

5-1-2011

City of Lauderdale Lakes

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"City of Lauderdale Lakes" (2011). *Broward County*. 12.
http://digitalcommons.fiu.edu/mpo_broward/12

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Community Background Report

City of Lauderdale Lakes

Boundaries

North: NW 44th Street, West Commercial Boulevard
South: NW 29th Street, NW 19th Street, NW 26th Street
East: NW 29th Avenue
West: Florida's Turnpike

Community Type: Municipality

Report Last Updated: May, 2011

History¹

The City of Lauderdale Lakes was incorporated on June 22, 1961 and comprises an area of approximately four square miles. At this time, the city was a rural community, with most of the land used for farming and grazing. Later towards the end of the 1960s and into the 1970s, the city experienced development and stabilized economic growth. As county-wide development has spread westward, the City of Lauderdale Lakes changed from being a rural community to becoming centrally located and, thus, is now referred to as the "heart" of Broward County. As such, the city has many of South Florida's most traveled routes run through or in close proximity; it is surrounded by State Road 7 north-to-south by State Road, Florida's Turnpike and Interstate 95; and east-to-west by Oakland Park Boulevard and Commercial Boulevard.

The transformation from rural to a densely populated urban city is particularly evident when one considers that originally the city was incorporated with approximately 300 residents; as of 2009 there are 31,264 residents with a population density of 6,693 per square mile and estimated to be 8,354 per square mile by 2013.² As a point of reference, Broward County's population density per square mile in 2009 is 1,456.³

Community Dynamics

Originally the City of Lauderdale Lakes was a retirement community for Northeasterners. As population in Broward County moved westward, Lauderdale Lakes became a majority-minority community with a predominantly Caribbean and African American population.

The city prides itself on its ethnic restaurants, diversity and parks. Like many municipalities in the region, Lauderdale Lakes seeks to rebrand itself and better capture the city's essence by highlighting its diversity. The city is considering using a new slogan ("Want to experience life in full color? Then you may want to move to Lauderdale Lakes.") and a kaleidoscope in a new marketing campaign.⁴

The diversity that the City of Lauderdale Lakes is most known for is the high percentage of West Indian-born population (not including Hispanic groups). In 2000, 36 percent of the city's population was born in the West Indies.⁵ Over half of city's West Indian population reported Jamaica as their place of birth, accounting for 17 percent of the city's population; another 11 percent of the city's population was born in Haiti.⁶

As of 2000, Lauderdale Lakes was the second most Jamaican-populated area in the country; with 19 percent of the population (the neighborhood of Blue Hills, Connecticut was the only US area that had a higher concentration of Jamaicans, with 24 percent).⁷ The City of Lauderdale Lakes also had the nation's fifth highest percentage of Haitian residents (16 percent of the population).⁸

The city's diversity is celebrated annually by the Greater Caribbean American Culture Coalition who organizes UNIFEST -the first Caribbean festival in Broward County; it attracts thousands of locals and visitors to the City of Lauderdale Lakes.⁹

Demographic Highlights¹⁰

The city's population growth has stabilized and is projected to slightly decrease.

As of 2009 Lauderdale Lakes' population was 31,264 with a population density of 6,693 per square mile (the population density is estimated to be 8,354 per square mile by 2013).¹¹ Lauderdale Lakes' population growth has slowed over the past decade. Since the 2000 Census, it is estimated that there has been a slight population decrease (-1 percent) and it is projected that the city's overall population will slightly decline two percent through 2013.

In 2009, the Black population was the majority of the population and is projected to increase and remain the majority through 2013. It is projected that the majority of the population loss that will occur will be in the White Non-Hispanic population.

In 2009, the Black population made up the majority (67 percent) and projections indicate that they will remain the majority through 2013 (72 percent). With respect to the city's total population, the Whites Non-Hispanic is projected to change from 19 percent to 15 percent of the population.

The number of households in Lauderdale Lakes is also forecasted to decline.

The decline in household growth follows the same trends as population. The growth in households stabilized over the past decade and is forecasted to decline by 2 percent between 2009 - 2014.

Household characteristics in Lauderdale Lakes tend to trail the county trends except for a projected increase in household size.

The majority of households are owner occupied (65 percent compared to the County which is 71 percent). Vacancy rates are higher than the county which is 13 percent and 10 percent, respectively. Average household size is currently two and it is projected to increase to three by 2013; the county's average household size is expected to remain at two in 2013. In 2009, the median household income in the City of Lauderdale Lakes was \$37,701, well below the county median of \$56,291.

The age of the Lauderdale Lakes residents follow a similar County pattern.

The median age in the City of Lauderdale Lakes is 36 years and mirrors the overall County's (38 years) median age.

A significant percentage of the City of Lauderdale Lakes population is foreign-born.

The percentage of the foreign-born population in the City of Lauderdale Lakes is well above the county. The city is forecasted to have 47 percent of its residents to be foreign-born by 2013; the county is projected to have 30 percent of its population be to foreign-born during the same time period.

The City of Lauderdale Lakes has a slight higher rate of English-speaking population than the county. Of those that do speak a foreign language, "Other Indo-European" is the most common.

The large foreign-born population in Lauderdale Lakes may mislead many to make assumptions regarding the City's English speaking population. In fact, the city of Lauderdale Lakes has a slightly *greater* English-speaking population than the county. It is forecasted that by 2014, 73 percent of the city's residents will be English speakers; 70 percent of the county residents will primarily speak English. Another language trend that is different from the county is the type of language spoken by those residents that do not speak English. It is forecasted that by 2014, 19 percent of Lauderdale Lakes residents will speak "Other Indo-European" language compared to 9 percent in the county. The county's most common foreign language is Spanish (forecasted to be 19 percent by 2013), whereas only 7 percent of Lauderdale Lakes' residents will be speaking Spanish in 2013. Possible assumptions for these trends may be due the large English-speaking Jamaican population that resides in Lauderdale Lakes. It is also possible that the high "other Indo-European" language may be due to the growing French and Creole-speaking Haitian population.

Lauderdale Lakes has a significantly higher rate of unemployment when compared to the county. It should also be noted that nearly 60 percent of its residents have a high school degree or less.

In 2009, the city had an unemployment rate of 21 percent, while the county's unemployment rate was 13 percent. The majority (32 percent) of the population has a high school degree followed by the population with less than a high school degree (26 percent).

Transportation Trends¹²

The tables below illustrate projected transportation trends in the City of Lauderdale Lakes:

Percent of the employed population travel time to work, 2014

	City	County
Work at Home	1 %	4 %
Less than 15 minutes	11 %	16 %
15-29 Minutes	41 %	33 %
30-59 Minutes	38 %	38 %
60+ Minutes	9 %	8 %

Average household transportation costs

	City	County
2009	\$6,820.69	\$8,836.33
2014	\$8,261.68	\$10,880.30

Average household transportation costs in public transportation

	City	County
2009	\$327.00	\$555.02
2014	\$403.95	\$721.64

Forecasted percent of vehicles per household, 2014

	City	County
0 vehicles	12 %	7 %
1 vehicle	49 %	40 %
2 vehicles	30 %	40 %
3 vehicles	7 %	10 %
4+ vehicles	2 %	3 %

Forecasted percent employed individuals means of transportation to work, 2014

	City	County
Car, Truck, Van to Work	92%	93 %
Public Transportation to Work	5 %	2 %
Other Transportation to Work	2 %	2 %
Work at Home	1 %	4 %

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

Lauderdale Lakes Community Bus

The City of Lauderdale Lakes and Broward County Transit (BCT) have partnered to provide this free community transportation service on designated routes within the city limits, including connections to BCT bus stops. The bus can be flagged down along the route or boarded at regular, scheduled stops. The service is wheelchair accessible in accordance with the Americans with Disabilities Act (ADA). For additional details, contact an Information and Referral Specialist at (954) 535-2804 or 2806 or visit: <http://www.lauderdalelakes.org/vertical/Sites/%7B530A4C08-7955-4BE9-96E1-82B38217C4CB%7D/uploads/%7B8C19B674-336F-46F1-8346-37B5D3C0D9E3%7D.PDF>

Senior Transportation Program

The city provides a Senior Transportation program Administered by the Parks and Leisure Services Department. This program provides eligible seniors with transportation to medical appointments, grocery shopping and other activities by appointment. Transportation is provided seven days a week; weekdays from 9 a.m. to 6 pm and on weekends from 9 a.m. to 3 p.m. For more information, please call (954) 535-2806. <http://www.lauderdalelakes.org/vertical/Sites/%7B530A4C08-7955-4BE9-96E1-82B38217C4CB%7D/uploads/%7B8C19B674-336F-46F1-8346-37B5D3C0D9E3%7D.PDF>

Lauderdale Lakes State Road 7 Charrette¹³

The SR 7 - Lauderdale Lakes Charrette is part of a series of nine charrettes focused on the entire 25.6 mile section of the SR 7/U.S. 441 in Broward County. The series' main goals are to create a plan for redevelopment and to accommodate future mass transit. In 2003, the Lauderdale Lakes Charrette was developed that looks at the redevelopment of SR 7 between Commercial Boulevard and NW 29th Street. The charrette report includes the following features: 1) Create town center with mixed use buildings. 2) Create an identity and build a memorable entrance. 3) Build a linear park along the C-13 Canal. 4) Redevelop the existing commercial and introduce an entertainment center. 5) Beautify and improve the industrial site. 6) Explore the waterfront opportunities.

Special Events

The City of Lauderdale Lakes regularly updates the calendar of events. For more detailed information regarding any of the city events, please visit: http://www.lauderdalelakes.org/index.asp?Type=B_EV&SEC={C1EC81F6-3478-46D3-BDDC-D47A93663DEA}

Black History Month - the city hosts several events throughout the month of February celebrating Black History Month. For more information call the Department of Parks and Leisure at (954) 535-2785.

Breakfast with Santa – is a free event hosted by the City of Lauderdale Lakes that takes place in December at the Multi-Purpose Auditorium (4340 NW 36th Street). For more information call the Department of Parks and Leisure at (954) 535-2785.

Broward Beautiful - The Great Florida Clean Up - Each year, a community project is selected for improvement and participation by City employees, residents, and civic organizations. For more information call the Department of Parks and Leisure at (954) 535-2785.

City Anniversary Celebration - held in June of each year, the city celebrates its anniversary with a variety of activities for youth, live entertainment and a fireworks display. For more information call the Department of Parks and Leisure at (954) 535-2785.

Eggstravaganza Spring Festival – the event takes place every April at the Otis Gray Neighborhood Park (4800 NW 26 Street). For more information call the Department of Parks and Leisure at (954) 535-2785.

Holiday Lighting Ceremony - the spirit of the holiday season is celebrated during the annual Holiday Lighting Ceremony. For more information call the Department of Parks and Leisure at (954) 535-2785.

Unifest - An annual celebration of Caribbean culture which includes rides, sports events, entertainment and food booths. The event occurs during the month of May at the Vincent Torres Memorial Park (4331 NW 36 Street, Lauderdale Lakes, FL) . For more information call (954) 401-2932; email info@gcacoalition.com or visit www.gcacoalition.com

Business Landscape

The majority (26 percent) of Lauderdale Lakes' residents are employed by the Educational, Health and Social Services Industry followed by Retail Trade (11 percent), and the Professional, Scientific, Management, Administrative Industry (10 percent).¹⁴ Within the city's jurisdiction, the largest employers are: Florida Medical Center, Enterprise Car Rental, Wal-Mart Supercenter, Monarch Dodge, Bank of America, BankUnited, and SunTrust.¹⁵

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

Lauderdale Lakes Community Redevelopment Agency (CRA)

Together with the city's Economic Development Department, the Lauderdale Lakes Community Redevelopment Agency (CRA) has been an important force for redevelopment. In 2007, their effort to development the City of Lauderdale Lakes U.S. 441 Corridor and CRA Charrette was recognized with an award of merit by the Florida American Planning Association.¹⁶ The plan is part of Southeast Florida's State Road 7 Collaborative to "retrofit the suburbs" in favor of high density, mixed-use urban development. The project includes an overall master plan, complemented by land

development standards, that provides several new parks, better transit, additional density, and new urbanist design.

Lauderdale Lakes Town Center

Perhaps one of the most significant redevelopment effort in Lauderdale Lakes is the envisioned a transit oriented development, Lauderdale Lakes Town Center, that is planned to occupy all four corners of the State Road 7 and Oakland Park Boulevard intersection.¹⁷ The Town Center is located at the geographic center of Broward County and on one of the County's important intersections. In fact, the City's roadways well traveled with over 120,000 vehicles passing through its boundaries every day.¹⁸

Bella Vista mixed-use project

The 32-acre Bella Vista mixed-use project recently broke ground at the new "Town Center".¹⁹ This project was developed through a partnership between the Lauderdale Lakes Community Redevelopment Agency and developer United Homes International. The project will be designed in the "New Urbanist" style of urban planning and will incorporate elements of "Traditional Neighborhood Design." The cornerstone of the project will be a new two-story Broward County Public Library and the Lauderdale Lakes Cultural and Educational Resource Center.²⁰

Retail Trends

Unfortunately, it isn't clear how the down turn in the economy will affect many of the City's plans. In 2008, the much celebrated Star Bucks store in Lauderdale Lakes that Magic Johnson helped open in 2001 was closed.²¹ On the other hand, the Aldi Food Market chose Lauderdale Lakes as one of three sites where it will attempt to penetrate the South Florida market.²²

Related Links

City of Lauderdale Lakes

<http://www.lauderdalelakes.org>

Lauderdale Lakes Chamber of Commerce

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

Greater Caribbean American Culture Coalition

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

City of Lauderdale Lakes US 441 Corridor and CRA Charrette

http://www.tcrpc.org/departments/studio/sr_7_collaborative/lauderdale_lakes/charrette_report_lauderdale_lakes.pdf

City of Lauderdale Lakes Community Redevelopment Plan (Update)

<http://www.lauderdalelakes.org/vertical/Sites/{530A4C08-7955-4BE9-96E1-82B38217C4CB}/uploads/{7AECFFD8-0FAE-4E2D-AF95-61B23EE0A7D9}.PDF>

City of Lauderdale Lakes Community Redevelopment Plan
<http://www.lauderdalelakes.org/vertical/Sites/{530A4C08-7955-4BE9-96E1-82B38217C4CB}/uploads/{3555BBDD-A5AA-4F32-804F-72A42D901A4F}.PDF>

City of Lauderdale Lakes Community Redevelopment Map
<http://www.lauderdalelakes.org/vertical/Sites/{530A4C08-7955-4BE9-96E1-82B38217C4CB}/uploads/{E7DB1630-729F-48AB-8BDC-33B7C69A0CDA}.JPG>

City of Lauderdale Lakes Parks and Facilities Guide
<http://www.lauderdalelakes.org/vertical/Sites/{530A4C08-7955-4BE9-96E1-82B38217C4CB}/uploads/{8B29A961-3607-488B-81B3-17BDA674D99E}.PDF>

City of Lauderdale Lakes Residents' Handbook and Guide to City Services
<http://www.lauderdalelakes.org/vertical/Sites/%7B530A4C08-7955-4BE9-96E1-82B38217C4CB%7D/uploads/%7B8C19B674-336F-46F1-8346-37B5D3C0D9E3%7D.PDF>

City of Lauderdale Lakes Capital Improvement Projects
http://www.lauderdalelakes.org/index.asp?Type=B_BASIC&SEC={4D6F7A55-9F70-45E2-AC13-2E4C4FDAB13F}

State Road 7 Collaborative
<http://www.sfrpc.com/sr7.htm>

Lauderdale Lakes Blueway
http://www.georgegadson.com/docs/Lauderdale_Lakes_Blueway_Design_Report.pdf

Sources

¹ City of Lauderdale Lakes. *City History*. <http://www.lauderdalelakes.org/>

² Simply Maps.

³ Ibid.

⁴ “Lauderdale Lakes considers promoting its diversity with new slogan, logo.” Sun Sentinel. April 18, 2010
http://articles.sun-sentinel.com/2010-04-18/news/fl-lakes-brand-20100418_1_central-broward-city-city-manager-anita-taylor-slogan

⁵ US Census Bureau. 2000 Census. Summary File 3. PCT18 Ancestry

⁶ Ibid.

⁷ Epodunk.com Ancestry Map of Jamaican Communities.

⁸ Epodunk.com Ancestry Map of Haitian Communities.

⁹ Greater Caribbean American Cultural Coalition. <http://www.gcacoalition.com/>

¹⁰ All statistics cited in this section are from Simply Maps unless otherwise indicated.

¹¹ According to the US Census Bureau 2009 Population Estimates, the City of Lauderdale Lakes population was 32,082.

¹² All statistics cited in this section are from Simply Maps unless otherwise indicated.

¹³ Treasure Coast Regional Planning Council. “State Road 7”
http://www.tcrpc.org/departments/studio/sr_7_collaborative/lauderdale_lakes.htm

¹⁴ Simply Maps.

¹⁵ Broward Alliance. <http://www.browardalliance.org/>

¹⁶ Smart Growth Online. <http://www.smartgrowth.org>

¹⁷ Lauderdale Lakes CRA.

http://www.lauderdalelakes.org/index.asp?Type=B_BASIC&SEC={44BD8FC7-EAD7-4C7F-B961-A6968362A900}

¹⁸ City of Lauderdale Lakes Economic Development Department.

http://www.lauderdalelakes.org/index.asp?Type=B_BASIC&SEC={273C7171-38EA-429F-A996-73B20BED725E}

¹⁹ Florida Redevelopment Association. <http://www.redevelopment.net/>

²⁰ Lauderdale Lakes CRA.

<http://www.lauderdalelakes.org/index.asp?Type=GALLERY&SEC={45C78ECD-97C0-44F3-B0EC-CD1CF1DA479A}>

²¹ “Magic Johnson’s Starbuck’s is closing in Lauderdale Lakes.” Sun Sentinel, July 18, 2008.

http://weblogs.sun-sentinel.com/news/columnists/mayo/blog/2008/07/coffee_talk_are_starbucks_clos.html

²² ALDI. http://aldifloridajobs.com/?page_id=15