

# LAUDERHILL *Retail Strategy*

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REINVENTING YOUR CITY

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## INTRODUCTION

Lauderhill is a community in Central Broward County, located approximately 7 miles northwest of Fort Lauderdale and 35 miles north of Miami. Prior to incorporation in 1959, the City of Lauderhill mostly consisted of dairy pastures and everglades swamp land. The development of single family neighborhoods began in the 1960's and the Lauderhill Mall, the first the first enclosed air-conditioned mall to open in the southeastern United States, opened in 1966. In 1970, the Inverrary Country Club and Golf Course was opened in Lauderhill. With the promotional help of famous comedian/actor Jackie Gleason, Inverrary and Lauderhill quickly became a popular destination for wealthy northerners that were either retired or looking for a second home.

As South Florida and Broward County experienced continued growth throughout the 1970's, 80's, and 90's, development continued to spread west of Lauderhill into communities such as Sunrise, Miramar, and Weston. The new construction in these communities attracted the same retirees and "snowbirds" that once flocked to Lauderhill. This period ushered in a changing demographic, allowing the city to evolve into its present state, a youthful and diverse community. Lauderhill is home to many ethnicities and over 40 languages are spoken in the city. Lauderhill has a particularly strong Caribbean community with many of its residents descending from Jamaica, Haiti, The Bahamas, Trinidad & Tobago and other West Indian Island nations. Lauderhill is now home to nearly 73,000 residents.

Despite its challenges with older homes and shopping centers and an over reliance on its residential tax base, the City of Lauderhill is strategically positioned to attract retail and enhance quality of life. Lauderhill's central location allows businesses and residents access to all of Broward County and the Greater South Florida Region. The City features several unique 'mom and pop' style retail stores and is well renowned for its international cuisine. Lauderhill's strong parks and recreation systems coupled with affordable residential real estate make it an attractive location for young families and professionals.

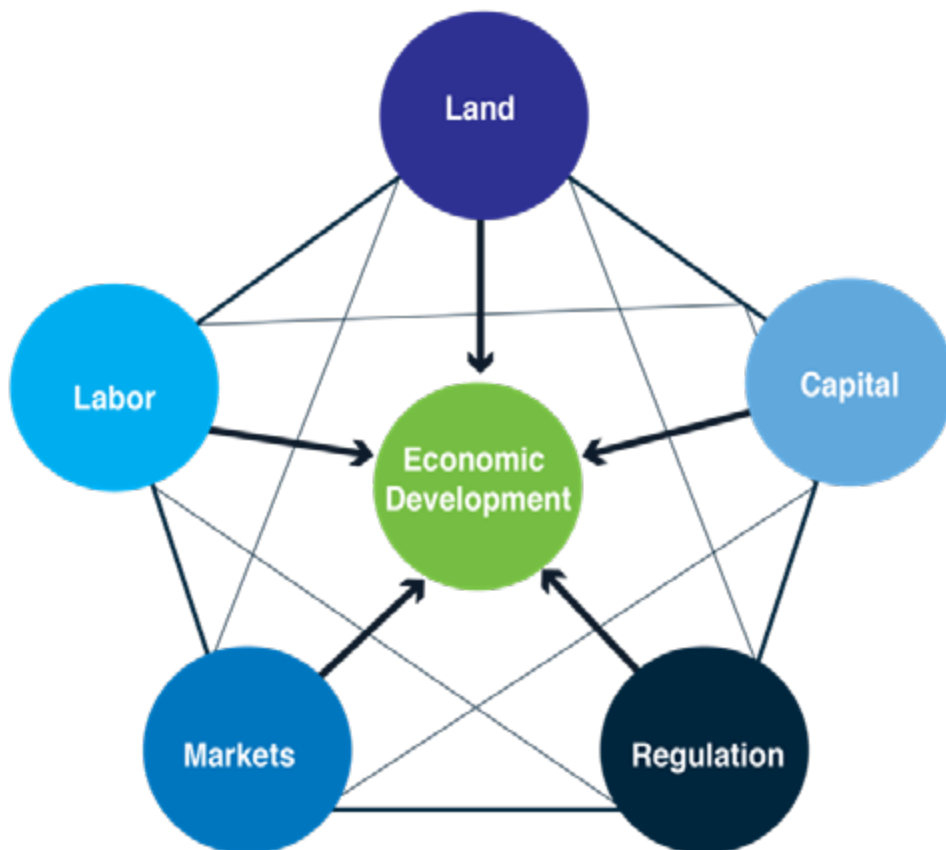
## MARKET SUMMARY

A Market Assessment was conducted that provides a trade area review for the City of Lauderhill. The assessment includes a collection of demographic and lifestyle data, retail spending, existing conditions review, real estate and housing market info, and consumer trends organized by their respective influence on one of the five key drivers of economic development.

Economic development is building wealth in a community, encouraging economic growth and improving quality of life. This is accomplished by implementation of actions that influence the five key drivers of economic development: Land, Labor, Markets, Capital and Regulation, and each community's ability to influence these drivers is different.

## APPROACH & ANALYSIS

The market analysis provides a realistic assessment of the area's economic development potential and an overview of the constraints and opportunities influencing the five drivers of economic development:



RMA's review of demographic and lifestyle data, along with real estate information, housing conditions, labor market, business types, spending potential and other economic data points will enable the team to develop potential build-out scenarios that the market can support, including demand analysis for commercial development that will inform the recommendations the team will make regarding zoning and comprehensive plan changes.

**MARKET ANALYSIS SUMMARY****LAND**

The retail sector in Lauderhill showed the highest potential and the most activity. According to Costar Group market data, the retail market is growing citywide. Sales volume and price per square foot (psf) has increased and vacancy rates have dropped. The office sector showed limited potential compared to the activity of other the major sectors. Over the past five years vacancy rates have remained relatively high showing no true demand for new office product. Market research confirmed that the market could absorb additional industrial and multifamily product. The industrial market showed a healthy tenant demand, increased rents, and low vacancy rates. The multifamily market has seen a decrease in vacancy rates, increase in sales price per unit and rents. These positive multifamily trends have created developer interest in the area.

The City is home to 24 parks and recreational facilities including state of the art Central Broward Regional Park, Lauderhill Sports Park, Tropical Splash Water Park and several additional city parks. Lauderhill Parks and Leisure Services (PALS) maintains the park system and provides a quality of life element for residents and visitors to enjoy. Lauderhill's robust parks and recreation programs are an asset and enhance quality of life for residents.

**LABOR**

Technology and shifts in consumer behavior, among other factors, are rapidly changing the labor market. While many businesses and industries are being rendered obsolete, new jobs and industries are emerging. Lauderhill's diverse population and workforce is poised to take advantage of these new opportunities. Unemployment in Lauderhill has steadily decreased following the recession of 2008. As of June 2017, unemployment in Lauderhill was approximately 4.6%, slightly above Broward County's average of 4%. In Lauderhill, the highest industries by percentage of workforce are services, retail, and transportation/utilities.

The industries with highest percentage of employment are education/Healthcare (26% of total jobs), Retail (16%), and Arts, Accommodation, and Food & Beverage (12%). Lauderhill has a surplus of workforce, meaning residents that live in but work outside of Lauderhill, in every industry, and especially within the services, retail, transportation/utilities, and construction industries.

**CAPITAL**

Lauderhill recently raised millage rates to 23.2904 making it the second highest millage rate of all municipalities in Broward County. Central Broward Sports Park is a major attraction for Lauderhill, averaging nearly 16,000 visitors/month. The Lauderhill Performing Arts Center recently contracted with the performance company Stagedoor Theater to begin performances in 2018. The company is expected to produce 180 shows annually with expected attendance around 150 people per show. Currently, there are approximately 1,890 business and 15,137 employees in Lauderhill. Major employers in Lauderhill include: 123 Lump Sum, Children's Services Council, Forest Trace, Garden Plaza, Inverrary Resort Hotel, LaStrada Furniture, The Lenox, Publix, Swap Shop, UPS, and Winn Dixie. Various incentives are available for redevelopment and new construction in Lauderhill. The City of Lauderhill offers a Micro Loan Program to provide loans for the establishment, stabilization and expansion of small businesses licensed or to be licensed and located in Lauderhill, Florida. New Markets Tax credits are available along 441 and 56th Ave in Lauderhill (Severely distressed).

**MARKETS**

In Lauderhill, low income levels have been observed compared to surrounding trade areas. Changing demographics in Lauderhill coupled with broader technological shifts have disrupted the city's retail industry. Online shopping and services have reduced the need for physical store front for companies such as banks and big box retailers, leading to business turnover and commercial vacancies in Lauderhill. While this can be a barrier for investment, high population density, daytime population, and traffic counts can also help offset the negative perceptions associated with low-income areas. With over 8,500 residents per square mile, Lauderhill gives restaurants, retailers, and businesses access to a wide range of prospective customers and employees. Additionally, social and recreational offerings such as the Lauderhill Performing Arts Center, Central Broward Regional Sports Park, Lauderhill Sports Park, and the City's event programming draw in potential customers to the area that are difficult for retailers to track.

Lauderhill's population is expected to grow annually by 1.2% from 2017 through 2022. Very strong traffic counts are measured along all the major corridors in Lauderhill. A High daytime population (54,755) is attractive for retailers and restaurants considering the area. The median age in Lauderhill is 37 and the highest percentage of residents are within the age groups 15-24, 25-34, 35-44, 45-54. Lauderhill features a multi-cultural community with many different ethnicities represented. According to US Census Ancestry data, approximately 40% of residents in Lauderhill indicated having Caribbean heritage. There are approximately 26,801 households in Lauderhill at the time of this study. The average household size in Lauderhill (2.72) is greater than the surrounding trade areas, indicating a higher presence of families within the area. Housing values in Lauderhill (\$131,914 median) are far below the county average (\$223,655), this is due in part to smaller homes and older housing stock within Lauderhill.

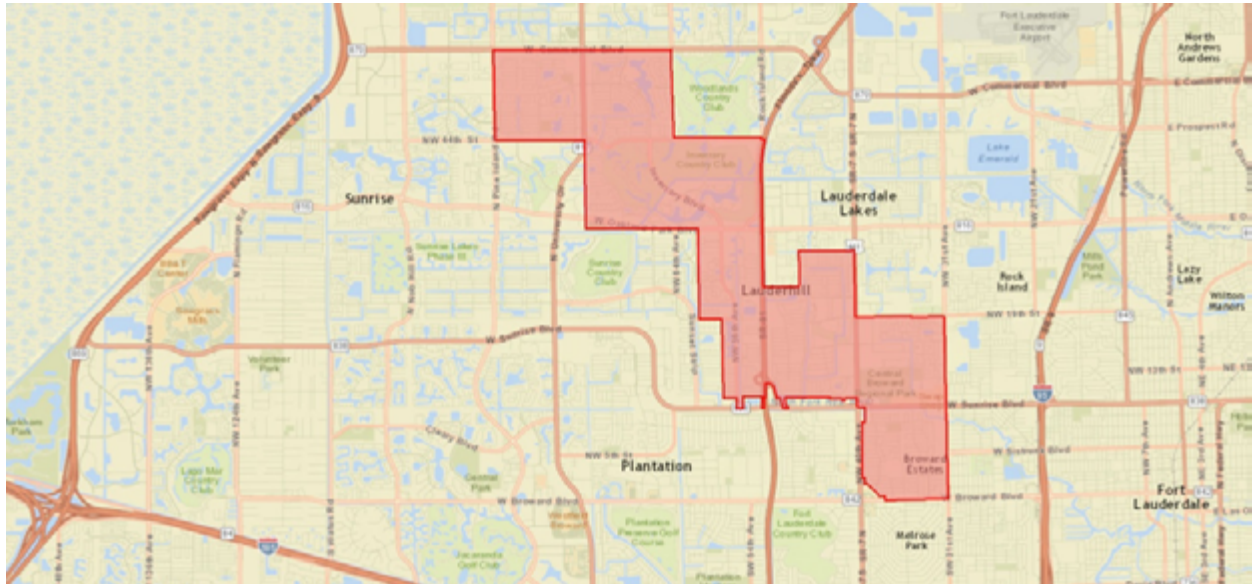
**REGULATION**

RMA's review of Lauderhill's Land Development Regulations and zoning codes uncovered ambiguousness for applicants. Uncertainty over special exemption uses coupled with the use of smart codes and zoning overlay districts creates confusion for businesses looking to open in Lauderhill. Meetings with stakeholders echoed these concerns. The perception of the special exemption application process is that it can sometimes be cumbersome and subjective. This gives the City of Lauderhill the ability to keep out undesirable retailers, but may also be prohibitive for desired retailers coming in. Enhancing design standards can act as a way improve aesthetics and provide certainty and clarification to applicants, mitigate the impact of more negative uses, and help with market conditions

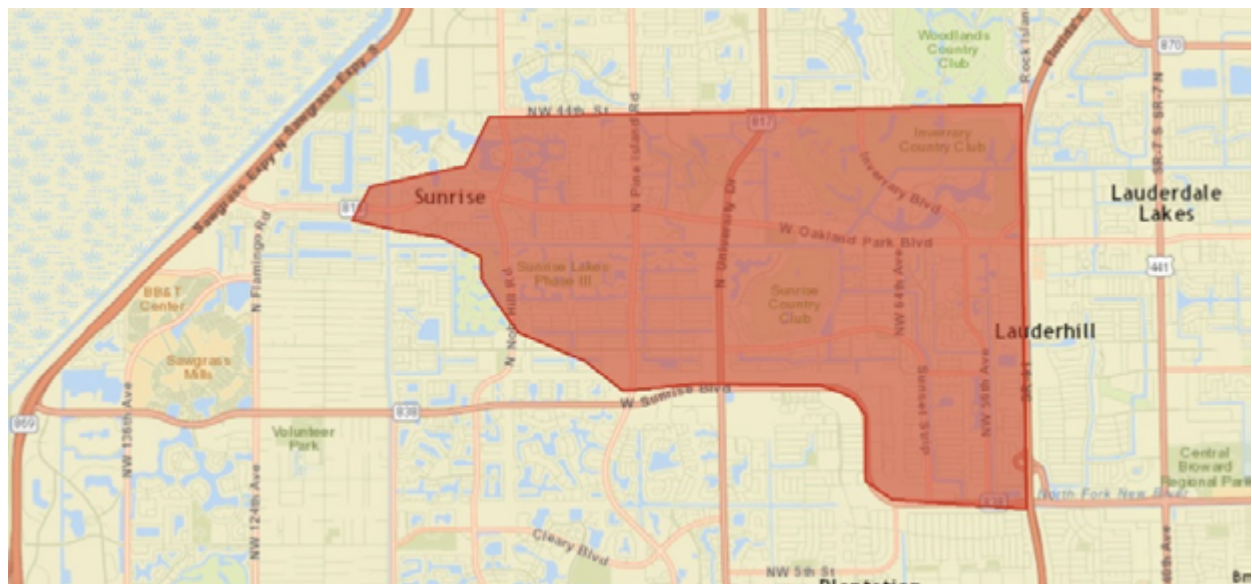


**STUDY AREA MAPS**

The maps below represent the five trade areas analyzed in this report; City of Lauderhill, Trade Area- Central, Trade Area- North, Central Broward Sports Park 15- Minute Drive Radius, and Broward County. When determining trade areas, retailers may not use municipal boundaries. Instead factors like traffic counts, spending patterns, and human mobility are considered in the business decision making process. RMA determined the following trade areas based on reasonable market areas businesses in Lauderhill could potentially draw from. Custom trade areas and drive radius were developed so that the main retail corridors in Lauderhill could be analyzed.

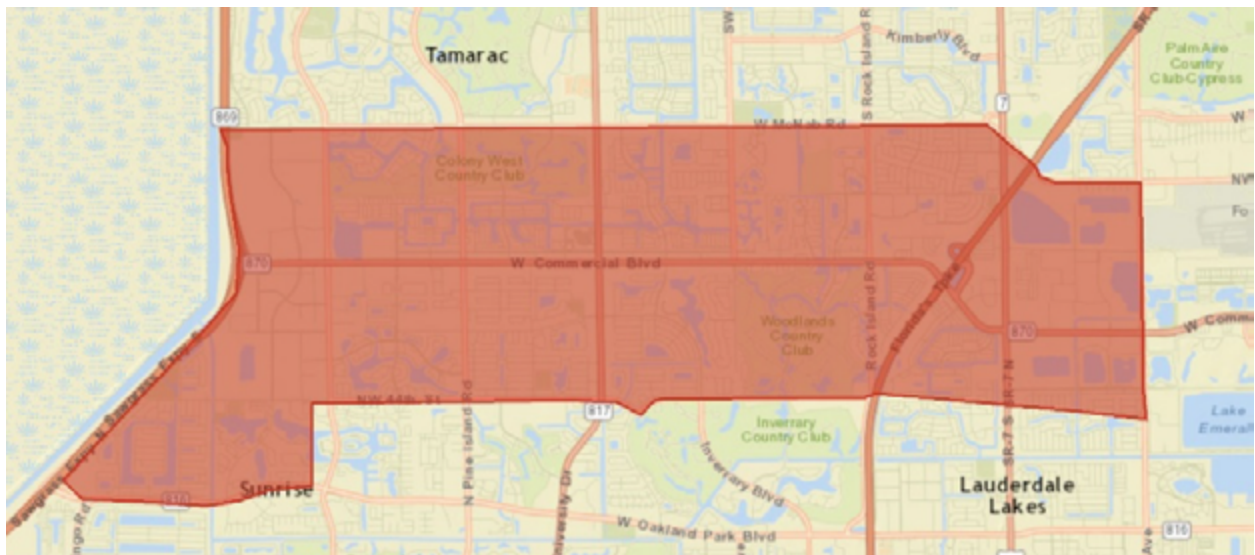


City of Lauderhill

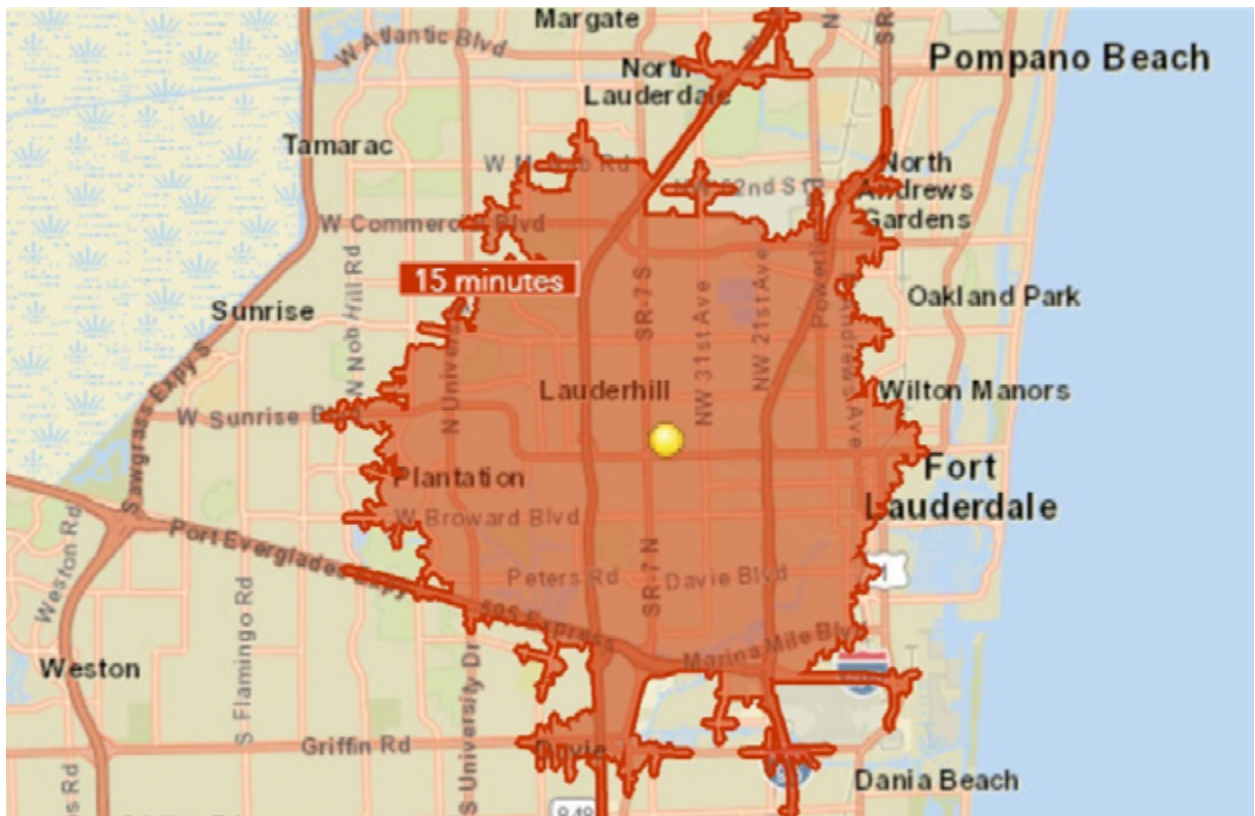


Trade Area- Central

STUDY AREA MAPS



Trade Area-North



15 Minute Drive Radius from Central Broward Sports Park



## RETAIL MARKET OVERVIEW

### RETAIL GAP

Retail market characteristics are identified by analysis and evaluation of the amount of spending that takes place at retail stores in the market, compared to the amount of spending on retail goods that is done by the households which live in the market, to identify opportunities to retain and attract additional retail spending. The following estimates of demand for retail goods and services are based upon various demographic and spending patterns which are identified through Environmental Systems Research Institute (ESRI), a national statistical and economic data provider.

**THE DIFFERENCE BETWEEN THE DEMAND (SALES) AND SUPPLY (RESIDENT SPENDING) IS KNOWN AS THE RETAIL GAP:**

$$\text{LAUDERHILL DEMAND } (\$664,031,780) \text{ MINUS LAUDERHILL SUPPLY } (\$657,524,710) = \text{RETAIL GAP } (\$6,507,070)$$

Lauderhill's Retail Gap was identified by comparing the amount of retail spending by Lauderhill's households with the amount of retail sales that take place within Lauderhill. This evaluation identified Lauderhill's Retail Gap to be approximately \$6.5 million.

This retail gap of at least \$6.5 million represents the primary market, which is defined as the City of Lauderhill for purposes of this assessment. The trade areas analyzed are markets for Lauderhill to the extent that residents from these areas periodically shop in Lauderhill, and therefore are evaluated as secondary markets for this assessment. The Custom Trade Area North and 15 Minute Drive markets demonstrate a surplus of retail sales, indicating that customers that are not residents of those two areas are shopping there. While these areas show an overall retail surplus, leakage within individual industries continues to occur, and the potential for increased retail exists.

AREA	DEMAND (SPENDING)	SUPPLY (SALES)	GAP
Lauderhill	\$664,031,780	\$657,524,710	\$6,507,070
Custom Trade Area Central	\$815,785,392	\$608,530,771	\$207,254,621
Custom Trade Area North	\$891,433,644	\$1,489,151,676	-\$597,718,032
15 Minute Drive Radius	\$4,013,808,266	\$6,184,875,838	-\$2,171,067,572

**SUPPORTABLE SQUARE FEET**

After identifying the Retail Gap, an evaluation was conducted which determines the amount of additional retail space that can be supported within the market. This information is then filtered into each of the commercial corridors in Lauderhill to illustrate the level of demand for each. To determine this opportunity, the following methodology is used:

1. Sales are converted into supportable space demand through retail sales productivity and space estimates, utilizing average sales per square foot estimates;
2. The retail gap or surplus spending levels are also separately converted into supportable space demand;
3. An evaluation of market penetration (how much spending Lauderhill attracts from other areas in the region) is conducted for the other market areas;
4. Total retail space demand is estimated by applying penetration levels to the total supportable sales and space associated with the residential marketplace.

SUPPORTABLE SQUARE FEET	LAUDERHILL	CUSTOM TRADE AREA- CENTRAL	CUSTOM TRADE AREA- NORTH	15-MINUTE DRIVE RADIUS
CORRIDORS		PINE ISLAND, UNIVERSITY, OAKLAND PARK	COMMERCIAL, UNIVERSITY	SUNRISE, BROWARD, US441, NW31 AVE
Motor Vehicle & Parts Dealers	-	796,543	-	-
Auto Parts, Accessories & Tire Stores	-	30,628	-	-
Furniture Stores	12,970	38,892	19,512	-
Home Furnishings Stores	13,272	25,440	-	-
Electronics & Appliance Stores	9,493	9,177	-	-
Bldg Material & Supplies Dealers	58,362	-	-	-
Lawn & Garden Equip & Supply Stores	5,452	7,556	5,011	24,513
Food & Beverage Stores	115,264	16,259	-	-
Grocery Stores	114,400	8,052	-	-
Specialty Food Stores	528	721	-	-
Beer, Wine & Liquor Stores	695	7,486	6,703	-
Clothing Stores	-	64,282	-	-
Shoe Stores	-	20,572	1,261	-
Jewelry, Luggage & Leather Goods Stores	-	6,508	13,154	-
Sporting Goods/Hobby/Musical Instr Stores	23,452	49,213	13,829	-
Department Stores Excluding Leased Depts.	-	25,547	-	142,389
Other General Merchandise Stores	78,307	107,396	101,200	251,201
Miscellaneous Store Retailers	-	47,376	-	48,609
Florists	1,773	257	1,246	-
Office Supplies, Stationery & Gift Stores	-	12,273	-	8,689
Used Merchandise Stores	-	14,535	1,317	15,586
Other Miscellaneous Store Retailers	-	20,312	-	26,549
Food Services & Drinking Places	7,148	7,328	-	-
Special Food Services	851	-	-	-
Drinking Places - Alcoholic Beverages	2,899	11,911	5,812	12,452
Restaurants/Other Eating Places	3,398	-	-	-
<b>Total Supportable Retail Square Feet</b>	<b>344,948</b>	<b>523,864</b>	<b>164,755</b>	<b>479,195</b>
<b>Total Supportable Restaurant Square Feet</b>	<b>14,296</b>	<b>19,239</b>	<b>5,812</b>	<b>12,452</b>
<b>Total Supportable Square Feet</b>	<b>359,244</b>	<b>543,102</b>	<b>170,566</b>	<b>491,647</b>

**REAL ESTATE REALITY**

The key to successful retail attraction is matching market opportunity with the real estate market reality. In some cases, targeted retailers can be matched with vacant retail space. Other times, new retail space must be constructed before new users can move in. A successful Strategic Leasing Plan identifies unique opportunities for retail attraction and shopping center development in different commercial areas in Lauderhill. Lauderhill has several distinct areas and corridors that each have unique characteristics. Note that due to the high volume of transactions and availability of real estate data, some information may be dated or incorrect.

**CURRENT LEASING OPPORTUNITIES**

CORRIDOR	TOTAL RETAIL SQUARE FEET	VACANT RENTABLE SQUARE FEET	RENT PER SQUARE FOOT (PAST YEAR)	RENT PER SQUARE FOOT (5- YEAR AVERAGE)
US441	128,373	34,200	\$13.87	\$11.21
Broward Blvd	N/A	1,522	N/A	N/A
NW 31 Ave	6,220	0	N/A	N/A
Sunrise Blvd	N/A	N/A	N/A	N/A
Oakland Park Blvd	85,637	7,410	N/A	\$15.68
University Drive	528,161	52,655	\$44.76	\$15.01
Commercial Blvd	292,911	27,647	\$19.02	\$17.86
Pine Island Road	36,720	0	N/A	\$21.42

Source: Costar Group, Inc.

**CURRENT DEVELOPMENT OPPORTUNITIES**

CORRIDOR	VACANT DEVELOPABLE SQUARE FEET	SALE PRICE PER SQUARE FOOT (PAST YEAR)	SALE PRICE PER SQUARE FOOT (5- YEAR AVERAGE)	RENT PER SQUARE FOOT (5- YEAR AVERAGE)
US441	202,118	N/A	\$103	\$11.21
Broward Blvd	N/A	N/A	N/A	N/A
NW 31 Ave	39,945	\$229	\$229	N/A
Sunrise Blvd	603,742	N/A	N/A	N/A
Oakland Park Blvd	94,874	\$158	\$127	\$15.68
University Drive	46,609	\$106	\$186	\$15.01
Commercial Blvd	174,053	\$440	\$285	\$17.86
Pine Island Road	N/A	N/A	N/A	\$21.42

Source: Costar Group, Inc.

### COMMERCIAL CORRIDORS



- CITY OF LAUDERHILL BOUNDARY
- EAST-WEST CORRIDORS
- NORTH-SOUTH CORRIDORS





UNIVERSITY DRIVE

TRADE AREA

UNIVERSITY DRIVE	1 MILE RADIUS		3 MILE RADIUS		5 MILE RADIUS	
ADT*	Population	MHI**	Population	MHI	Population	MHI
59,500	17,776	\$52,405	201,927	\$42,075	442,821	\$47,196

VACANT RETAIL SPACE

ADDRESS	BUILDING NAME	SQUARE FEET AVAILABLE	MAX CONTIG.	MIN. DIVISIBLE
4412-4678 N University Dr	The Promenade At Inverrary	22,205	5,520	470
4553-4613 N University Dr	Sun Village Plaza	2,600	1,300	1,300
4938-4998 N University Dr	University Shoppes	13,959	3,933	1,360
5101-5131 N University Dr	Grand Cypress Plaza	3,634	3,634	3,634
5200-5422 N University Dr	Boulevard Shoppes	7,107	3,432	7,107
5401 N University Dr	Universal Plaza	1,500	1,500	1,500
5424-5464 N University Dr	Charles Plaza	1,650	1,650	1,650

THE UNIVERSITY DRIVE CORRIDOR SHOWED THE SECOND HIGHEST AMOUNT OF RETAIL SPACE AVAILABLE. THIS INCLUDES:

- Nine bays within The Promenade at Inverrary shopping area totaling 22,520 square feet.
- Two 1,300 square foot bays within the Sun Village Plaza. Modified gross rent is \$15.69 with annual expenses estimated at \$5.92 per square foot.
- Six bays within the University Shoppes plaza totaling 13,959 feet. Modified gross rent is \$20-24 with annual expenses estimated at \$6.70 per square foot.
- 3,634 square feet within the Grand Cypress Plaza
- Three bays within the Boulevard Shoppes totaling 7,107 square feet. Modified gross rent is \$20-22 per square foot with estimated annual expenses of \$8.06 per square foot.
- 1,500 square feet within the Universal Plaza. Asking rent is \$29 per square foot.

VACANT DEVELOPABLE SPACE

There are currently no significant vacant developable sites along the University Drive Corridor.

COMMERCIAL BLVD

TRADE AREA

COMMERCIAL BLVD	1 MILE RADIUS		3 MILE RADIUS		5 MILE RADIUS	
ADT*	Population	MHI**	Population	MHI	Population	MHI
56,500	19,841	\$48,594	193,752	\$43,269	444,951	\$47,473

VACANT RETAIL SPACE

ADDRESS	BUILDING NAME	SQUARE FEET AVAILABLE	MAX CONTIG.	MIN. DIVISIBLE
7730 W Commercial Blvd	Commercial Blvd Shoppes	170,000	170,000	170,000
7350 W Commercial Blvd	Fort Lauderdale Plaza	28,000	28,000	28,000
6480-6490 W Commercial Blvd	Harbor Auto Mall	1,750	1,750	1,750
7300 W Commercial Blvd	Bridgestone/Firestone	2,970	2,970	2,970
7902-7948 W Commercial Blvd	Commercial Blvd Shoppes	22,927	17,927	5,000

THE COMMERCIAL BLVD. CORRIDOR SHOWED THE HIGHEST VOLUME OF VACANT RETAIL. THIS INCLUDES:

- 170,000 square feet that was recently occupied by Target
- 28,000 square feet that was recently occupied by Baby’s R Us
- 1,750 square feet within the Harbour Auto Mall. Asking rent is \$19.00 per square foot.
- 2,970 square feet within the Bridgestone/Firestone strip building
- Two bays totaling 22,927 square feet within the Commercial Blvd. shops

VACANT DEVELOPABLE SPACE

In addition to vacant retail space, there is approximately 593,997 of vacant land available for development along the corridor. This includes:

- 145,000 SQUARE FEET AT 6650 W COMMERCIAL BLVD. THIS SITE IS ZONED FOR GENERAL COMMERCIAL WITH A MAXIMUM HEIGHT OF 50 FEET.



COMMERCIAL BLVD

- 28,999 SQUARE FEET AT 7040 W COMMERCIAL BLVD. THIS SITE IS ZONED FOR GENERAL COMMERCIAL WITH A MAXIMUM HEIGHT OF 50 FEET.



- 279,998 SQUARE FEET AT 84560 W COMMERCIAL BLVD. THIS SITE IS ZONED FOR GENERAL COMMERCIAL WITH A MAXIMUM HEIGHT OF 50 FEET.



- 279,998 SQUARE FEET AT 84560 W COMMERCIAL BLVD. THIS SITE IS ZONED FOR GENERAL COMMERCIAL WITH A MAXIMUM HEIGHT OF 50 FEET.



OAKLAND PARK BLVD

TRADE AREA

OAKLAND PARK BLVD	1 MILE RADIUS		3 MILE RADIUS		5 MILE RADIUS	
ADT*	Population	MHI**	Population	MHI	Population	MHI
63,000	36,448	\$33,866	203,467	\$39,459	471,853	\$44,933

VACANT RETAIL SPACE

ADDRESS	BUILDING NAME	SQUARE FEET AVAILABLE	MAX CONTIG.	MIN. DIVISIBLE
7204-7292 W Oakland Park Blvd	Shoppes At Oakland Park	7,410	3,700	500

Current available retail space is limited to 4 bays within the Shoppes at Oakland Park totaling 7,410 square feet. The size (in square feet) of the individual bays are 3,700, 1,382, 1,828 and 500.

VACANT DEVELOPABLE SPACE

In addition to vacant retail space, there is approximately 593,997 of vacant land available for development along the corridor. This includes:

- IN ADDITION TO THE VACANT RETAIL SPACE, A 92,567 LOT IS AVAILABLE FOR DEVELOPMENT AT 6279 W OAKLAND PARK BLVD.





US441/STATE ROAD 7

TRADE AREA

US441	1 MILE RADIUS		3 MILE RADIUS		5 MILE RADIUS	
ADT*	Population	MHI**	Population	MHI	Population	MHI
54,500	26,586	\$31,722	188,701	\$37,612	461,187	\$44,698

Much of this corridor is located within the Community Redevelopment Area, Transit Oriented Corridor and eligible for Opportunity Zone and New Market Tax Credits.

VACANT RETAIL SPACE

ADDRESS	BUILDING NAME	SQUARE FEET AVAILABLE	MAX CONTIG.	MIN. DIVISIBLE
2349 N State Road 7	The Village Center	14,600	10,000	400
2605-2635 N State Road 7	St. Mina's Plaza	12,200	12,200	2,000

Current available retail space is limited to 4 bays within the Shoppes at Oakland Park totaling 7,410 square feet. The size (in square feet) of the individual bays are 3,700, 1,382, 1,828 and 500.

VACANT RETAIL SPACE

There is currently approximately 128,373 square feet of existing retail space along the US441/SR7 corridor. Rent trends are slightly rising and currently in the range of \$11-15 per square feet. There is approximately 34,200 of available retail space at the time of this study.

Current retail space availability is limited to:

- 10,000 SQUARE FEET AT THE VILLAGE CENTER SHOPPING AREA. ASKING RENT IS \$13.00 PER SQUARE FOOT.
- 12,200 SQUARE FEET AT ST. MINA'S PLAZA. MODIFIED GROSS RENT IS \$10 PER SQUARE FOOT WITH EXPENSES ESTIMATED TO BE \$2.89 PER SQUARE FOOT.



US441/STATE ROAD 7

VACANT DEVELOPABLE SPACE

In addition to the current vacant retail space, there is approximately 1,242,035 of vacant developable land along the 441 Corridor. This includes:

- 202,381 SQUARE FEET AT 2051 N STATE ROAD 7. THIS SITE IS ZONED FOR GENERAL COMMERCIAL WITH A MAXIMUM HEIGHT OF 50 FEET AND A FLOOR-TO-AREA RATIO (FAR) OF 1.0.



- 606,671 SQUARE FEET AT 1010 NW 40TH AVE. THIS SITE IS ZONED FOR GENERAL COMMERCIAL ENTERTAINMENT WITH AN FAR OF .35. HEIGHT MAXIMUM IS SUBJECT TO SITE PLAN APPROVAL.



- 432,983 SQUARE FEET AT NW 40 AVE. THIS SITE IS ZONED RM-40 RESIDENTIAL MULTI-FAMILY. WHILE THIS SITE DOES NOT FRONT ON US441, THE DEVELOPMENT OF MULTIFAMILY UNITS WILL INCREASE THE VIABILITY OF RETAIL IN THE AREA.



**PINE ISLAND ROAD**

**TRADE AREA**

<b>PINE ISLAND ROAD</b>	<b>1 MILE RADIUS</b>		<b>3 MILE RADIUS</b>		<b>5 MILE RADIUS</b>	
ADT*	Population	MHI**	Population	MHI	Population	MHI
35,000	24,577	\$54,109	165,552	\$45,346	408,179	\$48,587

**VACANT RETAIL SPACE**

There are currently no retail vacancies along the Pine Island Rd. corridor in Lauderhill.

**VACANT DEVELOPABLE SPACE**

There are currently no significant vacant developable sites along the Pine Island Rd. corridor in Lauderhill.

**BROWARD BLVD**

**TRADE AREA**

<b>BROWARD BLVD</b>	<b>1 MILE RADIUS</b>		<b>3 MILE RADIUS</b>		<b>5 MILE RADIUS</b>	
ADT*	Population	MHI**	Population	MHI	Population	MHI
42,500	19,644	\$42,202	162,206	\$40,109	403,090	\$44,988

**VACANT RETAIL SPACE**

<b>ADDRESS</b>	<b>BUILDING NAME</b>	<b>SQUARE FEET AVAILABLE</b>	<b>MAX CONTIG.</b>	<b>MIN. DIVISIBLE</b>
3351 W Broward Blvd	Former Moby's Fish & Chicken	1,522	1,522	1,522

Current retail space is limited to 1,522 square feet of stand-alone retail space at the former Moby's Fish and Chicken site. Amenities include a Bus Line, Drive Thru, Pylon Sign, Signage, and a Signalized Intersection.

**VACANT DEVELOPABLE SPACE**

There are currently no significant vacant developable sites along the Broward Blvd. corridor in Lauderhill.



NW 31 AVE

TRADE AREA

NW 31 AVE	1 MILE RADIUS		3 MILE RADIUS		5 MILE RADIUS	
ADT*	Population	MHI**	Population	MHI	Population	MHI
40,500	17,436	\$29,780	195,777	\$37,578	423,337	\$44,690

VACANT RETAIL SPACE

There are currently no retail vacancies along the NW 31st Ave corridor in Lauderhill.

VACANT DEVELOPABLE SPACE

- CURRENTLY A 105,752 SQUARE FOOT LOT IS AVAILABLE AT 1601 NW 31ST AVE. A VACANT BUILDING CURRENTLY SITS ON THE PORTION OF THE SITE THAT FRONTS 31ST AVE, HOWEVER MOST OF THE SITE IS OCCUPIED BY GREENFIELD. THE SITE IS CURRENTLY ZONED FOR INDUSTRIAL WITH FUTURE LAND USE DESIGNATED COMMERCIAL. MAXIMUM ALLOWED HEIGHT FOR THE PROPERTY IS 50 FEET. THE SITE IS ADJACENT TO A NEIGHBORHOOD PARK.



## RETAIL SECTOR OPPORTUNITIES

Retail gap analysis, real estate analysis, extensive public input personal observations uncovered the following retail opportunities in Lauderhill; Microbrewery/Brewpub, Family Style/Sit-down Restaurants, Grocery, Hardware and Lawncare Stores, Clothing/Shoe Stores, Beer/Wine/Liquor Stores, Sporting Goods, and Hotel use.

This information is intended to provide a snapshot of the types of retail that Lauderhill can attract, however, the City of Lauderhill certainly can attract additional, specific retailers that may not be listed. Strategic recommendations for attracting each type of retail is provided in the Market Maximization Action Plan section. Retailer location (site selection) criteria via ISCS (International Council of Shopping Centers) information is provided for applicable retails sectors. This information is used by retailers when evaluating an area for expansion, it can be a helpful representation of what businesses look for an area. It is important to keep in mind that these are not concrete thresholds and retailers may make exceptions for certain areas that may not meet their desired criteria.



**MICROBREWERY/BREW PUB**

A retail gap analysis showed significant demand for “drinking places” in Lauderhill. The development of micro-brewery or brewpub would not only help fill a void in an underserved market, but also act as a potential catalyst for redevelopment and revitalization. Microbreweries, by definition produce less than 15,000 barrels (17,600 hectoliters) of beer per year with 75 percent or more of its beer sold off-site. A Brewpub is a restaurant-brewery that sells 25 percent or more of its beer on site. The beer is brewed primarily for sale in the restaurant and bar. The beer is often dispensed directly from the brewery’s storage tanks. Where allowed by law, brewpubs often sell beer “to go” and /or distribute to off-site accounts.

The national craft beer scene is exploding in the U.S. with demand for higher end, locally produced products soaring. While Florida has been slower to catch up to this trend, craft beer is gaining serious momentum in the Sunshine state. This has led to many areas within the State of Florida being located in underserved craft beer markets. At the time of this study there are only 4 breweries West of Interstate 95 in Broward County, an area of over 1.5 million people. For comparison sake, the State of Vermont has 55 breweries and a population just over 600,000, meaning the State of Vermont has nearly 9 breweries per capita (per 100,000 residents) compared to just 0.067 breweries per capita in Central/Western Broward County. While there are several limiting factors such as an unproven craft beer market, antiquated zoning codes, demographics, and lack of appropriate real estate dampening growth in the area, RMA believes there’s a strong demand for brewery development in Central/Western Broward and the right brewery would be supported in Lauderhill.

Numerous studies have been conducted to show the positive correlation between breweries and economic upbringing of an area. Breweries tend to locate in older buildings that have character and/or historical significance but may be outdated or obsolete. By providing an adaptive re-use for a once vacant property, the brewery increases the value of the property and surrounding area. Contrary to traditional bars, breweries typically facilitate calm, friendly, and open environment that often leads to a reduction of crime in the surrounding area. Breweries also can generate increased activity and awareness to an area, leading to a higher demand for retail, restaurant, and residential space.

RETAIL GAP ANALYSIS	LAUDERHILL	CUSTOM TRADE AREA- CENTRAL	CUSTOM TRADE AREA- NORTH	15-MINUTE DRIVE RADIUS
CORRIDORS		PINE ISLAND, UNIVERSITY, OAKLAND PARK	COMMERCIAL, UNIVERSITY	SUNRISE, BROWARD, US441, NW31 AVE
Drinking Places - Alcoholic Beverages	\$1,159,702	\$4,764,311	\$2,324,740	\$4,980,877

Note: A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales (or cluster of similar retail types), a market where customers are drawn in from outside the trade area.

Source: ESRI (Environmental Systems Research Institute) 2017

**RESTAURANTS**

According to ESRI estimates, the City of Lauderhill is currently experiencing \$1,359,145 of retail leakage within the restaurant/Eating Places category, indicating that Lauderhill residents are leaving the City to find dining options. While Lauderhill has a strong existing base of local restaurants (specifically take/out), RMA's market analysis and interaction with the community uncovered the need for additional family style, sit-down restaurants, particularly family style/sit down restaurants.

RETAIL GAP ANALYSIS	LAUDERHILL	CUSTOM TRADE AREA-CENTRAL	CUSTOM TRADE AREA- NORTH	15-MINUTE DRIVE RADIUS
CORRIDORS		PINE ISLAND, UNIVERSITY, OAKLAND PARK	COMMERCIAL, UNIVERSITY	SUNRISE, BROWARD, US441, NW31 AVE
Restaurants/Other Eating Places	\$1,359,145	\$(1,803,181)	\$(25,252,531)	\$(66,603,420)

Note: A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales (or cluster of similar retail types), a market where customers are drawn in from outside the trade area.

Source: ESRI (Environmental Systems Research Institute) 2017

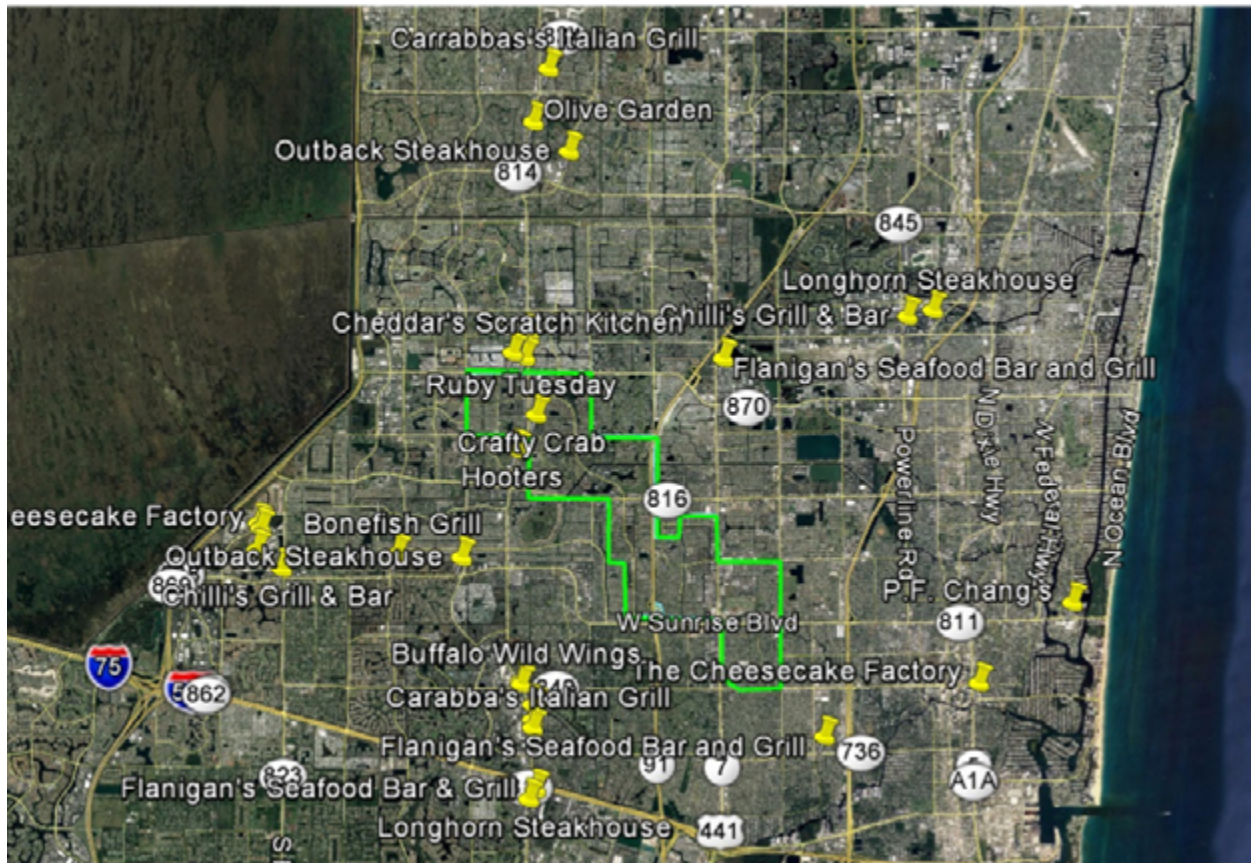
RETAILER LOCATION REQUIREMENTS					
RETAILER	POPULATION	TRADE AREA	INCOME (MHI*)	BUILDING SIZE (SF*)	TRAFFIC COUNTS
Applebee's	55,000	3-Mile	\$60,000	5,500	20,000
BJ's Restaurants	150,000	5-Mile	\$50,000	9,0000	30,000
Bloomin' Brands	50,000	5-Mile	\$50,000	5,300-6,500	15,000
Buffalo Wild Wings	N/A	N/A	N/A	5,000-7,000	N/A
Chipotle	N/A	N/A	N/A	1,000-2,800	N/A
Flanagan's	N/A	N/A	N/A	N/A	N/A
Firehouse Subs	20,000	3-Mile	\$35,000	1,600-2,000	40,000
Hooters	100,000	3-Mile	\$40,000-\$75,000	5,000-6,000	N/A
Jimmy John's	25,000	5-Minutes	\$40,000	1,200-1,800	25,000
Marble Slab Creamery	50,000	3-Mile	\$50,000	8-1,200	N/A
Olive Garden	100,000	N/A	N/A	7,500	N/A
Panera Bread	30,000	2-Mile	\$50,000	N/A	N/A
Pei Wei	250,000	5-Mile	\$45,000	3,500	35,000
Tijuana Flats	N/A	N/A	\$50,000	2,500	25,000
Wingstop	75,000	3-Mile	\$35,000-\$60,000	1,900-2,000	N/A

Source: International Council of Shopping Centers (ICSC)

\*SF= Square Feet, MHI= Median Household Income



RESTAURANTS



Map of Sit-Down Restaurants near Lauderhill



**GROCERY**

Lauderhill is currently home to Publix, Bravo, Winn Dixie, and Presidente Supermarkets; however, the City shows additional demand available for new growth or expansion of a grocery store or a specialty food store such as a Lucky’s Market, Aldi, etc. The retail gap analysis shows heavy citywide leakage within the Food and Beverage Stores, Grocery Stores, and Specialty Foods Stores categories.

RETAIL GAP ANALYSIS	LAUDERHILL	CUSTOM TRADE AREA- CENTRAL	CUSTOM TRADE AREA- NORTH	15-MINUTE DRIVE RADIUS
CORRIDORS		PINE ISLAND, UNIVERSITY, OAKLAND PARK	COMMERCIAL, UNIVERSITY	SUNRISE, BROWARD, US441, NW31 AVE
Food & Beverage Stores	\$46,249,526	\$6,503,413	\$(96,857,741)	\$(112,596,584)
Grocery Stores	\$45,760,055	\$3,220,776	\$(83,492,349)	\$(70,354,250)
Specialty Food Stores	\$211,379	\$288,403	\$(16,046,520)	\$(22,498,016)

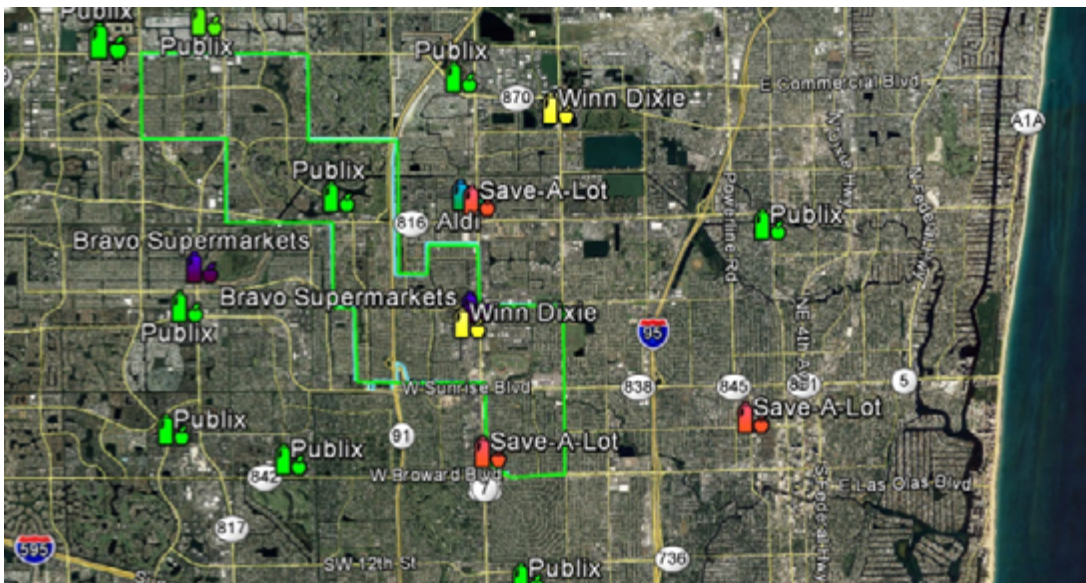
Note: A positive value represents ‘leakage’ of retail opportunity outside the trade area. A negative value represents a surplus of retail sales (or cluster of similar retail types), a market where customers are drawn in from outside the trade area.

Source: ESRI (Environmental Systems Research Institute) 2017

RETAILER LOCATION REQUIREMENTS					
RETAILER	POPULATION	TRADE AREA	INCOME (MHI*)	BUILDING SIZE (SF*)	TRAFFIC COUNTS
Aldi	35,000	3-Mile	\$35,000 – 110,000	17,000	20,000
Lucky’s Market	Dense	Varies	Average	20-40,000	Heavy
Publix	N/A	N/A	N/A	N/A	N/A
Save-A-Lot	35,000	3-Mile	\$45,000	12,000-18,000	15,000

Source: International Council of Shopping Centers (ICSC)

\*SF= Square Feet, MHI= Median Household Income



Map of Grocery Stores Near Lauderhill

**HARDWARE & LAWN CARE STORES**

Lauderhill is currently experiencing leakage in the building and landscaping equipment and supply stores. This lost demand could be met by an expansion or new growth of hardware/lawn care retailers such as ACE, Harbor Freight, Orchard Supply, etc.

RETAIL GAP ANALYSIS	LAUDERHILL	CUSTOM TRADE AREA- CENTRAL	CUSTOM TRADE AREA- NORTH	15-MINUTE DRIVE RADIUS
CORRIDORS		PINE ISLAND, UNIVERSITY, OAKLAND PARK	COMMERCIAL, UNIVERSITY	SUNRISE, BROWARD, US441, NW31 AVE
Bldg Materials, Garden Equip. & Supply Stores	\$27,120,722	\$(10,471,503)	\$(19,700,948)	\$(93,211,248)
Bldg Material & Supplies Dealers	\$4,803,746	\$(13,682,743)	\$(21,830,699)	\$(103,629,393)
Lawn & Garden Equip & Supply Stores	\$2,316,976	\$3,211,240	\$2,129,751	\$10,418,145

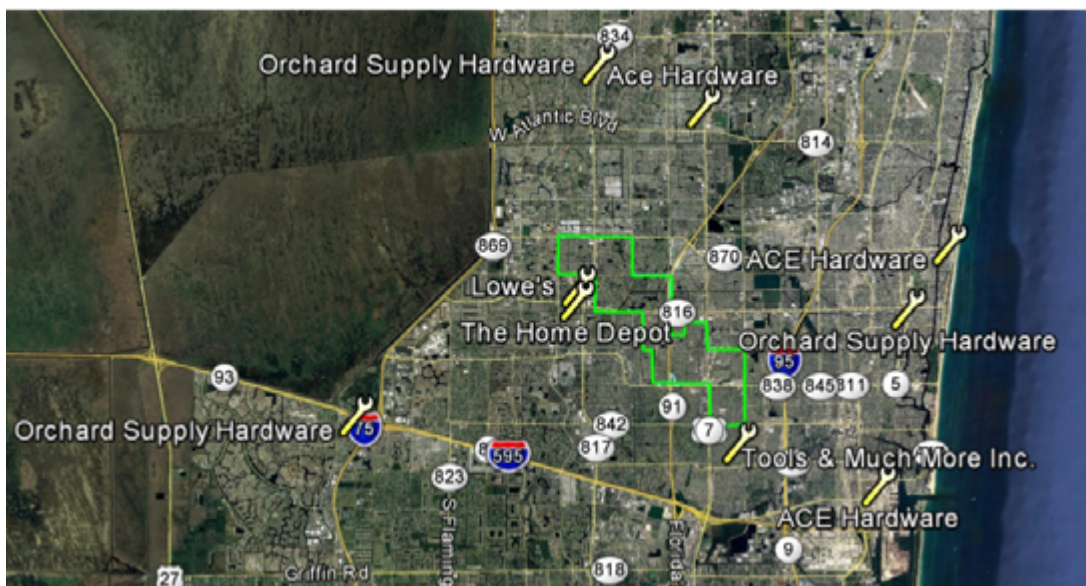
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Source: ESRI (Environmental Systems Research Institute) 2017

RETAILER LOCATION REQUIREMENTS					
RETAILER	POPULATION	TRADE AREA	INCOME (MHI*)	BUILDING SIZE (SF*)	TRAFFIC COUNTS
ACE Hardware	30,000	3-Mile	\$60,000	8-12,000 sqft	N/A
Harbor Freight Tools	150,000	5-Mile	\$35,000	15,000	N/A
Orchard Supply Hardware	N/A	N/A	N/A	N/A	N/A

Source: International Council of Shopping Centers (ICSC)

\*SF= Square Feet, MHI= Median Household Income



Map of Hardware/Lawn care Stores near Laudershill

**CLOTHING/SHOE STORES**

Lauderhill realizes a surplus in the Clothing, Accessories, Shoes and Department Stores categories, meaning the City’s retailers are currently attracting outside spending. While additional citywide demand does not exist, it does not mean the potential for increased retail is not existent. Additionally, the Pine Island, University, and Oakland Park Corridors show demand for increased retail offerings.

RETAIL GAP ANALYSIS	LAUDERHILL	CUSTOM TRADE AREA-CENTRAL	CUSTOM TRADE AREA- NORTH	15-MINUTE DRIVE RADIUS
CORRIDORS		PINE ISLAND, UNIVERSITY, OAKLAND PARK	COMMERCIAL, UNIVERSITY	SUNRISE, BROWARD, US441, NW31 AVE
Clothing & Clothing Accessories Stores	\$(18,058,893)	\$11,404,824	\$(12,843,710)	\$(96,609,919)
Clothing Stores	\$(7,531,690)	\$12,856,450	\$(8,859,059)	\$(47,603,112)
Shoe Stores	\$(3,659,637)	\$4,114,434	\$252,193	\$(12,129,627)
Department Stores Excluding Leased Depts.	\$(11,925,736)	\$6,386,661	\$(48,960,625)	\$35,597,269

Note: A positive value represents ‘leakage’ of retail opportunity outside the trade area. A negative value represents a surplus of retail sales (or cluster of similar retail types), a market where customers are drawn in from outside the trade area.

Source: ESRI (Environmental Systems Research Institute) 2017

RETAILER LOCATION REQUIREMENTS					
RETAILER	POPULATION	TRADE AREA	INCOME (MHI*)	BUILDING SIZE (SF*)	TRAFFIC COUNTS
Beall’s	50,000	5- Minutes	\$40,000	20-40,000	N/A
Burlington	N/A	N/A	\$40,000	60,000	N/A
Catherine’s	75,000	3- Mile	\$40,000 MHI	5,000	25,000
CATO	25,000	N/A	N/A	4,000	4,000
Gen X	90,000	3- Mile	\$40,000-\$50,000	10-30,000	N/A
IT’S FASHION	30,000	5- Mile	Low-Middle	4-5,000	20,000
Kohl’s	100,000	5- Mile	\$50,000	55-87,000	10-12k sqft
TJ Maxx	100,000	3- Mile	\$40,000	30,000	N/A

Source: International Council of Shopping Centers (ICSC)

\*SF= Square Feet, MHI= Median Household Income

**BEER/WINE/LIQUOR STORES**

Lauderhill, particularly the central and northern areas of the city show demand for Beer Wine & Liquor Stores. While beer/wine/liquor stores are often considered to be a nuisance use, a national retailer with a reputation of security, safety and being a good neighbor could be a viable option.

RETAIL GAP ANALYSIS	LAUDERHILL	CUSTOM TRADE AREA- CENTRAL	CUSTOM TRADE AREA- NORTH	15-MINUTE DRIVE RADIUS
CORRIDORS		PINE ISLAND, UNIVERSITY, OAKLAND PARK	COMMERCIAL, UNIVERSITY	SUNRISE, BROWARD, US441, NW31 AVE
Beer, Wine & Liquor Stores	\$278,092	\$2,994,234	\$2,681,128	\$(19,744,318)

Note: A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales (or cluster of similar retail types), a market where customers are drawn in from outside the trade area.

Source: ESRI (Environmental Systems Research Institute) 2017

RETAILER LOCATION REQUIREMENTS					
RETAILER	POPULATION	TRADE AREA	INCOME (MHI*)	BUILDING SIZE (SF*)	TRAFFIC COUNTS
ABC Fine Wine & Spirits	65,000	3- Mile	\$65,000 average	10-12,000	30,000
Publix Liquor	N/A	N/A	N/A	N/A	N/A
Big Daddy's (Flanagan's) Liquors	N/A	N/A	N/A	N/A	N/A

Source: International Council of Shopping Centers (ICSC)

\*SF= Square Feet, MHI= Median Household Income



**HOBBY STORES/SPORTING GOODS**

Significant retail spending for hobby/sporting goods is leaving the city of Lauderhill. The city, and particularly the Central and Northwest areas are experiencing significant leakage. While there are currently two Dick's Sporting Goods stores nearby in Tamarac and Sunrise, the opportunity for increased sporting goods offerings exists in Lauderhill. Additionally, craft/hobby stores such as Hobby Lobby have shown a propensity to locate in recently vacated big box retail stores. With the recent leavings of Target and Baby's R Us in Lauderhill, the opportunity to attract a Hobby Lobby or similar retailer could be viable.

RETAIL GAP ANALYSIS	LAUDERHILL	CUSTOM TRADE AREA- CENTRAL	CUSTOM TRADE AREA- NORTH	15-MINUTE DRIVE RADIUS
CORRIDORS		PINE ISLAND, UNIVERSITY, OAKLAND PARK	COMMERCIAL, UNIVERSITY	SUNRISE, BROWARD, US441, NW31 AVE
Sporting Goods, Hobby, Book & Music Stores	\$5,650,822	\$14,974,751	\$3,837,671	\$(18,216,521)
Sporting Goods/Hobby/Musical Instrument Stores	\$5,863,009	\$12,303,246	\$3,457,221	\$(20,783,450)

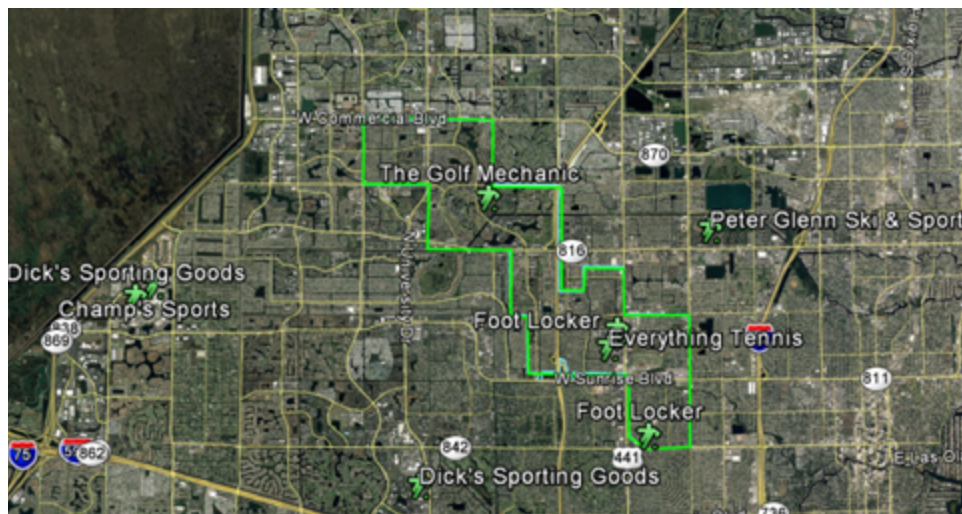
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Source: ESRI (Environmental Systems Research Institute) 2017

RETAILER LOCATION REQUIREMENTS					
RETAILER	POPULATION	TRADE AREA	INCOME (MHI*)	BUILDING SIZE (SF*)	TRAFFIC COUNTS
Hobby Lobby	N/A	N/A	N/A	50,000	N/A
Dick's Sporting Goods	N/A	N/A	\$75,000	50,000	N/A
Golfsmith	N/A	N/A	N/A	35,000	N/A
LA Fitness	60,000	3-Mile	\$20,000	38,000	N/A

Source: International Council of Shopping Centers (ICSC)

\*SF= Square Feet, MHI= Median Household Income



Map of Hobby/Sporting Goods Stores near Lauderhill



## HOTEL

Currently, there are no hotels in Lauderhill. A hotel market analysis was performed in 2016 to assess the viability of a hotel development in Lauderhill. The study recommends the development of a hotel at the intersection of US441 and Sunrise Blvd. This site is attractive due to the Central Broward Sports Park, Lauderhill Performing Arts Center, and Swap Shop drawing visitors to the area.

### THE FOLLOWING TEXT HAS BEEN EXCERPTED FROM THE RECOMMENDATIONS SECTION OF THE HOTEL MARKET ANALYSIS:

“Based on the economic performance of the Greater Fort Lauderdale Area and the competitive sets surrounding the Marketplace site specifically, combined with the potential growth of several key business drivers nearby the Marketplace site it is our recommendation that an Upscale Segment property of between 125 and 145 rooms be developed for this location. The addition of a larger Upper Upscale Property of 225+ rooms on this site would cause market disruption on both an ADR and occupancy level. The ongoing cost of operations for such a property would demand a level of occupancy not yet shown to be supported for a hotel of this size in Central Broward County.”

Upscale hotels are currently targeting a convenient, comfortable and connected environment. These facilities often provide open lobby areas, café or bistro level F & B options with the latest in technology. While the F & B can be expansive or limited, convenience is the key touch point and high-levels of Wi-Fi and connectivity are an absolute must have in both the common areas and the rooms and meeting space. The size of upscale property locations are generally in the 120 to 145 room range. Smith Travel Research (STR) classifies the following brands as standard examples of upscale properties within the U.S.: Aloft, Best Western Premier, Courtyard, Crowne Plaza, DoubleTree, Element, Four Points, Hilton Garden Inn, Homewood Suites, Hyatt Place, Radisson, Red Lion Hotels, Residence Inn, Springhill Suites and Staybridge Suites.



## MARKET MAXIMIZATION

Market maximization, in this context, refers to strategies that might not be directly related to, but can affect the viability of retail. This can include quality of life, leadership, brand and many other aspects of a community. It is important for leadership to make the distinction that retailers choose their cities and not vice-versa, and if a city or area is not attracting the retailers they want it could be due to one of the six factors described in this section. Therefore, the market maximization section of this report can be thought of as a “mini-economic development plan” focused on increasing the City of Lauderhill’s attractiveness for expanded retail. A summary of the top market maximization factors and observations are provided below and include (in no particular order):

1. Residential Development & Quality of Life
2. Aesthetics
3. Land Development Regulations and Urban Design
4. Market Positioning
5. Demographics & Commerce
6. Safety Perceptions

### RESIDENTIAL DEVELOPMENT & QUALITY OF LIFE

Residential and household growth in Lauderhill will drive additional retail demand and create opportunities for shopping center redevelopment and retail attraction. Households in Lauderhill have grown 1.1% annually, from approximately 24,839 in 2010 to 26,801 in 2017. This rate is expected to stay stable, growing 1.2% annually until 2022 (Source 2017 ESRI Inc. & 2016 American Fact Finder (US Census)). New developments, such as the Cricket Club, increase home ownership and bring increased purchasing power to the community.

While the old adage “Retail Follows Rooftops” still holds somewhat true, “quality of life” aspects of a community such as activities and social offerings, schools, and parks also play a role in retail recruitment. Enhancing these factors will not only improve the “look and feel” of a community but also increase the attractiveness for residents and businesses.

### ACTIVITIES AND SOCIAL OFFERINGS

Activities and social offerings are becoming an increasingly important factor in where businesses or residents choose to locate. Lauderhill provides an abundance of social, recreational and educational activities. This “All America City” is known as a multi-cultural mecca and as the Cricket Capital of the USA. The City has a diverse and growing food scene, many houses of worship, two libraries, and is known for hosting many sporting and cultural events like Jazz Picnic in the Park every second Sundays at 11:00am, the monthly Tribute Band Concerts or the magnificent annual Caribbean Village and The SoLa Rum, Food, & Wine Festival showcasing the best of the local and international talent in a beautiful outdoor environment

Central Broward Regional Park serves as a driver in Lauderhill. The venue is used for international soccer matches and camps, cultural carnivals, music festivals, and cricket. It is the only cricket stadium in the United States certified by the International Cricket Council (ICC). The field is capable of hosting a variety of local, national, and international sports championship games. The Central Broward Sports Park is a major activity generator for the city of Lauderhill, experiencing between 8,000-30,000 visitors monthly.

The Lauderhill Performing Arts Center (LPAC) represents another significant activity generator for the city of Lauderhill. The LPAC is a new, LEED certified performing arts complex that serves as a hub for community involvement/engagement. The 1,113-seat theater accommodates events for music, theater, dance, cinema, visual arts, education, conferences, workshops and other social gatherings. The programming for the LPAC was recently enhanced by the announcement of a partnership with the theater company Stagedoor, which is expected to bring increased visitors to the area.

Visit Lauderhill is a tourism committee focused on highlighting all things Lauderhill. Visit Lauderhill's efforts include a website that serves a resource for residents/businesses/visitors, events, and social media.

## **SCHOOLS**

While the city is not directly in charge of the public-school system, continued discussion on education improvement and strengthening of the relationship with the school district should be a focus, especially for the city's leadership. Lauderhill features one public high school, one middle school, five elementary schools and one 6-12th grade Magnet/STEM school. Lauderhill's public-school system is perceived to be subpar, however, the City's local schools have made strides with several increasing letter grades in the most recent Florida Department of Education ratings.

## **PARKS**

Parks and Greenspaces are a quality of life aspect that influences decisions on whether businesses or individuals choose to invest in an area. Parks not only create a visual appeal, shaping the way a community looks and feels, but they also create direct economic benefits such as increasing property values, municipal revenues, and outside investment. During public input sessions, the parks and open spaces in Lauderhill were mentioned as a strength and a reason many families decided to invest in the City. Lauderhill features a renowned park and recreation system with 26 facilities with uses ranging from golf, aquatics, football, baseball and many others. The city's recent issuance of a general obligation bond includes funding for parks improvements projects.

## **AESTHETICS**

Neighborhoods and shopping areas that are safe and aesthetically pleasing are key conditions for the quality of life of a community's residents. These areas define a community's character and are the place that residents should be able to enjoy life. Lauderhill has many different neighborhoods and commercial corridors that reflect a diverse community, and the lifestyle preferences of their residents. While assets and attractions such as revitalized corridors, social offerings, arts and culture, and employment opportunities are important quality of life factors for residents, and especially for prospective residents that are considering a move, quality neighborhoods and corridors that meet a person's preferences are what "seals the deal" on their decision to open a business, buy or lease a home.

As job opportunities in Lauderhill and the South Florida region continue to grow, more prospective residents will consider Lauderhill as a place to buy or lease a home, condo or apartment. Additionally, the existing residential community, which is invested in Lauderhill are ambassadors for the city as they interact with the outside world. Their opinion, and descriptions of what it is like to live in Lauderhill are one of the most important factors that determine Lauderhill's image and identity.

Code enforcement is often a challenging subject for local communities, which can often feel like a no-win situation for local governments. Fair enforcement of reasonable codes is necessary for the health, safety and welfare of a community, and to also respond to issues that negatively impact the quality of life of the residents. On the other hand, cities can get a black eye from code enforcement that is perceived as overly aggressive or unfairly applied.

Significant factors reducing the quality of aesthetics in Lauderhill include lack of landscaping, lighting, sidewalks, wayfinding and public art, particularly in retail areas. Public art and landscaping are mentioned in several planning documents, but the language is vague. Lighting standards are below retail industry standards and many areas of the city feature deteriorating sidewalks.

## **MARKET POSITIONING**

### **FUTURE DEVELOPMENT OF 38TH AVE**

Located in the Southeast section of Lauderhill, within the Eastern Community Redevelopment Area, 38th Ave is an area ripe for revitalization. The 38th Ave area is located within Lauderhill's entertainment district, just north of the Swap Shop, Lauderhill Performing Arts Center, Central Broward Regional Sports Park, and the Lauderhill Mall. 38th Ave. is envisioned to become a walkable business and shopping district with possible uses including but not limited to:

#### **FOOD AND BEVERAGE**

- Restaurants, Bars, Coffee Shops, Bakeries, Breweries, Specialty Rum Shops

#### **ARTS AND CULTURE**

- Art Galleries & Music Studios, Architecture/Interior Design Firms

#### **NIGHTLIFE**

- Bars, Comedy Clubs, Lounges, Cigar Bars/Hookah

#### **START-UPS**

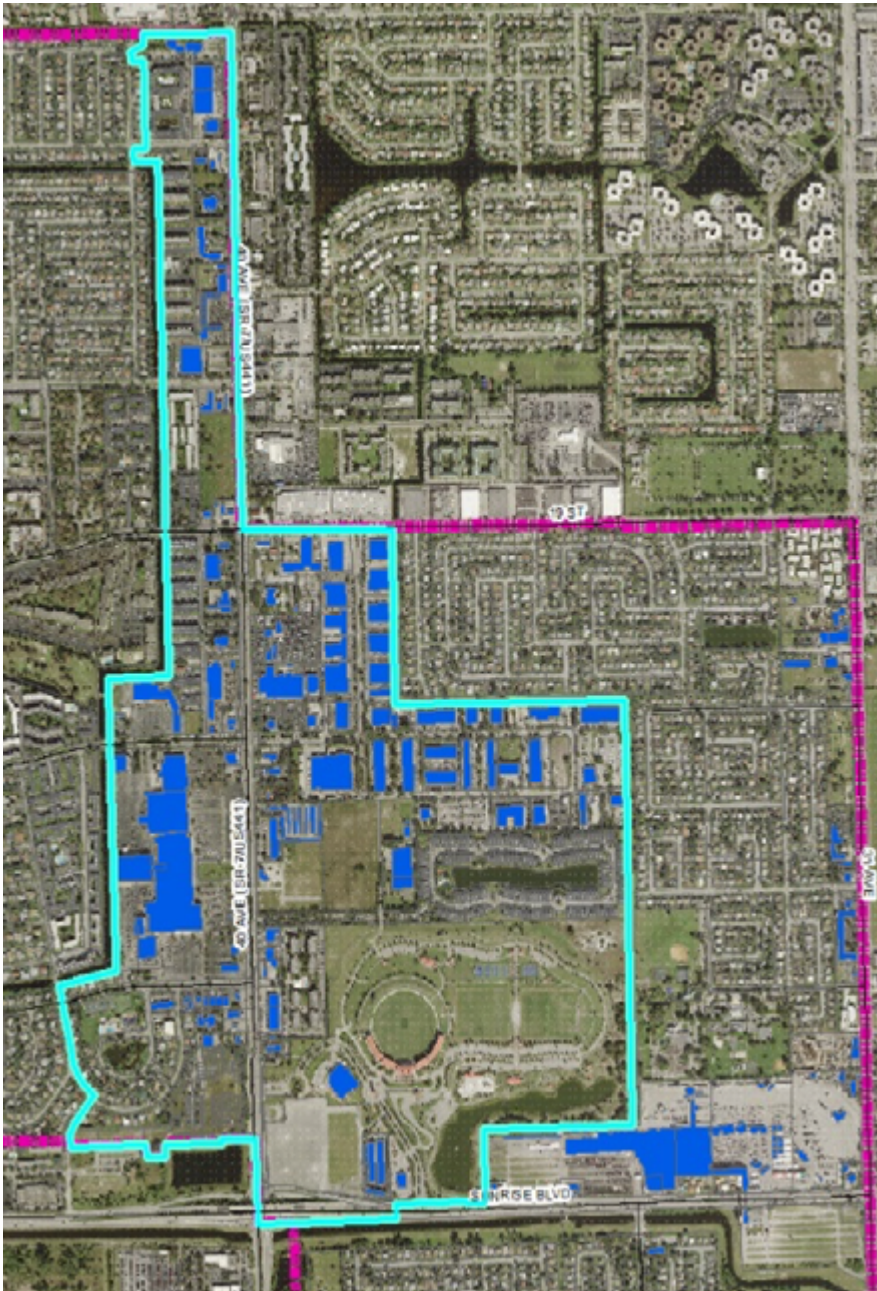
- Tech/Green companies

#### **QUALIFIED TARGETED INDUSTRIES (QTI)**

- Manufacturing
- Distribution
- Global logistics
- Aviation
- Corporate HQs
- Import/Export

#### **CAPITALIZE ON EXISTING SHIPPING CLUSTER**





The 38th Ave. area is eligible for Opportunity Zone and New Markets Tax Credits federal economic development funding, creating opportunities for public private partnerships. General Obligation Bond funds are being used for improvements along the 38th Ave. Corridor. Located in the center of Lauderhill, and perpendicular to the City's historic shopping area (19th Ave), 38th Ave has the potential to become a trendy and upcoming entertainment district.

**441 CORRIDOR AS A REGIONAL ATTRACTION**

In addition to the potential 38th Ave development, many other shopping and entertainment uses exist along the 441 Corridor. The Lauderhill Mall, Central Broward Regional Sports Park, Lauderhill Performing Arts Center act as activity generators for the area. The Swap Shop, one of the most visited shopping destinations in the country, is located just east of the 441 Corridor along Sunrise Blvd. While this type of massing or cluster of uses creates the opportunity to create a destination worthy of attracting visitors, the area is not operating cohesively. Stakeholder and public input interviews uncovered opportunities to create connections between the different uses in Lauderhill (for example, visitors to the LPAC or Sports Park do not have shopping/dining/entertainment options to keep them in Lauderhill after the event).

The area is located within the City's Eastern Community Redevelopment Area (CRA) and features Transit Oriented Corridor (TOC) zoning designation.



**DEMOGRAPHICS & COMMERCE**

In today’s digital age, physical retailers are constantly under pressure to innovate to stay ahead of online competitors. This means getting creative with site selection to achieve aggressive demanding return on investment goals. It is important for communities such as Lauderhill to understand what prospective business are looking for in a community and how the City can position itself to remain attractive. While retailer’s site selection criteria may vary, demographic info such as population density, traffic counts, and income levels are often at the top of the list. The chart below describes 2017 estimates for average daily traffic (ADT) as well as the population and median household income (MHI) from a 1, 3, and 5-mile radius from the center of each of Lauderhill’s shopping corridors.

		1 MILE RADIUS		3 MILE RADIUS		5 MILE RADIUS	
	ADT*	Population	MHI**	Population	MHI	Population	MHI
US441	54,500	26,586	\$31,722	188,701	\$37,612	461,187	\$44,698
Broward Blvd	42,500	19,644	\$42,202	162,206	\$40,109	403,090	\$44,988
NW 31 Ave	40,500	17,436	\$29,780	195,777	\$37,578	423,337	\$44,690
Sunrise Blvd	60,500	18,944	\$34,935	192,403	\$37,699	434,583	\$44,250
Oakland Park Blvd	63,000	36,448	\$33,866	203,467	\$39,459	471,853	\$44,933
University Drive	59,500	17,776	\$52,405	201,927	\$42,075	442,821	\$47,196
Commercial Blvd	56,500	19,841	\$48,594	193,752	\$43,269	444,951	\$47,473
Pine Island Road	35,000	24,577	\$54,109	165,552	\$45,346	408,179	\$48,587

\*ADT=Average Daily Traffic

\*\*MHI= Median Household Income

Sources: ESRI Inc. and Florida Department of Transportation

**PERCEPTION OF CRIME**

Negative perceptions of crime and safety is a major deterrent for retail and business investment. Customers simply won’t shop where they don’t feel safe. As part of the retail recruitment plan, a real and perceived safety assessment was performed to evaluate concerns about how safety perceptions and reputation might be impacting consumer demand, developer and broker confidence, and retail business location decisions.

For the purpose of retail recruitment, safety perceptions are crucial. Stakeholder feedback, including some from limited survey responses, indicates significant ongoing concerns about safety perceptions. However, we found no regular, reliable, and insightful source of information about consumer or investor perceptions of safety.

### LAND DEVELOPMENT REGULATION & URBAN DESIGN

One method to address some of the safety issues and perceptions is through the land use and zoning regulations. A number of planning documents identify crime and perceptions as issues, and some plans indicated that the Police Department will conduct CPTED reviews of all public and private projects. However, safety and CPTED are not listed as priorities, some plans prioritize accessibility over crime prevention, lighting standards focus on dark sky provisions instead of minimum intensity, uniformity, and appropriate color for retail settings.

Public art is mentioned in several planning documents, but not with enough detail to ensure it maximizes impacts on safety perceptions both day and night.

Section 5.9 of the City Code requires CPTED reviews for special exception uses, site plans, site plan modifications, landscape plan modifications, sign applications, and landscape plans. CPTED standards are vaguely expressed. While CPTED reviews appear to be occurring, we were only provided one sample, and that report was general analysis with limited recommendations.

Section 6.9 of the City Code sets forth a number of minimum lighting standards. Notably, it requires light intensity and uniformity ratios for parking lots well below retail industry standards, forbids lighting of adjacent sidewalks in public rights of way, only requires lighting of commercial parking lots for 30 minutes after the close of business, and provides a number of restricts for light trespass. It does require a very positive provision that "landscaping shall not be installed or maintained to the extent that it restricts light from reaching those areas it is intended to illuminate," but is unclear as to how that section will be enforced.



26 Degree Brewing Company, Pompano Beach FL

## IMPLEMENTATION

### RETAIL ATTRACTION

The following list includes the examples of retail types that may fit within the Lauderhill Retail Market. These business types were then organized into primary and secondary corridors based on the viability of success in each location. Factors used to determine these projections include retail gap analysis, retail availability, consumer spending patterns, and proximity to competition. The opportunity for attracting these retail categories to the commercial areas of Lauderhill, in some cases, space may not be available and new development is necessary to attract retail.

#### MICROBREWERY/BREW PUB

Existing breweries - In-state or out-of-state that are looking for expansion opportunities.

Startup Breweries - Can include local entrepreneurs or current employees working in the craft beer industry that would like to open their own brewery.

Primary Corridor - US441 (38th Ave)- As mentioned, microbreweries and brewpubs can breathe life into an area in need of revitalization. For this reason, emphasis should be placed on the development/attraction of a brewery to the US441/38th Ave future downtown area. 38th Ave has the potential to become a hip and upcoming shopping and entertainment destination, thus a microbrewery is an ultra-desirable use.

Secondary Corridor - Commercial Blvd- Local and regional microbreweries looking for expanded distribution operations could see the Commercial Blvd area as a feasible location for a production brewery. Recent big box vacancies, high traffic, and direct access to the Sawgrass Expressway, Turnpike, and Interstate 95 make this a viable location for a brewery. 26 Degree Brewing company is a great example, having located in a former strip, box retail site along Atlantic Blvd. in Pompano Beach.

#### RESTAURANTS

Applebee's	Flanagan's	Olive Garden
BJ's Restaurants	Firehouse Subs	Panera Bread
Bloomin' Brands	Hooters	Pei Wei
Buffalo Wild Wings	Jimmy John's	Tijuana Flats
Chipotle	Marble Slab Creamery	Wingstop

Primary Corridor - University Drive - The University Drive Corridor features an existing restaurant cluster that has the potential for increased investment. High traffic counts, proximity to higher net worth neighborhoods, and existing retail vacancies make the University Drive Corridor attractive for potential restaurants.

Secondary Corridor - Oakland Park Blvd - Oakland Park Blvd is another high traffic, commuter corridor that could attract additional restaurant space. Lauderhill City Hall and the Inverrary neighborhoods and country clubs are a driver for daytime traffic that could be tapped into by restaurants in the area.

**GROCERY STORES**

Aldi	Publix
Lucky's Market	Save-A-Lot

Primary Corridors - Pine Island Road and University Drive - The gap analysis showed demand for additional grocery in the Northwest section along the Pine Island and University Corridors. While there are several Publix locations in proximity, the opportunity for a specialty grocer such as a Lucky's Market could be supported.

Secondary Corridors - NW 31st Ave and US441 - While these corridors may lack necessary facilities and demographics are prohibitive for a grocer, there is currently a lack of higher end grocers in the surrounding areas.

**HARDWARE AND LAWN CARE STORES**

ACE Hardware      Harbor Freight Tools      Orchard Supply Hardware

Primary Corridor - Commercial Blvd - Currently, there are no hardware/lawn care stores in proximity to the Commercial Blvd Corridor with the exception of the Lowe's and Home Depot along University Blvd. in Sunrise. Retail space is available, and the opportunity exists for a smaller hardware/lawn care store such as the retailers listed above.

**CLOTHING/SHOE STORES**

Beall's	CATO	Kohl's
Burlington	Gen X	TJ Maxx
Catherine's	IT'S FASHION	

Primary Corridor - Commercial Blvd. - The Commercial Blvd corridor features the most available space of all the corridors analyzed. The recent leavings of Baby's R Us and Target open the door for future big box retailers and department stores such as Beall's, TJ Maxx, etc.

Secondary Corridor - US 441 - The US441 area already features a cluster of clothing and shoe store uses, however opportunities exist to expand on the success of retailers in this area. The future 38th Ave development could potentially support boutique, one-off retailers that add to the uniqueness of the area

**BEER/WINE/LIQUOR STORES**

ABC Fine Wine & Spirits  
 Publix Liquor  
 Big Daddy's (Flanagan's) Liquors

Primary Corridor - Pine Island, Oakland Park Blvd & University - The Northwest section of the city showed the highest demand for beer, wine and liquor stores. Strong traffic counts and median household income levels make this area attractive for a branded liquor store such as an ABC, Total Wine, or Big Daddy's.

**HOBBY STORES/SPORTING GOODS**

Dick’s Sporting Goods      Golfsmith      Hobby Lobby

Primary Corridor - Commercial Blvd - The Commercial Blvd corridor showed the highest demand for hobby/sporting goods stores. The proximity to the country clubs of Inverrary and history of golf/tennis tournaments in the area further increase the demand for sporting goods. The retail vacancies along the corridor open the door for a potential sporting goods retailer or hobby store such as Hobby Lobby.

**HOTELS**

Aloft	DoubleTree	Radisson
Best Western Premier	Hilton Garden Inn	Residence Inn
Courtyard	Homewood Suites	Springhill Suites
Crowne Plaza	Hyatt Place	Staybridge Suites

Primary Corridor - US441 & Sunrise Blvd. - The combination the Lauderhill Mall, Lauderhill Performing Arts Center, Central Broward Regional Sports Park make the 441/Sunrise Blvd area ripe for hotel development. Many visitors from outside of the state and country visit the area for shopping, entertainment, and sporting events, but the lack of a hotel in the city forces them to stay outside of Lauderhill.

**SOME OF THE KEY STRATEGIES TO ATTRACT THESE AND OTHER RETAIL AND RESTAURANTS TO LAUDERHILL INCLUDE:**

- Develop a website that is easy to access, clearly identifiable, accessible and which provides the key information necessary for new businesses and developers interested in Lauderhill.
- Develop an identifiable, distinguishable citywide and subdistrict brands and campaigns.
- Create a comprehensive campaign message to be used exclusively across all media channels.
- Light Pole Banners that help promote and distinguish the city’s different commercial areas.
- Highlight new businesses to the city and expanding businesses by celebrating grand openings and re-openings.
- Create and launch a restaurant incubator program.
- Establish a merchant assistance interior grant program.
- Communications (e-news/regular merchant and property owner meetings/workshops).
- Develop regular communication and strong relationships with the commercial real estate industry throughout Broward County and South Florida. Participate in local real estate events including ICSC idea exchanges and conduct periodic events with the real estate and development industry.
- Utilize special events to drive customer and business attention to the City, possibly including monthly strolling events, music events, and identifying cross promotional opportunities.
- Conduct regular communication with businesses and residents to advise them about the status of local projects and promote the city’s business assistance programs.



## SHOPPING CENTER DEVELOPMENT

Retail attraction often requires the development of new retail space to meet the needs of today's retailers and provide additional space that can absorb demand.

This report identifies several development sites totaling more than 2 million gross square feet in various commercial areas of Lauderhill. Some options for these include:

- Mixed Use Development at 2051 N State Road 7. This is a mid-size parcel along a major commercial corridor with adjacent multifamily residential. There is a high number of residents living within walking distance.
- Transit Oriented Mixed-Use Development at 1010 NW 40th Avenue. This is a large parcel located at the entrance to the city from Sunrise Boulevard.
- Commercial and potentially office development at 6650 W Commercial Boulevard and 7040 W Commercial Boulevard. These parcels are near University Drive.
- Commercial/retail development at 8456 W Commercial Boulevard.
- Mixed Use Development with potential live/work units at 1601 NW 31st Avenue.
- Mixed Use Development at 6279 W Oakland Park Boulevard. This site includes a privately-owned parcel and a parcel owned by the City of Lauderhill and represents a potential Public Private Partnership Opportunity.

A dedicated shopping center attraction effort is essential to Lauderhill's retail attraction efforts. The City has engaged a business attraction firm to work with the economic development division to implement the strategies identified by this report. Ultimately, successful retail development depends on significant private sector action and investment, and the city and the economic development department should continue communication with the landowners to encourage them to move forward and to aid on issues that the city can address.

Develop marketing collateral (flyer or brochure) showcasing the unique features and properties that are available.

Prepare Site Readiness Reports for this location that provide detailed information on land availability; workforce; traffic and infrastructure; local and regional market analysis; news clippings and other narrative about local economic growth, new projects and investments, and the city's proactive approach to business attraction. Identify and contact commercial real estate brokers regarding opportunity and objectives.

Attend/participate at ICSC in Orlando in August 2018– establish relationships and promote customer service values and developer friendliness (focus is on shopping center, restaurant and hotel developers).

Maintain a constant and consistent "sales" message regarding these locations – sometimes referred to as simply "making noise". Use all available avenues (social media, website, press releases, networking events, banker/broker/developer receptions, etc.) to promote available development sites to enhance "word of mouth" marketing.

**MARKET MAXIMIZATION**

In addition to the direct efforts to target retailers, restaurants and developers, the following strategies will improve Lauderhill's market position.

**1. RESIDENTIAL DEVELOPMENT & QUALITY OF LIFE**

- 1.1. Continue to work with residential developers to help facilitate their investments
  - 1.1.1. Host bi-annual Banker/Broker/Developer event to expose the area's opportunity to the marketplace
  - 1.1.2. Develop and maintain a strong market research program utilizing Co-Star, ESRI, and other similar data sources. Keep information up to date and readily available
  - 1.1.3. Continue open communication with residential developers to identify their unique needs which the city can influence.

**2. AESTHETICS**

- 2.1. Evaluate and enhance wayfinding systems and substantially enhance 2-3 gateways into the City
  - 2.1.1. Issue RFP for wayfinding design and locations
  - 2.1.2. Design, production, installation of Wayfinding signs
- 2.2. Assess code enforcement efforts and prioritize by areas that will have the greatest impact on economic development
- 2.3. Consider initiating a walkability/connectivity study and identify opportunities to enhance lighting, landscaping, sidewalks, public art, etc.
  - 2.3.1. 38th Ave District
  - 2.3.1. CRA and other key areas
- 2.4. Establish partnerships or advocates in the business and residential community
  - 2.4.1. Create "Neighborhood Ambassador" program (residents)
  - 2.4.2. Create "Community Pride/Beautification" campaign (businesses)

**3. MARKET POSITIONING (38TH AVE CORRIDOR)**

- 3.1. Establish the 38th Ave. Corridor as a vibrant Arts & Entertainment District
  - 3.1.1. Create /enhance the unique brand message that is authentic to 38th Ave and the City of Lauderhill (Experience Our Culture, Elevate Your Potential, Explore Lauderhill). Use across all media channels. Analyze opportunity for social media presence
  - 3.1.2. Evaluate/create additional retail attraction incentives
  - 3.1.3. Conduct Banker/Broker/Developer events to expose the area's opportunity to the marketplace

3.1.4. Continue periodic events that get people used to coming to the area and evaluate feasibility of producing monthly events

3.2. Create a Craft Brewery Attraction Program

3.2.1. Perform a review of the existing craft brewing industry and local market conditions

3.2.2. Perform a basic financial feasibility assessment of a craft brewery operation to identify the types of assistance/incentives that will increase feasibility

3.2.3. Recommend City policy decisions that will enhance positioning for the attraction of a craft brewery

3.2.4. Develop a strategic marketing plan for the business attraction of the craft brewery, as well as enhancing the brand image of 38th Ave.

**4. BRAND AND IDENTITY**

4.1. Develop a website that is easy to access, clearly identifiable, accessible and which provides the key information necessary for new businesses and developers interested in Lauderhill.

4.2. Capitalize on the Visit Lauderhill project opportunity to increase positive exposure of the City of Lauderhill and its retail offerings

4.2.1. Develop an identifiable, distinguishable citywide and subdistrict brands and campaigns.

4.2.2. Capitalize on iconic destinations (fountain, stadium, CC, swap shop, etc.) and expose Lauderhill and its other offerings.

4.2.3. Invest in a Community Pride/Neighborhood Ambassadors campaign

4.2.4. Enhance communications (e-news/regular merchant and property owner meetings/workshops)

4.2.5. Highlight new businesses to the city and expanding businesses by celebrating grand openings and re-openings.

4.2.6. Initiate Light Pole Banner and/or Window Cling campaign that helps promote and distinguish the city's different commercial areas

**5. DEMOGRAPHICS & COMMERCE**

5.1. Identify opportunities to enhance the business climate in Lauderhill

5.1.1. Develop and track metrics for the economy, tourists, other stats that enhance viability of retail (see 1.1.2)

5.1.2. Identify prospective resident entrepreneurs and residents that own or operate retail establishments in other locations via surveys, Neighborhood Ambassador programs, and Newsletters.

5.1.3. Utilize special events to drive customer and business attention to the City, possibly including monthly strolling events, music events, and identifying cross promotional opportunities.

- 5.1.4. Create and launch a restaurant incubator program
- 5.1.5. Establish a merchant assistance interior grant program
- 5.1.6. Initiate annual business owner survey
- 5.1.7. Conduct regular communication with businesses and residents to advise them about the status of local projects and promote the city's business assistance programs
- 5.2. Facilitate shopping center development/redevelopment
  - 5.2.1. Continue communication with the landowners to encourage them to move forward and to aid on issues that the city can address.
  - 5.2.2. Develop regular communication and strong relationships with the commercial real estate industry throughout Broward County and South Florida. Participate in local real estate events including ICSC idea exchanges and conduct periodic events with the real estate and development industry.
  - 5.2.3. Develop marketing collateral (flyer or brochure) showcasing the unique features and properties that are available.
  - 5.2.4. Prepare Site Readiness Reports
  - 5.2.5. Identify and contact commercial real estate brokers regarding opportunity and objectives
  - 5.2.6. Attend/participate at ICSC events annually
  - 5.2.7. Maintain a constant and consistent "sales" message regarding these locations

## 6. PERCEPTION OF CRIME

- 6.1. Reduce perception of crime to enhance viability of retail
  - 6.1.1. Evaluate lighting requirements and suggest improvements/design lighting initiative
  - 6.1.2. Integrate advanced CPTED and Safedesign™ strategies into proposed design standards, façade improvement programs, streetscape improvements, and other public improvement projects
  - 6.1.3. Carefully manage the type, location, timing, and security provisions of events in commercial/retail areas.
  - 6.1.4. Create partnerships with the Lauderhill Mall and the Swap Shop to enhance real and perceived safety at those locations
  - 6.1.5. Create a strategic approach to managing communications that enhance safety perceptions
  - 6.1.6. Develop and track metrics for safety perceptions from existing and potential residents/businesses/visitors
  - 6.1.7. Create a signature annual event in one of the retail districts with a focus on young children and after-dark activities



REINVENTING YOUR CITY