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City of Hallandale Beach

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Community Background Report
City of Hallandale Beach

Boundaries
North: Pembroke Road
South: Broward/Miami-Dade County Line
East: Coastline
West: I-95

Community Type: Municipality

Report Last Updated: May, 2011

History
The community was named after Luther Halland-- recruited by the railroad entrepreneur, Henry Flagler, to start a Swedish settlement south of the Danish settlement of Dania. Halland promoted the area's subtropical climate and inexpensive land. By 1900, only a dozen families -seven Swedish, three English, and two Black- settled the area and established a farming community. Hallandale incorporated as a town in 1927. By that time, there were 1,500 residents, street lights, and electricity in the community. In 1947, Hallandale was reincorporated as a city, and was allowed to annex land to the east. In August of 1999, the city officially changed its name to Hallandale Beach.[1]

The small community along the shoreline was partially shaped by larger events. The 1926 Hurricane hit Fort Lauderdale, Dania, Hollywood, Hallandale and Miami.[2] The storm's winds are estimated to have been as high as 150 miles per hour, resulting in a high death toll (between 325 and 650 people); as many as 800 others were never accounted for.[3] The hurricane caused immense property damage and, at the time, was considered the most destructive storm in U.S. history.[4]

Also worthy of mention is that Hallandale Beach was the backdrop of Black musical history during the era of segregation. The hotel, the Palms or also known as the Million Dollar Palms, was a major stop on the "Chitlin' Circuit", a nationwide string of venues where it was safe for African-Americans to perform and experience live music during segregation.[5]

Today, the city is best known as a popular vacation destination and for two of South Florida's premier race tracks: Mardi Gras Gaming and the Gulfstream Park Race and Casino.[6]

Community Dynamics

For decades, Hallandale Beach has been comprised of its permanent residents and the part-time "snowbird" residents that spend the winter seasons in their second homes. The city's permanent, yearlong residents share the city with the influx of winter season residents boosts the city's population by additional 10,000 people.[7] Approximately 450,000 Canadians winter in Broward and spend almost $1 billion each year; Hallandale Beach draws a large number of these seasonal residents.[8]

Despite the seasonal influx of residents, the City of Hallandale began to experience a loss in its permanent population from 1980 to 1990 of approximately 5,500 people.[9] Many attribute the loss in population due to the aging retirees and, as early as 1987, the city began to make up for the population deficit by attracting young families.[10] A city taskforce was established and identified the main concerns of potential young residents: schools, affordable housing, and improved facilities; other issues such as most condominiums associations have rules prohibiting young children are also often cited as a barrier.[11] By 1995, the city made strides in bolstering its appeal to young families by working to make its beaches and parks more inviting, building a community cultural center to house activities for younger people and trying to attract family-oriented businesses.[12] During this time, the city's school age population increased by more than 25 percent in a six-year period.[13]

During the mid-1990s the city's success in attracting young families led to a new dilemma: How does it protect the quiet lifestyles of longtime condominium residents on the beach while encouraging growth to lure young people?[14] The consequences of Hallandale Beach's attempt to shed its reputation as retiree community greatly impacted the senior citizen population who were priced out during the region's housing boom.[15] By the beginning of the decade of the 2000s, the City of Hallandale Beach was firmly in redevelopment mode and its politicians clearly saw the opportunity to use the development as a means to boost the city's tax base.[16] As the city experienced a significant uptick in development, citizens became increasingly concerned with the consequences of overdevelopment and quality of life issues such as increased traffic and obstructed views from the existing condos.[17] The amount and scale of growth within the city coupled with the growing concerns from the residents led to the city to enact a six-month moratorium on major development in 2007 and take first major step towards creating its first master plan to address the redevelopment issues.[18] The Citywide Master Plan and Implementation Strategy were formally approved by City Commission in 2009.

Demographic Highlights[19]

Despite a slight increase in population from 2000-2009, forecasts indicate that the city will not have significant growth through 2014.
The population in the City of Hallandale Beach was 36,171 in 2009 and population density per square mile was 8,611.[20] From 2000 through 2009 the city experienced a five

percent population increase; however population forecasts predict that the city's population growth will remain flat through 2014.

Overall households in the City of Hallandale Beach have increased since 2000, however projection indicate that it will remain stagnate through 2014.
The city had 20,103 households in 2009 with an average single-person household. However, projections indicate that the average household size will increase to two by 2013. Since 2000, mirroring population trends, the city had a seven percent increase in overall households; however projections through 2014 indicate no overall household growth.

Median household income in 2009 for the City of Hallandale Beach was less than the county's overall median housing income.
In 2009 the median housing income in the city was $39,137, considerably less than the median housing income in Broward County of $56,291.

In 2009, the city experienced a very large percentage vacancy rate.
The City of Hallandale Beach has 27,784 housing units; of these, 28 percent were vacant units. Of the occupied units, 36 percent were renter occupied housing units.

The median age in the City of Hallandale Beach was 55 years old, significantly older than the county's median of 38.
Median age in the City of Hallandale Beach was 55 years old in 2009, this equates to a17 year difference between the county's median age of 38 years old. Projection indicate that the city will have a slight loss of one percent in the younger than seventeen age threshold through 2013 while the 18 through 64 age group will experience a one percent increase. The age forecast in the city indicate that the median age will remain 55 years old through 2013. However, due to the unprecedented growth during the boom and the city's effective efforts in attracting young families, the 2010 Census could possibly alter these projections.

The majority of the City of Hallandale Beach was White -- a large percentage considered itself White Non-Hispanic. The greatest growth in population will occur within Blacks and Other Races though the Whites population will remain the majority 2013.
In 2009, 78 percent of the city's population was White (of these residents, 60 percent considered themselves White Non Hispanic), 14 percent was Black, and 7 percent were from "Other Races". Approximately, 23 percent of the city's population is Hispanic/Latino. Projections through 2013 indicate that the White population will remain the bulk of the population (73 percent) through 2013. The Black population is projected to increase by three percent, while "Other Races" will increase by two percent. With regards to ethnicity, the Hispanic/Latino population will increase by two percent.

The majority of the city's population are native citizens and speak English
In 2009, the majority of the city's population (62 percent) were native citizens; the remainder are foreign born not a citizen (18 percent) and naturalized citizens (20

percent). Furthermore, 60 percent spoke English, 20 percent spoke Spanish and 18 percent spoke "Other Indo-European Languages". It is worth to note that the majority of the city's population (75 percent) had a High School, some College or College or Graduate Degree.

Transportation Trends[21]

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

Percent of the employed population travel time to work, 2014

	City	County
Work at Home	5 %	4 %
Less than 15 minutes	18 %	16 %
15-29 Minutes	32 %	33 %
30-59 Minutes	36 %	38 %
60+ Minutes	9 %	8 %

Average household transportation costs

	City	County
2009	$7,747.40	$8,836.33
2014	$9,487.00	$10,880.30

Average household transportation costs in public transportation

	City	County
2009	$443.72	$555.02
2014	$560.61	$721.64

Forecasted percent of vehicles per household, 2014

	City	County
0 vehicles	15 %	7 %
1 vehicle	61 %	40 %
2 vehicles	20 %	40 %
3 vehicles	3 %	10 %
4+ vehicles	1 %	3 %

Forecasted percent employed individuals means of transportation to work, 2014

	City	County
Car, Truck, Van to Work	89%	93 %
Public Transportation to Work	3 %	2 %
Other Transportation to Work	3 %	2 %
Work at Home	5 %	4 %

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

2030 Transportation Master Plan[22]
The City of Hallandale Beach's 2030 Transportation Master Plan, is a city-wide transportation study whose objective is to "determine project needs and costs based on the impact of accommodating current and anticipated traffic growth." The plan recommends short-term, mid-term, and long-range improvements (2009-2030). Highlights from the findings include:
- Pembroke Road is under capacity;
- Dixie Highway is underutilized; and
- Alternative mode improvements (transit, pedestrian, bicycle) have the ability to move more people in relatively compact area

The city foresees the following transportation improvement opportunities:
major capital roadway improvements, Transportation Systems Management (TSM) Improvements including Advanced Traffic Management System (ATMS)/Intelligent Transportation System (ITS). These improvements are envisioned to include bicycle and pedestrian improvements as well as alternate circulation routes.

Master Design and Redevelopment Plan for the Hallandale Beach Boulevard and North Federal Highway Corridors, City of Hallandale Beach[23]
The study area for the Master Design and Redevelopment Plan is comprised of approximately 300 acres and generally located in the center of the city, between the Intracoastal Waterway and I-95 in Broward County. The plan focuses on Hallandale Beach Boulevard and North Federal Highway as primary transportation facilities. The goal is to provide a guide for the revitalization and redevelopment of lands which lie in and near the Corridors and addresses near and long term opportunities including a strategic implementation element designed to:

- Encourage appropriate land use practices in the Corridors;
- Guide public investment in the Corridors; and
- Establish a regulatory regime which will accommodate and encourage desired revitalization and redevelopment.

Citywide Master Plan[24]
By 2007, the city experienced fast large-scale growth that led many residents to express concerns about the impact of new development on traffic, infrastructure, and the overall quality of life in the City of Hallandale Beach. The city responded with a Citywide Master Plan that attempts to guide anticipated private development and public realm enhancements, and shapes the development of a vibrant, mixed-use, sustainable, pedestrian-oriented urban environment. The City Commission approved the Citywide Master Plan in February 2009. The following are the plan's recommendations relating to transportation:

- Hallandale Beach Town Center: Create a new town center for the whole City around a redesigned Bluesten Park and adjacent to a future commuter rail station at the FEC tracks that integrates the Government and Cultural Center and The Village at Gulfstream Park with new higher density development adjacent to the park and future transit station.
- District and Neighborhood Centers: Create pedestrian-oriented mixed-use District Centers at the eastern and western ends of Hallandale Beach Boulevard and at the northern end of Federal Highway. Create mixed-used neighborhood centers on Foster Road and AIA
- Pedestrian Environment: Create a citywide network of visually and functionally strong pedestrian connections. Ensure that roadways equally serve vehicles, buses, bicyclists and pedestrians.
- Transportation: Obtain commitment for commuter transit station at Hallandale Beach Town Center. Limit further roadway capacity improvements that diminish the pedestrian environment and sense of place. Expand local bus service between town, district, and neighborhood centers as they are established.

Hallandale Beach RAC[25]

In August 2009, the city embarked on the creation of a Regional Activity Center (RAC) land use designation as recommended in the adopted Citywide Master Plan. A Regional Activity Center (RAC) is a land use designation intended to encourage development of areas that are of regional significance. The major purposes of this designation are to facilitate mixed-use development, encourage mass transit and non-motorized transportation, reduce the need for automobile travel, provide incentives for quality development and give definition to urban form. The proposed boundaries of the Hallandale Beach RAC are: Federal Highway to the east, Countyline Road to the south, Dixie Highway to the west and the area north of Foster Road to Pembroke Road and I-95 to the west.

Community Bus Service[26]

The City of Hallandale Beach minibus service operates three routes from Monday through Saturday, 7:00 am – 7:00 pm. This service is offered free of charge to all riders. For more information, call (954) 457-1620. The three routes cover all four sections of the city. A map of the community bus route can be found at: http://fl-hallandalebeach.civicplus.com/DocumentView.aspx?DID=177

It should also be noted that the city's Human Services Department provides transportation for elderly residents who are participants in the Senior Activity Center.[27]

NE 8th and 10th conversion[28]

The City of Hallandale Beach halted plans for a controversial roadway project that calls for the conversion of NE Eighth and 10th avenues from one-way to two-way traffic. The changes would remove the southbound left turn at Eighth Avenue and insert an additional mast arm. The median would be modified to allow for a new southbound left turn at the intersection of 10th Avenue and Hallandale Beach Boulevard.

Special Events

The City of Hallandale Beach regularly updates the calendar of events. For more detailed information regarding any of the city events, please visit:

Hallandale Beach Happenings Newsletter
http://www.hallandalebeachfl.gov/index.aspx?NID=644

City of Hallandale Beach Main Calendar of Events
http://www.hallandalebeachfl.gov/CurrentEvents.aspx?lngCalendarID=14
http://hallandalebeachfl.gov/calendar.aspx?lngCalendarID=14 - CID18

A sample of the special events that take place in the City of Hallandale Beach:

Annual Arbor and Earth Day- Hallandale Beach hosts an annual Arbor and Earth Day event from 10 a.m. to noon during the month of April at Ingalls Park (735 SW First St.). The event will include a tree dedication ceremony, nature activities for children, and adopt-a-tree. For more information, please call 954-457-1452.[29]

Dr. Martin Luther King Jr. Parade and Park Celebration- The Community Civic Association and The City of Hallandale Beach annually celebrates Martin Luther King's birthday with a parade. For More Information: http://www.ccaofhallandalebeach.org or contact: ccaofhallandalebeach@yahoo.com, or call the Community Civic Association, Inc. at 954-394-3678.

Annual Valentine's Day Say "I Do" Again Ceremony- The city's Parks and Recreation Department hosts an annual vow renewal celebration every Valentine's day at the North City Beach Facility (2813 East Hallandale Beach Boulevard). For more information:
http://hallandalebeachfl.gov/Calendar.aspx?EID=3203&month=2&year=2011&day=14
http://hallandalebeachfl.gov/DocumentView.aspx?DID=1709

Hallandale Symphonic Pops Orchestra- Hallandale's Gulfstream Park hosts performances by the Hallandale Symphonic Pops Orchestra a few times a year. The performances are held at Gulfstream Park's The Sport of Kings Theater (901 South Federal Highway). Additional information is available at the following link:
http://hallandalebeachfl.gov/Calendar.aspx?EID=2871&month=3&year=2011&day=6

Annual "Egg"stravaganza- An annual easter egg hunt and celebration is hosted by the City of Hallandale, and held at Hallandale's Peter Bluesten Park (501 SE 1 Avenue). Information for this event is available at 954 457-1452 or by visiting:
http://hallandalebeachfl.gov/Calendar.aspx?EID=3246&month=4&year=2011&day=23

Business Landscape

In 2009, the majority of the City of Hallandale Beach residents were employed by: Educational, Health and Social Services (17 percent), Arts, Entertainment, Accommodation and Food Services (13 percent) and Retail trade (13 percent employment). Within the city's jurisdiction, the largest employers are: Gulfstream Race Track, Mardi Gras at Hollywood Dog Track, Diplomat Country Club. In 2009, the city experienced a 16.5 percent unemployment rate.

The following list various business-related initiatives or recent developments that help to describe the City of Lauderdale Lakes' business landscape.

Gaming

In 2005, Broward County voters approved slot machines in pari-mutuels. Two of the county's four pari-mutuels are in Hallandale Beach: Mardi Gras Racetrack and Gaming Center (831 N. Federal Highway, 954-924-3200, playmardigras.com) and Gulfstream Park Racing & Casino (901 S. Federal Highway, 954- 454-7000, gulfstreampark.com).[30] There are now more than 1,100 machines at Mardi Gras and 675 at Gulfstream.[31] However, this economic driver may be vulnerable with the current interest to bring destination casinos to the area. The Las Vegas Sands has been on a two-year crusade to bring their resort-style casinos and convention space to Florida and the state Senate committee is poised to take up a bill to bring casino gambling to Florida.[32] Opposition from the state's pari-mutuel industry is expected unless lawmakers give them additional gambling options.[33]

Village at Gulfstream Park (www.thevillageatgulfstreampark.com)

In 2007, the owners of Gulfstream Park invested $1.2 billion in the Village of Gulfstream, a 500,000-square-foot shopping and entertainment complex.[34] The first phase opened in February 2010 and includes: stores, restaurants, nightclubs and offices alongside the Gulfstream Park thoroughbred racetrack and casino. The mall was among the few, if not the only, large-scale mall to open in the nation that year. Initial plans included a hotel and residences slated for a 2008 opening, but the economic downturn slowed leasing, and financing dried up for the residential and hotel components.[35] Despite the difficulties facing the Village, so far the City of Hallandale has greatly benefited due to nearly $1 million in gambling tax, licensing, and property tax revenue that it expects to collect over the first year alone.[36]

Diplomat Country Club[37]

In 2010, the Broward County commissioners rejected the Westin Diplomat's plans to invest $500 million in the redevelopment of its underused golf course by adding a new 500-bed hotel and 950 residences, plus commercial space. Residents complained that the development would overburden already crowded streets and a housing market already weakened by the wave of foreclosures. The future of the golf course is in doubt after the landuse plans were denied and the country club has stated that it will considered closing its operations as a result. The hotel expected the expansion would have employed about 1,000 people during construction and several hundred people when complete.

Fashion Row District[38]

The district, formed in the 1960s along Northeast First Avenue north of Hallandale Beach Boulevard, was a haven for tourists and bargain hunters who sought out trendy and unique clothing and accessories. But the rise of nearby shopping malls and large retail stores have hurt the area. In December 2010, the Hallandale CRA commenced an effort to revitalize the district and unveiled a range of planned improvements for the area, including creating a two-way street and increased police patrols, and expedited permitting and commercial loans and grants offered by the CRA. Hallandale Beach's mayor said that the city envisions "''a fun and funky district where there is entertainment and shopping, creativity and artists, and bring it back to what it used to be during its heyday, but with a little bit of edge.''

Hallandale Beach CRA[39]

The Hallandale Beach Community Redevelopment Agency (CRA) was created in 1996 to redevelop and improve the CRA area: bound to the north by Pembroke Road, to the south by the Dade-Broward County line, to the west by Interstate 95 and to the east by NE 14th Avenue and the 14 Avenue Canal. The CRA provides business loans and commercial incentives.

Related Links

City of Hallandale Beach
http://www.hallandalebeachfl.gov

Hallandale Beach 2030 Transportation Master Plan
http://www.hallandalebeach.org/DocumentView.aspx?DID=1160

Hallandale Beach Comprehensive Plan
http://www.cohb.org/index.aspx?NID=663

Hallandale Citywide Master Plan
http://www.hallandalebeachfl.gov/index.aspx?NID=601

Hallandale Beach Chamber of Commerce
http://www.hallandalebeachchamber.com/

List of Major Construction Activity in Hallandale Beach as of August 2010
http://www.hallandalebeachfl.gov/DocumentView.aspx?DID=1604

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