



## MARGATE 2.0

Existing Conditions Report

## INTRODUCTION

**Land Area** - The City of Margate (City) is located in Southeast Florida, at the northern end of Broward County approximately ten miles inland from the Atlantic Coast line. The City is bordered on the north and east by Coconut Creek, on the north and west by Coral Springs and on the south by North Lauderdale.

Margate is located in Broward County and is part of the Miami-Fort Lauderdale-Pompano Beach Metropolitan Statistical Area. With a population of 58,935 (U. S. Census Bureau, ESRI Forecasts), Margate is the 14th largest of the 31 cities in Broward County. Margate encompasses a nine (8.98) square mile area of tree-lined streets and 30 miles of canals.

**History** – The City of Margate was originally created as a municipal corporation in 1955 to be known as the Town of Margate. In 1961, the Town of Margate was incorporated as a City. “Margate” is said to have derived its name from the first three letters of the founder’s last name, Jack Marqusee, and the first four letters of gateway, since it was considered a “gateway” to western Broward County. *(Source: The City of Margate Strategic Plan FY 2018 – FY 2022)*

**City Services** – The City is widely known for its exceptional hometown quality of life and delivery of excellent municipal services. The City provides a wide range of services including police and fire protection, emergency medical services, water and wastewater services, stormwater services, recreation, public improvements, streets, planning and zoning, and general administrative services. The City boasts 19 parks and recreational facilities including the Calypso Cove, a water park. In addition to an award winning police department and an Insurance Services Office (ISO) Class I fire department. An ISO Class I fire department is one that provides excellent fire protection based upon an evaluation by the ISO, a New Jersey-based for-profit company that provides these ratings.

Other city recognitions and awards include Playful City, USA; Tree City, USA; the National Association of Town Watch’s “National Night Out” Award, and the Government Finance Officers Association (GFOA) Certificate of Achievement for Excellence in Financial Reporting Program. In addition, the City has been recognized as the 6th highest performing agency out of 125 sector partners in the Department of Energy's Better Buildings Challenge. *(Source: The City of Margate Strategic Plan FY 2018 – FY 2022)*

**Administrative Profile** – The City operates under the City Commission/City Manager form of government. The City Commission consists of the Mayor, Vice Mayor, and three commissioners. The City Commission determines policy; adopts legislation; approves the City’s annual budget; and hires the City Manager, Assistant City Manager, Chief of the Police Department, Chief of the Fire Rescue Department, City Attorney, and City Clerk. The City Manager is responsible for carrying out the policies of the City Commission, overseeing the daily management of the City, and appointing the City’s department directors. *(Source: The City of Margate Charter)*

## EXECUTIVE SUMMARY AND KEY ISSUES

The demographic profile of Margate indicates the City mirrors the diversity of (38% non-white) Broward County (34% non-white); however, by 2023 the City is projected to be more diverse than the County as a whole. By 2023 the Broward County population is projected to comprise 43.5 percent non-whites. By comparison, the City of Margate is projected to have a non-white population of 48.3 percent

Additionally, 38 percent of the City's population speaks English as a second language or does not speak English at all. Racial and cultural diversity in Margate's population is growing at a greater pace than that of Broward County. Therefore, the City should plan for the anticipated changes in its population by addressing the needs of a diverse community.

Among the civilian noninstitutionalized population in Margate for 2013-2017, 14.2 percent reported some form of a disability; and, nearly 10 percent of the City's disabled population is between the ages of 18 to 64 (the workforce age).

In 2013-2017 American Community Survey data, 86.7 percent of people aged 25 years and older had at least graduated from high school; and, 18.9 percent had a bachelor's degree or higher. The median household income in the City of Margate is \$43,782, which is less than Broward County's median of \$64,100.

Fifty-seven (57) percent of city residents are employed in white collar jobs, 17.6 percent are employed in blue-collar occupations, and 25.4 percent work in the service industry.

<b><i>Occupations, Civilian Employed Workers, Age 16 and Over</i></b>		
	Number	Percent
Management, business, sciences, and arts	8,455	29.1
Service	7,236	24.9
Sales and Office	7,321	25.2
Natural Resources, construction, and maintenance	3,072	10.6
Production, transportation, and material moving	3,003	10.3

The availability of qualified labor is paramount for fiscal stability. Availability of qualified labor depends on the number of workers that are available, the skills of those workers, and, their level of experience. In addition, salary and wages required by the pool of available workers is also important.

## Healthy and Safe Community

Margate's hometown feel has attracted residents for decades. Along with continued top-notch public safety and services, residents believe the abundance of recreation facilities and programs is also a major attractor for new residents. The City of Margate provides safety, recreation and social programs to the residents of the City, helping to instill pride and a good quality of life for residents year-round. The amenities afforded to Margate residents are valued by the community, as noted during the Visioning and Community Outreach sessions.

## Fiscal Stability of the City

Margate has one of the lowest tax rates and median home values in Broward County, which is quite appealing to homebuyers; however, this is just one facet housing. The City should seek to diversify the local housing stock to provide for a wide range of housing needs that are preferred by its growing population, including ones that appeal to downsizing boomers and young adults without children.

Households that pay thirty percent or more of their income on housing costs are considered cost-burdened. The cost-burdened in Margate account for 42.1 percent of owners with a mortgage, 25.1 percent of owners without a mortgage, and 69.3 percent of renters. By comparison, Broward County has nearly 60 percent (57.5%) of its households that qualify as cost-burdened. Margate has a surplus of owner-occupied affordable housing.

For renter-occupied households, the median gross rent in Margate is \$1,213. Gross rent includes the monthly contract rent and any monthly payments made for electricity, gas, water and sewer, and any other fuels to heat the house. Broward County runs an analysis of the affordable housing needs for each municipality in the county. Margate currently has a deficit of 1,668 very low income affordable housing rental units. Margate has a surplus of all other classes of affordable renter-occupied housing.

Nearly two percent (1.6%) of households within the study area had received public assistance income within the past twelve months of the time the survey was administered; and, 12.9% of households indicated they receive food stamps.

Poverty and Participation in Government Programs - In 2013-2017, 11.7 percent of people were in poverty. An estimated 12.3 percent of children under 18 were below the poverty level, compared with 16.3 percent of people 65 years old and over. An estimated 10.0 percent of people 18 to 64 years were below the poverty level.

12.5 percent of households received SNAP (the Supplemental Nutrition Assistance Program). An estimated 45.9 percent of households that received SNAP had children under 18, and 57.1 percent of households that received SNAP had one or more people 60 years and over. An estimated 36.7 percent of all households receiving SNAP were families with a female householder

and no husband present. An estimated 33.0 percent of households receiving SNAP had two or more workers in the past 12 months.

### Fiscal Stability of the City, Climate Change, Resiliency

Given the City's stellar parks and public safety services, it is paramount to develop and maintain disaster preparedness and recovery capabilities, including economic resilience. The City's Emergency Operations Plan (EOP) clearly spells out how the City and various other agencies, individually and collectively, prepare for, respond to, and recover from disasters. This integrated emergency management system is based on an "all-hazards approach" to deal with incidents which allow the City to manage disasters (along with various other agencies), no matter the size or complexity.

For economic resilience to occur, the City should integrate hazard mitigation, comprehensive planning, stormwater management, and capital improvements with an economic development plan, the transportation plan, the plan, protections plans, the EOP, the recovery plan, and the continuity of operations plan. Integrating the mitigation plan with the comprehensive plan can increase resilience by limiting the extension of infrastructure and development in hazard areas. The City Commission, along with City Administration and local businesses should be working together to answer the following: What are the greatest economic threats to the local business community and business corridors? What are the greatest economic threats to the City of Margate if the local business community does not continue to expand and thrive to meet the growing population's needs? With in-depth discussions, everyone will come to realize there's more at risk than loss of revenues.

To protect Margate's fiscal stability, while also helping local businesses become resilient, the city should establish a Margate Business Resiliency Program. Under the Program, grants would reimburse a set percentage of an eligible applicant's capital improvement project(s) that are designed to strengthen their business against impacts of future flooding and make their business more resilient in nature. Additionally, the program will provide grants to eligible applicants who experience flood-related damage and other catastrophes. Potential eligible applicant types would include small businesses, not-for-profit organizations, homeowners' associations and owners of rental properties. The grant funding could include waivers of the costs of permits and fees. Also, eligible projects could be:

**Hurricane and Tropical Storm:** Installing impact-resistant glass can avoid exploding or imploding windows and doors during conditions of high winds and flying debris. A desalination unit and an underground water storage tank can provide potable water as well as water needed for cooling towers. Extra on-site and backup power capacity can help run the air conditioning that is essential to protect interior finishes from mold damage.

\* **Storm Surge, Sea-Level Rise, and Flooding:** Locating the building's power center on an upper floor or rooftop (above the storm-surge elevation or floodplain) and providing a backup generator with fuel reserves can enable building operations such as lighting and air conditioning to continue or to recover quickly after extreme weather. Landscape features such as berms can act as natural barriers, whereas wetlands, mangroves, and swales with native plants can buffer wave energy and absorb water on site.

*Source: Urban Land Institute - Returns on Resilience: The Business Case. ULI Center for Sustainability.*

- Resilient in nature, meaning that they improve a business's ability to withstand and quickly recover from extreme weather events such as flooding, tropical storm damage, and hurricane events; or,
- Elevating critical equipment such as electrical panels, heating and H-VAC systems or repairing damaged areas that are below grade with flood-proof materials.

### Economic and Community Redevelopment

Through the Community Development Block Grant (CDBG) Program, Margate has inter-agency coordination with Broward County Health and Human Services Division, the Northwest Focal Point Senior Center, and area non-profit agencies to foster and encourage services to prevent homelessness. This inter-agency coordination helps to also promote job growth and economic development to reduce the number of poverty level families within the jurisdiction. *(Source: City of Margate 2018 CDBG Plan.)*

While the City of Margate has several actions planned to reduce the number of poverty-level families, census data reveals that the cost-burdened in Margate accounts for 42.1 percent of owners with a mortgage, 25.1 percent of owners without a mortgage, and 69.3 percent of renters.

There are 2,116 businesses in the Margate city limits, employing a total of 18,613 personnel. The largest employment sectors in the City are Services (895), Retail Trade (463), Finance/Insurance/Real Estate (212) and Construction (159). The total daytime population in Margate is estimated to equal 47,102 persons, of which 18,613 are workers, and 28,489 are residents.

A total of 8 percent of occupied households in Margate do not have access to a vehicle available for their use. About 5.1 percent of owner-occupied households have no vehicle, while 15.4 percent of all renter households have no vehicle. Fortunately, Broward County residents, including those in the City of Margate, have access to a robust mobility system, which includes Brightline (Virgin Trains USA, ), Tri-Rail, Broward County Transit, 595 Express Buses, 95 Express

**Great real estate development, city and community advocacy, non-profit leadership, and high-quality design can contribute to the creation of highly livable, compact, connected, and healthy buildings and neighborhoods – the creation of great places that make us feel better, and that enrich the soul.**  
**-Bert Gregory**

Buses, B-Cycle, Lyft, and Uber. This allows businesses in Margate to have access to highly educated and skilled workers, regional college students, and unskilled workers.

Given the City is nearly built-out, policies, plans, funding, and development strategies should all support economic and community redevelopment. Also, policies, plans, funding, and development strategies should clearly identify priority areas for revitalization, like S.R. 7/US 441 Corridor; and, establish business development incentive programs that encourage and support stability, resiliency, and growth of the local economy.

To sustain and grow Margate's fiscal stability, the City must change the *business attraction* blueprint currently being used; and, ensure its implementation by integrating economic development into policies, plans, zoning regulations, and redevelopment funding and support programs. For example, Margate does not offer a local business preference incentive or a minority- and women-owned business certification program/incentive for its bids and RFPs. However, the City should consider adopting these incentives and programs with an amendment to the procurement ordinance. Doing so would help address the city's fiscal stability, economic development, and equity.

Also, programs and resources should be marketed to local business owners to continue to attract and retain businesses in Margate. New partnerships with funding agencies must be developed and encouraged through formal agreements as well as city plans, policies and strategies. Besides updating the City's procurement ordinance to include a local business preference and a minority- and women-owned business certification, new partnerships and additional programs can also help to support the local economy. A few examples for the City's consideration are provided below:

*Enterprise Florida, Inc. (EFI)* – EFI is a public-private partnership between Florida's business and government leaders and is the principal economic development organization for Florida. EFI's mission is to expand and diversify the state's economy through job creation. EFI recruits new business to the state and works to retain and expand existing industry and businesses. In pursuit of its mission, EFI works closely with a statewide network of economic development partners and is funded both by the State of Florida and by private-sector businesses.

*Small Business Association (SBA)* - The SBA offers a number of loans, either directly or through private lenders. The 7(a) Loan Program offers financial help for businesses, if certain special requirements are met.

Flexible SBA 7(a) (Loan Growth American Fund) Loans can be used for working capital, inventory, equipment, refinancing debt acquiring existing buildings. Average loan size is \$300,000.

The Express & Pilot programs offer streamlined loan procedures for specific groups of borrowers such as active-duty military personnel, veterans, and individuals from distressed communities.

The microloan program provides small, short-term loans to small businesses and certain nonprofit childcare centers. The average microloan is about \$13,000. Microloans are often the basic funding that a new small start-up business requires to successfully get off the ground – and “in the black”.

*SCORE* - SCORE is the nation’s largest network of volunteer, expert business mentors. SCORE mentors offer real-world business experience. They are working and retired business owners, executives and managers who have been through the same challenges and decisions that many entrepreneurs are facing today. In addition, SCORE mentors offer valuable expertise in specific industries. All SCORE volunteers receive specialized training offered by the association and are certified in mentoring methodology.

In 2018 alone, SCORE helped to create 32,387 new businesses and add 135,687 new jobs to the American economy. SCORE’s cost to create one business in 2018 was \$340, and the cost to create one job was just \$81. For every dollar appropriated to SCORE, \$47.16 was returned to the Federal Treasury. Additionally, 67% of clients said their revenue increased in 2018.

*Capital Revolving Loan Programs (CRLP)* - A revolving loan fund (RLF) is a gap financing measure primarily used for development and expansion of small businesses. It is a self-replenishing pool of money, utilizing interest and principal payments on old loans to issue new ones. While the majority of RLFs support local businesses, some target specific areas such as healthcare, minority business development, and environmental cleanup. Florida has a few organizations that offer such loans. Two examples are provided below:

*PROSPERA* – Prospera is an economic development, nonprofit organization that empowers Hispanic entrepreneurs through training, support and resources so their businesses can grow and prosper. Furthermore, Prospera offers access to a network of corporate sponsors, government funders and financial institutions with a desire to support small and minority-owned businesses. In fiscal year 2015-16 alone, Prospera generated \$343.7 million in total economic output throughout the state of Florida after providing individual business consulting to 1,906 entrepreneurs, training 4,903 individuals in business seminars, marketing \$8.9 million in loans for small business owners and helping clients create or retain more than 3,000 jobs.

*Black Business Investment Fund (BBIF) Florida* – BBIF Florida was created out of state statute which recognized the inequity in the Florida financial system and sought to create change through legislative action BBIF Florida is a mission-driven Community Development Financial Institution (CDFI) that specializes in providing loan capital and business development training to Black and minority businesses. For more than three



decades, BBIF Florida has emerged as Florida's premier non-profit financial institution that provides loans and technical assistance services, servicing the underserved black and minority communities of Florida.

Besides business incentives like expedited permitting or waiver of permit fees, the following potential finance strategies and funding sources may be used to stimulate business reinvestment and redevelopment in the City of Margate:

#### Brownfield Economic Development Incentives (BEDI)

Local governments in Florida are encouraged to offer redevelopment incentives to redevelop brownfields, as an ongoing public investment in infrastructure and services, to help eliminate the public health and environmental hazards, and to promote the creation of jobs in these areas. Such incentives include financial, regulatory, and technical assistance to persons and businesses involved in the redevelopment of the brownfield, including:

- Tax increment financing through community redevelopment agencies pursuant to part III of chapter 163.
- Residential electricity exemption of up to the first 500 kilowatts of use may be exempted from the municipal public service tax pursuant to s. 166.231.
- Minority business enterprise programs as provided in s. 287.0943.
- Electric and gas tax exemption as provided in s. 166.231(6).
- Economic development tax abatement as provided in s. 196.1995.
- Safe neighborhood improvement districts as provided in ss. 163.501-163.523.

Partnering with Broward County, the City may also choose to offer the following as part of its Brownfields program:

- Safe neighborhood improvement districts as provided in ss. 163.501-163.523.
- Waiver, reduction, or limitation by line of business with respect to business taxes pursuant to chapter 205.
- Grants, including community development block grants.
- Pledging of revenues to secure bonds.
- Low-interest revolving loans and zero-interest loan pools.
- Local grant programs for facade, storefront, signage, and other business improvements.
- Governmental coordination of loan programs with lenders, such as microloans, business reserve fund loans, letter of credit enhancements, gap financing, land lease and sublease loans, and private equity.
- Payment schedules over time for payment of fees, within criteria, and marginal cost pricing.

The Margate Brownfield Program could also offer regulatory assistance for redevelopment that includes:

- Developers' performance of certain analyses.
- Exemptions and lessening of state and local review requirements.
- Water and sewer regulatory incentives.
- Waiver of transportation impact fees and permit fees.
- Zoning incentives to reduce review requirements for redevelopment changes in use and occupancy; establishment of code criteria for specific uses; and institution of credits for previous use within the area.
- Flexibility in parking standards and buffer zone standards.
- Environmental management through specific code criteria and conditions allowed by current law.
- Maintenance standards and activities by ordinance and otherwise, and increased security and crime prevention measures available through special assessments.
- Traffic-calming measures.
- One-stop permitting and streamlined development and permitting process.

Much of the land currently zoned for commercial, office and retail purposes will likely undergo some form of redevelopment within the Margate 2.0 thirty-year planning horizon. To date, the City has grown in a pattern of lower densities, which is preferred by Margate residents; however, greater densities are permitted along the spine of the city- within the Activity Center land use. Increased density and diverse forms of housing are appropriate for this area. Employers seeking exposure to highly travelled corridors, also consider the number of potential qualified employees within the market. Therefore, it will be prudent for the City to allow housing that draws young professionals: small condominiums and townhome apartments located near major transit routes and hubs of retail and social activity.

Visual preference surveys and community input revealed the city residents prefer to see major redevelopment activity for the outdated commercial strips and buildings fronting US 441/SR 7. In fact, community input for Margate 2.0 show that attracting new jobs, expanding the City's medical infrastructure, and incentivizing redevelopment along US 441/SR 7, are all important to residents. The Activity Center's (TOC) allowable uses include office, retail and housing, which are particularly important to ensure that there is a core employment area- along with housing to support employees. The residents' preference for redevelopment of the corridor, along with their desire to bring more jobs to the city can be addressed through the implementation of the Transit Oriented Corridor (TOC). The City has many opportunities for employment uses within the bounds of the Activity Center, including the portion adjacent to Atlantic Boulevard.

Within the City's boundaries is a network of arterial and collector roads, including Atlantic Boulevard, Rock Island Road, State Road 7, as well as Sample Road – which runs along the City's northern border. These heavily travelled roads interface with residential uses, large employment structures and public facilities. This places a challenge upon the City of Margate and its residents

to either use the road network as an economic engine with endless opportunities; or, allow the road network to diminish the City's value and unique character to become a "pass-through", rather than a destination.

Typically, suburban arterial commercial corridors are overlooked as places for new market activity; however, Margate can choose to use Margate 2.0 to redevelop and change the arrangement and grouping of uses along State Road 7 corridor, which can result in greater economic vitality. A market-based land use study for the activity center should be completed by the City to:

- Identify the right types of redevelopment in the right locations;
- Update the zoning code; and,
- Update economic development strategies.

The strip commercial centers along S.R. 7 should be viewed as potential linear villages that form a better balance of uses with mobility options that help people move about the corridor. Environmental elements such as reduced carbon emissions and improved air quality can also be realized through this approach here as well.

According to ULI, a study on city branding demonstrated that the built environment, which is largely viewed from the main corridors of a city, played a key role in people's perceptions of that city, despite efforts to create brand or image based on something else, like a special place or certain attributes. Corridors are important visual indicators of the attention paid to neighborhoods and businesses outside the city centers, and of overall civic pride. They may never be the most culturally or economically elite areas of communities, but they can undermine any brand credibility if neglected.

**"The strip commercial centers along S.R. 7 should be viewed as potential linear villages..."**

Redeveloping the Activity Center in a series of adjacent "activity centers" will allow the City to use the road network to its advantage, with precision that ensures smooth transitions between existing uses and planned uses to preserve existing neighborhoods and create design standards that reflect the city's character, while also creating destinations within the city along this active corridor. Additionally, development standards regarding height, density, grading, design, and landscaping should be reviewed to improve compatibility, maintain the hometown feel in single-family areas, and grow the number of jobs within the City, as desired by its residents.

The Margate 2.0 process should remove obstacles to the redevelopment and revitalization of the S.R. 7 Corridor. This will provide fiscal stability for the City, diversify housing options for residents, and improve climate change and resiliency in the building stock. The City can host a variety of

healthy and safe communities by identifying five different “character nodes” within the Activity Center Future Land Use, as follows:

- North Gate - generally bound by Sample Road to the north and NW 29th St to the south; extending east to west between NW 54th Ave and NW 62nd Ave;
- Midtown - generally bound by NW 24th Street to the north and the Village Plaza to the south; extending east to west between the Margate Sports complex and NW 58th Ave;
- Hometown Downtown - Extending north to south from Cocogate Plaza to the Stranahan River, and west to east from East River Dr. to Banks Road.
- Medical Village - generally bound by NW 29th Street to the north and NW 24th St to the south; extending west to east between the hospital and Banks Road; and,
- South Gate – generally Atlantic Boulevard south to the City limits with North Lauderdale.

North Gate will continue to serve as a major retail and commercial center within the City. Redevelopment should focus on mitigating the strip-center atmosphere, creating inviting pedestrian spaces, and creating a sense of destination. While each center may have its own unique character and tenants, the development quality should be elevated through thoughtful design, architecture, and landscape architecture.

The Medical Village Activity Center will continue to be an institutional hub within the City. Redevelopment opportunities should foster a campus atmosphere built on healthcare with complimentary uses. An emphasis should be placed on pedestrian amenities, connectivity, and appropriately scaled open spaces.

Midtown represents a major redevelopment opportunity for the City of Margate. With its proximity to the Florida Turnpike, the Center could become a light industrial hub that brings high-paying technology-based jobs to the City.

Hometown Downtown has the potential to be a defining character area within the City of Margate – an equitable destination for all residents that evokes a sense of community pride. Additional public participation and design visioning should be conducted to ensure the ultimate development plan for the core of the Downtown represents the public’s vision, needs, and desires.

Southgate will continue to be the gateway into the City for all those headed northbound on S.R. 7. As such, redevelopment plans should consider a gateway feature and enhanced corridor landscaping. As strip centers are redeveloped, special consideration should be given to the architectural quality, since the narrow depth of the parcels on the east side of S.R. 7 limits the development footprint and site design creativity.

This includes a Design Statement for the City, which will guide decision-making for proposed development in the City. The Design Statement will also consider standards for new development. Additionally, the City should explore building prototypes that are consistent with the community’s character while also being financially feasible for developers. The small,

shallow, and narrow parcel sizes and fragmented ownerships present a challenge for new development and reinvestment. Strategies that the City can use to overcome these obstacles will be further explored in the Design Vision Statement.

Without an extensive Comprehensive Plan and code update since the mid-1990s, there are opportunities to amend and align the zoning classifications to meet more recent trends and needs including greater housing variety, and family-wage year-round jobs, as well as to protect existing neighborhoods and open space. Comprehensive Plan Land Use Policies and zoning code updates should seek to protect existing neighborhoods and open space areas while also allowing development that includes multifamily residential units, mixed with retail, and office uses. In addition, the creation of stable and affordable residential neighborhoods that appeal to the next generation (Margate's children) must be considered for the Future Land Use Element update.

**Key Issues Identified** - The City of Margate conducted a series of public outreach meetings and workshops to develop a City-wide design statement for the future. The outreach program included the following events:

1. Community Meeting – May 30, 2019
2. National Night Out - August 6, 2019
3. Community Meeting – August 22, 2019
4. Community Meeting- August 26, 2019

These programs and events included community discussions, straw poll voting, surveys, and visual preference voting. From these events the City collected data regarding resident preferences, priorities, values, needs, and wishes. The results of the discussions and voting formed most of the key issues identified below. In addition, other key issues were formed based upon staff's input during engagement sessions, and the professional analysis completed from the findings of this report (City of Margate Existing Conditions). The key issues will help guide redevelopment and land development regulations; and, will also be integrated into other City plans and programs.

### ***Mobility***

- Land use pattern that reduce single occupancy vehicle use and promote alternative modes of transportation.
- Promote alternative modes of transportation.
- Reduce carbon emissions.
- Promote bike paths and walkways.
- Housing that reduces single vehicle occupancy vehicle use.
- Coordinate mobility alternatives with state, county, and surround municipalities.

### ***Climate Change/Resilience***

- Land use patterns that reduce carbon emissions and are resilient to future environmental conditions.

- Transportation alternatives and designs that reduce carbon emissions and are resilient to future environmental conditions.
- Reduce carbon emissions.
- Design recreation facilities to provide solutions to changing environmental conditions.
- Housing design that reduce carbon emissions and are resilient to future environmental conditions.
- Coordinate climate change and resilience actions with state, regional, county, and surround municipalities.

### ***Disaster Recovery***

- Provide a framework to guide future land use patterns after disasters of different magnitudes.
- Implement standards to reduce all sources of pollution and to create a more sustainable environment after disasters of different magnitudes.
- Recognize recreation and open space opportunities in disaster recovery.
- Create housing opportunities to address the housing crisis in Broward in development after disasters of different magnitudes.
- Coordinate disaster recovery actions with state, regional, county, surround municipalities, NGOs, and the private sector.

### ***Economic and Community Redevelopment***

- Land use patterns that encourage redevelopment thru increase densities and intensities.
- Support regional, multi-modal transportation solutions that enhance connectivity to the regional and global economy.
- Promote redevelopment that meets and, when possible, exceeds global environmental goals.
- Integrate recreation opportunities and open space into the design of redevelopment projects.
- Provide opportunities for housing that meet the needs of all social and economic groups and all age groups.
- Coordinate economic development activities with national, state, regional, county, and NGOs.

### ***Healthy and Safe Community***

- Promote redevelopment design that is walkable, reduces carbon emissions, is resilient to natural disasters, and provides for a community is that is actually safe and is perceived safe.
- Promote multi-modal mobility that encourages walking and bike riding with facilities that are designed to optimize safety.
- Require redevelopment to clean existing contaminated sites and that has a goal of zero negative environmental impact.

- Integrate recreation opportunities and open space into the design of redevelopment projects.
- Ensure that future housing development are walkable, provide green space, minimize the “shadow” affect, provide a sense of community, and incorporate CPTED principles.

### ***Equity***

- Support increased funding at the state and federal level for multimodal facilities, including complete streets with bike lanes, sidewalks, ADA features (new construction and retrofits), safe crossings, and other pedestrian amenities, as well as increased transit service, that will provide additional means of mobility for all persons, and in particular, those who do not have access to an automobile or who have disabilities that prevent them from operating an automobile. (APA Planning for Equity Policy Guide)
- Support long-range community plans and proposed developments that incorporate walkability, access to fresh foods, and access to services, all of which are needed to achieve an equitable built environment. (APA Planning for Equity Policy Guide)
- Encourage Creation of New Public Space
- Create and implement housing plans and policies designed to increase the supply of housing both through new production and preservation and with specific goals around affordability, diversity of stock, tenure type and design, and combating displacement. Plan for and ensure preservation of affordable rental and ownership housing where possible, for example with tools to allow purchase or refinance of rental buildings with expiring subsidies, and active monitoring and enforcement of resale restrictions for ownership housing. (APA Planning for Equity Policy Guide)

### ***Fiscal Stability of the City of Margate***

- Promote development that minimizes continuous costs to the city while maximizing revenues.
- Develop a source of funding for the construction and maintenance for ne non-traditional forms of mobility.
- Recognize that environmental degradation has a negative impact on the cost of providing city services.
- Consider the long term maintenance and replaces cost of recreation facilities and identify funding sources for those activities.
- Support a variety of housing assistance programs to diversify, stabilize and strengthen the housing market in Margate.
- Continue to work with and utilize federal, state, regional, and county agencies to identify short term, immediate needs funding, as well as, long term, stable sources of funds.

## MARGATE PLANS, POLICIES, AND PROGRAMS

***City of Margate FY 2018 - FY 2019 Strategic Plan*** – A strategic plan allows jurisdictions to develop a multi-year policy that protects fiscal stability and serves the interests of its residents. This plan is required to provide a vision statement, a specified mission, and milestones for achieving the goals and objectives; as well as a method for implementation, evaluation, and revision.

The City of Margate is currently in the process of updating its Strategic Plan; however, the existing plan's implementation is underway and includes a focus the following:

- City Image and Identity
- Quality of Life
- Customer Service and Outreach
- Economic Development
- Financial Management
- Infrastructure and Public Facilities

***Margate Comprehensive Plan*** - A comprehensive plan describes current and future direction and pace of development of the economic, social, and environmental features of the jurisdiction. Some jurisdictions title this plan the "General Plan," "Master Plan," or "Consolidated Plan." Margate's plan will now be entitled "Margate 2.0". Margate 2.0 includes forecasts for population and land use; and, also provides level of service requirements for open space, public utilities, and transportation.

In 2007, the City created the Transit Oriented Corridor (TOC) mixed use land use category and designated approximately 1190 acres of land generally located along State Road 7. The TOC is aimed at stimulating redevelopment efforts within the City, while providing opportunities for mixed use development. Land Development Regulations have been adopted for the TOC to facilitate redevelopment that is pedestrian friendly and focused on multi modal transportation, including transit. The TOC encompasses approximately 21% of the land area within the City of Margate, including the areas with the most immediate opportunities for redevelopment, providing a great opportunity for the City's future.

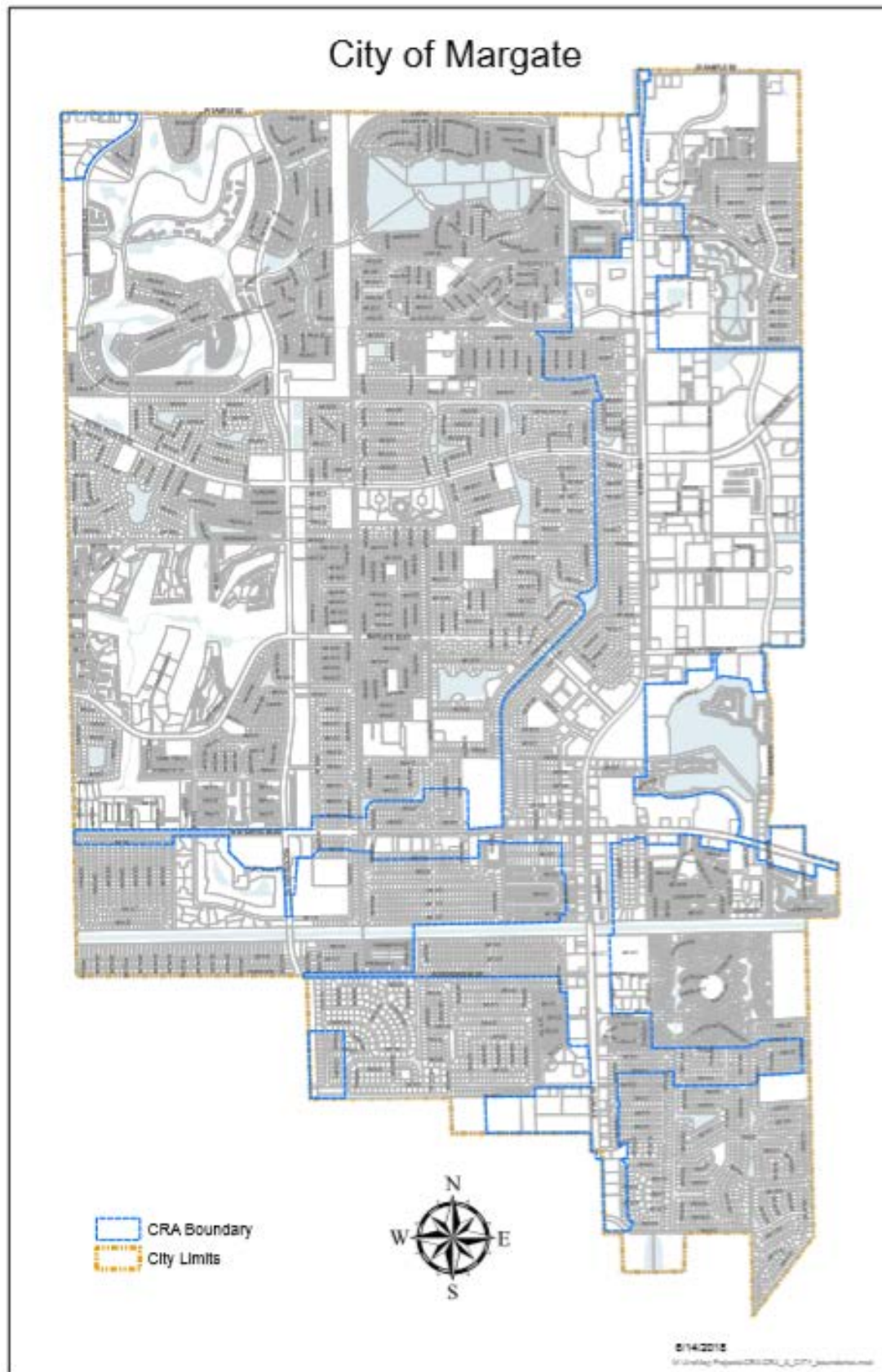
***The Margate Community Redevelopment Area (CRA)*** - In April 1994, the Margate City Commission created an advisory board to explore economic development opportunities in order to create and sustain safe, attractive neighborhoods and vibrant commercial districts, and to revitalize our City Center as a destination for residential, commercial, cultural, recreation, and historic activities. After extensive research, the board recommended the creation of a Community Redevelopment Agency. The first step in this process, adopting a Finding of Necessity was completed in March 1996, following a thorough investigation of existing conditions in the proposed Redevelopment Area. On August 13, 1996, the Broward County Board of Commissioners adopted Resolution 96-0697 delegating authority to the City of Margate to create a community redevelopment agency. On October 2, 1996, the City Commission created the City of Margate Community Redevelopment Agency through the adoption of City Ordinance 96-15.



The Community Redevelopment Plan was adopted by the Margate City Commission in September 1997. The latest Redevelopment Plan update was approved in January 2017.

The MCRA plans and implements redevelopment and economic development activities within its district, as outlined in the adopted Community Redevelopment Plan. Among the projects and activities outlined in the plan are streetscape beautification and infrastructure upgrades, façade and landscape improvement grants, small business assistance programs, assemblage of properties to create a city center in the vicinity of SR. 7 and Margate Boulevard, park and recreation improvements, transportation amenities, economic development assistance, marketing and promotions, and elimination of slum and blighted conditions.

The Margate CRA has made great progress since its establishment in 1996. Some of its major projects include streetscape improvements such as the buffer walls on Atlantic Boulevard and the median landscaping on State Road 7, Atlantic Boulevard and Margate Boulevard; the traffic circle, clock tower, and decorative light poles along Margate Boulevard and NW 58th Avenue, and improvements to the median at Coconut Creek Parkway. These projects have transformed the physical appearance of these primary roadways. Other beautification efforts, including adaptive reuse of aging properties and façade improvements funded through the CRA's grant program, have further enhanced the appearance of the redevelopment area. Other projects include the installation of bus shelters, improvements to Kaye Stevens Park, and the assemblage of property for the City Center development. These activities are directed at improving the quality of life for Margate residents as well as stimulating private investment to strengthen the local economy and increase property values in the redevelopment area.



**Water Conservation** - Water is a precious but limited resource that is necessary to sustain ourselves, our environment, and our economy. From domestic to electricity generation to recreation to food production and manufacturing, water is used in all aspects of our lives. With a growing population and a changing pattern of rainfall, it is important that we are prudent in using our existing water supply. Conserving water is not only good for the environment, but also our bank accounts. Conserving water helps reduce water bills and is often the most cost-effective way to ensure an adequate water supply. Water conservation can also minimize or defer costly infrastructure projects like treatment plant expansion or utilizing alternative sources of water. Through water conservation, we can help ensure that there continues to be an adequate supply of affordable water for generations to come.

**Water Supply Planning** - The City operates its own potable water supply and wastewater treatment systems and provides water and sewer service to the entire corporate limits of the City of Margate. In addition, the City provides these services to the southern portion of the City of Coconut Creek.

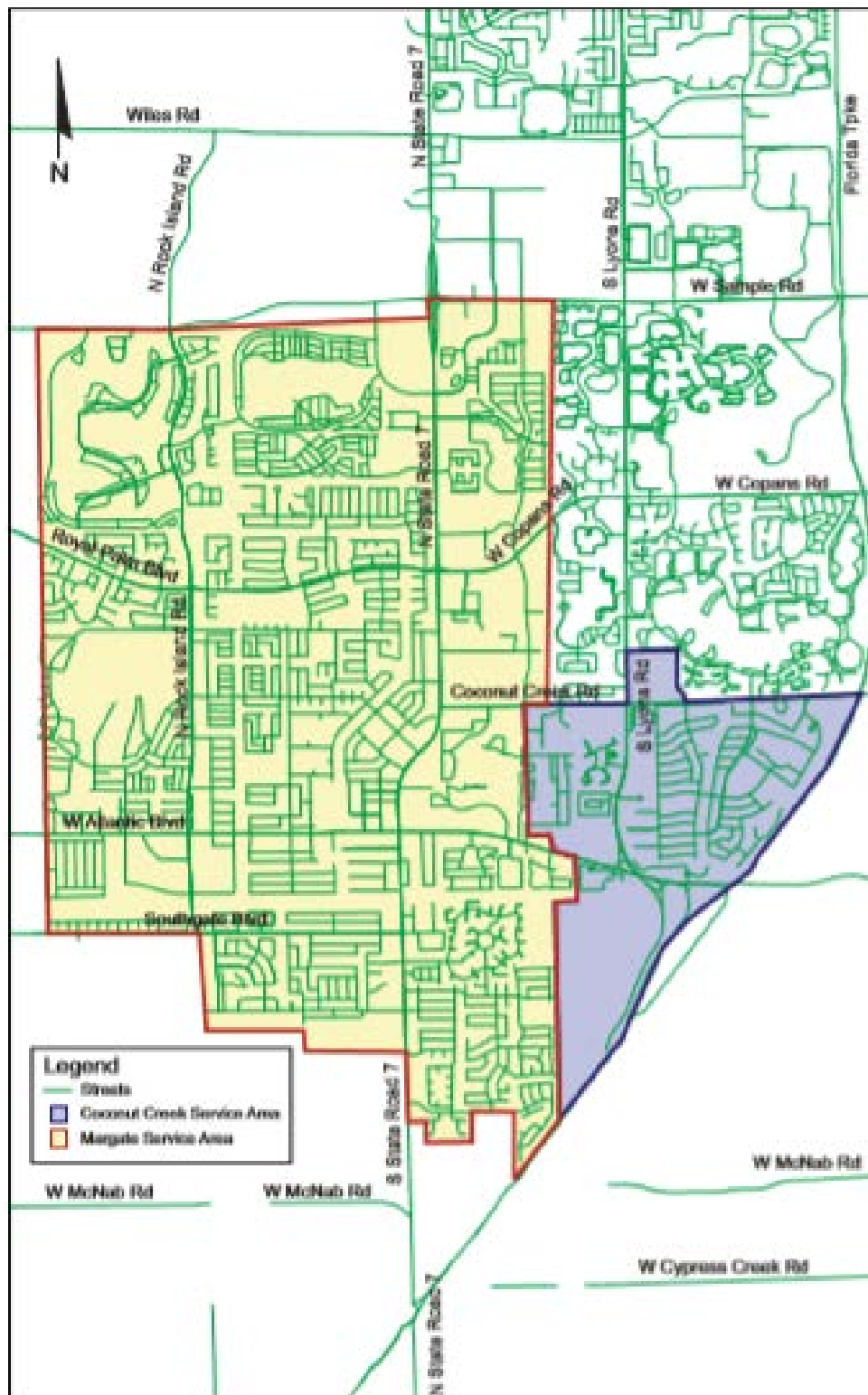
The City's water utility draws its potable water from the Biscayne Aquifer, one of the most productive aquifers in the world which is the source of water supplies to Broward, Miami-Dade, and southeastern Palm Beach County. Withdrawal from the aquifer is governed by the South Florida Water Management District (SFWMD) through the issuance of Consumptive Use Permits (CUP).

The major components of the treatment facilities at the water treatment plant were replaced with new treatment units between 2003 and 2005. No changes are anticipated to the existing water treatment plant through 2030 which would affect the City's established Level of Service (LOS).

The City addresses minor deficiencies identified in the distribution system piping through the Repair and Replacement (R&R) program. Currently, the distribution system piping, individual services, and new meters for new developments are installed by the developers. Subsequently, the newly installed system components are transferred over to the City with a bill of sale, including easements for future access and maintenance of the water system. The utility rates, as established by the City Commission, offset the cost of maintaining and administering the treatment plant and the distribution system.

The connection charges pay for improvements required to maintain current capacity or for future expansion. Additional funding, if required, is evaluated on an as needed basis and funding sources identified in advance for construction of the improvements required to maintain the City's LOS.

Although the City revised its Water Supply Facilities Work Plan in 2015, an additional update must be adopted by May 2020. The update must include a minimum 10-year planning horizon, revised water demand projections, itemize alternative and traditional water supply projects, and describe conservation and reuse activities that are needed to meet the projected demands.



### **City of Margate Funding Sources**

The following are other funding sources, such as County, State, or Federal programs, that the City uses to support redevelopment:

*The City of Margate General Fund* - The general fund pays for the traditional functions of city government and critical day-to-day services. General fund dollars, if available, can be used for improvements throughout the City. The total General Fund budget for FY 2020 is \$71,602,899, a decrease of 0.98 percent from the FY 2019 Amended Budget. Property tax revenue is a major revenue source for the General Fund. The total millage rate for FY 2020 is 7.7666. The operating millage rate for FY 2020 of 7.1171 is an increase of 8.5 percent from FY 2019.

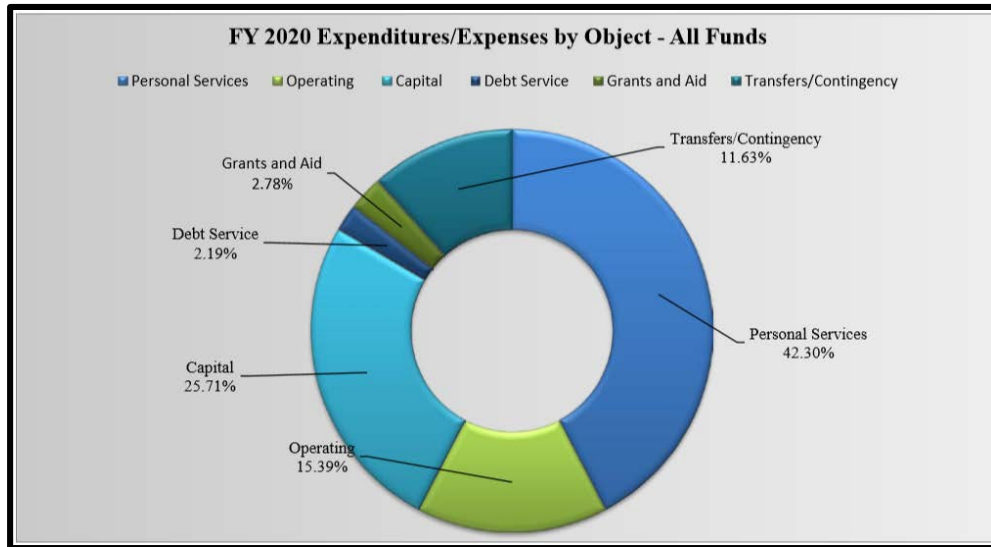
The City's property valuation increased 8% in FY 2020; however, property taxes in Margate make up less than a third of the total General Fund Revenues. Thus, the increase in property tax revenue has less of an impact on the total revenue for the General Fund than it would in cities that have a larger share of their General Fund Revenues comprised of property taxes. General Fund revenues include Ad Valorem taxes, Utility Service taxes, Local Communication Services taxes, State shared revenues, Public Safety revenues, and miscellaneous fees.

*Capital Improvement Program (CIP)* - The City of Margate annually adopts a CIP that provides programming and funding of capital projects consistent with the goals, objectives and policies of the Comprehensive Plan and the Future Land Use Map, to maintain adopted level of service standards and to meet other public facility needs not dictated by level of service standards. The CIP seeks to develop a long-range framework in which capital requirements are planned and necessary funding established based on the City's financial capabilities.

The comprehensive program is prepared for the subsequent five years, one budget year plus four forecast years, and is based on the needs of the City for public improvements. The coordination of the program ensures equitable distribution of projects and capital expenses/expenditures with regard to the needs of the community, the timing of related expenses/expenditures, and the fiscal ability of the City to undertake the projects.

Although the City annually prepares a five-year CIP, only the source of funding for all projects in the first year are identified. Funds are budgeted and available for the current budget year only, funding for future years is determined on a pay-as-you-go basis and future operating/maintenance costs will be included in departmental budgets as applicable.

According to the City of Margate's Fiscal Year 2020-2024 Adopted CIP, over \$127,000,000 will be committed to replacing fire station #58, increasing treatment plant capacity and efficiency of lift stations, renovating and retrofitting parks facilities, and improving natural resources. The CIP expenditures represent 25.71 percent of the expenses for the City of Margate.



**2020 – 2024 CIP Highlights:**

- Crews will begin construction of the West WWTP from a traditional activated sludge plant to Integrated Fixed-Film Activated Sludge (IFAS), increasing treatment plant capacity and efficiency. **\$50,800,000**
- Crews will begin construction of the East WWTP from a traditional activated sludge plant to Integrated Fixed-Film Activated Sludge (IFAS), increasing treatment plant capacity and efficiency. **\$12,700,000**
- Lime Sludge handling process. **\$6,250,000**
- Water Line Replacement. **\$6,250,000**
- Lift Station Renovation. **\$6,200,000**
- Construction (replacement) of Fire Station 58. **\$5,200,000**
- Building Department Expansion. **\$2,250,000**

*Community Development Block Grant (CDBG)* - The City finalized an Interlocal Agreement with Broward County to administer the City's CDBG program in order to bring the City's program into compliance with timeliness requirements and other procurement requirements of the CDBG program. CDBG is federal funds. The majority of CDBG funds are used for housing-related programs; however, some CDBG funding, is used for projects in low-to moderate-income neighborhoods on projects such as park improvements and neighborhood commercial area streetscapes.

*City of Margate FY 2018 – FY 2019 CDBG Plan* - For FY 2018-2019, the City of Margate expects formula allocations in the following amounts from HUD: Community Development Block Grant (CDBG) - \$352,928. The City will also receive in HOME Investment Partnership (HOME) funds - \$98,147.85, as a member of the Broward County HOME Consortium. The Annual Action Plan serves as the City's application to HUD to receive these funds and details how the funds will be used to address the goals and objectives outlined in the City's Consolidated Plan. Design and construction of the parks are budgeted in the 2020 budget.

*State Housing Initiative Partnership (SHIP) Program* - The SHIP Program is intended to provide a means for low and very low-income residents of the City of Margate to have the opportunity to reside in decent, safe and affordable structures.

#### Debt Service Funds

*General Obligation (G.O.) Bonds* - The City's fiscal year 2019 adopted budget included seven preliminary Capital Improvement Projects to parks that were dependent on the voter approval. Fortunately, nearly 58 percent (57.75%) of the votes cast by city residents in the November 2018 election were in favor of the Parks and Recreation G. O. Bonds (not to exceed \$10,000,000). Repayment of the City's 2019 General Obligation Bonds for Parks and Recreation projects is accounted for in the General Obligation Bonds, Series 2019 Fund. The General Obligation Bonds, Series 2019 has principal, interest, and other fees payment of \$655,803 for FY 2020 and will be paid off in FY 2039. The debt service millage rate associated with this bond is 0.2073.

*Water and Wastewater Operations and Maintenance Fund* - The Water and Sewer (W&S) Debt Service Division is used for principal and interest payments of the Water and Sewer Refunding Revenue Bonds, Series 2007. The bond was issued to advance refund 1999 bonds and provide resources to purchase United States Treasury Obligations that were placed in an irrevocable trust for the purpose of generating resources for all future debt payments of the Water and Sewer Revenue Bonds, Series 1999. The bonds mature on October 1, 2020. The trust indentures establish a rate covenant of 1.15 to 1. The bonds will be repaid from pledged future water and sewer customer revenues, net of specified expenses. The Water and Sewer Revenue Refunding Bonds, Series 2007 have a rating of A2 from Moody's Investor Services.

*Roads Fund* - The total budget for the Roads Fund for FY 2020 is \$2,131,846. The Roads Fund accounts for gas taxes received from the State of Florida and the local option gas tax, which are all restricted for certain uses (depending on the category of funding). The budget includes one new Service Worker II position.

*Building Fund* - The FY 2020 budget includes the Building Department budgeted as a Special Revenue fund for the first time. The \$3,178,602 budget includes funding for one new Plans Examiner/Inspector and capital funding to continue the expansion of the electronic plans review system.

*Grant Funds* - The FY 2020 budget includes funds for various housing-related grant programs: Community Development Block Grant (CDBG) and Neighborhood Stabilization Program (NSP).

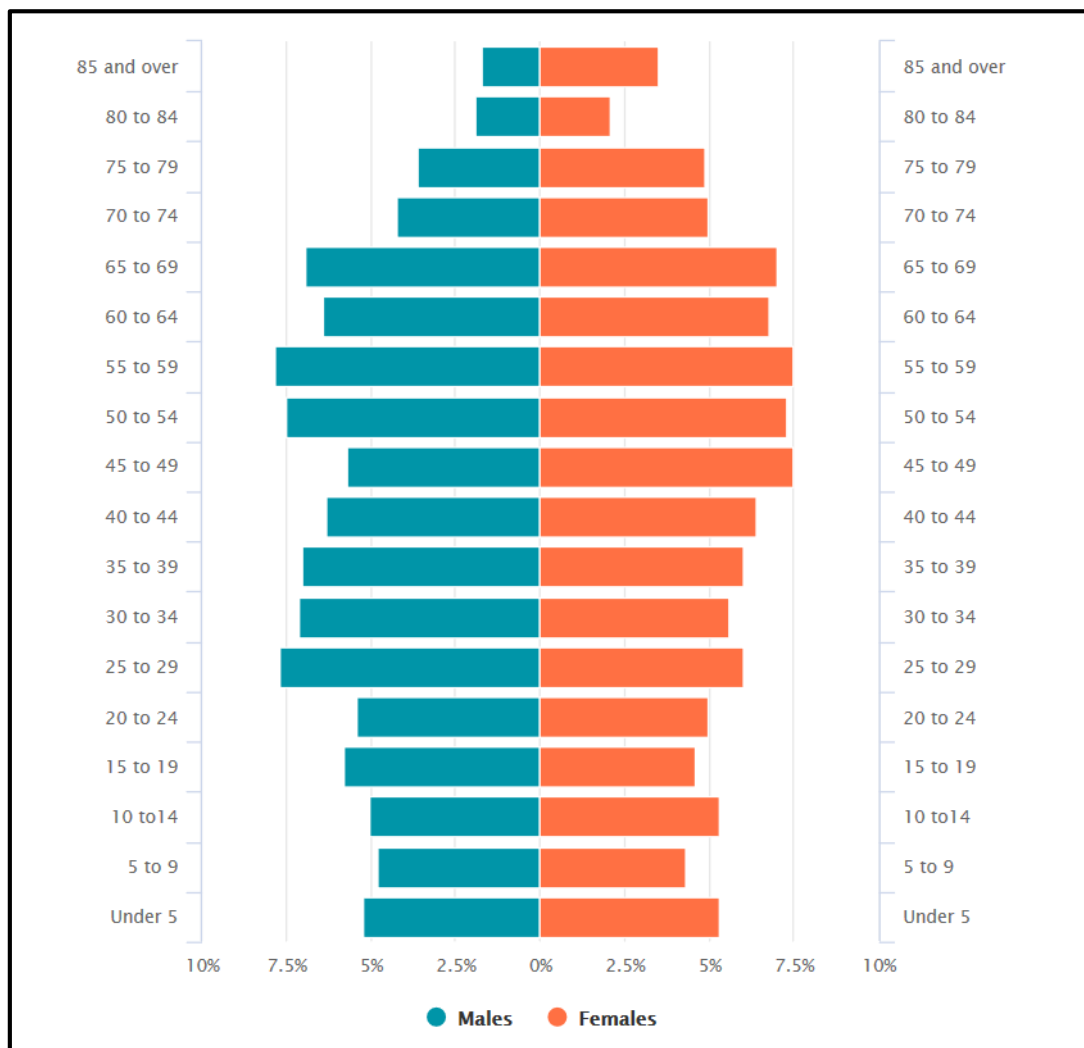
*Other Special Revenue Funds* - Other Special Revenue Funds in the FY 2020 budget include Underground Utility Trust, Police Officers' Training, Federal Forfeiture, State Forfeiture, and Public Safety Impact Fees Funds.

## DEMOGRAPHIC PROFILE

ESRI Community Analyst is the primary data source for the demographic data provide in this report, unless otherwise indicated. Countywide comparison data is from the U.S. Census Bureau, 2013-2017 American Community Survey.

**Population and Projected Growth** – From 2013 to 2017, the City’s population grew slightly more than 10 percent. Between 2018 and 2023 the population within the City of Margate is expected to increase nearly 6 percent, from 58,935 to 62,461 persons.

**Population by Age and Gender** - had a total population of 57,045 – 30,458 (53.4 percent) females and 26,587 (46.6 percent) males. The median age was 44.1 years. An estimated 17.9 percent of the population was under 18 years, 33.3 percent was 18 to 44 years, 28.2 percent was 45 to 64 years, and 20.5 percent was 65 years and older.





**Grandparents and grandchildren** - In Margate, 1,648 grandparents live with grandchildren aged 18 years and younger. Of those grandparents, 36.3 percent were responsible for the basic needs of their grandchildren.

**Population by Race and Hispanic Origin** - For people reporting one race alone, 61.3 percent were White; 28.0 percent were Black or African American; 0.1 percent were American Indian and Alaska Native; 4.3 percent were Asian; 0.0 percent were Native Hawaiian and Other Pacific Islander, and 2.9 percent were some other race. An estimated 3.4 percent reported two or more races. An estimated 25.6 percent of the people in Margate were Hispanic. An estimated 39.8 percent of the people in Margate were White non-Hispanic. People of Hispanic origin may be of any race.

**Nativity and Foreign Born** - In 2013-2017, an estimated 63.5 percent of the people living in Margate were U.S. natives. 27.7 percent of the Margate population were living in the state where they were born. Approximately 36.5 percent of Margate residents in 2013-2017 were foreign-born. 60.2 percent of foreign born were naturalized U.S. citizens and an estimated 88.8 percent entered the country before the year 2010. Foreign-born residents of Margate come from different parts of the world. The bar graph below displays the percentage of foreign born from each world region of birth in 2013-2017 for Margate.

<b>Region of Birth for the Foreign-Born Population</b>	
Latin America	82.4%
Asia	7.8%
Europe	6.1%
Africa	1.0%
Northern America	2.7%
Oceania	0.1%

**Language** - Among people at least five years old living in Margate, 39.4 percent spoke a language other than English at home. Spanish was spoken by 23.6 percent of people at least five years old; 16.0 percent reported that they did not speak English "very well."

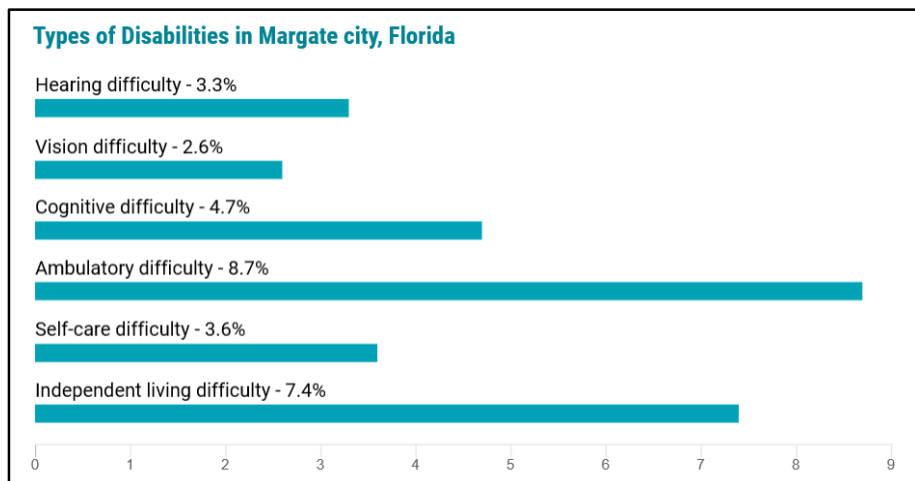
<b>Percent of Population, 5 years and older and Speaking a Language Other than English</b>	
Spanish	23.6%
Other Indo-European languages	12.3%
Asian and Pacific Islander languages	2.7%
Other Languages	0.7%

**Geographic Mobility** - In 2013-2017, 84.9 percent of the people at least one-year-old living in Margate were living in the same residence one year earlier.

<b>Geographic Mobility of Margate Residents, 2013-2017</b>	
Same Residence	84.98%
Different Residence, Same County	9.6%
Different County, Same State	2.4%
Different State	1.9%
Abroad	1.1%

**Presence of a Disability -**

Among the civilian noninstitutionalized population in 2013-2017, 14.2 percent reported a disability. The likelihood of having a disability varied by age - from 4.2 percent of people under 18 years old, to 9.1 percent of people 18 to 64 years old, and to 38.3 percent of those 65 and over.



**Code Enforcement** – Between October 1, 2018 and September 30, 2019, ### code enforcement citations were issued to city residents and business owners. Of those citations, ### were environmental related offenses, ### cases pertained to overgrown lots, and ### citations were related to permitting. Together, overgrown lots and permitting issues represent one-quarter of the property maintenance violations. Slightly more than [written number] percent (###%) of the recorded violations were cited for vehicle related issues (### citations). There were ### unsafe structure citations issued.

The overgrown lots, vehicles, and permitting citations represent ### of the property maintenance violations in the area. As these are not severely uncontrollable offenses, the City can change its appearance with a few cooperative efforts between the homeowner associations, local businesses, and the City. For example, the number of code citations may be greatly reduced with an active community education campaign about acceptable property maintenance.

**Mobility** – Margate is serviced by Broward Transit’s fixed routes, and by TOPS, which is the ADA compliant complementary paratransit service for Broward County. As mentioned earlier in this report, 8% of occupied households in Margate do not have a vehicle available for their use. In addition, 5.1 percent of owner-occupied households have no vehicle, while 15.4 percent of all renter households have no vehicle.

**Community Safety**– Between October 1, 2018 and September 30, 2019, there were ### criminal offenses committed in the City of Margate.

- Robberies represent ###% of all crimes committed in the city;
- Larcenies represent ###% of all crimes committed in the city;
- Aggravated Assaults represent ###% of all crimes committed in the city; and,
- Burglaries represent ###% of all crimes committed in the city.

**Community Events** – Cultural and Community Events are valued by the Margate community, and includes:

*Spring Clean Up and Garage Sale* - The Spring Clean Up and Garage Sale gives residents a great opportunity to clean out their garages and closets and turn unused items into cash.

*Senior Games* – This popular program, endorsed by the Governor’s Council on Physical Fitness and Amateur Sports, boasts several hundred seniors participating annually and has a variety of events planned to appeal to everyone’s area of interest. Outdoor events include horseshoes, shuffleboard, golf putting, basketball, petanque and bocce. The games also feature indoor events such as Wii Bowling, Wii Table Tennis, billiards and bowling.

*Springtime Egg Hunt* - Children ages eight and under are invited to the City’s Spring Egg Hunt. Cameras are encouraged for a photo with Peter Rabbit. This event is held at Margate Sports Complex and is free and open to Margate residents.

*Memorial Day Ceremony* - The City of Margate honors the men and women who paid the ultimate price for our country. The ceremony includes honorary presentation of colors, tributes to our soldiers, and patriotic performances.

*Margate Citizens Academy* - MCA is an eight week interactive program that gives an up-close look at the City of Margate’s day to day operations and local government as a whole. The MCA is free and open to Margate residents and business owners eighteen years and older. The goal of MCA is to help citizens become more knowledgeable and engaged in the City of Margate operations.

*National Night Out* - National Night Out is an annual event designed to heighten crime and drug prevention awareness and strengthen neighborhood spirit through police community partnerships.

*Fishing Clinic* - The Fishing Clinic is an event for children age 12 or under to receive hands-on demonstrations of fishing techniques. This is a great opportunity for the youth to learn about

the sport of fishing and to go fishing with experts. All fishing equipment and supplies are provided. The Clinic is presented by the City of Margate Parks and Recreation Department, Community Emergency Response Team, and the Youth Environmental Alliance.

*Mayor's Fitness Challenge* – An event hosted by the Mayor where students test their fitness level by competing in activities such as running, jump rope, and obstacle courses. Each participant receives a Mayor's Fitness Challenge t-shirt and a certificate. First to third place finishers receive medals.

*Fourth of July Parade and Fireworks* - The City of Margate and the Margate CRA host the Fourth of July Parade and Fireworks Celebration each year. The parade procession travels down Margate Boulevard followed by a spectacular fireworks show in the evening.

*Student Government Day* - The City of Margate sponsors the Student Government Day for the Student Council of Margate Science, Technology, Engineering, and Mathematics (STEM) Magnet Middle School. The event is hosted by the City Clerk's Office. Students spend a day with City officials and staff learning how the City operates, touring City departments, and even running a mock City Commission Meeting.

*Veteran's Day Ceremony* - The Veterans Day Ceremony honors all of the men and women who have fought for our country's freedom.

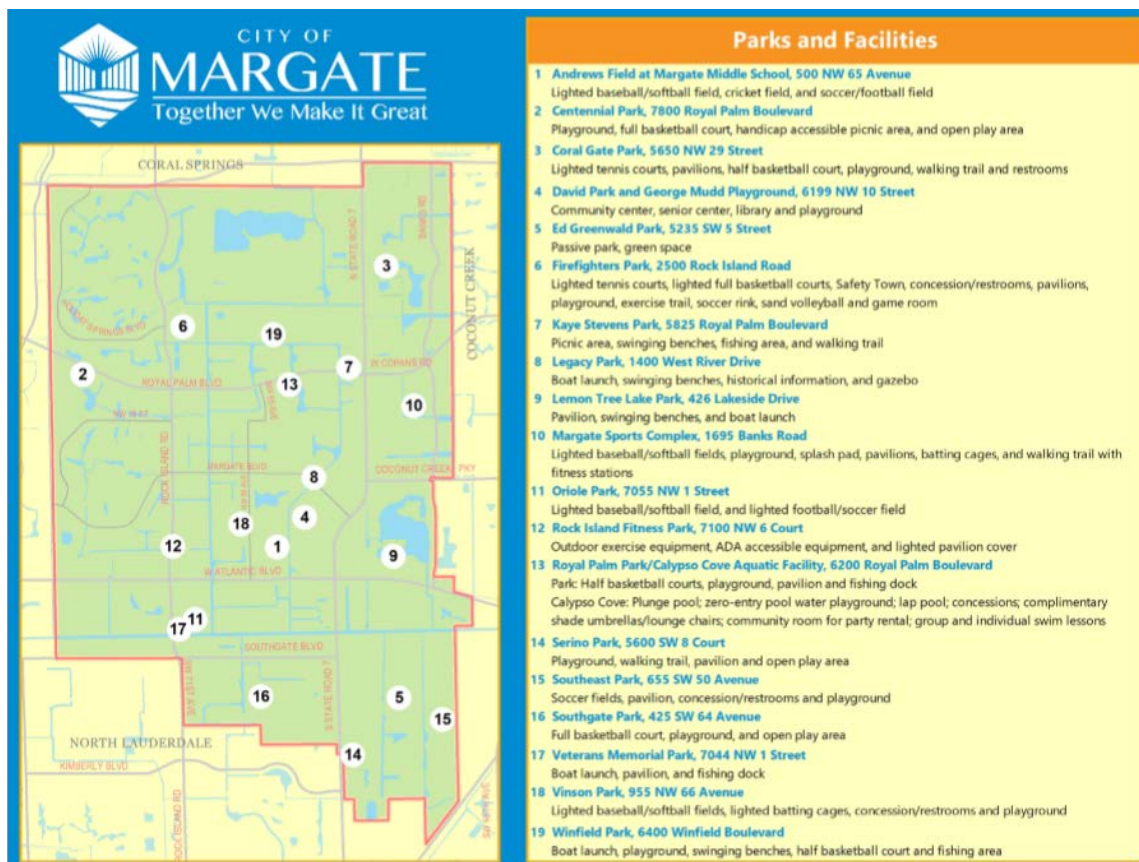
*Sounds at Sundown* - The annual Sounds at Sundown concert series brings live music, local vendors and delicious food trucks to Margate. The free events take place on the first Saturday of each month from January to June from 5 p.m. to 10 p.m. at the corner of Margate Boulevard and State Road 7.

**Public Facilities** – The Margate Fire Department is an ISO Class 1 rated organization that provides multi-faceted fire, emergency medical, dive rescue, fire code enforcement, public education and other related emergency and non-emergency services to the residents and visitors of the Cities of Margate and Coconut Creek through dedicated and professional members.

Services are provided to Coconut Creek through an Interlocal Agreement. The department's service area includes approximately 21 square miles and a population of over 110,000 with services provided from five fire stations. The department's goals are to provide the highest quality of services at all times and maintain the ISO Class 1 rating through the use of advanced training, procedures and equipment. There are two fire stations serving the City of Margate. The average Fire response time is 5 minutes or less. Basic Life Support response time is 4 minutes or less. Advanced Life Support (Paramedic) response time is 9 minutes or less.

The Margate Police Department is a full service, accredited law enforcement agency responsible for protecting life and property; prevention and detection of crime; and enforcing applicable state law and local ordinances. The Police Department is comprised of four bureaus: Investigative Services, Field Services, Support Services, and Community Involvement. Among the goals of the

Police Department are to maintain public order within the jurisdiction and to proactively work to preserve and improve quality of life. There is one police station in the City, which is located next to City Hall. The City has 177 police officers and one substation.



There are three public K-12 schools located in Margate, which are run by the School Board of Broward County. Charter schools and Private schools are also located in the city. According to City business tax receipt records, there are    day care centers located in the city, as well.

Ninety-one (91%) percent of school-aged children living in Margate attend public schools. A list of Margate's public schools is provided below.

The Parks and Recreation Master Plan was adopted by the City Commission in January 2016. The Plan provides a thorough assessment, driven by public input, of the City's future needs for recreational programming and infrastructure. The City of Margate owns, leases long term, or has commitments for the dedication of a total of 19 public park parcels. The system consists of 5 (five) community parks, 6 (six) neighborhood parks, and 8 (eight) mini-parks, and three golf courses.

The City has approximately 2.6 miles of primary canal (C-14) and 6.5 miles of secondary canals that are being used for recreational purposes. They are accessible via municipally owned frontage land and / or boat ramps. There is public access at four separate points located strategically with

the City limits. Public access to these canals can also be accomplished through easements from privately owned sites. In addition, Margate is fortunate to have three Regional Park facilities within a five mile radius of its city limits (Tradewinds Park, Quiet Waters Park, Fern Forrest).

The level of service for parks and open space is 3 acres per 1,000 residents of Margate. Using a 2045 population projection of 68660, the level of service standard requires 206 acres. Currently, there are 316.33 acres. It is important to note that the three existing golf course only contribute 30.9 acres to that total. If the golf course were to close, the City will still exceed the level of service requirements.

Community, Local, Mini-parks	Gross Acreage		Private Recreation Open Space	Gross Acreage	BCPC Criteria			Credit Allowed
					> 0.5ac	Deed	Zoned	
Calypso Cove at Royal Palm Park	4.59		Aztec Rec Area	4.39	Yes	No	No	0
Centennial Park	5.30		Coconut Key Rec Area	0.60	Yes	No	No	0
Coral Gate Park	4.59		Colonies East Rec Area	2.53	Yes	No	No	0
David Park	6.90		Colonies West Rec Area	3.28	Yes	No	No	0
Firefighters Park	11.84		Coral Cay Rec Facility	6.67	Yes	No	No	0
Kaye Stevens Park	3.72		Coral Gate Rec Area	3.76	Yes	No	No	0
Legacy Park	0.34		Greenwald Park	0.13	No	No	Yes	0
Margate Elementary(Park)	0.92		Holiday Springs Rec Area	6.43	No	No	No	0
Margate Middle School (Parks)	13.67		Holiday Springs Rec Facility	7.53	Yes	No	No	0
Margate Sports Complex	12.04		Lakewood on the Green Rec Area	3.69	Yes	No	No	0
Oriole Park/Margate Marina	17.32		Lakewood on the Green Rec Facility	3.05	Yes	No	No	0
Serino Park	1.72		Merrick Rec Area	0.17	No	No	No	0
Southeast Park	11.12		Monte Carlo Rec Area	0.49	No	No	No	0
Southgate Park	1.85		North/South Bay Park (less wetlands)	7.53	Yes	No	No	0
Vinson Park	7.74		Oakland Hills Rec Area	2.52	Yes	No	No	0
Winfield Park	2.33		Oakland Hills Rec Facility	3.26	Yes	No	No	0
<b>TOTAL</b>	<b>105.97</b>		Palm Lakes Rec Area	0.68	Yes	No	No	0
			Paradise Gardens 1 Rec Facility	2.34	Yes	No	No	0
<b>GOLF COURSES</b>	<b>Gross Acreage</b>		Paradise Gardens 2 Rec Facility	1.19	Yes	Yes	Yes	1.19
Carolina (18 holes)	151.82		Paradise Gardens 3 Rec Facility	2.31	Yes	No	No	0
Oriole- Executive (9 holes)	21.30		Paradise Gardens 4 Rec Facility	3.54	Yes	No	No	0
Oriole- Margate (18 holes)	126.25		Peninsula at Coral Bay	1.06	Yes	No	No	0
Palm Lakes (9 holes) [closed]	0.00		Royal Park Gardens Rec Area	2.83	Yes	No	No	0
<b>TOTAL</b>	<b>299.37</b>		The Courtyards Rec Area	0.97	Yes	No	No	0
			The Falls Rec Area	1.01	Yes	No	No	0
<b>CONSERVATION AREAS</b>	<b>Gross Acreage</b>		The Lakes Rec Area	1.05	Yes	No	No	0
A. L. Wetlands	1.54		The Laurels Rec Area	0.96	Yes	No	No	0
Fern Forest	10.00		The Laurels Rec Facility	0.80	Yes	No	No	0
Herman & Dorothy Shooster Preserve	19.83		Townhomes of Oriole Rec Facility	1.23	Yes	No	No	0
Juniper Glenn Wetlands	1.05		Woodlake Isles Rec Area	1.01	Yes	No	No	0
Merrick Preserve Wetlands	8.00		<b>TOTAL</b>	<b>77.01</b>				1.19
Newth Plat Wetlands	1.23		<b>Community Lakes &amp; Waterways</b>					
South Bay Park Wetlands	1.69		<b>Margate Lake</b>	<b>11.21</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>	<b>11.21</b>
			<b>Lake (East)</b>	<b>58.64</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>	<b>58.64</b>
			<b>Coral Bay</b>	<b>65.09</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>	<b>65.09</b>
								<b>134.94</b>
<b>TOTAL</b>	<b>43.33</b>							<b>134.94</b>
<b>Level of Service Determination: Parks and Recreation Acreage 2020-2045</b>	<b>Population Forecast</b>	<b>Broward County Min Standard 3ac/1,000</b>	<b>Type of Facility - 2045</b>	<b>Total Acreage</b>	<b>% Avail</b>		<b>Acreage Applied to Level of Service</b>	
2020	56,447	169.3	<b>Community, Local, Mini-Parks</b>	105.97	100%		105.97	
2025	59,654	179.0	<b>Golf Courses</b>	299.37	=< 15% of LOS amount		30.90	
2030	62,187	186.6	<b>Conservation Areas</b>	43.33	100%		43.33	
2035	64,663	194.0	<b>Private Recreation Open Space</b>	77.01	100%		1.19	
2040	66,641	199.9	<b>Community Lakes &amp; Waterways</b>	134.94	100%		134.94	
2045	68,660	206.0						
			<b>TOTAL</b>	<b>660.62</b>			<b>316.33</b>	

## LOCAL BUSINESS CLIMATE

**Market and Trade Area Conditions** - The City of Margate is estimated to have 2,116 local businesses which employed 18,613 workers in 2018. The Service Industry has the largest number of businesses (895) which employed 9,074 workers. Thus; there are 32 employees within the city limits for every 100 citizens of Margate.

<b>City of Margate Business Summary, 2018</b>				
<b>Industry by SIC Code</b>	<b>Business</b>		<b>Employees</b>	
	<b>Number</b>	<b>Percentage</b>	<b>Number</b>	<b>Percentage</b>
Agriculture & Mining	32	1.5%	172	.9%
Construction	159	7.5%	1,053	5.7%
Manufacturing	51	2.4%	376	2.0%
Transportation	52	2.5%	393	2.1%
Communication	22	1.0%	119	.6%
Utility	5	.2%	42	.2%
Wholesale Trade	67	3.2%	422	2.3%
Retail Trade	463	21.9%	4,436	23.8%
Finance, Insurance, Real Estate	212	10%	1,493	8%
Services	895	42.3%	9,074	48.8%
Government	47	2.2%	1,031	5.5%
Unclassified Establishments	111	5.2%	2	0%
<b>TOTALS</b>	<b>2,116</b>	<b>100%</b>	<b>18,613</b>	<b>100%</b>
<i>Source: ESRI ArcGIS Business Analyst, 2018</i>				

**Daytime Employment** - There are 2,116 businesses in the Margate city limits, with a total of 18,613 employees. The largest employment sectors are Services (895), Retail Trade (463), Finance/Insurance/Real Estate (212) and Construction (159). The total daytime population in Margate is estimated to equal 47,102 persons, of which 18,613 are workers, and 28,489 are residents.

**Workforce and Training** – Career Source Broward, which is part Florida’s Workforce, offers training to both job seekers and employers, which has employees that require some sort of skills upgrade.

**City Procurement Services** – The Purchasing Division works to procure goods, materials, services, and construction contracts for the City, in an ethical and professional manner. This is accomplished utilizing accepted procurement methods (including Florida State Statutes, City Code of Ordinances, etc.) in the preparation and distribution of requests for quotes, bids, letters of interest and requests for proposals.

**Local Business Taxes and Regulations** - Any person desiring to open a business or profession within the City of Margate must first apply for and receive a Local Business Tax Receipt (LBTR).



**Economic Development** - The City's Economic Development team provides tools and resources to retain and expand existing businesses, while also attracting new businesses. This includes:

- A designated liaison to local business owners
- Services and incentives designed for the business community
- Staffs who actively seeks to resolve business matters in a timely manner
- Knowledgeable staff that has key relationships with both State and Local Economic Development agencies

***Other Business-related Offerings from the City of Margate***

Meet the Business Tuesdays – This event series is held the fourth Tuesday during the months of April - September from 6 p.m. to 8 p.m. at various businesses in the CRA district. The public is invited to attend and learn about local businesses in Margate while enjoying lite bites, music, fun activities and business giveaways.

Executive Business Seminar - Held in October, this is an affordable educational event geared towards small business needs and interests.

Local Business Promotional Opportunities - The MCRA offers Margate business owners many low or no cost opportunities to promote their businesses. Offerings include the weekly consumer newsletter, monthly business newsletter, and social media promotions.

**Margate Business Chamber** – Within the past 2 years, the Margate Chamber of Commerce integrated with the Greater Pompano Beach Chamber of Commerce. Together, they offer over 200 programs and events.

**Non-residential Development** – How many sq. ft. approved in past two years? Was there opposition? Has it been built?

**Real Estate Sales Data** - TMPG researched the Margate real estate market to identify market activity in the City using LoopNet. LoopNet is the largest online real estate marketplace with more than 8 million registered members and 5 million unique monthly visitors. Its primary business is to provide commercial real estate listings in the United States. In April 2012, LoopNet became a subsidiary of CoStar Group, Inc., the industry's most comprehensive database of commercial real estate information.

Based on LoopNet data, medical rental spaces in the city ranges from \$25 - \$30 per square foot. The Margate rental rates, on average, are lower than the average for Fort Lauderdale and Broward County markets. Asking rent for retail space in Margate ranges from \$12 - \$22 per square foot, while office space ranges from \$16 - \$20 per square foot. Finally, industrial rental space in Margate has an asking price of \$10 - \$13 per square foot, according to data from LoopNet.com.

**Consumer Spending** – The table below provides data for the estimated annual consumer spending habits by market type. The four largest expenditure categories for Margate residents include Shelter, followed by Health Care, Food at Home, and Food Away from Home.

<b>City of Margate Consumer Spending, 2018</b>			
<b>Type</b>	<b>Total</b>	<b>Average Spent per Household</b>	<b>SPI</b>
Apparel & Services	39,135,269	1,670.38	77
Education	24,174,086	1,031.80	71
Entertainment/Recreation	58,357,233	2,490.81	77
Food at Home	91,589,789	3,909.25	78
Food Away from Home	64,421,662	2,749.65	78
Health Care	106,755,408	4,556.55	80
Household Furnishings & Equipment	38,556,775	1,645.69	79
Personal Care Products & Services	15,497,226	661.45	80
Shelter	308,868,487	13,183.17	79
Support Payments/Cash Contributions/Gifts in Kind	46,117,906	1,968.41	79
Travel	39,392,632	1,681.36	78
Vehicle Maintenance & Repairs	19,905,473	849.61	79
<i>Source: ESRI ArcGIS Business Analyst, 2018; Total and Avg Spent per HH columns represent annual figures.</i>			

## SOCIO-ECONOMIC PROFILE

**Educational Attainment** - In 2013-2017, 86.7 percent of people 25 years and over had at least graduated from high school and 18.9 percent had a bachelor's degree or higher. An estimated 13.4 percent did not complete high school.

The total school enrollment in Margate, Florida was 12,845 in 2013-2017. Nursery school enrollment was 636 and kindergarten through 12th grade enrollment was 7,762. College or graduate school enrollment was 4,447.

<b><i>Educational Attainment, 2013-2017</i></b>	
Data Category	
Residents 21 Years of Age and Older	44,895
Less than High School Diploma	13.4
High School Diploma, or Equivalency	36.2%
Some College, No Degree	21.7%
Associate's Degree	9.8%
Bachelor's Degree	13.6%
Graduate or Professional Degree	5.3%

**Employment Status** – Over sixty percent of City residents above the age of 16 that were actively participating in the labor force.

<b><i>Employment Status and Type of Worker</i></b>		
Class of Worker	Number	Percent
Private Wage and Salary Workers	24,732	85
Federal, State, or Local Government	2,493	8.6
Self-employed in own not incorporated business	1,846	6.3
Unemployed	9,872	34

**Occupations and Skills** - Fifty-seven (57) percent of city residents are employed in white collar jobs, 17.6 percent are employed in the blue-collar occupation, and 25.4 percent are in the service industry.

<b><i>Occupations, Civilian Employed Workers, Age 16 and Over</i></b>		
	Number	Percent
Management, business, sciences, and arts	8,455	29.1
Service	7,236	24.9
Sales and Office	7,321	25.2
Natural Resources, construction, and maintenance	3,072	10.6
Production, transportation, and material moving	3,003	10.3

**Commuting Characteristics** - Broward County residents, including those in the City of Margate, have access to a fairly robust mobility system, which includes Brightline (Virgin Trains USA), Tri-Rail, Broward County Transit, 595 Express Buses, 95 Express Buses, B-Cycle, Lyft, and Uber. The City has 29,087 workers over the age of 16, and over 83 percent drive alone to work. Just over nine percent of workers carpool, and 0.5 percent walk to work.

A total of 8% of occupied households in Margate do not have a vehicle available for their use. About 5.1 percent of owner-occupied households have no vehicle, while 15.4 percent of all renter households have no vehicle.

<b>Mode of Commuting for the Employed</b>	
Car, truck, drove alone	83.2
Car, truck, carpoled	9.2
Public Transportation (excluding taxi cab)	1.9
Walked	0.5
Other means	1.9
Worked at Home	3.3

**Housing Inventory and Homeownership** - There are 15,347 owner-occupied and 6,209 renter-occupied units in the in the City; and, owner-occupied units are decreasing. In 2010, 78.3 percent of occupied housing units in the City were estimated to be owner-occupied, compared to the latest ACS estimate of 71.2 percent.

There are 26,041 housing units in the Planning Area, with 21,556 of the units being occupied. The housing inventory in 2017 included 4,485 vacant units, equivalent to a 17 percent vacancy rate. The vacancy rate dropped 2 percent between 2010 and 2017.

One-half of the occupied housing units in Margate were built between 1960 and 1979. Housing constructed between 1980 and 1999, represents 39.1 percent of the occupied structures in the City. Newer housing, constructed in 2000 and later, represents 4.6 percent of the occupied structures in the City. Four percent of occupied housing units were built prior to 1960.

<b>Housing Occupancy and Vacancy</b>		
Data Category	Number	Percent
Total Housing Units	26,041	
Occupied Units	21,556	82.8%
Vacant Units	4,485	17.2
Owner-Occupied	15,347	71.2
Renter-Occupied	6,209	28.8

**Housing Valuation** - The median home value is \$168,629 and is expected to increase by 17.9 percent (\$205,408) by 2023. The average home value for Margate in 2018 was \$186,196 and is expected increase to \$218,856 at a rate of 14.9 percent by 2023. The average home value projected for Broward County in 2023 is expected to increase as well, but not at the rate of Margate homes. In 2023 Broward County's average home value is projected to be \$338,339, which will result in an 8.9 percent increase for the County overall. Twenty-one percent of households own their homes free and clear of a mortgage.

**Households and Families** - There were 21,556 households in Margate. The average household size was 2.64 people.

Families made up 60.8 percent of the households in Margate. This figure includes both married-couple families (41.2 percent) and other families (19.6 percent). Female householder families with no husband present and own children under 18 years are 6.0 percent of all households. Nonfamily households made up 39.2 percent of all households in Margate.

Over 26 percent of all households have one or more people under the age of 18; 40 percent of all households have one or more people 65 years and over.

**Household Income and Housing Expenses** – The median household income in the City of Margate is \$43,782, which is less than Broward County's median of \$55,397. An estimated 7.4 percent of households had income below \$10,000 a year and 2.1 percent had income over \$200,000 or more. Median earnings for full-time year-round workers was \$37,423. Male full-time year-round workers had median earnings of \$41,617. Female full-time year-round workers had median earnings of \$33,453.

<b>City of Margate, Household Income</b>	
Total Income	Percent
Less than \$10,000	7.4%
\$10,000 to \$14,999	6.6%
\$15,000 to \$24,999	13.9%
\$25,000 to \$34,999	12.8%
\$35,000 to \$49,999	14.2%
\$50,000 to \$74,999	18.1%
\$75,000 to \$99,999	10.3%
\$100,000 to \$149,999	11.2%
\$150,000 to \$199,999	3.4%
\$200,000 or more	2.1%

**Financial Characteristics and Housing Costs** - The median property value for owner-occupied houses in Margate was \$157,400. Of the owner-occupied households, 62.7 percent had a mortgage. 37.3 percent owned their houses "free and clear," that is without a mortgage or loan

on the house. The median monthly housing costs for owners with a mortgage was \$1,387 and for owners without a mortgage it was \$458.

Households that pay thirty percent or more of their income on housing costs are considered cost-burdened. The cost-burdened in Margate accounted for 42.1 percent of owners with a mortgage, 25.1 percent of owners without a mortgage, and 69.3 percent of renters. By comparison, Broward County has nearly 60 percent (57.5%) of its households paying 30 percent or more of their household income on rent.

For renter-occupied houses, the median gross rent for Margate was \$1,213. Gross rent includes the monthly contract rent and any monthly payments made for electricity, gas, water and sewer, and any other fuels to heat the house.

Nearly two percent (1.6%) of households within the study area had received public assistance income within the past twelve months of the time the survey was administered; and, 12.9 percent of households indicated they receive food stamps.

Poverty and Participation in Government Programs - In 2013-2017, 11.7 percent of people were in poverty. An estimated 12.3 percent of children under 18 were below the poverty level, compared with 16.3 percent of people 65 years old and over. An estimated ten percent of people aged 18 to 64, were below the poverty level.

12.5 percent of households received SNAP (the Supplemental Nutrition Assistance Program). An estimated 45.9 percent of households that received SNAP had children under 18, and 57.1 percent of households that received SNAP had one or more people 60 years and over. An estimated 36.7 percent of all households receiving SNAP were families with a female householder and no husband present. An estimated 33.0 percent of households receiving SNAP had two or more workers in the past 12 months.

**Health Insurance** - Among the civilian noninstitutionalized population in Margate in 2013-2017, 82.6 percent had health insurance coverage and 17.4 percent did not have health insurance coverage. Private coverage was 59.2 percent and government coverage was 33.4 percent, respectively. The percentage of children under the age of eighteen with no health insurance coverage was 14.2 percent.

## THE BUILT ENVIRONMENT, URBAN FORM, AND DESIGN

**Citywide Development Trends** – Residential Development Trends How many sq. ft. approved in past two years? Was there opposition? Has it been built? Non-residential Development Trends How many sq. ft. approved in past two years? Was there opposition? Has it been built?

**Future Land Use** - The Future Land-Use Map on the following page illustrates the land uses that currently comprise the Planning Area. Residential future land use designations occupy 3,475.99 acres– more than sixty percent (60.55%) of the total land area within the City. Of the residential designations in Margate, Low Density Residential occupies the most acreage, with over 2,410.48 acres and 42 percent of Margate’s total land use. The total acreage for single family designated land use is more than twice that of multi-family designated land area. Office Park and Industrial future land use designations represent 78.03 acres, while Commercial and Commercial Recreation consists of 179.63 and 316.14 acres, respectively. The TOC/Activity Center land use encompasses approximately 21 percent (20.75%) of the land area within the City of Margate, including the areas with the most immediate opportunities for redevelopment, providing a great opportunity for the City’s future. Conservation and Parks future land use designations comprise 154 acres, combined.

<b>City of Margate - Future Land Use Summary</b>	
Future Land Use Category	Acres
Low Density Residential (3-7 du/ac)	2,410.48
Medium Density Residential (10-17 du/ac)	837.16
High Density Residential (20 -25 du/ac)	228.35
Park	101.32
Open Space	260.27
Conservation	52.25
Office Park	8.96
Industrial	69.07
Utilities	25.17
Community Facilities	60.65
Commercial	179.63
Commercial Recreation	316.14
TOC/Activity Center	1,190.96
<b>Total</b>	<b>5,653.38*</b>

*\*Excludes streets and water bodies*

**Existing Land Use** - The Existing Land-Use Map on the following page illustrates the land uses that currently comprise the Planning Area. The most dominant existing land use, as determined by Broward County Property Appraiser Land Use Code is residential, representing more than 2,000 acres of the City's land area.

The City has nearly two-hundred (199.78) miles of road in its jurisdiction, including 8.69 miles of six-lane roadway. There is 28.68 miles of canals with varying ownership by the City, Broward County, South Florida Water Management District, and private landowners. Lakes consume 262.13 acres of Margate land area.

<b><i>City of Margate - Existing Land Use Summary</i></b>		
Existing Land Use Category	Acres	% of Total
Residential	1,882.48	32.78%
Multi-Family Residential	275.9	4.8%
Commercial	837.6	14.59%
Office and Financial	49.0	0.85%
Institutional / Community	131.3	2.29%
Government-Owned (including vacant)	243.7	4.24%
Industrial	112.4	1.96%
Vacant	63.9	1.12%
No Data	584.7	10.18%
Other Categories	1,561.5	27.19%
<b>Total</b>	<b>5,742.48</b>	<b>100.00%</b>

**Current Zoning** – Zoning regulates the use of land, building height, building location, parking, open space requirements, and density or intensity of a permitted use. The City of Margate manages development and zoning regulations using an ordinance that establishes various zoning categories for residential, industrial, commercial and office uses. There are twenty (20) zoning district classifications within the City, consisting of residential districts, mixed-use districts, parks, conservation, and other non-residential districts.



## Residential

The residential zoning districts consume 4,142 acres, representing 72 percent of the City's land area; and, 1,598 acres comprise non-residential districts. The City has eleven (11) residential zoning districts, including five (5) distinct single-family districts.

## Industrial

The Industrial zoning districts are clustered along the eastern border of the city, which is wrapped (on the west and south) by the mid-section of the TOC/Activity Center. The visual preference exercise (used at community meetings) revealed the industrial core is used by most residents a few times a month or almost never. Many residents state the area doesn't necessarily need to be redeveloped; however, they agreed that the City needs to improve what is currently there. However, when asked "how should the industrial core be redeveloped?", the overwhelming favorite redevelopment scenario amongst Margate residents was a maker's district or adaptive reuse district.

## Commercial

Commercial structures consume 14.5 percent of the existing uses in the city. The oldest commercial areas are located along State Road 7 between Royal Palm Blvd. and the C-14 Canal. Many of these older strip centers and filling stations do not meet current landscaping, parking, and setback requirements, and in need of redevelopment. Redevelopment efforts within the City should focus on the State Road 7 corridor, as a majority of commercial areas have been zoned Transit Oriented Corridor (TOC).

## TOC (Activity Center)

The TOC district is located along State Road 7 and on West Atlantic Boulevard from NW 65th Terrace to the Atlantic Baptist Church. This district consumes approximately 1,190 acres and represents nearly 21 percent of the City of Margate's total land area. The built environment of the TOC contains several elements and characteristics that make this area of the City "ripe" for redevelopment activities.

The area bounded by Sample Road, NW 29th St; and, extending east to west between NW 54th Ave and NW 62nd Ave is currently largely developed with commercial uses, but also includes pockets of multifamily residential units and institutional uses. Primary parcels tend to be large (ranging between approximately 6-26 acres) with smaller parcels being found as outparcel conditions. The Center is built-out with little vacant land. Commercial development along this segment of S.R. 7 is built in the form of low-rise strip centers with large central parking lots separating the buildings from the streets making the area auto dominated. Development is generally clustered into four separate centers, including the Peppertree Plaza, Coral Landings III, the Penn Dutch Plaza, and Aldi Shopping Center. Both the Peppertree Plaza and Penn Dutch Plaza

have out-parcel conditions. These centers serve as a hub providing daily and weekly household needs for both the immediate neighborhoods and larger community. Recent redevelopment has been concentrated in the south, at the intersection of NW 31st Street and S.R. 7. Here, development has been brought closer to the streets, but is still auto oriented. Projects have included two multifamily projects (one market rate and one affordable housing project), a new multi-tenant commercial building, and single use commercial buildings.

The area bounded by NW 29th Street to the north and NW 24th St to the south; and, extending west to east between the hospital and Banks Road is anchored by the Northwest Medical Center and associated medical offices. This node also includes the Towne Shoppes of Margate, a strip shopping center constructed in 1985 with approximately 134,000 square feet of retail space. The shopping center has two anchor bays and several smaller bays that include a mix of restaurants, shops, and services. The Medical Village also includes a handful of smaller retail buildings, Fire station 98, and a limited amount of industrial uses. The hospital is six stories in height and recently underwent a recent renovation and expansion. Some of the surrounding office buildings are also multi-story, giving the Medical Village a larger scale than the adjacent nodes of SR 7. Parking for the hospital is provided for in both structured garages and surface parking lots. The provision of structured parking accommodates more compact development and could accommodate for future infill and redevelopment.

In addition to the hospital, recent redevelopment includes the Rising Tide Car Wash. While very few parcels are vacant, future redevelopment of the Character Node should focus on creating and fostering a campus-like atmosphere around the hospital by emphasizing interconnectivity between building and parcels. This can be achieved by creating pedestrian pathways, centralizing parking, and creating useable open space. As a major employment center, the integration of housing should also be considered.

Further south, the Towne Shoppes would benefit from façade enhancements and additional landscaping. A parking study should be conducted to determine if any excess parking can be converted to additional internal landscape area, and to determine if there is sufficient room to accommodate wider sidewalk areas for outdoor dining. Street trees should be planted along the length of the corridor where easements do not restrict the street lawns. If feasible, the north-bound frontage road adjacent to the Rising Tide Car Wash should be eliminated in favor of an alternate right-of-way design.

The area generally bound by NW 24th Street to the north and the Village Plaza to the south; extending east to west between the Margate Sports complex and NW 58th Ave is characterized by large swaths of industrial development east of S.R. 7 and single story commercial and retail west of S.R. 7. Parcels west of S.R. 7 are smaller and tend to range from 0.5 to 1 acre in size. The narrow depth of the parcels in this area limits redevelopment potential. Anchors in this node of SR 7 include Village Plaza, WaWa, and the auto malls. In addition, there is a significant concentration of industrial uses east of S.R. 7 including several self-storage sites. When polled, a majority of survey respondents indicated they only visit or use the services within the industrial core a few times a month at most. The same respondents indicated a preference to improve the

conditions of this portion of SR 7, and potentially redevelop it with more resident-friendly uses such a technology campus with light industrial uses or an adaptive re-use district with a maker's village.

Upon redevelopment, this portion of SR 7 would benefit greatly from improved perimeter landscaping and buffers. The perimeter buffer areas should be wide enough to accommodate tiered landscaping and street trees long the S.R. 7 corridor. The Village Plaza would also greatly benefit from enhanced vehicular use area and perimeter landscaping. By aggregating smaller commercial parcels west of S.R. 7, development could achieve a more harmonious development pattern. This aggregation would also help eliminate the excess number of curb cuts that currently exist. Of note, is the potential to vertically integrate existing self-storage facilities, which would create significant amounts of useable land. A parking study is also recommended for the Village Plaza to determine if the center can be redesigned to incorporate larger sidewalks capable of accommodating outdoor dining and pedestrian plaza features. If feasible, landscaping buffers can be installed to separate the sidewalks from the adjacent vehicular use areas. Façade enhancements and features such as decorative pavers would also add character to the center. Major redevelopment opportunities exist in this area. Also, with its proximity to the Florida Turnpike, the Center could become a light industrial hub that brings high-paying technology-based jobs to the City.

The area extending from Cocogate Plaza to the Stranahan River; and, from East River Dr. to Banks Road could be the heart of the City – an area that could be characterized as downtown. This node currently includes important civic spaces and uses such as City Hall, the City Library, Fire Dept 18, a community center, a city park, and a senior center. The City of Margate Community Redevelopment Agency owns approximately 36 acres of land in the Downtown, giving the area major redevelopment potential.

In 2008, a Master Plan for the City Center was completed with assistance from the South Florida and Treasure Coast Regional Planning Councils. This plan called for a walkable downtown center with a mix of uses, a variety of open spaces, a diversity of housing types, interconnected streets, and civic buildings. While the City's residents still support the concept of a City Center, it has become apparent that their opinion regarding the appropriate uses, scale, and character may no longer align with the original vision. With such a strong call for quality open spaces, the City may consider opportunities to create a downtown focused on a central park with surrounding civic uses rather than the dense mixed-use core previously envisioned. Retail that includes dining and entertainment should be woven into the City Center, as these uses were highlighted as a major desire of the residents. Weaving these uses together will ensure this area is activated throughout the daytime and into the evening. The development plan should be pedestrian-oriented, focusing on walkability, creating "third-places" that inspire social interaction, providing flexible community gathering spaces, and using high-quality design elements to give downtown a unique character.

The area bounded by the Stranahan River and Kimberly Boulevard; and, extending east to west between SW 61st Terrace and SW 56th Avenue is characterized largely by strip center

commercial, multi-family development, and limited office uses. Retail and commercial in the Center generally serves daily and weekly needs and includes a mix of local and chain stores. Recent redevelopment has been concentrated toward the southern end of the Center and includes a multi-story self-storage facility, and Aldi grocery store, and a Dollar General. This area has the most residential development compared to the other Character Nodes, and as such, poses unique redevelopment opportunities. At the northeast portion of the area has potential to better integrate the commercial properties that line S.R. 7 with the residential properties located behind. Redevelopment should focus on creating strong interconnections between commercial development and surrounding neighborhoods. This, combined with relocating sidewalks so that a street lawn and landscape buffer separate pedestrians from the adjacent right-of-way, will enhance walkability in the area. Where feasible, street trees should be planted to help define the corridor.