



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

**PLANNING, ZONING, & BUILDING DEPARTMENT**

**PZ&B Staff Combination Memorandum: Landmarks Preservation Commission and Town Council**

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

**SUBJECT:** HSB-24-0009 (ZON-25-0004) 335 COCOANUT ROW (COMBO)

**MEETING:** MARCH 19, 2025, LPC  
APRIL 9, 2025, TC

**HSB-24-0009 (ZON-25-0004) 335 COCOANUT ROW (COMBO).** The applicant, 335 Cocoanut Row Trust, has filed an application requesting the review and approval of window and door replacement, roof replacement, and landscaping and hardscape modifications including a new pool which requires a variance to allow landscape open space to increase from existing but still not meet the minimum requirement for the property containing two (2) Historically Significant Buildings.

**ZON-25-0004 (HSB-24-0009) 335 COCOANUT ROW (COMBO) - VARIANCE.** The applicant, 335 Cocoanut Row Trust, has filed an application requesting Town Council review and approval for one (1) variance to allow landscape open space to increase from existing but still not meet the minimum requirement for the property containing two (2) Historically Significant Buildings. The overall scope of work includes window and door replacement, roof replacement, and landscaping and hardscape modifications with a new pool. The Landmarks Preservation Commission shall perform design review of the application.

**Applicant:** 335 Cocoanut Row Trust  
**Professional:** Michael Perry | MP Design & Architecture

**HISTORY:**

The Town's Historic Conservation Districts and the Historically Significant Building (HSB) program were adopted through Ordinance No. 02-2020 in August 2020. The HSB designation of 335 Cocoanut Row was completed in March 2024. The Mediterranean Revival apartments, later converted to a single-family dwelling, were constructed in 1925. The Masonry Vernacular guest house was constructed in 1949. The property is located within the Royal Park Conservation District. As indicated in the designation form: "335 Cocoanut Row reflects the broad cultural, economic, and social history of the Town of Palm Beach. The building was constructed in 1925 as a two-unit apartment originally named *The Saint Rachel* in the Royal Park subdivision, one of Palm Beach's earliest subdivisions...In 1949, the garage was demolished, and a guest house was designed by architect Seymore B. Ralston and constructed by builder J.R. Warbruman in a masonry vernacular style unlike the Mediterranean Revival style main building."

**THE PROJECT:**

The applicant has submitted plans, entitled "Renovations to the: 335 Cocoanut Row Palm Beach Fl. 33480", as prepared by **MP Design & Architecture**, received by the Town on March 3, 2025.

The following is the scope of work for the Project as part of this hearing:

- Window and door replacement.
- Roof replacement.
- Landscaping and hardscape modifications including a new pool.

The following variance is required to achieve the scope of work:

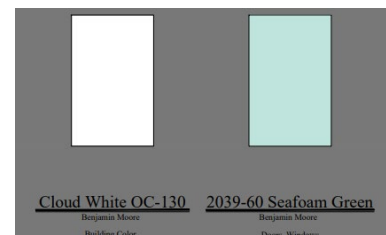
- **VARIANCE #1:** A variance to allow landscape open space to increase to 32.88% from the existing 27.77% but still does not meet the 45% minimum requirement.

Site Data			
<b>Zoning District</b>	R-C	<b>Future Land Use</b>	MULTI-FAMILY-MODERATE DENSITY
<b>Designation</b>	2024	<b>Architect/Builder:</b>	Ralston (Guest House)
<b>Lot Area</b>	6,000 SF	<b>Year of Construction</b>	1925; 1949
<b>Flood Zone</b>	AE 7	<b>Required Finished Floor</b>	8' NAVD
Project			
	Required/Allowed	Existing	Proposed
<b>Lot Coverage</b>	30.0% (1,800 SF)	42.0% (2,520 SF)	42.0% (2,520 SF)
<b>Landscape Open Space</b>	45.0% (2,700 SF)	27.77% (1,664 SF)	32.88% (1,973 SF)
<b>Front Yard Landscape Open Space</b>	40.0% (400 SF)	33.3% (333 SF)	40.1% (402 SF)
<b>Perimeter Landscape Open Space</b>	50.0% (1,350 SF)	54.14% (1,462 SF)	65.7% (1,774 SF)
Surrounding Properties / Zoning			
<b>North</b>	354 & 346 Brazilian Ave / R-C		
<b>South</b>	339 Brazilian Ave / R-C		
<b>West</b>	330 Cocoanut Row / R-C		
<b>East</b>	340 Brazilian Ave / R-C		

**STAFF ANALYSIS**

The application is seeking approval for window and door replacement and roof replacement for both structures, as well as landscape and hardscape modifications including a new pool.

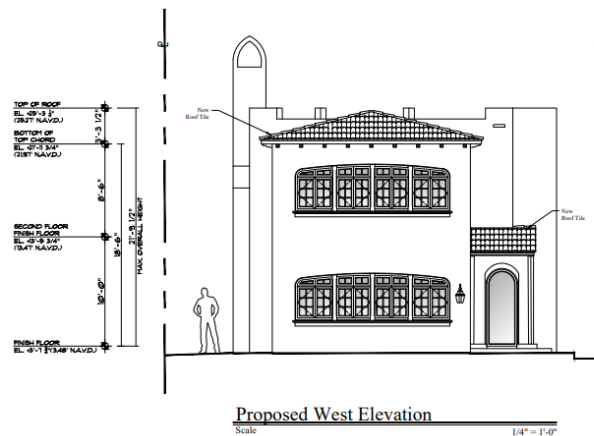
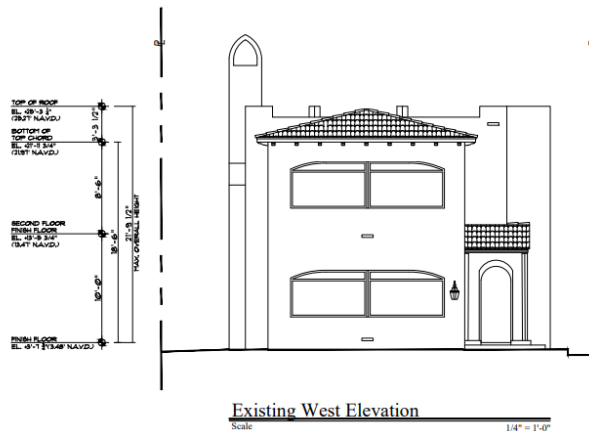
The exterior of both buildings is proposed to be painted Benjamin Moore Cloud White, and the window and door frames will be painted Benjamin Moore Seafoam Green. The new doors will be wood-framed. The windows are proposed to be wood framed, clad in aluminum.



**Based on the reasons enumerated below, staff recommends a deferral to re-study aspects of the project that conflict with The Secretary of Interior's Standards for Rehabilitation.**

**Main Structure (Mediterranean Revival 1925)**

On the west (front) elevation, the existing barrel tiles will be replaced with new handmade barrel tiles. The screened in openings of the first-floor patio and second-floor terrace are proposed to be enclosed with four (4) pairs of casements windows and transoms with divided-light patterns. Additionally, the west entrance is proposed to be removed and fixed glass installed to enclose the existing entrance to the vestibule.



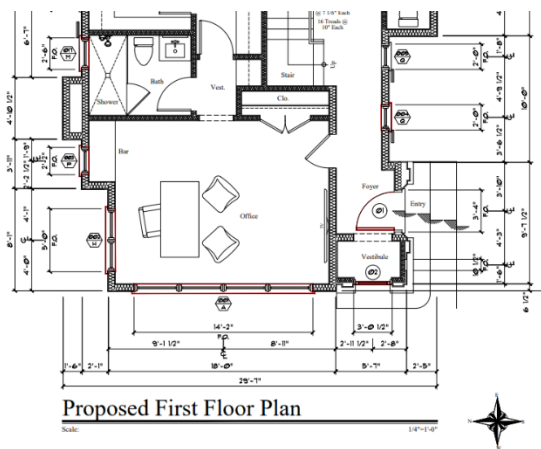
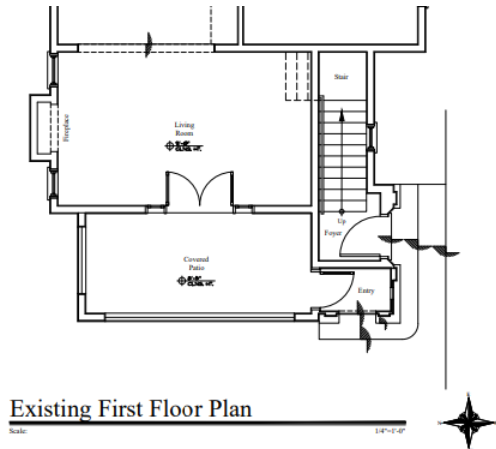
The screened in spaces and the entrance to the structure are character-defining features. The proposed changes remove and substantially alter these features. Less visual impactful interventions should be considered which still allow adaptive re-use of the property. **According to The Secretary of the Interior's Standards for Rehabilitation, "2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided."**

The best approach would be to retain and preserve the screened openings. However, given the applicant's desire to enclose these openings, staff recommends replicating the existing screen configuration with solid glazing. Directly south of the subject property, there is a sister apartment building (339 Cocoanut Row) originally named The Saint Rosaline which offers insight on how to

enclose these openings. The arched openings were enclosed with full-view glazing which retains the open feel of the space. The same approach can be adapted to the subject property, while ensuring that the window frames are minimally visible. The same treatment is recommended for the east and west screened openings of the patio and porch.



The two (2) main entrances to the structure, on the south and west elevations, are important to the history of the building as a two-unit apartment and should be retained.



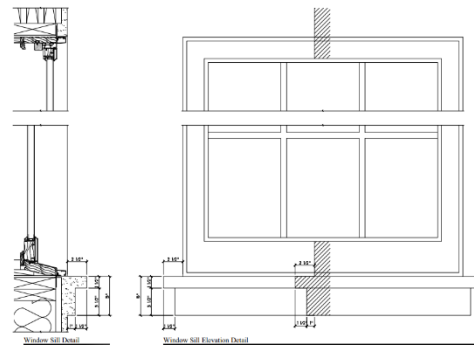
On the north and south elevations, the non-original windows will be replaced with 4/4 and 6/6 sash windows. Due to the varying window heights, the applicant could consider installing only vertically divided-light patterns to the top sashes of the windows. The plans show that several window and door opening locations will be altered. From a historic preservation perspective, original openings should be retained. Furthermore, the changes in opening sizes and locations disrupts the rhythm of solids to voids between the first and second floors.





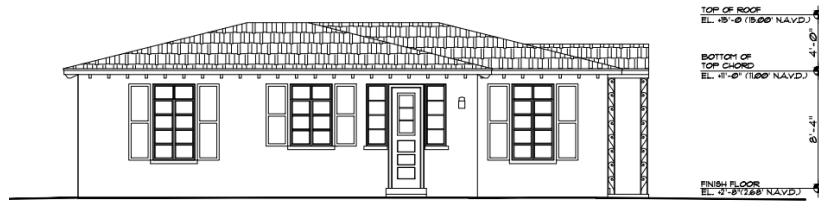
The plans depict new sill details and wood shutters. Similar buildings from this time period, often did not have sill details. When present, these details had a much simpler design and profile than what is proposed.

The existing awnings on the front façade will be retained, and a new black and white striped awning will be added to the rear façade. A new pair of French doors is proposed on the rear façade with a horizontal divided-light pattern.



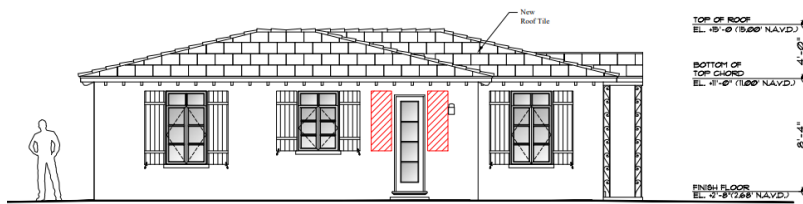
#### Rear Structure (Masonry Vernacular 1949)

The existing asphalt shingles are proposed to be replaced with flat red clay tiles. Based on the original plans, the roof was designed with rigid asbestos shingles. The recommended replacement material is either dimensional asphalt shingles, flat white concrete tiles, or flat white clay tiles which were common roof material options for Masonry Vernacular structures of this period of construction. Therefore, staff can be supportive of the flat clay tiles if the color is revised to white.



**Existing North Elevation**

Scale 1/4" = 1'-0"



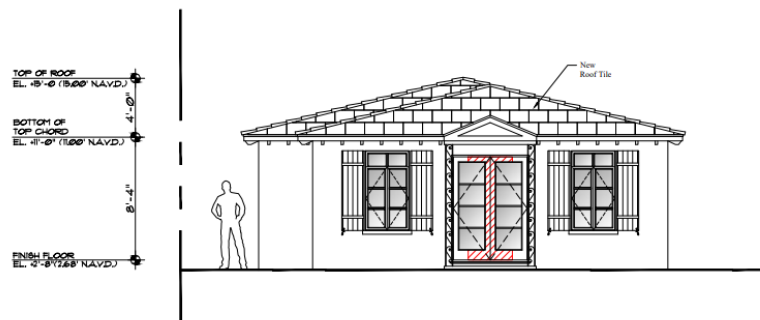
**Proposed North Elevation**

Scale 1/4" = 1'-0"



**Existing West Elevation**

Scale 1/4" = 1'-0"



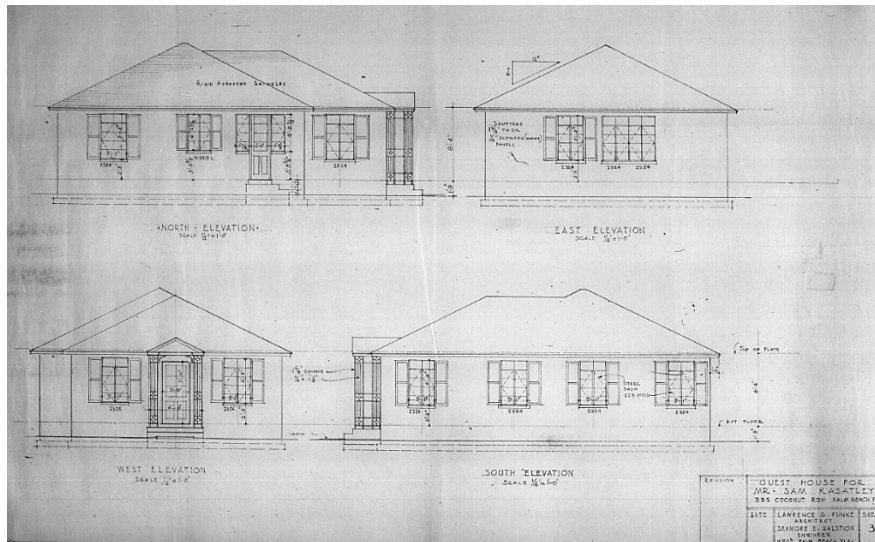
**Proposed West Elevation**

Scale 1/4" = 1'-0"



The existing pairs of casement windows with a transom are being replicated in kind. From a historic preservation perspective, removal of the windows that flank the door on the north elevation and the modification of a single door opening to a double door opening are changes not supported by staff. **According to The Secretary of the Interior's Standards for Rehabilitation, "5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a historic property shall be preserved."**

The same cypress wood shutters proposed for the main structure are proposed for the rear structure. Staff has concerns that the material choices seek to unify the architectural styles of both structures on the property. The architectural styles are reflective of their respective periods of construction and should be preserved and remain distinct.



#### Landscape and Hardscape Modifications

The front parking area will be reconfigured as a motor court with coral stone pavers and brick borders. A new pool is proposed between the structures. New a/c and pool equipment will be installed. **However, the plans must be revised to show how all new mechanical equipment will be screened with an enclosure or perimeter site plans as required by the Town's code.** New pedestrian gates and walkways are proposed for the property.

Largely all of the existing landscaping will be removed. New interior and perimeter landscaping is proposed. Trees and palms will be comprised of Gumbo Limbo Trees, a Ligustrum Tree, a Pink Frangipani Tree, Adonia Palms, Alexander Palms, Coconut Palms, and Traveler Palms. Proposed shrubs and vines include Dwarf Alocasia, Red-Tip Cocoplum, Swiss Cheese Plant, Macho Fern, Wild Coffee Hedge, Podocarpus Hedge, Lady Palm, Green Island Ficus, Sand Cordgrass, Bougainvillea Vine, and Creeping Fig.

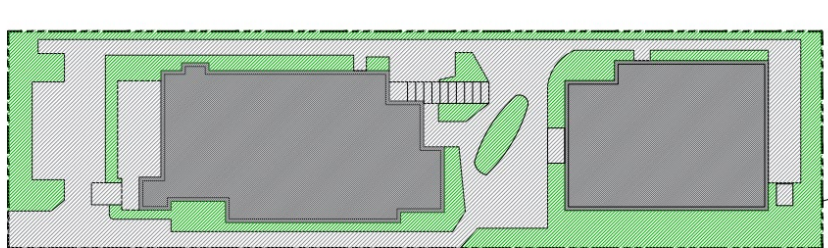
Hardscape Materials



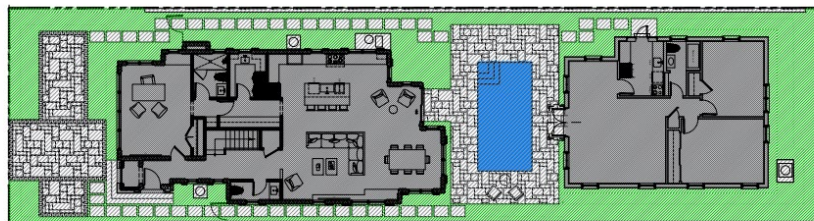
### Variance

The proposed scope of work removes all of the existing hardscape on the property, excluding the footprint of the structures. As a result, compliance with current landscape open space requirements must be enforced. The applicant has submitted a variance to allow landscape open space to increase to 32.88% from the existing 27.77% but still does not meet the 45% minimum requirement, as outlined in the table below:

Code Section	Required	Existing	Proposed	Variance
<b>Variance #1:</b> Sec. 134-948(11)(a.)	45% Minimum Landscape Open Space	27.77% Landscape Open Space	32.88% Landscape Open Space	<b>12.12%</b>



Existing Landscape Open Space



Proposed Landscape Open Space



Since the footprints of the structures occupy 42.0% of the site or 2,520 SF, the site would only be able to accommodate 180 SF of hardscape for walkways, driveways, and other improvements to remain compliant.

**CONCLUSION:**

As an HSB project the proposed changes must meet the Secretary of the Interior's Standards for Rehabilitation and Sec. 18-306, Sec. 54-122 and Sec. 54-123 of the Landmark Preservation Ordinance. Approval of the project will require two (2) separate motions to be made by the Landmarks Preservation Commission:

- (1) for the overall design of the project in accordance with aforementioned criteria, subject to any imposed conditions, and
- (2) that the implementation of the proposed variance **will or will not** cause negative architectural impacts to the subject property.

Approval of the project will require one (1) motion to be made by the Town Council:

- (1) for final determination of approval or denial of the variances by the Town Council, and that the variance **shall or shall not** be granted that all of the criteria applicable to this application as set forth in Sec. 134-201(a), items 1 through 7 have been met, subject to any proposed conditions.

WRB: JGM: FHM: ALF