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June 1, 2022

Town Council
Town of Palm Beach
Post Office Box 2029
Palm Beach, FL 33480

Dear Mayor Moore, Council President Zeidman, and Town Council Members:

In June of last year, Town Council unanimously approved the Phipps Ocean Park masterplan underwritten by the Preservation Foundation of Palm Beach as a gift to the Town. The schematic design phase of the project has recently been completed along with an updated site plan. After receiving your feedback on the updated site plan, we will proceed with design development and submit the required drawings for approval at the Landmarks Preservation Commission and Town Council meetings in October and November, respectively. We are on track to meet our fundraising goal of \$25 million by the end of the 2022-2023 season and anticipate breaking ground in June of 2023. The grand opening of the restored Phipps Ocean Park is projected for early 2024.

Of the features depicted in the site plan, many have been developed further over the past year while others are more recent additions. Proper recognition of donors to the significant features listed below is key to the success of the capital campaign currently underway:

Coastal Conservancy: Restoring natural ecosystems and introducing new features to Phipps Ocean Park, the Coastal Conservancy will make the park more accessible and gracious as a recreational facility while increasing its usefulness as a resource for both environmental and cultural education. An individual naming opportunity at the entrance to the park is associated with the overall project. Sample signage can be seen on page 7 of the presentation.

Gold Coast Gateway: A celebration of arrival, the Gold Coast Gateway welcomes visitors to the Coastal Restoration Center, Dune Playground, and Little Red Schoolhouse through a pathway of water features. An individual naming opportunity is associated with this feature.

Little Red Schoolhouse: Relocated to the heart of the park, the restored Little Red Schoolhouse anchors the east side of the Great Lawn, serving as a resource for cultural education and confluence point for all visitors. The Preservation Foundation holds a 99-year lease with the Town on the schoolhouse and will continue to use it for a living history program with expanded programming that allows greater access outside of school field trips.

Coastal Restoration Center: Amidst a thicket of trees and Coastal Strand vegetation, the nursery/propagation facility teaches children and adults about environmental advocacy through hands-on activities that restore native coastal ecosystems in the park and throughout the island. The Preservation Foundation intends to lease this space from the Town and staff it with two full-time employees that will also participate in overseeing the overall maintenance of the park. An individual naming opportunity is associated with this feature.

Outdoor Classroom: Strategically located in the fringe of the Maritime Hammock and Coastal Strand habitats, the outdoor classroom will be used for educational programs at the Little Red Schoolhouse and Coastal Restoration Center. The space was designed in partnership with the Garden Club of Palm Beach and will include an individual naming opportunity.

Dune Playground: Stepping down from the Dune Crest Path, the Dune Playground offers recreation opportunities for children of all ages. Split into two larger platforms, the playground is divided into an area intended for children in their middle childhood (6-11) and an area for preschoolers for an interpretive experience that relates to the landscape using vegetation and topography as play features. An individual naming opportunity is associated with this feature.

Horizon Plateau: Rising to the dune elevation, the Horizon Plateau provides all around views to the ocean and the different ecosystems present in the park below along with open and sheltered spaces for passive recreation. An individual naming opportunity is associated with this feature along with a large plaque recognizing all major donors to the project. Sample signage can be seen on pages 39 and 40 of the presentation.

Maritime Concessions: Surrounded by a maritime forest near the Horizon Plateau, the concession area offers healthy food and drink for purchase. The structures in this space are meant to be temporary in nature allowing for flexibility in usage. An individual naming opportunity is associated with this feature.

Great Lawn: Open space that embraces the sky, accommodating groups of all sizes for passive recreation. An individual naming opportunity is associated with this feature. Sample signage can be seen on page 28 of the presentation.

Wildflower Garden: Facing directly across the Great Lawn from the Little Red Schoolhouse, this transformative space will demonstrate the importance of wildflowers and grasses and their function within a larger ecosystem. An elevated walkway invites visitors to explore different species and the changing nature of the space during rainy and dry seasons. An individual naming opportunity is associated with this feature.

Rain Gardens: Creating a model for localized flood control, permeable parking areas and rain gardens filter and mitigate stormwater runoff. Two naming opportunities, one for the north parking area and one for the south parking area, are associated with these features.

The improvements to Phipps Ocean Park will be made possible through a partnership between the Preservation Foundation of Palm Beach and the Town of Palm Beach. The Preservation Foundation will raise the funds to meet the \$19 million projected construction budget and establish a \$5 million endowment for the park. We request that the Town provide the funding for annual maintenance with adjustments for inflation as necessary. Per the enclosed Landscape Maintenance Opinion of Cost, annual maintenance of all landscape areas and cleanup of hardscape areas is estimated to cost \$300,000. In advance of construction, we also request that the Town implement an iguana and invasive plant removal plan to be developed in concert with the Preservation Foundation.

We respectfully request Town Council's input on the updated site plan at its June meeting so that we may incorporate feedback prior to submittal for site plan approval. Additionally, we respectfully request approval of the aforementioned recognition plan, annual maintenance budget, and invasive species removal plan. Thank you in advance for your consideration.

Sincerely,

A handwritten signature in dark ink, appearing to read "Amanda". The script is fluid and cursive, with a large initial 'A'.

Amanda H. Skier
President & CEO