



**Plantation**  
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**CITY OF PLANTATION, FLORIDA**  
**Plantation Gateway Community Redevelopment Agency (CRA)**  
**Annual Report**  
**FY 2013/2014**

*Submitted to Broward County, FL*  
*March 31, 2015*



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PLANTATION, FLORIDA

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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 week day 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.

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.



## II. Accomplishments

### A. Public Investments: Ongoing Improvements

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

##### ***Phase I: Undergrounding of FPL Power Lines and Utilities.***

The undergrounding of power lines by FPL and AT&T improvements is anticipated to be completed in April 2014. Comcast is currently working to underground its Cable TV lines.



(West Side)

(East Side)

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

##### ***Phase II: Lighting (Anticipated completion in 2017)***

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 5<sup>th</sup> 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.

##### ***Phase III: Landscape Edge (Anticipated completion in 2018)***

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 lighting project.

## **B. Private Investments**

### **1. Completed Projects**

In addition to recently completed projects, additional private development is under construction or pending. These projects will retain and create new employment opportunities and, increase property values and tax revenues in the CRA District. These new projects will also enhance the aesthetics of the SR 7 Corridor.

The Westgate Shopping Plaza is a retail shopping center of approximately 103,000 square feet and located at the northwest corner of W. Broward Blvd. and SR 7. It underwent substantial renovation and redevelopment between 2012 -2014 including a new 6,861 square feet freestanding retail building (2013) fronting W. Broward Blvd., and a new TD Bank (2014) located at the southeast corner of the site. The aerial picture rendering below closely depicts the existing renovated shopping plaza.



**New Freestanding Multi-tenant Retail Building**

**New TD Bank Branch**

Westgate Shopping Plaza

*Before*



*After*



Westgate Shopping Plaza

*Before*



*After*



**Westgate Shopping Plaza**

***Before***



***Location of New freestanding retail building***

***After - New freestanding retail building***



A new 2,997 square foot TD Bank branch with four drive-through lanes was built in an infill parcel at the south east corner of the Westgate Shopping Plaza, at Broward Blvd. and N. SR 7.

*Before*



*After*



In the northeast section of SR 7 at 480 N. State Road 7 an auto dealership building was demolished and replaced with a 5,056 square foot one story, energy efficient medical office building. Amicus Medical houses a variety of medical specialties.

*Before*



*After*



Sitting on a 15,844 square foot site at 4021 Peters Road an abandoned one story building and parking area underwent significant renovation. Another example of adaptive reuse, the newly 2,733 square feet renovated building became a Child Care Center. This is a welcomed addition to Peters Road, and its neighboring residential and business community.

*Before*



*After*



## 2. Ongoing Projects

Located at 707 N. SR 7, Plantation Ford is undergoing a full renovation of its existing 49,900 square foot car dealership facility by adding 7,217 square feet of additional indoor showroom and offices, and an exterior building façade renovation providing the building with a new contemporary Ford branded prototypical design.

*Before*



*Ongoing Renovation*



Plantation Ford

*Before*



*Future Look*





In the South SR 7 section at 3950 SW 6<sup>th</sup> Street, this formerly abandoned painting contractor's office/warehouse will give way to a renovated 2,536 square foot building including a 1,388 square foot Gold Hand Construction Corp. offices and a 1,148 square foot warehouse. Construction and renovation is in progress.

*Before*



*Renovation in Progress*



*Proposed- Rendering*



### 3. Planned Projects

A **O' Relly Auto Parts Store** is proposed to be constructed at a site located at 700 S. SR 7. The structures at the site would be demolished. The proposed project consists of two one story buildings; the first 7,200 SF O' Relly Auto Parts building would be located at the south end of the site while a second 8,320 SF general retail building would be located on the north end of the site. The renderings below depict the proposed design of the two buildings.

*Existing Location*



*Proposed O' Relly Auto Parts*



*Proposed Retail Building # 2*



### 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, 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 and the Mayor periodically visit the local businesses to inform them of the CRA 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 2014 a total of \$1,113.248 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 increased from \$208,687,550 in 2013, to \$215,841.920 in 2014. This is a 3.31 percent increase in taxable value with respect to the previous fiscal year. Likewise, tax revenues increased by 8.06 percent (Table 2).

**Table 2**  
**Taxable Values & Incremental Tax Revenue**

Fiscal Year	Base Year Value	Taxable Value	Incremental Tax 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
2013-14		\$208,687.550	\$1,023.479
2014-15		\$215,841.920	\$1,113.248

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 Financial Services 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:

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