

# Demographic Profile...



Population:	85,688* *as of September 2008, according to University of Florida Bureau of Economic and Business Research
Area:	22.8 square miles
County:	Broward
Government:	Strong Mayor and five elected Council Members, incorporated in April, 1953
Location:	Just west of Fort Lauderdale, Florida; 20 miles north of Miami/Dade County; 15 minutes from Fort Lauderdale/Hollywood International Airport and Port Everglades
Housing:	Mixture of single and multi-family dwellings ranging in cost from \$100,000 to over \$2 million
Business Environment:	Retail, office, light industrial and general business; 4,450 registered businesses; 46,178 persons employed; Bachelor's Degree or higher: 42.1 percent
Medical Services:	Two general hospitals, four nursing homes, various clinics, rehab services and professional offices
Utilities:	City-owned water and sewer; electric: Florida Power & Light; telephone: AT&T, various long distance, cellular and fiber optic service providers; television: Comcast Cable and various satellite TV providers; Internet providers: AT&T FastAccess DSL, Comcast High Speed Internet and more
Climate:	Subtropical; avg. rainfall: 62 inches; avg. temperature: 75.4°; winter mean temperature: 66.5°; summer mean temperature: 84.2°
Parks & Recreation:	42 parks and playgrounds (totaling 414 acres); 6 golf courses including the City's own Plantation Preserve Golf Course & Club, extensive recreation programs for all ages, including tennis, swimming, baseball, football, soccer, track and jogging
Protection:	City Police Department and Emergency Medical Services, Volunteer Fire Department
Schools:	6 public elementary, 2 public middle, 2 public high schools & 32 private schools (preschool/daycare through grade 12). Plantation is home to the University of Phoenix; within a 10 minute drive are Nova Southeastern University, Florida Atlantic University, Broward College and McFatter Technical Center, all part of the prestigious South Florida Education Center.
Transportation:	County and community bus service, close proximity to major highways, including direct access to I-595 and Florida's Turnpike; international airport, Amtrak train, Tri-Rail commuter service, and a major deep-water port for passengers and freight; Foreign Trade Zone within Broward County limits
Median Household Income:	Plantation: \$70,824 Broward County: \$52,670
Median Age:	Plantation: 38.7 Broward County: 39.4

- ◆ The median age of residents in the City of Plantation is 38.7, slightly lower than Broward County as a whole. This age group is comprised of active, financially secure families with considerable discretionary income. This should be of particular interest to retail establishments, as it could have a significant impact on redevelopment opportunities for the City.
- ◆ During the past ten years, the City has had one of the highest median household incomes in the County, increasing roughly 2.1 percent annually. City of Plantation's median income is over 34 percent higher than that of Broward County.
- ◆ Employment growth in the City of Plantation has been consistent with that of Broward County – increasing by an average of 3.1% annually from 1992 through 2001. This trend is expected to continue, however at a slightly more modest pace. The City's economic base is supported by large corporations that have their regional or national headquarters here in Plantation, including American Express, Cigna, DHL, Centex-Rooney and Kemper National Services.
- ◆ Currently, Plantation's office market comprises more than 4.5 million square feet of space and is one of the largest and strongest office sub-markets in the County, with an occupancy of 92 percent. Plantation Midtown is achieving averages of roughly \$22 per square foot (gross) compared to the County average of \$20.50 per square foot.
- ◆ There is a substantial need for repositioning and redeveloping current retail space during the next five to ten years, primarily at the Fountains and land occupied by the Fashion Mall. With its "Town Center" design, the Fountains, in particular, has an opportunity to become the standard of regional retail centers and will have a considerable impact on the future of all Plantation development.
- ◆ For both businesses and residents alike, Plantation offers all the amenities of a large city, but with the safety and security of a smaller, "hometown" community. There are recreation and meeting facilities to indulge every taste and price range, nationally recognized athletics programs, two Olympic-sized swimming pools, an abundance of tennis courts and golf courses, restaurants ranging from conventional to exotic and an assortment of superior hotel accommodations. And for sports fans, within a short drive you can watch professional football, baseball, basketball and hockey teams in action.