



# The Garden Club of Palm Beach

## Town Beautification Projects



Since its beginning in 1928, The Garden Club of Palm Beach has worked closely with the Town of Palm Beach. Our club commissioned the first town plan which was adopted in 1929. Now in its 87<sup>th</sup> year, the mission of the club remains focused on horticulture, the environment, conservation and civic improvement.

### *The Garden Club in the 20's, 30's & 40's Town Beautification is Born!*

**March 28, 1928** The Garden Club of Palm Beach is founded.

**March 1929** First Flower Show is produced.

**January 1929** Club votes to help with the planting and beautifying of Lake Trail after hurricane damage. Minutes from March 22<sup>nd</sup> meeting state, "The Garden Club members realize that they must shoulder some Civic responsibility and are keenly interested in the betterment of both the Trail and Royal Palm Way as a start in that direction."

**March 1929** The Town accepts the GCPB offer of a Town Plan, which is completed in January 1930. Members contribute \$10,000 to cover the cost of the plan. Three GCPB members are appointed to the Town Plan Commission to oversee future development.

**January 1931** GCPB sponsors a contest for artistic plans for future gas stations in Palm Beach.

**March 1931** GCPB contributes \$1,000 to a plan for Lake Front Park. The club did the planting plan and the layout of the park as well.



**March 1934** GCPB donates \$1,000 to the Town Planning Committee to beautify the entrance into town on Royal Palm Way.

**March 1935** GCPB donates \$1,300 to plant Royal Palms on two more blocks of Royal Palm Way.

**April 1937** GCPB proposes plan for the creation of educational and demonstration gardens at the Four Arts building. Six permanent gardens were completed in 1938.

**November 1941** GCPB protests the pollution of Lake Worth with sewage.

**February 1944** Demonstration Gardens are transferred to the Four Arts. The GCPB will cooperate with their maintenance.

**1946** GCPB keeps up its ongoing concern over zoning.

**March 1947** Publicity by GCPB on lake pollution leads to interest in a sewer district for the four towns bordering the lake.

**December 1947** GCPB votes to make restoration of the Four Arts Garden after a hurricane an ongoing project in cooperation with the Four Arts.

**March 1948** Memorandum of Agreement between GCPB and the Four Arts over the supervision and maintenance of the garden. Each will contribute \$2,500 to start. GCPB to sponsor lectures and garden tours to raise funds.

### *The Garden Club continues to grow through the 50's, 60's & 70's*

---

**December 1950** GCPB works with Town to facilitate rubbish removal from the streets.

**April 1953** The public will be informed that the Four Arts Garden is a project of the GCPB by a sign at the garden entrance.

**1954-1955** GCPB contracts with Richard Webel of Umberto Innocenti and Webel to consult and draw up a new plan for the Four Arts Garden.

**December 1955** GCPB to pursue plans for plantings for the B&T Traffic Circle and the causeway.

**January 1956** GCPB does a tree planting with Palm Beach Private School for Arbor Day.

**April 1956** Town asks GCPB for suggestions for Bradley Park.

**December 1956** GCPB passes a resolution saying that the appearance of parking lots, gas stations and car rental lots are below the standard of beauty for this community.

**December 1957** GCPB consults with the Town about planting in the circles of Royal Palm Way and Royal Poinciana Way.

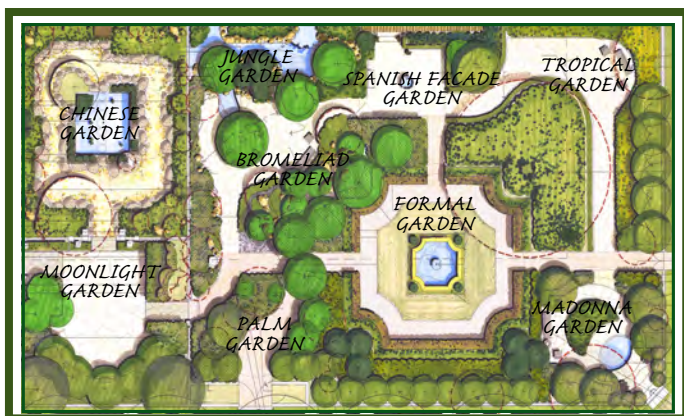
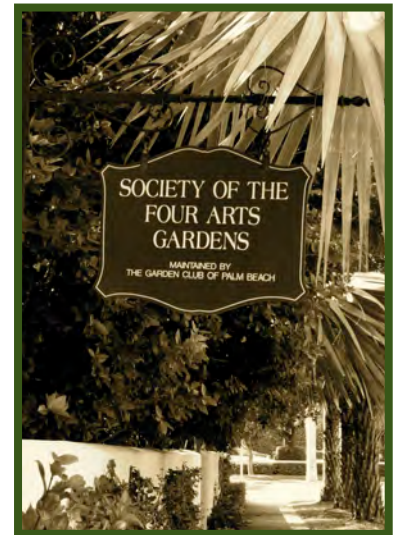
**January 1959** GCPB meets with a Town Committee about planting the strip along the oceanfront between the new seawall and South Ocean Boulevard.

**February 1960** GCPB Education Committee works with the Cub Scout troops at the Public and Private Schools to plant trees.

**March 1961** GCPB members complain about unsightly signs and advertising at the Town Beautification Meeting.

**November 1965** GCPB plans competition among filling stations for the most beautiful landscaping.

**March 1967** GCPB is thanked for its participation in hearings on zoning changes which prevented undesirable changes.



**March 1970** GCPB's Town Beautification Committee suggests specific days for trash pick-up to Town Manager Frost.

**April 1971** GCPB starts effort to recycle newspapers. This eventually ended due to the cost.

**January 1972** GCPB attempts to save plantings on the Blossom property especially the mangroves.

**January 1973** GCPB supports Town plan to purchase the Par 3 Golf Course to preserve an open and green space.

**January 1974** Mayor Earl E.T. Smith proclaims January 10<sup>th</sup> as “Palm Beach Garden Club Day for its important role in the quality of life in Palm Beach providing the original Town Plan, initiating and financing the survey of historic and specimen trees, for receiving the GCA Founders Fund Award for the Pine Jog Environmental Science Center and for preserving the beauty and enhancing the charming character of Palm Beach.”

**April 1974** Palm Beach Chamber of Commerce gives Town Beautification Award to GCPB.

**April 1975** GCPB donates \$500 to the Town for the Bi-Centennial Eagle and flag for Royal Poinciana Way.

**1976** Developer brings a court challenge to the Historic and Specimen Tree Act. The developer loses the suit in 1978 and the Myesore Fig tree in Poinciana Plaza is saved from destruction.

**November 1977** GCPB’s plan to beautify the oceanfront at the midtown public beach is accepted with gratitude by the Town Council.

**November 1977** Florida State Department of Agriculture presents a citation to the GCPB for its work against the spread of lethal yellowing.

**January 1978** In honor of its 50<sup>th</sup> Anniversary the GCPB donates \$10,000 to the Beautification of the town beach esplanade, \$10,000 to Pine Jog, \$500 to the Par 3 Golf Course for plantings and \$500 to the Flagler Museum in recognition of the excellent landscaping of its new parking lot.

**January 1979** GCPB donates plants for the replanting of the B&T Traffic Circle.

**February 1979** The Town consults with GCPB for ideas for redo of Memorial Pool Plantings. GCPB creates the plan and funds the planting.

**December 1979** GCPB supports a mangrove preserve on the Blossom Property.

**1979** GCPB receives the Town Beautification Award from the Town of Palm Beach.



### *The Garden Club in the 80's 90's and Today!*

---

**1982** GCPB donates \$1,500 for drought resistant plants for B&T Traffic Circle.

**1984** GCPB members save 100 year old Banyan tree.

**1987** GCPB presents an updated Historic and Specimen Tree list to the Town Council.

**1988** GCPB donates \$20,000 for the landscaping at the newly restored Town Hall.

**1995** GCPB members plan and pay for Xeriscape plantings in Bradley Park and the Lake Worth Road median.

**1999** GCPB’s landscape book, “Gardens by the Sea”, is published after nine years of work.





**1999** An annual Arbor Day Program is started . Local school children are involved.

**2000** A butterfly garden is planted with students from the PB Public School.

**February 2003** GCPB donates \$10,000 for a fountain for the park at the corner of Peruvian and South County Road.

**April 2003** GCPB receives an award from the PB Chamber of Commerce for the club's involvement in the town's civic affairs, town planning and preservation efforts.

**November 2003** GCPB agrees to donate plants for the renovation of the B&T Traffic Circle.

**2005-2006** GCPB consults with landscape architect Morgan Wheelock on the redesign of the demonstration garden after the destruction from hurricanes.

**October 2008** GCPB donates the Kaleidoscope Flower Beds on Royal Poinciana Way.



**2009** Town Beautification is made a standing committee of GCPB.

- Southern Boulevard Traffic Circle planting is completed. This will be the club's gift to the Town of Palm Beach Centennial.
- GCPB completes landscaping in Wrightsman Park.
- GCPB consults on the design and helps fund the Living Wall on Worth Avenue. This project was suggested by a member of our club.
- Four Arts Garden brochure is produced by club members.
- Kaleidoscope Flower Bed brochure wins a GCA PR Commendation.

**2010** Dedication of Oasis Circle on South Ocean Boulevard.

**2011** GCPB includes a copy of the original Town Plan in the Town's Centennial Time Capsule. Also included is GCPB's "Treasures of Palm Beach" brochure which features our club's Town Beautification projects.

**2011** GCPB sponsors a Whitefly Infestation Information Session for town residents.

**2014** GCPB votes to donate \$100,000 to the landscaping for Memorial Park.

