



# Parks & Recreation

## Master Plan



**DRAFT**  
**01/15/16**

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# Introduction

The Margate Parks and Recreation Comprehensive Master Plan is the initial system-wide plan for the City. This plan covers a five year implementation period, and provides a framework for decision-making for future service delivery and resource allocation.

The City of Margate is located in Broward County, Florida and is part of the Miami-Fort Lauderdale-Pompano Beach Metropolitan Statistically Area. The Town of Margate was incorporated in 1955 and Margate was re-incorporated into the City of Margate in 1961.

The City Commission is the legislative body of the government and is comprised of five members who are elected “at large” by the voters of Margate. That means they do not have to live in a certain district of the City. Commissioners serve a four-year term of office. Every November the five Commissioners elect from among themselves a Mayor and a Vice Mayor to serve a one-year term. The Mayor serves as the ceremonial head and as the Chairman of the City Commission for their meetings. Both the Mayor and Vice Mayor have full voting powers on the Commission.

The City of Margate operates under a Commission-Manager form of government. The City Manager, appointed by the

City Commission, serves as the chief administrative officer of the City and is responsible for administering the affairs and the day-to-day operation of the City.

The Parks and Recreation Department oversees more than 215 acres of open space, which includes 94 acres of active recreation spaces and 120 acres of an undeveloped greenway asset. The Department maintains 18 picnic shelters, 12 playgrounds, 16 basketball courts, 9 baseball / softball fields, 6 fishing piers, and 5 boat launches.

## Mission

The Parks and Recreation Department’s mission is to provide safe, high quality, low cost recreational opportunities to the City of Margate community. The Parks and Recreation Department provides activities for all members of Margate families through public parks, open spaces, recreation programs, and family friendly special events.



## Vision Statement

The Parks and Recreation Department's vision is to create an atmosphere that fosters memorable moments for our Margate community. We are committed to making memories in Margate, one family at a time.

## Core Values

### **Safety for all users**

City of Margate Parks and Recreation Department is committed to our user's safety, by ensuring that all our Parks and Facilities are inspected and maintained on a routine basis.

### **Fun and Family Friendly Activities**

City of Margate Parks and Recreation Department provides parks, public spaces, recreation programs, and special events based on having fun for everyone in the family.

### **Health and Wellness of the Community**

City of Margate Parks and Recreation Department encourages all our residents to live an active and social lifestyle to maintain good health and wellness of themselves and the community.

### **Fiscal Responsibility**

City of Margate Parks and Recreation Department is committed to be fiscally responsible by providing all services to the residents at the lowest cost to the entire community. The City of Margate Parks and Recreation Department is responsive to the community we serve by building public trust and confidence through providing high quality and dependable facilities, programs, and customer service.

## Planning Process

The planning process began in December 2014 with an extensive review of the overall system. This included a detailed inventory and analysis of City of Margate's park and open space assets, recreation programs, and operational review. In addition to the inventory and analysis, the planning team facilitated a comprehensive community engagement campaign. Staff and community members review this information and then, through in a series of visioning workshops, developed strategies and ideas around five system themes or principles. These strategies are now culminated in the implementation guidelines, capital projects, and action plan section of the report.

## Goals

The goals for the comprehensive planning process include:

- Review of the Mission Statement.
- Determine community sentiment about parks, facilities, and programs via a statistically-valid survey and thorough public input process.
- Develop an understanding of all related planning documents.
- Assess existing park, facility, and programming conditions.
- Identify park, facility, and program needs.
- Develop key visioning themes for the department.

## SYSTEM THEMES

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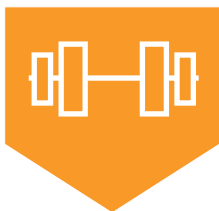
The System Themes are the over-arching elements of the park and recreation system. These are noteworthy facets of the organization and capture the essence of the current system. These themes framed the development of the strategies and areas of concentration for the future.



**Connectivity**



**Programming / Marketing**



**Indoor Recreation Space**



**Place-making**



**Athletics**



# Executive Summary



# Executive Summary

The planning team conducted an extensive process to develop this Comprehensive Master Plan. The process and results are summarized below.

## Data Review

The planning team completed an extensive review of budget history, organizational structure, program offerings, park and open space development information, and demographic information to develop an understanding of the Parks and Recreation Department.

## Community Input

The community input summary includes comments received from a series of focus groups and public meetings held for Margate residents as part of the master plan process. Residents were asked about their use of existing amenities, what type activities and facilities they desired more of, and the effectiveness of the park department in meeting their needs and communicating with the residents. A wide range of activities were identified by respondents ranging from sports such as soccer, baseball, softball, tennis, and swim lessons, to individual activities including walking and biking. Several locations including Coconut Creek, Coral Springs, Tamarac, and Parkland were specifically mentioned as providing alternate facilities for tennis, racquetball, dog park, bocce ball,

exercise equipment, volleyball class, running track, natural areas/passive parks, and indoor gym;. The general consensus among respondents shows a need for improving communication and marketing to connect with the community and increase awareness of programs, services, and events.

## Community Survey

ETC Institute conducted a Community Interest and Opinion Survey for the City of Margate Parks and Recreation Department during the spring of as part of a master plan process to establish priorities for the future improvement of parks and recreation facilities, programs and services within the community. The survey was mailed to a random sample of households in the City of Margate. An option to complete the survey in Spanish was also available to residents who had that preference.







#### Key points from the Community Survey:

- 19% of respondents used the City of Margate Parks and Recreation amenities for indoor and outdoor recreation and sports.
- 14% of respondents participated in recreation programs in the last 12 months.
- Most respondents (16%) participated in a special event.
- 23% identified a skateboard park as the most important facility to their household.
- 79% are supportive of parks and recreation facility development.
- 31% responded neutral with overall satisfaction.

### System-wide Park Inventory and Analysis

The purpose of the park and open space inventory and analysis is to provide a detailed synopsis of all parks, trails, and amenities within the City of Margate. A thorough inventory identifies the acreage and quantity of assets available to City of Margate residents while the analysis examines current and forecasted acreage and amenity needs as well as gaps in service area coverage. This analysis includes Level of Service standards, or information about parkland, facility, and amenity comparisons to other similar communities throughout the nation. Some key findings include:

- Margate owns or manages 215.06 acres of park and open space.
- Margate's level of service is 1.69 acres/1,000 population.
- 24 of the 39 planning areas are underserved by Mini Parks.
- 20 of the 39 planning areas are underserved by neighborhood parks
- 65% of Margate residents live within one mile of a Community Park.
- 65% of Margate residents live within one mile of a park asset.
- Based on Florida averages, Margate is deficient in pools, playgrounds, tennis courts, basketball, volleyball, and baseball amenities.

### Individual Park Inventories

In addition to the system-wide park inventory and analysis, detailed inventories of each park and open space within the system are compiled into concise two-page profiles for each site. These inventories include observations about the context, natural features, site characteristics, and users and programs. These profiles also include aerial photography, character images, and a detailed inventory of the amenities on each site. The detailed inventory not only quantifies the amenities on each site, but also

includes the year built and grade, or quality, of each amenity.

### Recreation Assessment

This assessment includes a review of the Parks and Recreation Department's programs and service offerings, including core program identification, current program assessment, marketing approaches, and website review, recreation programming standards, and customer requirements and measures. This assessment also includes a review of the age segment distribution of offerings, and future programming considerations.

- Programs are distributed fairly and equally among youth and adults.
- Adult fitness and wellness, swimming lessons, summer day camp, special events, active adult programs, nature-based programs, and youth spots are the department's core programs.
- Areas that need improvement are general adult programming, non-sport related youth programs, cultural arts, teen activities, and nature-related programming.
- Salt water fishing is a popular activity in Margate.

### Action Plan

Visioning sessions led to the development of the Action Plan found at the end of the report. These sessions included a discussion of overall findings from all technical reports and community input. These visioning sessions were open to both the public and staff, and consisted of brainstorming sessions where participants outline various strategies structured around the five system themes. The planning team then prioritized and outlined these strategies into a list of initiatives and recommendations targeting an implementation timeline of five years.

### Implementation Guidelines

This section lists a series of guidelines for successful implementation, including methods of monitoring progress, reporting results, and communication with City leaders, staff members, partners, and the public.



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# Community Profile





# Demographics

The following report is a culmination of information derived from Environmental Systems Research Institute (ESRI), The Sports and Fitness Industry Association (SFIA) and Physical Activity Council (PAC).

This information compiles results for age, gender, race, ethnicity and household income of the City of Margate residents and compares the data to state and national statistics. Demographic projections from ESRI give an outlook through 2017. Recreational trends are explored at the local and national levels to direct future planning relating to the analysis of space needs for the City.

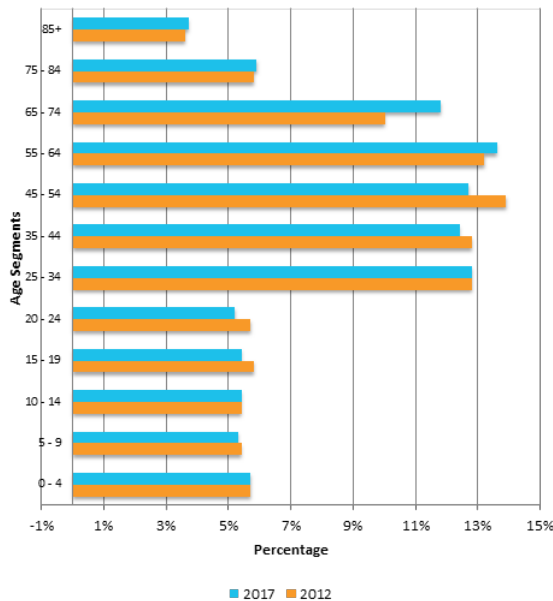
## Methodology

Demographic data used for the analysis were obtained from Environmental Systems Research Institute, Inc. (ESRI), the largest research and development organization dedicated to Geographical Information Systems (GIS) and specializing in population projections and market trends. All data were acquired in January 2015, and reflect actual numbers as reported in the 2010 US Bureau of the Census and demographic projections for 2012 and 2017 as estimated by ESRI. The City of Margate was utilized as the demographic analysis boundary.

## Age Segment and Gender

The overall population will grow by 2% by 2017. Age segments are predicted to change by varying amounts with significant decrease in ages 15-24 and the greatest decrease occurring for ages 45-54. The greatest increases by 2017 will be a 20% increase in ages 65-74. The vast majority of growth will be in the 55+ age segments. Nationally, the 55+ population, on average, is currently 24.9% of the population. For Margate the 55+ population is 32.6%. From a program and services perspective, this suggests a need to expand services for the active adult and senior populations.





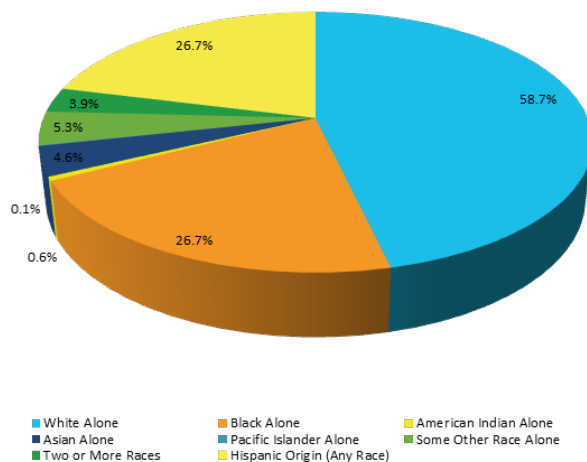
	Census 2010		2012		2017		Projected change	
Population by Age	#	%	#	%	#	%	#	%
0 - 4	3,056	5.7%	3,055	5.7%	3,092	5.7%	37	1%
5 - 9	2,886	5.4%	2,861	5.4%	2,883	5.3%	22	1%
10 - 14	2,964	5.6%	2,896	5.4%	2,950	5.4%	54	2%
15 - 19	3,236	6.1%	3,070	5.8%	2,958	5.4%	-112	-4%
20 - 24	2,956	5.5%	3,058	5.7%	2,840	5.2%	-218	-7%
25 - 34	6,503	12.2%	6,822	12.8%	6,963	12.8%	141	2%
35 - 44	7,021	13.2%	6,849	12.8%	6,753	12.4%	-96	-1%
45 - 54	7,656	14.4%	7,412	13.9%	6,927	12.7%	-485	-7%
55 - 64	6,836	12.8%	7,036	13.2%	7,402	13.6%	366	5%
65 - 74	5,117	9.6%	5,352	10.0%	6,435	11.8%	1,083	20%
75 - 84	3,187	6.0%	3,070	5.8%	3,210	5.9%	140	5%
85+	1,866	3.5%	1,899	3.6%	2,012	3.7%	113	6%
Total	53,284	100%	53,380	100%	54,425	100%	1,045	2%

Overall, males represent 46.8% of the population and females represent 53.1%.

## Race and Ethnicity

According to the 2010 Census, the City of Margate is made up of 62.0% White, 25.8% Black, 22.2% Hispanic, and the rest of residents are some other race. It is projected that Margate will become more diverse as the largest segment (White) declines.

The Black population will grow significantly. The number of Hispanic individuals will increase dramatically - more than all other segments combined.

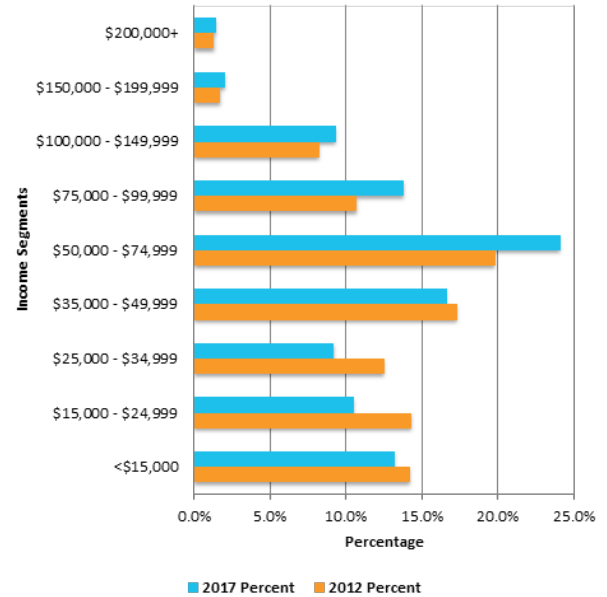


	Census 2010		2012		2017		Change	
Race and Ethnicity	#	%	#	%	#	%	#	%
White Alone	33,037	62.0%	32,559	61.0%	31,935	58.7%	-624	-2%
Black Alone	13,726	25.8%	13,886	26.0%	14,543	26.7%	657	5%
American Indian Alone	198	0.4%	235	0.4%	345	0.6%	110	47%
Asian Alone	2,150	4.0%	2,240	4.2%	2,528	4.6%	288	13%
Pacific Islander Alone	33	0.1%	36	0.1%	48	0.1%	12	33%
Some Other Race Alone	2,394	4.5%	2,547	4.8%	2,894	5.3%	347	14%
Two or More Races	1,746	3.3%	1,875	3.5%	2,132	3.9%	257	14%
Hispanic Origin (Any Race)	11,846	22.2%	12,521	23.5%	14,558	26.7%	2,037	16%

## Households and Income

Based on the Census 2010, 21,483 households are in the City of Margate, with an average household size of 2.47 persons. The median age was 42.3 aging to 43.1 through 2017. Of these households, 13,490 were identified as families, representing 62.8% of the total households. The number of households in the lower income brackets will decline and the number \$50,000+ households will grow.

Summary	2010	2012	2017	Change
Population	53,284	53,378	54,426	1,048
Households	21,483	21,591	21,809	218
Families	13,490	13,380	13,519	139
Average Household Size	2.47	2.47	2.49	0
Owner Occupied Housing Units	16,375	15,861	16,204	343
Renter Occupied Housing Units	5,108	5,730	5,605	-125
Median Age	42.3	42.3	43.1	1



Households by Income	2012 Number	2012 Percent	2017 Number	2017 Percent	Change from 2012
<\$15,000	3,063	14.2%	2,876	13.2%	-187
\$15,000 - \$24,999	3,086	14.3%	2,286	10.5%	-800
\$25,000 - \$34,999	2,691	12.5%	2,003	9.2%	-688
\$35,000 - \$49,999	3,734	17.3%	3,615	16.6%	-119
\$50,000 - \$74,999	4,285	19.8%	5,260	24.1%	975
\$75,000 - \$99,999	2,308	10.7%	3,005	13.8%	697
\$100,000 - \$149,999	1,780	8.2%	2,036	9.3%	256
\$150,000 - \$199,999	364	1.7%	428	2.0%	64
\$200,000+	279	1.3%	300	1.4%	21

### Area, State and National Comparison

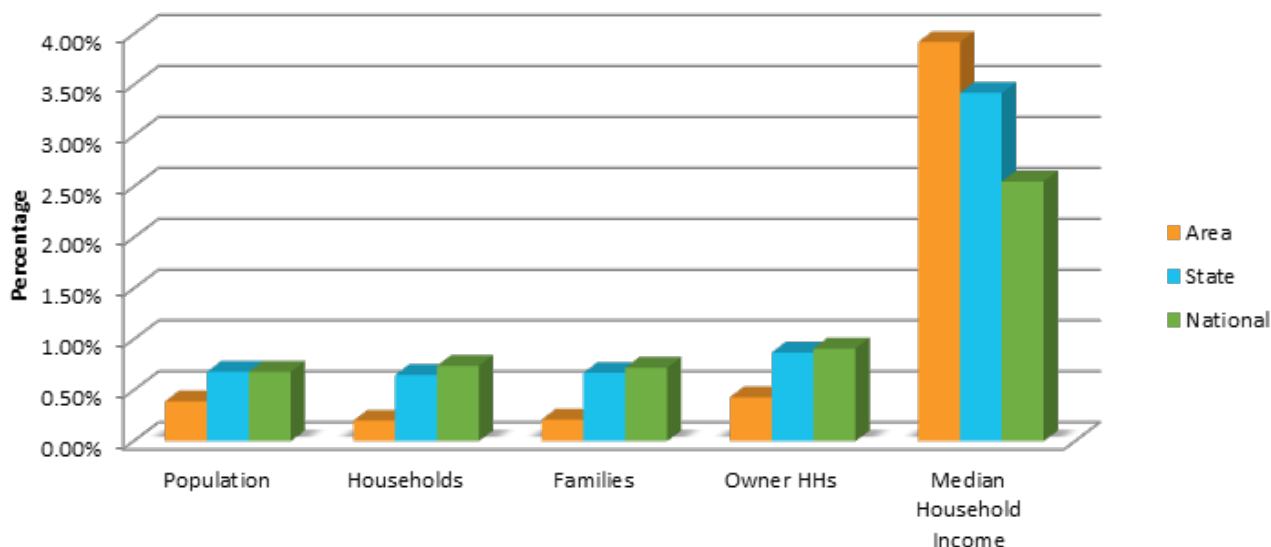
The Margate area rate of growth for population, number of households, number of families and household size from 2012 to 2017 is projected to be significantly lower than the state and national average. The number of households, families and homeowners will increase; but at much lower rates than the state and nation.

Margate's median household income is lower than the state of Florida and nation, but is projected to increase at higher rates to reach \$50,356 by 2017.

- Margate median household income: \$42,029
- Florida median household income: \$46,956
- National median household income: \$53,046

*\*Information taken from the U.S. Census Bureau 2013 estimates*

### 2012 - 2017 Annual Rate



## DEMOGRAPHIC & TRENDS HIGHLIGHTS

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- Overall, the Margate population is aging.
- The greatest age segment decrease will occur for ages 45-54 by 2017.
- The greatest age segment increase by 2017 will be ages 65-74, which will impact service offerings.
- By 2017, projections suggest Margate will continue to become more diverse, with the Hispanic population growing most rapidly.
- By 2017, household income is projected to increase. The most growth will be in the \$50,000 to \$99,999 segments, while the number of households in the lower income brackets will decline.
- Socialization is important for active adult and senior populations.
- Integrating older adults with youth will create opportunities for multi-generational programs.
- All trends point to continued interest in fitness and wellness offerings, especially walking, swimming, biking, and weight training.
- Additional programming opportunities for older adults exist in leisure or cultural activities in the form of performances, excursions, clubs or classes.



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# Community Input



# Public Input Summary

The following summary includes comments received from a series of focus groups and public meetings held for Margate residents as part of the Master Plan process.

## **Do you use Margate Parks and Recreation services/facilities/parks? If so, how do you use the services? If not, why not?**

The majority of attendees, including political figures, sports groups, special needs, department heads, MICA and those attending public forum open house, stated they use the services, facilities and parks. There was a wide range of uses mentioned by attendees ranging from sports like soccer, baseball, softball, tennis and swim lessons, to individual uses like walking and biking.

**There was a wide range of uses mentioned by attendees ranging from sports like soccer, baseball, softball, tennis and swim lessons, to individual uses like walking and biking.**

## **Other uses were:**

- Playgrounds & Athletic Fields
- Community Center
- Oriole Park, Centennial Park, Calypso Cove, Firefighters Park, C-14 Greenway, George Mudd Playground, Park by Library
- Boat Ramps & Canals
- Chamber Member Events
- Picnics
- "Safetytown"
- Movies in the Park
- Those who do not use the Parks and Recreation stated reasons such as no need, they don't have anything that attracts me, transportation, not much to do. They also mentioned:
- Scheduling conflicts at facilities
- Program/facility not available
- Lack of lighting
- Lack of services for special needs

**Do you use any neighboring communities for your recreation needs? If so, where and what type of service or program?**

Coconut Creek, Coral Springs, Tamarac and Parkland, were specifically mentioned as alternative facilities used for tennis, racquetball, dog park, bocce ball, exercise equipment, volleyball class, running track, natural areas/passive parks and indoor gym. Most reasons pointed to improvements needed at the local parks and recreation centers.

A few items stated as lacking were:

- Shade needed at parks. Need more trees
- Other communities offer nice amenities that are appealing
- Upgrade fields
- High fees/expensive
- Parking

**Based on what you know, see and hear about your**

The needs mentioned most frequently were:

- Outdoor exercise equipment
- Dog Park
- Indoor Recreation Center/gym
- Baseball/Little league fields
- Lighting
- Upgrade fields
- Modernize all parks

**Assuming that the Parks and Recreation Master Plan will identify the need for funds for desired/ needed improvements, what funding source(s) would you support?**

The clearest message during this discussion was “no” to increasing sales tax.

Comments included:

**Coconut Creek, Coral Springs, Tamarac and Parkland, were specifically mentioned as alternative facilities used for tennis, racquetball, dog park, bocce ball, exercise equipment, volleyball class, running track, natural areas/passive parks and indoor gym.**

**community, what do you believe are the top priority parks and recreation needs?**

The focus groups listed a wide variety of priority parks and recreation needs, from outdoor exercise equipment/gyms to indoor recreation centers and:

- Nature boardwalk, improved walking trails for fitness/nature, more trails, exercise stations, outdoor yoga
- A wow project
- Amphitheatre
- Public bocce-ball courts, tennis courts, racquetball/handball courts
- Dog park and/or dog friendly parks
- Fountains, trees, shaded seating, butterfly gardens, amenities
- Passive park with benches for reading in an attractive setting
- Handicapped accessible playgrounds. Rubberized surface, no sand.
- Boat docking, mooring at waterfront parks
- Paddleboats, kayaks, fishing, remote control boats
- Healthy things, track
- Zumba, sports clinics, art classes, gymnastics/tumbling, spelling bees, field trips, crafts in the park, adult education, art / technology lab, miniature golf course

**Of the needs listed above, what are your top 3 priorities?**

Pay As You Go:

- General Fund/ CIP
- Sales Tax
  - i. NO increase to sales tax
  - ii. Sales taxes are not going to go anywhere
- Park Impact Fees
  - i. Can potentially lower attendance
  - ii. Would consider
- Grants
  - i. Yes
  - ii. In favor of grants
- User Fees
  - i. Yes
  - ii. Definitely in favor of user fees
  - iii. If affordable
- Special Assessments
  - i. Yes
  - ii. Not a fan of special assessments
  - iii. No
- Others (pls specify)

**Borrowing:**

- General Obligation Bonds
  - i. Make sense because the population will grow and property values will also rise
  - ii. Bond needs to have the specific benefits outlined very clearly, because the residents see their facilities have needs, but require assurance that they will get the benefit of the bond.
  - iii. Willing to bond
- Revenue Bonds
- Others
  - i. City Revenue
  - ii. In favor of borrowing, rates are good

**How would you assess the Department's ability to connect with the community, its brand and image, and creating awareness of its programs and services? Any suggestions for improvement?**

The general consensus shows a need for improving communication/marketing to connect with the community and increase awareness of programs, services and events. There does not appear to be a specific brand or image for Margate Parks and Recreation. The areas for improvement focused mainly on the website, developing flyers or program guide, and utilizing a strong public relations team.

**The general consensus shows a need for improving communication/marketing to connect with the community and increase awareness of programs, services and events.**

**Do you have any ideas about possible partnership opportunities for the Department?**

There are several partnership opportunities, many of which would attract facilities, organizations and people.

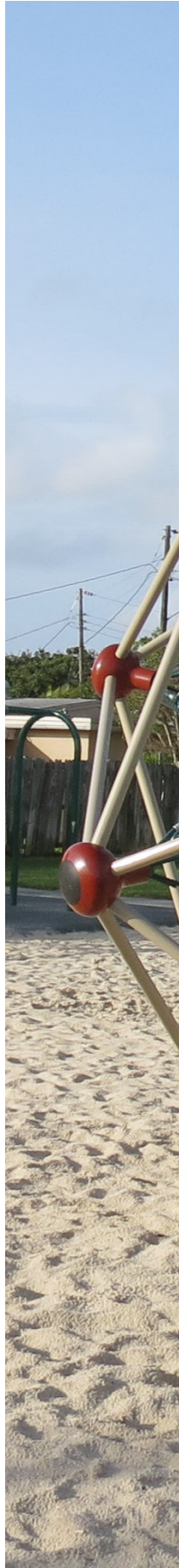
Some of the opportunities suggested were:

- Boys and Girls Club could have the potential for attracting a facility to Margate
- "Intensity Parkour" has a popular indoor facility in Margate, they might be interested in partnering for an outdoor facility.
- Create a PAL program
- Margate Middle School has two fields and indoor gym that may be utilized by Parks Department,
- Victory Living Programs
- Rent space to youth groups
- Whole Foods would be a good partner for community garden and food
- Hospitals for healthy lifestyles
- Veteran Organizations

Although partnering and working with the schools has improved over the years and Facebook and the Margate app are useful, the outreach needs to go further. Have more ability to get word out with PIO on board.

Suggestions for improvement:

- A clear outline or the "chain of command" between city agencies/departments with a clear description of what functions the parks department can handle
- Improve website. Have own website. Difficult to use, put facility bookings online, add pictures of the parks and online tour of parks. Link Chamber of Commerce and vice versa
- More aggressive promotion of programs, schedules, how to register, etc.
- Optimize www search engine keywords for Margate and the park programs
- Review park staff job descriptions and responsibilities to make cross-department coordination more effective
- Develop own publication such as a program guide







**Can you think of any questions I have not covered or any additional information you would like to share?**

- Baseball park on Banks Road; is it being used?
- Do codes require developers to dedicate land?
- Could City fill out grant applications for Florida Youth Soccer Association?
- How do City-run leagues fare vs. volunteer-run leagues?
- Who are people not being reached? If you really want to effect change, how do you reach underserved population?
- We have to be unique; what can we do to be different?
- How can we involve more community members?
- Need an inherent mindset focused on leagues
- Incorporate logo, colors, graphics into City buildings, streets, signs, banners, etc.
- Need to create a space that people are attracted to
- Not taking advantage of our beautiful waterways; fishing lessons, etc.
- Garden club; beautifying the City
- No one uses Kaye Stevens Park
- Don't want dog park backing up to 55+ community
- Don't put the master plan on the shelf
- Get rid of the carnivals; it is an eyesore, too noisy, gives Margate a black eye
- Not in favor of shared baseball/soccer fields
- Fees for Calypso Cove are too high for residents
- Convert roller hockey rink to soccer 5 v. 5 or 6 v. 6 field, run tournaments





# Community Survey

The following report is a culmination of information derived from Environmental Systems Research Institute (ESRI), The Sports and Fitness Industry Association (SFIA) and Physical Activity Council (PAC).

## Overview and Methodology

ETC Institute conducted a Community Interest and Opinion Survey for the City of Margate Parks and Recreation Department during the spring of as part of a master plan process to establish priorities for the future improvement of parks and recreation facilities, programs and services within the community. The survey was mailed to a random sample of households in the City of Margate. An option to complete the survey in Spanish was also available to residents who had that preference.

Once the surveys were mailed, resident households who received the survey were contacted by phone. Those who indicated that they had not returned the survey by mail were given the option of completing it by phone. A total of 414 households completed the survey. The results for the sample of 414 households have a 95% level of confidence with a precision rate of at least  $\pm 4.8\%$ .

## Major Findings

### Parks & Organizations

*City of Margate Parks Used:* Based on the percentage of respondent households who have used any of the City of Margate parks over the past 12 months, 53% have used Fire Fighters Park. Other parks respondent households have used include: Royal Palm Park/Calypso Cove (31%), Margate Sports Complex (21%), and Veterans Memorial Park/Marina (13%). Of the parks that have been used over the past 12 months, based on respondents' top three choices, 61% indicated that they used Fire Fighters Park the most. Other parks that were used the most include: Royal Palm Park/Calypso Cove (32%), Margate Sports Complex (19%), and Veterans Memorial Park/Marina (11%).

*Overall Physical Condition of Parks:* Fifty-three percent (53%) of respondent households who have used any of the City of Margate parks over the past 12 months rated the overall physical condition of the parks as good. Other ratings of

physical condition include: Excellent (31%), fair (14%), and poor (3%).

*Frequency of Facility Use:* Based on the percentage of respondent household who have used any parks, recreation and sports facilities over the past 12 months at least once, 53% indicated they have used Fire Fighters Park. Other organizations respondent households have used at least once over the past 12 months include: Calypso Cove (39%), Sports Complex (25%), and Marina (15%).

*Organizations Used:* Based on the percentage of respondent households, 19% indicated that they have used City of Margate Parks/Rec for indoor and outdoor recreation and sports activities over the past 12 months. Other organizations respondent households have used include: Churches (15%), state of Florida parks (15%), and neighboring communities (14%).

programs, 42% or 9,109 households, have a need for special events. Other programs that respondent households have a need for include: Adult fitness and wellness programs (42% or 9,044 households), adult programs for 55 years and older (33% or 7,111 households), water fitness programs (30% or 6,509 households), and nature programs/environmental education (30% or 6,423 households).

*Most Important Programs:* Based on percentage of respondents, 22% indicated that adult fitness and wellness programs were the most important program to their household. Other most important programs include: Special events (21%), adult programs for 55 years and older (17%), nature programs/environmental education (11%), and adult continuing education programs (11%).

*Programs Participated in Most Often:* Based on percentage of respondents, 16% indicated they special events were the

**Based on the percentage of respondent households, 19% indicated that they have used City of Margate Parks/Rec for indoor and outdoor recreation and sports activities over the past 12 months.**

### **Sports And Recreation Programs**

*Participation in Recreation Programs:* Fourteen percent (14%) of respondent households indicated that they had participated in recreation programs over the past 12 months.

*Youth Sports Participation:* Thirty-five percent (35%) of respondent households indicated that they participated in soccer over the past 12 months. Other youth sports program participation includes: Baseball (26%) and football (13%).

*Satisfaction with Services of Programs:* Based on the percentage of respondents who participated in programs who indicated they were either “very satisfied” or “satisfied” with the services of programs, 92% indicated they were satisfied with physical accessibility. Other program services respondents were satisfied with include: Location of programs (86%), fees charged for value received (86%), and times programs are offered (78%).

*Overall Quality of Programs:* Forty-four percent (44%) of respondent households indicated that the overall quality of the recreation programs they have participated in was excellent. Other ratings of quality include: Good (31%), fair (20%), and poor (6%).

*Program Needs:* Based on the percentage of respondent households that have a need for sports and recreation

program they participated in most often. Other programs respondent households participated in most often include: Youth sports programs (7%), adult programs for 55 years and older (5%), and adult fitness and wellness programs (5%).

### **Parks And Recreation Facilities**

*Have a Need for Facilities:* Based on the percentage of respondent households that have a need for parks and recreation facilities, 58% or 12,374 households, have a need for walking and biking trails. Other facilities that respondent households have a need for include: Indoor fitness and exercise facilities (42% or 9,023 households), outdoor swimming pools/water parks (42% or 8,915 households), and small neighborhood parks (40% or 8,486 households).

*Most Important Facilities:* Based on percentage of respondents, 23% indicated that skateboarding park was the most important facility to their household. Other most important facilities include: Walking and biking trails (22%), off-leash dog park (17%), and kayak and canoeing areas (16%).

### **Development And Services**

*Potential Indoor Programming Spaces Respondents Would Use:* Based on the percentage of respondent households, 53% indicated that they would use a walking and jogging track if it was developed as a new indoor programming space. Other indoor programming spaces respondents would use

if developed include: Exercise facility for adults 50 years/older (48%), weight room/cardiovascular equipment area (46%), and aerobics/fitness/dance class space (44%).

*Overall Satisfaction and Attention to Services:* Based on the percentage of respondents who indicated they were either “very satisfied” or “satisfied” with parks and recreation services provided by the City of Margate, 78% indicated they were satisfied with maintenance of Margate parks. Other services respondents were satisfied with include: Number of Margate parks (63%), quality of outdoor swimming pools (58%), and quality of outdoor athletic fields (56%). Based on respondents top three choices, 20% of respondents indicated that availability of information about Margate programs was a service that should receive the most attention over the next two years. Other services that should receive attention include: Number of walking/biking trails (19%), maintenance of Margate parks (13%), and quality of adult programs (13%).

## 79% indicated that they were supportive of the City of Margate to develop new/connect existing walking/biking trails.

*Level of Support for Improving and Developing Parks and Recreation Facilities:* Based on the percentage of respondents who indicated they were either “very supportive” or “somewhat supportive” with major actions the City of Margate could take to improve or develop parks and recreation facilities, 79% indicated that they were supportive of the City of Margate to develop new/connect existing walking/biking trails. Other actions respondents were supportive of include: Improve existing parks (76%), improve existing facilities (71%), and develop a new indoor community center (71%). Based on respondents top three choices, 46% of respondents indicated that develop new walking/biking trails and connect existing was a major action that was most important to their household. Other major actions that are most important to respondent households include: Improve existing parks (39%), development of new athletic fields (30%), and improve existing facilities (25%).

*Additional Taxes to Develop Parks and Recreation Facilities:* Forty-two percent (42%) of respondents indicated that they would be willing to pay nothing in additional taxes to develop parks and recreation facilities. Other amounts of maximum amounts respondents would be willing to pay include: \$3-\$5 per month (26%), \$6-\$10 per month (20%), \$15 per month (8%), and \$11-\$14 per month (4%).

### Usage And Information

*Reasons Preventing Usage of Facilities and Programs:* Based on the percentage of respondent households, 31% indicated that I do not know what is being offered was a reason that prevented them from using parks, recreation and sports facilities or programs more often. Other reasons preventing usage include: I do not know locations of facilities (19%), use facilities in other cities (12%), and lack of quality programs (10%).

*Ways Respondents Learn about Programs and Activities:* Based on percentage of respondent households, 43% indicated that roadside banners were ways they learn about City of Margate programs and activities. Other ways respondents learn about programs and activities include: From friends and neighbors (38%), website (35%), newspaper article (29%), and flyers at facilities (24%).

### Satisfaction With Overall Value Received

*Overall Satisfaction with Value Received from City of Margate:* Thirty-one percent (31%) of respondents indicated that they were neutral with the overall value they received from the City of Margate Parks and Recreation Department. Other satisfaction levels include: Somewhat satisfied (29%), very satisfied (23%), somewhat dissatisfied (12%) and very dissatisfied (5%).





# Our Park Plan Results

Margate residents had the opportunity to share their thoughts and ideas for the next five years at <http://ourparkplan.margatefl.com>, an interactive online community engagement portal.

## Purpose

Our Park Plan, powered by *MindMixer*, was the online engagement platform for the City of Margate Parks and Recreation's Master Plan. It was available 24/7 and gave residents the opportunity to provide input on parks, facilities, and programs at their leisure. Area residents created an account or logged on using social media and could then access topic questions. Participants earned points each time they submitted a survey, idea, or comment and could redeem points for rewards and incentives.

This platform was not a traditional survey, but contained survey and poll questions as well as open-ended discussion questions. This platform does not produce statistically-valid results. This was an alternative means of input for Margate residents and served as a supplement to the in-person community engagement methods such as focus groups, stakeholder interviews, and two statistically-valid community surveys.

## Participation and Traffic

Launched February 4, 2015, Our Park Plan was an online method for engaging residents about parks, programs and facilities. Over the month long period there were 496 unique visitors and 2,388 page views.

Several spikes in traffic occurred while the portal was active and included a period following the launch of the first round of questions, the launch of the second round of questions, and the last call press release. Overall traffic was relatively consistent the entire engagement.

**There were 194 interactions on the MindMixer site which included 19 comments and 55 idea submissions.**

There were 194 interactions on the MindMixer site which included 19 comments and 55 idea submissions. The site was shared by three participants through Facebook and e-mail.



## Participant Demographics

Approximately 43 individuals registered as participants over the month-long online engagement period. Out of these 43, 36 submitted comments, ideas or survey responses. The average participant age was 45.

The majority of the participants were between the ages of 55 and 64. Other participants were between the ages of 35-44. No one from any other age range participated in Our Park Plan. This is not uncommon, as younger age groups are not as politically engaged as older age segments. This also closely aligns with the city's demographics.

## Topic Overview

Six topics were open on the website for public input. The first round of topics launched on February 4th, 2015. After a two-week input period, additional questions were posted in order to drill down on specific issues, opportunities, and ideas that arose in the first weeks of input.

Topics were open for input for an average of two weeks. All topic questions, surveys, and polls were optional. Results do not reflect the views of the all participants, only the participants who responded to the individual topic. Not all participants provided answers for each topic.

## SITE STATS



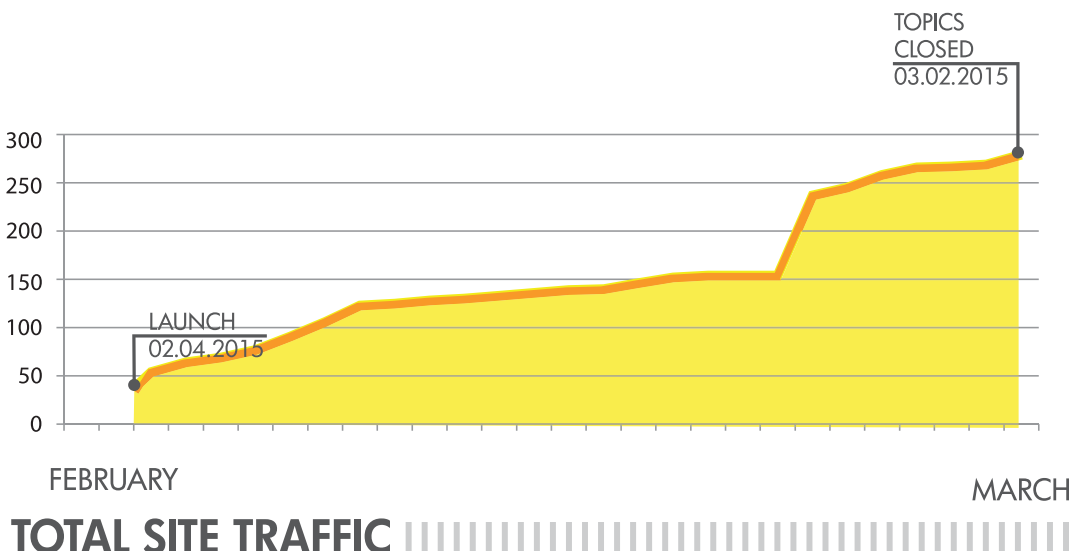
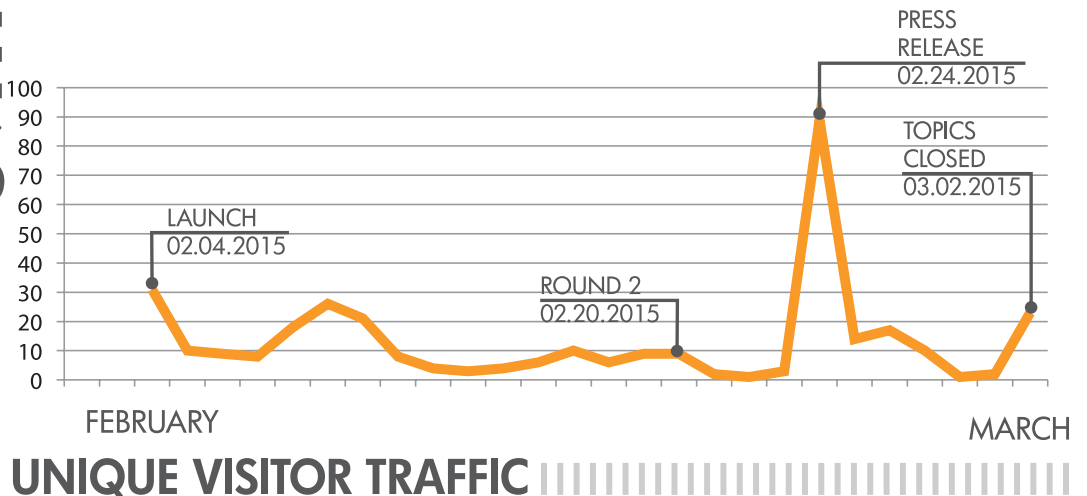
2,388  
page views



496  
unique visitors



43  
participants



## Poll and Survey Results

**We'd like to learn a little more about your experience with Margate Parks and Recreation before you get started!**

Participants 22/36\*

The welcome question aimed to understand participants' level of involvement and experience with the Park and Recreation Department. It asked a series of six multiple choice and open-ended questions.

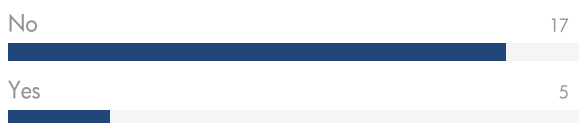
\*After participants sign up for the site they are able to answer up to three questions prior to verifying their e-mail. They are then logged out until they verify their email and become an "active" participant. Forty three participants signed up, but all did not verify their e-mail, and therefore were not included in the total number of active participants (36). Their responses are still recorded in the results.

The first two questions asked whether participants visit City of Margate parks and facilities and / or participate in recreation programs. Respondents answering "no" to whether they visit parks and facilities indicated that the parks either had nothing to offer them, or that there were limited amenities near their home.

**Do you visit our parks and facilities?**



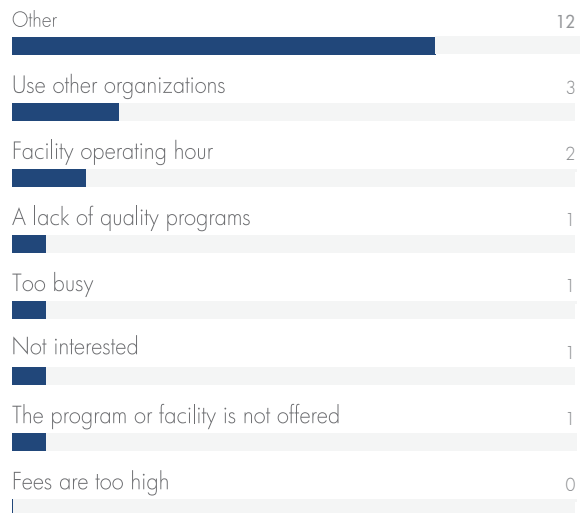
**Does your family participate in our recreation programs?**



Most participants indicated that they do not participate in Margate Recreation programs. When asked why the respondents or their family did not participate in Margate recreational programs most indicated "other" as reasons why not. Other responses included the use of other organizations, facility operating hours and lack of quality programs.

Other organizations utilized for park and recreation include private gyms, person home, Broward County Parks, Pompano and Coconut Creek parks.

**If your answer to the previous question was no, why not? Choose up to three reasons.**



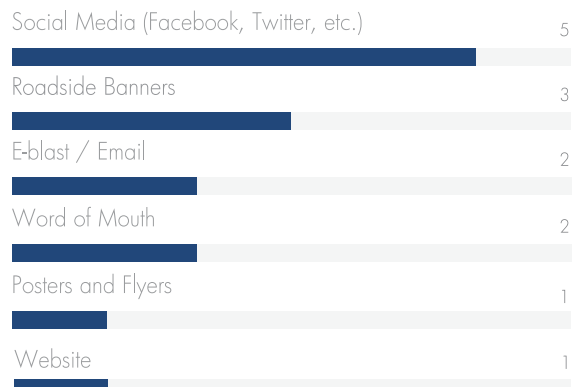
Overall, those who do use Margate Parks and Recreation programs are either somewhat or very satisfied with the Parks and Recreation Department.

**How do you hear about Margate Parks & Recreation news and events? How do you prefer to hear about Margate Parks and Recreation news and events?**

Participants 6/36

Social Media and Roadside Banners appear to be the most important way to reach the residents of Margate as it is related to Parks and Recreation. Most users also prefer getting their parks and recreation news and events from social media, roadside banners and e-mail/e-blasts.

**How do you hear about parks and recreation information? Choose up to three items.**



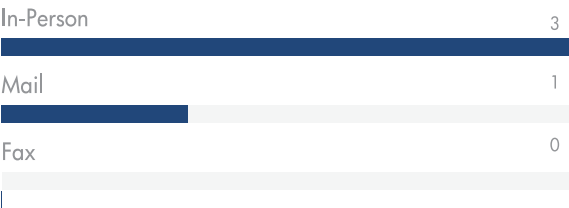


How do you register for our recreation programs?

Participants 3/36

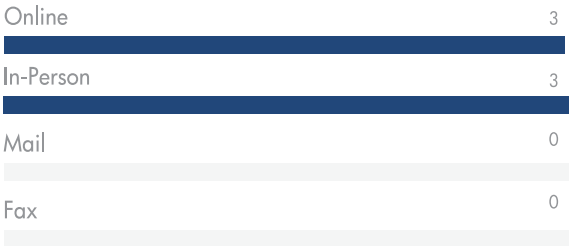
The three respondents indicated that they either register in-person or via mail. No participants indicated they currently register for programs via fax.

How do you currently register for our recreation programs? Choose up to two registration methods from the list.



In addition to preferring to register in-person, respondents indicated that registration could be improved by being available online. Margate Parks and Recreation does not currently offer online program registration.

Can our registration methods be improved? How would you prefer to register for our recreation programs? Choose up to two registration methods from the list.





Please select ALL of the following programs you or any member of your household has a need for.

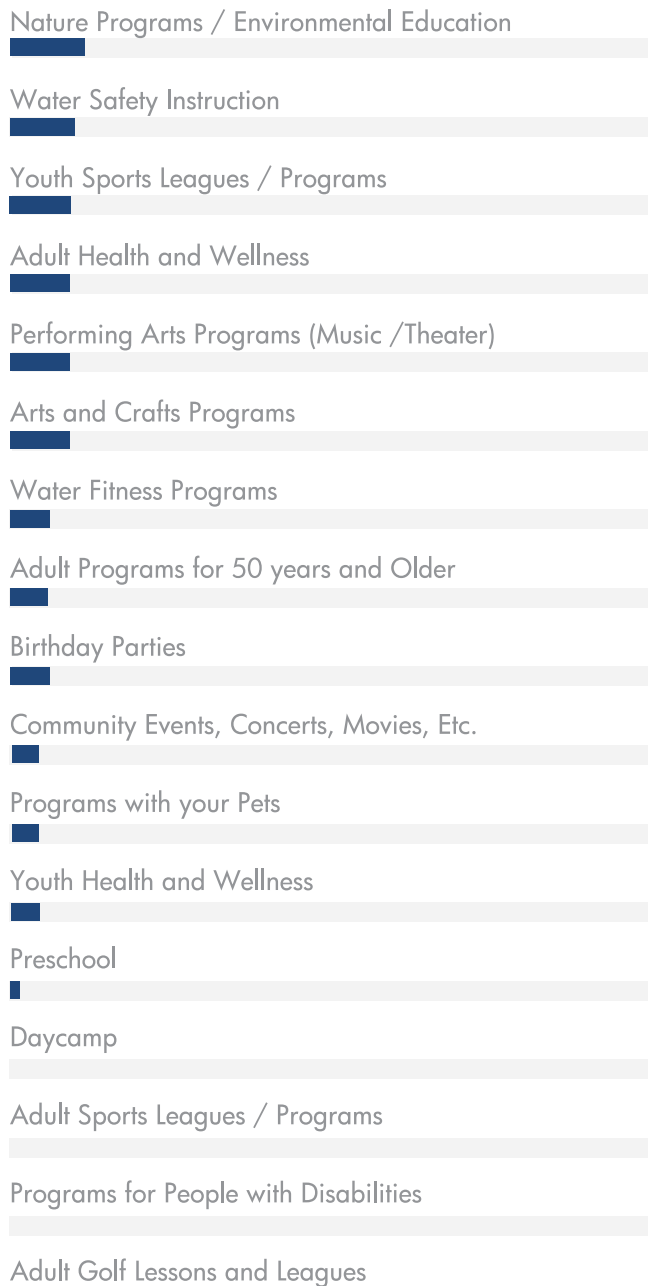
Participants 9/36

The need for amenities was fairly evenly spread among all available options. The most needed programs were nature programs/environmental education, water safety instruction, youth sports leagues, adult health and wellness, performing arts and arts and crafts programs.

Least needed amenities according to this poll are day camps, adult sports leagues, programs for people with disabilities and adult golf lessons.

PROGRAM NEEDS

Please select ALL of the following programs you or any member of your household has a need for.



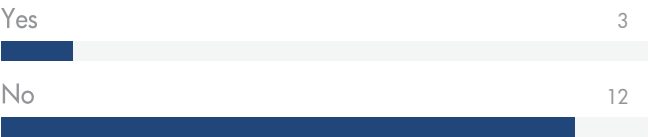
Please answer the following questions about your household's participation in affiliate programs.

Participants 15/36

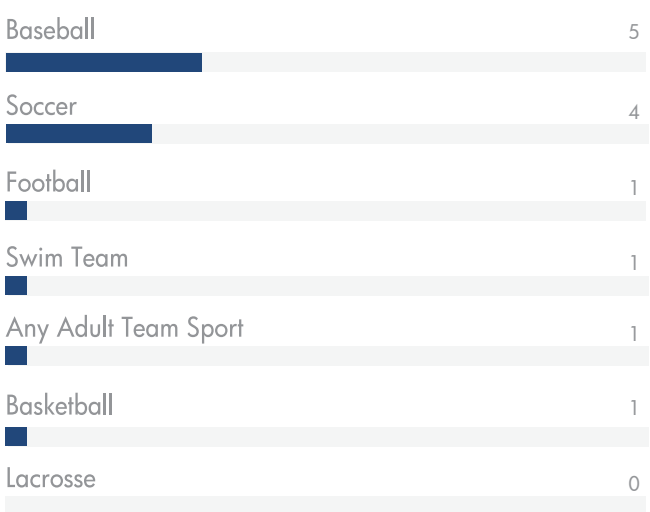
The majority of respondents indicated that their households do not currently participate in affiliate programs. Only three respondents indicated they participate in the Youth or Adult Sports leagues.

All participants were also asked which programs they participate in or have participated in before. Baseball and soccer are the two most popular Youth and Adult affiliate programs. Few have participated in football, basketball, swim team and any adult team sport, but no participant indicated they have participated in lacrosse programs.

Does any member of your household participate in Youth /Adult Sports Leagues?



Please choose all leagues or affiliates your household has participated in.



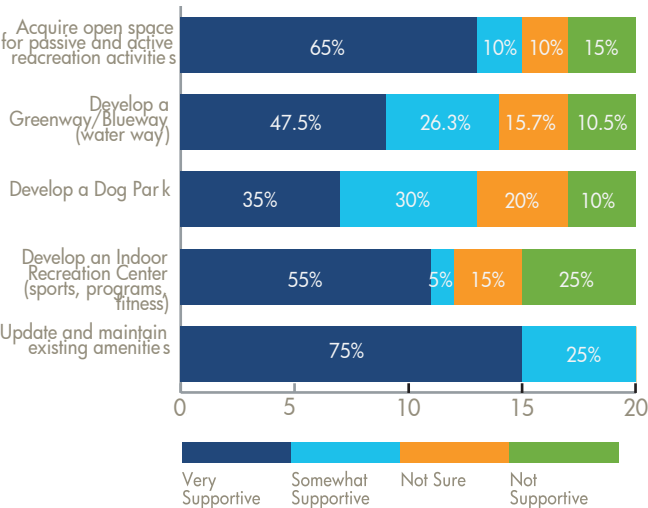
**Please answer the following questions about potential actions the City of Margate can take.**

Participants 20/36

Not only were participants asked about their needs and priorities, they were also asked to indicate their level of support for potential actions the City of Margate could take in relation to park, program and facility planning and development. 20 of the 36 active participants answered this topic.

These options were as follows.

- Acquire open space for passive and active recreation activities
- Develop a Greenway/ Blueway (waterway)
- Develop a Dog Park
- Develop an indoor recreation center (sports, programs, fitness)
- Update and maintain existing amenities



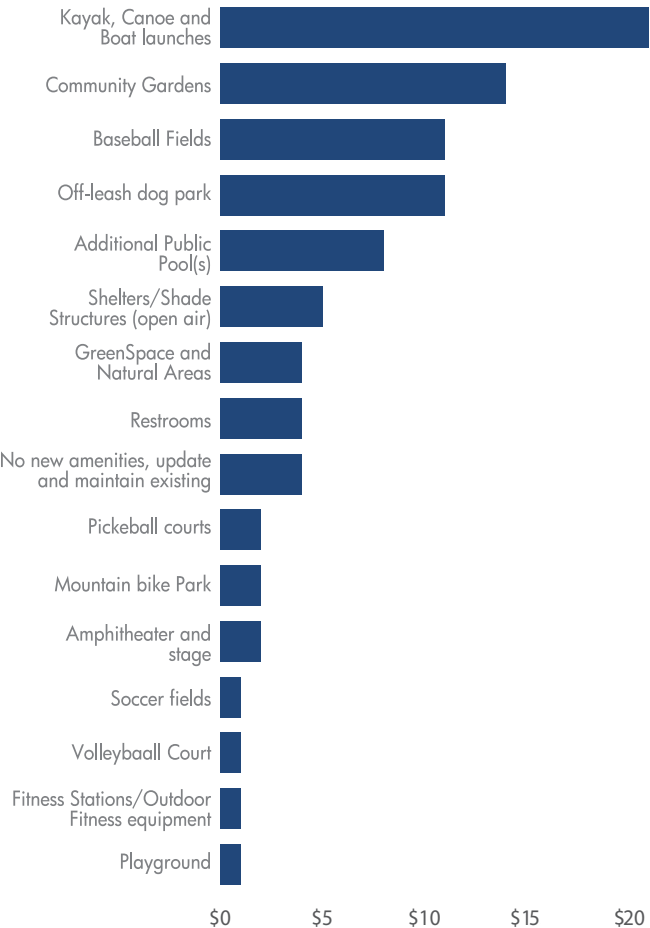
**Prioritization Topic Results**

Participants were given \$100 digital dollars and asked to prioritize how they would spend the dollars between 29 items. The top five most funded items include: kayak, canoe, and boat launches, community gardens, baseball fields, and off-leash dog park. Totals will not equal \$100.

**If you had \$100 to invest in new or additional park amenities where would you invest your money?**

Participants 7/36

The top funded item was Kayak, Canoe and Boat Launches. This was followed closely by community gardens, baseball fields, and an off-leash dog park. Low priority amenities included soccer fields, volleyball courts, fitness stations, and playgrounds.



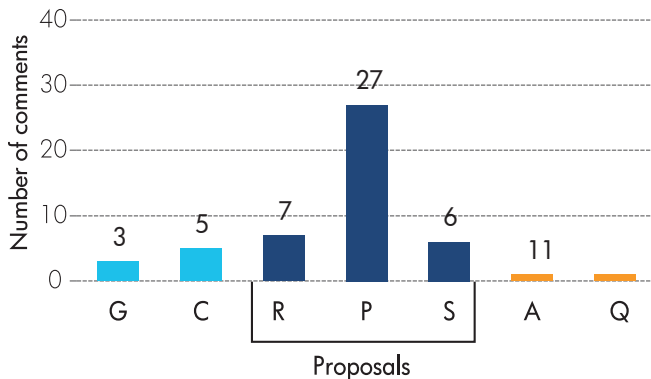
**Amenities that are high priority items for Our Park Plan participants included Kayak, Canoe, and Boat launches and Community Gardens.**

## Comment And Idea Analysis

In addition to polls and surveys, participants were able to provide comments and ideas related to parks, facilities and programs. There were 50 comments and ideas analyzed in this process. Users could provide comments in addition to their survey and polls submissions and / or answer open-ended questions posed on other areas of the site. Open ended questions posed over the period include:

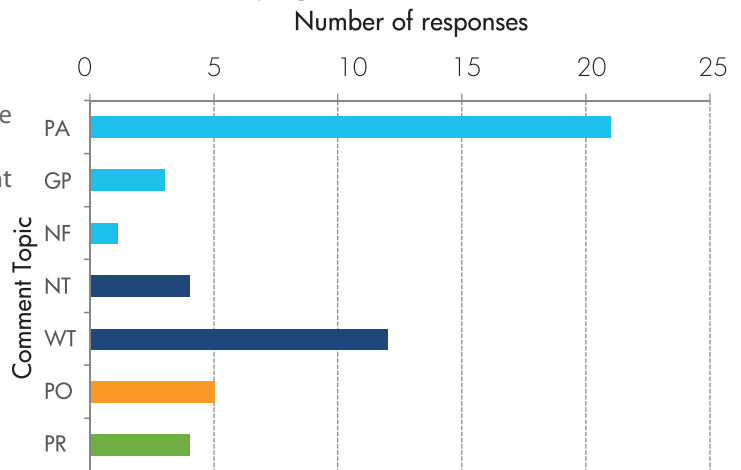
- Which park is your favorite? Why?
- What programs have you participated in?
- Are there any parks or facilities you would like to see the Department develop?
- What programs would you to see the Department develop?

Comments and ideas were categorized based on whether they were general comments (G), current condition description (C), response (R), proposal (P), seconding of a proposal (S), accolade (A) and question (Q). Most comments were proposals, including seconding of proposals.

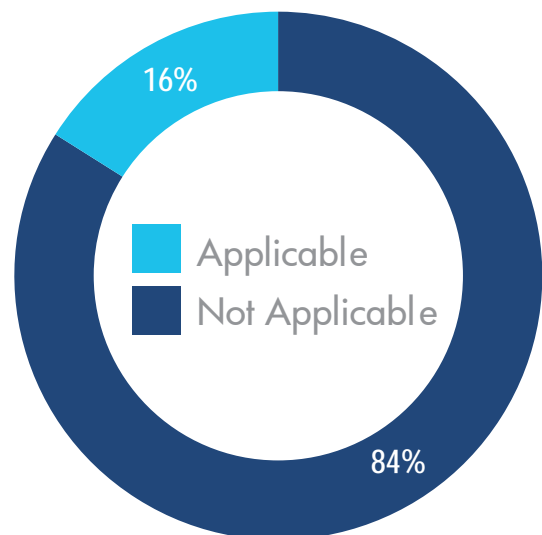


Next, comments were organized into one of seven topic categories. Topics were related to a new park amenity (PA), existing park (GP), new indoor facility (NF), new trail (NT), water trail (WT), policy (PO) or programs (PR).

Forty-two percent of the comments were related to a new park amenity and twenty-four percent related to a water trail. The next two most comment topics were new trail corridor and programs.



Not all comments were applicable or considered useful. For example, if someone indicated that Margate needed a movie theatre, it was not considered applicable because movie theatres are private developments, not something the City of Margate Parks and Recreation Department would execute. Eight of the fifty comments were considered not applicable.





Not only were comments categorized by type and topic, but they were also grouped together into specific themes. The most relevant themes included:

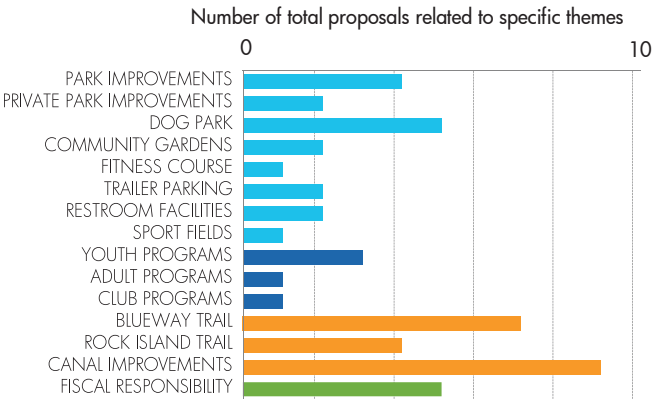
- Canal Improvements
- Blueway Trail
- Fiscal responsibility
- Dog Park
- Rock Island Trail
- Park Improvements

Parks

Trails

Programs

Policy



Finally, these themes were filtered to only include comments and ideas categorized as (R) response, (P), proposal, or (S) seconding of proposal in terms of comment type. These comments were filtered further and all proposals not pertinent to the City of Margate Parks and Recreation Department were omitted. The most prevalent themes included:

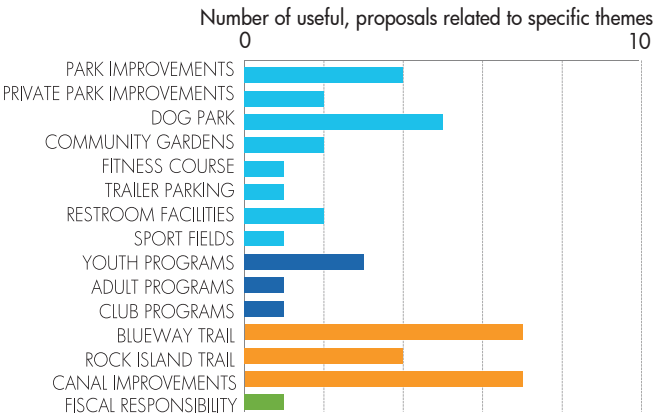
- Blueway Trail
- Dog Park
- Park Improvements
- Rock Island Trail
- Youth Programs

Parks

Trails

Programs

Policy



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4

# Park Inventory & Analysis



# Overview

The Inventory & Analysis Chapter of the report describes and illustrates the existing conditions of the City's parks. The information in this chapter is used to develop a base-line understanding of the City's assets.

## Purpose

This chapter documents the inventory and analysis accomplished during the comprehensive master planning process. This chapter conveys extensive information, including demographics, detailed maps of the City, identifying parks, trails, and other relevant land uses. This chapter includes the level of service analysis for both parks and facilities comparing the City's total acreage of parks and open space and indoor facility square footage to local, state, and national benchmarks.

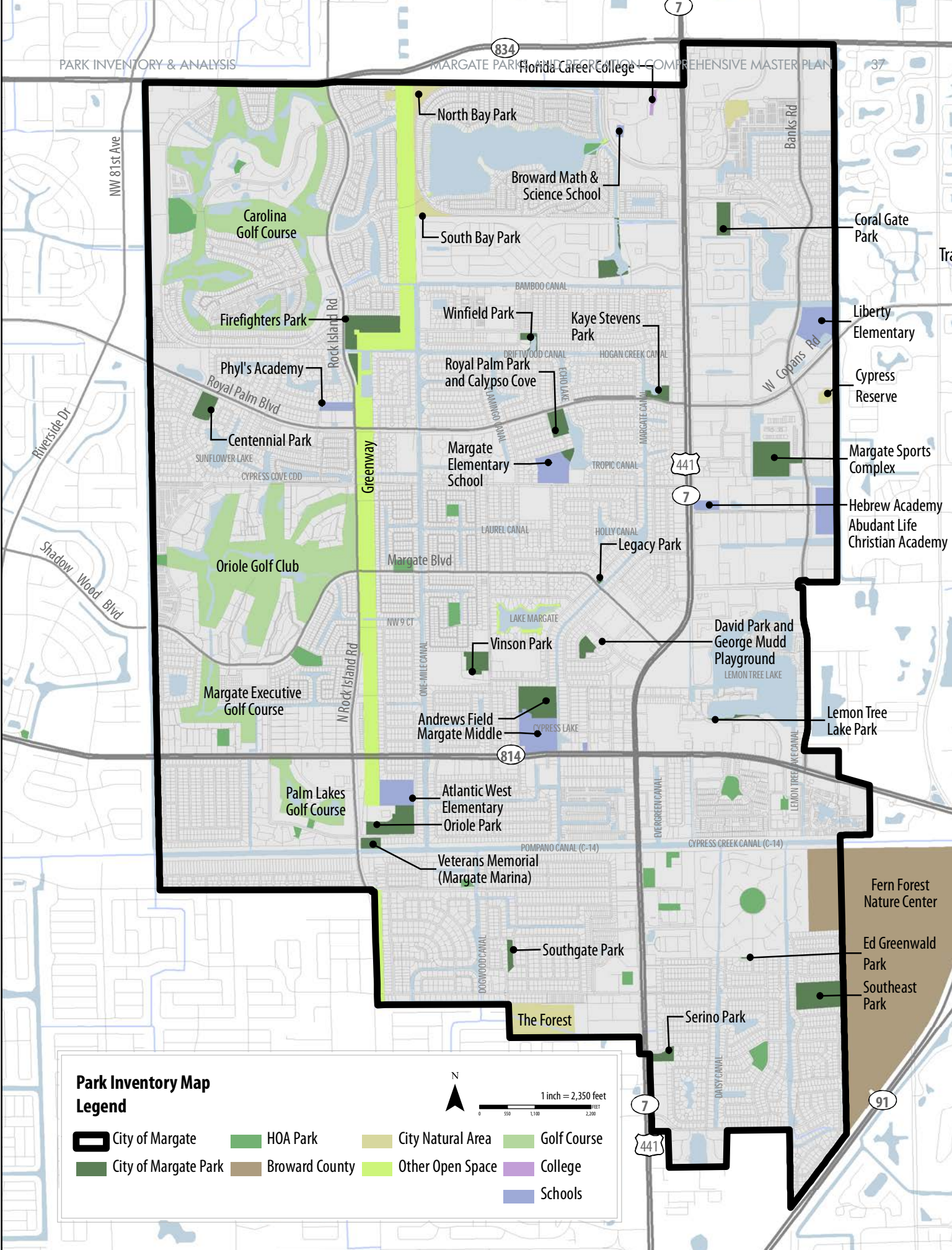
An equity mapping analysis of the geographic distribution of park assets is also found in this chapter. The chapter concludes with detailed inventories of each park and facility, including tax parcel identification number, acquisition history, site observations, character images, and aerial photography.

## Context

The nine-square-mile City of Margate is located in eastern Broward County about fourteen miles northwest of Fort Lauderdale, Florida. The framework of the City is characterized by a series of canals that separate and compartmentalize the landscape. Margate is bordered by several other communities including Coconut Creek, Coral Springs, Tamarac, Pompano Beach, and North Lauderdale.

Suburban in character, the major roadway through the City is State Road that runs north-south near the eastern edge of the municipal boundary connecting Margate to Coral Springs on the north and to North Lauderdale on the south. State Road 814 (Atlantic Boulevard) connects Margate to Coral Springs on the west and Coconut Creek and Pompano Beach on the east.





## Park Inventory Map Legend

- |                      |                |                   |             |
|----------------------|----------------|-------------------|-------------|
| City of Margate      | HOA Park       | City Natural Area | Golf Course |
| City of Margate Park | Broward County | Other Open Space  | College     |
|                      |                |                   | Schools     |



1 inch = 2,350 feet

0 550 1,100 2,200



# Existing Conditions

The City of Margate covers approximately 8.98 square miles which consists primarily of dense single- and multi-family residential, industrial, office research, open space, and commercial land uses.

## Land Use

The City of Margate is primarily zoned residential with five categories varying from One Family Dwelling Districts to Planned Unit Development. The more dense residential parcels, especially the multiple-family residential parcels, are scattered throughout the City with clusters located in the northwest (west of N Rock Island Road); northeast (east of State Road 7 and south of W Sample Road); along W Atlantic Blvd near State Road 7 and along W Atlantic Blvd near N Rock Island Road.

The downtown area off of Margate Boulevard is zoned CF-1: Community Facilities District. The City Hall is located in this downtown district. The majority of commercial development is located on the central and northeastern portions of the City along the State Road 7 commercial corridor.

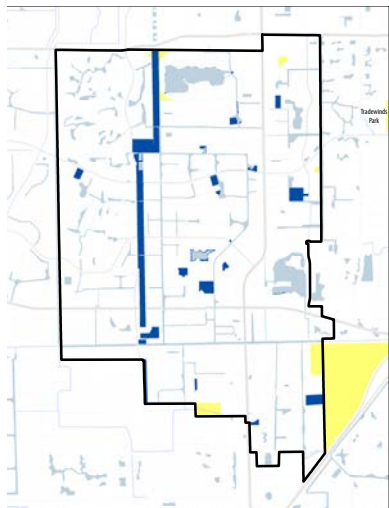
## School Districts

There is one school district within the City boundaries. The

Broward County Public Schools District schools in Margate include three elementary schools and one middle school: Atlantic West, Margate and Liberty Elementary Schools and Margate Middle School. There are several other private and charter schools located within the City which include Broward Math & Science School, Hebrew Academy, Abundant Life Christian Academy and Phyl's Academy. All three elementary schools are K through 5. When Margate children reach the 9th grade they attend Coconut Creek, Boyd Anderson, Dillard, Blanche Ely, Northeast, Coral Springs or Monarch for High School.

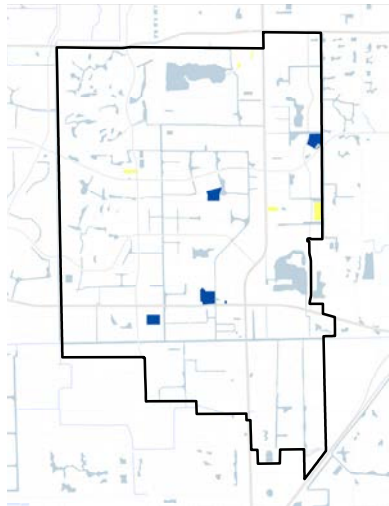
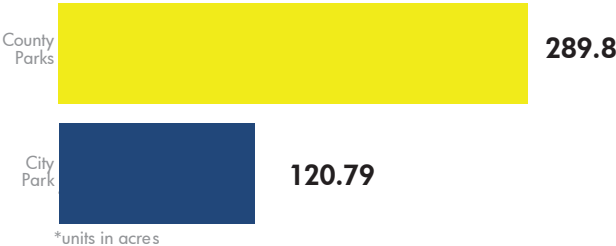


# OPEN SPACE PROVIDERS



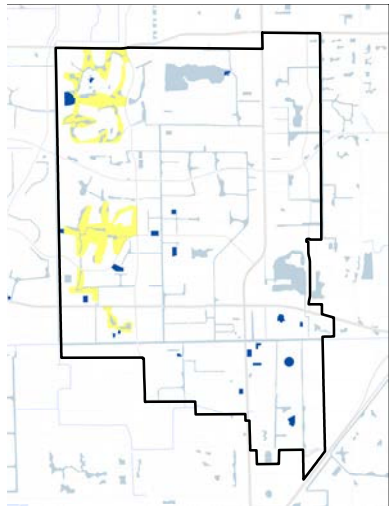
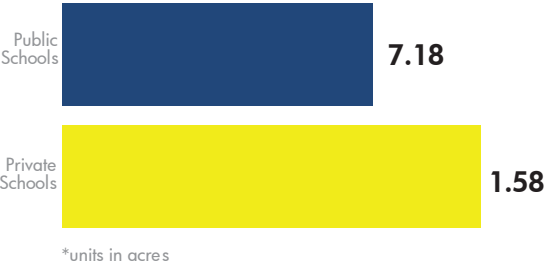
## Public Open Space

City Parks, Open Space, Forest Preserves, State and Federal Lands  
The Fern Forest Nature Center is almost 250 acres of County owned Natural area within and adjacent to the City of Margate municipal boundary in the south eastern most corner. There is no state or federal lands located within the City. Public open spaces in the City also include a Greenway and utility corridor that extends from Highway 834 (Sample Road) along N Rock Island Road and terminates at Oriole Park and nearly two dozen Home Owners Assassination (HOA) Parks.



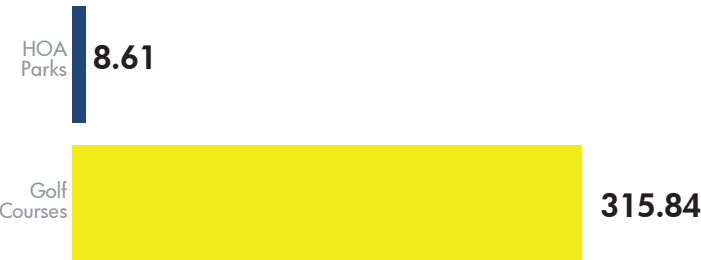
## Educational Open Space

Elementary, Middle, and Senior High Schools, Colleges, and Universities  
There are eleven schools within the City of Margate boundary. Atlantic West, Margate and Liberty Elementary Schools houses grades Kindergarten through fifth and Margate Middle School, grades 6 through 8. The Florida Career College also resides within the City of Margate and offers a variety of degrees in allied heath, nursing, cosmetology, information technology and technical trades.



## Private Open Space

Private Recreational Facilities, Cemeteries, and Golf Courses  
Private open space includes the former Palm Lake Golf Course, Margate Executive Golf Course, Oriole Golf Club, and Carolina Golf Course. These golf courses total over 315 acres of land.



## Natural Features

The following information details the natural features present within the City.

### Watersheds & Riparian Corridors

The City is located just north west of Fort Lauderdale and is part of the Cypress Canal Watershed. The City has a large system of canals that serves as drainage ways and stormwater management. This watershed funnels drainage to the Everglades.

### Floodplain

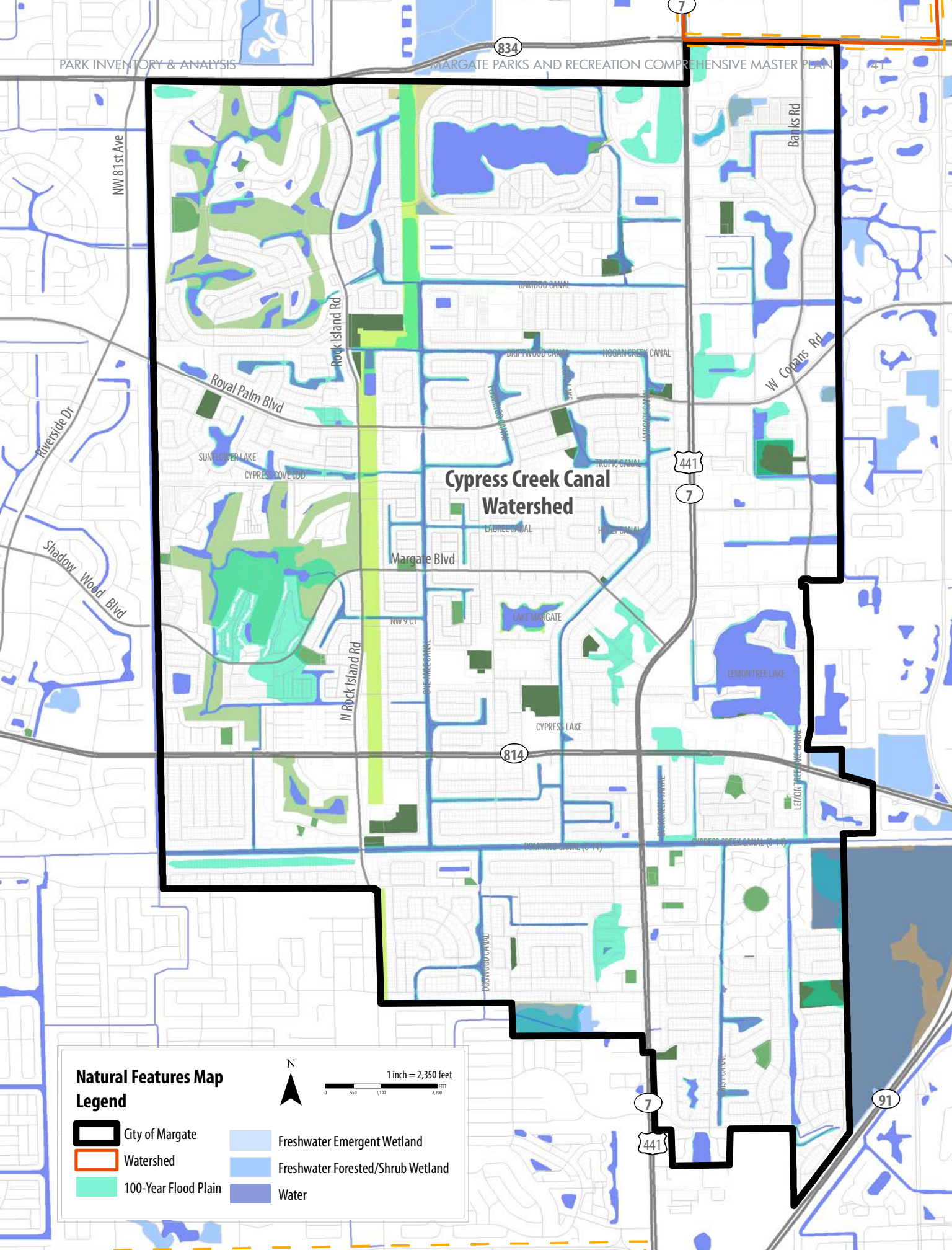
The Federal Emergency Management Agency through the National Flood Insurance Program produces Flood Hazard Boundary maps for areas prone to flood hazards. The 100-year flood plain associated with each of the creeks is shown in blue on the Natural Features Map. The 100-year flood plain denotes the area potentially impacted by the level of flood water expected to be equalled or exceeded every 100 years on average or have a 1% chance of being equalled or exceeded in any single year.

There are several areas within the City that would be subject to flooding during a 100-year storm event with the largest being the Oriole Golf Club, The Forest and The Fern Forest. Several parks are impacted by the 100-year Flood Plain and include: David Park, Margate Sports Complex and George Mudd Playground.


### Wetlands

Wetlands are lands saturated with water; this saturation impacts the soil character, the plant and animal communities and the surface condition of the land. Wetland data from the National Wetlands Inventory conducted by the U.S. Fish and Wildlife Service is depicted in the Natural Features Map. Most of the identified wetlands within the City are Freshwater Emergent Wetland and Freshwater Forested/Shrub Wetland.





### Natural Features Map Legend

- |  |   |
|--|---|
|  City of Margate      |  Freshwater Emergent Wetland       |
|  Watershed            |  Freshwater Forested/Shrub Wetland |
|  100-Year Flood Plain |  Water                             |



1 inch = 2,350 feet

0 500 1,000 2,000 FEET





# Asset Inventory

As a part of the planning process, we reference the guidelines outlined by the National Recreation and Parks Association (NRPA) - Park, Recreation, Open Space and Greenway Guidelines Manual.

NRPA recommends creating a park classification system to serve as a guide for organizing an agency's parks. Park, Recreation, and Greenway Classification Guidelines are expressions of the amount of land a community determines should constitute the minimum acreage and development criteria for different classifications or types of parks, open space, and greenways.

Mini Park, Neighborhood Park, School-Park, Community Park, Large Urban Park, and Sports Complexes are the five classifications for parks recognized by the NRPA. Commonly, School-Parks are included into the Neighborhood Park category and Large Urban Parks and Sports Complexes are included in the Community Park category.

These categories are based on size, function, and use. Mini Parks are the smallest size and most limited in function and use while Community Parks are typically the largest parks of a system and their many uses serve a variety of functions for the community. Other open space categories recognized by the NRPA are Natural Resource Areas, Greenways or Linear Parks, Special Use, and Private Park / Recreation Facility.

These classifications help the City develop a comprehensive Level of Service analysis, which will follow this section of the report. In the park and open space inventory on the following pages, all amenities were quantified and noted in order to understand the City's total recreational offerings.

# PARK AND OPEN SPACE CLASSIFICATIONS

<i>Classification</i>	<i>General Description</i>	<i>Service Area</i>	<i>Size Criteria</i>	<i>Margate Parks and Recreation</i>
Mini Park*	Mini Parks meet the need for a walkable, drop-in recreation experience. Appropriate elements in these parks include playgrounds, picnic areas, and seating. These parks usually do not include parking. Used to address limited, isolated, or unique recreational needs.	Less than 0.25 mile distance in a residential setting.	Between 2,500 SF and one acre in size.	Legacy Park, Lemon Tree Lake Park
Neighborhood Park*	Neighborhood Parks remain the basic unit of the park system and are generally designed for informal active and passive recreation and community gathering spaces. Elements in these parks often include playgrounds, picnic areas, sports fields, and trail systems. Neighborhood Parks serve as the recreational and social focus of the neighborhood.	0.25 to 0.5 mile distance and uninterrupted by non-residential roads and other physical barriers.	1 to 5 acres in size is typical.	Centennial Park, Coral Gate Park, Kaye Stevens Park, Serino Park, Southgate Park, Veterans Memorial Park (Margate Marina), Vinson Park, Winfield Park,
Community Park*	Community Parks focus on meeting community-wide recreation needs. These parks preserve unique landscapes, and often serve the community as gathering places and general athletics. Elements in these parks include playgrounds, pavilions, trails and path systems, multiple sport courts and fields. Serves broader purpose than neighborhood park. Focus is on meeting community based recreation needs, as well as preserving unique landscapes and open spaces.	Determined by the quality and suitability of the site. Usually serves two or more neighborhoods and 0.5 to 3 mile distance.	As needed to accommodate desired uses. Usually a minimum of 20 acres.	Andrews Field - Margate Middle School, David Park and George Mudd Playground, Firefighters Park, Margate Sports Complex, Oriole Park, Royal Palm Park and Calypso Cove, Southeast Park
Natural Area*	Conservation and wildlife areas, wooded areas and waterways that are maintained for the most part in their natural state.	Service radius is unlimited.	No applicable standard.	None
Special Use*	Special use facilities focus on meeting community-wide recreation needs. Often, these spaces, both indoor and outdoor, are designed as single-use recreation activities. Examples of special use facilities include golf courses, nature centers, recreation centers, and museums. Areas for specialized or single purpose recreational activities. Generally designed for active recreation and focus on meeting community based recreation needs.	No applicable standard.	Variable, depending on desired amenity.	None
Trails, Corridors, and Linear Parks*	Effectively tie park system components together to form a continuous park environment.	Resource availability and opportunity.	No applicable standard.	Greenway
Undeveloped Park	Lands owned by the agency, but not yet developed with any amenities to provide meaningful access to the site such as trails, seating areas, and other passive and active recreation amenities.	No applicable standard.	Variable.	Ed Greenwald Park

\* from NRPA's Park, Recreation, Open Space and Greenway Guidelines.

## Park and Open Space Matrix

The following tables were completed for City of Margate's existing parks, existing natural areas, and planned parks as a part of the Inventory & Analysis Phase of the master plan. It reflects the current inventory of the City's park acreage, uses and amenities.

Each park was classified and grouped based on NRPA park classification standards as Mini Park, Neighborhood Park, Community Park, Natural Area, or Greenway. There is also a category for undeveloped land, or land which the City currently owns or leases, but has not yet been developed with site amenities. For all categories of parks, distinction is made between which parks are owned or leased. Acreage information was obtained through the titles, deeds, leases, or plat of surveys.

**Acreage information was obtained through the titles, deeds, leases, or plat of surveys. In all, the City of Margate owns or manages a total of 215.06 acres.**

All amenities were quantified and noted in order to understand the City's total recreational offerings.



City of  
Margate

PARK AND OPEN SPACE SYSTEM

City of Margate																																		
PARK AND OPEN SPACE SYSTEM																																		
ACREAGE	TRAILS	INDOOR FACILITIES				DAY USE ASSETS				SPORTS FIELDS								WATER-BASED ASSETS				OTHER				NATURAL FEATURES								
		Indoor Program Facility	Bath House	Restrooms	Concessions	Maintenance / Storage	Dog Park	Picnic Shelter	Picnic Amenities	Playground	Basketball	Baseball / Softball/ T-ball	Football	Golf Course (holes)	Inline Hockey	Pickleball Court	Skate Park	Soccer	Tennis Court	Volleyball Court (Sand)	Fishing	Boat Launch	Swimming Pool	Splash Pad	Parking			Sports Lighting	Irrigation	Lighting Detection	Park Identification Signage	Stormwater Management		
Acres - Own	Acres - Lease / Manage																																	
0.25		x																								2				x		x		
0.72																																		
0.97	0.00																																	
Neighborhood Parks																																		
5.10																										10	x			x				
4.00		x				x																				29				x				
3.40		x																								4						x		
1.70		x																								22								
1.80																										10								
																										37					x			
1.60																										58	x							
9.00						x	x																			10							x	
1.70																																		
28.30	0.00																																	
Community Parks																																		
12.00		x			x	x	x																			70	x			x				
6.90			2																							24	x			x				
9.00		x	1		x	x			3																	115	x			x				
12.00		x			x	x	x		2																	221	x			x				
9.50					x	x	x																			100	x			x				
		x	x	x	x	x	x		2	x																3	1	133			x		x	
11.00						x	x		1																	85	x		x					
65.00	0.00																																	
PARK HOLDINGS																																		
94.27	0.00																																	
Undeveloped Parks																																		
0.30	0.00																																	
0.30	0.00																																	
0.30																																		
UNDEVELOPED PARK HOLDINGS																																		
120.49																																		
120.49	0.00																																	
120.79																																		
CITY OF MARGATE OPEN SPACE LAND HOLDINGS																																		
215.06	0.0	4	1	7	7	1	0	18	6	12	16	9	0	0	1	2	0	14	9	1	6	5	3	1	930	8	0	1	16	0	6	0		

ACREAGE	TRAILS		INDOOR FACILITIES				DAY USE ASSETS				SPORTS FIELDS								WATER-BASED ASSETS				OTHER				NATURAL FEATURES					
	Acres - Own	Acres - Lease / Manage	Indoor Program Facility	Bath House	Restrooms	Concessions	Maintenance / Storage	Dog Park	Picnic Shelter	Picnic Amenities	Playground	Basketball	Baseball / Softball/ T-ball	Football	Golf Course (holes)	Inline Hockey	Pickleball Court	Skate Park	Soccer	Tennis Court	Volleyball Court (Sand)	Fishing	Boat Launch	Swimming Pool	Splash Pad	Parking	Sports Lighting	Irrigation	Lighting Detection	Park Identification Signage	Stormwater Management	Creek / River / Open Water

# Level of Service Analysis

The Inventory & Analysis Chapter of the report describes and illustrates the existing conditions of the City's Parks. The information in this chapter is used to develop a base-line understanding of the City's assets and programs.

According to National Recreation and Parks Association, the LOS should:

- Be practicable and achievable
- Provide for an equitable allocation of park and recreation resources throughout a community; there should be equal opportunity access for all citizens
- Reflect the real-time demand of the citizens for park and recreation opportunities

## Parks & Open Space

The NRPA's population ratio method (acres/1,000 population) emphasizes the direct relationship between recreation spaces and people and is the most common method of estimating an agency's level of service for parkland and open space. The baseline standard according to this method is 10 acres/1,000 population. The upcoming tables calculate the existing and proposed Level of Service for the City of Margate using this ratio.

The City of Margate currently has .97 acres of Mini Park land, 28.3 Acres of Neighborhood Park land, and 65 acres of Community Park land. This equals a total of 94.7 acres of active, destination open space that include amenities such as playgrounds, sports fields and shelters. NRPA guidelines recommend 558.15 acres of Mini Park, Neighborhood Park, and Community Park open space to achieve the 10 acres per 1,000 population.

## Other Open Space Opportunities

City of Margate residents do not have an abundance of recreational opportunities within the City's own acres, but they also have access to outdoor recreation opportunities offered by other neighboring agencies. Home Owners Associations are prevalent in the City of Margate. These planned unit developments provide their own parks and open spaces for residents. Other opportunities offered include County Natural areas, in particular the Fern Forest. While these categories do not have a level of service standard, they are important in understanding the total acres available to residents for the outdoor recreation and leisure. When these properties are added, the total increases to 539.20 leaving a deficit of 130.58 acres.

When all open space including natural areas, and parkways are added into this equation, the level of service is 9.66 acres per 1,000 residents.

The first tables above include all existing developed City managed City Parks and open space compared to the 2014 population. The table on the following page highlights all open space compared to the 2014 population.

**Level of Service - City of Margate Parks**

Classification	Acreage (Total)	Existing Level of Service (acres / 1,000 population)	NRPA Recommended Acreage	NRPA Recommended Level of Service (acres / 1,000 population)	Acreage deficiency / surplus (acre)
Mini Park	0.97	0.02	27.91	0.50	-26.94
Neighborhood Park	28.30	0.51	111.63	2.00	-83.33
Community Park	65.00	1.16	418.61	7.50	-353.61
Total Parks	94.27	1.69	558.15	10.00	-463.88

Recommended acreage is based off the existing population of 55,815

**Level of Service - All Managed Recreation Areas**

Classification	Acreage (Total)	Existing Level of Service (acres / 1,000 population)	NRPA Recommended Acreage	NRPA Recommended Level of Service (acres / 1,000 population)	Acreage deficiency / surplus (acre)
Mini Park	0.97	0.02	27.91	0.50	-26.94
Neighborhood Park	28.30	0.51	111.63	2.00	-83.33
Community Park	65.00	1.16	418.61	7.50	-353.61
Greenway	120.49	2.16	55.82	1.00	64.68
Total Parks	214.76	3.85	613.97	11.00	-399.21

Recommended acreage is based off the existing population of 55,815

Classification	Acreage (Total)	Existing Level of Service (acres / 1,000 population)	NRPA Recommended Acreage	NRPA Recommended Level of Service (acres / 1,000 population)	Acreage deficiency / surplus (acre)
Mini Park	0.97	0.02	27.91	0.50	-26.94
Neighborhood Park	28.30	0.51	111.63	2.00	-83.33
Community Park	65.00	1.16	418.61	7.50	-353.61
HOA Open Space	41.84	0.75	55.82	1.00	-13.98
Greenway	113.29	2.03	55.82	1.00	57.48
County Natural Areas	289.80	5.19	0.00	0.00	289.80
Total Parks	539.20	9.66	669.78	12.00	-130.58

Recommended acreage is based off the existing population of 55,815

## Conclusions

In conclusion, Margate is deficient in open space across all three Park categories, compared to NRPA standards. When including other open space into the equation, the deficiency is reduced but still remains deficient by 130.58 acres.

It is important to note that residents of Margate are not limited to City open space for their outdoor recreation. Other open space owned by the County and private providers are available for outdoor recreation use. Land acquisition is still encouraged, but may not be the highest priority. Instead maintaining and enhancing the current acreage and creating partnerships with other open space agencies may be most appropriate.

# Service Area Analysis

Planning areas are used for the analysis of land acquisition and park facility redevelopment of needs. Planning areas are delineated by major pedestrian barriers, including major roads or highways, railroad corridors and extreme natural features.

The location and geographic distribution of parks offer an indication of how well a City is serving its residents. By understanding where parks are located in relationship to residential development, we are able to understand who is underserved. This exercise may reveal the need for acquisition in underserved areas of the City, or may reveal that the City is serving the residents well and should shift their focus into maintaining or updating their amenities.

## Methodology

In the City of Margate, the canals, major roadways serve as the main pedestrian barriers. These pedestrian barriers created the planning areas within the City. There are 39 in all, with three determined to be non-residential (these areas are shaded in blue on the Service Area Maps), only 36 are analyzed in the following pages.

When Margate was divided into planning areas, the geographic distribution of the parks and open spaces were analyzed. Demographics for each service area were gathered, further informing the level of service analysis for each planning area.

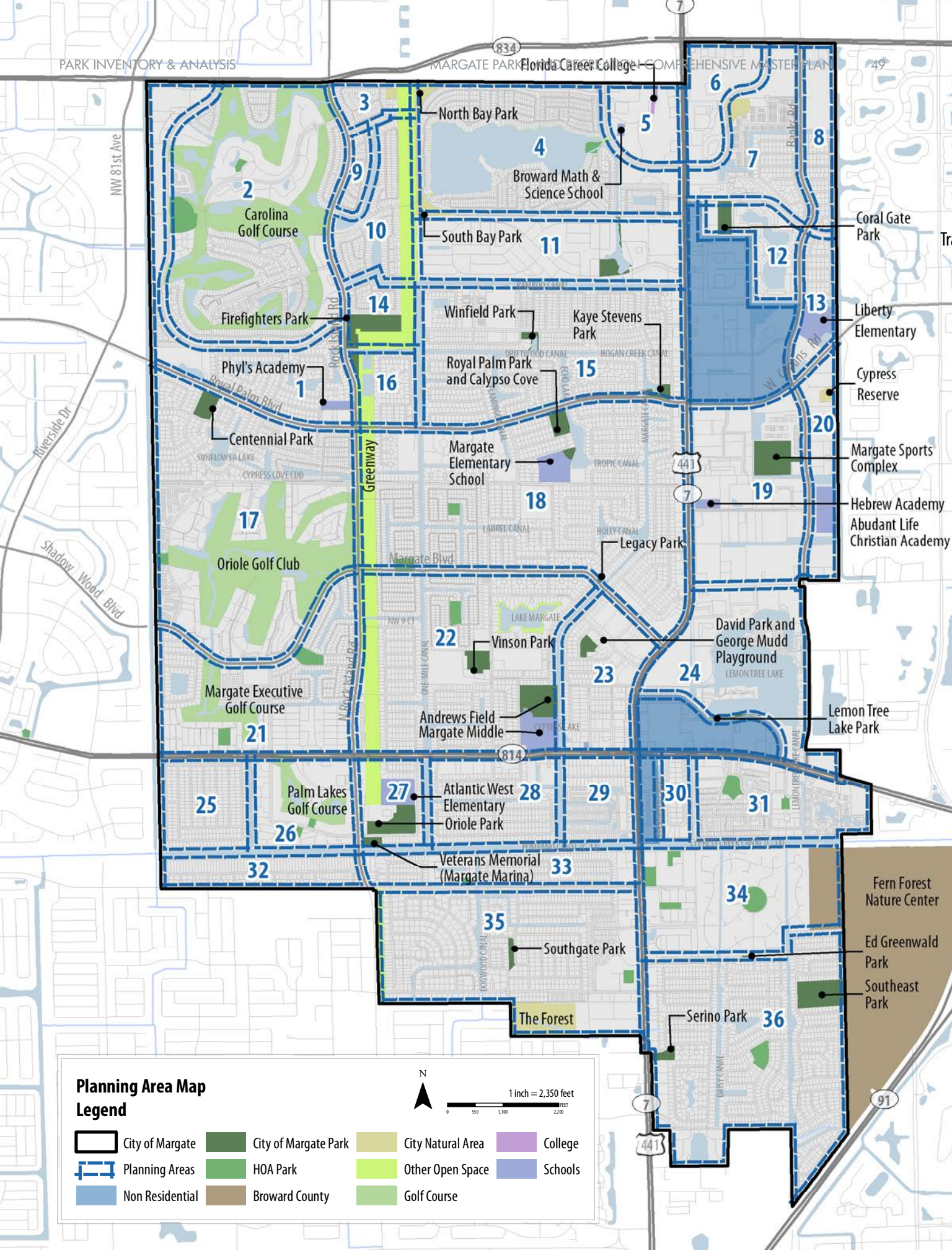
First, a service area—illustrated in the maps with orange (City Parks) yellow (HOA Parks)—was created around each individual park. The shape of each service area around each park is determined by the analyzing the real distance

– either a quarter-mile, half-mile, or one-mile distance – one can travel from the park. The size of the service area is dependent on the park classification. The table below notes the various service area distances for Mini, Neighborhood, and Community Parks.

Next, the service area buffers for Mini and Neighborhood Parks were clipped to the planning area boundaries in which the park is located. This is done because these boundaries are considered impassable or nearly impassable by pedestrians and Mini and Neighborhood Parks are walk-to or walkable destination facilities. For Community Parks, the boundaries were not clipped because these parks are seen as drive-to destinations.

Finally, the service area maps and other related maps were overlaid and analyzed to determine what areas are most and least served by the park system. The most served areas are illustrated by the dark orange while the least served areas are illustrated by the lack of orange. The orange service area buffers overlap to form a gradient that illustrates the degree to which residents are served. The darker the orange, the more well-served these residents are. Those residents who fall within the darker orange area are served by multiple parks and their amenities.





## Planning Area Map Legend

- |                 |                      |                   |         |
|-----------------|----------------------|-------------------|---------|
| City of Margate | City of Margate Park | City Natural Area | College |
| Planning Areas  | HOA Park             | Other Open Space  | Schools |
| Non Residential | Broward County       | Golf Course       |         |

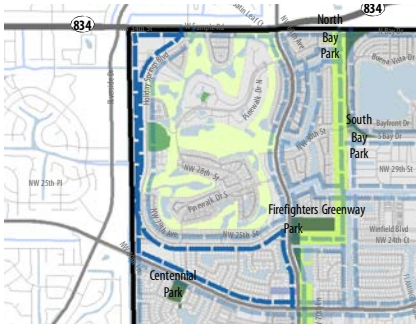


1 inch = 2,350 feet

0 550 1,100 2,200



# PLANNING AREA PROFILES



Population 1,770



Population 4,294



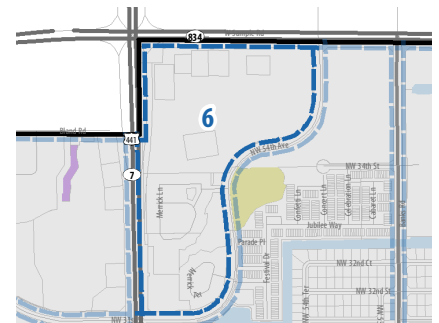
Population 166



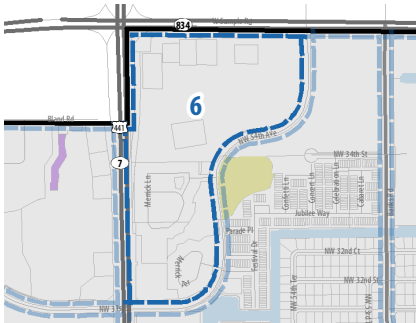
Population 2,994



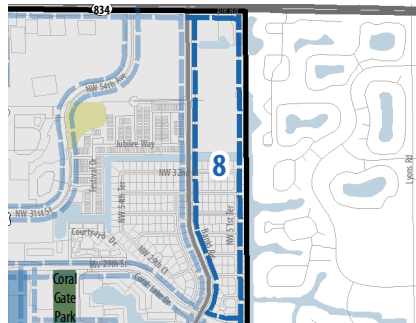
Population 0



Population 458



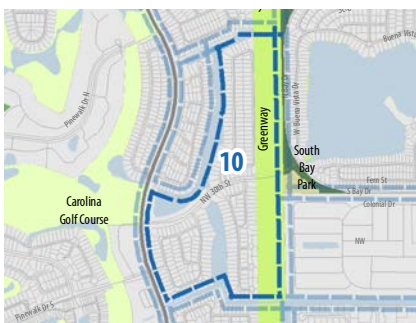
Population 1,305



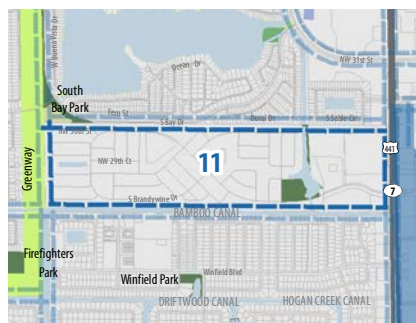
Population 871



Population 502



Population 876

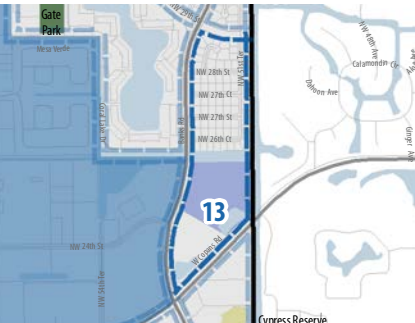


Population 1,753



Population 587

# PLANNING AREA PROFILES



Population 213



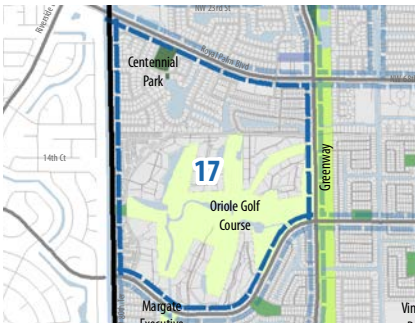
Population 341



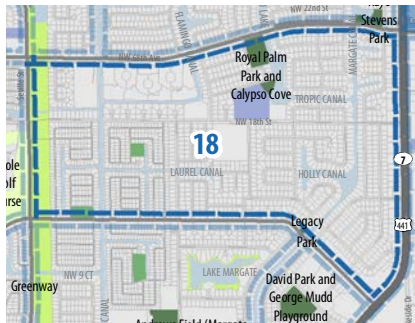
Population 3,848



Population 310



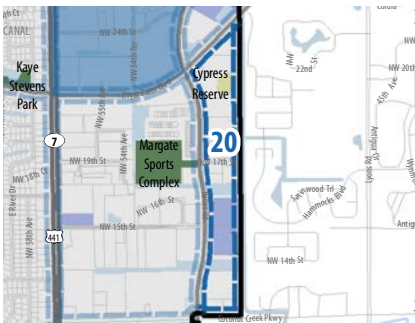
Population 5,369



Population 4,020



Population 2



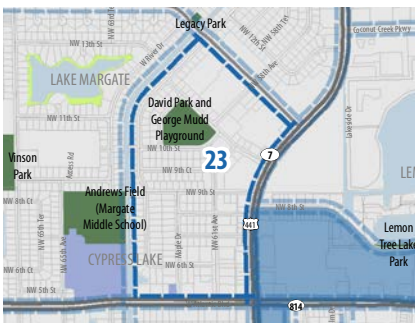
Population 206



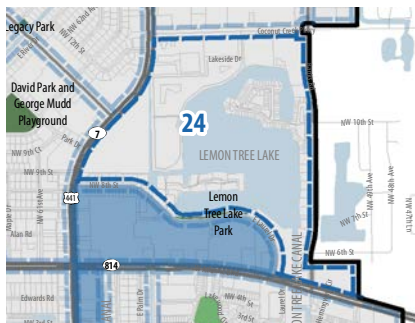
Population 2,359



Population 3,038



Population 1,125



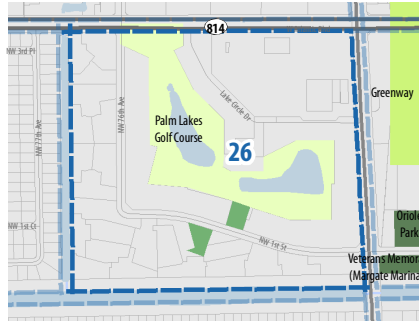
Population 1,368



# PLANNING AREA PROFILES



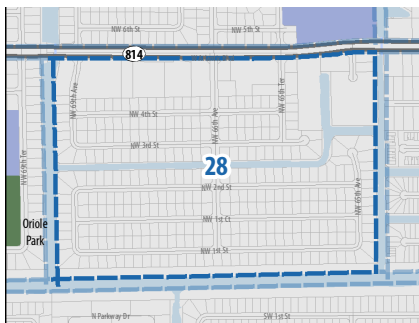
Population 1,520



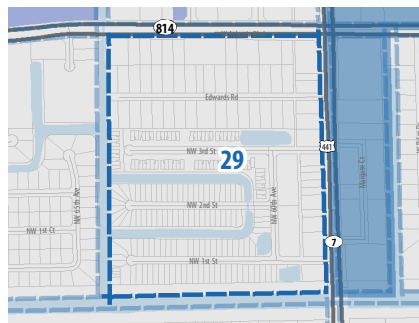
Population 674



Population 198



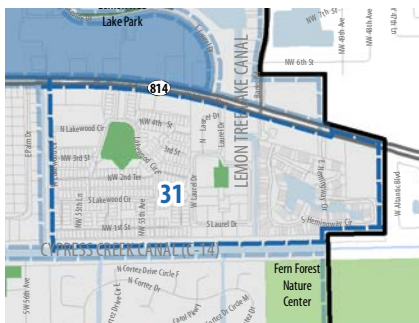
Population 1,140



Population 795



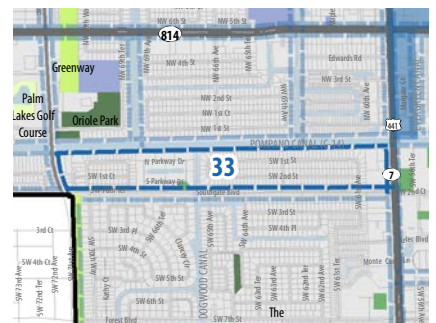
Population 58



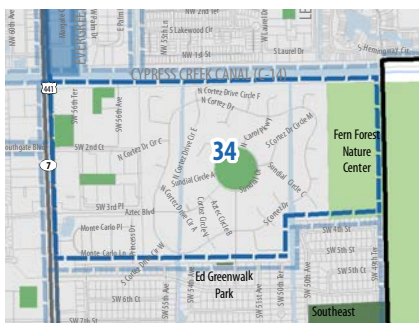
Population 1,901



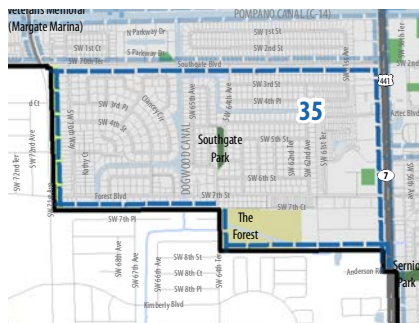
Population 869



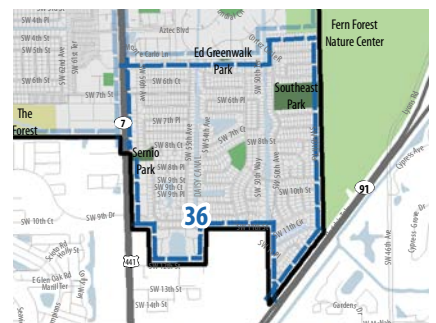
Population 1,744



Population 1,631



Population 3,682



Population 3,834





## Mini Park Service Area Analysis

Mini Parks meet the need for a walkable, drop-in recreation experience. Appropriate elements in these parks include playgrounds, picnic areas, seating, and landscaping.

The purpose of the Mini Park service area study is to determine which planning areas are under-served by the Margate's existing Mini Park land holdings. Currently, the City has 2 Mini Parks that are .25 acre and .72 acres in size.

**The Mini Park Service Area Map illustrates a 0.25-mile service radius (shown in dark orange) around each existing Mini Park.**

This plan also illustrates a 0.25-mile service area (shown in light orange) for Neighborhood and Community Parks and HOA parks (shown in yellow) as these parks can also serve the function of a Mini Park for those residents within a 0.25-mile distance from the park. According to NRPA's Park, Recreation, Open Space, and Greenway Guidelines, Mini Park service areas do not include residents who must cross a planning area boundary to reach the park. The service areas, as seen on the Mini Parks Service Area Map, have thus been clipped at all planning area boundaries.

The Mini Parks Service Area Map, illustrates that there are gaps in service area coverage. The two mini parks are located in Planning Areas 18 and 24. When the Neighborhood, Community and HOA 0.25 mile service areas are added to the map the coverage improves but still over 58% of the population resides outside the 0.25-mile walk from an outdoor active recreation opportunity.

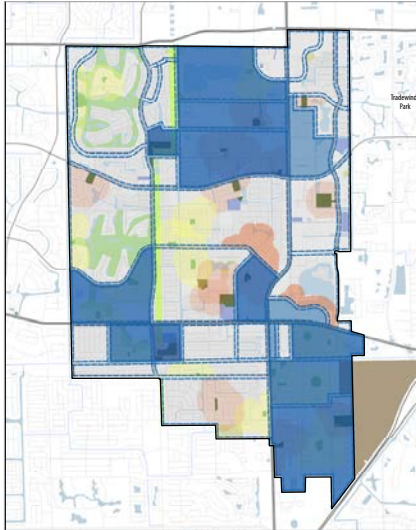
Slightly less than 42% of the population is served by a Mini, Neighborhood, or Community Park within a 0.25-mile walk from their home. This analysis did not take into account the natural areas, greenways or undeveloped open space.





# POPLUATION ANALYSIS

This analysis compares the number of residents living within a 0.25-mile of a Mini, Neighborhood, or Community Park in an individual planning area and compares it to the total population within that same planning area.



>50% Served

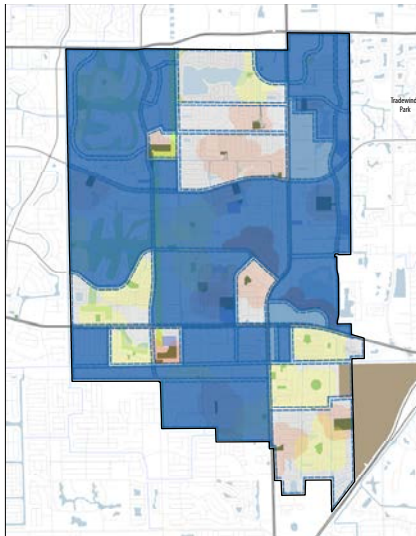
## Served Planning Areas

>50% of population are within 0.25-mile of a Mini Park

Shaded areas in the >50% Served Mini Parks diagram illustrate all planning areas where 50% or more of the residents have access to a Mini Park within a quarter-mile walk from their homes. The information is organized by number of residents served compared to the total planning area population (e.g. 100 served:150 total).

The planning areas are:

Area 4 (1,809:2,994)	60.4%	Area 26 (589:671)	87.8%
Area 11 (1,276:1,753)	100%	Area 27 (115: 198)	58.11%
Area 14 (341:341)	72.5%	Area 31 (1,663:1,901)	87.5%
Area 15 (2,791:3,848)	55.8%	Area 34 (1,631:1,631)	100%
Area 21 (1,316:2359)	55.8%	Area 36 (2,730:3,834)	71.2%
Area 23 (829:1,125)	73.7%		



<50% Served

## Underserved Planning Areas

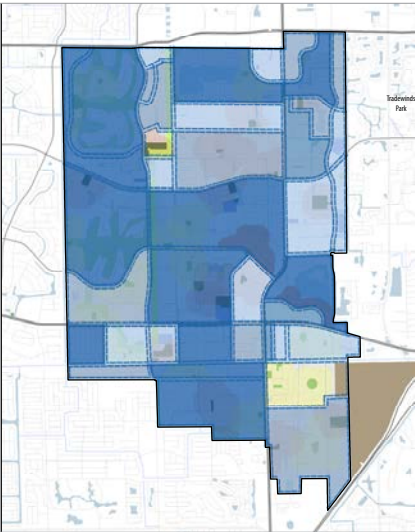
<50% of population are within 0.25-mile of a Mini Park

Shaded areas in the <50% Served Mini Parks Map displays all planning areas where less than 50% of the residents have access to a Mini Park within a quarter-mile walk from their homes.

The planning areas are:

Area 1 (0:1,770)	0.0%	Area 12 (0:587)	0.0%	Area 25 (0:1,520)	0.0%
Area 2 (1,254:4,294)	29.2%	Area 13 (0:213)	0.0%	Area 28 (0:1,140)	0.0%
Area 3 (0:166)	0.0%	Area 16 (0:310)	0.0%	Area 29 (0:795)	0.0%
Area 5 (0:251)	0.0%	Area 17 (1,192:5,369)	22.2%	Area 30 (0:58)	0.0%
Area 6 (0:458)	0.0%	Area 18 (1,956:4,020)	48.7%	Area 32 (0:869)	0.0%
Area 7 (0:1,305)	0.0%	Area 19 (0:2)	0.0%	Area 33 (491: 1,744)	0.0%
Area 8 (0:871)	0.0%	Area 20 (0:206)	0.0%	Area 35(1,495:3,682)	0.0%
Area 9 (0:251)	0.0%	Area 22 (1,373:3,038)	45.2%		
Area 10 (0:873)	0.0%	Area 24 (252:1,368)	18.4%		





Deficiency Ranking

Ranking based on resident impact

Ranking based on the total amount of residents within the planning area. The color-coded Mini Parks Deficiency Ranking Map displays the underserved planning areas as they have been ranked from most deficient (dark blue) to least deficient (light blue).

Most Deficient (more than 1,116 not served):

Area 17	4,177	Area 1	1,770	Area 33	1,253
Area 2	3,040	Area 22	1,665	Area 4	1,185
Area 35	2,187	Area 25	1,520	Area 28	1,140
Area 18	2,064	Area 7	1,305	Area 24	1,116

Average (between 458 and 1,104 not served):

Area 36	1,104	Area 10	873	Area 12	587
Area 15	1,057	Area 8	871	Area	502
Area 21	1,043	Area 29	795	Area 6	458
Area 32	869				

Least Deficient (between 2 and 477 not served):

Area 11	477	Area 31	238	Area 27	83
Area 16	310	Area 13	213	Area 26	82
Area 23	296	Area 20	206	Area 30	58
Area 5	251	Area 3	166	Area 19	2

Mini Park Service Area Analysis Conclusions

The Mini Park Service Area analysis revealed that less than 60% of the overall population has access to a Mini, Neighborhood, or Community Park within a 0.25-mile walk from their home. According to the overall service area map, large gaps in service are concentrated in the northern and southwest portions of the City. However, this analysis required a further look into the distribution of the City’s population to determine where residents live and which residents are most and least served.

The Population Analysis compared the population served within each planning area to the total number of residents within the same planning area. This analysis revealed that in most centrally-located planning areas, more than 50% of the population within those planning areas is served by a Mini, Neighborhood, or Community Park within a quarter-mile. In all, 12 of the 36 planning areas are considered well-served.

Conversely, this analysis revealed that 25 of the 36 planning areas are underserved, or less than 50% of their populations have access to Mini, Neighborhood, and Community Park land holdings within a 0.25-mile. Out of these 39 planning areas, Area 2, 17,18 and 35 are considered the most deficient. This was derived from looking at the total percent served compared to the total population within that planning area. These planning areas may be high priorities for future investment. A future Mini Park investment in Planning Area 2 would impact 4,294 residents, 17 would impact a total of 5,369 residents, 18 would impact 4,020 residents, and 35 would impact 3,682.

## Neighborhood Park Service Area Analysis

Neighborhood Parks remain the basic unit of the park system and are generally designed for informal active and passive recreation and community gathering spaces.

The purpose of the Neighborhood Park service area study is to determine which planning areas are under-served by the City's existing Neighborhood Park land holdings. Currently, the City has nine Neighborhood Parks that range from 1.6 acres to 9 acres in size.

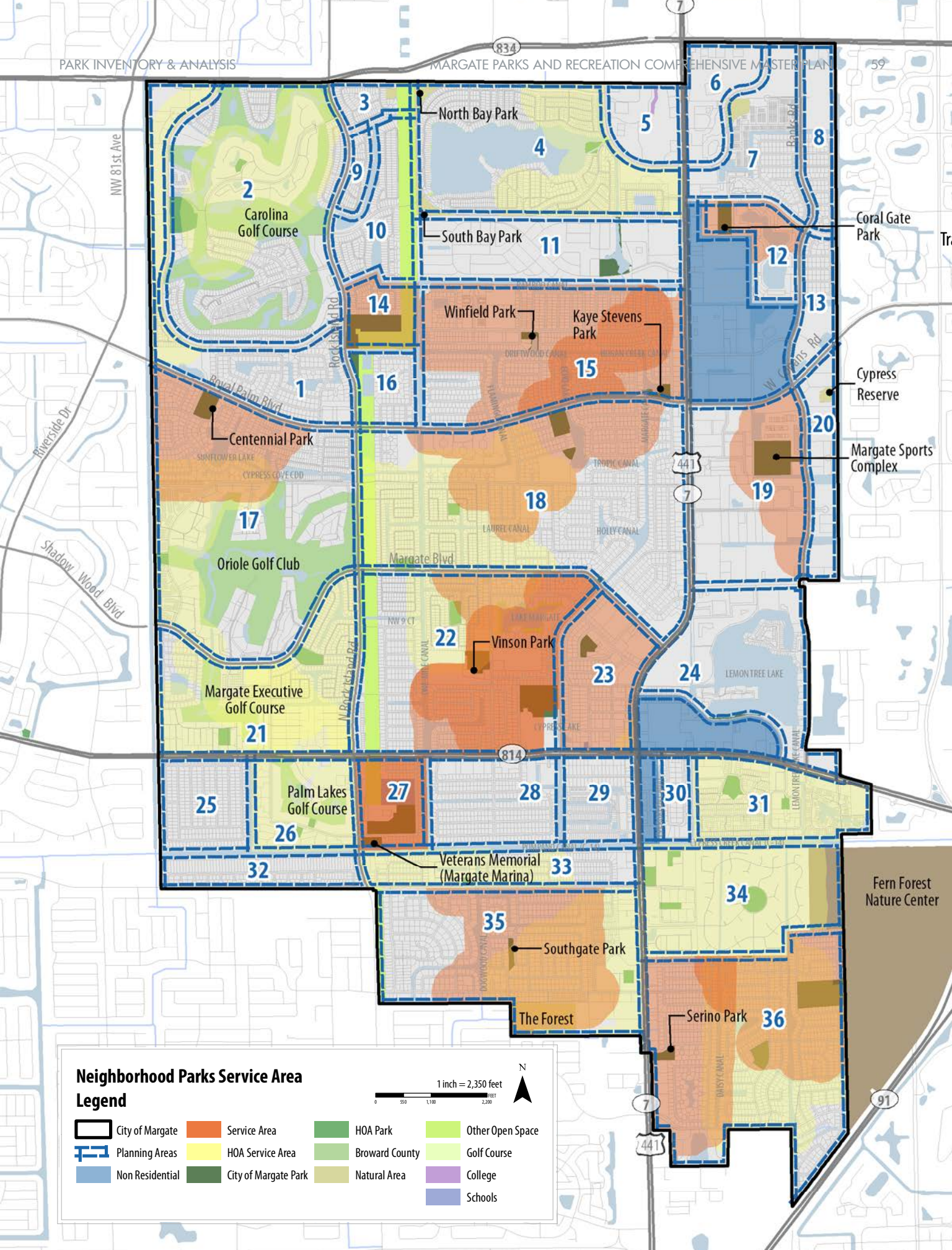
**The Neighborhood Park Service Area Map illustrates a 0.5-mile service radius (shown in dark orange) around each existing Neighborhood Park.**

This plan also illustrates a 0.5-mile service area (shown in light orange) for Community Parks and HOA parks (shown in yellow) as these parks can also serve the function of a Neighborhood Park for those residents within a 0.5-mile distance from the park. According to NRPA's Park, Recreation, Open Space, and Greenway Guidelines, Neighborhood Park service areas do not include residents who must cross a planning area boundary to reach the park. The service areas, as seen on the map to the Neighborhood Parks Service Area Map have thus been clipped to all planning area boundaries.

The Neighborhood Parks Service Area Map reveals that many gaps exist in the neighborhood Park Service Area extents. The most noticeable gaps are located along the outside edges of the City. The gaps in service extend to nearly every planning area.

Out of the 55,815 City of Margate residents, 32,854 (58.86%) live within a 0.5-mile of a Neighborhood, or Community Park. This analysis did not take into account the natural areas, greenways or undeveloped open space.

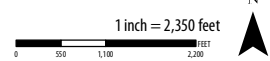




### Neighborhood Parks Service Area

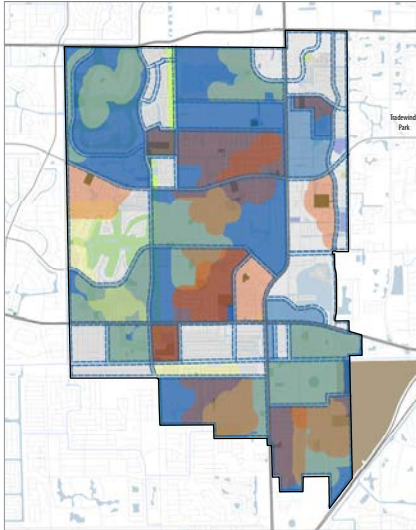
#### Legend

- |                 |                      |                |                  |
|-----------------|----------------------|----------------|------------------|
| City of Margate | Service Area         | HOA Park       | Other Open Space |
| Planning Areas  | HOA Service Area     | Broward County | Golf Course      |
| Non Residential | City of Margate Park | Natural Area   | College          |
|                 |                      | Schools        |                  |



# POPULATION ANALYSIS

This analysis compares the number of residents living within a 0.5-mile of a Neighborhood, or Community Park in an individual planning area and compared it to the total population within that same planning area.



>50% Served

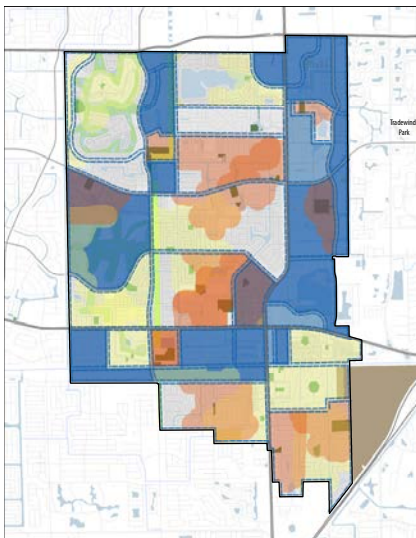
## Served Planning Areas

*>50% of population are within 0.5-mile of a Neighborhood Park*

The shaded areas in the >50% Served Neighborhood Parks diagram displays all planning areas where 50% or more of the residents have access to a Neighborhood or Community Park within a half-mile walk from their homes. The information is organized by number of residents served compared to the total planning area population (e.g. 100 served:150 total).

The planning areas are:

Area 1 (926:1,770)	52.3%	Area 15 (3,331:3,848)	86.6%	Area 31 (1,901:1,901)	100%
Area 2 (2,694:4,294)	62.7%	Area 18 (2,589:4,020)	64.4%	Area 34 (1,631:1,631)	100%
Area 4 (2,754:2,994)	92.0%	Area 21 (2,359:2,359)	100%	Area 35 (2,655:3,682)	72.1%
Area 11 (1,411:1,753)	80.5%	Area 22 (2,060:3,038)	67.8%	Area 36 (3,788:3,834)	98.8%
Area 12 (587:587)	100%	Area 26 (671:671)	100%		
Area 14 (341:341)	100%	Area 27 (198:198)	100%		



<50% Served

## Underserved Planning Areas

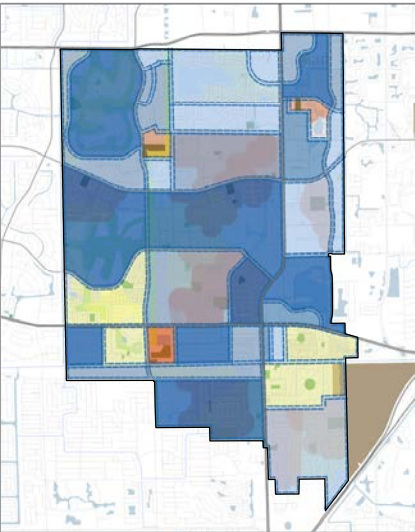
*<50% of population are within 0.5-mile of a Neighborhood Park*

The shaded areas in the <50% Served Neighborhood Parks diagram displays all planning areas where less than 50% of the residents have access to a Neighborhood or Community Park within a half-mile walk from their homes. The following information is organized by number of residents served out of total residents within the planning area.

The planning areas are:

Area 3 (0:166)	0.0%	Area 13 (0:213)	0.0%	Area 25 (0:1,520)	0.0%
Area 5 (0:251)	0.0%	Area 16 (0:310)	0.0%	Area 28 (0:1,140)	0.0%
Area 6 (0:458)	0.0%	Area 17 (2,175:5,369)	0.0%	Area 29 (0:795)	0.0%
Area 7 (0:1,305)	0.0%	Area 19 (0:2)	0.0%	Area 30 (0:58)	0.0%
Area 8 (0:871)	0.0%	Area 20 (0:206)	0.0%	Area 32 (0:869)	0.0%
Area 9 (0:251)	0.0%	Area 23 (0:1,125)	0.0%	Area 33 (783:1,744)	44.9%
Area 10 (0:873)	0.0%	Area 24 (0:1,368)	0.0%		





Deficiency Ranking

Ranking based on resident impact

The color-coded Neighborhood Parks Deficiency Ranking Map displays the underserved planning areas as they have been ranked from most deficient (dark blue) to least deficient (light blue).

Most Deficient (more than 1,027 not served):

Area 17	3,194	Area 18	1,431	Area 28	1,140
Area 2	1,600	Area 24	1,368	Area 23	1,125
Area 25	1,520	Area 7	1,305	Area 35	1,027

Average (between 458 and 978 not served):

Area 22	978	Area 32	869	Area 15	517
Area 33	961	Area 1	844	Area 9	502
Area 10	873	Area 29	795	Area 6	458
Area 8	871				

Least Deficient (between 2 and 342 not served):

Area 11	342	Area 13	213	Area 30	58
Area 16	310	Area 20	206	Area 19	2
Area 5	251	Area 3	166		
Area 4	240	Area 36	46		

Neighborhood Park Service Area Analysis Conclusions

The Neighborhood Service Area analysis revealed that less than 60% of the overall population has access to a Neighborhood or Community Park within a 0.5-mile walk from their home. According to the service area map, large gaps in service are concentrated in the northern and western portions of the City. However, this analysis required a further look into the distribution of the City’s population to determine where residents live and which residents are most and least served.

The Population Analysis compared the population served within each planning area to the total number of residents within the same planning area. This analysis revealed that in most centrally-located planning areas, more than 50% of the population within those planning areas is served by a Neighborhood, or Community Park within a quarter-mile. In all, 16 of the 36 planning areas are considered well-served.

Conversely, this analysis revealed that 20 of the 36 planning areas are underserved, or less than 50% of their populations have access to Neighborhood, and Community Park land holdings within a 0.25-mile. Out of these 13 planning areas, Area 2 and 17 were considered the most deficient. This was derived from looking at the total percent served compared to the total population within that planning area. These planning areas may be high priorities for future investment. A future Neighborhood Park investment in planning area 2 would impact a total of 4,294 residents while a future Mini Park investment in Planning Area 17 would impact a total of 5,369 residents.

## Community Park Service Area Analysis

Community Parks focus on meeting community-wide recreation needs. These parks preserve unique landscapes, and often serve the community as gathering and general team sport spaces.

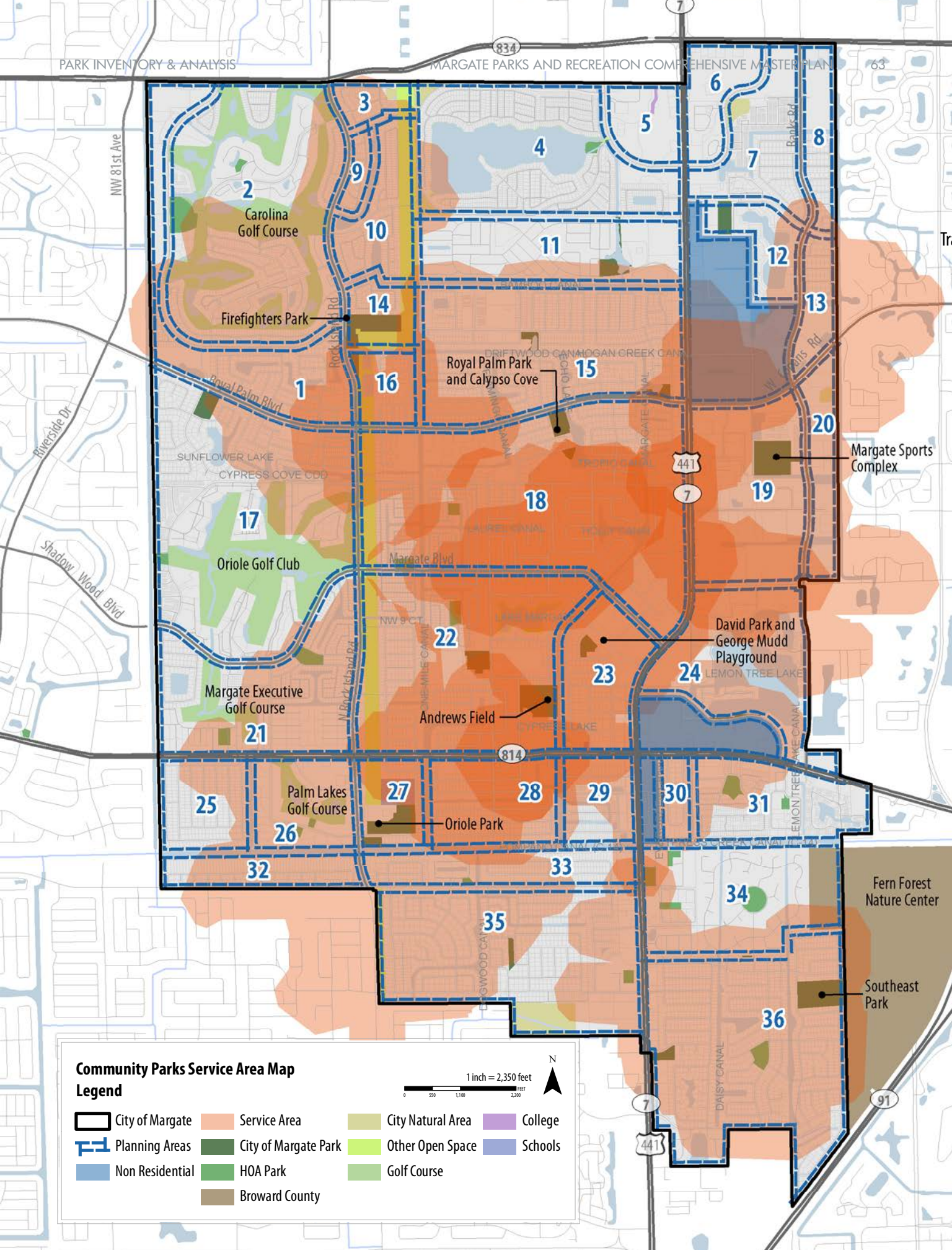
The purpose of the Community Park service area study is to determine the location of gaps in Community Park service area coverage. Currently, the City has six Community Parks that range from 4.6 acres to 12 acres in size.

**The Community Park Service Area Map illustrates a 1.0-mile service radius (shown in dark orange) around each existing Community Park.**

Unlike Mini and Neighborhood Parks, Community Parks are considered a drive-to recreation destination. The service areas, therefore, are not limited to the boundary of the planning area in which they are located. These drive-to destinations cover multiple planning areas and are regional destinations.

As seen on the Community Parks Service Area Map, Margate's existing Community Parks are well-distributed throughout the City. Three Community Parks: Oriole, Andrews Field and David Park and George Mudd Playground serve the residents in south-central Margate. Residents in the southeastern corner of the City experience gaps in coverage in Planning Areas 29, 31, 33, 34 and 35. Two larger gaps exist along the western edge of the city to the north of Planning Areas 1 and 2 and the majority of Planning Area 17. The majority of the north eastern planning areas are underserved.

Almost 67% of the City of Margate has access to a Community Park within one-mile of their home.



### Community Parks Service Area Map Legend

- |                 |                      |                   |         |
|-----------------|----------------------|-------------------|---------|
| City of Margate | Service Area         | City Natural Area | College |
| Planning Areas  | City of Margate Park | Other Open Space  | Schools |
| Non Residential | HOA Park             | Golf Course       |         |
| Broward County  |                      |                   |         |

1 inch = 2,350 feet

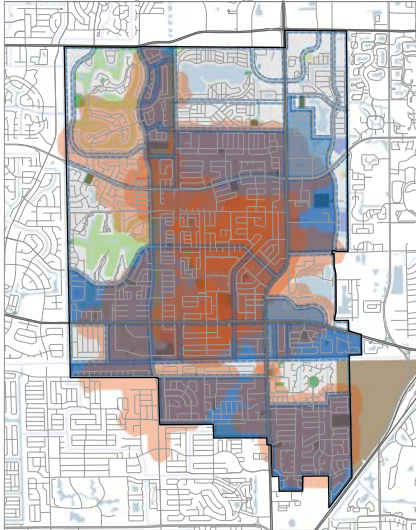
0 550 1,100 2,200 FEET





# POPULATION ANALYSIS

This analysis compares the number of residents living within one-mile of a Community Park in an individual planning area and compares it to the total population within that same planning area.



>50% Served

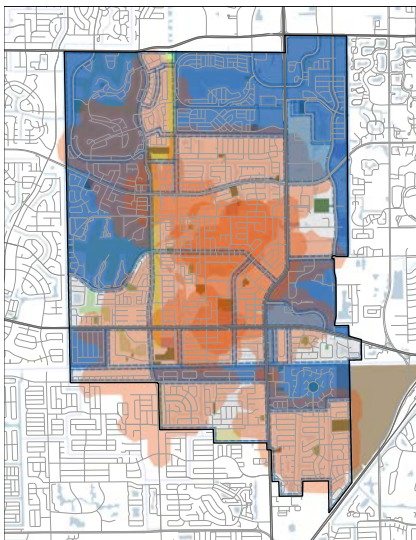
## Served Planning Areas

>75% of population is within 1.0 mile of a Community Park

The shaded areas in the >75% Served Community Parks diagram displays all planning areas where 75% or more of the residents have access to a Community Park within a one-mile drive from their homes. The information is organized by number of residents served compared to the total planning area population (e.g. 100 served:150 total).

The planning areas are:

Area 3 (166:166)	100%	Area 18 (4,020:4,020)	100%	Area 28 (1,140:1,140)	100%
Area 9 (502:502)	100%	Area 19 (2:2)	100%	Area 30 (58:58)	100%
Area 10 (873:873)	100%	Area 20 (206:206)	100%	Area 32 (869:869)	100%
Area 13 (213:213)	100%	Area 22 (3,038:3,038)	100%	Area 35 (3,186:3,682)	86.5%
Area 14 (341:341)	100%	Area 23 (1,125:1,125)	100%	Area 36 (3,712:3,834)	96.8%
Area 15 (3,848)	100%	Area 26 (671:671)	100%		
Area 16 (310:310)	100%	Area 27 (198:198)	100%		



<50% Served

## Underserved Planning Areas

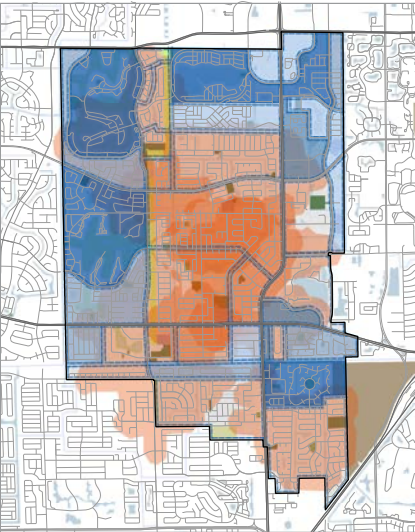
<75% of population is within 1.0 mile of a Community Park

The shaded areas in the <75% Served Community Parks diagram displays all planning areas where less than 75% of the residents have access to a Community Park within a one-mile drive from their homes. The following information is organized by number of residents served out of total residents within the planning area.

The planning areas are:

Area 1 (979:1,170)	55.3%	Area 8 (0:871)	0.0%	Area 25 (804:1,520)	52.3%
Area 2 (1,926:4,294)	44.9%	Area 11 (1,173:1,753)	66.9%	Area 29 (413:795)	51.95%
Area 4 (938:2,994)	31.3%	Area 12 (193:587)	32.8%	Area 31 (1,151:1,901)	60.5%
Area 5 (0:251)	0.0%	Area 17 (974:5,369)	18.1%	Area 33 (1,783:1,744)	44.9%
Area 6 (0:458)	0.0%	Area 21 (1,527:2,359)	64.7%	Area 34 (574:1,631)	35.2%
Area 7 (0:1,305)	0.0%	Area 24 (896:1,368)	65.3%		





Deficiency Ranking

Ranking based on resident impact

The color-coded Community Parks Deficiency Ranking Map displays the underserved planning areas as they have been ranked from most deficient (dark blue) to least deficient (light blue).

Most Deficient / Lowest LOS (more than 1,057 not served):

Area 17	4,395	Area 4	2,056	Area 34	1,057
Area 2	2,368	Area 7	1,305		

Average LOS (between 716 and 961 not served):

Area 33	961	Area 21	832	Area 31	750
Area 8	871	Area 1	791	Area 25	716

Least Deficient / Highest LOS (between 213 and 587 not served):

Area 6	458	Area 11	580	Area 24	475
Area 5	251	Area 12	394	Area 29	382

Community Park Service Area Analysis Conclusions

The Community Park Service Area analysis revealed that almost 65% of the population has access to a Community Park land holding within one-mile drive of their home. The existing Community Park coverage is focused on the center of the community, but there is currently a gap in service in the along the perimeter of the City boundary.

The Population Analysis revealed similar gaps in coverage. Planning Areas 17 and 2 rose to the top as the most deficient Planning Areas, as they had the largest number of residents without access to a Community Park within one-mile of their homes. Planning Area 17 and 2 were also shown to have an average need for a Community Park.

## Overall Park Service Area Analysis

The Overall Service Area analysis illustrates the City-wide deficiencies for Mini, Neighborhood, and Community Park assets.

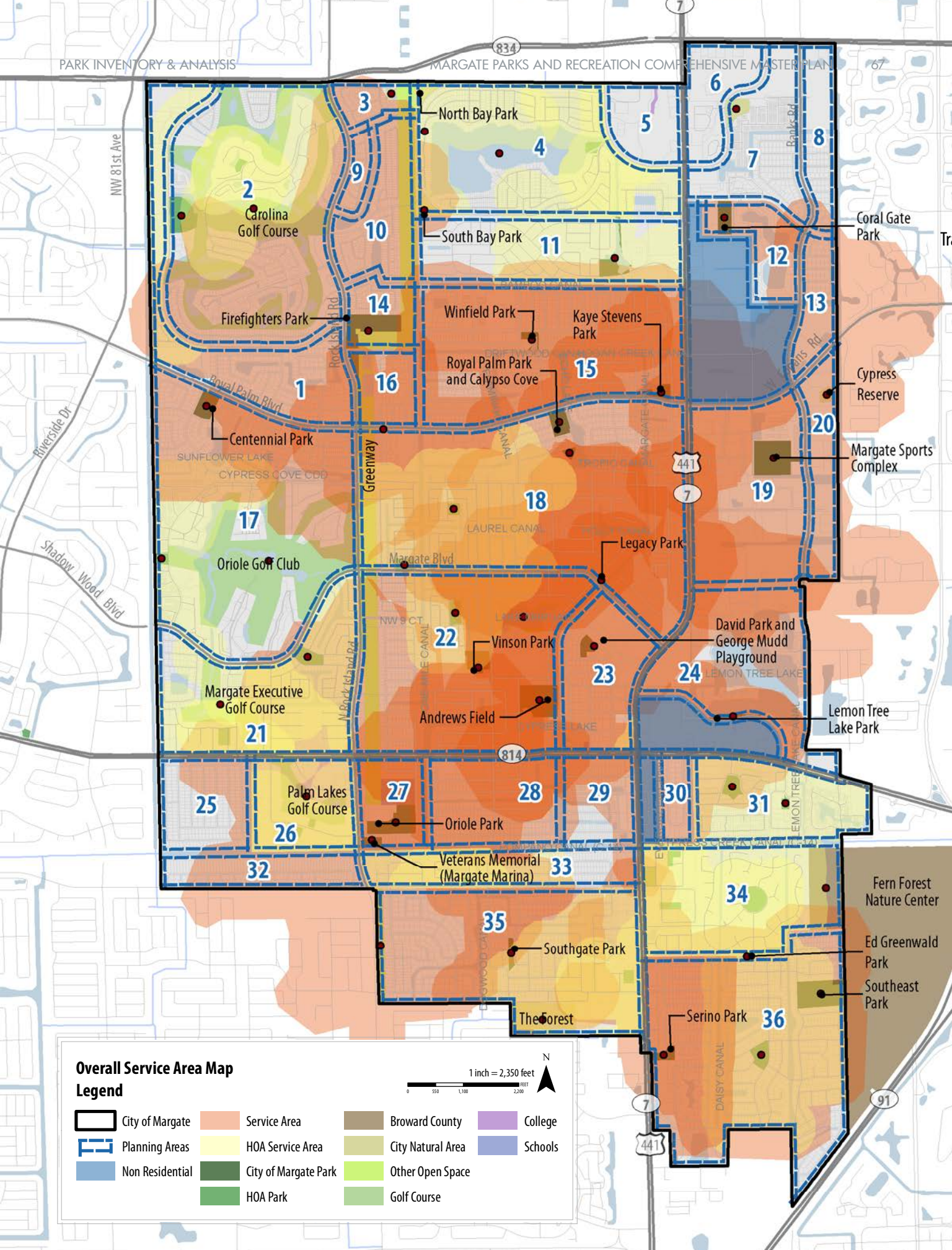
The purpose of the Overall Park service area study is to develop a City-wide understanding of the overall geographic distribution and service area for all parks within the City of Margate Park system. Natural Areas, Special Use facilities, Parkways, and Undeveloped land holding are not included in this analysis.

**The Overall Service Area Map illustrates the service areas for all Mini (0.25-mile), Neighborhood (0.5-mile), and Community Parks(1.0-mile).**

Per NRPA Guidelines, the Mini and Neighborhood Park service areas are clipped to the boundaries of the individual planning areas in which they reside. The Community Parks, however, are considered drive-to destinations and are not clipped to any of the planning area boundaries.

The Overall Service Area Map reveals that park coverage is concentrated across the northwest to the south west with heavy concentration in the center of the City. The coverage gaps are located in the northeast, primarily in Planning Areas 5, 6, 7, 8, 12, 13 and 20 and to the southwest in Planning Areas 17, 21 and 25.

In conclusion, nearly 67% of the City of Margate live within 0.25-miles of a Mini Park, 0.5-miles of a Neighborhood Park, and/ or one-mile of a Community Park. If served areas are aggregated, 85% of the City of Margate are served by one or more of the park classifications.



### Overall Service Area Map Legend

	City of Margate		Service Area		Broward County		College
	Planning Areas		HOA Service Area		City Natural Area		Schools
	Non Residential		City of Margate Park		Other Open Space		
	HOA Park		Golf Course				

1 inch = 2,350 feet



0 350 1,100 2,300



## Facility Needs Analysis

The table on the following page was completed to compare the Margate Parks and Recreation's existing amenities to state averages.

**2014 population: 55,814**

	Margate Parks and Recreation		FL Facility Average*		Surplus / Deficit
	Existing # of Facilities	Existing # of Facilities per 1,000 population	Total # of Facilities needed to meet FL Average	FL Average # of Facilities per 1,000 population	Surplus / Deficit
Water Based Facilities					
Fishing Pier	6	0.11	3.4	0.06	2.6
Swimming Pools	3	0.05	5.8	0.10	-2.8
Swimming Beaches (miles)		0.00	1.5	0.03	-1.5
Boat Ramps / Launch	5	0.09	7.3	0.13	-2.3
Trails					
Canoe Trails (miles)		0.00	6.3	0.11	-6.3
Hiking Trails (miles)		0.00	25.4	0.45	-25.4
Bicycle Trails (miles)		0.00	15.1	0.27	-15.1
Equestrian Trails (miles)		0.00	9.6	0.17	-9.6
Jogging Trails (miles)		0.00	3.9	0.07	-3.9
Nature/Interpretive Trails (Miles)		0.00	5.4	0.10	-5.4
Day Use Facilities					
Picnic Shelters	18	0.32	0.0	0.00	18.0
Playgrounds	12	0.21	14.9	0.27	-2.9
Commemorative Structures	1	0.02	0.7	0.01	0.3
Sports Courts and Facilities					
Tennis Courts	9	0.16	26.1	0.47	-17.1
Pickleball Court	2	0.04	0.0	0.00	2.0
Raquetball Courts		0.00	5.3	0.09	-5.3
Basketball Courts	16	0.29	23.1	0.41	-7.1
Volleyball Courts	1	0.02	2.1	0.04	-1.1
Multi-Use Court	14	0.25	2.7	0.05	11.3
Baseball Fields	9	0.16	16.3	0.29	-7.3
Football Fields		0.00	6.1	0.11	-6.1
Multi-Use Field		0.00	6.0	0.11	-6.0
Golf Course (18-Hole Course)		0.00	2.5	0.05	-2.5
Golf Course (9-Hole Course)		0.00	0.5	0.01	-0.5
Shuffleboard courts		0.00	12.7	0.23	-12.7
Dog Parks		0.00	0.0	0.00	0.0
Frisbee Golf		0.00	0.0	0.00	0.0
Skate Park		0.00	0.0	0.00	0.0
Spray Grounds	1	0.02	0.0	0.00	1.0

5

# Individual Park Inventories



# Individual Park Inventories

This inventory offers a snapshot of the existing conditions for all parks and facilities during the time of this master plan. Aerial photography, character images, observations, and service area information are documented in the following pages.

## Introduction

This section includes a detailed inventory and analysis of each individual park. The planning team performed a site visit and evaluation for each of the City of Margate's park properties to determine the opportunities and/or potential recommendations for improvements. Each site was visited and photographed, and staff provided information on how the park is used and any issues with the site or site amenities.

## Inventory: the act or process of making a complete list of things that are in place

Listed in alphabetical order, each spread offers a detailed checklist of the elements present within and around the site. The inventory checklist is outlined in four categories: context, natural features, site characteristics, and uses and programming. Along with the detailed checklist of the site characteristics, the size, tax numbers, year acquired, planning area, and population served are listed. A development history matrix is also included, providing the quantity of each amenity on a per park basis along with the age of the amenity. Finally, site aerial and character photos are included.

## Utilization

The inventory and analysis of each individual park aids in the development of individual action items—both system-wide “big picture” items and individual “nuts and bolts” items. However, while the inventory and analysis informs the action plan, the information is documented to serve as a general park reference guide. This not only allows for the City to utilize these pages to reference the existing conditions of each park at the time of the master plan, but also document the on-going changes and updates to each park as capital improvements and master plan action items are completed.







Classification	Neighborhood
Acres	5.1
Tax Number	484126072660

# Centennial Park

7800 Royal Palm Boulevard

## Inventory

### Context

#### Adjacent Land Use

- ☒ residential (Single family)
- ☐ commercial / office
- ☒ institutional
- ☐ industrial
- ☐ open space

Adjacent to church. Located inside a Home Owners Association.

#### Street Classification

- ☐ arterial
- ☒ collector
- ☒ local
- ☐ alley

### Natural Features

#### Hydrological Conditions

- ☐ floodplain / floodway
- ☐ wetland(s)
- ☐ open water
- ☐ detention
- ☒ none

#### Topographical Characteristics

- ☒ minimal
- ☐ moderate
- ☐ severe

#### Vegetation / Landscaping

- ☒ turf
- ☒ deciduous trees
- ☐ evergreen trees
- ☐ ornamental planting
- ☐ native plantings

### Site Characteristics

#### Playground Elements

- ☒ modular structure
- ☐ independent play
- ☐ swings
- ☐ none

Playground contains new Evos play structure with sand surfacing but no curb. Playground is not ADA accessible.

#### Basketball (1 total courts)

- ☐ color coat
- ☐ striping
- ☒ full-court
- ☐ half-court

Court needs color coat application. No ADA access, benches, or shade present.

#### Trails / Pathways

- ☒ asphalt
- ☐ concrete
- ☐ other
- ☐ none

#### Site Amenities

- ☒ picnic tables
- ☐ benches
- ☐ lighting
- ☒ trash receptacles
- ☒ drinking fountain
- ☐ shelter
- ☐ restrooms
- ☐ bike rack

Grills present.

#### On-Site Utilities

- ☐ water
- ☐ electrical
- ☐ sewer
- ☒ none

### User & Programs

#### Uses

- ☒ drop-in neighborhood
- ☐ regional
- ☐ recreation programming
- ☐ affiliate organizations





Classification	Neighborhood
Acres	4
Tax Number	484219010232 484219010234

# Coral Gate Park

5650 N.W. 29th Street

## Inventory

### Context

#### Adjacent Land Use

- ☒ residential (Multi-family)
- ☒ commercial / office
- ☒ institutional
- ☐ industrial
- ☐ open space

Adjacent to medical park to the northwest.

#### Street Classification

- ☐ arterial
- ☒ collector
- ☐ local
- ☐ alley

### Natural Features

#### Hydrological Conditions

- ☐ floodplain / floodway
- ☐ wetland(s)
- ☐ open water
- ☒ detention
- ☐ none

Detention between tennis / shelter and playground

#### Topographical Characteristics

- ☒ minimal
- ☐ moderate
- ☐ severe

#### Vegetation / Landscaping

- ☒ turf
- ☒ deciduous trees
- ☐ evergreen trees
- ☐ ornamental planting
- ☒ native plantings

Palms present. Mid-size buffer between parking lot and medical park. Opportunities for more shade.

### Site Characteristics

#### Playground Elements

- ☒ modular structure
- ☒ independent play
- ☒ swings (4 tot, 8 belt, 1 ADA)
- ☐ none

Playground includes traditional modular Kompan structure with a fall height 5+ feet, a 2-5 modular structure, and a Kompan Supernova element and swing. Sand surfacing contained by a concrete curb may not be compliant. No access ramp into play area. Transfer station is not effective. No rules / warning signage present. Playground to receive shade canopy to reach minimum standard for shade percentage per square foot.

#### Tennis (4 courts)

- ☒ color coat
- ☒ striping
- ☒ lighting (20XX)
- ☒ fencing (20XX)

Lights run on a timer. Court resurfacing on a 5-year rotation.

#### Basketball (1.5 total courts)

- ☐ color coat
- ☐ striping
- ☐ full-court
- ☒ half-court (3)

Fencing and sports lighting present.

#### Trails / Pathways

- ☒ asphalt
- ☐ concrete
- ☒ other - pavers
- ☐ none

Loop path in good condition. Opportunity for connection at rear gateway. Path is almost 1/4 mile.

#### Site Amenities

- ☒ picnic tables
- ☒ benches
- ☒ lighting
- ☒ trash receptacles
- ☒ drinking fountain (6+)
- ☒ shelter
- ☒ restrooms
- ☐ bike rack

Many seating options available throughout park, including swing benches by playground and along loop path. Restrooms located by rectangular shelter. 3 small octagonal shelters, 1 large rectangular shelter present. Shelters rusting underneath. No shelter rentals. No CXT restroom building. Utility building located on southwest corner of site.

#### On-Site Utilities

- ☒ water
- ☒ electrical
- ☒ sewer
- ☐ none

### User & Programs

#### Uses

- ☒ drop-in neighborhood
- ☐ regional
- ☐ recreation programming
- ☐ affiliate organizations

Development History

QTY	Year	Cond. *	
.3		1	Trails / Pathways (miles)
			Indoor Program Facility
			Bath House
✓		2	Restrooms
			Concessions
✓		2	Maintenance / Storage
			Dog Park
4		2	Picnic Shelter
✓		1	Picnic Amenities
1		1	Playground
1.5		1	Basketball
			Baseball / Softball/T-ball
			Football
			Golf Course (holes)
			Inline Hockey
			Pickleball Court
			Skate Park
			Soccer
4		1	Tennis Court
			Volleyball Court (Sand)
			Fishing
			Boat Launch
			Swimming Pool
			Splash Pad
29		1	Parking
✓			Sports Lighting
			Irrigation
			Lightning Detection
✓		1	Park Identification Signage
✓			Stormwater Management
✓			Creek / River / Open Water
✓			Natural Area / Gardens

\* Condition Key: 1 (Good), 2 (Fair), 3 (Poor)



Service Layer Credits: Source: Esri, DigitalGlobe, GeoEye, I-cubed, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community



Classification	Community
Acres	6.9
Tax Number	484125031060

# David Park / George Mudd Playground

6199 N.W. 10th Street

## Inventory

### Context

#### Adjacent Land Use

- ☒ residential
- ☐ commercial / office
- ☒ institutional
- ☐ industrial
- ☐ open space

#### Street Classification

- ☐ arterial
- ☐ collector
- ☒ local
- ☐ alley

Leonard Weisinger Community Center, Katz Community Center, Senior Center (northwest focal point), Library located on site.

### Natural Features

#### Hydrological Conditions

- ☐ floodplain / floodway
- ☐ wetland(s)
- ☐ open water
- ☐ detention
- ☒ none

#### Topographical Characteristics

- ☒ minimal
- ☐ moderate
- ☐ severe

#### Vegetation

- ☒ turf
- ☐ deciduous trees
- ☐ evergreen trees
- ☐ ornamental planting
- ☒ native plantings

### Site Characteristics

#### Playground Elements

- ☒ modular structure
- ☒ independent play
- ☒ swings (4 tot, 6 belt, 1 ADA)
- ☐ none

Playground contains 2-5 and 5-12 modular structures, 1 Kompan structure, 2 Kompan galaxy spinners, musical play piece, and 3 Kompan Spica spinners. Shade over playground, tear in shade sail over 2-5 structure. Sand surfacing contained by concrete curb may not be compliant. Rubber surfacing for play structure access present, but rest of play area not accessible. Wood fiber surfacing present in south container. Play signage present. Play area could be smaller or more elements could be added to maximize play value. Four-square courts located to north of playground.

#### Trails / Pathways

- ☐ asphalt
- ☒ concrete
- ☐ other - pavers
- ☐ none

Opportunity for connection between library and playground.

#### Site Amenities

- ☒ picnic tables
- ☒ benches
- ☐ lighting
- ☒ trash receptacles
- ☒ drinking fountain (2)
- ☐ shelter
- ☒ restrooms
- ☒ bike rack

Six shade shelters present over benches. Fencing present. Site furnishings are recycled plastic. Bleachers located in south play container. Restrooms in community center.

#### On-Site Utilities

- ☒ water
- ☒ electrical
- ☒ sewer
- ☐ none

### User & Programs

#### Uses

- ☒ drop-in neighborhood
- ☒ regional
- ☐ recreation programming
- ☐ affiliate organizations

Regional play destination. Contains largest playground, all recreational programming (Mommy and Me, summer camps) is done here. 5-12 summer camp has 300+ participants, 140 in-house at one time last year. Instructors are contracted out for programs.



## Development History

QTY	Year	Cond. *
.16	1990	1
2	1990	2
✓	1990	
✓	1990	1
1	1990	1
24	1990	2
✓	1990	1

Trails / Pathways (miles)  
Indoor Program Facility  
Bath House  
Restrooms  
Concessions  
Maintenance / Storage  
Dog Park  
Picnic Shelter  
Picnic Amenities  
Playground  
Basketball  
Baseball / Softball / T-ball  
Football  
Golf Course (holes)  
Inline Hockey  
Pickleball Court  
Skate Park  
Soccer  
Tennis Court  
Volleyball Court (Sand)  
Fishing  
Boat Launch  
Swimming Pool  
Splash Pad  
Parking  
Sports Lighting  
Irrigation  
Lightning Detection  
Park Identification Signage  
Stormwater Management  
Creek / River / Open Water  
Natural Area / Gardens

\* Condition Key: 1 (Good), 2 (Fair), 3 (Poor)



**Service Layer Credits:** Source: Esri, DigitalGlobe, GeoEye, i-cubed, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community



Classification	Community
Acres	9
Tax Number	484123060200 484123060210

# Firefighters Park

2500 Rock Island Road

## Inventory

### Context

#### Adjacent Land Use

- ☒ residential (Single family)
- ☐ commercial / office
- ☐ institutional
- ☒ industrial
- ☐ open space

Adjacent utilities / overhead lines to south.

#### Street Classification

- ☒ arterial
- ☒ collector
- ☐ local
- ☐ alley

### Natural Features

#### Hydrological Conditions

- ☐ floodplain / floodway
- ☐ wetland(s)
- ☐ open water
- ☐ detention
- ☐ none

#### Topographical Characteristics

- ☒ minimal
- ☐ moderate
- ☐ severe

Some berms present - mostly flat.

#### Vegetation

- ☒ turf
- ☒ deciduous trees
- ☐ evergreen trees
- ☒ ornamental planting
- ☐ native plantings

Palms present. No trees in parking lot islands.

### Site Characteristics

#### Playground Elements

- ☒ modular structure
- ☒ independent play
- ☒ swings (4 tot, 4 belt)
- ☐ none

Playground contains 2-5 and 5-12 modular structures with fall height of 5+ feet and a Kompan Supernova element. ADA access to transfer station but no access around structures. Sand surfacing contained by concrete curb may not be compliant. Orientation leaves excess space between elements. Slide turns into path - chute shouldn't intersect the access route. Rusting, discoloration of elements. No shade over structures.

#### Tennis (5 courts)

- ☒ color coat (20XX)
- ☒ striping
- ☒ lighting (20XX)
- ☒ fencing(20XX)

#### Basketball (2 total courts)

- ☒ color coat
- ☒ striping
- ☒ full-court
- ☐ half-court

New color coat. Bleachers, scoreboard, and sports lighting present.

#### Soccer (1 total fields)

- ☒ goals
- ☐ spectator seating
- ☐ irrigation
- ☐ under drain

Synthetic turf field. Field area is locked. Requires permit for use. Scoreboard, fence, and nets in poor condition. People can climb in ripped nets.

#### Roller Hockey

- ☐ goals
- ☐ spectator seating
- ☒ lighting

No nets or benches present. Scoreboard in poor condition.

#### Sand Volleyball (1 total courts)

- ☒ net
- ☐ spectator seating
- ☐ lighting

Sand surfacing contained by plastic curb.

#### Trails / Pathways

- ☒ asphalt
- ☐ concrete
- ☐ other - pavers
- ☐ none

Kiwanis Health trail present, fitness stations used frequently. Spacing between stations should be increased. No access path between parking lot and dog park.

#### Site Amenities

- ☒ picnic tables
- ☒ benches
- ☒ lighting
- ☒ trash receptacles
- ☒ drinking fountain
- ☒ shelter
- ☒ restrooms
- ☒ bike rack

Drinking fountain at game room. Three 4-table shelters. Grill present at each shelter. Concessions, restrooms at inline hockey. Cell tower and flag pole present. Five shade canopies present.

#### On-Site Utilities

- ☒ water
- ☒ electrical
- ☒ sewer
- ☐ none

### User & Programs

#### Uses

- ☒ drop-in neighborhood
- ☐ regional
- ☒ recreation programming
- ☐ affiliate organizations

Safety Town present. Game room contains billiards, foosball, and ping pong tables.



Development History

QTY	Year	Grade	
.46		1	Trails / Pathways (miles)
✓		2	Indoor Program Facility
			Bath House
✓		2	Restrooms
✓		2	Concessions
			Maintenance / Storage
			Dog Park
3		1	Picnic Shelter
✓			Picnic Amenities
1		2	Playground
2		1	Basketball
			Baseball / Softball/T-ball
			Football
			Golf Course (holes)
1		3	Inline Hockey
2		1	Pickleball Court
			Skate Park
1		2	Soccer
5		1	Tennis Court
1		1	Volleyball Court (Sand)
			Fishing
			Boat Launch
			Swimming Pool
			Splash Pad
115		1	Parking
✓			Sports Lighting
			Irrigation
			Lightning Detection
✓		1	Park Identification Signage
			Stormwater Management
			Creek / River / Open Water
			Natural Area / Gardens

\* Condition Key: 1 (Good), 2 (Fair), 3 (Poor)





Classification	Neighborhood
Acres	3.4
Tax Number	484125080320

# Kaye Stevens Park

5825 Royal Palm Boulevard

## Inventory

### Context

#### Adjacent Land Use

- ☒ residential (Single family)
- ☐ commercial / office
- ☐ institutional
- ☐ industrial
- ☐ open space

#### Street Classification

- ☒ arterial
- ☒ collector
- ☐ local
- ☐ alley

### Natural Features

#### Hydrological Conditions

- ☐ floodplain / floodway
- ☐ wetland(s)
- ☒ open water
- ☐ detention
- ☒ none

Detention pond stabilized with concrete.

#### Topographical Characteristics

- ☒ minimal
- ☐ moderate
- ☐ severe

#### Vegetation

- ☒ turf
- ☒ deciduous trees
- ☒ evergreen trees
- ☒ ornamental planting
- ☐ native plantings

Palms and new trees present. Modular block raised planters present.

### Site Characteristics

#### Playground Elements

- ☐ modular structure
- ☐ independent play
- ☐ swings
- ☒ none

#### Trails / Pathways

- ☐ asphalt
- ☒ concrete
- ☒ other - pavers
- ☐ none

New concrete. Pavers present at picnic tables.

#### Site Amenities

- ☒ picnic tables
- ☒ benches
- ☐ lighting
- ☒ trash receptacles
- ☐ drinking fountain
- ☒ shelter
- ☐ restrooms
- ☒ bike rack

Two small 1-table shelters. Swing benches present. Recycled plastic benches and tables.

#### On-Site Utilities

- ☐ water
- ☐ electrical
- ☐ sewer
- ☐ none

### User & Programs

#### Uses

- ☒ drop-in neighborhood
- ☐ regional
- ☐ recreation programming
- ☐ affiliate organizations

## Development History

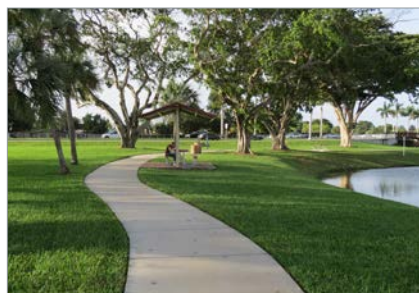
QTY	Year	Cond.*
.1		1
1		1
✓		1
✓		1
1		1
2		1
✓		1
✓		1

- Trails / Pathways (miles)
- Indoor Program Facility
  - Bath House
  - Restrooms
  - Concessions
- Maintenance / Storage
  - Dog Park
  - Picnic Shelter
  - Picnic Amenities
  - Playground
  - Basketball
- Baseball / Softball / T-ball
  - Football
- Golf Course (holes)
  - Inline Hockey
  - Pickleball Court
  - Skate Park
  - Soccer
- Tennis
  - Volleyball Court (Sand)
- Fishing
  - Boat Launch
- Swimming Pool
  - Splash Pad
  - Parking
- Sports Lighting
  - Irrigation
  - Lightning Detection
- Park Identification Signage
- Stormwater Management
- Creek / River / Open Water
- Natural Area / Gardens

\* Condition Key: 1 (Good), 2 (Fair), 3 (Poor)



**Service Layer Credits:** Source: Esri, DigitalGlobe, GeoEye, i-cubed, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community



Classification	Mini
Acres	.25
Tax Number	484125031820

# Legacy Park

1400 West River Drive

## Inventory

### Context

#### Adjacent Land Use

- ☒ residential
- ☐ commercial / office
- ☐ institutional
- ☐ industrial
- ☐ open space

#### Street Classification

- ☒ arterial
- ☐ collector
- ☒ local
- ☐ alley

### Natural Features

#### Hydrological Conditions

- ☒ floodplain / floodway
- ☒ wetland(s)
- ☒ open water
- ☐ detention
- ☐ none

Canal present.

#### Topographical Characteristics

- ☒ minimal
- ☒ moderate (canal)
- ☐ severe

#### Vegetation

- ☒ turf
- ☐ deciduous trees
- ☐ evergreen trees
- ☒ ornamental planting
- ☐ native plantings

Palms present.

### Site Characteristics

#### Playground Elements

- ☐ modular structure
- ☐ independent play
- ☐ swings
- ☒ none

#### Trails / Pathways

- ☐ asphalt
- ☐ concrete
- ☒ other - pavers
- ☐ none

Pavers present in parking lot.

#### Site Amenities

- ☐ picnic tables
- ☒ benches
- ☒ lighting (bollards)
- ☒ trash receptacles
- ☒ drinking fountain
- ☒ shelter
- ☐ restrooms
- ☐ bike rack

Swing benches, interpretive signage and plaques, boat launch, and gazebo shelter present.

#### On-Site Utilities

- ☒ water
- ☒ electrical
- ☒ sewer
- ☐ none

### User & Programs

#### Uses

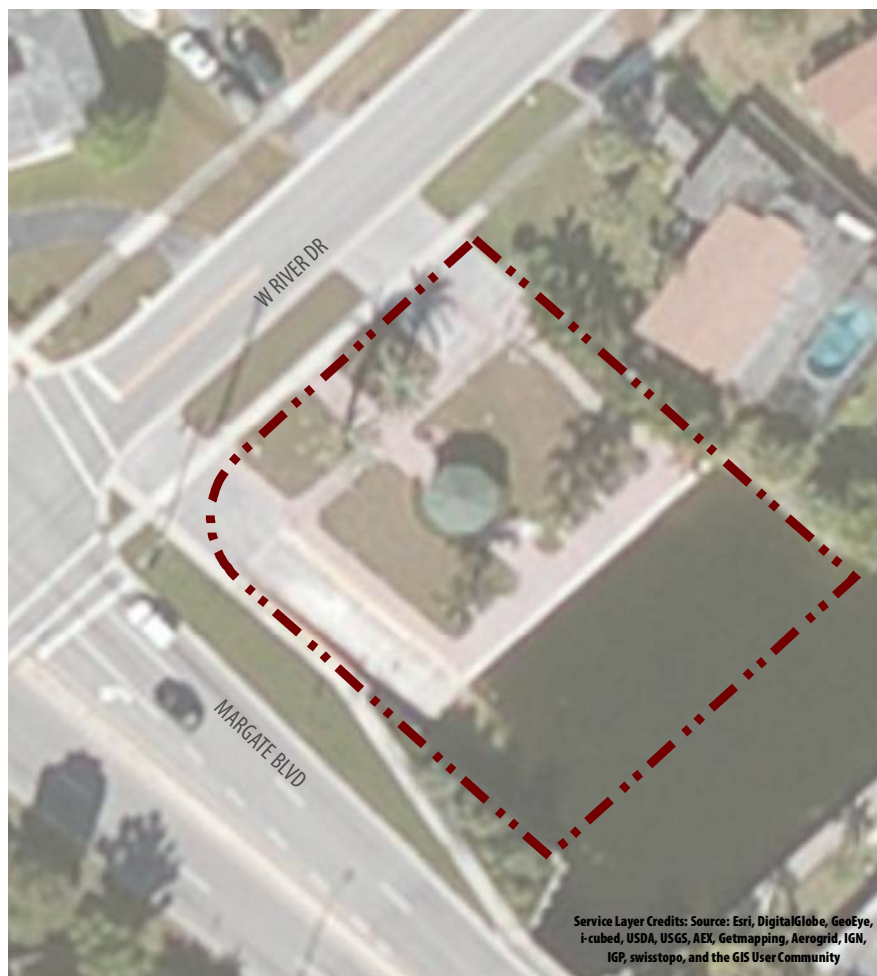
- ☒ drop-in neighborhood
- ☐ regional
- ☐ recreation programming
- ☐ affiliate organizations



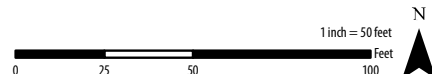
## Development History

QTY	Year	Cond.*
.1	2007	1
1	2007	1
✓	2007	1
✓	2007	1
1	2007	1
2	2007	1
✓	2007	1
✓	2007	1

\* Condition Key: 1 (Good), 2 (Fair), 3 (Poor)



**Service Layer Credits:** Source: Esri, DigitalGlobe, GeoEye, i-cubed, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community



Classification	Mini
Acres	.72
Tax Number	484231010130

# Lemon Tree Lake Park

Lakeside Drive

## Inventory

### Context

#### Adjacent Land Use

- ☒ residential (Single family)
- ☐ commercial / office
- ☐ institutional
- ☐ industrial
- ☐ open space

#### Street Classification

- ☐ arterial
- ☐ collector
- ☒ local
- ☐ alley

#### Pedestrian Connectivity

- ☒ sidewalk connections
- ☐ local trail connection
- ☐ regional trail connection
- ☐ none

### Natural Features

#### Hydrological Conditions

- ☐ floodplain / floodway
- ☐ wetland(s)
- ☒ open water
- ☐ detention
- ☐ none

Not managed by Margate.

#### Topographical Characteristics

- ☒ minimal
- ☒ moderate
- ☐ severe

Land flat by shelter. Slope increases near pond. Land by boat launch eroding.

#### Vegetation

- ☒ turf
- ☒ deciduous trees
- ☐ evergreen trees
- ☒ ornamental planting
- ☐ native plantings

Ornamental planting by sign. Palms present.

### Site Characteristics

#### Playground Elements

- ☐ modular structure
- ☐ independent play
- ☐ swings
- ☒ none

#### Trails / Pathways

- ☐ asphalt
- ☒ concrete
- ☐ other - pavers
- ☐ none

Path along road. Colored concrete at shelter in poor condition. Rust present. Opportunity for fitness trail.

#### Site Amenities

- ☒ picnic tables
- ☒ benches
- ☐ lighting
- ☒ trash receptacles
- ☒ drinking fountain
- ☒ shelter
- ☐ restrooms
- ☒ bike rack

Small, 2-table hexagonal shelter present. Flagpole present. Boat launch and accessible fishing overlook present. Opportunity for interpretive signage.

#### On-Site Utilities

- ☐ water
- ☐ electrical
- ☐ sewer
- ☐ none

### User & Programs

#### Uses

- ☒ drop-in neighborhood
- ☐ regional
- ☐ recreation programming
- ☐ affiliate organizations





Classification	Neighborhood
Acres	12
Tax Number	48413600040

# Andrews Fields - Margate Middle School

500 N.W. 65th Avenue

## Inventory

### Context

Adjacent Land Use

- ☒ residential (Single family)
- ☐ commercial / office
- ☐ institutional
- ☒ industrial
- ☐ open space

Adjacent to Margate Middle School.

Street Classification

- ☐ arterial
- ☐ collector
- ☒ local
- ☐ alley

### Natural Features

Hydrological Conditions

- ☐ floodplain / floodway
- ☐ wetland(s)
- ☐ open water
- ☐ detention
- ☒ none

Topographical Characteristics

- ☒ minimal
- ☐ moderate
- ☐ severe

Site is flat - graded for sports.

Vegetation

- ☒ turf
- ☐ deciduous trees
- ☐ evergreen trees
- ☐ ornamental planting
- ☐ native plantings

Some trees present by road.

### Site Characteristics

Playground Elements

- ☐ modular structure
- ☐ independent play
- ☐ swings
- ☒ none

Baseball (3 total fields)

- ☐ outfield fencing
- ☒ backstop (trad)
- ☒ lighting (20XX)
- ☐ scoreboard
- ☒ spectator seating
- ☒ dugouts (covered)
- ☐ batting cages
- ☐ irrigation
- ☐ under drainage

Infield in good condition. Fields overlap. Cricket pitch present in middle of fields.

Trails / Pathways

- ☐ asphalt
- ☐ concrete
- ☐ other - pavers
- ☐ none

No ADA access.

Site Amenities

- ☐ picnic tables
- ☒ benches
- ☒ lighting
- ☒ trash receptacles
- ☐ drinking fountain
- ☐ shelter
- ☒ restrooms
- ☐ bike rack

Restrooms located in concessions building. Fencing on site is in poor condition.

On-Site Utilities

- ☒ water
- ☒ electrical
- ☒ sewer
- ☐ none

### User & Programs

Uses

- ☒ drop-in neighborhood
- ☒ regional
- ☒ recreation programming
- ☐ affiliate organizations

Fields located at school. Other school amenities include: 1/8 mile track, long jump pit, 2 full court basketball courts, 4 tennis courts, and 1 soccer field. School doesn't have athletic partnerships.

Development History

QTY	Year	Cond. *
✓		2
✓		2
✓		2
2		3
3		2
1		3
70		2
✓		2
✓		2

- Trails / Pathways (miles)
- Indoor Program Facility
- Bath House
- Restrooms
- Concessions
- Maintenance / Storage
- Dog Park
- Picnic Shelter
- Picnic Amenities
- Playground
- Basketball
- Baseball / Softball/T-ball
- Football
- Golf Course (holes)
- Inline Hockey
- Pickleball Court
- Skate Park
- Soccer
- Tennis Court
- Volleyball Court (Sand)
- Fishing
- Boat Launch
- Swimming Pool
- Splash Pad
- Parking
- Sports Lighting
- Irrigation
- Lightning Detection
- Park Identification Signage
- Stormwater Management
- Creek / River / Open Water
- Natural Area / Gardens

\* Condition Key: 1 (Good), 2 (Fair), 3 (Poor)



Classification	Community
Acres	12
Tax Number	484230010018

# Margate Sports Complex

1695 Banks Road

## Inventory

### Context

#### Adjacent Land Use

- ☒ residential
- ☐ commercial / office
- ☐ institutional
- ☒ industrial
- ☐ open space

#### Street Classification

- ☒ arterial
- ☐ collector
- ☐ local
- ☐ alley

### Natural Features

#### Hydrological Conditions

- ☐ floodplain / floodway
- ☐ wetland(s)
- ☐ open water
- ☐ detention
- ☒ none

#### Topographical Characteristics

- ☒ minimal
- ☐ moderate
- ☐ severe

#### Vegetation

- ☒ turf
- ☒ deciduous trees
- ☐ evergreen trees
- ☐ ornamental planting
- ☐ native plantings

Consider ornamental planting in parking lot.

### Site Characteristics

#### Playground Elements

- ☒ modular structure
- ☒ independent play
- ☒ swings (4 belt)
- ☐ none

Playground contains 2 climbers and a Kompan leaf flat spinner. Sand surfacing contained by concrete curb. No access ramp. No seating in play area. Use of space in play container not efficient. Consider different style of fence around playground.

#### Baseball / Softball (3 total fields)

- ☐ outfield fencing
- ☒ backstop (trad)
- ☒ lighting (20XX)
- ☒ scoreboard
- ☒ spectator seating
- ☒ dugouts
- ☒ batting cages
- ☐ irrigation
- ☐ under drainage

Pitching machines in poor condition due to exposure to weather. League has requested upstairs press box. There is a need for a storage barn / shed.

#### Trails / Pathways

- ☐ asphalt
- ☒ concrete
- ☒ other - pavers
- ☐ none

#### Site Amenities

- ☒ picnic tables
- ☒ benches
- ☒ lighting
- ☒ trash receptacles
- ☒ drinking fountain
- ☒ shelter (2)
- ☒ restrooms
- ☒ bike rack

Shelters in fair condition. Restrooms in concessions building. Speakers box present. Grills present. Cell tower and flagpole present. Building can be used for storage. Consider additional amenities to improve visitor experience.

#### On-Site Utilities

- ☒ water
- ☒ electrical
- ☐ sewer
- ☐ none

### User & Programs

#### Uses

- ☒ drop-in neighborhood
- ☒ regional
- ☒ recreation programming
- ☐ affiliate organizations





Classification	Community
Acres	9.5
Tax Number	484135012640

# Oriole Park

7055 N.W. 1st Street

## Inventory

### Context

#### Adjacent Land Use

- ☒ residential
- ☐ commercial / office
- ☒ institutional
- ☐ industrial
- ☐ open space

#### Street Classification

- ☐ arterial
- ☒ collector
- ☒ local
- ☐ alley

### Natural Features

#### Hydrological Conditions

- ☐ floodplain / floodway
- ☐ wetland(s)
- ☐ open water
- ☐ detention
- ☒ none

#### Topographical Characteristics

- ☒ minimal
- ☐ moderate
- ☐ severe

#### Vegetation

- ☒ turf
- ☒ deciduous trees
- ☐ evergreen trees
- ☐ ornamental planting
- ☐ native plantings

Turf is bermuda.

### Site Characteristics

#### Playground Elements

- ☒ modular structure
- ☐ independent play
- ☒ swings (2 tot, 2 belt)
- ☐ none

Equipment in poor condition. Sand play surfacing with no curb. No access into play container. Utilities and soccer currently located by playground.

#### Baseball (1 total fields)

- ☐ outfield fencing
- ☒ backstop (trad)
- ☒ lighting (20XX)
- ☐ scoreboard
- ☒ spectator seating
- ☐ dugouts
- ☒ batting cages
- ☐ irrigation
- ☐ under drainage

Turf infield. Backstop in poor condition and rusting. Dugouts with shade sails recently removed. No ADA access to fields.

#### Soccer (3 total fields)

- ☐ goals
- ☐ spectator seating
- ☐ irrigation
- ☐ under drain

Scoreboard present. Fields are small.

#### Trails / Pathways

- ☒ asphalt
- ☒ concrete
- ☐ other
- ☐ none

#### Site Amenities

- ☐ picnic tables
- ☒ benches
- ☒ lighting (sports)
- ☒ trash receptacles
- ☒ drinking fountain
- ☐ shelter
- ☒ restrooms
- ☐ bike rack

Concessions building in poor condition. Opportunity for shelter. Cell tower present. Fencing in poor condition.

#### On-Site Utilities

- ☒ water
- ☒ electrical
- ☐ sewer
- ☐ none

### User & Programs

#### Uses

- ☒ drop-in neighborhood
- ☐ regional
- ☒ recreation programming
- ☐ affiliate organizations



Development History

QTY	Year	Cond.*
✓		3
✓		3
✓		3
1		3
1		2
3		2
100		2
✓		
✓		
✓		

- Trails / Pathways (miles)
- Indoor Program Facility
- Bath House
- Restrooms
- Concessions
- Maintenance / Storage
- Dog Park
- Picnic Shelter
- Picnic Amenities
- Playground
- Basketball
- Baseball / Softball/T-ball
- Football
- Golf Course (holes)
- Inline Hockey
- Pickleball Court
- Skate Park
- Soccer
- Tennis Court
- Volleyball Court (Sand)
- Fishing
- Boat Launch
- Swimming Pool
- Splash Pad
- Parking
- Sports Lighting
- Irrigation
- Lightning Detection
- Park Identification Signage
- Stormwater Management
- Creek / River / Open Water
- Natural Area / Gardens

\* Condition Key: 1 (Good), 2 (Fair), 3 (Poor)



Service Layer Credits: Source: Esri, DigitalGlobe, GeoEye, i-cubed, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community





Classification	Community
Acres	4.6
Tax Number	484125160010

# Royal Palm Park

6200 Royal Palm Boulevard

## Inventory

### Context

#### Adjacent Land Use

- ☒ residential
- ☐ commercial / office
- ☐ institutional
- ☐ industrial
- ☒ open space

Adjacent to pool.

#### Street Classification

- ☒ arterial
- ☐ collector
- ☐ local
- ☐ alley

### Natural Features

#### Hydrological Conditions

- ☐ floodplain / floodway
- ☐ wetland(s)
- ☒ open water
- ☐ detention
- ☐ none

#### Topographical Characteristics

- ☐ minimal
- ☒ moderate
- ☐ severe

#### Vegetation

- ☒ turf
- ☒ deciduous trees
- ☐ evergreen trees
- ☒ ornamental planting
- ☐ native plantings

Palms present. Consider vegetative buffer or small ornamental fence by parking. Increase shade.

### Site Characteristics

#### Playground Elements

- ☒ modular structure
- ☒ independent play
- ☒ swings (1 tot, 4 belt, 1 ADA)
- ☐ none

Playground contains 2-5, 5-12 modular structures, 1 climber structure, and 2 Spica spinners. Shade sails present. Sand surfacing contained by concrete curb may not be compliant.

#### Basketball (1.5 total courts)

- ☒ color coat (20XX)
- ☒ striping
- ☐ full-court
- ☒ half-court (3) (20XX)

Color coat in good condition. Courts and fence in poor to fair condition.

#### Trails / Pathways

- ☐ asphalt
- ☒ concrete
- ☐ other
- ☐ none

Concrete in good condition.

#### Site Amenities

- ☒ picnic tables
- ☒ benches
- ☒ lighting (path bollards)
- ☒ trash receptacles
- ☒ drinking fountain
- ☒ shelter
- ☒ restrooms
- ☒ bike rack

Picnic tables in fair condition. Benches are recycled plastic. Two hexagonal shelters, grills, and fishing dock / overlook present.

#### On-Site Utilities

- ☒ water
- ☒ electrical
- ☒ sewer
- ☐ none

### User & Programs

#### Uses

- ☒ drop-in neighborhood
- ☐ regional
- ☐ recreation programming
- ☐ affiliate organizations

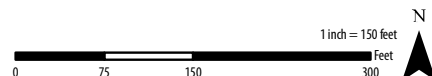
## Development History

QTY	Year	Cond. *
.15	2005	
2	2005	1
2	2005	1
✓	2005	
1.5	2005	1
✓	2005	1
133	2005	1
✓	2005	1
✓	2005	1

\* Condition Key: 1 (Good), 2 (Fair), 3 (Poor)



**Service Layer Credits:** Source: Esri, DigitalGlobe, GeoEye, i-cubed, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community



Classification	Neighborhood
Acres	1.7
Tax Number	494206180940 494206180920

# Serino Park

5600 S.W. 8th Court

## Inventory

### Context

#### Adjacent Land Use

- ☒ residential (Single family)
- ☒ commercial / office
- ☐ institutional
- ☐ industrial
- ☐ open space

#### Adjacent to parking lot.

#### Street Classification

- ☒ arterial
- ☐ collector
- ☒ local
- ☐ alley

### Natural Features

#### Hydrological Conditions

- ☐ floodplain / floodway
- ☐ wetland(s)
- ☐ open water
- ☒ detention
- ☐ none

#### Topographical Characteristics

- ☒ minimal
- ☐ moderate
- ☐ severe

Site graded for tennis and basketball courts, although courts are not constructed.

#### Vegetation

- ☒ turf
- ☒ deciduous trees
- ☐ evergreen trees
- ☐ ornamental planting
- ☒ native plantings

### Site Characteristics

#### Playground Elements

- ☒ modular structure
- ☒ independent play
- ☒ swings (6 tot, 6 belt)
- ☐ none

Playground contains 2-5 and 5-12 modular structures, spinners, spring rockers, net climber, overhead spinner, and Spica spinner. Sand surfacing contained by concrete curb may not be compliant. Shade sail present. Rubber surfacing to spring rocker and ramp to modular structure present. Slide turns out on to rubber but out of path. Rubber surfacing has big gaps (at swings). No signage.

#### Trails / Pathways

- ☒ asphalt
- ☒ concrete
- ☒ other - pavers
- ☐ none

Trail has 1/8, 1/6, 1/4 mile loops. Consider health trail components.

#### Site Amenities

- ☒ picnic tables
- ☒ benches
- ☐ lighting
- ☒ trash receptacles
- ☐ drinking fountain
- ☐ shelter
- ☐ restrooms
- ☒ bike rack

#### On-Site Utilities

- ☒ water
- ☒ electrical
- ☐ sewer
- ☐ none

### User & Programs

#### Uses

- ☒ drop-in neighborhood
- ☐ regional
- ☐ recreation programming
- ☐ affiliate organizations

Trail present.



Development History

QTY	Year	Cond.*
✓		
1		1
1		1
22		2
✓		

- Trails / Pathways (miles)
- Indoor Program Facility
- Bath House
- Restrooms
- Concessions
- Maintenance / Storage
- Dog Park
- Picnic Shelter
- Picnic Amenities
- Playground
- Basketball
- Baseball / Softball/T-ball
- Football
- Golf Course (holes)
- Inline Hockey
- Pickleball Court
- Skate Park
- Soccer
- Tennis Court
- Volleyball Court (Sand)
- Fishing
- Boat Launch
- Swimming Pool
- Splash Pad
- Parking
- Sports Lighting
- Irrigation
- Lightning Detection
- Park Identification Signage
- Stormwater Management
- Creek / River / Open Water
- Natural Area / Gardens

\* Condition Key: 1 (Good), 2 (Fair), 3 (Poor)



Service Layer Credits: Source: Esri, DigitalGlobe, GeoEye, i-cubed, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community



Classification	Community
Acres	11
Tax Number	494101162250 494101162250

# Southeast Park

655 S.W. 50th Avenue

## Inventory

### Context

#### Adjacent Land Use

- ☒ residential
- ☐ commercial / office
- ☐ institutional
- ☐ industrial
- ☐ open space

Buffer present all the way around the site.

#### Street Classification

- ☐ arterial
- ☐ collector
- ☒ local
- ☐ alley

### Natural Features

#### Hydrological Conditions

- ☐ floodplain / floodway
- ☐ wetland(s)
- ☐ open water
- ☐ detention
- ☒ none

#### Topographical Characteristics

- ☒ minimal
- ☐ moderate
- ☐ severe

#### Vegetation

- ☒ turf
- ☐ deciduous trees
- ☐ evergreen trees
- ☐ ornamental planting
- ☐ native plantings

### Site Characteristics

#### Playground Elements

- ☒ modular structure
- ☐ independent play
- ☒ swings (2 tot, 2 belt)
- ☐ none

Playground contains a 2-5 modular structure. One set of posts but no play feature present. Play surfacing is sand and rubber. Rubber grants access but there is a gap between the structure and sidewalk.

#### Soccer (9 total fields)

- ☒ goals
- ☒ spectator seating
- ☐ irrigation
- ☐ under drain

Team benches and sports lighting present. Parking is inadequate for number of fields. Bleachers are rusting. Eight foot perimeter fence present to keep unpermitted users out, but keeps local residents from playing.

#### Trails / Pathways

- ☒ asphalt
- ☐ concrete
- ☐ other
- ☐ none

Asphalt in poor condition. No loop trail. No access to dead end street. Opportunity to connect to Fern Forest at east.

#### Site Amenities

- ☒ picnic tables
- ☒ benches
- ☒ lighting (sports)
- ☒ trash receptacles
- ☒ drinking fountain
- ☒ shelter
- ☒ restrooms
- ☒ bike rack

Drinking fountain in poor condition. One large shelter and grills present. Flagpole present. Concession building in poor condition. Fencing is rusted and in poor condition.

#### On-Site Utilities

- ☒ water
- ☒ electrical
- ☒ sewer
- ☐ none

Sewer connection to restrooms. Utilities and on-site cell tower present.

### User & Programs

#### Uses

- ☒ drop-in neighborhood
- ☒ regional
- ☒ recreation programming
- ☐ affiliate organizations

Margate Youth Soccer utilizes fields.



Development History

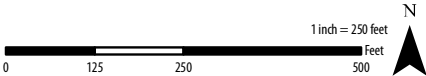
QTY	Year	Cond.*
✓		2
✓		2
1		3
1		2
9		2
85		2
✓		
✓		
✓		

- Trails / Pathways (miles)
- Indoor Program Facility
- Bath House
- Restrooms
- Concessions
- Maintenance / Storage
- Dog Park
- Picnic Shelter
- Picnic Amenities
- Playground
- Basketball
- Baseball / Softball/T-ball
- Football
- Golf Course (holes)
- Inline Hockey
- Pickleball Court
- Skate Park
- Soccer
- Tennis Court
- Volleyball Court (Sand)
- Fishing
- Boat Launch
- Swimming Pool
- Splash Pad
- Parking
- Sports Lighting
- Irrigation
- Lightning Detection
- Park Identification Signage
- Stormwater Management
- Creek / River / Open Water
- Natural Area / Gardens

\* Condition Key: 1 (Good), 2 (Fair), 3 (Poor)



Service Layer Credits: Source: Esri, DigitalGlobe, GeoEye, I-cubed, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community





Classification	Neighborhood
Acres	1.8
Tax Number	494101162250

# Southgate Park

425 S.W. 64th Avenue

## Inventory

### Context

#### Adjacent Land Use

- ☒ residential
- ☐ commercial / office
- ☐ institutional
- ☐ industrial
- ☐ open space

#### Street Classification

- ☐ arterial
- ☐ collector
- ☒ local
- ☐ alley

### Natural Features

#### Hydrological Conditions

- ☐ floodplain / floodway
- ☐ wetland(s)
- ☐ open water
- ☐ detention
- ☒ none

#### Topographical Characteristics

- ☒ minimal
- ☐ moderate
- ☐ severe

#### Vegetation

- ☒ turf
- ☐ deciduous trees
- ☐ evergreen trees
- ☐ ornamental planting
- ☐ native plantings

Consider vegetative buffer to increase aesthetic appeal.

### Site Characteristics

#### Playground Elements

- ☒ modular structure
- ☐ independent play
- ☒ swings (2 tot, 2 belt)
- ☐ none

Playground contains 2-5 and 5-12 modular structures. 5-12 structure in poor condition. Sand surfacing may be compliant here. Slight ramp into playground present. Inefficient use of space in play container. Playground doesn't have seating or shade.

#### Basketball (1 total courts)

- ☐ color coat
- ☐ striping
- ☒ full-court
- ☐ half-court

Posts need paint. Consider seating and shade. Not accessible, must walk through playground to reach court.

#### Trails / Pathways

- ☐ asphalt
- ☐ concrete
- ☐ other
- ☒ none

#### Site Amenities

- ☐ picnic tables
- ☐ benches
- ☐ lighting
- ☒ trash receptacles
- ☒ drinking fountain
- ☐ shelter
- ☐ restrooms
- ☐ bike rack

No trash receptacles or drinking fountains. Trash all over play area. Fence surrounding site is rusted and in need of paint. Consider ornamental fences.

#### On-Site Utilities

- ☒ water
- ☐ electrical
- ☐ sewer
- ☐ none

### User & Programs

#### Uses

- ☒ drop-in neighborhood
- ☐ regional
- ☐ recreation programming
- ☐ affiliate organizations

## Development History

QTY	Year	Cond.*
1		2
1		2
10		3

\* Condition Key: 1 (Good), 2 (Fair), 3 (Poor)



**Service Layer Credits:** Source: Esri, DigitalGlobe, GeoEye, i-cubed, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community



Classification	Neighborhood
Acres	1.8
Tax Number	494101162250

# Veterans Memorial Park

7044 N.W. 1st Street

## Inventory

### Context

#### Adjacent Land Use

- ☒ residential
- ☐ commercial / office
- ☐ institutional
- ☐ industrial
- ☒ open space

#### Street Classification

- ☒ arterial
- ☐ collector
- ☐ local
- ☐ alley

### Natural Features

#### Hydrological Conditions

- ☐ floodplain / floodway
- ☐ wetland(s)
- ☒ open water
- ☐ detention
- ☐ none

#### Topographical Characteristics

- ☒ minimal
- ☒ moderate
- ☐ severe

Site slopes to water.

#### Vegetation

- ☒ turf
- ☒ deciduous trees
- ☐ evergreen trees
- ☐ ornamental planting
- ☐ native plantings

Palms and open lawn present.

### Site Characteristics

#### Playground Elements

- ☐ modular structure
- ☐ independent play
- ☐ swings
- ☒ none

#### Trails / Pathways

- ☐ asphalt
- ☐ concrete
- ☒ other - pavers / boardwalk
- ☐ none

#### Site Amenities

- ☒ picnic tables
- ☒ benches
- ☒ lighting (pedestrian)
- ☒ trash receptacles
- ☒ drinking fountain
- ☒ shelter
- ☐ restrooms
- ☐ bike rack

Large shelter, boat launch, and memorial present.  
Requests for restrooms and storage may now be feasible with removal of parking spaces.

#### On-Site Utilities

- ☒ water
- ☒ electrical
- ☐ sewer
- ☐ none

### User & Programs

#### Uses

- ☒ drop-in neighborhood
- ☐ regional
- ☐ recreation programming
- ☐ affiliate organizations

Veterans Day and Memorial day celebrations held here.



## Development History

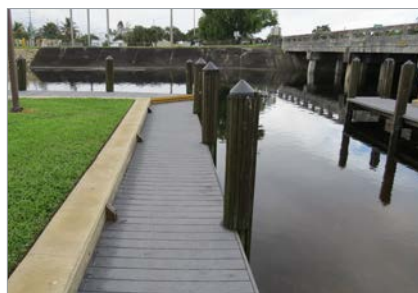
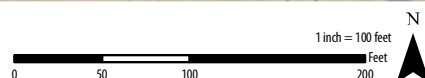
QTY	Year	Cond.*
1		1
✓		1
2		1
37		2
✓		1

- Trails / Pathways (miles)
- Indoor Program Facility
  - Bath House
  - Restrooms
  - Concessions
- Maintenance / Storage
  - Dog Park
  - Picnic Shelter
- Picnic Amenities
  - Playground
  - Basketball
- Baseball / Softball / T-ball
  - Football
- Golf Course (holes)
  - Inline Hockey
- Pickleball Court
  - Skate Park
  - Soccer
- Tennis Court
  - Volleyball Court (Sand)
- Fishing
  - Boat Launch
- Swimming Pool
  - Splash Pad
  - Parking
- Sports Lighting
  - Irrigation
  - Lightning Detection
- Park Identification Signage
- Stormwater Management
- Creek / River / Open Water
- Natural Area / Gardens

\* Condition Key: 1 (Good), 2 (Fair), 3 (Poor)



**Service Layer Credits:** Source: Esri, DigitalGlobe, GeoEye, i-cubed, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community



Classification	Neighborhood
Acres	9
Tax Number	484136240010

# Vinson Field

955 N.W. 66th Avenue

## Inventory

### Context

#### Adjacent Land Use

- ☒ residential
- ☐ commercial / office
- ☒ institutional
- ☒ industrial
- ☐ open space

#### Street Classification

- ☐ arterial
- ☐ collector
- ☒ local
- ☐ alley

### Natural Features

#### Hydrological Conditions

- ☐ floodplain / floodway
- ☐ wetland(s)
- ☐ open water
- ☐ detention
- ☒ none

#### Topographical Characteristics

- ☐ minimal
- ☐ moderate
- ☐ severe

#### Vegetation

- ☒ turf
- ☒ deciduous trees
- ☐ evergreen trees
- ☐ ornamental planting
- ☐ native plantings

### Site Characteristics

#### Playground Elements

- ☐ modular structure
- ☒ independent play
- ☒ swings (2 tot, 2 belt)
- ☐ none

Playground contains one old slide. Play surfacing is sand with no curb. No access path / ramp present.

#### Baseball (2 total fields)

- ☐ outfield fencing
- ☒ backstop (trad)
- ☒ lighting (20XX)
- ☒ scoreboard
- ☒ spectator seating
- ☒ dugouts
- ☒ batting cages
- ☐ irrigation
- ☐ under drainage

Shade sails over dugouts. Fields overlap, games can't be played simultaneously. Fencing in fair condition. Temporary fencing could be used. Programming is limited. Infield and batting cages in good condition.

#### Trails / Pathways

- ☒ asphalt
- ☐ concrete
- ☐ other
- ☐ none

Consider path.

#### Site Amenities

- ☐ picnic tables
- ☒ benches
- ☒ lighting
- ☒ trash receptacles
- ☐ drinking fountain
- ☐ shelter
- ☒ restrooms
- ☒ bike rack

Concessions building present. Consider shelter.

#### On-Site Utilities

- ☒ water
- ☒ electrical
- ☒ sewer
- ☐

### User & Programs

#### Uses

- ☒ drop-in neighborhood
- ☐ regional
- ☒ recreation programming
- ☐ affiliate organizations

Volunteer-run baseball, recreation league, travel teams, and Margate Youth Pony Elite use fields. 600+ participation.



Development History

QTY	Year	Cond.*
✓		
✓		
1		3
2		1
58		
✓		

- Trails / Pathways (miles)
- Indoor Program Facility
- Bath House
- Restrooms
- Concessions
- Maintenance / Storage
- Dog Park
- Picnic Shelter
- Picnic Amenities
- Playground
- Basketball
- Baseball / Softball/T-ball
- Football
- Golf Course (holes)
- Inline Hockey
- Pickleball Court
- Skate Park
- Soccer
- Tennis Court
- Volleyball Court (Sand)
- Fishing
- Boat Launch
- Swimming Pool
- Splash Pad
- Parking
- Sports Lighting
- Irrigation
- Lightning Detection
- Park Identification Signage
- Stormwater Management
- Creek / River / Open Water
- Natural Area / Gardens

\* Condition Key: 1 (Good), 2 (Fair), 3 (Poor)





Classification	Neighborhood
Acres	1.7
Tax Number	484124022510 484124022930

# Winfield Park

6400 Winfield Boulevard

## Inventory

### Context

#### Adjacent Land Use

- ☒ residential (Single family, Multi-family)
- ☐ commercial / office
- ☐ institutional
- ☐ industrial
- ☐ open space

#### Street Classification

- ☐ arterial
- ☐ collector
- ☒ local
- ☐ alley

### Natural Features

#### Hydrological Conditions

- ☐ floodplain / floodway
- ☐ wetland(s)
- ☒ open water
- ☐ detention
- ☐ none

#### Topographical Characteristics

- ☒ minimal
- ☐ moderate
- ☐ severe

#### Vegetation

- ☒ turf
- ☒ deciduous trees
- ☐ evergreen trees
- ☐ ornamental planting
- ☐ native plantings

Palms present.

### Site Characteristics

#### Playground Elements

- ☒ modular structure
- ☒ independent play
- ☒ swings (6 belt, 2 ADA)
- ☐ none

Playground contains 2-5 and 5-12 modular structures with shade structures and a Kompan / Dynamo hex climber. Sand surfacing contained in non-compliant concrete curb. Surfacing provides ADA access.

#### Basketball (1 total courts)

- ☐ color coat
- ☒ striping
- ☒ full-court
- ☐ half-court

Full court but only 1 hoop and 1/2 striped.

#### Trails / Pathways

- ☐ asphalt
- ☒ concrete
- ☐ other
- ☐ none

#### Site Amenities

- ☒ picnic tables
- ☒ benches
- ☐ lighting
- ☒ trash receptacles
- ☒ drinking fountain
- ☐ shelter
- ☐ restrooms
- ☐ bike rack

Recycled plastic site furnishings. Benches are warping. Boat launch present but no ADA access to docks. Fence present between playground, basketball, and residences.

#### On-Site Utilities

- ☒ water
- ☐ electrical
- ☐ sewer
- ☐ none

### User & Programs

#### Uses

- ☒ drop-in neighborhood
- ☐ regional
- ☐ recreation programming
- ☐ affiliate organizations



Classification	Undeveloped
Acres	.12
Tax Number	494206030910

# Ed Greenwald Park

5235 S.W. 5th Street

## Inventory

### Context

#### Adjacent Land Use

- ☒ residential
- ☐ commercial / office
- ☐ institutional
- ☐ industrial
- ☐ open space

#### Street Classification

- ☐ arterial
- ☐ collector
- ☒ local
- ☐ alley

### Natural Features

#### Hydrological Conditions

- ☐ floodplain / floodway
- ☐ wetland(s)
- ☐ open water
- ☐ detention
- ☒ none

#### Topographical Characteristics

- ☒ minimal
- ☐ moderate
- ☐ severe

#### Vegetation

- ☒ turf
- ☒ deciduous trees
- ☐ evergreen trees
- ☐ ornamental planting
- ☐ native plantings

### Site Characteristics

#### Playground Elements

- ☐ modular structure
- ☐ independent play
- ☐ swings
- ☐ none

#### Trails / Pathways

- ☐ asphalt
- ☐ concrete
- ☐ other
- ☒ none

#### Site Amenities

- ☐ picnic tables
- ☐ benches
- ☐ lighting
- ☐ trash receptacles
- ☐ drinking fountain
- ☐ shelter
- ☐ restrooms
- ☐ bike rack

#### On-Site Utilities

- ☐ water
- ☐ electrical
- ☐ sewer
- ☐ none

### User & Programs

#### Uses

- ☐ drop-in neighborhood
- ☐ regional
- ☐ recreation programming
- ☐ affiliate organizations







# Calypso Cove Aquatics Facility

6200 Royal Palm Boulevard

## Inventory

### Site Conditions / Context

Calypso Cove Aquatic Facility is located at Royal Palm Park off of Royal Palm Boulevard. Parking is shared between park and pool facilities.

Palm trees and low vegetation buffer the parking lot from the aquatic facility. A tall, wave-themed concrete wall encloses the entire site.

### Facility Conditions

The Caribbean-themed aquatic facility includes three pools, including a plunge pool. There are two water slides - one enclosed and one open - and a zero-depth, beach-entry activity pool. The activity pool features animal-themed overhead spray features, palm trees with tipping coconuts and a water play structures. A six-lane lap pool is also included in the aquatic facility.

Lawn chairs and shade umbrellas are located throughout the deck area. Concessions and a party room are included in the bathhouse structure. Lightening detection is located on the roof of the facility.

### Health, Safety, and Compliance

Site appears to be accessible and ADA compliant.

### Users and Programming

Cost of admission is \$4 for residents and \$7 for non-residents. Calypso Cove is open from March to October each year with an off-season between October and Spring Break / March. During the off-season aquatic programming is still available, but open swim is not. During the Spring and Fall seasons the facility is only open during weekends.

Aquatic programs offered at Calypso Cove include:

- Lap Swimming
- Swim Lessons (group or private)
- Lifeguard Training
- Mom and Me Swim Classes

Competitive swim teams also utilize the aquatic facility. Party room rentals are available.

Classification

Aquatic Facility

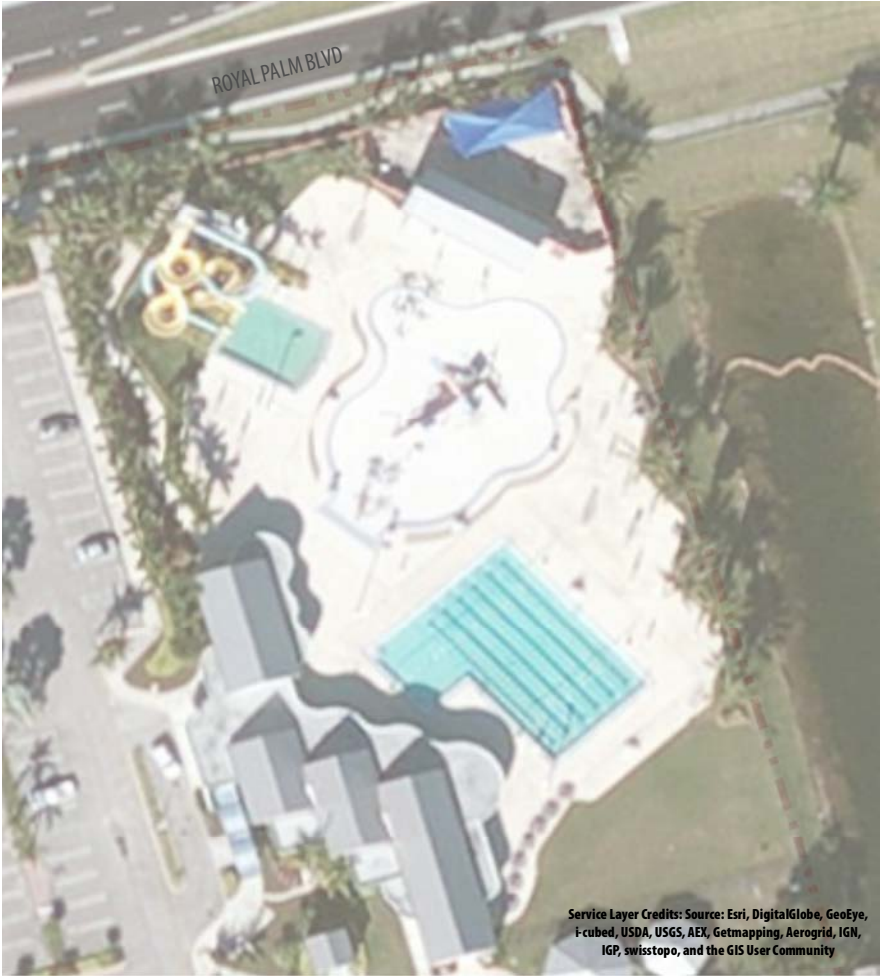
Tax Number

484125160010

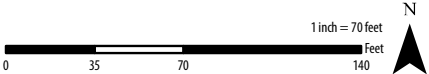
Year Built / Acq

Year Renovated





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6

# Recreation Program Assessment





# Overview

This assessment includes an analysis of the Margate Parks and Recreation program and service offerings. The report offers a review of recreation programs and events and helps to identify the strengths, weaknesses, and opportunities for future program direction.

It also assists in identifying program gaps within the community, and future program offerings for residents based on staff input, regional and national trends, the Community Survey, and public input and visioning sessions.

A review of program information, interviews, and meetings with the staff were conducted. In addition, marketing materials such as the Website were reviewed.

The content of this section is organized as follows:

- Current Program Identification
- Lifecycle of Programs
- Current Program Assessment
- Sport and Leisure Market Potential
- Core Programs
- Recreation Program Best Practices
- Marketing Approaches, Catalog and Website Review





# Program Analysis

This assessment includes an analysis of the Margate Parks and Recreation program and service offerings. The report offers a review of recreation programs and events and helps to identify the strengths, weaknesses, and opportunities for future program direction.

## Current Program Identification

The table to the right identifies programs that are currently being offered through Margate Parks and Recreation. Some are offered seasonally.

Program	Ages
Arts & Crafts	Children, Beginner +
Ballet/Jazz/Hip Hop	3+
Basketball Leagues	6-16
Boot Camp at the Park	Adults 18+
Cheerleading	Youth
Gymnastics	5+
Karate	All Ages
Kidokinetics	3-6
Lap Swimming	Experienced
Summer Camps	6-16
Swim Lessons	All Ages
Swim Team	5-18
Tennis	All Ages
Yoga	Adults 18+
Zumba	Adults 18+

When offering programs, park and recreation systems should strive for an equitable balance of offerings for various age segments, including:

- Youth age 5 and under
- Youth ages 6-12
- Youth ages 13-17
- Adults 18-54
- Adults 55+

The percentage of program offerings in each age category should closely match community demographics and/or community needs. It appears from the list that programs are distributed fairly equally among youth and adults. However, a few age segments missing from the program inventory include teens, active adults (adults in their 50's and 60's), seniors (adults over age 65), and teens. As for senior services, Margate's Senior Center offers senior programming. Margate Parks and Recreation may be able to supplement those offerings, particularly active sports activities.

## Lifecycle of Programs

Currently, programs are offered according to those activities that have done well in the past, such as swimming lessons, and programs offered by contractual instructors, such as karate. Therefore, program offerings are aligned with program history and reacting to contractual instructional desires. In the future, the Department should be pro-active in offering programs according to community need.



One of the elements of recreation program offerings is to determine the lifecycle of programs. This assists in determining whether the Department needs to develop newer and more innovative programs, reposition programs that have been declining, or continue the current mix of lifecycle stages. The four stages are:

- Introduction Stage (Getting a program off the ground, heavy marketing)
- Growth Stage (Moderate and interested customer base, high demand, not as intense marketing)
- Mature Stage (Steady and reliable performer, but increased competition)
- Decline Stage (Decreased registration)

As an agency develops the category a program area falls into, percentages are then factored. According to other agency benchmarks in the Heller and Heller database, the average percentage distribution is 55% of programs are in the introductory/growth stages, and 45% are in the maturation/decline stages. Mature and decline stage programs are areas to monitor on an annual basis and to show the trend line of the program lifecycle. Any program area in the decline stage should be targeted for repositioning or deletion. The Department should review the lifecycle of programs on an annual basis.

## Core Programs

The ability to align program offerings according to community need is of vital importance to successfully delivering recreation services. At the same time, it is also important to deliver recreation programs with a consistent level of quality, which results in consistent customer experiences. Core programs are generally offered each year and form the foundation of recreation programs. In assessing the categorization of core programs, many criteria are considered. A list of the criteria include:

- The program has been provided for a long period of time
- Offered three to four sessions per year or two to three sessions for seasonal programs
- Wide demographic appeal
- Includes 5% or more of recreation budget
- Includes tiered level of skill development
- Requires full-time staff to manage the program area
- Has the ability to help solve a community issue
- High level of customer interface exists
- High partnering capability
- Facilities are designed to support the program
- Evolved as a trend and has resulted in a “must have” program area
- Dominant position in the market place
- Great brand and image of the program, based on the Department’s experience of offering the program over a period of time

Core programs, by definition, meet at least the majority of these criteria. The establishment of core programs helps to provide a focus for program offerings. This focus, in turn, creates a sense of discipline for quality control of these program areas and helps to reduce variation of service for the program participants. Based on the available information, including a review of current offerings, public input and survey results, and trend information future categories of core programs for Margate include:

- Adult fitness and wellness programs
- Swimming lessons
- Summer day camp
- Special events
- Active adult programs, both general interest and art related programs
- Nature based programs
- Youth sports programs

Developing programs in these areas will position the Department for the future. Most of the core programs are already included in the program inventory, including adult fitness and wellness, swim lessons, summer day camps, special events, and youth sports programs. According to the information available, there are opportunities to offer more adult fitness and wellness, special events, active adult programs, and nature based programs.

**As a result of the Department  
relying so heavily on  
contractual instructors, the  
agency has a reactive approach  
to program offerings.**

As a result of the Department relying so heavily on contractual instructors, the agency has a reactive approach to program offerings. With the addition of a new full-time staff position responsible for developing programs, this creates an opportunity to provide a more pro-active approach to programming, as well as methods to better ensure quality control of programs. This position could also be responsible for developing a cost of service study of programs, to determine the true costs of program offerings. The additional staff position should be able to recover some costs associated with salary and benefits. An overall financial goal should be developed to identify the percentage of cost recovery for recreation programs.





# Current Program Assessment

As a part of the planning process, we reference the guidelines outlined by the National Recreation and Parks Association (NRPA) - Park, Recreation, Open Space and Greenway Guidelines Manual.

Below is a program chart comparing offerings by Margate Parks and Recreation to Coconut Creek, Coral Springs, Tamarac and Parkland departments. The programs listed are taken from each department's Website and may not include all of their offerings. All departments have an abundance of athletic programs, especially youth leagues. Also, aquatic programming is a popular program offering.

Areas that Margate is lacking in are general adult programming, non-sports related youth programs (computers, technology, photography, cooking), cultural arts, teens, and nature related programs. Although Margate offers adult programs, they fit into the general category of athletics and fitness. Again, It is important to note that Margate does have a Senior Center, which is a separate operation from the Parks and Recreation Department.

Active adult programming, or programs for adults between the ages of 40 and 65 have an important household need, according to the Community Survey. Forty-two percent of households have a need for adult fitness and wellness programs, so those programs should continue to be offered as well as expanded. Thirty-three percent have a need for programs for adults aged 55 and over. Twenty eight percent have an interest in continuing education programs, 27% have a need for adult art, dance, and performing arts, and 22% have a need for adult sports programs. Of the top ten program needs listed in the Community Survey, five relate to adult programming.

Working cooperatively with surrounding communities that are currently offering some of the program areas that the Margate community is in need of may be an option in case there is not enough enrollment to offer the programs in town. Intergovernmental agreements can be a great tool for program and facility offerings. Many communities

# REGIONAL PROGRAM OFFERINGS

	Margate	Coconut Creek	Coral Springs	Tamarac	Parkland
Adults/Seniors	Senior Center	Senior Center	Senior Programs-variety		Adult & Senior Programs
Aquatics	Learn to Swim Lap Swim Swim Team		Diving Lessons Learn to Swim Masters/Adult Swim Swim Teams Water Aerobics	Learn to Swim	
Athletics	Youth Athletic Leagues: Baseball, Softball, Basketball & Soccer Cheerleading Gymnastics Karate Kidokinetics Tennis	Youth Athletic Leagues: Football/Cheer, Baseball, Softball, Basketball, Travel Baseball Adult Athletic Leagues: Flag Football, Women's Volleyball, Soccer, Basketball Karate Tennis	Aikido Basketball Camp Cheer/Tumbling Karate Kidokinetics Lil' Sluggers Soccer Tots Tennis	Gymnastics Karate Men's Basketball League Tennis Youth Leagues: Baseball, Basketball & Soccer	Buddy Sports Karate Men's Basketball League Tennis Youth Leagues: Baseball, Basketball, Lacrosse, Football, Flag Football, Cheerleading, Softball & Soccer
Camps	Summer Camp Teen Camp	Summer Camp Pee Wee Hip Hop Camp	Fun-Art-astic Camp Music Camps Sports Camps Summer Camp	Summer Camp	Summer Camp
Cultural Arts		Chess Club	Sticky Fingers	Art & Craft Cooking Pottery Classes Youth Art	
Dance	Dance	Line Dance	Ballroom Dancing Beat Street Break Dancing Line Dancing Wedding Dance	Ballet/Tap Hip Hop	
Fitness	Yoga Zumba Boot Camp at the Park	Fitness in the Parks Crystal Kids Yoga Fitness Center Zumba	Fitness Center Mindfulness Meditation Mom/Dad & Me Yoga Pushing Beyond Fitness Yoga Zumba	Fitness Center Zumba/Dancing	
Miscellaneous		Fun Days Teen Club Youth Club	Academic Improvement Classes Special Population Programs		Horseback Riding Intergenerational Programs Parkland Family YMCA Teen Activities

throughout the country have successfully offered programs on a more regional basis. This is particularly true for senior adult sports leagues and special interest youth activities.

### Focus Group & Public Meetings Summary

The Focus Group and Public meeting included elected officials, sports groups, special needs, department heads, MICAH, and those attending public forums. Attendees commented they participate in a wide range of programs including sports such as soccer, baseball, softball, tennis and swim lessons and individual facility uses like walking and biking. Facility use included playgrounds, athletic fields, Safetytown, and the Community Center. Those who do not use Parks and Recreation stated reasons such as: no need for programs, nothing attractive enough to interest them, or not much to do that interests them.

Other communities/parks that attendees mentioned using for recreation needs were; Coconut Creek, Lions Park, Coral Springs, Tamarac and Parkland. Margate residents participated in tennis, racquetball, dog park, bocce ball, exercise equipment, volleyball classes, running track, natural areas/passive parks and indoor gym activities in these other communities.

Attendees were asked if they had any ideas about possible partnership opportunities for Margate. Answers included Boys and Girls Club, Intensity Parkour, creating a PAL program, Margate Middle School and Victory Living Programs.

The general consensus from focus group participants was a need for the Department to improve its brand and image, and create better awareness of programs and services. The areas of improvement focused mainly on the Website, developing flyers or program guide and utilizing a strong public relations team.

### Community Survey Results

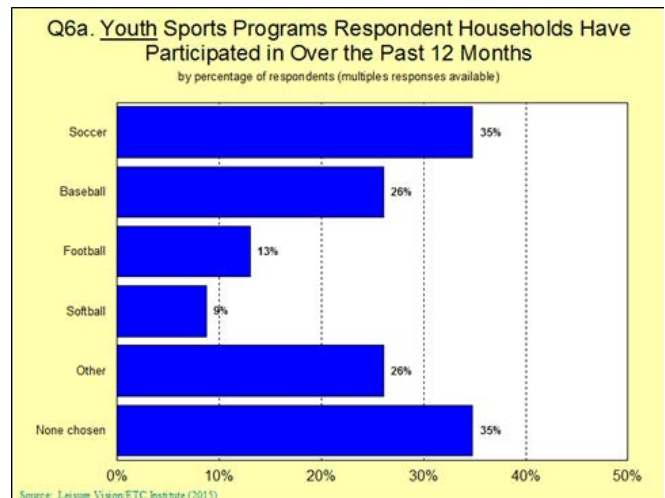
Below is a summary of results from the Community Survey related to recreation programs and facilities.

Youth sports are among the most offered program areas with youth leagues. Soccer and baseball are the two most popular sports, although 26% of respondents play another sport not listed. Thirty-five percent of households did not participate in youth programs. The vast majority of these do not have children in their household.

While youth sport activities are most popular, there may be opportunities to grow participation by offering more non-sport programs as well.

### Q6. Youth Sports Programs Respondent Households Have Participated in Over the Past 12 Months

1. Soccer (35%)
2. None Chosen (35%)
3. Baseball (26%)
4. Football (13%)
5. Softball (9%)
6. Other (26%)



The community is mostly satisfied with athletics fields. The facility type having the greatest unmet need are walking and biking trails. Indoor recreation space amenities such as an indoor swimming pool and indoor running/walking track also have a significant unmet need. There is also a significant unmet need for kayak and canoeing areas and large community parks.

### Q8b. How Well Parks and Recreation Facilities in the City of Margate Meet the Needs of Households – top 5 responses with 75%-100% Meets Needs

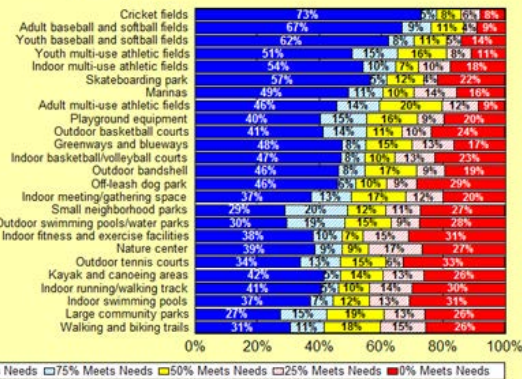
1. Cricket fields (78%)
2. Adult baseball and softball fields (76%)
3. Youth baseball and softball fields (70%)
4. Youth multi-use athletic fields (66%)
5. Skateboarding park (62%)

Skateboarding park is the most popular answer for Question 9 despite only 15% of households having a need for a skateboard park (Question 8). Walking and biking trails also have significant importance to households.



### Q8b. How Well Parks and Recreation Facilities in the City of Margate Meet the Needs of Households

by percentage of households that have a need for facilities



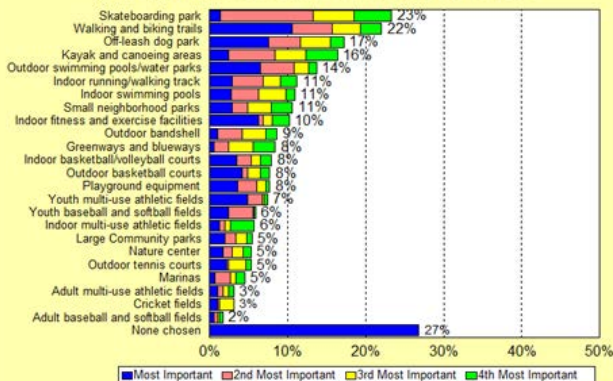
Source: Leisure Vision/ETC Institute (2015)

### Q9. Parks and Recreation Facilities that Are Most Important to Households – top 5 responses

1. Skateboarding park (23%)
2. Walking and Biking trails (22%)
3. Off-leash dog park (17%)
4. Kayak and canoeing areas (16%)
5. Outdoor swimming pools/water parks (14%)

### Q9. Parks and Recreation Facilities that Are Most Important to Households

by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (2015)

Question 10 of the Community Survey asked “Households that Have a Need for Recreation and Parks Programs.” Special events have the greatest community need. However, this is a difficult type of program to offer for a small Department because of the amount of labor required to host events. There may be opportunities to partner with a variety of organizations to offer events, but not to the extent they create overuse of facilities.

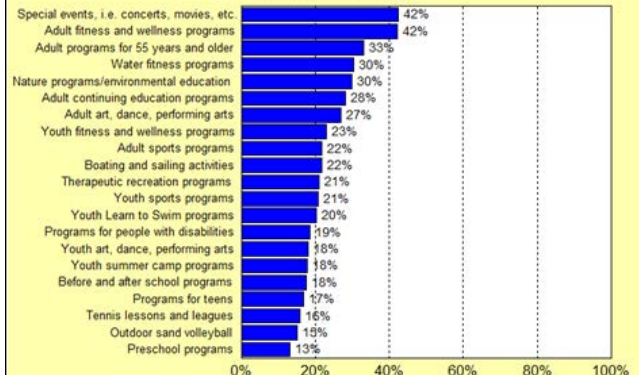
Forty-two percent have a need for adult fitness and wellness programs, 33% adult programs for 55 years and older, 28% for adult continuing education programs, 27% adult art, dance and performing arts and 22% adult sports programs. Of the top ten answers, five were specific to adult programs.

### Q10. Households that Have a Need for Recreation and Parks Programs

1. Special Events (42%)
2. Adult fitness and wellness programs (42%)
3. Adult programs for 55 years and older (33%)
4. Water fitness programs (30%)
5. Nature programs/environmental education (30%)

### Q10. Households that Have a Need for Recreation and Parks Programs

by percentage of respondents



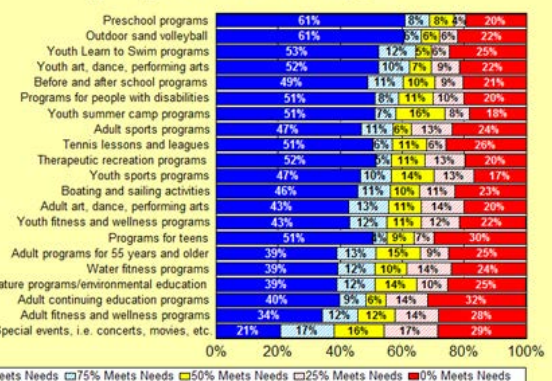
Source: Leisure Vision/ETC Institute (2015)

### Q10b. How Well Parks and Recreation Programs in the City of Margate Meet the Needs of Households– top 5 responses with 75%-100% Meets Needs

1. Preschool programs (69%)
2. Outdoor sand volleyball (67%)
3. Youth Learn to Swim programs (65%)
4. Youth art, dance, performing arts (62%)
5. Before and after school programs (60%)

### Q10b. How Well Parks and Recreation Programs in the City of Margate Meet the Needs of Households

by percentage of households that have a need for programs

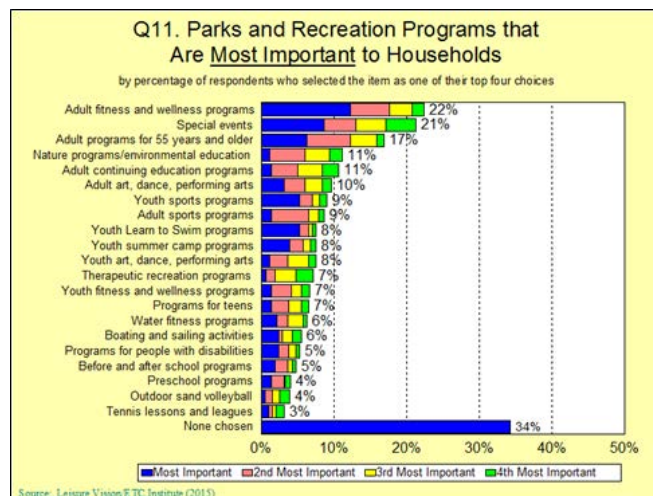


Source: Leisure Vision/ETC Institute (2015)

Other than “None chosen,” adult fitness and well programs were the top answer, followed by special events and adult programs for 55 years and older.

### Q11. Parks and Recreation Programs that Are Most Important to Households – top 5 responses

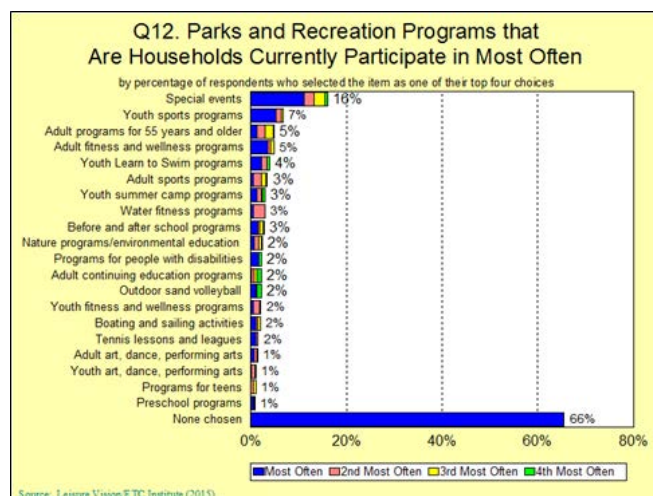
1. Adult fitness and wellness programs (22%)
2. Special Events (21%)
3. Adult programs for 55 years and older (17%)
4. Nature programs/environmental education (11%)
5. Adult continuing education programs (11%)



Special events are listed as the number one program that households currently participate in. Special events were also listed as the second most important to households. Youth sports have the second highest participation rate.

### Q12. Parks and Recreation Programs that Are Households Currently Participate in Most Often – top 5 responses

1. Special Events (16%)
2. Youth sports programs (7%)
3. Adult programs for 55 years and older (5%)
4. Adult fitness and wellness programs (5%)
5. Youth Learn to Swim programs (4%)



### Additional results:

#### Q13. Indoor Programming Spaces Respondent Households Would Use if Developed– top 5 responses

1. Walking and jogging track (53%)
2. Exercise facility for adults 50 years/older (48%)
3. Weight room/cardiovascular equipment area (46%)
4. Aerobics/fitness/dance class space (44%)
5. Space for meetings, parties, banquets (34%)

The amount of indoor recreation space is well below the level of service standard, as detailed in an early...

#### Q15. Parks and Recreation Services Respondents Feel Should Receive the Most Attention over the Next Two Years– top 5 responses

1. Availability of information about Margate program (20%)
2. Number of walking/biking trails (19%)
3. Maintenance of Margate parks (13%)
4. Quality of adult programs (13%)
5. Quality of programs and facilities for adults 55+ (12%)

It is interesting to note that the availability of information about Margate programs is the top response. Therefore, marketing of programs should receive additional attention in the future. The City has addressed this through the hiring of a City marketing staff person who will provide significant support to the Parks and Recreation Department.

# RECREATION PROGRAM PRIORITIES

The following chart is a Recreation Program Priority Spreadsheet. The spreadsheet shows the relative ranking of program priorities based on three questions from the Community Survey:

- Estimated number of households in Margate that have a need for recreation programs
- Estimated number of households in Margate whose needs for recreation programs are only being met by up to 50%
- The four recreation programs and activities that are most important to households

The programs were ranked according to each of the three variables listed above, and then the rankings were totaled for a final ranking. Therefore, these three survey questions combined show how significant the need is for the community based on how many households have a

need, how much of an unmet need there is for a program, and if the program was listed as being one of the four most important programs to a household.

The programs are grouped into three categories:

- High priority programs are represented by green
- Medium priority programs are represented by yellow
- Low priority programs are represented by blue

As a result, programming areas including special events, adult fitness/health/wellness, special events, swimming and environmental programs are a high priority for the community. There is significant household need for the program, there are a large percentage of households who feel that need is largely unmet, and the programs were deemed to be either the first, second, third, or fourth most important program.

Program	Q 10 Number	Q 10 Rank	Q10c. Number	Q8c. Rank	Q 11 %	Q 11 Rank	Total Rank Score
Special events, i.e. concerts, movies, etc.	9,109	1	5,647	1	21%	2	4
Adult fitness and wellness programs	9,044	2	4,911	2	22%	1	5
Adult programs for 55 years and older	7,111	3	3,456	3	17%	3	9
Nature programs/environmental education	6,423	5	3,135	5	11%	4	14
Adult continuing education programs	6,058	6	3,120	6	11%	4	16
Adult art, dance, performing arts	5,779	7	2,566	7	10%	6	20
Water fitness programs	6,509	4	3,183	4	6%	15	23
Adult sports programs	4,863	9	2,005	10	9%	7	26
Youth fitness and wellness programs	4,941	8	2,213	8	7%	12	28
Youth sports programs	4,447	12	1,939	12	9%	7	31
Therapeutic recreation programs	4,490	11	1,957	11	7%	12	34
Boating and sailing activities	4,640	10	2,033	9	6%	15	34
Youth Learn to Swim programs	4,361	13	1,557	16	8%	9	38
Youth summer camp programs	3,867	16	1,610	15	8%	9	40
Youth art, dance, performing arts	3,974	15	1,450	19	8%	9	43
Programs for teens	33,609	18	1,628	14	7%	12	44
Programs for people with disabilities	3,361	14	1,633	13	5%	17	44
Before and after school programs	3,824	17	1,496	17	5%	17	51
Tennis lessons and leagues	3,394	19	1,466	18	3%	21	58
Outdoor sand volleyball	3,222	20	1,086	20	4%	19	59
Preschool programs	2,836	21	885	21	4%	20	62





# Local Trends

As a part of the planning process, we reference the guidelines outlined by the National Recreation and Parks Association (NRPA) - Park, Recreation, Open Space and Greenway Guidelines Manual.

Regional and national recreation trend information was derived from Environmental Services Research Institute (ESRI) from a report entitled Sports and Leisure Market Potential. These data are based on propensities to use various products and services, applied to the local demographic composition of the City of Margate Florida area. Usage data were collected by Growth for Knowledge Mediamark Research and Intelligence, LLC. (GfK MRI) in a nationally representative survey of U.S. households. MPI (Market Potential Index) measures the relative likelihood of the adults in the specified area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average. For example, a MPI index of 111 indicates an 11 percent higher than average participation level compared to the U.S. average.

Typically other cities in the Heller and Heller database have 20 or more activities with MPI scores of 100 or above. In Margate, there are only 10 activities that score above the

national average. Therefore, Margate residents participate less frequently in leisure pursuits than other communities in a database of about 100 agencies. However, Margate has an older population than many communities in the database. There may be an opportunity to create awareness about the benefits of healthy lifestyles through participation in activities offered by Margate Parks and Recreation.

The numbers in the above chart reinforce the importance of youth sports in Margate with baseball, soccer, and football all scoring high compared to participation in other Margate activities. Golf, tennis, and swimming are also popular. There may be opportunities to partner with local golf courses to provide golf lessons and leagues. Swimming lessons and tennis activities are already offered. Pilates is another popular area for future consideration.

Based on projected population, the top recreational activities Margate residents will participate in (based on percentage of population as well as above the national average with an MPI over 100) include:

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in fishing (salt water) in last 12 months	2,029	4.5%	111
Participated in swimming in last 12 months	7,646	16.9%	107
Participated in tennis in last 12 months	2,048	4.5%	106
Participated in football in last 12 months	2,374	5.2%	105
Participated in golf in last 12 months	4,502	9.9%	105
Participated in Pilates in last 12 months	1,315	2.9%	104
Participated in bowling in last 12 months	4,541	10.0%	103
Participated in baseball in last 12 months	2,051	4.5%	101
Participated in soccer in last 12 months	1,729	3.8%	101
Participated in motorcycling in last 12 months	1,384	3.1%	100
Participated in Frisbee in last 12 months	2,048	4.5%	98
Participated in backpacking in last 12 months	1,292	2.9%	97
Participated in bicycling (road) in last 12 months	4,326	9.5%	97
Participated in jogging/running in last 12 months	5,606	12.4%	97
Participated in softball in last 12 months	1,506	3.3%	97
Participated in volleyball in last 12 months	1,557	3.4%	97
Participated in auto racing in last 12 months	871	1.9%	96
Participated in basketball in last 12 months	3,568	7.9%	95
Participated in boating (power) in last 12 months	2,250	5.0%	94
Participated in walking for exercise in last 12 months	11,954	26.4%	94
Participated in bicycling (mountain) in last 12 months	1,695	3.7%	93
Participated in aerobics in last 12 months	3,723	8.2%	92
Participated in fishing (fresh water) in last 12 months	5,114	11.3%	91
Participated in hiking in last 12 months	4,030	8.9%	89
Participated in target shooting in last 12 months	1,787	3.9%	87
Participated in weight lifting in last 12 months	4,208	9.3%	87
Participated in canoeing/kayaking in last 12 months	2,074	4.6%	85
Participated in yoga in last 12 months	2,757	6.1%	85
Participated in archery in last 12 months	1,016	2.2%	82
Participated in skiing (downhill) in last 12 months	1,061	2.3%	82
Participated in horseback riding in last 12 months	854	1.9%	77
Participated in hunting with shotgun in last 12 months	1,389	3.1%	76
Participated in hunting with rifle in last 12 months	1,532	3.4%	73

# National Trends

The data in the following pages reflects the national trends derived from the statistically valid surveys facilitated by the Sports and Fitness Industry Association and The Outdoor Foundation.

The Sports & Fitness Industry Association's Sport, Fitness & Recreational Activities Topline Participation Report (2014) compiled and analyzed 19,240 online responses. These surveys were then weighted against a total population of 290,001,000 ages 6 and older. The following variables were used: gender, age, income, household size, region, and population density. The Outdoor Foundation, in association with the Outdoor Industry Association, produces The Outdoor Recreation Participation Topline Report, an annual report that tracks American outdoor recreation trends with a focus on youth, diversity, and the future of the outdoors. The 2014 report is based on an online interview of 19,240 individuals.

## Inactivity

The overall levels of inactivity have decreased marginally in the last 12 months from 28.0% of Americans age six and older to 27.6%. Inactivity decreased slightly in 2013, dropping 0.4% from 2012. This is the first decrease over the last five years, although the number continues to be higher than 2008.

While we still have 80.2 million people who are inactive, we do know that out of 290 million Americans age 6 and older, 80 million "inactives" leaves 210 million "actives" taking part in a wide range of activities. Inactivity by age shows some interesting trends. The 13 to 17 age group has continued to become more inactive. Ages 25 to 34 is also trending that way. All of the age groups older than 45 have shown a drop in inactivity, indicating the "get active" message is getting across to the older age groups.

## Participation

In particular, the categories of participation include individual sports, racquet sports, team sports, outdoor sports, water sports and fitness sports. As the chart on the follow page reveals, outdoor, water, and fitness sports have remained flat. Individual sports decreased 3.7% from 2012. Team sports continues its roller coaster ride. Since 2008 this category has seen a consistent decrease in participation. Overall, many activities are experiencing a slow increase and/or decline due to the recent poor economic conditions, including those that have a cyclical pattern.

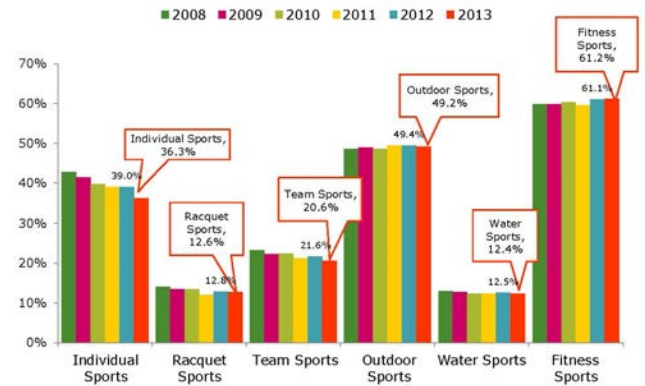






However, a few activities have made a foothold and are increasing in participation.

**Participation Rates: % of Individuals Ages 6+**



Fitness sports remain the most popular physical activity and include activities such as yoga, boot camp-style training, and other classes. The participation rate has held steady at 60% over the last 4 years. According to the American College of Sports Medicine, the top ten predicted 2014 trends include:

- High intensity interval training (HIIT)
- Body weight training
- Educated and experienced fitness professionals
- Strength training
- Exercise and weight loss
- Personal training
- Fitness programs for older adults
- Functional fitness
- Group personal training
- Yoga

We're starting to get a good picture of "Gen Z" or those born this millennium. These 6 to 14 year olds dominate the team sports category, but are also significant in outdoor and individual sports.

In particular, the survey examined the difference between Generation X and Generation Y population. Generation Y (born 1980-1999) are twice as likely to take part in team sports then Generation X (born 1965-1979). Although much is explained by the age difference, the psychological tendency of Generation Y is more positively disposed to team sports than their Generation X predecessors who are more individual in nature.

Generation Y are also more social in their interactions in terms of:

- The way they play (gravitating towards team sports)
- The way they exercise (including a tendency to participate in group exercise)
- The way they communicate (Social Networking, Facebook, Twitter)

## How To Increase Participation

The SGMA / SFIA Survey revealed that one of the best ways to increase activity and participation later in life is to encourage casual play at the younger ages and in school through Physical Education. The survey points out that an adult who participated in Physical Education while in school is four times more likely to participate in a racquet sport and about three times more likely to participate in golf, team, outdoor, and winter sports.

There is a strong correlation between the institution of casual play through Physical Education and the establishment of casual play as a core activity later in life.

In order to increase participation, knowing the trends and interests of various users groups is crucial. Significant changes in specific activities (both increases and decreases) over the past two years are summarized and listed below. This data is extracted directly from the PAC study, 2014, SGMA Participation Topline Report © 2014 SGMA Research.

There are also opportunities to engage the inactive populations. Swimming ranks as a popular “aspirational sport” for all age groups except ages 35-44. This age group ranks hiking as their top aspirational activity (with swimming coming in third). Aspirational activities are those that respondents show a desire or demand to participate in the following year. Other aspirational activities such as bicycling and hiking show a desire and demand to participate in the coming year. There is an increase in the creation and use of smart phone apps for fitness and nutrition recording.

## Team Sports

Over the last two years, there has been a slow but steady decrease in team sport participation. These include decreases in baseball, football, softball, and wrestling. Trending growth in the newer more evolving transplant sports like Lacrosse continue to grow at significant rates. The following percentages represent the two -year average.

Baseball	-1.0%
Basketball	-2.3%
Football (tackle)	-5.8%
Football (touch)	-3.6%
Football (flag)	-2.2%
Gymnastics	1.6%
Ice Hockey	6.1%
Lacrosse	9.9%
Roller Hockey	2.7%
Soccer (indoor)	1.9%
Soccer (outdoor)	-3.5%
Softball (Fast Pitch)	2.3%
Softball (Slow Pitch)	-6.2%
Volleyball (grass)	-1.3%

## Fitness

Class based fitness and exercise programs like Zumba continue to drive positive participation performance for these types of fitness activities. Many agencies around the country have moved these classes outside and are using parks as programming space. Several systems have also advertised the availability of park space for contractual instructors to use for various class activities.

Another recent trend includes “functional fitness” as reported in the April 22, 2013 New York Times article Gyms Move from Machines to Fitness Playgrounds. Sandbags, ropes and climbing areas are taking over the floor space as part of a functional fitness movement. Companies such as Lifetime Fitness are removing weight machines and are replacing them with open areas of space for people to use as more natural strength training, rather than being locked into a machine.

“Fun” fitness is a current trend. Exercises like “P90x,” “Insanity,” or “Crossfit” have proven that you don’t need a lot of equipment to look and feel good. Since these programs have become popular, newer versions have become available, some cutting the time in half to look and feel fit. These types of classes have been and will continue to grow in popularity at park districts, parks and recreation departments and fitness centers.

While Pilates has shown an incredible 10 year growth trend, the past 2 years have seen a decline in participation. Perhaps participation migrated to Yoga, as participation is up across all levels for the year. Yoga is more class based while Pilates is more of an individual activity. The Gen Y fitness participants are showing a higher propensity to go with group oriented programs. Running and walking for

fitness continue to show strong and consistent growth. The following percentages represent the two-year average.

Aerobics (High Impact)	4.9%
Aerobics (Low Impact)	-1.8%
Elliptical	-4.5%
Running/Jogging	4.0%
Stationary Cycling (Group)	-2.5%
Treadmill	-4.9%
Walking for Fitness	2.0%
Abdominal Machine	-0.7%
Pilates	-2.6%
Stretching	2.2%
Free Weights	-2.9%
Home Gym	0.9%
Weight/Resistance Machines	-4.2%

## Individual Sports

Much like the trends for individual fitness participation, most individual sports are showing significant declines across most levels of participation. Exceptions include trail running (+12.5%) and triathlon (traditional) participation (+16.3%). The following percentages represent the two-year average.

Golf	-1.9%
Roller Skating (inline wheels)	-9.3%
Skateboarding	2.0%
Trail Running	12.5%
Triathlon (traditional / road)	16.3%
Ice Skating	-4.2%
Tennis	-0.2%

## Adult Programming

Many agencies have difficulty expanding their adult programming base. Trends and applications in lifestyle programming for active adults include several areas of interest. Active adults are vitally interested in the social program area, which can include walking and biking clubs.

Another growing area for active adults is sports leagues for 45+, 55+ and older. The Schaumburg Park District has taken a unique approach and has created an identity for their active adult section titled Club 55. This section of the program guide is easily identifiable and creates a brand and image for this age group looking for programming. The Champaign Park District has taken a similar approach and titled their program 50 Plus.

## Outdoor Sports & Participation

Compared to previous years, outdoors sports and seen a significant increase in participation. Bicycling (mountain / nonpaved) has seen the greatest increase compared to all other outdoor sports. The following percentages represent the two-year average.

Bicycling (road / paved surface)	1.3%
Bicycling (mountain / nonpaved)	10.8%
Camping	-5.4%
Fishing (fresh)	-1.4%
Wildlife viewing	-0.2%

According to the Outdoor Foundation 2014 Topline Report, nearly 142.6 million people participated in outdoor recreation in 2013. These 142.6 million people went out on a total of 12.1 billion outings. While the number of participants rose from the 2012 report, the percentage of individuals shrank from 49.4 to 49.2 due to population increase.

Participation remained flat among all age groups with the exception of the 25 to 44 and 45 and over age groups. These age groups saw a participation drop of one-percent. Participation for other age groups, specifically youth and young adults, showed promise. Together, children ages six to 12, adolescents ages 13 to 17, and young adults ages 18 to 24 went on almost five billion outings with an annual average of 99 outings per person. That compares to 77 outings per person by participants ages 25 and older.

In terms of participation, running, biking, fishing, camping, and hiking rose to the top as the most popular outdoor activities for young people. Measured by frequency, running, biking and skateboarding were among the top five favorite activities. Adults reported similar pursuits.

## Spending

The economy has also had a slight impact on sports and recreation spending. Overall, the net average spending increased from 2012 (0.6%) to 2013 (2.4%). Most Americans spend more on equipment and footwear and less on clothing. Over the 2012-2013 year, more money was spent on team sports than on outdoor recreation; however, according to projections, Americans plan to spend more on outdoor recreation in the future. Spending on gym memberships and fee increase substantially from 2012, and this trend is expected to continue.

One area of sports and recreation spending noted in the survey are Pay-to-Play programs. Pay-to-Play programs charge parents a flat rate fee for their child to participate in school sports. Of the 6% who responded having children playing a sport in middle/high school, less than half contribute to a



Pay-to-Play program, a decrease from 2012. Most parents reported that these fees stayed the same this year, while less than 2% reported a decrease. Almost 65% pay more than \$100.00 extra fee for their child's school sports, down 5% from 2012.

Spending Comparison	2012				2013			
	MORE	SAME	LESS	NET	MORE	SAME	LESS	NET
Team Sports at School	6.3%	15.9%	3.8%	9.6%	4.7%	14.9%	2.4%	10.3%
Team Sports outside of School	6.6%	18.9%	5.2%	4.6%	5.8%	18.3%	3.3%	9.1%
Travel to Take Park in Sports and Recreation	5.9%	20.6%	6.5%	-1.8%	5.5%	20.8%	4.8%	2.5%
Lessons / Instructions / Sports Camps	5.0%	13.3%	4.2%	3.5%	4.9%	14.0%	3.7%	5.0%
Gym Membership Fees	6.4%	18.8%	6.0%	1.3%	6.1%	21.2%	4.7%	4.6%
Individual Sport Events	4.4%	12.7%	4.3%	0.5%	3.7%	14.0%	3.4%	1.6%
Tennis Membership / Fees	1.8%	7.7%	2.0%	-1.7%	3.6%	13.0%	3.7%	-0.8%
Outdoor Recreation Activities	7.3%	32.1%	7.1%	0.4%	2.5%	11.4%	3.5%	-5.3%
Sports and Recreation Clothing	9.4%	33.8%	9.0%	0.8%	5.4%	30.1%	5.7%	0.8%
Sports and Recreation Footwear	9.7%	36.1%	8.9%	1.5%	8.9%	35.6%	6.9%	3.8%
Sports and Recreation Equipment	7.6%	27.1%	9.0%	-3.2%	10.0%	36.9%	7.1%	5.5%

Projected Spending	2013				2014			
	MORE	SAME	LESS	NET	MORE	SAME	LESS	NET
Team Sports at School	6.6%	17.3%	3.1%	13.0%	5.3%	16.8%	2.3%	12.4%
Team Sports outside of School	7.5%	20.2%	3.7%	12.1%	6.0%	19.4%	3.0%	10.5%
Travel to Take Park in Sports and Recreation	8.1%	22.0%	4.5%	10.4%	7.1%	22.0%	3.6%	10.9%
Lessons / Instructions / Sports Camps	6.6%	15.9%	3.4%	12.4%	6.1%	16.4%	3.1%	11.8%
Gym Membership Fees	7.7%	20.8%	3.9%	11.7%	7.2%	24.0%	3.6%	10.6%
Individual Sport Events	6.6%	15.3%	3.2%	13.5%	6.1%	16.2%	2.7%	14.0%
Tennis Membership / Fees	2.2%	10.0%	2.1%	0.7%	4.5%	15.9%	2.9%	6.5%
Outdoor Recreation Activities	11.9%	31.2%	4.6%	15.3%	3.6%	14.1%	3.0%	2.9%
Sports and Recreation Clothing	10.9%	37.1%	7.4%	6.3%	7.5%	29.7%	3.8%	9.0%
Sports and Recreation Footwear	11.8%	38.3%	7.2%	8.0%	10.6%	39.5%	6.9%	6.5%
Sports and Recreation Equipment	9.0%	30.5%	7.4%	3.4%	11.1%	39.8%	6.8%	7.4%





# Marketing Approaches

This assessment includes an analysis of the Margate Parks and Recreation Website and includes a review of current industry best practices and recommendations that can improve performance.

The Website is the keystone to an overall marketing communications program. Today's Websites are much more than simply an online brochure. They communicate agency information, "sell" the agency and its services, collect feedback, engage customers and stakeholders, and are a place to conduct transactions. For parks and recreation agencies, Websites have three main goals:

1. Advance the Department's mission
2. Contribute to the bottom line
3. Provide transparency

To keep workload of maintaining the site manageable, the Department should prioritize these goals and design and manage the Website accordingly. Any feature or page should further one of these goals, otherwise, does not need to be included.

## Search Performance

Especially when attracting new users, the higher the Website is in online search results the better. Unpaid search results are much more effective than paid. If the site is not in the top three unpaid results for a service, very likely potential customers will not view it. The Margate Parks and Recreation site performs very well for most core program search terms. The Department can preserve search result rankings through strategic development and management of their Website and social media. Some specific tips are included in the following report. Search engine algorithms change frequently, so staying abreast of these changes will improve success.







Google Search Results Ranking for “Margate”

Parks	1st
Swimming	1st
Pool	1st
Basketball	1st (Athletics appears 3rd)
Sports	1st (Athletics)
Events	1st
Cheerleading	1st
Camp	2nd
Gymnastics	3rd
Zumba	5th
Yoga	6th
Kids Sports	7th (Basketball)
Dance	8th
Karate	11th
Crafts	not listed on first page
Birthday Parties	not listed on first page

Identity

Identity Best Practices

As the primary portal to the organization, the Website should communicate the organization’s brand identity and positioning. It should evoke positive emotion and appreciation for the agency and its services. It should also communicate the Department’s value proposition (position). Examining the strengths and opportunities from a SWOT analysis will help identify a strategic position in the marketplace.

Identity Recommendations

The Margate Parks and Recreation Website visual identity is consistent with the visual identity of the City. The photo grid quickly shows the categories. The Department could build on its image with more engaging photos and more active, conversational copywriting. The City’s tagline is “Together We Make it Great” so some copy could be added tying in this theme. Describe how the Department helps make life in Margate great for its residents, or how your instructors/staff/facilities are great, etc. See more recommendations for writing descriptions and marketing copy in the content section below.

Primary communication pieces, such as the Parks and Recreation portion of the Website, fliers, and the Events and Happenings listing should share key design elements. The city logo, department title, contact information, and consistent use of font should be repeated in all Department communications.

## Design

### Design Best Practices

With increasing use of cell phone and tablets, Websites are trending towards simpler looks with a fresh, unique feel. The page header is the two-second opportunity to quickly identify the agency and pitch its brand. Regardless, users are no longer averse to scrolling to find what they need. Home pages are now often designed for a deep scroll, with more standard templates used for interior pages. Minimizing load time is important, so use visual effects sparingly. Rotating banners with a more than four slides take too long to load. The use of larger fonts is another trend that makes a Website easier and faster to use on small screens.

### Design Recommendations

Overall design of the Website is professionally done, easy to view, and attractive. It is important to stay within the design scheme of the City Website, so major changes are not recommended. The site would be more appealing with the use of original photos that show residents enjoying services or department staff in action. Additionally, the header font is so large, it has a heavy feel – a reduction in header font size site-wide would give a friendlier impression.

## Navigation

### Navigation Best Practices

The key sections of a Website should quickly provide an overview of the agency. Sections should be clearly defined so the user can find the content they want. Give placement priority to the most important sections. Lower priority sections are placed at the bottom of the page in smaller, directory-style type. Typically, product marketing is most visible, and corporate information is found at the bottom. Within a page, ensure that headlines, subheads and paragraph titles are clearly labeled. Include numerous cross-links to other parts of the site. Both of the latter practices improve usability and improve search results. A consistent header with a way to get back to the City home page, and a way to return to the Department home page should be carried throughout the site.

### Navigation Recommendations

As with design, the site navigation is professionally developed and done well. Categories are clearly labeled and navigation is easy to use. A section for “Events and Happenings” should be added. Currently, this is not connected with the Department page. It is currently located on the City “Contact Us” page and is contained in the right navigation box. A link to a Special Events flier was found on the Department’s “About” page, but it is outdated.

Consistent navigation bar use helps viewers find their way. Once a section is clicked on, a blue left navigation bar appears with all the Parks and Recreation sections. “Events and Happenings” is missing from here as well. It would be helpful to include a link to the Parks and Recreation home page in the left navigation bar – the text is there, but it is not an active link. Additionally, the Firefighters Park Game Room is listed on the List of Parks page. For drop-in type activities, it might be helpful to include this in the Recreation Programs section.

## Content

### Content Best Practices

Quality content on the site is key both from a user perspective and for search results performance. It is now the single most important factor in getting top-of-search-list placement. Quality content is defined as recent, original, organized and labeled well, has compelling images and video, and elicits sharing. Content is as important as design and function. It requires frequent updating to ensure information is up to date.

### Content Recommendations

The content of the site is clear and succinct. It could be made more interesting and informative with more descriptive copy and the addition of photos. The headlines and descriptions are written in a factual style. Try using a more conversational and convincing style with a call to action in mind. Positive comments from satisfied customers also add a community feel and build trust. These can be collected from program evaluations or simply from talking to happy users.

From program to program, the amount of information shown is inconsistent. Some programs list a lot, others are somewhat sparse and don’t show basic details such as what age the program is for. It was noted there is no Cheerleading information on the Dance/Cheerleading/Gymnastics page and the description only mentions dance, not gymnastics. Additionally, there is no information on the activities available at the Firefighters Park Game Room. Visit each page regularly and methodically to ensure content is complete and up to date.

For the Aquatics Programs section, there are very brief descriptions of each item with links to pdf fliers. This can be cumbersome especially for mobile users. Ensure all information on the program and how to participate is listed on the Website and on every flier. Consistency in flier design and logo use will convey a more professional image.

The introductory text that appears on mouse-over of the Parks and Recreation photo-link on the City Home page and the “About Parks and Recreation” photo-link on the Department home page only mentions events. It should

be re-written to more effectively describe what the user will see when the link is followed.

It is recommended the parks map be converted to a Google map so users could click on each park and get directions. The site currently displays general descriptions and information on all programs and facilities year-round, even those that only are offered in certain seasons. This is a great way to let visitors learn about all that is offered and anticipate participating in the future.

## Encourage Action

### Encourage Action Best Practices

The most effective Websites are designed to serve three distinct groups with different needs: Prospects, current customers, and non-users. Have a clear idea of who will be looking at each component or page, and what the Department wants him or her to do. Every page should have a call to action based on the purpose of the page, whether it's to get the registration, solicit feedback, encourage sharing, visit a facility, view photos, etc. Call to action buttons are more noticeable than text links, so use them where possible. Surround them with white space; use active text "call us", "share", etc.

### Encourage Action Recommendations

Every page, especially for programs and services that generate revenue, should include a call to action to register. Add a visible section to every program and facility page that tells the user how to sign up or participate. The trend in parks and recreation across the nation is towards online registration. This makes registering easier for users and can encourage participation and revenue growth. It could be beneficial to add it to the site if possible in the future.

## Additional Recommendations

**Social Integration** – Nationwide studies show that word of mouth is the second highest source of information on an agency. It is also trusted more than advertising or even original content from an organization. Reviews and posts on social media are essentially online word of mouth; so active social media strategy is an important part of the Department's marketing plan. The City has a Twitter channel, but no Facebook presence. Facebook continues to be the most used social site and it should be considered. Consider embedding social media channel(s) on relevant content pages to encourage awareness. Always link to the Website in every social post. Ensure the Department has a presence on Google +, Yelp, Foursquare and use it to drive people to the Website.

**Measure Performance** – Track user behavior and adjust the Website and content accordingly. This should be done frequently. Google Analytics is free and will provide information on how people use the site, how they find it,

whether they viewed it on a phone, tablet or desktop, and more. To improve site effectiveness, decide what actions the Department wants to increase, make changes, and then measure the effects. Even simple changes in color, size, location, shape, photos, wording, etc. can have a significant difference.

Suggested performance measures:

- **Number of Visitors** – unique and repeat. This shows the overall size of the audience.
- **Referrals** – where visitors are coming from, whether search results, blogs, other Websites, social media
- **Bounce Rate** – a bounce is when someone clicks on a site then leaves quickly. The implication of a bounce is that someone didn't find what they were looking for or didn't like what they saw. Search engines do not like high bounce rates, and they will hurt search results.
- **Exit Pages** – this is the last page a visitor views before exiting. This is common if it is an "end" page, like an order receipt page, but if it is another page, it may indicate a problem with the content.
- **Top Pages** – It's important to know what pages visitors think are the most important. To improve page performance, try adjusting placement, navigation placement, link copy, or size of the section.
- **Conversion Rate** – This is the percentage of people who perform a desired action. Typically it is a purchase. It can be tracked by page or by overall site visits. For example, for a page with a "register now" button, it is the percentage of people who register out of all the visitors to that page.

## Summary

- Communicate a brand personality that evokes positive emotions
- Develop a coordinated design theme for Website, fliers, signage, and other publications.
- Add an "Events and Happenings" section.
- Write copy to increase appeal, and increase use of appealing photos.
- Make it easy to get back to the Department home page.
- Review and update information on every page regularly.
- Include clear instructions on how to register. Make registering as easy as possible.
- Include a call to action on every page.
- Integrate appropriate Website recommendations into the mobile site.
- Track and analyze user behavior at least quarterly and adjust site accordingly.



# PROGRAM RECOMMENDATIONS

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- Develop a seasonal program guide for residents and non-resident customers.
- Perform a Lifecycle analysis on an annual basis to ensure an appropriate mix of introductory, growth, mature and declining programs.
- Assess age segment distribution every couple of years to ensure the same good performance as currently exists.
- Create ongoing methods to determine household need for programs.
- Develop 8-12 key performance measures to track recreation program performance.
- Expand the use of social media to create customer connections for specific programs.
- Create business plans/visioning for core program areas to ensure future positioning of the programs. The business plans should be a part of an overall marketing plan for the agency that strategically positions facility and program offerings for the future.
- Develop cost recovery goals and identify true costs of programs.
- Expand program offerings according to the Program Priority Spreadsheet listed in the assessment.
- Develop more in-house program offerings.
- Increase the percentage split with contractual instructors. This can be accomplished when a program guide is developed. An increase of the split with contractors will come as a result of enhanced marketing of programs by the Department's program guide.



# Implementation & Action Plan



# Visioning Summary

This assessment includes an analysis of the Margate Parks and Recreation program and service offerings. The report offers a review of recreation programs and events and helps to identify the strengths, weaknesses, and opportunities for future program direction.

## Connectivity

### Issues:

- Lack of bike/pedestrian connectivity
- Waterway access
- Needs to be enhanced
- Better connection to parks

### Connectivity/Initiative:

- Wayfinding
- LOS, Lack of land
- Complete streets
- Waterways
- Transit/trolley/bikes on busses
- Trails and greenways
- Funding
- Pedestrian bridges
- Parking
- Amenities (bike racks, bus shelters, signage, apps, parking, kayak races, etc.)
- Inconvenient transit (MPO doing study). Margate inner City transit ridership is low. Possible solutions, 1st and last mile issues, shelter
- Convenient, fun access from home to park
- Conversion of swales to trails

## Programming/Marketing

### Issues:

- Need more outreach
- The City is working on a program guide
- Starting a monthly newsletter, Facebook site, twitter account (The City of Margate has recently accomplished this.)
- Could accommodate many program needs through use of waterways
- Staffing of more programming could be a constraint
- Use meetings to get the word out
- Electronic sign boards to promote programs
- Opportunity for Adult Programming at Calypso Cove
- Venues Based? Examples...Add calypso cove lazy river; cooking classes; corporate parties? Dance party, special events
- Multiple activities for families, multiple things to do
- County is spearheading special needs programs
- Could accommodate top program needs in waterways via kayaking, canoeing, paddle boarding



**Response:**

- Intergenerational, Multi-purpose civic/rec center, say 40,000 Sq ft. including gymnasium, Aerobics +/- \$6,000,000 plus site costs
- Increase Programming Through Partnerships and
- Program guide, marketing, social media and
- Differentiate Between core/non-core, subsidized/non-subsidized programs
- New policies, re-use, subsidies, etc.
- Use non-profits, schools, condos
- Docking
- Storage racks
- Floating docks
- Signage/wayfinding
- Kayak storage racks
- Public art, interactive public art
- Bike racks
- Obstacle course (Gametime)
- Community gardens
- Hammocks

**“ [The Canals] Could accommodate top program needs in waterways via kayaking, canoeing, paddle boarding.”**

**Indoor Recreation Space**

- City Center to include community center
- May have some civic uses as well
- Stage Door Theater partners with City
- Need space for fitness and wellness
- Outdoor recreation equipment
- Need gymnasium space

- Life sized board games
- Ping pong
- Food trucks
- Concessions
- BMP (bios wales, rain gardens)

**Principles:**

- Respect for users
- Layers of activities
- Power of ten
- Multi-generational (inclusive)
- Multi-cultural (inclusive)
- Accessible
- Design standards
- Maintenance standards
- Sustainable

**Process:**

- Prioritize parks/improvements
- Hire firm to design parks/amenities
- Public involvement – local and at-large
- Funding
- Strategize construction
- Celebrate

**Placemaking**

- Trees
- Exercise Equipment
- Trails
- Skate park
- Dog park
- Seating
- Fountains
- Covered playgrounds
- Butterfly gardens
- Restrooms
- Trash cans
- Spectator seating
- Natural areas
- Lawn games, such as bocce
- Pickleball
- Shelters
- Lighting
- Ziplines
- Rock climbing wall
- Bike course
- Educational signage/activities
- Outlets/electricity
- Overlooks/boardwalks
- Bike racks
- Digital/qr codes
- Diving boards
- Wifi
- Grill
- Multipurpose lawns

## Athletics

### Needs:

- More fields
- Fencing
- Improved concessions
- Tournament facilities
- Age specific
- Pitching mounds
- Dugouts
- Drainage
- Restroom improvements
- Parking
- Field maintenance
- Batting cages
- Upgrades/"wow" factor

### Principles:

- Multi-use
- Best age appropriate
- Fields possible
- One out of four artificial turf
- Soccer fields

### Placemaking:

- Improved concessions
- Updated, covered playgrounds
- Splash pads
- Perimeter trails
- Fitness stations
- Outdoor cafes with movable tables and chairs
- Batting cages









# Recommendations

After an in-depth review of the community survey, park inventory and analysis, community input results, demographic trends reports, and program assessment, the planning team developed the following thoughts and recommendations for consideration:

## Evaluate opportunities to acquire more parkland.

The City's LOS of 1.69 acres is very low, especially when compared to other cities known for their high quality of life. For example the City of Tamarac's LOS is 3 acres/ 1,000, not including an additional 3 acres/ 1,000 of small HOA parks; and the City of Coral Spring's LOS is 6.3 acres/ 1,000.

Highest priority should be given to opportunities to expand existing parks, including:

- Purchase of abandoned or derelict properties;
- Purchase of properties that "back up" to the park, which will 1) provide better public access, and 2) allow better visibility into the park from adjacent streets

Priority should also be given to the acquisition and/or development of greenways and other vacant lands to meet resident's priority parks and recreation needs, including walking, biking, dog parks, special events, and small neighborhood parks.

## Re-evaluate the City's agreements with sports leagues to ensure multiple-use of City Parks.

Fewer than 3% of City residents ranked sports fields as the "most important" to their households. Considering the low parkland LOS, the City does not have the "luxury" of granting exclusive use of park lands to specialized user groups.

At the same time, the City should work with the sports associations, the County, and adjacent municipalities to develop public/private/non-profit partnerships to build, operate, and maintain dedicated sports facilities - outside of City parks - to meet the regional need for athletic fields.

## Focus on "place-making".

The City's parks should be as flexible, multi-use, hospitable, and inviting as possible. There should be a variety of recreation opportunities and things to do at every park. Residents' suggestions for park amenities included shade trees, exercise equipment, trails, skate parks, dog parks,

variety of seating (including moveable tables and chairs, fountains, covered playgrounds, butterfly gardens, restrooms, native landscaping, spectator seating, lawn games, pickle ball courts, lighting, trash cans, zip lines, climbing walls, bike courses, educational signage/activities, electrical outlets for special events, grills, multi-purpose lawns, kayak storage racks, splash pads, floating docks, signage, bike racks, community gardens, hammocks, outdoor ping-pong tables, shuffleboard, food trucks, basketball backboards, storm water treatment and rain gardens, and public art.

communities “are accessible, equitable, inclusive, safe and secure, and supportive. They promote health and prevent or delay the onset of disease and functional decline. They provide people-centered services and support to enable recovery or to compensate for the loss of function so that people can continue to do the things that are important to them” (<http://www.who.int/ageing/projects/age-friendly-environments/en/>).

## **“...seniors are moving from being a relatively small fringe group to being a large central focus” of parks and recreation service.”**

The Project for Public Spaces, a recognized leader in place-making, proposes nine strategies to help parks achieve their full potential as great places:

- Use transit as a catalyst for attracting visitors
- Make management of the park a central concern
- Develop strategies to attract people during different seasons
- Acquire diverse funding sources
- Design the park layout for flexibility
- Consider both the “inner park” and “outer park”
- Provide amenities for the different groups of people using the park
- Create attractions and destinations throughout the park
- Create an identity and image for the park

### **Continue to develop a multi-modal transportation network to connect residents to parks and schools.**

Develop a comprehensive, interconnected transportation network that includes sidewalks and bike lanes, greenways and trails, “complete streets”, paved bike paths (off-road), trolleys or transit, kayaking and canoeing (canals), and wayfinding signage.

### **Promote the recreational and transportation use of the City’s waterways.**

Provide improvements and security to make better use of the City’s canals, including signage, trailheads and parking, canoe/ kayak launches, enforcement of speed limits, kayak storage and docking, and other amenities. Promote best practices to improve water quality and wildlife habitat in the canal system.

### **Promote Margate as an “Age-Friendly Community”.**

Continue to attract retirees to Margate by providing the types of recreation facilities and programs that “foster health and well-being and the participation of people as they age” (World Health Organization (WHO). Age-friendly

John Crompton at Texas A & M notes that “seniors are moving from being a relatively small fringe group to being a large central focus” of parks and recreation service. “Five changes in the status of seniors suggest that recreation and park departments should...move them to the center of their service efforts: extension of active retirement time, enhanced discretionary income, contributions to economic development, enhanced leisure literacy and disproportionate political influence”. (<http://www.parksandrecreation.org/2013/December/Are-Your-Seniors-Moving-to-Center-Stage/>).

### **Build a 1st Class Community/ Recreation Center.**

Work with the developers of the new town center to provide a state-of-the-art community/ recreation/ cultural center that meets a variety of resident’s needs for recreation, fitness, culture, and social interaction. Select a nationally known architectural firm to design an iconic building that will help build the City’s brand; attract new residents, businesses, and visitors; and create civic pride and identity.

# CAPITAL PROJECT TIMELINE

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## 2016

- Dog Park
- Outdoor Fitness Park
- Pedestrian Bridge (Firefighters Park/Winfield Boulevard)
- Firefighters Park Parking Lot Expansion
- Southeast Park Concession
- Sports Complex Facility Renovation
- Margate Marina Restroom Facility
- Community Garden

## 2017

- Indoor Recreation Center
- Rock Island Rd. Greenway (Sample Rd. to Winfield Blvd.)
- Firefighters Park Playground Renovations

## 2018

- Serino Park Restroom Facility
- Grounds Maintenance Facility
- Southeast Park Artificial Turf Field
- Rock Island Rd. Greenway (Winfield to Atlantic)

## 2019

- Andrew's Field Renovation
- Southgate Park Renovation
- Sports Complex Facility Renovation Phase 2

## 2020

- Vinson Park Renovation
- Centennial Park Renovation

*Note: the project timeline represents projected project initiation. Full project completion may spread over multiple years.*



# HIGH PRIORITY PROJECTS (2016)

## Dog Park

Project Type:	New Facility Construction
Anticipated Renovation Budget:	\$400,000 (City of Margate budget)
Funding Source:	City of Margate General Fund
Community Impact:	Total population, 55,000 residents
Project Need	<p><b>Public Input Summary:</b> residents indicated they use other community's dog parks and that a dog park is one of the top three priorities for residents.</p> <p><b>Community Survey,</b> 17% of respondents indicated off-leash dog parks were the most important facility to their household.</p> <p><b>Our Parks Plan,</b> 55% of respondents indicated they are somewhat or very supportive of developing a dog park. The off-leash dog park was the fourth "most funded" amenity in the prioritization topic. Out of all comments related to new park amenities, most of the comments were about dog parks.</p> <p><b>Inventory &amp; Analysis,</b> the city of Margate does not own or operate a dog park.</p>

### Program

- Recommended four-acres in size.
- Separate Large and Small Dog Areas.
- Shade Structure / Shelter.
- On-site parking.
- Paved walkways.
- Perimeter fencing with double lock gate system.
- Irrigation, landscaping.
- Site furnishings (trash bins, drinking fountains, benches, dog waste bag stations).
- Storm water infrastructure.
- Donor Plaza space (brick paver fund raising area).
- Rules sign.

### Site Design Guiding Principles

- Avoid locating the facility directly adjacent to residential property lines to decrease the chance of actual and perceived problems between users and residents. If residential properties are adjacent to the site, provide (vegetation and / or vertical fence structures) between the park and any nearby residential areas.
- Consider vegetation and / or vertical fence structures as buffers between the facility and major roadways.
- Provide pedestrian access to the dog park from adjacent amenities and neighborhoods.
- Provide separate areas for small and large dogs. This will enable large dog owners to allow their pets to run freely, while protecting small dogs that may not be suited for the large dog environment.
- Provide exercise and social opportunities for dogs.
- Provide social opportunities for owners.
- Provide both active and passive spaces for both dogs and owners.
- Consider agility course amenities for dogs
- Consider looping pathways for both dogs and owners
- Consider elevation changes through park (berms, hills, etc.)
- Consider use of turf, bark / wood chips, decomposed granite, sand, and water at the site. A combination of different materials provides the opportunity for dogs to encounter and choose different types of footing.
- Provide opportunities to dispose of dog waste properly and responsibly.
- Comply with ADA requirements so all community users have equal opportunity to use the facility.

# HIGH PRIORITY PROJECTS (2016)

## Firefighters Park Parking Improvements and Winfield Pedestrian Bridge

Project Type:	Renovation / Addition and New Trail Construction
Anticipated Renovation Budget:	\$400,000 (City of Margate Budget)
Parking Budget	\$80,000-\$150,000 (estimates +/- \$10,000 per surface parking space)
Pedestrian Bridge Budget	\$250,000 (City of Margate Budget)
Funding Source:	City of Margate General Fund
Community Impact:	Total population 55,000 residents, Firefighter Park Users (8,062 residents within 1.0-mile of the park) Provide pedestrian access to a regional park, eliminating the need for vehicular transportation by neighboring residents.
Project Need	<p><b>Public Input Summary</b>, residents indicated they use Firefighter's Park most often. nature boardwalks, improved walking trails, more trails, and exercise stations are listed as a top priority parks and recreation need.</p> <p><b>Community Survey</b>, 53% of respondents have used Firefighter's Park in the last 12 months. 61% indicated they use Firefighter's Park the most. 58% of respondents have a need for walking / biking trails. 22% of respondents indicated walking and biking trails were the most important facility to their household. 79% of respondents indicated that they were supportive of the City developing new and / or connecting existing walking / biking trails. 46% of respondents indicated that developing new walking / biking trails and connecting existing trails was most important to their household.</p> <p><b>Our Park Plan</b>, 73.8% of respondents indicated they are somewhat or very supportive of developing a greenway and / or blue way trail. 10% of the comments on the site related to the development of the Rock Island Greenway.</p> <p><b>Inventory &amp; Analysis</b>, limited parking opportunities. With new amenities and programs, additional parking will be necessary. Large deficit of acreage and trails based on national standards.</p>

### Program

- Expand parking lot by 80 spaces to meet the growing needs of the City's heaviest used park.
- Pedestrian bridge and trail extensions to adjacent parks connecting Winfield Blvd. to Firefighters Park / Rock Island Greenway

## Margate Marina Improvements

Project Type:	New Facility Construction
Anticipated Facility Budget:	\$300,000 (City of Margate Budget)
Funding Source:	City of Margate General Fund
Community Impact:	Everyday marina and park users, and special event patrons, future pavilion rentals (revenue producing)
Project Need	<b>Staff input</b> , staff indicated a need for additional storage at the Margate Marina to help with special events and other department and community needs.

### Program

- Storage (approx. 1,500 square feet)
- Public Restroom
- Consider attached open air shelter with 4-6 table capacity (32-48 people)

# HIGH PRIORITY PROJECTS (2016)

## Southeast Park improvements

Project Type:	Demolition / New Facility Construction
Anticipated Facility Budget:	\$350,000 (City of Margate Budget)
Play Surfacing Budget	Solicit Quotes
Funding Source:	City of Margate General Fund
Community Impact:	Local Youth Leagues (1,000 people), and drop-in park users
Project Need	<p><b>Community Survey</b>, 71% of respondents indicated that they support improving existing facilities. 25% indicated improving existing facilities was most important to their households.</p> <p><b>Our Park Plan</b>, 100% of respondents indicated they are somewhat or very supportive of updating and maintaining existing amenities. Restrooms were listed as the 10th most important new amenity for respondents. 5% of the comments on the website related to restroom facilities.</p> <p><b>Inventory &amp; Analysis</b>, the building is beyond its useful life and no longer meets minimum standards and requirements. Existing shelter is also beyond its useful life and is in poor condition. Playground surfacing does not appear to be compliant with current standards.</p>

### Program

- 2,000 square feet building
  - 800 square feet – Public Restroom
  - 400 square feet – Kitchen / Concessions
  - 800 square feet – Indoor Storage
- Outdoor drinking fountain attached to structure.
- Open-air pavilion with a capacity of 2-4 tables (16-32 people). (Demolish existing shelter)
  - Lighting and GFRC receptacles for rental facilities.
  - Consider grill or other picnic amenities along with the shelter.
- Rubberized poured-in-place and / or tile surfacing at the playground.
- Site furnishings (trash bins, bike racks, drinking fountains, benches, shade, dog waste bag stations, lighting).

### Site Design Guiding Principles

- Site facility in a highly-visible, highly-accessible location. Consider siting where the existing concessions currently sit. This location provides direct connections between the parking lot, soccer fields, and playground amenities.
- Comply with ADA and CPSC requirements, so all community users have equal opportunity to use the park and facilities. Provide accessible connections to all amenities
- Consult architect to finalize program, square feet, and budget
- Develop master plan to define site improvements, budget, and planning

## Community Garden

Project Type:	New Facility Construction
Anticipated Facility Budget	\$100,000 (City of Margate Budget)
Funding Source:	Margate Community Redevelopment Agency
Community Impact:	Total population, 55,000 residents, Condo residents without land to have a home garden
Project Need	<p><b>Inventory &amp; Analysis</b>, the city of Margate contains a large amount of condo and multi-family residences. Many residents do not have access to land for home garden spaces.</p>

### Site Design Guiding Principles

- Centrally-located



# HIGH PRIORITY PROJECTS (2016)

## Margate Sports Complex Enhancements

Project Type:	Renovation Enhancements
Anticipated Enhancement Budget:	\$250,000 (City of Margate Budget)
Play Surfacing Budget:	Solicit Quotes
Funding Source:	City of Margate General Fund
Community Impact:	Total population 55,000 residents, Local Youth Leagues (1,000 people), Economic generator (tournaments)
Project Need	<p><b>Public Input Summary</b>, residents indicated a top priority for the City should be to upgrade fields, add lighting, and modernize all parks. <b>Community Survey</b>, 71% of respondents indicated that they support improving existing facilities. 25% indicated improving existing facilities was most important to their households.</p> <p><b>Our Park Plan</b>, 100% of respondents indicated support for updating and maintaining existing amenities. Inventory &amp; Analysis, Playground surfacing does not appear to be compliant with current standards.</p>

### Program

- 10 acres of sports fields, spectator areas, shelters, and a playground
- Field Improvements
  - Home run fencing (tournament specifications)
  - Enlarge dugouts
  - Storage areas for each field (+100 square feet)
- Spectator Area Improvements
  - Shade structures
- Renovate / new batting cages (netting / artificial turf)
- Renovate and enlarge soft toss area at each field
- Site furnishings (trash bins, bike racks, benches, shade, and lighting).
- Accessible connections to all amenities, looping pathways for passive recreation.
- Rubberized poured-in-place and / or tile surfacing at the playground.

## Rock Island Greenway Fitness Court

Project Type:	New Facility Construction
Anticipated Enhancement Budget:	\$100,000 (City of Margate Budget)
Funding Source:	City of Margate General Fund
Community Impact:	Total population 55,000 residents
Project Need	<p><b>Public Input Summary</b>, nature boardwalks, improved walking trails, more trails, and exercise stations are listed as a top priority parks and recreation need.</p> <p><b>Community Survey</b>, 58% of respondents have a need for walking / biking trails. 22% of respondents indicated walking and biking trails were the most important facility to their household. 79% of respondents indicated that they were supportive of the City developing new and / or connecting existing walking / biking trails. 46% of respondents indicated that developing new walking / biking trails and connecting existing trails was most important to their household.</p> <p><b>Our Park Plan</b>, 73.8% of respondents indicated they are somewhat or very supportive of developing a greenway and / or blue way trail. 10% of the comments on the site related to the development of the Rock Island Greenway.</p> <p><b>Inventory &amp; Analysis</b>, large deficit of acreage and trails based on national standards.</p>

### Program

- Fitness court with ten (10) stations / units
- Rubberized surfacing
- Site furnishings (trash bins, bike racks, benches, shade, and lighting).
- Accessible connections to all amenities

# HIGH PRIORITY PROJECTS (2017)

## Indoor Fitness & Recreation Center

Project Type:	New Facility Construction
Anticipated Facility Budget	\$6,000,000 (City of Margate Budget)
Funding Source:	Margate Community Redevelopment Agency
Community Impact:	Total population, 55,000 residents
Project Need	<p><b>Public Input Summary</b>, an indoor recreation center / gym was noted as one of the top three priorities for residents. Fitness station <b>Community Survey</b>, 42% of respondents indicated a need for indoor fitness and exercise facilities. 53% of respondents indicated that they would use a walking and jogging track if it was developed as a new indoor programming space. 71% would be supportive of developing a new indoor community center.</p> <p><b>Our Parks Plan</b>, 60% of respondents indicated they would support development of an indoor recreation center.</p> <p><b>Inventory &amp; Analysis</b>, the city of Margate does not own or operate an indoor recreation center, and based on national standards, a population of this size would typically have access to an indoor recreation facility.</p>

### Program

- Gymnasium
- Walking track
- Program / classroom rooms
- Offices
- Restrooms
- Fitness Center
  - Consider specific space for adults 50 years and older
  - Consider weight room / cardio vascular equipment
  - Consider stretching area
- Aerobics / fitness / dance class space
- Multi-purpose space
- Storage

### Site Design Guiding Principles

- Develop Master Plan to define site improvements, budget, and phasing
- Site the facility in the highly-visible, highly-accessible location within the community.
- Size indoor space appropriate to community needs. Consider looking to comparable communities and their indoor spaces to understand size, scale, and need.
- Consider public-private partnerships.
- Consider a combined health / wellness and community / civic / cultural facility.
- Provide both indoor and outdoor recreational opportunities that would attract users all year round.
- Provide opportunities for both vehicular and pedestrian access. Consider trail connections, public transportation access, and parking in the site design.
- Consult architect to finalize program, square feet, and budget
- Consider selection of a nationally-known firm to design an iconic building that will help build the City's brand; attract new residents, businesses, and visitors; and create civic pride and identity.

# HIGH PRIORITY PROJECTS (2017)

## Rock Island Greenway, Phase 1 (Sample Road to Winfield Blvd)

Project Type:	New Trail Construction
Anticipated Facility Budget:	\$500,000 (City of Margate Budget)
Funding Source:	City of Margate General Fund, Grants
Community Impact:	Total population 55,000 residents, north-south trail access
Project Need	<p><b>Public Input Summary</b>, nature boardwalks, improved walking trails, more trails, and exercise stations are listed as a top priority parks and recreation need.</p> <p><b>Community Survey</b>, 58% of respondents have a need for walking / biking trails. 22% of respondents indicated walking and biking trails were the most important facility to their household. 79% of respondents indicated that they were supportive of the City developing new and / or connecting existing walking / biking trails. 46% of respondents indicated that developing new walking / biking trails and connecting existing trails was most important to their household.</p> <p><b>Our Park Plan</b>, 73.8% of respondents indicated they are somewhat or very supportive of developing a greenway and / or blue way trail. 10% of the comments on the site related to the development of the Rock Island Greenway.</p> <p><b>Inventory &amp; Analysis</b>, large deficit of acreage and trails based on national standards.</p>

### Program

- 6,500 linear feet of a 10'-12' paved pathway.
- Site furnishings (trash bins, bike racks, benches, shade, dog waste bag stations).
- Wayfinding signage and maps.
- Pedestrian bridge across Bamboo Canal.
- Direct, physical connections to adjacent destinations.
- Access to the canal system via fishing stations and overlooks.

### Site Design Guiding Principles

- Conduct feasibility study / trail planning to determine approach and phasing
- Provide access to key views. Maintain these areas through vegetation management.
- Consider vegetation and / or vertical fence structures as buffers between the trail, residential areas, and major roadways.
- Provide connections to major destinations along the trail (Firefighters Park, North Bay Park, South Bay Park).
- Provide adequate support facilities and site furnishings.
- Where trails intersect roadways, ensure safe pedestrian crossing through signage, traffic calming, and pedestrian medians.
- Provide opportunities to access the canal.
- Comply with ADA requirements so all community users have equal opportunity to use the trail.

## Firefighters Park Multi-purpose Court and Play Surfacing Improvements

Project Type:	Renovation
Anticipated Renovation Budget:	\$100,000 (City of Margate Budget)
Play Surfacing Budget:	Solicit Quotes
Funding Source:	City of Margate General Fund
Community Impact:	Total population 55,000 residents, Firefighter Park Users (8,062 residents within 1.0-mile of the park)
Project Need	<p><b>Public Input Summary</b>, residents indicated a top priority for the City should be to upgrade fields, add lighting, and modernize all parks.</p> <p><b>Community Survey</b>, 71% of respondents indicated that they support improving existing facilities. 25% indicated improving existing facilities was most important to their households.</p> <p><b>Our Park Plan</b>, 100% of respondents indicated support for updating and maintaining existing amenities.</p> <p><b>Inventory &amp; Analysis</b>, based on site observations, the rink is beyond its useful life and is rarely used.</p>

### Program

- 12,000 square foot multi-purpose court, repurpose of existing roller hockey rink
- Consider striping for a variety of activities.
- Site furnishings (trash bins, bike racks, benches, shade, and lighting).
- Rubberized poured-in-place and / or tile surfacing at the playground.



## MEDIUM PRIORITY PROJECTS (2018)

### Serino Park Renovation

Project Type:	Renovation and New Facility Construction
Anticipated Renovation Budget:	To be determined, concept development and site planning process
Facility Budget:	\$250,000 (City of Margate budget)
Play Surfacing Budget:	Solicit Quotes
Funding Source:	City of Margate General Fund
Community Impact:	Drop-in users, future pavilion rentals (revenue producing)
Project Need	<p><b>Public Input Summary</b>, participants indicated a need for shade and nice amenities. Other priorities included tennis and racquetball courts, rubberized surfacing, passive parks with benches, healthy things, and a track. Outdoor exercise equipment and modernizing all parks were noted as top priorities.</p> <p><b>Community Survey</b>, 76% of respondents indicated support for improving existing parks. 39% indicated improving existing parks was the most important action item to their household.</p> <p><b>Our Park Plan</b>, 100% of respondents indicated they were supportive of updating and maintaining existing amenities. Restrooms were listed as the 10th most important new amenity for respondents. 5% of the comments on the website related to restroom facilities.</p> <p><b>Inventory &amp; Analysis</b>, demographics indicate a large active adult population, and pickleball is a trending active adult activity. Based on site observations, the park could accommodate more active recreational opportunities. Playground surfacing does not appear to be compliant with current standards.</p>

#### Program

- Restroom / Storage Building:
  - 1,500 square feet building with open space pavilion attached.
  - 1,000 square feet – Public Restroom.
  - 500 square feet – Indoor Storage.
  - Outdoor drinking fountain attached to structure.
  - Consider Pavilion capacity of 4-6 tables (32-48 people).
  - Lighting and GFRC receptacles for rental facilities.
  - Consider grill or other picnic amenities along with the shelter.
- Site:
  - Fitness Station(s).
  - Tennis / Pickleball Courts.
  - Splash Pad.
  - Accessible Trail Connections to all on-site amenities.
  - Site furnishings (trash bins, bike racks, drinking fountains, benches, shade, dog waste bag stations, lighting).
  - Rubberized poured-in-place and / or tile surfacing at the playground.

#### Site Design Guiding Principles

- Site pavilion / restroom / storage structure in a highly-visible, highly-accessible location. Consider replacing smaller shelter with the larger pavilion / restroom / storage structure, or siting the new, larger structure near the central north-south, palm tree-lined pathway that connects the two walking loops.
- Locate related amenities close to one another. For example, consider siting the splash pad adjacent to both the playground and shelter.
- Provide direct connections between the related amenities.
- Provide adequate seating and shade near all active recreation amenities.
- Consider tennis / pickleball courts on the easternmost portion of the site, visible from Highway 441.
- Consider locating one to three fitness stations along the looping pathway to provide additional recreational value to the park.
- Comply with ADA and CPSC requirements, so all community users have equal opportunity to use the park and facilities.
- Consider water usage operational costs in decision of splash pad.
- Consult architect to finalize program, square feet, and budget

## MEDIUM PRIORITY PROJECTS (2018)

### Grounds Maintenance Facility

Project Type:	New Construction
Anticipated Facility Budget:	\$250,000 (City of Margate Budget)
Funding Source:	City of Margate General Fund
Community Impact:	Total population 55,000 residents, all parks users, maintenance staff
Project Need	<b>Staff input</b> , staff indicated a need for additional space to maintain existing assets / expanding assets. New facility would also increase life expectancy of heavy equipment. <b>Inventory &amp; Analysis</b> , Based on site observations, maintenance facility appears undersized for a community this size.

#### Program

- Administration building (Administrative offices, Conference Room, Restroom / locker room, Break room)
- Maintenance Operations building (Indoor hot / cold storage facilities)
- Covered outdoor storage yard for materials and heavy equipment

#### Site Design Guiding Principles

- Site facility on a centrally-located 1 to 3 acre site within the City.
- Conduct feasibility study to determine appropriate sizes and building programs. Consult with an architect.
- Consult architect to finalize program, square feet, and budget

### Southeast Park Artificial Turf

Project Type:	New Facility Construction
Anticipated Facility Budget:	\$800,000 - 1,000,000 (City of Margate Budget)
Funding Source:	City of Margate General Fund
Community Impact:	Local Youth Leagues (1,000), and drop in park users
Project Need	<b>Public Input Summary</b> , residents indicated a top priority for the City should be to upgrade fields, add lighting, and modernize all parks. <b>Community Survey</b> , 71% of respondents indicated that they support improving existing facilities. 25% indicated improving existing facilities was most important to their households. <b>Our Park Plan</b> , 100% of respondents indicated support for updating and maintaining existing amenities.

#### Program

- One full-size multi-purpose field, primary use will be soccer, but striping for other sports should also be included / considered.
- Site furnishings (trash bins, bike racks, benches, shade, and lighting).
- Accessible connections to all amenities, looping pathways for passive recreation.

## MEDIUM PRIORITY PROJECTS (2018)

### Rock Island Greenway Trail, Phase 2 (Winfield Blvd to Margate Blvd) and / or (Margate Blvd to Atlantic Blvd)

Project Type:	New Trail Construction
Anticipated Facility Budget:	\$500,000 (City of Margate Budget)
Funding Source:	City of Margate General Fund, Grants
Community Impact:	Total population 55,000 residents, north-south trail access
Project Need	<p><b>Public Input Summary</b>, nature boardwalks, improved walking trails, more trails, and exercise stations are listed as a top priority parks and recreation need.</p> <p><b>Community Survey</b>, 58% of respondents have a need for walking / biking trails. 22% of respondents indicated walking and biking trails were the most important facility to their household. 79% of respondents indicated that they were supportive of the City developing new and / or connecting existing walking / biking trails. 46% of respondents indicated that developing new walking / biking trails and connecting existing trails was most important to their household.</p> <p><b>Our Park Plan</b>, 73.8% of respondents indicated they are somewhat or very supportive of developing a greenway and / or blue way trail. 10% of the comments on the site related to the development of the Rock Island Greenway.</p> <p><b>Inventory &amp; Analysis</b>, large deficit of acreage and trails based on national standards.</p>

#### Program

- 6,500 linear feet of a 10'-12' paved pathway (each phase)
- Site furnishings (trash bins, bike racks, drinking fountains, benches, shade, dog waste bag stations, lighting).
- Wayfinding signage and maps.
- Pedestrian bridge across Bamboo Canal.
- Direct, physical connections to adjacent destinations.
- Access to the canal system via fishing stations and overlooks.



# LOW PRIORITY PROJECTS (2019)

## Southgate Park Renovation

Project Type:	Renovation / New Construction
Anticipated Renovation Budget:	\$250,000 (City of Margate Budget)
Funding Source:	City of Margate General Fund
Community Impact:	Everyday park users, and special event patrons, future pavilion rentals (revenue producing)
Project Need	<p><b>Public Input Summary</b>, residents indicated a top priority for the City should be to upgrade fields, add lighting, and modernize all parks. <b>Community Survey</b>, 71% of respondents indicated that they support improving existing facilities. 25% indicated improving existing facilities was most important to their households. 40% of respondents indicated their households have a need for small neighborhood parks.</p> <p><b>Our Park Plan</b>, 100% of respondents indicated support for updating and maintaining existing amenities. Restrooms were listed as the 10th most important new amenity for respondents. 5% of the comments on the website related to restroom facilities.</p> <p><b>Inventory &amp; Analysis</b>, based on site observations, there are opportunities to construct additional recreation amenities. Circulation needs improvements. Color Coat on basketball court is approaching its useful life.</p>

### Program

- 1.5 acre park renovation
- Color Coat on basketball court.
- Rubberized poured-in-place and / or tile surfacing at the playground.
  - Consider renovating playground curb and surfacing. Minimize area and / or add additional playground amenities to fill container (ex. zip line, rock climbers, net climbers, electronic play features).
- Consider butterfly gardens
- Site furnishings (trash bins, bike racks, benches, shade, and lighting).
- Accessible connections to all amenities, looping pathways for passive recreation.

## Andrew's Field Renovation

Project Type:	Renovation
Anticipated Renovation Budget:	To be determined through concept development and site planning process
Funding Source:	City of Margate General Fund
Community Impact:	Everyday park users, baseball / softball leagues
Project Need	<p><b>Public Input Summary</b>, residents indicated a top priority for the City should be to upgrade fields, add lighting, and modernize all parks. <b>Community Survey</b>, 71% of respondents indicated that they support improving existing facilities. 25% indicated improving existing facilities was most important to their households.</p> <p><b>Our Park Plan</b>, 100% of respondents indicated support for updating and maintaining existing amenities.</p>

### Program

- Shelter / Concessions stand.
- Remove / relocate Track and Basketball Court.
- Relocate and Renovate Baseball Fields (three full-size baseball / softball fields).
- Soccer / Lacrosse overlay in baseball outfields
- Accessible connections to all amenities, looping pathways for passive recreation
- Consult architect to finalize program, square feet, and budget

## LOW PRIORITY PROJECTS (2020)

### Vinson Park Renovation

Project Type:	Renovation
Anticipated Renovation Budget:	To be determined through concept development and site planning process
Funding Source:	City of Margate General Fund
Community Impact:	Everyday park users, baseball / softball leagues
Project Need	<p><b>Public Input Summary</b>, residents indicated a top priority for the City should be to upgrade fields, add lighting, and modernize all parks.</p> <p><b>Community Survey</b>, 71% of respondents indicated that they support improving existing facilities. 25% indicated improving existing facilities was most important to their households.</p> <p><b>Our Park Plan</b>, 100% of respondents indicated support for updating and maintaining existing amenities.</p> <p><b>Inventory &amp; Analysis</b>, site observations indicate many amenities on site are approaching their useful life and / or are not laid out efficiently. Master planning and renovation of the site could provide additional recreational opportunities to residents.</p>

#### Program

- Renovate and Re-design Parking Lot (provide one parking lot entrance across from Margate Meter Shop entrance).
- Shared Park Agreement with adjacent church. If agreement is reached, consider removing on-site parking lot to provide additional space for recreational amenities)
- Accessible connections to all amenities, looping pathways for passive recreation.
- Renovate Playground.

### Centennial Park Renovation

Project Type:	Renovation / New Construction
Anticipated Renovation Budget:	\$250,000 (City of Margate Budget)
Play Surfacing Budget:	Solicit Bids
Funding Source:	City of Margate General Fund
Community Impact:	Total population, 55,000 residents, , Park users
Project Need	<p><b>Public Input Summary</b>, residents indicated a top priority for the City should be to upgrade fields, add lighting, and modernize all parks. Staff Input, based on input from staff, additional tennis courts are needed to run tennis programs.</p> <p><b>Community Survey</b>, 71% of respondents indicated that they support improving existing facilities. 25% indicated improving existing facilities was most important to their households.</p> <p><b>Our Park Plan</b>, 100% of respondents indicated support for updating and maintaining existing amenities.</p> <p><b>Inventory &amp; Analysis</b>, based on the facility needs analysis, there is a deficit of 17 courts per 1,000 population. Based on site observations, basketball court color coat / crack fill is wearing and approaching its useful life. Playground surfacing does not appear to be compliant with current standards. Amenities are not accessible.</p>

#### Program

- 3-4 tennis courts
  - Optional pickleball overlay striping
- Pavilion, capacity of 4-6 tables (32-48 people).
  - Lighting and GFRC receptacles for rental facilities.
- Color coat basketball court
- Site furnishings (trash bins, bike racks, benches, shade, and lighting).
- Accessible connections to all amenities, looping pathways for passive recreation.
- Rubberized poured-in-place and / or tile surfacing at the playground.

#### Site Design Guiding Principles

- Site pavilion in a highly-visible, highly-accessible location.
- Comply with ADA and CPSC requirements, so all community users have equal opportunity to use the park and facilities. Provide accessible connections to all amenities.
- Site active recreation amenities near each other. Consider siting new tennis courts near the existing basketball court.
- Provide seating and shade near all active recreation amenities. Consider placing centralized, shared seating area between basketball and tennis courts.

# GRANTS AND FUNDING

While the City may choose to use General Funds to implement many of the capital projects listed in the comprehensive plan, grants may also be another form of funding that can help the City accomplish its indoor and outdoor recreation goals. The grants below are meant as a starting point for the Department, and is, by no means, an exhaustive list of the grant opportunities available.

## Florida Recreation Development Assistance Program (FRDAP)

Grant Amount	\$200,000
Who May Apply:	Municipal and county governments or other legally constituted entities with the legal responsibility to provide public outdoor recreation.
Submission Period / Due Date:	August 2016 (for 2017–2018 Submission Cycle)
More Information:	<a href="http://www.dep.state.fl.us/Parks/OIRS/default.htm">http://www.dep.state.fl.us/Parks/OIRS/default.htm</a>
Applicable Capital Projects:	Serino Park Renovation and Public Restroom / Storage Centennial Park Renovation Andrew's Field Renovation Vinson Park Renovation Southgate Park Renovation

## Land and Water Conservation Fund (LWCF)

Grant Amount	\$200,000 (50:50 match)
Who May Apply:	All local government entities with the legal responsibility for providing public outdoor recreational sites and facilities.
Submission Period / Due Date:	February 2016 (for 2016–2017 Submission Cycle)
More Information:	<a href="http://www.dep.state.fl.us/Parks/OIRS/default.htm">http://www.dep.state.fl.us/Parks/OIRS/default.htm</a>
Applicable Capital Projects:	Serino Park Renovation and Public Restroom / Storage Centennial Park Renovation Andrew's Field Renovation Vinson Park Renovation Southgate Park Renovation

## Recreational Trails Program (RTP)

Grant Amount	\$200,000 (50:50, 60:40, or 80:20 matches)
Who May Apply:	All local government entities with the legal responsibility for providing public outdoor recreational sites and facilities.
Submission Period / Due Date:	April 30, annually
More Information:	<a href="http://www.dep.state.fl.us/gwt/grants/">http://www.dep.state.fl.us/gwt/grants/</a>
Applicable Capital Projects:	Rock Island Greenway Pedestrian Bridge (Winfield Blvd. to Firefighters Park)

## KaBOOM Accessible Playground Grant (equipment)

Grant Amount	varies, based on model chosen. "Build it with KaBOOM!" varies, but typical community contributions are \$8,500. "Build it Yourself" will award \$15,000 to be used towards the purchase of playground equipment from KaBOOM! preferred vendors (minimum purchase of \$24,000, maximum purchase of \$40,000).
Who May Apply:	Non-profit organizations, government agencies, and for-profit organizations (ex. daycare facilities)
Submission Period / Due Date:	varies, refer to website below
More Information:	<a href="https://kaboom.org/grants/build_it_with_kaboom">https://kaboom.org/grants/build_it_with_kaboom</a>
Applicable Capital Projects:	Serino Park Renovation and Public Restroom / Storage Southgate Park Renovation

## American Academy of Dermatology Shade Structure Grants

Grant Amount	up to \$8,000
Who May Apply:	public schools and non-profit organizations
Submission Period / Due Date:	September 1
More Information:	<a href="https://www.aad.org/members/volunteer-and-mentor-opportunities/shade-structure-program">https://www.aad.org/members/volunteer-and-mentor-opportunities/shade-structure-program</a>
Applicable Capital Projects:	Southgate Park Renovation

## Shane's Inspiration

Grant Amount	up to \$8,000
Who May Apply:	public schools and non-profit organizations
Submission Period / Due Date:	September 1
More Information:	<a href="https://www.aad.org/members/volunteer-and-mentor-opportunities/shade-structure-program">https://www.aad.org/members/volunteer-and-mentor-opportunities/shade-structure-program</a>
Applicable Capital Projects:	Southgate Park Renovation





