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Deerfield Beach Livability Study Area

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Community Background Report

Deerfield Beach Livability Study Area

County: Broward

Community Type: Neighborhood

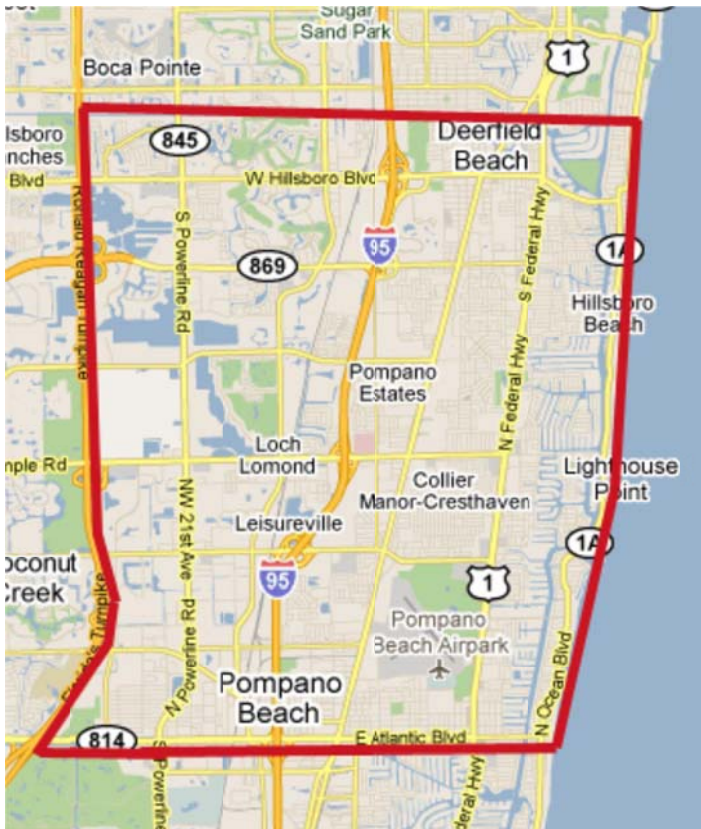
Borders:

North: Palm Beach/Broward County Line

South: Atlantic Boulevard

East: SR A1A

West: Florida's Turnpike



Background

The Deerfield Beach Livability Study Area falls within four cities: Pompano Beach, Deerfield Beach, Lighthouse Point, and Hillsboro Beach.

City	Livability Study Area	Percent of the city's area within the Livability Study Area
Deerfield Beach	40%	90%
Pompano Beach	40%	40%
Lighthouse Point	15%	100%
Hillsboro Beach	5%	50%

The municipalities that make up the majority of the Livability Study Area have some similarities. For example, the largest concentration of Brazilians in Broward is found in the contiguous municipalities of Pompano Beach, Lighthouse Point and Deerfield Beach.¹ The differences between the cities are highlighted below:

The City of Deerfield Beach has a population of 75,185 and nearly the entire city (90 percent) falls within the Livability Study Area boundaries.² As mentioned above, the city has a strong Brazilian presence with numerous Brazilian-owned strip malls and retailers concentrated along Federal Highway.³ In addition, the City of Deerfield Beach is home to:⁴

- Nationally-recognized corporations (e.g. JM Enterprises--ranked by Fortune among the 100 Best Companies to Work For⁵);
- Redevelopment initiatives (e.g. Community Redevelopment Agency projects and golf course redevelopments);
- Emerging research corridor along I-95 (e.g. the Florida Atlantic Research & Development Park that is located within the Livability Study Area); and
- Green space, such as the Deerfield Island Park, a 56-acre site located within the Livability Study Area.

The City of Pompano Beach was originally settled by both Black and White families from northern Florida, Georgia and the Carolinas, as well as a number of Black immigrants from the Bahamas.⁶ One hundred years later, the city's racial makeup is still predominantly White and Black, with a growing number of immigrants--this time Hispanic and Brazilian.⁷ In 2009 Pompano Beach's population was 102,609.⁸ Also worth noting is the substantial seasonal population that spends its winters in the area. Approximately 40 percent of the city falls within the Livability Study Area. One point of interest within the Study Area is the Pompano Citi Centre. This mall, originally known as Pompano Fashion Square, was once the second-largest in the nation, during the 1960s.⁹ The mall fell upon difficult times until it was redeveloped in 2006 into an open-air mall with new facades, new stores, and a new name.¹⁰

The City of Lighthouse Point has a population of 11,201. The entire city falls within the Livability Study Area.¹¹ Lighthouse Point was incorporated in 1956 to prevent

annexation by the City of Pompano Beach.¹² The community is characterized by its small-town atmosphere. The majority of the residences (80 percent) are single-family homes, many of which front the city's 18 miles of waterways.¹³

The Town of Hillsboro Beach is situated on a small peninsula north of Pompano Beach.¹⁴ The town is about 900 feet across at its widest point and has only one road, State Highway A1A.¹⁵ In 2009 the town's population was estimated to be 2,272.¹⁶ Approximately 50 percent of the town falls within the Livability Study Area.

Demographic, Housing & Economic Indicators¹⁷

The following section describes the demographic profile of the Livability Study Area, as well as a few key housing and economic indicators.¹⁸

The Livability Study Area's population grew during the 1990s, but began to decrease during the 2000s. The population is projected to fall to 173,192 by 2014. Despite the change in population, the Deerfield Beach Livability Study Area's median age of 42 is expected to remain the same through 2014.

The majority (69.28 percent) of the Deerfield Beach Livability Study Area's population is White. However, the Livability Study Area has a significant Black population (20.07 percent) and a growing "other race" and Hispanic population. The bulk of the Livability Study Area's population is made up of mostly native-born US citizens (76.27 percent) and English speakers (75.13 percent). It should be noted that 24.46 percent of the population speaks either Spanish or "other Indo-European" languages, most likely Portuguese, due to the large Brazilian population in the Livability Study Area.

Despite a gain in the number of households during the 2000s, the Deerfield Beach Livability Study Area's household numbers have remained flat when comparing 1990 to 2009. The number is projected to fall by 2014. In terms of housing units, there were 89,802 total units of which 60.53 percent were occupied by owners and 25.63 by renters. *The Livability Study Area is experiencing a rather high vacancy rate (13.84 percent).*

Unemployment within the Livability Study Area in 2009 was approximately 6.91 percent. Of those residents that were employed, the majority (15.32 percent) worked in the Education, Health, and Social Services sector. The Deerfield Study Area is also home to numerous large employers. Below is a sample list¹⁹:

- JM Family Enterprises
- United Parcel Service
- List Industries
- Don King Productions, Inc.
- Publix Distributing
- University of Miami Sylvester Comprehensive Cancer Center
- Ibill
- Moving Waters Industries
- Essex Plastic Bags, Inc.

POPULATION	
Year	Number
1990	149,211
2000	175,094
2008	179,151
2009	175,997
2014 (Projection)	173,192

AGE²⁰				
	2009		2014	
	Number	Percent	Number	Percent
85 Years and Older	7762	4.41%	7,983	4.61%
75 to 84 Years	13,799	7.84%	12,703	7.33%
65 to 74 Years	15,021	8.53%	14,091	8.14%
55 to 64 Years	20,008	11.37%	21,679	12.52%
45 to 54 Years	22,481	12.77%	22,949	13.25%
35 to 44 Years	24,624	13.99%	22,575	13.03%
25 to 34 Years	24,618	13.99%	24,341	14.05%
18 to 24 Years	13,653	7.76%	13,860	8.00%
12 to 17 Years	10,549	5.99%	10,265	5.93%
6 to 11 Years	10,883	6.18%	10,198	5.89%
0 to 5 Years	12,599	7.16%	12,548	7.25%
Median Age	42	-	42	-

RACE & ETHNICITY				
	2009		2014	
	Number	Percent	Number	Percent
White	121,934	69.28%	116,308	67.16%
Black	35,329	20.07%	35,269	20.36%
Asian	3,338	1.90%	3,732	2.15%
Other Race	15,396	8.75%	17,879	10.32%
Hispanic	23,853	13.55%	26,992	15.59%

FOREIGN-BORN/CITIZENSHIP

	2009		2014	
	Number	Percent	Number	Percent
Foreign-Born - Not a Citizen	25,732	14.62%	25,914	14.96%
Foreign-Born - Naturalized	16,036	9.11%	16,412	9.48%
Native Citizen	134,229	76.27%	130,866	75.56%

LANGUAGE

	2009		2014	
	Number	Percent	Number	Percent
Speaks Other Language	696	0.61%	1,197	0.73%
Speaks Asian or Pacific Island Language	735	0.64%	1,531	0.94%
Speaks Other Indo-European Language	19,139	16.75%	22,772	13.94%
Speaks Spanish	11,956	10.47%	17,837	10.92%
Speaks English	83,116	72.75%	122,198	74.79%

EDUCATION

	2009		2014	
	Number	Percent	Number	Percent
Graduate Degree	9,257	7.21%	9,231	7.31%
College	20,454	15.94%	20,823	16.48%
Associate Degree	9,099	7.09%	9,249	7.32%
Some College	29,110	22.69%	28,797	22.80%
High School	36,307	28.30%	35,346	27.98%
< High School	24,086	18.77%	22,875	18.11%

HOUSEHOLDS

Year	Number
1990	66,025
2000	76,017
2009	77,371
2014	76,391
Average Size, 2014	1.68
HH Median Income (\$), 2014	\$52,131.00

HOUSING UNITS, 2009		
	Number	Percent
Housing Units	89,802	100.00%
Occupied Units	77,371	86.16%
Renter Occupied	23,014	25.63%
Owner Occupied	54,357	60.53%
Vacant Units	12,431	13.84%

EMPLOYMENT BY INDUSTRY, 2009		
	Number	Percent
Wholesale Trade	2,934	3.71%
Public Administration	2,635	3.33%
Other Services	5,245	6.63%
Arts, Entertainment, Accommodation and Food Services, etc.	8,781	11.10%
Education, Health and Social Services	12,115	15.32%
Professional, Scientific, Management, Administrative, etc.	10,185	12.88%
Finance, Insurance, Real Estate and Rental and Leasing	6,950	8.79%
Information	2,587	3.27%
Transportation and Warehousing, and Utilities	3,764	4.76%
Retail Trade	10,035	12.69%
Manufacturing	4,521	5.72%
Construction	9,006	11.39%
Agriculture, Forestry, Fishing and Hunting, and Mining	340	0.43%

Transportation Trends

The tables below illustrate projected transportation trends in the Deerfield Beach Livability Study Area:

Forecasted means of transportation to work for employed individuals, 2014		
	Livability Study Area	County
Car, Truck, Van to Work	93 %	93 %
Public Transportation to Work	1 %	2 %
Other Transportation to Work	3 %	2 %
Work at Home	3 %	4 %

Forecasted number of vehicles per household, 2014		
	Livability Study Area	County
0 vehicles	10 %	7 %
1 vehicle	48 %	40 %
2 vehicles	32 %	40 %
3 vehicles	8 %	10 %
4+ vehicles	2 %	3 %

Travel time to work for the employed population, 2014		
	Livability Study Area	County
Work at Home	3 %	4 %
Less than 15 minutes	19 %	16 %
15-29 Minutes	41 %	33 %
30-59 Minutes	30 %	38 %
60+ Minutes	6 %	8 %

Average household transportation costs		
	Livability Study Area	County
2009	\$8,452.73	\$8,836.33
2014	\$10,402.75	\$10,880.30

Average household transportation costs for public transportation		
	Livability Study Area	County
2009	\$502.63	\$555.02
2014	\$644.84	\$721.64

Special Events

Below is a sample list of the recurring events that take place within the Deerfield Beach Livability Study Area:

Dinner Under the Stars- Every April the City of Lighthouse Point hosts a dinner at the Frank McDonough Park (3500 NE 27th Avenue). For more information, please visit: <http://www.lighthousepoint.com/dinner.cfm>

Dog Day in the Park- The City of Lighthouse Point sponsors an event every March for dog lovers and residents at the Dan Witt Park (4521 NE 22nd Avenue). For more information, please visit: <http://www.lighthousepoint.com/dogday.cfm>

Easter Egg Hunt- The City of Deerfield Beach organizes this event for children of all ages. It takes place in April at the Deerfield Beach Middle School Athletic Complex (501 SE 6th Avenue) at 10:00 am. For more information, please visit the city's events calendar: <http://www.deerfield-beach.com/CurrentEvents.aspx#CID24>

Fiesta! Puerto Rico- This annual event held at the Pompano Citi Centre Mall celebrates all things Puerto Rican. Activities include a free, all-day outdoor concert with a lineup of various bands. The event is from 11 am to 10 pm. For more information visit: <http://www.fiestapuertorico.com>

Halloween Party- The City of Lighthouse Point sponsors a party for residents of all ages on Halloween night at Dan Witt Park (4521 NE 22nd Avenue). For more information, please visit the city's monthly calendar: <http://www.lighthousepoint.com/meetings.cfm#events>

Ice Cream Social with Santa- In December the City of Deerfield Beach hosts this family event at the Westside Park Recreation Center (445 SW 2nd Street). For more information, please visit: <http://www.deerfield-beach.com/CurrentEvents.aspx?EID=1527>

Keeper Days- The Lighthouse Point Keeper Days Weekend is held in February. For details regarding the numerous events, please visit: <http://www.lighthousepoint.com/keeper.cfm>

Lighthouse Aglow- The City of Lighthouse Point sponsors this "holiday season kick-off" every December at Frank McDonough Park (3500 NE 27th Avenue). For more information, please visit the city's monthly calendar: <http://www.lighthousepoint.com/meetings.cfm#events>

MLK Celebration- Held annually on Dr. Martin Luther King's birthday in January, this City of Deerfield Beach event includes a brunch at the Westside Park Community Center (445 SW 2nd St) and a parade that begins at Pioneer Park (217 NE 5th Avenue). For more information on Deerfield Beach MLK events, call 954-480-4480 or visit the city's events calendar: <http://www.deerfield-beach.com/CurrentEvents.aspx#CID24>

MLK March and Celebration- Held annually on Dr. Martin Luther King's birthday in January, this City of Pompano Beach event features a parade/march at 9 am starting from Mitchell Moore Park and a celebration at 11 am at Blanche Ely High School. For more information call 954-786-4585 or visit: <http://pompanomlkday.org>

Movie Under the Stars Free Movie Series- A monthly event on Pompano's Main Public Beach, south of the Pompano Beach Pier, from 7 pm to 9 pm. For information call 954-786-4111.

PigOut BBQ n' Deerfield Beach- The Deerfield Chamber of Commerce hosts a BBQ competition in May. The event is held at Sullivan Park (Hillsborough Blvd & the Intracoastal) from 11:00 am to 6:30 pm. For vendor registration call 954-946-5452 or visit the Chamber's website for additional information:
http://www.deerfieldchamber.com/announcements/pigout_deerfield_beach_chamber

Pompano Beach Chamber's Fine Food & Wine Festival and Auction- The annual festival brings together local restaurants that offer samples of their dishes. The event takes place during the month of March. For more information please visit:
<http://www.pompanobeachchamber.com/index.php?src=events&srctype=detail&category=Fine%20Food%20and%20Wine%20Festival%20and%20Auction&refno=20051>

Pompano Beach Fishing Rodeo- This annual event is a two-day fishing tournament on the third weekend of May. Activities are held at Alsdorf Park (2815 NE 14th Street Causeway). For more information, please visit: <http://www.pompanofishingrodeo.com>

Pompano Citi Centre Events- The mall hosts numerous events year-round. Please see the calendar of events: <http://www.pompanociticentre.com/events.htm>

Spring Egg Hunt- Every April the City of Lighthouse Point sponsors an egg hunt for children 10 years and under at the Frank McDonough Park (3500 NE 27th Avenue). For more information, please visit the city's monthly calendar:
<http://www.lighthousepoint.com/meetings.cfm#events>

Related Links

City of Deerfield Beach
<http://www.deerfield-beach.com>

City of Lighthouse Point
<http://www.lighthousepoint.com>

Town of Hillsboro Beach
<http://www.townofhillsborobeach.com>

Deerfield Beach Community Redevelopment Agency
<http://www.deerfield-beach.com/index.aspx?nid=452>

Deerfield Beach Chamber of Commerce
<http://www.deerfieldchamber.com>

Sources

- ¹ Resende, Rosana. “Tropical Brazucas: Brazilians in South Florida and the Imaginary of National Identity.” 2009. http://etd.fcla.edu/UF/UFE0024693/resende_r.pdf
- ² US Census Bureau’s Annual Estimate for Incorporated Places, 2009.
- ³ Resende, Rosana. “Tropical Brazucas: Brazilians in South Florida and the Imaginary of National Identity.” 2009. http://etd.fcla.edu/UF/UFE0024693/resende_r.pdf
- ⁴ Broward Alliance, “Deerfield Beach”
http://www.browardalliance.org/index.php?src=gendocs&ref=DataCenter_Government_DeerfieldBeach
- ⁵ Broward Alliance. “JM Family Enterprises Ranked No. 28 on FORTUNE’s ‘100 Best Companies to Work For’ List.” January 21, 2010.
<http://www.gflalliance.org/index.php?src=news&refno=896&category=Member%20News>
- ⁶ Pompano Beach Historical Society, “Our History” <http://www.pompanohistory.com/phc/ourhistory/>
- ⁷ Simply Maps and the Sun-Sentinel. “Venezuelan, Guatemalan, and Brazilian immigrants have made South Florida their home.” December 9, 2007.
- ⁸ US Census Bureau’s Annual Estimate for Incorporated Places, 2009.
- ⁹ Sun Sentinel. “Dying Pompano Mall Revived As Citi Centre” January 17, 2006. http://articles.sun-sentinel.com/2006-01-17/news/0601160361_1_new-mall-pompano-beach-pompano-fashion-square
- ¹⁰ Ibid.
- ¹¹ US Census Bureau’s Annual Estimate for Incorporated Places, 2009.
- ¹² City of Lighthouse Point. “History.” <http://www.lighthousepoint.com/history.cfm>
- ¹³ Greater Fort Lauderdale Alliance. “City of Lighthouse Point.”
http://www.gflalliance.org/index.php?src=gendocs&ref=DataCenter_Government_LighthousePoint
- ¹⁴ Town of Hillsboro Beach History. <http://www.townofhillsborobeach.com/index.php?sec=5>
- ¹⁵ Ibid.
- ¹⁶ US Census Bureau’s Annual Estimate for Incorporated Places, 2009.
- ¹⁷ Simply Maps.
- ¹⁸ The following methodology was used to determine the median calculations in the Livability Study Areas:
Total Population Median = a
Population = b
a x b (for each record), a x b = c
Divide total c/ total b.
- ¹⁹ Note: The list of large employers was derived by a list provided by city by the Greater Fort Lauderdale Alliance (<http://www.gflalliance.org>). Addresses were compiled for each employer and geo-coded, those addresses within the Livability Study Area are included in this report.
- ²⁰ Note: The population from 6 years of age and up was used to determine language calculations.