

ECONOMIC DEVELOPMENT

Existing Conditions Analysis

April 2023



TABLE OF CONTENTS

Executive Summary	6
Introduction	9
Public Outreach	13
Virtual Open House	13
Interactive Project Website.....	13
Stakeholder Interviews	13
Business Roundtable.....	14
Community Profile	16
Population	16
Age	17
Gender-Sex Profile	18
Race & Ethnicity	18
Education.....	18
Employment.....	19
Employment Rates	20
Income.....	20
Cost of Living.....	22
Community Assessment (3-5-10 Mile Radius)	24
Demographics and Socioeconomics	25
Workforce	26
Education.....	27
Employment.....	27
Cost of Living.....	28
Consumer Trends and Forecasts	30
<i>Professional Pride</i>	31
<i>Boomburbs</i>	31
<i>Workday Drive</i>	32
<i>Savvy Suburbanites</i>	32
SWOT Analysis.....	33

Development Regulations and Policies36

- Comprehensive Plan.....36
 - Future Land Use Element*.....38
- Zoning.....39
 - Residential Zoning*.....42
 - IOC (Industrial, Office, Commercial) Zoning*.....42
- The City of Weston 2028 Strategic Value and Business Plan43

Programs, Services and Partnerships.....45

- Economic Development Programs and Services45

Target Industry and Retail Market.....49

- Existing Land Use.....49
 - Commercial and Office/Professional Land Use*.....53
 - Industrial Land Use*.....53
 - Residential Land Use*53
- Vacant Land53
- Property Taxes55
- Concentration of Industries56
- Community Labor Pool and Workforce.....60
 - Jobs of residents – Labor pool summary*.....60
- Location Quotient.....61
- Industry and Wage Profile62
- Industry Trends and Forecasts62
- Retail Marketplace Profile63
 - 3-mile Biggest Leakage*.....64
 - 3-mile Biggest Surplus*.....64
 - 5-mile Biggest Leakage*.....65
 - 5-mile: Biggest Surplus*.....66
 - 10-mile: Biggest Leakage*.....66
 - 10-mile: Biggest Surplus*.....67
 - Summary*.....67

Recommendations69

Appendix 71

Community Engagement71
 Virtual Open House.....71
 Business Roundtable.....71
 Stakeholder Interviews.....71
 Online Presence (Website).....73

LIST OF FIGURES

Figure 1. City of Weston Boundaries 10
Figure 2. Regional Context 11
Figure 3. Population by Age 17
Figure 4. Weston Employment 19
Figure 5. Weston Household Income..... 21
Figure 6. Cost of Living Comparisons, 2019 23
Figure 7. 3-5-10-Mile Market Assessment Areas 24
Figure 8. SWOT Diagram..... 34
Figure 9. Future Land Use Map 37
Figure 10. Zoning 41
Figure 11. Economic Development Organizations 45
Figure 12. Existing Land Use Map 51
Figure 13. Existing Land Use Map: Non-Residential 52
Figure 14. Vacant and Agricultural Land Map 54
Figure 15. Professional Services (healthcare, legal, engineering, scientific, and technology/software) Businesses 57
Figure 16. Healthcare Businesses..... 58
Figure 17. FIRE (Finance, Insurance, and Real Estate) Businesses 59
Figure 18. Industry Leakage/Surplus (3-mile radius) 64
Figure 19. Industry Leakage/Surplus (5-mile radius) 65
Figure 20. Industry Leakage/Surplus (10-mile radius)..... 66

LIST OF TABLES

Table 1. Population Growth and Projections.....	16
Table 2. Change in Median Age.....	17
Table 3. Gender-Sex Distribution.....	18
Table 4. Educational Attainment – 2021 (Persons 25+).....	19
Table 5. Employment - 2021 (Persons 16+).....	20
Table 6. Weston & Broward County Household Income.....	22
Table 7. Population by Market-area.....	25
Table 8. Households by Market-area.....	25
Table 9. Household Size by Market-area.....	26
Table 10. Median Age by Market-area.....	26
Table 11. Racial Breakdown by Market-area.....	26
Table 12. Civilian Labor Force (over 16 years of age) by Market-area.....	26
Table 13. Percent of Civilian Labor Force (over 16 years of age) Employed by Market-area.....	27
Table 14. Educational Attainment by 3, 5, and 10-Mile Radius Trade Area.....	27
Table 15. Jobs by Industry Type.....	27
Table 16. Industries with the Most Employees.....	28
Table 17. Housing Units by Market-area.....	29
Table 18. Occupancy-Type of Housing Units by Market-area.....	29
Table 19. Median Home Value by Market-area.....	29
Table 20. Vacancy Rates of Housing Units by Market-area.....	29
Table 21. Homeowners Mortgage Costs and Expenditures (Homeowners Insurance).....	29
Table 22. Renters Costs and Expenditures.....	30
Table 23. Childcare Costs.....	30
Table 24. Elderly and Disabled Care Costs.....	30
Table 25. Future Land Use Use Summary.....	39
Table 26. Zoning Summary.....	40
Table 27. Summary of Existing Land Uses.....	50
Table 28. Weston’s Largest Ad Valorem Taxpayers.....	55
Table 29. Weston Businesses by Category.....	56
Table 30. Jobs of Weston Residents.....	60
Table 31. Job Base by Industry Sector.....	60
Table 32. Weston Location Quotient (LQ) (Employed Population 16+ by Industry).....	62
Table 32. Interactive Map Comments Summary.....	90

EXECUTIVE SUMMARY

Inspire Placemaking Collective, Inc. (a spin-off of S&ME) was retained by the City of Weston to conduct an ***Economic Development Existing Conditions Analysis*** and produce this document, which is designed to provide a summary of the existing economic and demographic conditions of the City and the regional market. The findings of this report may be used by the City to guide future policy planning discussions and activities related to the City's economic development objectives. There are five areas of focus that the Inspire team considered as part of this Analysis: Public Input; Community Profile and Assessment; Analysis of Existing Regulations and Policies; Analysis of Current Programs Services and Partnerships; and Target Industry and Retail Analysis. A brief description of each section is explained below.

PUBLIC OUTREACH

Public outreach and community engagement are fundamental components of the Inspire team's planning process. Local knowledge and experience provide the community the trust required for completion of a successful project. Our community engagement process ran through the duration of the project timeframe and our team utilized the following outreach efforts to collect public input:

- Virtual Open House
- Stakeholder Interviews
- Small Business Listening Sessions
- Interactive Project Website and On-line Survey

The Inspire team worked in close coordination with the City's Communications staff to disseminate information about the Analysis and promote the project website.

COMMUNITY PROFILE AND ASSESSMENT

Inspire prepared a community profile and assessment to present a qualitative and quantitative overview of the City and its market-area (3-5-10 mile radius). The assessment includes key demographic, socioeconomic, labor, workforce, educational, employment, cost of living, industry trends and forecasts, and a community strengths, weaknesses, opportunities, and threats (SWOT) analysis.

ANALYSIS OF EXISTING REGULATIONS AND POLICIES

Inspire evaluated existing land development regulations and comprehensive plan policies that may have a detrimental or stunting effect upon economic development and redevelopment in the City. This part of the analysis reviewed the existing Code of Ordinances and the City's Comprehensive Plan (Comp Plan) policies that support economic development. The purpose was to identify potential constraining

regulations that discourage desired economic growth and development, and propose remedies or amendments to ameliorate the constraint where possible.

ANALYSIS OF CURRENT PROGRAMS, SERVICES, AND PARTNERSHIPS

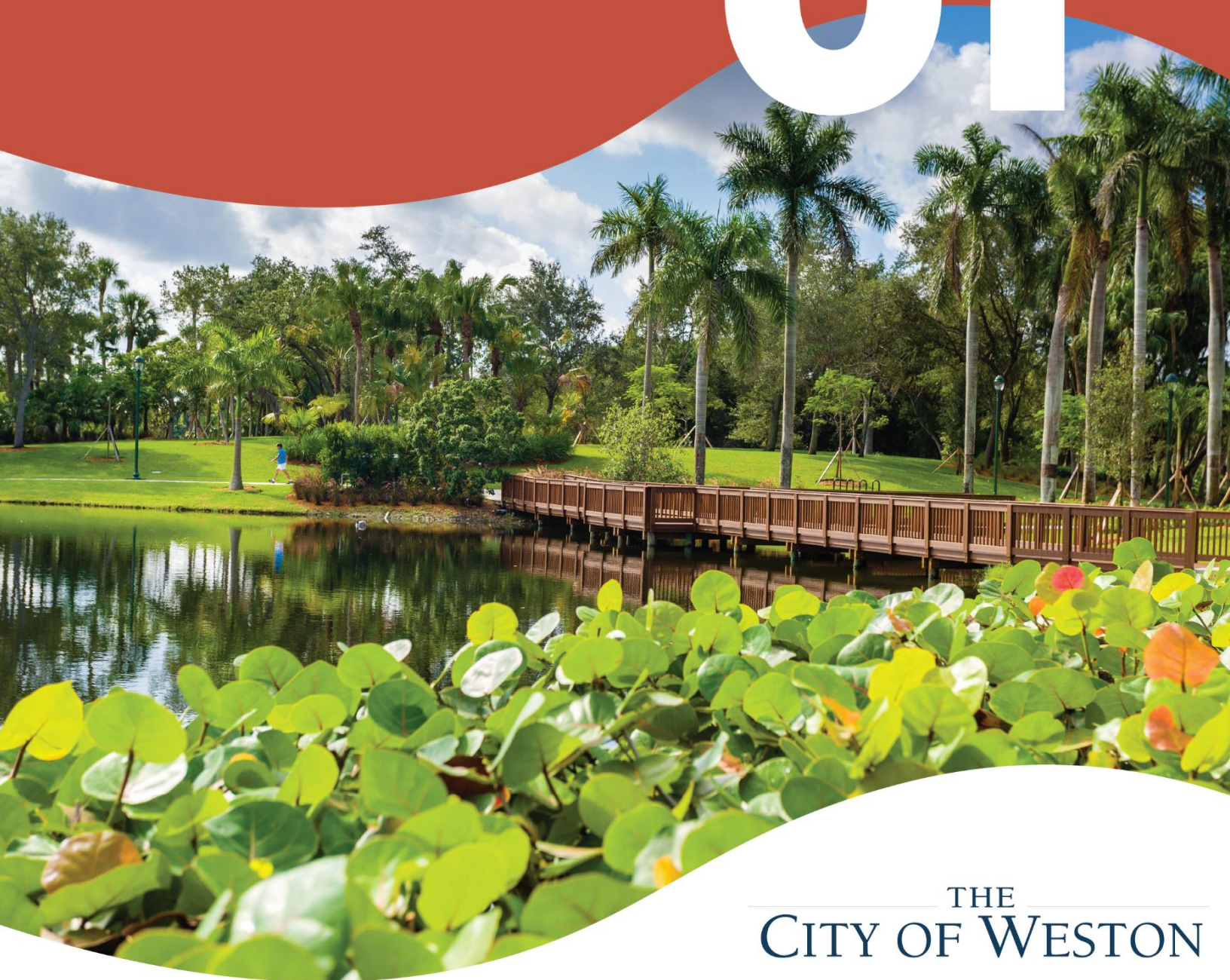
Inspire evaluated local and regional economic development agencies, potential partnerships, and related programming to identify and measure opportunities for collaboration. This involved examining local and regional partners' programming to identify collaborative opportunities and provide recommendations on how the City may benefit through potential coordination with these organizations or by emulating their best practices.

TARGET INDUSTRY AND RETAIL ANALYSIS

This section provides a current industry snapshot and retail market analysis for the City and south-west Broward County Region. The snapshot identifies key industry information to establish the City as a competitive destination for corporate relocations and expansions of target industries and existing industry clusters. This part of the analysis also includes a comparison of the local trade area (3-5-10 miles).

Introduction

01



THE
CITY OF WESTON

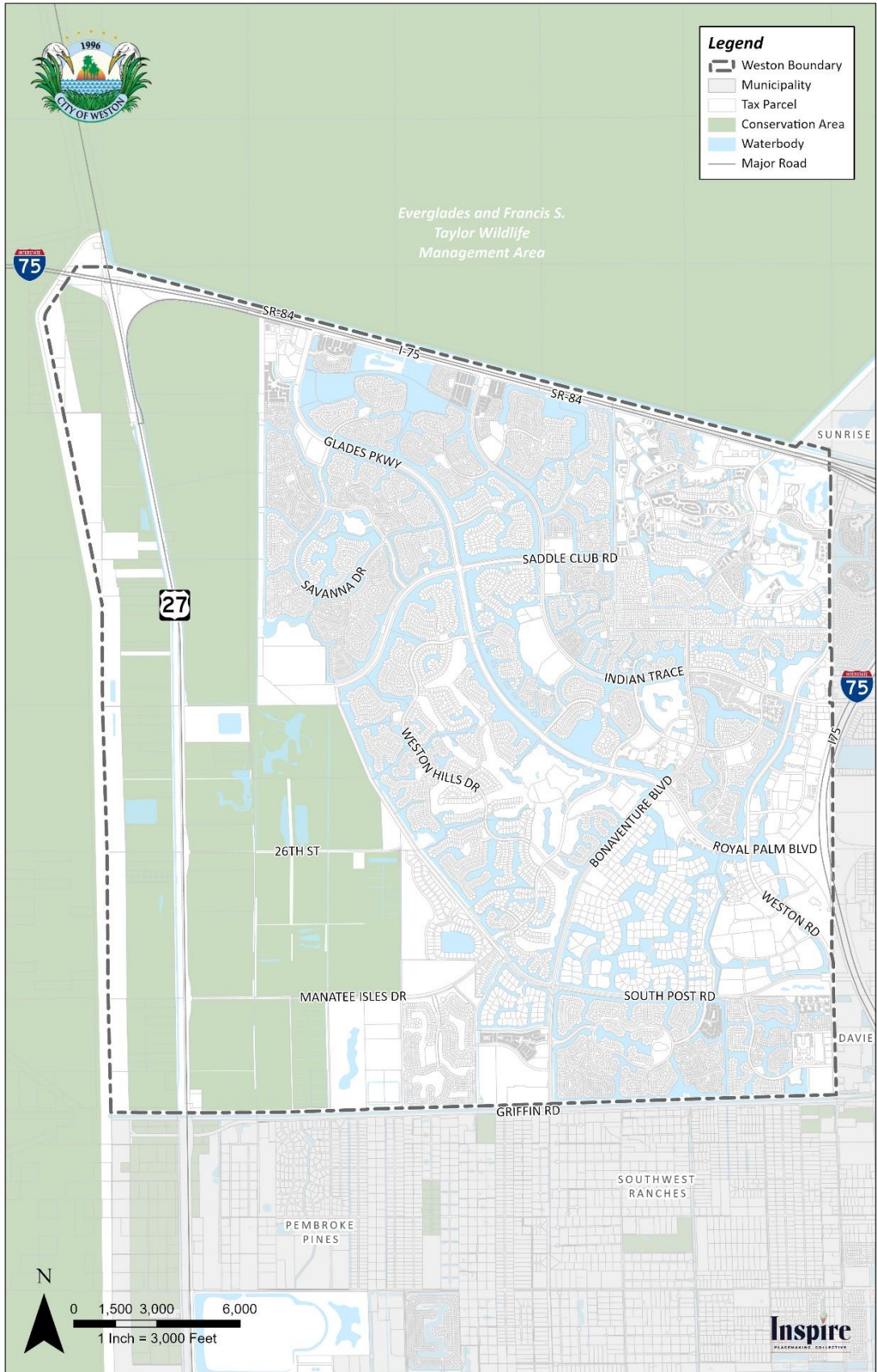
INTRODUCTION

Framed by the lush greenery of the Florida Everglades and I-75's Alligator Alley to the west, the City of Weston is one of the County's most recently incorporated municipalities. Incorporated September 3, 1996, the community's history extends as far back as the 1950s when Arthur Vining Davis, then-owner of development company, Arvida, began organizing and preparing the land parcels that would later comprise the City of Weston.

Weston was originally developed as a community called, "Indian Trace," which was later renamed "Weston" in the 1980s. As the community grew in independence and financial viability, an Incorporation Feasibility Study (Study) was performed in 1994 to determine if Weston should incorporate, remain unincorporated, or be annexed into a nearby city. As a result of the Study's results and the support of residents and local leaders, the City of Weston was approved by the State of Florida on May 5, 1996, leading to the September incorporation.

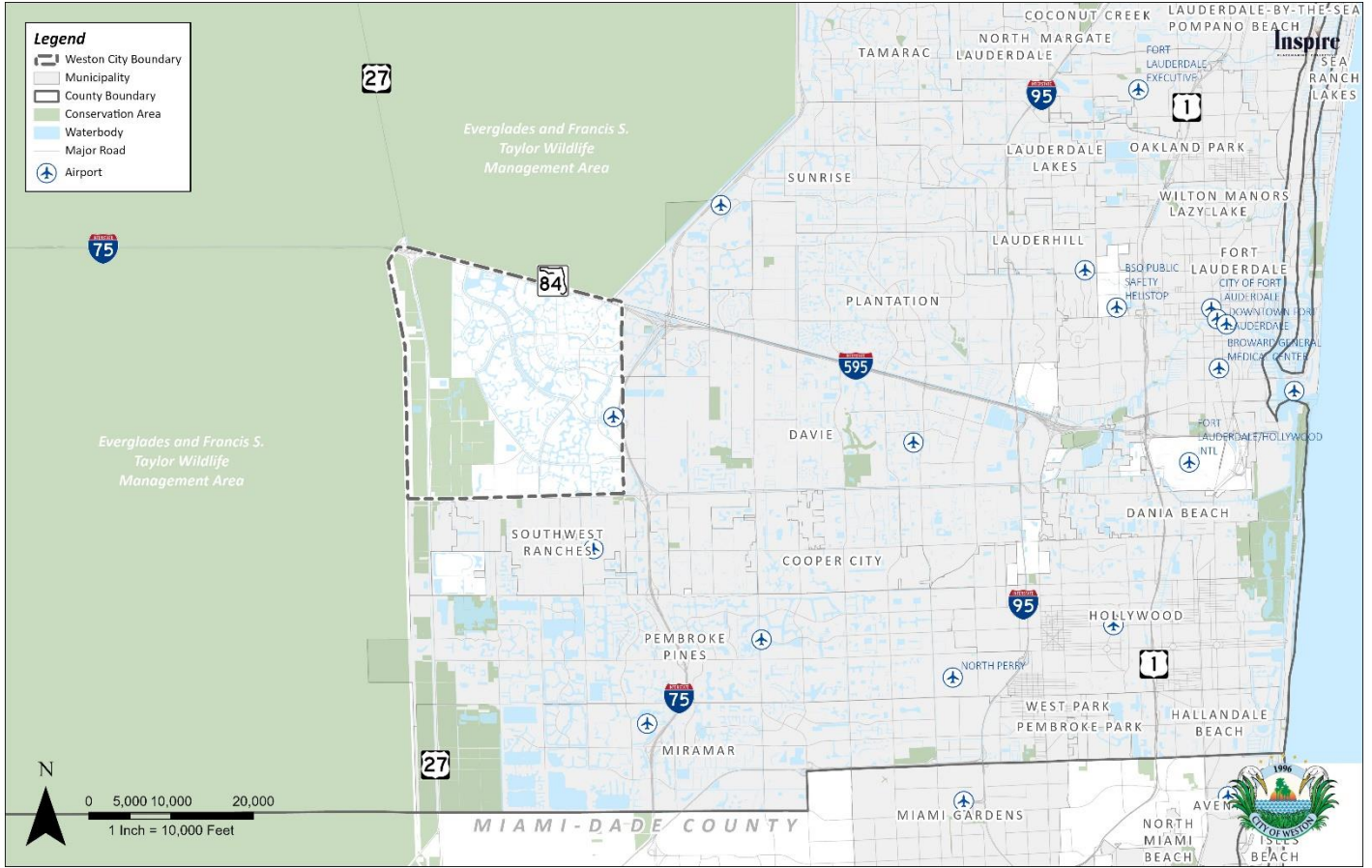
In 2023, the City's population has grown to just under 70,000 residents and there is little vacant land remaining. This Analysis provides a current snapshot of the existing economic development conditions. The findings of this report may be used by the City to guide future growth and policy planning discussions and activities related to the City's economic development objectives.

Figure 1. City of Weston Boundaries



Source: City of Weston, Florida Geographic Data Library (FG DL), Inspire, 2022

Figure 2. Regional Context



Source: City of Weston, FGDL, Inspire, 2022

Public Outreach

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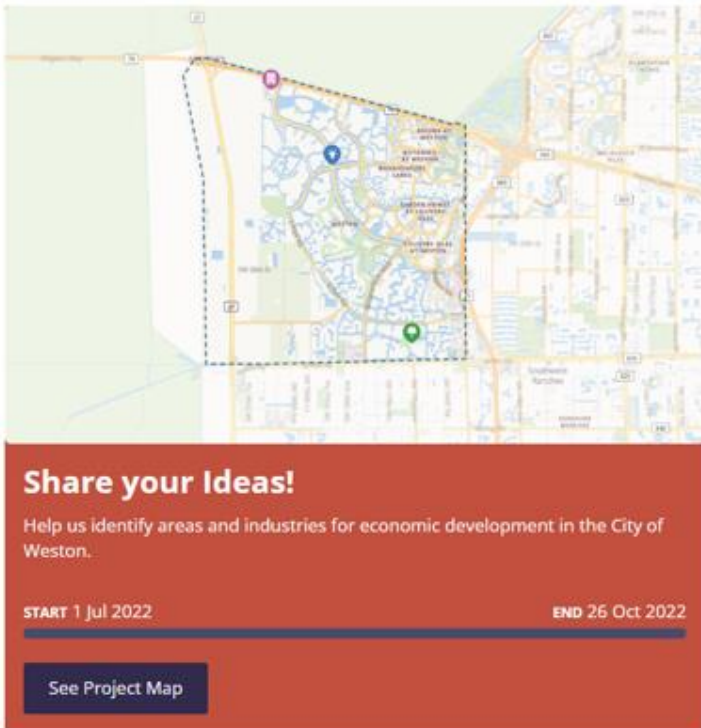


PUBLIC OUTREACH

The 2023 Weston Economic Development Existing Conditions Analysis was developed using a robust public outreach and engagement process. Four distinct public input mechanisms were used to provide the community multiple opportunities to participate in the development of the Analysis: a Virtual Open House, an interactive project website, a Business Roundtable, and stakeholder interviews.

VIRTUAL OPEN HOUSE

A Virtual Open House was held on August 24, 2022 at City Hall along with a simultaneous online/virtual option for participants that could not attend in-person. The Open House included a presentation about the Economic Development Existing Conditions Analysis. The presentation included an overview of the various components of the Analysis and an explanation of the purpose for conducting an economic development study. Following the presentation there was an opportunity for attendees to ask questions and offer input.



INTERACTIVE PROJECT WEBSITE

An interactive project website was developed to provide the public with information about the Analysis, project schedule, public meeting information, and to present an online platform for public input. The website included a community input survey as well as an interactive map of the City where visitors could leave comments and view comments. Over the course of several months, the project site received thousands of views, 62 survey responses, and 83 map comments.

STAKEHOLDER INTERVIEWS

Inspire coordinated with City staff to develop a diverse and comprehensive list of business stakeholders. Over the course of the project, Inspire conducted interviews with these stakeholders to gain insight into the City's business climate and economic development. Stakeholders included representatives from some of City's largest employers (Broward Health, Cleveland Clinic and Ultimate Kronos Group (UKG)), the Weston Florida Chamber of Commerce, the Greater Fort Lauderdale Alliance, and members of the development community.

BUSINESS ROUNDTABLE

A business roundtable was held on September 9, 2022. The discussion centered around existing programs, policies and activities that seek to improve the economic well-being and quality of life in Weston. Participants shared their experiences and ideas for further creating economic development in Weston. Planning and programming suggestions focused on attracting and growing businesses, creating and retaining jobs, and making the community an even better place to live.



Community Profile and Assessment

03



COMMUNITY PROFILE



POPULATION

Since the City of Weston’s formal inception in 1996, the City’s population has grown to just under 70,000 residents. The population has consistently represented between three (3) and four (4) percent of Broward County’s population. The largest growth in population was between the years 2000 and 2010, in which the city grew over 30%, from 49,302 to 65,507 residents. The population is projected to increase approximately 3% each future five (5) year growth period.

Table 1. Population Growth and Projections

	2000	2010	Change 2000 - 2010	2021	Change 2010 - 2021	2026 Estimate	Est. Change 2021 - 2026
City of Weston	49,302	65,507	32.90%	67,235	2.60%	68,056	1.22%
Broward County	1,623,018	1,748,066	7.70%	1,898,911	8.63%	1,980,809	4.31%
City to County Ratio	3.04%	3.75%		3.54%		3.44%	

Source: ESRI Business Analyst, 2022

AGE

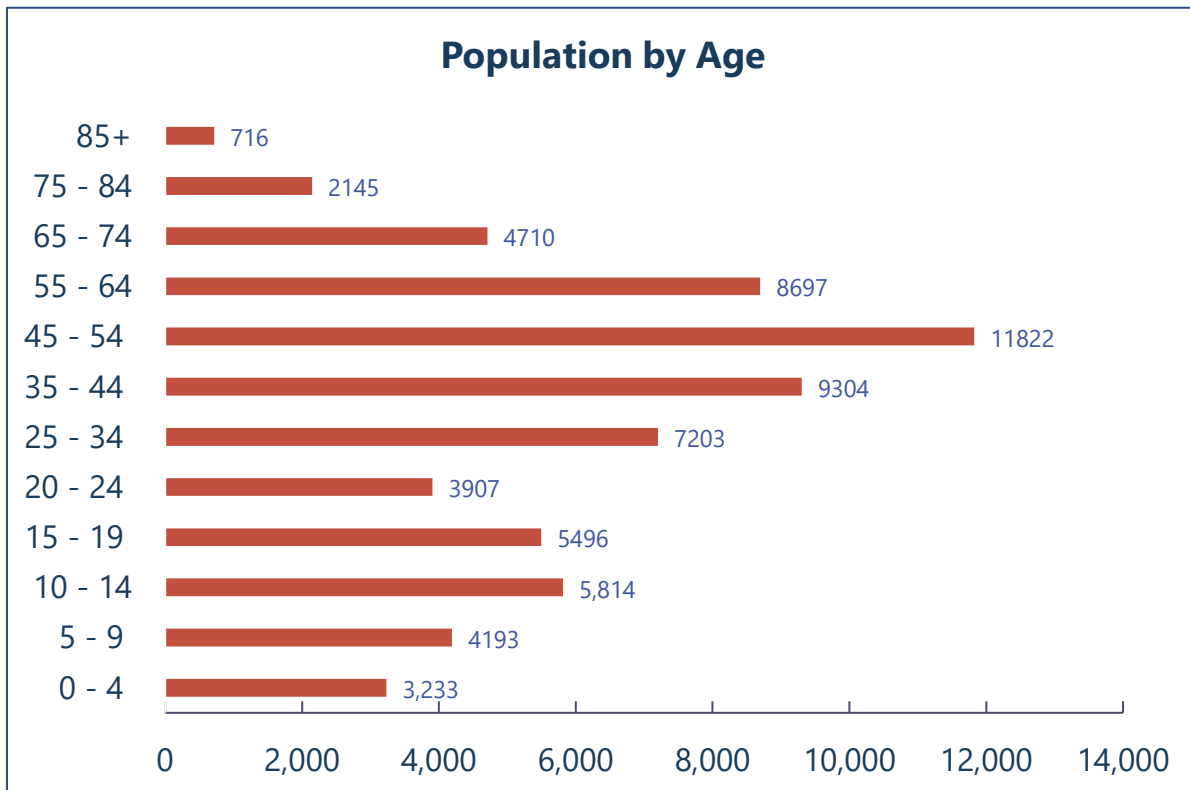
Weston has a younger population. The current median age is approximately 39.6, keeping in line with the median age of Broward County. The median age in the community has increased nearly two-years since 2010, from 37.7 to 39.6.

Table 2. Change in Median Age

Year	Median Age	
	Weston	Broward
2010	37.7	39.6
2021	39.6	41.6
2026	39.6	41.8

Source: ESRI Business Analyst, 2022

Figure 3. Population by Age



Source: ESRI Business Analyst, 2022

GENDER-SEX PROFILE

Table 3. Gender-Sex Distribution

	2010	2021	2026 (projected)
Male	31,791	32,613	33,017
Female	33,716	34,621	35,038

Source: ESRI Business Analyst, 2022

RACE & ETHNICITY

Most of the Weston community identifies as White (85.8%), with nearly half of the people being of Hispanic origin. While the ratio of Hispanic-identifying persons has remained steady since 2022, this number is expected to significantly increase in the next few years, going from 45% in 2021 to approximately 63% in 2026.

EDUCATION

The educational attainment of Weston residents is significantly higher than of Broward County residents. Weston has more than

twice the percentage of Broward County who have received a graduate or professional degree. More than 84% of Weston residents have some college or higher educational attainment compared to 62% of Broward County residents.

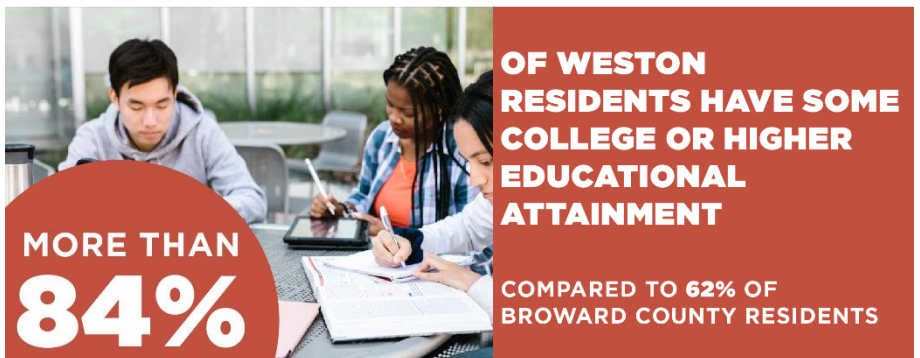


Table 4. Educational Attainment – 2021 (Persons 25+)

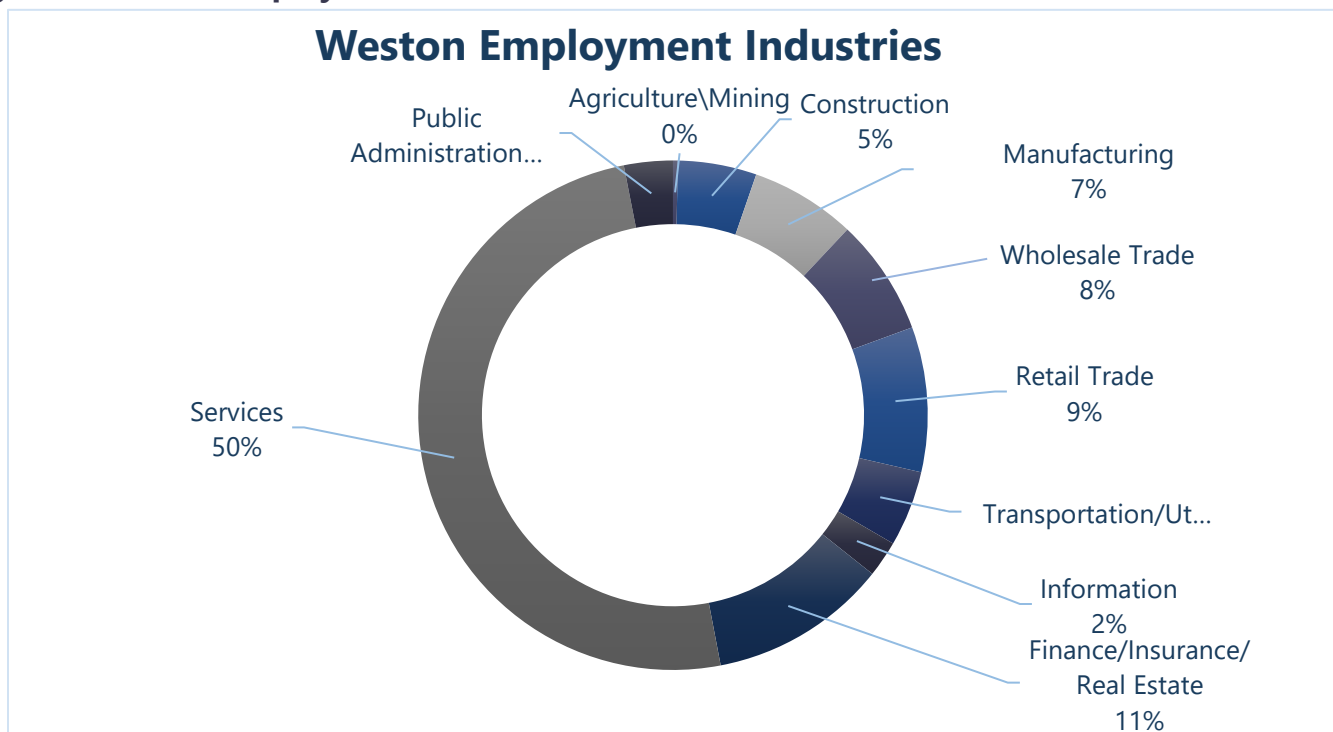
	Weston	Broward
Less than 9th grade	1.6%	4.6%
9th - 12th Grade, No Diploma	1.2%	6.1%
High School Graduate	11.3%	23.5%
GED/Alternative Credential	1.7%	3.3%
Some College, No Degree	11.9%	18.8%
Associate Degree	8.4%	9.8%
Bachelor's Degree	34.6%	20.9%
Graduate/Professional Degree	29.2%	13.0%
Total Persons	44,594	1,376,879

Source: ESRI Business Analyst, 2022

EMPLOYMENT

As shown in **Figure 3**, Weston residents, 16 years and older, primarily work in the Services sector at 49.9%. Services includes a wide of range of employment types, such as hospitality, tourism, fitness, beauty & wellness, media & entertainment, and design. The second strongest industry of employment is the finance-insurance-real estate sector, at 11.3%. Overall, Weston’s employment sector demographic breakdown is very similar to that of Broward County.

Figure 4. Weston Employment



Source: ESRI Business Analyst, 2022

Table 5. Employment - 2021 (Persons 16+)

	Weston	Broward
Agriculture\Mining	0.3%	0.2%
Construction	5.0%	7.5%
Manufacturing	6.7%	4.5%
Wholesale Trade	7.4%	3.5%
Retail Trade	9.2%	12.4%
Transportation/Utilities	4.8%	6.8%
Information	2.3%	2.0%
Finance/Insurance/ Real Estate	11.3%	8.7%
Services	49.9%	50.0%
Public Administration	3.1%	4.4%
Total Persons	32,928	969,073

Source: ESRI Business Analyst, 2022

EMPLOYMENT RATES

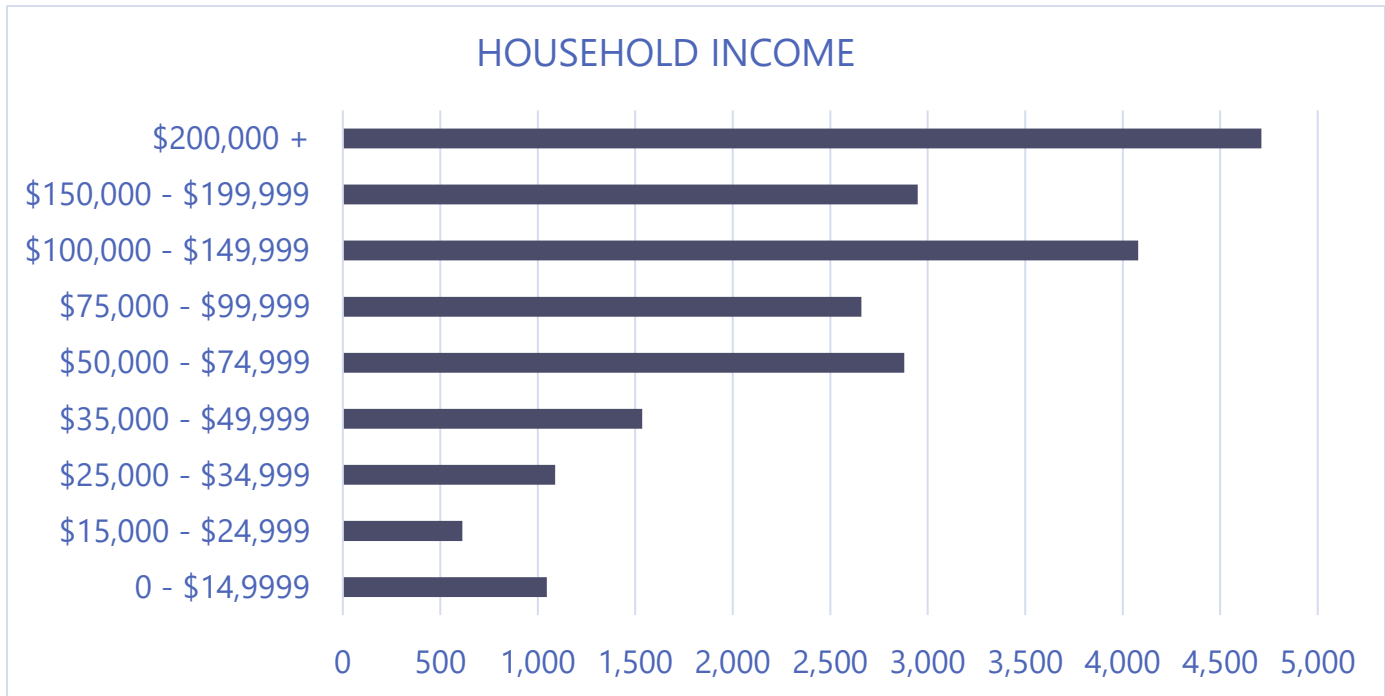
The City's current unemployment rate is 5.4% for Civilians 16 years or older. Broward County has an unemployment rate of 5.6%, while the State's unemployment rate is 3%.

INCOME

The median household income and per capita income for Weston residents greatly exceeds that of Broward County, with the household income in Weston (\$118,312) nearly double that of Broward County (\$60,691). Households earning less than \$50,000 represent a significantly smaller proportion of Weston households than Broward households. Households earning more than \$200,000 represent more than 20% of Weston's households, while similar income households represent less than 10% of households in Broward County. The median net worth of Weston residents is \$400,689 and the median disposable income is \$101,153.



Figure 5. Weston Household Income



Source: ESRI Business Analyst, 2022

Table 6. Weston & Broward County Household Income

	Weston		Broward	
	2021	2026 (projected)	2021	2026 (projected)
Less than \$15,000	4.9%	3.8%	10.4%	8.6%
\$15,000 - \$24,999	2.8%	2.2%	8.1%	6.7%
\$25,000 - \$34,999	5.1%	4.1%	8.8%	7.7%
\$35,000 - \$49,999	7.1%	6.3%	13.2%	12.2%
\$50,000 - \$74,999	13.4%	12.7%	18.2%	18.0%
\$75,000 - \$99,999	12.3%	12.5%	12.2%	12.9%
\$100,000 - \$149,000	18.9%	18.2%	14.3%	16.3%
\$150,000 - \$199,999	13.7%	14.5%	6.6%	8.2%
More than \$200,000	21.9%	25.8%	8.2%	9.4%
Median Household Income	\$108,421	\$118,465	\$60,691	\$69,068
Per Capita Income	\$46,574	\$52,201	\$34,388	\$38,944

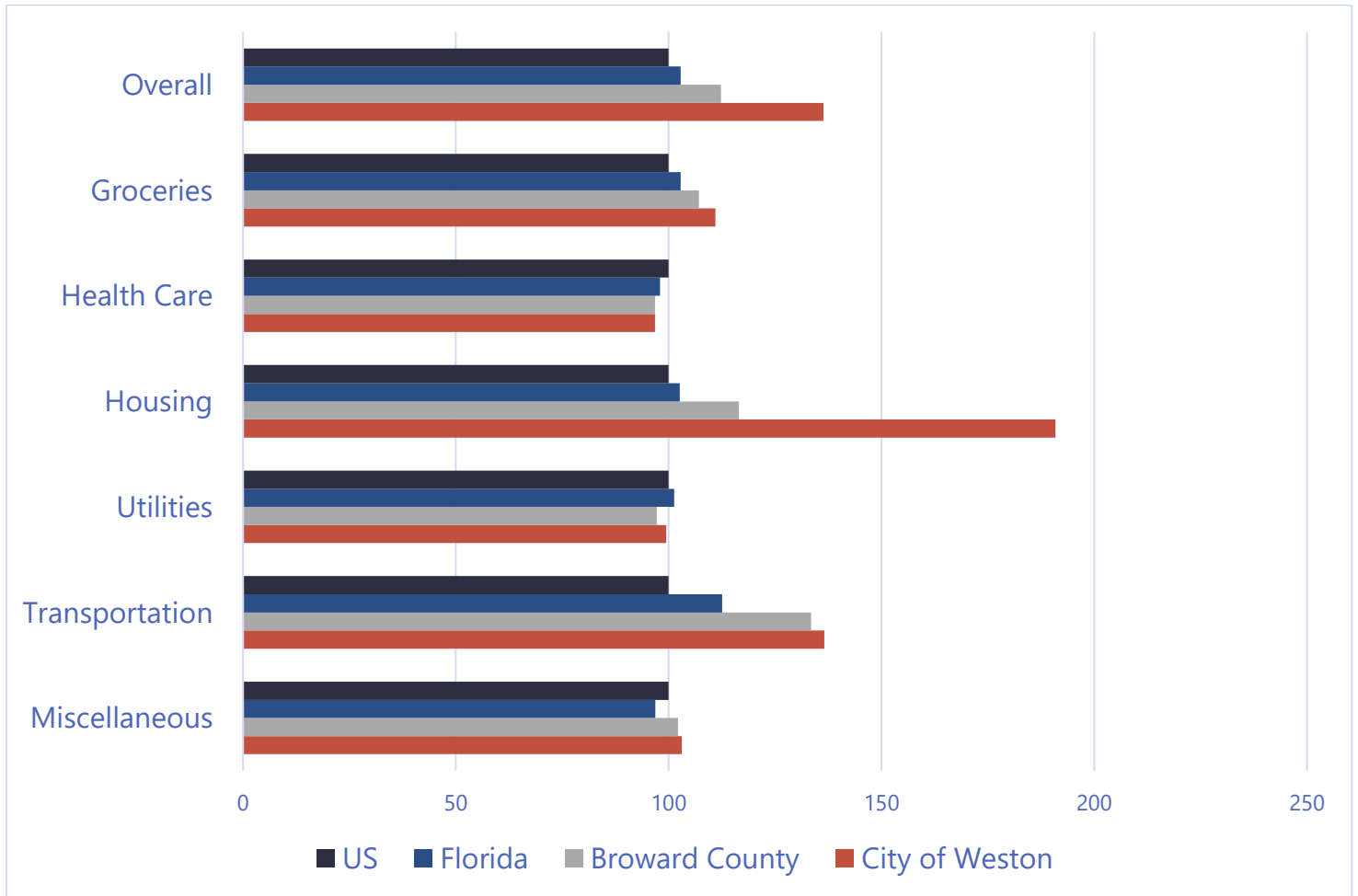
Source: ESRI Business Analyst, 2022

COST OF LIVING

Figure 6 examines the 2019 cost of living for Weston residents and compares it to the national average. The metrics used for this analysis includes the average cost of groceries, health care, housing, utilities, and transportation. As shown in **Figure 6**, the City of Weston currently maintains a higher cost of living overall, as compared to Broward County and the State of Florida. The City is considerably more expensive in the housing category compared to the County and State. The City’s residents also have

higher costs associated with transportation. Weston is consistently more costly than Broward County in most recorded expense categories. The two categories where the City is less expensive than the state average are Utilities and Health Care.

Figure 6. Cost of Living Comparisons, 2019

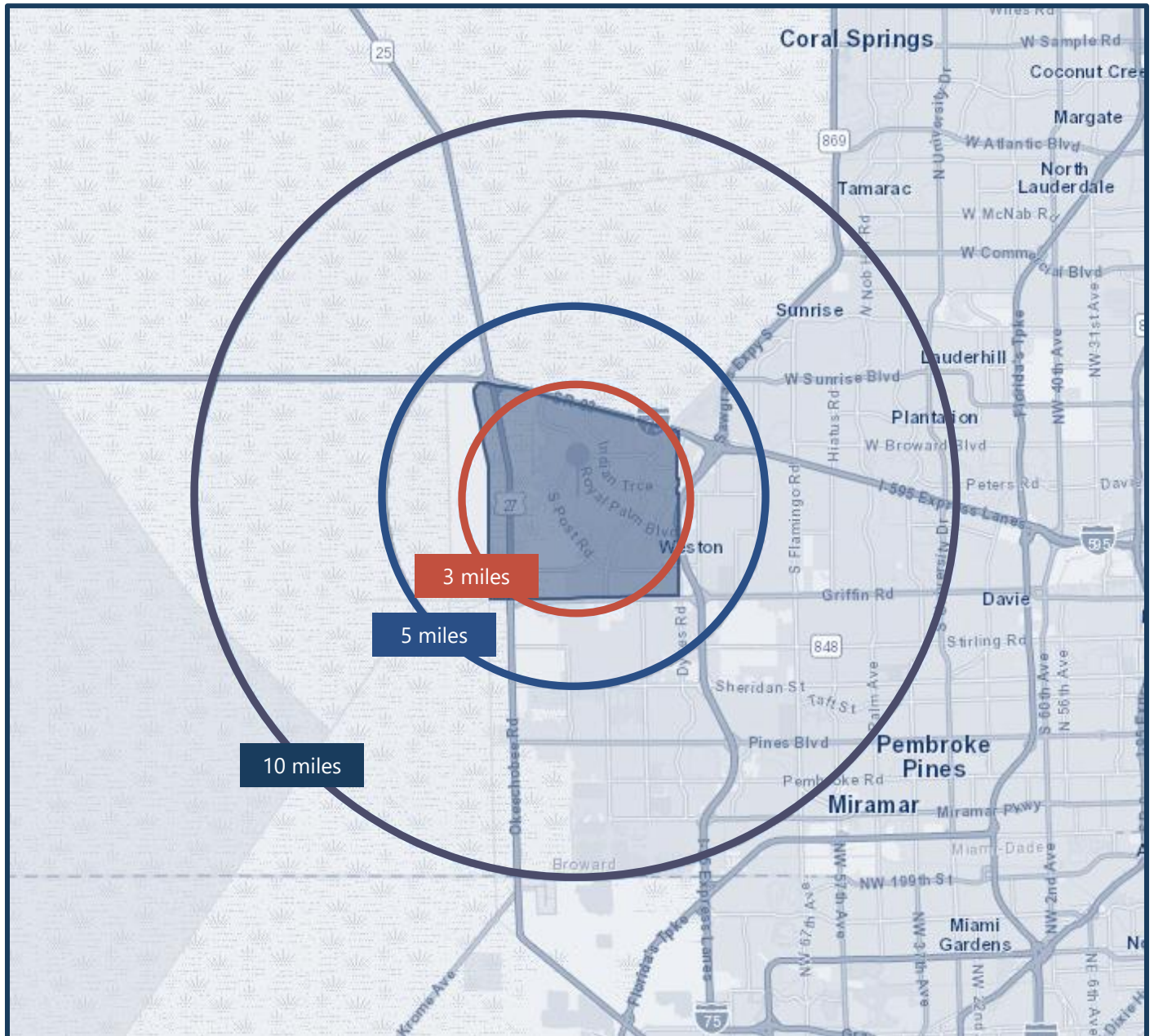


Source: Sperling's Best Places, 2022

COMMUNITY ASSESSMENT (3-5-10 MILE RADIUS)

The Weston community assessment uses three (3) areas of analysis; a 3-mile radius, a 5-mile radius, and a 10-mile radius. The assessment closely evaluates the 3-mile market area, which encompasses most of the City of Weston, and then considers the larger 5 and 10-mile market areas.

Figure 7. 3-5-10-Mile Market Assessment Areas



Source: Source: ESRI Business Analyst, 2022

DEMOGRAPHICS AND SOCIOECONOMICS

The average household size in the 3-mile market area is 3.15 people per household. The median household income is \$109,164, which is significantly higher than the national median household income (\$79,900).¹ The median age of the population is 39.6 years. The racial breakdown of the population shows that 83.2% are White, 5.2% are Black, 5.0% are Asian, 0.2% are Native American, 3.4% are Some Other Race, and 2.9% are Two or More Races. Approximately 57.1% of the population is of Hispanic origin.

There are 33,130 in the civilian labor force (over 16 years of age) in the 3-mile market area, and of that population 94.5% are employed. The industries with the most employees are Services (49.5%), Finance/Insurance/Real Estate (10.9%), and Retail Trade (9.3%). Approximately 80.8% of the population work in white collar jobs, 9.9% of the population work in service jobs, and 9.3% of the population work in blue collar jobs. In this trade area, approximately 63% have attained a bachelor's degree or higher, which is significantly higher than the State's higher education attainment (33.7% with a bachelor's degree or higher²).

The 3-mile market area is highly educated, has a low unemployment rate, and has a higher median household income than the State average. The following tables assess the 3, 5, and 10-mile market areas.

Table 7. Population by Market-area

	3-mile	5-mile	10-mile
Population	64,349	98,642	468,784

Source: ESRI BAO, 2022

Table 8. Households by Market-area

	3-mile	5-mile	10-mile
Households	20,425	31,345	168,405

Source: ESRI BAO, 2022

¹ <https://www.huduser.gov/portal/datasets/il/il21/Medians2021.pdf>

² <https://fred.stlouisfed.org/series/GCT1502FL>

Table 9. Household Size by Market-area

	3-mile	5-mile	10-mile
Household Size (people per household)	3.15	3.15	2.77

Source: ESRI BAO, 2022

Table 10. Median Age by Market-area

	3-mile	5-mile	10-mile
Median Age	39.6	40.2	40.9

Source: ESRI BAO, 2022

Table 11. Racial Breakdown by Market-area

Race	3-mile	5-mile	10-mile
White	83.2%	81.3%	69.8%
Black	5.2%	6.6%	16.4%
Asian	5.0%	5.0%	5.7%
Native American	0.2%	0.2%	0.3%
Some Other Race	3.4%	3.5%	4.1%
Two or More Races	2.9%	3.3%	3.6%
Hispanic Origin (Any Race)	57.1%	53.7%	44.8%

Source: ESRI BAO, 2022

WORKFORCE

Table 12. Civilian Labor Force (over 16 years of age) by Market-area

	3-mile	5-mile	10-mile
Civilian Labor Force	33,130	52,563	254,402

Source: ESRI BAO, 2022

Table 13. Percent of Civilian Labor Force (over 16 years of age) Employed by Market-area

Percentage of Employed Civilian Labor Force	3-mile	5-mile	10-mile
	94.5%	94.9%	95.8%

Source: ESRI BAO, 2022

EDUCATION

Table 14. Educational Attainment by 3, 5, and 10-Mile Radius Trade Area

Educational Level	3-mile	5-mile	10-mile
Less than 9 th Grade	1.8%	2.8%	2.9%
9 th -12 th Grade, no diploma	1.3%	2.0%	3.4%
High School Graduate	11.6%	13.0%	18.6%
GED/Alternative Credential	1.7%	2.3%	2.6%
Some College, No Degree	12.1%	14.3%	18.2%
Associate Degree	8.5%	9.1%	10.6%
Bachelor's Degree	34.3%	31.8%	25.9%
Graduate/Professional Degree	28.7%	24.7%	17.8%

Source: ESRI BAO, 2022

EMPLOYMENT

Table 15. Jobs by Industry Type

Type of Industry	3-mile	5-mile	10-mile
Blue-Collar	81.3%	77.8%	75.8%
White-Collar	9.2%	12.1%	12.4%
Services	9.5%	10.1%	11.8%

Source: ESRI BAO, 2022

Table 16. Industries with the Most Employees

Industry	3-mile	5-mile	10-mile
Services	49.9%	48.2%	49.0%
Finance/Insurance/Real Estate	11.3%	10.3%	10.5%
Retail/Trade	9.2%	10.2%	11.4%

Source: ESRI BAO, 2022

COST OF LIVING

The 2021 Home Expenditures report from ESRI Business Analyst Online (BAO) shows the costs that residents in 3-mile market area experience on a day-to-day basis, many costs of which are necessary costs (housing and childcare costs) that can reduce a household’s ability to save or spend on other consumer goods. In the 3-mile market area, there are 23,337 housing units with 12.5% of them being vacant. Approximately 73.3% of housing units are occupied by their owners, while 26.7% are occupied by renters. The median home value for the market area is \$492,281, which is significantly higher than the State’s median home value (\$245,100).³ The median home value is highest in the 3-mile market area compared to the larger trade areas.

When comparing mortgage costs and other expenditures associated with home-owning, homeowners in this market area spend approximately 75% more than the national average. When comparing rent prices (including tenant’s insurance and other costs associated with renting) to the national average, residents in this market area spend approximately 5% more. While homeowners, on average, pay significantly more than the national average, renters pay only slightly more in this market area. Households in this market area, compared to the national average, pay significantly more on childcare (78%) and significantly more on elderly and disabled care (49%). As discussed in the previous section, the median household income is significantly higher than the national median, so these higher costs may or may not translate to less disposable income for households to spend on other consumer goods.

While homeowners are experiencing higher cost burdens, renters are paying approximately the national average. This follows a trend seen at the smaller trade areas and may be attributed to the types of households which live in the area: more likely to be suburban, high-earning households who prefer to buy homes instead of renting.

³ <https://datausa.io/profile/geo/florida>

Table 17. Housing Units by Market-area

Housing Units	3-mile	5-mile	10-mile
	23,337	34,750	183,635

Source: ESRI BAO, 2022

Table 18. Occupancy-Type of Housing Units by Market-area

Occupancy Type	3-mile	5-mile	10-mile
Owner-Occupied	73.3%	76.8%	73.1%
Renter-Occupied	26.7%	23.2%	26.9%

Source: ESRI BAO, 2022

Table 19. Median Home Value by Market-area

Median Home Value	3-mile	5-mile	10-mile
	\$492,281	\$472,230	\$370,790

Source: ESRI BAO, 2022

Table 20. Vacancy Rates of Housing Units by Market-area

Vacancy Rate	3-mile	5-mile	10-mile
	12.5%	9.8%	8.3%

Source: ESRI BAO, 2022

Table 21. Homeowners Mortgage Costs and Expenditures (Homeowners Insurance)

Percent more/less than national average	3-mile	5-mile	10-mile
	75%	73%	25%

Source: ESRI BAO, 2022

Table 22. Renters Costs and Expenditures

Percent more/less than national average	3-mile	5-mile	10-mile
	5%	(3%)	2%

Source: ESRI BAO, 2022

Table 23. Childcare Costs

Percent more/less than national average	3-mile	5-mile	10-mile
	78%	74%	26%

Source: ESRI BAO, 2022

Table 24. Elderly and Disabled Care Costs

Percent more/less than national average	3-mile	5-mile	10-mile
	49%	46%	20%

Source: ESRI BAO, 2022

CONSUMER TRENDS AND FORECASTS

Consumer trends and forecasts are derived from examining the most common tapestry segments for each market areas. Tapestry segmentation⁴ is a geodemographic process ESRI uses to group together and analyze consumer traits and residential characteristics to identify lifestyle or behavioral market groups within different United States neighborhood types. This report summarizes the tapestry segments that comprise the largest segments of the population within Weston’s 3-mile, 5-mile, and 10-mile market radii as follows:

3-mile: The top tapestry segments of the 3-mile radius trade area are Professional Pride (1B), Boomburbs (1C), and Workday Drive (4A).

5-mile: The top tapestry segments of the 5-mile radius trade area are Professional Pride (1B), Workday Drive (4A), and Boomburbs (1C), the same tapestry segments as in the 3-mile trade area.

⁴ Methodology Statement: 2020 ESRI Tapestry Segmentation. June 2020.

https://downloads.esri.com/esri_content_doc/dbl/us/J9941_Tapestry_Segmentation_Methodology_2020.pdf

10-mile: The top tapestry segments of the 10-mile radius trade area are Workday Drive (4A), Professional Pride (1B), and Savvy Suburbanites (1D), two of the same tapestry segments as in the 3-mile and 5-mile market area.

The following summaries of each tapestry segment provide the typical lifestyle, locational, and demographic profile of households within each segment category, but the descriptions do not specifically represent the City of Weston. The descriptions are based on the analysis of national data.

Professional Pride

This group is made up of mostly married couples (80% of the households) with children and an average household size of 3.13. The median age is 40.8 years, and the median household income is \$138,100 and mostly own suburban, single-family homes in newer neighborhoods (units built in the last 20 years). Many of the workers in these households may commute longer distances to their jobs. Many of these households own multiple vehicles and their homes are valued at almost twice the national median home value, though 75% of this group have mortgages. This group spends more than the national average on education, housing, transportation, healthcare, and other consumer goods. This market group is usually mostly White, Hispanic & Non-Hispanic (78.7%) and has a higher proportion of Asian and Pacific Islanders (12.6%) than the national average (5.8%).



Boomburbs



This market segment is made up of young, married families with children and generally are homeowners (84%) with mortgages (71.5%). The median age is 34.0 years, and the average household is 3.25. This market segment is primarily in suburban, single-family homes with many being commuting workers. The median household income is \$113,400, and many of these individuals have high educational attainment (55% are college graduates). This segment also has a high labor force participation (71.3%). This group spends more than the national average on education, housing, transportation, healthcare, and other consumer goods. The market group has a similar racial and ethnic diversity to national proportions.

Workday Drive

The Workday Drive segment is an affluent, family-oriented market and mainly live in semi-rural suburban areas. Most households are married couples with children, with an average household size of 2.97. The median household income is \$90,500, and this group has a median age of 37.0 years. Most households have multiple vehicles, and many in the market segment may have longer commutes to their workplaces. The group carries higher level of debt for first and second mortgages and auto loans. This group's educational attainment is slightly lower than the former two groups, with about 40.5% of individuals having college degrees, and this group has a high labor force participation (71%).



Savvy Suburbanites



Savvy Suburbanites residents are well educated and are generally located in older neighborhoods outside of the urban core. These households are generally married couples with no children or older children and an average household size of 2.85 people per household. The median age for this group is 45.1 years, and the median household income is \$108,700. The majority of the group owns their own homes, and 66% of the homes have mortgages on them. Generally, these households have two workers and are less racially diverse than the nation as a whole. This group spends more than the national average on education, housing, transportation, healthcare, and other consumer goods.

SWOT ANALYSIS

Information gathered from the public input process along with the data from the community assessment was compiled and synthesized as part of the economic development Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis. The SWOT Analysis examines internal and external factors and how they impact the community's economic standing.

Internal factors are local conditions that influence the general strengths and weaknesses of a community's economical advantage. Strengths are assets or factors that give a community a competitive advantage and make the area a desirable place to be. Weaknesses are factors or constrains that make it challenging for businesses to start, operate or grow in the local economy.

External or exogenous factors are economic conditions, social changes, national trends, technology, competition, and other conditions that can influence strengths and weaknesses but are typically outside of the local jurisdiction or economy's control. External factors include Opportunities and Threats. Opportunities are external conditions that create a competitive advantage for the community. Threats are external undesirable trends or advancements that lead to a loss or decline in a community's competitive advantage or local economy in general. **Figure 8** depicts the City of Weston's Economic Development SWOT Analysis.

Figure 8. SWOT Diagram



Development Regulations and Policies

04



THE
CITY OF WESTON

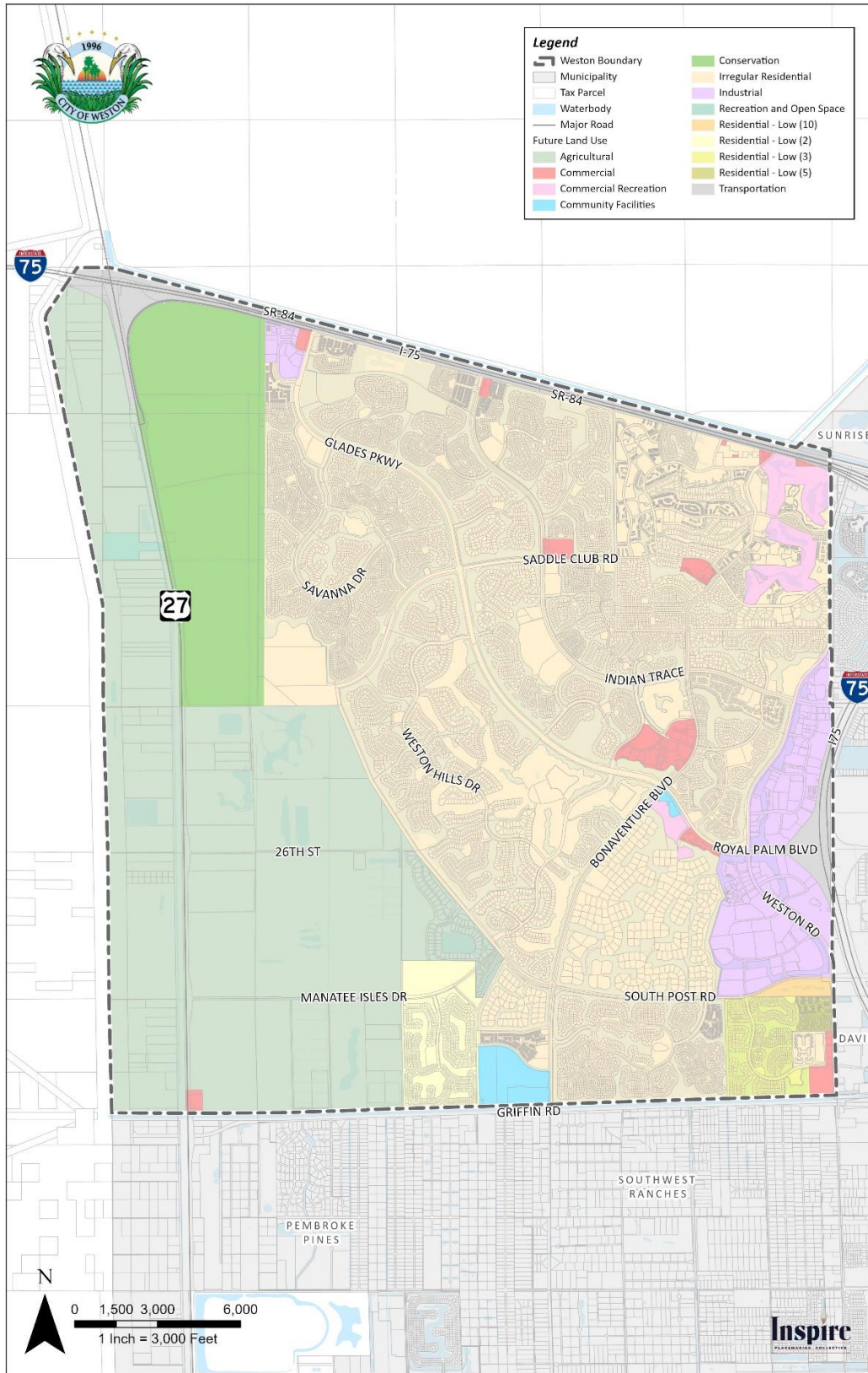
DEVELOPMENT REGULATIONS AND POLICIES

This section analyzes the current regulations and policies which may attract or deter businesses and industry from locating in the City of Weston. The regulatory environment will center upon the City's Comprehensive Plan, Zoning (per the Code of Ordinances Title XII Land Use chapter), and the City of Weston 2028 Strategic Value and Business Plan.

COMPREHENSIVE PLAN

The City's Comprehensive Plan serves as the blueprint for future growth. This section will evaluate the Future Land Use element of the Comprehensive Plan, as it is one of the foundations to economic development.

Figure 9. Future Land Use Map



Source: City of Weston, FGDL, Inspire, 2022

Future Land Use Element

The Future Land Use (FLU) Element's "Goals, Objectives, and Policies" section, together with the Future Land Use Map, establishes the future uses of land necessary to accommodate housing and services for the projected population. The Future Land Use Element prioritizes providing affordable and diverse housing opportunities, creating vibrant and compact commercial areas and employment centers, and preserving scenic vistas and aesthetically pleasing design for City residents.

Table 25 lists the designated FLU categories and their corresponding acreage and proportion of the total land area in the City. The primary FLU is Irregular Residential (IRR) accounts for approximately 51% of the total land area, or 8,347 acres. IRR permits both single and multifamily development with varying degrees of density.

The second most common FLU designation is Agriculture (27% or 4,490 acres), which promotes agriculture and residential development in specific areas. Permitted agricultural uses are cultivation of crops, groves, thoroughbred and pleasure horse ranches, private game preserves, fish breeding areas, tree and plant nurseries, cattle ranches, and other similar activities. Residential uses are allowed at a maximum density of one (1) dwelling unit per two (2) net acres or one (1) dwelling unit per two and one-half (2.5) gross acres. Other uses allowed in the agriculture designation are community facilities (schools, religious institutions, clinics, government administration, libraries, and public safety facilities) and utilities.

The Conservation FLU designation accounts for approximately 1,300 acres (8% of the total land area) and protects major reserve water supply areas and natural reservations. Permitted uses within the Conservation designation include limited development areas restricted to passive support activities. The Industrial designation accounts for 4.5% (748 acres) of the land area, which allows for the retention and expansion of Weston's economic base activities, including manufacturing, warehouse distribution, research and development, or other substantial employment-based activities. The Industrial designation also allows for commercial and retail, as long as these uses do not account for more than 20% of the Industrially designated land.

The FLU Commercial designation is approximately 1.2% of the City's total area (198 acres). The Commercial designation allows for business, retail, service, and other commercial enterprises to support residents. Permitted uses in this designation are retail, office, hotels, wholesale and storage, community facilities, non-residential agricultural uses, utilities, recreation and open space, and residential uses in mixed use buildings under certain specifications. Many of the FLU designations within the City allow for the mixing of uses, which allows for opportunities for the City to expand its economic development.

The City is mostly built out, apart from the extensive agricultural lands in the western portion. The expansion of the City’s economic base is most likely to be based on policies and regulations which encourage more redevelopment and intense development in areas designated as industrial and commercial. The Comprehensive Plan states that in 2017, when the Plan was written, the City had no areas which require redevelopment. Many of the residential and non-residential developments are relatively new (built in the last 30 years) and redevelopment would be unsuitable.

Table 25. Future Land Use

Future Land Use Designation	Acreage	Percentage
Irregular Residential	8,346.5	50.5%
Agriculture	4,489.5	27.1%
Conservation	1,302.3	7.9%
Industrial	747.7	4.5%
Transportation	464.0	2.8%
Residential – Low (2)	333.7	2.0%
Residential – Low (3)	222.6	1.3%
Commercial Recreation	204.1	1.2%
Commercial	198.0	1.2%
Community Facilities	117.0	0.7%
Residential – Low (5)	38.7	0.2%
Residential – Low (10)	37.0	0.2%
Recreation and Open Space	35.9	0.2%
Total	16,536.8	100%

Source: City of Weston, 2022

ZONING

The Zoning Map and accompanying Code of Ordinances serve to implement the Comprehensive Plan by establishing zoning districts and adopting development standards for each. **Table 26** lists the Zoning districts, their acreage, and the proportion of the total land area in the City. **Figure 10** shows the Zoning Map. The most common Zoning District is Agricultural Estate (AE) which accounts for almost one fourth of the total land area (23.4%), a district which protects, preserves, and enhances agricultural uses and allows low density residential.

Zoning districts can provide insight regarding the development entitlements for the City’s parcels and help assess the current potential for economic development within an area. The City’s zoning code and Code of Ordinances guide development regarding the permitted, prohibited and conditional uses and

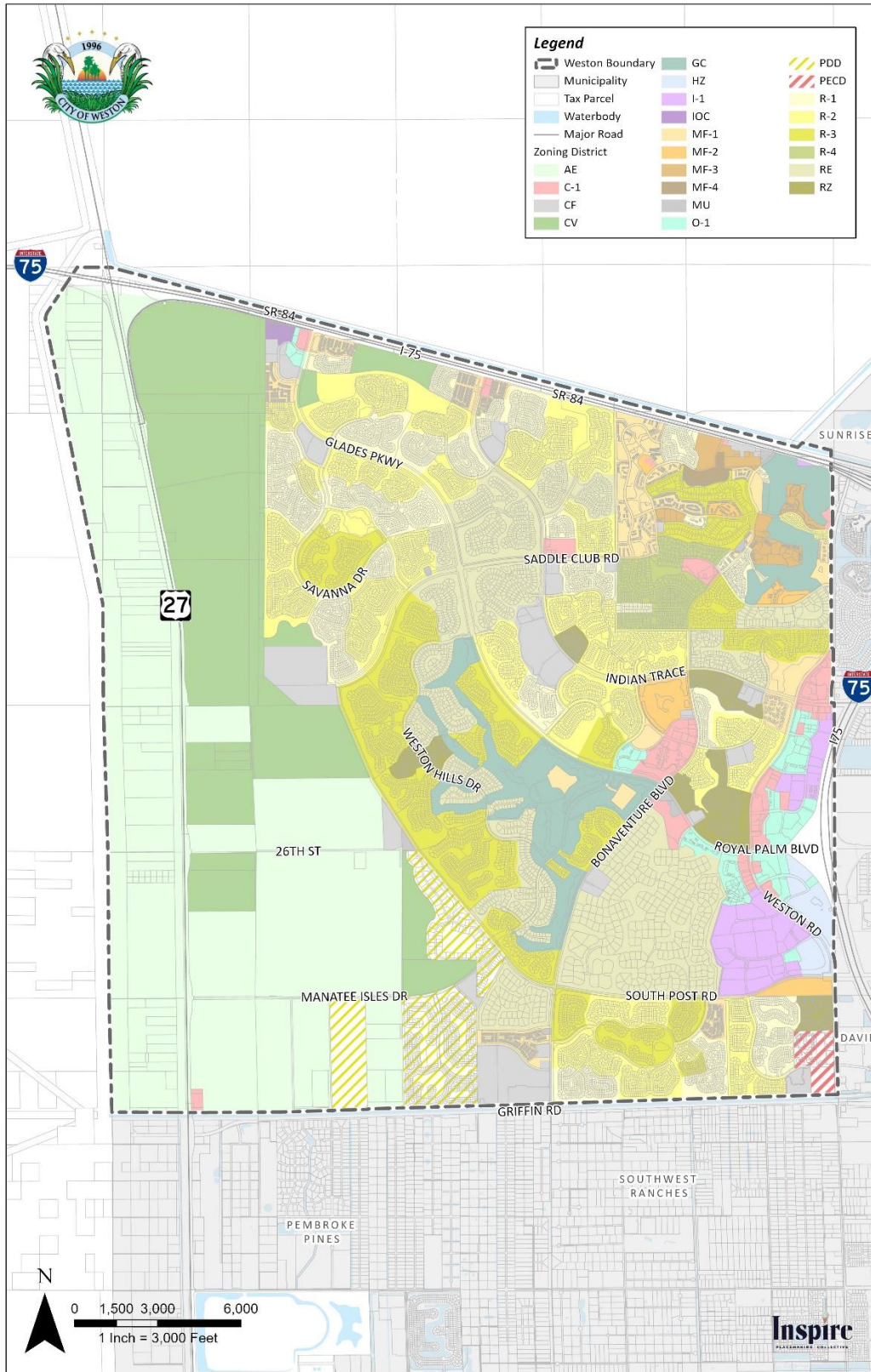
locations, site development criteria, the size and dimensions of proposed structures, and the process for development approval.

Table 26. Zoning Summary

Zoning District	Acreage	Percentage
AE (Agricultural Estate)	3,780.9	23.4%
CV (Conservation)	2,011.3	12.5%
R-2 (Single-Family Residential Moderate)	1,942.9	12.0%
RE (Estate Residential)	1,811.2	11.2%
R-3 (Single-Family Residential Moderate/Low)	1,436.8	8.9%
R-1 (Single-Family Residential Medium)	1,129.4	7.0%
GC (Golf Course)	649.3	4.0%
MF-1 (Villa and Townhouse and Duplex)	541.2	3.4%
CF (Community Facilities)	528.5	3.3%
PDD (Planned Development District)	520.3	3.2%
C-1 (Commercial)	293.9	1.8%
I-1 (Industrial)	280.5	1.7%
RZ (Single-Family Residential zero lot line)	273.9	1.7%
O-1 (Office)	240.9	1.5%
R-4 (Single-Family Residential Low)	187.3	1.2%
MF-2 (Low Rise Multi Family)	151.4	0.9%
MF-3 (Mid Rise Multi Family)	122.2	0.8%
HZ (Hospital Zoning District)	105.6	0.7%
PECD (Planned Employment Center District)	64.7	0.4%
MU (Municipal Use)	25.6	0.2%
MF-4 (High Rise Multi Family)	24.9	0.2%
IOC (Industrial, Office, Commercial)	15.6	0.1%
Total	16,138.1	100%

Source: City of Weston, 2022

Figure 10. Zoning



Source: City of Weston, FGDL, Inspire, 2022

Below are descriptions of Residential and IOC (Industrial, Office and Commercial) zoning designations within the City:

Residential Zoning

Table 26 shows the distribution of the zoning classifications in the City of Weston. Approximately 47.3% of the land area is zoned for residential uses (R-1, R-2, R-3, R-4, RE, RZ, MF-1, MF-2, MF-3, MF-4). MF-4 (High Rise Multi Family) also permits hotel uses. Residential uses are also allowed within Planned Development District (PDD) and Agricultural/Estate District (AE).

Adequate zoning designations can ensure the type of housing preferred by its current and future population is available, especially as zoning restrictions play a role in housing affordability. Zoning can also determine if a community will have the potential housing available to accommodate its workforce or if those working in the City must commute from other cities. If workforce housing is not available, this can create an economic drain on the City as employees may be encouraged to spend money earned in Weston on amenities and housing elsewhere.

As shown in **Table 26**, 42% of the City is zoned for single family residential uses (R-1, R-2, R-3, R-4, RE, RZ), though there are varied dimension requirements. RZ and R-1 allow the smallest minimum lot sizes (4,000 square feet) with RZ allowing no side setbacks on one side of the dwelling. RE allows the largest minimum lot size (10,000 square feet), and R-2, R-3, and R-4 allow minimum lot sizes between 7,150 square feet and 7,500 square feet. The single-family zoning districts are located in the center of the City extending from the northern boundary to the eastern and southern boundaries. The largest lot sizes (RE) are located between Royal Palm Boulevard and South Post Road.

Higher density residential zoning is found in the eastern area of the City, north and south of Indian Trace. There are some multifamily developments near the Weston Town Center, as well as in the southeastern portion of the City. Generally, the multifamily developments are in closer proximity to commercial and office zoning districts.

IOC (Industrial, Office, Commercial) Zoning

Approximately 5.1% of the City's land is zoned as Industrial, Office, or Commercial (I-1, O-1, C-1, or IOC). PDD, Planned Employment Center District (PECD), Hospital Zoning District (HZ) also allow office and commercial uses.

THE CITY OF WESTON 2028 STRATEGIC VALUE AND BUSINESS PLAN

The 2028 Strategic Value and Business Plan was prepared by the City to provide a long-term strategic policy document for the City, the Indian Trace Development District, and the Bonaventure Development District. The plan provides long term policy recommendations and short-term financial projections for the City and its development districts. The plan identified ten strategic policies, and those which directly apply to economic development opportunities within the City are explained below.

- Strategic Policy #2 – Funding of repairs and maintenance focuses on the management of public right-of-way, infrastructure, and the road network. Because of its relation to transportation and infrastructure, this strategy is connected to the retention and attraction of businesses.
- Strategic Policy #3 – Reserves provides for a “fund balance” to be used for disaster mitigation and emergency services. This fund will provide funding for clean-up costs as well as infrastructure repair, as necessary.
- Strategic Policy #4 – Capital Improvements focuses on infrastructure improvements. The policy avoids over-taxing current residents and may encourage business development in the City.
- Strategic Policy #5 – District Methodologies again relates to the funding of maintenance for public right-of-way within the development districts.
- Strategic Policy #6 – Fire Protection Services focuses on the data used for the forecasting of fire protection needs within the City. Non-residential calls for fire protection are now being weighted higher than residential due to the greater need for personnel and assets. By changing this methodology, there are more resources for the protection of the City’s residents.
- Strategic Policy #7 – Short Term Credit recommends that the City maintain short term financing mechanisms to provide for disaster events, as discussed in Strategic Policy #3.
- Strategic Policy #8 – Capital Equipment and Maintenance outlines annual budgets which provide for long term maintenance and capital equipment replacement. This policy assists the City in maintaining funds for irregular maintenance to prevent facilities from falling into disarray.

Programs, Services and Partnerships

05




THE
CITY OF WESTON

PROGRAMS, SERVICES AND PARTNERSHIPS

ECONOMIC DEVELOPMENT PROGRAMS AND SERVICES

Economic development assistance organizations and partnerships available for businesses are listed in **Figure 11**. These organizations are available to provide support and assistance to businesses in the City.

Figure 11. Economic Development Organizations



State	Enterprise Florida (International Trade & Development) 305-808-3660 or enterpriseflorida.com
Regional	CareerSource Broward: 954-677-5555 careersourcebroward.com Greater Fort Lauderdale Alliance: 954-524-3113 gflalliance.org Broward County Economic Development: 954-357-6400 https://www.broward.org/EconDev/Pages/default.aspx Broward County Chamber of Commerce: 954-565-5750 or browardbiz.com
Local	Weston Florida Chamber of Commerce: 954-432-9808 westonflchamber.com

The following is a summary of existing economic development and business assistance programs available in Weston:

Targeted Industry Economic Incentives:

- The **Broward County Strategic Job Creation Incentive (SJCI)**, offered by *Broward County government*, provides tax refunds (tied to payroll wages) for employers in targeted industries that create high-wage jobs in the County.
- The **Capital Investment Tax Credit (CITC)** is a federal program that provides multi-year corporate income tax credits to companies that invest in large, capital projects that create a minimum of 100 jobs OR are a \$25 million minimum investment.
- The **High Impact Performance Incentive (HIPI)** is grant funding provided to Department of Economic Opportunity (DEO)-approved organizations who plan to or already operate projects in Florida that fall within the targeted “high-impact” industry sectors. These projects must create a minimum of 25 or 50 full-time jobs (varies per project type) AND are a \$25 or \$50 million investment (varies per project type).
- The **Broward County Job Growth (JG) Incentive**, offered by *Broward County and partnering local municipalities*, offers cash (per new local job created) directly to employer organizations that currently serve multiple states and/or international markets and create new high-skill/high-wage jobs within Broward County.

Workforce Training & Funding

- The **On-the-Job Training (OJT)** program is offered by *Career Source Broward (CSB)* and pays accepted employers 50 – 90% of the wages for up to the first 90 days of a new employee’s employment and training period.
- The **Localized Incumbent Worker Training (LIWT)** program, provided by *Career Source Broward (CSB)*, offers training is for the purpose of upgrading the industry- or company-specific skills of existing employees at accepted employer organizations.

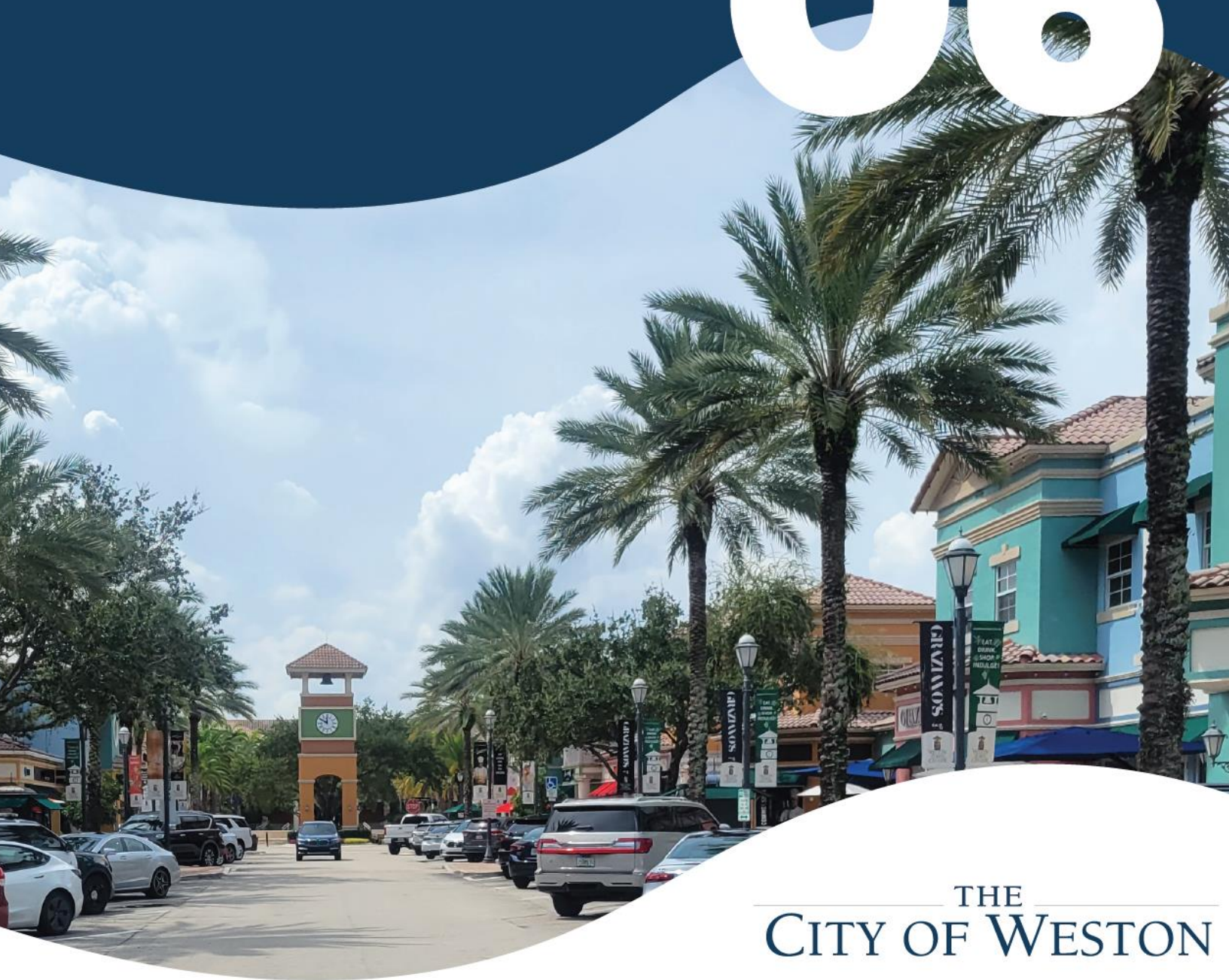
Special Economic Business Incentives

- The federal **Urban Job Tax Credit (UJTC)** program provide corporate income or sales and use tax credits to businesses that locate in designated urban areas, meet staff size requirements and engage in specific businesses activities. The credits are offered on a first come first serve basis until the yearly allotment has been exhausted.

- The **Foreign Trade Zone (FTZ)** program, sponsored by a local municipality or authority, provides reductions of U.S. Customs duties (fees) on imported products coming into designated FTZ areas.

Target Industry and Retail Market

06



THE
CITY OF WESTON

TARGET INDUSTRY AND RETAIL MARKET

EXISTING LAND USE

To understand the economic centers within the City of Weston, it is necessary to assess current land use patterns for potential opportunities for economic development. **Table 27** shows the existing land uses and development patterns within Weston. The existing land use categories are derived from the City's analysis and the Department of Revenue (DOR) land use codes provided within the most recent Broward County Property Appraiser's parcel files.

The most common land use is conservation land (CON), which consists of 25.8% of the total land area. Low Density Residential is the next most common land use with 25% of the total land area. Agricultural land accounts for 11.2% of the City. While low density residential (single family homes) does not allow for many economic development opportunities, agricultural land may, depending on its future uses. The agricultural land is located in the western half of the City's boundaries, west of US-27, and the main hurdle to its development is environmental constraints.

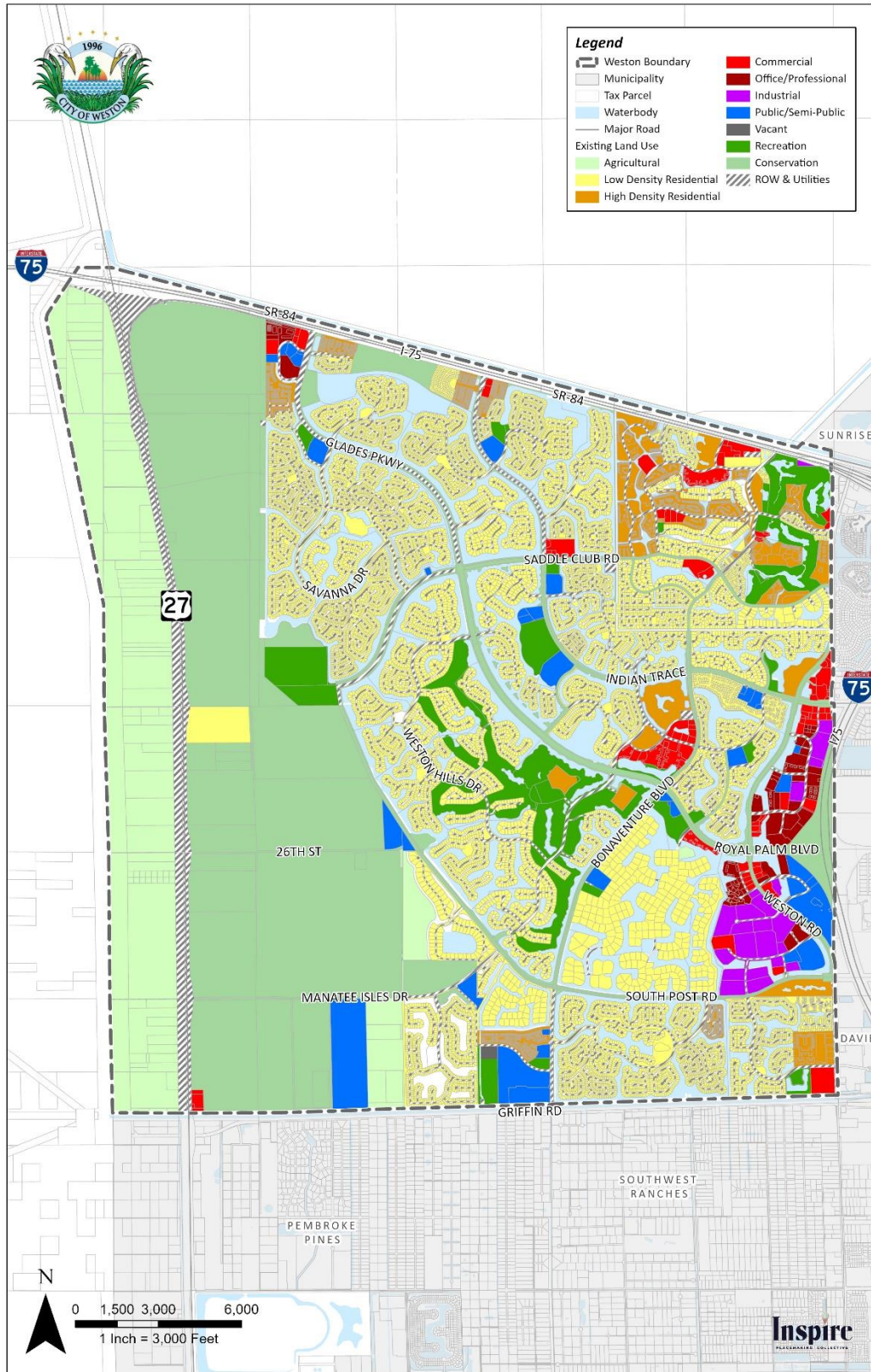
Commercial land represents only 1.7% of the total land area within the City. Industrial uses represent 1.2% and Office/Professional land uses represent 1.0%. **Figure 12** shows non-residential uses. Commercial, industrial, and office/professional uses are located primarily in the southeastern area of the City, though there are some isolated commercial uses along major road corridors. There is very little vacant unimproved land within the City. Residential land accounts for the majority of land in the City which poses a constraint for future economic development opportunities. There are few examples of residential land being interspersed with commercial or office/professional uses, which may provide precedent for the mixing of uses in future development.

Table 27. Summary of Existing Land Uses

Description	Acreage	Percentage
Conservation (CON)	4,207.8	25.8%
Low Density Residential (LDR)	4,084.4	25.0%
Water	2,213.2	13.6%
Agriculture (AG)	1,826.9	11.2%
Right-of-Way (ROW)	1,517.2	9.3%
Recreation (REC)	760.6	4.7%
High Density Residential (HDR)	621.9	3.8%
Public/Institutional (P/I)	444.3	2.7%
Commercial (COM)	280.2	1.7%
Industrial (IND)	189.4	1.2%
Office/Professional (O/P)	163.0	1.0%
Vacant (VAC)	6.4	0.0%
Total	16,315.4	100%

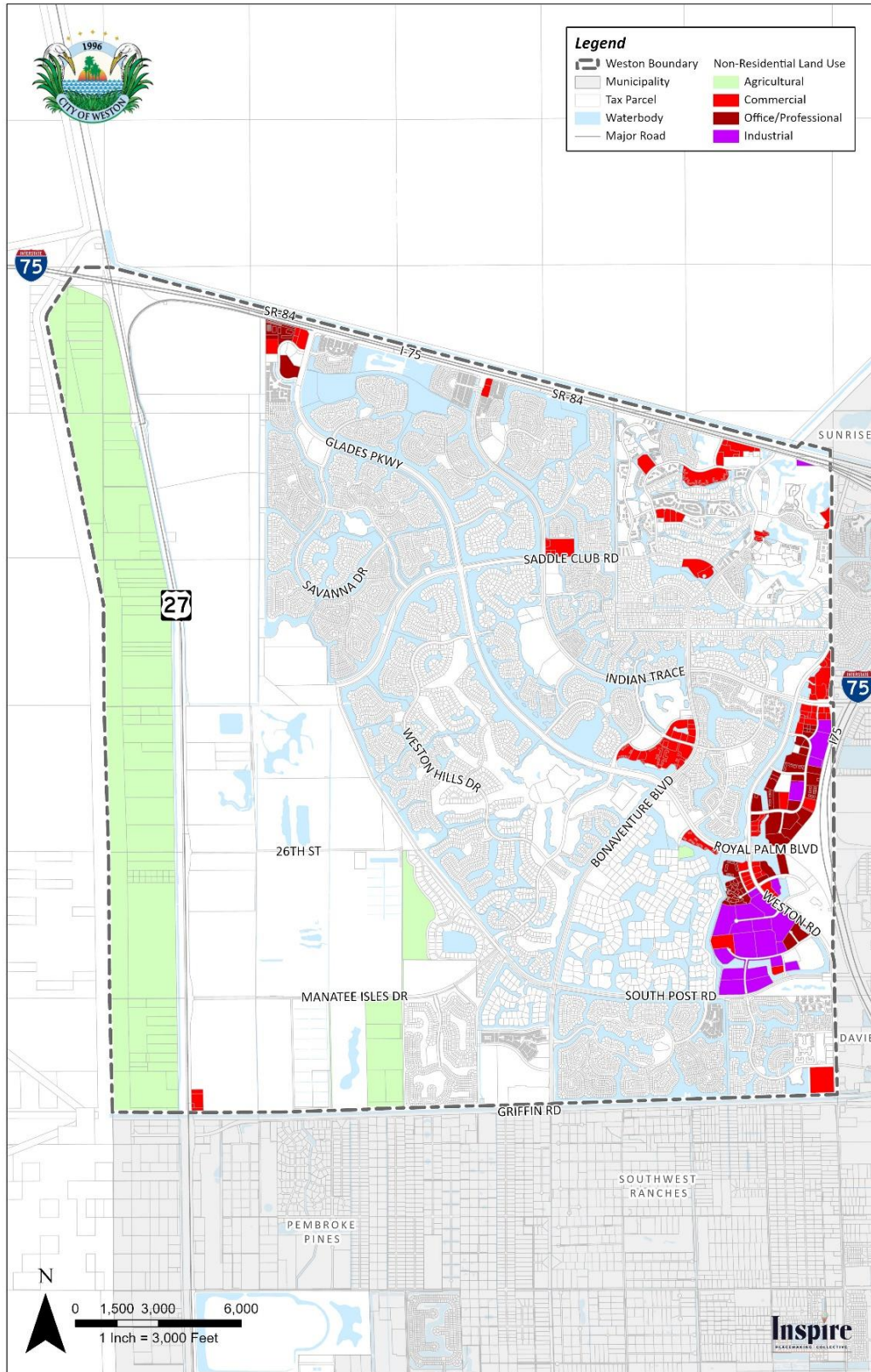
Source: Broward County Property Appraiser, City of Weston, Inspire, 2022

Figure 12. Existing Land Use Map



Source: Broward County Property Appraiser, City of Weston, FGDL, Inspire, 2022

Figure 13. Existing Land Use Map: Non-Residential



Source: Broward County Property Appraiser, City of Weston, FGDL, Inspire, 2022

Commercial and Office/Professional Land Use

Figure 13 shows that commercial and office/professional developed land is primarily located at transportation corridor nodes. The area with the most commercial and office/professional development is along Weston Road, near the intersections of Royal Palm Boulevard and Indian Trace. This development includes significant industrial developments as well and is bordered to the east by Interstate 75 (I-75). The second largest commercial development node is along Bonaventure Boulevard, the Weston Town Center.

In the northwest corner of the City, near the I-75 and Glades Parkway intersection, there is a development with both office/professional and commercial uses. The northeastern area of the City, near I-75, has some commercial developments, and these are primarily resort-style developments.

The developments along the main transportation corridors vary in size, but there are two predominant commercial development types: the strip shopping center located away from the street with surface parking on the front of the lot, and the town center with a mix of commercial and office/professional uses surrounding by shared parking space.

Industrial Land Use

Most of the industrial developments are located at the Weston Road development node, bordering the eastern I-75 corridor. The exception is one storage facility which is located on an access road to I-75 in the northeastern corner of the City. Most of the industrial development within the City is related to distribution and logistics, so the industrial sites are often large warehouses with surrounding loading and parking areas.

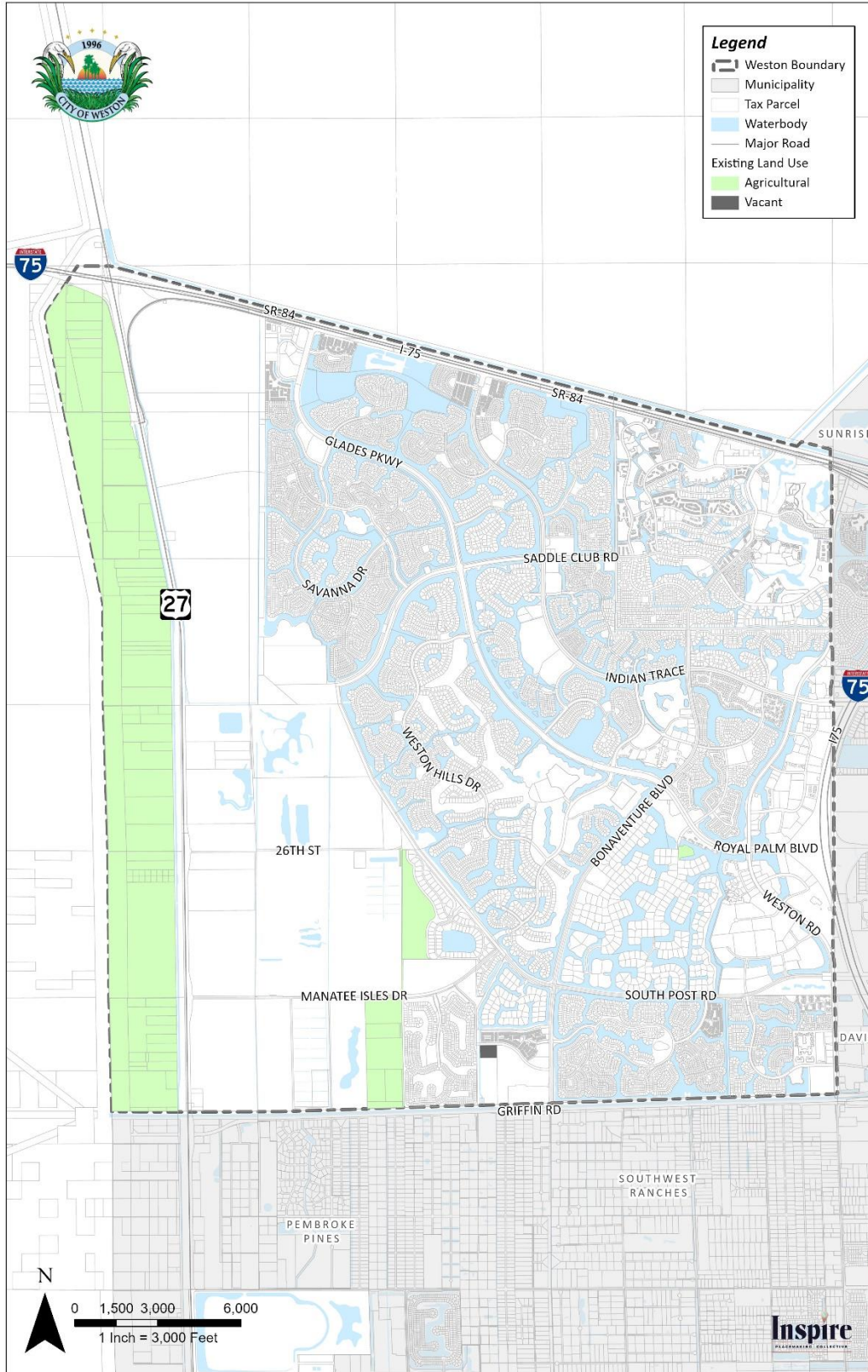
Residential Land Use

Evaluating the residential composition of a community can provide a clearer picture of how accessible housing is for a variety of households and income levels.

VACANT LAND

The City of Weston is mostly built out – vacant land is less than 1% of the City's land parcels at approximately 6.4 acres, as shown in **Figure 14**.

Figure 14. Vacant and Agricultural Land Map



Source: Broward County Property Appraiser, City of Weston, FGDL, Inspire, 2022

PROPERTY TAXES

Since the City of Weston’s incorporation in 1996, the City has maintained the lowest millage rate of all municipalities in Broward County. The 2023 operating millage rate is **3.3464**.

Table 28. Weston’s Largest Ad Valorem Taxpayers

Owner Name	Situs	Nature of business	Total assessed value	Amount of tax	% of Weston’s total property tax
Helen Homes of Weston	16025 Emerald Estates Dr.	Residential	\$88,539,780.00	\$296,289.52	0.9%
Weston Apartments Corp.	16000-16720 South Post Rd.	Residential	\$68,318,250.00	\$228,620.19	0.7%
Fairlake at Weston LP	1201 Fairlake Blvd.	Residential	\$68,151,390.00	\$228,061.81	0.7%
Trea Weston Business Center LLC	2935 W. Corporate Lakes Blvd.	Business Center	\$66,350,900.00	\$222,036.65	0.6%
Trea Weston LLC	4501-4587 Weston Rd.	Shopping Center	\$53,111,300.00	\$177,731.65	0.5%

Source: Broward County Property Appraiser, 2022

Table 29. Weston Businesses by Category

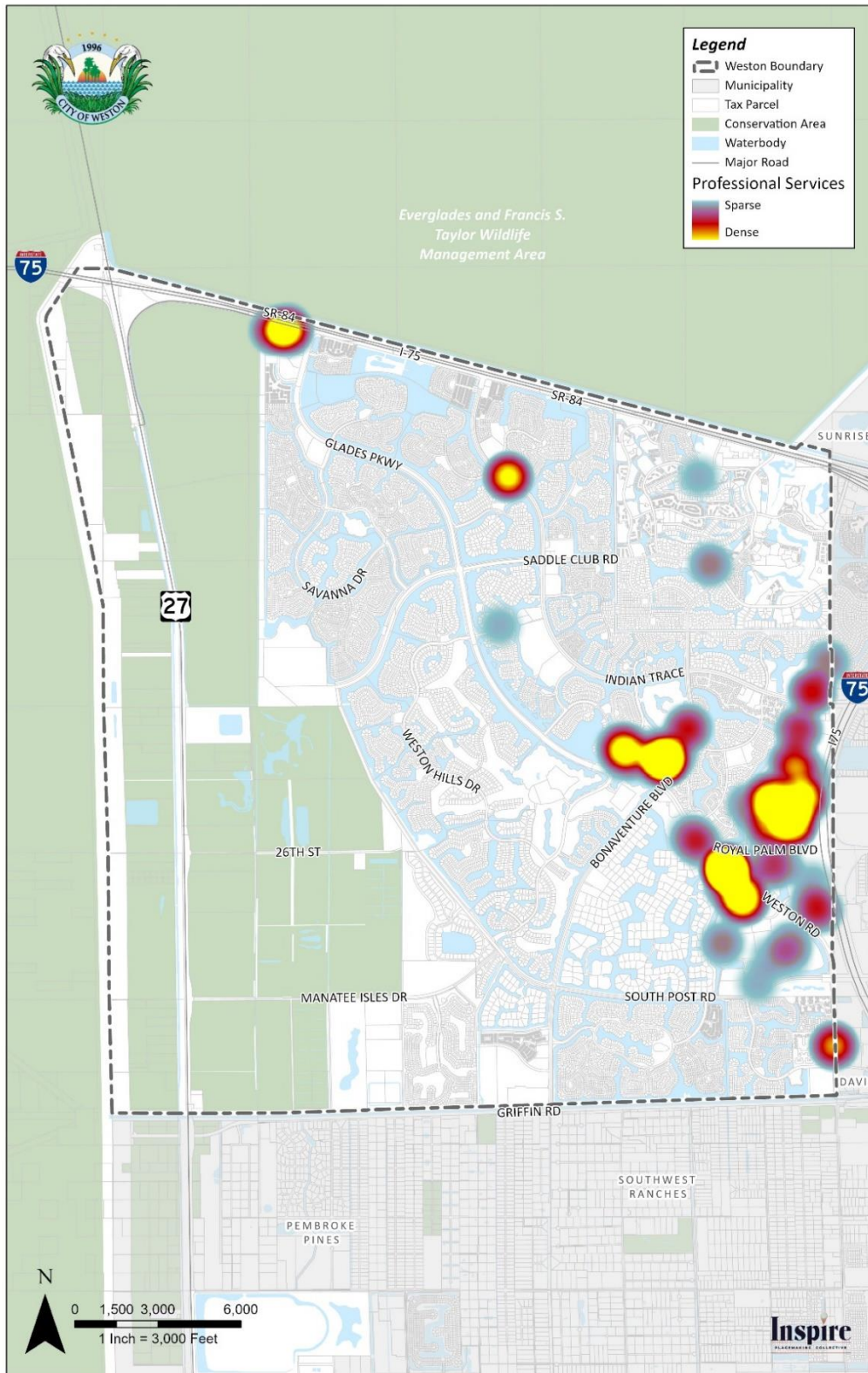
Category	Number of Businesses in 2022	Fees collected in 2022
Hotels, Motels, Apartments or Timeshares with 250 units or more	7	\$44,669.8
Warehouse, Manufacturing Facility or Pharmacy with 50,000 square feet or more	25	\$106,356.5
Supermarkets	5	\$16,713.15
Warehouse, Manufacturing Facility or Pharmacy between 20,000 square feet and 49,999 square feet	10	\$25,525.6
Warehouse, Manufacturing Facility or Pharmacy between 10,000 square feet and 19,999 square feet; Apartments or Timeshares with 100—249 units; Hotels or Motels with 150—249 rooms Country Clubs and Golf Course(s); Athletic/Fitness Club with Pool	18	\$27,348.66
Limited Business	1,610	\$293,519.1
* Individual Professional Entity	116	\$10,572.24
General Business (all other businesses)	2,137	\$584,426.76

CONCENTRATION OF INDUSTRIES

The City provided information regarding local businesses, which allowed mapping of the concentration of different industries in City limits. **Figures 15, 16, and 17** show the concentration of these industries. The Professional Services category includes healthcare, legal, engineering, scientific, and technology/software businesses. As seen in **Figure 15**, professional services businesses are concentrated in the southeastern portion of the City, near Royal Palm Boulevard and Bonaventure Boulevard. There is a smaller concentration near the intersection of Glades Parkway and Florida Highway 84.

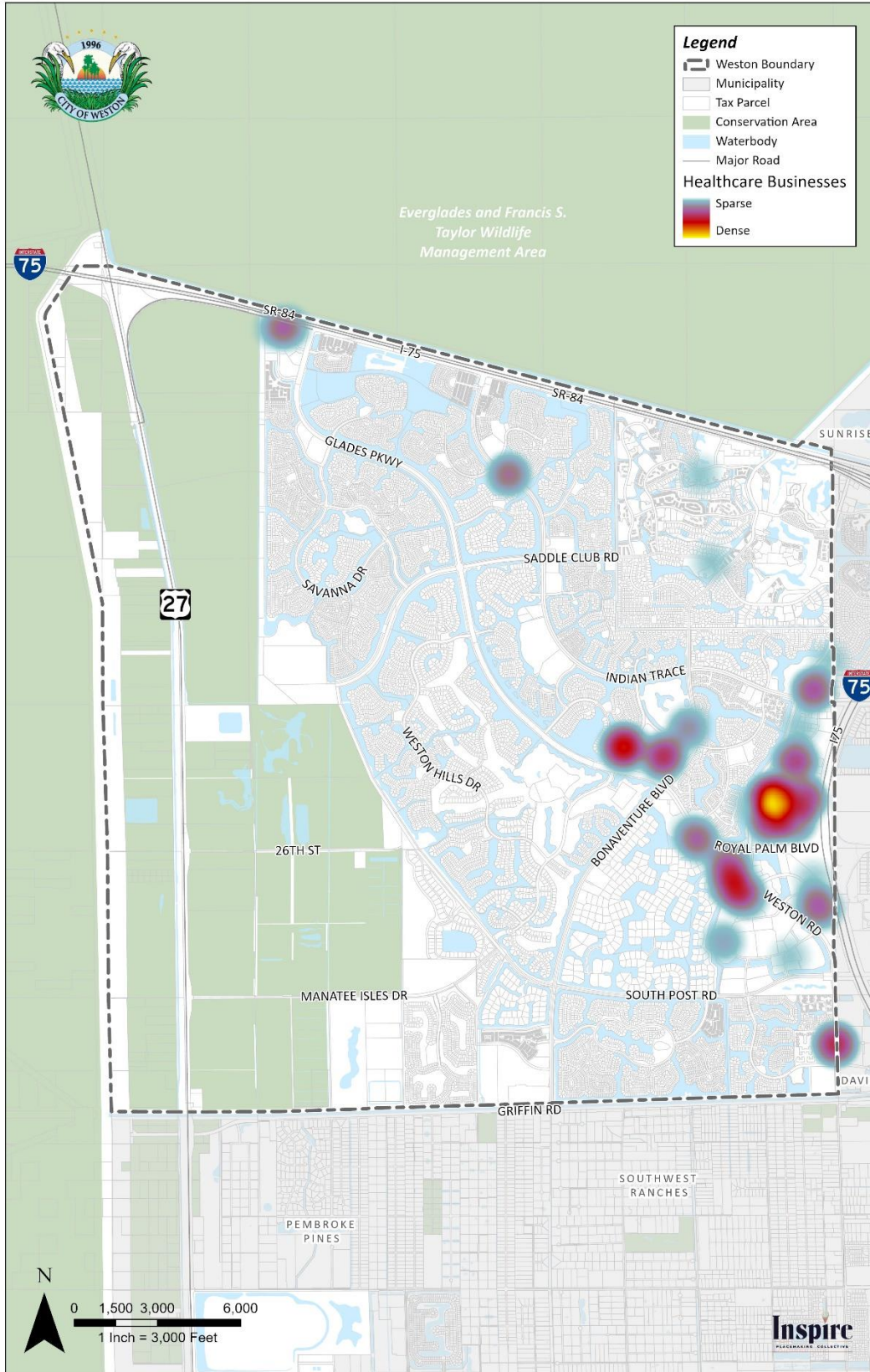
Figure 16 shows that healthcare businesses are concentrated in the southeastern portion of the City. The area north of Royal Palm Boulevard and east of Weston Road has a large concentration of medical businesses. The FIRE category includes finance, insurance, and real estate businesses. **Figure 17** shows there is a dense concentration of these businesses near the intersection of Royal Palm Boulevard and Weston Road with smaller concentrations along Bonaventure Boulevard, Indian Trace, and Glades Parkway.

Figure 15. Professional Services (healthcare, legal, engineering, scientific, and technology/software) Businesses



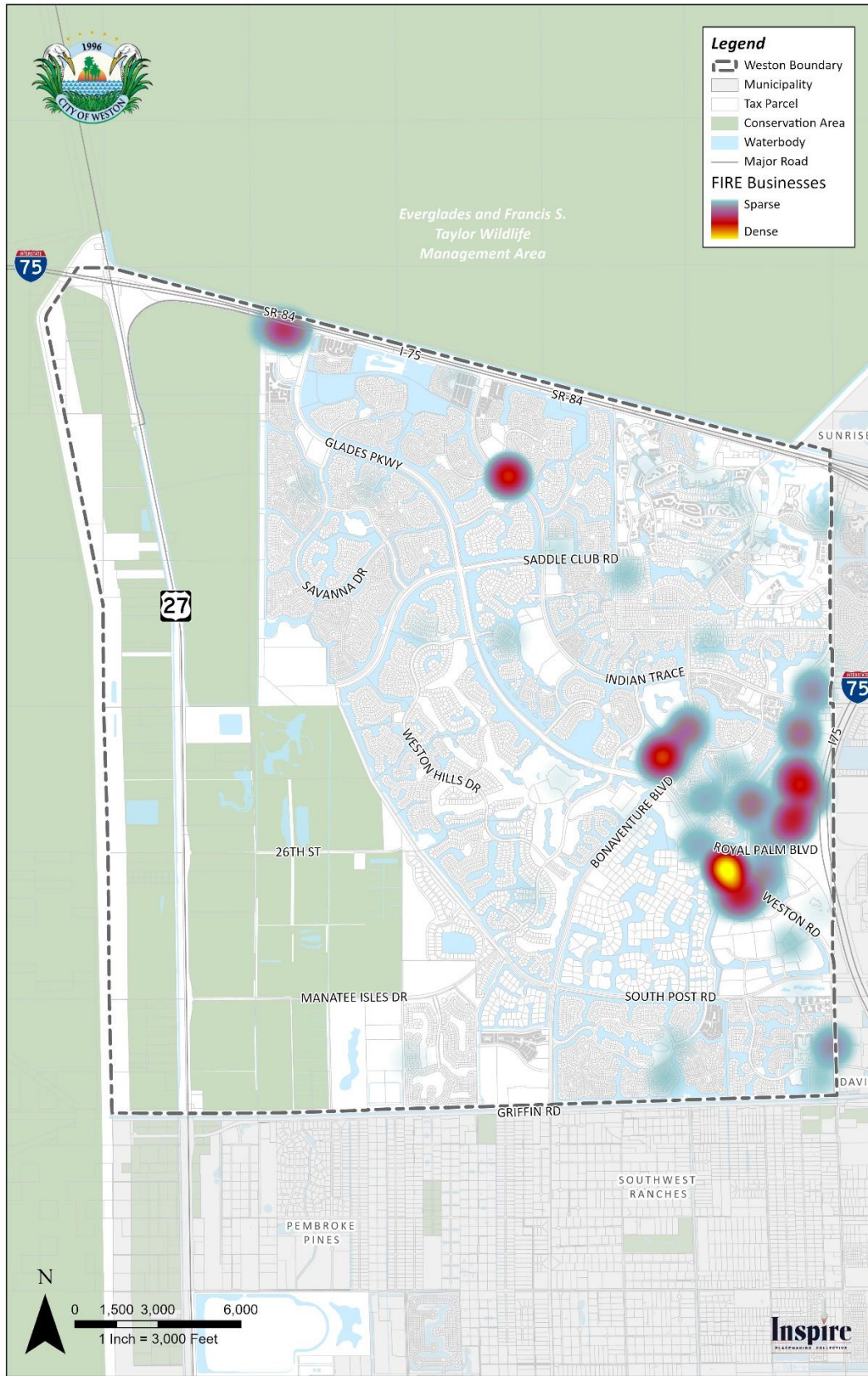
Sources: City of Weston, FGDL, Inspire, 2022

Figure 16. Healthcare Businesses



Sources: City of Weston, FGDL, Inspire, 2022

Figure 17. FIRE (Finance, Insurance, and Real Estate) Businesses



Sources: City of Weston, FGDL, Inspire, 2022

COMMUNITY LABOR POOL AND WORKFORCE

Jobs of residents – Labor pool summary

Of the employed City residents, almost 50% of them work in the Services industry, which includes a wide variety of professions, including professional, scientific, technology, education, hospitality, and food service. Approximately 11.3% of the employed residents work in finance, insurance, and real estate. Retail trade and wholesale trade account for 16.6% of the employed residents, 9.2% and 7.4%, respectively. A smaller proportion of residents work in manufacturing (6.7%), construction (5.0%), and transportation/utilities (4.8%). Approximately 3% of residents work in public administration, 2% in information, and less than 1% work in agriculture and mining.

Table 30. Jobs of Weston Residents

Industry	Percent
Services	49.9%
Finance/Insurance/Real Estate	11.3%
Retail Trade	9.2%
Wholesale Trade	7.4%
Manufacturing	6.7%
Construction	5.0%
Transportation/Utilities	4.8%
Public Administration	3.1%
Information	2.3%
Agriculture/Mining	0.3%
Total Employees	32,928

Source: ESRI BAO, 2022

Table 31. Job Base by Industry Sector

Industry	Business		Employees	
	Count	Percentage	Count	Percentage
Agriculture, Forestry, Fishing & Hunting	8	0.2%	44	0.2%
Mining	1	0.0%	4	0.0%
Utilities	1	0.0%	4	0.0%
Construction	152	3.8%	708	2.8%
Manufacturing	64	1.6%	781	3.1%
Wholesale Trade	125	3.2%	1,029	4.1%
Retail Trade	314	7.9%	2,730	10.9%
Motor Vehicle & Parts Dealers	33	0.8%	323	1.3%

Industry	Business		Employees	
	Count	Percentage	Count	Percentage
Furniture & Home Furnishings Stores	11	0.3%	52	0.2%
Electronics & Appliance Stores	18	0.5%	79	0.3%
Building Material & Garden Equipment & Supplies Dealers	23	0.6%	121	0.5%
Food & Beverage Stores	48	1.2%	1,067	4.3%
Health & Personal Care Stores	28	0.7%	321	1.3%
Gasoline Stations	7	0.2%	50	0.2%
Clothing & Clothing Accessories Stores	40	1.0%	131	0.5%
Sport Goods, Hobby, Book, & Music Stores	19	0.5%	64	0.3%
General Merchandise Stores	24	0.6%	55	0.2%
Miscellaneous Store Retailers	51	1.3%	161	0.6%
Non-store Retailers	9	0.2%	305	1.2%
Transportation & Warehousing	41	1.0%	217	0.9%
Information	85	2.1%	955	3.8%
Finance & Insurance	247	6.2%	1,194	4.8%
Central Bank/Credit Intermediation & Related Activities	65	1.6%	467	1.9%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	120	3.0%	449	1.8%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	62	1.6%	278	1.1%
Real Estate, Rental & Leasing	224	5.7%	2,117	8.5%
Professional, Scientific & Tech Services	505	12.8%	2,768	11.1%
Legal Services	183	4.6%	901	3.6%
Management of Companies & Enterprises	26	0.7%	50	0.2%
Administrative & Support & Waste Management & Remediation Services	181	4.6%	1,237	4.9%
Educational Services	99	2.5%	2,085	8.3%
Health Care & Social Assistance	270	6.8%	3,906	15.6%
Arts, Entertainment & Recreation	73	1.8%	599	2.4%
Accommodation & Food Services	171	4.3%	2,725	10.9%
Accommodation	27	0.7%	504	2.0%
Food Services & Drinking Places	145	3.7%	2,221	8.9%
Other Services (except Public Administration)	189	4.8%	1,290	5.2%
Automotive Repair & Maintenance	16	0.4%	116	0.5%
Public Administration	10	0.3%	384	1.5%
Unclassified Establishments ¹	1,168	29.5%	176	0.7%
Total	3,954	100%	25,004	100%

ESRI BAO, 2022

LOCATION QUOTIENT

Location quotient (LQ) is a way of discovering the industries or occupations that are truly unique and specialized in a regional economy (compared to the national average).

For example, if the Educational Services industry in a city accounts for 2.5% of jobs but only 1% of jobs nationally, then the city’s Educational Services industry has an LQ of 2.5, which means that this industry is two and a half times more concentrated in the region than the typical region. **Table 32** shows the location quotient for industries in Weston. Wholesale Trade has the highest LQ at 2.85, meaning that the percentage of Wholesale Trade jobs is 2.85 times greater in Weston than the national average.

Table 32. Weston Location Quotient (LQ) (Employed Population 16+ by Industry)

	Weston	National Average	LQ
Agriculture\Mining	0.3%	0.8%	0.38
Construction	5.0%	8.3%	0.60
Manufacturing	6.7%	4.8%	1.40
Wholesale Trade	7.4%	2.6%	2.85
Retail Trade	9.2%	12.4%	0.74
Transportation/Utilities	4.8%	6.6%	0.73
Information	2.3%	1.6%	1.44
Finance/Insurance/ Real Estate	11.3%	8.1%	1.40
Services	49.9%	50.4%	0.99
Public Administration	3.1%	4.4%	0.07
Total Persons	32,928	10,527,954	

Source: ESRI Business Analyst, 2022

INDUSTRY AND WAGE PROFILE

Determination of an enterprise as a large employer in this report was based on the number of Weston residents employed, the enterprise being located in the City’s boundaries and the enterprise’s headcount in the Weston location.

The top five (5) largest employers located in Weston are Cleveland Clinic Florida, Drug Enforcement Administration, Publix, the School Board of Broward County, and Ultimate Kronos Group (UKG).

INDUSTRY TRENDS AND FORECASTS

The market-area assessment methodology is based upon 2018 and 2019 Consumer Expenditure Surveys from the Bureau of Labor Statistics. The survey results are compiled into an ESRI Retail MarketPlace Profile which further assesses the 3, 5, and 10-mile radius trade areas. The 3-mile radius trade area has consumer expenditures significantly higher than the national average. The 3-mile and 5-

mile trade areas have extremely similar median household incomes, well over the national average and the highest cost of living. Consumer expenditures at the 10-mile trade area are the lowest of the trade areas represented here.

There is extensive market interaction among these three trade areas, as seen in the Leakage and Surplus Factors, with the 3-mile trade area seeing the most leakage to outside trade areas. This trade area represents a significant retail development opportunity for the City exhibiting higher-than-average household incomes, disposable income, and significant unmet retail demands. The proximity to broader Broward County also presents a significant opportunity for the development of specialty retail and service providers.

RETAIL MARKETPLACE PROFILE

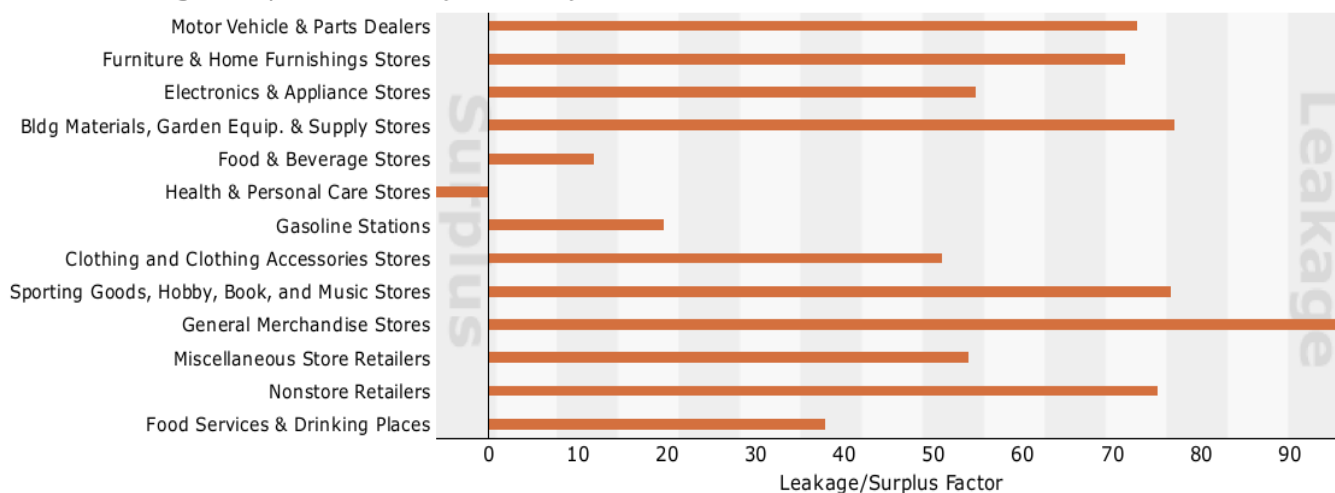
The ESRI Retail MarketPlace Profile shows a snapshot of the retail marketplace, which is critical to strategic decision making addressing economic development. This report examines the supply and demand of market dynamics and reveals market demand or retail potential. ESRI has created a Leakage/Surplus Factor which measures the relationship between supply and demand, for retail goods and services, that ranges from total leakage (all consumers leave the area to find this good) to total surplus (all consumers come to this area to find this good). Leakage in an area represents a condition where a market's supply is less than demand, while surplus in an area represents a condition where supply exceeds the area's demand⁵. **Figure 18** graphically depicts the Leakage/Surplus for specific retail sectors.

⁵ 2017 Methodology Statement: ESRI Retail MarketPlace.

http://downloads.esri.com/esri_content_doc/dbl/us/J9675_US_Retail_Marketplace_2017_in_2018_geography.pdf

Figure 18. Industry Leakage/Surplus (3-mile radius)

2017 Leakage/Surplus Factor by Industry Subsector



Source: ESRI BAO, 2022

3-mile Biggest Leakage

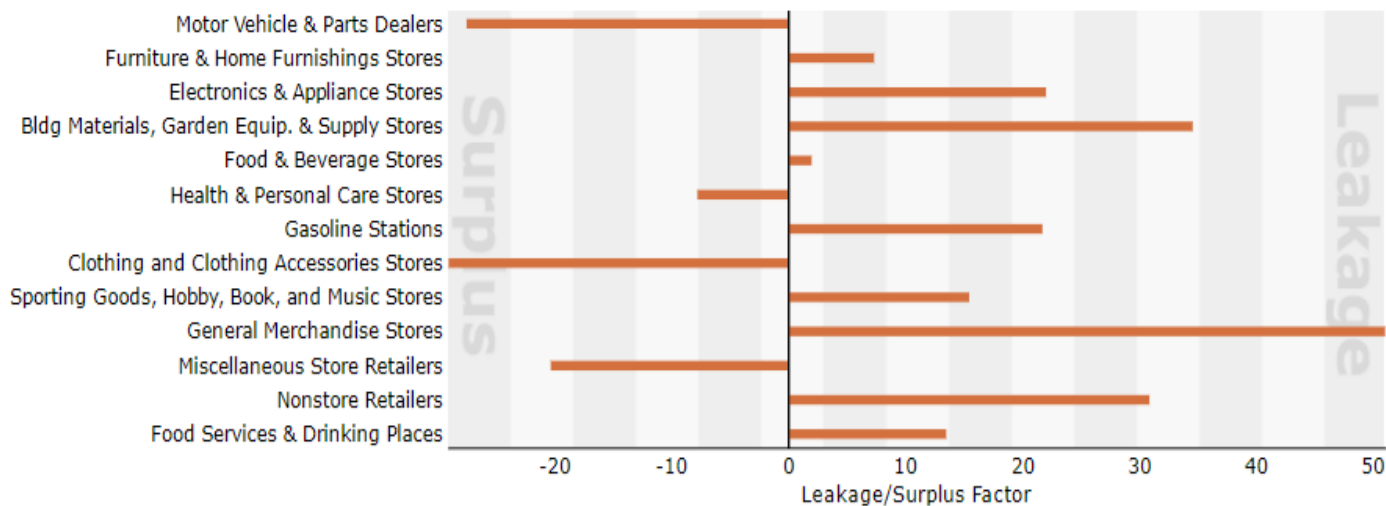
Total Retail trade and food & drink has a leakage of approximately \$798 million in potential sales (unmet demand) that traveled outside of the trade area to satisfy that demand. At this trade area, many subsectors experience leakage, as seen in **Figure 18**. The industry subsectors with the biggest leakage (based on Leakage/Surplus Factor) in the 0-3-mile radius are General Merchandise Stores; Building Materials, Garden Equipment & Supply Stores, Sporting Goods, Hobby, Book, and Music Stores, Nonstore Retailers, Motor Vehicles & Parts Dealers, and Furniture & Home Furnishings Stores. General Merchandise Stores represent an unmet demand of \$188 million. The Building Materials, Garden Equipment & Supply Stores subsector represents almost \$74 million in unmet demand. The subsector group with the third highest leakage factor in this market area is Sporting Goods, Hobby, Book, and Music Stores, representing an unmet demand of almost \$26 million. The Nonstore Retailers subsector represents \$25 million in unmet demand. Due to the prevalence of online shopping, this is an industry which is unlikely to be met within the trade area. Motor Vehicles & Parts Dealers and Furniture & Home Furnishings Stores lose approximately \$208 million and \$37 million, respectively, in sales to outside markets.

3-mile Biggest Surplus

As can be seen in **Figure 19**, the 3-mile trade area primarily experiences leakages instead of surplus. There is only one industry subsector which has surplus: Health & Personal Care Stores. This subsector attracts approximately \$9 million to the trade area.

Figure 19. Industry Leakage/Surplus (5-mile radius)

2017 Leakage/Surplus Factor by Industry Subsector



Source: ESRI BAO, 2022

5-mile Biggest Leakage

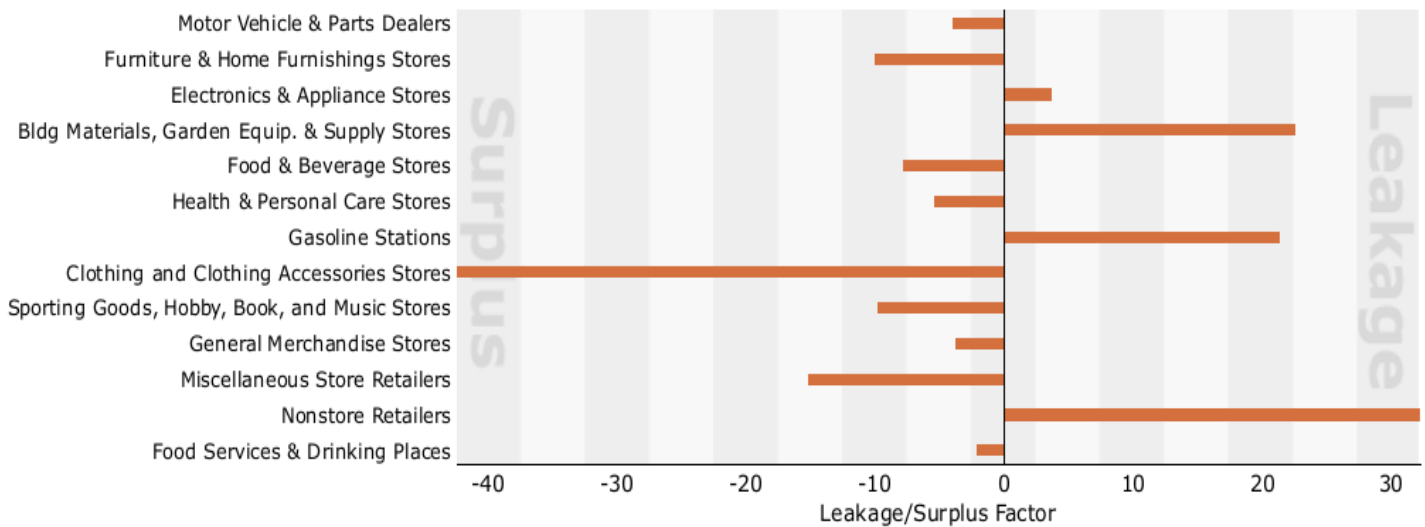
Compared to the three (3) mile trade area, there is less leakage at the 5-mile radius (**Figure 19**). Total Retail trade and food & drink has a leakage of approximately \$26 million in potential sales (unmet demand) that traveled outside of the trade area to satisfy that demand, and this overall industry leakage is significantly smaller than at the 3-mile radius market, in both leakage factor and total retail sales. The industry subsectors with the biggest leakage (based on Leakage/Surplus Factor) in the 5-mile radius from the Weston geographic center are General Merchandise Stores, Building Materials, Garden Equipment & Supply Stores, and Nonstore Retailers. General Merchandise Stores represent an unmet demand of approximately \$190 million per year that is met by retail vendors located outside of the trade area, which aligns with the 3-mile trade area’s large leakage factor in this industry subsector. This industry subsector may represent an opportunity for growth within the trade area, as it is unmet within five (5) miles of the City center. The Building Materials, Garden Equipment & Supply Stores subsector represents an unmet demand of \$64 million. Again, this industry subsector aligns with the large leakage at the 3-mile trade area, though at the 5-mile trade are, the leakage factor and unmet demand is smaller. The Nonstore Retails industry subsector represents an unmet demand of almost \$21 million, which is being met by vendors outside of the trade area, consistent with the leakage factor at the smaller trade area. Due to the prevalence of online shopping, this is an industry which is unlikely to be met within the trade area.

5-mile: Biggest Surplus

Compared to the three (3) mile trade area, there are more surplus industry subsectors in the 5-mile radius. The industries with the biggest surplus (by Surplus Factor) are Clothing and Clothing Accessories Stores, Motor Vehicles & Parts Dealers, Miscellaneous Store Retailers, and Health & Personal Care Stores, which was the only surplus industry from the three (3) mile trade area. Clothing and Clothing Accessory Stores attract over \$73 million in sales from surrounding trade areas. Motor Vehicles & Parts Dealers attract almost \$277 million from other trade areas, and Miscellaneous Store Retailers attracts \$35 million in sales to the trade area. Consumers had unmet demand in these industries at the three (3) mile trade area and are likely traveling to the five (5) mile trade area to access these goods. As mentioned, Health & Personal Care Stores, again, is a industry which attracts consumers to the trade area (\$18 million in sales), which aligns with the three (3) mile trade area.

Figure 20. Industry Leakage/Surplus (10-mile radius)

2017 Leakage/Surplus Factor by Industry Subsector



Source: ESRI BAO, 2022

10-mile: Biggest Leakage

As shown in **Figure 20**, at the 10-mile trade area, less industries are representing unmet demand, and more industries are attracting sales to the trade area. The industries with the biggest leakage at the 10-mile radius from the City's center are Nonstore Retailers, Building Materials, Garden Equipment & Supply Stores, and Gasoline Stations. Similar to the smaller trade areas, these industries also represent unmet demand. Nonstore Retailers represent an unmet demand of \$87 million that is met by vendors

outside the trade area. Due to the prevalence of online shopping, this is an industry which is unlikely to be met within the trade area. Building Materials, Garden Equipment & Supply Stores represents unmet demand of \$184 million which is being met outside of the 10-mile trade area. This industry has unmet demand in each trade area, so there are potential opportunities for development of this industry within the City. The Gasoline Stations industry subsector represents an unmet demand of approximately \$250 million. Because many people purchase gasoline while commuting and traveling, this is an industry which may represent leakage because of consumer behavioral patterns, regardless of how many gasoline stations are within the trade area.

10-mile: Biggest Surplus

The Total Retail Trade and Food & Drink industry attracts \$710 million in sales to the 10-mile trade area. The industries with the biggest surplus in the 10-mile radius trade area are Clothing and Clothing Accessories Stores, Miscellaneous Store Retailers, Furniture & Home Furnishings Stores, and Sporting Goods, Hobby, Book, and Music Stores. The Clothing and Clothing Accessories Stores industry attracts almost \$540 million in sales to the trade area. This industry is also attracting sales at the 5-mile trade area, though the scale is significantly higher at the 10-mile trade area. Miscellaneous Store Retailers attracts \$102 million in sales to the 10-mile trade area, again, mirroring the 5-mile trade area. Furniture & Home Furnishing Stores attract \$58 million in sales to the 10-mile trade area, and at the smaller trade areas, this industry has unmet demand. The Sporting Goods, Hobby, Book, and Music Stores attracts \$38 million in sales, and, again, this industry has unmet demand at the smaller trade areas.

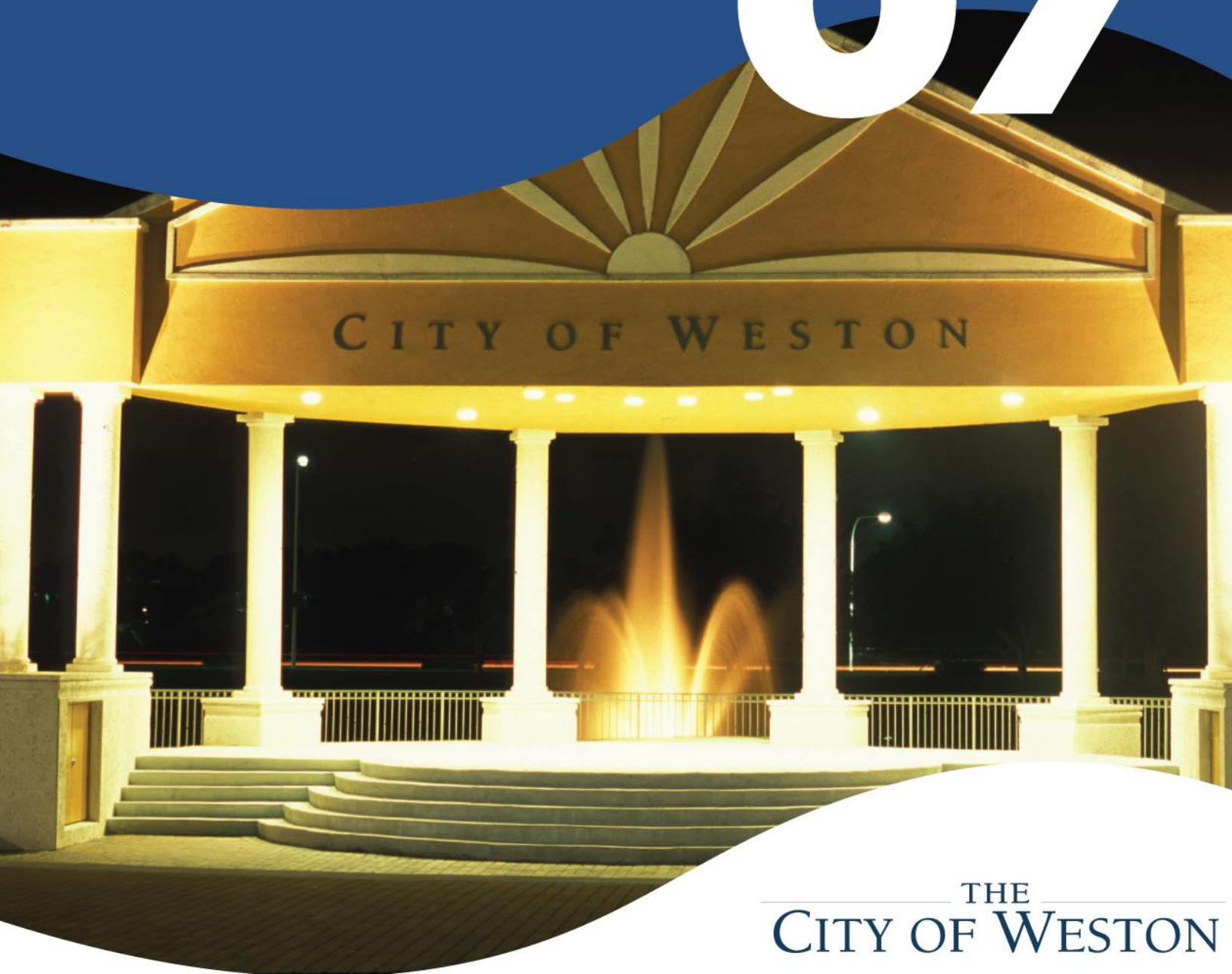
Summary

The Weston retail market is located near the I-75 corridor and in the Weston Town Center. Commercial development represents a small proportion of total land development, especially when compared to the extensive residential developments in the City. The 3-mile radius market area has extensive connections to the surrounding markets in neighboring cities to the east and south. This proximity to other markets and their associated trade areas (households) provides the City with an opportunity for additional retail development to serve the unmet demand, or leakage industries.

As there is only one industry subsector with a surplus factor, there are opportunities to expand development which could bring more neighboring residents to the City for goods and services. This creates opportunities for targeted retail development, infill development, and the increasing of intensity within the City to draw these consumers. Increasing intensity and redevelopment of underutilized land, coupled with the unmet retail demand of the Weston community and adjacent communities and their marketplaces, represent growth and economic development opportunities on which the City can capitalize.

Recommendations

07



THE
CITY OF WESTON

RECOMMENDATIONS

Taking into consideration the various components of the Analysis, Inspire suggests the following high-level recommendations for the City to consider as next steps:

- *Examine the use of Business Tax Receipts (BTRs) to gather relevant business and industry information – consider what type of data is currently being captured and what information is needed for economic development purposes. Update the BTR application to include Number of Employees and NAICS Code (Industry) information.*
- *Consider additional ways to utilize the development process as a tool to incentivize economic development in Weston. Examples include providing a specific process for high-priority economic development projects and potentially waiving fees for expedited permit review for such projects.*
- *Subscribe to a commercial real estate data base such as CoStar to effectively benchmark indicators such as vacancy rates to use for capturing current market conditions and projecting future trends*
- *Utilize a consultant to fulfill the role of Economic Development Manager/Liaison for the following responsibilities:*
 - *Researches, develops and implements economic development programs and strategies aimed at creating jobs and increasing the City's tax base, including business marketing and attraction, business retention and expansion, and workforce development programs.*
 - *Analyzes real estate, demographic, socioeconomic, and labor data in order to promote the economic vitality and competitiveness of the City.*
 - *Serves as a liaison to local businesses and economic development partner organizations. Develops ongoing positive and professional relationships with businesses, government partners, and other organizations including the Weston Florida Chamber of Commerce, Broward County Chamber of Commerce, Broward County Economic Development, CareerSource Broward, Greater Fort Lauderdale Alliance, and Enterprise Florida.*
 - *Works with City administration and staff to provide expertise and prioritization of economic development and redevelopment initiatives.*

Appendix

08



THE
CITY OF WESTON

APPENDIX

COMMUNITY ENGAGEMENT

The Economic Development Analysis was developed using a robust public input and public engagement process. Four different public input mechanisms were used to provide the community multiple opportunities to participate in the process.

Virtual Open House

The City of Weston facilitated a Virtual Community Open House to introduce the project. Open House participants were provided a brief informational presentation about the analysis, the purpose and how they could get involved in the process. Following the informational presentation, attendees participated in discussions and questions addressing the analysis and economic development.

Business Roundtable

The City and Inspire hosted a Business Roundtable to discuss the project with representatives from the Weston business community. The meeting included an informational presentation and group discussion about economic development in Weston. The attendees, most of which were City of Weston business owners, were also asked to complete a survey about the current business climate in Weston.



Stakeholder Interviews

Over the course of the project, Inspire conducted interviews with identified key stakeholders that have keen insight into the City's economic development activities as well as insight related to the current and future development of the City. **Table 31** depicts comments frequently mentioned during the interviews.

Table 31. Stakeholder Interview Summary

CHALLENGES	ASSETS
Built-out	Beautiful / aesthetically pleasing
Parking	Manageable growth
Housing options & cost	Healthcare
Schools are at capacity	Information technology
High cost of real estate	

DESIRED INDUSTRIES/AMENITIES	UNDESIRED
Entertainment venues	Retail chains
Activities or hangout for teens	
Specialty/health food grocery store	

AREAS OF FOCUS
Weston Town Center
Cleveland Clinic Campus
Ultimate Kronos Group (UKG) Campus

DESIRED FUTURE	UNDESIRED
Manageable growth	Overcrowding
Mix of housing types/costs	

IDEAS
Activate and program the waterfront pavilion
Provide expedited permitting
Provide business assistance

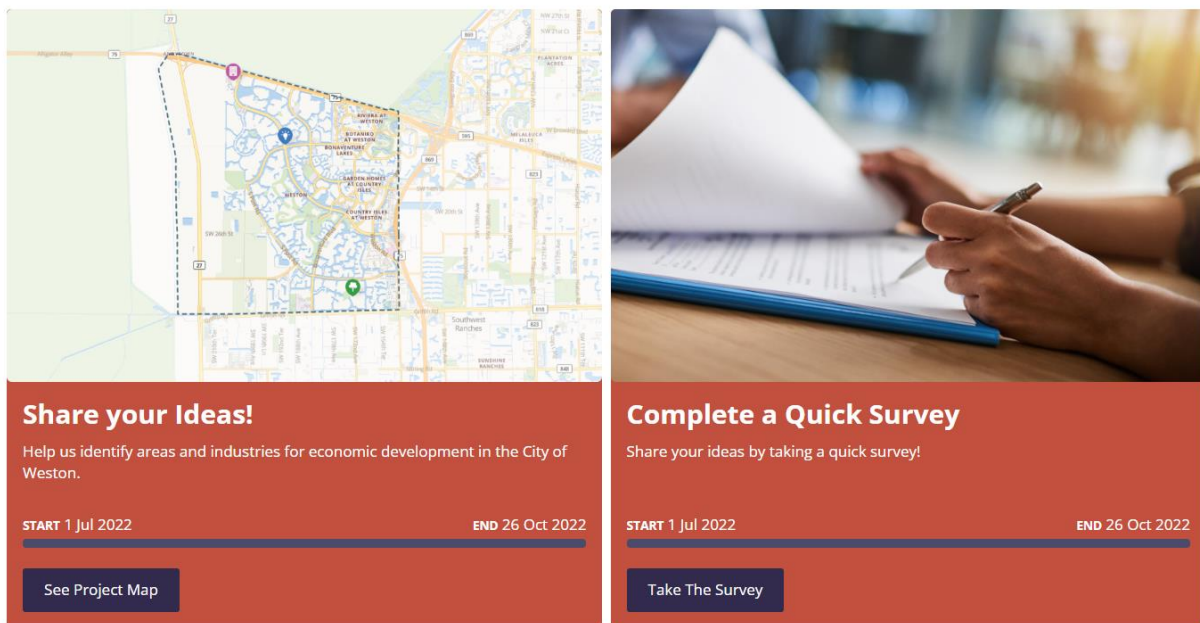
Online Presence (Website)

A website was created to provide the public with information about the project and to offer an opportunity for additional public input.

WESTON ECONOMIC DEVELOPMENT ANALYSIS LANDING PAGE



Get Involved & Share YOUR Ideas!



PROJECT SITE INTERACTIONS

The online platform also created a continuous way for feedback to be recorded throughout the process. Over the course of several months, the project site received thousands of views, 62 survey responses, and 83 map comments. The following graphics summarize the number of visitors to the project website.

1857

Total Visits ⓘ

471

Unique Users ⓘ

1:23

Avg Time (min) ⓘ

100

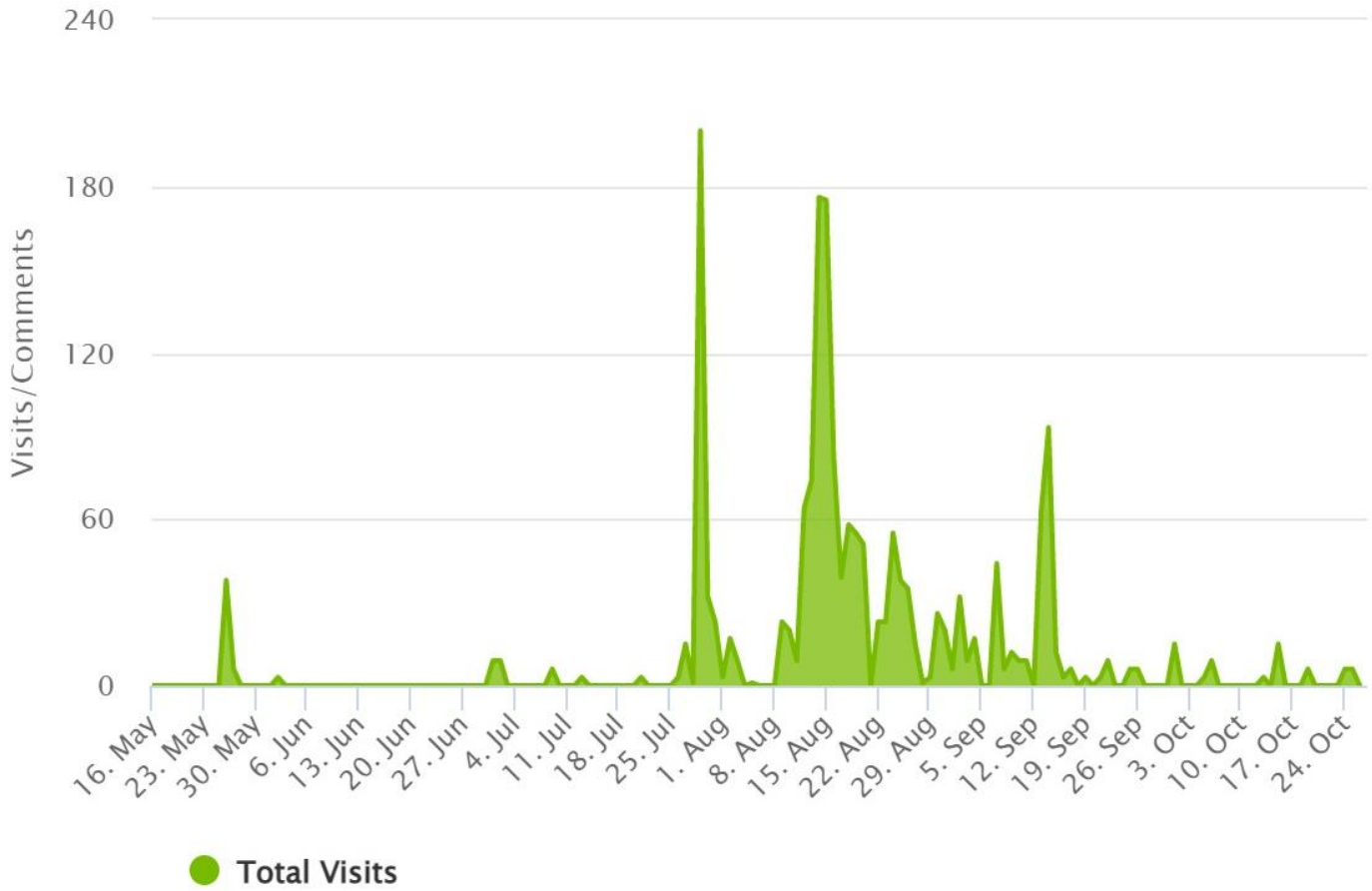
Unique Stakeholders

83

Comments

62

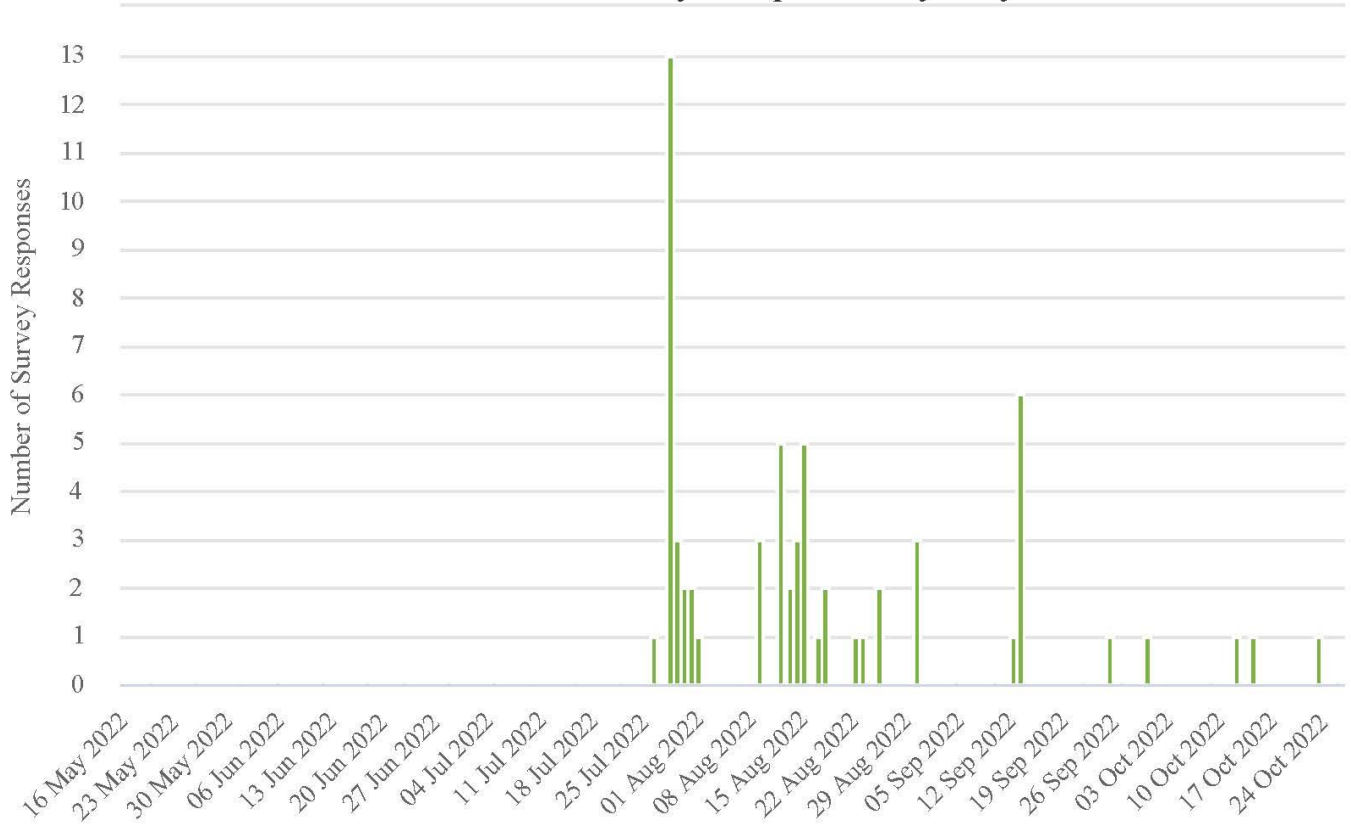
Survey Responses



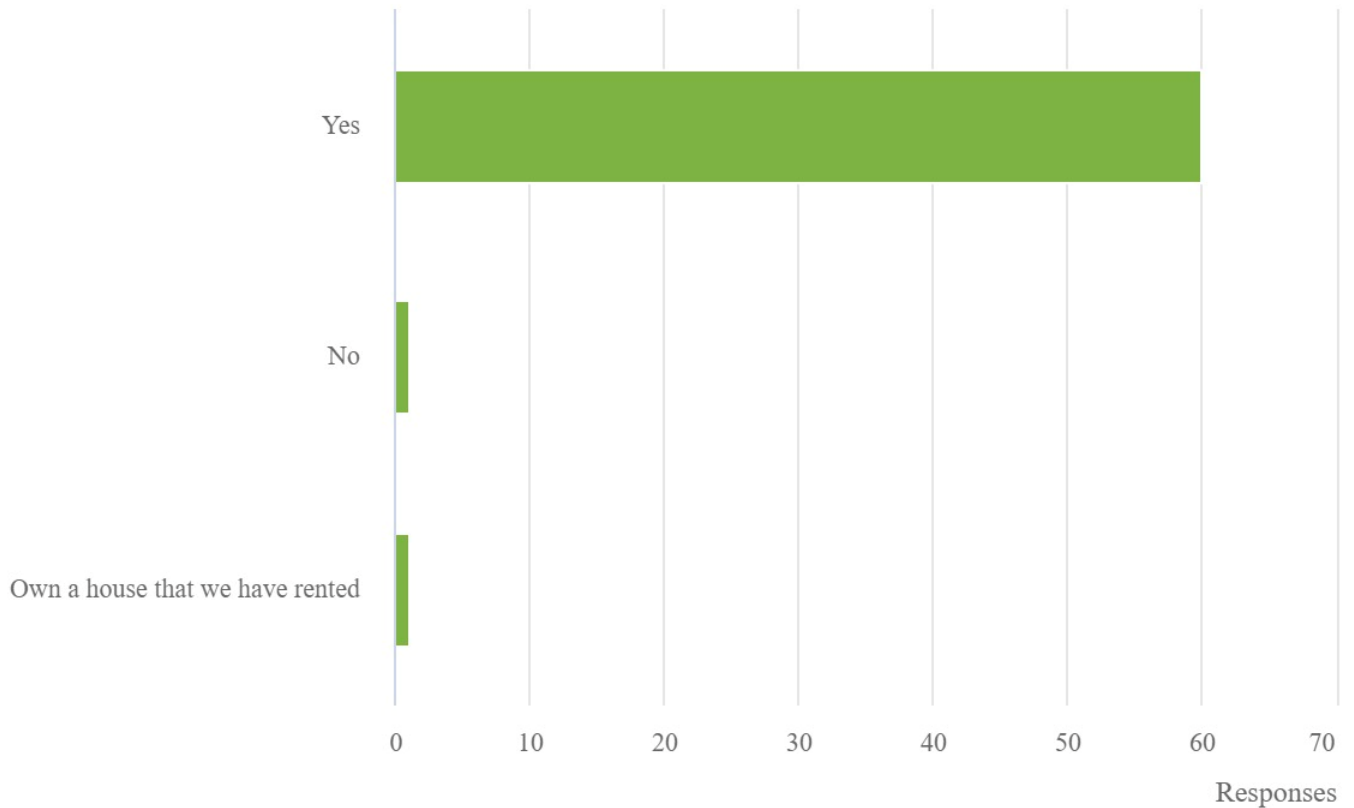
SURVEY RESPONSES

There were 62 responses to the survey on the City of Weston of Economic Development Analysis website. The survey responses are listed on the following pages:

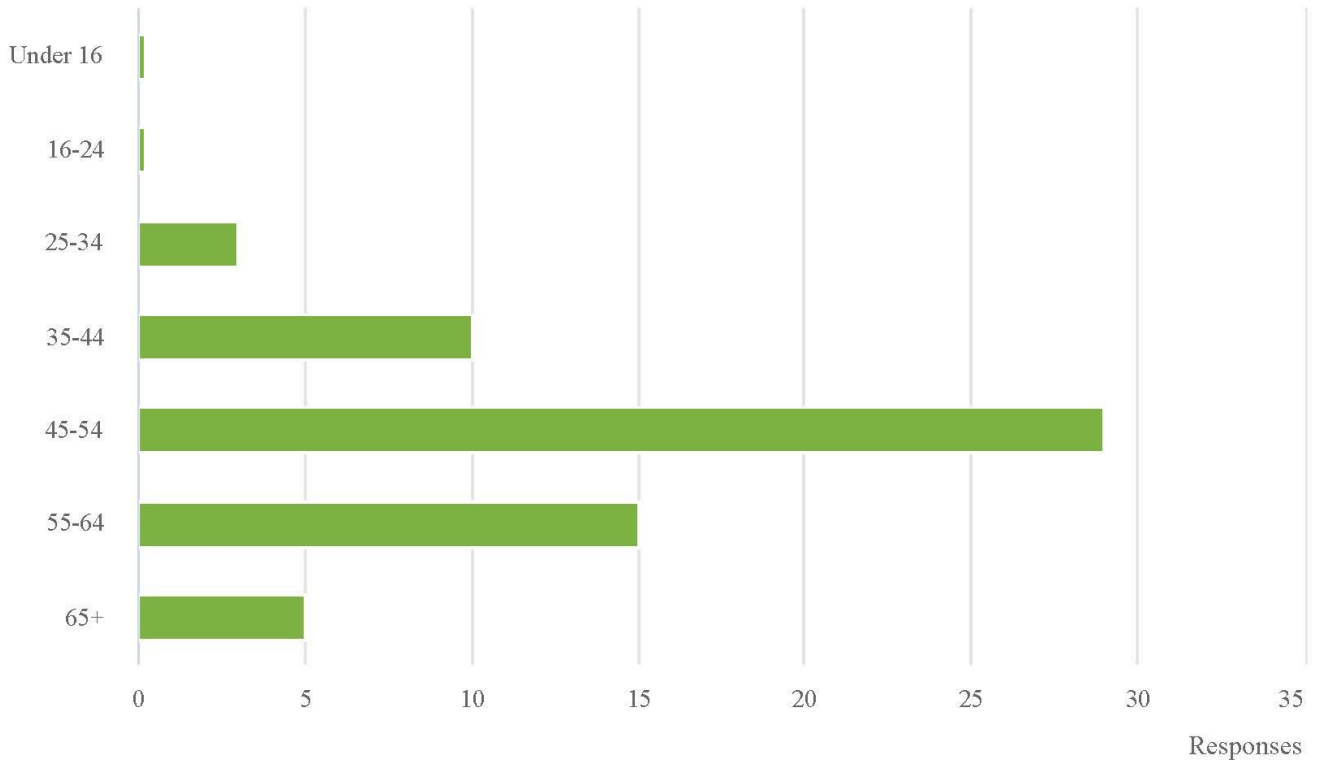
Number of Survey Responses by Day



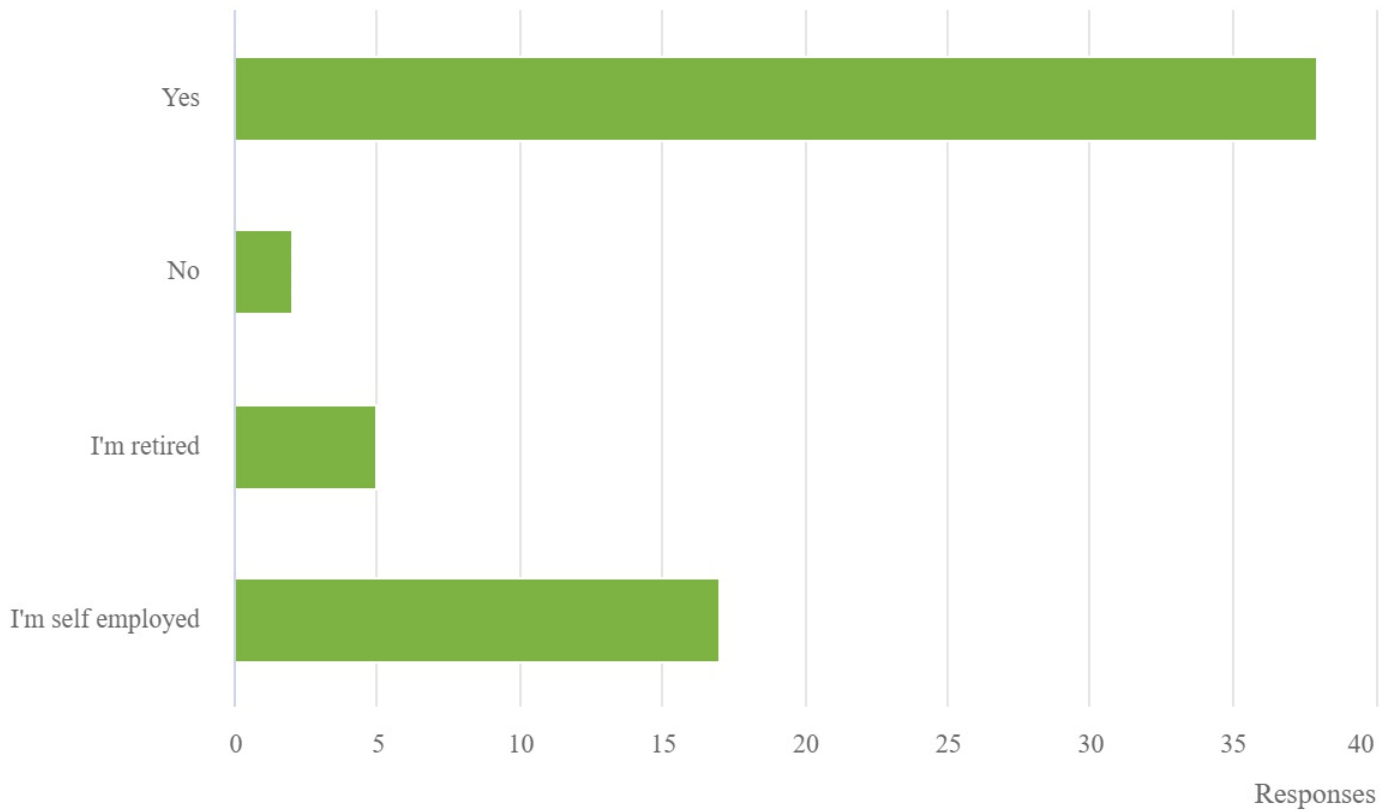
Question 1: Do you live in Weston?



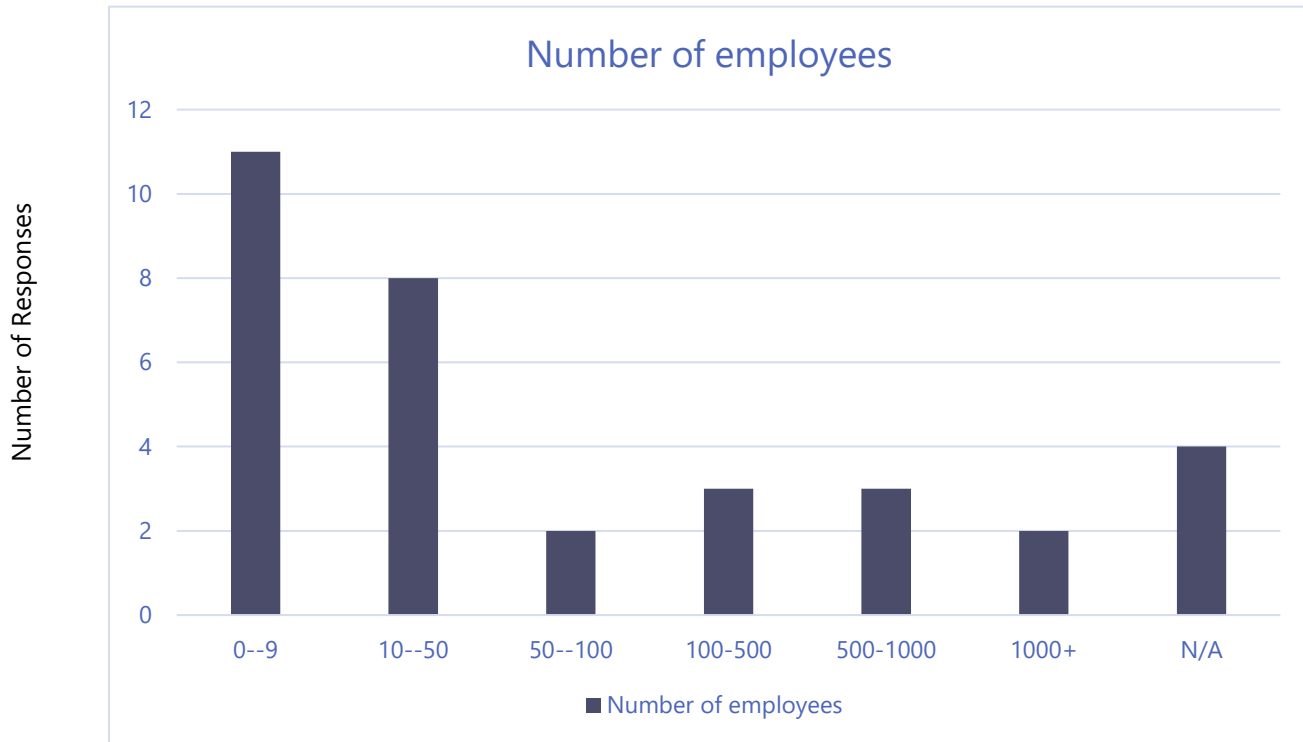
Question 2: What is your age?



Question 3: Are you employed?



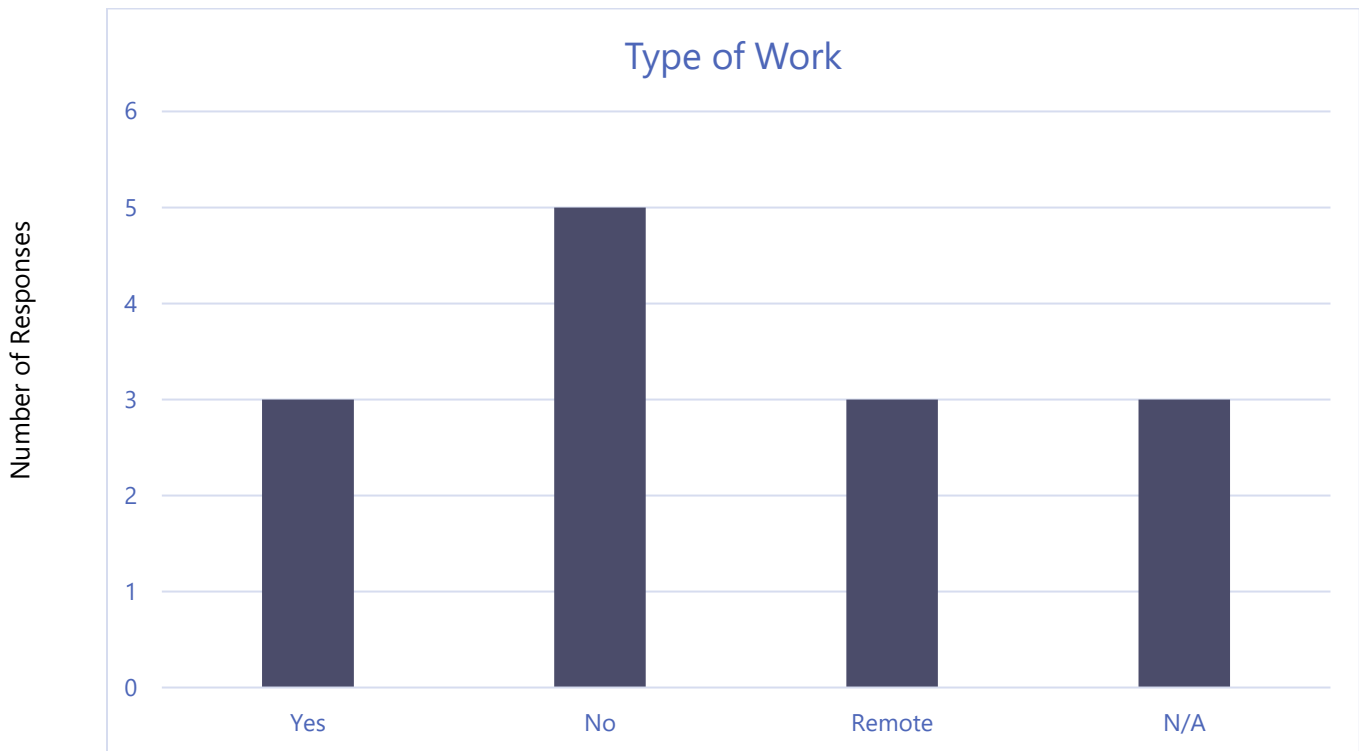
Question 4: How many full-time employees are employed where you work? If you are retired or unemployed, write "N/A"



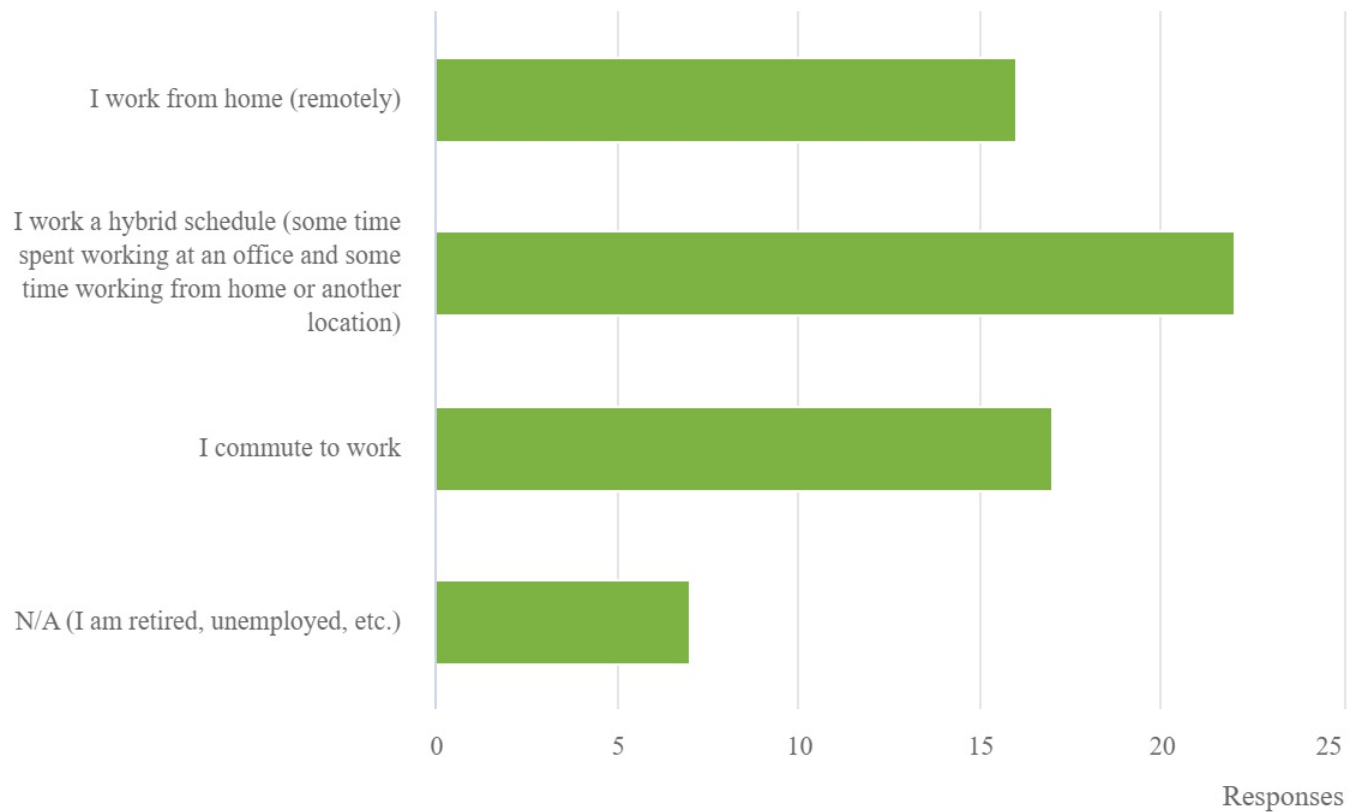
Question 5: What type of business or organization do you work in? If you are retired or unemployed, write "N/A"

government
studio
office
corporation
development
financial
private
insurance

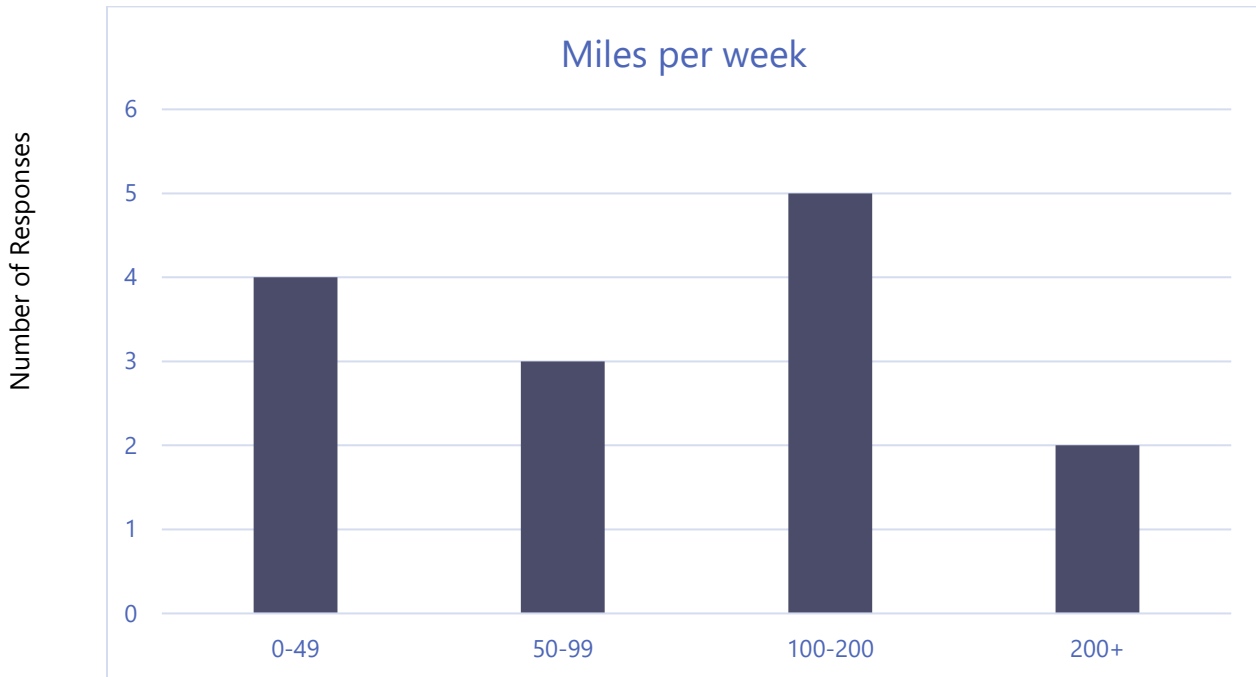
Question 6: Is your place of employment located in Weston? If you are retired or unemployed, write "N/A"



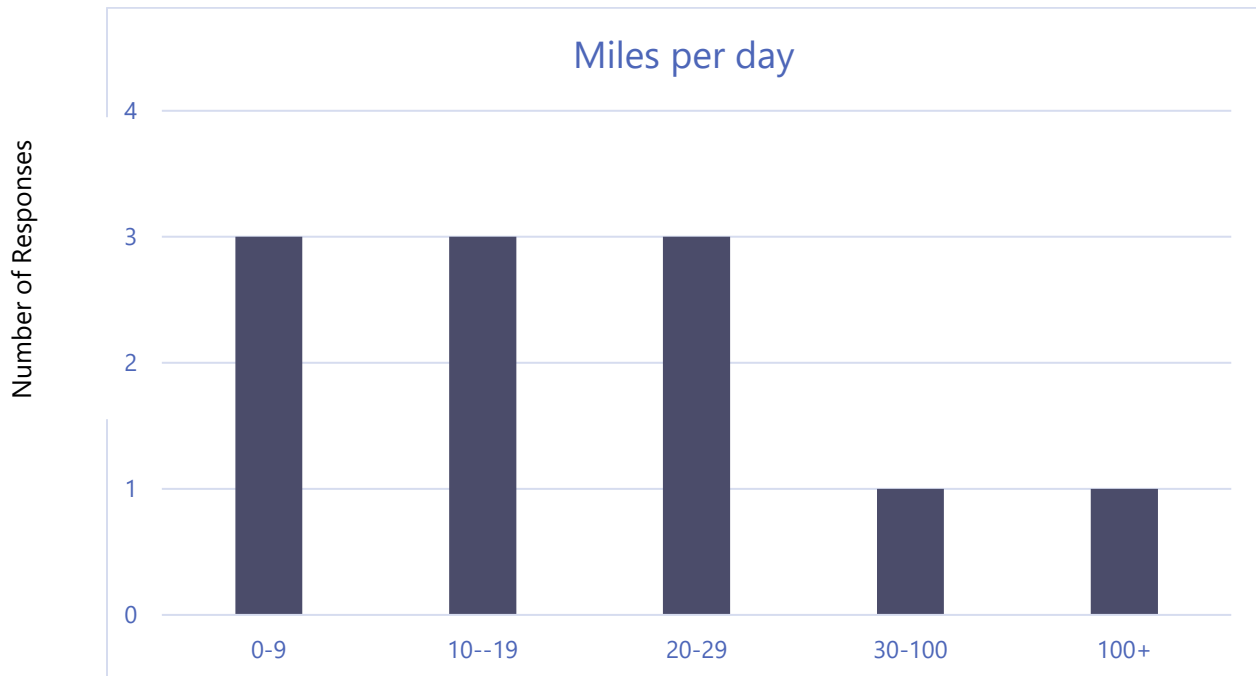
Question 7: Do you work remotely, a hybrid schedule, or on-site?



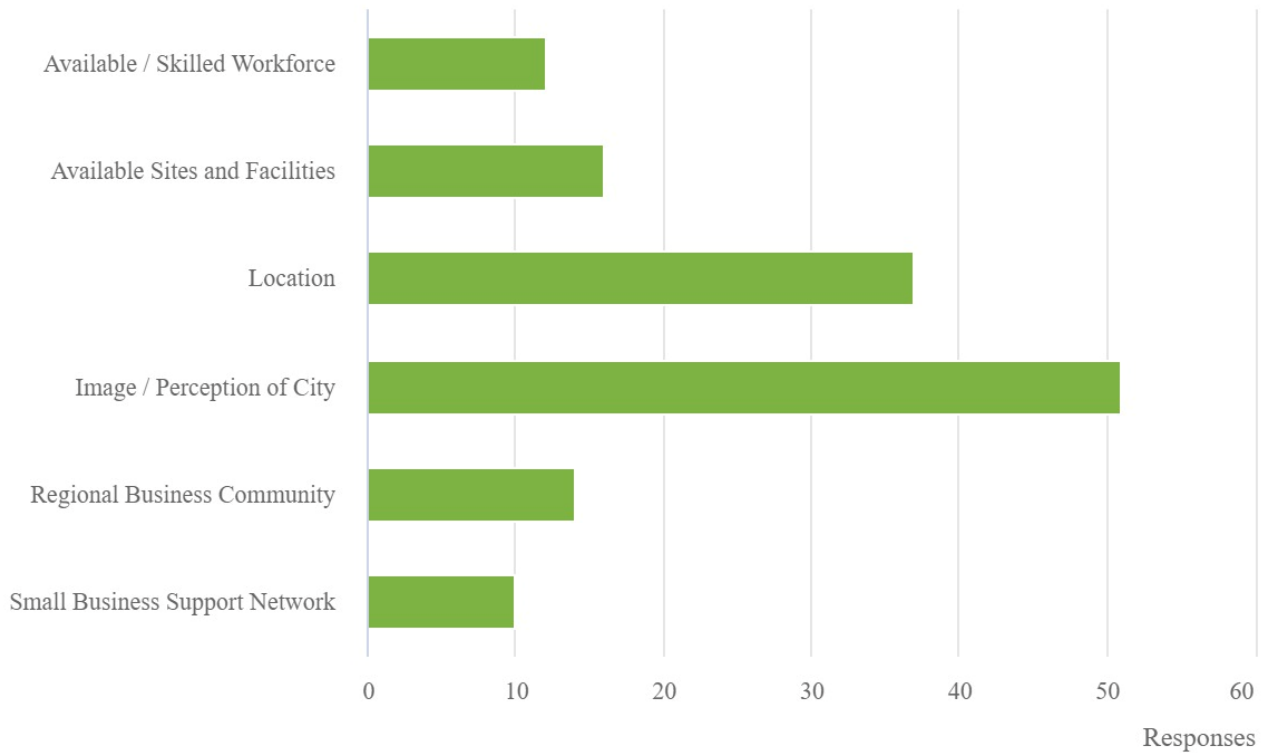
Question 8: On average how many miles per week do you commute?



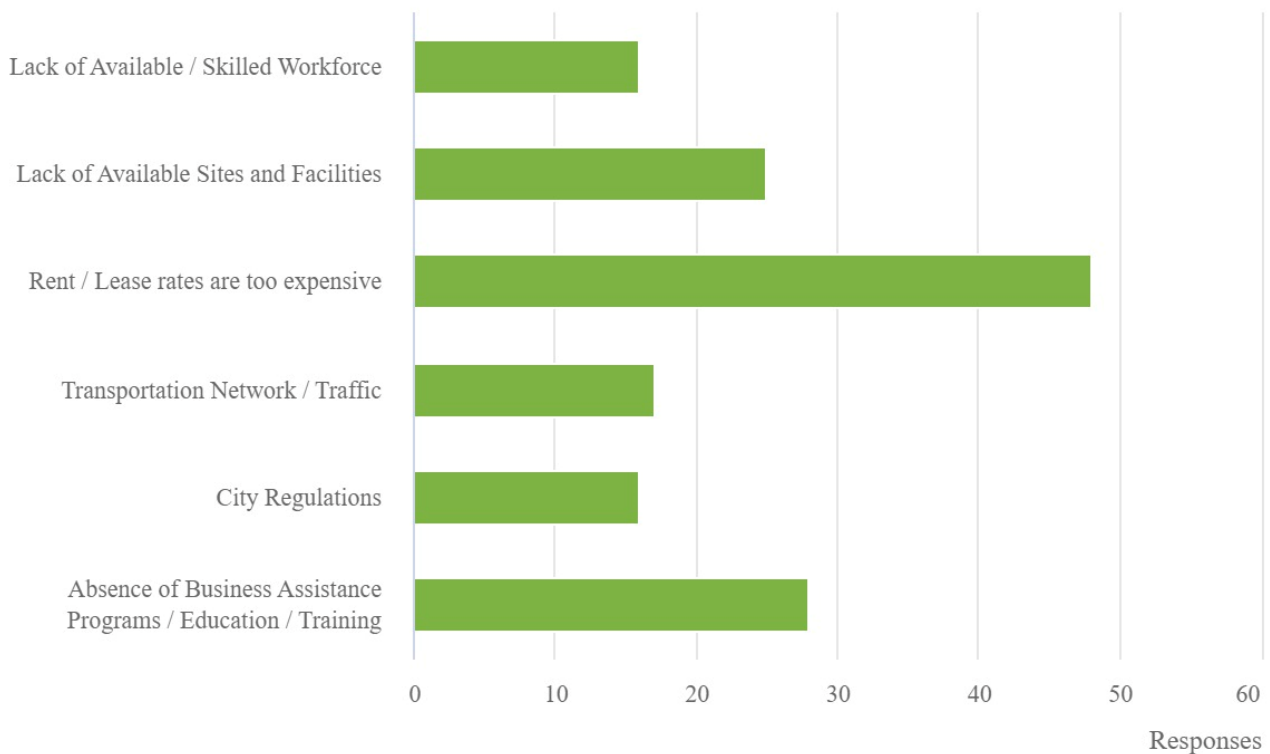
Question 9: How many miles a day do you commute?



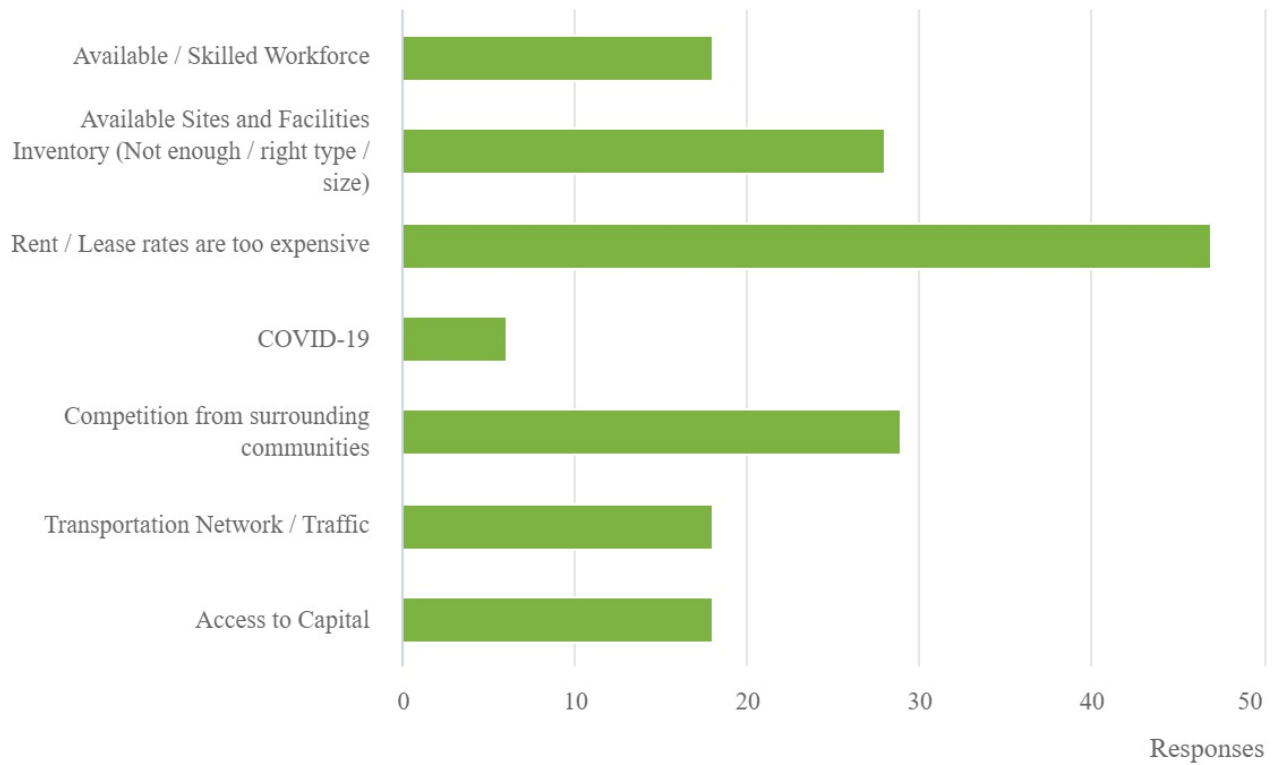
Question 10: What are Weston's greatest Strengths or Assets regarding growing or starting a business? Please select the top three (3) Strengths/Assets



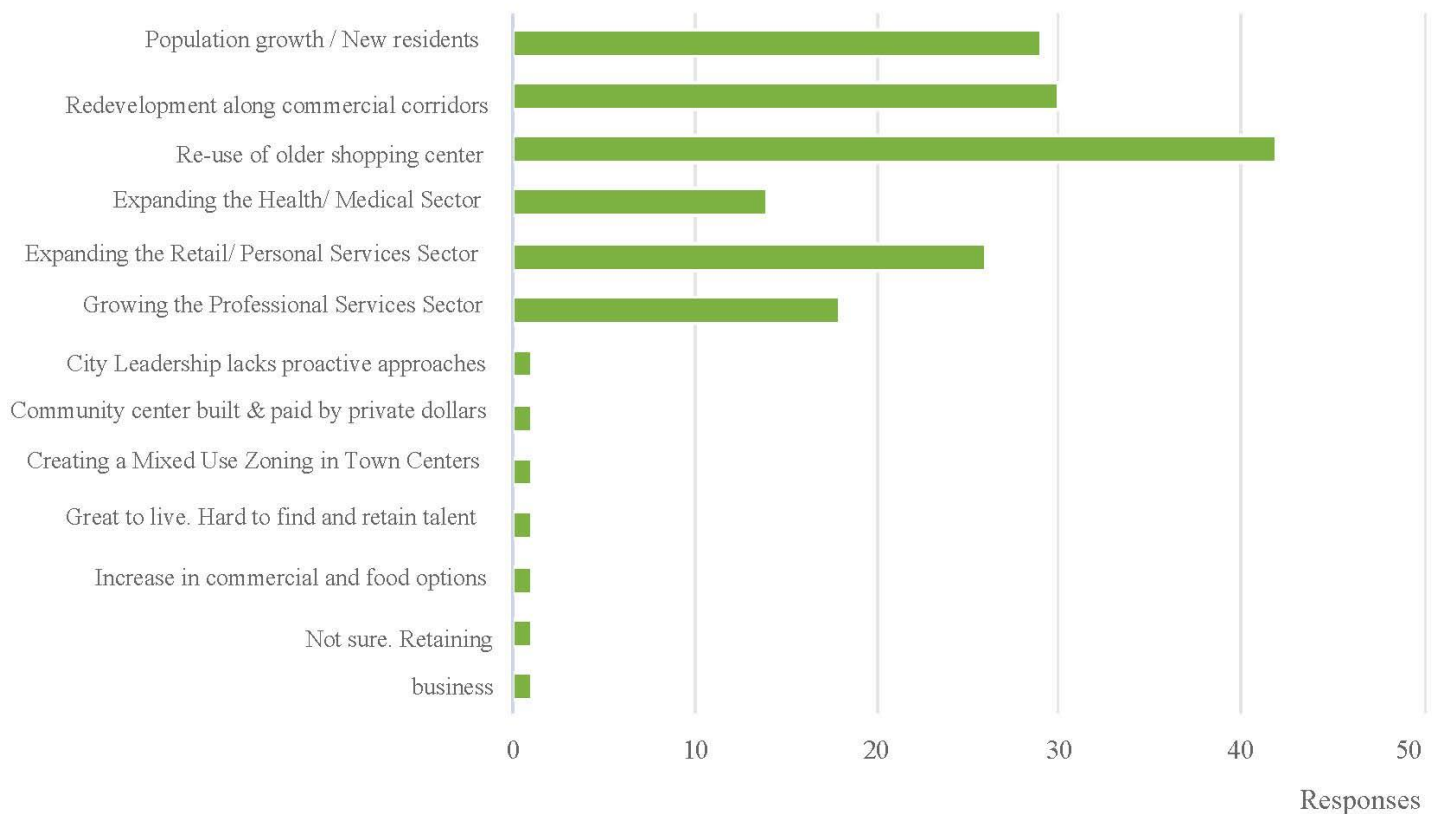
Question 11: What are Weston's greatest Weaknesses regarding growing or starting a business? Please select the top three (3) Weaknesses



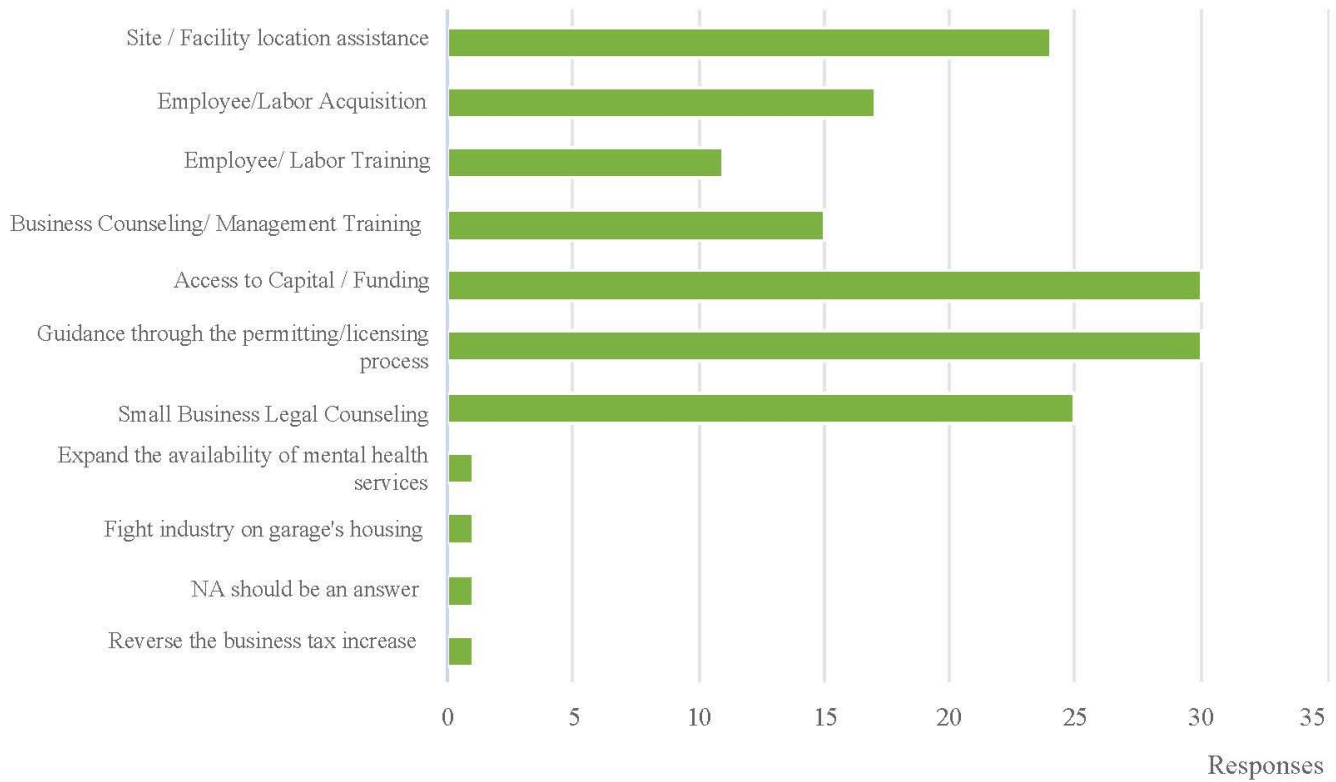
Question 12: What are the greatest Challenges facing Weston's business community? Please select the top three (3) Challenges.



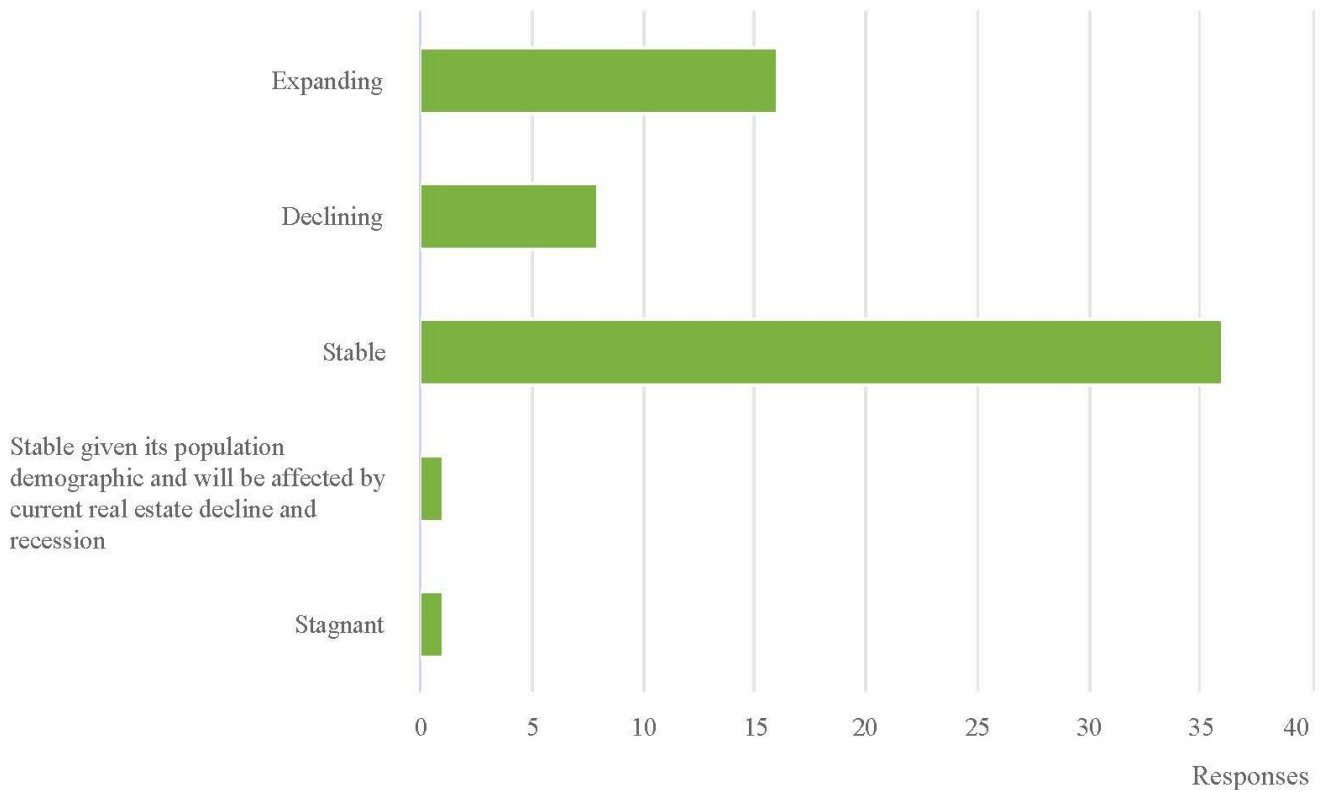
Question 13: What are the greatest Opportunities facing Weston's business community? Please select the top three (3) Opportunities.



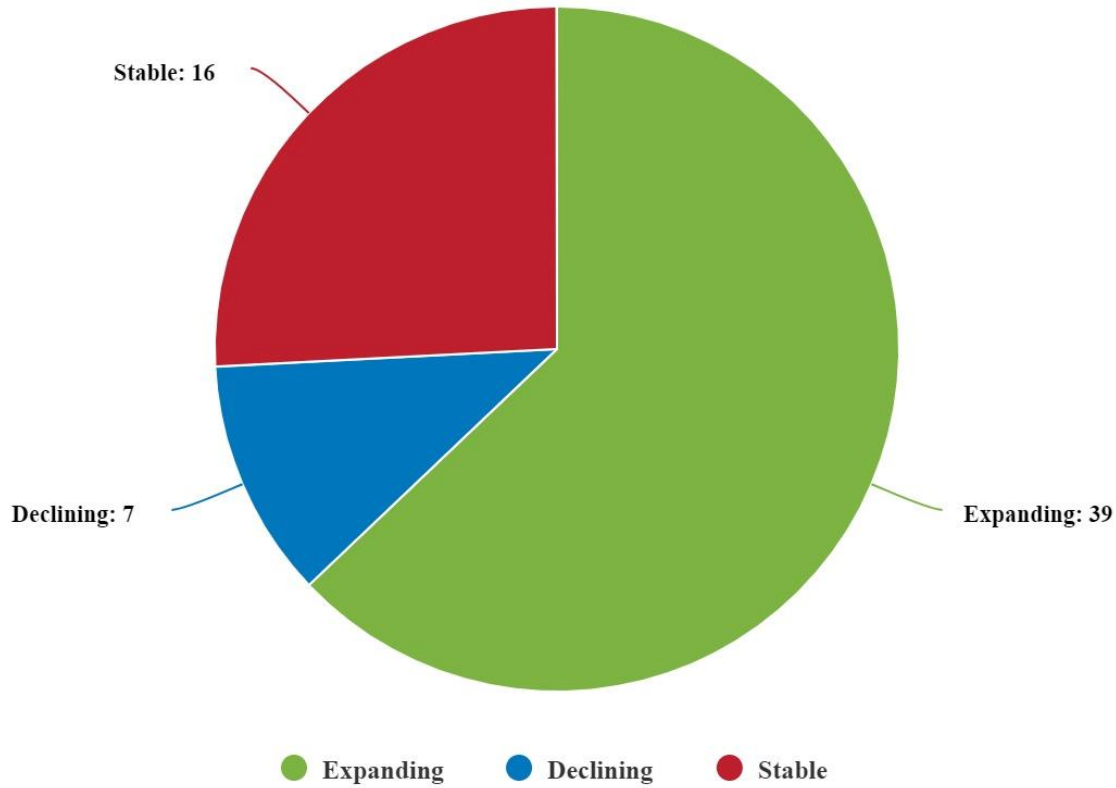
Question 14: What types of business assistance programming do you feel would provide the most benefit the business community? Please select the top three (3) types of assistance.



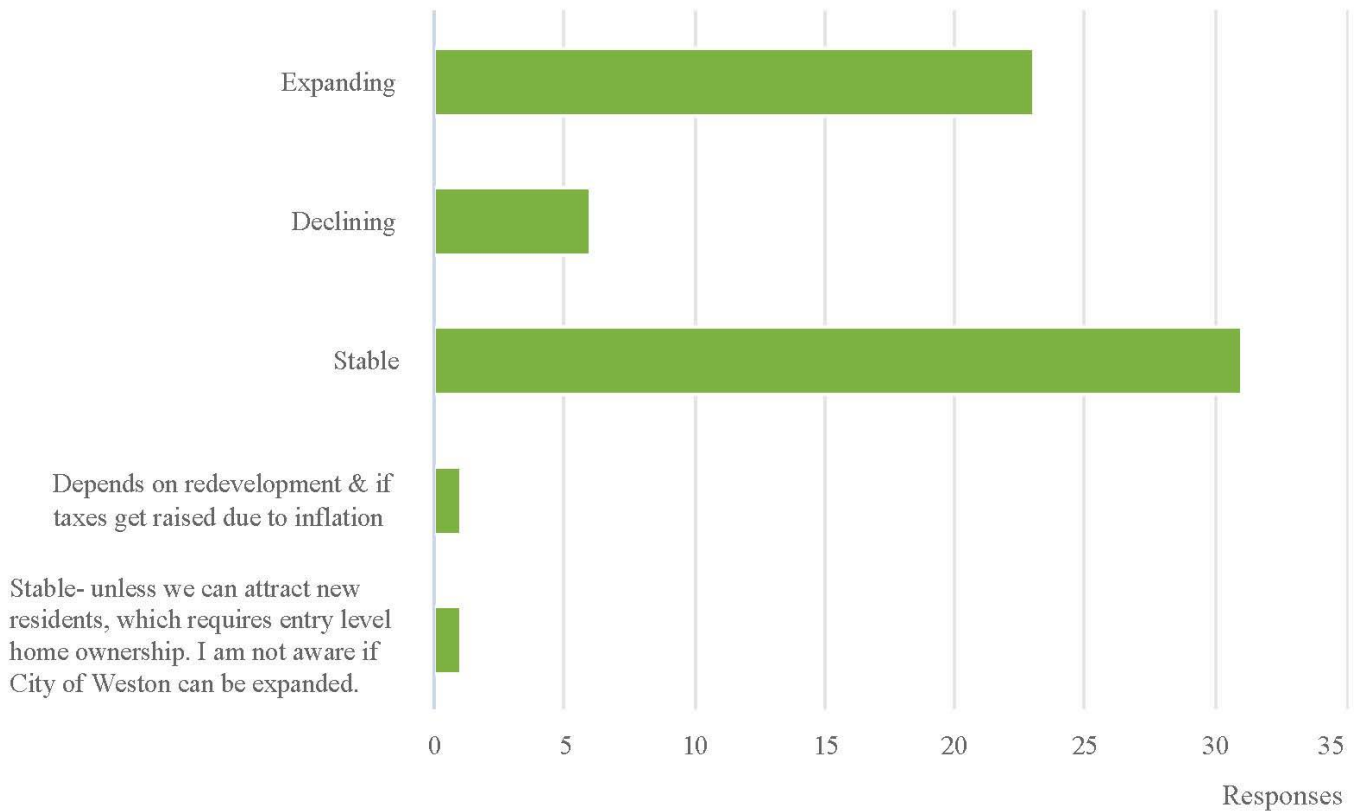
Question 15: How do you view the status of the local Weston economy?



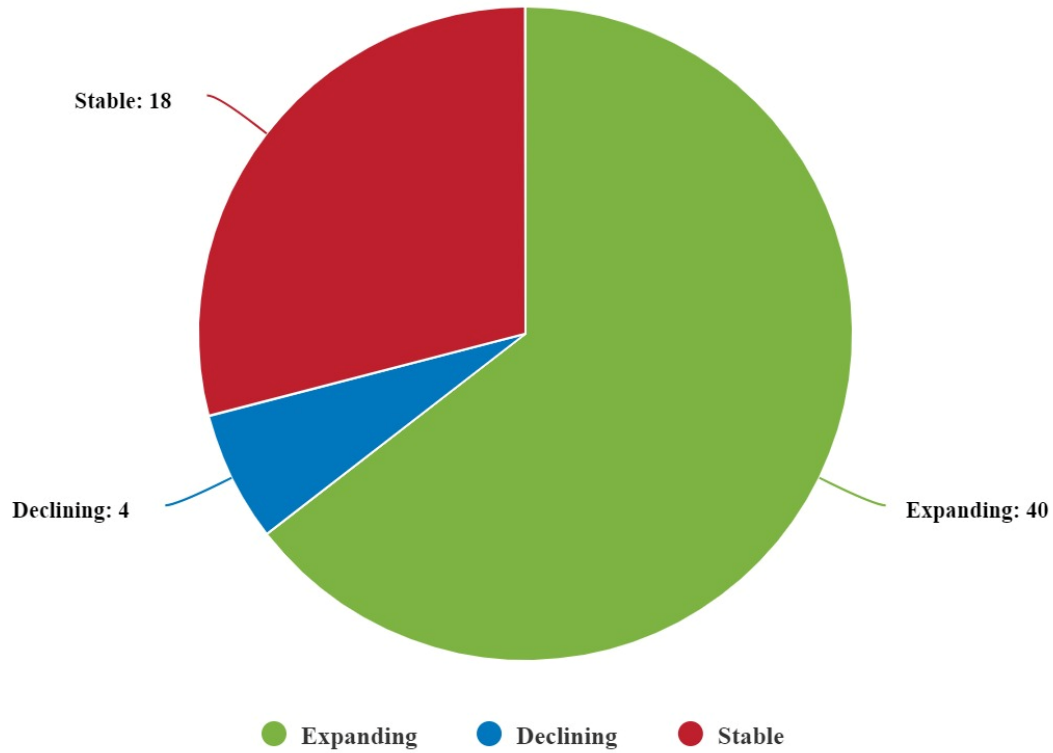
Question 16: How do you view the status of the Regional / South Florida economy?



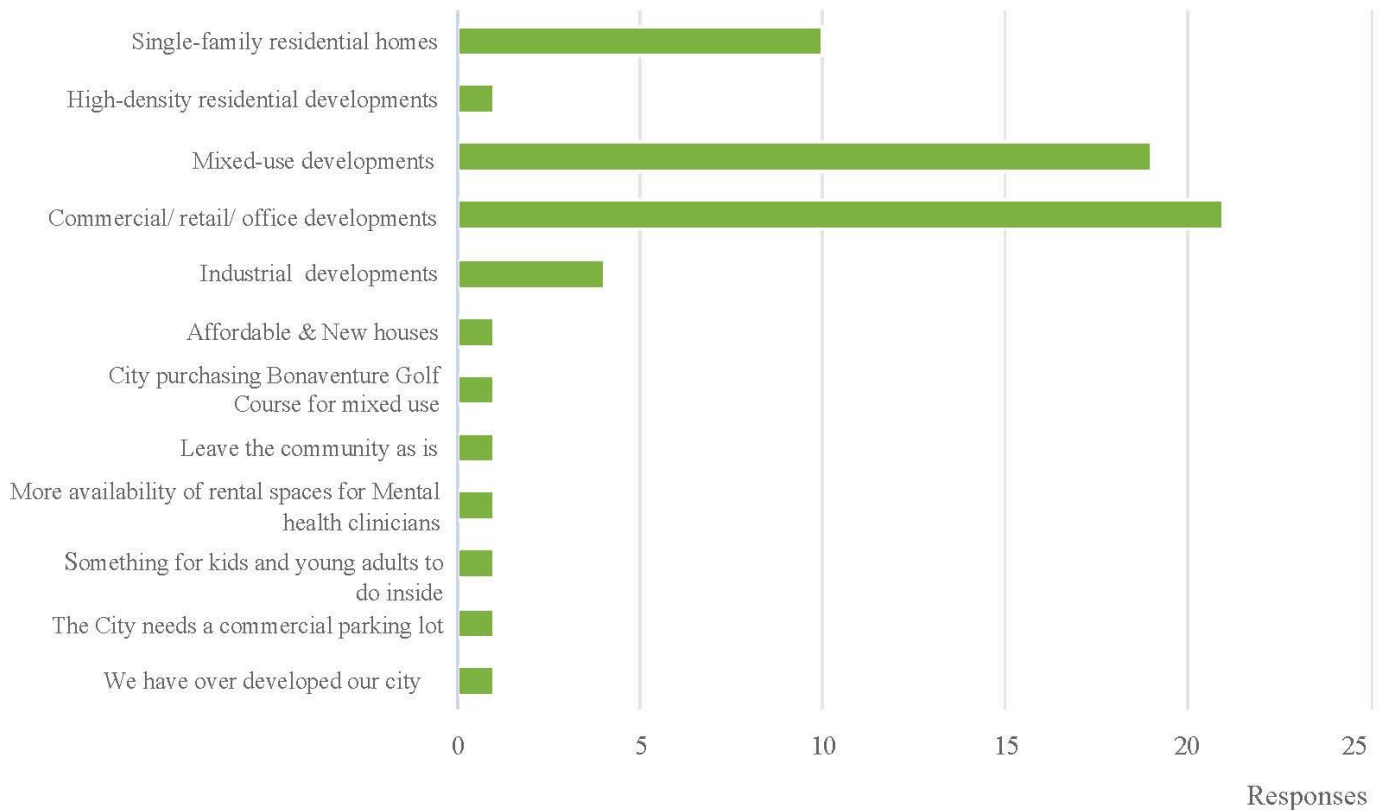
Question 17: How do you view the future status of the local Weston economy in five years?



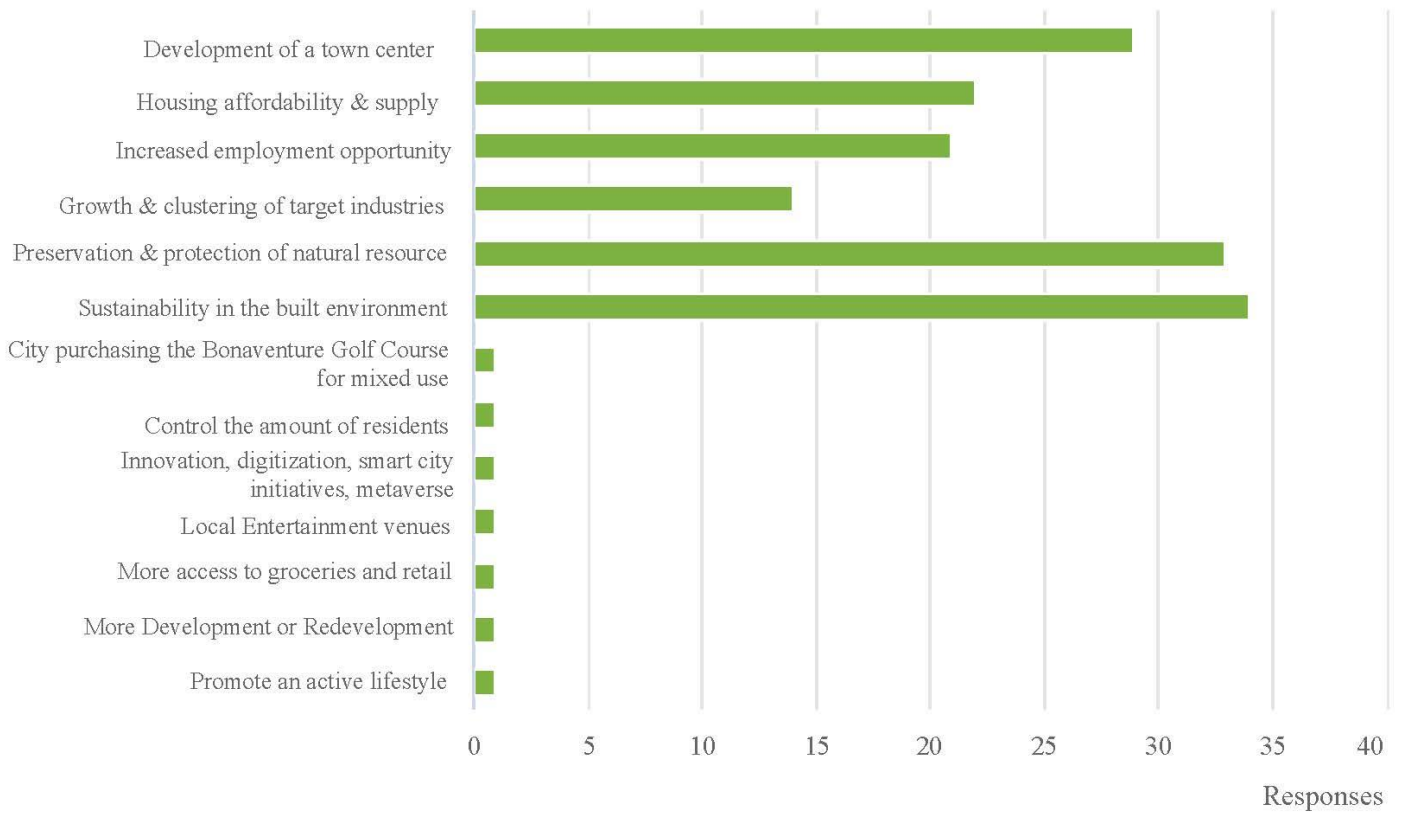
Question 18: How do you view the future status of the Regional / South Florida economy in five years?



Question 19: As Weston grows, what type of development / redevelopment would you most like to see more of within the City?



Question 20: What are the top three (3) priorities Weston should consider as it evaluates future development options in the City?



Question 21: What are the types of employment opportunities you would like to see in Weston?



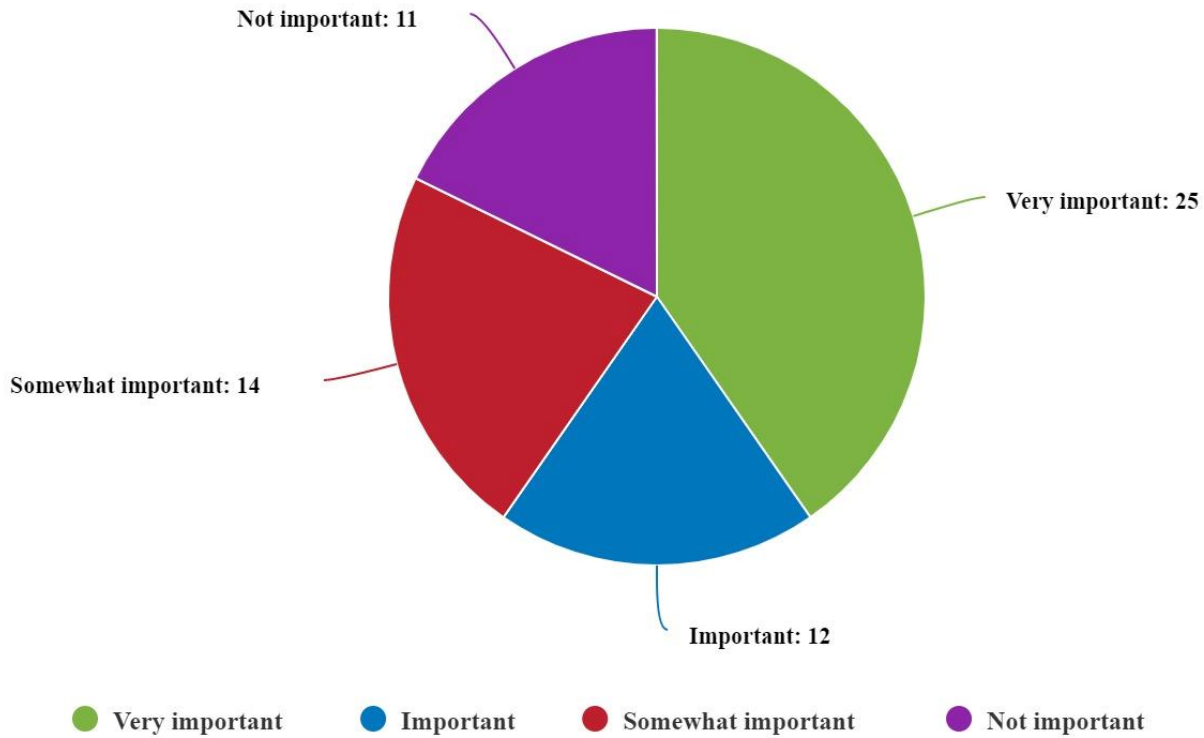
Question 22: What are the specific types of retail, restaurants, events, goods, or services you would like to see in Weston?



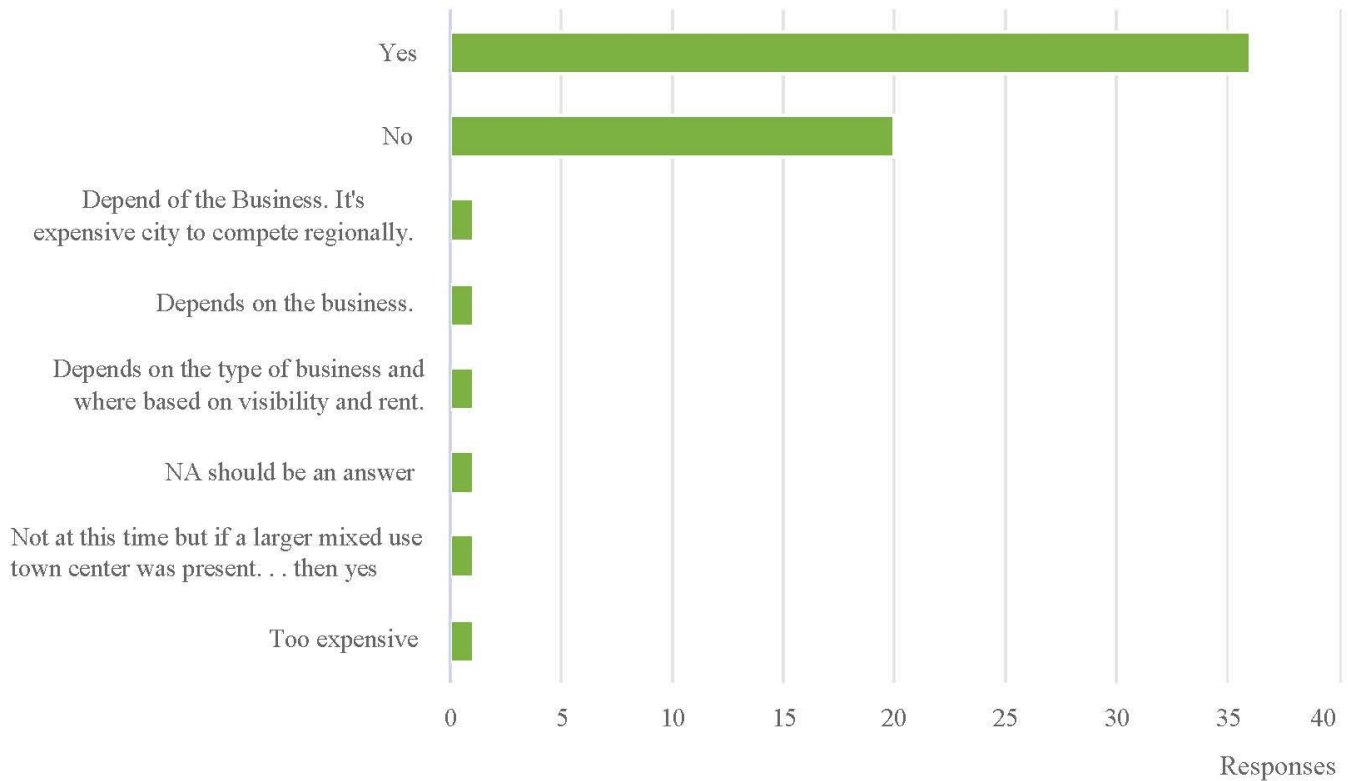
Question 23: What types of public improvements or other public realm amenities would like to see in Weston?



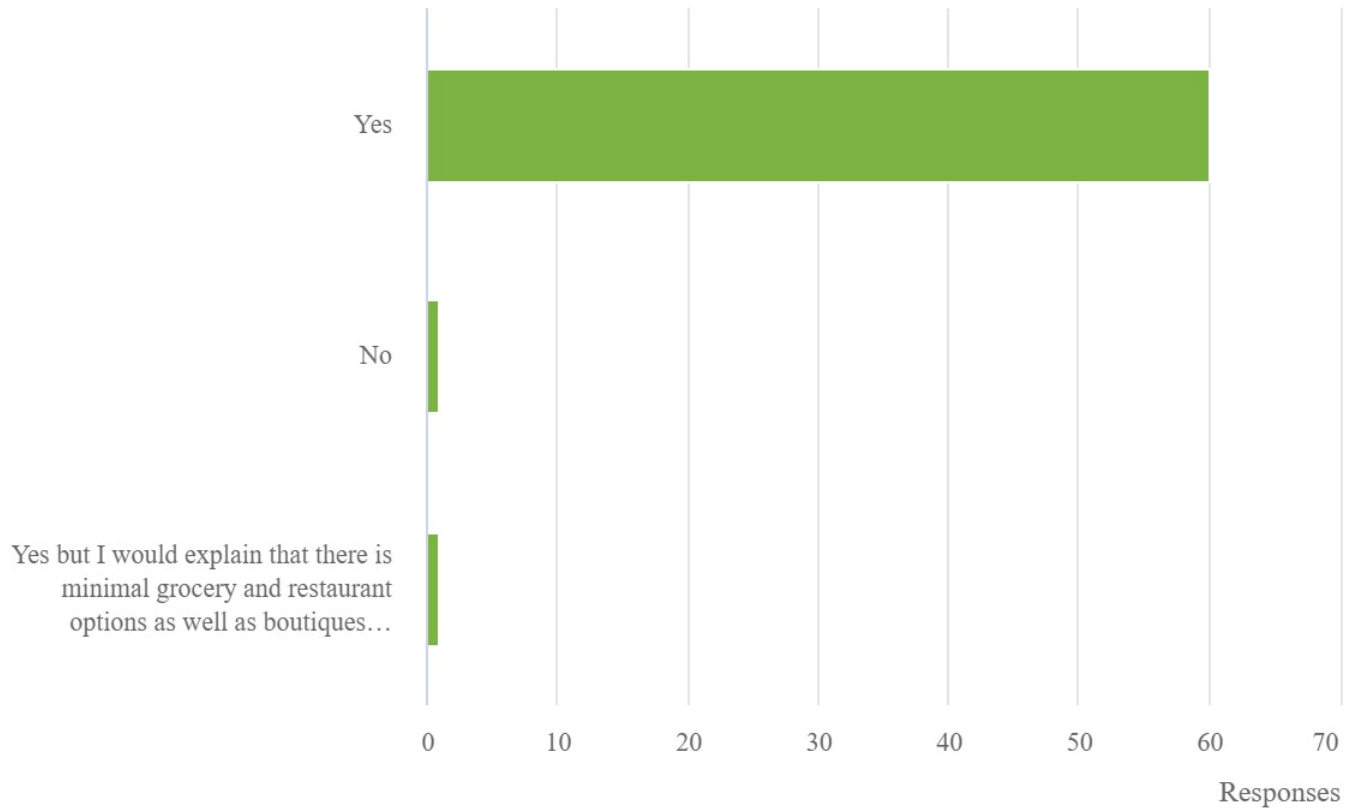
Question 24: How important is walkability or bike-ability in Weston (the ability to walk easily or ride a bicycle from destination to destination) to you?



Question 25: Would you recommend Weston to your family and friends as a good place to start a business?



Question 26: Would you recommend Weston to your family and friends as good place to live?



Question 27: What three words best describe Weston?

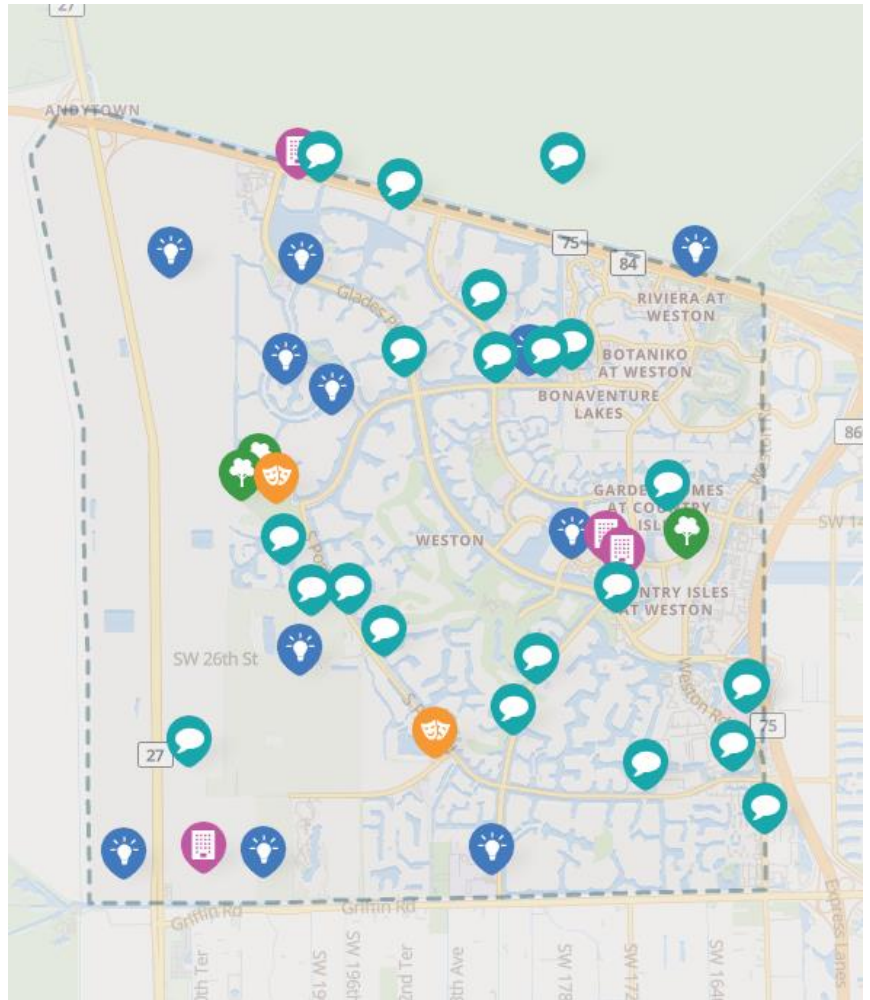


About

The City of Weston is soliciting community input to envision future strategies for economic development within the City in the decade ahead. Sharing your comments is easy:

1. Select a category from our list of available project types and drop it on your specified area within the City Boundary
2. Write a brief description of your experience in the area and ideas you have for economic development
3. Check back and see what others in your community are contributing and feel free to join in on the conversations

(Please note that project ideas placed outside of the City Boundary will not be considered at this time)



INTERACTIVE MAP COMMENTS

The Weston interactive Map received 84 comments providing specific suggestions about what parts of the can be improved. The comment category options included: business opportunities, parks & open spaces, arts & culture, mixed-use developments and a general feedback category. The majority of the comments were focused on business opportunities, mixed-use developments and general feedback. Respondents were able give thumbs up or thumbs down to submitted comments. Summarized comments received through the online Interactive Map are presented below by category.

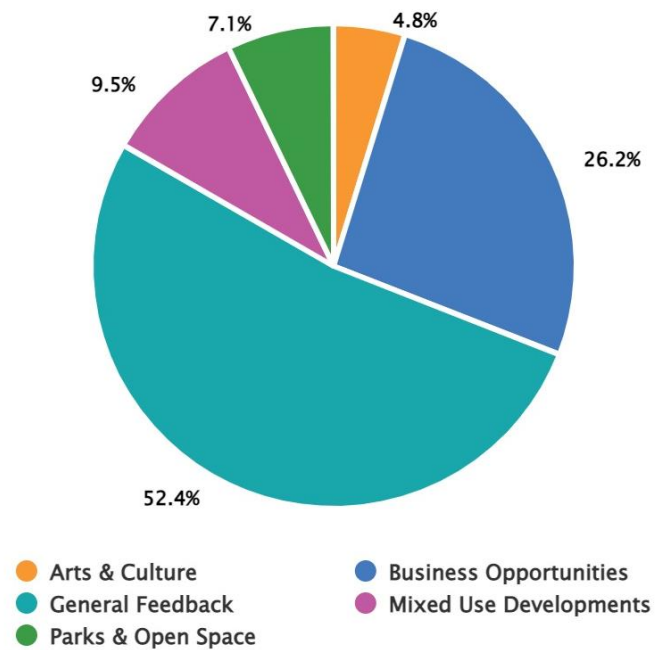


Table 32. Interactive Map Comments Summary

ARTS & CULTURE
A true Community Center and amphitheater fitting a quality City of our size, with multiple rooms for crafts, programming, rentals, arts and shows. An outdoor stage with permanent cover.
I would like to see Public Art, indoor tennis and racquet sports, and a splash pad for kids.
More affordable neighborhoods in south post road cost have gone up tremendously and some of the cost for certain houses for what their asking is ridiculous for what it looks like. Compare it to Parkland Florida, similar looking but their construction is way better.
Totally agree with the community center and amphitheater

BUSINESS OPPORTUNITIES
Completely agrees to the city needs commercial parking lots There are many small community businesses like mobile pet grooming, mobile pressure washing, RV rental, mobile car detailing etc., that need affordable dependable commercial parking. This promotes businesses that most often employ our city youth
Create a business incubator in this area. Market to robotics, AI, developing entrepreneurial forward looking business. Provide potential business location once ready to move out. Go after grants, government and private to facilitate establish entrepreneurial funds. Thing outside the box, old term applicable today, chamber of commerce and SBA are ok yet lack actively thinking outside of the box.
Definitely need a Small Cafeteria for Weston Racquet Club Can't bring the family with me because no place to eat or snack nor drink something. It would become a real club!!!
"Establish a small business program to incentivize local small shops to open their doors in Weston. Commercial rent is a nig impediment to getting more mom and pops in the smaller plazas.
Establish a 'Taste of Weston' & promote it the way we promote our park and recreation events. Tell us what great small restaurants we have here."
Interactive Children's Science Museum to include safe space for crawling babies focused on the Everglades. Could use The Everglades Foundation Curriculum K-12 as a guide. PHX has a great example of a multi age interactive museum. Business wise could tap into the tourist industry as traffic goes to nearby Holiday Park and Sawgrass Recreational. Memberships to Weston residents or some larger geographical circle as there are few places to take children exploring inside.
Light industrial and commercial space opportunity for small business owners. Bring small local business back to Weston. Needs to be affordable. Current Weston prices and rents kill any small business owner. Only the big companies that own shopping plazas make money. Small businesses are the heart of the economy.
Does not want southwest area rezoned this space for commercial and mixed use I don't mind driving the tiny distance to Sawgrass if it means keep the infrastructure of Weston from being overly strained by big development. Weston was designed for 45,000 residents and we are at 80,000, with the single largest high school in the state of Florida. I think it's especially ill-advised to add more density to the area near Cypress-Falcon Cove. I'm assuming you've never driven around this area when school is starting/ending. The roads cannot handle your proposed project

Rezoned this space for commercial and mixed use. Modern looking retail shopping
Small Cafeteria for Weston Racquet Club, they don't have any kind of food to serve for players.
The city should have more and better communicated business activities. The chamber of commerce is not effective and the YMCA does something, but all of them are not effective... we need an event every quarter, or yearly where local businesses can display and offer services.. something like the arts and crafts tents done at Town Center, but for businesses to display their services and engage with residents to make them aware..etc
The city should work on improving the communication of what business exist in the city. An effective communication vehicle that helps residents to be aware of what business and services are offered locally in Weston, and help residents and business engage. e.g. a webpage, or an addition to the existing one, for business advertising.
There needs to be more nightlife in Weston. Everything here is stale and not very exciting. More places to dine and entertain clients would bring more business here.
This area is for sale, maybe a Start-up technology center could help improve our community's economic development
This city needs commercial parking lots, plenty of. There is a lot of small service business owner that own fleets of vans and trucks. The only spot available is Weston Commercial Center, which is very limited in comparison to the city population. INSTEAD OF BUILDING SO MANY CHURCHES AND TEMPLES, WHICH BY THE WAY DONT PAY TAXES. Please think about small businesses.
Totally agree to small cafeteria for Western Racquet Club, Lauderdale Tennis Club is one of my favorite tennis clubs to play at because of their small bar. WRC has the space and could definitely use something similar.
"Weston can be a pioneer city by becoming a proponent of Brain Training using Neurofeedback for our school children. Specially for the most challenged children of our community. Neurofeedback (NF) is a therapeutic tool that aims to regulate our central nervous system, is none-invasive and does not use medication as the basis for improvement. Neurofeedback has been proven to be remarkably effective in overcoming the challenges of ADHD, Anxiety, and ASD."
Yes please to small cafeteria for Western Racquet Club! We need a cafeteria or something similar
Yes please, a small food concession is much needed at Weston Racquet Club

MIXED USE DEVELOPMENTS
Create an overall company to oversee the entire planning for Weston. An excellent example is River City Company in Chattanooga, TN. Maybe a Comedy Club, concert in Bell tower open area, or the Stage area near the cigar club. The Town center is already mixed use. It just needs a little imagination and reasonable rent. Bring in some business like Gordon Berish.
Depends on what kind of and the volume of work trucks/semis it will result in driving around. If it means a bunch of semis driving around I think most will not like it. I also think people would oppose big box stores bringing traffic into the town. Outside of those two I agree and think a lot of others would too.

<p>People don't want to live in Weston. I'll remember that one. Ironically, Weston's current appeal is due to not in spite of its SFH developments. If mixed use is your desire I suspect you'd be happier out East rather than trying to bring that development here.</p>
<p>I don't think that's what the person who created the post meant. He meant recreate a more desirable neighborhood. If high population schooling is the issue then instead of making these tiny box houses/townhouses that only Weston has (because in the beginning Bonaventure wasn't a part of Weston) making a more spacious less cookie cutter house/TH would have less houses and more desirable look to our community.</p>
<p>I see, well the tag says Mixed Use Development so I read into that. If we're just talking about replacing the San neighborhoods with more attractive Townhomes or larger SFH I'm okay with that idea. I don't live in one of the Sans, though.</p>
<p>I'm generally against more density in Weston, but I'm more favorable to adding second story condos above the Town Center shops.</p>
<p>Less cookie cutter shoddy neighborhoods like this (north study area), and it's everywhere here. Maybe if possible, tear these neighborhoods down and start over , if improved there will more people wanting to live here, these dull looking neighborhoods really shy people From coming here (Top Four Comment)</p>
<p>Many people talk about affordable housing but we also need affordable commercial/light industrial space. With the prices and restrictions placed by the owners of commercial spaces it is impossible for small business owners to make a living and pay rent. Affordable commercial space is urgently needed. This will increase tax revenue and help the community.</p>
<p>More things to do, very small and dull, if possible adding more commercial real estate here</p>
<p>Offer incentives to revamp and modernize the Town Center w/mixed use. More options such as Tap room, restaurants, shops, luxury apartments. Look to Pembroke Gardens as an example. Revisit your business tax to lower or offer incentives.</p>
<p>One more thing make the town center fun for Adults.</p>
<p>The Weston Town Center area. This area needs to be redeveloped with more parking, mixed use and better walkability.</p>
<p>Agrees to Less cookie cutter shoddy neighborhoods like this (north study area)</p>

<h2 style="margin: 0;">PARKS AND OPEN SPACE</h2>	
<p>An extension of the park with closed spaces would be highly appreciated. Covered sports courts and pools, with air conditioning, are needed due to too many days with high temperatures or rainy, lightning hours.</p>	
<p>Improvements are needed here at Heron Park: One playground at the side of an Elementary school is basic. Almost no shade or sports activities despite the green area and baseball.</p>	
<p>Tennis Courts</p>	

GENERAL FEEDBACK

Cut the cypress bay population down

A parking garage would be wonderful, and I would feel safer walking to work. It was terrifying learning a fellow coworker was abducted and raped.

Actually the houses prior to covid and years before that, the houses here were very reasonable and the townhouses were very cheap. Clearly you are very ignorant and a brat, OP was making a point why spend \$1m on a small old house built in the early 90's where you can find nicer anywhere else.

Add a traffic light. Traffic on Post makes it dangerous to turn left.

Agree to get rid of this neighborhood and many other condos in Bonaventure! I'm not in favor of more multifamily in Weston. Our schools are already bursting at the seams, and this community was planned for 45,000 people. We are now at 80,000 with the single highest attendance high school in the entire state. The infrastructure of Weston was not designed for multifamily density. If that's truly what people want, they should move to a downtown area designed for density rather than attempt to ham-handedly force that density on infrastructure ill-suited for it.

Build a higher education campus here. Easy access away from residential areas. Lots of business opportunities and incubators come with universities (No BCC or community colleges. Partner with nationally ranked schools)

Build affordable housing, after coronavirus, inflation has hit Broward real estate market hard, especially Weston. They're seems to be a lot of land available on south post road and Manatee isles Drive. **(Top Four Comment)**

Completely disagree. A good city needs to have a variety of housing stock: single family, garden, villas, townhomes, condos, apartments, etc. Not everyone wants or can afford a single fam home.

Cypress bay and Falcon Cove have already expanded their school with big brand new buildings being built. No more portables.

Destroy all the "San" single family homes and townhouses, and replace them with more spacious and affordable houses , you will make Weston a more desirable area, and CUT THE CYPRESS BAY POPULATION DOWN by almost 33%. Then you wouldn't have any population schooling issues and make Weston look like a GEM at the same time. You welcome

Digitization and Standardization can enable automated building plan review!

Does anybody know what going on here? There are construction workers tearing down the trees and looks like they plan on building something there. Maybe more parking lot for the church?

Garden homes and village homes style we're popular in the 90's but now real estate has changed its style like it always has. But respectfully they are a eye sore to the city and if wiped out and built something like more affordable housing or a small shopping center can bring more popularity to the city. I think that would be an amazing idea **(Top Four Comment)**

Get rid of this neighborhood and many other condos in Bonaventure and build more houses too many old condos in Bonaventure

Have a street light here, it gets very dangerous during rush hour times from people leaving chipotle plaza and chick fil a plaza.

I Agree about building affordable housing! :) , Broward county has been hit hard with inflation and the people who don't agree are the ones who already have their house owned way before the recent events in real estate. There the ones turning their cheek and looking the other way.

The City of Weston should allow Cleveland Clinic to build a parking garage... it would be much safer for employees... especially those who want to be healthy and walk from the parking lot to the hospital/clinic. I do not feel safe walking from parking lot 10 to CCF. That is why I always take the shuttle. I was terrified when I learned about the incident that happened, where an employee got abducted and raped.

I am confused when reading the comments/feedback. Seems like the audience is focused on improving landscaping, change housing, etc.. I understood this project or exercise is for local business owners to provide ideas on how to improve Economic Development. We need to have a conversation about how to make this city more business friendly. Discuss ideas on how to improve our business revenue/growth and how to reduce our cost is what this should be about.

I don't know why people are thumbs downing this, do they want every new resident to live in a house that was built in the 90's. Do they not know about inflation and how it has effected Broward county, seems selfish.

I stand with OP

Perfect spot for a neighborhood area south of Weston Regional Park

I would love to see Weston leading in innovation and digitization. Broward County has a digital / Building Information Modeling / Smart City initiative and Weston should as well.

I'm not in favor of more multifamily in Weston. Our schools are already bursting at the seams, and this community was planned for 45,000 people. We are now at 80,000 with the single highest attendance high school in the entire state. The infrastructure of Weston was not designed for high density multifamily.

I'm not in favor of more multifamily in Weston. Our schools are already bursting at the seams, and this community was planned for 45,000 people. We are now at 80,000 with the single highest attendance high school in the entire state. The infrastructure of Weston was not designed for high density.

I'm not sure I want Weston becoming a college town. Not that the idea would go very far considering housing costs here.

I'd like to see more areas of Mixed Use Developments, they could be mini-sites or satellites.

Improved landscaping on the Bermuda springs side of saddle club road the trees and bushes are starting to grow disproportionately and look ugly

Improved landscaping on the Weston Hills side of south post road, the trees look like their one their last roots and fall over and overall ugly and bushes are starting to grow disproportionately and look ugly. Not enough attention to the landscaping, seems like the city is doing the bare minimum by just watering and moving the lawn, not enough love and attention.

Improved landscaping on this road from The Lakes all the way to San Sebastián. If you compare the landscaping from glades parkway (next street over) to Indian trade from the neighborhoods I mentioned, it's a night and day difference. Glades Parkway is much more tropical and appealing and on Indian trace it's just random trees and much less appealing and boring, doesn't look like it's in Weston, I've had my friends point this out as well, the people who live on that street would appreciate it too

Improved landscaping, the backdrop design looks kinda shoddy (better choices of trees and bushes design, etc) especially on the windmill side.

It's neither black or white anybody that lives here wants a nice home and the benefits of living here too (quiet,safe,etc) I don't think that's what the person who created the post meant. He meant recreate a more desirable neighborhood. If high population schooling is the issue then instead of making these tiny box houses/townhouses that only Weston has (because in the beginning Bonaventure wasn't a part of Weston) making a more spacious less cookie cutter house/TH would have less houses

It's not JUST for local business owners, like at all. But I understand your concern

Let Cleveland Clinic build a parking garage so that their employees can safely walk from their cars to the building. Presently, most employees of CCF have to park in a lot on the other side of Weston Road and wait for a shuttle to bring them to the hospital campus. Recall what happened late 2020/early 2021: a female employee was abducted and sexually assaulted while waiting for the shuttle. Keep in mind there is a multistory parking garage just south of CC attached to all those dealerships.

Lol it's so annoying turning left here, I feel you. It's not dangerous per se but you do have to wait a while if it's busy on the road.

Make Weston more accessible for people who want to walk, bike, and scoot to our commercial centers. 1) Upgrade the bike lanes throughout the city to be truly comfortable for users of all ages and abilities. Reduce travel lanes to 11' and build buffer bike lanes. 2) Add Lead Pedestrian Intervals at all major intersections. Give pedestrians the heads up as they attempt to cross our wide intersections. 3) Install a neighborhood shuttle.

Nicer landscaping in the beginning of south post road, it seems bland near Weston place to the ridges, after that the street looks beautiful. But I'm the beginning there's hardly any landscaping. Can be improved.

Obtain a professional planning firm much like Chattanooga, TN did and create a private corporation like the River City Company to execute the plan.

Ostensibly it's an extension of the parking lot. Stay tuned for the rezoning request once it's paved, like the Glades Circle storage facility.

Perfect spot for a neighborhood (area south of Weston Regional Park), PLEASE BE LESS COOKIE CUTTER THIS TIME. I agree more affordable houses, inflation in Weston/Broward County is ridiculous, and the affordable housing in Weston is very old, dull and honestly very ugly. I feel bad for people spending most of their paycheck for their mortgage or rent, more exciting affordable housing! Also, can build more expensive ones to also but we need more affordable houses here which has been an issue for a while now because of high inflation. **(Top Four Comment)**

Prices are increasing BY THE DAY in Weston, I agree. Something should be done about it.

That's what he said in the post he said remove this and build nicer affordable housing or a plaza. A great example would be Misty Bay and Misty Harbor neighborhoods in Silverlakes Pembroke Pines. Comparable amount of land and those affordable houses there are BEAUTIFUL! By the way, there are plenty villas in Weston.

The City of Weston should allow CCF to build a parking garage. Cleveland Clinic is one of the few modern hospitals that does not have a parking garage. This forces many employees and patients alike to park very far away from the building. After the incident that happened last year where an employee got abducted and raped, I feel very uncomfortable walking from parking lot 10 to CCF. Thankfully there is a shuttle. But a parking garage would make it much accessible.

Weston does not need affordable housing. We live here to avoid that demographic. Move somewhere else if you can't afford to live here

Where is the parking for a lot of these parks like Windmill, Heron?