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City of Oakland Park

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Community Background Report

City of Oakland Park

Boundaries

North: Commercial Boulevard, some portions stretch out to West Cypress Creek Road

South: Oakland Park Boulevard, some portions stretch out to NW 19th Street

East: South Federal Highway

West: Near State Road 7

Community Type: Municipality

Report Last Updated: May, 2011

History¹

The City of Oakland Park was originally chartered as the Town of Floranada in December, 1925. Less than a year later, the 1926 hurricane devastated the town and the region's growing prosperity. By late 1929 it had become apparent that the town's population had become depleted and its businesses were not going to recover from the aftermath of the storm. As a result, a referendum abolished the Town of Floranada and established the City of Oakland Park –named for the massive oaks that lined the Middle River. The city sits just four miles north of the City of Fort Lauderdale.

Originally, the city was a farming community with one school (Oakland Park Elementary School) that was built in 1925 and remains open to this day. Over time, the city grew in both population and land area –today the city is over eight square miles. Oakland Park was the first municipality in Florida to organize a public safety department and the first city in the State of Florida to initiate a recycling program.² Today, the City of Oakland Park prides itself on using planned redevelopment to help create a residentially oriented community with modern amenities, but without sacrificing the small-town atmosphere.³ The redevelopment focus in Oakland Park is reflected by the following vision statement: “Oakland Park will be recognized as a friendly ‘small town’ with safe and attractive neighborhoods, quality schools, outstanding parks and exceptional recreation programs, with the social, cultural and business opportunities of a big city.”⁴

Community Dynamics

Prior to the downturn in the economy, Oakland Park was in the midst of a transformation from a sleepy southern community to a more modern city thanks to spillover in redevelopment its neighbor to the south-- Wilton Manors.⁵ This helped set the stage for

the revival of Oakland Park by establishing a Community Redevelopment Agency (CRA) in 2002 and developing a plan in 2005.⁶ The city's CRA plan comprises more than 1,000 acres of residential and commercial land located between Oakland Park Boulevard, Northeast 13th Avenue, Prospect Road and North Andrews Avenue.⁷ Within the first year after the plan was developed, the city had about \$92 million of redevelopment projects in the works, including 1,800 residences, 400,000 square feet of stores and restaurants, 225,000 square feet of offices, 165,000 square feet of community facilities and a 5.47-acre park.⁸

Many of these changes in Oakland Park have brought about tensions between the city's original blue-collar community and its new residents. The city is in the midst of growing pains due to a history of social and racial intolerance. Only in 2003 did the city elect its first black official who would two years later become the city's first black mayor.⁹ Also, like Wilton Manors, Oakland Park's gay community has mushroomed during the past 10 years.¹⁰ Oakland Park residents elected the city's first openly gay candidate in 1993; in 2007, the city had its first openly gay mayor and the first openly HIV-positive mayor in Broward County (before then only Wilton Manors had an openly gay mayor in Broward County) and in 2010 had another openly gay elected official become vice-mayor.¹¹

Many of these changes have led to conflict in the community, especially amongst the traditional and conservative factions of the community. The City of Oakland has responded by passing an ordinance that reaffirms the value of the city's diverse community.¹² In addition, the City of Oakland has made strides towards greater equality for all its residents, including having Non-Discrimination Policies added to all city contracts that include sexual orientation and gender identity/expression, a review of city ordinances to ensure they are inclusive of LGBT families, passing the city's first ever Pride Month Proclamation (see link), and hosting the first LGBT Pride event in the city.¹³

Demographic Highlights¹⁴

Despite the conservative growth that the city experienced since 2000, the population forecast indicates that the City of Oakland Park will experience a slight decrease in overall population through 2014.

The City of Oakland Park had 31,550 residents in 2009 with a population density was 5,412 per square mile.¹⁵ Since 2000 the city only experienced a one percent growth in overall population through 2009. However, population forecasts indicate that there will be a one percent decline in population growth between 2009 - 2014. In correlation to projections, population density per square mile in 2013 will also decrease to 5,184.

Mirroring population trends, overall households will experience a slight decline as well through 2014.

In 2009 the City had 13,110 households and an average two-person household; it is projected to remain the same size through 2013. During the 2000-2009 period, overall household growth was two percent. However household forecasts indicate that there will be a one percent decline in overall households during the 2009-2014 period.

While the majority of the city’s population is White- that majority is only a little more than half the population. A significant portion of the population is diverse: 31 percent are Black and 20 percent are Hispanic.

In 2009, 56 percent of the population in the City of Oakland Park was White; while 31 percent were Black and 11 percent were from an “Other race”. Approximately 20 percent of the City’s residents considered themselves Hispanic. Projections indicate that the Black population will slightly decline three percent through 2013 while “Other Races” will experience a slight increase.

Approximately 94 percent of housing units in the City of Oakland Park were occupied in 2009 and over 40 percent were renter occupied units.

The city had 13,944 housing units. Approximately 94 percent of the housing units were occupied; of those that were occupied, 44 percent were renters.

The city’s median household income was less than the county’s overall median household income in 2009.

The median household income in 2009 was \$46,090 which was less than the \$56,291 median household income of Broward County.

Over 50 percent of residents in 2009 spoke English and were native citizens. However, the city had a large percentage of residents who spoke “Other-Indo European” languages.

The city’s median age in 2009 was 35, younger the County’s median age of 38. In 2009, the majority of the City’s population (68 percent) were native citizens while 23 percent were not a citizens, and only 10 percent were naturalized foreign-born citizens. Furthermore, 67 percent spoke English, 15 percent spoke “Other Indo-European Languages,” and 17 percent spoke Spanish. In addition, 65 percent of the city has had a high school, some college or a college/graduate degree.

Transportation Trends¹⁶

The tables below illustrate projected transportation trends in the City of Oakland Park:

Percent of the employed population travel time to work, 2014

	City	County
Work at Home	%	4 %
Less than 15 minutes	21 %	16 %
15-29 Minutes	42 %	33 %
30-59 Minutes	28 %	38 %
60+ Minutes	6 %	8 %

Average household transportation costs

	City	County
2009	\$7,930.82	\$8,836.33
2014	\$9,650.73	\$10,880.30

Average household transportation costs in public transportation

	City	County
2009	\$422.81	\$555.02
2014	\$531.15	\$721.64

Forecasted percent of vehicles per household, 2014

	City	County
0 vehicles	5 %	7 %
1 vehicle	49 %	40 %
2 vehicles	35 %	40 %
3 vehicles	9 %	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	3 %	2 %
Other Transportation to Work	3 %	2 %
Work at Home	2 %	4 %

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

Dixie Highway and NE 38th Street intersection.

In 2009, the City entered into a inter local agreement with the Florida Department of Transportation (FDOT) for a \$1,500,000 million project that will improve the State Road 811/Dixie Highway and NE 38th Street intersection.

Oakland Park Boulevard Transit Oriented Corridor Pilot Study

Similar to the ongoing effort to redevelop State Road 7 throughout Broward County, a group of local governments and FDOT launched an effort in 2009 to study how to improve mass transit and boost affordable housing along Oakland Park Boulevard.¹⁷ The Oakland Park Boulevard Corridor Study links FDOT's Modal Development efforts with the Broward County Transportation Department's transit planning and the Transit/Housing Oriented Redevelopment (THOR) program, a land use and transportation planning initiative from the Broward County Environmental Protection and Growth Management Department.¹⁸ The Study Area measures 3.5 miles along Oakland

Park Boulevard, approximately 1/2-mile (one-half mile) north and south of the corridor between Dixie Highway/FEC and the western limits of the City of Oakland Park.¹⁹ In 2010, the City plans to develop a mixed-use development ordinance to support the THOR FAU/Broward County Planning and to research land uses that support the THOR project.²⁰

Special Events

The City of Oakland Park regularly updated their events calendar. For more information on current event log onto the City's website at:

http://www.oaklandparkfl.org/news/events/monthly_calendar.cfm

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

Dr. Carter G. Woodson Festival- The festival was established in 2006 to provide the Oakland Park community with a festival honoring the historical significance of Dr. Carter G. Woodson, a prominent African-American journalist and the founder of Negro History Week (later became known as Black History Month). The event takes place at the Dr. Carter G. Woodson Park (3490 NE 3 Avenue). For more information contact: 954.552.0890 or 954.630.4500

Easter Egg Hunt- Oakland Park Fire Rescue holds a free egg hunt for Oakland Park families each Spring. Call 954.630.4550 for more information. The event takes place at the Royal Palm Park (1701 NW 38 Street).

Meet Me on Main Street- Hosted by Oakland Park Main Street, this one day event takes place in April from 5pm-9 pm. Main Street (NE 12 Avenue) becomes a street festival. For more information visit: www.oaklandparkmainstreet.com

Pride South Florida Pridefest- Pride South Florida hosts this event in March from Noon to 7 pm. The festival takes place at the Jaco Pastorius Park (4000 N. Dixie Hwy). For more information, please visit: <http://pridesouthflorida.org/>

Oakland Park Main Street Annual Classic Car Show- This event is hosted by Oakland Park Mainstreet during the month of February. It takes place along Main Street from 11 am to 4 pm. VFor more information, visit: <http://oaklandparkmainstreet.com>

Oktoberfest- The City of Oakland Park hosts the largest Okerberfest in Broward County. The annual celebration takes place in October over a two day period at Jaco Pastorius Park (4000 N. Dixie Hwy). . For sponsorship opportunities, please call Oakland Park Main Street at 954-565-2627 or visit www.oaklandparkmainstreet.com

Polynesian Cultural Festival- The annual festival is hosted by the Polynesian Culture Association and takes place in May at the Jaco Pastorium Park (4000 N. Dixie Hwy). Fore more information visit: <http://www.polynesiancultureassociation.com>

Taste of Oakland Park and Wilton Manors- The Oakland Park and Wilton Manors Chamber of Commerce hosts the annual TASTE Food and Wine Festival at El Palacio Hotel (4900 Powerline Road) during the month of October. For more information please visit: <http://tasteopwm.com/>

Youth Day- Oakland Park has celebrated "Youth Day" for more than 50 years and the event includes the longest running parade in South Florida, a craft fair and the "Little Miss Oakland Park" contest. The event takes place during the month of March at Wimberly Field (3900 NE 3 Avenue).

Business Landscape

In 2009, the majority of the City of Oakland Park's residents were employed in the following industries: Educational, Health, and Social Services (17 percent), Arts, Entertainment, Accommodation and Food Services (13 percent), and Professional, Scientific, Management, Administrative Services (12 percent).²¹ The City's most important employers are: Major Employers: City of Oakland Park, Florida Department of Transportation, KMart, Home Depot, Lowe's Home Improvement Center, Main Post Office, Point Blank, and Marlo Electronics.²² In 2009 the City had a high unemployment rate of 16 percent.²³

The following outlines current events in the City of Oakland Park's business landscape:

Oakland Park Community Redevelopment Agency²⁴

The Oakland Park Community Redevelopment Agency (CRA) was created in 2002 to encourage reinvestment in the area through catalytic projects. According to the 2005 CRA Plan, the linchpin of the plan is the Downtown Mixed Use District (DMUD). The DMUD is located along Dixie Highway, north of Oakland Park Boulevard. This area was designated a Local Activity Center in 2004, a land use category designation that promotes compact, mixed use development. Specific land development regulations and design guidelines were adopted by the city in 2004 for the DMUD.²⁵ While Downtown Oakland Park is important to the Community Redevelopment Area, other commercial and residential areas have also received special attention through neighborhood improvement projects such as: pedestrian circulation, green spaces and connections to downtown.

Revised Interim Downtown Mixed Use District Regulations²⁶

The city commission authorized staff to develop a set of interim regulations, which would encourage and facilitate renovation and use of existing downtown buildings. Although the vision of a "new" downtown with high- and mid-rise residential structures served by parking garages and store fronts, the current economic conditions are not favorable for wholesale redevelopment as planned. These regulations will put in place a mechanism to utilize existing downtown buildings for businesses which are permitted to operate under the current Downtown Mixed Use District regulations and encourage active pedestrian businesses. Additionally, these interim regulations will contain provisions for fast-track site plan review, abbreviated application requirements, DRC approvals for interior and exterior renovation projects only, and staff serving as an ombudsman for targeted project

approval. This effort should be a major step to jump-start investment in the downtown without waiting on a large-scale development.

2010 Oakland Park Business Survey

The results of a business survey revealed that Oakland Park businesses are concerned about the economic climate in their city. In the prior 12 months, most businesses had frozen or reduced their employees' wages and benefits and about 40percent had instigated some lay-offs. Respondents were not satisfied with the pace of retail and job growth in Oakland Park and were split in their opinions as to whether revenue and profits would increase or contract in the next 12 months. While there was concern about the economic outlook in Oakland Park, most businesses thought their local government was effective in supporting the business community. They thought the City of Oakland Park should prioritize activities to retain current businesses and recruit new businesses and activities to revitalize blighted areas in the city.

Related Links

City of Oakland Park

<http://oaklandparkfl.org>

Oakland Park Main Street

<http://oaklandparkmainstreet.com/>

Outlook (Oakland Pak Main Street newsletter)

<http://www.oaklandparkmainstreet.com>

Oakland CRA

<http://www.oaklandparkfl.org/news/cra/index.cfm>

Commercial Boulevard Corridor Study

<http://www.oaklandparkfl.org/news/cra/documents/CommercialCorridorDraft062910.pdf>

Business Survey –Draft Report of Results, 2010

<http://oaklandparkfl.org/documents/BusinessSurveyDRAFTReport25June2010.pdf>

City Business Plan (includes citizen survey), 2010

http://www.oaklandparkfl.org/citygovernment/about/business_plan.cfm

Strategic Plan (Revised and Extended FY 2010)

<http://oaklandparkfl.org/documents/strategicplan/documents/StrategicPlanRevisedandExtendedMarch32010.pdf>

Oakland Park CRA Plan

<http://www.oaklandparkfl.org/news/cra/documents/CityofOaklandParkCRAPlan.pdf>

Map of the Oakland Boulevard THOR study area
http://www.broward.org/PlanningAndRedevelopment/TransitHousingOrientedRedevelopment/Documents/map_oaklandpkblvd.pdf

Sources

- ¹ Unless otherwise indicated, all information from this section is from the City of Oakland Park. “History” www.oaklandparkfl.org
- ² Broward Alliance. “Oakland Park.” www.browardalliance.org
- ³ Ibid.
- ⁴ City of Oakland Park Community Redevelopment Area (CRA) Plan, 2005.
<http://www.oaklandparkfl.org/news/cra/documents/CityofOaklandParkCRAPlan.pdf>
- ⁵ South Florida Business Journal. “Changes on horizon in Oakland Park.” May 19, 2006.
- ⁶ City of Oakland Park Community Redevelopment Area (CRA) Plan, 2005.
<http://www.oaklandparkfl.org/news/cra/documents/CityofOaklandParkCRAPlan.pdf>
- ⁷ South Florida Business Journal. “Changes on horizon in Oakland Park.” May 19, 2006.
- ⁸ Ibid.
- ⁹ Sun Sentinel. “Helping breakdown barriers” March 20, 2007 www.sun-sentinel.com
- ¹⁰ Ibid.
- ¹¹ Ibid.
- ¹² City of Oakland Park.
http://docs.google.com/viewer?a=v&q=cache:ge9GQkdWXZ0J:agenda.oaklandparkfl.org/publicagenda/AttachmentViewer.aspx%3FAttachmentID%3D3195%26ItemID%3D1399+oakland+park+vision+statement&hl=en&gl=us&pid=bl&srcid=ADGEESgnDe7Qd00buE4hb8OXBpzjOIR6I8ggVfIN3g9eA48QOLToks8HXol7gySY3rSOCSkwb-c713dLONU0vWJ1fGB8L7_FJSSDca6SNI5PAaGrZbk-c3RVoEJfpCZOAMO7IRJjI96f&sig=AHIEtb_T2jHo4koF56c3q8n027y-FeRwg
- ¹³ The Miami Herald. “Oakland Park Commissioner Anthony Niedwiecki sponsors repeal of ‘Don’t Ask, Don’t Tell’ city resolution.” <http://miamiherald.typepad.com/gaysouthflorida/2009/07/oakland-park-commissioner-anthony-niedwiecki-sponsors-repeal-of-dont-ask-dont-tell-city-resolution.html#ixzz0ujKydVfy>
- ¹⁴ Data is from Simply Maps unless otherwise stated. Please note that minor round-off errors may have occurred.
- ¹⁵ According to the 2009 US Census Bureau’s Population Estimates, the City of Oakland Park’s population was 42,565.
- ¹⁶ Ibid.
- ¹⁷ Business Review. “Study looks at transportation along Oakland Park Boulevard.” January 16, 2009.
- ¹⁸ Broward County Environmental protection and Growth Management Department. “Oakland Park Boulevard Corridor study and Plan Proposed Scope of Services.”
http://www.broward.org/PlanningAndRedevelopment/TransitHousingOrientedRedevelopment/Documents/oaklandpk_scopeofwork.pdf
- ¹⁹ Ibid.
- ²⁰ City of Oakland Park Implementation of FY10 Business Plan Initiatives Tasks and Timelines.
http://docs.google.com/viewer?a=v&q=cache:tvFaDZq9yuoJ:www.oaklandparkfl.org/citygovernment/about/documents/fy_2010_business_timelines.pdf+oakland+park+THOR&hl=en&gl=us&pid=bl&srcid=ADGEESjOy9RH8DHO1jLKZ7a6lllOWIW2ytf9LypG8HCBbuQgdEXDvlyz8bfhn0cuSr3JIyGs0VOL6ImlJJHUE8Tcc0bjEDxaPNDqRJJf2og8XQXSyz9b1tl_2r4P_E-qijeYaWP6Be7f&sig=AHIEtbSzl5YOCzxBiEAq4kis1kM8rzYGA
- ²¹ Simply Maps
- ²² Broward Alliance. “Oakland Park” www.browardalliance.org
- ²³ Simply Maps
- ²⁴ Ibid.

²⁵ City of Oakland Park Community Redevelopment Area (CRA) Plan, 2005.

<http://www.oaklandparkfl.org/news/cra/documents/CityofOaklandParkCRAPlan.pdf>

²⁶ Oakland Park Main Street Newsletter: <http://www.oaklandparkmainstreet.com/enews/01-10/>