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City of Plantation

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Community Background Report

City of Plantation

Boundaries
North: W Sunrise Boulevard
South: I-595
East: State Road 7
West: NW 136th Avenue, N Flamingo Road

Community Type: Municipality

Report Last Updated: May, 2011

History[1]
During the 1930s, the uninhabited area was first settled by Fredrick Peters who was in search of inexpensive and undeveloped land for grazing cattle. By the 1940s, Broward County began to experience an increased economy and its inexpensive land became attractive for development. Large tracts of land began to be sold to city dwellers who called them "plantations" thus earning the area its nickname. The area had been called the Old Plantation Water Control District as a result of the construction of the irrigation and drainage district in 1911.

In mid 1940s, Peters began to develop a water control system for the western part of his landholdings. In addition, a master plan for a city began to emerge that envisioned one acre lots with two thirds of the land dedicated to gardens and fruit trees and a co-op farmer's market where residents could sell their produce. By 1949 there were 40 homes in the Plantation area and the first unofficial government was formed via the Plantation Homeowner's Association. It wasn't until 1953 that the area was officially incorporated as the City of Plantation with a population of less than 500. The motivation to incorporate was to provide the residents control over the development of the land and to keep other areas from annexing the land into their cities; in short, the formation of the city would provide the residents of the area the vehicle to ensure that the long range planning would remain intact. This commitment to long range planning foreshadows the modern day City of Plantation's philosophy of "Research, Plan, and Do it right the first time."

The decades of the 1950s and 1960s resulted in a time for the city to organize their departments and services such as the police department, a volunteer fire department, Parks and Recreation Department as well as city facilities such as City Hall and a community center that houses a library— one of the few municipal libraries in a county

where most libraries are regionally operated. It was during this time that the Sunshine State Parkway (now known as the Florida Turnpike) was opened and greatly contributed to changing the city by bringing with it an increase in population and development. Although the city was originally developed as a suburb Fort Lauderdale, the prime location near a major roadway helped it to grow into a city in its own right and in 1958 this was recognized when the mailing addresses were changed from Fort Lauderdale to Plantation.

Today, Plantation is recognized for its eco-friendly environment has been recognized 28 consecutive years, as "Tree City USA," designated a "Sterling Tree City USA," and a National Wildlife Federation "Community Wildlife Habitat.[2] The city has 42 parks and playgrounds (totaling 414 acres), 6 golf courses including the Plantation Preserve Golf Course & Club, and has adopted the motto "the grass is greener" to illustrate its environmental commitment.[3]

Community Dynamics

In addition to the opening of the Florida Turnpike, there was one other event that profoundly impacted the city: In 1970, Motorola bought 80 acres on what was then the fringe of the Everglades and adjacent to the small- but growing town of Plantation.[4] For more than 40 years, the company has played a powerful force in shaping the city. Soon after the land was purchased, Plantation created a new industrial zoning district and annexed Motorola into the city— this would become the "genesis" of urban sprawl in Broward County. Employment at the new campus quickly reached 2,500 bringing with it an explosion of growth that burdened the city with new expenses, strained public services, school overcrowding, and congested roadways ill prepared for the increased.

From the beginning, the city was optimistic about the numerous jobs and local taxes the Motorola factory would help generate and did everything it could to persuade Motorola to stay and expand in Plantation. The growth surrounding the Motorola campus continued well through the 1990s until 2000 and 2001 when the company began to cut its worldwide workforce –moving jobs from the Boynton Beach campus to Plantation and shifting the majority of the manufacturing jobs overseas. This became evident by 2005 when 150 assembly line workers were laid off from the Plantation factory; the firings accounted for five percent of the almost 3,000 Motorola employees in Plantation.[5] However, Motorola hired workers for other departments in Plantation (i.e. research and development, technology) and the head count remained the same.[6] Changes were again made to the Plantation factory workforce in 2008 when Motorola's split into two independently publically traded and reportedly laid off 350 engineers; another 77 employees were laid off in 2009 due to repercussions from the recession.[7]

The economic impact of losing these jobs in Plantation cannot be underestimated; however, Motorola is no longer "the only game in town." Wireless communication jobs are at the forefront in Broward County with the majority of the operations in Plantation or Sunrise.[8]

Demographic Highlights[9]

The City of Plantation's population will remain the same through 2014.
The City of Plantation's population in 2009 was 84,228.[10] Since 2000, the city experienced a one percent increase in overall population growth; however, population forecasts through 2014 indicate that the city will have a one percent decline in population and, thereby, cancelling the slight growth. Population density per square mile in 2009 was 4,010 and it is projected to be 3,903 in 2013.

In 2009 the City of Plantation had a vast majority of occupied housing units and a very low vacancy rate.
There were 35,308 housing units in the city in 2009; of these, 96 percent were occupied housing units and only 29 percent were renter occupied housing units.

The city's median household income in 2009 was more than the County's overall median housing income.
Median housing income in 2009 in the City of Plantation was $69,647 in comparison to the County' $56,291.

In 2009, the median age in the City of Plantation was 38 years old –essentially reflecting the same median age as the county. Projections through 2013 indicate that the city will only experience a slight decrease in overall population in the seventeen and younger age groups.
The median age in 2009 was 38 years old, the same as the County's median age of 38; projections indicate that the median age in 2013 will be 39 years old in the city. This slight increase may be due in part that projections through 2013 indicate that the city will experience a one percent decline in the seventeen and younger population age group. All other age thresholds will remain the same.

The majority of the city's population was White and projections indicate that it will remain the bulk of the population through 2013.
In 2009 the majority of the population in the City of Plantation was White (72 percent), while the Black population constituted 17 percent. Those who considered themselves White Non Hispanic were 57 percent and only 18 percent considered themselves Hispanic. Projections indicate that the White will remain the bulk of the population (73 percent) and will experience a one percent increase. It is expected that the Black population will experience a two percent decline and "Other Races" will have a one percent increase. Those who consider themselves White Non Hispanic will increase to 59 percent (2 percent increase from 2009) and Hispanics will have a slight one percent increase.

In 2009 the majority of the city's population was a native citizen, spoke English and was well educated.
In 2009 the majority of the city's population (75percent) were native citizens, 13 percent were foreign born and not a citizen, and 12 percent were naturalized. The number of

native citizens is also reflected in the languages spoken: 76 percent spoke English, 15 percent spoke Spanish and only 7 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

Percent of the employed population travel time to work, 2014

	City	County
Work at Home	4 %	4 %
Less than 15 minutes	18 %	16 %
15-29 Minutes	35 %	33 %
30-59 Minutes	36 %	38 %
60+ Minutes	7 %	8 %

Average household transportation costs

	City	County
2009	$9,386.95	$8,836.33
2014	$11,472.30	$10,880.30

Average household transportation costs in public transportation

	City	County
2009	$628.05	$555.02
2014	$808.30	$721.64

Forecasted percent of vehicles per household, 2014

	City	County
0 vehicles	4 %	7 %
1 vehicle	35 %	40 %
2 vehicles	46 %	40 %
3 vehicles	11 %	10 %
4+ vehicles	3 %	3 %

Forecasted percent employed individuals means of transportation to work, 2014

	City	County
Car, Truck, Van to Work	94 %	93 %
Public Transportation to Work	1 %	2 %
Other Transportation to Work	1 %	2 %
Work at Home	4 %	4 %

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

Plantation Tram[11]
The City of Plantation's bus service, known as the Plantation Tram, is designed to work in conjunction with Broward County Transit Routes 2, 12, 18, 22, 30, 40, 56, 75 81, and 88. Plantation Tram is free of charge, but riders who make connections to Broward County Transit routes are expected to pay the associated fares. The buses are air-conditioned and wheelchair accessible. The tram has 29 established stops, these are: Plantation City Hall, Jacaranda Plaza, Publix Towne Mall, Jim Ward Community Center, Broward Mall, and Fashion Mall. In addition to regular City-wide service, Plantation Tram has provided valuable shuttle service to a number of City events, including Early In-House Absentee Voting at the West Regional Courthouse, Flu shots provided free to citizens 55 and older by Westside Regional Medical Center, and the past several Art in the Park events.

State Road 7 Plantation Charrette[12]
The SR 7 - Plantation/Fort Lauderdale/Davie/Broward County Charrette was part of a series of nine charrettes focused on the 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. The SR 7/U.S. 441 Collaborative was the impetus of this planning effort, and its membership includes the fourteen local governments that span the Broward County section of SR 7. The SR 7 - Plantation/Fort Lauderdale/Davie/Broward County Charrette looks at the redevelopment of SR 7 between Sunrise Boulevard and I-595 and includes the following features: 1) Redevelop the intersection of SR 7 and Broward Boulevard as a mixed-use commercial/residential/transit center, 2) Redevelop the intersection of SR 7 and Broward Boulevard as a mixed-use commercial/residential/transit center, 3) Redevelop auto dearlerships with structured buildings, liner buildings with residential uses, 4) New "slip streets" to offer transportation alternatives to SR 7, 5) Several new parks including a "central park" for the Broadview Park neighborhood, 6) Roundabout for the intersection of Davie Boulevard, Peters Road, and SW 45th Avenue, and 7) Street sections for mass transit alternatives including bus, light rail, and metro rail.

Midtown Transportation Plans[13]
In 2002, the Central Plantation Master Plan evaluated the public transportation needs a Midtown concept would require to sustain a viable 24/7 downtown. In 2003, a revised supplementary mobility report was released called the Subarea Mobility Report that analyzed existing transportation conditions, evaluated planned conditions, and describes a multi-modal solution paired with local roadway improvements. The document inlcudes both near term (2008-2012) and long term (2013-2015) transportation plans.

I-595 Corridor Improvements[14]
On February 26, 2010, the Florida Department of Transportation (FDOT) and the I-595 Express, Inc. broke ground on the largest private/public improvement projects in the State of Florida: I-595 Corridor Improvement project. The limits of the project extend from the I-75/Sawgrass Expressway interchange to the I-595/I-95 interchange in central Broward County, Florida, for a total project length along I-595 of approximately

10.5 miles. The project consists of the reconstruction, addition of auxiliary lanes and resurfacing of the I-595 mainline (including associated improvements to adjacent cross-roads, frontage roads and ramps), and a new reversible express lanes system in the I-595 median. For more information please visit: http://www.i-595.com/

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

Broward Boulevard Transit Study
Florida Department of Transportation (FDOT), Broward County Transit (BCT), Broward Metropolitan Planning Organization (MPO) and South Florida Regional Transportation Authority (SFRTA) are partnering to study transit options for Broward Boulevard, between Pine Island Road on the west and US-1 on the east. The study will develop a purpose and need statement that reflects the problems identified in the corridor and develop recommendations for improving mobility in the near term. For more information, please visit: http://www2.dot.state.fl.us/procurement/ads/11480.pdf

Special Events

The City of Plantation hosts many events throughout the year. Below is a sample of reoccurring events. Please visit the city's community calendar for a full list:
http://www.plantation.org/Plantation/annual-events.html
http://www.plantation.org/Parks-Recreation/events.html

Wine, Jazz and Taste of Plantation - This event is hosted by the Plantation Chamber of Commerce every June. For more information, please visit:
http://www.plantationchamber.org/special-event.php?speid=4

Celebrate Plantation - This event is hosted by the Plantation Chamber of Commerce every August at the Westfield Broward (Broward Mall) as a family, health, and business expo. For more information, please visit: http://www.plantationchamber.org/special-event.php?speid=7

Art in the Park - Presented by Plantation Junior Woman's Club and hosted by the City of Plantation, this event is an outdoor juried Art Show offering food and beverages for purchase, musical entertainment For more information, please visit:
http://www.pjwcfl.org/ART-IN-THE-PARK.html

Royal Egg Hunt – The city sponsors an annual egg hunt for children ages 3-10 every April at Pop Travers Field. For more information, please visit:
http://www.plantation.org/docs/parks-rec/RQ.pdf

Fourth of July Celebration - A parade, concert and fireworks event is held every year. For more information, please visit: http://www.plantation.org/Plantation/annual-events.html

Halloween & Safety Festival - Held in October, this event is presented by the Plantation Parks & Recreation and Police departments. The festival is held at the Plantation Community Center and includes a children's carnival, haunted house and police and fire safety exhibits, and live music. For more information call: 954-452-2510 or 954-797-5601 or visit: http://www.plantation.org/Plantation/annual-events.html

"Westfield Broward's It's a Wonderful Life" in Plantation Holiday Parade - The parade is presented by the Chamber of Commerce and hosted by the City of Plantation. Every November the parade makes its way down Broward Boulevard. For more information, please visit: http://www.plantationchamber.org/special-event.php?speid=8

Tinsel Town Cabaret -The annual April event features a variety show of local talent of all ages competing for awards. The show is held at Volunteer Park (12050 W Sunrise Blvd.). For more information, please visit: http://www.plantation.org/docs/parks-rec/RQ.pdf

GreenDay! Environmental Expo – Held every February at the Liberty Tree Park (7241 NW 5th Street), the expo is a family-oriented educational festival that promotes sustainability and environmental stewardship. For information, call the Department of Landscape Architecture at 954-797-2246 or visit: http://www.plantation.org/docs/landscape/GreenDay.pdf

Business Landscape

In 2009 the top three industries of employment in the City of Plantation were: Educational, Health and Social Services (22 percent), Professional Scientific, Management, Administrative Services (15 percent), and Retail Trade (11 percent). It is estimated that the city experienced a ten percent unemployment rate in 2009.

Of the top 15 employers in Broward County, five are located within the City of Plantation: American Express, Kaplan Higher Education, PRC, Motorola, and DHL.[15] It is also important to note that the city is home to two important medical centers and employers: Plantation General Hospital and Westside Regional Medical Center.[16]

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

Business Districts[17]
The City of Plantation focuses its efforts and resources on three business districts: Plantation Midtown, Plantation Gateway and Plantation Technology Park. Each district is guided by master plans that outline goals (i.e. revitalization, parking improvements, transportation, and beautification enhancements) and a schedule of implementation.

Plantation Mid-Town – The concept of a Plantation Midtown began to take shape in 2002 after the old Fountains mall south of Broward Boulevard began to struggle.[18] After a visioning planning process, in 2004 the city designated 860 acres as Plantation Midtown District with the intention to establish a live-work-play community with a distinguished business address for corporate America and that would attract Class A offices and corporate headquarters. Midtown is now a special taxing district with a seven member advisory board established to advise the city council on how to allocate public funds generated within the district. Currently, the Midtown District is the home to 3 million square feet of office space of which two thirds are class A that has attracted corporate headquarters, major national and international businesses. In addition, the mall was redeveloped into the Fountains Shoppes of Destination and two new residential towers will serve as the city's centerpiece as a commercial and residential attraction.[19] In total, Midtown has 2.5 million square feet of retail shops, restaurants and professional and medical services and approximately $1,262,942,119 in proposed new developments. Examples of these businesses are: DHL, Tradestation, National Beverage and American Express- one of South Florida's largest employers has a call center that is open 24-hours a day, 7 days a week.

Plantation Gateway Development District – Located along the eastern border of the City of Plantation, the area is generally defined as all properties fronting State Road 7 from Sunrise Boulevard to Davie Boulevard. As such, the mission of the Plantation Gateway is to revitalize the portion of State Road 7 within the City of Plantation. The redevelopment activities are funded by Plantation Gateway's designation as both a Community Redevelopment Area and Safe Neighborhood District. The district is home to over 400 businesses such as retailers, professional and medical offices, national auto dealerships, service oriented business, and Plantation General Hospital.

Plantation Technology Park – This district is made up of 160 acres located on the north side of Sunrise Boulevard between the Florida Turnpike and University Drive. The park is zoned for high technology, biotech and light industrial use. Currently there are approximately 150 businesses in Plantation Tech Park, including Kenig Aerospace, Goodwin Biotechnology, Topia Home Entertainment Systems and other small to medium sized businesses. It should be noted that the city developed a master plan for the technology park in 1999 that was updated in 2007.

Shopping Center Destinations and Redevelopment
The City of Plantation has a concentration of shopping destinations, many of which are being redeveloped into mixed-use centers:

The Broward Mall- Located at the intersection of Broward Boulevard and University Drive, the mall has over 1 million square feet of indoor shops including four department stores, and over 120 specialty stores.[20] The mall is anchored by Macy's, Dillard's, J.C. Penney and Sears. Built in 1978, Broward Mall invested in a multimillion dollar renovation in1993 and again in 2003.[21] In 2007, it was acquired by the Westfield Group and renamed the Westfield Broward Shopping Center.[22]

The Fountains Shoppes of Distinction- Located across from the Broward Mall (just north of I-595 on University Drive) is an open-air 450,000 square feet complex featuring shopping, entertainment and dining located.[23] The shopping center features Marshall's, Jos A. Banks, Barbecues Galore, and a variety of restaurants and specialty shops.[24] A newly developed $60 million 10-story rental tower, Residences at the Fountains, was built against adjacent to the shopping center and is being marketed as the center of the new Midtown Plantation.[25] The tower will be connected to the existing Fountains Shoppes of Distinction by several well-landscaped pedestrian pass-throughs and vehicular connections designed to create a mixed use, urban village within a pedestrian friendly environment.[26]

Fashion Mall- Located within the Plantation Midtown, the shuttered mall is one block away from Broward Mall at 321 N. University Drive. The shopping center originally opened in 1988 with Lord & Taylor as its anchor and later Macy's opened in 1994.[27] Later the mall became beleaguered due to a series of problems such as difficulties attracting retailers due to competition from Broward Mall, Lord &Taylors exiting Florida in 2003, and Macy's leaving the mall after Hurricane Wilma caused significant damage to the store in 2006.[28] The owner of the property, US Capital Holdings Group, acquired the 600,000-square-foot mall in 2004 with the intension to redevelop it. In 2008, the City of Plantation approved US Capital Holdings' master plan for an ambitious $800 million mixed-use lifestyle community called 321 North.[29] However, financial trouble almost led to a foreclosure in 2010 until it secured a $15 million mortgage.[30] On Nov. 2010 county commissioners gave approval to U.S. Capital Holdings to seek a $12.9 million bond to renovate the 140,000 square foot office tower at the Fashion Mall to help satisfy demand from a nearby near a hospital and a county courthouse.[31] Long term plans include a mixed use complex with 550,580 gross square feet of retail, more than 600,000 square feet of office space, and 400 to 600 single-family apartments and condominiums.[32]

Kaplan University Opens New Location in Plantation[33]
Kaplan University opened its fourth Broward support center in the City of Plantation in 2009. Different from the other centers, the Plantation location will combine a support centers for students obtaining online degrees with a Learning Center that offers in-person advisor support and classroom courses for online students living in South Florida. The new location is housed in a four-story building, located at 1601 SW 80th Terrace, that employs 500 and will eventually house 700.

Related Links

City of Plantation
http://www.plantation.org/

Plantation Midtown
http://www.plantation.org/Planning-Zoning/Economic-Development/Midtown/index.html

Plantation Gateway (CRA & Safe Neighborhood District)
http://www.plantation.org/Planning-Zoning/Economic-Development/Technology-Park/index.html

Plantation Technology Park
http://www.plantation.org/Planning-Zoning/Economic-Development/Technology-Park/index.html

Plantation Chamber of Commerce
http://www.plantationchamber.org

State Road 7 Plantation Charrette
http://www.tcrpc.org/departments/studio/sr_7_collaborative/plantation.htm

Gateway 7 District: Master Plan and Design Guidelines
http://www.plantation.org/docs/gateway/CorrConcPlan.pdf

Central Plantation Conceptual Master Plan: Land Use and Infrastructure Analysis Report
http://www.plantation.org/docs/midtown/plans/Final-Land-Use-Infrastructure-Report.pdf

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