



**TOWN OF PALM BEACH**  
Planning, Zoning & Building Department  
360 South County Road  
Palm Beach, FL 33480  
(561) 838-5431 • [www.townofpalmbeach.com](http://www.townofpalmbeach.com)

PLANNING, ZONING, & BUILDING DEPARTMENT  
PZ&B Staff Memorandum: Landmarks Preservation Commission

TO: LPC Chairperson and Members

FROM: Wayne Bergman, MCP, LEED-AP  
Director PZ&B

SUBJECT: COA-23-002 (ZON-23-019) 363 COCOANUT ROW THE VINETA HOTEL (COMBO)

MEETING: APRIL 19, 2023

**COA-23-002 (ZON-23-019) 363 COCOANUT ROW—THE VINETA HOTEL (COMBO).**

The applicant, 363 Cocoanut Row Popco LLC, has filed an application requesting a Certificate of Appropriateness for the review and approval of the interior and exterior renovation of an existing Landmarked four-story hotel structure including alterations to the façades, a reduction of rooms from 57 keys to 41, the reconstruction of historic door and window locations and associated hardscape/landscape and rooftop projections requiring height variances for rooftop allowances. This is a combination project that shall also be reviewed by Town Council as it pertains to zoning relief/approval.

Applicant: 363 Cocoanut Row Popco LLC  
Professional: Keith Spina | Spina O'Rourke + Partners  
Representative: Timothy Hanlon

**HISTORY:**

The current application was initially reviewed by the Landmarks Preservation Commission at the January 18, 2023, meeting. The rehabilitation of the hotel was approved unanimously (7-0), with the conditions that:

1. Applicants submit perspective illustrations as part of a Staff Level Application for review of the rooftop mechanical equipment screening.
2. Applicant shall return to a future LPC Meeting for review of the exterior lighting plan.

Additionally, all variances associated with the project were found to not cause negative architectural impacts to the property (7-0). Since the January LPC meeting, the project has received approval for all requested variances, site plan reviews, and special exceptions from the Town Council. The applicants resubmitted plans on April 6, 2023, for final LPC review and approval of the exterior lighting and the mechanical screen walls per the conditions of approval and are requesting design approval for alterations to the pool lounge fenestration due to modifications made at Town Council.

**THE PROJECT:**

The applicant has submitted plans, entitled "The Vineta Hotel 363 Cocoanut Row: Revised Landmarks 04-06-2023", as prepared by **Spina O'Rourke + Partners**, dated April 7, 2023.

The applicant is requesting review of the following scope of work for the subject property:

- Exterior lighting
- Rooftop mechanical screen walls
- Pool lounge fenestration

| Site Data                       |  |   |                                  |
|---------------------------------|--|---|----------------------------------|
| <b>Zoning District</b>          | R-C  | <b>Lot Size</b>                               | 18,750 SF                        |
| <b>Future Land Use</b>          | MULTIFAMILY<br>MODERATE                      | <b>Total Building Size</b>                    | 32,758 SF                        |
| <b>C-O-R</b>                    | 1.75 NAVD (Intersection)                     | <b>Flood Zone</b>                             | AE 6' NAVD                       |
| <b>Finished Floor Elevation</b> | 3'-10" (3.76' NAVD)<br>Must be flood-proofed | <b>Designated Landmark</b><br>*Nat'l Register | 01/08/91                         |
| <b>Year of Construction:</b>    | 1925   | <b>Architect:</b>                             | Unknown<br>1937 Renovations Volk |
| Surrounding Properties / Zoning |  |   |                                  |
| <b>North</b>                    | Two-story condominium / R-C                  |   |                                  |
| <b>South</b>                    | Two-story townhouse / R-C                    |   |                                  |
| <b>East</b>                     | Two-story townhouse / R-C                    |   |                                  |
| <b>West</b>                     | Three-story condominium / R-C                |   |                                  |

### **STAFF ANALYSIS**

The application is presented to the Commission to consider whether all the criteria in section 54-122 have been met.

The application is seeking final review and approval of the proposed exterior lighting, per the January 2023 conditions of approval. The applications have submitted a fixtures sheet, as well as a photometric plan, nighttime lighting elevations, and renderings for review. Additionally, the visibility and proposed screening of the rooftop mechanical systems is also portrayed in plan and elevation.

Lastly, the applicants are requesting revisions to the pool lounge fenestration configuration. The Nanawall system approved at the January meeting is proposed to change to four sets of divided lite French doors and single casement windows on the east elevation are now proposed to be pairs of casements.

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 aforementioned criteria, subject to any imposed conditions.

WRB:JGM:JRH