



GROWTH MANAGEMENT DEPARTMENT STAFF REPORT
VILANO BEACH TOWN CENTER OVERLAY DISTRICT
September 14, 2022 Public Meeting
VBTCR 2022-04 Whiskey, Wine, & Wildlife

To: North Coastal Design Review Board
Staff: Sloane Stephens, Planner
Date: August 30, 2022

Applicant: Jan Gourley
The Adfish Group
P.O. Box 1104
Ellenton, FL 34222

Location: 104 Vivian Browning Avenue, Vilano Pier
FLUM: Town Center Mixed Use (TCMU)
Zoning: TCMU

Applicable Land Development Code Standards: Section 2.02.05 – Temporary Uses
Part 3.10.00: North Coastal Overlay & Vilano Beach Town Center
Section 3.10.05.K – Use of the Public Right-of-Way
Section 3.10.05.M – Public Pavilions & Fishing Pier Vendors
Section 3.10.05.N – Outdoor Sales, Market and Special Event Vendors, Other Areas

Summary of Request: Applicant is requesting design approval to allow for a weekend culinary and beverage festival to take place November 4-6, 2022, in the Vilano Beach Main Street area. The Whiskey, Wine, & Wildlife event is an annual festival that has taken place on Jekyll Island, GA since 2016 and is looking to move to Vilano Beach. The festival is an all-inclusive ticketed culinary and beverage event, which includes unlimited tasting bites and beverages with souvenir glasses. Participating culinary vendors will be northeast Florida restaurants. The event is being produced with support from St. Johns Tourism Development Council, St. Johns County Cultural Council, St. Augustine/Ponte Vedra, Florida's Historic Coast, Publix Supermarkets and the Adfish Group with charity partners Vilano Beach Main Street Inc, and the GTM Reserve. Narrative, proposed schedule of events, and maps are attached below.

Staff Review

Planning Division: The proposed event may be allowed as designated by the Design Review Board through a Regular Review per LDC Section 3.10.05.N.

Applicant has submitted Road Closure Permit for Vivian Browning Ave (aka Poplar Ave) for Friday, Nov 4, 7am through Saturday, Nov 5, 10pm. Site map is attached for visual placement of tents during this event. Applicant has also been approved St. Johns County permit for Pier closure Friday, Nov 4, 12pm-10pm. Applicant has revised Pier plan to have all booths staged on one side of the Pier, keeping 15' clear for pedestrian travel and exit aisle.

Although events will be taking place November 4-6, the applicant has clarified there will be no events taking place in Vilano Beach on November 6. The November 6 events will be Guided Tours at the GTM Research Reserve and a Sunday Jazz Brunch at the Casa Monica Hotel.

Applicant has provided a transportation and shuttle schedule for the event weekend to accommodate participants, volunteers, and vendors. Applicant has pointed out VBTC and surrounding parks have in excess of 550 spaces, and additional private lot locations are being identified for possible parking. Volunteers are being coordinated to assist with parking and directing traffic.

LDC Section 3.10.05.K – Use of the Public Right-of-Way

1. A clear pathway, parallel with the street, with a minimum width of 5 feet shall be provided for the comfortable movement of pedestrians.
2. A clear distance with a minimum of five feet (5') shall be provided from any alley, crosswalk, fire hydrant, or similar use.
3. The sidewalk area shall be maintained in a neat and orderly manner at all times and the area shall be cleaned of all debris and stains on a periodic basis during the day and again at the closing of each business day, ensuring a tidy appearance.

LDC Section 3.10.05.M – Public Pavilions & Fishing Pier Vendors

1. Vendors may be allowed at the Fishing Pier, Fishing Pier Pavilion & Beach Pavilion as a temporary use with appropriate permits.
2. The Design Review Board shall evaluate the initial application for vendors through a Regular Review. The Regular Review application shall include a general site plan depicting the location within the Public Pavilions or Pier, a maximum number of vendors; style, size and dimensions of vendor stalls; signage; and duration of each event consistent with Section 2.02.05.

LDC Section 3.10.05.N – Outdoor Sales, Market and Special Event Vendors, Other Areas

1. Outdoor sales, market, special event vendors, and other temporary uses may be allowed within the Vilano Beach Town Center as designated by the Design Review Board through a Regular Review. The Regular Review may be granted upon a determination that the request will not impose a burden or substantial negative impact, the request is consistent with Section 2.02.05 and the request is consistent with the following minimum standards:
 - a. Outdoor sales adjacent to retail uses may be permitted on sidewalks. The location of outdoor sales shall provide for continuous pedestrian movement.
 - b. Markets, bazaars, and substantially similar activities, which primarily sell arts, crafts, and local food products along with other goods, may be permitted on unimproved property.
 - c. Special event vendors may be distributed throughout the Town Center on improved, unimproved and public areas, such as sidewalks or parking areas for the duration of the registered Special Event (such as sunset celebrations, sport/race events, charitable concerts or similar community events).
 - d. Other Temporary Uses as may be permitted under Section 2.02.05.

Fire Services: Fire Service staff provides that the side access to Publix as well as the fire hydrant on the north side of Publix will be kept clear of obstructions. Fire Department access shall be maintained throughout the Vilano Town Center for the duration of the event. *Applicant has informed Staff there will either be off-duty St. Johns County Sheriffs or Security Officers directing stationed at the Vivian Browning detour and road closure.*

In regards to security, the applicant is planning to hire either off-duty St. Johns County Sheriffs, or Vilano Beach Main Street has utilized Overwatch Security Group, Inc. - Mr. Lenny Wetzel, who staffs with retired law enforcement and military. Applicant is in the process of gathering estimates for services needed throughout the events.

In regards to the event to take place on the Pier, per NFPA 101, 4.8: an emergency access plan is required. Crowd managers are also required per NFPA 101, 13.7.6. *Applicant has clarified the event on the Pier will be limited to 400-500 people. There will be no cooking on the pier – everything will be prepared offsite and kept warm with either heat lamps of warming gel chafing dish cans. All booths will be staged on one side of the Pier, keeping 15' clear for pedestrian travel and exit aisle. Employees with Crowd Management Certificates have been provided along with their certificate numbers.*

LDC Section 3.10.08 – Administrative Requirements: Staff review shows there are no open comments on this application. A Pre-application Meeting was not held with the Planning Division. Attached for consideration are:

Application
Narrative
Site Plans/Event Maps

CORRESPONDENCE

No correspondence has been received since the writing of this report.

SUGGESTED ACTION TO APPROVE

The Design Review Board may consider a motion to approve **VBTCDR 2022-04 Whiskey, Wine & Wildlife**, as described within the application, provided:

1. The request complies with Section 3.10.05.N of the St. Johns County Land Development Code, and is consistent with the intent and purpose of the Overlay District.

Subject to the following conditions:

- a. The side access to Publix as well as the fire hydrant on the north side of Publix will be kept clear of obstructions. Fire Department access shall be maintained throughout the Vilano Town Center for the duration of the event.
- b. Regarding the event on the Pier, there shall be an emergency action plan in place, and crowd managers shall be present.
- c. There shall be adequate parking provided for the temporary Use.
- d. All sites for the location of the temporary Use shall provide restroom facilities within a reasonable distance.
- e. The use of Special Event Signs shall meet all the requirements of Section 7.05.00 of this Code.
- f. All merchandise, display, tents, etc., shall be placed in such a manner as not to impede pedestrian or vehicular traffic and shall not create a fire hazard or impede a fire lane.

SUGGESTED ACTION TO DENY

The Design Review Board may consider a motion to deny **VBTCDR 2022-04 Whiskey, Wine & Wildlife**, provided:

1. The request does not comply with Section 3.10.05.N of the St. Johns County Land Development Code.

ATTACHMENT 1
APPLICATION AND SUPPORTING
DOCUMENTS



Application for Overlay District Review
 Growth Management Department
 Planning and Zoning Section
 4040 Lewis Speedway, St. Augustine, FL 32084
 Phone: 904.209.0675; Fax: 904.209-0576

Date Overlay District Property ID No (Strap)

Applicant Phone Number *Vilano Beach 148101-0000*

Address Fax Number

City State Zip Code E-mail

Project Name

Project Address & Location

Type of Review Commercial Use Multi-family Use Other:

Check all that apply

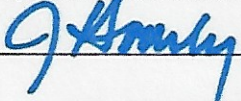
The Project Involves New Building Changes to an existing Building Exterior Repainting Signage (Individual)
Check all that apply
 Unified Sign Plan Fences / Walls Parking / Lighting Landscaping / Buffers
 Other:

Describe Project and work proposed to be done (Provide additional information by attachment as needed)

The Whiskey, Wine and Wildlife event is a very popular destination weekend festival that has taken place on Jekyll Island, GA since 2016 and is now moving to Vilano Beach, Nov. 4-6, 2022. The festival is an all-inclusive ticketed culinary and beverage event, which includes unlimited tasting bites and beverages with souvenir glasses. Participating culinary vendors will be northeast Florida restaurants. The event is being produced with support from St. Johns Tourism Development Council, St. Johns County Cultural Council, St. Augustine/Ponte Vedra, Florida's Historic Coast, Publix Supermarkets and The Adfish Group with charity partners Vilano Beach Main Street Inc, and The GTM Reserve.

See additional information attached.

I HEREBY CERTIFY THAT ALL INFORMATION IS CORRECT:
 Signature of owner or person authorized to represent this application:

Signed By 

Printed or typed name(s)

Contact Information of person to receive all correspondence if different than applicant:

Phone Number Fax Number E-mail
 Postal Address Name
 City State Zip Code

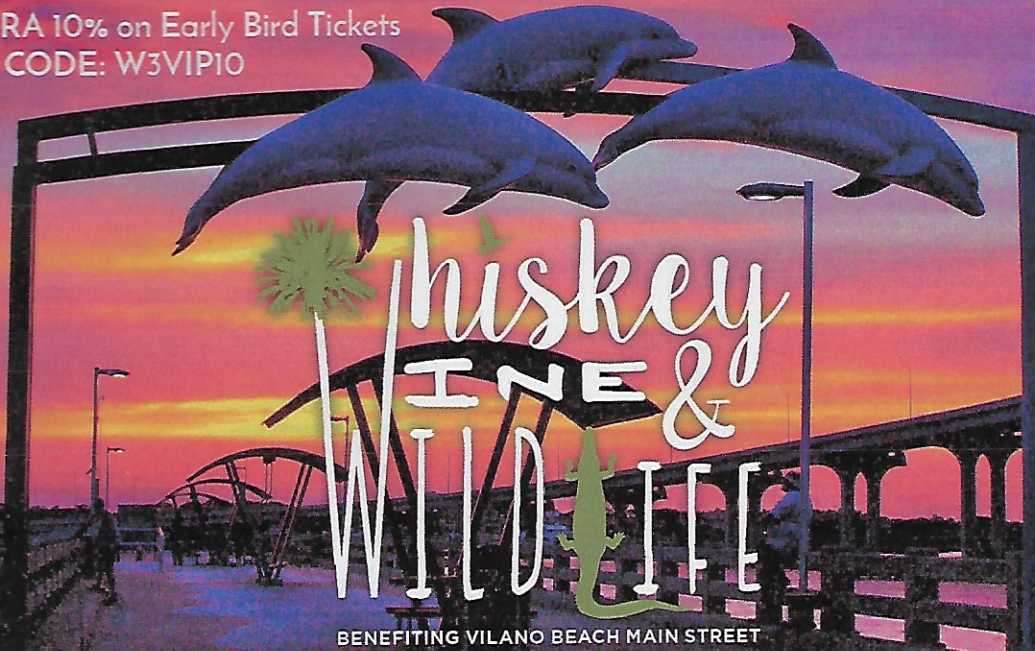
Please notify the Planning and Zoning Section at 904.209.0675 if you need any special assistance or accommodations to attend the meeting or if you have any questions concerning this application.

Please list any applications currently under review or recently approved which may assist in the review of this application including the name of the PUD/PRD:

TICKETS ON SALE NOW FOR VIP CIRCLE MEMBERS!

SAVE an EXTRA 10% on Early Bird Tickets
with PROMO CODE: W3VIP10

*PROMO Code EXPIRES
midnight Sunday, July 31, 2022!



BENEFITING VILANO BEACH MAIN STREET

PRESENTED BY + GreenWise
MARKET

A CULINARY WEEKEND LIKE NO OTHER ON VILANO BEACH, FL

NOVEMBER 4 - 6, 2022

Photo credit, Nikki Brubaker



Don't Miss the "Best Taste Awards" on Saturday at W3!



BEST TASTE Awards!
Presented by JACKSONVILLE MAGAZINE
BEST OVERALL | BEST SAVORY
BEST SWEET | BEST SEAFOOD



PEOPLE'S CHOICE Awards!
Presented by
BEST OVERALL | BEST SAVORY
BEST SWEET | BEST SEAFOOD
BEST SPIRIT | BEST WINE | BEST BEER

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JACKSONVILLE MAGAZINE

edible
NORTHEAST FLORIDA





Public Event – Vilano Beach Town Center, November 4 – 6, 2022

Whiskey, Wine and Wildlife is a popular culinary destination weekend event that has taken place on Jekyll Island, GA since 2016 and is now moving to Vilano Beach, November 4-6, 2022. The festival is an all-inclusive ticketed culinary and beverage event, which includes unlimited tasting bites and beverages with souvenir glasses. Participating culinary vendors will be limited to northeast Florida restaurants. The event is being produced with support from St. Johns Tourism Development Council, St. Johns County Cultural Council, St. Augustine/Ponte Vedra, Florida's Historic Coast, Publix Supermarkets and The Adfish Group; with charity partners Vilano Beach Main Street Inc, and the GTM Research Reserve.

Whiskey, Wine and Wildlife is planned to be an annual promotional event with its signature events primarily taking place throughout the Vilano Beach Main Street area. Additional possible events will be located at the GTM Research Reserve and possible nearby hotels. The festival is a collaborative fundraising and awareness partnership with Vilano Beach Main Street.

The festival will become an annual event to be held the first weekend in November, currently an off-peak demand period for St. Johns County, creating an opportunity for culinary tourism before the Nights of Lights kicks-off in November. The weekend's events will raise funds and awareness for programs for non-profit partners in St. Johns County, the festival Official Charity Partner, **Vilano Beach Main Street**, with 100% of the proceeds from the Silent Auction on Saturday, November 5, designated for Vilano Beach Main Street. The GTM Reserve is also a charity partner and will be the recipient of the proceeds from the Whiskey & Wine Pull on Saturday, November 5, 2022.

The festival expects to attract 2,000 - 3,000 total guests with all the weekend's events. Demographics projected as follow: 68% Female | 32% Male; 73% Between the ages of 30-70; 65% of attendees are married; 63% with bachelor's degree or higher; 50% of attendees with annual income of \$130K and higher 60% of guests will be using a hotel during their stay. **Demographics and attendance projections based on other similar festivals produced by the festival organizers.*

One of the South's leading culinary festival event management companies, The AdFish Group, creators of the Savannah Food & Wine Festival, the St. Augustine Food + Wine Festival, Louisiana Food + Wine Festival and numerous other culinary destination events is producing Whiskey, Wine & Wildlife. The AdFish Group has helped raise over \$500,000 in charitable contributions to non-profit organizations through its various festivals over the past 10 years and brings significant marketing destination awareness and economic impact to its culinary festivals and events.

All festival activities are ticketed events. Signature events taking place in Vilano Beach below:

- **Friday, November 4, 2022: 6:30 pm to 8:30 pm**
Vilano Beach Pier (260 Vilano Rd) (entire pier closure - 640 feet)
Pier closed from 12:00 PM – 10:00 PM. Six-foot table spacing for retail, culinary and beverage exhibitors. 30-40 Beverage; 6-8 Retailers; 4 Culinary Stations and Pig Pickin'
ADMISSIONS located at Pier Pavilion Entrance. **See attached Map*
- **Saturday, November 5, 2022: 2:00 pm to 5:00 pm on Vivian Browning Avenue (aka Poplar Ave) Vivian Browning Avenue (adjacent to Publix Parking lot at 55 Ava Way)**
Road closure Friday @ 7 AM, Friday, November 4 through 10 PM, Saturday, November 5
62 - 10 x 10 Exhibitor Spaces; Climate Controlled Restroom Trailers; Sponsor Stage located in Publix parking area; ADMISSIONS TENT located at the entrance to the Nature Boardwalk (in the roadway)
**See attached Maps – Public Access to Publix until 1 PM on Saturday, November 5*



Road Closure with Publix Detour:

7:00 AM, Friday, November 4, 2022, through 10:00 PM, Saturday, November 5, 2022

**One way driveway to Publix Parking Lot with Public Access until 1 pm on Saturday, November 5, 2022*

Road Closure – *No Public Access to Publix Parking Lot for Pedestrian Safety:

1:00 PM – 6:00 PM, Saturday, November 5, 2022

**Security Patrolled Closure will allow for Publix delivery trucks to enter*

- Road closure from Vivian Browning Ave./Poplar Avenue (Coastal Hwy. Intersection) at the north entrance located at the rear of Publix to the Vilano Beach Nature Boardwalk entrance (closest address is 127 Poplar Avenue)
- 500 Feet of total road closure.

Transportation and Shuttle Schedule

Friday, November 4, 2022

- Florida School for the Deaf & Blind (FSDB)
 - 5:00 PM to 9:30 PM Pick Up and Drop Off Every 30 minutes
 - 4 min (1.2 mi) via Florida A1A N/A1A Scenic and Historic Coastal Byway
- North Beach Park, Mussallem Park, North Shores Park, Magic Beach Hotel
 - 5:00 to 9:30 PM
 - One Shuttle Running nonstop pick up and drop offs
 - 4 min (1.8 mi) via Coastal Hwy.

Saturday, November 5, 2022

- FSDB Campus located at 207 Marco Avenue, St. Augustine, F.L. 32084
 - 10:00 AM to 2:00 PM and 5:00 -7:00 PM
 - Pick Up and Drop Off Every 30 minutes
 - 10 min (4.0 mi) via Florida A1A N/A1A Scenic and Historic Coastal Byway
- North Beach Park, Mussallem Park, North Shores Park, Magic Beach Hotel
 - Noon to 6:30 PM
 - Two Shuttles Running nonstop pick up and drop offs
 - 4 min (1.8 mi) via Coastal Hwy.

Traffic Flow and Parking

Old Town Trolley is providing two shuttles for transportation services during the event weekend. For Friday, November 4th the shuttle route includes Florida School for the Deaf & Blind, North Beach Park, Mussallem Park, North Shores Park, Surfside Park and the Beach Pavilion near Magic Beach Motel in the Town Center. Runs will occur between 5 pm and 9:30 pm to accommodate participants, volunteers and vendors (see attached map and schedule). For Saturday similar shuttle stop locations will be used; shuttles will run from 10 am to 7 pm (schedule attached). Additional public parking locations will be displayed on maps and websites for participating guests. The Vilano Beach Town Center and surrounding parks have in excess of 550 spaces. Additional private lot locations are being identified for possible parking.

Road Closure / Pier Closure

- The Vilano Pier will be closed to the public Friday, November 4, 12:00 PM – 10:00 PM. (St. Johns County permit application submitted and approved for Pier closure).
- Vivian Browning Avenue will be closed to public traffic, Friday, 7 AM to 10 PM, Saturday, November 5. (Road Closure Permit submitted)

Signage

Traffic routing and directional signage will be placed in the Town Center appropriately notifying the public on events and closures.

Security

Contracted security services will be available during the events.

Volunteers

Vilano Beach Main Street will assist in recruiting volunteers for the event as a charity partner. Training and assignments will be provided by The Adfish Group.

Event Principals

Vilano Beach Main Street, Inc.



Linda LaCerva, President	614-582-7885	linda_lacerva@vilanobeachfl.com
Cindy Campbell-Taylor, Vice President	407-433-0021	cindy_campbell-taylor@vilanobeachfl.com (marketing)
Joe Anderson, Treasurer	407-590-0073	joe_anderson@vilanobeachfl.com
Sallie O'Hara, Executive Director	904-540-0402	sallie_ohara@vilanobeachrfl.com (logistics)
The Adfish Group, LLC		
Jan Gourley, Principal Organizer	843-812-5802	jan@adfishgroup.com
Kelly Smith, Event Organizer	843-683-8386	kelly@adfishgroup.com
Gordon Gourley, Event Organizer		gordon@adfishgroup.com
St. Johns County Cultural Council		
Christina Parrish-Stone	904-434-0959	christina@historiccoastculture.com

Whiskey, Wine & Wildlife Main Event

November 5, 2022

Event Time 2:00 - 5:00 PM



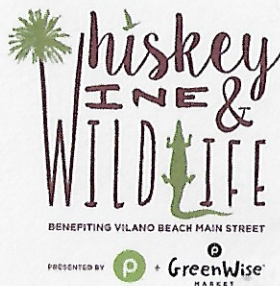
 20' x 40'  10' x 20'

Seven (7) Large Tents for 56 Spaces (10x10)
Six (6) Small Tents for 10 Spaces (10x10)



Street Detour - Friday, 11/4/22
Public One Way Access to Publix:
Friday, 7 AM, 11/4/22 to 10 PM, Saturday, 11/5/22.

Street Closure - Saturday, 11/5/22
From 1:00-6:00 PM with Patrol
and Publix Delivery Access ONLY



Vivian Browning Avenue, St. Augustine, Florida

- 68 Total 10' x 10' Exhibitor Spaces
- Publix Cooking Demo Stage located in Publix Parking Lot
- Publix Sponsor Stage located in open parcel adjacent to Publix
- Admission Tent located at the entrance to Vilano Beach Nature Boardwalk

Whiskey, Wine and Wildlife in Vilano Beach Town Center

NOVEMBER 4—6, 2022

Vivian Browning Ave. (aka Poplar Ave), Vilano Beach Town Center

Parking: Angle free parking in Town Center (100 spaces) + private vacant lots as designated and shuttle services

TRAFFIC FLOW & PARKING

NOTE: additional private parcels may be available for parking; signage to be



Note— Street Detour Fri 11/4—Public One Way Access into Publix, 7 am to 10 pm Sat. 11/5.

Street Closure on Sat. 11/5 from 1 pm to 6 pm with Patrol and Publix delivery Access only.

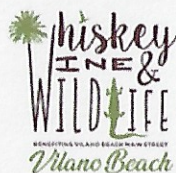
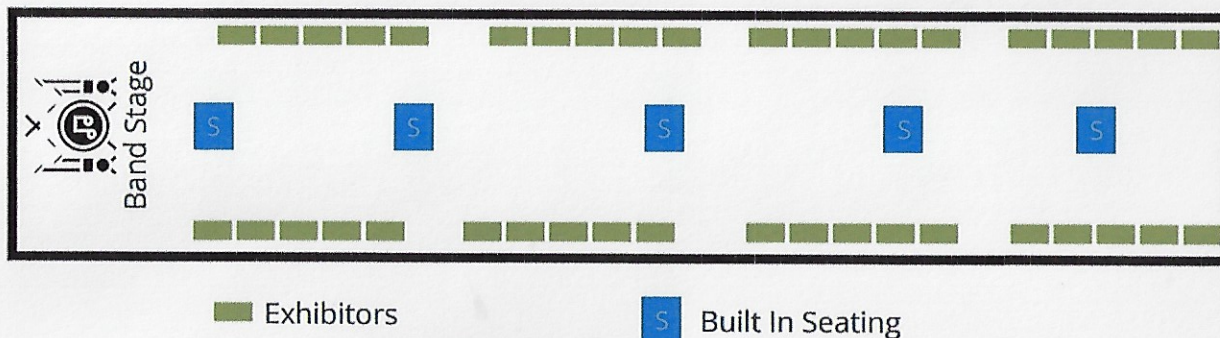
FREE—Angled Street Parking—All along Vilano Road

Whiskey Inspired
November 4, 2022
Event Time 6:30 - 8:30 PM

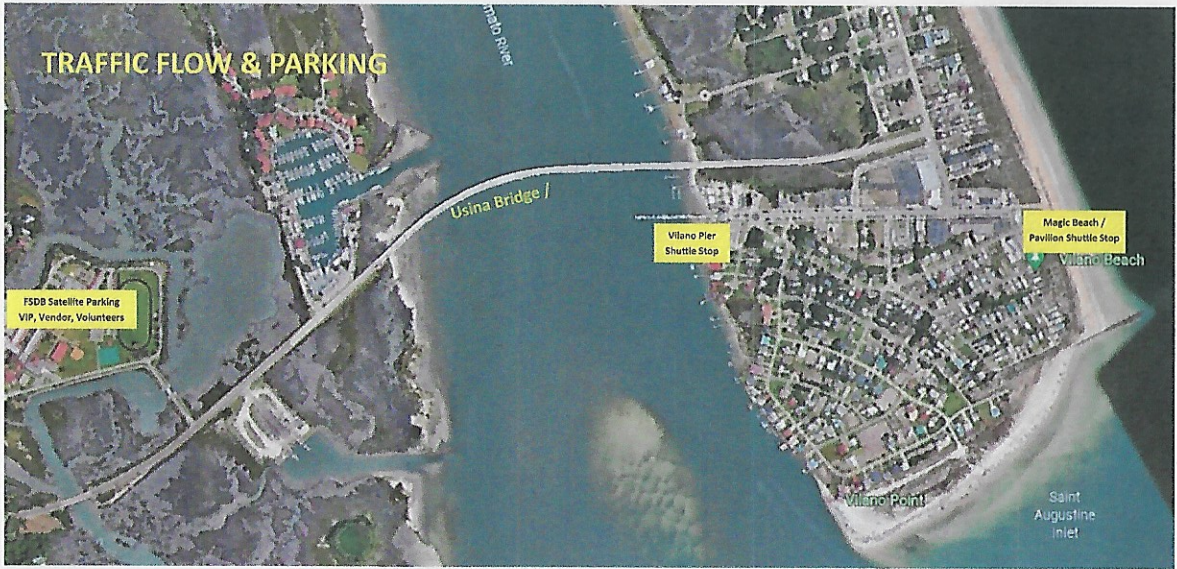


Vilano Beach Pier, St. Augustine, Florida
640 Feet of Pier Closure November 4, 2022 from Noon to 10 PM
Six Foot Table Spacing for Retail, Culinary and Beverage.
30-40 Beverage, 6-8 Retailers and 6-8 Culinary
Admissions located at Pier Pavilion's Entrance

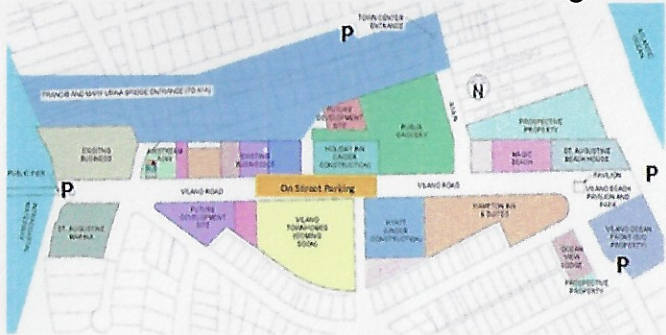
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Admissions located at Pier Pavilion's Entrance




Vilano Beach Town Center Parking







Whiskey, Wine & Wildlife Trolley Stops




 North Beach Park

 Mussalle Park

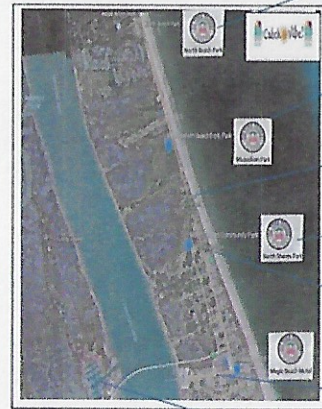
 North Shores Park

 Magic Beach Hotel

 FSDB Campus

Old Town Trolley Shuttle Service

Transportation shuttle service from surrounding parks to the Vilano Beach Town Center.



North Beach Park
Parking Spaces- 55

Mussalle Park
Parking Spaces- 20

Nease Oceanfront Park
Parking Spaces- 15

North Shores Community Park
Parking Spaces- 40

Surfside Park
Parking Spaces- 55

Vilano Town Center
Parking Spaces- 100

FSDB Campus
Parking for volunteers/vendors

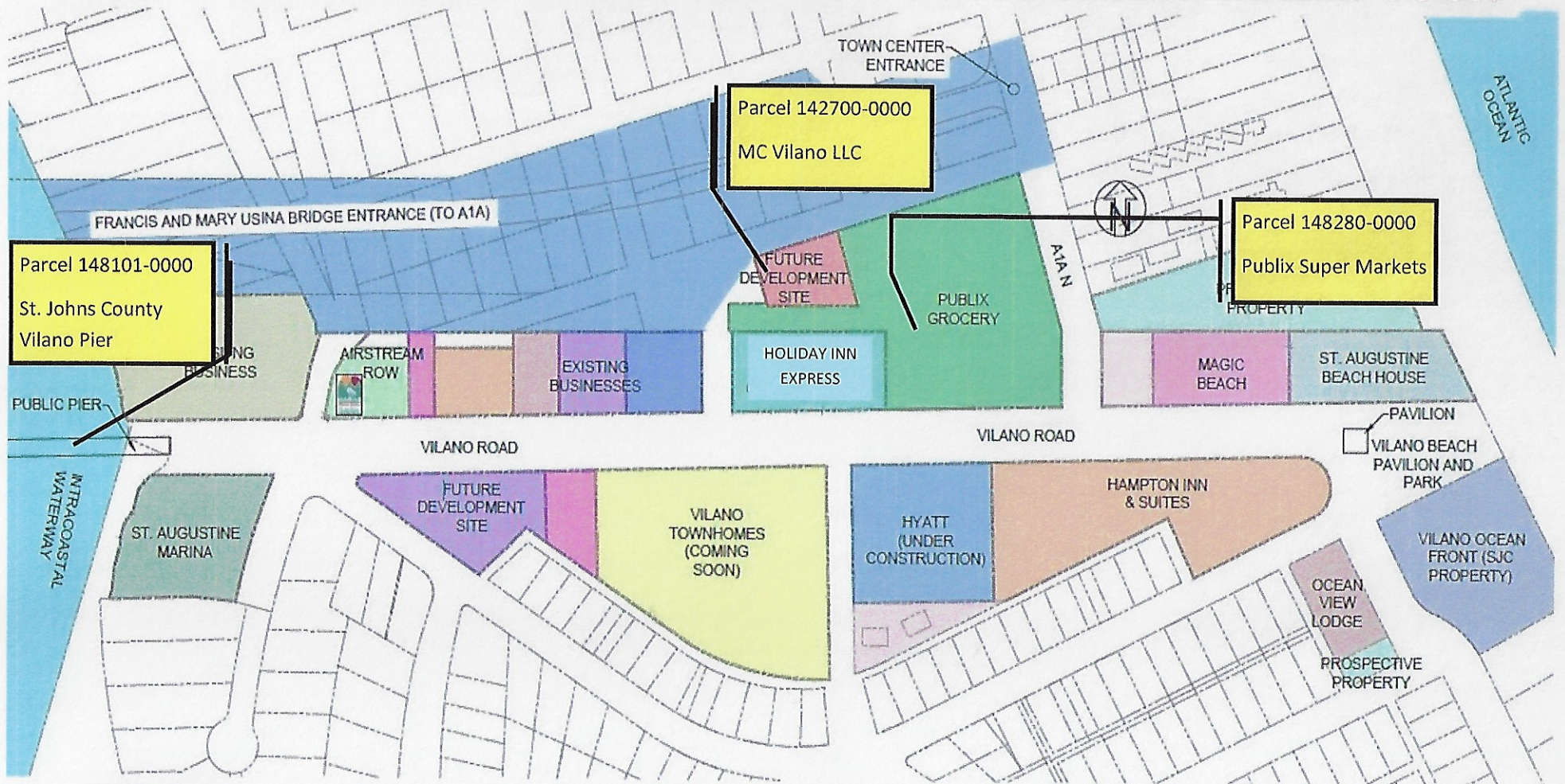
OTT Shuttle Service - Friday ONE Shuttle 5 pm to 9 :30 pm

- 1st Stop @ FSDB Campus
- 2nd @ Vilano Beach Pier (VENUE SITE)
- 3rd Stop @ Magic Beach In Town Center / Beach Pavilion
- 4th Stop @ North Beach Park - North Beach walkover (park n ride)
- 5th stop @ Mussalle Park (park n ride)
- 6th stop @ Nease Park (park and ride)
- 7th Stop @ Corner of Meadow & First (Firehouse) (drop off pick up) - Perimeter parking available
- 8th Stop - Surfside Park - park and ride
- 9th Vilano Beach Pier (VENUE SITE)
- 10th FSDB Campus
- Recurring loop every half hour - 3 miles one way / 6 mile loop

OTT Shuttle Service route Saturday - TWO Shuttles

- Saturday 10 am to 2 pm and 5 pm to 7 pm - Vendor and VIP and Volunteer parking only (from FSDB Campus)
- Saturday 1 pm to 6:30 pm

VILANO BEACH MAIN STREET DISTRICT WALKING AND BIKING TOUR



Whiskey, Wine and Wildlife

November 4-6, 2022

Affected parcels in the Vilano Beach Town Center

DESIGNED AND
PROVIDED BY:

**MATTHEWS
DESIGN GROUP**