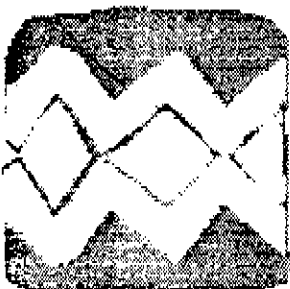
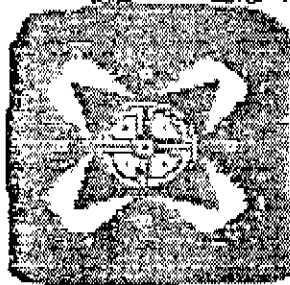


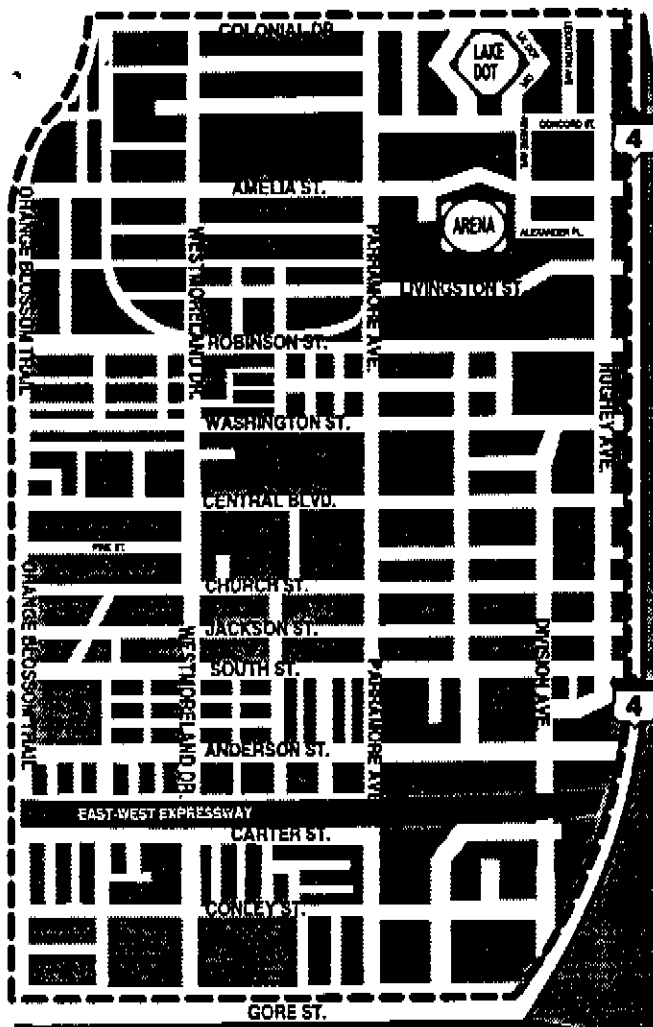


**PARRAMORE HERITAGE  
RENOVATION  
NEIGHBORHOOD TOUR**

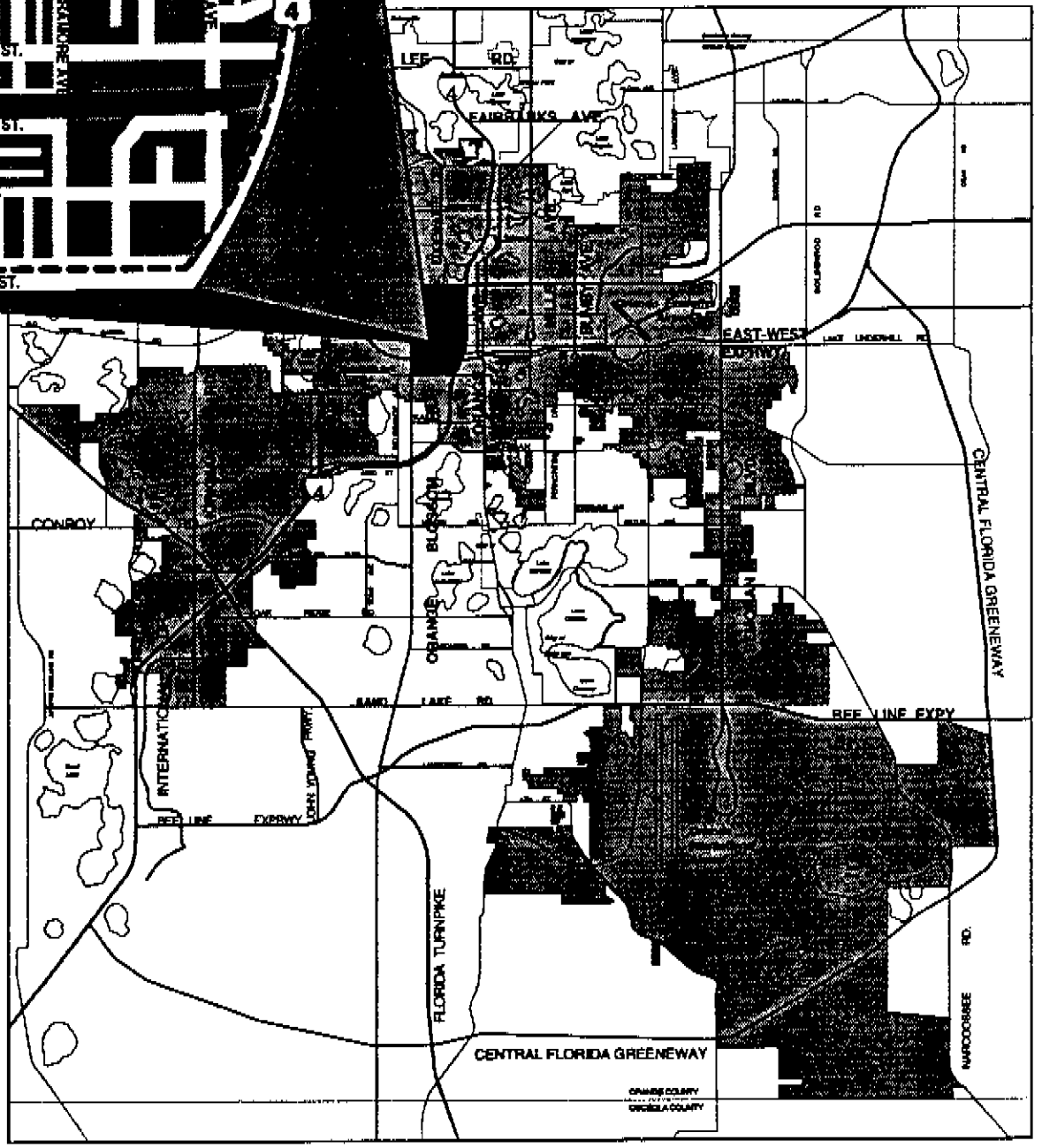


**April 1996**

# Parramore Heritage Renovation Location Map



City Limits



**PARRAMORE HERITAGE RENOVATION PROJECT  
SOCIOECONOMIC DATA**

<b>PARRAMORE HERITAGE RENOVATION AREA</b>	<b>CITY OF ORLANDO</b>
---	----------------------------

**TOTAL POPULATION**

Total Population	8,344	164,693
Percent of City	5.07%	100.00%
Male/Female	50/50	50/50
Average Age	33.4	34.2
Less Than 18 Years Old	29%	21%
18 To 24 Years Old	9%	16%
25 To 64 Years Old	50%	52%
65 Years and Older	11%	12%

**RACE OF POPULATION**

White (Number/Percent)	974	12.00%	112,933	69.00%
Black (Number/Percent)	7,292	87.00%	44,342	27.00%
Other Races (Number/Percent)	78	0.93%	7,418	4.50%
Hispanic Origin (Number/Percent)	196	2.00%	14,121	9.00%

**INCOME AND POVERTY**

Average Household Income	\$14,561	\$33,136
Income Less than \$20,000	77%	36%
Income Less than \$35,000	93%	65%
% Public Assistance Income	6.00%	0.69%
Percent Below Poverty Level	51.30%	15.80%
% <18 Yrs. Below Pov. Level	68%	27%

**EDUCATIONAL ATTAINMENT**

Less Than 9th Grade	22%	8%
High School, No Diploma	35%	14%
High School Graduate	26%	27%
Some College, No Degree	11%	21%
Associates Degree	2%	7%
Bachelor's Degree	2%	16%
Graduate/Professional Degree	1%	6%

**HOUSING**

Total Housing Units	3,178	73,425		
Owner Occupied (# / %)	338	11.00%	27,003	37.00%
Renter Occupied (# / %)	2,514	79.00%	38,700	53.00%
Vacant (# / %)	326	10.00%	7,722	11.00%
Average Owned Home Value	\$44,637	\$88,851		
Average Monthly Rent	\$324	\$504		

**EMPLOYMENT**

Labor Force (16+ Yrs & Older)	3,583	86,606
Participation Rate	58.8%	70.3%
Employed	3,148	82,176
Unemployment Rate	12.1%	5.1%
Females w children < 18	27.9%	14.4%
Employment By Industry		
Construction	14%	7%
Personal Services	17%	8%
F.I.R.E.	1%	8%
Professional Services	11%	19%

**TRANSPORTATION TO WORK**

Car, Truck or Van	58%	81%
Carpooled	23%	13%
Household Vehicle Availability	50%	88%
Public Transportation (Bus)	25%	3%

**BUILDING COMMUNITY**  
*The Parramore Heritage Renovation Project*

The Parramore Heritage Renovation Project (PHRP) is a multi-faceted, community based, community revitalization project. This project is a two year-old campaign composed of neighborhood residents, property and business owners working in partnership with the City of Orlando, as well as other public and private sector organizations, to address the basic problems associated with the social and economic decline of Orlando's westside neighborhoods and business district. The overall goal of the project is to rebuild the sense of community and improve economic opportunities for those who live and work in the area.

The project is located directly west of the heart of downtown Orlando and is comprised of 1.1 square miles. Specific boundaries are: Colonial Drive to the north, Gore Avenue to the south, Interstate-4 to the east, and Orange Blossom Trail to the west. This community is comprised of three residential neighborhoods, two commercial districts and an industrial area. The area is known as Orlando's traditional African American community and is one of the oldest areas in the city.

There is great potential for the area to become a vibrant and safe community. Today, however, the poor physical condition and image of the area is in direct contrast to the manicured and secure-feeling downtown that is just a few blocks away. The Parramore Heritage area is characterized by substandard housing, low median income, high unemployment, low educational attainment, marginal job opportunities and a low standard of living. The population of the area is 8,344, 30% are under the age of 18. Of the residents 25 years and older, 57% have not completed high school. The household income is \$14,561 and the unemployment rate is 12%. The community is in trouble and has been for many years.

The project began in early 1992 after Commissioner Nap Ford asked that City staff help organize the community to develop strategies for revitalization. Community task forces were created to identify community problems and propose solutions. Town meetings were held to obtain input and build consensus within the community. In April of 1993, this process was completed and a formal steering committee was selected by the community. This steering committee consisted of 25 members. They were responsible for formulating and implementing plans and programs that empower the community. Brenda Robinson, who is the Deputy Chief Administrative Officer for the City of Orlando, was appointed by the Mayor to be the Staff Director for the Project and she and Commissioner Ford are ex-officio members of the steering committee. A Plan was completed in May 1994, and the PHR steering committee was dissolved. The committee established the Parramore Heritage Renovation Foundation, Inc., a non-profit charitable organization to implement the committee's plan and strategies. A seven member board of directors direct the foundation, led by Mercerdese Clark as President. An Executive Director was hired in August, 1994 to serve the board and implement the board directives.

City of Orlando  
 PCensus Project  
 1990 Census of Population and Housing

P013 AGE	Parramore Heritage CT104,105,106
----------	-------------------------------------

AGE	
Universe: Persons	
Under 1 year	150
1 and 2 years	411
3 and 4 years	304
5 years	218
6 years	130
7 to 9 years	398
10 and 11 years	201
12 and 13 years	251
14 years	106
15 years	86
16 years	107
17 years	87
<hr/>	
18 years	96
19 years	112
20 years	111
21 years	104
22 to 24 years	354
25 to 29 years	656
30 to 34 years	875
35 to 39 years	602
40 to 44 years	539
45 to 49 years	417
50 to 54 years	442
55 to 59 years	300
<hr/>	
60 and 61 years	147
62 to 64 years	236
65 to 69 years	325
70 to 74 years	211
75 to 79 years	199
80 to 84 years	113
85 years and over	56

↑  
 4,608  
 ↓  
 ✓

## The Parramore Heritage Renovation Project

*Our lives are so tied together that it behooves all of us to come together collectively around the concerns of poverty, homelessness and urban blight to develop a community will to eradicate these ills. We can do so. The only question is whether we will.*

*Nap Ford, City Commissioner*

---

Achievements seem more evident when they are tangible, but sometimes major achievements that dramatically impact our community cannot be seen with the eye, but are felt by the human spirit.

It is difficult to rekindle the community spirit, but necessary if we desire to have a successful community made up of people working together, helping each other and needing each other. Somewhere along the way, the Parramore Heritage community became isolated from the rest of its surroundings and, over time, the strong sense of community that once existed, eroded away. While the community is still known for its rich African-American history, much of the wealth and strength of the community has long since left.

Almost three years ago, the Parramore Heritage Renovation Project began. The purpose was to rebuild and strengthen downtown's west side neighborhoods and commercial area. This area begins west of Hughey and is less than 1 square mile, with a population of 8,000. The statistics for this area are in contrast to the greater Orlando area - 50% live in poverty, 57% have not completed high school, and only 10% of the residents own homes.

Since 1992, city staff has worked with community volunteers to prioritize community needs, and to collectively work together to bring about sustainable community development. Since then, over 50 public and private sector organizations have partnered in realizing the following achievements. While the project is far from complete, we have crossed one of the most important hurdles - we have developed the "community will" to work together to find solutions.

# **The Parramore Heritage Renovation Project**

## **Significant Achievements**

---

- 1) **Development of a Community Plan.**
- 2) **Rebirth of community activism** - formation of the Parramore Heritage Renovation Foundation and Community Resource Center.
- 3) **Infusion of \$7 million in public investments** since 1993.
- 4) **New focus on individual ownership** - constructed/renovated over 50 homes, and a 26-unit apartment complex. (Arlington/Concord Project and Sunview Terrace Apartments)
- 5) **Zero tolerance for crime and drugs** - Added 24 new police officers.
- 6) **New community youth programs** and renovation of John H. Jackson Recreation Center.
- 7) **Provision of new job and business opportunities** - Over 100 residents have obtained jobs, and 8 new businesses have been started through the Micro Loan Program. Opening of PIC's One-Stop Career Center in the area provides needed job training.

# CHURCH STREET PARKING GARAGE

150 South Hughey Avenue



---

The Church Street Multi-Level Parking Garage was completed in 1989 at a cost of \$9.5 million. The garage contains 638 spaces and 9,517 square feet of ground floor retail, which provides business recruitment opportunities for the community. The retail space is leased out to minority owned businesses while the garage provides much needed parking for the businesses located along West Church Street. The garage is located within the African Quarter.

# THE HANKINS BUILDING

647 West South Street



---

This is one of the first buildings for black professionals in Orlando. It has always been the business home for black doctors and lawyers. It was built in 1947 by Dr. I.S. Hankins and is today occupied by the local NAACP chapter, a dentist's office, tailor shop, beauty salon and a florist shop. This building is located in the heart of the African Quarter.

# WEST CHURCH STREETSCAPE

West Church Street - Hughey to Division



---

The West Church Street Streetscape was completed by the Community Redevelopment Agency in June, 1993 at a cost of \$340,000.

## PARRAMORE AVENUE STREETScape

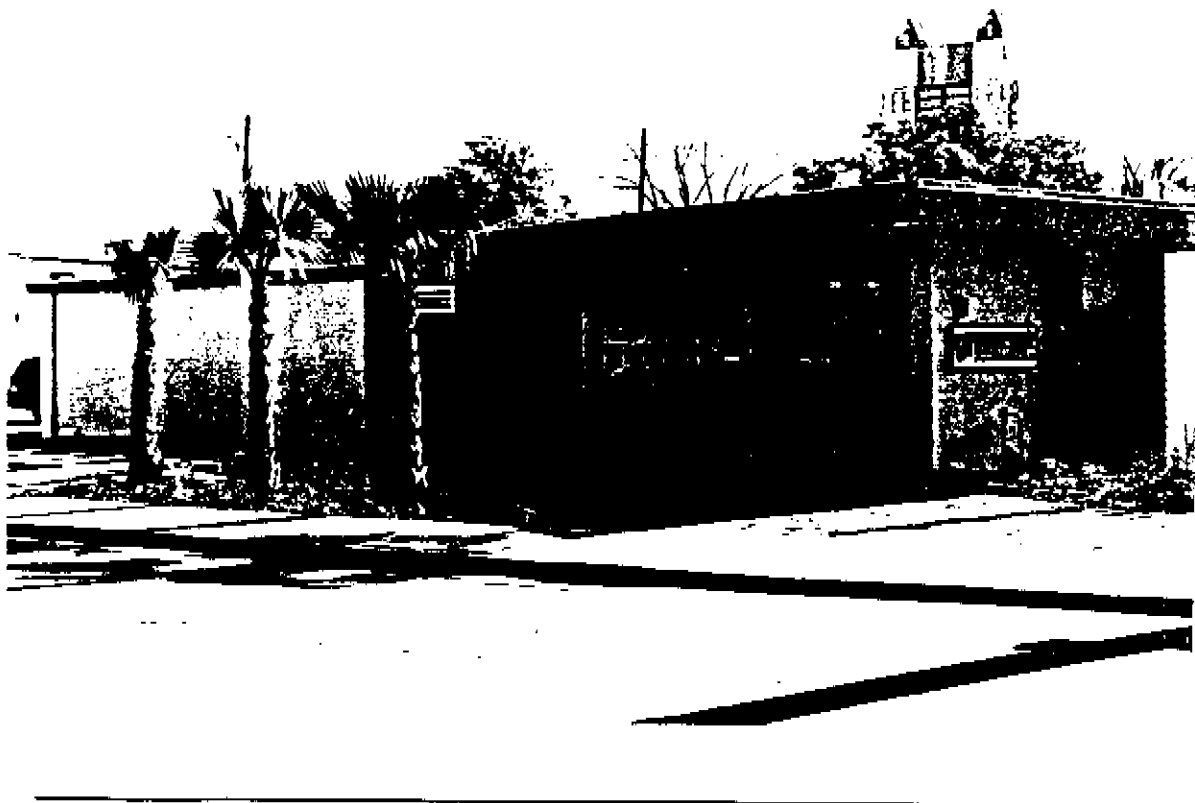


---

The Parramore Avenue Streetscape Project was completed in 1987 at a cost \$1 million from South to Church Streets. The streetscape was funded with tax increment financing, and was the first streetscape project completed outside of the downtown business district.

# PARRAMORE HERITAGE RESOURCE CENTER

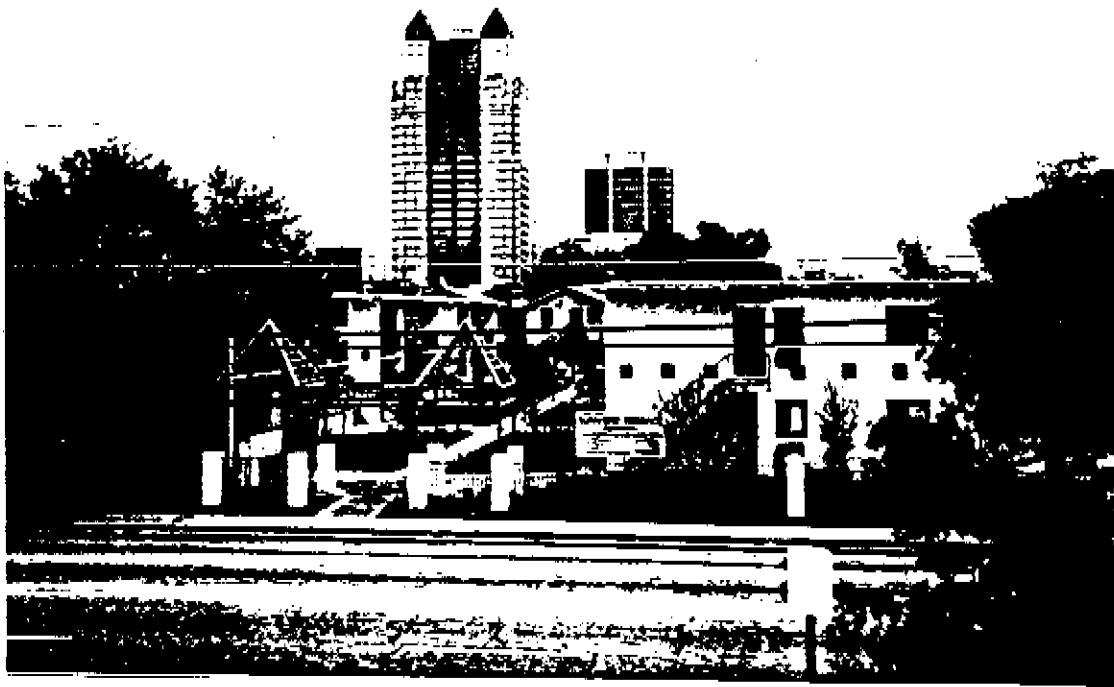
423 W. South Street



The Parramore Heritage Resource Center is located on the corner of South and Division Streets. The 1,550 square feet building was donated to the City of Orlando in 1993. Keep Orlando Beautiful and Classic Construction renovated the building using partially donated materials and volunteer labor. The Resource Center opened in October 1994. The purpose of the Center is to coordinate with area agencies to deliver social services to PHR residents. A resource library and on-line social service network will provide information on housing, job opportunities, business opportunities and ongoing improvement projects in the community. The building sits on the first completely renovated block in the PHR area.

# SUNVIEW TERRACE APARTMENTS

300 Division St.



---

Built in 1972 in the Parramore Heritage area, the 26 apartments of Sunview Terrace were overdue for updating. The task was accomplished with a combination of conventional debt and public funds. The improvements in each apartment included updated plumbing and electricity, new carpets, air conditioning, new heaters and appliances, repaired walls and windows, and fresh paint. Outside, careful attention was paid to the grounds and the building's exterior. Extensive landscaping softens the in-town location, and lively graphics and colors bring excitement to the building's, entry and fence. Socializing is encouraged with benches, picnic tables and barbecue grills.

# JACKSON COURT APARTMENTS

712 - 722 Jackson Street



The Jackson Court Apartments provide affordable housing in the Parramore area. These 42 low income apartments were renovated by the Orlando Neighborhood Improvement Corporation (ONIC) in 1988. Phase II of this project will consist of 16 units of additional affordable housing designated for the elderly. To date, the total investment in this project is \$2.5 million. In addition, there is a small strip of frontage on Church Street adjacent to the site that is owned by the City. This strip may be developed as a commercial site in the future.

## DIVISION OAKS

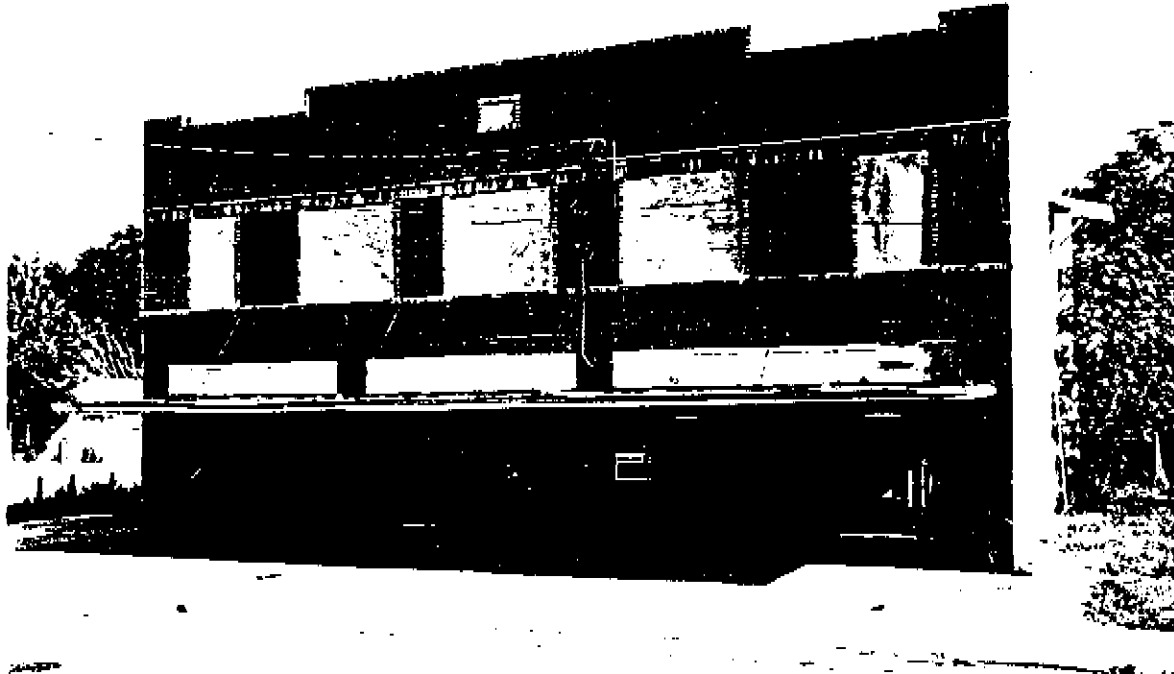
310 Division Avenue



---

Division Oaks is an 18 unit apartment complex that was renovated by the Community Redevelopment Agency at a cost of \$812,000. Each of the units consists of two bedrooms and one bath.

## THE WELL'SBUILT HOTEL



---

Built by Dr. William Monroe Wells, this hotel served to board entertainers that were performing in the area at a time where visitors were boarded in rooming houses or with area families. This hotel has boarded such notables as Pegleg Bates, Ella Fitzgerald, sports legends such as Joe Black and Roy Campanella. Representative Alzo Reddick is currently trying to obtain funding to renovate the hotel to house a Jazz Museum for the African American Community.

# OLD BRYAN HOTEL

300 Block of West Church Street



---

The property located at 300 block of West Church Street was constructed in 1926 as an integral part of the boom time commercial corridor just east of Division Avenue. The building has contained many businesses and service providers in the five storefronts including a furniture store, grocery, pawn shops, clothing stores and a television repair shop. The second story has been continuously used as a hotel under several names including the Virginia, the Missouri, the Taylor and the Bryan. This two story stucco Mediterranean Revival building is one of the most intact commercial buildings in the city, retaining its original storefronts and transoms, second story windows and tile coping.

The Community Redevelopment Agency is currently negotiating on a long term master lease on this block, which would provide business recruitment opportunities for the community.

# HABITAT FOR HUMANITY PROJECT

## Robinson Street



---

Habitat for Humanity of Greater Orlando provides housing for those who cannot qualify for a bank loan and would otherwise not have the opportunity to know the pride of owning their own home. In 1992, the Community Redevelopment Agency (CRA) granted \$400,000 to Habitat for Humanity to build homes within the CRA boundary. In addition, the CRA donated this Robinson Street site to build 4 habitat homes that had to be architecturally consistent with the neighborhood. These homes were designed by a Walt Disney Development Company architect and are an excellent example of how the City partners with community based service organizations to improve our neighborhoods.

# CALLAHAN OAKS

West Jefferson Street



---

Callahan Oaks is a low income apartment complex with 40 units (32 3-bedroom/2-baths and 8 2-bedroom/2-baths). The renovation of these apartments was done by the Orlando Neighborhood Improvement Corporation (ONIC) at a cost of \$1.8 million in 1989. The apartment complex is located next to the Callahan Community Center.

## ORLANDO CENTROPLEX

Blocks 400 - 600 of West Livingston Street



---

The Orlando Centroplex contains the 17,000 seat Orlando Arena, the Bob Carr Performing Arts Centre, the Expo Center exhibition Complex, and the Marriott Hotel. On the north side of the block, sits the Orange County Educational Leadership Center (school board headquarters) and the Orlando Vo-Tech Center. The parking garage has a FreeBee Park and Ride Garage which distributes commuters to Downtown to their workplace via a bus loop. It also serves the event facilities during non-working hours.

# CALLAHAN NEIGHBORHOOD CENTER

101 North Parramore Avenue



---

The Callahan Neighborhood Center is one of the City's premier neighborhood centers. The Center is the former site of Jones High School which was built in the early 1920's, the front facade of which has been preserved. Recently, a computer lab and additional classroom space have been added to the center. The Center serves in a traditional role as a place for community meetings and has recently added youth enrichment classes and educational programs (through the University of Central Florida McKnight Center for Excellence). Recreation facilities are also located on the site including a "Tot-Lot" facility for children.

# CONCORD AND ARLINGTON HEIGHTS

## Concord and Arlington Streets

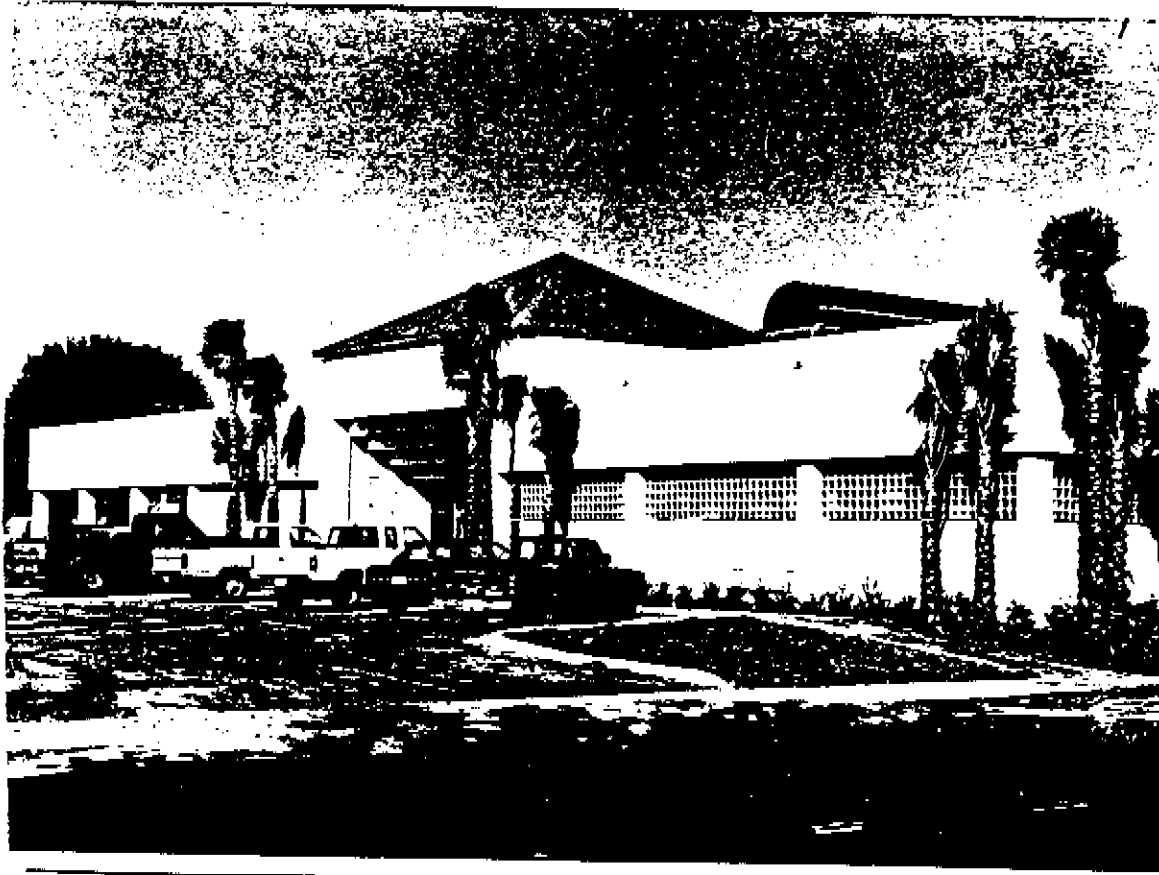


---

The Concord and Arlington Heights project is a joint-venture between the Community Redevelopment Agency, the Orlando Neighborhood Improvement Corporation, and the Housing and Neighborhood Development Services Realty. To date, nine homes on these two streets have been renovated at a total cost of \$1 million. The goal of the project is to provide affordable, quality homes for the residents of the Parramore area in an effort to promote home ownership. In addition to rehabbing the homes, landscaping has been used to improve the appearance of the area and the Orlando Police Department provides bike patrols through the area. Ultimately, the project will rehab 40 homes.

# JOHN H. JACKSON RECREATION CENTER

1002 W. Carter Street



The John H. Jackson Recreation Center was once the premier home of the "Colored Servicemen's Club," and during World War II it served as a USO club for black soldiers. In the mid 1980's, the facility was rededicated in honor of John H. Jackson, a long-time city recreation worker. Today, the center serves the residents of the Parramore area as a community and recreational facility. This facility was renovated at a cost of over \$2.3 million. The renovation included renovating the main building and expansion, increasing parking, adding a Little League baseball field and multi purpose field, and relocating the basketball courts and playground. Phase I was completed in January 1995, and Phase II is currently under construction.

# THE OLD EBENEZER UNITED METHODIST CHURCH

549 West Church Street

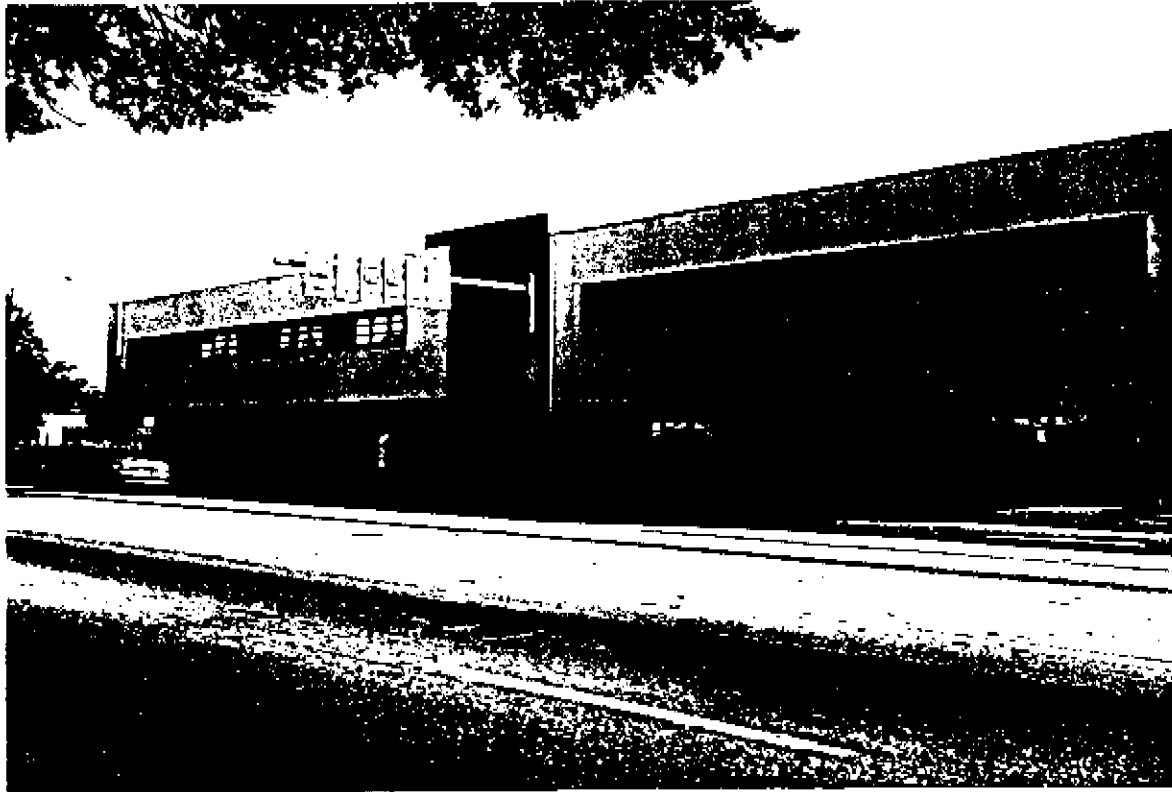


---

In 1872 a wooden structure was built on the corner of Church and Terry Streets to house the congregation of the Ebenezer United Methodist Church. By the 1920's members of the church dedicated themselves to the labor of building its first brick structure. Services were held in this building until the congregation outgrew this facility and a new building was built on the corner of Goldwyn Avenue and Monte Carlo Trail in 1971. The building now houses the congregation of the church of our Lord Jesus Christ of the Apostolic Faith. This historic church is located within the African Quarter.

# SKILL LINK CENTER

1200 W. Colonial Dr.



---

The Skill Link Center, originally known as the Private Industry Council's Job Training Center, is located in the PHR area and will be the first center of its kind in Florida. The Center is designed to meet the needs of the hard-to-serve and the at-risk population living in the PHR area as well as in other Orlando Metro area communities. The project takes a holistic approach by assisting clients with occupational and remedial skills training. To take part in the program, applicants must show a desire to learn during an initial five day assessment period. Eight training programs will be offered. Training programs are designed to complement Orlando's target growth industries. The PHR partnership with the Skill Link Center will result in 100 residents obtaining training jobs annually beginning by late 1995. The Center will offer a child development center, counseling, GED instruction, basic skills training and services of other social service agencies such as Project Independence and Job Service of Florida. The Center will also house A One-stop Business Resource Center to assist businesses in the area.

# CITY OF ORLANDO DOWNTOWN RECREATION CENTER

649 West Livingston Street

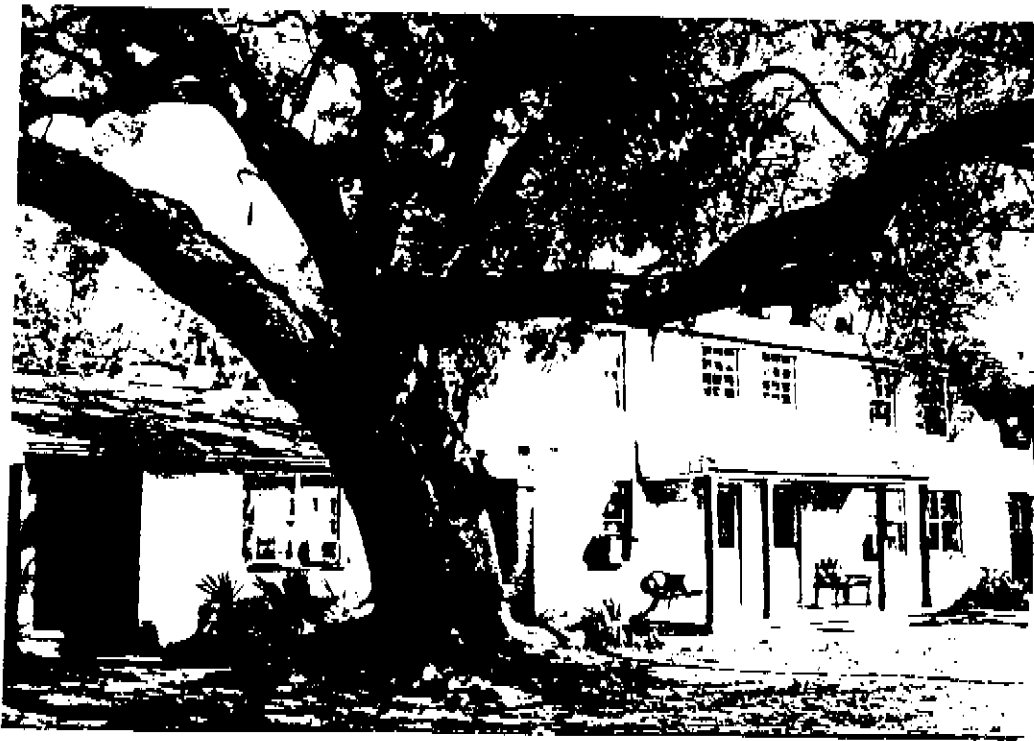


---

The City's Downtown Recreation Center serves as the hub of the the City's recreational programs. This facility houses basketball, tennis and racquetball courts, workout facilities, as well as the administrative offices for the Community and Youth Services Department. One of the latest offerings at the Downtown Recreation Center is the Midnight Basketball Program. This program offers the youth of the Parramore area an alternative to simply "hanging-out" on the streets by offering organized team play in a safe environment. This program is jointly sponsored by the City and the Center for Drug Free Living.

## GRIFFIN PARK

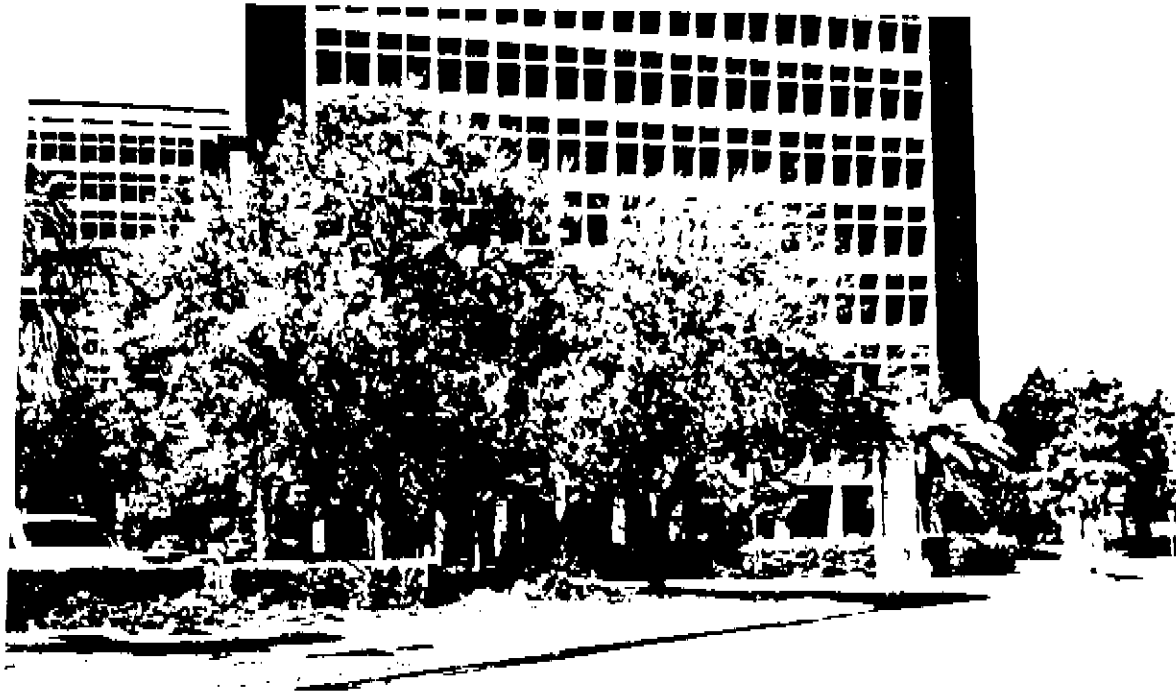
520 Callahan Drive



The Federal Government 1937 Housing Act allowed the City of Orlando to create its very own Housing Authority in 1938. Griffin Park is the City's first Housing Authority project. The project consists of 250 units and was funded with an \$800,000 federal grant in 1939. A neighborhood of substandard homes once sat on Griffin Park, the residents of that community were given priority at the new housing project. The project lays on 4 blocks, and has a standardized layout with the fronts and rears of the apartment buildings facing each other. When Interstate 4 was constructed in the 1950's, 6 of the units were moved to Carver Court to allow for road construction.

# STATE REGIONAL SERVICE CENTER

West Robinson Street



The State Regional Service Center is one of the several in the state located in major cities, geographically distributed around Florida. These centers house offices of the various state agencies. The Orlando Center contains two office buildings, the regional crime laboratory, and a garage. One of the buildings is named after Zora Neale Hurston, the famous African American author from Eatonville, a town just north of Orlando.