



Plantation
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CITY OF PLANTATION, FLORIDA
Plantation Gateway Community Redevelopment Agency (CRA)
Annual Report
FY 2011/2012

Submitted to Broward County, FL
March 31, 2013



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I. Introduction

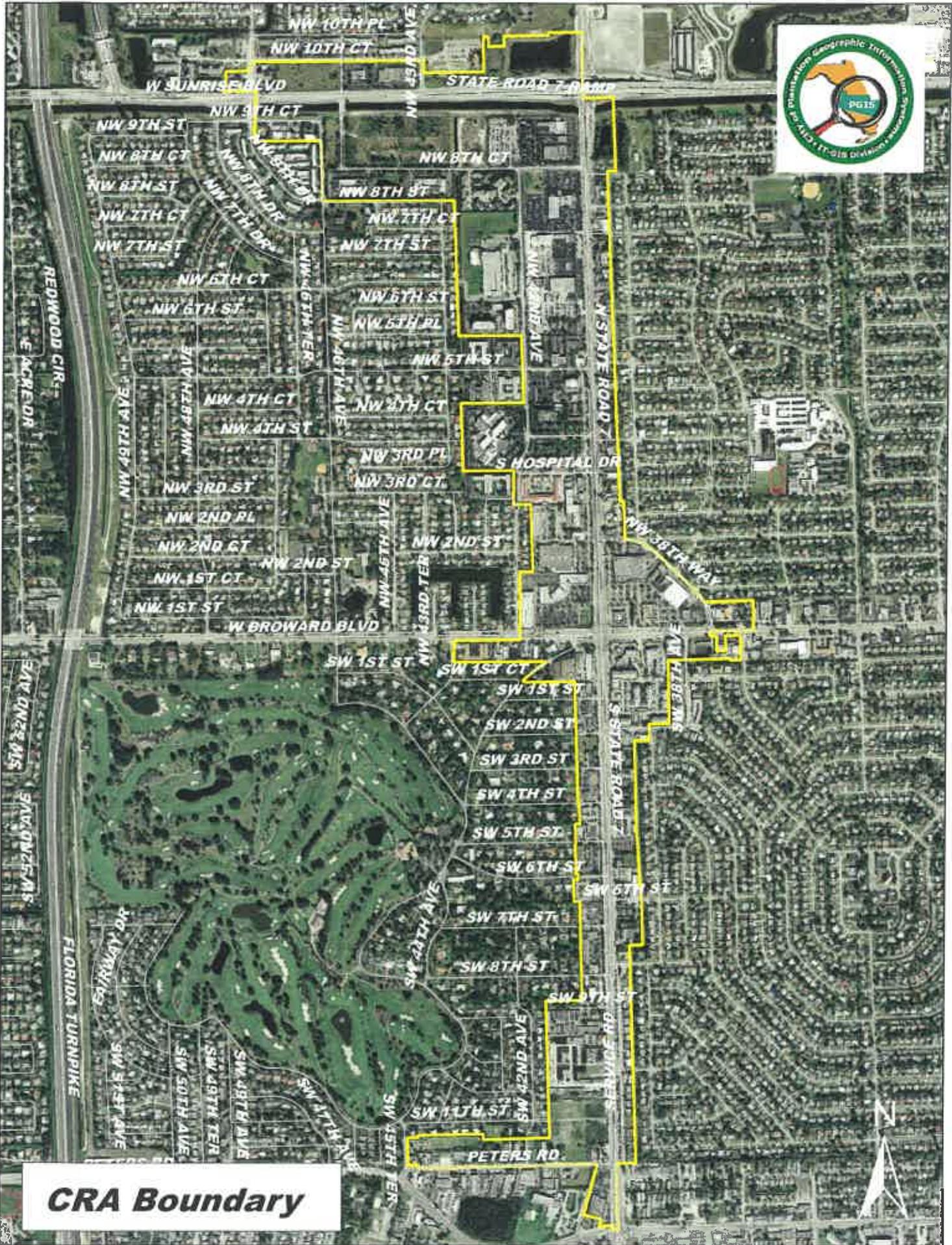
The Plantation Community Redevelopment Agency District was once a deteriorating commercial corridor characterized by vacant lots, abandoned buildings, uninviting storefronts, underused parking lots, and little or minimal landscaping. The District, through substantial capital investments and close cooperation between the City and the business community, is now an economically vibrant business district.

The Plantation CRA District (see attached map) includes all properties fronting State Road 7 (SR 7) from West Sunrise Boulevard on the north to Davie Boulevard on the south. The district also includes commercial property just west of State Road 7 on Peters Road, West Broward Boulevard and West Sunrise Boulevard. The CRA is home to approximately 375 businesses such as retailers, professional and medical offices, national auto dealerships, service oriented businesses, dining establishments, community health facilities, 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.

The CRA District is also served by Broward County Transit providing north-south and east-west transit service. The signature transit service, *441 Breeze*, is a weekday express bus service on State Road 7 from the City of Boca Raton in Palm Beach County to the Golden Glades Park & Ride/Tri-Rail station in Miami-Dade County. Passengers traveling on the *441 Breeze* can also make connections to Route 22 at West Broward Blvd. and State Road 7 to travel westward into employment centers in Plantation and eastward into downtown Fort Lauderdale. Route 22 travels east-west between the regional bus terminals at Plantation and Fort Lauderdale. In addition to these two bus lines is Route 18 which also travels along State Road 7 and provides weekday limited service stops to the Golden Glades Park & Ride/Tri-Rail Station. However, Route 18 allows passengers to make more connections to other local east-west bus routes.

The City's Plantation TRAM also serves the CRA District with two stops, one east -bound at NW 5th Street with the Lauderhill Mall as its destination and the westbound route leaves the Lauderhill Mall to end at the Plantation West Regional Transit Center with a stop at NW 5th Street in the CRA District. In support of the transit infrastructure, the City has constructed a number of Bus Shelters along State Road 7 protecting people from inclement weather and equipped with seating and bicycle racks

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 the CRA District a unique and convenient business location.



CRA Boundary

II. Accomplishments

A. Public Investments: Ongoing 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 power 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 undergrounding of the power and utility lines will be completed by the end of 2013. The northeastern portion of State Road 7 is the last section of the CRA District to be completed with the power and utility lines running underground.



↑ When completed, the east side of SR 7 will mirror the west side of SR 7 here ↑

Lighting: decorative street light 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 be placed in the northwest side of State Road 7 between NW 5th St. and W. Sunrise Blvd., including three light poles alongside the water retention area at the northwest corner of N. State Road 7 and the on-ramp to W. Sunrise Blvd.

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 in 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.

B. New Public Investments: Planned Improvements

There are a series of planned capital improvements throughout the CRA District this fiscal year. The improvements include new street lighting, landscape improvements in public medians, storm water retention, parking signage, and transit stops signage improvements. The total capital investments amount to approximately \$165,000.

C. Private Investments

1. Planned and Ongoing Projects

A series of new construction and renovation projects are currently underway. These projects will retain and create new employment opportunities, increase property values and future tax revenues in the CRA District. These new projects will also enhance the aesthetics of the SR 7 Corridor.

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.



Building before construction and renovation



Building under construction and renovation

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 is under construction. It includes customer parking and landscaping. The pictures below show its future location and a rendering of the future TD Bank.



Site location of TD Bank at the Westgate Shopping Plaza



Rendering of future TD Bank Building at Westgate Shopping Plaza

West of TD Bank in the Westgate Shopping Plaza, a new one story retail building is under construction. Construction includes a one-lane drive-through for a future Dunkin Donuts, additional retail space, customer parking and landscaping. Shown below are pictures of the current construction and a rendering of the future retail building.



Retail building under construction



Rendering of future retail building

In the northeast section of SR 7, two medical buildings are under development. The first one is located at 480 N. State Road 7 at the northeast corner of NW 5th St. and N. State Road 7. At this location, an auto dealership building was demolished and it is being replaced with a modern, energy efficient one story medical building (Amicus Medical) housing a variety of medical specialties. The pictures below depict the auto dealership before demolition and the ongoing construction of the new medical building.



Auto dealership building before demolition



AMICUS Medical building under construction

The second medical building will be developed in the adjacent site to the south at 460 N. SR 7 and will be dedicated to pediatric offices under the name of "AMICUS Just For Kids". The site is currently vacant and the proposed project is undergoing review by the City. Construction should start in the next few months. The pictures below show the vacant site at 460 N. SR 7 and the rendering of the proposed medical building.



Vacant site at 460 N. SR 7

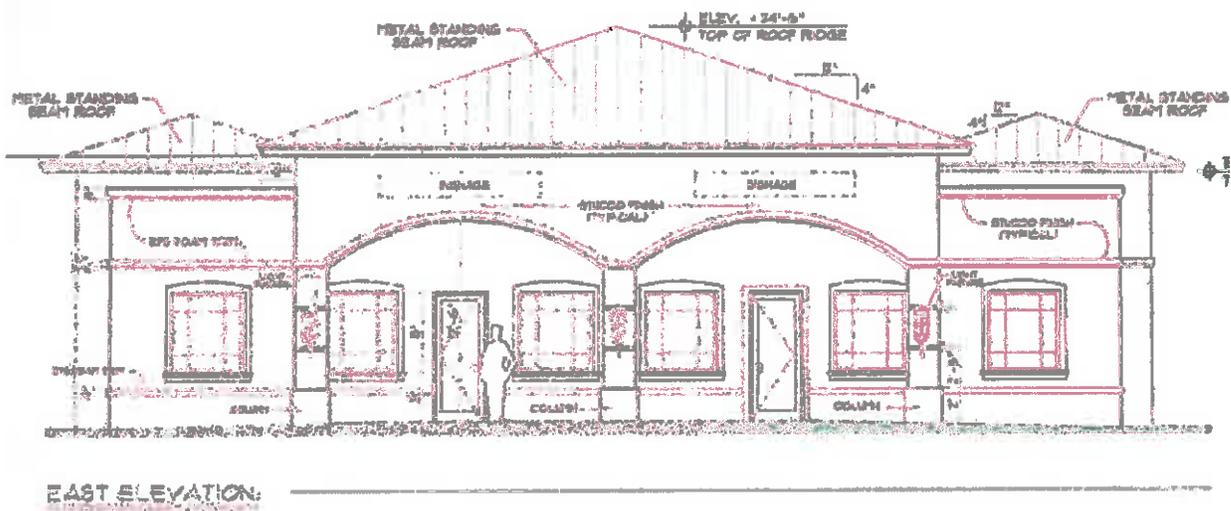


Rendering of proposed medical building

Not far from the above project locations on the northwest side of SR 7, at 551 N. SR 7 another medical building will replace what used to be Captain Max restaurant. Construction and renovation is in progress. The future 4,500 square foot medical building will house different medical specialties. The site's renovation will also include a reconfigured parking area and additional landscape. Shown below are pictures of the ongoing construction and a rendering of the proposed medical facility.



Ongoing building renovation



Rendering of future medical building

2. Completed Projects:

Sunoco Gas Station

This newly renovated gas station is located at 4350 W. Broward Blvd. This old Texaco gas station closed for over two years will operate under the Sunoco brand. It offers the sale of gasoline and a mechanic bay for minor automobile repairs. A reconfigured parking lot and new landscape were also part of the site renovation. Shown below are pictures of the pre-renovated site and the new gas station.



Gas Station before renovation



Renovated Sunoco Gas Station

Walgreens

The most significant project is the new Walgreens located at the southwest corner of S. SR 7 and Davie Blvd. The old dated building was demolished, and replaced with a 14,000 square foot building. It features a Key West architectural design that dramatically changes and greatly enhances the southeasterly most entrance to the City of Plantation. At the southwest corner of Davie Blvd. and S. State Road 7 facing south, an imposing “Welcome to Plantation” signature sign welcomes the public to the CRA District. The new Walgreens features a drive-through pharmacy lane for safe and easy pharmacy pick-ups. The project also includes a reconfigured parking area, accesses to and from SR 7 and Davie Blvd., and extensive landscaping. Pictures of the old Walgreens and the newly opened Walgreens are shown below.



Old demolished building



New Walgreens

III. Marketing and Business Support:

Marketing strategies are continually implemented in the CRA District 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 including, hurricane and emergency preparedness and post disaster business assistance, business outreach, business newsletter, advertising, and street banners.

Street Banners: The CRA District has implemented a street banner program since 2001. It is a highly visible way to highlight the district to prospective businesses, visitors and travelers. The program consists of one large and visible "Welcome to Plantation Gateway" banner, and a smaller "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 the Plantation CRA. Shown below are pictures that illustrate banners displayed along the SR 7 corridor.



Business Outreach: The CRA has established a business visitation program in which CRA staff periodically visits the local businesses to inform them of the CRO services.

Advertising: The Plantation CRA District is highlighted every year in the annual Chamber of Commerce Information Guide.

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 CRA District as well as direct businesses to the appropriate City and County offices for additional inquires.

IV. Financing

In -2012 a total of \$975,329.00 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 CRA District declined slightly from \$209,851,720 in 2011, to \$205,339,849 in 2012. This is a 2.1 percent decrease in taxable value with respect to the previous fiscal year. However, tax revenues increased by 2.8 percent (Table 2).

Table 2
Taxable Values & Incremental Tax Revenues

Fiscal Year	Base Year Value	Taxable Value	Revenue
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
2012-13		\$205,339,840	\$975,329

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 and will be sent under separate cover by The City Finance Department.

V. 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