized significant federal spending to build a series of limited access interstate highways throughout the country. The final Act funded road building and construction through taxes on gas and license fees to create the Highway Trust Fund. The legislation allowed for increased funding for the National Interstate System, trunk roads, intracity roads, and urban roads. The Interstate funding included 90% federal funding based on highest need, which resulted in urban areas receiving priority (Rose and Mohl 2012: 85-94).

The 1950s and early 1960s were a period of rapid construction of interstate roadway as the projects were completed quickly with little input from public and local government. In the mid-1960s, public backlash to the new interstate system began to slow progress. There were concerns around the lack of development of other forms of transportation besides vehicular and in regards to the communities that were being impacted by the projects. As it has been well documented, federal and state agencies around the US chose minority neighborhoods to place the new infrastructure and did not adequately compensate residents for these impacts. This occurred throughout the state of Florida impacting minority neighborhoods in all major cities in the state including Jacksonville, Miami, Orlando, Tampa, and Pensacola. This pattern also occurred with other infrastructure improvements including local roads. The impacts of transportation projects on minority communities are also discussed in **Chapter 3**.

In Florida, the Federal Interstate program funded 1,475 miles of expressway. Three major interstates connected the state: Interstate 10 (I-10), Interstate 75 (I-75) and Interstate 95 (I-95) (FDHR 2002). Reflecting the focus on urban interstate projects, the rural portions of I-95 and I-75 were not constructed until the 1970s and 1980s. Interstate 10 across the Florida Panhandle connecting Jacksonville with Pensacola was completed in the mid-1970s (Hardee 1970).

On the state level, expanding existing roadways was a high priority for the Florida State Road Department, the precursor to the Florida Department of Transportation. Post-World War II advances in transportation and economic conditions made it easier for tourists to travel to the state. The state expanded and improved welcome centers to provide a positive experience for tourists. Between 1949 and 1953, $500 million were spent to rebuild and rehabilitate over 300 miles of roads and bridges (Gannon 1993:119). The number and types of roadways increased as the population grew. **Figure 24** is the official Florida road map produced by the State Road Department in 1939. The next road map available is from 1946 and shows that the roadways in the state had not dramatically increased between those two dates (**Figure 25**). By 1956, there were significantly more roads and older roads had been improved (**Figure 26**). The increase in roadways and improvements reflect the increasing population in the state and need for improved transportation corridors.

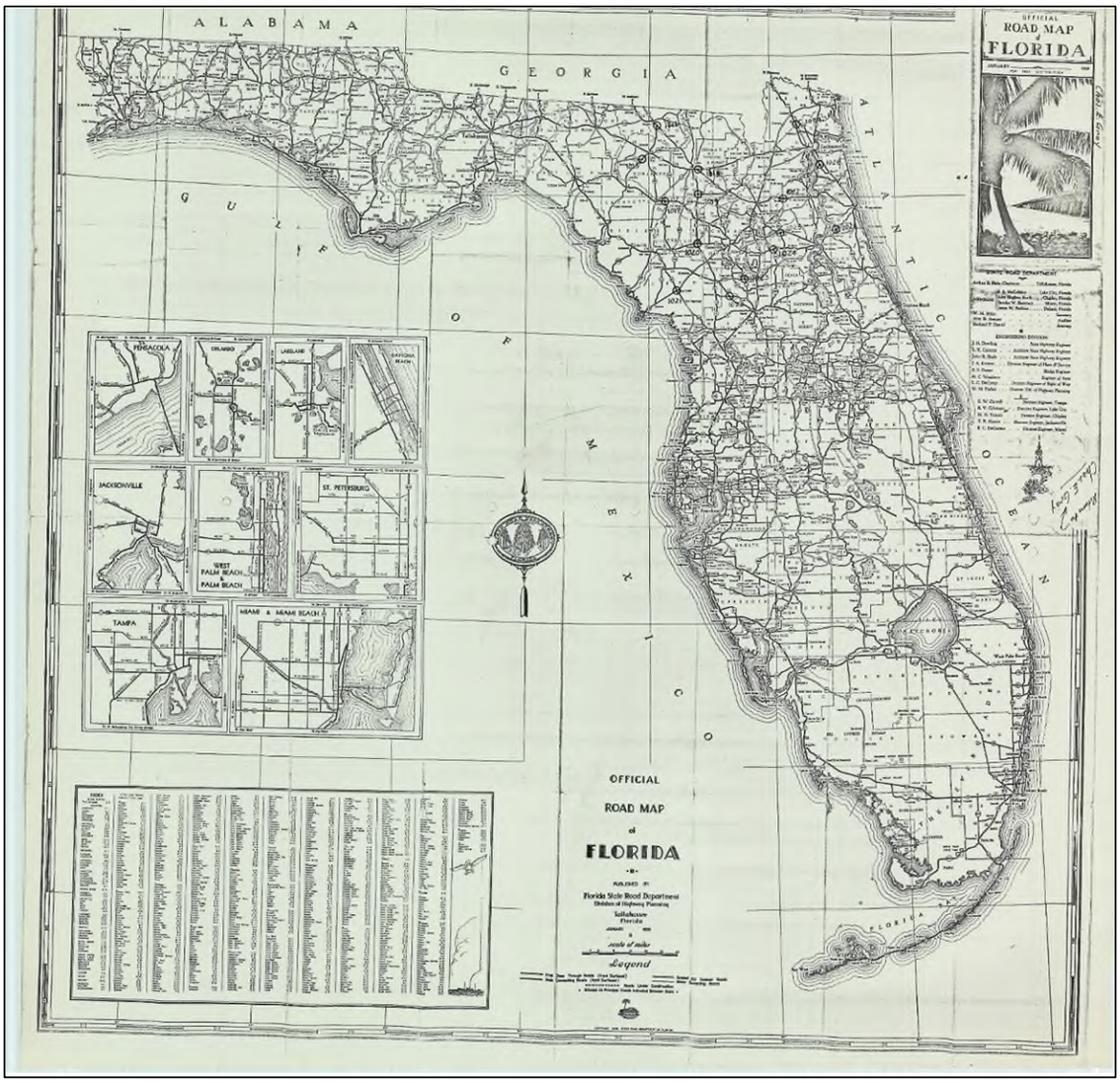


Figure 24: 1939 Official Road Map of Florida (Courtesy of the FDOT)

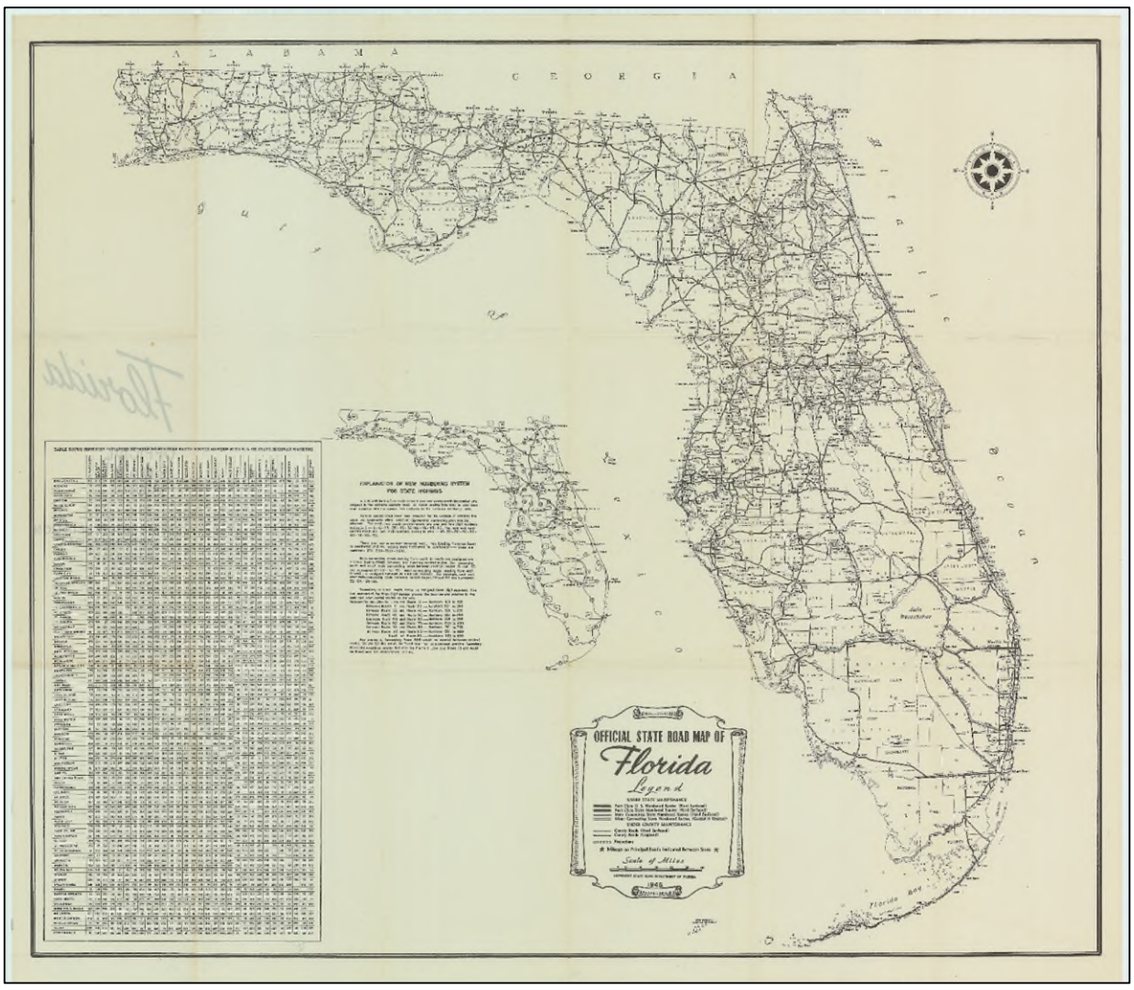


Figure 25: 1946 Official Road Map of Florida (Courtesy of FDOT

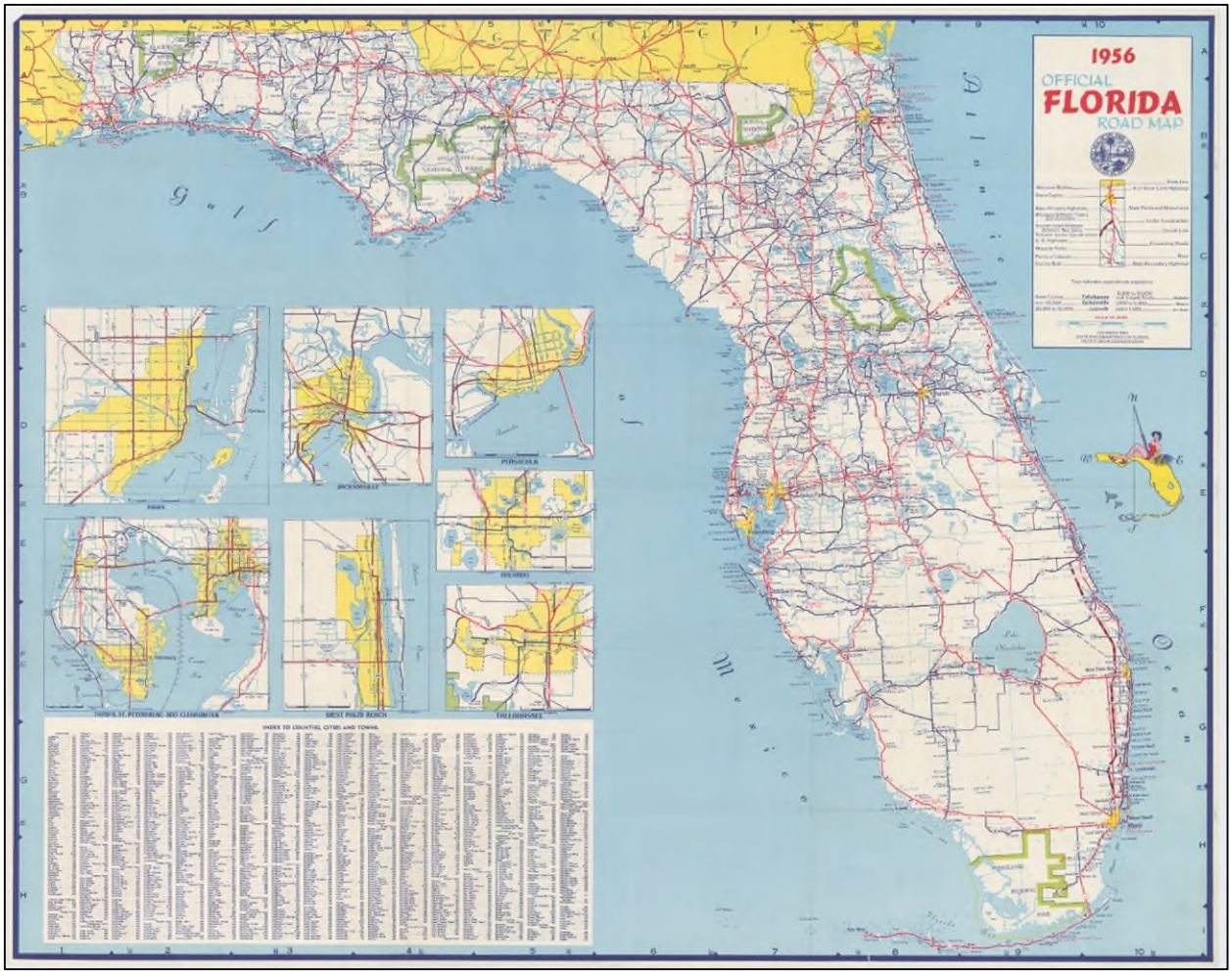


Figure 26: 1956 Official Road Map of Florida (Courtesy of FDOT)

While the federal infrastructure legislation was being worked out, local municipalities, often in conjunction with subdivision developers, worked to improve the connectivity between the new developments and urban centers. The City of Jacksonville addressed the infrastructure shortage in their city with the establishment of an Expressway Authority in 1953. The Expressway Authority worked to fund new, or improve existing, transportation corridors for new suburban residents to quickly commute from neighborhoods to the downtown or military installations. One of the first projects by the Expressway Authority was the construction of the Arlington Expressway (State Road 115) which provided an alternative to US 1. In 1954, the Sunshine Skyway Bridge was constructed to span Tampa Bay and connect Manatee and Pinellas Counties, two areas that were experiencing rapid development (Johnston 2002: Section E pages 104-105). **Figure 27** shows the Sunshine Skyway on opening day, September 6, 1954. Other smaller improvements, such as the establishment of bus services to the outer subdivisions was accomplished to meet the needs of these new neighborhoods.

Figure 27: Sunshine Skyway Bridge Connecting Pinellas County with Manatee County, Opening Day September 6, 1954 (Photograph Courtesy of the State Archives of Florida, Florida Memory Collection)

Reflecting the importance of transportation on the state economy and the limitations of federal funding, the state of Florida also worked to finance infrastructure locally and through public-private partnerships. In 1949, Governor Fuller Warren initiated the preliminary plans for a toll-financed turnpike. In 1953, businessman Charles B. Costar led a group of citizens to lobby state officials to create Florida' s first toll road. The legislature created the Florida State Turnpike Authority, which had the authority to plan, design, and construct bond-financed toll roads. The tolls from turnpike customers were used to repay the bonds. Costar was also instrumental in creating the bond financing that led to the "Florida Turnpike Act" which Governor Dan McCarty signed into law on June 11, 1953. Costar served as the chairman of the early Turnpike Committee of the Miami-Dade Chamber of Commerce. However, once the Turnpike Authority was formed, Governor McCarty appointed Earl P. Powers as the first Turnpike Authority Chairman (Florida's Turnpike Enterprise 2007). In 1957, a major stretch of the turnpike opened, hugging the Atlantic coast for a distance of 108 miles between Fort Pierce (St. Lucie County) (MP 152) to the Golden Glades interchange in north Miami (Miami-Dade County) (MP 44 originally) (Janus Research 2012). The second phase of Turnpike construction began in 1959 when Governor Leroy Collins extended the Turnpike from Fort Pierce (St. Lucie County) to Orlando (Orange County). With the state's population increasing in the 1960s, Governor Collins approved the sale of over $80 million worth of bonds to finance the extension from its original terminus in Fort Pierce (St. Lucie County) to Wildwood (Sumter County) (Florida's Turnpike Enterprise 2007). The extension of the Turnpike to Miami was completed in 1964. Florida’s Turnpike continued to expand into the late twentieth century. **Figure 28** is a 1961 map of Florida’s Turnpike, showing the status of the roadway and other nearby roads that year.

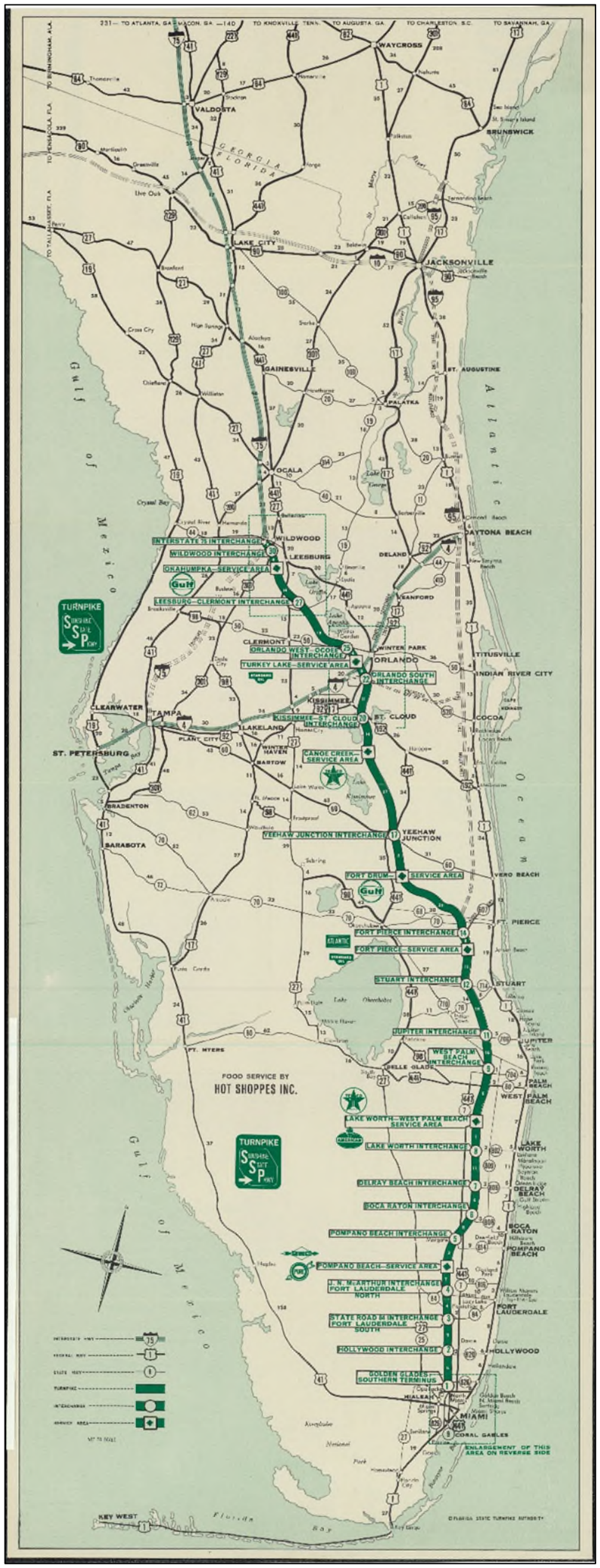


Figure 28: 1961 Map of Florida's Turnpike (Courtesy of the State Archives of Florida, Florida Memory Collection)

The influx of tourists' and new residents' vehicles using Florida's roads created a need for roadway improvements. The improvements were aimed at both providing easier access to different areas and improving traffic flow. The construction of new roadways throughout the state, and the interstate highway system, dramatically increased mobility in Florida. The infrastructure projects were large in scale, reflecting the extreme increase in population and forward-thinking outlook that was common.

Aviation

Improvements in aviation technology during the post-World War II period made air travel easier and Florida became a major airline destination. Even before World War II, Florida was a leader in the aviation industry with Pan American Airlines headquartering in Miami. After World War II, the aviation industry continued to favor the state. It is estimated that the airline industry employed approximately 150,000 Floridians (Brown 1998:60). While commercial passenger aviation was a booming industry on its own in Florida, the aviation industry also impacted other Florida industries. Other uses of aviation services included agricultural crop maintenance (e.g. insecticides spread, crops fertilized, and fields seeded), geography services, and survey of undeveloped areas (Smith 1959: 123). Most famously, Walt Disney chose the location for Disney World after flying over the Orlando area on a scouting trip (Fogleson 2001: 14-7). As it became easier and less time-consuming to travel to Florida after the War, tourism quickly rebounded and once again became a major source of the state's economy. In the post-war period, commercial airlines became more accessible to the middle class and all-inclusive travel packages that included airline tickets were increasingly popular (Revels 2011: 101-3).

US Space Program

The US Space Program's location in Cape Canaveral, Florida also brought more aviation-related jobs and national media attention to the state. The infrastructure required for the establishment of the National Aeronautics and Space Administration (NASA) Kennedy Space Center (KSC) to support the goal of interplanetary flight was a major federal effort that drastically changed central Florida.

The newly established KSC increased the local population and the change in land-use resulted in numerous infrastructure projects. A complex system of roadways and bridges were constructed specifically for the use of the employees and equipment associated with the KSC. The design and engineering for these resources are a unique aspect of the post-war infrastructure constructed in Florida.

Impact of Transportation on Development in Florida

The transportation corridors in Florida before World War II were composed largely of waterways and railroads. Roads were rare and impassable in some areas. After World War II, ownership of personal vehicles significantly expanded. Travel by modern means such as personal vehicles and planes replaced railroads as the preferred form of transportation. As a result, residential and commercial development in the post-World War II era is closely associated with the development of roadways in the state. Advertisements for developments oftentimes boasted of their proximity to improved or anticipated roadways.

Industrialization of Housing

The speed of construction and development during this time period is largely based on the efficiencies in construction that were put into practice during this time. FHA and contractors/developers standardized every aspect of homebuilding from pre-cut studs and rafters to standard window and door sizes. Company crews were able to quickly assemble houses and move onto the next structure.

The residential developers that developed rapid construction methods are Abraham Levitt and his sons, William and Alfred. Their company, Levitt & Sons, is most famous for building large developments in an assembly line fashion with the workers moving house to house to quickly assemble the buildings. The company also limited costs by utilizing non-union labor and purchasing directly from manufacturers or manufacturing materials in-house. The cost savings and speed of the Levitt & Sons developments were replicated by other developers. The Levitt & Sons Company also constructed developments in Florida, but they were not as large as their northern developments. The first Florida Levitt & Sons developments were in Rockledge and Titusville (Brevard County) (**Figure 29**). In Florida, the Mackle family were some of the most active merchant-builders in Florida who used the same type of industrialization of housing construction in Florida that was so successful for the Levitt family. The Mackle family were based out of Miami and constructed thousands of homes. The Mackle family used cement, metal, and glass to construct their homes in simple designs with a standard materials and process (Johnston and Mattick 2012: Section E, Page 31).

The industrialization of housing allowed for rapid construction and kept construction costs low. Since the builders and FHA were working together, the building was easily financed through the FHA and VA housing programs.

Development of Specialized Housing

When Spanish explorer Ponce de Leon came to Florida, he sought the fabled Fountain of Youth. During the nineteenth and early twentieth century, visitors flocked to Florida to visit the states many springs as it was believed they could treat illness. These qualities attracted the aging population to Florida for hundreds of years. However, it was not until post-World War II that there was a noticeable increase of permanent elderly residents in the state. In the post-war period, demographic changes occurred in Florida and in the parts of the country dubbed the Sunbelt. Housing development in Florida reflected the demographic changes that occurred in the State. This section discusses the specialized housing developed for the aging demographic in Florida. Further discussion on the migration of retirees to Florida is provided in **Chapter 4**. The specialized housing discussed in these sections were typically constructed in areas that were easily accessible and included several amenities, providing residents with the ability to shop and even visit doctors within the development or close to the development. The advertisements for this type of housing oftentimes boasted their amenities which catered to adults and not children.

This section concludes with a discussion on the housing associated with the Native American communities in Florida. The housing discussed in the section refers to tribal members who resided on federally-recognized Native American reservations in Florida. The specific housing types discussed are extant on reservations.

Better living for less than rent!

The Flagler—*3 bedrooms, 2 baths*

For less than you're likely to pay to rent a crowded apartment, you can still own a big place of your own in Levitt Park. But prices everywhere are going up and may never be this low again! Only a limited number of homes are still available.

For the moment, most Levitt Park homes may be purchased in your choice of two desirable locations: Levitt Park at Rockledge and Levitt Park at Titusville. Both communities are well located and fun to live in! At both you can go swimming, boating, fishing—play golf at a nearby club. Shops, schools, houses of worship are all at hand. Levitt Park at Rockledge is minutes from the Cape area, along main roads. Levitt Park at Titusville is just five miles from the NASA Causeway.

In either location, prices for this kind of home may never be lower. For example, the three-bedroom Flagler in Levitt Park at Rockledge is priced at just $16,500. Monthly payments of $123 cover principal, interest, current monthly taxes, insurance. Compare that with rent and what you get for it!

Visit Levitt Park and see the spacious home you could be living in for your rent money—or even less! Beautifully decorated exhibit homes are in Levitt Park at Rockledge. Models are open weekdays nine 'til five, weekends from noon 'til eight.

Levitt Park at Rockledge
Rockledge, Florida · Phone (305) 632-4700
From Route 520 take U.S. 1 south to Barton Ave. Take Barton to Fiske Boulevard. Turn left on Fiske, then one mile to exhibit.

Levitt Park at Titusville
Titusville, Florida · Phone (305) 269-0400
Take U.S. 1 to Titusville and continue to Harrison St. (¼ block north of Imperial Towers). Turn west on Harrison ½ mile to Barna Ave., then right to exhibit.

Levitt and Sons
OF FLORIDA, INC.

Figure 29: Advertisement for the first two Levitt & Sons Developments in Florida (Courtesy of the Orlando Sentinel, January 7, 1968)

Over 55 and Adults-Only Developments

Just as with other Sunbelt states, developers quickly recognized the potential for selling their developments to the newest residents of Florida. Del E. Webb, who established the first residential development that was limited to residents that were 55 years or older (referred to as "over 55") retirement community in Arizona in 1959, set his sights on Florida. He purchased 12,000 acres southeast of Tampa and developed Sun City Center, which opened in 1962. The town was self-contained and provided all necessary services and entertainment for the upper and upper-middle class retiree demographic (Mormino 2008: 123-132). The first retirement community for middle to lower-income retirees was Century Village, developed by H. Irwin Levy, in West Palm Beach. Built on 685 acres in 1968, it became the model for retirement communities that consisted of multiple-unit condominiums (Colburn and DeHaven-Smith 2002: 55; Mormino 2008: 132-3). **Figure 30** is an advertisement for Century Village.

Mobile Homes and Recreational Vehicles

Retirees also chose life in mobile homes or recreational vehicles (RV). Florida has long been a haven for early incarnations of mobile home and RV parks with the "Tin Can Tourists" of the early twentieth century who chose to travel with their house. However, the post-war modern mobile home and RV parks hardly resemble these early tin can tourist camps. Outfitted with age restrictions (on residents and equipment), manicured resorts, and high occupancy, these parks are home to many upper income older residents who live in the state, even temporarily (Mormino 2008:144-5). Mobile home parks provided an economical way for middle class Americans to live in Florida. These parks oftentimes provided extensive amenities and socialization opportunities for residents. Tamarac Park in Geiger Key (Monroe County) opened in 1971 and boasted of the amenities it provided to residents. **Figures 31** and **32** show an advertisement and early postcard of Tamarac Park and demonstrates a typical mobile home park.

Nursing and Convalescent Care Facilities

The need for specialized living arrangements for the elderly also introduced a need for group homes that provided the comforts of home with a peace of mind for family members. An early example of this type of complex was Florida Care of Orlando, which opened on November 1, 1962 as a nursing and convalescent care facility situated within 10.8 acres of oak groves in Orlando. The building was constructed by Kingswood Builder's Inc. under Art Harris. The president of the facility, J. Brailey Odham, promoted the Florida Care of Orlando as an "entirely new concept of personal care for senior citizens in need of nursing and convalescent care or retirement living" (*Orlando Sentinel* 1962). The new concept focused on the creation of a homelike environment with the opportunity for what they termed "guest-residents" to "busy their minds and hands when able" as a means to enrich their lives (*Orlando Sentinel* 1962). This facility was the beginning of a concept of personal care for senior citizens (*Orlando Sentinel* 1962). Florida Care of Orlando focused upon a carefully planned social and cultural program that also provided the client's families peace of mind.

Figure 30: 1969 Advertisement for Century Village, West Palm Beach (Courtesy of the Miami Herald January 5, 1969)

Figure 31: 1971 Advertisement for Tamarac Park on Geiger Key (Monroe County), showing the typical advertisements and amenities for mobile home parks (Courtesy of the Tampa Tribune, May 9, 1971)

Figure 32: Early 1970s Postcard showing Tamarac Park on Geiger Key (Monroe County) (Courtesy of the State Archives of Florida, Florida Memory Collection)

At Florida Care of Orlando, living rooms were spacious and offered traditional décor, which complemented the classical architecture of the building **(Figure 33)**. A 1962 article from the *Orlando Sentinel* states that living rooms were equipped with table games and two color televisions. Recreation space was extended to the outdoors where there were putting greens, horseshoe pits, lawn croquet, and shuffleboard (*Orlando Sentinel* 1962). Guest-resident's living spaces were uniquely decorated and designed to be as comfortable as possible with larger beds and an innovative ventilation system. The facility offered religious services with a non-denominational chapel and prayer rooms. The chapel featured specially padded pews to cater to guest-resident's needs and featured stained glass windows. The "Florida Care Library" was located in one of the living rooms and offered a wide selection of books and magazines. Meals were individually ordered by residents by menu in the dining hall. As a means to encourage family participation, four private family dining rooms were built. A shopping mall, hobby rooms, and beauty and barber shop were also available for guest-residents. Guest-residents who could still drive had free access to do so and a special parking lot for their vehicles. As part of the social programs of Florida Care of Orlando, guest-residents had their own organization which included a facility newspaper and planned social and cultural functions to "enhance the family relationship of the resident guests at Florida Care" (*Orlando Sentinel* 1962). The owners and managing staff selected skilled medical staff for the facility and sought to preserve the personal relationship between guest-residents and their private physicians (*Orlando Sentinel* 1962). The facility promoted its use of the latest in medical technology and complete gymnasium equipment for physical therapy. The type of specialized residential living space offered at Florida Care of Orlando ushered in a new era of providing care and housing in one place that would become an important component of housing in post war Florida.

Figure 33: Orlando Health & Rehabilitation Center (8OR10101), located at 830 29th Street, facing South

Native American Communities

During the post-World War II period, the federal government worked to develop housing specifically designed for Native Americans living in Florida. By the end of World War II, most Native Americans in Florida were living on reservations in south Florida in their native housing called chickees. These buildings consist of a cypress log and rafter structure with a wooden platform, elevated approximately three feet off the ground and covered by a cabbage palm leaf roof. In the mid-1960s, the federal Bureau of Indian Affairs (BIA) began a series of projects to provide services and additional housing to Florida's reservations. The BIA provided funds for the construction of 25 chickees with design changes to make them similar to modern housing with screening, indoor kitchens and bathrooms, glass windows, and wooden doors. At the Big Cypress Reservation, BIA constructed a restaurant, gas station, and electrical plant. At the reservation in Dania, the federal government constructed 17 modern concrete block houses, two rental houses, and remodeled sixteen housing units. The Seminole Tribe also funded housing construction at Big Cypress and the Dania reservations. The federal government also constructed 22 low-income public housing units at the Big Cypress and Brighton reservations (Johnston and Mattick 2012: Section E, Page 14-15). The new housing at the reservations did not completely fulfill the housing needs of the Seminole and Miccosukee tribes, and housing would continue to be an issue for these groups. **Figure 34** is a c. 1955 photograph of a concrete block house and a traditional chickee on the Brighton Indian Reservation (Glades County). **Figure 35** is a modernized chickee at Susie Billie's Camp in Fort Myers (Lee County).

Figure 34: c. 1955 Photograph of a Chickee and concrete block house at the Brighton Indian Reservation (Glades County) (Photograph Courtesy of the State Archives of Florida, Florida Memory Collection)

Figure 35: 1972 Photograph of a modernized chickee at Susie Bilie's Fort Myers Camp (Lee County) (Photograph Courtesy of the State Archives of Florida, Florida Memory Collection)

Chapter 3: Community Planning and Growth

Urban Planning

The post-World War II era was a time of forward-thinking positivity and belief that through scientific and social advances the world would be a better place. The end of the Great Depression and World War II left Americans desiring new experiences and things. The infrastructure in the established urban centers experienced deferred maintenance due to wartime shortages and shifting of resources to military-use. During the post-war period, available funds were expended on constructing new infrastructure to service the growing subdivisions. Meanwhile, urban planners focused on removing old components of the urban core and replacing them with new buildings and forms of transportation. Although urban renewal, as this removal of the old urban for new urban would be called, began in the pre-war period, it quickly increased in the post-war period as the population moved out of the cities and into new subdivisions. Deferred maintenance in the urban cores coupled with fewer funds for maintaining existing roadways, encouraged the urban renewal efforts after World War II. The residents who remained in the established urban centers were significantly impacted by urban renewal (Rose and Mohl 2012: 55-58).

Similar to the earlier City Beautiful movement, post-war period urban planners theorized that exposure to nature was a positive influence. Urban planners of the post-war period felt that healthy living required space and fresh air found in the new suburbs. Utilizing physical barriers such as roadways, urban planners worked on separating the commercial centers from residential areas. This was accomplished through construction of interstates and major roadways in a manner that provided physical barriers. Unfortunately, this involved removal of old neighborhoods including minority neighborhoods. Urban planners also revitalized commercial centers in cities by removing fast-traveling traffic off downtown streets and easing commute times from the subdivisions to the urban core (Rose and Mohl 2012: 55-58). By the 1960s, it is estimated that the construction of the interstate system resulted in the demolition of 37,000 housing units a year, usually in areas considered “blighted” and near the urban centers (Rose and Mohl 2012: 95-97).

It was also during this period that the development of public housing once again became a priority for the federal government. The public housing constructed in the pre-World War II period was intended for people who were homeless or in substandard housing due to the Great Depression. During the post-World War II period, public housing was largely intended for those being displaced due to urban renewal efforts and the construction of infrastructure. Residents of old neighborhoods throughout Florida were forced from their homes and placed in public housing or in substandard multi-unit housing sponsored by the federal government. As urban renewal efforts increased and government officials could not replace demolished housing fast enough, they rented privately-owned multi-unit housing and used them for public housing. These new housing units were located in the same urban areas, as local opposition to public housing in the new subdivisions limited areas where they could be established (Connolly 2014: 249-263; Dunn 1997: 170; Rose and Mohl 2012: 95). **Figure 36** is a photograph of the Lincoln Village public housing project in Tampa (Hillsborough County) in 1951.

Figure 36: 1951 Photograph of the Newly Constructed Lincoln Village public housing project in Tampa (Hillsborough County) (Courtesy of Tampa-Hillsborough County Public Library)

Development of Public Infrastructure

New residential and commercial development in Florida during the post-war period required extensive development of public infrastructure. Developers would at times include infrastructure connections, such as water and electricity, as part of the build-out of the development. However, even if these connections were made in the development, the local government and utility servicer still needed to include them in the overall system.

The speed at which development occurred in Florida placed a significant strain on public infrastructure. Tax income from new development did not provide adequate funding for the construction of public utilities. By 1960, only one new sewage treatment plant had been constructed. The result of the growth outpaced by infrastructure had serious environmental consequences (Barnett 2007: 24-25). The modernization of public infrastructure in the late twentieth century continues to challenge local agencies and utility companies. Other public services that expanded during this period were post offices and local government offices. Oftentimes these new facilities were located near the new suburbs, outside of the historic urban core.

The population increase post-World War II also caused significant strain on public education facilities. In addition, public schools were racially segregated, and local authorities were required to construct multiple schools to meet this demand. For example, in a 1960 report in Palm Beach County, the school population was estimated to increase over 60% in the next five years. To meet the demands of the increased student population, the county estimated needing to construct three new high schools, seven middle schools, and 20 elementary schools with a cost of $30 million (Birt 1960: 1A). Advertisements for housing developments oftentimes included information on which schools were near the development and used that as a marketing tool to attract buyers. The new schools were oftentimes located in the newer development areas, further removing residents from the urban core except for office workers associated with downtown businesses.

The need for higher education facilities was also a serious issue. The state of Florida expanded the state university system beyond the original three universities, Florida Agricultural and Mechanical University, Florida State University/formerly the Florida State College for Women, and the University of Florida/formally the University of the State of Florida, with several new public universities. Seven new state universities were established during this period: the University of South Florida (established 1956/Tampa), the New College of Florida (established 1960/Sarasota), the University of Central Florida (established 1963/Orlando), Florida Atlantic University (established 1961/Boca Raton), the University of West Florida (established 1967/Pensacola), the University of North Florida (established 1969/Jacksonville), and Florida International University (established 1972/Miami). The increase in educational facilities also contributed to the influx of new residents who were affiliated with the schools. The increase in students also necessitated construction of new infrastructure on campuses. **Figure 37** is a photograph of a newly constructed dormitory building on the campus of Florida Agricultural and Mechanical University in Tallahassee (Leon County). Historic student housing and development associated with colleges and universities are oftentimes located near the campuses.

Development of Commercial Infrastructure

The shift of residential developments out of urban areas and into subdivisions resulted in the same movement of commercial districts to the suburbs. Downtown areas, wishing to rebrand as business districts, courted government and business offices as shopping moved to the suburbs. The shift in commercial infrastructure was further hastened by the construction of limited access roadways leading to the subdivisions. The cleared residential areas in the urban centers were re-developed for commercial use (Rose and Mohl 2012: 95-104).

Architects and urban planners designed and sited structures in the new suburbs to take advantage of traffic flow and accommodate parking that was necessary for customers. In Miami, the Biscayne Plaza, constructed in 1954, was the first major suburban shopping center **(Figure 38)**. The Biscayne Plaza, now called Midpoint Mall, was designed by Robert Fitch Smith, a former Dean of Architecture at the University of Miami. The design capitalized on the traffic patterns formed at the intersection of Biscayne Boulevard and NE 79th Street and was designed to accommodate traffic from all four directions (Janus Research 2004a).

The new commercial infrastructure in the suburbs also reflected the prominence of automobiles in the post-World War II era. Traditional urban downtowns were often situated with pedestrians in mind, with buildings and signage situated close to sidewalks and on a level intended for

pedestrians. The new commercial infrastructure constructed took into consideration that now consumers were automobile drivers. Allowing for parking spaces for cars was a high priority for site location and building placement in new commercial development. Commercial business adapted their signage, advertising, and even business models to address the rise of automobile culture in the post-war period. The new shopping developments were located near the new residential developments and oftentimes advertised their convenient locations for nearby residents. (Jakle and Sculle 1994: 1-5, 201-24). **Figure 39** is an advertisement for an early shopping development in Fort Lauderdale called the Gateway Shopping Center. The advertisement emphasized the ease of parking and variety of shops.

Figure 37: 1966 Photograph of a new dormitory on the campus of Florida Agricultural and Mechanical University, Tallahassee (Leon County) (Photograph Courtesy of the State Archives of Florida, Florida Memory Collection)

Figure 38: Photograph of Biscayne Plaza/8000 Block of N.E. 79th Street (8DA9890)

Figure 39: Advertisement for the Gateway Shopping Center (Fort Lauderdale, Broward County) (Courtesy of the Fort Lauderdale News February 21, 1952)

Racial Housing Segregation

In 1866, the US Congress passed the Civil Rights Act which prohibited actions that perpetuated slavery. The Act included prohibiting housing discrimination based on race. However, by 1883 the Supreme Court had ruled that housing discrimination was not included in the Act and therefore housing discrimination on the basis of race was not unconstitutional. Although some subsequent rulings chipped away at this 1883 ruling, it was not until 1965 that the US Supreme Court would effectively reverse the ruling. In 1965, the *Fair Housing Act* passed Congress and was signed by President Lyndon Johnson (Rothstein 2017: VIII-IX).

In 1973, the US Commission on Civil Rights submitted a report stating that the "housing industry, aided and abetted by Government, must bear the primary responsibility for the legacy of segregated housing…Government and private industry came together to create a system of residential segregation" (Rothstein 2017: 75). Segregated housing in the US was a matter of both custom and legality since the founding of the country and impacted numerous communities of citizens based on race, ethnicity, and gender. The mechanisms for housing segregation were embedded into public and private systems of housing. After numerous court rulings, 1968 was a watershed year for the end of government and privately-sponsored racial housing discrimination.

Segregation Before 1968

When the first government-sponsored housing programs were organized in the early twentieth century, segregation based on race was the norm. By this time, Jim Crow laws had effectively made segregation a way of life. In the post-World War II period, the FHA and VA backed mortgages for new residential developments that explicitly included covenants limiting minorities from purchasing homes in the developments. These covenants were required by the FHA and VA under the pretense of protecting the value of the developments. FHA and VA rarely approved funding for subdivisions intended for minorities. As mentioned in Chapter 2, the Richmond Heights neighborhood in Miami was a rare example of the VA guaranteeing mortgages for a neighborhood exclusively built for African Americans. Typically, residential developments built for minorities depended on private financing and tended to consist of inferior quality structures and fewer amenities (Rothstein 2017: 73-75).

The use of local zoning was also used to enforce racial segregation. In 1917, the US Supreme Court heard the case of a homeowner that was unable to sell their home to an African American because of race-based zoning. The Supreme Court ruled that it was unconstitutional for the contract to be nullified. The ruling was based on an interpretation of the 14th Amendment in the US Constitution that the federal government could not infringe on a homeowner's ability to enter into a contract. Although racial zoning was outlawed in 1917, some cities continued utilizing zoning to enforce racial segregation, often implicitly and at other times arguing that the 1917 ruling only applied to real estate contracts. In Florida, the town of West Palm Beach adopted race-based zoning in 1929 (Rothstein 2017: 43-46). In 1946, the Florida Supreme Court issued a historic ruling overturning Dade County's authority to use zoning to create racially segregated housing districts. The court ruling came as pressure from population growth in black neighborhoods pushed upwardly mobile African-Americans to purchase houses in traditionally white areas of northwest Dade County (Janus Research 2004b).

The 1917 ruling did not apply to private agreements, which is how developments enforced racial segregation. Legal housing segregation was enshrined with property through restrictions on property deeds and through funding mechanisms of the FHA and VA. In 1926, use of local zoning to limit types of housing was determined constitutional by the US Supreme Court. The Court did not consider that this type of zoning was used to segregate housing by race. This type of zoning was also used to place incompatible-use development near areas settled by minorities (Rothstein 2017: 45-48; 73-75).

Racial segregation in housing was also enforced through neighborhood associations. Using membership as a qualifier for purchasing in a neighborhood, members of minority communities were denied membership and therefore could not purchase a home in the neighborhood. These types of arrangements were also enforced through real estate agencies that unofficially directed buyers to specific developments or refused to work with minority buyers. Some realtors were excluded from the multiple listing service (MLS) as a punishment for selling real estate in a white neighborhood to a minority client (Rothstein 2017: 12-13).

In 1948, the Supreme Court heard the case, *Shelley vs. Kraemer*, regarding the purchase of a house in St. Louis by the Shelley family. The Shelley family purchased a home through a straw buyer that had a race-based restrictive covenant on the property deed. When the issue went before the judicial system, the restrictive covenant was upheld. When the case made it to the US Supreme Court, the Court ruled that the 14th Amendment outlawed government racial discrimination in housing and that by enforcing the covenants through the judicial system, the state and federal governments were engaged in unconstitutional actions. Although this ruling applied to federal and state courts and should have applied to all federal and state agencies, the FHA largely ignored the ruling and continued requiring racial-based segregation for financial backing of developments. In defending their stance, FHA claimed that it could not limit the private agreements on real estate related to race. It was not until 1949 that FHA announced that they would no longer insure mortgages on houses with race-based restrictive covenants on their deeds, beginning in 1950. However, FHA did not entirely uphold this decision in practice and it was not until 1962, when President John F. Kennedy prohibited federal funds to support racial housing discrimination that FHA fully complied with the *Shelley* ruling (Rothstein 2017: 84-88). Subsequent state court rulings refined the *Shelley* ruling making housing discrimination applied through covenants on property deeds illegal.

Fair Housing Act of 1968

In 1965, Joseph Lee and Barbara Jo Jones attempted to purchase a home in St Louis but were rejected by the developer because Mr. Jones was African-American. Eventually the case, *Jones vs. Mayer*, was heard by the US Supreme Court, which ruled in 1968 that private housing discrimination was unconstitutional according to the 13th Amendment, as it was considered a relic of slavery (Rothstein 2017: 268). At the same time as the ruling of *Jones vs. Mayer*, President Lyndon Johnson signed the Civil Rights Act which included Title VIII, the *Fair Housing Act*. Title VIII outlawed housing discrimination based on race. Activities included in the law were the sale, rental, and financing of housing based on race, religion, national origin, and sex. Eventually it was amended to include physical disability and family status.

Chapter 4: Post-War Economy

In the immediate post-World War II period, the southern US, including Florida, experienced an economic and political transformation. Lead by progressive Democrats, some states such as Florida, Texas, and Georgia underwent major economic diversification that resulted in significant changes to their economies. After the passage of the Civil Rights Act of 1964, a tide of progressive politicians worked towards racial integration and economic diversification. In Florida, the shift in economic drivers was based on three factors: a new population migrating into the state, increased technology, and better transportation. In Florida, the migration of millions of Northerners resulted in a completely new voting bloc that took a very different view of civil rights and the role of government than the post-World War II state population. Florida also became an important center for the military and technology that came out of the military-industrial complex. Finally, the improvement of transportation corridors in post-war Florida allowed for the movement of people and ideas in a way that had never been possible before World War II (Colburn 2007: 25-34; Corrigan 2007: 9-11). The following Chapter discusses the major economic drivers in Florida during the Post-World War II era.

Tourism and Entertainment

Florida was a haven for tourists as early as the post-Reconstruction period. The tourism economy increased significantly after World War II. With the economy humming and a consumer consumption culture ramping up, the post-World War II period meant that Americans wanted to explore new places and purchase new things. Florida governors considered tourism an important component of the economy and heavily promoted the state as a tourist destination. Part of the promotion included focusing on creating a positive, welcoming narrative about the state. Florida used slick advertising and gimmicks to welcome tourists (Revels 2011: 101-3). Even though the state downplayed racial conflict or the Civil War in tourism sites, racial segregation was still a way of life in many tourism areas including beaches, amusement parks, and places of business. Tourists experienced racial segregation in recreational and tourist locations during this time period (Revels 2011: 104-5; Winsboro 2009: 1-21).

In 1950, almost one-million automobiles crossed into the state for recreational purposes. The influx of tourists' and new residents' vehicles using Florida's roads created a need for roadway improvements (Gannon 1993:119). The first post-war chairman on the State Road Board, F. Elgin Bayless, initiated a successful tourism-directed infrastructure program in the State Road Department, beginning with a welcome station north of Havana, Florida in Gadsden County **(Figure 40)**. Bayless also initiated the wayside park program which established parks along major roadways with amenities such as picnic tables, pavilions, sidewalks, landscaping, and outdoor cooking facilities. By the early 1960s, there were 260 wayside parks to welcome tourists and provide advertisements for attractions (Johnston 2002 Section E, page 102). These facilities were the precursors to welcome centers that are located on the interstates. These facilities were located on major state roadways and some remain extant.

Figure 40: Wayside Park at a Welcome Center in 1950 at the Florida -Georgia state line in Gadsden County on US Highway 17, near Havana, Florida ((Photograph Courtesy of the State Archives of Florida, Florida Memory Collection)

Tourism Infrastructure

Before World War II, early forms of hotels and motels were already present. Tourist courts represent one of the many developmental trends in the tourism trade in Florida during the early twentieth century and reflect one of the earliest stages of motel industry development. After Dixie Highway opened in the 1910s, connecting Florida to the northern states, the automobile soon became the preferred method of transportation through Florida. During the 1920s, South Florida became a popular vacation destination. Travelers in search of adventure and a connection to nature would set up camp wherever and whenever they chose. In response, communities began delineating specific locations where camping was permitted and equipped the grounds with creature comforts such as toilets and commissaries. The amenities kept evolving until they began to offer weatherproof cottages with individual kitchens (Janus Research 2004b). Eventually individual cottages fell out of favor and motels with several rooms connected became popular. **Figure 41** is an example of a motor court with individual buildings in Lake City (Columbia County). **Figure 42** is a circa 1970s aerial of a motel/motor court in Flagler Beach (Flager County). These early motor courts and motels are oftentimes located on popular historic state roads and are still extant.

Figure 41: Undated Postcard for Shaw's Motor Court in Lake City (Columbia County)
(Courtesy of the State Archives of Florida, Florida Memory Collection)

Figure 42: ca 1970 Photograph of Toronto Motor Court, Flagler Beach (Flagler County)
(Courtesy of the State Archives of Florida, Florida Memory Collection)

In the post-World War II period, a construction boom of hotels and motels occurred throughout the state. In 1961, the Florida Hotel Commission reported 1,374 hotels, 24,338 apartment houses, 5,768 motels, and 10,200 rooming houses in the state (Revels 2011: 103). Hotels competed to attract tourists with amenities that set themselves apart. Hotelier Robert E. Langford Sr. revolutionized the hotel business in Central Florida when he opened in 1950 the Eola Plaza on the shores of Lake Eola. The Plaza consisted of a nine-story International-style building that was a commercial/hotel mix-use. The hotel was especially unique because it was open all year and it was air-conditioned (Johnston and Mattick 2012). Hotels provided residents with modern and large-scale accommodations. In 1960 when the Bradenton Cabana Hotel opened it was touted for its large size, Modern stylizing, and modern materials (**Figures 43-44**). Hotels and later motels are typically located on major state roadways and along limited access highways as they were being constructed.

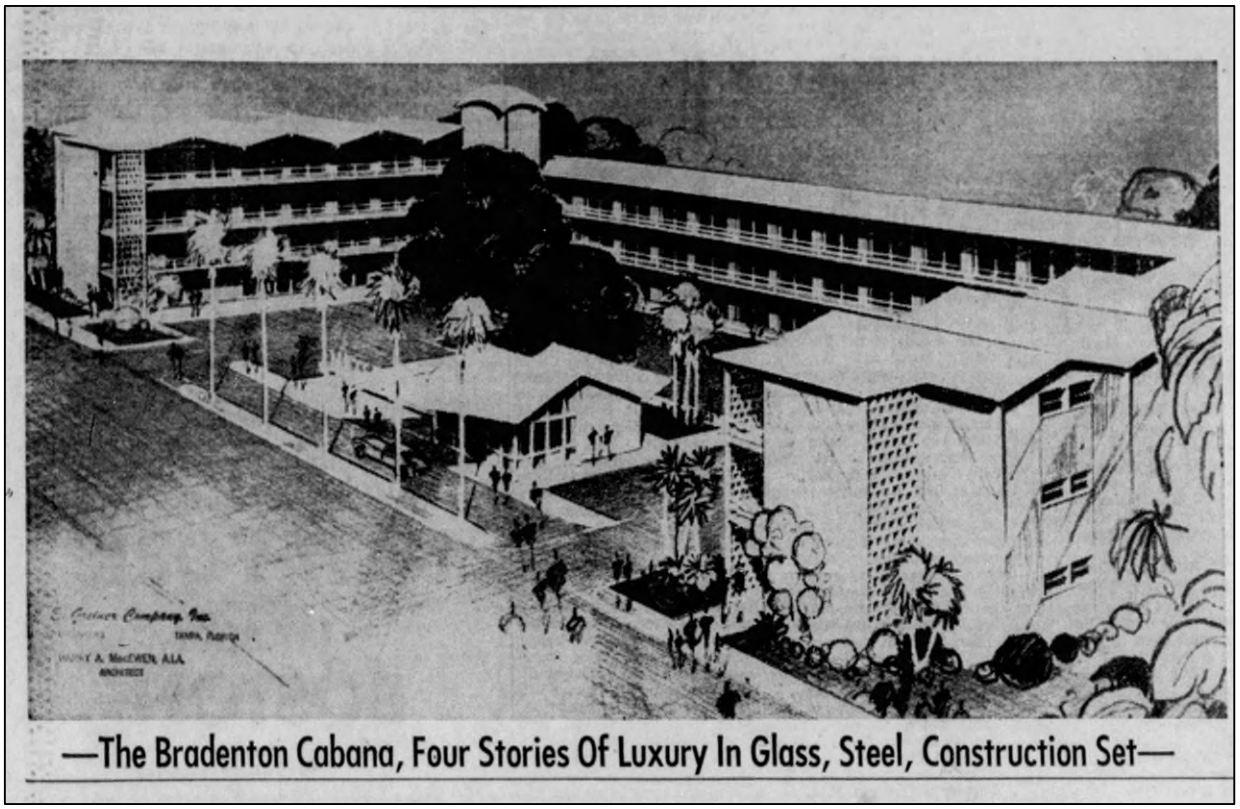


Figure 43: Rendering of the Bradenton Cabana in Bradenton (Manatee County) (Courtesy of the Bradenton Herald, November 23, 1959)

Figure 44: Postcard of the Bradenton Cabana Hotel, Bradenton (Manatee County) (Courtesy of the State Archives of Florida, Florida Memory Collection)

Attractions

During the post-war period, Americans desired positive, idealized tourist experiences free of the grittiness of the pre-war era. The result was that new tourism attractions presented an idealized world. Popular winter tourist destinations became year-round destinations in the post-war period. Between 1946 and 1954 over thirty new major attractions opened in the state. These attractions provided visitors with unique Florida-themed entertainment in the form of tropical gardens, alligator wrestling, and aquariums and zoos. Advertising for these attractions promised entertainment and education (Revels 2011: 101). Several of the attractions used eye-catching roadside architecture and advertisements using gimmicks to attract visitors. For example, Weeki Wachee boasted mermaids who produced underwater shows (**Figure 45**). Other springs offered boat tours and swimming. Gatorland (Orlando, Orange County) opened in 1949 and welcomed visitors with an alligator entrance (**Figure 46**). These attractions were quickly overshadowed by a secret project in Central Florida that remade the state. The locations of these early attractions are located on state roads that would have pre-dated the interstate system. Their locations off of the main interstates and newer roads impacted their success into the late twentieth century. Several of the attractions were eventually sold to the state of Florida and are now part of the state park system. Some historic infrastructure associated with the attractions are extant in the state parks.

Figure 45: 1961 Photograph of Elvis Presley visiting Weeki Wachee while he was filming a movie nearby (Photograph Courtesy of Weeki Wachee State Park)

Figure 46: Postcard Showing the Entrance to Gatorland, ca. 1960 (Courtesy of the State Archives of Florida, Florida Memory Collection)

Perhaps the most famous theme park in Florida, Disney World was an outgrowth of the success of earlier tourist attractions. In 1965, Walt Disney announced that he was opening a theme park in Orlando. Florida's environmental deregulation and pro-business government contributed to the speed at which the Disney Corporation designed and constructed Disney World, which consisted of a 2,500-acre complex in the wetlands of Orange and Osceola Counties, in only four years. In 1967, Disney was granted governmental power and immunity from state control under the jurisdiction of the Reedy Creek Improvement District. **Figure 47** shows a press conference in 1965 with Roy Disney and the Florida Cabinet, outlining the agreements made between the company and the state. When Magic Kingdom opened on October 1, 1971, the complex consisted of an entire town with utilities, a transit system, roadways, landscaping, and attractions. The initial construction cost $320 million and utilized 9,000 workers (Foglesong 2001: 85). In order to build Disney World, the company drained wetlands using 40 miles of canal, 19 miles of levees and 13 water control structures. The construction and opening of Disney World contributed to a housing boom in Orlando that lasted for decades. The political, economic and social impacts of Disney World on the state of Florida are vast and continue into the twenty-first century. **Figures 48** and **49** are aerials of the Magic Kingdom theme park during construction and soon after opening.

Figure 47: 1965 "Florida Welcomes Disney World" Press Conference, Orlando (Orange County) with Walt and Roy Disney (at podium), and state and local officials (Courtesy of the State Archives of Florida, Florida Memory Collection)

Figure 48: Aerial Showing the Magic Kingdom theme park under construction, the Contemporary Resort Hotel is visible in the center, September 1971 (Courtesy of the State Archives of Florida, Florida Memory Collection)

Figure 49: Aerial Showing the Magic Kingdom theme park and the Contemporary Resort Hotel soon after the park opened in October 1971 (Courtesy of the State Archives of Florida, Florida Memory Collection)

Suburbia and Its Issues

Even during the post-World War II housing boom, contemporary commentators critiqued the housing frenzy and suburbs that were springing up around the country. An article entitled "Site Planning: The Cure for Humdrum" printed in *Miami News* on June 7, 1964, advocated for careful site planning and discussed the negative features of the typical, suburban grid developments. It characterized the developments as similar houses, in endless rows, on lots of the same size, and criticized the use of accident-prone four-way intersections. The article described the subdivision plans as wasteful and bland, stating that, "the developer chops up the land into as many cubicles as the law allows, milks the area dry and then leaves the homeowner to cope with improper planning, incredible expense, and boredom" (Lane 1964).

Contemporary reflection on the development of the vast residential subdivisions in the post-World War II period is also important to consider. The damage wrought by housing segregation in the US would be felt for generations. The resulting loss of generational wealth by minorities shut out of government-sponsored financing has impacted family wealth for minorities. The loss of educational opportunities due to substandard schools in segregated neighborhoods would also impact minorities for generations. Finally, the impact of zoning meant that minority neighborhoods were exposed to greater pollution and the resulting physical impacts still continue to impact members of those communities.

Outdoor Recreation

Florida had long been popular for recreational hunters and anglers who enjoyed the challenge and novelty of hunting alligators and catching saltwater fish. Tourists were attracted to warm beaches during the winter months and this type of seasonal tourism marketing was popular before World War II. The post-World War II period was no exception to this component of tourism in the state. Infrastructure related to supporting outdoor recreation may still be extant in the state, especially in areas designated as state or federal parks. Some of the historic infrastructure may already be recognized and protected by the organizations responsible for maintaining the recreation areas.

The beaches in Florida were a main draw for tourists, both young and old. Young spring breakers headed to Fort Lauderdale and the popularity of the beach only increased after the release of the film, *Where the Boys Are* in 1960. The next year, 50,000 students came to Fort Lauderdale to enjoy the sunshine and camaraderie. **Figure 50** is photograph from 1962 of college students crowded on the beach in Fort Lauderdale. Eventually, other locations would become popular locations for spring breakers including Daytona Beach and Panama City (Revels 2011: 105-6). Local governments, recognizing the economic impacts of beach tourism on their economies, worked to maintain access to beaches though the use of recreational areas set aside for public use.

Figure 50: Crowds of college students at the beach in Fort Lauderdale (Broward County) in 1962 (Courtesy of the State Archives of Florida, Florida Memory Collection)

Many of the beaches in Florida were segregated and subsequently integrated during this time period. Before integration there were several beaches that were for the exclusive use of African Americans (Peterman and Tinnie 2021: n.p.). These included:

- American Beach (Nassau County),
- Bethune-Volusia Beach (Volusa County),
- Bruce Beach (Escambia County),
- Bunch Beach (Lee County),
- Butler Beach (St. Johns County),
- Jorman and Spa Beach (Pinellas County),
- Juno Colored Beach (Palm Beach County),
- Lincoln Beach (Hillsborough County),
- Manhattan Beach and Pablo Beach (Duval County),
- Money Bayou Beach (Gulf County),
- Paradise Park (Marion County),
- Rosamond Johnson Beach (Escambia County,
- Unnamed Colored Beach (Broward County,
- Virginia Key Beach (Miami-Dade County), and
- Von D. Mizell and Eula Johnson State Park (Broward County)

Beaches in the state were officially integrated in 1964 with the passage of the Civil Rights Act, but some beaches were not immediately integrated. **Figure 51** is a photograph of beach-goers at Butler Beach, St. Johns County. African-American communities were oftentimes established in these areas of beaches and should be considered when survey near them is conducted.

Figure 51: Beachgoers at Butler Beach (St. Johns County), a beach for African Americans, ca. 1950s (Courtesy of the State Archives of Florida, Florida Memory Collection)

The state of Florida expanded public lands in this era as eco-tourism became an important part of the state economy. A 1951 guide published by the Florida Park Service reported 23 parks with a combined total of 74,936 acres (Florida Park Service 1951: 5). The State of Florida expanded the State Park system beginning in 1963 with the creation of the Outdoor Recreational Planning Committee and the Land Acquisition Trust Fund. In 1969, thirteen additional state park properties were established, or their purchase was initiated. Further land acquisition funding was established in 1972 with a bond issue and in 1979 with the establishment of the Conservation and Recreation Lands (CARL) Trust Fund (Florida Park Service Ranger Association 2021). The Park Service constructed infrastructure in the parks to support their use by the public and numerous post-war state parks are active recreational areas that attract tourists. **Figure 52** is a cabin that was constructed in the 1950s by the state park system at Mike Roess Gold Head Branch State Park (Clay County).

Figure 52: Cabin constructed in the mid-1950s at the Mike Roess Gold Head Branch State Park (Clay County) (Courtesy of the State Archives of Florida, Florida Memory Collection)

The Federal government also conserved undeveloped areas of the state to provide outdoor recreation opportunities. The state was already the location of several federal conservation areas before World War II. After the War, the federal government expanded their holdings in the state with the establishment of several National Parks, National Preserves, National Seashores, and National Monuments. The first National Park established in Florida was the Everglades National Park, which opened in 1947 and consisted of 460,000 acres. The Everglades National Park developed slowly during the early 1950s as Park roads were built and a vision laid out for the Park. In 1958, the National Park boundaries were expanded to a total of 1.4 million acres. Improvements were made to the Park during the Mission 66 Program (1956-1966) undertaken by the National Park Service in response to increased visitors during the post-war period (Collaborative, Inc. 1995). **Figure 53** is a photograph from December 1961 of the newly constructed Flamingo Visitors Center and Marina at the Everglades National Park. Other federal recreation areas in the state include the Cape Canaveral National Seashore and Merritt Island National Wildlife Refuge which were established as part of the adjacent Cape Canaveral NASA Complex and the Gulf Islands National Seashore near Pensacola (Escambia County).

Tourism in Florida during the post-World War II era was an important component of the economy which reached into all areas of the state. The development of large amusement parks in the post-war period eclipsed the older attractions and significantly impacted the state in the post-World War II period.

Figure 53: Aerial Photograph of the Flamingo Visitor Center and Marina under construction, ca. 1963, at the Everglades National Park. This complex was constructed as part of the Mission 66 efforts undertaken by the National Park Service (Courtesy of NPS-Mission 66)

Agriculture

Before World War II, Florida's population was largely rural and made a living in farming or the extractive industries. These farms and industries were owned and operated by individual people or families. For hundreds of years, the wetlands in Florida were drained to make additional agricultural land. During the post-World War II period, the agricultural economy experienced dramatic shifts. The number of individuals participating in agriculture or extractive industries increased, but the number of small farmers and companies decreased. Many farmers and companies sold or combined into larger companies to meet the significant capital investments necessary to keep up with increasing mechanization and technology in these industries. Finally, there was also a shift in production location. As cities boomed and spread out, farmers and extractive industries moved within the state. The development pressures that occurred on agricultural lands resulted in additional efforts to drain wetlands for use as agricultural industry. The state also experienced the professionalization of water management through the establishment of several water management districts. The water management districts were tasked with maintaining adequate water for the agricultural and extractive industries. The changes in the agricultural economy in relation to the cattle industry, the citrus industry, vegetables, and sugar are described below. Agricultural-related infrastructure is one of the rarest types of resources

extant. Development pressures on the state have resulted in the conversion of former agriculture lands to other types uses such as residential or transportation. In addition, as technology changes, industry related to agriculture is updated and therefore historic factories or industries are rare. Finally, architecture associated with agriculture is typically vernacular and rarely preserved.

Beef and Dairy

Cattle have been an important component of Florida's economy since the Spanish first brought cattle to *La Florida*. Free-ranged and bred for hardiness in the Florida scrub, the first cattle herds resulted in a distinct breed known as Florida Cracker Cattle. Florida ranches became an important supplier of beef to the Confederate Army and Cuba. The early cattle family dynasties in Florida continued to expand into the twentieth century and became well-respected community leaders. The cattle industry was centered in the areas of Alachua County south to Osceola County. The cattle industry was increasingly pushed south as the post-World War II era began and significant residential development occurred in Florida. Reflecting the new era of Florida, in 1949, the Florida legislature enacted a law that outlawed free ranging cattle ranching. In 1950, Florida ranked 12th in the nation for number of dairy and beef cattle. Cattle ranchers and dairy farmers increasingly sold their ranch lands for development and those that were left consolidated into large conglomerates (Johnston 2002: Section E, page 103; Mormino 2008: 190-4). Infrastructure related to cattle ranching is located near the activity center (near the barn, main house, corrals) or in isolated areas such as pastures. **Figure 54** is a photograph from 1947 showing some of the isolated infrastructure related to ranching that may be encountered during survey work including feeding structures and fences.

Figure 54: c. 1947 Photograph showing a cattle ranch near Perry (Taylor County) (Courtesy of the State Archives of Florida, Florida Memory Collection)

Citrus and Vegetables

Another crop brought to Florida by the Spanish, citrus, was a mainstay of the Florida economy and brand before World War II. Settlers during the Land Boom of the 1920s and 1930s were attracted to the state by the promise of high-yielding citrus groves. Citrus was very popular in the US, with oranges being the most purchased fruit by Americans in 1950. In the post-World War II period, Florida outproduced California in citrus production. In 1950, Florida harvested 100 million boxes of citrus. The success of Florida's post-World War II citrus crops however resulted in a glut of the fruit. Through innovations, Florida's citrus industry found success during the post-World War II period in the production of orange juice which revolutionized the citrus industry (Mormino 2008: 194-9).

The Florida Citrus Commission innovated a frozen and canned orange concentrate during World War II. No longer controlled by the growing season, citrus producers could turn their product into a stable commodity that could last for years. In 1945, Minute Maid began the first commercial use of the process and began selling it to consumers. The concentrated juice was very popular and suited the post-World War II craze for convenience. **Figure 55** shows the unloading of citrus in large trucks at the Minute Maid factor in Apopka (Orange County) in April 1963. Another important innovation was the success at bottling fresh orange juice, discovered by Manatee River Packing Company in Palmetto. Introduced in 1954, the Tropicana Pure Premium Orange Juice was successfully sold in markets. Eventually Tropicana was purchased by PepsiCo (Mormino 2008: 199-205).

The success of Florida's orange juice preservation techniques significantly changed the Florida citrus industry. Growers replaced their groves with Valencia oranges, which were better for juicing. Industrial juicing houses replaced packing houses and small family groves were replaced by large national corporations. A devastating freeze in 1957 and another in 1962 contributed to the shift of the citrus industry from central Florida to further south (Mormino 2008: 206).

Vegetable crops, also an early mainstay in the Florida agricultural sector, also experienced changes in the industry due to new technology. Methods of preserving fresh vegetables including canning and freezing provided an entirely new way of preparing and selling vegetables. Similar to the other agricultural sectors, vegetable farming transformed from small, family businesses to a small number of large corporations (Mormino 2008: 208-13).

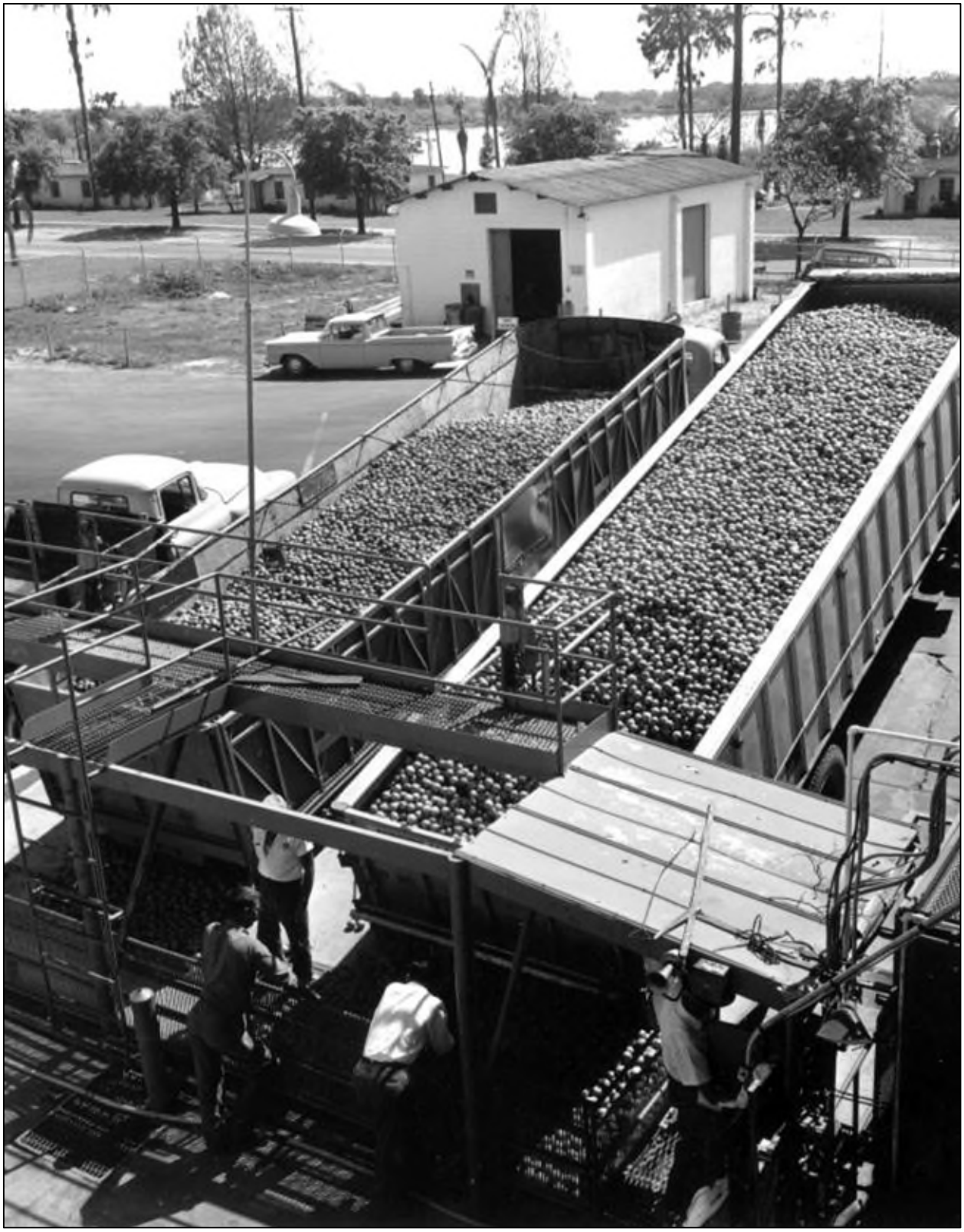


Figure 55: Photograph from April 1963 showing citrus being unloaded at a Minute Maid factory in Apopka (Orange County) (Courtesy of the State Archives of Florida, Florida Memory Collection)

Sugar

The cultivation of sugar cane in Florida pre-dates the American period of Florida. However, it was not a major crop until the post-World War II period when American sugar made up for the loss of the Cuban supply. As a result of the 1958 Cuban revolution, the US halted all trade with Cuba, including sugar, in 1960. The embargo on sugar was especially difficult for the US market, which was dependent on Cuban sugar. The US organized the resettlement of Cuban sugar growers to Florida to continue their business. The most successful of these families was the Fanjuls, who eventually formed the Flo-Sun (Florida Crystals) Company. The sugar industry in Florida became influential in state politics and contributed to making sugar an important component of the post-World War II economy in Florida (Mormino 2008: 213-5). **Figure 56** is a photograph from 1948 showing sugar cane being harvested in Clewiston (Hendry County).

Figure 56: Sugar Cane Harvesting in Clewiston (Hendry County) by US Sugar Company in April 1948 (Courtesy of the Tampa-Hillsborough County Public Library)

Agricultural Labor

Florida was long known before World War II as a state that required a significant pool of manual laborers. The post-World War II economy was no exception to this trend. Manual labor for agricultural crops is especially grueling as workers must travel with the seasons and the harvest and because of the extreme temperatures during the summer months. The fragmented work schedule also impacted the families of the workers.

The amount manual labor required for the harvesting and production of Florida agricultural products resulted in the need for farm laborers from abroad. In 1952, the US Congress passed the Immigration and Nationality Act. It was one of many congressional actions that worked to solve the manual labor shortage in the US. Importing manual laborers from foreign countries increased during World War II. Before the war, most manual laborers on Florida farms were African American. By 1970, the majority of farm workers were foreign-born. These workers were vulnerable to exploitation and abuse by employers since their immigration status was based on their jobs. Over the late twentieth century, many sectors of the farming industry increased mechanization. However, the sugar industry, which was already especially strenuous, did not mechanize as quickly and remained heavily dependent on manual labor. Some mechanization in the sugar industry did occur at the end of the twentieth century (Mormino 2008: 220-7).

The living and working conditions of farm laborers was a serious concern in the post-World War II era. Farmers wishing to minimize labor costs provided very little pay or minimal living quarters for workers, who were often living in isolated small towns without many services. Farm workers were also exposed to dangerous chemicals that would have life-long health implications. The plight of Florida's farm workers in the post-World War II era was documented numerous times. In 1957, after several devastating rains, Governor Leroy Collins was notified of a humanitarian crisis with migrant workers in Immokalee (Collier County). In 1958, the county was declared a disaster and state aid was brought into the area to provide employment and medical support. **Figure 57** is a photograph of children of migrants in Immokalee playing. In Broward County, one of the services provided by the county was a mobile teaching unit (**Figure 58**). In 1960, Edward R. Murrow, working with the National Broadcasting Company (NBC), traveled to Belle Glade, on the edge of the Everglades, and filmed an exposé on the working conditions for farm workers. Although there was backlash to the conditions revealed in the report, there were no long-term resolutions. When NBC returned in 1970, the conditions had changed little. The perilous status of farm laborers continued throughout the post-World War II era into the twenty-first century (Mormino 2008: 220-7).

Worker housing in the Post World War II was similar to the housing before the war. It was largely utilitarian with very little or no ornamentation and was constructed with efficiency and inexpensively as possible. The housing is also typically grouped into complexes and situated near agricultural fields, so it may be inaccessible or not visible from the public roadways. **Figures 59-61** provide examples of working housing in Hastings (St. Johns County).

Figure 57: Children of migrant workers in Immokalee (Collier County) playing in 1958 (Courtesy of the State Archives of Florida, Florida Memory Collection)

Figure 58: Mobile instruction unit ran by Broward County Schools, ca. 1970 (Courtesy of the State Archives of Florida, Florida Memory Collection)

Figure 59: Worker housing in Hastings (St. Johns County), 1979 (Courtesy of the State Archives of Florida, Florida Memory Collection)

Figure 60: Worker housing in Hastings (St. Johns County), 1987 (Courtesy of the State Archives of Florida, Florida Memory Collection)

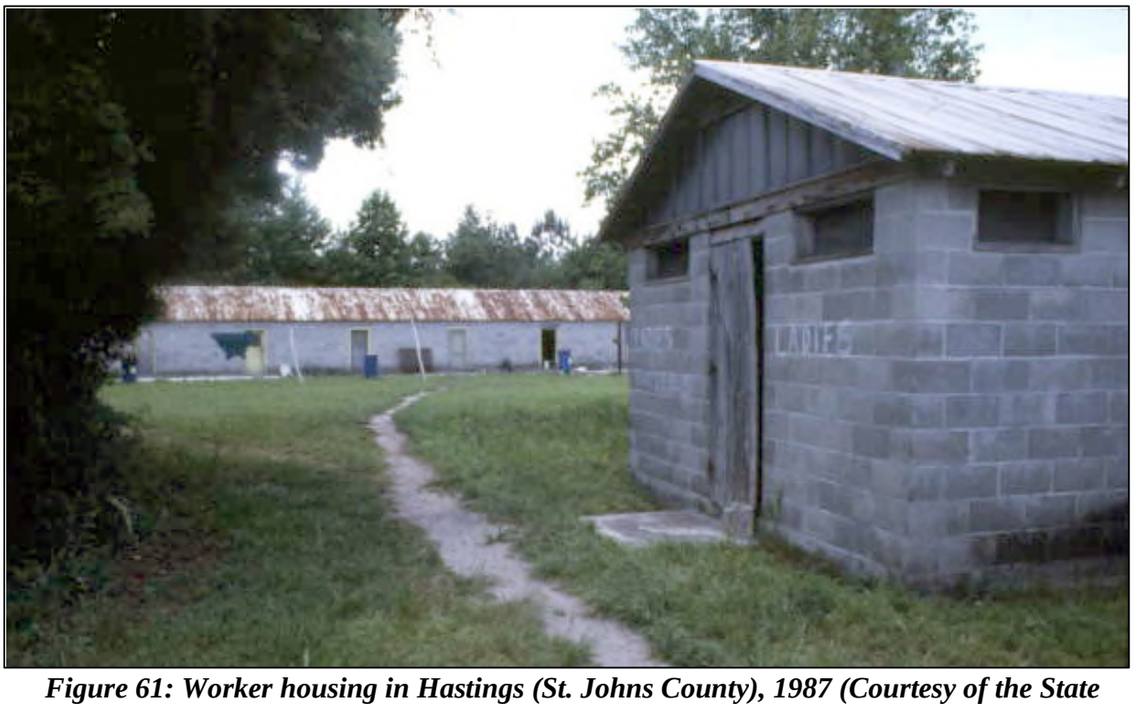


Figure 61: Worker housing in Hastings (St. Johns County), 1987 (Courtesy of the State Archives of Florida, Florida Memory Collection)

Internal Migration

During the post-World War II period, internal migration occurred throughout the US, across all ethnic, racial, and age demographics. Florida was part of the Sunbelt, which included the areas in the southeastern and southwestern US. In 1969, the Sunbelt was defined by a series of characteristics: moderate climate, use of air conditioning, presence of the military and associated industries, favorable business climate, modern transportation, conservative politics, and dynamic economies. These characteristics drew Americans to move to the Sunbelt in the post-war period. The population gains in Florida vastly outnumbered those in the other Sunbelt states. Supporting the demographic changes in the state required a huge labor force to not only build new developments, but to also provide labor for the service industry.

Members of the military were a significant component of the post-war population growth in Florida. After serving in the military, veterans returned to Florida or remained in the state as civilian employees in military-related industries. A significant number of military personnel and family remained in Florida after World War II because seventy military installations remained open in the state after the war (Mormino 2008: 149-84).

Before World War II, retirement was rare except for members of the upper class. Until the Social Security Act passed in 1935, middle- and low-income elderly faced financial insecurity if they did not continue working or did not have family who could support them. The passage of the Social Security Act and increased pension availability made retirement a possibility for larger numbers of Americans than a generation before. These additional sources of income paired with medical advances and general prosperity after World War II resulted in members of the middle class's ability to retire and travel. Florida, as with other Sunbelt states, witnessed a significant growth in the senior citizen population. The growth can be seen in comparing the state's population age between 1940 and 1970. In 1940, senior citizens composed 6.9 percent of the state's population. By 1970, that number rose to 14.6 percent. At first, retirees tended to settle in southern Florida, but in the later twentieth century, they expanded out to central Florida. This demographic was, and still is, attracted to the state because of the moderate climate, low tax rates, and relatively inexpensive property (Colburn and DeHaven-Smith 2002: 55; Mormino 2008: 123-48). State industries also began catering to the age group during the post-World War II period. The new demographics of Florida resulted in political changes to the state. Retired northerners brought their political allegiances and distaste for segregation to the state and would impact the political make-up of the state legislature and decisions made by state and local politicians (Colburn 2007: 23-7).

New residents of Florida oftentimes settled close to one another, sorting themselves according to their "home" states, regions, age, or ethnicity. These communities provided a sense of continuity to new residents that was repeated several times all over south and central Florida. As a result, some areas of Florida have distinct populations composed of people who self-identify as members of a specific community. Examples of this include communities that have large populations of Jews (Miami Beach), Puerto Ricans (Kissimmee), Canadians (Orlando), and Michiganders (Lakeland). The influence of these groups on the architecture, culture, and development patterns are evident in areas of Florida and researchers should be aware of these influences. **Figure 62** is an article in the Orlando Sentinel about the "Ohio Club" for members of the Deltona community who were from Ohio. These types of clubs allowed members of communities to maintain their "home" culture.

Ohio Club Founders

The original founders of the Ohio Club of Deltona finally all got together at their Christmas party held last week at the Deltona Community Center. They are (from left): Catherine Capito, Robbie Morrow, Beulah Charles, Margaret Wagner and Hilda Richmond. Missing from the pic is Madeline Elliot. The club now boasts close to 100 members. (Vol.-Sent. photo by Natalie Jenkins).

Ohio Club Holds Busy Gathering

By NATALIE JENKINS
Phone 686-6170

DELTONA — Roast beef dinner, election of officers and a visit from Santa Claus made the Deltona Community Center an active spot when the Ohio Club of Deltona held their Christmas party there last week.

About 80 members and guests attended the gathering and, all founders of the club managed to get together for once in the year. The six ladies who started the group are Hilda Richmond, Beulah Charles, Margaret Wagner, Catherine Capito, Robbie Morrow and Madeline Elliot. They all met on the bus which took them to Deltona on an inspection tour. They all bought. They all built homes. Then they all founded the Ohio Club, a non-profit social group — no dues — no fund-raising gimmicks — the only qualification to be a member is to be a former resident of Ohio.

ELECTION OF officers for 1967 followed dinner. By popular vote they are: Rolland Morrow, president; re-elected Hilad Richmond, vice-president; Evelyn Peters, secretary and Amy Barnby, treasurer. The newly elected officers will be installed by Chuck" McCarthy (director of recreation in Deltona) at the January meeting.

Highlights of the evening included the telling of a Christmas story by Mrs. Elizabeth Doolittle. Then Santa Claus (everyone guessed it was the Rev. Earl D. Luginbuhl), arrived to distribute the gifts, which seemed to please all.

Mrs. Edward Shuler

Candlelight Wedding Service Unites Pair

DAYTONA BEACH — Miss Allie Kay Talbott became the bride of Edward Leonidas Shuler, Tuesday at the Community Methodist Church. Rev. Ray Gregory Jr., assisted by Rev. Russell T. Richardson, performed the double ring, candlelight service. Horace Bennett was the organist and Mrs. Charles Van Hoose sang the Lord's Prayer while the couple knelt at the altar.

The bride is the daughter of Mr. and Mrs. F. Burks Talbott, 823 Lemon Road, South Daytona; the groom is the son of Mr. and Mrs. Paul T. Shuler, 1199 N. Halifax Ave. Daytona Beach.

THE BRIDE, given in marriage by her father, was attired in a formal gown of snow white delustered satin. The A-line skirt had a redingote identical to the other attendants and she carried a basket of yellow rose petals. Tommy Harrison, son of Dr. and Mrs. William H. Harrison was ring bearer. Robert Gregory was the candle boy.

PAUL SHULER served as his son's best man; the ushers were Lonnie Bull of Cameron, S. C., cousin of the groom; Robert Coleman, Jr.; Richard Livingston, Jr.; George Rouse; Riley Shuler of Orangeburg, S. C., cousin of the groom; Frank Talbott, brother of the bride, and Charles Walker.

A reception followed the ceremony at the Daytona Plaza Hotel. Assisting were Mrs. Gerald Clem, Mrs. Robert Coleman, Mrs. Ernest Currie, Mrs. Eddie Simmons, Mrs. Herman Towell, Mrs. Quinn Voight, and Mrs. Gerald Warwick.

Figure 62: Newspaper article from December 22, 1966 Orlando Sentinel reporting on the Ohio Club in Deltona Beach where members were from Ohio (Courtesy of the Orlando Sentinel December 22, 1966)

Immigration

Before World War II, Florida was a popular destination for international tourists and immigrants. Cubans and Caribbeans vacationed and worked in south Florida. Cigar makers and their families established vibrant communities in Tampa and Miami and maintained ties with their home country. The relationship was so meaningful that when Henry Flagler extended his rail line from Miami to Key West, using foreign workers from the Caribbean, the next step envisioned by him was a rail line across the Florida straits to Cuba. Residents of Caribbean nations were also important sources of manual labor on the farms and infrastructure projects in pre-war Florida. These important relationships between the Caribbean and the US continued into the post-World War II period. In 1965, the US abolished the national origins quota system, which favored European immigrants, to a system based on familial ties, training, and skills. This new immigration policy opened more opportunities for immigration into the country from Asia, the Caribbean, and Latin America (Mohl 1995: 271). The significant military presence in Florida also encouraged immigration to the state, as military personnel returned from far-off places with new personal relationships and the country relocated refugees to Florida. The population increase in Florida after World War II reflects an increase in immigration.

Perhaps the most well-known and extensive immigration into Florida after World War II was the arrival of Cubans during and after the 1959 Cuban Revolution. The number of Cuban immigrants peaked in 1962 at approximately 78,000 refugees. Members of Cuba's upper- and middle classes were those most likely to suffer from Fidel Castro's communist reign and were the first group to flee the country. This exodus led to a general 'brain drain' from Cuba, as many of the refugees had formal education and training. These refugees tended to be cosmopolitan urbanites from Havana that found South Florida a natural fit and relocated their businesses and culture to South Florida (Mohl and Pozzetta 2013: 470-86).

This wave of immigration made Miami one of the nation's largest immigration ports in the latter half of the twentieth century. The Cuban Refugee Program and Refugee Emergency Center were established in 1960 by the federal government, in cooperation with social service organizations and religious groups, notably the Catholic Archdiocese of Miami. The Refugee Emergency Center was established in the vacant Miami Daily News Tower. When it reopened, the building was renamed the Freedom Tower. The Freedom Tower quickly became an important icon for Miami's Cuban community. In 1961, the US officially severed diplomatic ties with Cuba, signaling the end of the close relationship between the countries (Mormino 2008: 283-8). The Freedom Tower (**Figure 63**) was listed on the National Register in 1979 and a National Landmark in 2008.

Figure 63: Freedom Tower, ca 1951 (Courtesy of the State Archives of Florida, Florida Memory Collection)

The Cuban immigrant population in the US grew almost six-fold within a decade, from 79,000 in 1960 to 439,000 in 1970. Although some of the immigrants were settled elsewhere in the US, many returned to Miami where there existed a large and vibrant Cuban community. At the time of the 1960 census, over 40 percent of Florida's foreign-born population resided in Miami-Dade County. Nearly 60 percent of all Cubans in the US resided in Miami thirty years after the immigration wave began (Gannon 1996: 404-6). The Cuban community settled in the historic neighborhoods of Shenandoah and Riverside. The area where the Cuban community settled is now referred to as Little Havana and the main commercial corridor, SW 8th Street, is oftentimes referred to as Calle Ocho (which translates to 8th Street).

Miami remained an important location for immigration from other Latin American countries. In the late twentieth century, immigrants from other Latin American countries and the Caribbean moved into Little Havana and now comprise a significant portion of the neighborhood residents (Mormino 2008: 288-93). Immigrants from Latin America also settled in rural areas of the state to work in the agricultural industry. Small farming communities such as Wachula, Bowling Green, and Zolfo Springs in southwest Florida experienced an influx of Hispanic laborers in the post-World War II period. Even areas of north Florida have witnessed an immigration boom. By the 1990s, no county in Florida had less than a 30 percent increase in Hispanic residents. Haitians and Jamaicans have resettled in large numbers in South Florida, turning neighborhoods into community enclaves (Mormino 2008: 292-4; Mohl and Pozzetta 2013: 486).

Immigrants from Asian countries were another important component of the population increase in the post-war period. These immigrants were attracted to Florida by the tropical climate, business opportunities, and US military involvement in Asia. In the 1970s and 1980s, Asian immigrants were the fastest-growing foreign-born group in Florida. Between 1960 and 1970, the Asian population in Florida increased by 187.1 percent and between 1970 and 1980 the population would increase by 146.8 percent. In 1990, the largest communities of Asian populations in Florida were composed of Filipinos, Chinese, and Asian Indians. Smaller contingents of Vietnamese, Koreans, Japanese, and Thais resided in Florida in the 1990s (Mohl 1995: 262).

At the end of the nineteenth century, state business leaders encouraged immigration from China, believing that the stereotypical work ethic of the Chinese would fill the lack of available labor in the state. Some Chinese came directly from China while others came from California, where there was already a significant Chinese labor presence. While the immediate labor needs in Florida were agricultural-based, nativism doomed a large Chinese presence in the rural, agricultural fields of Florida. Instead, Chinese immigrants tended to settle in larger cities in the state and open laundries. Jacksonville, Tampa, Key West, and Pensacola all had Chinese-owned laundry facilities in 1889. Other entrepreneurial Chinese in Florida started truck farms to provide Asian vegetables to northern cities. Perhaps one of the most famous Chinese farmers during this time period was Lue Gim Gong who became a noted citrus horticulturalist in DeLand (Volusia County). Chinese business owners in Miami, some who settled in the area before World War II, acted as mediators between African-American and white communities through the vehicle of an active Chinese-owned grocery store tradition. During the 1960s, Joe's Market, originally established by two Chinese immigrants, Joe Wing and Joe Fred Gong in the early-twentieth century, were important institutions in the African-American community. Chinese immigrants remain dominant in the Miami metropolis (Mohl 1995: 268).

The US military presence in Asia also encouraged Asian immigration to Florida with military employees, military family members, and refugees from Asian countries immigrating to Florida (Mohl 1995: 271). Filipino communities located in Pensacola and Jacksonville are related to the large military presence in those locations. Filipino populations are concentrated in Florida based on their common employment by the US military. By 1970, 14,000 Filipinos worked for the US Navy on ships and at ports. The Vietnam War was an especially important driver of Asian immigration to Florida (Mohl 1995: 278). Large communities of Vietnamese are located in Orlando, Tampa, and St. Petersburg. The influx of Asian immigrants especially from Vietnam and Korea is partially due to American military personnel marrying Asians. The War Brides Act of 1945 allowed foreign spouses of American military personnel to immigrate outside of the established immigrant quota system. For example, between 1947 and 1975 military spouses from Japan totaled 66,681, Korea 28,205, the Philippines 51,747, and Vietnam 8,040. These couples were likely to establish residency near or at military bases, such as Tyndall AFB (Okaloosa County), Pensacola Naval Air Station (NAS) (Escambia County), Mayport NAS (Duval County), MacDill AFB (Hillsborough County), and Homestead AFB (Miami-Dade County). East Asian communities are common in Miami-Dade and Broward Counties. These communities introduced new foods, language, and culture to Florida (Mormino 2008: 298-9; Mohl 1995: 271-5, 278-85).

Canadian immigration to Florida was another theme post-World War II. Canadians increasingly resettled or wintered in Florida after the war. In 1960, there were 77,721 Canadians living in Florida. By the 1980s, that number had reached to 250,000. Anglophile Canadians tended to settle on Florida's west coast and central area near Orlando. While French Canadians tended to settle in Miami. Canadians and Canadian-owned companies invested in Florida by purchasing real estate and establishing real estate development offices in Florida. By the late 1970s, Canadian real estate holdings were valued at over $450 million, most of which was located in Miami-Dade, Broward, and Palm Beach Counties. Canadian companies also operated in Florida including Potash Corporation, a phosphate mining company, Magna Corporation, an automotive parts manufacturer, Gulfstream Park, a racing company, Bombardier, a railroad company, Seagram's, a food production company, and Extendicare, a nursing home company. There are also two large Canadian life insurance companies, Sun Life and Manufacturers Life, operating in Florida in the late 1990s (Jarvis 2002: 186-97). The Canadian community flourishes in South Florida where newspapers, businesses, and civil organizations thrive.

Other immigration drivers to Florida during this time period were numerous educational and employment opportunities. Florida quickly expanded the number of institutions of higher education which attracted new students and faculty. The technology sectors that grew in the state during this period also offered attractive employment opportunities for immigrants.

The immigrants that arrived in Florida enhanced their new communities by introducing their culture to Florida. Following similar trends before World War II, these groups settled close to one another, forming physical communities reflecting their home countries but also adopted American culture. As immigrant communities settled in existing structures, they altered their surroundings, and buildings, to reflect their home country. For example, Cubans settling in the Shenandoah neighborhood in Miami altered the historic commercial buildings to add *ventanitas* (little windows) to offer popular Cuban coffee to customers (**Figure 64**). Other communities have constructed new places of worship or community centers. The result is that some immigrant communities can be identified by unique alterations to their built environment. Since members of

these communities oftentimes settled near one another, sections of neighborhoods and commercial areas may have distinctive cultural characteristics of these communities.

Figure 64: El Pub Restaurant along Calle Ocho in Little Havana, with Ventanitas and Traditional Cuban Cuisine

Defense Industry

The post-World War II period witnessed a nationwide fascination with technology and the power of science. The development and use of the atom bomb by the military during World War II spurred a wave of research into the use of technology by the military. The military and large corporations worked together during this period to develop technology that would have a military application and, in some cases, civilian applications. Since Florida was an important center for the military after World War II, private industries that catered to the military also established businesses in the state. Cities near major military installations such as Pensacola, Jacksonville, Orlando, Tampa, and Miami benefited from the new businesses and residents.

The area around the KSC, located in Brevard County, was especially impacted by new industrial development. In 1950, Brevard County reported 434 manufacturing jobs and by 1970 there were 17,000 (Mormino 2008: 157). Nearby, Orlando was home to the Martin Company, who built the US Army's Pershing Missile, and is now part of the Martin-Marietta conglomerate. The close relationship between Orlando and the KSC also led to the creation of the Florida Technological University, the precursor to the University of Central Florida. The University was established by the state legislator in 1965 and opened in 1968. The University was conceived as an engineering and technology school. In 1978, the name changed to the University of Central Florida, reflecting the increasing areas of study available at the school (Dickinson 2006; Jolliff 1974). Companies including Aerojet General Corporation, Conductron, and HRB Singer that developed military technology utilized South Florida to test their equipment (Hach 2004: 39). The importance of the space industry on the area around Cape Canaveral resulted in it being dubbed the "Space Coast" and would result in thousands of new residents as industry and military personnel moved their families to the area.

Chapter 5: The Cold War, The Space Race, and Proxy Wars

The Cold War era was a time of elevated tension between the US and the USSR. For the most part, the war was expressed through political pressure, threats, and proxy wars with other countries. Although Cuba was the most well-known pawn in the Cold War, other Latin American, Asian, and European countries experienced foreign meddling in their political process as part of the Cold War.

Another component of the Cold War was a competition between the two countries to develop weapons. The development and use of the atom bomb by the US during World War II spurred an arms race. In 1949, the USSR tested their first atomic bomb. The US followed up with a larger and more powerful hydrogen bomb in 1952. The USSR then tested their first hydrogen bomb in 1953. The US and USSR began developing long-range missiles and planes that could utilize the newly developed weapons. Florida became a command center for Cold War activities due to its proximity to Latin America and its existing military installations.

Florida also played an important role in the two major wars in the late-to mid-twentieth century, the Korean War and Vietnam War. As a result of the Cold War, military installations in Florida expanded or new ones opened. For example, in 1953, Graham AFB in Marianna (Jackson County) was reactivated to support pilot training after the World War II-era base had been deactivated in 1946. The base was re-opened and new military housing was constructed in nearby agricultural fields. **Figures 65-66** show a new housing subdivision being constructed in Marianna for military personnel assigned to the newly-opened Graham AFB in Marianna.

The military build-up in Florida during the Cold War also contributed to the establishment of vibrant immigrant communities in Florida, especially near military installations in the state.

The Cold War

Covert and overt military actions were directed from bases in Florida including Homestead AFB, Opa-locka Marine Air Station, Fort McCoy AFB, and the US Naval facilities in Key West. Operations that were launched from Florida include the 1954 overthrow of the Arbenz government in Guatemala; the 1961 Bay of Pigs invasion; the military buildup due to the Cuban Missile Crisis in 1962; radio and television broadcasting to Cuba; and surveillance, intelligence, and espionage activities against Cuba, Nicaragua, and other nations (Hach 2004:1).

Miami-Dade County's residential neighborhoods became havens for undercover operatives and the area's swamps and forests, to the west and south, were used as training grounds (Hach 2004:1). Central Intelligence Agency (CIA) safe houses and covert training facilities were scattered throughout the county including Key Biscayne, Homestead, and Coral Gables. CIA operatives frequented area bars including "The Stuff Shirt" lounge at the 2500 Brickell Avenue Holiday Inn, and "Big Daddy's Bar" at the intersection of SW 27th Avenue and Bird Road (Hach 2004:60). They also held meetings at popular Miami Beach hotels including the Fontainebleau.

Figure 65: 1953 Photograph of the Riverview Subdivision in Marianna (Jackson County), which was constructed for military personnel assigned to the newly-activated Graham Air Force Base (Courtesy of the State Archives of Florida, Florida Memory Collection)

Figure 66: 1953 Photograph of the Riverview Subdivision in Marianna (Jackson County), which was constructed for military personnel assigned to the newly-activated Graham Air Force Base (Courtesy of the State Archives of Florida, Florida Memory Collection

Anti-Castro activities in the area became the largest CIA operation in the world outside of their headquarters. The CIA brought personnel, money, and equipment to South Florida. It purchased and operated its own airline out of the Miami International Airport (Hach 2004:18). Coral Gables was the location of the first CIA headquarters for operations against Castro. The CIA was the largest employer in Miami for a period in the 1960s, and they hired and trained Cuban exiles (Hach 2004:20). The 1962 Cuban Missile Crisis brought even more military personnel and activity to Florida and missile battalions were installed throughout the state. After the Cuban Missile Crisis, the military presence in Miami was demobilized, but the air defense missiles remained, and covert operations continued for years (Hach 2004:23-4). Eventually, the détente between the US and the USSR resulted in the demobilization of air defense missiles in South Florida (Hach 2004:33).

Another result of Cold War activities in Florida was the establishment of several refugee communities from countries that were impacted by anti-communist operations undertaken by the US. These refugees are an influential population in Florida as they are politically active and an important voting bloc for state politicians. Miami is the location of the largest and best-known refugee community, the Cubans; however, other refugee communities from south and central America, and Asia also settled in Miami. Other refugee communities are located near military installations in Tampa (Hillsborough County), Pensacola (Escambia County), and Jacksonville (Duval County). Orlando (Orange County) and Kissimmee (Orange County) are also areas where large refugee populations have settled. The locations of these populations are oftentimes recognized by the establishment of community groups and commercial areas that cater to the members of the community.

Space Race

The Space Race was a competition between the US and the USSR to produce the technology and capabilities for long-range flight. In 1957, the USSR successfully launched Sputnik I, which was the first satellite to orbit Earth. In 1961, President John F. Kennedy announced the goal of a successful lunar landing before the end of the decade. With this announcement, the US Air Force and NASA searched for an appropriate location for the development of interplanetary flight (Parker 2008: 84).

Cape Canaveral, the location of the KSC, was first developed by the US military during the military-build up before World War II. The US Banana River NAS was established on October 1, 1940 south of Merritt Island on the Canaveral Peninsula, near present-day Cocoa. This was an important strategic location for detecting German submarines and protecting ships as they moved from the Gulf Coast up to the industrial centers on the Atlantic Coast. The beach area at Merritt Island (which would eventually become the Canaveral National Seashore) was also used for troop training (Parker 2008: 83).

The development of Merritt Island and the Canaveral Peninsula began in earnest in 1947 when the location was chosen for a long-range missile launching facility. As a result, the Banana River NAS was transferred to the US Air Force in 1948 and renamed Patrick AFB (now named the Patrick Space Force Base) in August 1950 for Major General Mason M. Patrick (1863-1942). General Patrick served as chief of the US Air Service during World War I. President Harry S. Truman signed a bill authorizing the US Air Force to build a test range on Canaveral Peninsula, adjacent to Merritt Island, which would be directed by the nearby Patrick AFB (located south of Merritt Island). By June of 1950, the first launch pad site at what would eventually become the Cape

Canaveral Space Force Station (CCSFS), was cleared and named Launch Pad Three. The first launch, set for July 19, 1950, was not successful, but this was only the beginning of the nation's early attempts with space flight (Ericksen 1994: 152).[2]

CCSFS became a major site for early long-range missile testing. The mission of the military shifted from a focus on military-use long-range missile development to interplanetary flight. The mission changed as a result of the success of the Soviet launch of the Sputnik 1 satellite in October 1957. In 1961, President John F. Kennedy announced the goal of a successful lunar landing before the end of the decade. With this announcement, the US Air Force and NASA began a search for an appropriate location for the development of interplanetary flight (Parker 2008: 84).

The US Air Force and NASA chose Merritt Island for development of the space program for a variety of reasons. First, Merritt Island was sparsely developed as the predominant land use on the island was agricultural. The area was also historically rarely impacted by hurricanes. Finally, Merritt Island was near the Cape Canaveral Missile Annex (a long-range missile testing site that was the predecessor to the CCSFS) and Patrick AFB (the historic name of the Patrick Space Force Base). On August 24, 1961, NASA Headquarters announced plans to purchase approximately 88,000 acres of land on Merritt Island and around the existing Cape Canaveral Missile Annex. The US Army Corps of Engineers oversaw the land acquisition, which consisted of several thousand acres of citrus groves and numerous small communities (Parker 2008: 85).

NASA acquired the bulk of the land required for the establishment of what was originally named the NASA Launch Operations Center between 1961 and 1964. NASA also leased land from the State of Florida and entered into agreements with Brevard County and the US Fish and Wildlife Service to provide recreational areas around the immediate launch facilities. In 1963, after the assassination of President John F. Kennedy, the launch facility was renamed by President Lyndon B. Johnson the John F. Kennedy Space Center. Cape Canaveral was renamed Cape Kennedy and the Cape Canaveral Missile Annex was renamed the Cape Kennedy Air Force Station. Eventually Cape Kennedy would revert to its historic name of Cape Canaveral and the Air Force Station would be renamed Cape Canaveral Air Force Station (and more recently, Cape Canaveral Space Force Station). However, the KSC name for the NASA facility on Merritt Island has remained.

The first interplanetary program, Project Mercury, was conducted entirely on CCSFS. A portion of the second program, Project Gemini and the third program, the Apollo Program, were also conducted at the newly established NASA Launch Operations Center (the historic name of the KSC). These projects resulted in a vibrant synergy between the government, private industries, and universities in the Cape Canaveral area (Parker 2008: 86). The communities around Cape Canaveral such as Orlando, Titusville, and Daytona Beach reflect the influence of the Space Race during this time period. Large areas of housing development were established, roads were improved, and schools were constructed to handle the influx of new residents who were associated with the CCSFS or associated industries. Discussion of this development is also addressed in **Chapter 4**.

[2] The previous names and date ranges for the CCSFS were the following: 1948 to 1949: Joint Long Range Proving Ground; 1950-1950 (3 months): Long Range Proving Ground Base; 1950-1963: Cape Canaveral Missile Annex; 1963-1974: Cape Kennedy Air Force Station; 1974-2020: Cape Canaveral Air Force Station; 2020-current: Cape Canaveral Space Force Station. The Patrick Air Force Base was reassigned as a Space Force Base in 2020 with the creation of the new Space Force branch of the US Military in 2019. The new name of the base as of 2020 is the Patrick Space Force Base (PSFB).

Proxy Wars: The Korean War and The Vietnam War

Korean War (1950-1953)

The Korean War was a proxy war between the US and USSR. Political factions in Korea struggled for dominance after World War II. The US-backed the Syngman Rhee (1875-1965) regime and the USSR (and Communist China) backed Communist government of Kim Il Sung (1912-1994) regime. In 1945, working as allies, the US and USSR liberated Korea from the Japanese and divided the peninsula into two countries, forming a communist country in the north and a capitalist country in the south portion. The establishment of the two countries in 1948 was seen as a compromise between the US and USSR. However, the situation quickly escalated after the US left, when communist guerillas and troops from the Republic of Korea (the name of the southern country) clashed. Eventually, the role of the US increased along with other members of the newly formed United Nations (UN) and the North Atlantic Treaty Organization (NATO). Assisting the North Koreans were Communist China and the USSR (Cowley and Parker 1996: 246-9).

This war set the stage for future US interventions into foreign regime changes in an attempt to stop the spread of Communism. The result of the Korean War in Florida was that the military maintained a large fighting force and continued to develop new weapons in coordination with private companies. The US also worked to re-settle Koreans who had worked for Americans in the US. Florida was a popular relocation site for these immigrants and as a result, there are several vibrant Korean communities in the state including Pensacola (Escambia County), Jacksonville (Duval County), and Tampa (Hillsborough County) (Mohl 1995: 11).

Vietnam War (1950-1973)

Before World War II, Vietnam was a French colony. During World War II, the country was occupied by Japanese forces. After World War II, the French and Vietnamese Communist leader, Ho Chi Minh, worked on removing the Japanese. The French tried to defeat Ho Chi Minh, but in 1954 the French signed a compromise peace treaty that split the Vietnamese country in half, with the northern portion controlled by Ho Chi Minh and the southern portion controlled by nationalist forces allied with the French. Soon, the two sides were again at war, with the northern Communists attempting to wrest control of the southern section from the western-backed government. The battle eventually engulfed the US, who was afraid of further communist control in Asia. After years of brutal battle, a treaty was signed by the two sides in January 1973. However, the northern forces continued the fight to capture the southern portion of the Vietnam and on April 30, 1975, Saigon (the southern capital) fell to northern forces (Cowley and Parker 1996: 491-3).

Thousands of US troops were sent to Southeast Asia as part of the US intervention in the Vietnamese conflict. The military bases in Florida provided manpower and supplies to this War and military veterans returned to the state to live. The troop build-up necessitated the construction of additional housing for military personnel. There was also training provided to South Vietnamese troops on Florida bases including Hurlburt Field in north Florida (Hukee 2013). Finally, at the end of the war, Vietnamese were resettled to the US, including Florida. Significant Vietnamese communities are located along the Gulf Coast, where they continue to practice the long-standing fishing traditions they held in their home country. Communities with large Vietnamese populations include Pensacola (Escambia County), Jacksonville (Duval County), and Tampa (Hillsborough County) (Mohl 1995: 2, 11).

Chapter 6: Conclusions

The end of World War II was a defining moment for the United States. After years of economic depression and a devastating World War, the US population was ready for a new life. The generation of Americans that had grown up during the Great Depression and fought in World War II expected a different life than their parents. During the New Deal Era, the impact of government assistance to provide relief was demonstrated through the multitude of government agencies. The innovation and garnering of resources by the federal government during World War II also demonstrated the possibilities of what could be accomplished through the application of technology and science. The war also introduced a generation of Americans to new parts of the country and the world. Finally, after a prolonged period of economic rationing in the early twentieth century, a growing culture of consumerism was ascendent in the US after World War II. The results of these major historical events was a fundamental shift in the way Americans thought and lived.

Florida was deeply impacted by these shifts in American culture in the post-World War II era. Although the state was a long-time haven for tourists and people wanting to start over in a tropical locale, a series of innovations made the attraction to Florida even greater. The population shifts that occurred throughout the US during post-World War II era was magnified in Florida. The result of these shifts resulted in a Modern Florida that hardly resembled its pre-Great Depression culture.

The information presented in this document provides a general overview of the development of the state of Florida during the post-World War II era between 1945 and 1975. There have already been extensive historical research undertaken to study this time period in Florida and because of the vastness of the state, there are developmental differences throughout the state. The information in this document should be complemented with localized research to account for any locally significant historical developments and themes. Attached to the end of this document is Appendix A which provides short regional contexts to provide information on regional differences. However, it is recommended that researchers also consult other resources for further research. A short bibliography of documents related to historical development and subdivisions during this time period that would be good resources for researchers is included below.

Suggested Resource List

Hylton, Morris, ed. *Florida's Single Family Housing at Mid-Twentieth Century (1945-1975)*. Gainesville, FL: University of Florida, 2019. Manuscript on file at the Florida Division of Historical Resources, Department of State, Florida Master Site File (manuscript number 26380).

Hylton, Morris, ed. *Florida's Mid-Century Modern Architecture (1945-1975)*. Gainesville, FL: University of Florida, 2018. Manuscript on file at the Florida Division of Historical Resources, Department of State, Florida Master Site File (manuscript 25401).

Johnston, Sidney and Barbara Mattick. *Historic Context for Mid-Century Modern Architecture in Florida*. Division of Historical Resources, Tallahassee, Florida, 2012. Manuscript on file at the Florida Division of Historical Resources, Department of State, Florida Master Site File (manuscript number 19743).

Mormino, Gary R. *Land of Sunshine, State of Dreams: A Social History of Modern Florida*. University of Florida Press, Gainesville, 2008.

Pettis, Emily, et al. *A Model for Identifying and Evaluating the Historic Significance of Post-World War II Housing*. Washington D. C. The National Academies Press, 2012. Accessed online at https://doi.org/10.17226/22709

References

American Institute of Architects (AIA) Inc, Florida South Chapter, The
1963 *A Guide to the Architecture of Miami.* The Florida South Chapter AIA, Miami, Florida.

Barnett, Cynthia
2007 *Mirage: Florida and the Vanishing Water of the Eastern U.S.* University of Michigan Press, Ann Arbor.

Barton, Jill
2003 "Everglades Project Erases Decades-old Development." *Herald Tribune* (Sarasota), November 27, 2003.

Birt, Geoffrey
1960 "New $30 Million School Building Program for County Recommended." *Palm Beach Post* (West Palm Beach), March 4, 1960.

Brown Jr., William E.
1998 "Pan-Am: Miami's Wings to the World." In *The Journal of Decorative and Propaganda Arts, Florida Theme Issue*, Issue 23, Edited by Cathy Leff. The Wolfsonian-Florida International University, Miami, Florida.

Cody, Sarah and Max Adriel Imberman
2018 *National Register Nomination for Richmond Heights Pioneer District.* On file at the Florida Division of Historical Resources, Department of State, Florida Master Site File (Site File No. 8DA15341).

Colburn, David R.
2007 *From Yellow Dog Democrats to Red South Republicans: Florida and Its Politics Since 1940*. University Press of Florida, Gainesville, Florida.

Colburn, David R. and Lance DeHaven-Smith
2002 *Florida Mega Trends: Critical Issues in Florida*. University Press of Florida, Gainesville, Florida.

Collaborative, Inc., the
1995 "National Register of Historic Places Multiple Property Documentation Form: National Park Service Mission 66 Era Resources."

Connolly, N.D.B.
2017 *A World More Concrete: Real Estate and the Remaking of Jim Crow South Florida*. University of Chicago Press, Chicago.

Corrigan, Matthew T.
2007 *Race, Religion, and Economic Change in the Republican South*. University Press of Florida, Gainesville, Florida.

Cowley, Robert and Geoffrey Parker, eds
1996 *The Reader's Companion to Military History*. Houghton Mifflin Company, New York.

Cox, Jeremy
2006 "A Look Ahead: Everglades Restoration Effort Facing Financial Trouble." Naples Daily News, January 1, 2006.

Davis, Jack E.
2017 *The Gulf: The Making of an American Sea*. Liveright Publishing Corporation, New York.

Dickinson, Joy
2006 *Remembering Orlando: Tales from Elvis to Disney*. History Press, Charleston.

Dunn, Marvin
1997 Black Miami in the Twentieth Century. University of Florida Press, Gainesville, Florida.

Ericksen, John M.
1994 *Brevard County: A History to 1955*. The Florida Historical Society Press, Tampa.

Federal Housing Administration (FHA)
1948 *Principles of Planning Small Houses*. Revised edition. Federal Housing Administration, Washington, D.C..
1964 *Planned-Unit Development with a Homes Association*. Federal Housing Administration, Washington, D.C..

Florida Division of Historical Resources (FDHR)
2002 *Florida's Historic Roads and Trails Multiple Property Submission* (draft). Manuscript on file, Florida Division of Historical Resources, Tallahassee.

Florida Park Service
1951 *Florida: Parks, Historic Sites, Playgrounds*. Florida Department of Agriculture, Tallahassee, Florida. Accessed online at: Hathitrust.org

Florida Park Service Ranger Association
2021 "Florida State Park History", Accessed online at fpsra.org on January 11, 2022.

Florida's Turnpike Enterprise
2007 *Florida's Turnpike 50 Year Celebration*. Accessed online at http://www.floridasturnpike.com/downloads/50thBookFinal.pdf

Foglesong, Richard E.
2001 *Married to the Mouse: Walt Disney World and Orlando*. Yale University Press, New Haven, Connecticut.

Forbes, Charles B.
1951 "Richmond Heights Challenge to Negro Community Builders." *Miami Sunday Times*, May 20, 1951.

Gannon, Michael V.
1993 *Florida: A Short History.* University Press of Florida, Gainesville, Florida.
1996 *The New History of Florida*. University Press of Florida, Gainesville, Florida.

George, Paul S.
1995 *A Journey Through Time: A Pictorial History of South Dade.* The Donning Publishing Company, Virginia Beach, Virginia.

Guernsey Construction Company, Inc.
n.d. "Exclusive Miami Shores Bay Park Estates." Pamphlet in Box 3, Folder 7. Wahl Snyder Collection. HMSF, Miami, Florida.

Gupta, Sujata
2022 "Military Towns are the Most Racially Integrated Places in the U.S. Here's Why." In *Science News*, published February 8, 2022.

Hach, Steve
2004 *Cold War in South Florida Historic Resources Study*. Cultural Resources Division, Southeast Regional Office, National Park Service, Atlanta, Georgia. Oxford University Press, Oxford. Electronic version available at http://www.cr.nps.gov/history/online_books/coldwar/florida.pdf.

Hardee, Jim
1970 Tallahassee Democrat: *DOT "Hopefully" Predicts I-10 Construction Speedup,* Published October 4. Accessed via newspapers.com.

Hochstim, Jan
2004 *Florida Modern: Residential Architecture 1945-1970.* Rizzoli International Publications, Inc., New York, New York.

Hukee, Byron E.
2013 *USAF and VNAF A-1 Skyraider Units of the Vietnam War*. Osprey Publishing, Botley, Oxford, England.

Jakle, John A. and Keith A. Sculle
1994 *The Gas Station in America*. Johns Hopkins University Press, Baltimore.

Jacobs, James A.
2015 *Detached America: Building Houses in Postwar Suburbia*. University of Virginia Press, Charlottesville.

Janus Research
2004a "8DA9890: Biscayne Plaza" Florida Master Site File Form. On file at the Florida Division of Historical Resources, Tallahassee.
2004b *Phase I: Comprehensive Assessment of Historic and Archaeological Resources*. (FMSF Manuscript No. 10766) Manuscript on file at the Florida Division of Historical Resources, Tallahassee.
2012 *Cultural Resource Assessment Survey of the I-95 PD&E Study from South of SW High Meadow Avenue to North of Becker Road, Martin and St. Lucie Counties.* Manuscript on file at the Florida Division of Historical Resources, Tallahassee.

Jarvis, Eric
2002 "Florida's Forgotten Ethnic Culture: Patterns of Canadian Immigration, Tourism, and Investment since 1920." In *The Florida Historical Quarterly* 81:2 (186-197).

Johnston, Sidney
2002 *Florida's Historic Roads and Trails National Register Multiple Property Nomination Form*. Manuscript on file at the Florida Division of Historical Resources, Department of State, Florida Master Site File (manuscript number 25314).

Johnston, Sidney and Barbara Mattick
2012 *Historic Context for Mid-Century Modern Architecture in Florida*. Manuscript on file at the Florida Division of Historical Resources, Department of State, Florida Master Site File (manuscript number 19743).

Jolliff, Elizabeth C.
1974 *History of the Pershing Weapon System*. Redstone Arsenal, Alabama: U.S. Army Missile Command.

Lane, Barbara Miller
2015 *Houses for a New World: Builders and Buyers in America's Suburbs, 1945-1965*. Princeton University Press, Princeton, New Jersey.

Lane, Marilyn
1964 "Site Planning: The Cure for Humdrum." *Miami News,* June 7, 1964. News clipping in Dade County – "Dade Housing Code thru Dade Housing- Modular & Prefabricated" Reel 54. Helen Muir Florida Collection. MDPLS, Miami, Florida.

Miami Daily News
1953 "Richmond Heights Development will be Resumed Soon." Miami Daily News, January 25, 1953.

Miami Herald
1954 "Architectural Service is Offered to Buyers in new Dade Subdivision." *Miami Herald,* May 30, 1954. News clipping in Dade County – "Dade Housing Code thru Dade Housing-Modular & Prefabricated" Reel 54. Helen Muir Florida Collection. MDPLS, Miami, Florida.

Mohl, Raymond A.
1995 "Asian Immigration to Florida." In *Florida Historical Quarterly* 74:3 (261-288).

Mohl, Raymond A. and George E. Pozzetta
2013 "Immigration and Ethnicity in Florida History." In *The History of Florida*, Michael Gannon, editor. University of Florida Press, Gainesville. Pp 470-96.

Mormino, Gary R.
2008 *Land of Sunshine, State of Dreams: A Social History of Modern Florida*. University of Florida Press, Gainesville.

Orlando Sentinel
1962 Florida Care of Orlando, Opening November 1st, *Orlando Sentinel*, October 28, 1962.

Parker, Susan
2008 *Canaveral National Seashore Historic Resource Study,* Cultural Resources Division, Southeast Regional Office, Atlanta.

Parks, Arva Moore
1991 *Miami: The Magic City.* Centennial Press, Miami, Florida.

Peterman, Audrey and Dinizulu Gene Tinnie
2021 "Water as a Divider: When Beaches Were Not For All." In *Florida Humanities,* Tallahassee, Florida. April 7, 2021.

Piket, Casey
2015 "Frank Sinatra in Miami Beach." In *The Magic City: Miami History*, miami-history.com/frank-sinatra-in-miami-beach/

Revels, Tracy J.
2011 *Sunshine Paradise: A History of Florida Tourism*. University Press of Florida, Gainesville, Florida.

Rose Mark H. and Raymond H. Mohl
2012 *Interstate: Highway Politics and Policy Since 1939.* University of Tennessee Press, Knoxville, Tennessee.

Rothstein, Richard
2017 *The Color of Law: A Forgotten History of How Our Government Segregated America*. Liveright Publishing Corporation, New York.

Shettle, M.L.
2009 *Florida's Army Air Fields of World War II*. Schaertel Publishing Co., Roswell, Georgia.

Smith, Mike
1959 *Florida: A Way of Life.* E.P. Dutton and Co., Inc., New York, New York.

US Census Bureau
Various "Decennial Reports" Accessed at: https://www2.census.gov/library/publications/decennial/.
1961 "Our Growing Population" Graphic Pamphlet, GP 60-1, US Government Printing Office, Washington D.C. Accessed at https://www2.census.gov/library/publications/decennial/

US Army Environmental Center
1998 *For Want of a Home: A Historic Context for Wherry and Capehart Military Family Housing*, Aberdeen Proving Ground, Maryland: US Army Environmental Center.

Waber, Andrew
2019 *National Register Nomination for Silver Springs.* Manuscript on file at the Florida Division of Historical Resources, Department of State, Florida Master Site File (FMSF number 8MR3723).

Wadsworth, Chris
2009 *Images of America: Cape Coral*. Arcadia Publishing, Charleston, South Carolina.

Weiss, Marc A.
1987 *The Rise of the Community Builders: The American Real Estate Industry and Urban Land Planning.* Columbia University Press, New York

Wilkerson, Isabel
2010 *The Warmth of Other Suns: The Epic Story of America's Great Migration*. Penguin Random House Publishing, Inc, New York.

Winsboro, Irvin D.S.
2009 "Introduction: Image, Illusion, and Reality: Florida and the Modern Civil Rights Movement in Historical Perspective." In *Old South, New South, or Down South: Florida and the Modern Civil Rights Movement*, edited by Irvin D. S. Winsboro. West Virginia University Press, Morgantown, West Virginia.

Appendix A:

Regional Contexts

FLORIDA REGIONAL CONTEXTS

The following contexts correspond with five regions in the state **(Figure 1)**. The regions are composed of counties that are similar in historic development, environment, and culture, and offer context that are a general overview of the regions from 1945 through 1975. These contexts should be utilized during the survey process and should be complemented with research directly related to a project's Area of Potential Effect. The regional contexts are presented in the following order:

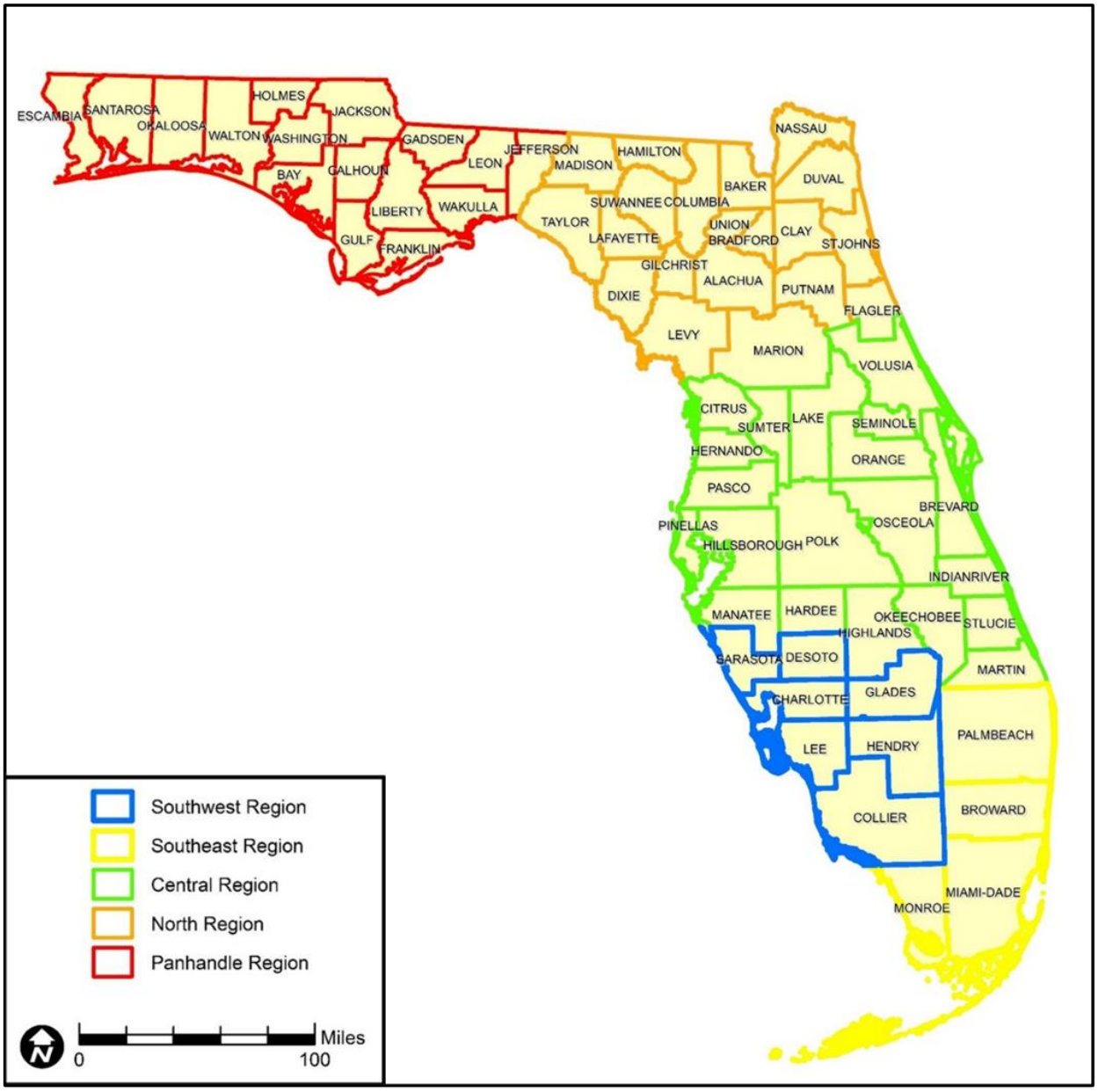


Figure 1: Statewide Map Showing the Five Regions and Corresponding Counties

PANHANDLE REGION

The Panhandle Region is composed of 16 counties spanning from the Escambia River, which is the western boundary of the state, to the Aucilla River, which is the boundary between Jefferson County, and Madison and Taylor Counties **(Figure 2)**. This Region is dominated by the cities, Pensacola and Tallahassee. Before World War II, the Panhandle and North Regions were the political and economic center for the state. South Florida was sparsely populated, and the lack of adequate transportation meant that it was largely inaccessible. Tallahassee was the site of a major Native American city, Anhaica, and during the Spanish-era, the Panhandle (and North Region) was the location of a chain of Catholic missions. Tallahassee was the territorial-era capital (colonial-era capitals were Pensacola and St. Augustine). The political power in the state until after World War II was dominated by politicians from the Panhandle (and North) Region. However, the impact of World War II and the post-World War II era resulted in significant changes in the Panhandle Region.

The main research topics for the Panhandle Region includes: the impact of the large military presence in the region; the role of improved transportation routes; and the impact of the growth of the state government.

World War II Summary

This Region was important for the World War II era military build-up and wartime efforts. Pensacola, already the site of an important military installation, experienced significant growth due to the influx of military personnel. Large swaths of public recreational lands were converted to military use. The Choctawhatchee National Forest, a pre-war National Forest that spanned 340,890 acres in Okaloosa, Walton, and Santa Rosa Counties was turned over to the US Army (and eventually the US Air Force) for military purposes. The National Forest has never been completely returned to civilian use with only approximately 1,110 acres available for public use. The land is now under the jurisdiction of Eglin Air Force Base (AFB). Other significant World War II-era military bases that are still active include Pensacola Naval Air Station (NAS), Whiting NAS (Milton), and Tyndall Army Air Field (AAF) (now Air Force Base). During the war, Tyndall AAF was one of seven Army gunnery schools in the country (the other gunnery school in Florida was at Buckingham AAF (Fort Myers). The impacts of World War II and the military build-up are still felt in this Region. The military presence in this Region is a significant component of the culture and economy. The region experienced significant development associated with the military institutions, as the military constructed or funded new housing, or civilians moved to the area in search of employment. For this reason, significant civilian development and military-related development is located near these military installations. Even after leaving the service, veterans tended to stay in Florida and with generous veterans' benefits, were able to purchase homes and attend school. The state capital in Tallahassee and numerous colleges and universities have grown since World War II and have resulted in a significant population and economic changes.

Figure 2: Panhandle Region

Post-World War II Economic and Development History

Tourism

The tourism industry in the Panhandle Region flourished in the post-War era. Military personnel stationed in the area returned to visit. Although the white sand beaches and green water along the Panhandle had always been popular, most tourists were from the nearby states of Alabama and Georgia. However, with extra money and a desire for new experiences, the tourism industry exploded in the Panhandle Region. Fort Walton Beach and Panama City experienced some of the greatest post-war growth in the Panhandle. In Fort Walton Beach the population increased from 2,463 residents to 12,123 residents between 1950 and 1960. The rise of attractions led to increasing numbers of motels and hotels for tourists. Panama City was especially well known for its 'Miracle Mile' of tourist-oriented businesses. The tourism season in the Panhandle Region follows a unique pattern that is not the same as the rest of Florida. It typically runs during the summer months, reflecting the family-focused tourism industry in the area, whereas other areas of Florida experience tourism season in the winter months, reflecting tourism related to retirees and northerners escaping winter weather and not hampered by school and work responsibilities.

Agriculture

Before World War II, the Panhandle Region's economy heavily depended on agriculture including a vigorous fishing industry. Before the Civil War era, the main agriculture in the counties of Leon, Gadsden, and Jefferson were traditional cash crops such as tobacco and cotton. After the Civil War, the agriculture shifted away from cash crops as large landowners sold their properties to wealthy Northerners who used the land as hunting preserves and vacation homes. The amount of land utilized for agricultural purpose decreased again in the post-World War II era. One extractive industry in the Panhandle Region, the mining for Fullers Earth, begin after the Civil War and continued to be an important industry after World War II. A large mining and processing facility was located in Quincy (Gadsden County) into the late twentieth century. As large and medium-sized cities grew, they encroached on the rural, agricultural-use lands. Fishing and aquaculture were important components of the economy in the Panhandle Region that continued throughout the post-World War II era.

Film Industry

The film industry was not particularly influential in the Panhandle Region, but a few notable exceptions are films made at Wakulla Springs State Park in Wakulla County. Before World War II, the springs were popular for underwater filming and some films. This popularity continued into the post-war era with such films as the *Creature from the Black Lagoon* (1954), *Return of the Creatures* (1955), and *Night Moves* (1975) being filmed in the Panhandle Region.

Population changes

In general, the post-war population growth in the Panhandle Region was not as pronounced as in other parts of the state. It was not until the 1960 census that a metropolitan area was identified in the Panhandle Region, that being Pensacola. The population in post-war Tallahassee was influenced by the growth of the state government. As the statewide population grew, citizen expectations of state government increased. In turn, as the state government responsibilities increased, so did the number of state employees and associated infrastructure. Downtown Tallahassee was dominated by state offices and in the late 1970s, a new state capital building was

constructed. The population in Tallahassee was also boosted by post-war enrollment at Florida State University (formerly the Florida State College for Women) and Florida Agricultural and Mechanical University. In Pensacola, the University of West Florida was established in 1963 (opened in 1967) to accommodate the numerous military service members and veterans in the area. The schools were particularly boosted by enrollment of students taking advantage of veteran's schooling benefits, the GI Bill. Residential developments were situated near the new schools to meet the needs of the employees and students.

Towns, Cities, Census Designated Places of Regional Importance

The population growth in the Panhandle Region is demonstrated in the Census Bureau's designated metropolitan areas in each decennial census report. The 1950 census identified no metropolitan areas in the Region. By the 1960 census, Pensacola was the only metropolitan area in the Panhandle. By the 1970 census, there were two standard metropolitan areas in the Panhandle Region: Pensacola and Tallahassee.

The population increase in the Panhandle Region is shown by the following census statistics for the counties in the Region **(Table 1)**:

Table 1: Regional Population Totals (US Census Bureau)

County	Population 1940	Population 1950	Population 1960	Population 1970
Bay	20,686	42,689	67,131	75,283
Calhoun	8,218	7,922	7,422	7,624
Escambia	74,667	112,706	173,829	205,334
Franklin	5,991	5,814	6,576	7,065
Gadsden	31,450	36,457	41,989	39,184
Gulf	6,951	7,460	9,937	10,096
Holmes	15,447	13,988	10,844	10,720
Jackson	34,428	34,645	36,208	34,434
Jefferson	12,032	10,413	9,543	8,778
Leon	31,646	51,590	74,225	103,047
Liberty	3,752	3,182	3,138	3,379
Okaloosa	12,900	27,533	61,175	88,187
Santa Rosa	16,085	18,554	29,547	37,741
Wakulla	5,463	5,258	5,257	6,308
Walton	14,246	14,725	15,576	16,087
Washington	12,302	11,888	11,249	11,453
Region Total	**306,264**	**404,824**	**563,646**	**664,720**

Military/Defense Industry

The military and associated industries continued to grow during the post-war period. Military installations in the Panhandle Region expanded and new ones were established. For example, the Panama City NAS was established in 1945. In the same area of the Panhandle Region, Pensacola NAS expanded its boundaries during this period, encompassing small towns such as Warrington and Brownsville, which were located adjacent to its pre-war boundaries. Eglin AFB, established in the Choctawhatchee National Forest, remained and increased its presence in the area, leaving the National Forest considerably smaller. The Cold War-era military activities also encouraged the

growth of military installations and the communities surrounding them. Residential development near these military installations reflect the increase in people associated with the military.

Transportation Routes

Reflecting the focus of early post-war transportation development on urban areas (discussed in the statewide historic context), Interstate 10 (I-10), the only interstate along the Panhandle Region, began construction in Jacksonville. Jacksonville was historically, and continues to be, the largest urban area along I-10 in Florida. Because of the lack of population growth and the Region's rural nature, the Panhandle Region's transportation corridors after World War II developed later than other regions in the state. Interstate 10, which parallels the route of the historic Old Spanish Trail (US Highway 90) was not completed until 1978, with the western-most end being completed last. A spur off of I-10, named Interstate 110 (I-110), extending to downtown Pensacola was also completed that same year. Interstate 10 was diverted north of the historic core of Tallahassee, but the I-110 spur in Pensacola impacted portions of the historic core of the city.

Post-World War II Residential and Commercial Development Patterns

The Panhandle Region experienced significant increases in housing units in the post-war period, but the increase was not as pronounced as central and south Florida. Small rural communities in the Panhandle Region did not grow as rapidly as comparable towns in south and central Florida. The two biggest cities in the Region, Tallahassee and Pensacola, were generally rural themselves and therefore there were fewer annexations of small towns into the city limits.

The cities of Pensacola and Tallahassee, and even smaller nearby towns, still experienced the development of suburbs on their outskirts. However, the architectural types and styles in these areas were more attuned to their southern roots and were more likely to be similar to what was being constructed in Georgia during this time period. The Modern architecture that would become popular in central and south Florida was not as common in the Panhandle Region and few architects of national prominence devoted significant time to developments in the Panhandle Region.

Since the historic urban centers of Pensacola and Tallahassee were less developed and impacted by infrastructure projects, the loss of commercial businesses in their downtowns was not as stark as in other cities. Downtown Tallahassee was impacted by construction related to the state government and the nearby Universities. Still, some commercial centers did grow up around new subdivisions that were located on the city's outskirts.

Prominent Builders and Developers

Below are three examples of subdivisions and developers in the Panhandle Region **(Figures 3-5)**. The information provided is not exhaustive and does not provide an evaluation of eligibility for listing on the National Register of Historic Places. This information was gained through a review of previous cultural resources surveys, post-World War II studies, county property appraisers, historic newspapers, and Certified Local Governments.

Developer (s)/Company: Jim Foppiano and James Keltner
Location: Pensacola, Escambia County
Example Subdivision: Woodland Heights Subdivision

Figure 3: Pensacola News Journal, September 20, 1961

Developer (s)/Company: Baggett Construction Company
Location: Pensacola, Escambia County
Example Subdivision: Crescent Lake Homes

Figure 4: Pensacola News Journal, January 3, 1960

Developer (s)/Company: Florida Home Builders of Tallahassee, Inc.
Location: Tallahassee, Leon County
Example Subdivision: Killearn Estates

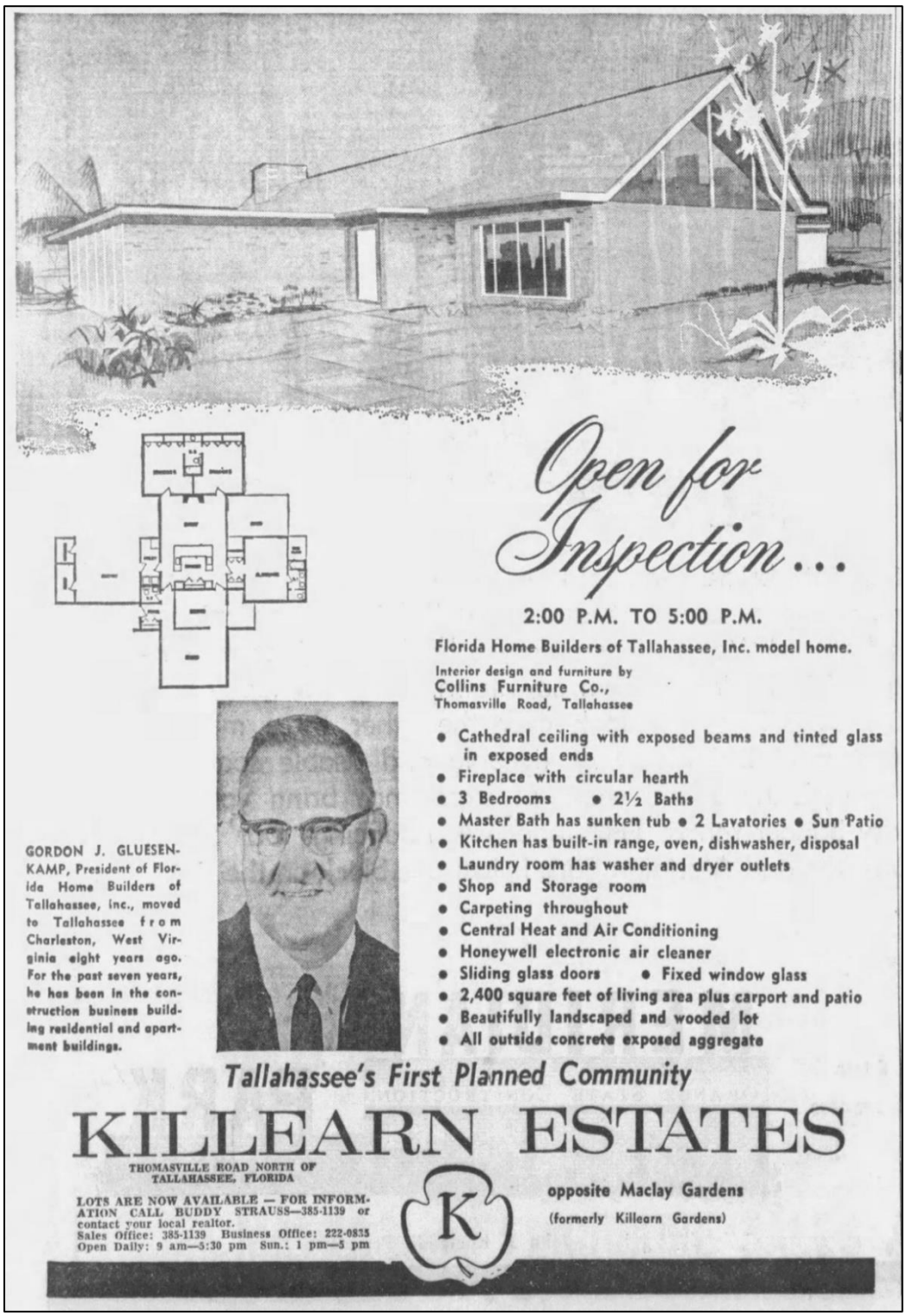


Figure 5: Tallahassee Democrat, December 5, 1965

NORTH REGION

The North Region is composed of 20 counties spanning from the Aucilla River east to the Atlantic Ocean and south to the Ocala National Forest **(Figure 6)**. The region is dominated by Jacksonville, which is the region's largest city and is situated on the far eastern boundary. Before World War II, the North and Panhandle Regions were the political and economic centers for the state of Florida. The North Region, along with the Panhandle Region, was the location of a chain of Spanish-era Catholic missions. The Spanish government used St. Augustine, also within the North Region, as their capital. As a result, numerous Spanish-era forts were constructed in the Panhandle and North Regions. In the North Region, Fort Matanzas and Castillo de San Marcos were designated National Monuments in 1924 and are interpreted by the National Park Service. During the American territorial-era, Tallahassee was established as the capital (colonial-era capitals were Pensacola and St. Augustine). Jacksonville, located near the mouth of the St. Johns River and the Atlantic Ocean, has been an important shipping hub and military outpost since the colonial era. The impact of World War II and post-World War II era resulted in significant changes in the North Region.

The main research topics for the North Region include: the impact of the large military presence; the growth of Jacksonville; and the growth of the University of Florida.

World War II Summary

Metropolitan Jacksonville is the home of several military installations: Jacksonville NAS, Mayport Naval Station (NA), Whitehouse Field, and the Pinecastle Range Complex. The Jacksonville NAS is at the same location as a state militia training ground, established in 1907, and a World War I-era Army base, Camp Joseph E. Johnston. In 1940, the Federal government and Duval County reached an agreement to turn over the base to the federal government for the establishment of Jacksonville NAS. The federal government purchased over 2,000 acres of private land and relocated the town of Yukon for the new base. Mayport NS was commissioned in 1942 and is situated in a rural setting at the mouth of the St. Johns River and the Atlantic Ocean. Mayport NS was an auxiliary air station during World War II and was decommissioned after the war. The historic Castillo de San Marcos in St. Augustine was used as a training ground for service members during World War II. Smaller airfields in the Region were located at Keystone Heights, Cross City, Ocala, and Perry. Camp Blanding, located in Clay County was established to serve as a training ground for the Florida National Guard when Camp Joseph E. Johnston in Jacksonville was turned over to the federal government for the establishment of Jacksonville NAS. In 1940, Camp Blanding became a federal training ground for Army infantry units. The Camp size swelled to approximately 150,000 acres and trained nearly 175,000 soldiers during World War II. There was also a sizable prisoner of war (POW) contingent at the Camp. After World War II the Camp returned to use by the state of Florida for the National Guard. The Camp would remain a vital component to the Cold War military response into the late twentieth century.

Figure 6: North Region

Post-World War II Economic and Development History

Tourism

The tourism industry was an important component of the post-World War II economy in the North Region. The town of St. Augustine, revered by Henry Flagler, was a popular resort town. In the 1960s, the National Park Service reconstructed parts of the historic downtown and worked to improve the interpretation of the historic town. Castillo de San Marcos and nearby Fort Matanzas drew visitors during the post-World War II era as tourism flourished in the state. Marineland in St. Augustine Beach was an early theme park devoted to sea life. It opened in the 1930s and remained extremely popular during the post-World War II era with it still attracting over 900,000 visitors annually in the mid-1970s.

In the central and western parts of the Region there are numerous freshwater springs. These include Homosassa Springs, Silver Springs, Paradise Springs, and Weeki Wachee Spring. Although several of the springs were privately-owned tourist attractions, during the twentieth century, they were purchased by the State of Florida and became components of the state park system.

Agriculture

The North Region maintained a significant agricultural component outside of Jacksonville/Duval County. Agricultural pursuits included timber-related industries, cash crops (e.g. corn), wholesale nursery industry, and animal husbandry. Some commercial fishing and aquaculture occur in the North Region, along both the Gulf Coast and the Atlantic Coast. The southern portion of the Region around Ocala has historically been a popular location for horse ranching. Extractive industries in the Region include phosphate mining.

Film Industry

The North Region was a popular location for the film industry after World War II. Several of the springs were used as film locations including Weeki Wachee (*Mr. Peabody and the Mermaid*/1948), and Homosassa Springs (*Neptune's Daughter*/1949). Silver Springs was also the location of advances in underwater filming techniques that would be utilized for decades by the film industry.

Population changes

In general, the post-war population growth in the North Region was not as pronounced as southern Florida. Jacksonville remained the largest urban area in the North Region throughout the post-World War II era, with Gainesville and Ocala being the next largest population centers. Jacksonville was an important port of entry for immigrants during the post-World War II era.

Towns, Cities, Census Designated Places of Regional Importance

In 1950, only one metropolitan area was identified by the US Census Bureau in the North Region: Jacksonville. It remained the only metropolitan area in the North Region identified in the two subsequent census reports in 1960 and 1970. This reflects the extensive development that occurred in the Jacksonville metro area. Between 1950 and 1960, Duval County (where Jacksonville is located) grew by 48% and was the third largest metro area in the state behind the Miami and Tampa/St. Petersburg metros. In 1967, the City of Jacksonville consolidated with Duval County to combine government administrative duties.

Other small cities and towns include St. Augustine, Gainesville, and Ocala. St. Augustine was boosted during this period by the increasing tourism in the state. Gainesville experienced significant growth during the period due to increased enrollment at the University of Florida (previously named the University of the State of Florida). The influx of students and staff associated with the University resulted in a population and housing boom in the Gainesville area. Ocala, situated in the southern portion of the North Region, was a largely rural town that was boosted in the late mid-twentieth century by the construction of Florida's Turnpike and Interstate 75 (I-75).

The population increase in the North Region is demonstrated by the following census statistics **(Table 2)**:

Table 2: Regional Population Totals (US Census Bureau)

County	Population 1940	Population 1950	Population 1960	Population 1970
Alachua	38,607	57,026	74,074	104,764
Baker	6,510	6,313	7,363	9,242
Bradford	8,717	11,457	12,446	14,625
Clay	6,468	14,323	19,535	32,059
Columbia	16,859	18,216	20,077	25,250
Dixie	7,018	3,928	4,479	5,480
Duval	210,143	304,029	455,411	528,865
Flagler	3,008	3,367	4,566	4,454
Gilchrist	4,250	3,499	2,868	3,551
Hamilton	9,778	8,981	7,705	7,787
Lafayette	4,405	3,440	2,889	2,892
Levy	12,550	10,637	10,364	12,756
Madison	16,190	14,197	14,154	13,481
Marion	31,243	38,187	51,616	69,030
Nassau	10,826	12,811	17,189	20,626
Putnam	18,698	23,615	32,212	36,290
St. Johns	20,012	24,998	30,034	30,727
Suwannee	17,073	16,986	14,961	15,559
Taylor	11,565	10,416	13,168	13,641
Union	7,094	8,906	6,043	8,112
Region Total	**461,014**	**595,332**	**801,154**	**959,191**

Military/Defense Industry

Jacksonville's importance as a transportation hub influenced its choice as a major military center after World War II. The Jacksonville NAS maintained a significant presence in the metropolitan area. The base was used for processing German POWs. It was the original location of the Blue Angels and was utilized for other important Naval operations. In 1948, the Commander of Naval Bases in the southeast was moved from North Carolina to Jacksonville NAS. By 1949, Jacksonville NAS had approximately 10,000 personnel employed (civilian and military) on the base.

After being decommissioned at the end of World War II, Mayport NS was re-established in 1948 as a naval outlying landing field and is currently the home base for numerous naval vessels including amphibious assault ships, and destroyers. Mayport serves as the home base for three helicopter squadrons, making it a Naval Air Station.

Camp Blanding remained a vital part of the state National Guard efforts with it becoming a staging ground for troops deploying overseas in the late twentieth century.

Transportation Routes

Jacksonville's location at the mouth of the St. John's River has made it an important transportation hub for goods and people moving between the interior of the state and the Atlantic Ocean. Roads and railroads have supported the waterway transportation around the city. However, after World War II the existing infrastructure was not adequate to support the burgeoning city. As a result, the City of Jacksonville established the Expressway Authority in 1953. Its purpose was to create new corridors or improve existing corridors to support the new suburban residents who needed to quickly commute to downtown or the many military installations.

A major undertaking by the Expressway Authority was the construction of limited access roads and bridges that crossed the St. Johns River. For example, the Arlington Expressway (State Road 115) provided an alternative to US 1 and crossed the St. Johns River with the Mathews Bridge (built c. 1953). The Expressway connected the rural communities of Floral Bluff, Eggleston, Clifton, Chaseville, and Gilmore to downtown Jacksonville. This allowed residents of new subdivisions to quickly travel into downtown Jacksonville.

Two interstates were established in Jacksonville. Construction on I-10 began in Jacksonville, the largest urban area along the interstate. Interstate 95 (I-95) was opened in Jacksonville in 1966 and ran parallel to the Atlantic Ocean, paralleling the historic US 1 (Federal Highway). The construction of the interstates and the related urban renewal efforts resulted in the forced resettlement of residents from older neighborhoods, similar to other urban areas during this time period. The vibrant, historic African-American neighborhood of La Villa, sometimes referred to as the Harlem of the South, was negatively impacted by the construction of I-95.

Jacksonville also undertook significant upgrades to the port and docks, allowing the shipping industry to increase its presence. Jacksonville actively attracted railroad companies to base their headquarters in the city, resulting in it becoming an important railroad hub in the post-World War II era.

On the western side of the region, Interstate 75 (I-75) and Florida's Turnpike were constructed during the post-World War II era. The section of Interstate 75 from Lake City to Tampa opened in 1964. These limited access roadways allowed for the quick movement of people and goods through the state and resulted in smaller historic roadways becoming less important to the area.

Post-World War II Residential and Commercial Development Patterns

After World War II, the Region maintained its pre-war development pattern with Jacksonville remaining the population center and the surrounding area composed of small towns and rural development.

The significant military presence in the North Region resulted in an increase in military-related housing for soldiers, their families, and civilian workers associated with the bases. Jacksonville NAS suffered a severe shortage of permanent and short-term housing for the soldiers. While the Navy worked to construct housing on-base, by 1941 there were also two Navy-controlled housing developments off-base: Cumberland Road (approximately four miles north of the base) and Dewey Park (directly across Highway 17 from the station entrance). Both off-base subdivisions were designed and built by private developers for the Navy. The developments maintained the typical suburban layout (streets, landscaping, curbing) and included community buildings. Dewey Park was expanded in 1945. In rural Clay County, the location of Camp Blanding, housing developments for soldiers and civilian workers was required. The development associated with military personnel were oftentimes constructed near the bases.

Meanwhile, rural areas experienced some population increase, but similar to the Panhandle Region, the growth was not as extreme as what occurred in South Florida. The architectural types and styles in the North Region during this period are more reminiscent of the typical American Southern architecture that was constructed in Georgia. The Modern architecture that would become popular in central and south Florida was not as common in the North Region.

Gainesville was a unique city in the North Region as it was the location of the University of Florida and experienced significant growth associated with the expansion of the University to a co-educational facility and the increase in enrollment with the passage of the GI Bill, which provided educational funding to veterans. Previous to World War II, Gainesville was a small community. After the war, the influx of students and staff significantly increased the population in the area and contributed to the development of numerous subdivisions in nearby agricultural lands. Gainesville was also the headquarters of an innovative developer, Philip I. Emmer. Emmer started in the housing development industry in Miami, but in 1954 he moved to Gainesville and developed a large subdivision for African Americans, Lincoln Estates. Mr. Emmer became known throughout the country as a developer of neighborhoods specifically marketed to African Americans and an industry advocate for home ownership opportunities for minorities. Emmer's Lincoln Estates development in Gainesville is one of several that he constructed in the state. He constructed other subdivisions in Plant City, Miami, and Pensacola.

Retail and office building development occurred along with residential developments. An early suburban office park was constructed in the Arlington neighborhood and presaged the shift of office and commercial business to the suburbs where workers lived. Meanwhile, financial institutions and insurance industries replaced retail businesses in the original Jacksonville downtown as new subdivisions expanded around the city in previously rural areas.

Prominent Builders and Developers

Below are two examples of subdivisions and developers in the North Region **(Figures 7-8)**. The information provided is not exhaustive and does not provide an evaluation of eligibility for listing on the National Register of Historic Places. This information was gained through a review of previous cultural resources surveys, post-World War II studies, county property appraisers, historic newspapers, and Certified Local Governments in the Region.

Developer (s)/Company: Philip I. Emmer/Emmer Development Corporation
Location: Gainesville, Alachua County
Example Subdivision: Lincoln Estates, platted 1961

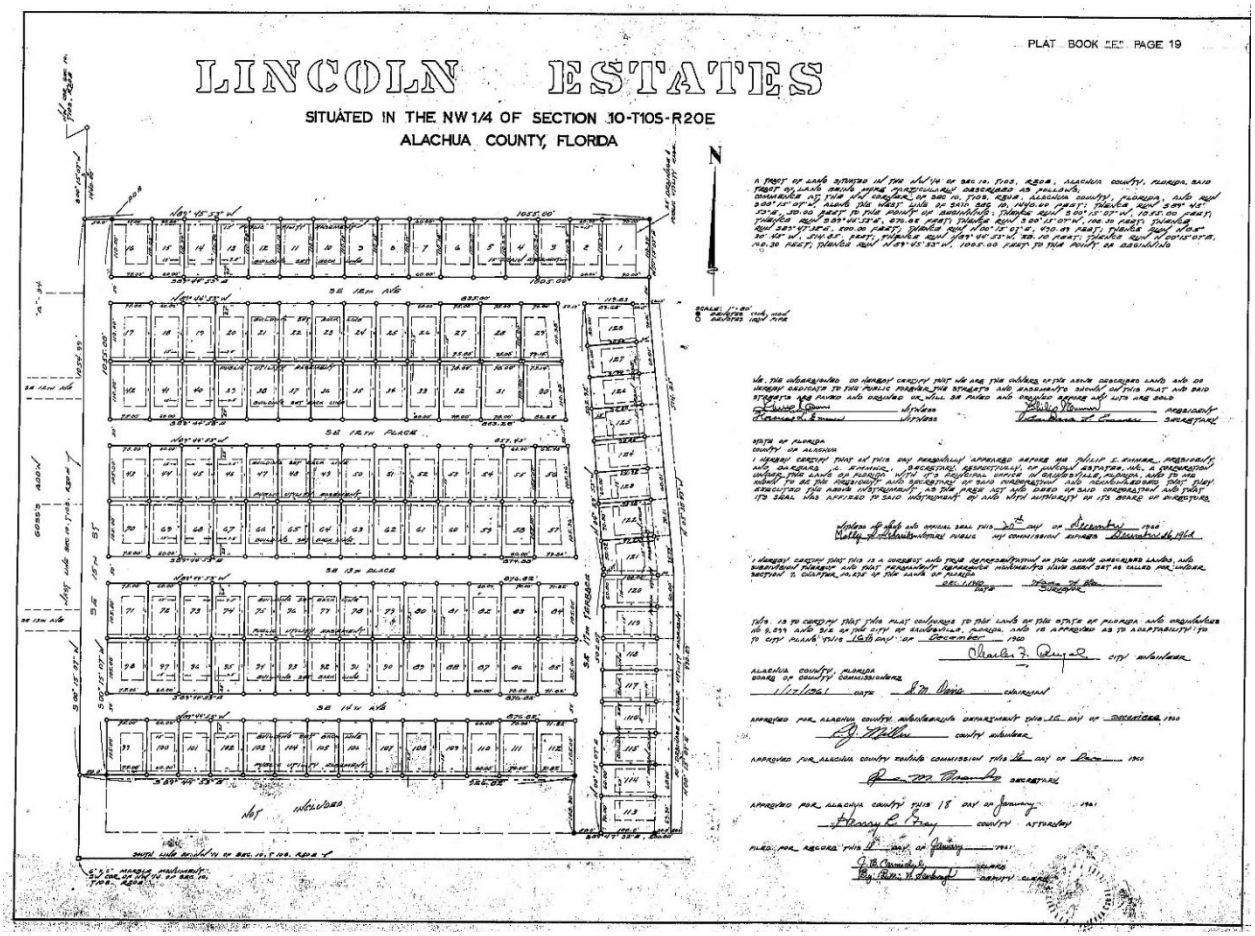


Figure 7: Lincoln Estates Plat, 1961, Courtesy of the Alachua County Clerk of the Court

Developer (s)/Company: William R. Cesery, Sr./Cesery Builders, Inc.
Location: Jacksonville, Duval County
Example Subdivision: Sweetbriar, platted 1961

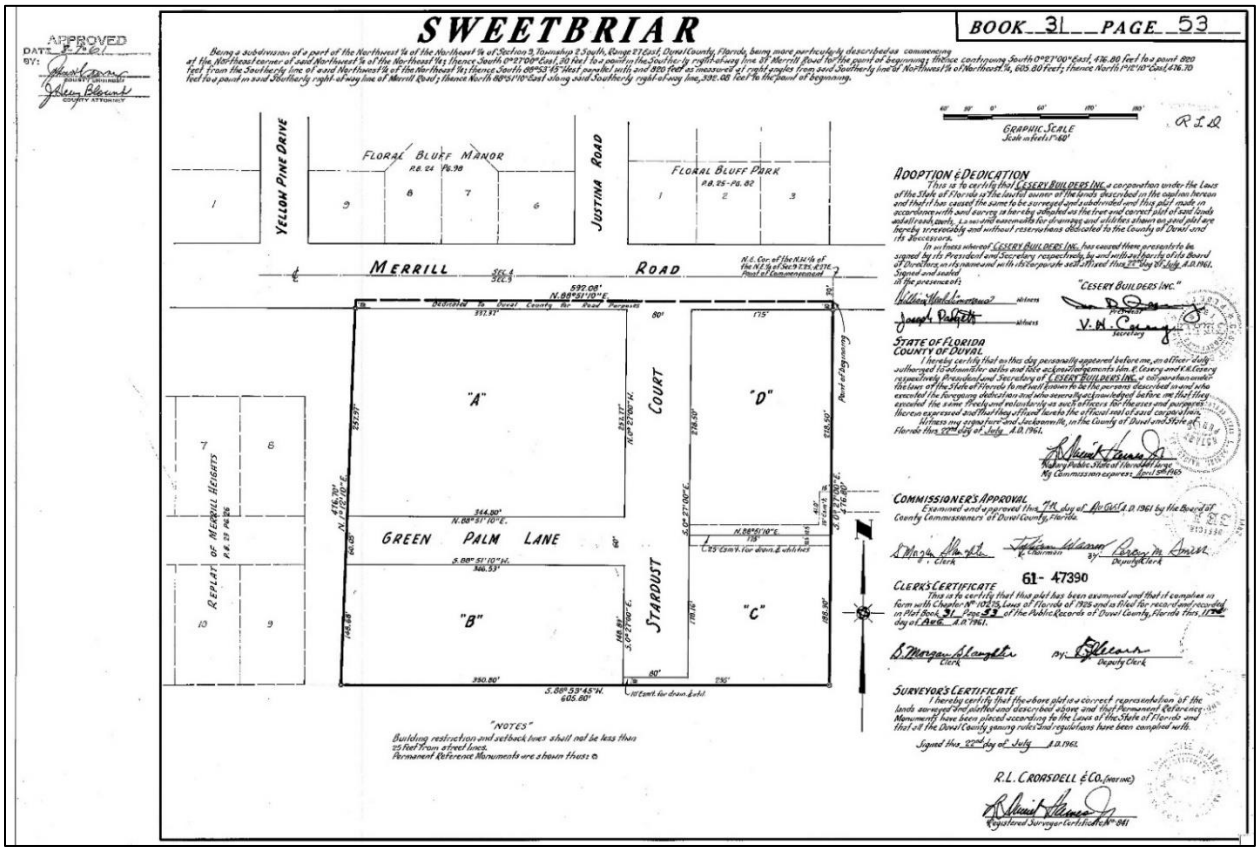


Figure 8: Sweetbriar Plat, 1961, Courtesy of the Duval County Clerk of the Court

CENTRAL REGION

The Central Region is composed of 19 counties spanning across the Florida peninsula. On the west coast the Region spans from Homosassa Springs south to Tampa Bay, and on the east coast from Daytona Beach south to Jupiter **(Figure 9)**. This Region currently has two metropolitan areas on the west coast – Homosassa Springs, and Tampa/St. Petersburg/Clearwater, and three located in the regional center: Orlando/Kissimmee/Sanford, Sebring, and Lakeland/Winter Haven. The four east coast metropolitan areas are composed of Deltona/Daytona Beach/Ormond Beach, Palm Bay/Melbourne/Titusville, Fort Pierce/St. Lucie, Sebastian/Vero Beach. Before World War II, the Central Region was dominated by agriculture and tourism. The population increase during the post-World War II era resulted in a boom in new industries, and residential and commercial development. The construction of limited access roadways also contributed to its explosive growth.

The main research topics for the Central Region include: the growth of a military-industrial complex; the establishment of Disney World; the impact of suburban sprawl on agricultural industries; and the role of transportation in development.

World War II Summary

The Central Region was the location of several small World War II era military installations. Army Air Fields were located in Avon Park, Bartow, Brooksville, Sebring, Kissimmee, Lakeland, St. Petersburg, and Zephyrhills. Larger airfields were located in Orlando and Tampa; Orlando AAF and Pinecastle AAF in Orlando, and MacDill AAF in Tampa. The main Orlando AAF was the location of the School of Applied Tactics which was a major pilot training facility. Several of the smaller fields in the Central Region were used as training facilities by the school based at Orlando AAF. Pinecastle AAF, located south of the Orlando AAF, was used for bomber training during World War II. Both Orlando AAF and Pinecastle AAF remained open after World War II and contributed to the population increase. MacDill became a major military base after World War II, which made Tampa one of the most important population centers in the state in the late twentieth century.

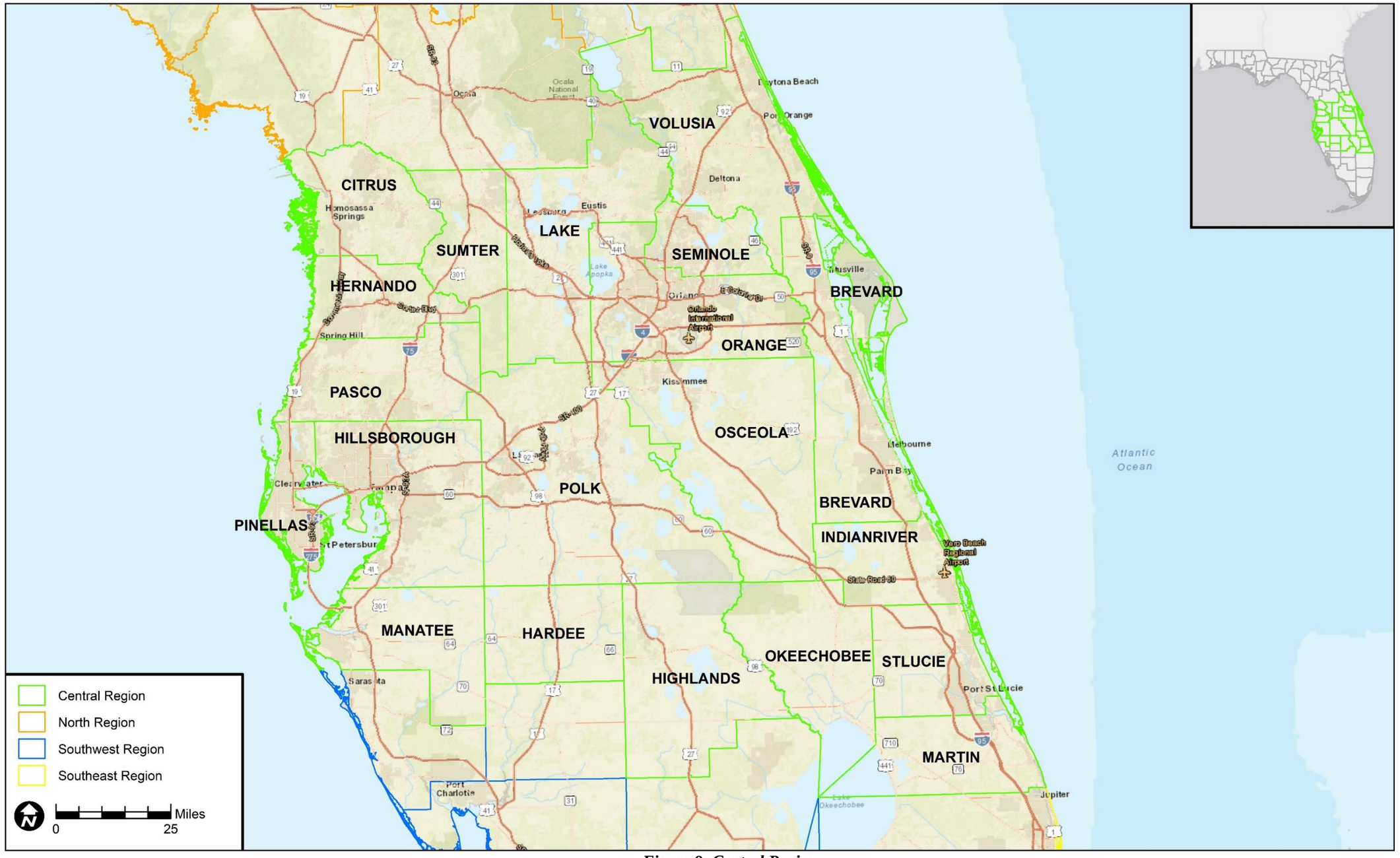


Figure 9: Central Region

Post-World War II Economic and Development History

Tourism

Even before World War II, the Central Region was the location of numerous tourist attractions. The beaches at Daytona Beach, Ormand Beach, St. Petersburg Beach, and Clearwater brought winter-time tourists. The Daytona Speedway was a destination for automobile races. There were also interior resorts such as Lakeland, Lake Wales, and Winter Haven which attracted wealthy Northern tourists to the abundant citrus groves in the area. Cypress Gardens in Winter Haven, established before World War II, remained a popular attraction into the post-World War II period. Some of the more popular tourist attractions on the Gulf Coast of the Central Region included Tiki Gardens and Sunken Gardens in Pinellas County.

The arrival of Disney World in 1971 radically changed the Region. With the creation of the Reedy Creek Water District, Disney became its own city. The Disney Corporation re-made the natural environment to create the original theme park. The success of Disney World attracted additional theme parks in the same area. The establishment of Disney World ushered in the modern era of the Central Region.

Agriculture

Before World War II, the Region was heavily dependent on agriculture. Orlando was surrounded by rich agricultural lands that were dominated by the citrus industry, cattle, and truck farming. The city of Orlando was relatively small with a central core and a few surrounding subdivisions. The nearby town of Kissimmee was an important center for the cattle industry. Phosphate mining was an important extractive industry in the Central Region, and was a major export handled by the railroads. Fishing and aquaculture were important components of the economy in the Region along both coasts.

After World War II, agricultural lands were turned into subdivisions. Numerous large agricultural operators either closed or moved south into the rural areas of Polk, Hardee, Collier, Glades, and Highland Counties.

Population changes

The post-war population growth in the Region was greater than the North and Panhandle Regions, but was not as great as south Florida. Advances in air conditioning technology made central Florida more hospitable for year-round living. The state transportation system was significantly improved, and residents and visitors were no longer dependent on small, rural roads and railroads. New limited access roadways meant that tourists and permanent residents could easily explore the state and live further away from the traditional business centers.

Towns, Cities, Census Designated Places of Regional Importance

The population increase in the Central Region is demonstrated in the Census Bureau's designated metropolitan areas in each decennial census report. The 1950 census identified two metropolitan areas in the Region: Orlando and Tampa/St. Petersburg. Reflecting the increase in population in south Florida during the 1950s, the same two metropolitan areas were identified in the Central Region in the 1960 and 1970 censuses, Orlando and Tampa/St. Petersburg.

The population increase in the Central Region is demonstrated by the following census statistics for the counties in the Region **(Table 3)**:

Table 3: Regional Population Totals (US Census Bureau)

County	Population 1940	Population 1950	Population 1960	Population 1970
Brevard	16,142	23,653	111,435	230,006
Citrus	5,846	6,111	9,268	19,196
Hardee	10,158	10,073	12,370	14,889
Hernando	5,641	6,693	11,205	17,004
Highlands	9,246	13,636	21,338	29,507
Hillsborough	180,148	249,894	397,788	490,265
Indian River	8,957	11,872	25,309	35,992
Lake	27,255	36,340	57,383	69,305
Manatee	26,098	34,704	69,168	97,115
Martin	6,295	7,807	16,932	28,035
Okeechobee	3,000	3,454	6,424	11,233
Orange	70,074	114,950	263,540	344,311
Osceola	10,119	11,406	19,029	25,267
Pasco	13,981	20,529	36,785	75,955
Pinellas	91,852	159,249	374,665	522,329
Polk	86,665	123,997	195,139	227,222
St. Lucie	11,871	20,180	39,294	50,836
Seminole	22,304	26,883	54,947	83,692
Sumter	11,041	11,330	11,869	14,839
Volusia	53,710	74,229	125,319	169,487
Region Total	**670,403**	**966,990**	**1,859,207**	**2,556,485**

Military/Defense Industry

Orlando AAF base was used by the Air Force until 1968. Due to development constraints, the Air Force demobilized the base, and it was then used by the Navy as a naval training center until the 1990s, when it was closed and purchased by the City of Orlando.

The nearby Pinecastle AAF was at the location of the original Orlando Municipal Airport, southeast of the Orlando AAF. It was used for bomber training during World War II and immediately after the war it was the location of the initial testing for the highly secretive Bell X-1 spy plane. Eventually, the X-1 program was moved and Pinecastle AAF was decommissioned in 1946. In 1951, it re-opened as McCoy AFB and served as a frontline Strategic Air Comment (SAC) base. McCoy AFB was an important location for US efforts in South America and the Caribbean during the Cold War. Before Disney World opened in 1971, the AFB was the largest employer in the area. In 1975, the base closed and the area was redeveloped as Orlando International Airport. On the west side of the Region, MacDill AAF was a component of the US Air Force's Continental Air Command, and in 1946, it became a SAC base. MacDill AFB had an important role in the Cold War activities in Europe and Cuba. In 1961, the Base was assigned a US Strike Command

role. It was also used for training fighter pilots during the mid-twentieth century, in tandem with the Avon Park Bombing Range in Highlands and Polk Counties.

The large military presence in the Central Region contributed to its popularity with defense and technology industries. Some of the regional industries that moved to this area include the Martin Company (currently named the Martin-Marietta Company, Orange County), IBM (Brevard County), Honeywell (Pinellas County), Electronic Communications, Inc. (Pinellas County), and General Electric (Pinellas County).

Transportation Routes

Several limited access roadways constructed in the post-World War II era bisect the Central Region: I-75, Interstate 4 (I-4), I-95, and Florida's Turnpike. The construction of these limited access roadways negatively impacted the urban cores of Orlando and Tampa. Numerous minority neighborhoods were impacted by the construction of new roadways. As was typical during this time period (and is discussed in the statewide context), the new limited access roadways were oftentimes placed through the historic urban cores, impacting historic construction. These areas were oftentimes the homes of disenfranchised minorities whose real estate appraisals were artificially depressed by private and governmental policies.

The completion of US Highway 19 that parallels the Gulf of Mexico through Citrus, Hernando, Pasco, and Pinellas Counties in 1955 contributed to the population growth and tourism attractions of Pinellas County where the cities of St. Petersburg and Clearwater are located.

Other significant transportation infrastructure projects included several causeways and bridges that spanned the multiple waterways in the region.

Post-World War II Residential and Commercial Development Patterns

The increase in housing units during the post-war period reflects the significant population increase in the Central Region. Orlando and the Tampa/St. Petersburg areas experienced the greatest growth in the Region. In 1967, the City of Tampa and Hillsborough County held a popular vote to consolidate (similar to the one that occurred at the same time as the Jacksonville/Duval County consolidation), but the plan did not pass, and the consolidation never occurred.

Citrus growers turned their agricultural fields into expansive subdivisions to accommodate the growing population. The Dr. Philips Company, a large citrus growing operation, developed several subdivisions, such as the Azalea Park subdivision, in this time period. The conversion of agricultural land to subdivisions contributed to the closure of several agricultural operations or their shift to rural lands south.

In Orange County, a unique arrangement was made to support the growing need for housing in the African-American community and support homeownership. In 1963, the first African-American run Federal Savings and Loan Association in the state of Florida, the Washington Shores Federal Savings and Loan Association, was established to provide real estate funding for African Americans. The Washington Shores Federal Savings and Loan Association helped fund the construction of numerous neighborhoods in the Orange County/Osceola County area during the post-World War II period including the Washington Shores subdivision. This organization also provided community support such as financial education. Another large African-American

subdivision that grew around Washington Shores was the Richmond Heights neighborhood, which was developed by Federal Construction Corporation. Richmond Heights was a complete neighborhood with schools and a commercial area.

Brevard County experienced significant growth in this period due to the influx of residents associated with the Kennedy Space Center. The result was an extraordinary amount of residential development. Levitt and Sons developers, well-known for their innovative construction methods and large subdivisions in New York, New Jersey, and Connecticut, constructed subdivisions in this Region using styles designed for Florida living.

Pinellas County, on the Gulf Coast, was the most-popular location for mobile home parks in Florida after World War II. Part of this popularity was due to the already-existing retirement communities and the need for adequate housing for county residents. The first all-inclusive mobile home community, Guernsey City, was established in Pinellas County in 1956.

The Central Region was also the location of several notable Modern Style structures that were designed by well-known architects including Morris Lapidus, William Harvard, Sr., and Glenn Q. Johnson. The architects working in the Central Region adapted local and new materials to the Florida environment. A common local material used in this Region is a type of concrete block referred to as Ocala Block.

Prominent Builders and Developers

Below are three examples of subdivisions and developers in the Central Region **(Figures 10-12)**. The information provided is not exhaustive and does not provide an evaluation of eligibility for listing on the National Register of Historic Places. This information was gained through a review of previous cultural resources surveys, post-World War II studies, county property appraisers, historic newspapers, and Certified Local Governments.

Developer (s)/Company: Howard and Darwin Nutt/Federal Construction Corporation of Florida
Location: Orlando, Orange County
Example Subdivision: Richmond Heights Subdivision

New Facilities Completed

Shown are the newly-completed tary School.
facilities of Richmond Heights Elemen-

Figure 10: Richmond Heights Subdivision, Elementary School, Orlando Sentinel, March 8, 1965

Developer (s)/Company: Levitt and Sons of Florida, Inc.
Location: Rockledge and Titusville, Brevard County
Example Subdivision: Levitt Park

Better living– for less than rent!

The Eastwood—*4 bedrooms, 2 baths—$21,500 in Levitt Park at Rockledge* *Other homes from $16,500*

Money spent today on rent is often enough to cover monthly payments on the purchase of a big home at Levitt Park. And with it you get more room, more appliances, more privacy—more out of life!

What can you get these days for $167? In an apartment—not much. In Levitt Park at Rockledge you get the privacy of your own home in a community that's ideal for growing families.

This house is the Eastwood: four large bedrooms, two complete baths, even a storage shed and a carport. Every room in the Eastwood opens on to private, enclosed patio areas! And there are other fine homes to choose from, with monthly payments as low as $123.

Solid savings—All Levitt Park homes are available in your choice of two desirable communities: Levitt Park at Rockledge and Levitt Park at Titusville. Prices are low, and the price of every home includes wall oven, countertop range, garbage disposer, even a central heating system for those rare cool days. Complete landscaping is also included. Closing costs, too—elsewhere that item alone could run you an extra $500 *in cash!* And remember—tax and interest payments are income tax deductible.

All conveniences—It's fun living in either Levitt Park community! You can go swimming, boating, fishing…play golf at a nearby club. Shops, schools, houses of worship are all nearby. And the locations are convenient. Levitt Park at Rockledge is minutes from the Cape area, along main roads. Levitt Park at Titusville is just five miles from the NASA Causeway.

Look before you rent—Come see the spacious home you could be living in—instead of a crowded, expensive apartment! The homes in Levitt Park at Titusville are not yet furnished but you can see them now. Or see all six beautifully decorated exhibit homes in Levitt Park at Rockledge. In both communities the models are open daily from noon until eight at night.

IMPORTANT!

Want to move soon? We try to have a few houses scheduled for early delivery. Be sure to ask!

Levitt Park at Rockledge
Rockledge, Florida · Phone (305) 632-4700
From Route 520 take U.S. 1 south to Barton Ave. Take Barton to Fiske Boulevard. Turn left on Fiske, then one mile to exhibit.

Levitt Park at Titusville
Titusville, Florida · Phone (305) 269-0400
Take U.S. 1 to Titusville and continue to Harrison St. (¼ block north of Imperial Towers). Turn west on Harrison ½ mile to Barna Ave., then right to exhibit.

Levitt and Sons
OF FLORIDA, INC.

Figure 11: Levitt and Sons Advertisement, Orlando Sentinel, November 17, 1967

Developer (s)/Company: Rutenberg Homes
Location: St. Petersburg, Pinellas County
Example Subdivision: Wedgewood Park

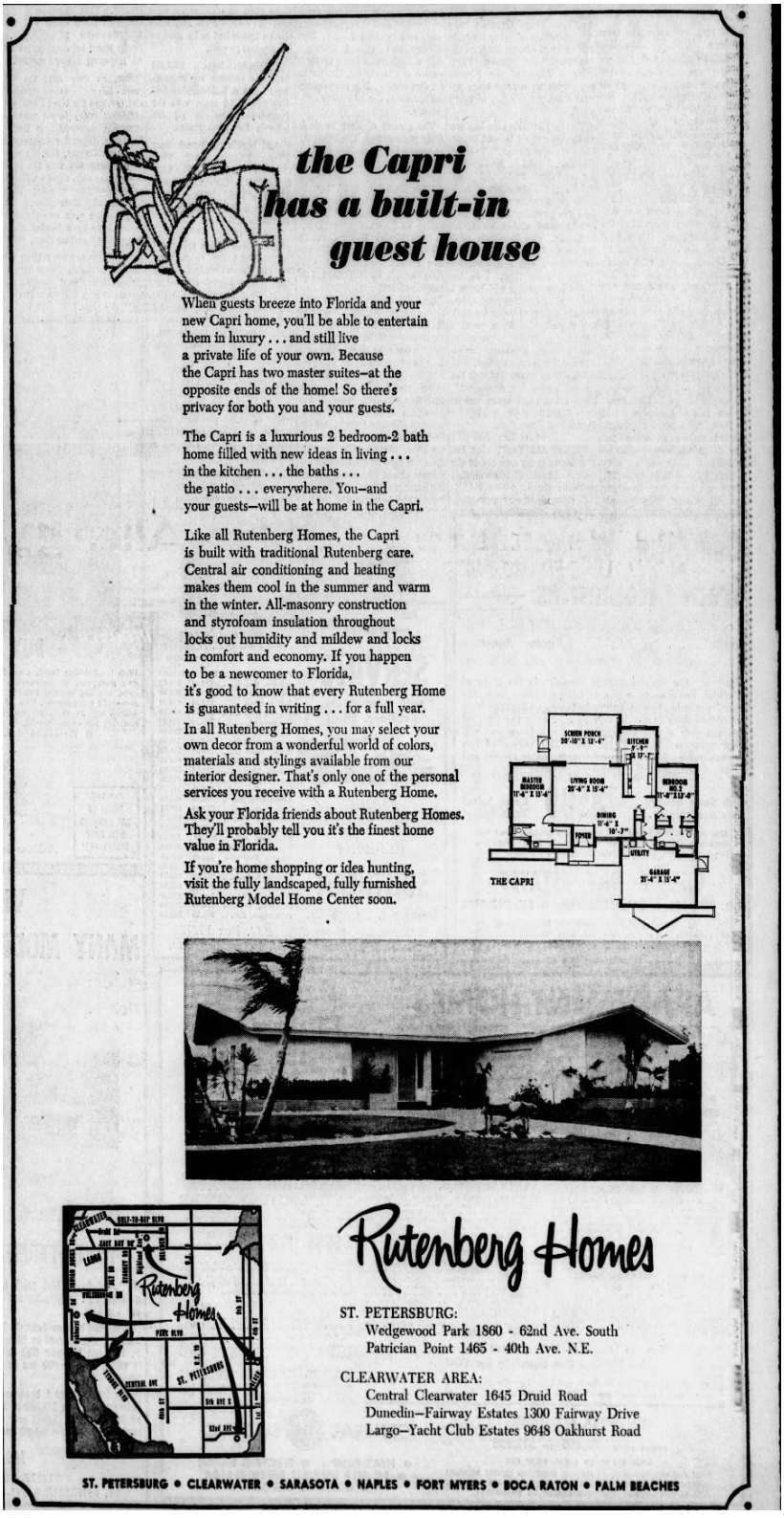


Figure 12: Wedgewood Park Advertisement, Tampa Bay Times Sun, July 10, 1966

SOUTHEAST REGION

The Southeast Region is composed of four counties spanning from the south shore of Lake Okeechobee to the Florida Straits **(Figure 13)**. Before World War II, the Region was dominated by agriculture. Although the area had some residential and commercial development during the Land Boom, the population and influence of the area was not particularly notable. The transportation corridors in the Southeast Region were limited and several areas were largely inaccessible. The cities of Fort Lauderdale, Key West, and Miami were the population centers in the pre-World War II era. After World War II, the population increased more quickly and with greater intensity than anywhere else in the state.

The main research topics for the Southeast Region include: the impact of rapid population growth in the region; international immigration and migration from within the country; environmental impacts of the post-World War II development; and the development of a unique regional architecture in response to new aesthetics.

World War II Summary

During World War II, the cities and towns in the region became war camps and training centers for the Armed Forces. By the end of 1942, many of the area's once empty hotels had become barracks. Other hotels were turned into hospitals; golf courses were transformed into drill fields; fancy restaurants and clubs became mess halls; and churches and synagogues were used for classrooms. Army Air Fields were established in Boca Chica, Boca Raton, and Miami. Naval installations along the coast also provided training and coastal defense along the coast in the Southeast Region. Richmond NAS in Miami was used as a blimp base during World War II but closed at the end of the war and became the campus for the University of Miami. The Fort Lauderdale NAS was used for pilot and aircrew in torpedo bombers and for US Marine Corps flight crews. At the end of World War II, the base was decommissioned and turned over to Broward County for a municipal airport.

The influx of military personnel and their families, especially to Homestead in the 1940s, revitalized the area. The Homestead AAF was utilized as a transportation depot and training station for the Air Transport Command. After many of the facilities were destroyed or damaged in a 1945 hurricane, it was closed. The Miami AAF was eventually demobilized and became Miami International Airport.

The Key West NAS reactivated in 1940, and several supporting facilities were established nearby including Meachum Field, which is now Key West International Airport. By the end of the World War II, Key West NAS hosted submarines, destroyers, and aircraft. After the war, Key West NAS remained open and was used for training.

The conclusion of World War II and the closure of military bases did not mark the end of the Region's economic expansion and population growth. A large number of soldiers returned to South Florida with their families after the War to establish permanent residency. The military presence in this Region was also important after World War II because of the beginning of the Cold War during this period.

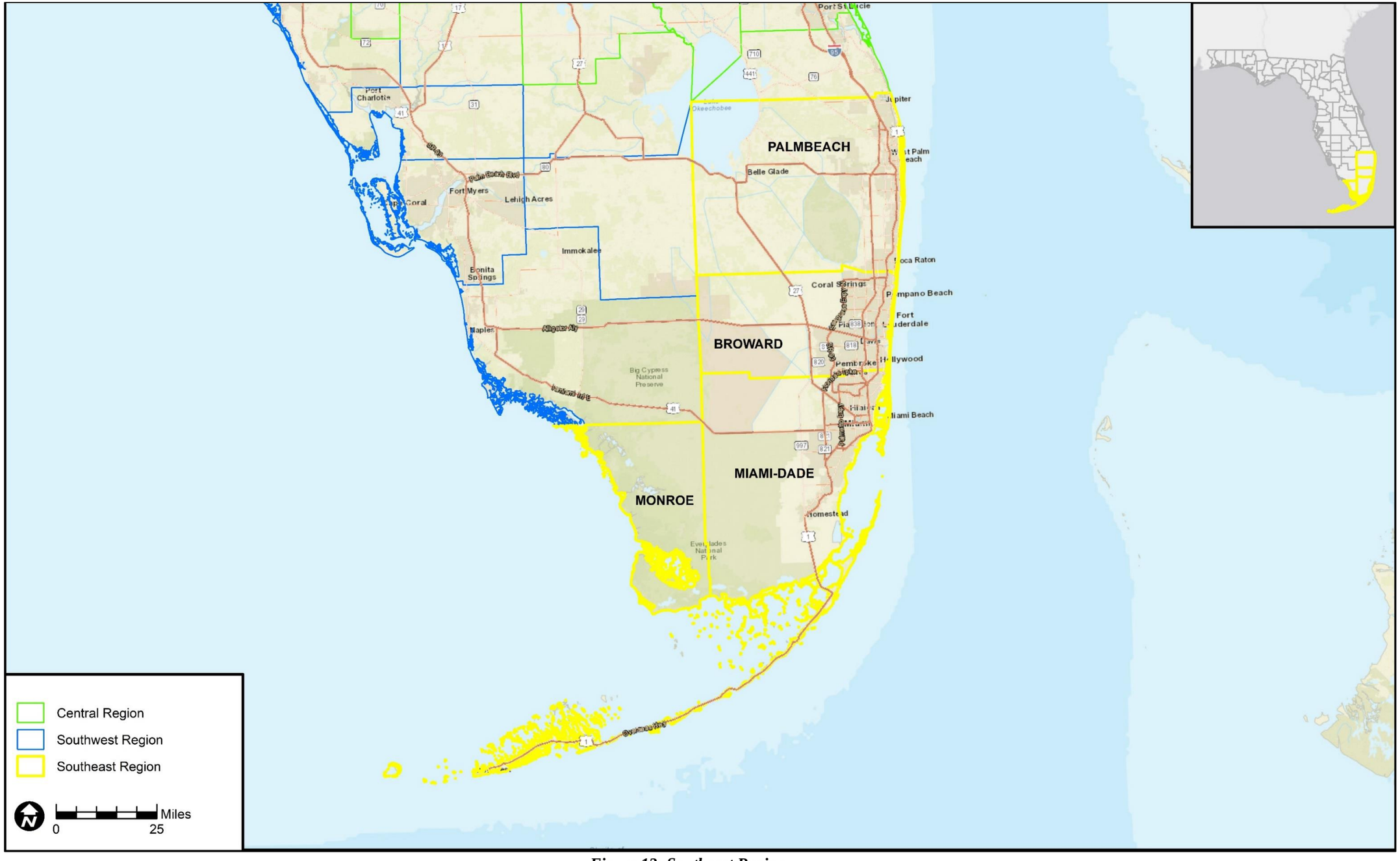


Figure 13: Southeast Region

Post-World War II Economic and Development History

Tourism

During the post-World War II period, air conditioning transformed the Southeast Region from a seasonal resort town into a year-round vacation destination. Americans experienced unprecedented prosperity, had more leisure time than ever before, and transportation advances made traveling easier. A post-World War II resort and motel building boom ensued that provided new accommodations for tourists. By 1956, Miami and Miami Beach received one-quarter of the state's tourists. Early post-World War II development on Miami Beach was concentrated near the southern portion of Collins Avenue. There was an initial boom in new, luxury resorts. As the years went on, development proceeded north along Collins Avenue and more automobile-oriented roadside motels were constructed. Post-War motels were constructed throughout Miami-Dade County. Fort Lauderdale also increased its popularity as a tourist locale, with it becoming particularly popular with college students on spring break.

Agriculture

Before World War II, the Southeast Region was heavily dependent on agriculture. In the interior areas, farming in the Everglades, which reached from Lake Okeechobee south to the Florida Straits, was a mainstay of the economy. Most of the agricultural land was established through the process of draining the swamp. Although the process began before World War II, after the war, the responsibility to drain and maintain water in the Everglades fell to the newly established water management districts and the US Army Corps of Engineers. These state and federal agencies professionalized water management. Similar to other areas of the state, mechanization of agricultural work contributed to the demise of small farms. In addition, residential development encroached on agricultural lands forcing operators to close to move to more rural locales. There were some areas of the region that remained rural and agricultural production was a significant factor in the area's post-World War II economy.

Film Industry

Fort Lauderdale and Miami Beach were popular locations for filming movies and the area attracted celebrities. On Miami Beach, Frank Sinatra filmed three movies, *A Hole in the Head*, *Tony Rome*, and *The Lady in Cement*. In Fort Lauderdale, the blockbuster film, *Where the Boys Are* was filmed in 1960. The next year, 50,000 students came to Fort Lauderdale to enjoy the sunshine and camaraderie. Miami remained a popular residence for celebrities, as it had been before World War II.

Population changes

Many factors influenced the post-World War II growth in the Region. People were attracted to the climate of the area. The drainage of the Everglades opened additional land to development. Improvements in transportation made it easier to travel to and within the region and provided better access to land for development. Between 1940 and 1950, the population nearly doubled, and new subdivisions of small concrete block homes dotted what had once been the outskirts of the cities. By 1950, the population of the City of Miami reached 172,000 residents. The county's population was 495,000 people. During the 1950s, the incorporation of several municipalities in the region signaled that the population was indeed swelling. In 1951, North Miami was considered one of

the fastest growing towns in the US. By 1955, the county's population was up to 715,000 residents, almost double in five years.

A significant development in the Region during the second half of the twentieth century was the arrival of Cuban immigrants after Fidel Castro took power in Cuba in 1959. Approximately 135,000 Cubans came to Miami between January of 1959 and April of 1961. The immigrant population was a mix of working-, upper-, and middle-class Cubans, many of whom believed that they would only live in Florida temporarily. Central Intelligence Agency (CIA) operations provided temporary jobs for many of the Cuban exiles, giving them time to establish themselves in the area. After employment with the CIA, many Cuban immigrants went on to start their own businesses and Miami was transformed into a center for Latin American business, banking, and international trade.

Towns, Cities, Census Designated Places of Regional Importance

The shift in population is demonstrated in the Census Bureau's designated metropolitan areas in each decennial census report. The 1950 census identified only one metropolitan area in the Southeast Region: Miami. By the 1960 census, there were three standard metropolitan areas in the Southeast Region: West Palm Beach, Fort Lauderdale, and Miami. The same three metropolitan areas were identified in the 1970 census.

The population increase in the Southeast Region is demonstrated by the following census statistics for the counties in the region **(Table 4)**:

Table 4: Regional Population Totals (US Census Bureau)

County	Population 1940	Population 1950	Population 1960	Population 1970
Broward	39,794	83,933	333,946	620,100
Dade	267,739	495,084	935,047	1,267,792
Monroe	14,078	29,957	47,921	52,586
Palm Beach	79,989	114,688	228,106	348,753
Region Total	**401,600**	**723,662**	**1,545,020**	**2,289,231**

Military/Defense Industry

In February 1955, the former Homestead AAF was reactivated as Homestead AFB under the auspices of the SAC. By the end of the 1950s, Homestead housed more than 6,000 residents, twice as many as during World War II. In 1962, Homestead AFB population rose again as the 31st Tactical Fighter Wing was relocated from California in response to Cuba's growing threat. The base also served as the headquarters for the US Army forces associated with the Cuban Missile Crisis. Homestead AFB was eventually closed after Hurricane Andrew in the 1990s caused extensive damage at the base.

Key West NAS was also the launching point for several Cold War-related military activities. The NAS base remains an important component of the US military.

Transportation Routes

Reflecting the focus of early post-war transportation development on urban areas, the urban sections of I-95 were constructed first, impacting the urban cores of Fort Lauderdale and Miami. This resulted in entire neighborhoods being displaced. Near downtown Miami, the African-

American neighborhood of Overtown was decimated with the construction of I-95. In Broward County, the African-American Woodlawn Cemetery was also impacted by the interstate.

In 1957, a major stretch of Florida's Turnpike opened, hugging the Atlantic coast for a distance of 108 miles between Fort Pierce (MP 152) to the Golden Glades interchange in north Miami (MP 44 originally). The Turnpike similarly impacted historic neighborhoods which were typically minority-resided.

Several other major infrastructure projects related to transportation included the construction of the New River Tunnel (known as the Henry E. Kinney Tunnel) in downtown Fort Lauderdale, several causeways, the Palmetto Expressway, and numerous bridges.

Florida's railroads prospered in the post-War period. The Seaboard Airline Railroad developed a new rail yard in Hialeah in 1953, making it a prime location for industrial production. Railroad companies also purchased land for industrial development along the railroad tracks.

Air travel increased significantly post-World War II, and Miami's climate made it a hub for many airlines Pan American Airlines and Eastern Airlines. During the first six months of 1946, Pan American Airlines flew 13,341 flights in and out of Miami as compared to only 2,555 for the same period in 1941. By 1960, with over 7,000 employees, Eastern Airlines was the leading employer in the Miami metropolitan area.

To facilitate the increase in aviation activity, the Port Authority acquired the 36th Street Airport from Pan American Airlines and the adjacent Miami AAF. They removed the Seaboard Airline Railroad tracks between the two to create Miami International Airport. The Port Authority increased the size of the airport by annexing land throughout the early 1950s. The Miami International Airport emerged as one of the country's largest airports. By 1957, seventy percent of people arriving in Miami came by plane. In 1958, the first regularly scheduled jet route in the United States opened between New York and Miami. A new terminal opened at Miami International Airport in 1959 and was the largest centralized passenger terminal in the world when it was constructed. The terminal had five concourses, a restaurant, 270-room hotel, post office, two-level roadway system, office building, and stores.

Post-World War II Residential and Commercial Development Patterns

Development in the Southeast Region during the post-war period did not just follow the prevailing trends, rather it created new trends as its growth surpassed state and national averages. The Southeast Region experienced the post-World War II residential and development on a larger scale than the rest of the state and the country. For example, most counties in the country experienced on average an eight-fold increase in building permits after World War II, compared to pre-World War II. In Miami-Dade County, there was an eighteen-fold increase in building permit requests compared to before World War II.

By March of 1945, it was clear that Miami-Dade County was on the verge of a massive expansion. An official for the building trades union predicted that at least 8,000 carpenters would be needed in the area after the War to work on over $60 million worth of construction. In April of 1945, the County Planning Committee announced that they foresaw no limits to the county's post-World War II growth and the number of people it could accommodate.

Typical homes in the Southeast Region were Modern in stylization and were suited for the tropical climate found in south Florida. Florida Modern Architecture had wide, overhanging eaves, cross ventilation, metal awning and jalousie windows, and open floor plans. They were designed to connect the indoors and outdoors with large sliding glass doors opening onto screened-in porches, covered patios, and outdoor living spaces. As central air-conditioning use rose in the 1960s, the character of the houses changed, but providing easy access to indoor and outdoor living spaces remained an important component of architecture in South Florida.

The designed architecture in the Southeast Region utilized a unique style that was developed in the region. Modern architecture was more widely accepted, as people moved to the region looking for something new and different. Regional architects adapted the elements of Modern Architecture, making it suitable to the climate, and incorporated local materials to create a new, Modern, South Florida architectural style, Miami Modern or "MiMo" Style. MiMo is classified into two distinct strains, Resort MiMo and Subtropical Modernism. Resort MiMo architecture reflected the post-War period's lavish Hollywood sets, automobile styles, space race, and desire for something newer, bigger, and better. The American fascination with Futurism was a pervasive influence in the designs of Resort MiMo. Subtropical Modernism was a strain of the modern movement that recognized the needs of a year-round population rather than solely the demands of the resort guests. As a result, designers addressed the humidity and heat of summer by making accommodations for breezy corridors, covered galleries, and shady courtyards. Subtropical Modernism also employed elements associated with the International Style of architecture that included glass walls and low-slung lines, flat roofs and wide eaves, and free-flowing interior spaces.

Development in the Southeast Region followed the typical patterns found in Florida, with development first occurring closer to the historic areas and spreading west, north, and south. Drainage efforts in the Everglades allowed for even greater development west into areas that were agricultural or had been too wet to develop. The pressure on the Everglades, an important environment for the entire state, eventually led to efforts in the late twentieth century to control development and its environmental impacts.

The large amount of residential development and growth in this Region during the post-World War II era resulted in the need for local governments to provide an unprecedented amount of services in a short time. As new suburban communities grew, many undertook the charter process so that they would have the authority to regulate, provide services, and manage infrastructure. However, other communities did not incorporate, and the county government had to fulfil the needs of the communities. Dade County struggled to meet the public demand for services in the sprawling unincorporated portions of the county. In response, in 1953 a metropolitan government was formed, and Miami-Dade County came into existence. The creation of a metropolitan government was passed by a vote, and resulted in the consolidation of the building code, creation of a new seaport, road and expressway expansion, and hospital expansion.

Prominent Builders and Developers

Below are three examples of subdivisions and developers in the Southeast Region **(Figures 14-16)**. The information provided is not exhaustive and does not provide an evaluation of eligibility for listing on the National Register of Historic Places. This information was gained through a

review of previous cultural resources surveys, post-World War II studies, county property appraisers, historic newspapers, and Certified Local Governments.

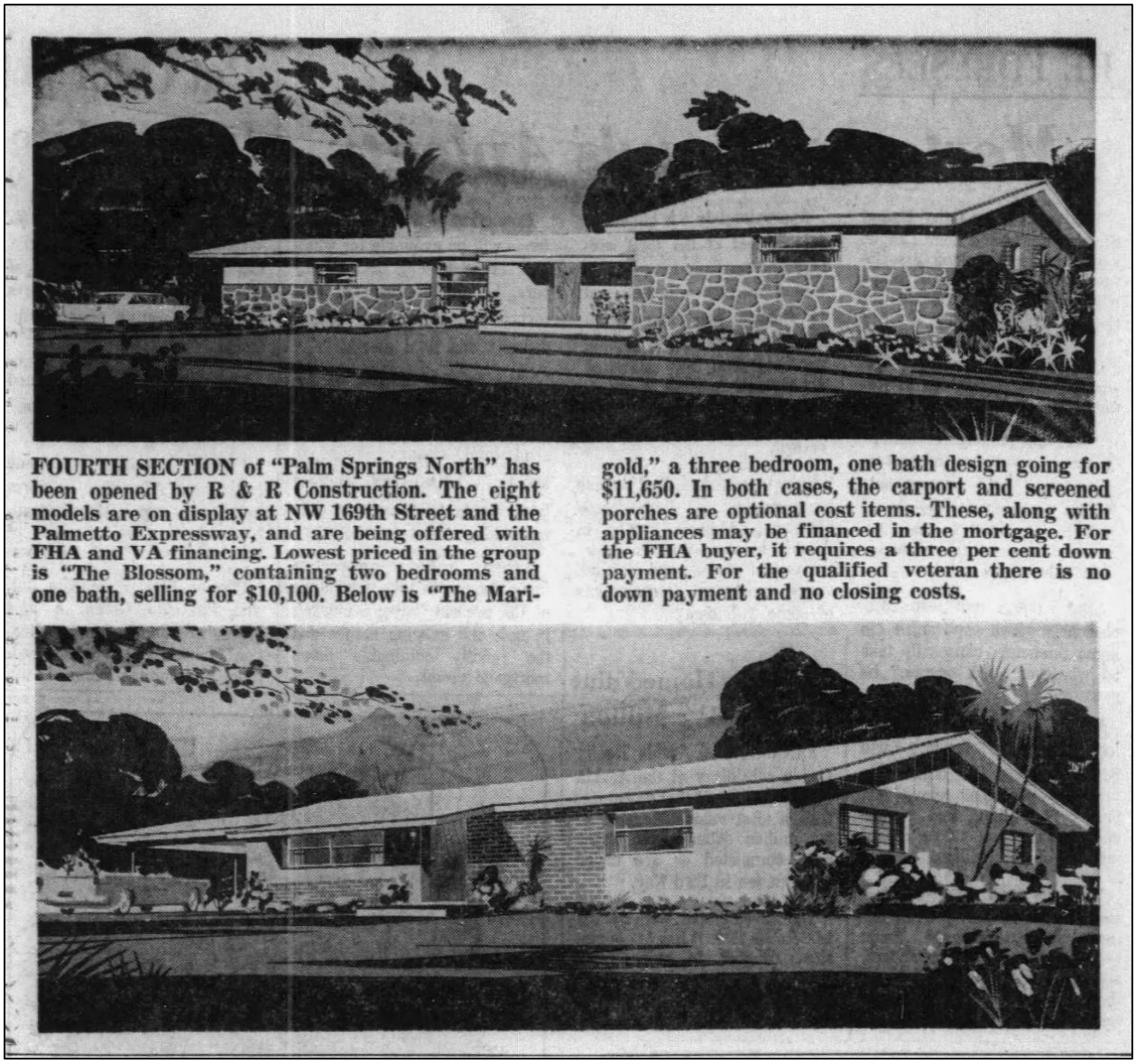
Developer (s)/Company: Martin Lipman and George J. Collier
Location: Fort Lauderdale, Broward County
Example Subdivision: Lincoln Estates

Figure 14: Lincoln Estates Advertisement, Miami News, April 30, 1950

Developer (s)/Company: Mackle Company
Location: Miami, Miami-Dade County
Example Subdivision: Westwood Lake

Figure 15: Westwood Lake Advertisement, Miami News, February 28, 1961

Developer (s)/Company: R&R Construction Company
Location: Hialeah, Miami-Dade County
Example Subdivision: Palm Springs North



FOURTH SECTION of "Palm Springs North" has been opened by R & R Construction. The eight models are on display at NW 169th Street and the Palmetto Expressway, and are being offered with FHA and VA financing. Lowest priced in the group is "The Blossom," containing two bedrooms and one bath, selling for $10,100. Below is "The Marigold," a three bedroom, one bath design going for $11,650. In both cases, the carport and screened porches are optional cost items. These, along with appliances may be financed in the mortgage. For the FHA buyer, it requires a three per cent down payment. For the qualified veteran there is no down payment and no closing costs.

Figure 16: Palm Springs North Advertisement, Miami News, September 24, 1961

SOUTHWEST REGION

The Southwest Region is composed of seven counties spanning from the Gulf Coast south of Tampa Bay east to Lake Okeechobee and south to the Everglades **(Figure 17)**. The Region did not develop as quickly as the Southeast Region. Before World War II, the regional towns such as Venice, Fort Myers, and Naples were smaller than towns in the Southeast Region and the infrastructure was not as well developed. The Southwest Region was sparsely populated, and the lack of adequate transportation meant that it was largely inaccessible. The lack of transportation infrastructure contributed to a slower increase in development in the first decades after World War II compared to the Southeast Region. The pace in development increased when I-75 was completed in the 1970s. Even so, there were still large developments established between the end of World War II and the 1970s. The area was also the location of the development of a distinct architectural style, Sarasota Modern.

The main research topics for the Southwest Region include: population growth in the region; impact of suburban sprawl on agricultural industries; the environmental impacts of post-World War II development; and the development of Sarasota Modern architectural style.

World War II Summary

There were several AAF located in this region during World War II: Buckingham AAF (Fort Myers), Clewiston, Fort Myers AAF, Leesburg AAF, Naples AAF, Punta Gorda AAF, Sarasota AAF, and Venice AAF. Several of these fields were used as auxiliary sites for training at nearby MacDill AAF in Tampa (Hillsborough County). The largest World War II era military installation in this Region was Buckingham AAF in Fort Myers. Buckingham AAF was one of seven Army gunnery schools in the country (the other gunnery school in Florida was at Tyndall AAF, Panama City). Buckingham AAF was closed at the end of World War II. The impacts of the World War II military build-up are still evident in this Region. Even though there are no current military installations in the area, the infrastructure constructed for the military during World War II provided local communities with the beginnings of airports and roads that would contribute to the communities after the war. The introduction of the area to members of the military also contributed to future population growth.

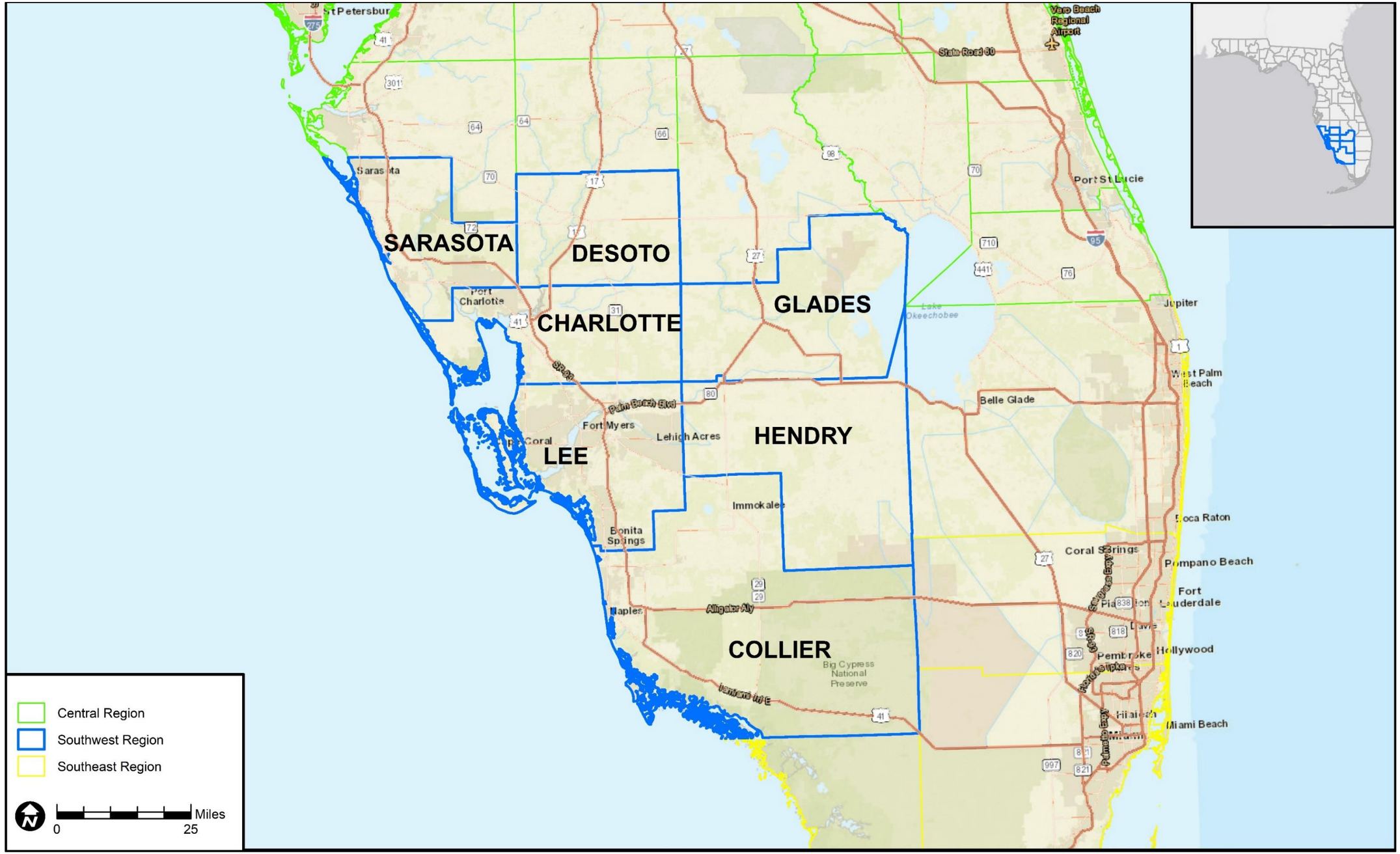


Figure 17: Southwest Region

Post-World War II Economic and Development History

Tourism

The tourism industry in the Southwest Region flourished in the post-war era. This Region was popular for environmental tourism with the establishment of the Everglades National Park in 1947 and subsequent expansions in the late twentieth century. Tourists visiting the Everglades drove along the Tamiami Trail, visiting the numerous Native American tourist villages that were constructed when the roadway was completed before World War II. Development during this time period was focused on the major tourism routes including Tamiami Trail. The development provided infrastructure for visitors (hotels, restaurants, etc.) and provided residential housing for service workers.

Agriculture

The Region's economy has always been heavily dependent on agriculture. The Region remained an important agricultural center after World War II and attracted several agricultural industries that were pushed out of other areas of the state that experienced significant development during this period.

The main agricultural industries were flower farming, lumbering, truck farming, cattle, and citrus production. Some oil extraction also occurred in this Region. The upper Everglades (near Lake Okeechobee) became an important sugar production area in the 1960s. Before that time, Cuba supplied a large amount of sugar to the US market. After the Cuban Communist revolution and the embargo on Cuban products, the US needed a new source of sugar. While the sugar industry had always been nascent in the US as early as the colonial-era, the sugar industry became dominant in South Florida after the Cuban embargo. Cuban and Puerto Rican sugar growers moved to the US and became important industry leaders in the US in the mid twentieth century.

Development associated with agriculture during the post-World War II period occurred near agricultural fields and included industrial structures and worker housing. Both types of development are typically isolated and vernacular in style and design.

Population changes

The population growth in the Southwest Region was typical of south Florida, but it generally occurred later than in the Southeast Region. The rural counties of Charlotte, Collier, and DeSoto experienced significant population growth. However, even into the late twentieth century, some rural counties such as Glades and Hendry did not see the population growth that other counties experienced. Part of this was due to the geography of the Region, which is partially composed of the Everglades, which made it difficult to develop. The infrastructure in this area was severely lacking before World War II and although the interior areas of the Region remained largely impenetrable into the post-World War II period, development was heavier in the historic towns of Everglades City and along the Tamiami Trail in the Everglades. The coastal area was largely undeveloped before World War II. After World War II, several large developments along the coastline resulted in a shift of the population centers from the interior to the coastal areas. This was demonstrated in 1962 when the Collier County seat was moved from Everglades City to Naples.

Towns, Cities, Census Designated Places of Regional Importance

A review of the decennial Census Bureau report demonstrates the lack of development in the Southwest Region during the post-World War II period. The census report shows no designated metropolitan areas in the Southwest Region in 1950, 1960, or 1970. This reflects the lack of major development before and immediately after World War II in the region. The major population increase in this Region occurred after 1975.

The population increase in the Southwest Region is demonstrated by the following census statistics for the regional counties **(Table 5)**:

Table 5: Regional Population Totals (US Census Bureau)

County	Population 1940	Population 1950	Population 1960	Population 1970
Charlotte	3,663	4,286	12,594	27,559
Collier	5,102	6,488	15,753	38,040
DeSoto	7,792	9,242	11,683	13,060
Glades	2,745	2,199	2,950	3,669
Hendry	5,237	6,051	8,119	11,859
Lee	17,488	23,404	54,539	105,216
Pasco	13,981	20,529	36,785	75,955
Sarasota	16,106	28,827	76,895	120,413
Region Total	**72,114**	**101,026**	**219,318**	**395,771**

Military/Defense Industry

The military and associated industries were not particularly important in this Region after World War II. The Everglades were used for military training and weapon development during the Cold War, but most of these activities were associated with Homestead AFB in Miami.

Transportation Routes

The slow development in the immediate post-World War II period resulted in the relatively late construction of major limited access roadways. The main limited access roadway through this Region, I-75, was not completed until the 1980s. The Tamiami Trail was widened in the 1950s. The Everglades Parkway, also referred to as Alligator Alley, runs parallel to Tamiami Trail and opened in 1968. It was originally a 78-mile toll road that connected Naples/Fort Myers to North Miami/Fort Lauderdale but was eventually widened and became part of the Interstate Highway System in the 1980s. The construction methodology was similar to the historic Tamiami Trail, which consisted of dredging nearby bedrock and mounding it to build the base of the roadbed. The construction of the roadway provided another connection between the east coast and west coast of south Florida. The opening of these major roadways in the Region encouraged development and are oftentimes near the roadways. However, since these developments occurred later in the twentieth century, the environmental impacts of the developments on the Everglades were greater understood, and federal and state regulations impacted the size and location of the developments.

Post-World War II Residential and Commercial Development Patterns

In this Region, growth was focused along the coast. This Region is unique because of the existence of what is referred to as the Sarasota School of Architecture or Sarasota Modern. Prominent

Modern architect, Ralph S. Twitchell first arrived in Sarasota before World War II to assist with the construction of the John Ringling residence. After World War II, Twitchell brought Paul Rudolph, another prominent Modern architect, to Sarasota. They were attracted to the area because of the amount of residential development that was occurring in the period and the ability to experiment with new forms and materials. Numerous other prominent Modern architects came to Florida, especially Sarasota, to experiment with local materials and new designs based on the International Style.

The architects associated with the Sarasota School of Architecture were involved in the design of numerous private residences and public buildings in the area using a modified International Style that is referred to as Sarasota Modern. This style utilized organic modern architectural approaches using local materials such as Ocala Block, and cypress wood, and more common materials such as concrete in unique forms. The Sarasota Style architecture continues to draw tourists to the area.

Prominent Builders and Developers

Below are three examples of subdivisions and developers in the Southwest Region **(Figures 18-20)**. The information provided is not exhaustive and does not provide an evaluation of eligibility for listing on the National Register of Historic Places. This information was gained through a review of previous cultural resources surveys, post-World War II studies, county property appraisers, historic newspapers, and Certified Local Governments.

Developer (s)/Company: Van Dame Corporation
Location: Sarasota, Sarasota County
Example Subdivision: DeSoto Acres

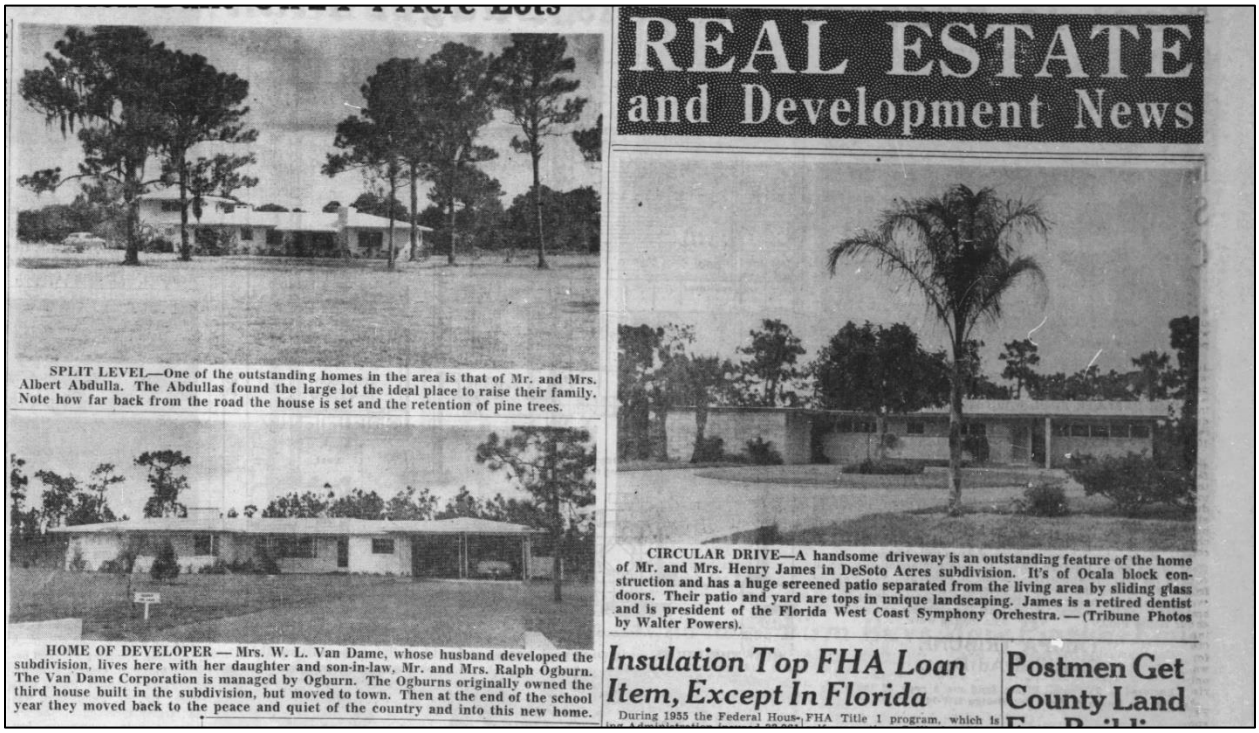
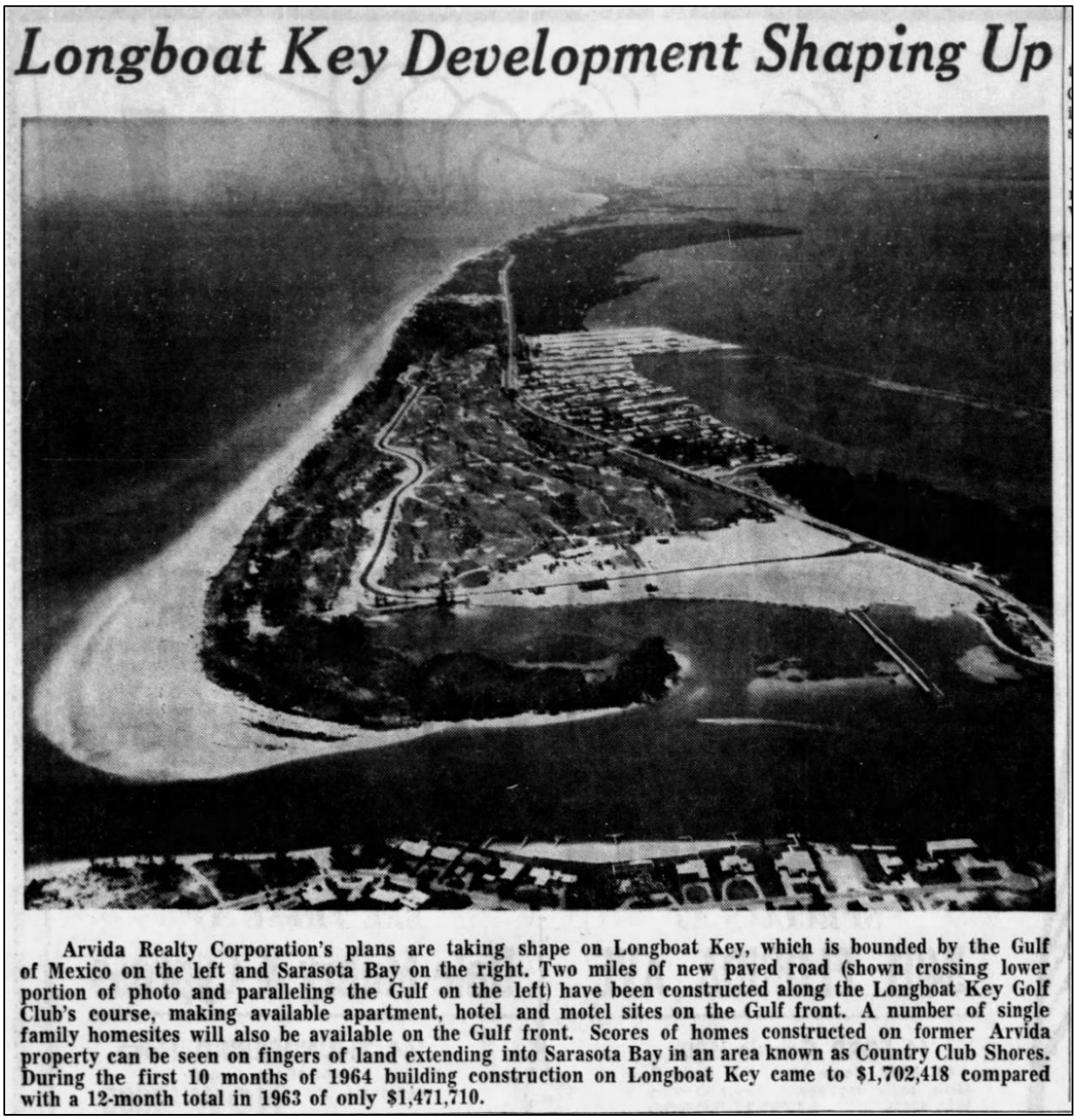


Figure 18: DeSoto Acres Advertisement, Tampa Tribune, August 19, 1956

Developer (s)/Company: Arvida Realty Corporation
Location: Longboat Key, Sarasota
Example Subdivision: Longboat Key



Longboat Key Development Shaping Up

Arvida Realty Corporation's plans are taking shape on Longboat Key, which is bounded by the Gulf of Mexico on the left and Sarasota Bay on the right. Two miles of new paved road (shown crossing lower portion of photo and paralleling the Gulf on the left) have been constructed along the Longboat Key Golf Club's course, making available apartment, hotel and motel sites on the Gulf front. A number of single family homesites will also be available on the Gulf front. Scores of homes constructed on former Arvida property can be seen on fingers of land extending into Sarasota Bay in an area known as Country Club Shores. During the first 10 months of 1964 building construction on Longboat Key came to $1,702,418 compared with a 12-month total in 1963 of only $1,471,710.

Figure 19: Longboat Key Article, Tampa Tribune, November 29, 1964

Developer (s)/Company: Lawrence Morton and Lawrence and Ruth Richmond/Bayshore Gardens, Inc.
Location: Bradenton and Sarasota, Manatee County and Sarasota County
Example Subdivision: Bayshore Gardens

18—St. Petersburg Times Sarasota, Oct. 2, 1956

BAYSHORE GARDENS *on Sarasota Bay!!*

. . . THE UTMOST IN FLORIDA LIVING, CONVENIENCE AND COMFORT

the BIRD of PARADISE

$14,990

LOT INCLUDED

All Dimensions Approximate

3 BEDROOMS, 2 BATHS, and fabulous beyond belief. Thermostatically controlled central forced warm air heat, built-in breakfront, electric heaters in both baths, cathedral ceilings, 12-foot sliding glass doors leading to the Patio, and separate dining room. In the BIRD OF PARADISE, you'll find a complete GE Kitchen, including a four burner counter-top range, dish washer, washer-dryer combination, refrigerator, and garbage disposal. For those who prefer the best, it's the BIRD OF PARADISE.

the QUEEN PALM

$13,490

This Is Your Dream Home Come True. You'll enjoy the covered screened-in porch, the large rooms, the cathedral ceiling in the dining and living rooms . . . and there's lots of glass area. Sliding glass doors to the porch . . . ranch and jalousie windows . . . Ceramic tile bathrooms with formica vanities . . . Double sliding doors in the closets . . . Baked enamel kitchen cabinets with formica tops . . . built-in oven and four burner range top . . . and Thermostatically controlled central - forced warm air heat. Always more for your money at Bayshore Gardens.

Lot Included

the GLADIOLA

$10,990

This is the Bayshore Gardens' Convertible . . . designed for complete adaptability. The GLADIOLA can be either a 2 or 3 bedroom home. The third bedroom is convertible to a TV room or den during the day. CBS construction with three coats of plaster throughout. Colored Ceramic Tile Bath . . . Baked enamel kitchen cabinets . . . Kitchen exhaust fan . . . Automatic Hot Water Heater . . . Jalousie doors and windows . . . recessed wall heaters . . . Truly a Value for Lifetime Living . . .

Lot Included

the HIBISCUS

$9,590

For those who wish a retirement home, this is it! 3 large Bedrooms, ample closet space . . . a separate dining room . . . with kitchen leading to it for graceful serving. The HIBISCUS is your luxurious approach to a low price home. Compare, and you'll want to live at Bayshore Gardens.

Lot Included

Bayshore Gardens offers more features for gracious living than you can possibly imagine. It's a Community complete in itself.

Paved streets, engineered for your safety, concrete curbs and gutters, large lots, a **community sewer and water system that is State Approved.**

Sheltered picnic areas, shuffleboard courts, barbecue pits, white sand beaches and boat basin, under construction. Recreation center now completed.

Early in '57, the Huge Flamingo Shopping Center will be under construction, another Bayshore Gardens feature for your convenience and comfort.

Bayshore Gardens is close to all major attractions, close to schools and churches, and just minutes away from either Sarasota or Bradenton.

No matter which house you prefer, **the price includes the lot**, and your low monthly costs include principal, interest, taxes, insurance, and sewer and water charges. Down payments as low as $172.00, with several excellent financing plans available.

More and More families are moving into Bayshore Gardens every day. Come! See! Compare! Yes, Compare! You too will want to buy a home once you visit this fabulously developed and lived-in Community on Sarasota Bay. Write for free colorful brochure. Dept. STP, Box 4591, Sarasota, Florida. All illustrations are actual photographs of homes at Bayshore Gardens. Prices are subject to change.

BAYSHORE GARDENS *on Sarasota Bay!!*

LOCATED ON U.S. 41 (TAMIAMI TRAIL) BETWEEN BRADENTON AND SARASOTA

Figure 20: Bayshore Gardens Advertisement, Tampa Bay Times, October 2, 1956