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Famous restaurant owner expands to West Palm with Mediterranean spot

Diana Biederman

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Del Mar's [West Palm Beach](#) debut on April 7 places the Mediterranean [restaurant](#) squarely in the emerging [NORA district](#), a corridor that is quickly reshaping how the city thinks about year-round dining.

Opening in the North Railroad Avenue development, Del Mar becomes the first Palm Beach County restaurant for Cameron Mitchell, whose company operates 70 restaurants across the country, including Ocean Prime, with a growing presence in Florida cities spanning [Naples](#), Sarasota, Fort Lauderdale, Tampa and Orlando.

The choice of NORA is intentional. Rather than a seasonal beachside address, the district represents a more permanent, neighborhood-driven vision for dining in [West Palm Beach](#), signaling confidence in the city's ability to support ambitious restaurants beyond peak season.

Mitchell sees NORA as more than another mixed-use project. "This district is a relatively small mixed-use development, but it anchors that part of West Palm Beach," he said. "We think it's going to do well for us, and we're going to do well with NORA as it grows."

Del Mar fits squarely into that strategy.

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Why Cameron Mitchell, and why now in West Palm Beach?



For Mitchell, the move is measured rather than flashy. While his name may not yet be widely recognized locally, it carries weight in prestigious restaurant markets like Beverly Hills, New York City and Las Vegas.

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He said he has been watching Palm Beach County for years, waiting for the right moment to enter as the region shifted toward year-round living and dining. Florida, once defined by sharp shoulder seasons, now supports consistent restaurant traffic, reshaping how his company approaches growth.

“Florida now accounts for about a quarter of our revenue,” Mitchell said, noting that the company opened an office in Naples to support its expanding footprint.

That long view informs Del Mar’s debut in West Palm Beach. This is not a trial run. It is a considered entry into a market Mitchell believes is still ascending.

A Del Mar restaurant built for West Palm Beach



Unlike Del Mar’s Naples location, which benefits from a location on a tourist-driven street with proximity to the Gulf, the West Palm Beach restaurant sits inland, requiring a more intentional approach to creating a sense of place.

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This location is a new build rather than a renovation, giving the company greater freedom in layout and design. Del Mar can seat about 340 guests across indoor dining and an expansive terrace, allowing the restaurant to adapt to seasonal shifts while maintaining energy year-round.

Mitchell said the goal is to give guests a mental shift as much as a physical one. “When they step across into our restaurants, they leave a little bit where they’re coming from and have a little respite,” he said.

From the entrance, diners are guided either toward the main dining room or out to the terrace, with both spaces designed to feel equally inviting.

A familiar menu, room to evolve



For folks familiar with Del Mar in Naples and Fort Lauderdale, the menu initially mirrors those locations. Mitchell expects it to evolve over time, shaped in part by patron preferences.

Menus, he said, tend to adapt organically, with certain dishes becoming tied to individual locations. That flexibility allows each restaurant to maintain its own identity while remaining grounded in the Del Mar concept, reflecting a broader philosophy that favors longevity over rapid reinvention.

What Del Mar adds to West Palm's NORA

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Mitchell describes the district as compact but meaningful, one that benefits from having restaurants clustered together rather than scattered. The proximity encourages shared foot traffic and positions the area as a destination rather than a single stop.

For NORA, Del Mar adds early credibility to a district still finding its footing. For West Palm Beach, it signals that national restaurant groups are no longer simply watching from afar, but committing to the county as a place worth investing in.

Del Mar is designed to accommodate a range of dining experiences, from celebratory meals to casual visits and solo dining. Multiple private dining spaces allow it to function as both a social hub and a neighborhood fixture.

Del Mar: What to know

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Address: 1015 North Railroad Ave., West Palm Beach

Call: 561-858-2525

Web: delmarmediterranean.com

Hours: Monday through Thursday from 4 to 10 p.m.; Friday and Saturday until 11 p.m.; Sunday until 9 p.m. Happy hour runs Monday through Friday from 4 to 6 p.m. Weekend brunch at 11 a.m. beginning May 2.