

City of Doral

County

Miami-Dade

Boundaries

North: Northwest 90th Street

South: Dolphin Expressway/SR 836

West: Ronald Reagan Turnpike

East: Palmetto Expressway/SR 826

Community Type

Municipality

History

The City of Doral is located 5 miles west of Miami International Airport and 13 miles west of downtown Miami. Doral occupies 15 square miles, bordered on the west by the Ronald Reagan Turnpike and the Florida Everglades, on the north by the Town of Medley, on the east by the Palmetto Expressway, and on the south by the Dolphin Expressway and the City of Sweetwater.

In the late 1950s, real estate pioneers Doris and Alfred Kaskel purchased 2,400 acres of swampland for about \$49,000, with the intention of building a golf course and hotel. In 1962 they opened the hotel on Miami Beach and the country club and golf course in western Dade County. They called both “Doral”, a combination of the names Doris and Alfred. The magnificent golf course earned nationwide acclaim once it was added to the PGA Golf Tour.

In the early 1980s, Doral experienced its first residential growth spurt. From 1983 to 1985, Miami-Dade County imposed a building moratorium to protect the area's water wells. Once the ban was lifted, Doral experienced tremendous growth. In 1995 residents began lobbying for incorporation, dissatisfied with the high tax rate relative to the services they received, as well as unchecked development. In January of 2003, 85% of Doral's voters voted in favor of incorporation. In June of the same year, 92% voted to accept the city charter and elected their first mayor and city council.

Doral was named one of the Best Places to Live by Money magazine in 2018.

Community Dynamics

As of 2020, Doral had a population of 62,367. The median age was 35.8 and the median household income was \$75,138. Between 2019 and 2020 the population of Doral grew from 59,972 to 62,367, an increase of 3.99%. At the same time, the median household income declined from \$77,493 to \$75,138, a decrease of 3.04%. Regarding ethnicity in 2020, 72.5% of the population was White Hispanic, 11.4% was White non-Hispanic, 6.97% was Multiracial Hispanic, 3.46% was Other Hispanic, and 3.36% was Asian. None of the households in Doral reported speaking a non-English language at home as a primary language, and 62.5% of the population were US citizens. As of 2020, 68.5% of the residents of Doral were born outside the US, which is much higher than the national average of 13.5%. In 2019, the percentage of foreign-born citizens was 66.8%, indicating that the rate has been increasing. In 2020, the median property value was \$412,500 and the homeownership rate was 46.9%.

Business Landscape

For a city of its size, Doral has many shops, financial institutions, and businesses, especially importers and exporters, due to its proximity to Miami International Airport. In 2008, Fortune Small Business and CNN Money ranked Doral 51st on a list of 100 cities with the best mix of business advantages and lifestyle appeal.

In September of 2017, Doral published a comprehensive economic study which noted that "The City is home to 6,802 establishments employing 102,235 workers. The total volume of sales revenue from these companies, concentrated in such a small geographic area, represents \$679,634 per worker, or over \$1.35 million per resident, making Doral one of South Florida's and the State's most productive local economies." The list of Doral's largest employers includes the Carnival Corporation Cruise Lines, the Trump Organization, the Univision television network, Blue Cross and Blue Shield of Florida, and Brinks Incorporated.

Looking forward as far as 2030, large areas of land along Doral's southern boundaries have been designated for industrial use and business, as shown in the 2022 City of Doral Comprehensive Plan (see Future Land Use Map I-3, page 14).

Transportation Characteristics

Three of Doral's main transportation arteries define its boundaries. The Ronald Reagan Turnpike forms the western boundary, the Dolphin

Expressway/SR 836 forms the southern boundary, and the Palmetto Expressway/SR 826 forms the eastern boundary. Northwest 41st Street/Northwest 36th Street is a major roadway bisecting the city, running east and west. Another major roadway is Northwest 74th Street, running east and west through the northern section of the city.

Doral currently experiences significant levels of congestion along its major arterial roads. The city has created a Traffic Relief Plan, implementing strategies to help manage and alleviate congestion. These strategies include updating traffic signal timing based on field observations and reviews of traffic data for Doral's main roads, and installation of closed-circuit TV cameras to capture real-time traffic conditions. Currently, cameras have been installed along Northwest 41st Street/Northwest 36th Street from Northwest 79th Avenue to Northwest 114th Avenue, at major intersections. The city is also planning capital improvements to relieve bottleneck traffic conditions in the long term, such as adding turn lanes and extending the length of existing turn lanes. Reductions in travel times along two transportation corridors at peak hours have already been measured.

According to DATA USA 2020 statistics, most people in Doral drove alone to work, with an average commute time of 27.6 minutes. The average car ownership was two cars per household.

The Doral Trolley was launched in 2008, offering residents and visitors a convenient free ride. The system has four routes, including a route servicing Florida International University. Users can track the progress of the trollies online in real time or with an app for cell phones.

In 2019 the City of Doral launched Freebee, a free, door-to-door on-demand transportation service using electric, emission-free vehicles. With the Freebee app, riders can request a ride and select pick-up and drop-off locations. The service area covers many popular destinations, including the City of Doral Government Center, CityPlace Doral, the Doral Cultural Arts Center, three schools, downtown Doral, and various other points of interest

Sources

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