

Midtown Monitor



PLANTATION MIDTOWN DEVELOPMENT DISTRICT



DEVELOPMENT IN Plantation Midtown

As you travel around the City of Plantation, you can appreciate the abundance of growth we are experiencing, which means added revenue to the City's tax rolls, varied and exciting places to live, outstanding employment opportunities, a thriving economy, and more opportunities to enjoy Plantation's enviable quality of life.

The City's central business district, **Plantation Midtown**, bordered on the north and south by Cleary Boulevard and I-595, and on the east and west by Pine Island and University, is becoming a true town center, with unprecedented office, residential, restaurant, and retail options available.

- ◆ The Chevron station at Peters and University, the Shoppes of Broward, located adjacent to the

Broward Mall and Target, and Plantation Square, located at the southwest corner of University and Sunrise, are all scheduled to get beautiful, updated façades this year.

- ◆ The University of Miami Sylvester Cancer Center is expanding, and has begun construction on a second 15,000 sf building in Plantation Crossroads office park, near SW 10 Street.
- ◆ Many of the businesses within Plantation Walk (the former Fashion Mall property) are completed and join The Rise multifamily apartments, Aetna office tower, Sheraton Suites Hotel, and UFC Fit gym. They include Carrot Express, Frank Pepe's Pizzeria, Premier Eye Center, Crack'd Kitchen & Coffee, Ford's Garage, Rock & Brews, Naples Soap Company, The Now Massage, Kobs Green Market, and (coming soon) Ra Sushi.

- ◆ The Ellsworth, a 315-unit multi-family residential apartment complex located near Temple Kol Ami, is completed and almost fully leased.
- ◆ Plantation Midtown Square (the former American Express property) is also under construction at the corner of Cleary and Pine Island, with 480 apartments, 86 townhomes, and a retail and restaurant component. 240 units have been completed.
- ◆ Several restaurant options have joined Starbucks at Pine Island and Broward Boulevard. Construction has begun on a Wawa gas and convenience store, as well.
- ◆ Plans for a Home2Suites by Hilton have been approved, and will be constructed between Peters Road and SW 13 Place, just south of First Watch and the Enson Asian

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Development Update

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market. Home2Suites is a nationally recognized all-suite extended stay hotel featuring a contemporary guest room design.

- ◆ A new Pollo Campero is open on Broward Boulevard, featuring fresh Guatemalan recipes and signature flavors.
- ◆ The PDQ restaurant in the Plantation Promenade shopping center at Cleary and Nob Hill also is open. PDQ serves chicken tenders, sandwiches, and salads in a relaxed, casual setting.

ELSEWHERE IN PLANTATION, thanks to catalytic investment and beautification grants, **Plantation Gateway** along State Road 7/441 has become one of South Florida's most desirable development locations.

- ◆ Windsor Apartment Homes, the newest crown jewel of the corridor, is a beautiful addition to North State Road 7, incorporating both residential and retail space.
- ◆ Construction on the Plantation

Palms assisted living/memory care unit facility along South State Road 7 is complete and they have started leasing, as well.

- ◆ Plans for Arkham Apartments have been approved and are currently in permitting. Arkham will be a beautiful new development consisting of eight one-bedroom apartments located on Peters Road.
- ◆ The City is working with a local developer to finalize plans for the first fee-simple, workforce housing development in Plantation, a 14-unit townhome complex in the same neighborhood as Arkham Apartments.
- ◆ Plans are underway for Publix to become one of the anchor stores at the West Broward Shopping Center, located on the northeast corner of Broward and 441. Redevelopment of the center is planned as part of the construction.

There is a great deal of interest in **PLANTATION TECHNOLOGY PARK** and adjacent corridor, which runs along Sunrise east of

University. The Technology Park is home to nearly 200 businesses, including numerous small-to-medium sized businesses.

- ◆ Companies joining Magic Leap, Motorola Solutions, Chewy, Kenig Aerospace, Goodwin Technology, and eBuilder, include an array of retail and restaurant options.
- ◆ Construction on Sunrise Logistics and Plantation Self Storage building is complete.
- ◆ Chick-Fil-A has recently been approved, and will be joining other popular restaurant choices located in Plantation Pointe (Sunrise and University) as well.

For more information on pending and completed development, please call Glendon Hall at 954-797-2768 or Susan DiLaura at 954-513-3509.



Business Preparations for Hurricane Season

WHY SHOULD THE BUSINESS COMMUNITY PREPARE FOR THE THREAT OF A NATURAL DISASTER SUCH AS A HURRICANE?

A new hurricane season is upon us and it is critical that businesses – small or large – are “storm resilient.” Storm resiliency means, when a storm hits, your business is able to minimize damage, reduce potential economic loss, and recover quickly. FEMA estimates that between 40 and 60 percent of small businesses never reopen after a natural disaster. That number rises to 90 percent if the business does not open within the first five days.

“Preparation and planning” are the keys to successfully withstanding a hurricane. The best way for business owners to prepare and protect their business from a natural disaster is to develop and implement an emergency preparedness plan. The purpose of a plan is to create a framework capable of managing all hazards that may negatively affect business operations. The emergency preparedness plan has four essential components: Hazard Mitigation, Disaster Preparedness, Response Management, and Business Recovery. Each plan component is described below.

HAZARD MITIGATION

The purpose of mitigating natural hazards (taking preventive measures) is to reduce the potential for loss of life and property. These mitigation strategies are meant to help reduce the risk of a natural disaster.

Appropriate Insurance Coverage

This is perhaps the most important mitigation measure you can implement. Make sure you have the right amount of insurance coverage, including windstorm, fire, and flood insurance. With construction costs going up it is important to reevaluate your building and content replacement coverage. Your insurance policy is the best way of guaranteeing that needed repair or



replacement funds will be available in a timely manner. You may want to consider business interruption insurance as well, which may cover employee payroll or other expenses should your business be shut down for an extended period.

Protection of the Business Facility

This refers to the construction quality of the structure and how secure or disaster-resistant the building is. A good way of finding out is to have a building inspection performed by a licensed contractor, engineer, or architect familiar with techniques and products that can mitigate future structural damage. Protective measures such

as impact resistant glass, roof-to-wall connections, and garage door bracing can help reduce risk and may also help reduce insurance rates.

Employee Preparedness

As a business owner, you want your employees to be familiar with the business emergency preparedness plan including what is expected of them before, during, and after a disaster. Encourage your employees to take similar steps at home to reduce their personal risks. This will have the added benefit of helping your employees return to work as soon as possible after a disaster.

DISASTER PREPAREDNESS

Preparing for a natural disaster involves an understanding of the impacts of a disaster, how to best respond to and recover from a disaster, and how to mitigate future losses. For the business owner, an important aspect of preparedness is to educate employees about actions they can take to minimize both their personal and workplace losses. Developing a strategy to safeguard business records, inventory, equipment, materials, and other essential items is good policy that will help reduce your vulnerability to a natural disaster. Begin by identifying, prioritizing, and securing essential documents,

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Hurricane preparedness overview

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records, files, equipment, and materials that need to be protected. According to the Plantation Fire Department, you should:

- Raise computers above the flood level and move them away from large windows.
- Move heavy and fragile, non-electronic objects to lower shelves.
- Store vital documents (plans, legal papers, etc.) in a secure, off-site location.
- Regularly back up vital records and files (such as billing and payroll records and customer lists) and store backup copies in a secure, off-site location.
- Have a visual and physical inventory of all structures and equipment, including machine serial numbers and telephone numbers of vendors that support your equipment or with whom you regularly conduct business.
- Videotape or photograph vital and costly equipment, structures, and objects that are high value or not easily replaced, and keep these tapes and pictures in a secure, off-site location.

RESPONSE MANAGEMENT

The business emergency preparedness plan comes in handy as it lays out how the business will confront a given emergency after the fact. The most responsible action businesses can take is to heed all public information and encourage employees to do the same. A protocol for contacting employees when office records are not available is a valuable asset. Please note that emergency services may not be available, for up to 72 hours (3 days) after a severe weather event.

BUSINESS RECOVERY

Traveling on roadways or sidewalks can be dangerous following a natural disaster, due to downed power lines, fallen trees, area flooding, structural debris, and in some cases hazardous material spills. If your business is located in an area that has been evacuated or suffered catastrophic property damage then it may be off-limits until local law enforcement authorities determine it is safe to re-enter the area. It is recommended that business owners and employees carry two forms of identification, including at least one photo ID, to

provide to authorities when re-entry is permitted.

At this stage, the business emergency preparedness plan becomes the guiding tool that facilitates your decision-making process. Ideally an emergency preparedness plan includes a “business continuity” section that clearly outlines the specific responsibilities for employees during the re-entry process.

For example, “establishing an employee team in charge of damage evaluation and inventory loss” can be one specific task required in the overall plan.

This general emergency preparedness plan overview is meant to reinforce the critical need for awareness and the importance of planning for a natural disaster such as a hurricane. New businesses never exposed to a disaster, and business veterans alike, can work together to make disaster recovery efficient and successful in the City of Plantation.



A message from Mayor Nick Sortal

I believe it's important to make local government as accessible as possible to its citizens. To that end, I've come up with a number of ways to communicate with residents and share valuable and timely information to help you be better informed and help you plan your week. My twice-monthly newsletter can be sent directly to your inbox. I also recently added a “Mayor's Minute” video that you can access every Monday. The goal of this quick, one-minute video is to provide you with information to get you through the week. Sign up for both via Plantation.org. For direct info, email me at Mayor@Plantation.org.

Plantation receives prestigious Arbor Day honor



The Arbor Day Foundation recently declared Plantation a TREE CITY for 2023, marking the 40th time in the City’s 71-year history it has attained that status.

Plantation achieved Tree City status by meeting the program’s four requirements: a tree board or

department, a tree-care ordinance, an annual community forestry budget of at least \$2 per capita, and an Arbor Day observance and proclamation.

Trees are assets to a community when properly planted and maintained. They help to improve the visual appeal of a neighborhood, increase property values, reduce home cooling costs, remove air pollutants, and provide wildlife habitats, among many other benefits.

From our Planning and Zoning Environmental Landscape division, to Public Works, to Parks and Recreation, employees throughout the City work to help educate residents and businesses on placing the right trees in the right location in order to ensure their long, healthy life.

The City celebrated the occasion at the February 7, 2024 Council meeting by raising the Tree City flag outside City Hall to accompany the United States, Florida, and City flags.

It reaffirms to the community that the City of Plantation and its Elected Officials and staff are committed to preserving what they love about the City and doing it in a way that promotes our long-term sustainability.



Stay Tuned ♦ Stay Informed

HELPFUL CITY EMERGENCY RESOURCES

EVERBRIDGE

Plantation’s citizen notification tool. Receive emergency notifications that affect the community via phone, email, Facebook, Twitter, or text. Visit Plantation.org to subscribe. Download the free app, too!

EMERGENCY INFORMATION HOTLINE – 954-585-2363

Activated during severe weather or other emergencies; the City’s Emergency Information Hotline is regularly updated with news, instructions, and available services.

PLANTATION FIRE/RESCUE HURRICANE INFORMATION

Visit **Plantation.org** for information on what to do before, during, and after a hurricane, including checklists, resources, and more.

FOLLOW THE PLANTATION FIRE DEPARTMENT

X/Twitter Plantationfire
 Facebook Plantation Fire Department

OTHER HELPFUL WEBSITES

Red Cross Redcross.org
 Humane Society of Broward County Humanebroward.com

KEEP THESE NUMBERS HANDY

Plantation Fire Rescue (Non-Emergency) 954-797-2150
 Plantation Police Department (Non-Emergency) .. 954-797-2100
 Broward County Shelters Hotline 954-831-4000
 Humane Society of Broward County 954-989-3977
 Waste Management 954-974-7500

RESOURCES FOR SMALL BUSINESS ASSISTANCE

FEMA Planning for Your Business Ready.gov/business
 Florida Disaster Plan Kit Floridadisaster.org
 FEMA Disaster Assistance Disasterassistance.gov
 U.S. Small Business Administration (SBA) SBA.gov
 South Florida District Office
 51 SW 1st Avenue, Suite 201, Miami, FL
 Phone: 305-536-5521
 Fort Lauderdale Office: 954-762-5235
 Florida Small Business Development Council FloridaSBDC.org
 Plantation Chamber of Commerce 954-587-1410
 Broward Alliance 954-524-3113
 Florida Dept. of State, Div. Corporations Sunbiz.org/startbus.html
 Broward County Economic Development.. Broward.org/econdev

Reggae Genealogy celebrates diversity

Multiculturalism in a community benefits it in numerous ways: it fuels growth; it expands the available talent pool; and it encourages the exchange of ideas and viewpoints. Cultural diversity was celebrated on Saturday, February 10, 2024 at the Broward Mall, when Island Space Caribbean Museum presented “Reggae Genealogy,” an event created to promote and celebrate the origin, evolution, and influence of Jamaican music in society. Attendees, which included Mayor Nick Sortal, Plantation Councilmembers Jennifer Andreu and Louis Reinstein, CRA Administrator Glendon Hall, and Broward Commissioner Hazelle Rogers, were treated to live performances, food trucks featuring Caribbean fare, an artisan village, museum tours, and poetry readings, all in celebration of the life and music of Bob Marley. Cedella Marley, Marcia Griffiths, and “Miss Pat” Chin were honored with Lifetime Achievement awards.



Go straight to the source!

Want to know what’s going on in the City of Plantation? We have plenty of ways to stay connected.

PLANTATION.ORG

Visit the City’s website to pay your water bill, sign up for classes, make a tee time, and much more.

FACEBOOK

Like us on Facebook. Look for official City pages.

X (FORMERLY TWITTER)

Follow the City, the Parks & Recreation department, the Fire department, and the Helen B. Hoffman Library on Twitter @plantationFLA, @plantationparks, @plantationfire, & @helenbhoffman.

INSTAGRAM

Look for the City at cityofplantation, Parks & Recreation at plantationparks; Police and Fire departments at plantationpolice and plantationfiredepartment, and more.

ASKCITYHALL@PLANTATION.ORG

Plantation’s official City email. **PLANTATION NOW!** To receive the next issue, send your name and email address to plantationparks@gmail.com.

EVERBRIDGE

Receive emergency notifications via phone, email, or text. Visit Plantation.org to subscribe.

City of Plantation

Upcoming Events

Inter Miami CF Youth Int’l Cup

May 24-27. Pine Island Park Central Park, PAL Park. Call 954-452-2510 for information.

Memorial Day Service

May 27 ♦ 9:30 AM. Veterans Park. (City closed.) Call 954-452-2510 for information.

Nat’l Senior Health & Fitness Day

May 29 ♦ 11:00 AM to 1:00 PM. Jim Ward Community Center. Call 954-585-2344 for information.

Independence Day Events

July 4, 9:00 AM ♦ Parade kick-off at Broward Blvd and NW 46 Avenue; 6:00 PM Kids Zone, 7:00 PM free concert, and 9:00 PM fireworks at Plantation Central Park. No dogs allowed; parking is limited. 954-452-2510 for more information.

Plantation Farmers Market

Every Saturday ♦ 9:00 AM – 2:00 PM Volunteer Park. Call 954-452-2558 for information.

Hump Day Food Trucks

Every Wednesday ♦ 5:00 – 9:00 PM Volunteer Park. Call 954-452-2558 for information.

If you are interested in sponsorship and vendor opportunities at City events, please email sryan@plantation.org to be added to the Parks & Recreation notification list.

Becoming a City vendor

The Procurement and Financial Services departments maintain a vendor list for goods and services procured by the City of Plantation. If you wish to participate, please complete the Vendor Application, which can be found in the Procurement Department's webpages at Plantation.org. You will be asked to provide a current W-9 form. The information entered is stored directly within the City's registered vendor database. In order to maintain registered vendor status, the Vendor Application must be completed every calendar year.

Additionally, when you visit the Procurement Department's webpages, you can search for registered vendors and search and respond to bid/proposal solicitations. There is also a podcast hosted by Director Charles Spencer outlining the procurement process and how to do business with the City.

Finally, the City of Plantation has completely transitioned to electronic bidding for formal and informal solicitation(s) that exceed \$35,000. The City is no longer accepting paper responses of any kind to procurement solicitation. However, the City still requires original (with raised stamp) bid and public construction bonds. This move reflects a paradigm shift in the City's approach to the procurement process and a significant reduction in the need for paper. All responses will be received electronically via the Demand Star website.

Using local vendors

LOCAL BUSINESS PREFERENCE ORDINANCE

A balanced and stable economy is more readily achievable when the community, government, and local businesses work together. This has been the ongoing mission of the City of Plantation. As a means to assist the businesses in Plantation, the City adopted a Local Preference Procurement Ordinance in February 2010.

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

To become a potential City vendor a business must have a local street address, a City business tax receipt license for at least six months, and be registered with the City of Plantation Procurement department. To register, they can go to the City of Plantation's website at Plantation.org and click on "Become a City vendor" on the home page. For more information, they may call Plantation's Procurement department at 954-797-2648.

Plantation Midtown Advisory Board

Plantation Midtown was established in 1988 as a Safe Neighborhood Improvement District. The City completed a "Safe Neighborhood Master Plan" and established a special taxing district that levies a maximum of two mills ad valorem tax on real property within the District. The City pursued this strategy in order to obtain additional state and local financial resources to address public

safety and set the stage for future redevelopment.

The Midtown Advisory Board is composed of seven members appointed by the Mayor and Plantation City Council, and was established at the time to represent property owners and the business community within the Midtown District, and to provide input to City Council and staff on how to allocate public funds generated within

District. The Board also provides input on development projects in the District.

The Board meets every other month on Thursdays at 10:00 AM in the Development Services Building, 401 NW 70 Terrace, 1st Floor Conference room.

If you are a property or business owner within the Plantation Midtown District and, would like more information, please contact Susan DiLaura in the Planning, Zoning office at 954-513-3509 or via e-mail at sdilaura@plantation.org. Visit us at Plantation.org.

Midtown Bridge update

For some time the City of Plantation has been proposing construction of a bridge that would span the North New River Canal from westbound State Road 84 to the area between SW 78 Avenue and SW 80 Avenue in Plantation Midtown. The Midtown Bridge is designed to provide relief to already overcrowded roadways, specifically University Drive and Pine Island Road, while improving ingress and egress to the Midtown District.

The City’s Midtown Development District has funded the project development and environmental study (PD&E) along with construction design costs. Construction plans should be completed near the end of calendar year 2024.

The City is actively seeking construction funding for the Bridge. Construction costs are estimated at \$10 million, and once commenced, should take about twelve months.



City of Plantation business contacts

Local Business Tax Receipts..... 954-797-2239
Ensures zoning requirements, licenses and permits are in order and compliant with City regulations.

Building Services..... 954-797-2250
Ensures the safety and stability of structures within the City by enforcing all building and City codes. Services include plan review, permitting, inspections and Certificate of Occupancy.

Planning and Zoning,
Economic Development..... 954-797-2225
Responsible for land use development and implementation through future land use planning and zoning regulations.

Development Review Team 954-797-2225
Technical review staff members provide a one-stop shop for answers to development related questions.

Expedited Review 954-797-2251
Plans reviewed by this process will be given priority. Expedited review must be approved by Building Department Director, and a cost recovery account must be set up.

OTHER CONTACTS

Greater Plantation
Chamber of Commerce 954-587-1410
Greater Fort Lauderdale Alliance.....954-524-3113
Broward County
Economic Development.....Boward.org/econdev
Florida Department of State, Division of
Corporations.....Sunbiz.org
US Small Business Admin,
South FL District... Sba.gov/district/south-florida
Internal Revenue Service Irs.gov
Florida Dept of Revenue.....Myflorida.com/dor
SCORE..... Score.org; 800-634-0245



Plantation Midtown
green and growing

Like what you see?

Should you need additional information, have questions about topics posted in this newsletter, or would like to be on our meeting distribution list, please contact Glendon Hall at Ghall@Plantation.org or Susan DiLaura at Sdilaura@Plantation.org.



Plantation
the grass is greener®