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Hollywood - Hallandale Livability Study Area

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Community Background Report

Hollywood-Hallandale Livability Study Area

County: Broward

Community Type: Neighborhood

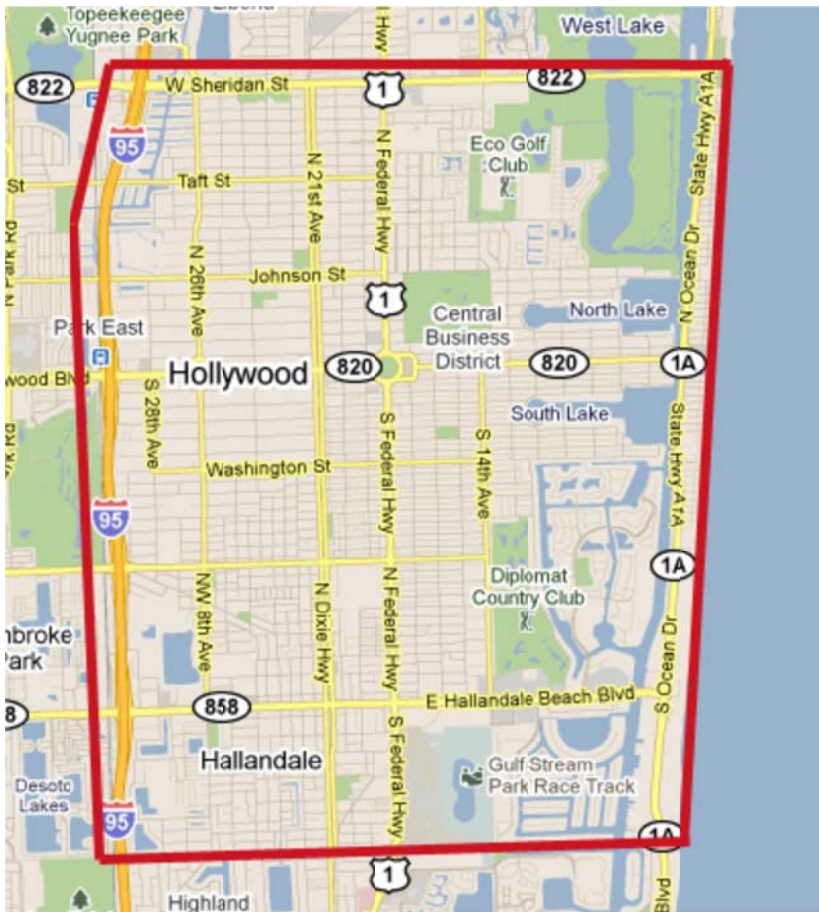
Borders:

North: ½ Mile north of Sheridan Street

South: Miami-Dade County Line

East: Atlantic Ocean

West: ½ Mile West of I-95



Background

The Hollywood-Hallandale Livability Study Area falls within two cities: Hollywood and Hallandale Beach.

| City | Livability Study Area | Percent of the city's area within the Livability Study Area |
|------------------|-----------------------|---|
| Hollywood | 60% | 30% |
| Hallandale Beach | 40% | 100% |

The majority (60 percent) of the Livability Study Area falls within the City of Hollywood. However, the Study Area covers only 30 percent of the city's area. The remaining balance (40 percent) of the Livability Study Area covers 100 percent of the City of Hallandale Beach.

The City of Hollywood has a population of 142,622.¹ Over the past decade, Hollywood's population increased by only a tiny increment of 1 percent, yet the diversity of its population increased significantly.² Today Hispanic residents make up nearly a third of the city's population, fulfilling Money Magazine's prediction from the 1990s in naming Hollywood a city of the future for having a diverse population that would represent the nation in 20 years.³ 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.⁴ 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 while preserving its historical character.⁵ It should be noted that the following points of interest in the City of Hollywood fall within the Livability Study Area: Holland Park, Young Circle, and the ArtsPark Visual Arts Building.

The City of Hallandale Beach has long been comprised of its permanent residents and the part-time "snowbird" residents that spend the winter season in their second homes. The influx of winter residents boosts the city's population by 10,000.⁶ Despite the seasonal increase, the City of Hallandale saw a loss in its permanent population from 1980 to 1990, attributed to the aging of its retiree residents. In the late eighties, the city began to make up for the population deficit by attracting young families.⁷ By 1995 the city was making strides in bolstering its appeal to young families by working to make its beaches and parks more inviting, building a community cultural center to house activities for younger people, and trying to attract family-oriented businesses.⁸ During this time, the city's school-age population increased by more than 25 percent over a six-year period.⁹ In 2009 the city's population was estimated to be 38,904.¹⁰ As the city experienced a significant upswing in development, citizens became increasingly concerned with the consequences of overdevelopment and quality of life issues such as increased traffic and obstructed views from the existing condos.¹¹ The amount and scale of growth within the city, coupled with the growing concerns from the residents, led the

city to enact a six-month moratorium on major development in 2007 and take major steps toward creating its first master plan to address redevelopment issues.¹² The Citywide Master Plan and Implementation Strategy were formally approved by the city commission in 2009. It should be noted that the following points of interest in the City of Hallandale Beach fall within the Livability Study Area: Diplomat Country Club, Mardi Gras Gaming and Casino, and Gulfstream Park.

Demographic, Housing & Economic Indicators¹³

The following section describes the demographic profile of the Livability Study Area, as well as a few key housing and economic indicators.¹⁴

The Livability Study Area’s population grew during the 1990s and the early 2000s, but began to retreat during the late 2000s. The population is projected to continue to fall to 89,620 by 2014. The Hollywood-Hallandale Livability Study Area’s median age is expected to increase from 46 to 47 by 2014.

The majority of the Livability Study Area’s population is White (75.02 percent) and expected to remain the majority through 2014, despite a slight decrease. All other race categories are expected to increase, though not significantly. A quarter of the Livability Study Area’s population is Hispanic, which may correlate with the 34.43-percent rate of foreign-born residents. *Furthermore, despite the preference for English (63.04 percent), a significant portion of the population (35.5 percent) speaks Spanish and “other Indo-European” languages.*

Despite a gain in the number of households during the 2000s, the Hollywood-Hallandale Livability Study Area’s household numbers are projected to remain relatively flat for the period 2000 to 2014. *In terms of housing units, 77.69 percent are occupied—meaning that the Livability Study Area suffers from a high vacancy rate of 22.31 percent.* The majority of the occupied units are owner-occupied (46.04 percent).

Unemployment within the Livability Study Area in 2009 was approximately 8.84 percent. Of those residents that were employed, the majority (17.29 percent) was employed in the Education, Health, and Social Services sector. The Hollywood-Hallandale Study Area is home to numerous large employers. Below is a sample list¹⁵:

- City of Hollywood
- St. Ives
- Diplomat Country Club
- Mardi Gras Gaming and Casino
- Gulfstream Park

| POPULATION | |
|-------------------|---------------|
| Year | Number |
| 1990 | 77,225 |
| 2000 | 88,339 |
| 2008 | 93,151 |
| 2009 | 91,052 |
| 2014 (Projection) | 89,620 |

| AGE¹⁶ | | | | |
|---------------------------|---------------|----------------|---------------|----------------|
| | 2009 | | 2014 | |
| | Number | Percent | Number | Percent |
| 85 Years and Older | 5,298 | 5.82% | 5,696 | 6.36% |
| 75 to 84 Years | 8,443 | 9.27% | 8,040 | 8.97% |
| 65 to 74 Years | 9,166 | 10.07% | 8,731 | 9.74% |
| 55 to 64 Years | 11,838 | 13.00% | 12,901 | 14.40% |
| 45 to 54 Years | 12,620 | 13.86% | 12,772 | 14.25% |
| 35 to 44 Years | 11,827 | 12.99% | 10,618 | 11.85% |
| 25 to 34 Years | 11,746 | 12.90% | 11,299 | 12.61% |
| 18 to 24 Years | 5,891 | 6.47% | 5,904 | 6.59% |
| 12 to 17 Years | 4,466 | 4.90% | 4,346 | 4.85% |
| 6 to 11 Years | 4,459 | 4.90% | 4,115 | 4.59% |
| 0 to 5 Years | 5,298 | 5.82% | 5,198 | 5.80% |
| Median Age | 46 | - | 47 | - |

| RACE & ETHNICITY | | | | |
|-----------------------------|---------------|----------------|---------------|----------------|
| | 2009 | | 2014 | |
| | Number | Percent | Number | Percent |
| White | 68,303 | 75.02% | 64,874 | 72.39% |
| Black | 13,281 | 14.59% | 13,905 | 15.52% |
| Asian | 1,407 | 1.55% | 1,488 | 1.66% |
| Other Race | 8,061 | 8.85% | 9,353 | 10.44% |
| Hispanic | 22,558 | 24.77% | 25,004 | 27.90% |

| FOREIGN-BORN/CITIZENSHIP | | | | |
|-------------------------------------|---------------|----------------|---------------|----------------|
| | 2009 | | 2014 | |
| | Number | Percent | Number | Percent |
| Foreign-Born - Not a Citizen | 17,030 | 18.70% | 17,141 | 19.13% |
| Foreign-Born - Naturalized | 14,325 | 15.73% | 14,721 | 16.43% |
| Citizenship - Native | 59,697 | 65.56% | 57,758 | 64.45% |

| LANGUAGE | | | | |
|--|---------------|----------------|---------------|----------------|
| | 2009 | | 2014 | |
| | Number | Percent | Number | Percent |
| Speaks Other Language | 1,452 | 1.69% | 1,407 | 1.67% |
| Speaks Asian or Pacific Island Language | 703 | 0.82% | 685 | 0.81% |
| Speaks Other Indo-European Language | 12,950 | 15.10% | 12,489 | 14.79% |
| Speaks Spanish | 17,492 | 20.40% | 17,278 | 20.47% |
| Speaks English | 54,061 | 63.04% | 53,452 | 63.32% |

| EDUCATION | | | | |
|-------------------------|---------------|----------------|---------------|----------------|
| | 2009 | | 2014 | |
| | Number | Percent | Number | Percent |
| Graduate Degree | 6,535 | 9.21% | 6,602 | 9.42% |
| College | 10,406 | 14.67% | 10,503 | 14.99% |
| Associate Degree | 4,030 | 5.68% | 4,031 | 5.75% |
| Some College | 15,450 | 21.78% | 15,231 | 21.74% |
| High School | 20,561 | 28.98% | 20,147 | 28.76% |
| < High School | 13,956 | 19.67% | 13,543 | 19.33% |

| HOUSEHOLDS | |
|------------------------------------|---------------|
| Year | Number |
| 1990 | 40,380 |
| 2000 | 44,174 |
| 2008 | 47,304 |
| 2009 | 46,249 |
| 2014 | 45,833 |
| Average Size, 2014 | 1.3 |
| HH Median Income (\$), 2014 | \$43,550.16 |

| HOUSING UNITS, 2009 | | |
|----------------------------|---------------|----------------|
| | Number | Percent |
| Housing Units | 59,534 | 100.00% |
| Occupied Units | 46,249 | 77.69% |
| Renter Occupied | 18,838 | 31.64% |
| Owner Occupied | 27,411 | 46.04% |
| Vacant Units | 13,285 | 22.31% |

| EMPLOYMENT BY INDUSTRY, 2009 | | |
|---|---------------|----------------|
| | Number | Percent |
| Wholesale Trade | 1,353 | 3.41% |
| Public Administration | 1,569 | 3.96% |
| Other Services | 2,455 | 6.19% |
| Arts, Entertainment, Accommodation and Food Services, etc. | 5,080 | 12.81% |
| Education, Health and Social Services | 6,859 | 17.29% |
| Professional, Scientific, Management, Administrative, etc. | 4,756 | 11.99% |
| Finance, Insurance, Real Estate and Rental and Leasing | 3,506 | 8.84% |
| Information | 1,201 | 3.03% |
| Transportation and Warehousing, and Utilities | 2,629 | 6.63% |
| Retail Trade | 4,828 | 12.17% |
| Manufacturing | 1,990 | 5.02% |
| Construction | 3,332 | 8.40% |
| Agriculture, Forestry, Fishing and Hunting, and Mining | 103 | 0.26% |

Transportation Trends

The tables below illustrate projected transportation trends in the Hallandale-Hollywood Livability Study Area.

| Forecasted means of transportation to work for employed individuals, 2014 | | |
|--|------------------------------|---------------|
| | Livability Study Area | County |
| Car, Truck, Van to Work | 89 % | 93 % |
| Public Transportation to Work | 3 % | 2 % |
| Other Transportation to Work | 4 % | 2 % |
| Work at Home | 4 % | 4 % |

| Forecasted number of vehicles per household, 2014 | | |
|--|------------------------------|---------------|
| | Livability Study Area | County |
| 0 vehicles | 13 % | 7 % |
| 1 vehicle | 56 % | 40 % |
| 2 vehicles | 25 % | 40 % |
| 3 vehicles | 5 % | 10 % |
| 4+ vehicles | 1 % | 3 % |

| Travel time to work for the employed population, 2014 | | |
|--|------------------------------|---------------|
| | Livability Study Area | County |
| Work at Home | 4 % | 4 % |
| Less than 15 minutes | 18 % | 16 % |
| 15-29 Minutes | 33 % | 33 % |
| 30-59 Minutes | 37 % | 38 % |
| 60+ Minutes | 8 % | 8 % |

| Average household transportation costs | | |
|---|------------------------------|---------------|
| | Livability Study Area | County |
| 2009 | \$7981.34 | \$8,836.33 |
| 2014 | \$9782.50 | \$10,880.30 |

| Average household transportation costs for public transportation | | |
|---|------------------------------|---------------|
| | Livability Study Area | County |
| 2009 | \$466.61 | \$555.02 |
| 2014 | \$593.92 | \$721.64 |

Special Events

Below is a sample list of the recurring events that take place within the Hollywood-Hallandale Livability Study Area:

Arbor and Earth Day- Hallandale Beach hosts an annual Arbor and Earth Day event from 10 am to noon during the month of April at Ingalls Park (735 SW 1st Street). The event includes a tree dedication ceremony, nature activities for children, and “adopt-a-tree”. For more information, please call 954-457-1452.

Broadwalk Friday Fests-The Hollywood Beach Community Redevelopment Agency, in cooperation with The City of Hollywood Department of Parks, Recreation & Cultural

Arts, host a series of free fests that take place at the Hollywood Beach Theatre (Johnson Street and the Broadwalk) from 7 pm to 10 pm the 2nd and 4th Fridays. For more information visit: http://www.hollywoodfl.org/Parks_rec/Concert.asp

Dancing Under the Moonlight Series- This free event takes place every Tuesday of the year at Johnson St and the Broadwalk from 7:30 pm to 9 pm. The event features line dancing and audience participation. For more information visit: http://www.hollywoodfl.org/Parks_rec/concert.asp

Dr. Martin Luther King, Jr. Parade and Park Celebration- The City of Hallandale Beach annually celebrate King's birthday in January with a parade and celebration at the Oreste Blake Johnson Park (900 NW 8 Avenue). For more information, please visit the city's community calendar: <http://www.hallandalebeachfl.gov/Calendar.aspx>

"Egg"stravaganza- An annual Easter egg hunt and celebration is hosted by the City of Hallandale, held at Hallandale's Peter Bluesten Park (501 SE 1st Avenue). Information on this event is available at 954-457-1452 or by visiting: <http://hallandalebeachfl.gov/Calendar.aspx?EID=3246&month=4&year=2011&day=23>

Funtastic Fridays for Kids- This free event takes place the first Friday of the month from 5 pm – 9 pm at Anniversary Park (20th Avenue & Hollywood Blvd) and every other Friday it takes place at the ArtsPark at Young Circle. This is a family social event. For more information call 954-924-2980 or visit: www.DowntownHollywood.com or <http://www.downtownhollywood.com/Funtastic/tabid/772/Default.aspx>

Hallandale Symphonic Pops Orchestra- Hallandale's Gulfstream Park hosts performances by the Hallandale Symphonic Pops Orchestra a few times a year. The performances are held at Gulfstream Park's Sport of Kings Theater (901 S Federal Highway). Additional information is available at: <http://hallandalebeachfl.gov/Calendar.aspx?EID=2871&month=3&year=2011&day=6>

Hollywood Beach Candy Cane Parade- A long-standing tradition, this city-sponsored evening holiday parade on the Hollywood Beach Broadwalk features marching bands, floats, and community groups. For more information call 954-921-3404.

Hollywood Beach Latin Festival- Sponsored by Hollywood Beach Latin Festival, Inc. and the CRA, this annual event has a main stage at Connecticut St and cultural performances at the Beach Theatre. For more information visit: www.hollywoodlatinfestival.com

Hollywood's Hometown 4th of July Celebration – This annual event takes place on July 4th on Hollywood Beach at the Broadwalk from noon to 9 pm. For more information, please call 954-921-3404.

Music Under the Stars- This free concert series is presented by Hollywood Parks, Recreation & Cultural Arts and the Hollywood Beach Theatre. The concerts are a year-

round event, weather permitting, and take place from 7:30 pm to 9 pm every Monday at Johnson St and the Broadwalk. For more information go to:

http://www.hollywoodfl.org/Parks_rec/concert.asp

On the Broadwalk Concert Series – Every Wednesday, weather permitting, this free event features a variety of entertainers from country and classic rock to rhythm and blues. The series takes place from 7:30 pm to 9 pm at the Hollywood Beach Theatre (Johnson St and the Broadwalk). For more information go to:

http://www.hollywoodfl.org/Parks_rec/concert.asp

Valentine's Day Say "I Do" Again Ceremony- The city's Parks and Recreation Department hosts an annual vow renewal celebration on Valentine's Day at the North City Beach Facility (2813 E Hallandale Beach Blvd). For more information:

<http://hallandalebeachfl.gov/Calendar.aspx?EID=3203&month=2&year=2011&day=14>

or <http://hallandalebeachfl.gov/DocumentView.aspx?DID=1709>

Related Links

City of Hollywood

<http://www.hollywoodfl.org>

City of Hallandale Beach

<http://www.hallandalebeachfl.gov>

Hallandale Beach 2030 Transportation Master Plan

<http://www.hallandalebeach.org/DocumentView.aspx?DID=1160>

Hallandale Beach Comprehensive Plan

<http://www.hallandalebeachfl.gov/index.aspx?NID=78#comp>

Hallandale Citywide Master Plan

<http://www.hallandalebeachfl.gov/index.aspx?NID=601>

Hallandale Beach Chamber of Commerce

<http://www.hallandalebeachchamber.com>

Hollywood Chamber of Commerce

<http://www.hollywoodchamber.org>

Hollywood City-Wide Master Plan

<http://www.hollywoodfl.org/cwmp>

Sources

- ¹ US Census Bureau's Annual Estimate for Incorporated Places, 2009.
- ² 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>
- ³ Ibid.
- ⁴ Ibid.
- ⁵ Broward Alliance, Hollywood. http://www.gflliance.org/index.php?src=gendocs&ref=DataCenter_Government_Hollywood
- ⁶ City of Hallandale Beach, Demographics. <http://fl-hallandalebeach.civicplus.com/index.aspx?NID=341>
- ⁷ Sun Sentinel. Dilemma Thwarts Condos: Balancing Lifestyles Tough For Hallandale." December 22, 1995. http://articles.sun-sentinel.com/1995-12-22/news/9512220103_1_new-apartment-project-apartmentbuilding-young-people and Sun Sentinel. "Hallandale Makes Pitch For Young Residents." December 16, 1987. http://articles.sun-sentinel.com/1987-12-16/news/8702120502_1_young-peoplehallandale-young-families
- ⁸ Sun Sentinel. Dilemma Thwarts Condos: Balancing Lifestyles Tough For Hallandale." December 22, 1995. http://articles.sun-sentinel.com/1995-12-22/news/9512220103_1_new-apartment-project-apartmentbuilding-young-people
- ⁹ Ibid.
- ¹⁰ US Census Bureau's Annual Estimate for Incorporated Places, 2009.
- ¹¹ Sun Sentinel. "County kills development plans for Diplomat golf course." April 27, 2010. http://articles.sun-sentinel.com/2010-04-27/news/fl-diplomat-golf-course-20100427_1_hotel-rooms-golfdiplomat-executives and the Sun Sentinel. "High-rise Could Worsen Traffic Woes: Hallandale Beach to Gauge Impact." January 13, 2006. http://articles.sun-sentinel.com/2006-01-13/news/0601110197_1_trafficstudy-bus-shelters-beach-club
- ¹² City of Hallandale Beach, City-Master Plan. <http://www.hallandalebeachfl.gov/index.aspx?NID=601> and the Sun Sentinel. "Hallandale takes step toward 1st master plan." July 23, 2007. http://articles.sun-sentinel.com/2007-07-23/news/0707220074_1_master-plan-moratorium-julian
- ¹³ Unless otherwise stated, all data in this section is from Simply Maps.
- ¹⁴ 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.
- ¹⁵ Note: The list of large employers was derived from a list provided by city by the Greater Fort Lauderdale Alliance (<http://www.gflliance.org>). Addresses were compiled for each employer and geo-coded, those addresses within the Livability Study Area are included in this report.
- ¹⁶ Note: The population from 6 years of age and up was used to determine language calculations.