



**GROWTH MANAGEMENT DEPARTMENT STAFF REPORT**  
**VILANO BEACH TOWN CENTER OVERLAY DISTRICT**

**September 14, 2022 Public Meeting**

**VBTCDR 2022-05 Vilano Beach Main Street Artisan Market Expansion**

**To:** North Coastal Design Review Board  
**Staff:** Sloane Stephens, Planner  
**Date:** August 29, 2022

**Applicant:** Vilano Beach Main Street  
P.O. Box 6 (3101 First St.)  
St. Augustine, FL 32084

**Location:** Vilano Road, Ava Way, Coastal Highway  
**FLUM:** Town Center Mixed Use (TCMU)  
**Zoning:** TCMU

**Applicable Standards:** Land Development Code (LDC) Section 3.10.00 North Coastal Overlay District: Vilano Beach Town Center Overlay, Section 3.10.05.N - Outdoor Sales, Market and Special Event Vendors, Other Areas

**Summary of Request:** Applicant is requesting to modify the previously approved Vilano Beach Main Street Artisan Market (VBTCDR 2022-02), which granted design approval for a community Open-Air Market located within the Vilano Beach Town Center Overlay, using the public right-of-way per Land Development Code, Section 3.10.05.K. This application seeks to revise the boundaries approved within Condition #3 of the Final Order granting approval.

Condition #3 of the previously approve Final Order states, “The events shall be located from the corner of Vilano Road and Coastal Highway to Vilano Road corner 500 feet west of Ava Way.” Applicant has requested to expand the boundaries to the extent of the Vilano Road right-of-way; from the Pier Pavilion to the Beach Pavilion.

**Site Plan Rough Draft**



**Staff Review**

**Planning Division:** LDC Section 3.10.00 North Coastal Overlay District: Vilano Beach Town Center Overlay, Section 3.10.05.N - Outdoor Sales, Market and Special Event Vendors, Other Areas requires that outdoor sales, market, special event vendors and other temporary may be allowed as designated by the Design Review Board through a regular review and based upon the following applicable Code Sections:

Section 3.10.05.N.1.a. Outdoor sales adjacent to retail uses may be permitted on sidewalks. The location of outdoor sales shall provide for continuous pedestrian movement. The applicant has provided these events will be on sidewalks. The sidewalks in the Vilano Beach Town Center are designed to accommodate such activity, so as to not impede pedestrian movement. Vendors will be allowed to erect tents along the sidewalks. Tents shall be less than 900 square feet.

Section 3.10.05.N.1.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. Not applicable. The proposed events are occurring on the sidewalks.

Section 3.10.05.N.1.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). The proposed events are occurring on the sidewalks along Vilano Road and may occur on Ava Way and Coastal Highway; however, this section appears to allow for further distribution of the event, if needed. Staff cautions if the use of vehicular streets are used, additional traffic maintenance and control may be needed for duration of the event. In addition, Fire Service staff provided that all vendors must remain on the sidewalks.

Section 3.10.05.N.1.d Other temporary uses as may be permitted under Section 2.02.05 of the LDC. Not applicable. This application is limited to the proposed events, as listed above.

**Fire Services:** Fire Service staff provides that all vendors must remain on the sidewalks and not block vehicular traffic and that all tents must be under 900 square feet. If there is any cooking to take place, concession stands utilized for cooking shall have a minimum of 10 feet of clearance. Additionally, any fire hydrants and Fire Department Connections within the proposed project boundary shall have at least 3 feet clearance around them per NFPA 1, chp 18.

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

Site Plan Rough Draft with Narrative showing the location of the proposed events

Additional map, prepared by staff for the NBR Notice, map created after discussion with the applicant

Previously approved order granting approval of VBTCDR 2022-02

#### **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 2022-05 Vilano Beach Main Street Artisan Market Expansion**, 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:

1. All tents shall be less than 900 square feet.
2. Events shall only occur on the sidewalks and not block vehicular traffic.
3. The events shall occur along Vilano Road, from the Pier Pavilion to the Beach Pavilion.
4. Concession stands utilized for cooking shall have a minimum of 10 feet of clearance.
5. Fire Department apparatus shall have at least 3 feet of clearance.

#### **SUGGESTED ACTION TO DENY**

The Design Review Board may consider a motion to deny **VBTCDR 2022-05 Vilano Beach Main Street Artisan Market Expansion**, 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

RECEIVED  
 AUG 05 2022

BY: 11:28 AH

Date: 7/25/2022 Overlay District: Vilano Beach Town Center Property ID No (Strap): 148280-0000

Applicant: Vilano Beach Main Street, Inc Phone Number: 904-540-0402  
 Address: P.O. Box 6 (3101 1st St.) Fax Number:  
 City: St. Augustine State: FL Zip Code: 32084 E-mail: sallie\_ohara@vilanobeachfl.com

Project Name: Vilano Beach Main Street Artisan Market

Project Address & Location: Vilano Road

Type of Review:  Commercial Use  Multi-family Use  Other: Special Event  
 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: Promotional event using sidewalks on Vilano Road

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

See attached narrative and site plan. In accordance with Part 3.1000 NCCD: Vilano Town Center Overlay Section 3.10.03 (K)  
 This application seeks to expand the initial boundaries set during the April 13, 2022 review. VBMS wishes to use available sidewalks from Pavilion to Pavilion along Vilano Road for the Market.

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): LINDA LACERIA

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

Phone Number: 614 582 7885  Fax Number:  E-mail: LINDA\_LACERIA@vilanobeachfl.com  
 Postal Address: 301 Geneva Ln Name:  
 City: St. Augustine State: FL Zip Code: 32084

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:  
 Previously reviewed and approved May 3, 2022 VBTCDB 2022-02 VBMS Artisan Market ✓

## Events on Vilano Road in the Town Center 2022

- Vilano Beach Artisan Market Walk – 3<sup>rd</sup> Saturdays Monthly.

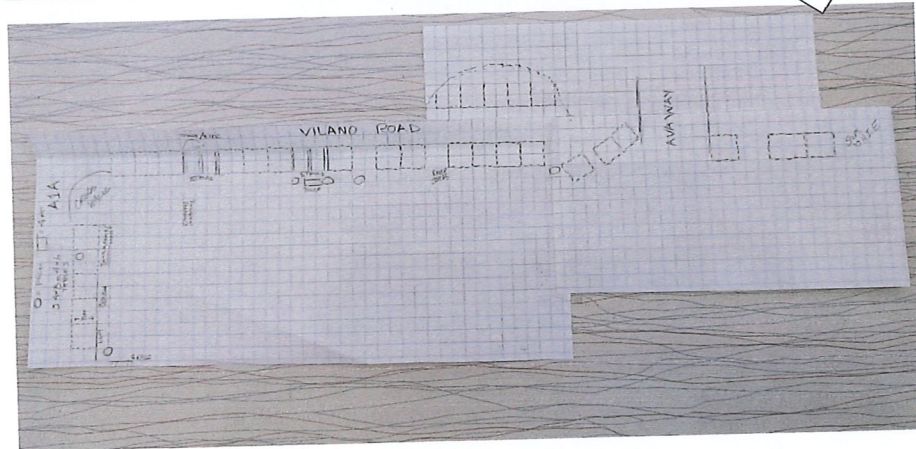
The original area earmarked for venue activity was in the Public Right of Way from Coastal Highway at Vilano Road to Ava Way and 50 feet in front of the Holiday Inn Express. The expanded boundaries will extend the length of Vilano Road from near the Pier Pavilion to the Beach Pavilion.

No obstruction of public right of way is anticipated.

No obstruction of traffic flow is anticipated.

Use of public right of way on sidewalks planned to erect vendor tents for community benefit of a Vilano Beach Artisan Market Walk.

Use of ROW is planned for future events on Main Street especially during the Christmas season.



Traffic impact will be minimal other than normal streetscape usage.

Not all sidewalk space will be used at each market.

Pedestrian walking flow will not be impeded by tents.





Vilano Beach Main Street, Inc.  
P.O. Box 6 (3101 1<sup>st</sup> St., St. Augustine, FL 32084)  
St. Augustine, FL 32085  
[Sallie Ohara@vilanobeachfl.com](mailto:Sallie_Ohara@vilanobeachfl.com)  
[Vilanomarletwalk@gmail.com](mailto:Vilanomarletwalk@gmail.com)

## Promotions Fact Sheet

**Project:** Events on Vilano Road in the Town Center

### Project Description: Promotions

**The Mission** of Vilano Beach Main Street is to preserve, maintain and improve the historic Vilano Beach community while protecting the small town beach vibe.

#### **Promotions:**

The objective of event promotions is to create a positive image that will rekindle community pride and improve consumer and investor confidence in the Town Center commercial district. Advertising, retail promotions, special events, and marketing campaigns help sell the image and promise of Main Street to the community and surrounding region. Promotions communicate the commercial district's unique characteristics, business establishments, and activities to shoppers, investors, potential business and property owners, and visitors.

#### **Property Use:**

No specific property is designated as the event venue, rather the public right of way along Vilano Road is the area of promotion. The original streetscape design allowed for wide use of the public right of ways along sidewalks to promote community events and activities conducive to developing a "sense of place" as a destination.

The initial targeted area for use as a public venue is the areas from Coastal Highway to Ava Way allowing for sidewalk vendor and café activities for a once-a-month event in the Vilano Town Center. This may be expanded with additional permit approvals.

The intent is to allow a space for COMMUNITY gatherings for meetings; events; information exchange and entertainment. Currently there is no available public space for this purpose in the Town Center.

An annual calendar has been developed. On the 3<sup>rd</sup> Saturdays monthly, the Vilano Beach Artisan Market Walk features new entrepreneurs on Main Street tailored to arts and crafts products, not competing with local businesses.

#### **Proceeds:**

Market and Entertainment events as scheduled provide a modest revenue stream for Vilano Beach Main Street dedicated to re-invest in the event space venue and operations.

Expected annual net revenue from the Market is estimated at \$10,000 plus special advertising sponsorships.

#### **Community Contact, Location, Dates:**

The Executive Director of Vilano Beach Main Street will serve as the facilitator between the planning teams and the umbrella organization which holds the General Liability Insurance coverage and handles administrative matters such as permits, some marketing, sales tax submissions and some logistics.

Executive Director, 3101 1<sup>st</sup> Street, St. Augustine, FL 32084. 904.827-7411. Cell: 904-540-0402.

3<sup>rd</sup> Saturday VB Artisan Market Walk Planning Team includes Linda LaCerva; Laurel Bernsten; Cindy Campbell-Taylor and Sallie O'Hara.

**Community Need:** New hotel openings and expanded small outdoor venue activities are requested by community residents and tourists. This promotional event complies with National Main Street strategies for downtown redevelopment. A survey issued in November 2020 confirms the community needs.

**Budget:** \$10,000 net annually for Vilano Beach Main Street Promotions.

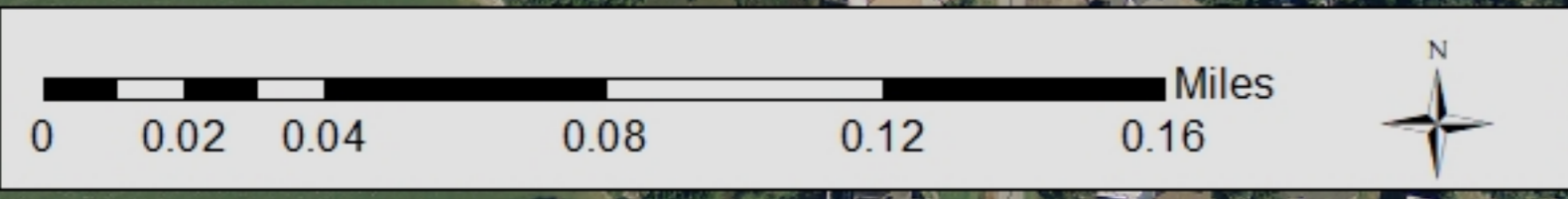


# AERIAL MAP



Francis and Mary Usina Bridge

Vilano Rd



VBTCDR 202200005 Vilano Beach Main Street Artisan Market 08/15/2022

VBTCDR 2022-05

Expanded Artisan Market Walk along Vilano Road.  
Roundabout at Harbor Court Rd to Beach Pavilion.  
North side of public sidewalk.





**ORDER OF THE ST. JOHNS COUNTY, FLORIDA**  
**DESIGN REVIEW BOARD**  
**OF THE NORTH COASTAL OVERLAY DISTRICT**

Ms. Sallie O'Hara, Executive Director  
Vilano Beach Main Street  
P.O. Box 6 (3101 First Street)  
St. Augustine, Florida 32085

**FILE NUMBER:** VBTCDRB 2022-02 Vilano Beach Main Street Artisan Market and Community Gathering Event  
**ADDRESS:** Vilano Road  
**DATE OF HEARING:** April 13, 2022

**ORDER GRANTING APPROVAL**

The above referenced application for Design Review Board approval to allow the Vilano Beach Main Street Artisan Market and Community Gathering Event to be located on the sidewalks along Vilano Road for two separate events, a 2nd Friday evening event featuring musical entertainment, and a 3rd Saturday Artisan Market to feature the sales of arts and crafts.

**FINDINGS OF FACT**

Having considered the application, supporting documents, statements made by the Applicant and Staff, and all evidence presented during the public hearing, the Board made the following Findings of Fact:

1. The request is consistent with Section 3.10.05 of the St. Johns County Land Development Code and will meet all other Code requirements.

NOW THEREFORE, based on said Findings of Fact, the Board hereby approves this application as submitted and with the following condition:

1. All tents shall be less than 900 square feet. --
2. Events shall only occur on the sidewalks and not block vehicular traffic.
3. The events shall be located from the corner of Vilano Road and Coastal Highway to Vilano Road corner 500 feet west of Ava Way.
4. The events shall occur once per month on the 2<sup>nd</sup> Friday and the 3<sup>rd</sup> Saturday from 4:00 PM to 8:00 PM.
5. Any extension of the events shall require the applicant return to the NCDRB for approval.

This decision may be appealed to the St. Johns County Board of County Commissioners within thirty (30) days of the signing of this Order, pursuant to Section 9.07.04 of the Land Development Code. Deed Restrictions, if any, are not affected by the actions of the Board or this Order.

All applicable state or federal permits must be obtained before commencement of the development. Issuance of a development permit or development order by a county does not in any way create any rights on the part of the applicant to obtain a permit from a state or federal agency and does not create any liability on the part of the county for issuance of the permit if the applicant fails to obtain requisite approvals or fulfill the obligations imposed by a state or federal agency or undertakes actions that result in a violation of state or federal law.

DATED THIS 3 DAY OF May, 2022.

DRB FOR THE NORTH COASTAL OVERLAY DISTRICT WITHIN ST. JOHNS COUNTY, FLORIDA:

BY: K. A. Clau S. J.  
Chair/Vice-chair

The undersigned Clerk of the Board certifies that the above Order is a true and correct copy of the Order adopted by said Board as the same appears in the record of the Board Minutes.

BY: Teresa Bishop  
Clerk: Teresa Bishop, AICP, Planning Division Manager