

PALM BEACH OUTLETS

WEST PALM BEACH, FLORIDA



Located at the intersection of Interstate 95 and Palm Beach Lakes Boulevard in the City of West Palm Beach, the original Palm Beach Mall was developed in 1967 as the first fully enclosed climate controlled mall in the State of Florida. After the development of CityPlace and other regional retail competitors, the distressed Mall closed in 2010. New England Development of Boston, Massachusetts, and Eastern Real Estate of Woburn, Massachusetts, purchased the 86-acre property with visions to redevelop it into a vibrant, rebranded, outdoor shopping destination known as Palm Beach Outlets. Since late 2011, Urban Design Studio (UDS) has served as project Planner and Landscape Architect in representing the developer during the due diligence period, site design development and land entitlements.

Preliminary design concepts for Palm Beach Outlets evolved into a comprehensive development package that included an overall Master Development Plan, a two-phased Site Plan, Design Guidelines, Signage Program and Landscape Plan, all of which were prepared by and processed through the regulatory system by UDS. UDS led a team of professional engineers, surveyors and architects to ensure that the various elements of the large redevelopment project were coordinated and accurately represented to the City.

Transforming the face of Palm Beach Lakes Boulevard, the site is designed to enhance walkability and integration between the various components of the project, including outparcel buildings, Marketplace buildings, and Outlet Center, by providing a network of shaded pedestrian paths and plazas throughout the project that connects into the surrounding sidewalk network to encourage the project's integration with the public realm. The outparcel buildings that front on Palm Beach Lakes Boulevard further engage the public realm by being brought to the street and afforded aesthetically pleasing architecture, landscape treatments and pathways. The inline Marketplace buildings frame the western portion of the site and provide a barrier from interstate traffic. The Marketplace features visually-interesting architectural styles through the provision of canopies, foundation bases, banding, columns and pilasters. The Outlet Center is a lively, aesthetically-pleasing, pedestrian-oriented environment with over 100 outlets stores in ten buildings with open air pedestrian concourses. The Outlet Center concourses are equipped with benches, shade trees and shade structures to provide for the comfort of the patrons. Designed by architect David Manfredi, the shade structures utilize tensile architecture and colorful LED lighting to provide huge, peak-like sails, creating a landmark destination.

As part of the site redevelopment, the developer was committed to saving trees. As a result, over 200 mature trees were preserved or relocated on site enhancing the project's design. Other highly efficient construction strategies, such as LED site lighting, underground storm water treatment systems, and water conserving irrigation systems converge to create this regional retail destination.

Completion of the first phase of the project was realized in 2014 with approximately 818,000 square feet of commercial uses. As expected, Palm Beach Outlets transformed the Palm Beach Lakes Boulevard corridor by providing an attractive and vibrant commercial destination for residents of the City of West Palm Beach, the surrounding communities, and visitors to the greater Palm Beaches. The redevelopment of the old Palm Beach Mall has spurred further economic development within the area, including housing developments, hotels and other commercial uses. UDS continues to represent the developer as project Planner and Landscape Architect to prepare ongoing amendments to Phase One and due diligence for Phase Two, which will include an additional 114,000 square feet of commercial uses.