

Sub-Area 5

Port Everglades

SUB-AREA IN A CITY-WIDE CONTEXT

Sub-Area 5, Port Everglades, includes Port Everglades, the north portion of West Lake Park and John U. Lloyd State Park. The Port Jurisdictional Area (PJA), includes the Cities of Dania Beach, Fort Lauderdale, Hollywood and Unincorporated Broward. The majority of the PJA, 71.3% to be exact, is located within the City of Hollywood’s municipal borders. To that end, the City levies a little more than 1% of total property taxes from the Port. In addition, there is a portion between Sub-Area 4 and 5 that is in the City of Dania Beach. The area is a small beachfront location at Dania Beach Boulevard and A1A.

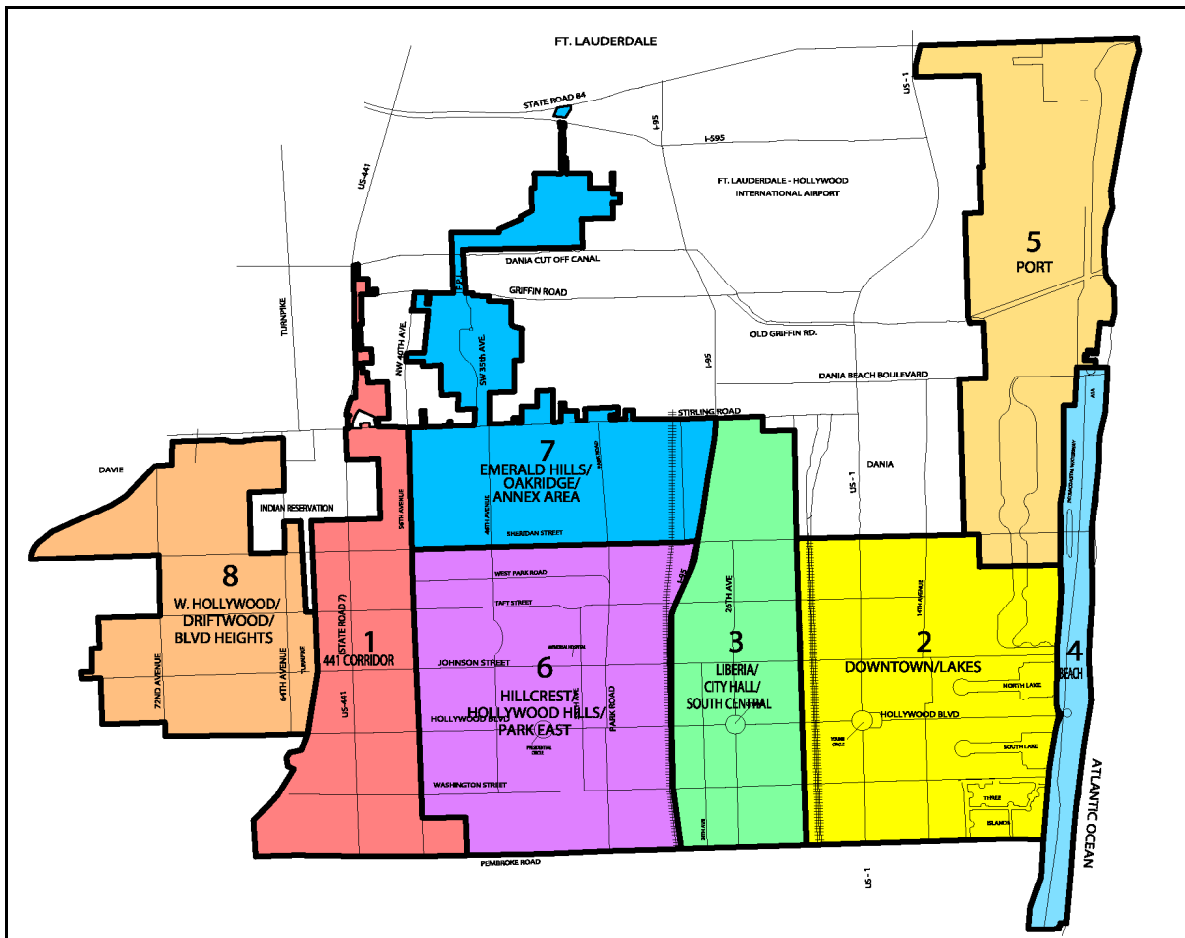
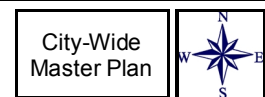
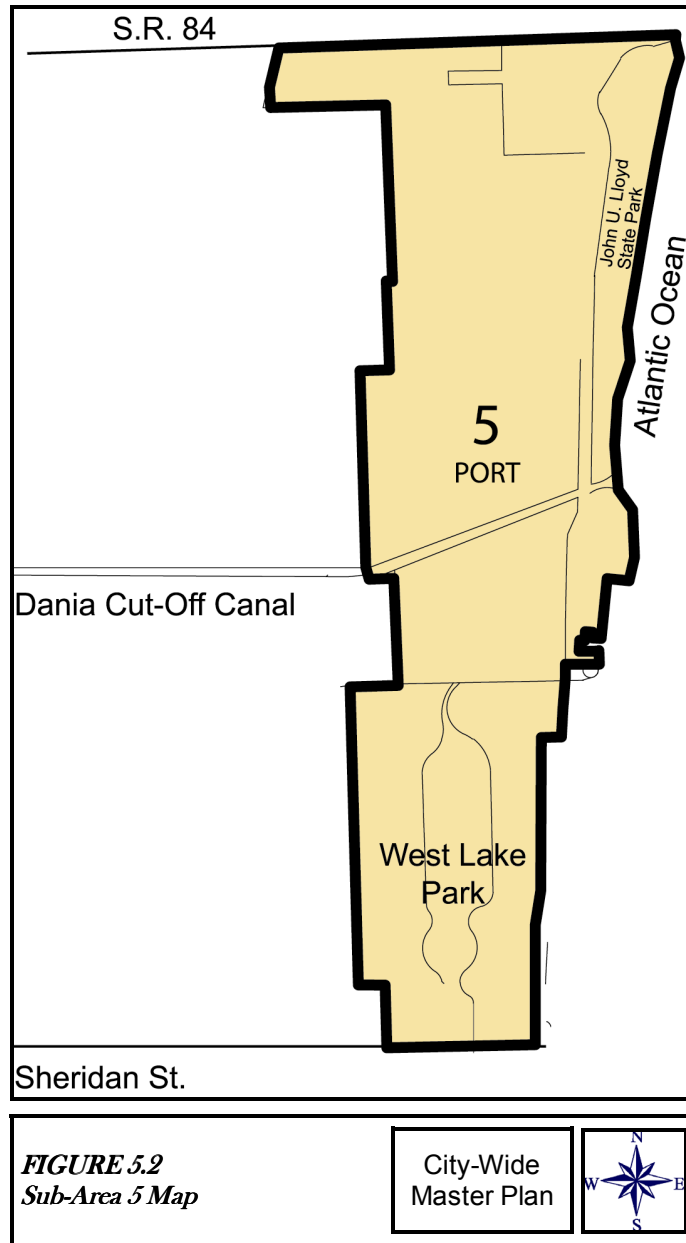


FIGURE 5.1
City-Wide Sub-Area Map



AREA BOUNDARIES

Sub-Area 5, the Port Everglades area, is defined by Atlantic Ocean to the east, Sheridan Street to the south, SR 84 to the north with an irregular boundary to the west. This area is comprised of Port Everglades, West Lake Park and John Lloyd State Park.



EXISTING CONDITIONS

Economic Development and Redevelopment

Northport

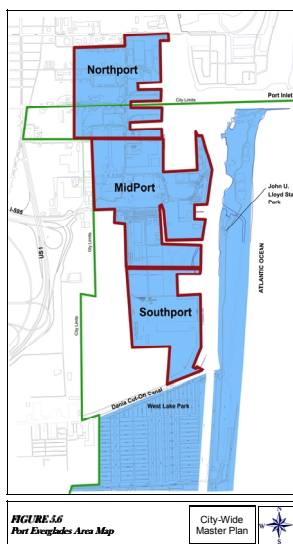
- ◆ The southern portion of Northport is located within the City limits.
- ◆ Northport contains several cruise passenger terminals that accommodate millions of passengers annually. In addition, there is a multi-leveled parking structure for cruise and convention center visitors.
- ◆ Numerous cargo facilities are located in Northport as well as petroleum facilities west of Eisenhower Boulevard.

Midport

- ◆ Midport also contains several cruise passenger terminals that have been recently renovated to accommodate the increased cruise travelers.
- ◆ Cargo and container facilities are located in Midport and provide for dockside emptying for numerous shipping companies.

Southport

- ◆ Southport is primarily a cargo and container area to accommodate bulk cargo and storage.
- ◆ Adjacent and just west of Southport is the proposed and planned Southport Inter-modal Complex which is planned to contain container storage space for future growth, a distribution warehouse center and an inter-modal container transfer facility.



SUMMARY OF ISSUES

Economic Development and Redevelopment

- ◆ Maintaining competitive tourism market for cruise industry tourism.

SUMMARY OF OPPORTUNITIES

Economic Development and Redevelopment

- ◆ Development of vacant land at Port Everglades for maintaining competitive economic expansion and employment opportunities.
- ◆ Capture spill over economic opportunities from cruise ship tourism industry.

RECOMMENDATIONS

The proposed recommendations reflect an extensive analysis of existing conditions, consolidation of recommendations by appointed Task Force groups, citizen input, and professional organization of information. The recommendations examine design issues that are supported by policies outlined in Volume II of the City of Hollywood City-Wide Master Plan. The recommendations are based on targeted issues and opportunities intended to improve and enhance Sub-Area 5. Certain recommendations are relevant to current projects ongoing in the City and Port Everglades, however, other key recommendations will require the initiation of new policy and/or actions on the part of the City. Where applicable, photos and drawings are presented to illustrate the recommendation.

GENERAL INTRODUCTION

The City-Wide Master Plan recognizes Port Everglades as an important economic function of the City. The port was originally a shallow lake named Lake Mabel and was separate from the Atlantic Ocean by a low sand ridge. The lake was identified as an ideal site for a harbor during the survey for the Florida East Coast Railroad in the late 1910s. In the 1920s, Joseph Wesley Young, played an integral role in the development of a deep harbor at Lake Mabel. Young purchased 1,140 acres of land adjacent to the lake and began development through the Hollywood Harbor Development Company. By 1927, Young departed from the port project and the Florida Legislature established the Broward County Port Authority. The port was officially completed and dedicated in 1929 and begun trading with Cuba, the Caribbean and Latin America. In 1965, the port was renamed from the Broward County Port Authority to Port Everglades and experienced tremendous growth over the next several decades.

Today, Port Everglades is a multi-million dollar business that has continued to increase revenues annually. Its diversity of maritime businesses include both cargo and passenger cruise lines as well as other ancillary businesses. Port Everglades is also host to several non-maritime businesses, such as warehousing and distribution, which are dependent on interconnectivity of transportation networks.

The location advantage of Port Everglades is critical to its continued economic expansion. Situated adjacent to the Fort Lauderdale-Hollywood International Airport, 4 major highways and the FEC railway, both the Airport and Port Everglades are focusing efforts to provide better connectivity between all modes of transportation in order to ensure continuous economic growth.

Both Port Everglades and the Airport have been planning improvements to take advantage of their location and increase economic opportunity. Plans, at the Airport, are underway to double the size of the terminal from 39 to more than 70 gates. In addition, the parking garage and the air cargo facilities are also being expanded. These expansions at the Airport will directly increase the demand for services from Port Everglades. That is why Port Everglades is currently undergoing an update to its Master Plan. This plan will serve as the Port's capital improvements plan and will guide the future growth of Port Everglades to meet anticipated demands over the next five to ten years.

The City-Wide Master Plan identifies Port Everglades as a key economic agent by providing a full range of facilities and services related to the cargo, warehousing and cruising industries. In addition, Port Everglades physical advantages to economic expansion include proximity to several transportation hubs, the deepest port in Florida and a short entry channel.

In order to facilitate the moving of cargo through the Port, facilities range from tank farms and silos, to dockside cargo facilities and storage yards. Imports and exports are encouraged in the 82-acre Foreign Trade Zone (FTZ). The FTZ is an area located in Midport that is considered outside of US Customs territory therefore duties can be deferred, reduced or sometimes eliminated. Activities within the FTZ include warehousing, merchandise manipulation and manufacturing.

Cruising activities have also expanded at Port Everglades, which is one of the busiest cruise ports in the world. Passengers number more than 2 million annually and there are 1,550 cruise ship calls. Recent and proposed improvements which are targeted to expand the cruise ship operations include the construction of a 90,000 square foot passenger terminal and the expansion of several terminals to accommodate the new, larger cruise ships which are becoming an industry standard.

Fort Lauderdale-Hollywood International Airport supports the many economic activities at the Port, providing access to millions of cruise ship passengers annually. In addition, the Airport is the hub for several cargo air carriers and general aviation business.

In order to increase these economic opportunities, plans are underway to break ground on major development of the west side of Fort Lauderdale-Hollywood International Airport. More than a hundred acres of the Airport are earmarked for air cargo and general aviation development. The \$10.7 million project will provide the basic infrastructure so that private companies can begin projects costing millions more. Among the improvements are the realignment of perimeter road, new storm water system, water retention areas, and communications connections.

Both Port Everglades and the Airport are responsible for environmental protection and mitigation to the surrounding area. Port Everglades and the Airport sponsor environmental protection programs to ensure protection of the ecosystem which surrounds the area. As additional expansion projects occur, the protection and mitigation of wetlands, conservation space, beach shorelines and reefs will be required to maintain the environment which the Port and community depends on.

The City-Wide Master Plan supports the economic expansion of Port Everglades and the protection of environmental sensitive land and parks. Port Everglades is recognized as its own independent jurisdiction, however the assistance of the City to support development of vacant land within the Port is recommended. Furthermore, the impact of Port Everglades and Airport expansion should be monitored to ensure the least adverse effect on the surrounding parks and conservation land.

RECOMMENDATIONS

Economic Development and Redevelopment

Port Everglades

R5.2 Southport Inter-Modal Complex

The planned Southport Inter-Modal Complex, Container Transfer Facility and Port Everglades Distribution Commerce Center are part of the Port Everglades economic expansion to accommodate the increasing trade with the Caribbean and Latin American countries. It is recommended that the City assist Port Everglades in retaining and providing sufficient accommodations for the increase in employment opportunities and economic opportunities for trade expansion through the planned Southport area.

ECONOMIC DEVELOPMENT AND REDEVELOPMENT SUPPORTING POLICY - SUB-AREA 5

Policy 5.5: Support and promote projects that will increase fees or revenues to the City of Hollywood from Port Everglades.