



TOWN OF PALM BEACH

Office of the Town Clerk

MINUTES OF THE TOWN COUNCIL WORKSHOP MEETING HELD ON FRIDAY, JANUARY 15, 2016

1 **I. CALL TO ORDER AND ROLL CALL**

2
3 The Town Council workshop meeting was called to order on Friday, January 15, 2016, at
4 10:08 a.m., in the Town Council Chambers. On roll call, all of the elected officials were
5 found to be present, with the exception of Council Member Wildrick.

6
7 **II. PLEDGE OF ALLEGIANCE**

8
9 Council President Pucillo led the Pledge of Allegiance.

10
11 Council President Pucillo then acknowledged the Planning and Zoning Commission,
12 Architectural Commission, and Landmarks Preservation Commission Members present
13 and encouraged them to participate in the discussions. He announced that the Town
14 Council has a meeting with the Palm Beach Civic Association at noon and that the
15 workshop meeting will need to be wrapped up before then; however, the room will
16 remain available afterwards should anyone wish to ask further questions of Mr. Gibbs.

17
18 **III. APPROVAL OF AGENDA**

19
20 Motion was made by Council Member Moore, and seconded by Council President
21 Pro Tem Kleid, to approve the Agenda. On roll call, the motion carried 4-0, with
22 Council Member Wildrick absent.

23
24 Council Member Townsend stressed the importance of Town rules and expectations and
25 consistently applying them. She expressed her concerns regarding granting variances that
26 would not withstand a legal challenge.

27
28 **IV. COMMUNICATIONS FROM CITIZENS – *None***

29
30 **V. PRESENTATION ON NEW TRENDS IN RETAIL PLANNING, DESIGN,**
31 **MANAGEMENT AND OPERATIONS WITH EMPHASIS ON HOW SUCH**
32 **TRENDS MAY AFFECT URBAN RETAIL IN TOWN OF PALM BEACH**
33 **COMMERCIAL DISTRICTS.**

34 *Robert S. Gibbs, ACIP, ASLA, President, Gibbs Planning Group*

1 A. Introduction of Mr. Gibbs

2
3 Town Manager Bradford spoke regarding the intent of the workshop meeting and
4 introduced Mr. Gibbs.

5
6 B. Presentation by Mr. Gibbs

7
8 Mr. Gibbs provided a presentation on the principles and trends for urban retail
9 planning, design, management, and operations.

10
11 C. Mayor and Town Council Comments and Questions

12
13 Discussion ensued regarding metered versus kiosk and paid versus free parking
14 on Worth Avenue.

15
16 Mr. Gibbs commented that the general rule of thumb is that you park one block
17 away from the store you are going to; however, that may not be the case in Palm
18 Beach because it's a destination. He added that parking meters would not look
19 nice along Worth Avenue, suggested that people read, *High Cost of Free Parking*
20 by Donald Schloop, and recommended paid parking on Worth Avenue.

21
22 D. Commission (ARCOM, Planning & Zoning, Landmarks Preservation)
23 Comments and Questions

24
25 Susan Watts, Planning and Zoning Commission Member, inquired as to how
26 employers can incentivize their employees to use paid parking and spoke
27 regarding giving residents discounted parking.

28
29 Carol Mack, Planning and Zoning Commission Member, spoke regarding the
30 issues for businesses along Royal Poinciana Way and potential rezoning of the
31 area, and asked what other communities have done.

32
33 Mr. Gibbs commented that there was plenty of anchored parking in that area and
34 that it has good elements for a shopping district once the construction is
35 completed. He added that community desires must be respected.

36
37 Michael Small, Architectural Commission Member, thanked the Mayor and Town
38 Council for having this discussion.

39
40 E. Public Comments and Questions

41
42 Sue Ellen Clarfeld, owner of Truffies, spoke regarding the issues stores along
43 South County Road are facing and how the Town does not fit the norm or the
44 trends presented by Mr. Gibbs.

45
46 Unidentified Speaker, spoke regarding how much the Town can invest in retail.

1 Mr. Gibbs commented that it is possible to maintain retail in a small season.

2
3 Leslie Evans, 135 Seminole Ave., spoke regarding parking difficulties, high rents,
4 and high taxes.

5
6 Mr. Gibbs stated that he could not comment on parking for the Town, spoke
7 regarding how the City of Birmingham handles parking, and stated that parking
8 issues have to be resolved due to their effect on shoppers. He added that he could
9 not comment on taxes.

10
11 John Corey, Palm Beach Walks, spoke regarding the speed of traffic making it
12 difficult for pedestrians to travel westward or eastward in the South County
13 Road/Town Hall Square District. He suggested lowering the speed limit and
14 having the shops plant some trees.

15
16 Council President Pucillo noted that South County Road is controlled by the
17 State.

18
19 Laurel Baker, Palm Beach Chamber of Commerce Executive Director, asked how
20 the business community and the Town can collectively work to bring new
21 businesses here so people can shop locally.

22
23 Mr. Gibbs commented that a proven methodology to determine market potential
24 and recruit appropriate businesses would be needed.

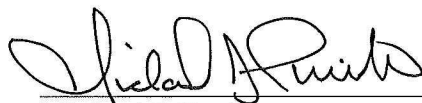
25
26 Discussion ensued regarding parking around Town Hall Square, using parking
27 meters versus the Parkmobile System, and paid parking.

28
29 **VI. ANY OTHER MATTERS – *None***

1 **VII. ADJOURNMENT**

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3 There being no further business, the January 15, 2016, Town Council workshop meeting
4 was adjourned at 11:42 a.m.
5

6
7 APPROVED:

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9

10 Michael J. Pucillo
11 Town Council President
12

13 ATTEST:

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15 
16

17 Susan A. Owens, MPA, MMC
18 Town Clerk
19

20 2/9/16
21

Date