A Master Plan for Margate’s City Center

Developed by:
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South Florida Regional Planning Council
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THE CITIZENS OF MARGATE, FLORIDA

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PREFACE

In October 2003 the South Florida Regional Planning Council (SFRPC) and the Treasure Coast Regional Planning Council (TCRPC) developed a Master Plan for the town center of Margate, Florida as part of the county-wide State Road 7 initiative. This plan identified redevelopment opportunities along the corridor in Margate and provided a vision for how the center of town, Margate Boulevard and SR 7, could be revitalized as a recognizable and viable town center. Since that time the city and the Margate Community Redevelopment Agency (CRA) have acquired all of the essential properties for the implementation of the town center plan.

During the fall of 2007, the city and the CRA requested that SFRPC and TCRPC revisit the previous town center plan. This effort was to include a market overview analysis that would align the town center plan with verifiable market conditions as well as refine the city’s redevelopment aspirations for the parcels. Public information workshops were held during 2007 to solicit further public and official input into the desired design components and direction of town center.

This draft report includes a revised town center master plan and proposed development program, a retail merchandising strategy prepared by Gibbs Planning Group, and the executive summary of the Economic Research Associates market overview analysis. Support graphics illustrate suggested building scale, urban design elements, and general character of the town center. The report also includes building designs for the Local Business Incubator concept for portions of the town center area meant to attract local small-business entrepreneurs as ownership-investors in the redevelopment of the town center.

It is important to note that the master plan and illustrations documented in this report are driven by the principles of good urban design as outlined in the original 2003 charrette report for SR 7 in Margate. Various architectural styles are appropriate for the town center however, the general character provided in the illustrations (building massing, positioning, scale) should be maintained.
TOWN CENTER ~ EAST

1: Water Retention
2: 200 d.u. / 400 space str. pkg.
3: 10k office; 16 d/u
4: 8k office; 13 d/u
5: 14 townhouses
6: 6k rest.; 6k office; 5 d/u
7: 6k rest.; 6k office
8: 7.5k rest.; 7.5k office
9: Water Retention
10: 4k rest.
11: 40’ Carousel
12: 4k retail
13: 5k retail; 5k rest.; 8 d/u
14: 19 townhouses

233 Surface Parking Spaces
400 Structured Spaces
1: 36 d/u  
2: 13 townhouses  
3: 9 townhouses  
4: 16.5k retail; 25 d/u  
5: Water Retention  
6: 20k Incubator  
7: New “Backwards” Gas Station  
60 Surface Parking Spaces

The townhouses at Abacoa, shown above, are a good example of how these units should face a neighborhood green.
This town center in King Farm, Md. front an urban square on a major thoroughfare in a very similar manner as proposed for Margate town center.
TOTAL TOWN CENTER PROGRAM

RESIDENTIAL: 468 D/U (INCLUDING 25 OUT BUILDING UNITS)
RETAIL: 25,500 SQUARE FEET
RESTAURANT: 28,500 SQUARE FEET
OFFICE: 57,500 SQUARE FEET
LOCAL INCUBATOR: 20,000 SQUARE FEET
PUBLIC MARKET: 9,500 SQUARE FEET
TOTAL: 141,000 S.F. (NON-RESIDENTIAL)

SURFACE SPACES: 313 ~ STRUCTURED SPACES: 750 ~ TOTAL: 1,063 SPACES
Above: Looking south from State Road 7 at the signature building announcing arrival to Margate’s Town Center. The building houses residential units and anchors the mixed-use Town Center, providing residents within walking distance of shops, restaurants and entertainment.
Above: Looking east from Margate Boulevard, at the proposed Town Center. The Town Center features an urban water body lined by shops and restaurants. The water feature extends along SR 7. Fountain elements added to the frontage of SR 7 will contribute to announce this prominent location along the corridor.
Above: Looking south along SR7 at the proposed waterfront Town Center. The inclusion of this significant water element creates a “break” in the monotonous development pattern along the corridor.
THE INTERNATIONAL VILLAGE: INCUBATOR BUILDINGS - 20’ WIDE UNIT

Ground Floor Plan

Lot: 20’ x 75’

Retail Space: 1040 SF

Front Elevation

Building Section

Unit: 800 SF

Retail Space: 860 SF

Rear Elevation
This street elevation is an assemblage of the 20' and 40' wide incubator businesses proposed along SR 7. This area would be plat- ted, in 20' increments, to allow for local small businesses to buy a piece of the town center, and establish themselves in their own buildings. The city could screen interested local businesses for their stability and appropriateness prior to selling the parcels. It is recommended that pre-approved building designs and elevations (suitable for construction) would be included with the purchase of the property. This would ensure cohesiveness but also serve as an incentive to participation as the small businesses owner would be relieved of architectural, engineering, and permitting fees.