

1-6-2011

City of Dania Beach

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"City of Dania Beach" (2011). *Broward County*. 4.
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Community Background Report

City of Dania Beach

Boundaries

North: NW 10th Street

South: Stirling Road, Sheridan Street near West Lake Park

East: West Lake Park

West: Between I-95 and State Road 7

Community Type: Municipality

Report Last Updated: June 2011

History¹

In 1904, the Town of Dania became the first municipality to be incorporated in Broward County. The city didn't adopt its current name until 1999 when it was formally named Dania Beach. Originally, the town was populated by mostly Danish families (hence the name of the town) who migrated from the northern part of the United States and dedicated themselves to tomato farming. The settlers were able to capitalize on the new Florida East Coast Railway and transported the tomatoes to northern cities in the United States. As a result, Dania became known as the "Tomato Capital of the World." In 1927 the first "Tomato Day Celebration" took place; however, by the 1940s the "tomato boom" was over due to a salt water intrusion into the fields.

In 1945 a new venture set in motion the city's next claim to fame: "Antique Capital of the South." Currently there are over 100 antique shops; this concentration of shops is known as "antique row".

Today the City of Dania Beach has also become known for its South Florida's maritime industries and is the home of Port Everglades (also located within two other cities and unincorporated Broward County)—one of South Florida's strongest economic engines.² The Florida Atlantic University (FAU) Dania Beach Campus- Sea Tech, a research center for the Department of Ocean Engineering, is also located in the city.³ It is also interesting to note that Dania Beach is also the home to the Jai-Alai Sport Entertainment, only the second jai-alai fronton in the United States.⁴

Community Dynamics

The City of Dania Beach's growth has been less intense than many of its neighboring cities. The growth it did experience over the past decade can in part be attributed to the

2001 annexation of several unincorporated areas that both increased the Dania Beach's boundaries to 6.09 square miles of land and added 3,576 residents to its population.⁵ The lack of exponential growth in population apparently is not of concern to the city. The City of Dania Beach prides itself as a quaint beachside town that values a boating way of life (its worthy of mention that the city's beach has been recognized as a "Blue Wave Beach) and its historic arts and antique district."⁶ In fact, this life style is affirmed via the city's mission statement that articulates its commitment to providing a unique small-town quality of living for all of its residents and guests.⁷

In 2009, the City of Dania Beach conducted the Griffin Road Corridor Redevelopment Community Charrette in partnership with the Broward Smart Growth Partnership, the FAU School of Architecture, and the Community Foundation. The aim of the charrette was to develop a plan on how to both protect its small town quality of life but also properly plan for growth and redevelopment.⁸ Since Griffin Road is important to transportation in Broward County, it was determined that the corridor could potentially support a diverse array of needs for the city and simultaneously, through Smart Growth principles, steer Griffin Road into become a thriving urban corridor that could help to achieve a greater sense of place for Dania Beach.

Demographic Highlights⁹

Since 2000, the City of Dania Beach has experienced a slight increase in overall population size; however, projections indicate that the city's population will remain the same as in 2009.

In 2009 the City of Dania Beach had a population of 21,041 residents with a 2,100 population density per square mile.¹⁰ Since 2000 the city has experienced a 4 percent growth through 2009 and it is projected, however, to remain the same through 2014. Population forecasts indicate that the city's population density will be 2,413 residents per square mile.

Following population trends, the number of households in Dania Beach has had a slight increase since 2000. However, projections don't show any further fluctuation in growth through 2014.

There were 9,551 households in 2009 with an average of two-persons per household; projections through 2013 indicate that household average size will remain the same. Overall household growth from 2000 through 2009 has been 6 percent. However household forecasts indicate that the city will not experience either a growth or decline through 2014.

Dania Beach experienced a high vacancy rate in 2009.

There were 11,421 housing units in the City; of these 16 percent were vacant in 2009. Approximately 35 percent of the city's housing units were renter occupied.

The median household income in the City of Dania Beach was less than the median housing income of Broward County in 2009.

The city’s median housing income in 2009 was \$46,857, almost \$10,000 less than the county’s \$56,291 median housing income.

In 2009, the City of Dania Beach median’s age of its residents was greater than the county resident’s median age.

Dania Beach’s median age in 2009 was 42 years old, higher than the county’s 38 year old median age.

In 2009 the White population was the majority in the city; this will remain the same through 2013.

In 2009, 73 percent of the city’s population was White (of which 60 percent considered themselves White Non-Hispanic), 19 percent was Black, and 6 percent were “Other Races”. Only 16 percent of the City’s population considered themselves Hispanic. Projections through 2013 indicate that the White population will remain the bulk (69 percent) of the population despite the slight decrease.

The majority of the city’s residents in 2009 were native citizens and spoke English.

In 2009, the vast majority (78 percent) of the City’s residents were native U.S. Citizens, 12 percent were not US citizens, and 9 percent were naturalized US Citizens. Also, 74 percent of the population spoke English; 13 percent spoke Spanish and 11 percent spoke “Other Indo-European Languages.” In 2009, approximately 67 percent of the City’s population had a High School, Some College, or College Degree.

Transportation Trends¹¹

The tables below illustrate projected transportation trends in the City of Dania Beach:

Percent of the employed population travel time to work, 2014

	City	County
Work at Home	4 %	4 %
Less than 15 minutes	24 %	16 %
15-29 Minutes	38 %	33 %
30-59 Minutes	29 %	38 %
60+ Minutes	6 %	8 %

Average household transportation costs

	City	County
2009	\$8,305.52	\$8,836.33
2014	\$10,182.70	\$10,880.30

Average household transportation costs in public transportation

	City	County
2009	\$487.17	\$555.02
2014	\$621.83	\$721.64

Forecasted percent of vehicles per household, 2014

	City	County
0 vehicles	7 %	7 %
1 vehicle	47 %	40 %
2 vehicles	34 %	40 %
3 vehicles	10 %	10 %
4+ vehicles	2 %	3 %

Forecasted percent employed individuals means of transportation to work, 2014

	City	County
Car, Truck, Van to Work	90 %	93 %
Public Transportation to Work	2 %	2 %
Other Transportation to Work	4 %	2 %
Work at Home	4 %	4 %

The information provided below briefly summarizes transportation trends, services, or projects in the City of Dania Beach:

The City of Dania Beach Community Bus Service

The City of Dania Beach and Broward County Transit (BCT) provide a community bus service to increase the number of destinations that can be reached through public transit. For more information visit: <http://www.ci.dania-beach.fl.us/DocumentView.aspx?DID=573>

Griffin Road Corridor Redevelopment Charrette

Griffin Road is a major thoroughfare in Dania Beach. The east-west corridor connects major federal and state roads (Federal Highway/US 1 and State Road 7/441) as well as interstate highways (1-95 and Turnpike) and Broward County's primary airport (Fort Lauderdale/Hollywood International). In 2009, the City of Dania Beach participated in the Griffin Road Corridor Redevelopment Charrette to identify opportunities to capture growth by taking advantage of the corridor's proximity to major transportation networks and economic engines that make it a prime place for redevelopment. For more information please visit: <http://www.ci.dania-beach.fl.us/DocumentView.aspx?DID=1481>

Dania Cut-Off Canal Bridge¹²

Florida Department of Transportation (FDOT) is considering various mass-transit options for South Florida via the South Florida East Coast Railway Transit Corridor Study. Among the options on the table is the idea to develop railroad tracks from Miami to Jupiter. To do so, the project would require replacing the Dania Cut-Off Canal Bridge with a larger span that could accommodate larger boats. City officials have advocated for replacement of the bridge with a new one that would allow at least 22 feet of clearance; the city has also lobbied FDOT to locate a train station for the proposed rail service

within the city and have changed the land-use categories of certain areas near the railroad tracks into Transit Oriented Development.

Special Events

City events are updated and posted monthly at the following link:

<http://www.daniabeachfl.gov/currentevents.aspx>

Below is a sample of Dania Beach's reoccurring events:

Annual Tomato Festival - is a week long event that takes place during the first quarter of the year. The Festival includes Art Show, Street Party, Queen, King Crowning, Jai-Alai Tomato Tournament and the Tomato Festival Citywide Parade, to name a few. More details are posted on the City's website at:

<http://www.daniabeachfl.gov/currentevents.aspx>

Dania Marine Flea Market- the market takes place in March at Dania Jai-Alai (301 East Dania Beach Blvd.). The Marine Flea Market is recognized as the largest event of its type in the world. Private individuals and corporate vendors sell marine equipment, artwork, and other boating related items. For more information please visit:

<http://www.daniamarinefleamarket.com/>

Folk Art and Antiques Festival– this event takes place in January at the Grace Café and Gallery (49 N Federal Hwy) on Saturday and Sunday. Fore more information visit:

www.gracecafeandgalleries.com

Pinball & Arcade Expo- the weeklong expo takes place early January at Dania Jai-Alai (301 East Dania Beach Blvd.). For more information contact: info@floridaape.com

Pirates World- is a free family event every March. Classic cars and live vintage bands make this a real "blast from the past. For more information log onto:

<http://www.piratesworldreunion.com/home.html>

Spring Flea Market- The market takes place every spring at the Frost Park Recreational Complex.

Business Landscape

In 2009, 14 percent of the Dania Beach's workforce was unemployed.¹³ Of thos that were employed, the majority worked for the following industries: Educational, Health, and Social Services (16 percent), Arts, entertainment and Food Services (14 percent), and Retail Trade (12 percent).¹⁴ The city's major employers are: Port Everglades, Port of Dania Beach, Harbour Towne, Dereker Gunnell, Design Center of the Americas, Dania Jai-Alia, Hilton Hotel, Sheraton Hotel, RPM Diesel, Associated Marine Technologies, Bass Pro Shops, S.T.A.R. (Maritime training).

The City of Dania Beach has become known for its South Florida's maritime industries and, in addition, is trying to grow the City's downtown through redevelopment. The following list a few of the many projects taking place in the city and help to illustrate Dania Beach's business landscape:

Westside Master Plan¹⁵

Adopted in 2009, the CRA's Westside Master Plan creates redevelopment alternatives for Dania Beach along Griffen Road as well as the SR84 corridor. Based on Smart Growth principals, the plan seeks to identify business activities and opportunities based on three airport growth scenarios that could affect the city. One significant result of the Master Plan was the recommendation to change the land use designation of Griffen Road to a Local Activity Center (LAC). The change is geared to encourage transit supportive housing choices.

Griffin Corridor Redevelopment Charrette¹⁶

The City of Dania Beach proposed to work toward the expansion of the marine industry (already one of the largest contributors to the city's local economy) as an economic activity to complement the corridor effort. According to a recent study by Integra Realty, the marine industry could create up to 5,000 new jobs with an additional \$500 million in potential wages and \$650 million in annual impact. If the proposed waterway improvements are completed (see transportation trend) a number of new businesses will be attracted and existing enterprises could be expanded. The Griffin Road Corridor's location (along the waterways and near Port Everglades) provides an opportunity for marine clusters in the district.

Push to redevelop downtown

After the city CRA was adopted in 2002, their Downtown CRA plan quickly has become a catalyst for change. Recently, in 2010, Dania Beach broke ground for a new library and parking garage on West Dania Beach Boulevard.¹⁷ The city hopes that the library will be the beginning of a major City Center that will include retail stores, restaurants, hotels, parks and facilities that can accommodate all requirements of the \$10 billion marine industry.¹⁸ Also planed is a 3-story building that will accommodate a new City Hall and an Emergency Operations Center.¹⁹ It should be noted that the downtown has already been designated a Local Activity Center (LAC). In 2009 a request for a "Regional Activity Center" (RAC) was approved and, thereby, re-designating the various land use within the boundaries of the CRA to allows mixed-use.²⁰

New \$150 million hotel and marina complex²¹

In 2009, construction began on a new resort-style hotel and marine complex in Dania Beach on a 10-acre site on Griffen Road. The \$150 million Atlantic Village Hotel & Marina complex will be 1 million square feet and include a 12-story, 130,000-square-foot Class A office tower and a 419-suite hotel, along with an existing 80-boat-slip marina.

Vertical Mall²²

In 2010 a developer submitted a proposal to acquire the shuttered Pirates Inn property on the northeast corner of Federal Highway and Dania Beach Boulevard, along with three adjacent properties to the north, and replace them with a mixed-use project featuring ground-floor retail space and entertainment uses. The concept is for a seven- or eight-story "vertical mall" that would feature a grocery, retail stores, theater, entertainment and other attractions on the lower floors.

Emerging Design District²³

Dania Beach Marine & Design Center is a \$4 million renovation of a 306,000 square foot Dania Beach warehouse (1200 Stirling Road) that hopes to compete in the area's growing design industry cluster. The property is part of a growing design industry cluster in Dania Beach due to the Design Center for the Americas (DCOTA) on Griffin Road.

Related Links

City of Dania Beach

<http://ci.dania-beach.fl.us>

Dania Beach CRA

<http://ci.dania-beach.fl.us/index.aspx?NID=181>

Dania Beach CRA Redevelopment Plan

<http://www.ci.dania-beach.fl.us/DocumentView.aspx?DID=1394>

Dania Beach CRA Westside Master Plan

<http://ci.dania-beach.fl.us/index.aspx?nid=468>

Dania Beach Westside Mater Plan Community Outreach Report

<http://www.ci.dania-beach.fl.us/DocumentView.aspx?DID=1479>

Griffin Road Corridor Redevelopment Community Charrette

<http://www.ci.dania-beach.fl.us/DocumentView.aspx?DID=1481>

Dania Beach Chamber of Commerce

<http://www.greaterdania.org/>

Dania Beach Tourism Council

<http://www.visitdaniabeach.com/>

Sources

- ¹ Unless otherwise indicated, all information in this section is from City of Dania Beach. “History” www.daniabeachfl.gov
- ² Broward Alliance. “Dania Beach” www.browardalliance.org and Port Everglades www.porteverglade.org
- ³ Florida Atlantic University. <http://www.fau.edu/broward/daniabeach/>
- ⁴ Dania Jai-Alai, <http://www.dania-jaialai.com/>
- ⁵ Griffen Road Corridor redevelopment Community Charrette Summary Report, 2009. <http://www.broward.org/PlanningAndRedevelopment/DemographicsAndEconomics/Documents/bbtn14.pdf> and Broward County “annexation History Since April 2000” www.broward.org
- ⁶ Dania Beach Tourist Council. www.visitdania.com
- ⁷ City of Dania Beach. “Mission and Vision.” www.daniabeachfl.gov
- ⁸ Griffen Road Corridor redevelopment Community Charrette Summary Report, 2009. <http://www.broward.org/PlanningAndRedevelopment/DemographicsAndEconomics/Documents/bbtn14.pdf>
- ⁹ All data is from Simply Maps unless otherwise stated. Please note that minor round-off errors may have occurred.
- ¹⁰ According to the 2009 US Census Bureau’s population estimate, the City of Dania Beach’s population was 28,448.
- ¹¹ All data is from Simply Maps unless otherwise stated. Please note that minor round-off errors may have occurred.
- ¹² Sun-Sentinel. “Dania Beach Bridge proposal gets a boost from transit discussion.” January 24, 2010. http://articles.sun-sentinel.com/2010-01-24/news/fl-cn-daniabridge-0124-20100121_1_passenger-rail-fdot-new-bridge
- ¹³ Simply Maps
- ¹⁴ Ibid.
- ¹⁵ Dania Beach CRA, “Dania Beach Westside Master Plan” 2009.
- ¹⁶ Griffen Road Corridor redevelopment Community Charrette Summary Report, 2009. <http://www.broward.org/PlanningAndRedevelopment/DemographicsAndEconomics/Documents/bbtn14.pdf>
- ¹⁷ The Promenade. “City of Dania Beach Breaks Ground for New Library.” January 2010. <http://www.ftlauderdalenews.net/index.php/community-news-briefs-a-events/item/20-first-phrase-of-planned-city-center>
- ¹⁸ Ibid.
- ¹⁹ Dania Beach CRA Meeting minutes. February 2009.
- ²⁰
- ²¹ South Florida Business Journal. “Construction to begin on \$150M Dania resort.” May 7, 2009. http://southflorida.bizjournals.com/southflorida/stories/2009/05/04/daily60.html?ed=2009-05-07&ana=e_du_pub
- ²² Sun-Sentinel. “Developer already active in Dania Beach redevelopment efforts is looking at Pirates Inn property.” July 10, 2010. http://www.sun-sentinel.com/news/broward/dania-beach/fl-cn-hotel-0711-20100710_0.6451131.story
- ²³ South Florida Business Journal. “Dania Beach Marine & Design Center.” October 2009. <http://southflorida.bizjournals.com/southflorida/stories/2009/11/02/focus2.htmlhttp://ci.dania-beach.fl.us/index.aspx?nid=468>