



MINUTES
WORTH AVENUE IMPROVEMENT PROJECT REVIEW COMMITTEE
IN THE TOWN COUNCIL CHAMBERS
2ND FLOOR, TOWN HALL
360 SOUTH COUNTY ROAD, PALM BEACH, FLORIDA

FRIDAY, MARCH 11, 2011, 1:30 p.m.

Please be advised that in keeping with a recent directive from the Town Council, the minutes of all Town Boards and Commissions will be “abbreviated” in style. Persons interested in listening to the meeting, after the fact, may access the audio of that item via the Town’s website at www.townofpalmbeach.com or may obtain an audio recording (CD) of the meeting by contacting Cynthia Delp, Secretary to the Worth Avenue Improvement Project Review Committee at (561) 227-6408. As a point of reference, you will find the recording times listed on these minutes at the beginning of each item.

I. CALL TO ORDER AND ROLL CALL(1:29:46 p.m.)

Chairman Strawbridge called the meeting to order at 1:30 p.m. and Mrs. Delp called the membership roll.

William J. Strawbridge, Jr., Chairman	PRESENT
William P. Feldkamp, Vice Chairman	PRESENT
Edward Austin Cooney, Committee Member	PRESENT
Murray Goodman, Committee Member	PRESENT
Eugene Pandula, Committee Member	PRESENT
Stefan Richter, Committee Member	PRESENT
Wallace Rogers, Committee Member	PRESENT
Jeffery W. Smith, Committee Member	PRESENT
Ann L. Vanneck, Committee Member	PRESENT

Staff members present were Thomas G. Bradford, Deputy Town Manager, John S. Page, Director of Planning, Zoning & Building, Paul Brazil, Public Works Director, Eric Brown, Assistant Director of Public Works, and Cynthia M. Delp, Secretary to the Worth Avenue Improvement Project Review Committee.

II. COMMUNICATION FROM CITIZENS (3-minute limit, please)(1:30:09 p.m.)

None

III. APPROVAL OF THE MINUTES FROM THE FEBRUARY 10, 2011 MEETING:(1:30:25 p.m.)

MOTION BY MR. FELDKAMP FOR APPROVAL OF THE MINUTES.

MOTION SECONDED BY MRS. VANNECK.

MOTION CARRIED UNANIMOUSLY.

IV. [APPROVAL OF THE AGENDA](#)**(1:30:37 p.m.)**

**MOTION BY MR. FELDKAMP FOR APPROVAL OF THE AGENDA.
MOTION SECONDED BY MR. PANDULA.
MOTION CARRIED UNANIMOUSLY.**

V. [REVIEW OF PROPOSED DESIGN ELEMENT ADDITIONS OR MODIFICATIONS \[Mark Marsh, AIA, Bridges, Marsh & Associates\]](#)**(1:30:49 p.m.)**

A. [Review of proposed changes](#)

Architect Mark Marsh discussed the items of major discussion at the last meeting:

Clock tower: After investigation, the suggested lack of clock tower visibility was not substantiated, but palm fronds which might obstruct the view of the clock tower will be addressed as needed. It had been suggested at the last meeting that embellishment of the tower be studied. Mr. Marsh showed a photo imposing a copper dome instead of a natural dome. After discussion, the committee consensus was that no embellishment was necessary and that the clock tower be left as is.

**MOTION BY MR. FELDKAMP THAT THE CLOCKTOWER DOME SHALL REMAIN AS IS.
MOTION SECONDED BY MR. ROGERS.
MOTION CARRIED UNANIMOUSLY.**

**MOTION BY MR. FELDKAMP THAT THE TOWN SHALL CUT PALM FRONDS AS NECESSARY, BUT NO REMOVAL OF PALM TREES IS REQUIRED TO MAINTAIN VISIBILITY.
MOTION SECONDED BY MRS. VANNECK.**

During discussion, Mr. Goodman expressed his opinion that the clock tower needs enhanced identification for those driving by on South Ocean Boulevard, and that perhaps, lower palms might replace the existing palms to facilitate the prominence of the clock tower. Mr. Marsh added that he has been informed by DEP that if the Coconut Palms are removed, they will not be permitted to be replaced.

MOTION CARRIED 8-1, WITH MR. GOODMAN OPPOSED.

Lighting the clock tower and Worth Avenue piers: On the east side of the tower, two in-ground, flush-mounted, adjustable fixtures are proposed. The same type of lighting is planned to illuminate the east side of the Worth Avenue piers, together with the suggested removal of the very small area of Green Island Ficus on the east side of the piers. Mr. Marsh noted that the gas flames of the gas lights topping the piers cannot be increased, as had been requested last month. In addition, it had been previously suggested that Mr. Marsh study unifying the amber light of the arch with the fluorescent light of the clock face. He reported that the amber light cannot be changed due to turtle restrictions. The clock requires fluorescent light, but there are films that can be placed on the clock face to unify the light color. Mr. Marsh will consult further with the clock manufacturer relative to this issue.

Relative to planting at the clock tower, Jorge Sanchez of Sanchez and Maddux, Landscape Architects, stated that the planting is limited to native material. Green Island Ficus, though not native, was permitted to be planted by DEP and will do well there. There was some discussion about perhaps using other plants in this area, but Mr. Sanchez recommended that the Green Island Ficus be permitted to grow in this

location. Adding Sea Oats to the Green Island Ficus was suggested as an option, recognizing that they could be removed if they began to do poorly.

Some members were not in support of removing the Green Island Ficus at the east side of the Worth Avenue piers. Mr. Marsh responded that he will do a mock up both ways.

Leta Foster, 64 Via Mizner, stated that Worth Avenue looks beautiful; that these things should have been decided a year ago; that the Worth Avenue property owners are not interested in another bill; and, she questioned who would pay for various additional mock ups. This spurred a discussion relative to the source of funding for these remaining issues, which was explained by Mr. Bradford. Ms. Foster proposed that any excess funding be returned to the property owners, and she was very concerned about how much this work will cost.

MOTION BY MR. FELDKAMP RECOMMENDING THE LIGHTING AS PROPOSED ON THE CLOCKTOWER AND THE WORTH AVENUE PIERS; AND, THE ISSUE OF WHETHER TO RETAIN THE GREEN ISLAND FICUS AT THE PIERS MAY BE LEFT TO THE DISCRETION OF THE ARCHITECT.

MOTION SECONDED BY MR. GOODMAN.

MOTION CARRIED UNANIMOUSLY.

Regarding the 100 Block: It was suggested that another bench be added to the east side of the promenade entry to the Esplanade. After study, Mr. March indicated that a bench would be added, but in general, they intend to study placing other additional benches because they have been so successful. There was no motion of approval for the bench(es), but no disapproval was voiced by any member either.

Regarding enhancements to Neiman Marcus building and 150 Worth Avenue building facades: While the property owners might add contrast elements within the blind arches or do additional plantings, those improvements are not within the scope of this project. However, bougainvillea will be trained on guide wires, as part of this Town project, to grow around the arches. No motion was made relative to this issue; no disapproval was voiced.

Regarding exposed concrete at the base of the living wall: Mr. Marsh reported that Podocarpus will be planted there and will provide complete coverage. Mrs. Vanneck commented that, in general, the plants on Worth Avenue need more attention (water, fertilizer) to facilitate better growth.

Jane Holzer, 147 Dunbar Road, called attention to the abundance of gum which is already adhered to the tabby stone surfaces, particularly in the 300 block. Mr. Marsh was aware of the problem and advised that measures to abate it are being investigated.

Regarding Triangle Park: It had been suggested that it be softened with additional landscaping. Mr. Marsh had met with the Garden Club. The Garden Club studied the area and ultimately recommended that no additional planting be done. Mr. Sanchez stated that Triangle Park was meant to be a space where people can gather and circulate easily and it is felt that more green would discourage or impede that. After discussion, the results of a straw poll indicated that seven (7) of the nine (9) members want more green in Triangle Park.

Sherry Frankel, President of the Worth Avenue Association and shop owner in the Gucci Courtyard, stated, from a merchant's standpoint, that this area is meant for pedestrian travel only, and more grass there will attract more dogs and more mess. She recommended hibiscus instead of grass. Jane Holzer, 147 Dunbar Road, agreed with Ms. Frankel and added that the property owners are paying for this and

they want to know what they are paying for; this is a traffic area; and, there are other places that might need improvement before this particular area. Mr. Strawbridge asked to leave the financial issues to the Town Council, and to focus on the architecture. Ms. Frankel added that the merchants had hoped to use this area for events, and if it is grassed, it will not function in that way.

After more discussion, it was decided that there would be no decision relative to additional greening of Triangle Park at this time. Mr. Marsh will look at this from an economic standpoint, taking into consideration the committee's request for more green and the merchant's expresses views, and will report back to the committee.

Regarding Hibiscus Avenue Piazza: Mr. Sanchez indicated that several changes are proposed as a result of comments heard at previous meetings. Some of those changes are: South tip (where Christmas tree is placed) to be planted with Bromeliads; grassed areas under trees and fountains; large pots to be eliminated; add more water lilies to the pool;; bench at the north end - abandon use of yellow tiles in favor of a coquina seat and back with no tiles; bench to become a terminus at the north end, with a half-round cedar pergola, planted with vines, over the bench; fountain bottoms, now yellow and blue tiles, to be replaced with flat white river stones; and, Podocarpus hedge to remain as north terminus.

Committee comments regarding Piazza: Question the type and size of Bromeliads used; additional grass is good improvement; bench changes are fine; question if the north terminus is too strong an element; would like to see different varieties of Bromeliads in different sizes so a step down effect is created and so it looks manicured; had hoped for more green; why remove the fountain tiles...just place the rivers stones on top; the colored tiles on the bench may be fine as is...let's see how it looks with more grass; the pots could be changed to lower pots with lower plants; support for adding papyrus to the water lilies in the pool; and, do not like Bromeliads at all as a plant choice.

Mark Marsh stated, for the record, that he received, yesterday, an alternate fountain suggestion from Mr. Handelsman, and he passed a photo of same to the members.

Jane Holzer gave the following comments: would hate for the pots to be removed; smaller pots would be fine with different plants; we, (some of merchants), do not like the fountains...they are not large enough and not important enough...we would like to come back to the committee with an alternative. Ms. Holzer was advised by the committee to get the merchant group together and have the alternative ready by the next meeting because the number of times this committee will convene is nearing its end.

No motion was made relative to the piazza because of the pending submission of alternative fountain(s) designs, as stated by Ms. Holzer.

Regarding pavers on South side of 300 block of Worth Avenue: Mr. Marsh stated that tabby pavers have been placed on the South side so persons do not have to step in the landscaped area when getting out of their cars.

Regarding Creeping Ficus: It was noted that Creeping Ficus will not be allowed to grow up the palm trees.

Regarding receptacles for cigarettes: Mr. Marsh showed examples of various receptacles for cigarettes which are attached to the trash receptacles. Though there was concern that the cigarette receptacle might not be seen or used, there was a preference for the black cigarette receptacle attached to a black trash receptacle.

Regarding planting at Ferragamo Building and 205 Worth Avenue building: Mr. Marsh reported that they are still negotiating with the owners of the Ferragamo building relative to the committee's desire for plantings or planters in this area. At 205 Worth Avenue, the committee would like to encourage the property owner to allow something to grow up the east façade of the building. Robert Moore testified that the Town has some control over the property owner's maintenance of the first five (5) feet of sidewalk from the building outward, and added that Town Code allows for planter boxes in the first two (2) feet of the five (5) feet.

Regarding the Apollo Parking Lot: The committee had previously discussed a desire for improvements at the Apollo Parking Lot, but Mr. Marsh advised that it is outside the scope of this project.

B. Committee recommendations on proposed changes: As listed above in "A."

VI. DISCUSSION ON FUTURE COMMITTEE MEETINGS SCHEDULE [Thomas G. Bradford, Deputy Town Manager](3:14:48 p.m.)

Mr. Bradford stated that the impetus for the changes which have been discussed is the perceived inadequacy of the fountains, particularly as noted by Mr. Handelsman, one of the largest property owners on the avenue. Mr. Bradford commented that Mr. Handelsman and the other property owners should be given the opportunity to present an alternative fountain design. As such, the committee decided that another meeting was necessary. Mr. Bradford advised that the last meeting of this committee should be no later than mid-April.

At this point, there was a straw poll to determine whether the members approved of the fountains as originally proposed, or whether they would like to consider something else, i.e., another fountain design. Six (6) of the nine (9) members polled would like to see another fountain design.

The committee decided on a next meeting date of Friday, April 8, 2011 at 1:30 p.m.

VII. ANY OTHER MATTERS(3:14:51 p.m.)

VIII. ADJOURNMENT(3:14:55 p.m.)

MOTION BY MR. SMITH TO ADJOURN THE MEETING AT 3:15 P.M.

MOTION SECONDED BY MR. PANDULA.

MOTION CARRIED UNANIMOUSLY.

The next meeting of the Worth Avenue Improvement Project Review Committee will be held on Friday, April 8, 2011 at 1:30 p.m. in the Town Council Chambers, 2nd floor, Town Hall, 360 South County Road, Palm Beach, Florida.

Respectfully submitted,

William J. Strawbridge, Jr., Chairman
Worth Avenue Improvement Project Review Committee

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