




**TOWN OF PALM BEACH**  
Planning, Zoning & Building Department  
360 South County Road  
Palm Beach, FL 33480  
(561) 838-5430 • [www.townofpalmbeach.com](http://www.townofpalmbeach.com)

PLANNING, ZONING, & BUILDING DEPARTMENT  
PZ&B Staff Combination Memorandum: Town Council and Architectural Commission

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

SUBJECT: ZON-23-073 (ARC-23-096) 150 WORTH AVE, STE 137-LUGANO DIAMOND

MEETING: JULY 12, 2023 TC  
JULY 26, 2023 ARCOM

**ZON-23-073 (ARC-23-096) 150 WORTH AVE, STE 137 (COMBO)—SPECIAL EXCEPTION.** The applicant, Lugano Diamonds, has filed an application requesting Town Council review and approval for a Special Exception for a permitted use (retail) over 4,000 SF of leasable area in the C-WA zoning district and a Special Exception request to allow lighted/illuminated signage within the courtyard of the Esplanade. The Architectural Commission will perform design review of the application.

**ARC-23-096 (ZON-23-073) 150 WORTH AVE, STE 137 (COMBO).** The applicant, Lugano Diamonds, has filed an application requesting Architectural Commission review and approval for modifications to the exterior storefront including window glazing, exterior façade changes to materials and finishes, change to the existing door storefronts, and new tenant signage including an illuminated sign. This is a combination project that shall also be reviewed by Town Council as it pertains to zoning relief/approval.

Applicant: Lugano Diamonds  
Professional: MBArchitecture and design LLC  
Representative: Maura Ziska, Esq.

**THE PROJECT:**

The applicant has submitted plans, entitled "Second Submittal for Lugano Diamonds", as prepared by **MBArchitecture and design LLC**, dated May 30, 2022.

The following is the scope of work for the project:

- Change of occupant in larger retail area.
- Exterior modifications to an existing retail bay, including illuminated 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 Lugano Diamonds to open in a space that is in excess of 4,000 SF of GLA in the C-WA Zoning District. *SUPPORTIVE*
- **SPECIAL EXCEPTION: Sec. 134-2373 (13):** Special Exception request to allow lighted or illuminated sign. *NOT SUPPORTIVE*

Site Data			
<b>Zoning District</b>	C-WA	<b>Future Land Use</b>	COMMERCIAL
<b>Existing Use</b>	+/- 4,528 SF Retail	<b>Proposed Use</b>	+/- 4,528 Retail

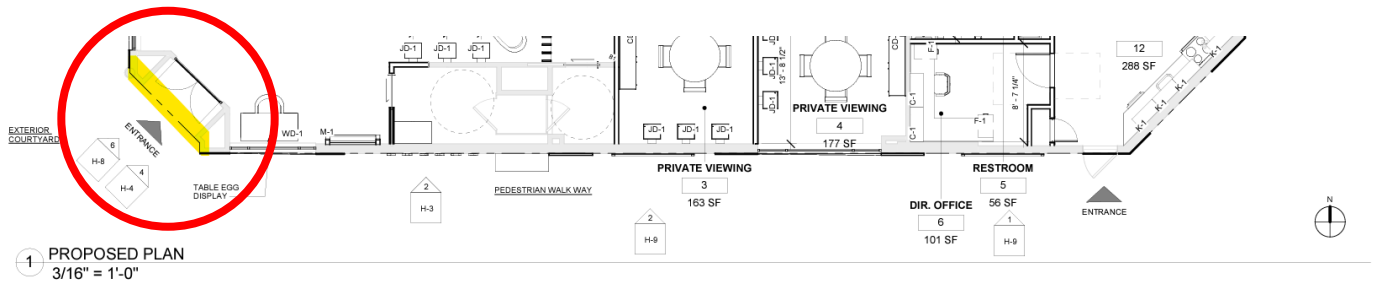
### **STAFF ANALYSIS**

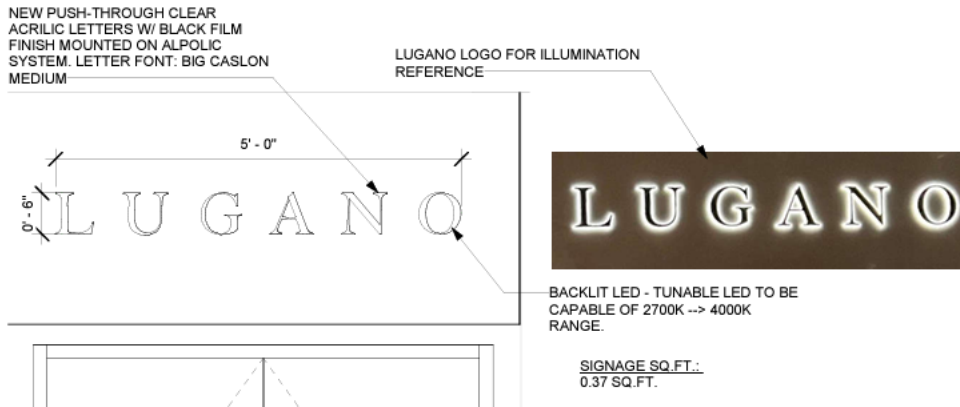
A preliminary review of the project indicates that the application, as proposed, appears to be consistent with the Town zoning code.

The application is for the exterior renovations of an existing retail space in the Esplanade facing Worth Avenue. The scope of architectural work include converting the existing retail space left behind from the former occupant into the luxury jewelry retailer Lugano Diamonds and the use of the space will remain as retail. The interior of the space will be fully renovated to the Lugano Diamonds concept. Some exterior finishes include alterations of existing accent walls to be replaced, storefront mullion location will be relocated, and the existing signage band will be painted to match the existing façade White finish. All door locations will remain the same except for the Worth Avenue single door which is proposed as a new double door in line with adjacent tenant entry doors. New signage is proposed consistent with the size regulations of the Code.

This application is presented to Town Council for review and approval for two (2) Special Exception requests. The first is for the purpose of obtaining a new business tax receipt for the interior buildout for a new luxury jeweler. The existing retail shell at Suite 137 at 150 Worth Avenue, the Esplanade, is 4,528 SF, in a space formerly occupied by the high end clothing and accessory goods, Gucci. The retail space was designed as such, and no new square footage is being constructed, 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. The applicant has been advised that the tenant will be responsible for providing evidence of Town serving nature of business for BTR licenses renewal. Staff is fully supportive of this half of the application.

The second request is to allow lighted or illuminated signage. The applicant is proposing one, illuminated signage partially within the courtyard space of the Esplanade. This type of lightbox signage along Worth Avenue is out of character of the existing retail fabric of Worth Avenue. In fact, the Worth Avenue Design Guidelines when discussing signage and lighting states: "Illuminating buildings and signs with remote light sources which are visually intrusive are considered inappropriate." The applicant is proposing one sign, with letters measuring 6" in height spaced at 5'-0" in length that would be backlit LED lighted.





While staff acknowledges that the proposed lit sign has been removed from the Worth Avenue façade as originally presented to staff and is now only with Esplanade courtyard, staff is not supportive of this portion of the application as the approval would be an anomaly within the outdoor retail shoppes of the Esplanade and may set a precedent for similar applications in the future.

### **Conclusion**

This application is presented to the Town Council for review of two separate Special Exception requests. Approval of the project will require two separate motion to be made by the Town Council: (1) that the Special Exception No. and Site Plan Review for the retail space that is in excess of 4,000 SF of GLA **meet or does not meet the** criteria set for forth in sections 134-229 and 134-329 respectively, and (2) that the Special Exception No. and Site Plan Review for the illuminated signage **meet or does not meet the** criteria set for forth in sections 134-229 and 134-329 respectively.

This application is presented to the Architectural Commission to consider whether all of the criteria in Sec. 18-205 have been met. Approval of the project will require one motions 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