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Plantation Midtown - Sunrise Livability Study Area

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Background

The Plantation Midtown-Sunrise Livability Study Area falls within two cities: Plantation and Sunrise. The Livability Study Area is primarily within the City of Plantation, which comprises 80 percent of the study area. Furthermore, it should be noted that the majority (90 percent) of the City of Plantation is within the Livability Study Area.

City	Livability Study Area	Percent of the city's area within the Livability Study Area
Plantation	80%	90%
Sunrise	20%	30%

The City of Plantation has a population of 84,892 and, as previously mentioned, makes up the majority of the Livability Study Area.¹ The city has numerous points of interest that fall within the area, such as Plantation Midtown, the Motorola campus, Broward Mall, Fountains Shoppes of Distinction, the Aquatics Complex, and the Volunteer Park Community Center. Of major importance is the Plantation Midtown District, which was established in 2004 after a visioning process led the city to designate 860 acres for development of a live-work-play community.² Currently, the Midtown District is home to 3 million square feet of office space, of which two thirds are class A, attracting corporate headquarters and major national and international businesses.³ A dilapidated mall was redeveloped into the Fountains Shoppes of Distinction and two new residential towers, which will serve as the city's centerpiece and a commercial and residential attraction.⁴ In total, Midtown has 2.5 million square feet of retail shops, restaurants, and professional and medical services space, with approximately \$1,262,942,119 in proposed new developments.⁵ Examples of businesses in operation are DHL, TradeStation, National Beverage, and American Express--one of South Florida's largest employers, which has a call center that is open 24 hours a day, 7 days a week.⁶

The City of Sunrise has a population of 89,722, and is a growing community projected to keep growing through 2014.⁷ The city's residential growth has been coupled with strong economic development. Sunrise is home to multinational headquarters and local tourist attractions that help protect its growth. Over the past five years, more than 140 corporations have moved to the City of Sunrise.⁸ Many of their headquarters are located in the Sawgrass International Corporate Park and the Sawgrass Technology Park, two points of interest that fall within the Plantation Midtown-Sunrise Livability Study Area.

Demographic, Housing & Economic Indicators⁹

The following section describes the demographic profile of the Livability Study Area, as well as a few key housing and economic indicators.¹⁰

The population within the Plantation Midtown-Sunrise Livability Study Area has been steadily growing since 1990. Approximately 27,872 people moved into the area between

1990 and 2009. The area is expected to continue to make gains in population through 2014. The median age of the Livability Study Area's population is 38, with a slight increase to 39 expected by 2014.

The majority (78.49 percent) of the Livability Study Area is White. This is expected to continue through 2014. ***However, it should be noted that population gains are projected for all other race categories.*** The Hispanic population is also expected to continue to grow to 22.92 percent of the total by 2014.

The majority (75.94 percent) of the Livability Study Area's population is made up of native-born citizens. The majority's preference for English reflects this. It should be noted that the majority (16.56 percent) of the non-English-speaking community speaks Spanish.

There are 41,635 housing units within the Livability Study Area, with a low vacancy rate of 6.31 percent. The vast majority (65.8 percent) of the housing units are occupied by homeowners.

The unemployment rate in the Livability Study Area was 5.31 percent in 2009. Of those that were employed, the majority (21.19 percent) worked in the Education, Health and Social Services sector. The Plantation Midtown-Sunrise Livability Study Area is home to numerous large employers. Below is a sample list¹¹:

- American Express
- Andrx
- Broadspire Services
- Broward County
- Centex
- Cigna
- City of Plantation
- DHL
- Foundation Healthcare
- General Dynamics
- Grant Thornton
- HBO Latin America
- JC Penney
- Macy's
- Marriott Renaissance
- Motorola Credit Union
- Northern Telecom
- Pediatrix
- PRC
- Prudential Florida/WCI
- Sears
- Sheraton Suites
- SunTrust

- TradeStation
- United Healthcare
- University of Florida

POPULATION	
Year	Number
1990	66,699
2000	89,101
2008	94,995
2009	94,571
2014 (Projection)	95,590

	2009		2014	
	Number	Percent	Number	Percent
85 Years and Older	2,027	2.14%	2,137	2.24%
75 to 84 Years	4,116	4.35%	3,973	4.16%
65 to 74 Years	5,619	5.94%	5,588	5.85%
55 to 64 Years	10,979	11.61%	12,359	12.93%
45 to 54 Years	14,880	15.73%	15,556	16.27%
35 to 44 Years	14,300	15.12%	13,367	13.98%
25 to 34 Years	13,928	14.73%	14,001	14.65%
18 to 24 Years	7,219	7.63%	7,419	7.76%
12 to 17 Years	7,298	7.72%	7,209	7.54%
6 to 11 Years	7,075	7.48%	6,758	7.07%
0 to 5 Years	7,130	7.54%	7,223	7.56%
Median Age	38	-	39	-

RACE & ETHNICITY				
	2009		2014	
	Number	Percent	Number	Percent
White	74,232	78.49%	71,956	75.28%
Black	10,297	10.89%	11,647	12.18%
Asian	3,747	3.96%	4,115	4.30%
Other Race	6,295	6.66%	7,872	8.24%
Hispanic	18,746	19.82%	21,910	22.92%

FOREIGN-BORN/CITIZENSHIP				
	2009		2014	
	Number	Percent	Number	Percent

Foreign-Born - Not a Citizen	10,989	11.62%	11,597	12.13%
Foreign-Born - Naturalized	11,769	12.44%	12,476	13.05%
Citizenship - Native	71,813	75.94%	71,517	74.82%

LANGUAGE

	2009		2014	
	Number	Percent	Number	Percent
Speaks Other Language	1,168	1.34%	1,145	1.30%
Speaks Asian or Pacific Island Language	1,318	1.51%	1,340	1.52%
Speaks Other Indo-European Language	5,516	6.31%	5,340	6.04%
Speaks Spanish	14,484	16.56%	15,025	17.00%
Speaks English	66,155	75.66%	66,735	75.52%

EDUCATION

	2009		2014	
	Number	Percent	Number	Percent
Graduate Degree	9,398	14.27%	9,537	14.24%
College	16,431	24.95%	17,057	25.47%
Associate Degree	5,844	8.87%	6,008	8.97%
Some College	15,065	22.88%	15,340	22.90%
High School	14,388	21.85%	14,396	21.49%
< High School	4,723	7.17%	4,643	6.93%

HOUSEHOLDS

Year	Number
1990	28,838
2000	36,171
2008	39,172
2009	39,009
2014	39,736
Average Size, 2014	1.99
HH Median Income (\$), 2014	\$71,883.02

HOUSING UNITS, 2009

	Number	Percent
Housing Units	41,635	100.00%

Occupied Units	39,009	93.69%
Renter Occupied	11,612	27.89%
Owner Occupied	27,397	65.80%
Vacant Units	2,626	6.31%

EMPLOYMENT BY INDUSTRY, 2009		
	Number	Percent
Wholesale Trade	2,097	4.24%
Public Administration	2,655	5.36%
Other Services	1,953	3.95%
Arts, Entertainment, Accommodation and Food Services, etc.	3,765	7.61%
Education, Health and Social Services	10,486	21.19%
Professional, Scientific, Management, Administrative, etc.	7,292	14.73%
Finance, Insurance, Real Estate and Rental and Leasing	5,582	11.28%
Information	1,789	3.61%
Transportation and Warehousing, and Utilities	2,731	5.52%
Retail Trade	5,367	10.84%
Manufacturing	2,653	5.36%
Construction	3,061	6.18%
Agriculture, Forestry, Fishing and Hunting, and Mining	63	0.13%

Transportation Trends

The tables below illustrate projected transportation trends in the Plantation Midtown-Sunrise Livability Study Area.

Forecasted means of transportation to work for employed individuals, 2014		
	Livability Study Area	County
Car, Truck, Van to Work	94 %	93 %
Public Transportation to Work	0.82 %	2 %
Other Transportation to Work	1 %	2 %

Work at Home	4 %	4 %
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Forecasted number of vehicles per household, 2014

	Livability Study Area	County
0 vehicles	4 %	7 %
1 vehicle	37 %	40 %
2 vehicles	46 %	40 %
3 vehicles	11 %	10 %
4+ vehicles	3 %	3 %

Travel time to work for the employed population, 2014

	Livability Study Area	County
Work at Home	4 %	4 %
Less than 15 minutes	19 %	16 %
15-29 Minutes	34 %	33 %
30-59 Minutes	37 %	38 %
60+ Minutes	7 %	8 %

Average household transportation costs

	Livability Study Area	County
2009	\$9,600.27	\$8,836.33
2014	\$11,728.94	\$10,880.30

Average household transportation costs for public transportation

	Livability Study Area	County
2009	\$654.72	\$555.02
2014	\$839.64	\$721.64

Special Events

Below is a sample list of the recurring events that take place within the Plantation Midtown-Sunrise Livability Study Area:

Art in the Park - Presented by the Plantation Junior Woman's Club and hosted by the City of Plantation, this outdoor juried art show offers food and beverages for purchase and musical entertainment. For more information, please visit:

<http://www.pjwcf.org/ART-IN-THE-PARK.html>

Celebrate Plantation - This event is hosted by the Plantation Chamber of Commerce every August at the Westfield Broward, formerly known as the Broward Mall (8000 W Broward Boulevard), and features a family, health, and business expo. For more information, please see the special events calendar: <https://www.plantationchamber.org>

Fourth of July Celebration - A parade, concert and fireworks event is held every year in the City of Plantation. For more information, please see the special events calendar: <https://www.plantationchamber.org>

Green Day! Environmental Expo - Held every February at 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>

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, a haunted house, 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>

Jingle Bell Jog - For more than 25 years, 1,000+ people have been participating each December in this 5K run and fitness walk through the streets of Sawgrass International Corporate Park (Sunrise Boulevard & NW 136th Avenue) in the City of Sunrise. All of the proceeds from the Jingle Bell Jog benefit the Wellness Center at Broward General Medical Center.

Royal Egg Hunt - The City of Plantation sponsors an annual egg hunt for children ages 3-10 every April at Pop Travers Field. For more information, please see the city's events calendar or the Recreation Quarterly publication: <http://www.plantation.org/Parks-Recreation/events.html>

Tinsel Town Cabaret - This annual April event features a variety show of local talent, with all ages competing for awards. The show is held at Volunteer Park (12050 W Sunrise Boulevard). For more information, please see the city's events calendar or the Recreation Quarterly publication: <http://www.plantation.org/Parks-Recreation/events.html>

Wine, Jazz and Taste of Plantation - The Plantation Chamber of Commerce hosts this event every June at the Renaissance Ft. Lauderdale Plantation Hotel (1230 S Pine Island Road). For more information, please see the special events calendar: <https://www.plantationchamber.org>

Related Links

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

City of Sunrise
<http://www.sunrisefl.gov>

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

Greater Sunrise Chamber of Commerce
<http://www.sunrisechamber.org>

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

Sources

¹ US Census Bureau’s Annual Estimate for Incorporated Places, 2009; and Simply Maps.

² City of Plantation, “Economic Development.” <http://www.plantation.org/Planning-Zoning/Economic-Development/index.html>

³ Ibid.

⁴ Sun Sentinel. “Plantation’s Midtown takes shape” June 06, 2010.
http://articles.sun-sentinel.com/2010-06-06/news/fl-plantation-fountains-20100606_1_midtown-developergranvil-tracy-mall

⁵ City of Plantation, “Economic Development.” <http://www.plantation.org/Planning-Zoning/Economic-Development/index.html>

⁶ Ibid.

⁷ US Census Bureau’s Annual Estimate for Incorporated Places, 2009.

⁸ City of Sunrise, www.sunrisefl.gov

⁹ Unless otherwise indicated, all information in this section is from Simply Maps.

¹⁰ 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.

¹¹ Note: The list of large employers was derived from 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.

¹² Note: The population from 6 years of age and up was used to determine language calculations.