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Town of Palm Beach  
PZB Dept

October 31, 2018

Josh Martin, AICP, CNU-A  
Director  
Town of Palm Beach  
Planning, Zoning, Building  
360 S. County Road  
Palm Beach, FL 33480

**RE: Via Demario Renaming**

Dear Mr. Martin:

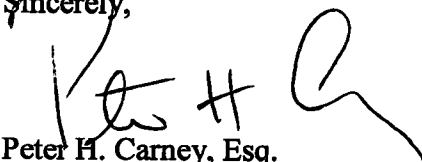
My client has asked me to write to you to formally request a change of name from Via Demario to Via Newsome located at 325 Worth Avenue. There is a history of notable name changes in the Town on wholly owned Vias (which applies to us in this instance): Via Damore used to be Via Gucci, and this particular, Via Demario was once known as Via Kaufer.

Since the Town has no process in place to change the name of a wholly-owned Via, we feel the correct procedure is bring it before the Town Counsel so the name change will be formally recognized. As you already know, the addresses inside any respective Vias have established Worth Avenue addresses. Therefore, this request should not be a problem for the post office, any emergency services, or street directories because nothing has changed from their perspective.

We respectfully ask that this request be place on the Agenda for Town Council's December meeting. If there are any permitting matters to be addressed, we will request from the Town accordingly.

If you have any questions, feel free to call or email me.

Sincerely,



Peter H. Carney, Esq.

# The Beginnings of Worth Avenue, Via Kaufer and Via DeMario.

Reprinted from the "Brown Wrapper"  
by G. Keith Bailey

Worth Avenue has become so famous worldwide as a prestigious shopping place, it is easy to forget that it was once home for some of the earliest residents of Palm Beach. The following narrative tells of the famous miniaturist, Edward Elias Kaufer, his wife Rose Kaufer Edwards, and their family. What is today Via DeMario was earlier called Via Kaufer, named for the artist whose family resided there. Ms. Jackie Kaufer composed the following account of those early days on Worth Avenue.

Nestled among the "snowbirds" are a few rarer birds called natives, but the rarest of that rare breed is the native who has lived in Palm Beach for almost sixty years.

In 1927 Palm Beach was Henry M. Flagler's emerging dream, and Worth Avenue was still little more than a dirt road. Rose Kaufer Edwards came to Palm Beach that year as the 18-year-old bride of Edward Elias Kaufer. Her 64-year-old husband was a world-renowned Austrian miniaturist who had been honored and recognized for his work by the Hapsburg Emperor, Franz Josef. Kaufer had come to the United States to complete a commission by the Andrew Mellon Family of Pittsburgh. He moved to Palm Beach from Pittsburgh to establish a studio where he could paint his wealthy and famous subjects

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Edward E. Kaufer, famed miniaturist, was a resident of early Palm Beach's Worth Avenue.

Photos courtesy of Freida Ingnatoff,  
daughter of Rose Kaufer Edwards and  
the late Edward E. Kaufer.

in their winter habitats. Kaufer's notable subjects included: John D. Rockefeller, Theodore Roosevelt, John Jacob Astor, John Drexel, Cornelius Vanderbilt, Jay Whitney, William Howard Taft, and Enrico Caruso.

After talking to Addison Mizner, whose beautiful Everglades Club and Venetian via's he greatly admired, he decided to buy some adjoining property. He built his residence and studio on that property and called it Via Kaufer. Rose Kaufer Edwards has called

that via her home since 1927. This distinguishes her as one of the oldest living property owners still in Palm Beach.

Mrs. Edwards recalls that her husband expanded his property holdings when Helena Rubinstein convinced him to rent his studio to her. She remembers just a few shops on the north side to service the winter residents of the Everglades Club. Via Mizner, Via Parigi, and Via Kaufer were on the south side. "The beach block had a few houses and in be-



*Edward E. Kaufer, pictured here with his son, Henry, resided with his family and operated his studio in the Via Kaufer until his death in 1937.*



*Rose Kaufer Edwards operated the Viennese Restaurant in the Via Kaufer during the lean years of the Depression. She later opened the Rose Edwards Boutique.*



*The storefronts of the Via Kaufer were spartan in the early years.*



*In the late 1920's there was little more than an empty lot on the Peru vian Avenue side of the Via Kaufer, which is now known as the Via DeMario.*



Today the Via Kaufer is known as the Via DeMario.

tween were empty lots." In the following years, buildings commenced to dot those empty spaces as the silversmiths Darrow and Darrow built a shop and a Packard dealership opened.

After Edward E. Kaufer's death in 1937, the Worth Avenue frontage of Via Kaufer changed hands several times, until it finally became Via DeMario.

Mrs. Rose Edwards recalls the restaurants that opened in Via Kaufer, the Patio Marguery and Gabriel's. These gave her the idea to try her hand in the restaurant business during the lean years of the Depression, and so she opened the Viennese Café. She later opened the Rose Edwards Boutique, which is now in the capable hands of her daughter, Freida Kaufer Ingnatoff.

Freida and her brother Henry were raised with Worth Avenue and the backyards of Peruvian Avenue as their playground. In fact the Rose Edwards Boutique now stands where they played on their favorite tree swing, which hung from a giant banyan. They have fond memories of going across to Everglades Island, then called Cabbage Island, to look for fish. There was but one residence on the island at that time.

Mrs. Edwards now resides above the shops that line the Peruvian Avenue side of Via DeMario. She admits that things have changed dramatically since she first came to Palm Beach as a bride. Although she has had many offers to buy her property, Mrs. Edwards insists, "This is my home, and this is where I will stay; for another 60 years perhaps, who knows?"

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