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City of Miramar

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Community Background Report

City of Miramar

Boundaries

North: Pembroke Road
South: Broward/Miami-Dade County Line
East: State Road 7
West: US-27 Okeechobee Road and the Everglades

Community Type: Municipality

Report Last Updated: May, 2011

History

The City of Miramar has been a planned community since it was incorporated in 1955. At the time of incorporation, the city had a population of less than 200 people.[1] Miramar was founded to serve as a "bedroom" community for Miami and Fort Lauderdale.[2] When first developed, the city's major roads were U.S. 441, Hallandale Beach Boulevard to 66th Terrace and Pembroke Road to University Drive. Other than those routes, there were no other transportation points or accesses to the city.[3]

Early on, city leaders were strong advocates of planned and controlled growth. As such, the City Of Miramar consider itself to be a leader in effective land use controls having adopted a Comprehensive Land Use Plan in 1972 before cities and counties were mandated to do so.[4] However, growth did not come rapidly to the area until Interstate 75 was completed during the 1980s.[5] With key connections to primary east-west arterial routes (such as Miramar Parkway), the area rapidly expanded into a new suburban area and the City of Miramar and it neighboring cities grew enormously through the 1990s.[6]

Over the past two decades, the City of Miramar has attracted not only new residents but also multi-national corporations that have added to the City's economic and social expansion.[7] In addition, the city has developed a new Town Center that is a 54-acre mixed-use project.[8]

Community Dynamics

The City of Miramar has been one of the fastest growing municipalities in Broward County and in the nation in both population and economic growth.[9] Miramar's rapid

population growth combined with the expansion of the economy has brought with it a growing demand for schools, parks and other community amenities.[10] Affordable housing has also been an issue for the city and forms an essential component of Miramar's future development by being incorporating aggressive affordable housing programs into its planning process.[11]

Due to Miramar's development as a bedroom community, the city had not developed a town center until now. Construction of a new town center is currently underway on 54-acre mixed-use project that already houses a new City Hall and administrative building, a new Cultural Arts Center, the first privately developed office-retail-residential phase of the Town Center campus (57,000 square feet of retail, 46,000 square feet of office and 17 residential units), and a three-story Community Library-Education Complex.[12] The Education Complex will include a Broward County Public Library and the Nova-Southeastern University/Broward College educational centers.[13] A significant portion of the completed portion of the Town Center's office was recently leased to the General Services Administration (GSA), the United States Customs and Border Protection, a division of the Department of Homeland Security (DHS).[14]

In addition to the universities located at the town center's educational center, the City of Miramar also has within its boundaries the campuses for DeVry University, University of Pheonix, and Le Cordon Bleu.[15]

Also worthy of mention is the Miramar Park Homeowners recent recognition as a finalist for neighborhood of the year award in the national championship, USA Neighborhood of the Year Award.[16] The neighbors are made up of volunteers from 1,600 single-family homes in the area east of University Drive.[17] The homeowners first started in 2002 as the Fairway Walkers, a group of residents who formed a crime watch and took monthly walks with city code enforcement officials and police to point out problems; later the group incorporated in 2007 and has focused on beautification projects.[18]

Demographic Highlights[19]

The City of Miramar has experienced tremendous growth since 2000 and projections indicate that population will continue to grow through 2014.
The population in the City of Miramar in 2009 was 90,064 and population density per square mile was 2,977.[20] From 2000 to 2009, the city had a 23 percent increase in overall population size and projections through 2013 indicate that the population density per square mile will be 3,845. Population forecasts also indicate that the city will grow another 10 percent during the 2009-2014 period.

The city has experienced significant growth in overall households and projections indicate that overall households will continue to grow through 2014.
There were 28,656 households in 2009 with an average three-person household; projections indicate that household size will remain the same through 2013. Since 2000

there has been a 24 percent household growth and projections indicate, just as population size, that there will be another 10 percent growth in overall households through 2014. Also noteworthy is that 93 percent of the city is made up of family households.

The majority of the housing units in the City of Miramar are occupied by homeowners.
The City of Miramar has 31,739 housing units of which 90 percent were occupied. Of the occupied units, the majority (83 percent) are homeowners.

The City of Miramar is made up of residents that are younger and more affluent than the County average population.
In 2009, the median housing income in the City of Miramar was $70,020, significantly greater than the County's median income of $56,291. In 2009 the median age for the City of Miramar was 31 years old, which is lower than the county's 38 years old. Trends indicate that the median household age in 2013 will be 32 while the county's median age will be 39.

The city's growing diversity in its population continues through 2014 as forecasts indicate that the only racial group to gain population will be Blacks and "Other Races."
Approximately 44 percent of the city's population was White in 2009; 20 percent considered themselves White Non-Hispanic. The Black population made up 39 percent of the population and 12 percent were "Other Races"; 40 percent considered themselves Hispanic. Population trends indicate that Black residents will make up almost 50 percent of the population through 2013 (48 percent). On the other hand, the White population is expected to decline to 35 percent (White Non-Hispanic population will be 15 percent).

In 2009, the majority of the City's population were native citizens, spoke English and had at least a high school degree.
Over half of the city's population (57percent) were native citizens, 21 percent were not citizens, and 22 percent were naturalized citizens. Furthermore, 56 percent spoke English, 34 percent spoke Spanish and 8 percent spoke "Other Indo-European Languages". The vast majority of the city's population (82 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 Miramar:

Percent of the employed population travel time to work, 2014

	City	County
Work at Home	3 %	4 %
Less than 15 minutes	9 %	16 %
15-29 Minutes	28 %	33 %
30-59 Minutes	49 %	38 %
60+ Minutes	11 %	8 %

Average household transportation costs

	City	County
2009	$8,925.53	$8,836.33
2014	$10,925.40	$10,880.30

Average household transportation costs in public transportation

	City	County
2009	$521.58	$555.02
2014	$674.72	$721.64

Forecasted percent of vehicles per household, 2014

	City	County
0 vehicles	3 %	7 %
1 vehicle	24 %	40 %
2 vehicles	52 %	40 %
3 vehicles	16 %	10 %
4+ vehicles	5 %	3 %

Forecasted percent employed individuals means of transportation to work, 2014

	City	County
Car, Truck, Van to Work	95 %	93 %
Public Transportation to Work	1 %	2 %
Other Transportation to Work	1 %	2 %
Work at Home	3 %	4 %

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

Miramar/Westpark SR7 Charrette[22]
In 2005, the City of Miramar formed part of the State Road 7 Collaborative and participated in a series of charrettes that focused on redevelopment of the State Road 7 Corridor. The State Road 7 Miramar/West Park Charette suggested the following: 1) a well defined center, edge and identity, 2) SR 7 a maximum of six lanes, pedestrian-friendly SR 7 with landscaping, wide sidewalks, 3) pedestrian-scale street furniture, 4) elimination of water retention areas fronting SR 7, 5) retail destinations at the intersections of Miramar Parkway, Pembroke Road, and County Line Road, 6) live/work opportunities within the industrial parks, 7) new school locations, 8) new mixed-use buildings that include residential

Miramar 2030[23]

A community visioning forum held in 2008 resulting in various action goal recommendations. With regards to transportation, the following was stated in the report: 1) Construct key segments of the Miramar roadway network, such as: completion of the State Road 7 widening project to help spur redevelopment on the corridor; 2) extension of Pembroke Road and Miramar Parkway to U.S. 27 to provide increased mobility; 3) construction of the Pembroke Road/I-75 overpass to provide another east-west corridor; monitor future expansions and improvements to major highways. 4) strongly encourage FDOT, MPO, and Broward County to advance community and regional-level transit opportunities.

Interstate 75

Due to its exacerbated growth traffic routes have become more congested. "Population growth in cities such as Miramar and Pembroke Pines has increased the highway's traffic load."[24] Because of this congestion issue, the Florida Department of Transportation is conducting a project development and environment study on the I-75 corridor between the Palmetto Expressway and Interstate 595. The study's goal is to estimate traffic demand on I-75 by 2040 and implement short- and long-term improvements. Long term changes include: congested interchanges, noise barriers in Miramar and the creation of new special-use lanes in the median. [25]

An examples of a short-term improvements includes the construction of two auxiliary lanes from the Florida's Turnpike ramp to I-75 that would extend to the Miramar Parkway exit. The additional lanes are designed to decrease the congestion caused by drivers exiting from the turnpike and merging onto northbound I-75. Noise barriers would be constructed from the turnpike to Miramar Parkway on the north side, and from the turnpike to Bass Creek Road on the south side.[26]

Bike Lanes

The City of Miramar has several street and sidewalk projects in the planning stages, but the funding isn't yet secure. One funded project includes the creation of a bike lane on several eastern streets. The $101,400 grant will create the lanes on certain stretches of Embassy Boulevard, Nassau Drive and Island Drive.[27]

Miramar Shuttle Services

The City of Miramar Public Works Department, in cooperation with Broward County, has expanded its Community Bus service by now offering four routes. Miramar Community buses are free and have designated stops and are on a specific schedule. For more information please visit: http://www.ci.miramar.fl.us/publicworks/transportation.html

Senior Demand-Response Transportation

The Social Services Department operates a senior demand-response transportation program for individuals over the age of 60. This includes transportation to Miramar's senior centers, grocery stores, medical appointments, and various recreational trips. The

service is door-to-door and is wheelchair accessible. For more information lease call (954) 889-2711 or visit: http://www.ci.miramar.fl.us/socialservices/seniors

Special Events

The City of Miramar regularly updated their events calendar. For more information on current event log onto the City's website at: http://www.ci.miramar.fl.us/communityservices/events/

Below is a sample of the City of Miramar's reoccurring events:

4th of July - The City of Miramar and All Service Refuse celebrates Independence Day on July 4th with special fireworks display at Miramar Regional Park, 16801 Miramar Parkway. For further information, please call (954) 602-3319.

Eggstravaganza – Takes place in March. The City of Miramar hosts the annual Eggstravaganza at Forzano Field, 2001 Douglas Road. For more information call (954) 602-3319.

Miramar Patriot Day Event- Takes place in January. Participants include the 2009 Football State Champs, MHS Soldier Band from Patriot Land, the Cheerleaders, Ladies of Distinction Step Team, JROTC, and other Miramar High School clubs participating in the parade. For more information contact the City of Miramar at 954-602-HELP or Miramar High School at 754-323-1350.

Business Landscape

In 2009, the City of Miramar had a 15 percent unemployment rate.[28] Of those residents that were employed, the majority worked in the following industries: Educational, Health and Social Services (22 percent employment), Professional Scientific, Management and Administrative services (12 percent employment), and Retail Trade (11 percent).[29] The city's major employers are: Clear Channel Communications, Eastern Financial Credit Union, EDS, Memorial Healthcare, Royal Caribbean, Spirit Airlines, Carnival Cruise Lines, Premier Beverages, Humana, Lucent Technologies, NBC6. WTVJ/Telemundo, AT&T Broadband, American Express, SmithKline Beecham, FedEx, Siemens, Southern Wine & Spirits, JL Audio, Disney, USA Today, GM Nissan, Mattel, Memorial Hospital, Nipro Diabetes, L'Oreal/Parbel[30]

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

Corporate Parks
Over the past two decades, the City of Miramar has attracted multi-national corporations that have added to the City's economic expansion.[31] Despite falling prices, rising

foreclosure rates and the mortgage and credit market crisis that has affected the real estate market, the Miramar Park of Commerce defied the trend by signing 50 lease transactions totaling more than one million square feet.[32] Furthermore, this marked only the second time in its 25 year history that the Park reached these milestone numbers.[33]

Town Center[34]
In March 2000, the City purchased a 54-acre parcel intended to be the site of the new mixed-use Town Center; the property is located north of Miramar Parkway, east of Red Road, west of Hiatus Road and south of Miramar Boulevard. The City developed a Master Plan and a Pattern Book to guide the development of the project and broke ground in 2002. Today, the Town Center houses a new City Hall and administrative building, a new Cultural Arts Center, the first privately developed office-retail-residential phase of the Town Center campus (57,000 square feet of retail, 46,000 square feet of office and 17 residential units), and a three-story Community Library-Education Complex.

Redevelopment[35]
US 441 Overlay District Regulations / Miramar Parkway Improvements: The City of Miramar, in cooperation with the East Miramar business community, enacted regulations in 2001 intended to promote rehabilitation and redevelopment of all existing commercial properties within approximately 256 acres east of Southwest 62nd Avenue. Known as the East Miramar Commercial Redevelopment Program, the program is designed to complement the City's aggressive and concentrated neighborhood improvement focus in this area.

Private sector redevelopment- The private sector originally led the charge in the commercial revitalization efforts in east Miramar; namely McDonald's, Auto Zone and Mobil were at the forefront. The City of Miramar later established the CDBG Commercial Revitalization Program, the East Miramar Gateway Streetscape Improvement Project, the Eastern Miramar Infrastructure Improvement Program, and the East Water Plant Renovation Project, to name a few.

Miramar 2030[36]
In 2008, the City of Miramar hosted a visioning forum to develop action plans goals in the following areas: Creation of design options for the New City Hall Complex and reuse options for the existing City Hall and Civic Center properties, Enhanced economic development/redevelopment, Creation of economic development options for the redevelopment of the 441 Corridor, and Neighborhood revitalization.

Related Links

The City of Miramar
http://www.ci.miramar.fl.us

Miramar/Westpark SR7 Charrette
http://www.tcrpc.org/departments/studio/sr_7_collaborative/miramar/charrette_report.pdf

Miramar's Corporate Parks and Major Corporations
http://www.ci.miramar.fl.us/econ/parks/

Miramar 2030: Economic Development Visioning Forum (2008)
http://www.ci.miramar.fl.us/econ/docs/2030Vision.pdf

City of Miramar Blog
http://www.cityofmiramarflorida.com/

Sources

[1] City of Miramar, http://www.ci.miramar.fl.us/cityclerk/about/

[2] Founding of the City of Miramar, http://www.ci.miramar.fl.us/cityclerk/about/

[3] Ibid

[4] Founding of the City of Miramar, http://www.ci.miramar.fl.us/cityclerk/about/

[5] AARoads. "Interstate75." http://www.southeastroads.com/i-075_fl.html

[6] Ibid.

[7] Broward Alliance,
   http://www.browardalliance.org/index.php?src=gendocs&ref=DataCenter_Government_Miramar

[8] Ibid

[9] Ibid.

[10] South Florida Regional Planning Council, http://www.sfrpc.com/council/AgendaAug08_4e.pdf

[11] Ibid.

[12] Broward Alliance, "Miramar" www.browardalliance.org & The City of Miramar, "Development
   Progress" http://www.ci.miramar.fl.us/towncenter/progress.html

[13] Ibid.

[14] Ibid.

[15] Broward Alliance, "Miramar" www.browardalliance.org

[16] Sun-Sentinel. "Miramar Park Homeowners Group was a finalist for Neighborhood of the Year Award."
   June 26, 2010. http://articles.sun-sentinel.com/2010-06-26/news/fl-cn-nusa-0627-20100626_1_social-
   revitalization-miramar-neighborhood-homeowners-group

[17] Ibid.

[18] Ibid.

[19] All data in this section is from Simply Maps. Please note there may be slight round-off errors.

[20] According to the 2009 US Census Bureau population estimate, the City of Miramar had a population of
   109,176.

[21] Ibid.

[22] Treasure Coast Regional Planning Council. "Miramar and West Park Charrette."
   http://www.tcrpc.org/departments/studio/sr_7_collaborative/miramar.htm

[23] Miramar 2030. http://www.ci.miramar.fl.us/econ/docs/2030Vision.pdf

[24] SunSentinel," I-75 design study considers improvements in Miramar",
   http://blogs.trb.com/community/news/miramar/forum/2009/10/i75_design_study_considers_imp.html

[25] Ibid.

[26] SunSentinel, "Miramar meeting lays out future vision for Interstate 75"
   http://blogs.trb.com/community/news/miramar/forum/2010/06/miramar_meeting_lays_out_futur.html

[27] SunSentinel, "Miramar to add bike lanes on several roads" , http://articles.sun-sentinel.com/2010-05-
   29/news/fl-cn-streetprojects-0530-20100529_1_bike-lane-grant-applicants-state-transportation-funds

[28] Simply Maps

[29] Ibid.

[30] Broward Alliance,
http://www.browardalliance.org/index.php?src=gendocs&ref=DataCenter_Government_Miramar

[31] Broward Alliance,
http://www.browardalliance.org/index.php?src=gendocs&ref=DataCenter_Government_Miramar

[32] Broward Alliance. "Defying a Down Real Estate Market, One Million Square Feet Leased in 2008 at Miramar Park of Commerce." March 9, 2009. www.browardalliance.org

[33] Ibid.

[34] Broward Alliance, "Miramar" www.browardalliance.org & The City of Miramar, "Development Progress" http://www.ci.miramar.fl.us/towncenter/progress.html

[35] City of Miramar Commercial Revitalization Initiatives.
http://www.ci.miramar.fl.us/econ/docs/ComRevInitiatives.pdf

[36] Miramar 2030. http://www.ci.miramar.fl.us/econ/docs/2030Vision.pdf