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Fort Lauderdale - Dania Beach Livability Study Area

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Community Background Report

Fort Lauderdale - Dania Beach Livability Study Area

County: Broward

Community Type: Neighborhood

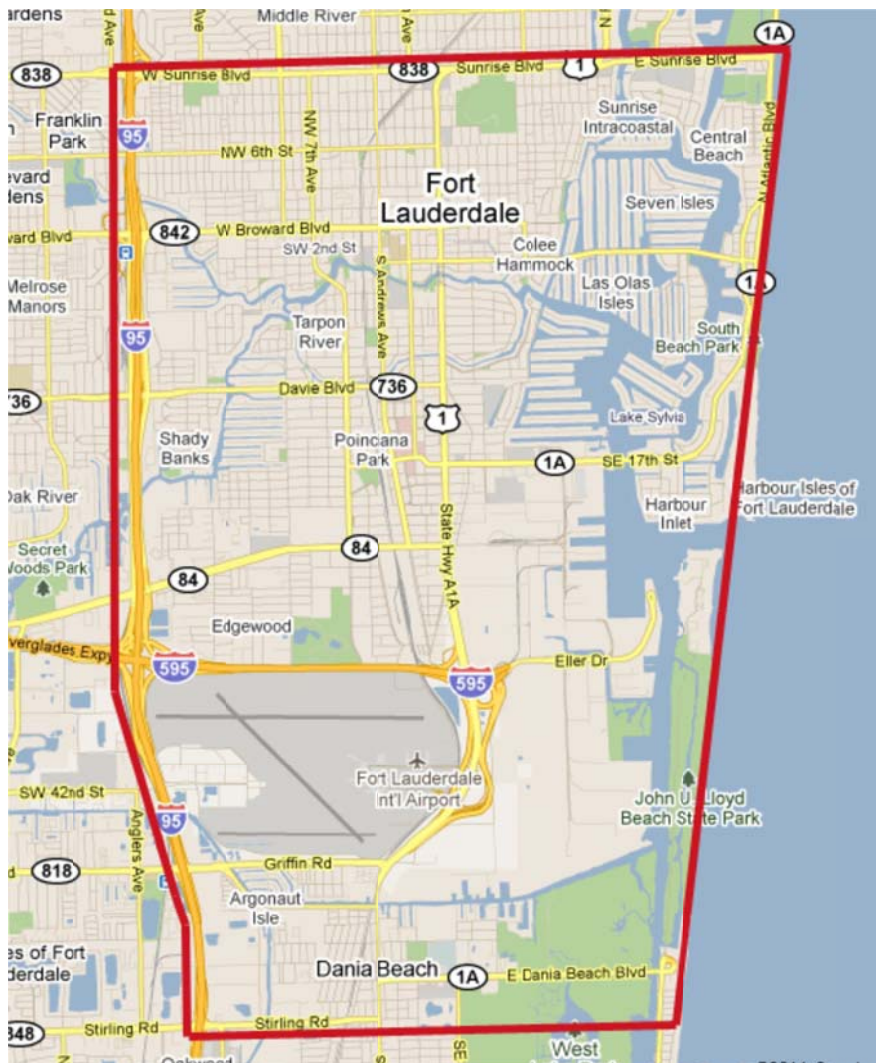
Borders:

North: Sunrise Boulevard

South: Stirling Road

East: SR A1A

West: 1/ Mile East of I-95



Background

The Fort Lauderdale-Dania Beach Livability Study Area includes the Fort Lauderdale-Hollywood International Airport and falls within three cities: Fort Lauderdale, Dania Beach, and Hollywood.

City	Livability Study Area	Percent of the city's area within the Livability Study Area
Ft. Lauderdale	55%	70%
Dania Beach	15%	40%
Hollywood	15%	10%
County Regional (Airport)	15%	90%

The Livability Study Area contains two major transportation nodes: Fort Lauderdale-Hollywood International Airport and Port Everglades. The seaport, Port Everglades, is currently in the midst of a 20-year expansion plan.¹ It is undertaking this \$2-billion project to prepare for a projected increase in cargo, fuel, and cruise passenger traffic over the next 20 years. The massive investment is expected to boost the economy and create jobs in the area.² Currently, it is estimated that Port Everglades produces an \$18-billion-a-year economic impact in South Florida, directly supporting 10,000 jobs and contributing towards another 185,000 jobs through indirect business.³

Below is a brief description of each of the municipalities within the Livability Study Area, as well as the airport:

The City of Fort Lauderdale emerged as the county's principal city and became the county seat of Broward County in 1915.⁴ Today the City of Fort Lauderdale is the largest municipality in Broward County and is the seventh largest city in Florida, with a population of 184,892 in 2009.⁵ Approximately 70 percent of the city falls within the Livability Study Area; a significant number of points of interest also fall within this area:

- Ft. Lauderdale Convention Center
- Broward College
- Florida Atlantic University
- Broward Center for the Performing Arts
- Museum of Discovery and Science
- Museum of Art
- Old Ft. Lauderdale Village and Museum
- International Swimming Hall of Fame
- Esplanade Park
- Huizenga Park
- Peter Feldman Park

Redevelopment has been an important community issue. Recently, a number of Fort Lauderdale neighborhood associations have called on the city to place a moratorium on its eight-year-old Planned Urban Development (PUD) -- an innovative ordinance meant to encourage unique development.⁶ Specifically, the neighborhood associations are concerned that PUD projects would allow large developments near their homes and, thus, alter the character of the neighborhoods.⁷ On the other hand, PUD proponents claim that tens of millions of development dollars are potentially at stake, as well as millions of dollars in future property taxes and other projected income to the city.⁸ The debate has recently become heated due to two high-profile PUD projects, one of which falls within the Fort Lauderdale-Dania Beach Livability Study Area: developers seeking to supersize the Bahia Mar Beach Resort & Yachting Center (a \$500-million project).

The City of Dania Beach has grown less than many of its neighboring cities. In 2009 the city's population was 28,448.⁹ Dania Beach prides itself on its image as a quaint beachside town that values a boating way of life and its historic arts and antique district.¹⁰ This lifestyle is affirmed by the city's mission statement that articulates its commitment to providing a unique small-town quality of living for all of its residents and guests.¹¹ Approximately 40 percent of the City of Dania Beach falls within the Livability Study Area. The points of interest within this area are:

- Jai-Alai Sport Entertainment
- Antique District
- Frost Park
- Atlantic Village Hotel and Marina Complex
- Florida Atlantic University, Dania Beach Campus
- Design Center of the Americas

The City of Hollywood has a population of 142,622.¹² Approximately 10 percent of the city falls within the Livability Study Area (including the point of interest, the Hollywood Beach Culture & Community Center). Over the past decade, Hollywood's population increased by only a tiny increment of 1 percent, yet the diversity of its population increased significantly.¹³ Today Hispanic residents make up nearly a third of the city's population, fulfilling Money Magazine's prediction from the 1990s naming Hollywood a city of the future for having a diverse population that would represent the nation in 20 years.¹⁴ Recently, Hollywood was awarded first place in the National League of Cultural Diversity Awards Program for cities with populations of 100,000 to 400,000. The award recognized Hollywood's Strategic Planning Diversity Network that ensures employment in the city mimics the city's population.¹⁵ In addition to the city's diverse population, the City of Hollywood differs from neighboring municipalities due to a vision-driven City-Wide Master Plan that has guided redevelopment by addressing land use and zoning changes to accommodate growth, but also preserve its historical character.¹⁶

The Fort Lauderdale-Hollywood International Airport and the adjacent North Perry Airport are owned by Broward County. They are operated through the Broward County Board of County Commissioners, which delegates the management of the airports to the Broward County Aviation Department.¹⁷ The Fort Lauderdale-Hollywood Airport has 67,000 passengers daily, 16,000 employees, and 28,000 ancillary jobs.¹⁸ The year-end

total traffic for 2010 was 22,412,627, up 6.4 percent from 2009. International traffic was 3,447,393, up 13.9 percent from 2009, making 2010 the busiest year on record.¹⁹

Demographic, Housing & Economic Indicators²⁰

The following section describes the demographic profile of the Livability Study Area, as well as a few key housing and economic indicators.²¹

The population in the *Fort Lauderdale-Dania Beach Livability Study Area has been in decline since the 1990s*. The area is expected to lose approximately 7,979 people between 1990 and 2014. The median age is expected to rise slightly from 39 to 40 by 2014.

The majority of the Livability Study Area's population is White (62.19 percent), followed by a significant Black population (31.15 percent). It should be noted that the White population is expected to decrease slightly, and all other race categories are projected to gain in population. In 2014 the Hispanic population is expected to make up 11.76 percent of the total. In terms of citizenship, the vast majority (80.49 percent) are native US citizens.

The language preference reflects the citizenship rate, as 80.18 percent of Livability Study Area residents speak English. However, it should be noted that 10.42 percent speak "other Indo-European" languages and 9.33 percent speak Spanish.

In 2009 the Livability Study Area was comprised of 38,117 housing units, and 14.97 percent were vacant. *Interestingly, occupied housing units were almost evenly divided between renter-occupied units (45.02 percent) and owner-occupied units (40.02 percent)*.

In 2009 the average median household income in the Livability Study Area was \$52,061.27 and the unemployment rate was 9.07 percent. Of those that were employed, the largest blocks worked in the Education, Health and Social Services sector (15.37 percent) and the Professional, Scientific, Management and Administrative sector (15.32 percent). The Fort Lauderdale-Dania Beach Livability Study Area is also home to numerous large employers. Below is a sample list²²:

- Associated Marine Technologies
- AutoNation
- Bank Atlantic and Bank of America
- Bass Pro Shops
- Broward County School Board
- Broward General Medical Center
- Dereckter Gunnell
- Design Center of the Americas
- Harbour Towne
- Hilton Hotel

- Jai-Alai Sport Entertainment Complex
- North Broward Hospital District
- Sheraton Hotel
- Sun Sentinel

POPULATION	
Year	Number
1990	73,560
2000	72,760
2008	71,348
2009	69,200
2014 (Projection)	65,581

AGE²³				
	2009		2014	
	Number	Percent	Number	Percent
85 Years and Older	1,703	2.46%	1,758	2.68%
75 to 84 Years	3,434	4.96%	3,153	4.81%
65 to 74 Years	4,709	6.80%	4,370	6.66%
55 to 64 Years	8,393	12.13%	8,828	13.46%
45 to 54 Years	11,122	16.07%	10,924	16.66%
35 to 44 Years	10,679	15.43%	9,247	14.10%
25 to 34 Years	10,732	15.51%	9,986	15.23%
18 to 24 Years	6,008	8.68%	5,869	8.95%
12 to 17 Years	4,023	5.81%	3,766	5.74%
6 to 11 Years	3,913	5.65%	3,429	5.23%
0 to 5 Years	4,484	6.48%	4,251	6.48%
Median Age	39	-	40	-

RACE & ETHNICITY				
	2009		2014	
	Number	Percent	Number	Percent
White	43035	62.19%	39458	60.17%
Black	21559	31.15%	21101	32.18%
Asian	822	1.19%	861	1.31%
Other Race	3784	5.47%	4161	6.34%
Hispanic	7,257	10.49%	7,710	11.76%

FOREIGN-BORN/CITIZENSHIP				
	2009		2014	
	Number	Percent	Number	Percent
Foreign-Born - Not a Citizen	8,749	12.64%	8,609	13.13%
Foreign-Born - Naturalized	4,753	6.87%	4,706	7.18%
Citizenship - Native	55,698	80.49%	52,266	79.70%

LANGUAGE				
	2009		2014	
	Number	Percent	Number	Percent
Speaks Other Language	406	0.63%	372	0.61%
Speaks Asian or Pacific Island Language	411	0.64%	379	0.62%
Speaks Other Indo-European Language	6,746	10.42%	6,301	10.27%
Speaks Spanish	6,040	9.33%	5,743	9.36%
Speaks English	51,888	80.18%	49,266	80.33%

EDUCATION				
	2009		2014	
	Number	Percent	Number	Percent
Graduate Degree	5,539	10.91%	5,254	10.89%
College	9,862	19.42%	9,411	19.50%
Associate Degree	3,366	6.63%	3,208	6.65%
Some College	10,825	21.32%	10,305	21.35%
High School	12,065	23.76%	11,453	23.73%
< High School	9,115	17.95%	8,635	17.89%

HOUSEHOLDS	
Year	Number
1990	33,722
2000	34,084
2008	33,533
2009	32,463
2014	30,754
Average Size, 2014	1.4
HH Median Income (\$), 2014	\$52,061.27

HOUSING UNITS, 2009		
	Number	Percent
Housing Units	38,177	100.00%
Occupied Units	32,463	85.03%
Renter Occupied	17,186	45.02%
Owner Occupied	15,277	40.02%
Vacant Units	5,714	14.97%

EMPLOYMENT BY INDUSTRY, 2009		
	Number	Percent
Wholesale Trade	951	2.90%
Public Administration	1,200	3.66%
Other Services	2,008	6.12%
Arts, Entertainment, Accommodation and Food Services, etc.	4,705	14.35%
Education, Health and Social Services	5,040	15.37%
Professional, Scientific, Management, Administrative, etc.	5,024	15.32%
Finance, Insurance, Real Estate and Rental and Leasing	3,068	9.36%
Information	956	2.92%
Transportation and Warehousing, and Utilities	2,270	6.92%
Retail Trade	3,318	10.12%
Manufacturing	1,654	5.05%
Construction	2,453	7.48%
Agriculture, Forestry, Fishing and Hunting, and Mining	137	0.42%

Transportation Trends

The tables below illustrate projected transportation trends in the Fort Lauderdale-Dania Beach Livability Study Area.

Forecasted means of transportation to work for employed individuals, 2014		
	Livability Study Area	County
Car, Truck, Van to Work	85 %	93 %

Public Transportation to Work	4 %	2 %
Other Transportation to Work	5 %	2 %
Work at Home	5 %	4 %

Forecasted number of vehicles per household, 2014

	Livability Study Area	County
0 vehicles	12 %	7 %
1 vehicle	51 %	40 %
2 vehicles	31 %	40 %
3 vehicles	5 %	10 %
4+ vehicles	2 %	3 %

Travel time to work for the employed population, 2014

	Livability Study Area	County
Work at Home	5 %	4 %
Less than 15 minutes	29 %	16 %
15-29 Minutes	34 %	33 %
30-59 Minutes	25 %	38 %
60+ Minutes	8 %	8 %

Average household transportation costs

	Livability Study Area	County
2009	\$8,084.43	\$8,836.33
2014	\$9,848.96	\$10,880.30

Average household transportation costs for public transportation

	Livability Study Area	County
2009	\$513.69	\$555.02
2014	\$646.68	\$721.64

Special Events

Below is a sample list of the recurring events that take place within the Fort Lauderdale-Dania Beach Livability Study Area:

Air Lauderdale Beach Fest- The Fort Lauderdale Air Show came back to Fort Lauderdale in 2010 after being canceled due to lack of sponsorship in 2009. It takes place in April and has been re-launched as “Air Lauderdale Beach Fest”. For more information please visit: <http://www.airlauderdale.com>

Backyard Bash- The Fort Lauderdale Downtown Development Authority (DDA) sponsors this event in April and in June. Frequent celebrations are planned to be held in the Peter Feldman Park (southeast corner of NE 6th Street and NE 3rd Avenue). For more information please visit: <http://www.ddaftl.org/Events.php> and <http://www.ddaftl.org/view/pdf/BackyardBashPromo.pdf>

Boat Show- In 2010 the City of Fort Lauderdale celebrated the 51st International Boat Show, which usually takes place in October/November. The show features more than 3 billion dollars worth of boats, yachts, super yachts, electronics, engines and thousands of boating accessories from every major marine manufacturer and boat builder worldwide. The Boat Show encompasses more than 3 million square feet of space, both on land and on the water, and is all connected by the show’s transportation network of water taxis, riverboats and bus shuttles. For more information visit: http://www.showmanagement.com/fort_lauderdale_international_boat_show_2010/event

Bank of America Starlight Musicals- The annual Bank of America Starlight Musicals Concert Series takes place in the City of Fort Lauderdale in August from 7 to 10 pm. This free, outdoor concert series is located on the football fields in Holiday Park (1300 E Sunrise Blvd). For more information, please visit: <http://fortlauderdale.gov/events/starlight/starlight.htm>

Dania Marine Flea Market- The market is held in March at Dania Jai-Alai (301 E Dania Beach Blvd). The Marine Flea Market is recognized as the largest event of its type in the world. Private individuals and corporate vendors sell marine equipment, artwork, and other boating-related items. For more information please visit: <http://www.daniamarinefleamarket.com>

Folk Art and Antiques Festival- This weekend event takes place in January at the Grace Café and Gallery (49 N Federal Hwy) in the City of Dania Beach. For more information visit: www.gracecafeandgalleries.com

Fourth of July Spectacular- The City of Fort Lauderdale hosts a daylong Independence Day celebration with family activities from 11 am to 9 pm on Fort Lauderdale Beach (600 Seabreeze Blvd). After dark, the city’s annual fireworks presentation starts (at 9 pm) off A1A and Las Olas Blvd. For more information please call 954-828-5363 or visit the city’s web site: <http://fortlauderdale.gov/events/july4/index.htm>

Las Olas Gourmet Market- The market is open every Sunday, July through September, in the City of Fort Lauderdale (1201 E Las Olas Blvd). For more information contact Laura Mogilewska at 954-258-8382 or email laura@lasolasboulevard.com

Las Olas Movies Under the Stars- This series features family-themed movies every Wednesday night throughout July and August. The movies are shown at Riverside Hotel Lawn (corner of E Las Olas and SE 8th St in the City of Fort Lauderdale). For more information contact Laura Mogilewski at 954-258-8382 or email laura@lasolasboulevard.com

Pinball & Arcade Expo- The weeklong expo takes place in early January at Dania Jai-Alai (301 E Dania Beach Blvd). For more information contact: info@floridaape.com

Pirate's World- This free family event is held every March in the City of Dania Beach, featuring classic cars and live vintage bands. For more information visit: <http://www.piratesworldreunion.com/home.html>

Riverwalk/Esplanade Urban Market- A green market runs from April through December in the City of Fort Lauderdale's Esplanade/Riverwalk. For more information contact Genia Ellissat at 954-205-9648, email ellisjazz@bellsouth.net, or visit: <http://www.ddaftl.org/view/pdf/UrbanMarket.pdf> or: <http://ci.ftlaud.fl.us/calendar/calendar.asp>

Spring Flea Market- The market is held every spring at the Frost Park Recreational Complex (300 NE 2nd Street) in the City of Dania Beach.

St. Patrick's Day Parade and Festival- Activities take place in March between 11:30am and 9:00 pm in the City of Fort Lauderdale at the Huizenga Plaza (32 E Las Olas Blvd). The event is family oriented, providing the community with a unique experience in the heart of downtown Fort Lauderdale. For more information go to: <http://www.ftlaudirishfest.com>

Tomato Festival - This annual weeklong event takes place during the first quarter of the year in the City of Dania Beach. The festival includes an art show, a street party, the crowning of a king and queen, the Jai-Alai Tomato Tournament, and the Tomato Festival Citywide Parade. More details are posted on the city's community calendar: <http://www.daniabeachfl.gov/calendar.aspx>

Related Links

City of Fort Lauderdale

<http://ci.ftlaud.fl.us>

City of Hollywood

<http://www.hollywoodfl.org>

City of Dania Beach

<http://ci.dania-beach.fl.us>

Fort Lauderdale-Hollywood International Airport

<http://www.broward.org/airport>

Greater Fort Lauderdale Visitors Bureau

<http://www.sunny.org>

Greater Fort Lauderdale Chamber of Commerce

<http://www.ftlchamber.com>

Hollywood Chamber of Commerce

<http://www.hollywoodchamber.org>

Dania Beach Chamber of Commerce

<http://www.greaterdania.org>

Dania Beach Tourism Council

<http://www.visitdaniabeach.com>

Sun Trolley

<http://www.sunrolley.com>

The Wave: Downtown Fort Lauderdale's Planned Street Car System

<http://www.wavestreetcar.com>

Sources

¹ Sun-Sentinel. "Port Everglades plans \$2 billion, 20-year expansion." March 2, 2010.

www.sunsentinel.com

² Ibid.

³ Ibid.

⁴ Broward Legacy. "The Creation of Broward County: Victory in Tallahassee."

http://fulltext.fcla.edu/DLData/SN/SN01480340/0011_003/file5.pdf

⁵ Broward Alliance, "Fort Lauderdale." www.browardalliance.org and the US Census Bureau's Annual Estimate for Incorporated Places, 2009.

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- ⁶ Broward Bulldog. “Worried neighbors seek moratorium on controversial Fort Lauderdale development law.” June 22, 2010. www.browardbulldog.org
- ⁷ Ibid.
- ⁸ Ibid.
- ⁹ US Census Bureau’s Annual Estimate for Incorporated Places, 2009.
- ¹⁰ Dania Beach Tourist Council. www.visitdania.com
- ¹¹ City of Dania Beach. —Mission and Vision. <http://www.ci.dania-beach.fl.us/index.aspx?nid=56>
- ¹² US Census Bureau’s Annual Estimate for Incorporated Places, 2009.
- ¹³ Sun Sentinel. “Cities to contend with slow growth, home vacancies.” Mar. 27, 2011. <http://www.miamiherald.com/2011/03/27/v-print/2130264/cities-prepare-to-deal-with-slower.html>
- ¹⁴ Ibid.
- ¹⁵ Ibid.
- ¹⁶ Broward Alliance, Hollywood. http://www.gfalliance.org/index.php?src=gendocs&ref=DataCenter_Government_Hollywood
- ¹⁷ Fort Lauderdale-Hollywood International Airport. “About Us” <http://www.broward.org/Airport/About/Pages/Default.aspx>
- ¹⁸ Florida Trend, “Fort Lauderdale and Broward County”, <http://www.floridatrend.com/article.asp?page=4&aID=50876>
- ¹⁹ Fort Lauderdale-Hollywood Airport. “News, 2011.” <http://www.broward.org/airport>
- ²⁰ Unless otherwise indicated, all information is from Simply Maps.
- ²¹ 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.
- ²² Note: The list of large employers was derived by a list provided by city by the Greater Fort Lauderdale Alliance (<http://www.gfalliance.org>). Addresses were compiled for each employer and geo-coded, those addresses within the Livability Study Area are included in this report.
- ²³ Note: The population from 6 years of age and up was used to determine language calculations.