



TOWN OF PALM BEACH
Planning, Zoning & Building Department
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PLANNING, ZONING, & BUILDING DEPARTMENT
PZ&B Staff Memorandum: Architectural Commission

FROM: Wayne Bergman, Director, MCP, LEED-AP *WRB*
SUBJECT: ZON-24-017 (ARC-24-007) 222 WORTH AVE (COMBO)
MEETING: MARCH 27, 2024 ARCOM

ARC-24-007 (ZON-24-017) 222 WORTH AVE (COMBO). The applicant, Louis Vuitton America, has filed an application requesting Architectural Commission review and approval for exterior façade alterations, including a new ground floor storefront system, awnings, and new signage. This is a combination project that shall also be reviewed by the Town Council as it pertains to zoning relief/approval.

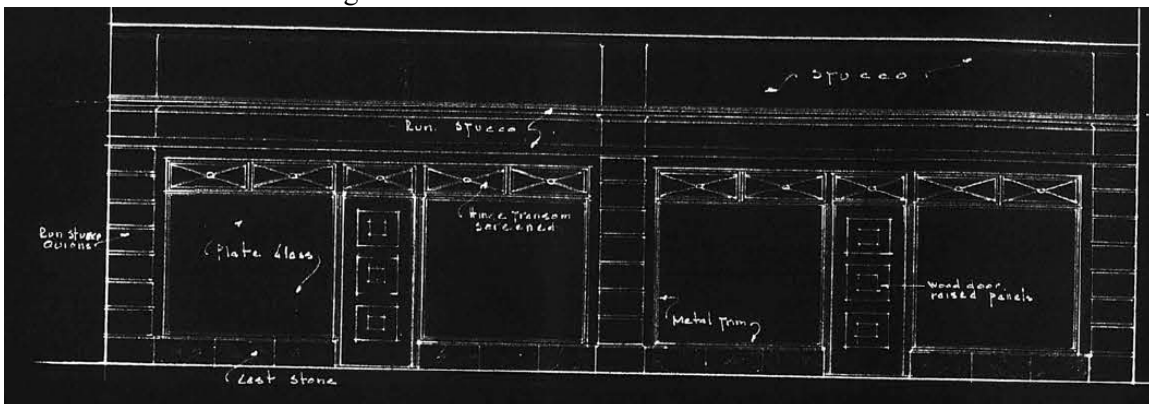
ZON-24-017 (ARC-24-007) 222 WORTH AVE (COMBO)—SPECIAL EXCEPTION. The applicant, Louis Vuitton America, has filed an application requesting Town Council review and approval for a Special Exception for a permitted use greater than 4,000 SF in the C-WA zoning district to occupy an existing two-story commercial building. The Architectural Commission shall perform design review of the application.

Applicant: Louis Vuitton
Professional: Atmosphere Design Group

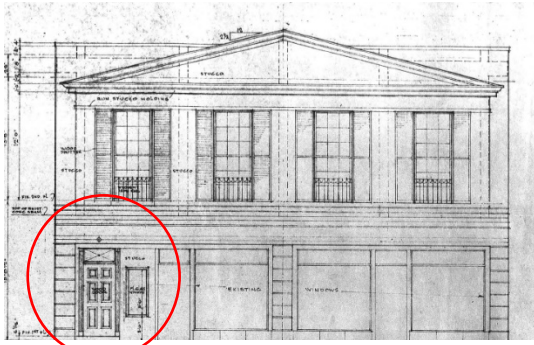
HISTORY:

At the January 10, 2024, Town Council Development Review meeting, the zoning portion of the combo application for the special exception request was approved (5-0).

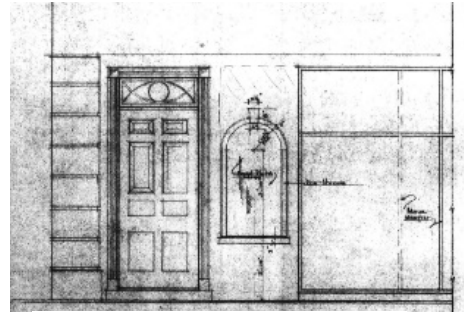
Subsequently, at the January 24, 2024, ARCOM meeting, the Commission reviewed exterior façade alterations. The Preservation Foundation of Palm Beach provided the original façade from the 1940s and the later changes in the 1950s and 1960s to help guide the evaluation of the request vis a vis the Worth Avenue Design Guidelines:



1940s - Original façade



1950s – 2nd Floor addition and façade modification



1960s – Façade modification

The Commissioners discussed the symmetry between the first and second floors of the building, contextualizing the façade design to Worth Avenue, and retaining the existing pedestrian door on the east side of the front façade. In addition, reducing the signage to one sign and utilizing a storefront frame in a different color was discussed. The item was deferred (7-0) to the February 28, 2024, ARCOM meeting.

At the February 28, 2028, ARCOM meeting, the Commissioners discussed incorporating transoms and knee walls on the storefront as depicted in the 1940s original façade and historic photograph that was shared by the Preservation Foundation of Palm Beach. In addition, the Commissioners indicated the existing finials should remain, that the front doors should be recessed, and an ornamental metal gate could be utilized for security purposes. The item was deferred (7-0) to the March 27, 2024, ARCOM meeting.

THE PROJECT:

The applicant has submitted plans, entitled "LV Louis Vuitton", as prepared by **Atmosphere Design Group**, date stamped by the Town, March 12, 2024.

The following is the scope of work for the project:

- Change of occupant in larger retail area with exterior modifications to an existing retail storefront, awnings, and signage.

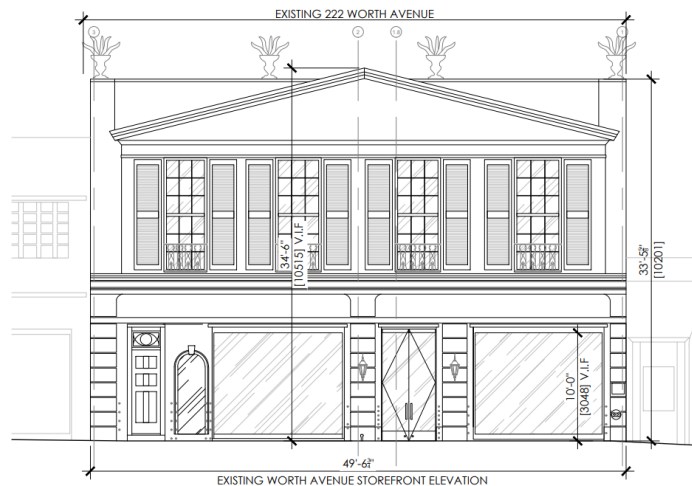
The following Special Exception with Site Plan Review and Variances are required to complete the project:

- **SPECIAL EXCEPTION: Sec. 134-2373 (13) 9):** Special Exception request to allow a new retail store (Louis Vuitton) to open in a space that is in excess of 4,000 SF of GLA in the C-WA Zoning District. SPECIAL EXCEPTION for retail use greater than 4,000k. Sec. 134-1159 (a) The special exception uses require a site plan review as provided in article III of this chapter. ***Approved at the 1-10-2024 Town Council meeting.***

Site Data			
Zoning District	C-WA	Future Land Use	COMMERCIAL
Proposed Use	RETAIL	Proposed SF	Total SF =7,625 SF 4,027 1 st floor + 3,598 2 nd floor

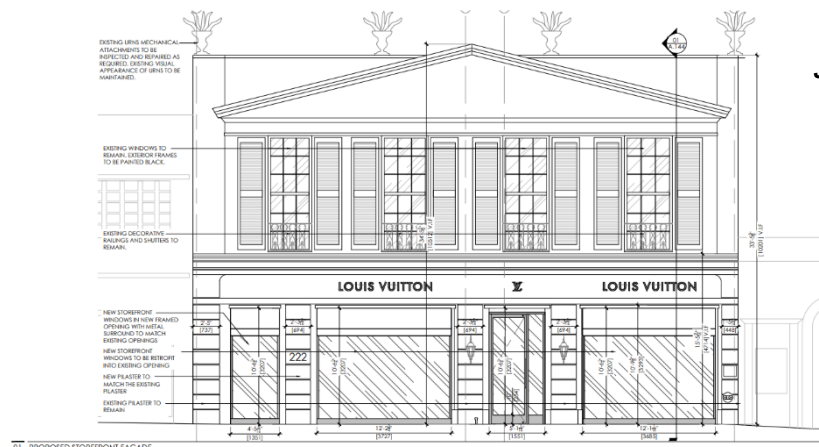
STAFF ANALYSIS

The application is for the exterior renovations of an existing two-story commercial building midblock on the south side of Worth Avenue to accommodate Louis Vuitton. Previously the luxury retailer held a space a retail space in the Esplanade. The two-story building was constructed as a commercial building, and no new square footage is being added, nor change of use is occurring, but Sec. 134-1162 of the Code, requires that the new occupant of the space, the owner or tenant of a property, located within the C-WA district, to receive approval by the Town Council and the space. This application is presented to the Town Council for review and approval for a Special Exception request. The special exception uses in the C-WA Worth Avenue district are as follows (9) Permitted uses cited under permitted uses in section 134-1157 which contain greater than 4,000 square feet GLA gross leasable area. The building contains 7,625 SF of area divided along two levels. Most recently, the existing two-story building contained the women's fashion retailer Escada:



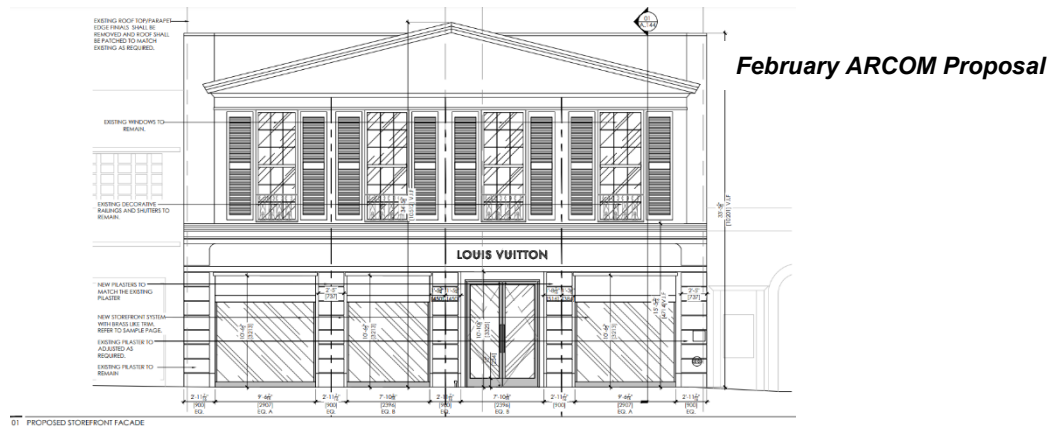
Existing Façade

At the January 2024 meeting, the staff recommended that the applicant work that would replace the two existing glass and frame systems with new glass and frame systems with a black metal finish. A new entry door, a single door with sidelight with black metal and glass was proposed to be installed to replace the existing double door. New black awnings were also proposed, while the existing exterior lighting was programmed to remain. The most architecturally significant portion of the application was the alteration of the ground floor façade—specifically the removal of the arched window and door along the easternmost portion of the elevation to infill with a new glass and frame system to match the geometry of the existing stucco façade including pilasters in the façade with a smaller glass storefront system:

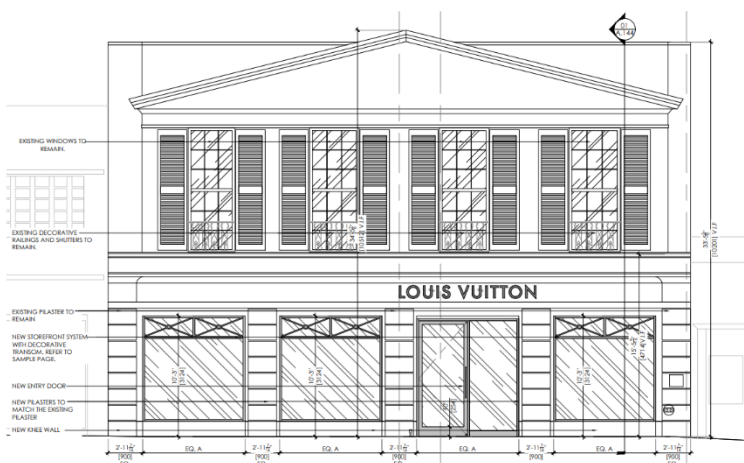


January ARCOM Proposal

At the February 28, 2024, ARCOM meeting, the design modified the location of two existing pilasters to align more closely with the 2nd-floor façade. As a result, the storefront system was organized into three storefront bays with a brass finish. The front door design was also revised to a symmetrical double entry door with a brass finish. The awning color was revised to be white. The signage was been reduced to one sign above the entry doors. Based on the drawing from the 1950s, the decorative finials along the parapet were removed. As previously proposed, the arched window and door along the easternmost portion of the elevation were removed:

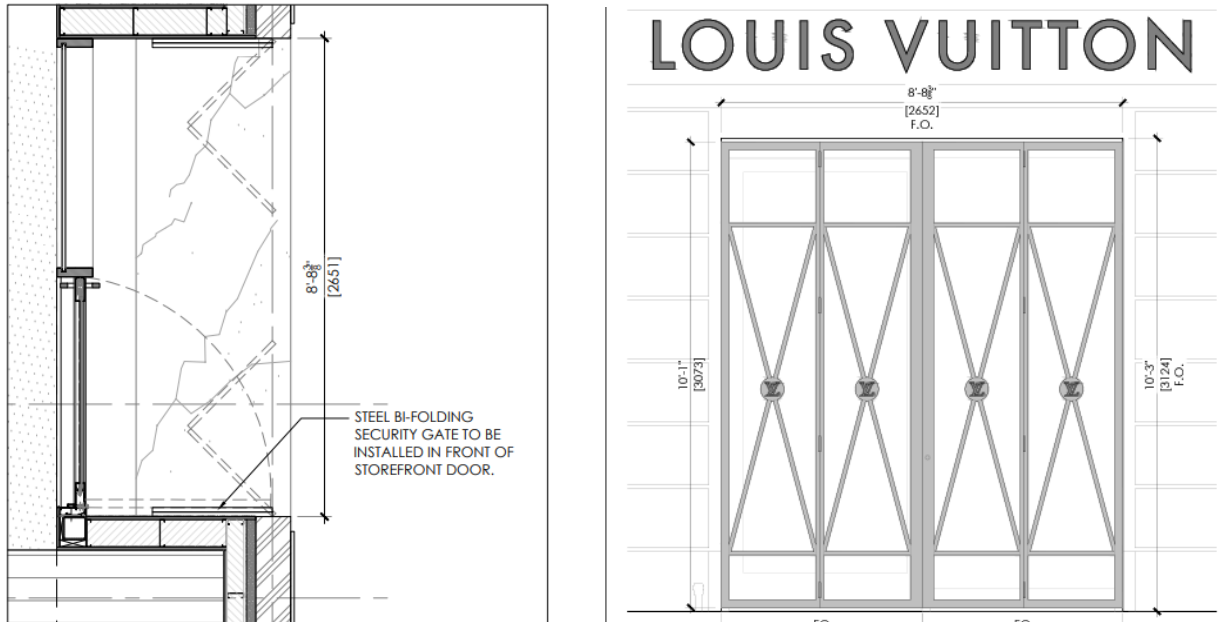


The latest revision modifies the location of the pilasters to create a storefront that is organized into four bays with a brass finish. The entry door has been recessed from the façade and is proposed with a single (equally sized) sidelight. An ornamental security has been proposed that references the divided-light pattern of the transoms and contains Louis Vuitton logos. The three remaining bays feature transoms and knee walls, as depicted in the original façade drawings. The signage is located above the entry door. The existing finials will remain. As previously proposed, the arched window and door along the easternmost portion of the elevation were removed:



March ARCOM Proposal

Finally, the security grill has been redesigned to be a bifold security gate in front of the new entry. Said steel gate will continue the transom line and allow for transparency into the store and provide for security in an aesthetically more pleasing manner than a traditional roll down security metal mesh screen gate.



Staff does have some questions about the color, material, opaqueness, and details of the bi-folding gate, including size and materiality of the proposed logo buttons. Should the Commission find merit in the proposal, such design details could be handled administratively as a review with specific direction by the Commission.

CONCLUSION:

This application is presented to the Architectural Commission to consider whether all the criteria in Sec. 18-205 have been met. Approval of the project will require one (1) motion to be made by the Commission:

- (1) for the overall design of the project in accordance with the criteria, subject to any imposed conditions.

WRB: JGM: FHM: ALF