



**Plantation**  
the grass is greener™

**CITY OF PLANTATION, FLORIDA**  
**Plantation Gateway Community Redevelopment Agency (CRA)**  
**Annual Report**  
**FY 2010/2011**

*Submitted to Broward County, FL*  
*March 31, 2012*



**City of Plantation  
Plantation Gateway Community Redevelopment Agency  
Annual Report  
FY 2010/2011**

**Table of Contents**

I.	Introduction.....	1
II.	Accomplishments:	
	A. Public Investments: Completed Aesthetic & Mobility Improvements .....	4
	B. New Public Investments: Planned Improvements .....	6
	C. New Private Investments .....	7
	1. Planned & Ongoing Projects	
	2. Completed Projects	
III.	Land Use and Zoning .....	11
IV.	Marketing & Business Support .....	13
V.	Financing.....	14
VI.	Statutory Requirements.....	15

**Attachments**

Attachment 1	The Gate Newsletter .....	17
--------------	---------------------------	----

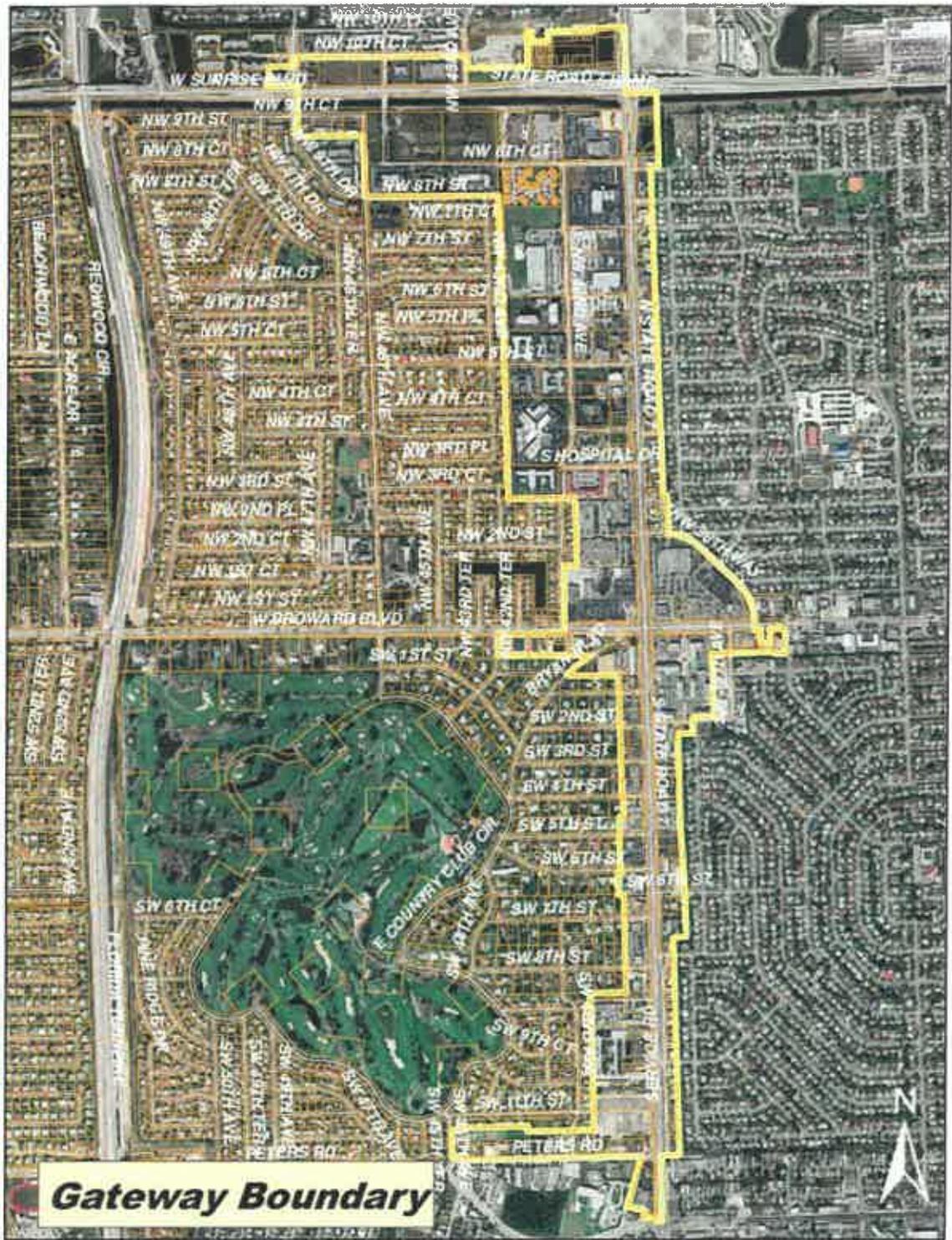
## **I. Introduction**

The Plantation Gateway Redevelopment District was once a deteriorating commercial corridor characterized by vacant lots, small buildings, uninviting storefronts, vast underused parking lots, and desolate landscaping. Fast forward to 2012! The District, through substantial capital investments and close cooperation between the City and the business community is an economically vibrant business and residential district.

The Plantation Gateway geographic area shown on the aerial photo on page two is generally defined as all properties fronting State Road 7 (SR 7) from West Sunrise Boulevard on the north to Davie Boulevard on the south; it also includes commercial property just west of State Road 7 on Peters Road, West Broward Boulevard, and West Sunrise Boulevard. Plantation Gateway is home to approximately 450 businesses such as retailers, professional and medical offices, national auto dealerships, service oriented businesses, dining establishments, community health facilities, houses of worship, Plantation Elementary School, Plantation General Hospital and, County and State Agency offices. Residential communities include Park Place, with 74 Town homes located on NW 8 Court just west of SR 7: and, the Grove East residential and retail/office mixed-use community with 220 housing units and 15 retail/office spaces at West Broward Blvd. and SR 7. These residential and mixed-use projects have contributed to the economic vibrancy as well as the cultural diversity of the District.

These residential and mixed-use communities provide much needed new residential options in an area of Plantation that historically has been a busy commercial corridor. Additional residential housing just south of Plantation General Hospital includes "Sundance of Plantation" consisting of two newly renovated two-story apartment buildings at NW 5<sup>th</sup> Street and NW 42<sup>nd</sup> Avenue. Sundance of Plantation offer a variety of apartment sizes available for sale or long term leasing.

The District's central location in Broward County, its proximity to major public schools, the South Florida Education Center which includes campuses of Broward College, Nova Southeastern University, University of Florida, and Florida Atlantic University, two Interstate Highways; I-95 to the east of SR 7 and I-595 to the south of the District, the Florida Turnpike,



Fort Lauderdale -Hollywood International Airport, and port Everglades makes Plantation Gateway a unique and convenient business location.

Plantation Gateway was created after the adoption of the City of Plantation Community Redevelopment Agency (CRA) Redevelopment Plan in June 2000. Previously, the area was known as Gateway 7 under the Florida Safe Neighborhoods Act. In an effort to more effectively market the newly created redevelopment area, the combined development district and CRA were renamed Plantation Gateway.

Redevelopment of the Gateway District is a deliberate detailed plan with four interactive elements; Aesthetic and Mobility improvements, Land Use, Zoning and Code Enforcement, Catalytic Investment Strategy, and Marketing and Business Support. A redevelopment plan provides guidance for continually enhancing the aesthetic appearance of the District while improving infrastructure and functionality. Enhancements include; business signage, and facade improvements; and, capital projects such as street lighting, enhanced pedestrian accessibility and signature brick bus shelters, and improvements to stormwater retention .

The Gateway District has seen continued public and private investments that further support its economic strength. The table below illustrates the array of business types that make their home in the District.

**Business Diversity Strength**

Accounting, Architecture & Management Related Services	Government Services
Auto, Motorcycle Sales & Repair	Home Furniture, Furnishings & Equipment
Business Services	Hotels & Motels
Building & General Contractors	Legal Services
Education	Restaurants
Financial, Insurance & Real Estate Services	Retail
Food Stores	Social Services
Healthcare Services	Wholesale Trade

*Source: City of Plantation CRA - 2012*

## **II. Accomplishments**

### **A. Public Investments: Completed Aesthetic and Mobility Improvements**

***Gateway Signature Decorative Bus Stop Signs:*** the City completed the construction and installation of four decorative bus stop signs that were installed at four bus shelter locations. Two of the decorative bus stop signs were installed at two bus shelters located on W. Broward Blvd. near the intersection with State Road 7. The two additional decorative bus stop signs were installed at two bus shelters located on south State Road 7 between W. Broward Blvd. and SW 6<sup>th</sup> Street. Installation of the decorative bus stop signs was completed on October 2011.



Installed Decorative Stop Sign at the SW 6<sup>th</sup> St. /S. SR 7 Bus Shelter

***Peters Road Landscape Edge:*** The City completed the construction of a landscape edge along properties located on the north side of Peters Road between S. SR7 and SW 45<sup>th</sup> Ave. It consisted of planting Crepe-Myrtle trees and a cocoplum hedge. Maintenance of the landscape edge is carried out by the City of Plantation Public Works Department. The landscape edge was completed on December 2011.



Landscape Edge along north side of Peters Road

**Massey -Yardley Chrysler & Dodge Dealership:** The City constructed of a landscape edge along a five foot easement for the entire length of the property located at 777 N. SR 7. It included a cocoplum hedge and grass, yellow tabebuia trees and an irrigation system. Maintenance of the landscape edge is carried out by the City of Plantation Public Works Department. The landscape project was completed on December 2011.



Landscape Edge at Massey-Yardley - 777 N. SR 7

**Multiuse Recreational Trail (MURT):** the newly constructed MURT links the State Road 7 Gateway District with the existing MURT system in the northwestern section of the City between SR7 and the Florida Turnpike. The trailhead is located at the northwest corner of SR 7 and W. Sunrise Boulevard adjacent to the C - 12 Canal, and moves west along the Canal's south side to connect at the west end with the Park East Trailhead. The project also included extensive landscaping including a variety of trees, palms, and plants along the southern side of the trail. Decorative wooden benches are located throughout the trail providing resting opportunities to walkers, bikers and other trail users. This project was made possible through combined funding from the City of Plantation CRA and a grant from the Florida Department of Transportation (FDOT). It was completed on November 2011.



**B. New Public Investments: Planned Improvements**

**Northeast State Road 7 from West Broward Blvd. to West Sunrise Blvd.**

***Undergrounding of FPL Power Lines and Utilities:*** includes the placing of all electrical power lines and utility lines underground (TV Cable & Phone lines) on the eastern side of N. State Road 7 from W. Broward Boulevard to W. Sunrise Boulevard. It is anticipated that the entire project including the lighting and landscaping will be completed in approximately two to three years. The northeastern portion of State Road 7 is the last section of the Gateway District to be completed with the power and utility lines running underground.

***Lighting:*** decorative street lighting poles consistent with current light poles in other segments of State Road 7 will be installed after completion of the undergrounding of power and utility lines. Additional decorative light poles will also be installed on the northwest side of State Road 7 between NW 5<sup>th</sup> St. and W. Sunrise Blvd including three light poles located alongside the water retention area located on the northwest corner of N. State Road 7 and the on-ramp entrance to W. Sunrise Blvd.



View of N. SR 7 from South to North at W. Broward Blvd. – Northeast section of SR 7 to the right of this picture

***Landscape Edge Phase III:*** Phase III includes the northeastern portion of N. State Road 7 from W. Broward Boulevard to W. Sunrise Boulevard. The landscape edge will continue the theme of the first and second phase of the streetscape treatment completed on portions of the northwest section of N. State Road 7 and southeastern and southwestern sections of S. State Road 7. The streetscape design will result in a more inviting street appearance through the addition of Royal Palms, Cocoplum hedges and grass, including irrigation. Landscaping is projected to be implemented after completion of the FPL and lighting project.

## C. New Private Investments

### 1. Planned and Ongoing Projects

A series of new construction as well as renovation projects are currently underway in the Gateway District. Five particular projects will retain and create new employment opportunities as well as increase the assessed value of the properties, and future tax revenues in the CRA District. These new projects will also enhance the aesthetics of the SR 7 Corridor.

The first of these projects involves the demolition of the old *Walgreens* located at the southwest corner of Davie Blvd. and S. State Road 7. The existing building is dated and will be replaced with a 14,000 square foot in size building featuring a Key West architectural design that will dramatically change and greatly enhance the southeasterly most entrance to the City of Plantation. At the southwest corner of Davie Blvd. & S. State Road 7 facing south, an imposing "Welcome to Plantation" signature sign will welcome the public to the Gateway District. The new Walgreens will feature a drive-through pharmacy lane for safe and easy pharmacy pick-ups. The project also includes a reconfigured parking area, accesses from and to SR 7 and Davie Blvd., and extensive landscaping. A picture of the closed Walgreens is shown below along with a rendering of the future Walgreens.



Closed Walgreens as it undergoes demolition



Rendering of Future Walgreens

North of Walgreens at 4021 Peters Road a one story previously abandoned building and parking area is undergoing significant renovation. The newly renovated building will be the site of a new **Child Care Center** employing teachers and administrative staff. The project will include a parent's drop-off area, parking lot, small playground and new landscape. This is a welcomed addition to Peters Road and its neighboring residential and business community.



Site & Building before construction & renovation



Site & Building under current construction & renovation

A third and future project will be located in the Westgate Shopping Plaza at the northwest corner of N. SR7 and W. Broward Blvd. A stand-alone **TD Bank** branch with a three-lane drive-through will be constructed at this location. Construction will also include customer parking and landscaping. The pictures below show a rendering of the future TD Bank and its future location. Construction is expected to start at the beginning of the upcoming summer.



Future Site Location of TD Bank at Westgate Shopping Plaza



Rendering of Future TD Bank Building at Westgate Shopping Plaza

The site of a fourth future important project is located at 480 N. State Road 7 at the northeast corner of NW 5<sup>th</sup> St. and N. State Road 7. At this location, an existing auto dealership building will be demolished and replaced with a modern and energy efficient one story medical building (Amicus Medical) that will house a variety of medical specialties. The color picture below shows the existing auto dealership building that will soon be demolished.



Renderings of the Proposed Medical Building



Existing Auto Dealership Building at 480 N. SR7

Not far from the above project location on the northwest side of SR 7, at 551 N. SR 7 a fifth upcoming project includes significant new construction and renovation of an existing restaurant building that will be converted into a new *medical building*. The new medical building contains 4,500 square feet and will house four different medical specialties. The site's renovation will also include a reconfigured parking area and additional landscape. Shown below is a picture of the existing vacant restaurant building that will be converted to a medical office building.



At a smaller scale, a *Gas Station* located at 4350 W. Broward Blvd. and the corner with SW 44<sup>th</sup> Ave. is in the process of construction and significant renovation. The newly renovated gas station will include a mechanic bay for minor automobile repairs, a reconfigured parking lot and new landscape. This old Texaco gas station closed for over two years will operate under the Sunoco brand. Shown below are two pictures of the existing renovation “in progress”.



## **2. Completed Projects:**

*Massey -Yardley Chrysler Dodge*, located at 777 N. SR7 completed an extensive building renovation of its administrative and sales associate’s offices, and interior showroom. The renovation also included new landscaping and automobile display area in front of the building, new lighting, and landscape improvements in the parking areas. Massey-Yardley is a family owned Five Star dealership with a presence in the Gateway District since 1967. This project was completed on April 2011.



***Rick Case Inc.*** constructed a new Hyundai dealership building at 961 N. SR7. The new Hyundai dealership building includes new administrative and sales associate's offices, an interior automobile showroom, and customer waiting areas. The project incorporates a new outside vehicle display area, parking lot, and extensive landscaping. The Hyundai dealership joins its neighbor Accura dealership next door at 875 N. SR7 and NW 8<sup>th</sup> Court. Doors opened to the public on October 2011.



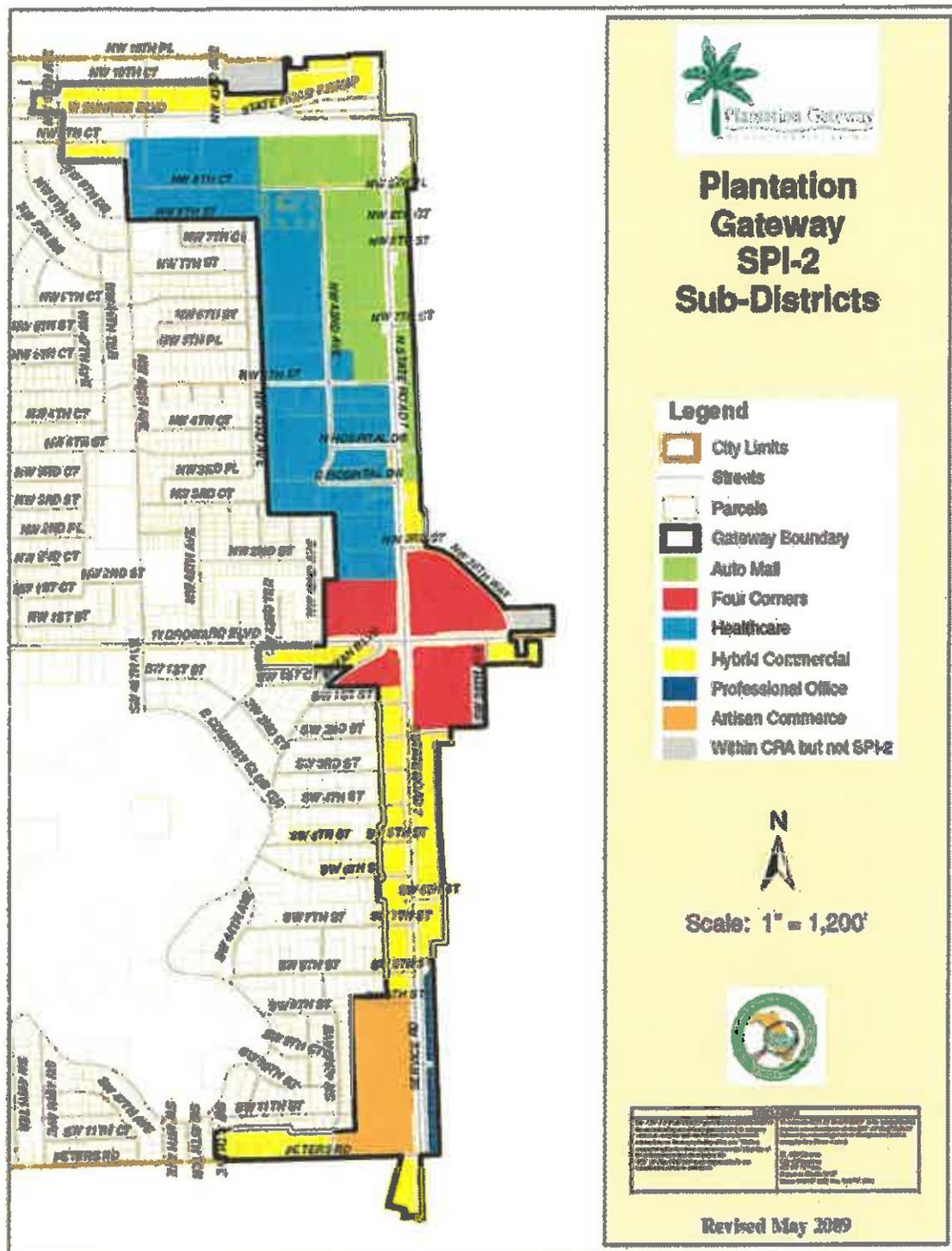
Newly built Hyundai Automobile Dealership

### **III. Land Use and Zoning**

An important component vital to the District's success can be attributed to the City's strategic implementation of redevelopment based zoning regulations. The ordinance includes a special zoning district (SPI-2) that divides the area into six zoning sub-districts including Auto Mall, Four Corners Commercial, Hybrid/Commercial, Healthcare, Professional Office, and Artesian Commerce. Within each zoning sub-district, a variety of compatible land uses are permitted allowing for a variety of opportunities for new business growth and development/redevelopment.

In order to spur new residential and mixed-use development and redevelopment, the City designated the Plantation Gateway District as a **Local Activity Center (LAC)** in 2003. The LAC designation provides for higher density mixed-use, commercial and office developments located adjacent to major transit corridors similar to Grove East. One added bonus of locating

a business or residence in the Gateway District is that several Broward County Transit lines move people from north and south into the Plantation Gateway District, west into the center of



Local Activity Center (LAC)

Plantation and east from Plantation into Downtown Fort Lauderdale. The LAC allows for a total of 1,960 residential units in the Plantation Gateway of which 749 of these units are existing occupied units. A balance of 1,211 residential units is available to future development similar to the new Grove East mixed-use residential/retail project.

#### **IV. Marketing and Business Support:**

Marketing strategies and tactics are continually implemented along Plantation Gateway to promote the area's revitalization and maintain exposure with the local real estate market. Additionally, the Plantation Community Redevelopment Office ("CRO") provides assistance to area businesses and residents in a variety of ways. Recent highlights of the marketing and support efforts include hurricane and emergency preparedness and post disaster business assistance, a business outreach program, market analysis, business newsletter, conference attendance, advertising, and street banners.

**Street Banners:** The "Plantation Gateway" Street Banner program went into effect in FY 2001/02 and continues today. It is a highly visible way to highlight the district to visitors and travelers. The program consists of one large and visible "Welcome to Plantation Gateway" banner, and a smaller welcoming to the Gateway "Pineapple" banner. Both banners are up year around with the exception of the hurricane season when they are taken down for three months (July, August & September), and during the month of December they are replaced with holiday decorations. This program was the first step in the marketing and branding of Plantation Gateway. Shown below are the Gateway banners displayed along the SR 7 corridor.



**Business Outreach:** Through contacts with business owners the CRO has been able to assist Plantation Gateway businesses with real estate market inquires, grants, and reimbursements requests, as well as general information about current and future construction projects. The CRA has also established a business visitation program in which CRA staff periodically visits the local businesses to inform them of the CRO services.

**Business Newsletter:** For the last six years, The Gate newsletter, has been published and sent to over 480 Plantation Gateway businesses, property owners, community associations, City Departments, and County and regional organizations. The newsletter contains information about recent construction projects underway in Plantation Gateway, new businesses moving in, and new prospective projects planned for the future (Attachment 1).

**Market Analysis:** Lambert Advisory completed a Plantation Gateway market study in 2002. In 2006 staff updated the market data to include a 3-tiered retail gap analysis report, and a sector study of business and industry along the corridor. Then in early 2007, staff began a revision of the list of businesses on the corridor, last updated in 2005, by initiating a physical inventory of all business currently operating. The existing data has been used to target developers and to attract specific commercial enterprises to the area. The newly completed inventory, combined with previous reports and studies provides a more concise understanding of the current Plantation Gateway market, and will serve to improve targeted attraction activity.

**Advertising:** The CRO highlights the Plantation Gateway District in the annual Chamber of Commerce Information Guide.

**Conference Attendance:** To continue the branding and awareness of the Plantation Gateway area, the CRO participates and provides information to the business community at the City Economic Development Summits. CRA staff participates in the Broward Alliance monthly Partnership meetings and attends periodic small business seminars organized the City Economic Development Division. As a member of the Florida Redevelopment Association (FRA), CRA staff also attends the annual FRA conference.

**Hurricane and Emergency Preparedness and Post Disaster Business Assistance:** with the support and assistance of the City Fire Department the Plantation CRO provides general information on hurricane preparedness and recovery on an ongoing basis to businesses and residents in the Gateway as well as direct businesses to the appropriate City and County offices for additional inquires. The summer edition of the Gate newsletter is directed to hurricane preparedness for the business community in the CRA .

## **V. Financing**

In fiscal year 2010-2011 a total of \$948,895.00 was deposited in the Community Redevelopment Trust Fund from incremental tax receipts. Tax receipts are generated from the City of Plantation, North Broward Hospital District, Broward County, and Children's Services Council. The total taxable value of real property in the Plantation Gateway Redevelopment District declined slightly from \$224,107,710 in 2009 to \$209,851,720 in 2010.

This value is a 6.4 percent decrease in taxable value with respect to the previous fiscal year (Table 2).

**Table 2**  
**Plantation Gateway Property**  
**Taxable Values & Incremental Tax Revenues**

<b>Fiscal Year</b>	<b>Base Year Value</b>	<b>Taxable Value</b>	<b>Incremental Tax Revenue</b>
2000	\$127,670,650	n/a	n/a
2001-02		\$134,627,810	\$103,028
2002-03		\$138,031,680	\$147,246
2003-04		\$151,638,970	\$328,270
2004-05		\$162,340,080	\$467,630
2005-06		\$183,394,320	\$728,562
2006-07		\$203,188,660	\$908,515
2007-08		\$225,169,980	\$999,148
2008-09		\$223,501,370	\$1,007,139
2009-10		\$240,315,390	\$1,234,207
2010-11		\$224,107,710	\$1,095,800
2011-12		\$209,851,720	\$948,895

Source: City of Plantation Financial Services

In accordance with F.S. Chapter 163.387 (6) (a), a tax increment deposited into the Community Redevelopment Trust Fund has been used for physical improvements in the CRA, as well as administrative and overhead expenses relating thereto.

The Plantation Community Redevelopment Agency financial statements are reported in a separate report prepared by Keefe, McCullough & Co., LLP, which will be sent under separate cover by The City Finance Department.

## **VI Statutory Requirements**

This report is being filed in accordance with F.S. Chapter 163.356(3) (c), which states that a Community Redevelopment Agency is required to file a report with the governing body,

“... of its activities for the preceding fiscal year, which report shall include a complete financial statement setting forth its assets, liabilities, income, and operating expenses as of the end of such fiscal year.”

Furthermore, a Community Redevelopment Agency is required to advertise in a local newspaper that this report has been filed with the governing body, and that this report is available for inspection in the office of the City Clerk and the office of the Community Redevelopment Agency. A copy of this document is available at both locations. A copy of the advertisement will be forwarded to your offices under separate cover.

**To contact the City of Plantation Community Redevelopment Agency please direct all inquiries to:**

Carlos Andres Gonzalez del Campo  
Redevelopment Administrator  
City of Plantation  
Community Redevelopment Office  
307 S. State Road 7  
Plantation, FL 33317  
Phone: 954.585.2330  
Fax: 954.585-2331

**ATTACHMENT 1**

**THE GATE NEWSLETTER**

# The Gate

Community Redevelopment Office 954-585-2330

SUMMER – FALL 2011

## A Message from Mayor Bendekovic



Mayor Diane Veltri Bendekovic

There are some positive signs of recovery during these difficult economic times. The final numbers from the Property Appraiser's office are in, and we are happy to report that Plantation is one of the few cities in Broward County that has had a slight increase in property values and is currently experiencing an increase in the issuance of building permits and business licenses.

As one travels through the Gateway corridor, there is a buzz of excitement with several redevelopment projects

slated for the coming year. A new Walgreens featuring Key West/Caribbean style architecture will be built at the southwest corner of Davie Boulevard and South State Road 7. TD Bank will soon be located within the recently renovated Westgate Plaza at State Road 7 and Broward Boulevard, and the Amicus Medical Building will be constructed at the southeast corner of NW 5th Street and South State Road 7.

Over three hundred businesses – including new businesses opening every month – create the synergy of the Plantation Gateway, and include national automobile dealerships, retail and restaurants, medical offices, professional businesses and Plantation General Hospital.

As with most cities, Plantation continues to struggle under financial pressures created by the 2007 state-mandated tax revenue rollback and the dramatic decrease in taxable property values. We know today's economy has hurt most of you, too, in one way or another. Weathering this economic storm will be much easier on all of us if we work together.

As "Team Plantation," we will work to improve property values in the Gateway area up by continuing Mayoral business visits, hosting economic development events in conjunction with the Greater Plantation Chamber of Commerce and other organizations, and building strong, profitable business relationships with agencies such as the Greater Fort Lauderdale Alliance and the Small Business Administration. All with the goal of attracting a quality mix of businesses along with quality redevelopment. The City of Plantation partnering alongside Gateway businesses and their owners will benefit us all



## Welcome New Businesses to the Gateway

The City of Plantation and the Plantation Gateway Redevelopment District Advisory Board would like to extend a warm welcome and wishes for much success to the following new businesses:

Select Staffing .....3880 W Broward Blvd, #4  
Eco Advisors .....4312 W Broward Blvd  
Academy Security School .....3740 W Broward Blvd  
Prestige Insurance .....3740 W Broward Blvd  
Allied Patient Care Solutions .....810 S State Rd 7  
Landscape Studio Design .....4314 W Broward Blvd  
Quick Food Store 11 .....536 S State Rd 7  
441 Industrial .....991 S State Rd 7  
Dr. Kenneth H. Zelnick, Cardiologist 4101 NW 4 Street, #104

Loan Lawyers .....377 N State Rd 7  
Pete's Trucking .....4350 W Sunrise Blvd, #120  
Noel Academic for Health Career .....19 S State Rd 7  
Speedy's Auto .....720 N State Rd 7  
Zouk Restaurant .....937 S State Rd 7  
Motorhouse .....600 N State Rd 7

### NEW ADDRESS

Mulligan Painting Industries Inc ...991 S State Rd 7, Bay A-10

## WELCOME NEW MEMBERS JOINING THE STAFF

Plantation Rehabilitation, 4100 S Hospital Dr, #206  
DR. ALEXANDER CHARLES FRANK, DO  
Plantation Primary Care, 3880 W Broward Blvd, #4  
DR. ANDREA SCIBERRAS, DO  
Countyline Chiropractic, 199 N State Rd 7  
STEVEN CIMERBERG  
Oriental Massage, 121 S State Rd 7  
SHIYING PENG - New Owner  
Plantation General Hospital, 401 NW 42 Ave  
ERNEST BERTHA, MD  
ANDREW O. BGNI, DO  
AMIRAH H. BROWN-JOHNSON, MD  
HEATHER KIMPEL, MD  
ROBERT LARSEN, MD  
PATRICIA SPISAK, FNP  
IVAN VILLAMIZAR, MD  
DONALD W. WOOD, DO

## Using Plantation Vendors

### LOCAL BUSINESS PREFERENCE PROCUREMENT ORDINANCE

A balanced and stable economy is more readily achievable when the community, government, and local businesses work together. This has been the ongoing desire of the Mayor and City Council in Plantation. Over the past few years businesses have been struggling due to the global economic downturn. As a means to assist the businesses in Plantation, the City of Plantation adopted a Local Preference Procurement Ordinance in February 2010.

The Local Business Preference Procurement Ordinance enables local vendors to more readily offer goods and services to the City of Plantation. In short, if a local business is within five percent of the low bid, the City will give the local qualified business the opportunity to meet the price of the low bid. This will open the door for more local businesses to become vendors, while still retaining to the lowest possible costs to our residents for City-related purchases. It is a winning situation for the business, the City and our community.

To become a potential City vendor a business must have a local street address, a City occupational (business tax) license for at least six months, and be registered with the City of Plantation Purchasing division. To register, they can go to the City of Plantation's website at [Plantation.org](http://Plantation.org) and click on "Become a City vendor" on the home page. For more information, you may call Plantation's Purchasing division at 954-797-2648.

The Redevelopment office together with the City of Plantation would like to encourage businesses and residents to use Plantation businesses whenever possible and to visit new businesses.

## BUSINESS EVENTS

# ECONOMIC DEVELOPMENT SUMMIT

**TUESDAY • OCTOBER 25 • 11:00 A.M.**

RENAISSANCE PLANTATION HOTEL

Luncheon: \$30



**The perfect networking opportunity;  
to promote your business,  
meet City of Plantation Officials,  
Plantation and local business owners.**

#### SPONSORSHIP OPPORTUNITIES AVAILABLE:

1 Platinum - 2 Gold - 4 Silver - 4 Bronze  
Sponsorships are limited - Call today!

#### PROGRAM BOOK ADVERTISING:

Full or Half-page Ad

EVENT BOOTH: Tables available

To purchase tickets, for sponsorship opportunities,  
advertising or for more information about this exciting event,  
contact Siobhan Edwards at 954-587-1410,  
or [info@plantationchamber.org](mailto:info@plantationchamber.org)

[www.Plantationchamber.org](http://www.Plantationchamber.org)

### Workshop Series

#### "HOW TO DO BUSINESS WITH BROWARD COUNTY"

Business owners interested in contracting with Broward County can attend free two-hour seminars presented monthly by the Office of Economic and Small Business Development, Purchasing Division. Learn the secrets of doing business with Broward County government while gaining valuable insight into the County's purchasing. For workshop dates or more information, call Broward County Small Business at 954-357-5786 or go to [www.gfalliance.org](http://www.gfalliance.org).

### Two Countywide Business Forums

#### "HOW TO GET ON THE ROAD TO RECOVERY"

DATES & LOCATIONS:

**TUESDAY, SEPTEMBER 13 • 6:30 p.m. - 8:30 p.m.**

**City of Hallandale Beach Cultural Community Center  
410 S.E. 3rd Street, Hallandale Beach**

**THURSDAY, SEPTEMBER 22 • 10:00 a.m. - 12:00 p.m.**

**City of Lauderhill Commission Chamber  
5581 West Oakland Park Boulevard, Lauderhill.**

For more information on any of the above, or to RSVP please go to [www.gfalliance.org](http://www.gfalliance.org) or call 1-800-741-1420 / 954-524-3113.

# Preventing metal theft

One of the fastest growing crimes in the United States is metal theft. Copper, aluminum, nickel, brass, stainless steel and scrap iron have become the desired target of thieves looking to make a quick buck. An increase in demand for these metals from Asian markets such as China and India has created a thriving international scrap trade, resulting in much higher prices. Of particular concern is copper, now selling for approximately \$4,400 a ton, up 50% since the beginning of 2009. Copper theft often includes gutters, flashings, downspouts, water lines and electrical wiring that can be quickly stripped from vacant buildings, industrial facilities, commercial buildings and construction sites.

Air conditioning units are particularly attractive, and are often tampered with or stolen for their copper coils and pipes that connect to HVAC systems. The metal is then sold to recycling companies and scrap yards for a huge profit.

Recently we have seen a major increase in the theft of water backflow systems which are made of copper or brass. The theft of these types of metals not only cost the victim a substantial amount of money, but creates a loss in precious water resources. While the economy struggles, metal theft is expected to increase as people become desperate for any kind of income.

## PREVENTING METAL THEFT

To combat the metal theft problem, at least 28 states and scores of municipalities around the country have passed laws tightening the restrictions on scrap dealers.

In some instances, purchases of scrap metal are required to be held in reserve for a week or more before being resold in case it has been stolen. Some states require dealers to record the seller's name, address and driver's license. Still, the best defense is to prevent metal theft at the source.

### CONSIDER THESE MEASURES TO REDUCE YOUR RISK:

- **INSTALL A SECURITY CAMERA** with video recorder and keep recordings for a sufficient period.
- **SECURE ALL EQUIPMENT** in locked buildings, or in well-lit areas secured by fencing. Better yet, use a perimeter security system with contact alarms or motion detectors, or install a 6-foot perimeter fence and gates with locks to avoid theft of common scrap metals, such as copper, nickel, stainless steel and others.
- **POST "NO TRESPASSING" SIGNS** AROUND THE PROPERTY or signs indicating the presence of a surveillance or security system to deter thieves. Even with non-active systems, these signs tend to discourage some instances of metal theft.
- **REMOVE ACCESS TO BUILDINGS AND ROOFS.** Eliminate items that allow for easy entry to buildings, such as trees, ladders, scaffolding, dumpsters and accumulated materials such as pallet piles.
- **SECURE YOUR BUILDING ACCESS** with dead-bolts, and door and window locks.
- **TRIM OR REMOVE EXCESSIVE SHRUBBERY** or other landscaping that may allow criminals to hide from view on your property.
- **MARK METALS WITH THE COMPANY'S NAME** using paint, hard-to-remove decals or engraving equipment.
- **CAGE WATER BACKFLOW SYSTEMS.** There are several type of effective caging systems to protect your water backflow systems to make theft very difficult.

A difficult economy together with an increase in foreign demand for metals has resulted in higher metal prices and also created profitable opportunities for thieves.



Security signage, locked gates, lighting, lock-boxes or surveillance cameras will usually discourage thieves.

- **MAKE SURE SOMEONE IS PRESENT** WHEN SUPPLIES SUCH AS COPPER WIRING OR PIPE ARE DELIVERED at a job site so the materials can be immediately secured.
- **DON'T RECEIVE SUPPLIES EARLIER THAN YOU NEED THEM.** The longer metal is on site and unused, the longer it's at risk of theft.
- **DEVELOP A RELATIONSHIP WITH LOCAL LAW ENFORCEMENT.** Ask for their guidance in preventing metal theft at your business and what to do in the event a theft occurs.
- **INCREASE LIGHTING OUTSIDE, AND PROTECT FIXTURES** (such as AC units) with locked metal cages.
- **CREATE A MASTER LIST OF ALL OF YOUR EQUIPMENT** and bulk metal (if applicable) and include pictures. Providing the list to your agent and the authorities might help in recovering the items.
- **TALK WITH YOUR INSURANCE AGENT.** Make sure you have adequate insurance to cover metal theft, and be sure to update your agent as your business changes. For example, if your building becomes partially or fully vacant, your coverage may change without you realizing it. If a metal theft does occur, call the police immediately so that local recycle and scrap dealers are alerted.
- **BE SURE TO PRESERVE THE CRIME SCENE,** including tire tracks, shoe tracks and fingerprints. This evidence could be used to help prosecute the thieves if they are caught.

If you have a crime prevention question, contact the Plantation Police Department. They will be glad to address your questions or concerns. E-mail Officer Bob Wilkins, [bw9630@yahoo.com](mailto:bw9630@yahoo.com).

## IMPORTANT NUMBERS

RESIDENT & BUSINESS  
EMERGENCY INFORMATION HOTLINE  
954-585-2363

Before, during and after a hurricane, severe weather or other emergency, the Resident Information Hotline is updated several times a day with City information and services.

## PLANTATION RADIO WOFL 1620 AM

For daily news and events or when severe weather or other emergency threatens, tune to 1620 AM for City specific updates on serious situations, evacuations and more.

**Get a Plan; go to [Plantation.org](http://Plantation.org)**  
Businesses/Economic Development/ Helping Your Business  
Survive a Natural Disaster



**Plantation Gateway**  
PLANTATION • FLORIDA

307 S. State Road 7  
Plantation, FL 33317

www.Plantation.org

PRSR STD  
US POSTAGE  
**PAID**  
FT. LAUD, FL  
PERMIT # 2411

## CONGRATULATIONS

SERVING THE GATEWAY DISTRICT COMMUNITY FOR OVER 20 YEARS

Business Name	Address	Years In Business
Florida Energy Savers	211 S State Road 7	35 years
Mike Mulligan Painting Inc	991 S State Rd	33 years
Law Office of Paula D'Aguilar	4330 W Broward Blvd	30 years
Kramers Auto Electric	4034 Bryan Blvd	35 years
Guardian Safety Window & Tint	21 S State Rd 7	32 years
Fifth Street Counseling	4121 NW 5 Street #206	20 years
Floral Promotions	405 S State Rd 7	22 years
441 Animal Hospital	510 S State Rd 7	42 years
Plantation Radiator	671 S State Rd 7	22 years
Greenlight Auto Electric	4001 SW 2 Street	21 years

If you are a business in the Gateway that has been here for 20 or more years and we have missed listing your business, please call our office so that we can add you to our list.

### Did you know?

THERE ARE 327 TOTAL "ACTIVE" BUSINESSES IN THE GATEWAY!

- We have 23 Restaurants which represent 12 different nationalities
- 55 businesses that have been in the Gateway area for over 10 years
- There are 32 different auto related businesses
- Besides the hospital, there are 79 different medical practices
- We have 32 retail stores boasting everything from books to uniforms
- There are 12 individual insurance agencies
- 6 pest control businesses
- Plus, 51 various service businesses, including a private investigator



**Plantation Gateway**  
PLANTATION • FLORIDA



**Plantation**  
the gateway district

## IT'S A WONDERFUL LIFE IN PLANTATION HOLIDAY PARADE

**SATURDAY - NOVEMBER 19  
9:00 AM**

Broward Boulevard & SR 7/441.

Ends at Plantation City Hall with awards and festivities.

**DO YOU WANT YOUR BUSINESS TO BE IN THE  
PLANTATION HOLIDAY PARADE  
ON NOVEMBER 19?**

Applications are now being accepted. For more information or for an application contact the Plantation Chamber of Commerce at 954-587-1410 or go to [www.Plantationchamber.org](http://www.Plantationchamber.org).

**Participant application  
DEADLINE is NOVEMBER 11.**

### Corrections & Errors

The Redevelopment Office would like to apologize to the following businesses for misprints in the Spring 2011 Gate.

#### **BUSINESSES IN THE GATEWAY OVER 20 YEARS:**

The BROWNS OLD TIME CLOCK SHOP has been in business in Plantation not 32, but 37 YEARS.

#### **WELCOME NEW BUSINESS:**

Jean Renelein should have been DR. JEAN RENELEIN at the North General Center of Medicine. Also, the office has moved, they are now located at 4330 W. Broward Blvd., Suite E.

Lindsay Jane Calkins should have been DR. LINDSAY JANE CALKINS at Living Green Chiropractic & Wellness, 4101 NW 4 Street, #411.

We are sorry for the errors.

# The Gate

Community Redevelopment Office 954-585-2330

SPRING – SUMMER 2012

## A Message from Mayor Bendekovic



Mayor Diane Valeri Bendekovic

Plantation Gateway is on the move. While development in other cities may be slowing down, Plantation Gateway is looking forward to a number of new projects on the horizon. Plantation's "City within a City" includes an impressive and ever-expanding list of retail, service, medical, professional and dining establishments. A few highlights...

Walgreens is demolishing its existing store, located at the intersection of Davie Boulevard and South State Road 7, and replacing it with a brand new, 14,000 square foot stand alone store, designed in Key West-style architecture. Contractors are currently working on setting up an interim pharmacy building and constructing a parking lot on an adjacent site a few feet away from the current building. Once this site is ready the pharmacy will relocate to the interim building and demolition of the old Walgreens will start. It is estimated that demolition will start at the end of February.

Along with the new store, a beautifully landscaped brick entryway sign will now welcome visitors into the District and brand the corridor as "something special." This brick feature joins entryway signs located at Sunrise and Broward boulevards.

Old Peters Road will also experience a change just west of Checkers. A long time abandoned and decrepit looking one story building, will be entirely renovated along with its surrounding grounds to give way to a child care center. Currently, work is being done to install new drainage, accesses and parking lot area. This is a welcomed project to Old Peters Road which recently experienced major construction that included the construction of a new sewer system, sidewalks, paved road, and landscaping.

Within the north end of the corridor, site plans have been approved for the TD Bank at Westgate Plaza, located at the northwest corner of State Road 7 and West Broward Boulevard. Site plans have also been approved for a one-story medical building at the corner of North State Road 7 and NW 5th Street – Amicus Medical – which will house a variety of medical specialties. The existing auto dealership building will be demolished to give way to brand new, modern and energy efficient 4,000 square foot medical practice building. Demolition work is estimated to start sometime in March.

Finally, Massey-Yardley Plantation has completed its building renovation, and the City installed an irrigated landscape edge, including Cocoplum, grass and Yellow Tabebuia trees to compliment the new building.

Thanks to previous beautification grants, Plantation Gateway's public spaces have gotten their own makeover. During the past several years, the City has provided funds to help make aesthetic improvements, including median landscaping, a landscape edge along both sides of State Road 7 consisting of Royal Palms and Cocoplum



New Walgreens rendering: Key West facade, the new building will include a convenient pharmacy pick up drive through.



Massey-Yardley went through an extensive building renovation; including a new façade, interior sales and administrative offices, and automobile salon. The renovation also included beautiful landscaping.

MAYOR'S MESSAGE CONTINUED FROM PAGE 1

shrubs, decorative signage and bright, colorful banners that give the district a "sense of place." Most recently we've extended the City's MURT Trail to run along Sunrise Boulevard with a beautifully landscaped multi-use trail perfect for biking, jogging, inline skating and walking. When you drive down State Road 7/441 through Broward County, there is no doubt when you arrive in Plantation Gateway! There are some positive signs of recovery during these difficult economic times. The final numbers from the Property Appraiser's office are in, and we are happy to report that Plantation is one of the few cities in Broward County that has had a slight increase in property values and is currently experiencing an increase in the issuance of building permits and business licenses.

Over three hundred businesses - including new businesses opening every month - create the synergy of the Plantation Gateway, and include national automobile dealerships, retail and restaurants, medical offices, professional businesses and Plantation General Hospital.

As with most cities, Plantation continues to struggle under financial pressures created by the 2007 state-mandated tax revenue rollback and the dramatic decrease in taxable property values. We know today's economy has hurt most of you, too, in one way or another.



Beautification of the MURT trail that runs along the C-12 canal includes new trees, palms and landscaping, in addition to park benches that run along the waterway.

Weathering this economic storm will be much easier on all of us if we work together.

As "Team Plantation," we will work to improve property values in the Gateway area up by continuing Mayoral business visits, hosting economic development events in conjunction with the Greater Plantation Chamber of Commerce and other organizations, and building strong, profitable business relationships with agencies such as the Greater Fort Lauderdale Alliance and the Small Business Administration. All with the goal of attracting a quality mix of businesses along with quality redevelopment. The City of Plantation partnering alongside Gateway businesses and their owners will benefit us all!

## Clip & Save THESE IMPORTANT HURRICANE AND EMERGENCY NUMBERS

### RESIDENT & BUSINESS EMERGENCY INFORMATION HOTLINE 954-585-2363

Before, during and after a hurricane, severe weather or other emergency, the Resident Information Hotline is updated several times a day with City information and services.

### PLANTATION RADIO WQFL 1620 AM

For daily news and events or when severe weather or other emergency threatens, tune to 1620 AM for City specific updates on serious situations, evacuations and more.

### GET A PLAN

[www.floridadisaster.org/Get a business plan](http://www.floridadisaster.org/Get%20a%20business%20plan)

- Plantation Radio for up-to-date City information . . . . .WQFL 1620 AM
- Information . . . . .[www.psd.plantation.org/fire/fire\\_hurricanes.html](http://www.psd.plantation.org/fire/fire_hurricanes.html)
- Plantation Hotline . . . . .954-585-2363
- Plantation Fire-Rescue (Non-Emergency) . . . . .954-797-2150
- Plantation Police Department (Non-Emergency) . . . . .954-797-2100
- Broward County Shelters Hotline  
(not all shelters are open for all storms) . . . . .954-831-4000
- Red Cross . . . . .954-797-3800  
or [www.browardredcross.org](http://www.browardredcross.org)
- Broward Humane Society . . . . .954-266-6871  
or [www.humanebroward.com](http://www.humanebroward.com)

### BE PREPARED, "GET A BUSINESS PLAN." FOR TOPICS ON PREPAREDNESS, RECOVERY & MITIGATION FOR FAMILY, HOMES AND BUSINESSES

- Florida Disaster Plan kit . . . . .[www.floridadisaster.org](http://www.floridadisaster.org)
- FEMA Disaster Assistance . . . . .800-621-3362  
[www.fema.gov/hazard/index.shtm](http://www.fema.gov/hazard/index.shtm)

## Welcome Changes to Businesses in the Gateway

The City of Plantation and the Plantation Gateway Redevelopment District Advisory Board would like to extend a warm welcome and wishes for much success to the following new businesses:

### NEW BUSINESS

**New Hope Medical Center**, Dr. Joseph Augustin, Internal Medicine:  
4301 W Sunrise Blvd  
**JMS Construction**: 4405 Peters Rd  
**Casita Nica Restaurant**: 339 S State Rd 7  
**Gold Coast Properties**, Used car sales: 847 S State Rd 7  
**Joy of Technology**, Video Conferencing: 4076 W Broward Blvd  
**Children Are People Too**, Refurbish Cable equipment: 991 S State Rd 7, #A1  
**Airport Shuttle Assoc.** : 790 S State Rd 7  
**VP Insurance**: 4357 Peters Rd  
**Council on Litigation Management**: 4310 W Broward Blvd  
**La Perle Insurance**: 131 S State Rd 7  
**Astrology & Tarot Boutique**: 3740 W Broward Blvd  
**Nu Tech Auto**, Repair: 720 N State Rd 7  
**GF Services**, Financial Services: 155 N State Rd 7  
**DD's Discounts**, Apparel: 3841 W Broward Blvd  
**Sonic Convenience Food**: 4691 W Sunrise  
**Bernies Department Shoes**: 159 N State Rd 7  
**Faim Beach Integrative Medicine**, Dr. John Deluca, MD,DC: 4101 NW 4 St, #211  
**Minimally Invasive Surgery**, Dr. Ronald Moore, Surgeon: 4101 NW 4 St, #401  
**Complete Structure Painting**: 933 A South State Rd 7  
**Superior Taxes**: 933 B South State Rd 7  
**Roberts Home Health**: 4330 W Broward Blvd, Suite 0  
**Modern Jerk Spot**, Drive through Restaurant: 4300 W Broward Blvd  
**Realty Pros Asset Management**: 135 S State Rd 7  
**2 Fellas Auto Exchange**, Used Car Sales: 600 S State Rd 7  
**High Expectation Education Center**, Daycare/Tutoring: 830 S State Rd 7

### MOVED TO NEW LOCATION IN THE GATEWAY

**T D Sunshine**, Property Management: 330 S State Rd 7, # 500  
**Jerry & Joes Pizza**: 105 N State Rd 7  
**North General Center of Medicine**, Dr. Jean Renelien, MD:  
4320 W Broward Blvd, #3  
**K&D Home Health**: 4330 W Broward Blvd, Suite H  
**Attorney David Spitz**: 330 S State Rd 7, #100  
**Compassionate Caring Health Care**: 4121 NW 5 St, #218  
**Nol's Unisex Hair Salon**: 3927 W Broward Blvd

### NEW OWNER

**Peters Deli**, Marilyn Sanchez: 4353 Peters Rd

### JOINING PRACTICE

**Living Green Chiropractic & Wellness**: 4101 NW 4 St, #411  
Johanna Nazzar  
**North General Center of Medicine**: 4320 W Broward Blvd, #3  
Dr. Frantz Chery  
**Countyline Chiropractic**: 199 N State Rd 7  
Steven Farfani, LMT & Sherra Conde, DC  
**Oriental Massage**: 121 S State Road 7  
Liya Ma, Wan Li Zhu, Peng Shiyang  
**Plantation General Hospital**: 401 NW 42 Ave  
Dr. David Marquis DO, Dr. Jason Gamaz, Dr. Kailash Amruthur  
Dr. Kevin Auerbach, Dr. Robert Larsen, Dr. Yvette McQueen  
Ramon Navarro CRNA, Susan Van Horn

## Residents and businesses encouraged to save money and energy through the 2012 BROWARD COUNTY APPLIANCE REBATE PROGRAM

With the overwhelming success of the 2011 ENERGY SENSE Appliance Rebate Program, Broward County again is encouraging residents to go green, save money on utility bills and reduce their environmental footprint by participating in the 2012 program.

Through the 2012 ENERGY SENSE Appliance Rebate Program the County has up to \$165,000 available in rebates to eligible County residents and businesses, and expects to issue an additional 800 to 1,000 rebates.

Eligible ENERGY STAR appliances for residents and businesses include:

- Residential Refrigerators - Receive \$150 for refrigerators under 20 cubic feet but at least 7.75 cubic feet in volume or \$250 for refrigerators 20 cubic feet or greater in volume. (ENERGY STAR freezers and compact refrigerators are excluded.)
- Residential Clothes Washer- Receive \$150 for all sizes of washing machines.

The rebate application process has been simplified for 2012. Residents/businesses that purchase an eligible appliance on or after December 17, 2011, will be eligible to participate in the 2012 rebate program. Interested residents/businesses should submit a completed application packet by March 16, 2012. Rebates will be available on a first come, first served basis. The program will close when all funds are exhausted or on March 16, 2012, whichever comes first.

The County anticipates funds will go quickly due to a large interest in energy conserving appliances. Because the rebate program is directed toward replacement appliances, old appliances will need to be recycled or disposed of according to federal, state and local laws and regulations.

The rebate program is part of a \$1.24 million Energy Efficiency Conservation Block Grant awarded by the State of Florida and funded through the United States Department of Energy to help residents and businesses make the transition to more efficient appliances that will reduce overall energy consumption in the County while stimulating the economy and saving participants money on their utility bills.

For more information on the ENERGY SENSE Appliance Rebate Program or other rebates, visit [www.broward.org/gogreen](http://www.broward.org/gogreen) and click REBATE PROGRAMS or call 954-357-REB8 (7328) or email [ENERGYSENSE@broward.org](mailto:ENERGYSENSE@broward.org).



**Plantation Gateway**  
PLANTATION, FLORIDA

307 S. State Road 7  
Plantation, FL 33317

www.Plantation.org

PRSRT STD  
US POSTAGE  
**PAID**  
FT. LAUD, FL  
PERMIT # 2411

## Business News:

### CITY TO LAUNCH BUSINESS DIRECTORY

The City of Plantation is preparing to launch an initiative consisting of making available through the City's Website a business directory of nearly five thousand businesses located throughout the City. The business directory is arranged in an easy to navigate format including 16 business categories with 109 subcategories. For example, the picture at right shows a list of business categories (on the left side) where by selecting the "Home & Garden" category tab, it will take you to a detailed table of different types of businesses related to Home & Garden (right side of the picture).

The purpose of the Business directory is to provide the community access to contact information about any business located in the City of Plantation. The business directory is expected to be available on the City's website by March 2012.

**Business Directory**  
Sneak Preview...

HOME & GARDEN		HOME & GARDEN	
ANTIQUE & COLLECTABLES		ANTIQUE & COLLECTABLES	
BROWNS OLD TIME CLOCK SHOP		230 S STATE ROAD 7	954-793-8338
DREAMS HQ		2 S UNIVERSITY DR 528	954-577-0022
CLEANING		CLEANING	
ALLPROX CLEANING SERVICES		10097 CLEARLY BLVD	954-959-1457
ARVILL SERVICES, INC.		8821 W SUNRISE BLVD 124	954-884-1487
CORG CLEANING SERVICE		8308 W BROWARD BLVD	954-287-0719
CRAFTS, HOBBIES & SPORTS		CRAFTS, HOBBIES & SPORTS	
HOBBY SUPERSTORE, INC.		7876 PETERS RD B	954-434-8230
JO-JAN FABRIC & CRAFT STORES 42387		801 S UNIVERSITY DR D100	386-286-2600 38748
MICHELE STORES AND CROST		13300 W BROWARD BLVD	954-474-0481
FLOWER SHOPS		FLOWER SHOPS	
GARDEN WORLD OF PLANTS INC.		1030 N POSS BLVD RD 308	954-434-3373
FLORAL PRODUCTIONS INC		408 S STATE ROAD 7	954-884-8809
FRANCOIS FLY FLOWER SHOP INC		8925 W BROWARD BLVD	954-284-7048

The Business Directory will serve as an easy and quick reference.



**Plantation Gateway**  
PLANTATION, FLORIDA

## CONGRATULATIONS

SERVING THE GATEWAY DISTRICT COMMUNITY FOR 20 YEARS



Stop N' Shop #533, Convenience Store .....4660 NW 9 Ct  
St. Thomas Manor, Assisted Living .....1110 S State Rd 7  
Peters Road Self Storage .....4201 Peters Rd  
Kingston Park .....3925 SW 6 St  
Homeowners Electronics .....542 S State Rd 7  
Hair Renaissance Unlimited .....4323 W Sunrise Blvd  
Greentree Medical Center .....4302 200 W Broward Blvd

GT McDonald, General Contractor .....400 S State Rd 7  
Melrose Park Motel .....1010 S State Rd 7  
Dr. Richard Douglas, DDS .....660 N State Rd 7 #12  
Dr. Dorothy V. Straw .....4100 S Hospital Dr #111  
Badcock Furniture .....3821 W Broward Blvd  
AHS Income Tax Services .....251 S State Rd 7  
7-Eleven .....640 N State Rd 7  
Plantation Ford .....707 N State Rd 7

If you are a business in the Gateway that has been here for 20 or more years and we have missed listing your business, please call our office so that we can add you to our list.