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## Southern Broward Livability Study Area

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# Community Background Report

## Southern Broward Livability Study Area

**County:** Broward

**Community Type:** Neighborhood

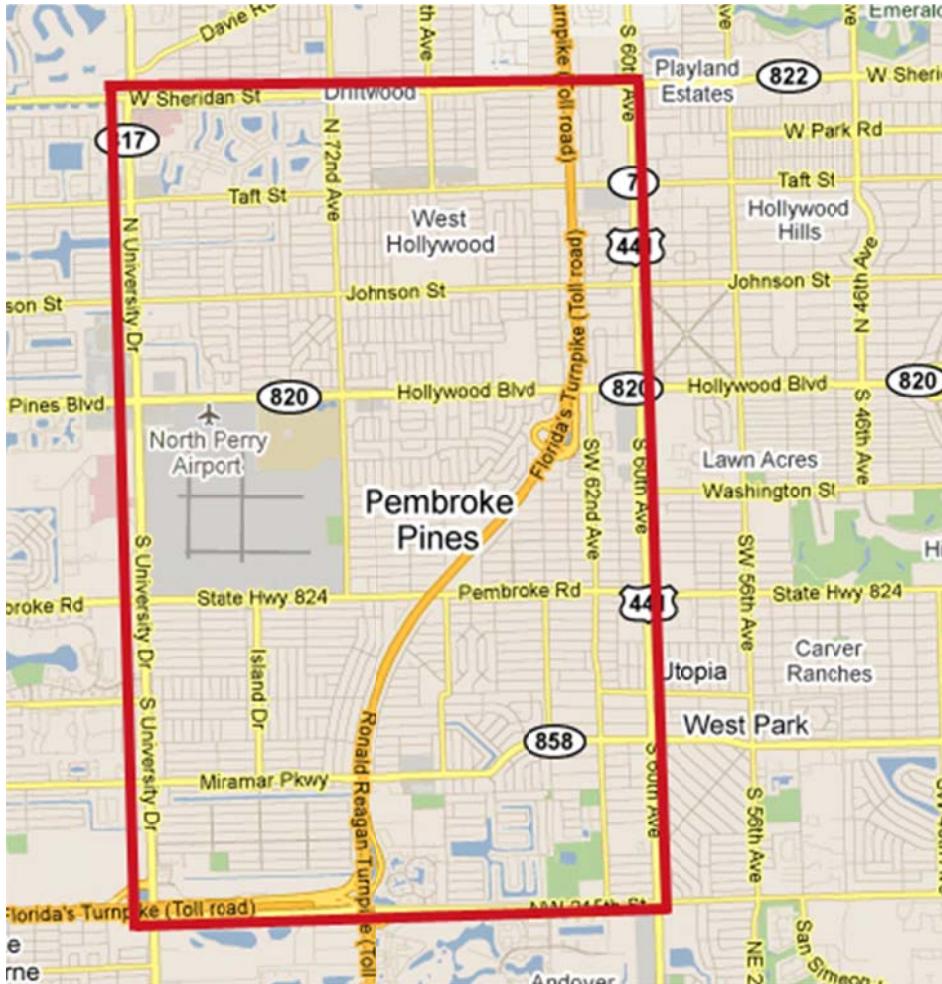
**Borders:**

North: Sheridan Street

South: Miami-Dade County Line

East: SR 7

West: ½ Mile west of University Drive



## Background

The Southern Broward Livability Study Area falls within three cities: Miramar, Hollywood, and Pembroke Pines.

City	Livability Study Area	Percent of the city's area within the Livability Study Area
Miramar	50%	15%
Hollywood	25%	25%
Pembroke Pines	25%	15%

**The City of Miramar** has a population of 109,176 and is one of the fastest growing municipalities in Broward County and in the nation, in both population and economic activity.<sup>1</sup> Miramar's rapid population growth, combined with the expansion of the economy, has brought with it a higher demand for schools, parks and other community amenities.<sup>2</sup> Affordable housing has also been an issue for the city and forms an essential component of Miramar's future development. Aggressive affordable housing programs are being incorporated into its planning process.<sup>3</sup> It is worth noting that Miramar's Multi-Service Complex (formerly the city hall) is located within the Livability Study Area.

**The City of Hollywood** has a population of 142,622.<sup>4</sup> Over the past decade, Hollywood's population increased by only a tiny increment of 1 percent, yet the diversity of its population increased significantly.<sup>5</sup> 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.<sup>6</sup> 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.<sup>7</sup> One point of interest within the Study Area is the Dade Medical College, which recently expanded its campus to a new 16,000-square-foot location at 6837 Taft St, in the former Bealls Outlet space.<sup>8</sup>

**The City of Pembroke Pines** has a population of 146,600 and is known for its fast rate of growth, high median household income, good schools and low crime rates.<sup>9</sup> All these factors were recognized by Bloomberg/Business Week magazine when the city was chosen as the "best place to raise kids" in Florida in 2009. This recognition is due in part to the city's focus on education. Pembroke Pines is home to the largest city-operated charter school system in the nation, high-performing public schools, and the Academic Village, which is made up of a high school, two colleges, a county library and a fine arts theater.<sup>10</sup> According to the Miramar/Pembroke Pines Chamber of Commerce, Pembroke Pines is also unique in being named as one of the "Most Integrated Communities" in South Florida. Pembroke Pines points of interest within the Livability Study Area include North Perry Airport, the Broward College South Campus, and the Pines Recreation Center.

## Demographic, Housing & Economic Indicators<sup>11</sup>

The following section describes the demographic profile of the Livability Study Area, as well as a few key housing and economic indicators.<sup>12</sup>

In 2009 an estimated population of 73,748 lived within the Southern Broward Livability Study Area. However, *population estimates and projections indicate that the Livability Study Area's population may be in decline since 2008*. The area has a median age of 32 and a relatively large median household size of 2.49.

*In terms of race and ethnicity, the Southern Broward Livability Study Area has the most diverse population of all the Study Areas.* Although the White population makes up the majority (48.74 percent), it is less than half of the total population. The Study Area's Black population accounts for 34.79 percent and "Other Races" for 13.41 percent. The Hispanic population makes up 34.87 percent. Projections for all racial categories indicate population gain through 2014, with the exception of Whites.

Despite a majority of native-born English speakers, *a significant portion of the Livability Study Area's population is foreign-born (36.61 percent) and a sizeable segment speaks Spanish (28.8 percent).*

Educational attainment is another indicator that differentiates the Southern Broward Livability Study Area from the other Study Areas. *There is a significant portion of the adult population with less than a high school education (20.92 percent) or with just a high school degree (33.38 percent).*

The Livability Study Area has 25,657 housing units and *a low vacancy rate of 4.54 percent*. It is noteworthy that *the housing units are mostly occupied by homeowners (67.71 percent).*

*In 2009 the Southern Broward Livability Study Area had an unemployment rate of 9.43 percent.* Of those residents that were employed, the largest block (20.58 percent) worked in the Education, Health and Social Services sector. The Study Area is home to a few large employers. Below is a sample list<sup>13</sup>:

- Broward College
- Clear Channel Communications
- Nautica
- U.S. Postal Services

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POPULATION	
Year	Number
1990	66,498
2000	76,751
2008	76,264

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2009	73,748
2014 (Projection)	70,315

<b>AGE</b>				
	<b>2009</b>		<b>2014</b>	
	Number	Percent	Number	Percent
<b>85 Years and Older</b>	796	1.08%	817	1.16%
<b>75 to 84 Years</b>	2,000	2.71%	1,829	4.53%
<b>65 to 74 Years</b>	3,459	4.69%	3,188	4.53%
<b>55 to 64 Years</b>	6,638	9.00%	6,961	9.90%
<b>45 to 54 Years</b>	9,984	13.54%	9,977	14.19%
<b>35 to 44 Years</b>	11,627	15.77%	10,251	14.58%
<b>25 to 34 Years</b>	10,474	14.20%	10,014	14.24%
<b>18 to 24 Years</b>	7,282	9.87%	7,200	10.24%
<b>12 to 17 Years</b>	7,398	10.03%	6,979	9.93%
<b>6 to 11 Years</b>	7,083	9.60%	6,356	9.04%
<b>0 to 5 Years</b>	7,007	9.50%	6,743	9.59%
<b>Median Age</b>	32	-	32	-

<b>RACE &amp; ETHNICITY</b>				
	<b>2009</b>		<b>2014</b>	
	Number	Percent	Number	Percent
<b>White</b>	35,943	48.74%	30,935	43.99%
<b>Black</b>	25,655	34.79%	26,314	37.42%
<b>Asian</b>	2,260	3.06%	2,200	3.13%
<b>Other Race</b>	9,890	13.41%	10,866	15.45%
<b>Hispanic</b>	25,714	34.87%	27,359	38.91%

<b>FOREIGN-BORN/CITIZENSHIP</b>				
	<b>2009</b>		<b>2014</b>	
	Number	Percent	Number	Percent
<b>Foreign-Born - Not a Citizen</b>	14,847	20.13%	14,637	20.82%
<b>Foreign-Born - Naturalized</b>	12,157	16.48%	11,984	17.04%
<b>Citizenship - Native</b>	46,744	63.38%	43,694	62.14%

**LANGUAGE**

	2009		2014	
	Number	Percent	Number	Percent
Speaks Other Language	343	0.51%	326	0.51%
Speaks Asian or Pacific Island Language	603	0.90%	558	0.88%
Speaks Other Indo-European Language	4,777	7.16%	4,435	6.98%
Speaks Spanish	19,223	28.80%	18,326	28.83%
Speaks English	42,976	64.39%	41,068	64.60%

## EDUCATION

	2009		2014	
	Number	Percent	Number	Percent
Graduate Degree	1,870	4.16%	1,803	4.19%
College	4,220	9.38%	4,105	9.54%
Associate Degree	3,740	8.32%	3,640	8.46%
Some College	10,724	23.84%	10,340	24.03%
High School	15,015	33.38%	14,335	33.31%
< High School	9,409	20.92%	8,814	20.48%

## HOUSEHOLDS

Year	Number
1990	23,827
2000	25,145
2008	25,326
2009	24,492
2014	23,504
<b>Average Size, 2014</b>	<b>2.49</b>
<b>HH Median Income (\$), 2014</b>	<b>\$51,161.94</b>

## HOUSING UNITS, 2009

	Number	Percent
Housing Units	25,657	100.00%
Occupied Units	24,492	95.46%
Renter Occupied	7,120	27.75%
Owner Occupied	17,372	67.71%

<b>Vacant Units</b>	1,165	4.54%
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<b>EMPLOYMENT BY INDUSTRY, 2009</b>		
	<b>Number</b>	<b>Percent</b>
<b>Wholesale Trade</b>	1,098	3.35%
<b>Public Administration</b>	1,439	4.40%
<b>Other Services</b>	1,870	5.71%
<b>Arts, Entertainment, Accommodation and Food Services, etc.</b>	2,864	8.75%
<b>Education, Health and Social Services</b>	6,738	20.58%
<b>Professional, Scientific, Management, Administrative, etc.</b>	3,423	10.46%
<b>Finance, Insurance, Real Estate and Rental and Leasing</b>	2,437	7.44%
<b>Information</b>	1,020	3.12%
<b>Transportation and Warehousing, and Utilities</b>	2,634	8.05%
<b>Retail Trade</b>	4,158	12.70%
<b>Manufacturing</b>	2,028	6.20%
<b>Construction</b>	2,926	8.94%
<b>Agriculture, Forestry, Fishing and Hunting, and Mining</b>	101	0.31%

## Transportation Trends

The tables below illustrate projected transportation trends in the Southern Broward Livability Study Area.

<b>Forecasted means of transportation to work for employed individuals, 2014</b>		
	<b>Livability Study Area</b>	<b>County</b>
Car, Truck, Van to Work	94 %	93 %
Public Transportation to Work	2 %	2 %
Other Transportation to Work	2 %	2 %
Work at Home	1 %	4 %

<b>Forecasted number of vehicles per household, 2014</b>		
	<b>Livability Study Area</b>	<b>County</b>

0 vehicles	6 %	7 %
1 vehicle	33 %	40 %
2 vehicles	42 %	40 %
3 vehicles	14 %	10 %
4+ vehicles	4 %	3 %

#### Travel time to work for the employed population, 2014

	Livability Study Area	County
Work at Home	1 %	4 %
Less than 15 minutes	13 %	16 %
15-29 Minutes	35 %	33 %
30-59 Minutes	42 %	38 %
60+ Minutes	9 %	8 %

#### Average household transportation costs

	Livability Study Area	County
2009	\$8,260.33	\$8,836.33
2014	\$10,018.08	\$10,880.30

#### Average household transportation costs for public transportation

	Livability Study Area	County
2009	\$439.16	\$555.02
2014	\$547.27	\$721.64

## Special Events

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

**Booville-** The City of Pembroke Pines hosts activities on the Saturday before Halloween from 6 pm to 9 pm at the Pines Recreation Center (7400 Pines Blvd). For more information, please visit: <http://www.ppines.com/parks/specialevents/specialevents.html>

**Independence Day Celebration-** The City of Pembroke Pines celebrates the 4<sup>th</sup> of July at the Pines Recreation Center's festival grounds (7400 Pines Blvd). The event includes rides, live musical entertainment, food booths and a fireworks show. For more information, please visit: <http://www.ppines.com/parks/specialevents/specialevents.html>



**Miramar Multi-Service Complex-** This facility is a comprehensive Social Services Center with a wide variety of amenities--a banquet hall, a computer lab, arts & crafts, and an aerobics room. Events and meetings are held on a regular basis at this neighborhood resource center. For more information, please call the center at 954-889-2700 or visit: <http://www.ci.miramar.fl.us/socialservices/multiservice.html>

**Pines Recreation Center-** This center hosts numerous activities throughout the year, including meetings of the AARP, Brownie troops, and veterans. For a list of activities and the calendar, please visit: <http://www.ppines.com/parks/locator/ppinesrec.html>

## Related Links

City of Miramar  
<http://www.ci.miramar.fl.us>

City of Hollywood  
<http://www.hollywoodfl.org>

City of Pembroke Pines  
<http://ppines.com>

Miramar / Pembroke Pines Regional Chamber of Commerce  
<http://www.miramarpembrokepines.org/>

## Sources

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<sup>1</sup> US Census Bureau's Annual Estimate for Incorporated Places, 2009; and the Greater Fort Lauderdale Alliance, "Miramar."

[http://www.browardalliance.org/index.php?src=gendocs&ref=DataCenter\\_Government\\_Miramar](http://www.browardalliance.org/index.php?src=gendocs&ref=DataCenter_Government_Miramar)

<sup>2</sup> South Florida Regional Planning Council, [http://www.sfrpc.com/council/AgendaAug08\\_4e.pdf](http://www.sfrpc.com/council/AgendaAug08_4e.pdf)

<sup>3</sup> Ibid.

<sup>4</sup> US Census Bureau's Annual Estimate for Incorporated Places, 2009.

<sup>5</sup> 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>

<sup>6</sup> Ibid.

<sup>7</sup> Ibid.

<sup>8</sup> Greater Fort Lauderdale Alliance. "DMC Expands to Broward with New Hollywood Campus." January 1, 2010. <http://www.gfalliance.org/index.php?src=news&refno=809&category=Local%20News%20Stories>

<sup>9</sup> US Census Bureau's Annual Estimate for Incorporated Places, 2009; Bloomberg Business Week, "The Best Places to Raise Your Kids, 2009".

<sup>10</sup> City of Pembroke Pines, Mayor. <http://www.ppines.com/citycomm/ortis.html>

<sup>11</sup> Unless otherwise indicated, all information in this section is from Simply Maps.

<sup>12</sup> The following methodology was used to determine the median calculations in the Livability Study Areas:  
Total Population Median = a  
# Population = b

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a x b (for each record), a x b = c

Divide total c/ total b.

<sup>13</sup> Note: The list of large employers was derived from 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.