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## City of Margate

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# Community Background Report

## City of Margate

### Boundaries

North: West Sample Road

South: Southgate Boulevard, SW 7<sup>th</sup> Street, Herman & Dorothy Shooster Preserve, SW 11<sup>th</sup> St.

East: Banks Road and Fern Forest Nature Center

West: NW 81<sup>st</sup> Avenue

**Community Type:** Municipality

**Report Last Updated:** May, 2011

### History<sup>1</sup>

The City of Margate is 9.2 square miles and located in the northwestern corner of Broward County. Named after its founder, Jack Marquese, Margate became a town in 1955 and was incorporated as a city in 1961. Margate's history is characterized by continuous and rapid growth and development. Over the past 50 years, Margate has grown from a 5,700-person town surrounded by farmland to a 56,000-person full-service city. Margate is one of the few Broward County cities that provide its residents with its own Fire, Police, Building, Parks and Recreation, Senior Center and Storm Water Utilities departments; the city also operates its own bus transportation system.

Despite its growth, the City of Margate prides itself on its "home town charm." The City supports activities to unite families and the community through its parks, playgrounds, sports leagues and a variety of year-round recreational programs and seasonal events. In fact, the City of Margate has 105 acres of parks including the Calypso Cove Aquatic Facility, a water park that opened in 2005. The City is also home to Firefighter's Park, which is the largest park dedicated to firefighters east of the Mississippi River.

### Community Dynamics

The City of Margate has wrestled with finding a balance between its "home town charm" and fomenting a much needed robust economic redevelopment effort. According to the City's Strategic Plan, the City of Margate faces many challenges such as: a flat tax base, little land to left to develop, and many major redevelopment issues (vacant shopping centers, dilapidated building facades, and poorly maintained roadways along major thoroughfares).

As a result of these difficulties, the City of Margate established its Community Redevelopment Agency in 1996 and has been committed to revitalizing the city by drawing in mixed used business in order to sustain its growth and longevity. Through its Community Redevelopment Agency, the City of Margate has identified its community multiple redevelopment opportunities through its many plans: Updated Master Plan, Community Charrette, Strategic Plan, Transit Oriented Corridor Plan, to name a few. In addition to the plans, it is important to note that the CRA has accomplished the following: Streetscape improvements, including the buffer walls on Atlantic Boulevard and the median landscape on State Road 7 landscaping of the commercial corridors, architectural design guidelines for building renovations, façade grants, landscape grants, and new business recruitment.<sup>2</sup>

Also worthy of mention is that the City of Margate in 2009 was recognized for having one of the best High Schools in the nation; Atlantic Technical Center was one of the five High Schools in Broward County to be recognized.<sup>3</sup> The recognition was made in the 2010 U.S. News & World Report, Americas Best High Schools, and utilizes a methodology developed by the School Evaluation Services, a K-12 education data research business run by Standard & Poor.<sup>4</sup>

## **Demographic Highlights<sup>5</sup>**

***The City of Margate experienced most of its growth in the last 20 years between 1990 and 2000 and leveling off during the past decade.***

As of 2009, the City of Margate population was 55,458; which represents only 3 percent of the overall county's population.<sup>6</sup> Between 1990 and 2000 Census, the city experienced more than 25 percent growth in the number of. Since then, the city has only grown 2 percent during the 2000-2009 period, and it is projected to slightly decline (1 percent) through the 2009-2014 period. Population density per square mile in 2009 was 5,958 and will slightly decline in 2013 to 5,928.

***In 2009 the city's median age was higher than the county's median age and it is projected to slightly increase through 2013.***

In 2009 the city's median age was 40, which was slightly higher than the county's median age (38 years) and it is projected to increase to 42 by 2013. Over half of the city's population is in the 24 - 64 age range and it is projected to remain the same throughout 2013.

***In 2009, the majority of the city's population was White and had a considerable concentration of Hispanics.***

In 2009, 70 percent of the city's population was White of which 55 percent was White Non-Hispanic. With respect to ethnicity and place of birth, 20 percent of the city's population considers itself Hispanic. According to the 2000 Census, Margate had a growing Colombian, Haitian, and Jamaican population.<sup>7</sup>

It is projected that the vast majority of the population through 2013 will be White (77 percent) or White Non Hispanic (62 percent). Population trends indicate that the Hispanic population will increase to 22 percent of the city's population and the Black population will experience a slight decrease from 16 percent of the population to 12 percent.

***In 2009, the majority of Margate’s housing units were occupied housing and overall households are projected to increase through 2013.***

In 2009, there were 22,709 households with an average household size of two individuals (same average household size as the county). The household forecast is projected to increase 3 percent within the 2008-2013 period. In 2009, 93 percent of housing was occupied which the majority (79 percent) was owner-occupied. The median household income in 2009 was \$51,092.00, similar but slightly lower than the county’s median housing income of \$56,291.

***In 2009 the majority of the city’s population were native citizens and spoke English.***

In 2009, 73 percent of the city’s population were native citizens, 13 percent were foreign born naturalized citizens and 14 percent were foreign born and not a US Citizen. The vast majority (72 percent) of the city’s population spoke English while 15 percent were native Spanish-speakers.

## **Transportation Trends<sup>8</sup>**

The tables below illustrate projected transportation trends in the City of Margate.

### **Percent of the employed population travel time to work, 2014**

	City	County
Work at Home	2 %	4 %
Less than 15 minutes	15 %	16 %
15-29 Minutes	33 %	33 %
30-59 Minutes	42 %	38 %
60+ Minutes	7 %	8 %

### **Average household transportation costs**

	City	County
2009	\$8,632.61	\$8,836.33
2014	\$10,585.40	\$10,880.30

### **Average household transportation costs in public transportation**

	City	County
2009	\$488.57	\$555.02
2014	\$625.74	\$721.64

### **Forecasted percent of vehicles per household, 2014**

	City	County
0 vehicles	7 %	7 %
1 vehicle	41 %	40 %
2 vehicles	38 %	40 %
3 vehicles	11 %	10 %
4+ vehicles	2 %	3 %

**Forecasted percent employed individuals means of transportation to work, 2014**

	City	County
Car, Truck, Van to Work	95 %	93 %
Public Transportation to Work	1 %	2 %
Other Transportation to Work	2 %	2 %
Work at Home	2 %	4 %

The information provided below briefly summarizes transportation trends, services, or projects in the City of Margate.

**Margate/SR 7Charrette**

In 2005, the City of Margate formed part of the State Road 7 Collaborative and participated in a series of charrettes that focused on redevelopment of the State Road 7 Corridor. The State Road 7 Margate Charette suggested the following: 1) Reconfigured downtown: S.R. 7 as an urban greenway; 2) Proposed mixed-use redevelopment district on properties along S.R. 6; 3) proposed redevelopment with relocation of existing businesses; 4) Phased redevelopment of West Atlantic Avenue; 5) Margate Town Center; 6) Reconfiguration and development along W. Atlantic Avenue; &) New East-West Connection; 8) Reconfigured S.R. 7 as a traditional boulevard; 9) North West Medical Center - hospital expansion plan; 10) Uptown - A mixed-use district; and 11) Industrial district proposed improvements. For more information please visit:

[http://www.tcrpc.org/departments/studio/sr\\_7\\_collaborative/margate/charrette\\_report\\_margate.pdf](http://www.tcrpc.org/departments/studio/sr_7_collaborative/margate/charrette_report_margate.pdf)

**Margate Inner City Transit Information**

The city operates the Margate Inner-City Transit (or MIT)-- one of the largest city-run transportation systems in Broward County.<sup>9</sup> For more information please visit:

<http://www.margatefl.com/pubworks/transit.html>

**Transit Oriented Corridor**

The City of Margate’s CRA is concentrating efforts in transit improvement through its Transit Oriented Corridor (TOC). The area to be named the TOC consists of 1184.3 acres of land generally located between Sample Road to the north and Forest Boulevard to the south along the State Road 7 corridor.<sup>10</sup> The area is largely designated as commercial by both the county and city’s Land Use Plan. The overall intent of the corridor is to provide for increased economic development through a mix of office, retail, residential, hotel and industrial uses.<sup>11</sup> For more information please visit: <http://www.margatecra.org/PDF/toc%20doc.pdf>

**Special Events**

The City of Margate regularly updated their events calendar. For more information on current event log onto the city’s website at: <http://www.margatefl.com/meetings.html#4>.

Below is an example of reoccurring events in the City of Margate:

**4<sup>th</sup> of July Celebration and Parade-** Independence day is celebrated each year with a parade along Margate Boulevard (East from 76th Avenue - 58th Avenue) and fireworks. For additional information, please contact Parks and Recreation at 954-972-6458.

**Chili Cook-off-** During the fall, the city hosts a chili cook-off competition. For additional information, please contact Parks and Recreation at 954-972-6458.

**Margate Green Market-** 9:00 am to 1:00 pm on Sundays in the Fall. The Margate Green Market will begin its third season in the Fall of 2010 in the Margate City Center located on North State Road 7 just north of Atlantic Boulevard.

**Sounds at Sundown Free Concert Series-** 7:00 pm to 9:00 pm from on Sundays from January to April at Margate Boulevard and North SR7. For additional information, please contact Parks and Recreation at 954-972-6458.

**Winter Solstice-** Celebrated every December, the event features live music, rides, vendors along Margate Boulevard (East River Drive -411). For additional information, please contact Parks and Recreation at 954-972-6458.

The City of Margate also has a City Newspaper called The Margate Messenger which is published quarterly. [http://www.margatefl.com/messenger/messenger\\_page1.htm](http://www.margatefl.com/messenger/messenger_page1.htm)

## **Business Landscape**

The city's largest employment industry is Educational, Health and Social Services Sector, (18 percent), followed by Retail Trade (13 percent).<sup>12</sup> The major employers in the city are: JM Lexus, Northwest Medical Center, Wyndham Resorts, Maroone Ford, PRC, Communication Service Center, City of Margate, Allstate Insurance, Wal-Mart, Penn Dutch, Volvo Lincoln Mercury, and Publix.<sup>13</sup> The unemployment rate is currently 12 percent.<sup>14</sup>

Margate is home to more than 3,000 licensed businesses.<sup>15</sup> It is interesting to note that the city's CRA is a founding member of the Chamber and maintains a close working relationship with local businesses.<sup>16</sup>

The following list various business-related initiatives or recent developments that help to describe the City of Margate's business landscape.

### **Master Plan for the Town Center of Margate**

In October of 2003 the South Florida Regional Planning Council and the Treasure Coast Regional Planning Council developed a Master Plan for the Town Center of Margate as part of the county-wide State Road 7 Initiative. This plan identified redevelopment opportunities along the Margate corridor and provided a vision for how the center of town, Margate Boulevard and SR 7, could be revitalized.<sup>17</sup>

## **Margate City Center**

The CRA is developing the Margate City Center; it is envisioned that it will create employment opportunities, attract new industry, strengthen service and retail markets, stabilize and improve the City's tax base, and build a positive image for the community.<sup>18</sup> Located in the heart of the city, and surrounding the city's municipal complex, the CRA's land acquisition program has grown to incorporate more than 30 acres of developable land.<sup>19</sup> The CRA envisions a mixed-use development for the area. More than 825 new housing units and 1,325,000 square feet of retail, office, and other non-residential space are planned for the City Center area in Margate.<sup>20</sup>

## **Margate Boulevard Streetscape Project**

Margate Boulevard, the route that leads into the City Center, is undergoing a transformation. The Margate Boulevard Streetscape Project includes improvements such as new lighting, new landscaping, an entranceway feature, a clock tower, and pedestrian friendly walkways.<sup>21</sup> Other infrastructure improvements include \$35 million dollar road bond referendum that aims to repave or repair all of the city-owned and maintained roadways.<sup>22</sup>

## **Related Links**

City of Margate

<http://www.margatefl.com/>

Margate Community Redevelopment Agency

<http://www.margatecra.org/>

Strategic Plan

<http://www.margatefl.com/content/StrategicPlanFinal.pdf>

Margate Chamber of Commerce

<http://www.margatechamber.com/>

Margate/SR 7Charrette

[http://www.tcrpc.org/departments/studio/sr\\_7\\_collaborative/margate/charrette\\_report\\_margate.pdf](http://www.tcrpc.org/departments/studio/sr_7_collaborative/margate/charrette_report_margate.pdf)

City of Margate Town Center Master Plan

[http://www.tcrpc.org/departments/studio/sr\\_7\\_collaborative/margate/report\\_margate\\_town\\_center.pdf](http://www.tcrpc.org/departments/studio/sr_7_collaborative/margate/report_margate_town_center.pdf)

Preliminary Market Potentials: Margate City Center

<http://www.margatecra.org/PDF/ERASTudy.pdf>

Margate Town Center Master Plan Presentation

[http://www.tcrpc.org/departments/studio/sr\\_7\\_collaborative/margate/master\\_plan\\_margate\\_town\\_center.pdf](http://www.tcrpc.org/departments/studio/sr_7_collaborative/margate/master_plan_margate_town_center.pdf)

Transit Oriented Corridor

<http://www.margatecra.org/PDF/toc%20doc.pdf>

Margate Flood Zone Determination

<http://www.margatefl.com/dees/Flood/index.html>

Margate Inner City Transit Information

<http://www.margatefl.com/pubworks/transit.html>

## Sources

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<sup>1</sup>“Our Gateway to the Future: The City of Margate Strategic Plan 2007-2009”

<http://www.margatefl.com/content/StrategicPlanFinal.pdf>

<sup>2</sup> Margate Community Redevelopment Agency <http://www.margatecra.org/>

<sup>3</sup> The Broward Alliance, “Five Broward County High Schools Named Among Best in Nation” 2009.

<http://www.browardalliance.org/>

<sup>4</sup> Ibid.

<sup>5</sup> All data is from Simply Maps unless otherwise stated. Please note that minor round-off errors may have occurred.

<sup>6</sup> According to the 2009 US Census Bureau population estimate, the City of Margate’s population is 54,475.

<sup>7</sup> Epodunk, [www.epodunk.com](http://www.epodunk.com)

<sup>8</sup> All data is from Simply Maps unless otherwise stated. Please note that minor round-off errors may have occurred.

<sup>9</sup> The City of Margate, Public Works, <http://www.margatefl.com/pubworks/transit.html>

<sup>10</sup> Margate Community Redevelopment Agency, <http://www.margatecra.org/transit-oriented-corridor.html>

<sup>11</sup> Margate Community Redevelopment Agency, <http://www.margatecra.org/transit-oriented-corridor.html>

<sup>12</sup> Simply Maps

<sup>13</sup> Greater Fort Lauderdale Broward Alliance, [www.browardalliance.org](http://www.browardalliance.org)

<sup>14</sup> Simply Maps

<sup>15</sup> “Ready for Reinvention, Ready for Redevelopment.” City of Margate CRA.

<http://www.margatecra.org/PDF/FINALBrochure.pdf>

<sup>16</sup> Ibid.

<sup>17</sup> Updated Master Plan, <http://www.margatecra.org/charette-plan.html>

<sup>18</sup> Margate Community Redevelopment Agency, <http://www.margatecra.org/margate-city-center.html>

<sup>19</sup> “Ready for Reinvention, Ready for Redevelopment.” City of Margate CRA.

<http://www.margatecra.org/PDF/FINALBrochure.pdf>

<sup>20</sup> Ibid.

<sup>21</sup> “Ready for Reinvention, Ready for Redevelopment.” City of Margate CRA.

<http://www.margatecra.org/PDF/FINALBrochure.pdf>

<sup>22</sup> Ibid.