

# LIGHT URBANISM

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# LIGHT URBANISM

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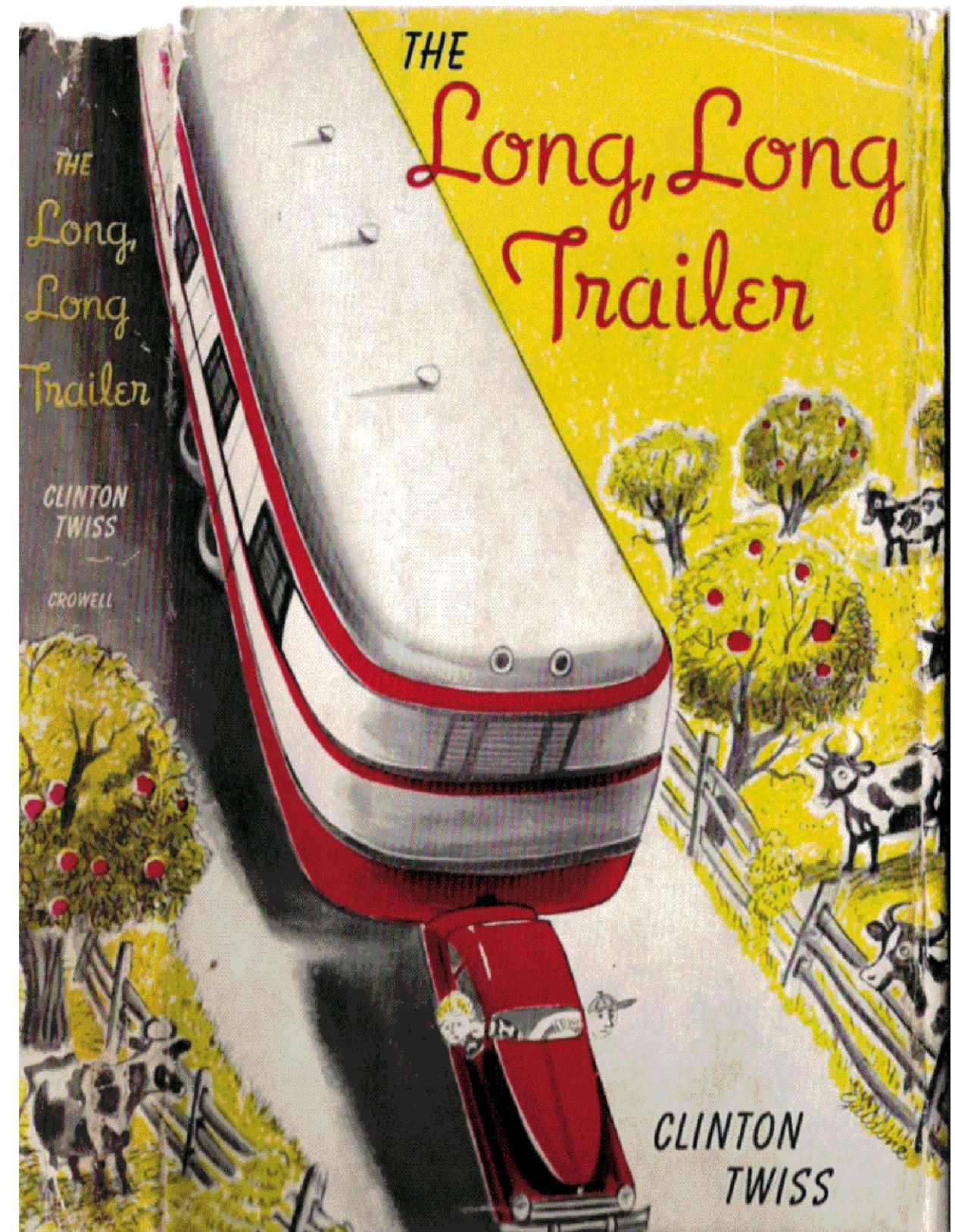
### A Vague Definition

When you speak about Light Urbanism in the United States, hardly anyone will understand what you mean. It seems to be a term which does not project images to people's minds. While we were thinking about a living form below on-site built homes, people thought about the urban fractures that will fly away whenever a hurricane hits.

Light Urbanism may be an expression like Weak Urbanism - it describes a living occasion with a reduced infrastructure, often built in low quality. But these lacks offer affordable prices for young families, immigrants, and give elderly people the chance to buy a seasonal home to pass mild winters in Florida.

The history of Light Urbanism started with the first boom of camping trailers in the US in the early 20th century. People started exploring America's beautiful nature, pulling along a home's comfort behind their cars. While some trailers were small and light, most others got larger and heavier. In the fifties, the first mobile homes appeared. They became too large to be moved frequently and offered a spacious home for far less money than an on-site built home. By taking off the wheels, the mobile home lost its original advantage of mobility to this petrification.

The industry reacted by calling their products prefabricated homes, starting to look more like houses than trailers. They praised the advantage of building a home like a car in a factory until losing their reputation because of hurricanes destroying their goods. In the 1970's the government set up building codes to reduce the risk of destruction, bringing along the only changes in production up to now.



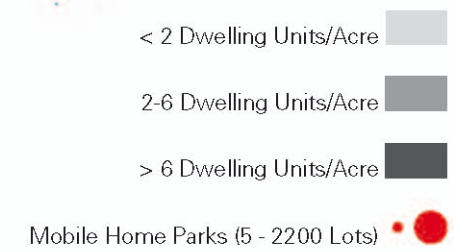




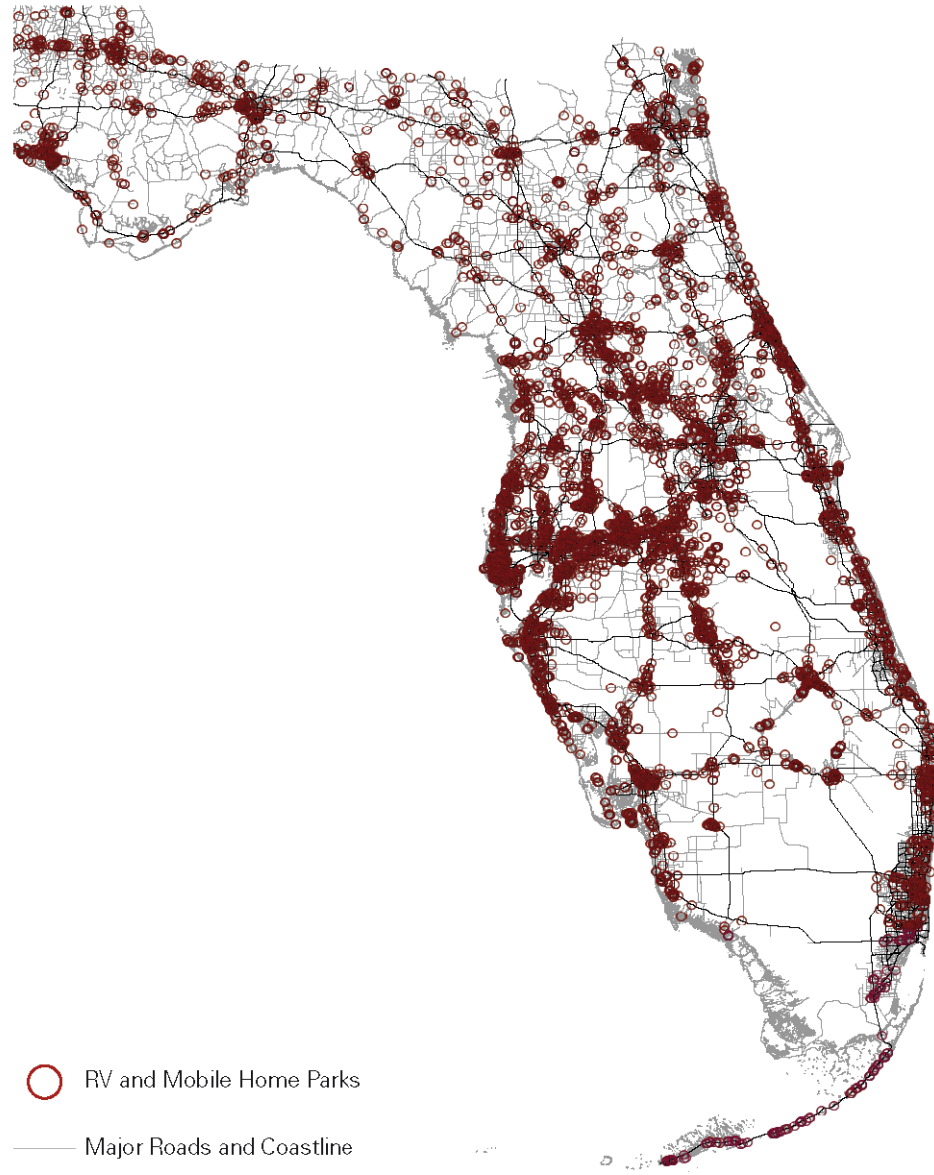
### Light Is Dense

Although the word 'light' in front of urbanism suggests a less dense development it is not quite like that. Light urbanism can be split into different fields: the mobile home park (composing 50 percent of all the mobile homes), the mobile homes in the suburbs, and RV parks. All these categories surprisingly form rather dense communities. Only in the countryside, mobile homes appear widespread between towns. This fact draws a line between light and middle class urbanism.

While middle class normally means a backyard, maybe a little forest, and a scenic road, the surroundings of a mobile home in a park are rather reduced. Even in the mobile home parks, the density does not get really high considering that six dwellings units per acre are already 'high density' in Florida.



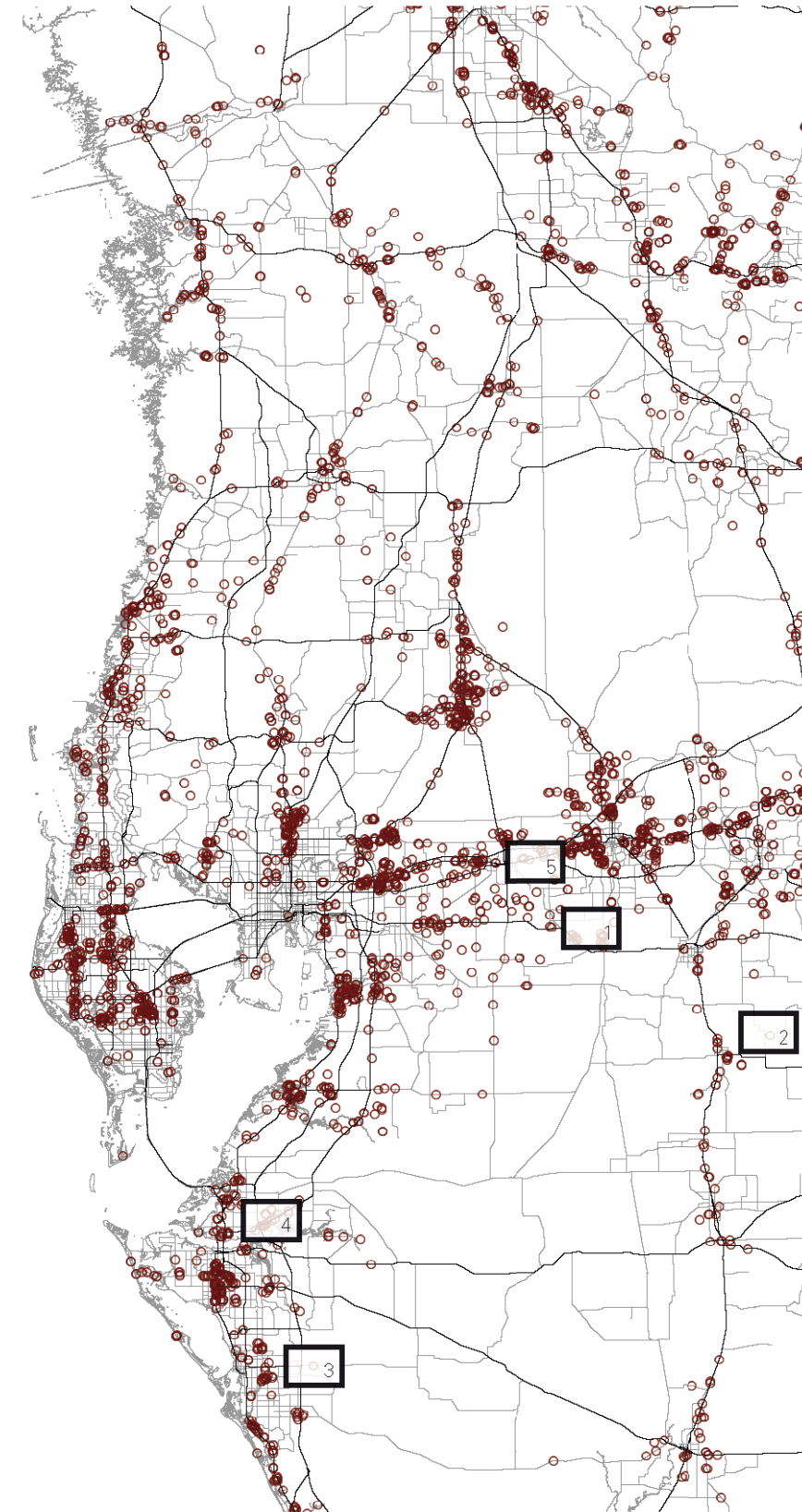




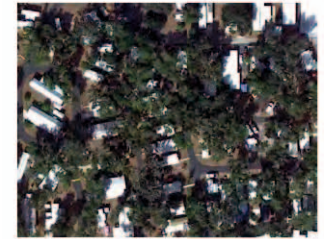
- RV and Mobile Home Parks
- Major Roads and Coastline
- Major Highways

### Five Places to Study

The mass of mobile home parks and campgrounds in Florida is almost countless. Touristic places are often on the coast, together with the more expensive mobile home parks. Inland Florida, called heartland, the poorer, less touristic region offers campgrounds for a lower budget, as well as mobile home parks as affordable living possibilities. This study is focused on five of them - different in size, place, and price - giving an overview of the whole range of parks and campgrounds.



1. Sun'n Fun Fly In Airshow, Lakeland



2. Harbor RV Resort and Marina, Lake Wales



3. Sun'n Fun Campground, Sarasota

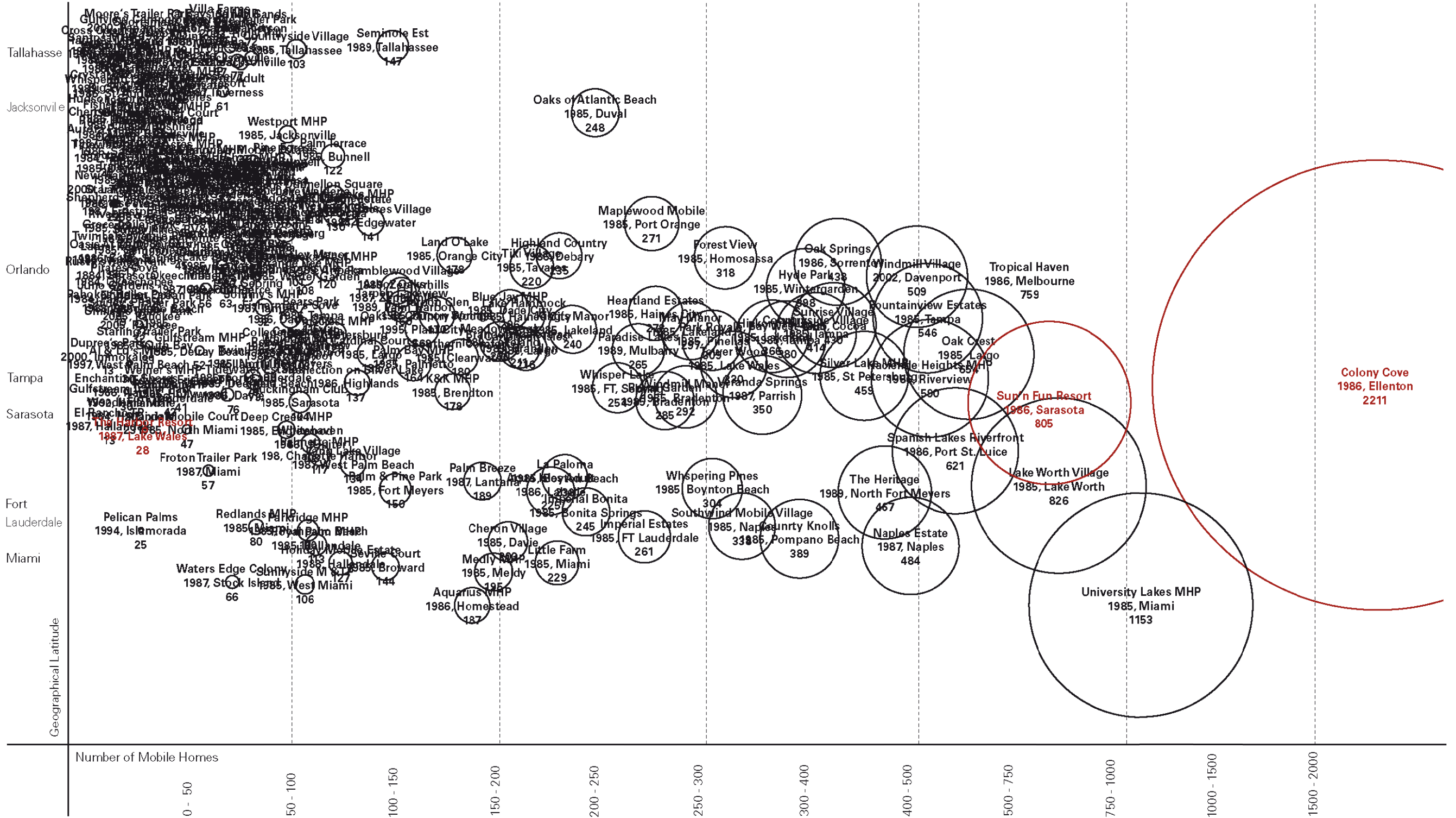


4. Colony Cove, Ellenton



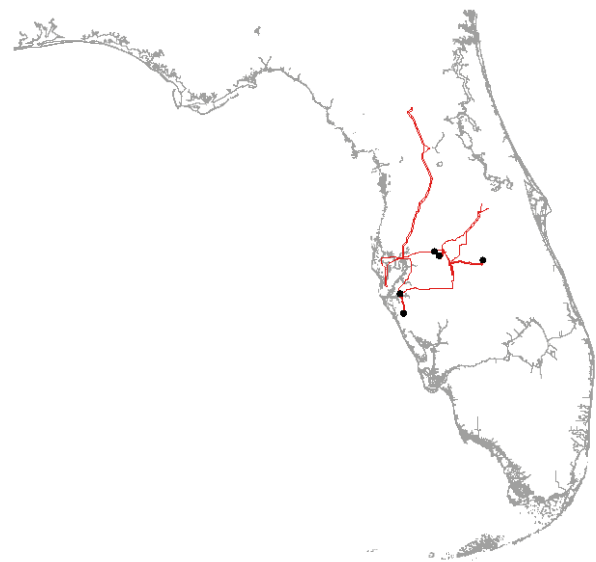
5. Thrasher Road, Plant City





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**Diagrammatic Overview**  
 This diagram shows every tenth mobile home park in Florida, ordered in size and latitude.  
 © ETH Studio Basel





### On the Road

Light Urbanism does not only provide affordable housing for people who cannot afford a normal on-site built house, but also a form of tourism and lifestyle. Unlike other research teams, we rented a recreational vehicle (RV) to experience our topic more directly - living the RV lifestyle. Word. We spent most nights in camping and mobile home parks, taking pictures of the locations and talking to the people living there.

Our RV was 25 feet long and surprisingly comfortable. We always carried kitchen, toilet, shower, living room and six sleeping accommodations around. The fresh water tank had a capacity of 180 liters; gas and generator make you autarkic for several days. Less surprising was the high gas consumption, giving us an explanation why people in RVs stay longer in one place instead of being on the road everyday.





## A TEMPORARY URBANISM

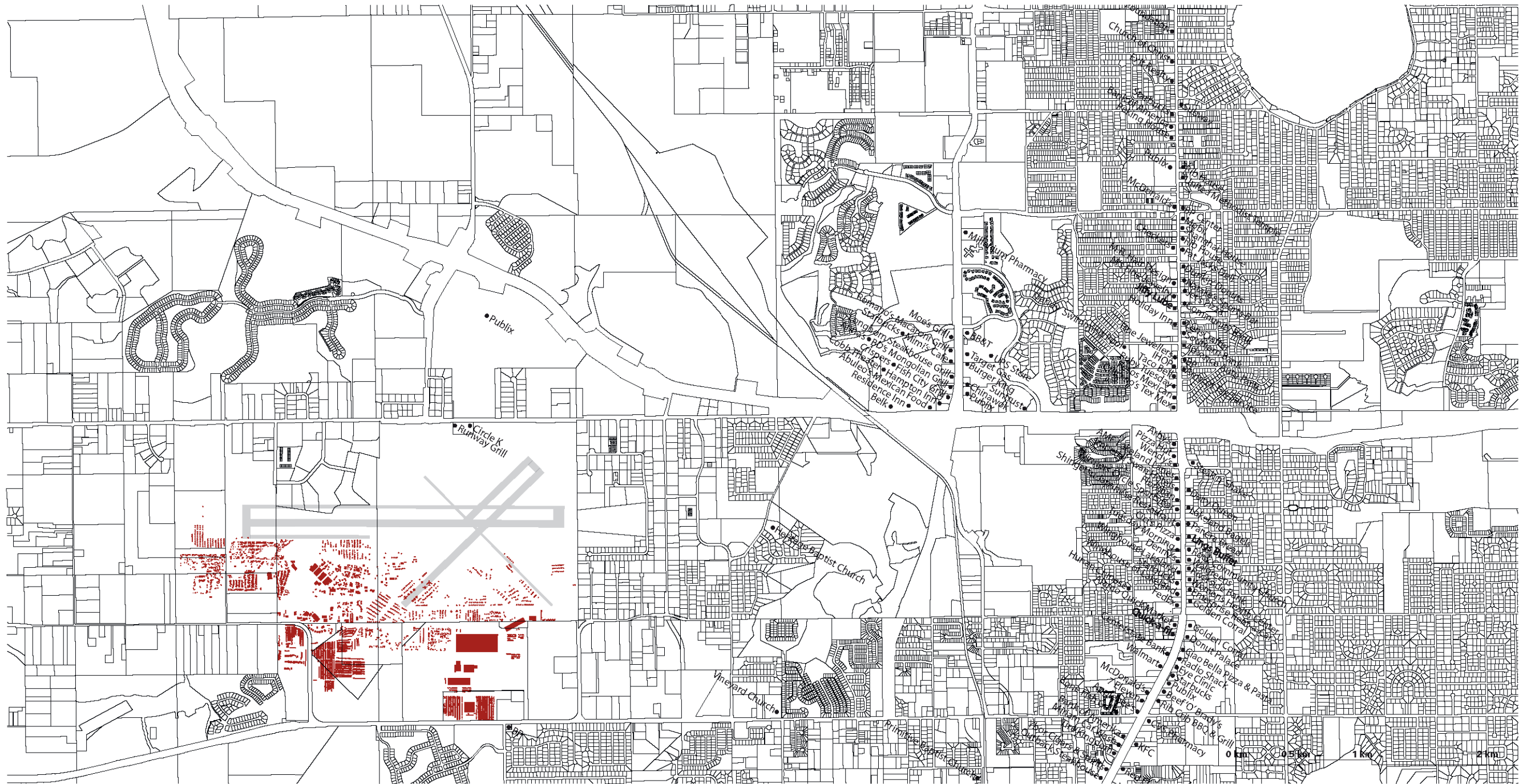
An uncertain number of people, experts are talking about four million, travel the whole year through America. Most are in their so called third age, a group of active, retired people. They are hard to count, because they have no permanent home.

They are generally on the road, but form time to time they get together and form a temporary city. Most of these cities are linked to an event like a race event, music festival. Sometimes they camp on places, where no city could exist, i.e. in a desert. They use their advantage of an autarkic vehicle for short time, before they go back to refill gas and water and the temporary city disappears again.



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### Sun'n Fun Air Show

Lakeland Linder Airport is located about ten kilometers eastwards from Lakeland downtown. The airport offers daily connections to other regional airports like Plattsburgh, NY.

The main reason to know the airport for aviation fans is the annually festival. The festival hosts several thousand visitors every year and about 5'000 planes over six days. More than 2'000 RVs travel to Lakeland to not miss one day of the Fly-In. These guests participate in a kind of leisure nomadism, many of them are retired - some are veterans.





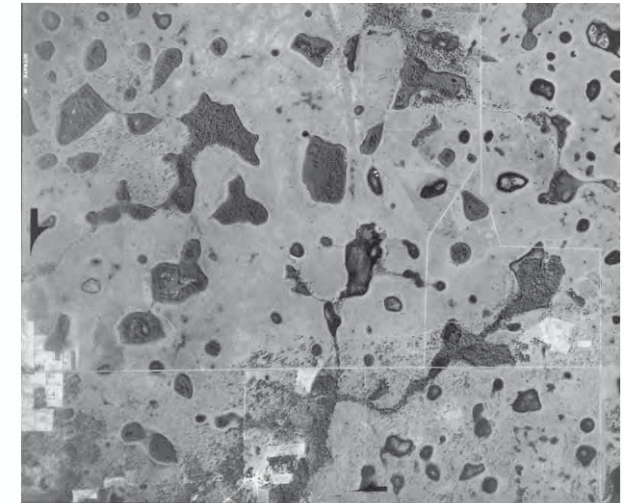
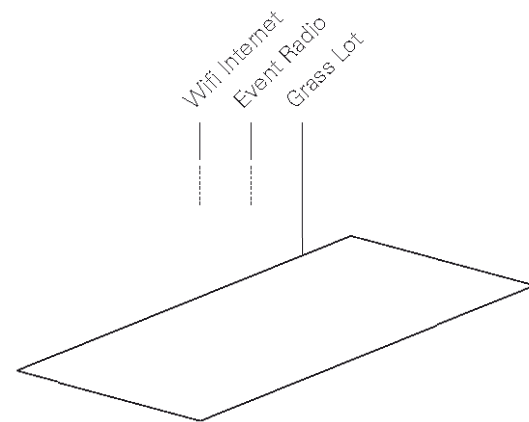
### Sun 'n Fun Air Festival, Lakeland

County.....Polk County  
 Next City.....Lakeland  
 Area.....396'182 sqm

Founded in.....1974  
 Organisation.....Sun 'n Fun, Voluntary Organization  
 On-site Built + Festival Buildings.....198  
 RVs.....1205 + ca. 1000 Planes  
 Mobile Homes.....0

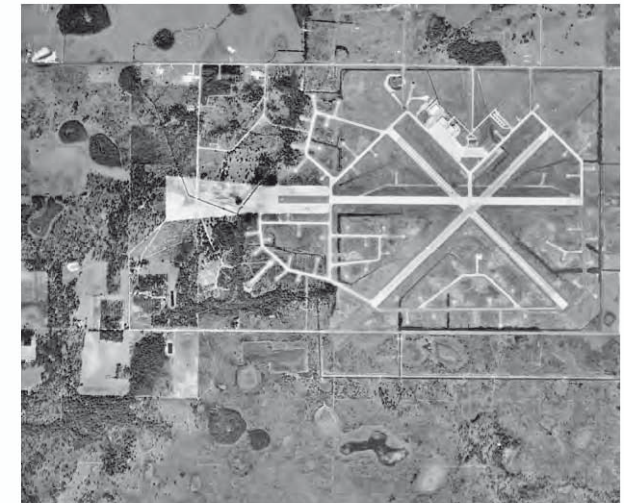
Price to stay one Night in an RV (no electricity/water).....35 \$

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1941

Lakes Filled  
 Airport Built  
 Runway Built  
 Roads Built



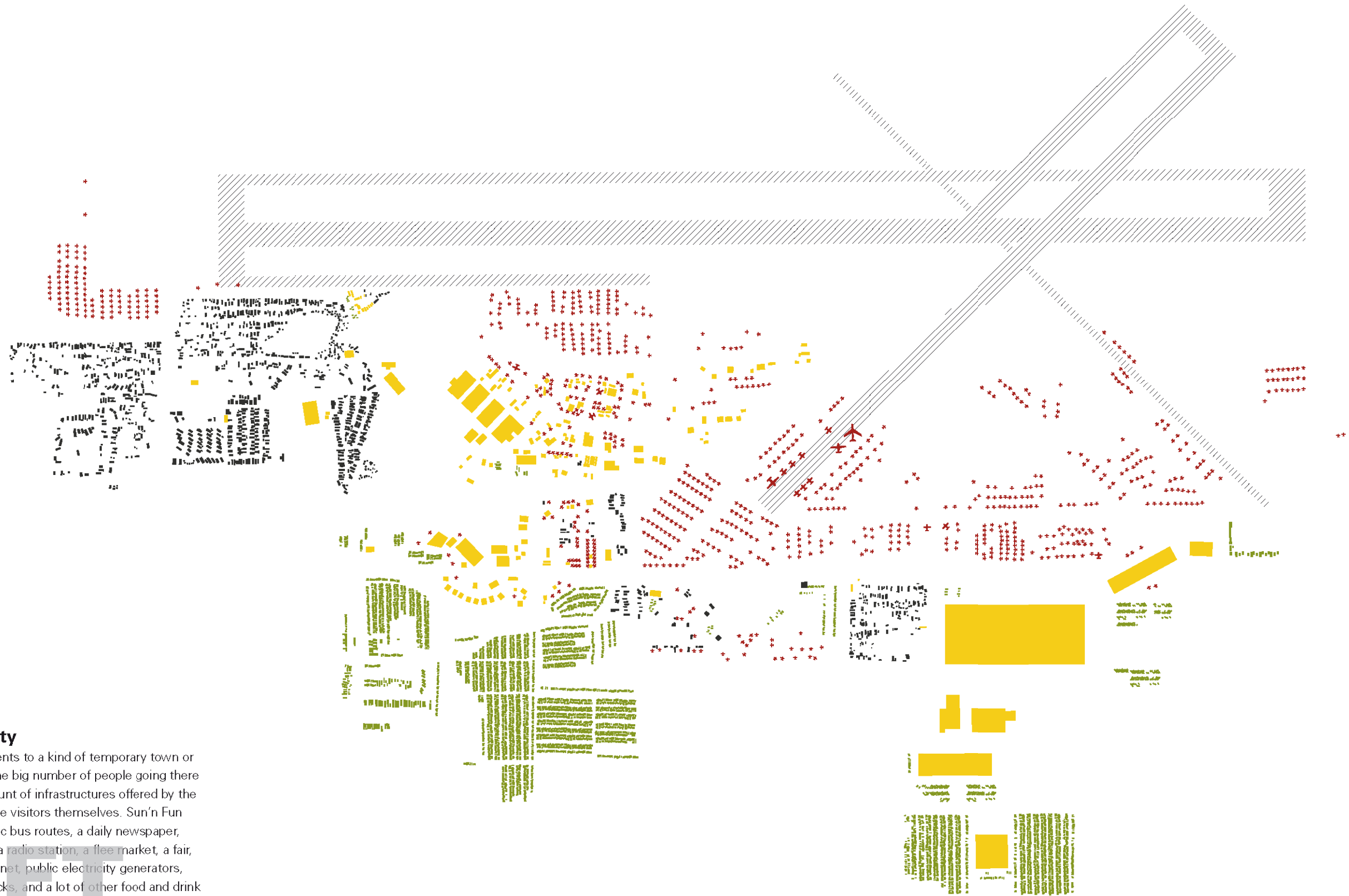
1968

Airport Extended  
 City Development  
 Sun 'n Fun Aviation Museum Built



2011





- Cars
- RVs
- Airplanes
- Infrastructure

### A Temporary City

What makes these events to a kind of temporary town or even city, is not only the big number of people going there but also the large amount of infrastructures offered by the organizations and/or the visitors themselves. Sun'n Fun has nine different public bus routes, a daily newspaper, museums, air shows, a radio station, a flea market, a fair, public toilets, wifi-internet, public electricity generators, two temporary Starbucks, and a lot of other food and drink stalls, mostly organized by volunteers.





Mobile Police and Fire Station



Postal Service

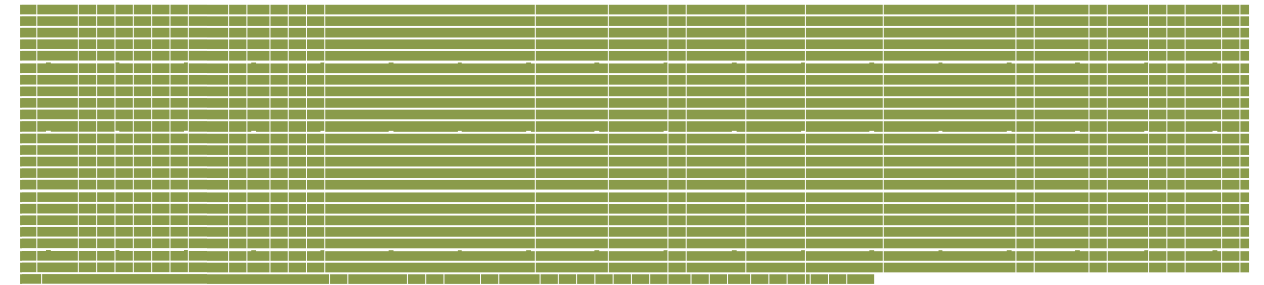


Public Bus System

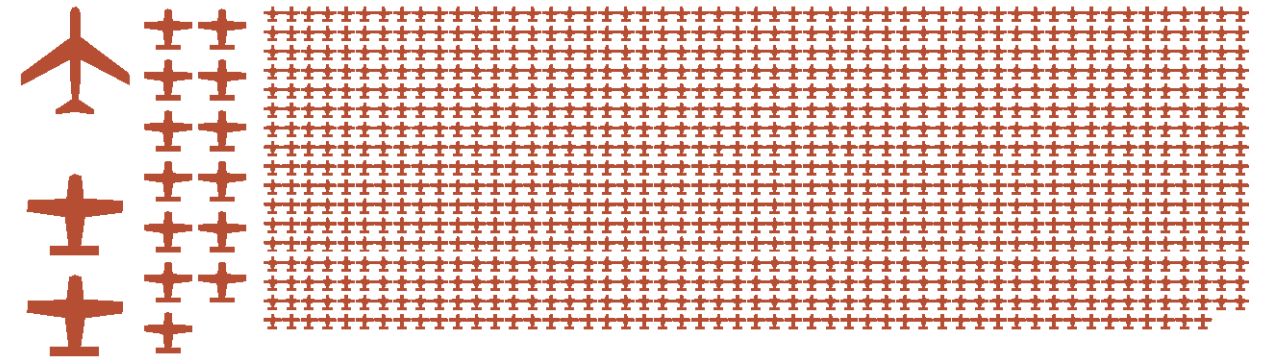


Satellite Dish for TV, Radio, even Internet

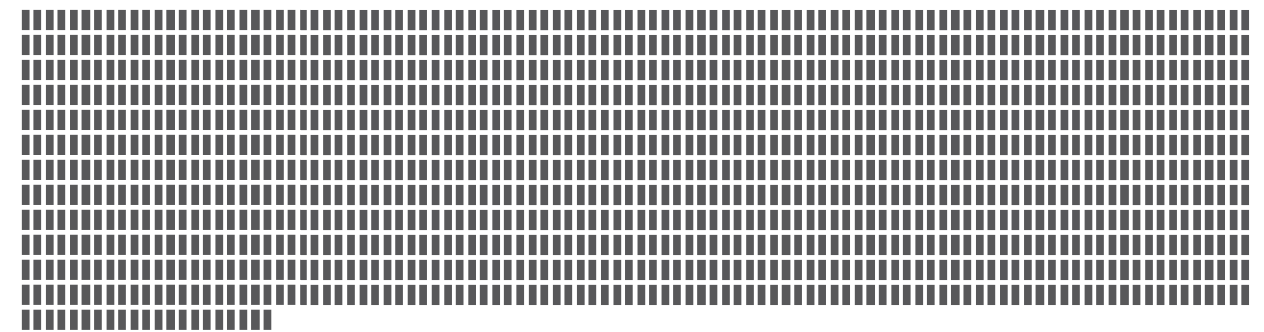
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6421 Cars



915 Planes



1245 Recreational Vehicles



198 Hangars, Permanent, and Temporary Buildings

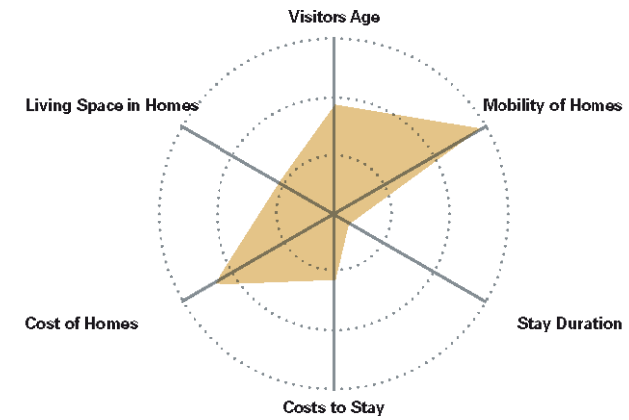




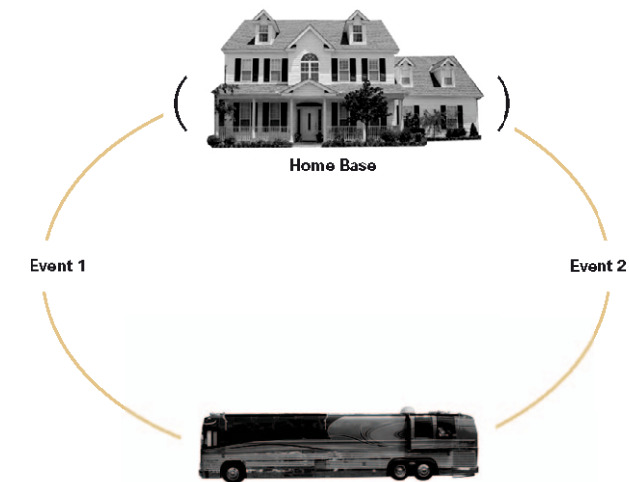
### Aviation Fans from All Over

Aviation freaks drive long distances for their festivals, some even come down from Canada to Florida for a few days.

A place, where you can see old aviation fans discussing is the flea market, where every part of a plane is for sale. Old pieces, mostly broken pieces, and are only useable if you have a big background knowledge about aviation.



Visitors Profile



Living Style Profile







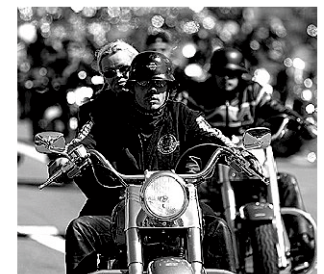
Sun'n Fun Fly In, Florida



Cape Canaveral, Florida



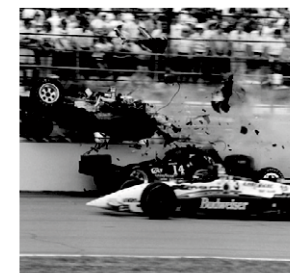
Bonnaroo Open Air, Texas



Harley Anniversary, Michigan



Burning Man, Nevada



Indianapolis, Indiana



Super Bowl 2011, Texas



Houston Livestock, Texas

### Traveling with Events

The United States offer a wide choice of beautiful nature parks and open air events. These are perfect circumstances to live a mobile life. Many people own a home on wheels, using it several days a year to go to certain events. The only things they need: a big network of streets, satellites for TV and internet connection as well as huge parking lots to camp on. Some people sell their house when they get older and retire from work, to buy an RV. They generate a new type of nomadism - the leisure nomadism - and live an old American Dream: always being on the road.

The biggest annual event is the Burning Man Festival in the middle of nowhere; somewhere in the desert in Nevada. The festival is a gigantic art exhibition and show-off event for everybody. Highlight of the eight day event is setting a huge silhouette of a man on fire.



## A SNOWBIRD'S PARADISE

When the trees turn to warm, red colors again, and early autumn is in the air, it gets time for the elderly people in the North to prepare their homes for a long absence. They pack all they need in their big car, truck or RV and drive south. South to the Florida peninsula where they meet their friends from Michigan, Ohio, Wisconsin, and New York State.

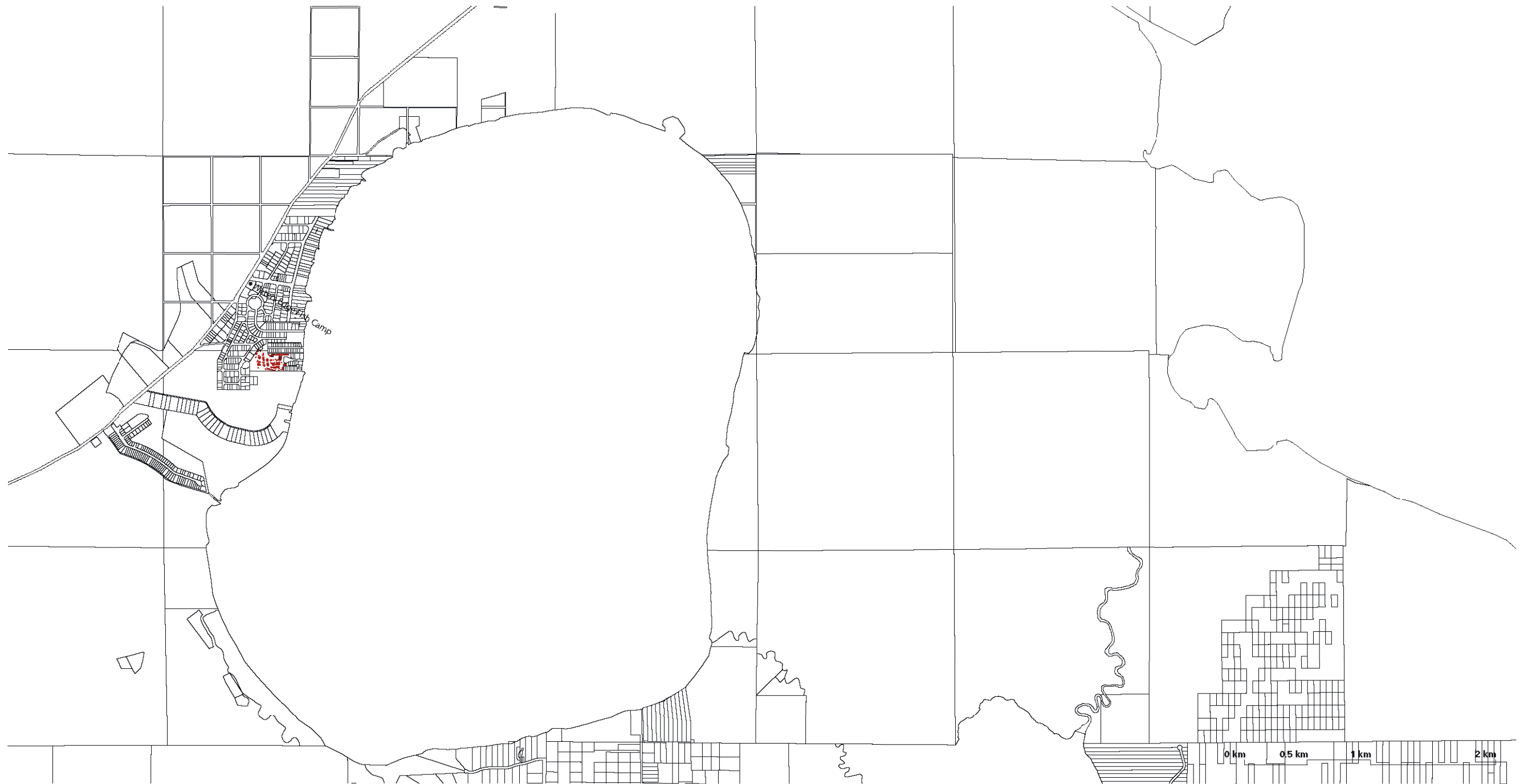
Most of these - in Florida called - 'Snowbirds' return to the same place every year. Some own a cheap mobile home in a park, some bring along their trailer or RV every year - even though the gas price raises continually. When the northern snow is gone, the snowbird return home.



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### Harbor RV Resort and Marina

Next to Lake Rosalie, which is part of the Lake Kissimmee State Park, is an old park located. Main activity here is fishing. Even though declared as 55+ community, everybody seems to be welcome. The park is as calm as the area around it without any highway, railroad, or city. Only a grocery store with a gas station is reachable by foot or golf cart. In summer, the park is empty.

Around the parks are further mobile homes which are less organized - they profit from the Harbor RV and Marina's attendance. Prices are low, people normally stay here for several month.





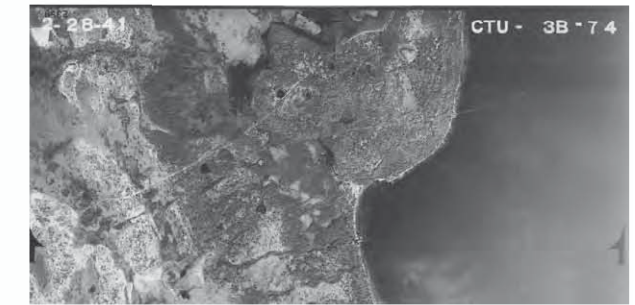
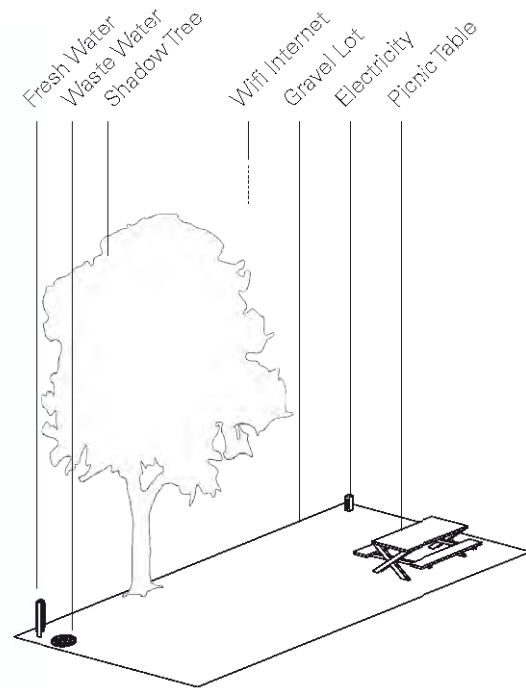
### Harbor RV Resort and Marina

County.....Polk County  
 Next City.....Lake Wales  
 Area.....26'400 sqm

Founded in.....1987  
 Owner.....Robert B. Smith

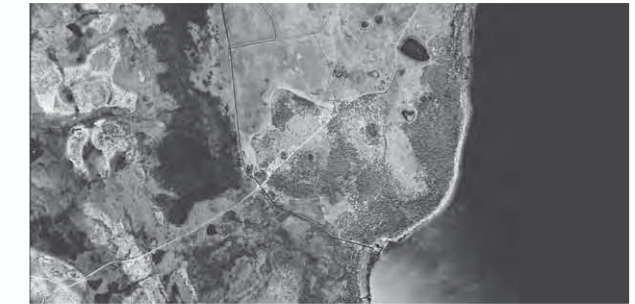
On-site Built.....2  
 RVs.....51  
 Mobile Homes.....28

Price to stay one Night in an RV (with electricity/water).....24 \$



1941

Land Collapse  
 Lakes appear  
 Controlled River  
 Land Cultivated



1952

Reforming Lakes  
 Road Built  
 Channel Built



1958

Land Collapse  
 Lakes Appeared  
 Controlled River



1975

Land Collapse  
 Lakes appear  
 Controlled River



2011

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### Passing Time

Some go cycling, some love fishing and most just sit in front of their winter homes and enjoy the climate of Florida, knowing they would freeze up North where they come from and would go back when Florida is too hot and humid in summer time.

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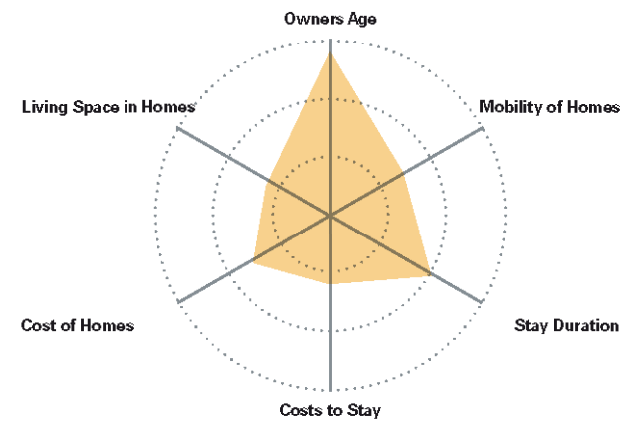
The park is surrounded by further mobile homes and a forest. Eastwards, Lake Rosalie is part of Lake Kissimmee State Park.

A paved street network connects all lots. Some people cycle the whole day on these few streets, other prefer to watch the people going by.

The park contains both, mobile homes as well as RVs. Only a few homes are for sale. The neighborhood is quiet and peaceful.

The public park infrastructure contains a restaurant, the park office, fire station, laundry, swimming pool and a shuffle board as well as a fishing pier.





Visitors Profile



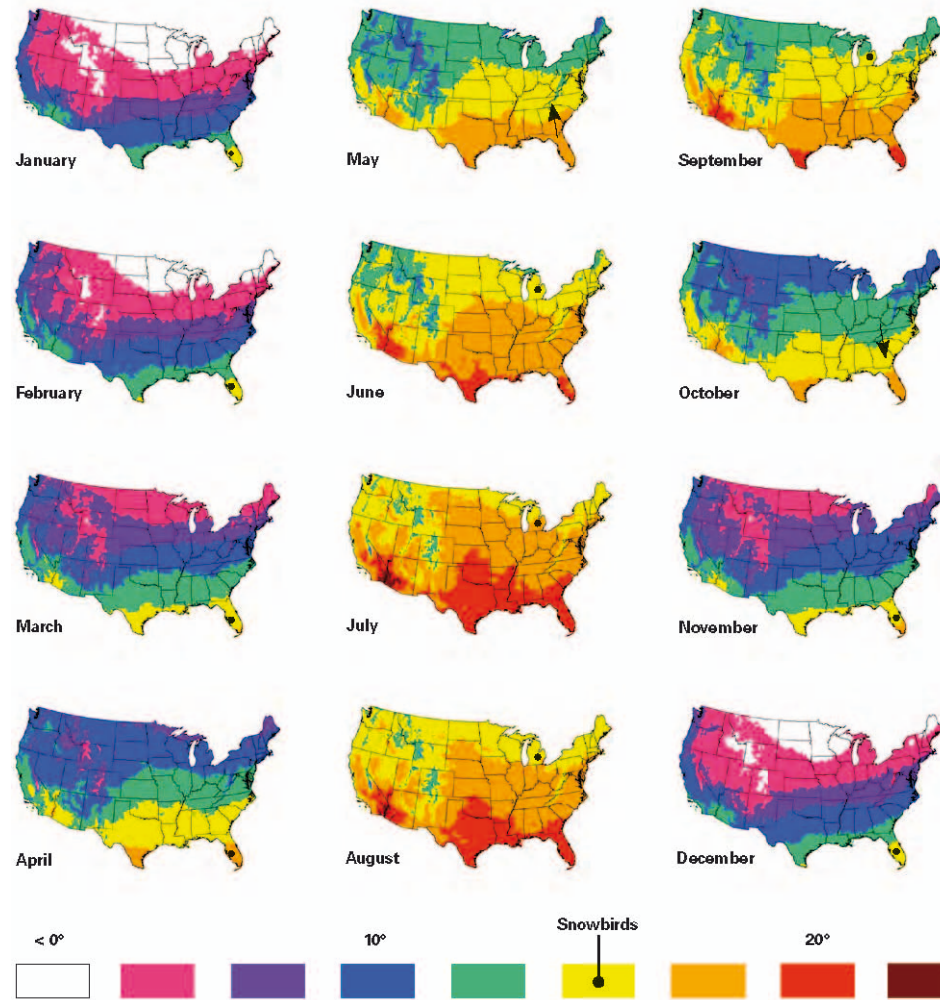
Living Style Profile



To Treat Oneself in Florida

The park is generally a 55+ community. Since there is no entertainment infrastructure around the park, the community organizes all events on its own.

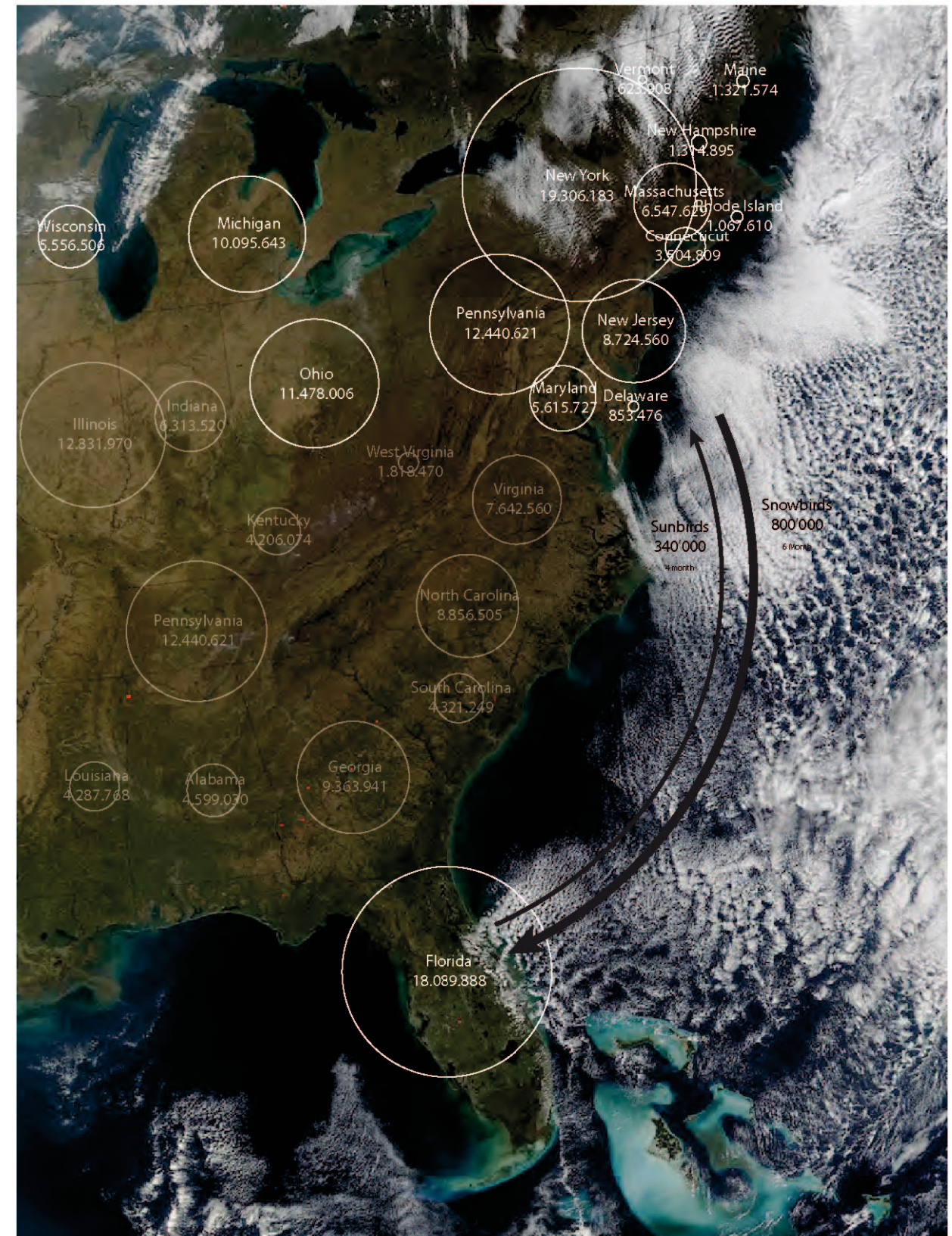




### Moving with the Climate Conditions

The Florida residents call them 'snowbirds', typically a senior couple from New York State or Michigan, who come in the fall and leave in spring again - about 800'000 people every year. They travel with the climate conditions, preferring an average temperature of about 15° Celsius.

They are unlike Florida's tourists, they consume more nature than theme parks. Snowbirds are half year residents who spend money while bringing no need for jobs. They normally are richer and better educated than Florida's average population. Some of them come to the Sunshine State for several years and settle down sometime, selling their Northern homes to buy a cheap house and maybe a boat in Florida. Parallel to this, about 340'000 elderly people who permanently live in Florida leave the state in the hot summer time traveling North. Although in a more moderate way, this phenomenon appears not only in Florida but also in California, Texas, and Arizona.





## A BETTER RESORT AT THE COAST

Before the crisis, the coast gradually gentrified. The campgrounds along the coast, but also the ones a little more inside, are offering leisure time experiences for the better earning snowbirds and tourists, mainly coming from the northern states. The parks along on the coastline are often fully occupied all year long. In order that their guests find everything in place, they offer, unlike a lot of the parks in the heartland, a big variety of sport facilities and entertainment. The aspect of the campground just being an extended car parking can be found in these resorts. While prices to stay on the campground are comparatively high during the winter time, the parks cut them in half in the summer season.



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## THE BETTER RESORT AT THE COAST

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### Sun'n Fun Campground and Resort

Although Sun'n Fun Campground is not directly located on the coast, it is a typical park for the the sea side. Lying near Sarasota City, it is one of the biggest parks, just about ten kilometers from one of the most beautiful beaches of the Gulf of Mexico away.

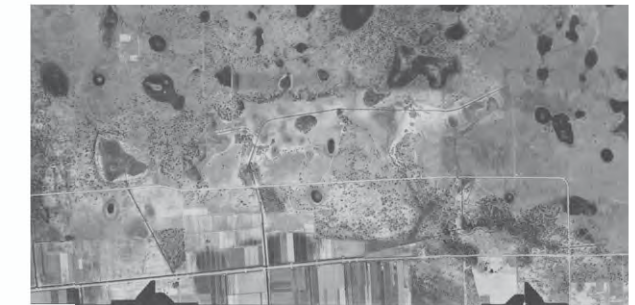
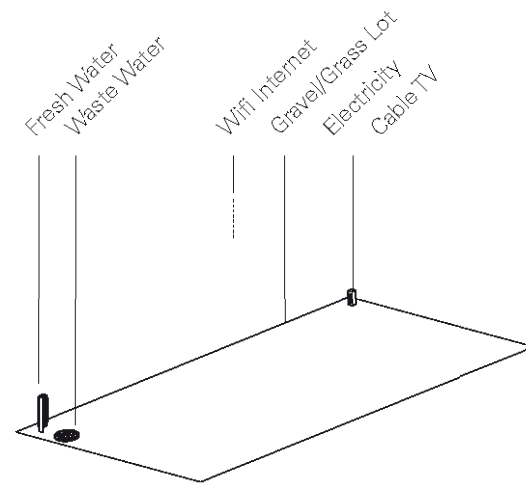
Being so close to a big intersection of the Interstate and Fruitville Road the guests can enjoy a wide variety of food and shopping facilities. This way the park does not have to provide any restaurants or shops of their own.





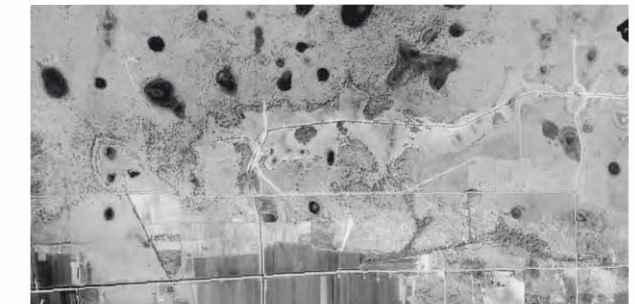
### Sun'n Fun, Sarasota

County.....	Sarasota
Next City.....	Sarasota
Area of the Campground.....	778'000 sqm
Founded in.....	1986
Owner.....	Royalty Resorts
On-site Built.....	25
RVs.....	600
Mobile Homes.....	805
Price to stay one Night in an RV (with electricity/water).....	≈ 60\$



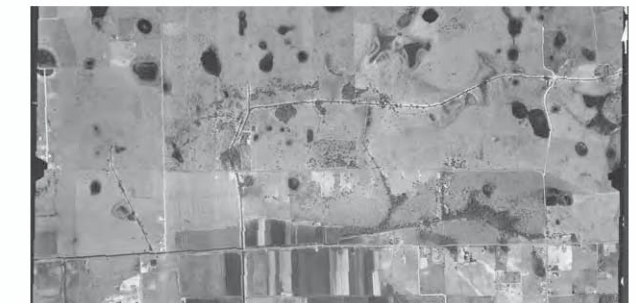
1940

Land Collapsed  
Roads Built



1948

Lakes Filled  
Urban Development  
Cultivation of Land



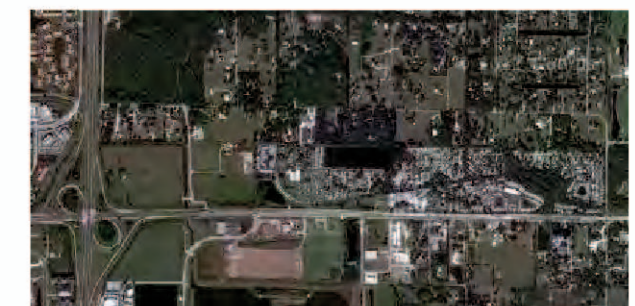
1957

Roads Enlarged  
Lakes Filled  
Cultivation of Land



1969

Highway Built  
Roads Enlarged  
Urban Structures Replaced Agriculture  
Campground Developed



2011

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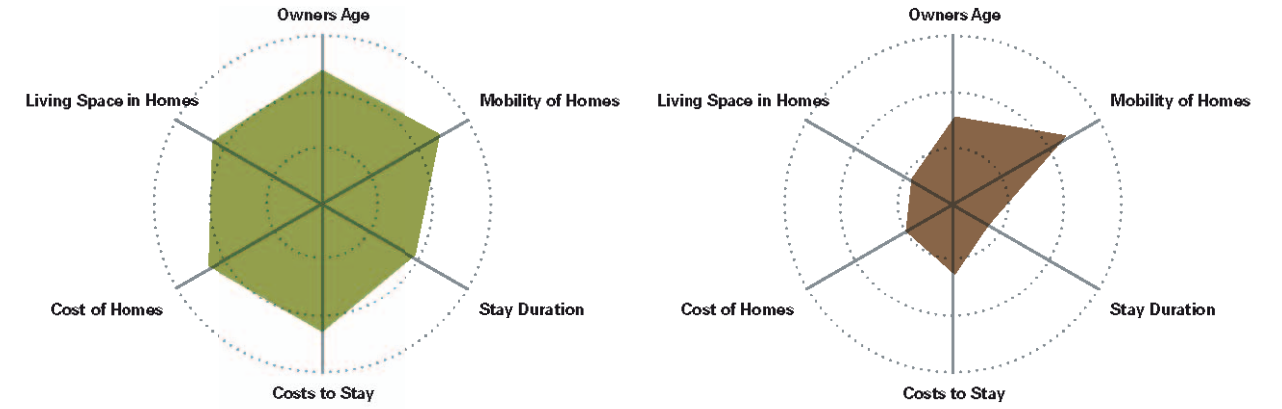




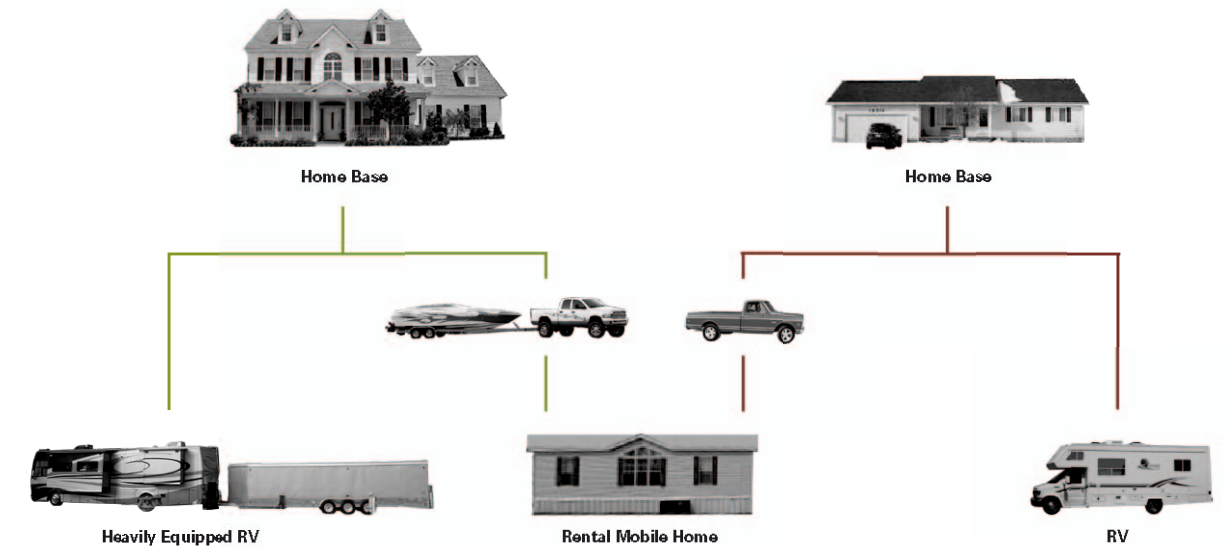
### Full Entertainment

In contrast to smaller parks in Floridian Heartland, camping resorts along the coast offer a wide spectrum of entertainment. All kinds of sports as well as events make sure, the visitor never gets bored. Sarasota is one of the richest areas in Florida. The popular white beaches - they call them the most beautiful in the world - attract a big amount of good paying tourists every year.

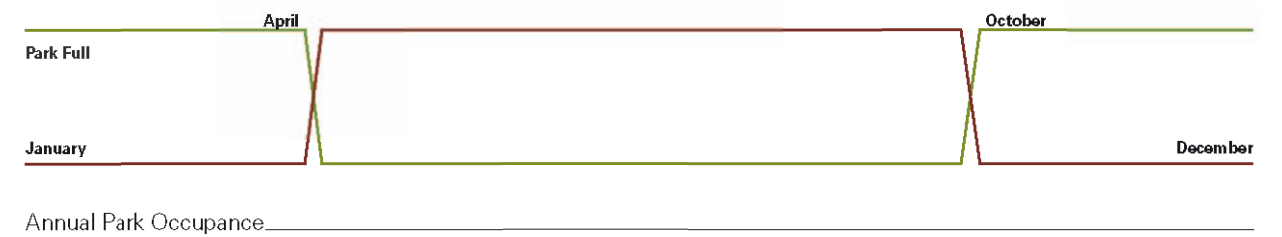




Visitors Profiles



Living Style Profiles

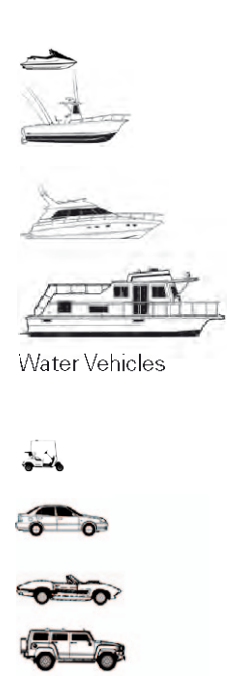


Annual Park Occupance

### A Changing Visitor's Profile

Due to its entertainment infrastructure, Sun'n Fun Camp-ground is not only interesting for old guests, but also families, often from Florida. They camp there when kids are off of school. For these younger guests, the park's service is only affordable because of the price cut in low season.





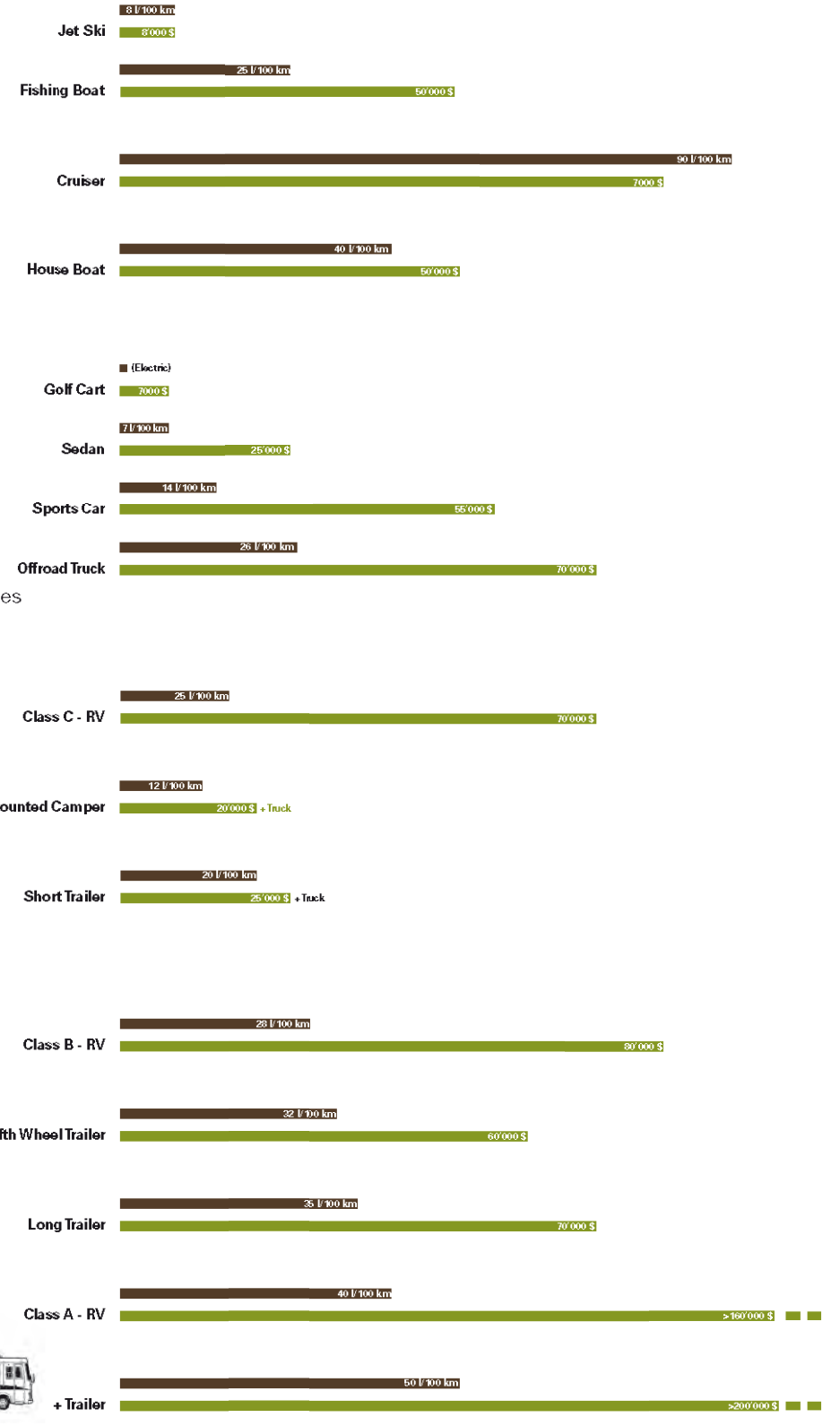
Leisure & Short Distance Vehicles



Small Living Vehicles



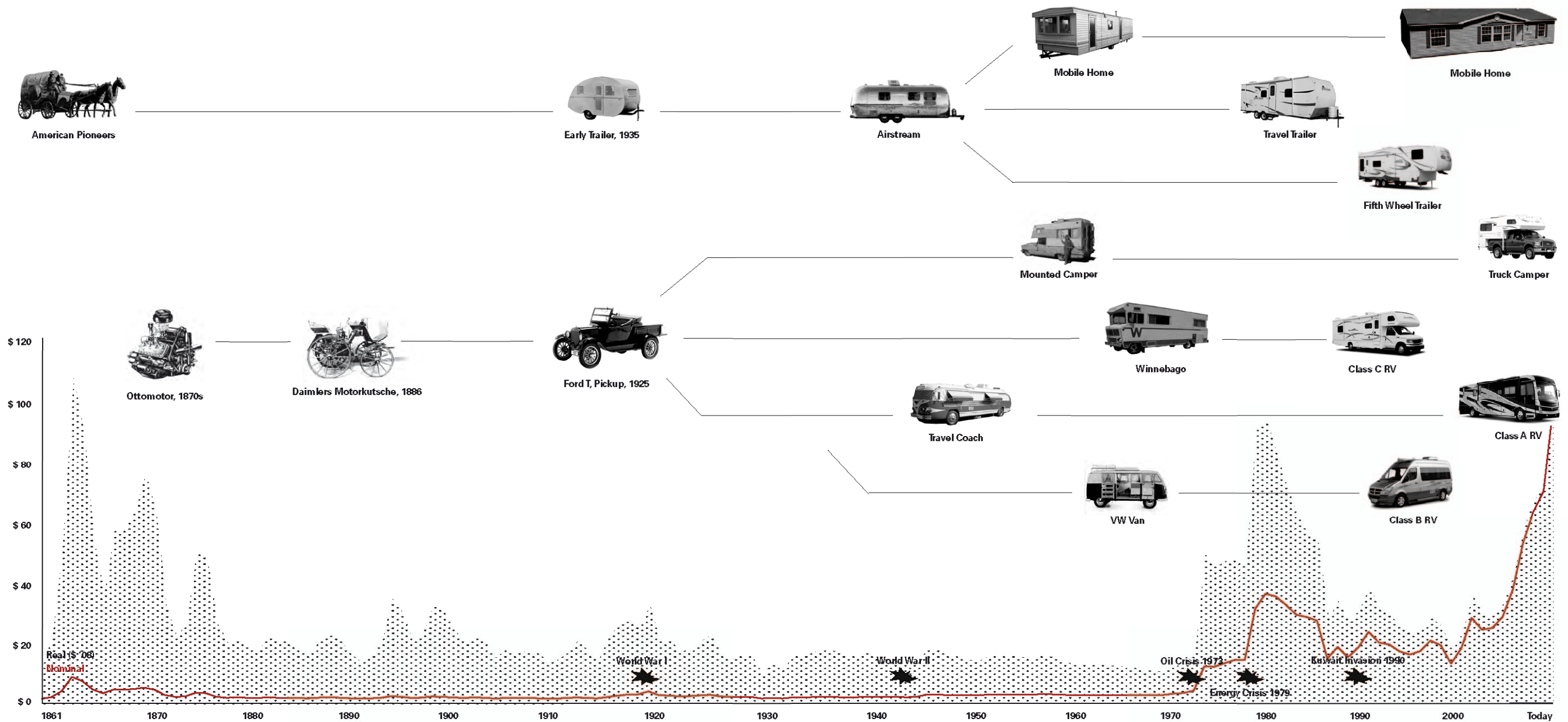
Big Living Vehicles



### Going Mobile

When cars became popular and especially more affordable, a new way of camping arose - a new lifestyle: Going mobile, pulling the home out to the most beautiful places in North America. Many trailers were custom made, sometimes they look like only the horse have been replaced by a car. Innovative people developed first living coaches, a fusion of the trailer and motor section. 'Here Today and Gone Tomorrow' is an advertising commercial by Chevrolet in 1937. While the camera slowly moves over an early campground in Florida, the voice talks about technical achievements and celebrates this new way of life.





### Camping in Nature

America was the first country in the world, to start to protect big territories for next generations. The Yellowstone National Park opened 1872, being directly controlled by the national government.

The first National Park in Florida was the subtropical wilderness in Southeast, the Everglades. It is officially protected since 1938. Two more National and about 180 State Parks protect Florida's nature and providing attractive camping possibilities for RV tourism.



### Rolling on the Interstates

America's Interstate Highway system is the largest in the world. In 1938, President Franklin D. Roosevelt started to plan a street network similar to the German Autobahn system for military and commercial reasons. In 1992, 36 years later, Roosevelt's original planned network was completed. In 2006, the system has a total length of 75,440 km, having constantly been expanding since construction began in 1952. In Florida, the Interstate 4 and 10 connect East and West, number 75 and 95 North to South.





## AN AGE QUALIFIED COMMUNITY

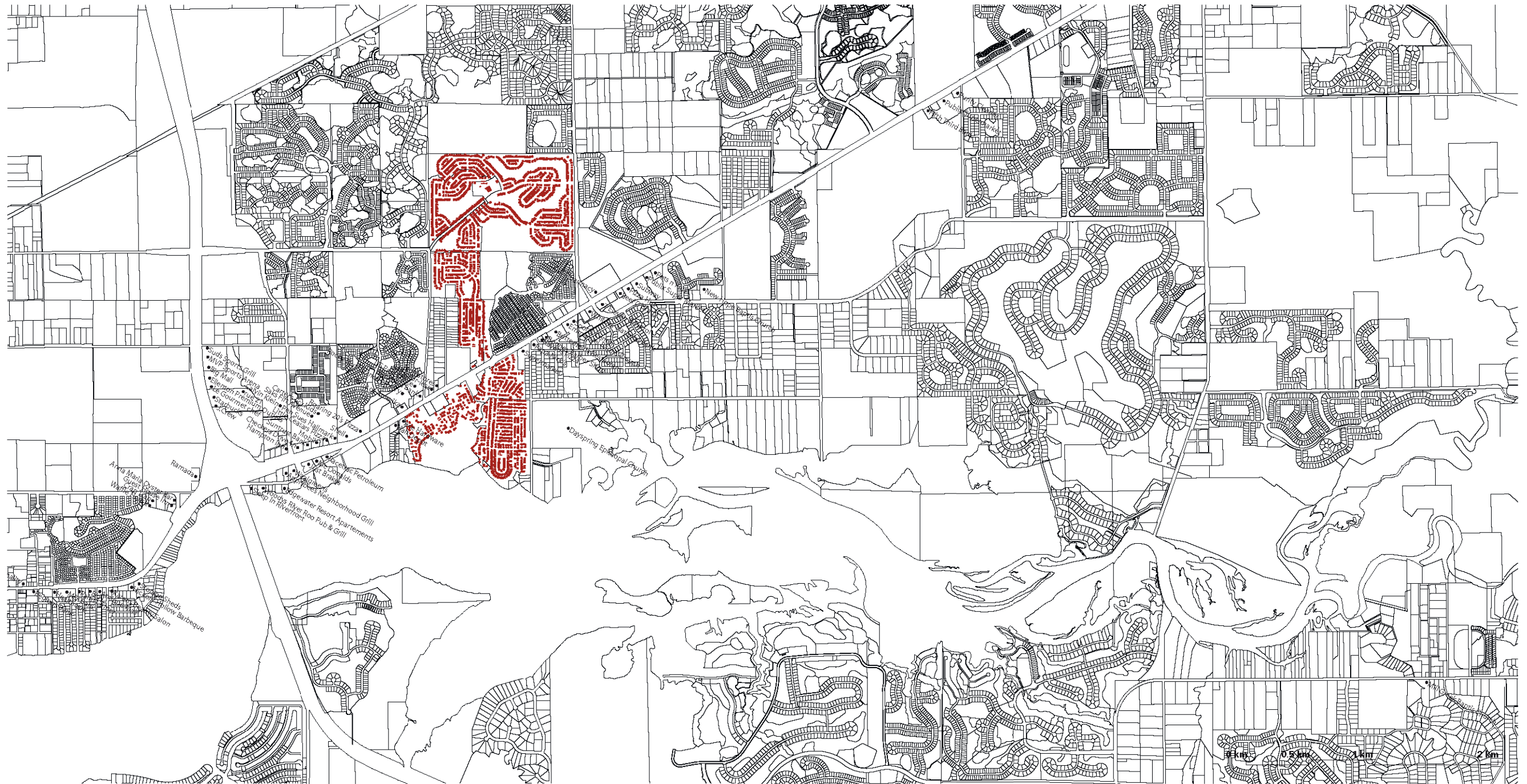
Age qualified communities are gated, with a minimum age for their inhabitants, mostly 55+. This is one of the biggest sectors of tourism and housing in Florida. It offers safety as a gated and a stable life, under equals, as an age qualified community. Like most campgrounds, the gated communities are full of snowbirds, or former snowbirds - who decided once to stay in sunny Florida instead of going back to where they come from.



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### Colony Cove

Located in Manatee, close to Sarasota City, this park is the biggest mobile home park in Florida with 2200 lots. The park was founded in 1974 and has grown since that time by expansions, mainly by buying other parks around, integrating them into the community.

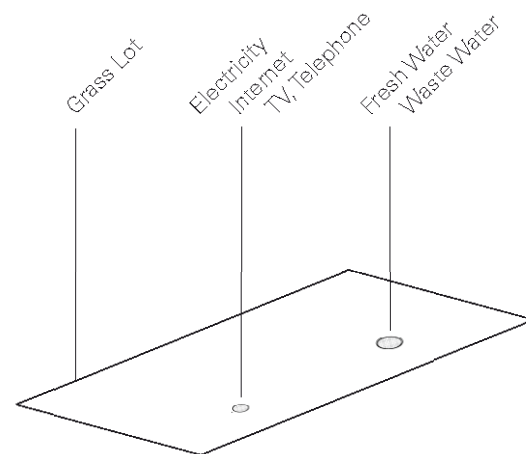
It does not offer more than a few sport facilities and a central „town“ hall. Residents have to leave the park for shopping but most of the people spent their days inside the gated area anyway, visiting each other or the coasts and nature parks.





**Colony Cove, Ellenton**

County.....Manatee  
 Next City.....Sarasota  
 Area of the Gated Community.....1'572'000 sm  
  
 Founded in.....1974  
 Owner.....Hometown America  
  
 On-site Built.....12  
 Mobile Homes.....2001  
 Additional.....1992 Garages/ 961 Extensions  
 Price for a Mobile Home to buy.....5000 \$ - 100'000 \$



1970  
 Highway under Construction  
 Colony Cove in Development  
 Cultivation of Land



1980  
 Interstate Highway Finished  
 Colony Cove Extended  
 Roads Enlarged  
 Urban Developments



1994  
 Further Colony Cove Extensions  
 Single Family Developments



2011

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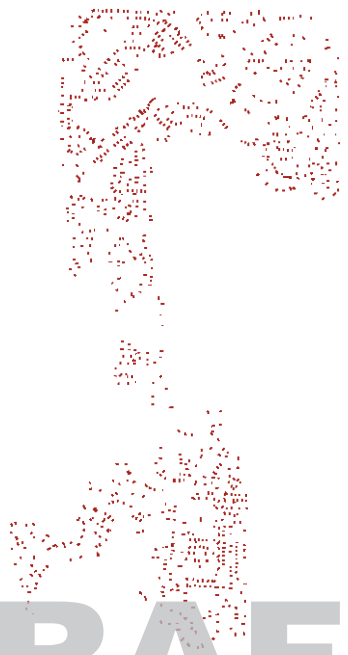




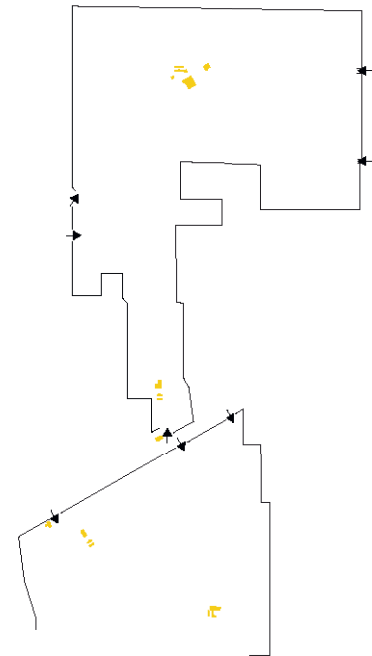
2023 Mobile Homes (204'477 sqm)



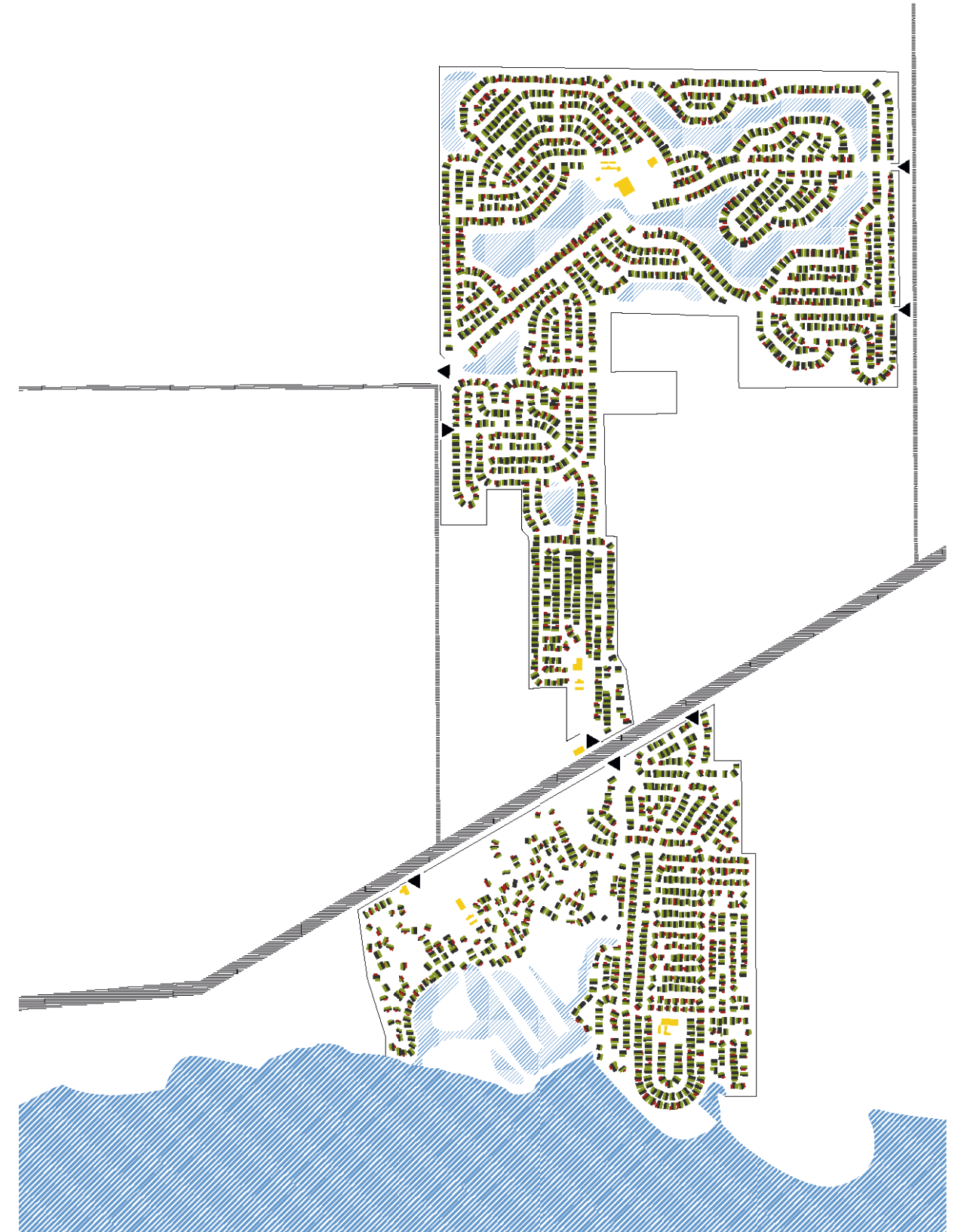
1992 Garages (104'959 sqm)



961 Extensions (22'397 sqm)

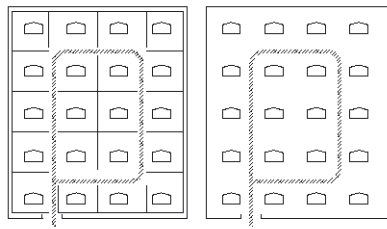


11 Public Buildings, 8 Gates and Fences

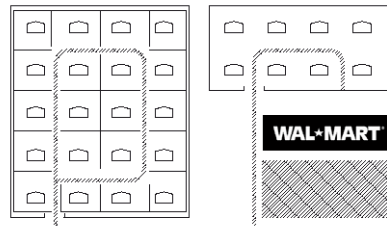


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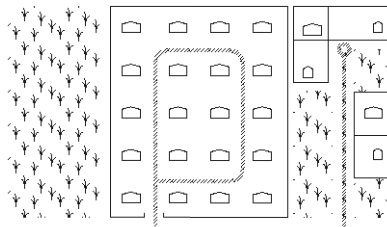




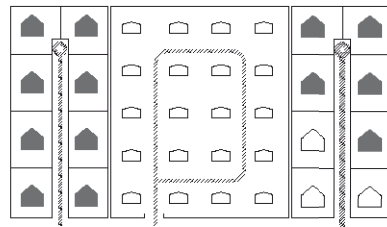
Shared ownership vs. single ownership



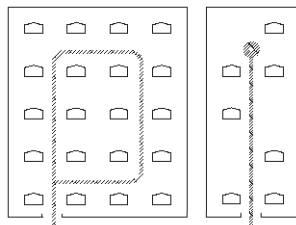
Investors buy frontage from one owner. shared ownership has bigger resistance



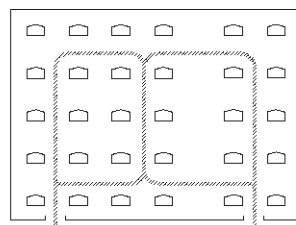
Mobile home parks as pioneers in future residential areas



Partially replacements of mobile home parks and occupation by middle class urbanism



Efficient vs. inefficient mobile home park



Efficient park takes over inefficient parks around

### Mechanisms of Urban Growth

Mobile Home Parks are often the pioneers of an urban development. Depending on the internal structure of ownership, they disappear quickly or stay for a long time. If there is only one owner, he will sell the park soon or later to another park owner or investors like a big reseller chain. Some parks even become part of a middle class urbanism development. If there is a shared owner management, a park stays much longer. Successful parks sometimes expand by integrating other, close-by parks. This was the way, Colony Cove in Ellenton became one of the biggest mobile home parks in the US.



### No Trespassing

Gated communities like Colony Cove have no walls around them. The fences are very low and sometimes in PVC. They often signalize much more an optical border than an obstacle. The better protection are the inhabitants, who immediately call a park guard if they see anything suspicious. This kind of gated communities sells less the feeling of safety, than the feeling of belonging to a community with homogenous character.

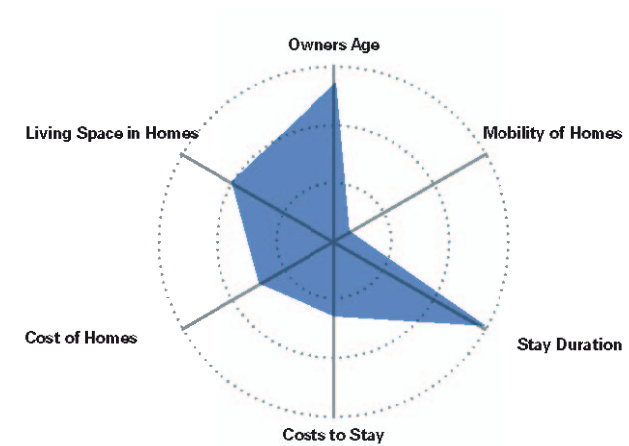




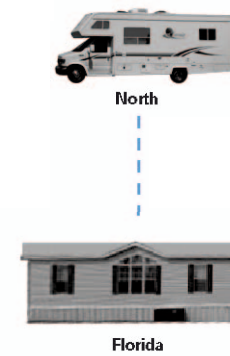
### Becoming Permanent

As the life expectation is rising, the so called third age, a longer life in retirement is becoming normal. The snowbirds, spending just the winters in Florida turned into a permanent residents. The same change happened to their vehicles, becoming more and more permanent. At the end, the mobile home is rather an economic house, looking more at the price than mobility: the snowbird a retired bird. Some of the permanent snowbirds escape to the North in the hot summer time - they are called sunbirds.

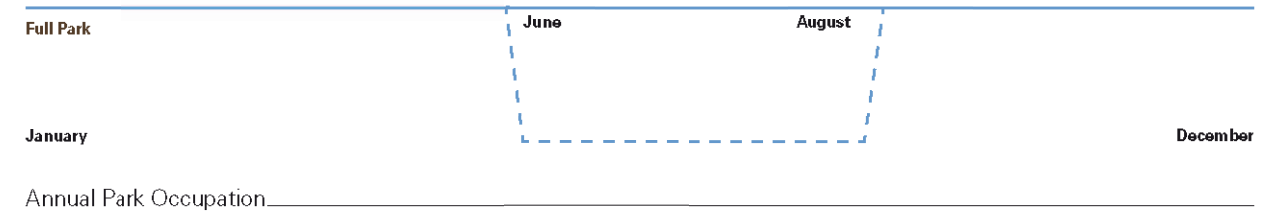
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Inhabitants Profile \_\_\_\_\_



Living Style Profile \_\_\_\_\_

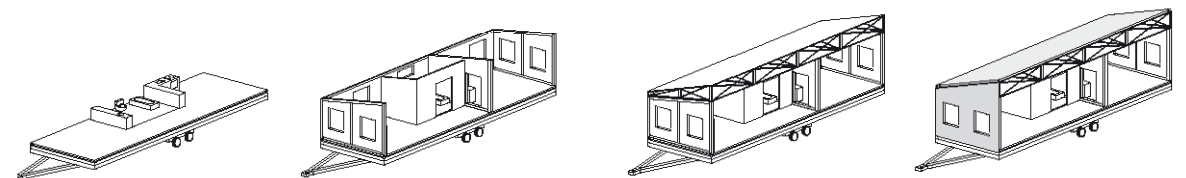






First, workers cover a reproduced steel frame with an insulated floor

Meanwhile, walls and the roof are produced separately



Sanitary installations and the kitchen are installed before the walls

After installing the roof, the nearly finished mobile home gets its facade

### Building Under a Roof

A main difference between on-site built houses and mobile homes is the production. Today's mobile homes are not built to be moved often. Instead of construction on site, they are built in a huge hall. It starts with a steel frame on wheels. Often, the wheels are taken off when the house arrives and sold back to the mobile home company. They check and use them again.

A factory normally builds on demand; they do not have parking lot full of finished homes to sell. The customer's wishes are widely spread; individual for a mass product. A section of a double wide home is built in only three days. The roof can already be built and easily connected within short time, while others are still preparing the floor. Due to the low price, mobile homes normally are even less stable than normal balloon frame constructions. A good coordination and indoor construction are two more reasons for the home's extremely low price.

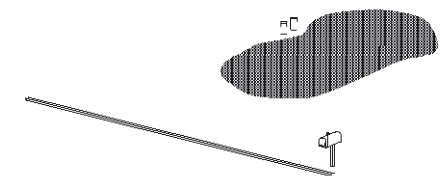




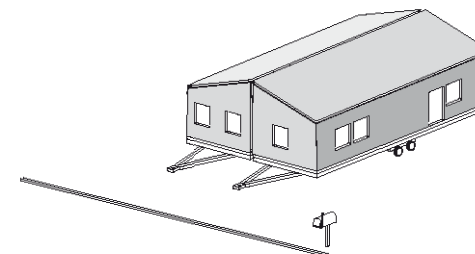
### Petrification of the Mobile

Shortly after the mobile home is produced it gets delivered to its destination. The whole production is done just-in-time. Electricity, water and waste water connections are already prepared. The producer directly takes the wheels away, to use them again on the next home. The home gets connected, if double wide. Already a day after delivery it is ready. The gap around the house gets closed with a wall or a look-a-like and a pathway and a garden gets set up. The first extension normally is the garage, which is not only meant for cars but is also used as a patio and entrance. Later on, more extensions get done. All of this this leads to the loss of the mobility. The mobile home often stays longer than its first owner and changes owners almost like an on-site built house. After a while, when the home has gone through its petrification process, the last difference to an on-site built house is its lose connection to the ground.

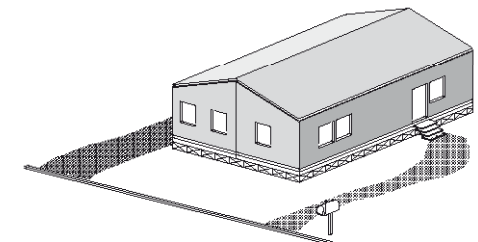
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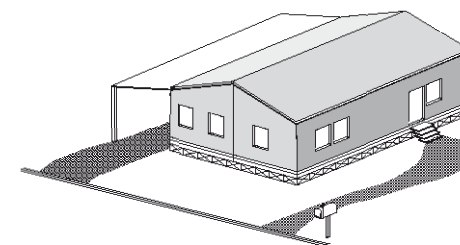
Preparing minimal infrastructure for the mobile home



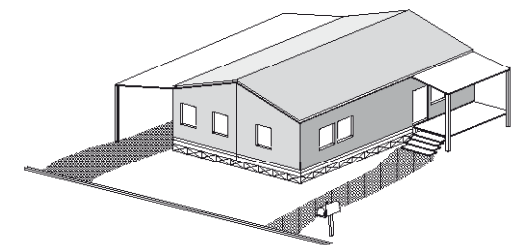
Two units brought together and connected to water and electricity and anchored to the ground



Owner takes off wheels and tow coupling to sell and creates an environment

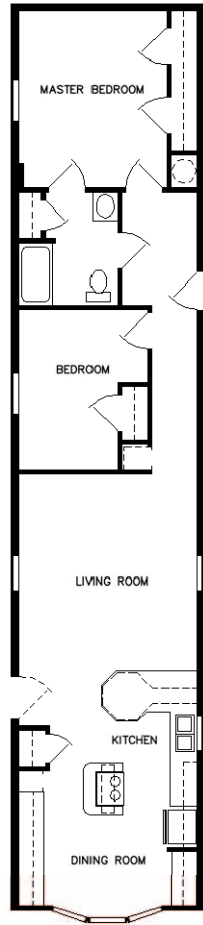


First additional garage and patio make the mobile home immobile



More extensions enlarge the usable space





### The Cheap Single Unit

Originally, every mobile home was a single unit. Over the last decade, they became less popular in Florida. In 2008, only 1000 single units were placed, the average price was \$37,400. Compared to 1980, when 12,300 units were sold at \$13,900.

### The Spacious Double Wide

The industry calls the double wide 'prefabricated homes'. They look more like a house than a trailer and they are as roomy as an on-site built house. In 2008, 3,200 were sold at an average price of \$74,800, compared to 1980, when 17,500 placed at a price of \$28,500.

### Actually, it only looks like wood...

Having a look into the houses, mobile homes and RVs reveals a surprising truth. The interiors are so similar, that it gets hard to distinguish where you are in. The interior represents the idea of being home, placed into everything moving as well, although the materials are substitutes.



## AFFORDABLE LIVING OR THE TRAILER PHENOMENON

The United States of America does not offer affordable housing in general. This is why the mobile home is so popular all over America, creating notorious trailer parks. Mobile homes and trailers are not only the cheapest buildings, they also lose value almost like a car which makes them even more affordable with age. This kind of urbanism strongly relies on existing settlements. They cluster on secondary arteries between them and suburban areas; profiting from the cities infrastructures and the countryside's low price and freedom.



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### Thrasher Road

This is one of the uncountable small conglomerations in the Heartland of Florida, on a deserted area close to the Interstate 4 between Plant City and Lakeland. It consists of about 15 dwelling units of different construction methods. The residents live here but work and shop in the nearby cities. Thrasher Road is inhabited by Floridian residences. Similar to the parks on the coast and to most of the cities in America, there is a segregation of races.





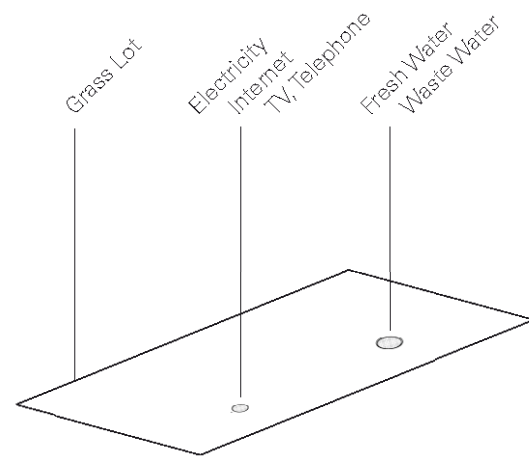
### Thrasher Road, Plant City

County.....Polk County  
 Next City.....Plant City  
 Area.....inbetween Cities

First Appearance.....1960  
 Owner.....Several

On-siteBuilt.....14  
 RVs.....3  
 Mobile Homes.....17

Price for a Mobile Home to buy.....500 \$ - 20'000 \$



1938

Cities Enlarged  
Roads Built



1958

Interstate 4 Built  
Thrasher Road Built  
Further Urbanisation



1968

Land Collapse  
Lakes appear  
Controlled River



1982

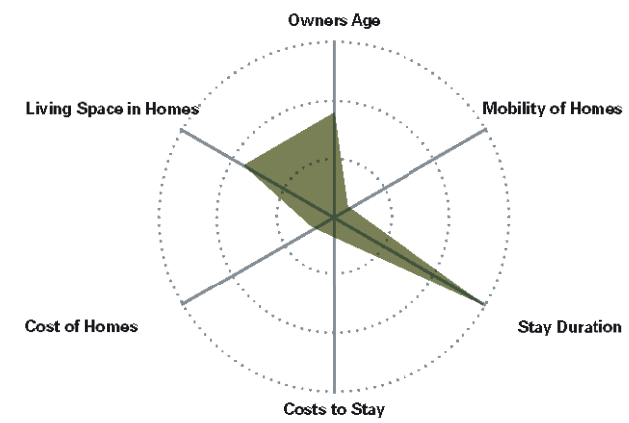
Land Collapse  
Lakes appear  
Controlled River



2011

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Inhabitants Profile \_\_\_\_\_

January

December

Occupation \_\_\_\_\_

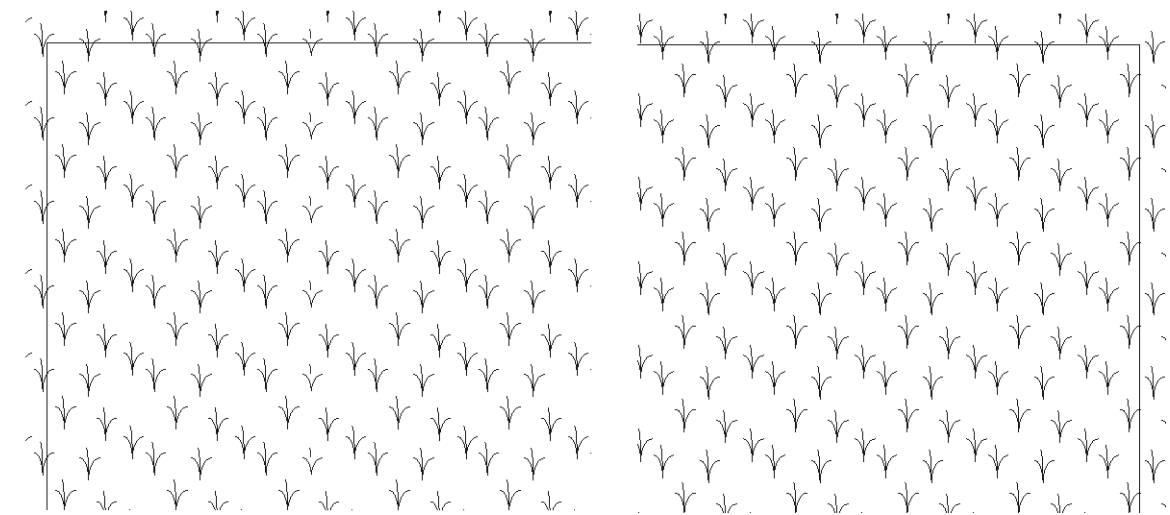
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### Mechanisms of the Countryside

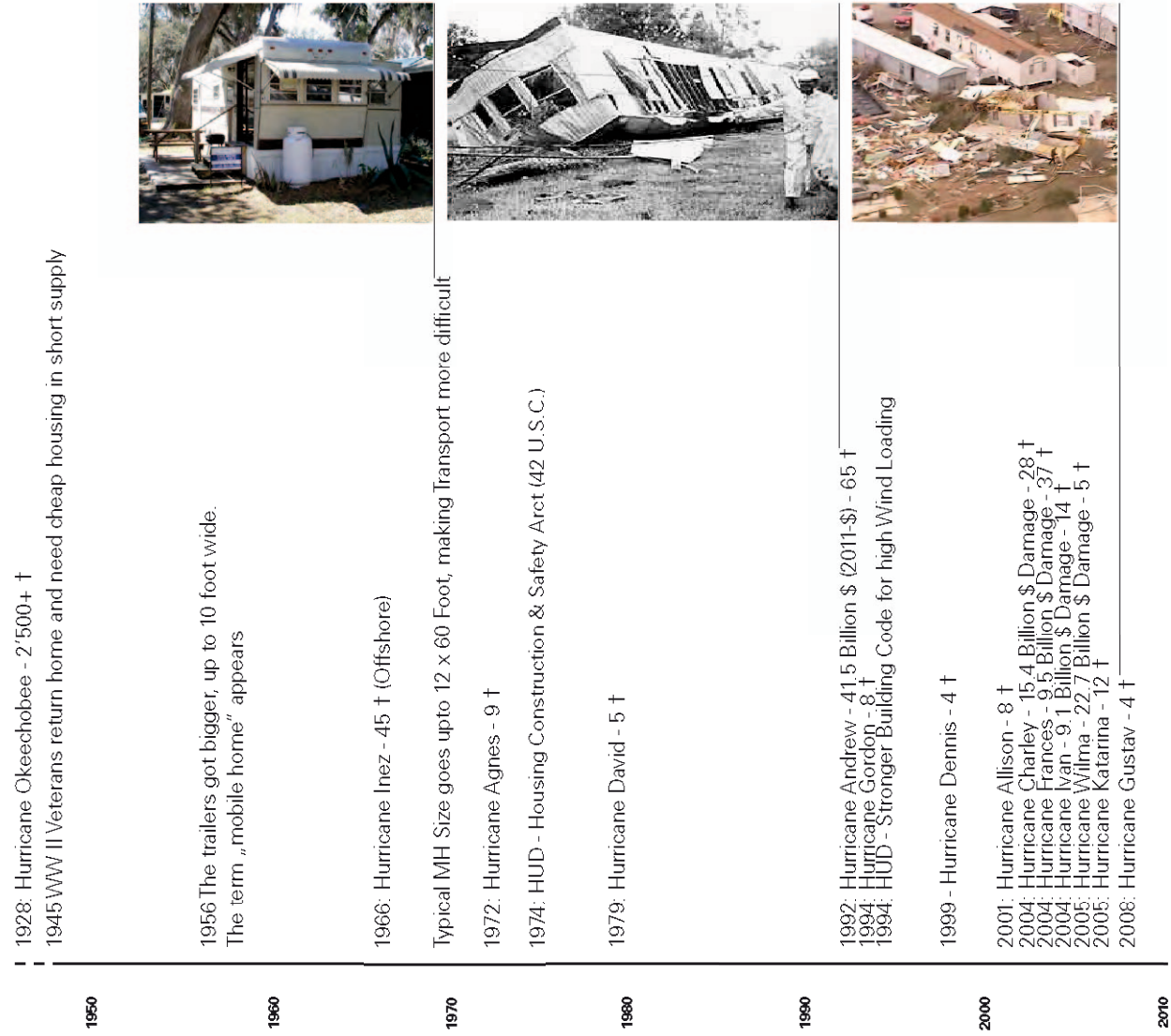
Similar to the coast, mobile homes in the countryside are a pioneer development on the edges of cities and between them. A rule, that only one house can be built every 5 acres, even on farming land, and the freedom to do what you want with your own land leads to that what is maybe considered the true soul of light urbanism. The arteries between cities offer a connection not only as a network for traffic, but also for electricity and water. Farmers sell these properties, arranged in the US grid, in strips to the settlers. Main criteria for every parcel is a connection to the road, resulting in lean properties.



One owner sells cheap land

Every piece of land is connected to the road.

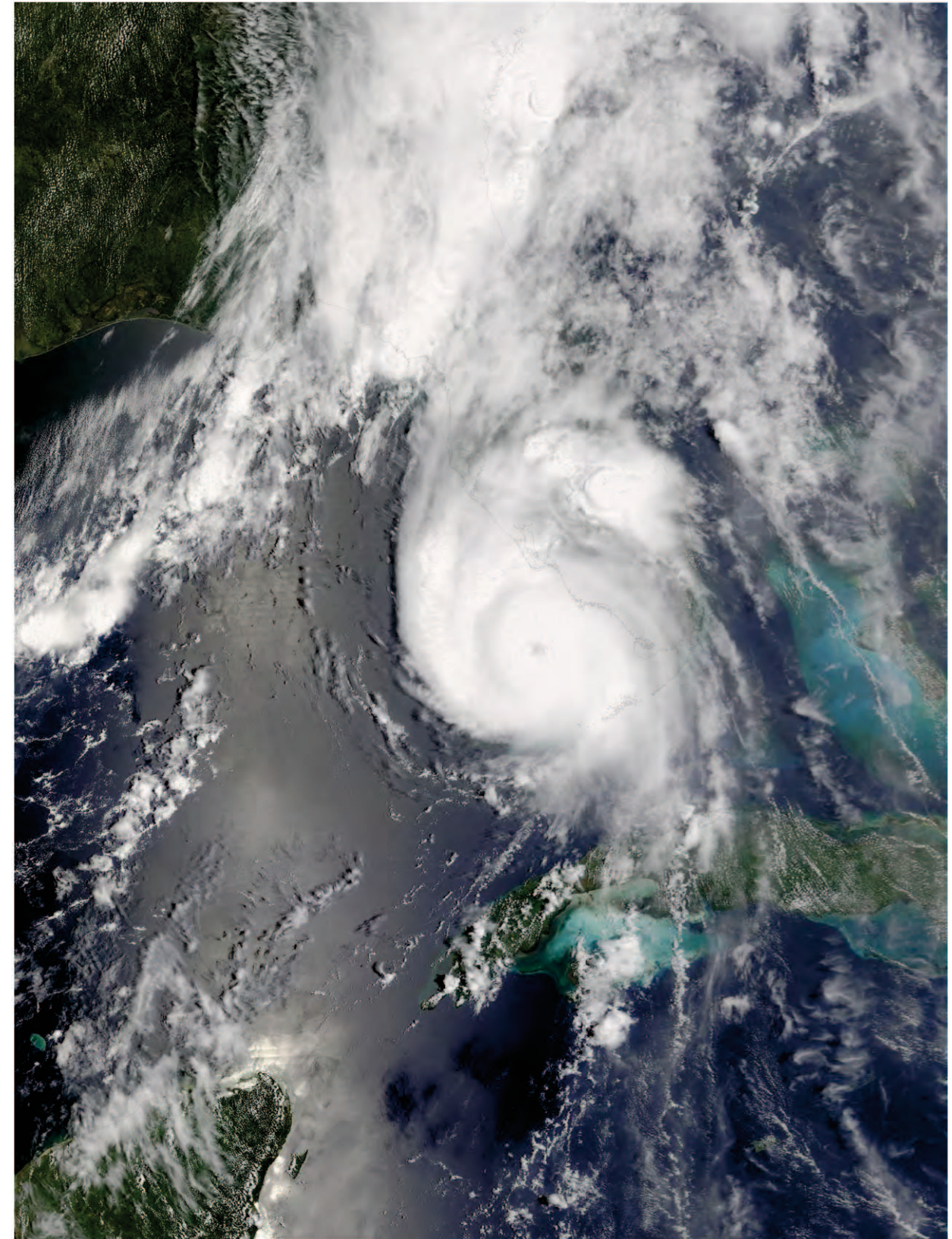




### The Hurricane Act

The only regular changes, the mobile home industry continually implements, are because of stronger hurricane protection regulations. When people started to live in trailers they are at the weather's mercy. Regularly Hurricanes hit old mobile home parks, causing big destruction and sometimes even fatalities.

In 1974, the American Housing Construction & Safety Act was released by the government, including building codes for mobile homes. Since then, the construction was gradually improved. Still a mobile home is anchored by only a few pegs. The lobby calls their recent products very safe, what they probably did the last 50 years.





## WHERE WILL THEY END UP?

The formation of new mobile home parks has it seems, come to an end. No new parks have been approved in Polk County since 2007 and the same effect takes place all over Florida, including the coasts. The market seems stagnated, factory owners reduced production radical. This counts for the tourism and the housing sector.

Housing of the poor is an ongoing need. If this need is not covered by the state, the trailers on the countryside will survive. These settlements come out of the dark, unseen by the public eye and get integrated into the known system, as it has up to now.

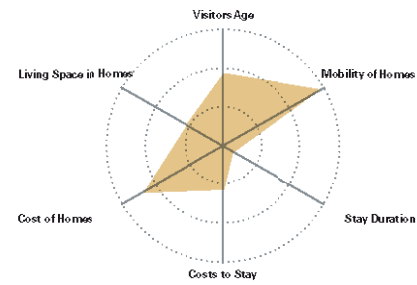


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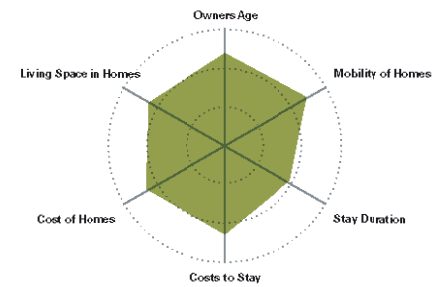




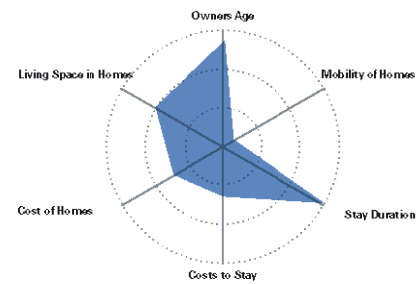
Sun'n Fun Fly In Airshow



Sun'n Fun Campground

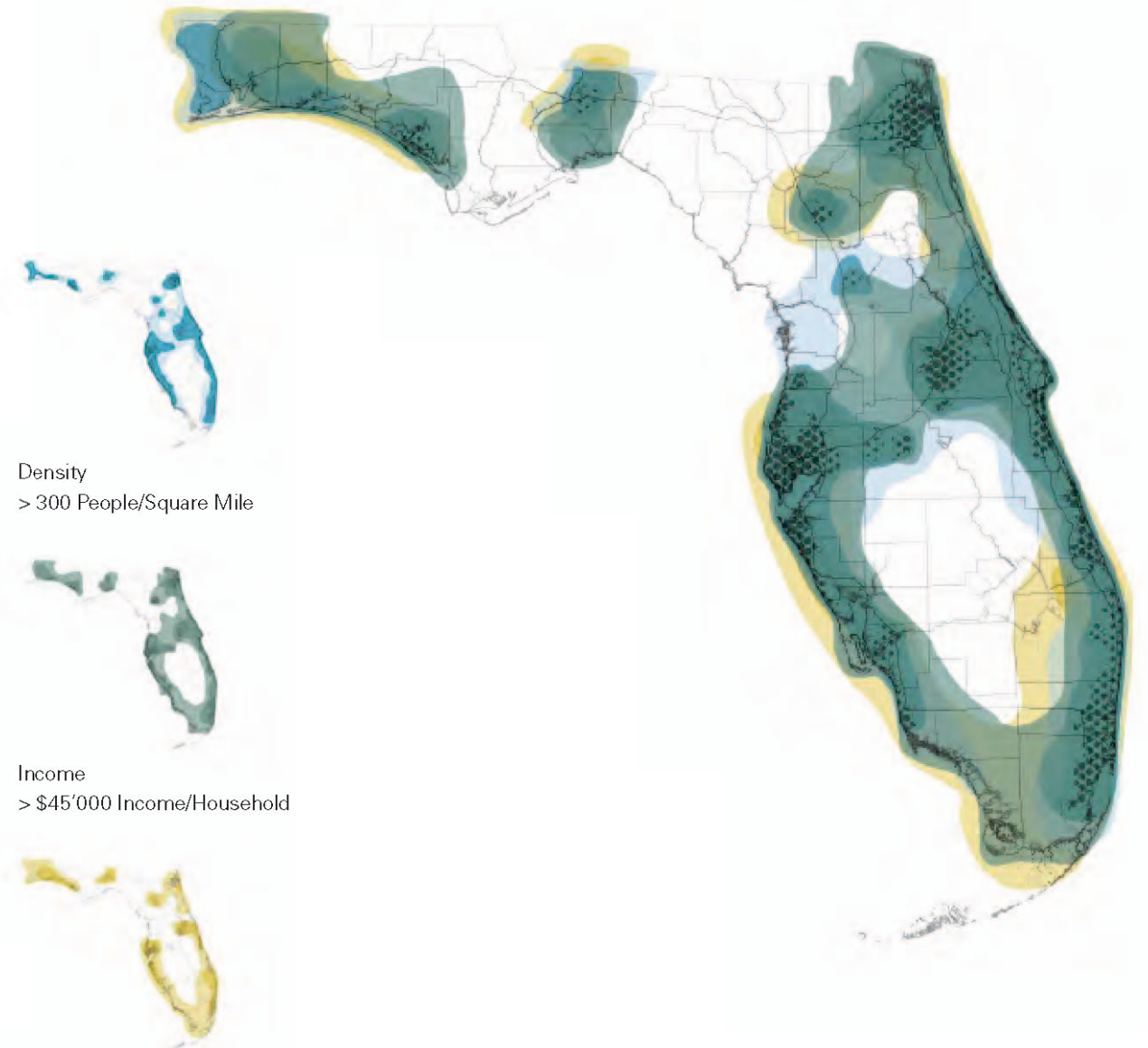


Colony Cove



### The Coast

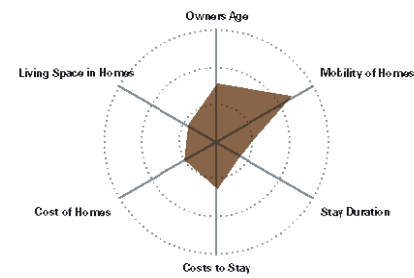
Since World War II, Florida was constantly been growing due to the highest domestic immigration in the whole country. The new residents, richer and better educated, developed their communities along the coast, pushing everything else into the Heartland. Florida nowadays consists of two different worlds with a hard line between them.



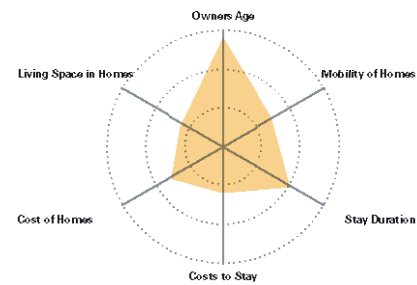




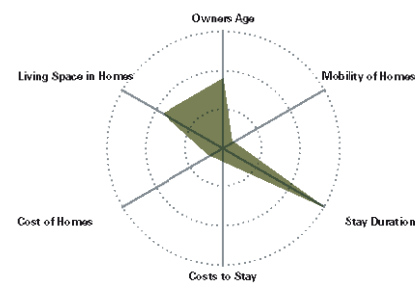
Sun'n Fun Campground



Harbor RV Resort and Marina

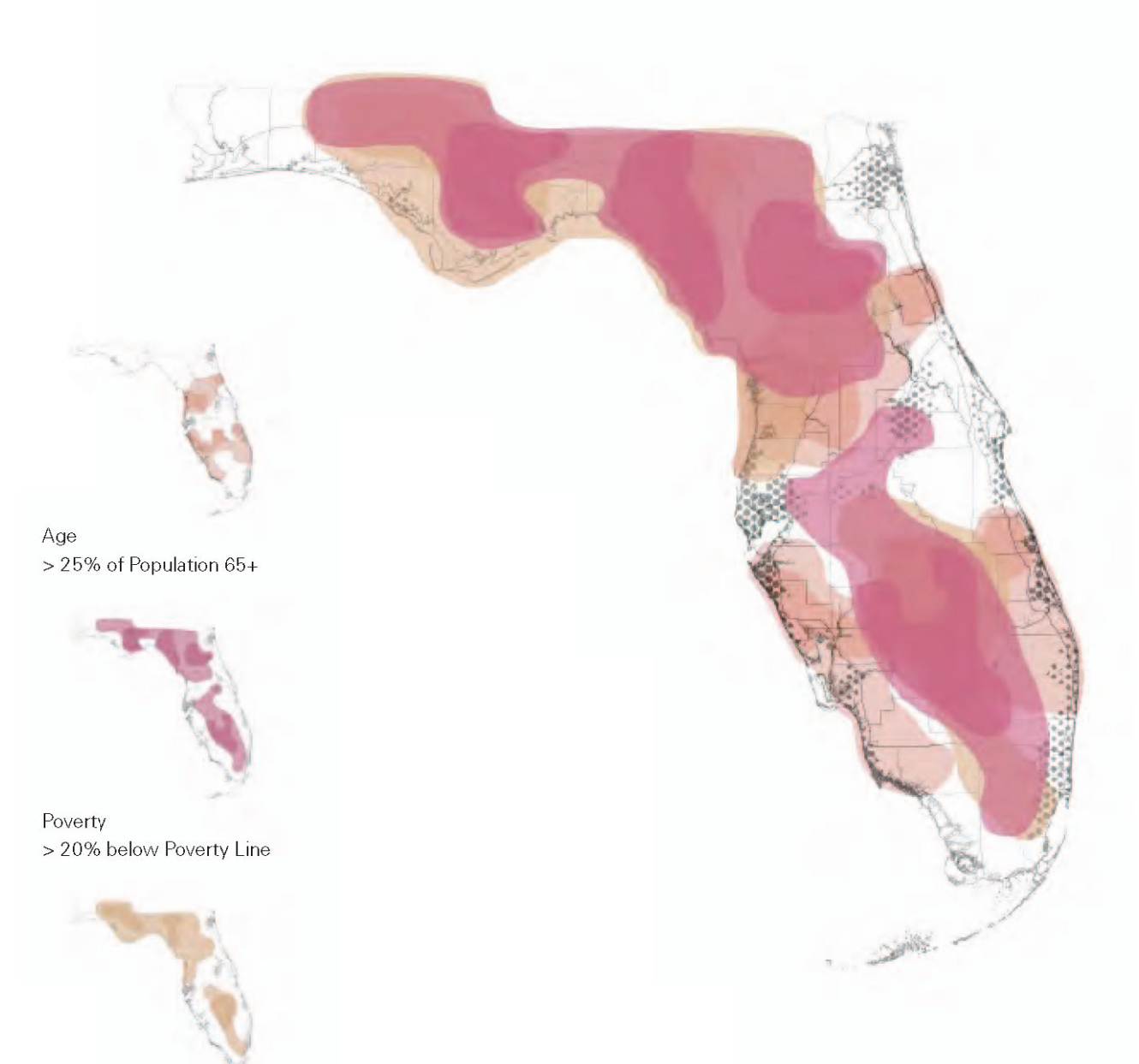


Thrasher Road



### The Heartland

For the first time the domestic immigration in Florida has almost collapsed. Florida came to the bottom of the list, due to the financial crisis. Tourism numbers have reduced for the whole state. Though the Heartland has not been as seriously affected by this circumstances - also the way of urbanizing the land and the role of the mobile home and the trailer seem to be a stable factor. They might even be profiting out of the crisis, still offering affordable houses.



Age  
> 25% of Population 65+

Poverty  
> 20% below Poverty Line

Education  
< 80% with no Highschool Degree



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The University of Florida

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All graphics and photos by Jann Erhard and Michael Stünzi. Excepts are the following:

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**Picture of a Double Wide Mobile Home**

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