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City of Lauderhill

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Community Background Report

City of Lauderhill

County: Broward

Community Type: Municipality

Boundaries

North: West Commercial Boulevard

South: West Broward Boulevard

East: NW 31st Avenue

West: North Pine Island Road

History¹

The City of Lauderhill was a planned community established in 1959. The “Founding Father” was a builder/developer -Herbert Sadkin which originally named the city “Sunnydale” but was persuaded to rename the city to Lauderhill instead.

Lauderhill was originally known to be “Dairy Farm Country” during a time when thousands of acres had cows that produced milk for the well-known company, McArthur Dairy Farm. In the early 1970s, developers sought to build a planned community in Lauderhill called Inverrary. The planned community concept would arrange land and housing developments before the building began. The developers enlisted the help of the comedian, Jackie Gleason to promote the area.² In time, Inverrary became the home of the Inverrary Country Club and site of the Jackie Gleason Inverrary Golf Classic.

Now, like many cities across the country, Lauderhill is challenged by an economic downturn and housing crisis that has resulted in increased unemployment, significantly reduced property values and household wealth, and falling tax revenues.³ In attempt to address these issues, but also try to capitalize on emerging opportunities, the city has prepared a proposed Strategic Plan that will take effect 2011-2016. It sets goals in six service areas – Public Safety, Infrastructure, Neighborhoods, Parks, Government Operations and Economic Development. In addition, and also worthy of mention are the city’s green initiatives that in 2010 were twice recognized at the U.S. Conference of Mayors in two categories: climate protection and livability.⁴ The honorable mention for climate protection was awarded especially due the City’s Sustainable Initiatives Green Program, the Silver LEED certification for the Lauderhill’s City Hall, and the newly designated green spaces throughout the community.⁵

Community Dynamics

Like many of the cities in Broward County, the city has undergone a transformation during the past 50 years. Once considered an all-White retiree community mostly of snowbirds, the city population has ballooned and become more diverse by attracting many new residents from outside the United States, especially from the Caribbean. Most of the change has occurred over the past thirty years, a time period in which the City of Lauderhill has reversed its racial dynamics.⁶ According to a recent article in the Sun Sentinel, Lauderhill is emblematic of a change sweeping throughout South Florida— In 1970, Lauderhill had just one Black resident and by the 2000 Census, the city’s Black population grew to 33,355 (60 percent of the population).⁷ As of the 2008 American Community Survey, the Black population in Lauderhill is now expected to be approximately 50,883.⁸ The 60 percent Black population from the 2000 Census is divided almost evenly between native-born African Americans and those from the Caribbean (i.e. Jamaica, Trinidad and Tobago, Guyana and Haiti) who began to immigrate to the area during the 1980s.⁹ Lauderhill’s multicultural mix also includes Latin American immigrants, as well as South Asians and Arabs.¹⁰

The multi-national and multi-racial dynamics of Lauderhill’s neighborhoods are. For example, many families originally from Jamaica, Trinidad, and Colombia immigrated to Lauderhill not from their native countries, but from northern US cities, such as New York, during the 1960s.¹¹ Attracted to South Florida by its proximity to the Caribbean and Latin America, the immigrants bought homes, obtained citizenship, and earned college degrees.¹² Ironically, as this first wave of immigrants have begun to retire, they mirror in many ways Lauderhill’s original white population they replaced —middle-class working families and retirees.¹³

One result of Lauderhill’s burgeoning Caribbean population has been the development of the only permanent stadium built for cricket in the United States.¹⁴ Located in Central Broward Regional Park, the \$70 million stadium can accommodate up to 20,000 people and hopes to capitalize on the second most popular sport in the world after soccer.¹⁵ After opening in 2007, the stadium finally hosted the first International Cricket Council game on U.S. soil in May 2010 when USA Cricket and New Zealand Cricket partnered to bring the Pearls Cup to Lauderhill.¹⁶

Demographic Highlights¹⁷

The City of Lauderhill’s population is projected to decline by almost 5 percent through 2014. The population in Lauderhill in 2009 was 54,216.¹⁸ It slightly declined by 3 percent during the 2000-2008 period. Population forecast estimate that it is still projected to slightly decline by 4.5 percent through 2014. The population density per square mile is currently 7,283 and in contrast to population decline, density per square mile will increase through 2013 to 7,727.

The majority of the City of Lauderhill’s population is Black, are U.S citizens and speak English. However, the Black population apparently is expected to remain mostly level through 2013 while the “Other” race category is expected to grow by 8 percent; the Hispanic population is also expected to increase by 8 percent. Also noteworthy is the City’s growing percentage of its population that speaks “Other Indo-European” languages.

The majority (61 percent) of the city’s population is Black. While 30 percent of the city is White, 25 percent are White non-Hispanic. Through 2013 the greatest increase is projected to be in the Hispanic population by 9 percent and “Other” race will increase by 8 percent. However, Blacks are projected to slightly decline by 1 percent, while the White population is projected to decline by 4 percent. The bulk of the city’s population (64 percent) is native US citizens (plus an additional 14 percent that are foreign-born naturalized citizens) and 78 percent speak English. Furthermore, the city has a notable concentration (13 percent) of population who speaks “Other” Indo-European languages and while only 7 percent speak Spanish. It is assumed this language may be French due to Haitian immigrants. The high percentage of English-speaking residents in a largely immigrant community may be due to the fact that English is the official language for many of their countries of origin (i.e. Jamaica, Trinidad and Tobago, Guyana, etc).

There is currently a large concentration on Black Households. However, projections through 2013 show an increase in Asian and Hispanic Households.

As of 2009, half (52 percent) of the city’s households are Black and 33 percent are White non-Hispanic households. Through 2013 it is projected that there will be a 7 percent increase in Asian households and Hispanic households will experience the greatest increase by 17 percent. White non-Hispanic households are projected to slightly decrease.

The City of Lauderhill has a large percentage of vacant housing units and renter occupied housing units.

There are 24,345 housing units in the City of Lauderhill. Of these, 10 percent are vacant units. Of the 80 percent occupied units, 40 percent are renter occupied.

The age 0-17 age group is projected to experience a significant decline through 2013 in Lauderhill; however, the median age will only be slightly impacted.

The city’s current median age is 35 which is slightly lower than the county’s median age of 38. The city’s median age is projected to slightly increase, though not significantly, through 2013. Of all the age groups, the City’s 0-17 age bracket will decline by almost 20 percent through 2013. The 25-44 age group is also expected to decline by 10 percent. The greatest population increase (10 percent) through 2013 will be in the 45-64 age group.

Transportation Trends¹⁹

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	\$7,035.57	\$8,836.33
2014	\$8,525.53	\$10,880.30

Average household transportation costs in public transportation

	City	County
2009	\$356.51	\$555.02
2014	\$444.50	\$721.64

Forecasted percent of vehicles per household, 2014

	City	County
0 vehicles	11 %	7 %
1 vehicle	48%	40 %
2 vehicles	31 %	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 Lauderhill:

Lauderhill Community Bus Service²⁰

The City of Lauderhill Transportation System and Broward County Transit (BCT) are provide bus services to increase the number of destinations within town limits that can be reached through public transit. This service is designed to work in conjunction with connections to BCT Routes 2, 18, 36, 40, 55, 56, 72, 81 and 88. For more information about the City of Lauderhill's community bus service routes and connections call: 954-572-2933 or visit: <http://www.broward.org/BCT/Services/Documents/lauderhill234.pdf>.

It should be noted that the City of Lauderhill's proposed Strategic Plan include one transportation-related objective: to increase resident mass transit ridership year over year.²¹

Central Broward East-West Transit Study

The Central Broward East-West Transit Analysis is being conducted by the Florida Department of Transportation (FDOT) to develop a premium transit service in Central Broward County. This service will improve the ability of residents and workers to get to places faster. For more information, please visit: <http://www.centralbrowardtransit.com>

Special Events

The City of Lauderhill hosts many events throughout the year. Below is a sample of reoccurring events. Please visit the city's community calendar for a full list of events: <http://www.lauderhill-fl.gov/eventview.asp>

Jazz Picnic in the Park- Northshore Medical Center and the City of Lauderhill host a concert series one Sunday a month from November to April, 10:30 am to 2:30 pm. at the Ilene Liberman Botanical Garden (3801 Inverrary Blvd.) For more information call (954) 730-3000 or visit www.lauderhilljazz.com

Jazz Under the Stars- Northshore Medical Center and the City of Lauderhill host a concert series one Saturday evening a month from February to April, 6:30 pm to 9:30 pm. at the Ilene Liberman Botanical Garden (3801 Inverrary Blvd.) For more information call (954) 730-3000 or visit www.lauderhilljazz.com

Lauderhill Flavafest- The City of Lauderhill, Broward County, and the Lauderhill Chamber of Commerce host this wine, food, flowers and arts festival every March. The festival is held at the Liberman Botanical Garden (3801 Inverrary Blvd.). For more information please visit: <http://www.lauderhillflavafest.com/>

Annual Haitian Flag Day Festival- This event celebrates the Haitian independence during the month of January at Central Broward Regional Park (3700 NW 11th Place). For more information, please visit: <http://www.alcompasfestival.com/>

Annual Dr. Martin Luther King, Jr. Celebration- The January event has a broad scope of activities co-sponsored by the City of Lauderhill and the Lauderhill MLK Task Force. The activities culminate at the Diamantes Banquet Center (6501 W. Commercial Blvd). For more information, please call the City of Lauderhill at (954) 730- 3000.

Senior Activities- The Sadkin Community Center (1176 NW 42 Way) hosts numerous ongoing activities, programs, and celebrations for active adults (55 years & up). For more information, please visit: http://www.lauderhill-fl.gov/dept_pals_sp.asp

The city sends emails with up-to-date information via the "The Lauderhill Link". Information includes: Lauderhill announcements, sports activities, special events, and communications from elected officials, emergency notifications and the city's quarterly newsletter "The Lauderhill Spotlight". <http://www.lauderhill-fl.gov/docs/pdfs/spotlight.pdf>.

Business Landscape

The City of Lauderhill has a significant unemployment rate: 18 percent. Of those that are employed, the majority (23 percent) are employed in the Educational, Health and Social Services industry, Retail trade (13 percent), and Professional, Scientific, Management, and Administrative Services (12 percent). Major employers in the City of Lauderhill are: Inverrary Resort Plaza,

SuperTarget, UPS, Publix, Winn Dixie, Charlie's Pastries, LaStrada Furniture, Blue Green, Swap Shop, Forest Trace, Garden Plaza²²

Lauderhill's strategy to reboot its economy has been to concentrate its efforts on the city's two Community Redevelopment Agencies: State Road 7 and its Central CRA. According to the city's proposed Strategic plan, Lauderhill's future economic growth is centered on plans for the redevelopment of the State Road 7 corridor.

Central Lauderhill CRA

The Central Lauderhill CRA encompasses the area bounded by Florida's Turnpike to the east, Sunrise Boulevard to the south, the City of Sunrise to the west, and Inverrary to the north.²³ The Central Lauderhill Community Redevelopment objectives as adopted in 2005 are: Construct a new City Hall (completed in 2009), eliminate or reduce commercial uses outside of the designated commercial district, develop new open space and park facilities, acquire key properties to prevent incompatible development and to promote redevelopment, develop a sense of community, provide creative financing and zoning options to foster private redevelopment. In addition the Central CRA will construct a greenway and walking path along NW 19 Street between the Turnpike overpass and NW 55 Avenue.²⁴

State Road 7 Community Redevelopment Area and Lauderhill Enterprise Zone

The city has established the State Road 7 Community Redevelopment Area that includes Florida Enterprise Zone designation, allowing tax credits for investment and job creation.²⁵ This CRA District is 446 acres in size, which comprises approximately 10.8 percent of Lauderhill's land area and approximately 9 percent of Lauderhill's taxable property value.²⁶ The Lauderhill Enterprise Zone will expand to include the commercial properties on the west side of State Road 7 (beginning July 1st 2010).²⁷ This Zone expansion is designated to encourage economic growth and investment in that distressed area, therefore, tax advantages and incentives to businesses located within the Zone boundaries are being offered.²⁸

It is worthy to note that before the economic crisis, the Lauderhill approved in 2005 a Neighborhoods Bond which resulted in substantial infrastructure improvements around the city and was planned to culminate with a 1200 seat Performing Arts Center next to the new Broward Regional Park.²⁹ However, these major projects planned for the corridor have been put on hold due to the current economic crisis.³⁰ The plans to revitalize the 7th street corridor include, but are not limited to:³¹

- **Carishoca** (1100 NW 40th Avenue)
The development will be a Caribbean-inspired community that will serve as an entertainment, cultural and destination center adjacent to the regional park. Carishoca will feature 400,000 sf of restaurants, offices and retail.³² The office portion will be the home to a permanent world trade exhibit and various consulates from the Caribbean and Africa. The retail and entertainment area will feature the first American outposts of many Caribbean retailers and restaurants.
- **Lauderhill Mall** a.k.a Lauderhill City Center (1267 N State Road 7)

The Lauderhill Mall originally opened in 1966 next to the dairy farm; the mall was the first enclosed air-conditioned mall to open in the southeastern United States.³³ The mall was sold in 2006 with the intention to redevelop it into a \$150 million New Urban residential, retail and office hub.³⁴ The redevelopment plans to transform the 45-acre mall call for as many as 1,000 apartments and condos and 1 million square feet of shops and offices.³⁵ In addition, the entrance of the mall is planned to be transformed into an arts and entertainment, walkable street with the ambiance similar to Las Olas Boulevard.

- **All Americas Cultural Mall**

Based on similar successful projects in Europe, this modernistic building will be both an artwork in itself and an incubator and showcase for art and culture in Broward County. It will feature artists' workspaces, residences, and galleries, a performing arts center, and permanent exhibitions. It will also include extensive landscaping and outdoor gardens that will function as outdoor art works.

- **The Gospel Complex For Education and Preservation for Education, Heritage and Preservation** (NW corner of State Road 7/441 and Sunrise Blvd)

The goal of this project is to bring together the history of Gospel Music in one central location and to provide the genre a home in which to house its artifacts, memorabilia, historical documents and recordings. The Gospel Complex will preserve the evolving history and traditions of gospel music. Unfortunately, this project is on hold due to the downturn in the economy.³⁶ The Gospel Complex website: <http://www.gospelcomplex.org>

- **Arts District**

The State Road 7 CRA calls for creation of an Arts District along NW 38 Avenue. Many of the projects currently proposed for the area have significant Art and Culture components within them. Potential elements include art galleries and workspaces in both the Lauderhill City Center and All Americas Cultural Mall, production and recording studios as well as a display of historical artifacts at the Gospel Complex, entertainment areas and distinctive architecture at Carishoca and the Cultural Mall, and performing arts centers at the Regional Park, Cultural Mall, and Gospel Complex.

- **Lauderhill International Trade Incubator** (1711 NW 38th Avenue)

The Incubator recently opened with the mission to become a leading gateway between in the Caribbean and Latin America in South Florida by providing market information, strategy consulting, contacts and resources for foreign companies, particularly from but not limited to, participating Lauderhill Sister City countries doing business in the US. The incubator website is: <http://lauderhillcra.com/trade-incubator-location.asp>

Related Links

City of Lauderhill

<http://www.lauderhill-fl.gov/>

City of Lauderhill Proposed Strategic Plan

http://www.lauderhillha.com/master_plan.pdf

City of Lauderhill State Road 7 Charrette

http://www.tcrpc.org/departments/studio/sr_7_collaborative/lauderhill/master_plan_lauderhill.pdf

State Road 7 CRA Plan

http://lauderhillcra.com/s_r_7.asp

Central Lauderhill CRA Plan

http://lauderhillcra.com/c_cra_a.asp

Business Resource Center

<http://lauderhillcra.com/brc.asp>

The Office of Business and Neighborhood Enrichment

http://www.lauderhill-fl.gov/dept_ed.asp

State Road 7/U.S. 441 Corridor Market Study

<http://lauderhillcra.com/docs/ULI-market-study.pdf>

SR 7 Market Map and Demographics

<http://lauderhillcra.com/docs/Site%20Map.pdf>

Citizen's Vision Statement for SR7

<http://lauderhillcra.com/docs/Lauderhill%20Charrette%20Report.pdf>

Lauderhill Sustainable Initiatives Green Program

<http://www.lauderhill-fl.gov/green.asp>

Lauderhill Chamber of Commerce

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

City of Lauderhill, Mayor's Blog

<http://elauderhill.blogspot.com/>

Sources

¹ Unless otherwise cited, all information in this section is from the City of Lauderhill, “Past”, <http://www.lauderhill-fl.gov/yesterday.asp>

² South Florida Sun Sentinel. “Lauderhill symbolic of changing demographics in South Florida” December 16, 2007. <http://www.sun-sentinel.com/news/local/southflorida/sfl-flohouse1216sbdec16.0.5088008.story?page=1>

³ Ibid.

⁴ South Florida Sun-Sentinel, “The City is twice Honored by U.S. Conference of Mayors”, July 9, 2010. <http://www.sun-sentinel.com/news/broward/tamarac/fl-tf-mayors-0630-20100709.0.5888959.story>

⁵ Ibid.

⁶ South Florida Sun Sentinel. “Lauderhill symbolic of changing demographics in South Florida” December 16, 2007. <http://www.sun-sentinel.com/news/local/southflorida/sfl-flohouse1216sbdec16.0.5088008.story?page=1>

⁷ Ibid.

⁸ U.S. Census, 2008 American Community Survey. www.census.gov

⁹ South Florida Sun Sentinel. “Lauderhill symbolic of changing demographics in South Florida” December 16, 2007. <http://www.sun-sentinel.com/news/local/southflorida/sfl-flohouse1216sbdec16.0.5088008.story?page=1>

¹⁰ Ibid.

¹¹ Ibid.

¹² Ibid.

¹³ Ibid.

¹⁴ South Florida Sun Sentinel, “Top international cricket teams to play in Lauderhill May 19, 2010.” May, 19, 2010. http://articles.sun-sentinel.com/2010-05-19/news/fl-international-cricket-20100519_1_cricket-world-cup-usa-cricket-association-international-cricket

¹⁵ Ibid

¹⁶ Ibid.

¹⁷ All Stats are from Simply Maps unless otherwise stated

¹⁸ It should be noted that the US Census Bureau 2009 Population Estimate for the City of Lauderhill is 67,450.

¹⁹ All Stats are from Simply Maps unless otherwise stated.

²⁰ City of Lauderhill, http://www.lauderhill-fl.gov/comm_csched.asp

²¹ Lauderhill Proposed Strategic Plan, http://www.lauderhillha.com/master_plan.pdf

²² Broward Alliance, http://www.browardalliance.org/index.php?src=gendocs&ref=DataCenter_Government_Lauderhill

²³ Central CRA, http://laudhillcra.com/c_cra_a.asp

²⁴ CRA Projects, <http://laudhillcra.com/proj.asp>

²⁵ Lauderhill Proposed Strategic Plan, http://www.lauderhillha.com/master_plan.pdf

²⁶ State Road 7 CRA, http://laudhillcra.com/s_r_7.asp

²⁷ Tax Credit for Businesses in Lauderhill, City of Lauderhill Announcement, <http://www.lauderhill-fl.gov/78645177.pdf>

²⁸ Ibid.

²⁹ Lauderhill Proposed Strategic Plan, http://www.lauderhillha.com/master_plan.pdf

³⁰ Ibid.

³¹ Unless otherwise indicated, all information in this section is from: Community Redevelopment Projects, http://laudhillcra.com/re_pro.asp

³² Amera Corporation, Carishoca. http://www.ameracorporation.com/ameraportfolio_florida_Property.php?Level_02_id=50

³³ City of Lauderhill, “Past”, <http://www.lauderhill-fl.gov/yesterday.asp>

³⁴ South Florida Business Journal. “New Urbanism wave hits Lauderhill.” October 2, 2006. <http://www.bizjournals.com/southflorida/stories/2006/10/02/story1.html?page=1>

³⁵ Ibid.

³⁶ South Florida Sun Sentinel, “Economy puts gospel center in Lauderhill on hold.” June 29, 2010. http://articles.sun-sentinel.com/2010-06-29/news/fl-lauderhill-gospel-hiatus-20100629_1_gospel-complex-albert-tucker-project