WORTH AVENUE
PALM BEACH Since 1958

January 10, 2018

Mayor & Town Council Members
360 South County Road
Palm Beach, FL 33480

Dear Mayor & Town Council Members:

The Worth Avenue Association and its Board of Directors are very excited about Lilly Pulitzer's return to Worth Avenue and eager to see the history of the brand, founded in Palm Beach create its main flagship store on Worth Avenue. Bringing the Lilly Pulitzer story home, where it belongs, will create a greater iconic presence on the Avenue and generate more foot traffic as a "must see" destination. Added value will enhance our Historical Walking Tours during the season as a point of origin through the original location of the juice stand through fruition to the new flagship location and the international brand appeal.

We are also excited to preview the stores design lending to more movement in and out of the store and connecting with the Avenue and the Via. This will enable our Worth Avenue guests more interaction with the brand and the surrounding stores. The courtyard in the Via will create a more experiential environment for the guest to linger and generate more foot traffic for all the adjacent stores.

We are in full support of the trajectory of the Lilly Pulitzer project on Worth Avenue and we welcome them as members of the Worth Avenue Association.

Sincerely,

Marley Herring
President, Worth Avenue Association

POST OFFICE BOX P.O. Box 2126, Palm Beach, FL 33480 ADDRESS 256 Worth Avenue, Suite 312, Palm Beach, FL 33480
PHONE 561-659-6909 FAX 561-659-9898 E-MAIL info@worth-avenue.com
www.worth-avenue.com

WORTH AVENUE
PALM BEACH *Since 1938*

January 10, 2018

Palm Beach Landmarks Commission
360 South County Road
Palm Beach, FL 33480

To Whom It May Concern:

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