

\$5.00 JANUARY 2023

# QUEST

THE  
PALM BEACH  
ISSUE



PAULINE BAKER PITT  
& CALLIE BAKER HOLT  
(WITH ROSIE, BEAN & PRUDENCE)  
IN PALM BEACH, FL





# WESTWARD HO!

BY JAYNE CHASE

**HENRY FLAGLER**, the American Industrialist would be hard pressed to recognize the bustling cultural explosion in the town he founded today. Since the 1890s when Flagler arrived in Palm Beach with the intention of constructing hotels and a railroad to accommodate tourists eager to enjoy Florida's sunshine, West Palm Beach (separated from neighboring Palm Beach by the Lake Worth Lagoon) has undergone more changes than he ever could have imagined. And while every decade since the turn of the century has seen either a significant boom or bust in West Palm Beach, the current area's renaissance is accelerating at a high-speed rate unlike any other time in its history.

According to Kelly Smallridge, President and CEO of the Business Development Board of Palm Beach County, "the area is not only attracting titans of the financial sector, but also developers who are investing in our county. Over 60,000 people have changed their driver's license from New York to Florida and Palm Beach County is the number one place they've moved to." The statistics continue to be staggering. Kelly's team has personally courted over 30 companies to the area and created over 2,500 jobs. Of 19.8 million square feet of office space in Palm Beach County, 1.5 million are under construction. "Most of that activity is happening in West Palm Beach" adds Kelly.

*A view of the West Palm Beach  
cityscape seen from across  
the Intracoastal Waterway in  
Palm Beach, Florida.*







*Clockwise from left: Table 26, 1700 S Dixie Hwy, 561.855.2660, [table26palmbeach.com](http://table26palmbeach.com); The Kravis Center for the Performing Arts, 701 Okeechobee Blvd, 561.832.7469, [kravis.org](http://kravis.org); Grato, 1901 S Dixie Hwy, 561.404.1334, [gratowpb.com](http://gratowpb.com); Grandview Public Market, 1401 Clare Avenue, 561.323.4103, [grandviewpublic.com](http://grandviewpublic.com); The Norton Museum of Art, 1450 South Dixie Highway, 561.832.5196, [norton.org](http://norton.org).*

Eddie Schmidt and Ozzy Medeiros, owners of restaurant Table 26, are hardly surprised by the growth happening in West Palm Beach and its emerging food scene. "We made the decision to open in West Palm Beach 11 years ago because we truly saw the vision and growth that would happen here. Now," continues Schmidt, "year-round residents have increased significantly and the diverse array of restaurants have met that demand. People are crossing the bridges, eating, shopping, and living in West Palm Beach."

Discerning buyers are moving in droves eager to enjoy the





prime waterfront lifestyle that West Palm has to offer. Glistening high rises like The Bristol and La Clara beckon with lavishly appointed residences. Soon Forté will join the mix, with 41 four and five bedroom plans to choose from accompanied by state-of-the-art amenities like a 75' pool, pool deck, heated spa, multiple dining areas, a 24-hour full-service concierge service... And Olara, another stunning waterfront project expected to break ground in early 2023, will offer similar resort-inspired luxury amenities. According to Reid Boren, Managing Partner and Co-Founder of Two Roads Development spearheading the Forté project, West Palm Beach is an exciting place to live right now. "Our proximity to downtown, the Norton Museum of Art, the Ann Norton Sculpture Gardens, and our location right on scenic Flagler Drive makes us one of the premier addresses in West Palm Beach. Our gracious residences have made Forté very appealing for our purchasers and quite simply, the general vibe around town shows that West Palm Beach is

*Counterclockwise from right: The Square at 700 South Rosemary Avenue, 561.366.1000, [thesquarewestpalm.com](http://thesquarewestpalm.com); "Seven Beings" at The Ann Norton Sculpture Gardens, 253 Barcelona Rd, 561.832.5328, [ansg.org](http://ansg.org); a terrifyingly lifelike dinosaur at The Cox Science Center and Aquarium, 4801 Dreher Trail N, 561.832.1988, [coxsciencecenter.org](http://coxsciencecenter.org); Forté on Flagler, 1309 S Flagler Drive, 561.903.2819, [fortewpb.com](http://fortewpb.com).*



***Clockwise from left: An aerial view of the eastern shoreline of West Palm Beach; NORA (short for "North of Railroad Avenue") will soon come alive as a West Palm neighborhood known for trendy restaurants, businesses, and bars, visit [norawpb.com](http://norawpb.com) to learn more; Authentic Provence, 6100 Georgia Avenue, 561.805.9995, [authenticprovence.com](http://authenticprovence.com); Harry's of Harry's Bar (dating back to when Giuseppe Cipriani opened it in Venice in 1931) coming soon to 360 Rosemary Avenue.***



where you want to live right now."

Photographer Nick Mele and his wife, Molly, parents of two young boys, couldn't agree more. "We moved to West Palm Beach 8 years ago and even in that short time, the city has changed a lot. Tons of young and successful families have moved here, realizing they don't have to live in large cities to have a career and you can't beat the lifestyle down here. Our kids have friends their age that live next door, across the street, and on every block practically. The Palm Beach area in general offers camaraderie and a feeling of a small community while still having access to the cultural and commercial benefits of a large city," says Nick.

West Palm Beach is on the brink of becoming a world renown art, cultural and business metropolis. Everyone we talked to agreed: the growth has only just begun. Recently, the historic area of Georgia Avenue, known for its upholstery workrooms and stone and glass companies has been completely transformed. Now, well-known antique stores and interior designers have gravitated to the neighborhood to take advantage of the larger spaces. "West Palm Beach is a community dedicated to work, and it's friendly and neighborly," says Casa Gusto owner, Charles Peed. "Georgia Avenue allowed us a larger space to build an environment that was completely unexpected and very quickly others followed suit. Now, we are all looking forward to a very bright future." ♦

