

# TOWN OF PALM BEACH

Information for Town Council Meeting on: November 13, 2018

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To: Mayor and Town Council

Via: Kirk Blouin, Town Manager

From: Josh Martin, Director of Planning, Zoning & Building

Re: Via DeMario Renaming Request

Date: November 1, 2018

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## **GENERAL INFORMATION**

Attached, please find a request dated 31 October 2018 from the owner of Via DeMario's representative to rename the Via DeMario to Via Newsome. According to Staff research, only two renamings of vias have occurred in Palm Beach's history, including Via Amore (formerly Via Gucci) and Via DeMario (formerly Via Kaufer). The Town does not have an established process for the renaming of vias so Staff requested the Applicant bring this request before Town Council for consideration.

It is important to note the following matters related to this request:

- The suites within Via DeMario all have established Worth Avenue addresses for purposes of emergency response; and
- If approved by Town Council, the new signage related to the renaming of Via DeMario will require ARCOM review.

Additional historic information related to Via Kaufer/Via DeMario has been attached to this memo for your review.

Attachment

cc: Jay Boodheshwar, Deputy Town Manager