

# Worth Avenue Streetscape

Worth Avenue Palm Beach is one of the most recognizable ultra luxe shopping destinations in the world. Burkhardt Construction, Inc. was selected as Construction Manager at Risk to construct an extremely high level of finish Streetscape as well as Utility Infrastructure Replacement.

The project consisted of replacement of storm drainage, water & sewer modifications, undergrounding of existing overhead electric telephone & cable t.v. lines, roadway reconstruction, new curb, Tabby seashell color concrete sidewalks, street lighting, uplighting, landscaping, irrigation, a quarried stone clock tower, a fountain plaza, street furnishings and a vertical living wall.

The \$13.1 million project was completed in 7½ months, ahead of schedule and under budget.



Client:  
Town of Palm Beach

Delivery Method:  
Qualifications based selection  
Construction Manager at Risk

Contract Amount:  
\$13,124,561.00

Start Date:  
April 5, 2010

Completion Date:  
November 24, 2010



“This process has been relatively painless for us, and the Burkhardt people have been a joy to deal with”

Sherry Frankel – President of the Worth Avenue Association

## Project References

Owner:  
Mr. Paul Brazil, P.E. Director of Public Works  
Town of Palm Beach  
951 Old Okeechobee Road, Suite “A”  
West Palm Beach, FL. 33401  
Telephone: 561-227-7025

Architect:  
M. Mark Marsh  
Bridges, Marsh & Associates, Inc.  
18 Via Mizner  
Palm Beach, FL. 33480  
Telephone: 561-832-1533



## Retailers praise changes but worry about parking

► WORTH from 1A

They were there until the '70s, when the lethal yellowing blight killed the coconuts," said Brian Vertesch, a senior associate at landscape architects Sanchez & Maddux in Palm Beach.

The town then brought in Christmas palms, which were too small compared with the buildings, he said. "Finding 200 coconuts was a challenge. We had to go from West Palm Beach to Miami and then to Naples," Vertesch said.

Some were purchased from nurseries, but others were supplied by tree brokers who go around and knock on homeowners' doors. And more came from rental complexes where the trees had grown too large for the setting.

The avenue is wowing both merchants and shoppers.

"The avenue looks as it should. It's very glamorous and elegant," said Edwin Vinson of West Palm Beach, strolling down the avenue with friends last week.

Ed Kassatly, owner of Kassatly's Inc., the avenue's oldest store, in business since 1923, added: "The makeover is absolutely fantastic. It's absolutely drop-dead beautiful. We are now by far the prettiest shopping street in America.

"When you first see it, you look and you say, 'Oh my gosh.' It is like a picture postcard from the 1950s."

While the typical street-scape ranges from \$1,000 to \$4,000 per lineal foot, the Worth Avenue renovation came in at \$5,550 a foot, said Marc Kleisley, project manager for general contractor Burkhardt Construction in West Palm Beach. That's partly due to the high-end finishes and products that were incorporated, such as the 25-foot clock tower that cost about \$600,000.

"It was slated as a two-year project that was compressed into one off-season for the town. They did not want it to go through the season," Kleisley said.

The company used two to three times the typical number of crews and worked from 5 a.m. to 9 p.m. Scheduled to be completed Nov. 23, work was done about a week early and in time for the Christmas tree

### Holiday Promenade and Christmas Tree Lighting

**Where:** Intersection of Worth Avenue and Hibiscus Avenue.

**Parking:** Apollo Parking behind Tiffany and at 150 Worth (formerly the Esplanade). Parking rate is \$3 per hour, up to a maximum of \$14. Some merchants will be validating parking for shoppers.

**When:** Festivities take place from 6 to 8 p.m. Tuesday, with the lighting scheduled for 6:29.

lighting slated for Tuesday.

"We are wiping down the poles and giving it the white-glove treatment," Kleisley said.

Jim Connery, president of Vero Beach-based Connery Concrete, was doing a final walk-through last week, checking the tabby concrete his company installed for the sidewalks, crosswalks and on adjoining Hibiscus Avenue. It's generally used for high-end private residences.

"Tabby is the Spanish word for seashells in concrete," Connery said. "Technically speaking, the seashells are broadcast in the concrete when the concrete is still wet. The shells are very old coquina shell. They are not crushed."

The extremely durable tabby requires little or no maintenance, and if you walk on it barefoot, it's smooth and therapeutic, he said.

Marley Herring, owner of Marley's Palm Beach Collection, praised the avenue's new look.

"I think they did a wonderful job," Herring said. "It looks clean and fresh."

About the only criticism, voiced by several retailers, is that parking is still difficult to find at times, and there's not enough of it near their shops.

Property owners in the Worth Avenue Commercial District Assessment Area are paying for the project, financed through a bond, over 30 years.

"It's fantastic and way overdue," said John Maus, owner of Maus & Hoffman, on the avenue since 1961. "It's a \$15 million boon to the Palm Beach taxpayers."

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### SOME OF THE RENOVATIONS



Staff photos by BILL INGRAM

Coconut palms and red impatiens are among the new greenery along Worth Avenue.

#### 1. Landscaping

The 204 Maypan coconut palms that line the avenue cost an average of \$2,000 each. The palm was developed in Jamaica to be resistant to lethal yellowing disease. The palms will be trimmed twice a year to ensure that no coconuts form.

#### 2. Clock tower

The clock tower on the ocean side of A1A is made of coral from the Dominican Republic. It gets updates at 2 a.m. and has a moonglow backlighting so it can be read at night.

#### 3. Flowers

Include red and white double impatiens and green leaf wax begonias in white. There are also half a dozen flowering trees, such as the tabebuia with pinkish purple flowers and the bulnesia tree, which has yellow blooms.



#### 4. Decorative sidewalks

A total of 85,000 square feet of tabby seashell concrete (above) was used for the sidewalks and crosswalks and on Hibiscus Avenue. The tabby, called Worth Avenue Beige, was created for Palm Beach.

#### 5. Celebration Bermuda grass

Also found on polo fields, it was chosen because it regenerates quickly.

### COMING SUNDAY IN ACCENT

#### Stroll Worth Avenue like a tourist

We take you into the surprisingly accessible vias, shops and dining spots and tell you why designers like Steven Stolman say: 'Palm Beach is still the jewel in the crown.'

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