



GROWTH MANAGEMENT DEPARTMENT STAFF REPORT
VILANO BEACH TOWN CENTER OVERLAY DISTRICT
August 9, 2023 Public Meeting
VBTCDR 2023-03 Whiskey, Wine, & Wildlife

To: North Coastal Design Review Board
Staff: Sloane Stephens, Planner
Date: August 2, 2023

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

Location: Vivian Browning Avenue
FLUM: TCMUD
Zoning: TCMU

Applicable Land Development Code Standards:

[Section 2.02.05](#) – Temporary Uses

[Section 3.10](#) – Vilano Beach Town Center Overlay District.

Summary of Request: Applicant is requesting design approval to allow for a weekend culinary and beverage festival to take place November 2-5, 2023, in the Vilano Beach Main Street area. The very popular culinary destination weekend festival, Whiskey, Wine & Wildlife – W3 sponsored by Publix, will take place again in Vilano Beach this fall. Whiskey, Wine & Wildlife is an all-inclusive ticket festival, for all its events, which include unlimited tasting bites and beverages with souvenir glasses. The festival will be held in early 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 event will kick-off with the “Pesca W3 Wine Dinner” on Thursday, November 2; Friday, November 3 will showcase the “Master Classes” and the new “Vilano A1A Soiree” which will take place on Vivian Browning Avenue; “Grand Tasting” will take place on Vivian Browning Avenue on Saturday, November 4; “Sunday Jazz Brunch” will take place at Pesca, on Sunday, November 5.

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.

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.

The Applicant has submitted Road Closure Permit for Vivian Browning Ave (aka Poplar Ave) for Friday, Nov 3, 7am through Saturday, Nov 4, 11pm. Site map is attached for visual placement of tents during this event. The Applicant has provided a transportation and shuttle schedule for the event weekend to accommodate participants, volunteers, and vendors. Volunteers are being coordinated to assist with parking and directing traffic. Satellite county parking lots are requested for use on November 4 (North Beach Park, Mussallem Park, North Shores Park, etc).

Applicable Code Sections:

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.

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

Staff has not received any phone calls or letters regarding the proposal as of the writing of this Staff Report.

SUGGESTED ACTION TO APPROVE

The Design Review Board may consider a motion to approve **VBTCDR 2023-03 Whiskey, Wine, & Wildlife**, as described within the application, provided:

1. The request complies with Section 3.10 of the St. Johns County Land Development Code, and is consistent with the intent and purpose of the Overlay District.

SUGGESTED ACTION TO DENY

The Design Review Board may consider a motion to deny **VBTCDR 2023-03 Whiskey, Wine, & Wildlife**, provided:

1. The request does not comply with Section 3.10 of the St. Johns County Land Development Code.



Whiskey, Wine & Wildlife, November 2 - 5, 2023 Overview

The very popular culinary destination weekend festival, [Whiskey, Wine & Wildlife – W3](#) sponsored by Publix, will take place again in Vilano Beach this fall. Whiskey, Wine & Wildlife is an all-inclusive ticket festival, for all its events, which include unlimited tasting bites and beverages with souvenir glasses.

The festival will be held in early 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 event will kick-off with the **“Pesca W3 Wine Dinner” on Thursday, November 2; Friday, November 3 will showcase the “Master Classes” and the new “Vilano A1A Soiree”** which will take place on Vivian Browning Avenue; **“Grand Tasting”** will take place on Vivian Browning Avenue on Saturday, November 4; **“Sunday Jazz Brunch”** will take place at Pesca, on Sunday, November 5.

“Best Taste” Awards, and “People’s Choice” Awards presented by Jacksonville Magazine and Sysco. **The Best Taste Awards will be in partnership with *Jacksonville Magazine* and will showcase all the winners of Whiskey, Wine & Wildlife’s best tastes from the Saturday, Main Event in *Jacksonville Magazine* – with photos of winning dishes and restaurant recognition! Tasting entries will be professionally judged before the event opens to the public on Saturday and winners will be awarded a Gold, Silver or Bronze Medal Award. The People’s Choice Awards will be votes cast by guests at the Main Event on Saturday, November 4, 2023. The restaurant partners to be included in the award for Whiskey, Wine & Wildlife will be limited to restaurants in northeast Florida.**

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.

St. Johns County sponsorship requests:

- Satellite County Parking Lots/Facilities Requested for Saturday, November 4 Event:
 - Parks/Facilities: North Beach Park, Mussallem Park, North Shores Park – any additional parks along A1A that parking lots have been improved/expanded for satellite parking
- Waiving of any permit fees Parking Lot and Street Usage/Closures
- Closure of Poplar Avenue/Vivian Browning Avenue, Friday, November 3 at 7 am through Saturday, November 4, at 11 pm.

Contract Services:

- Garbage/Recycling plans: garbage and recycling will be contracted out with JaniKing, with recycling and garbage cans placed throughout the events.
- Portable, climate-controlled restroom trailers Portable, climate-controlled restroom trailers will be placed on private property on Saturday, November 5 (on Vivian Browning Ave.).



For media information:

Email: jan@adfishgroup.com, Jan Gourley, Cell: 843-812-5802

SAVE UP TO 30% ON EARLY BIRD TICKETS FOR WHISKEY WINE & WILDLIFE
ON SALE TODAY

ST. AUGUSTINE, FL (July 12, 2023) – Tickets are now available for the very popular culinary destination weekend festival, [Whiskey, Wine & Wildlife – W3](#), presented by [Publix](#) which takes place in Vilano Beach, St. Augustine, FL, November 2 – 5, 2023. A limited release of [Early Bird Discount tickets](#) is now available for sale for the festival’s signature events – with savings of up to 30% for the festival’s Grand Tasting on Saturday, November 4, 2023.

The festival has added several new events to its schedule:

Thursday, November 2

NEW EVENT: [Pesca by Michael’s W3 Wine Dinner](#), Cocktails, 6:00 - 6:30 pm; Dinner at 7:00 pm

Location: [Pesca by Michael’s Inside Hyatt Place Hotel, Vilano Beach Florida](#), 117 Vilano Road, St. Augustine, FL 32084

Tickets: \$225 per person, \$210 per person Early Bird, *limited tickets available*.

The perfect way to kick-off Whiskey, Wine & Wildlife with an elegant 4-course, wine paired dinner by Executive Chef Michael Lugo and Dessert course, by Pastry Chef, Rebecca Reed at the highly acclaimed new Pesca by Michael’s in Vilano Beach.

The Rooftop Cocktail Reception, open bar will include official festival wine, beer and spirits. Inspired by Miami’s Art Deco architecture, along with a rooftop bar and grill offering panoramic coastal views, Pesca by Michael’s brings a new and exciting culinary concept to Northeast Florida’s growing dining scene.

Friday, November 3

[W3 Master Classes, presented by Publix](#)

Vilano Beach Location TBD

4 Classes – 10 am – 3:30 pm *Class schedule and location to be announced soon.

Tickets: \$65 per person, per class – Early Bird discount pricing for \$199 Master Class Pass for All 4 Classes!

These interactive and intimate learning experiences showcase local and celebrity guest chefs, cookbook authors and beverage experts. Each class includes tasting bites with a paired wine, beer, or signature cocktail. **Limited tickets available to only 60 people per class.*

Class 1: 10:00 am – 11:00 am; Class 2: 11:30 am – 12:30 pm; Class 3: 1:00 pm – 2:00 pm

Class 4: 2:30 pm – 3:30 pm

Friday, November 3

NEW EVENT: [Vilano A1A Soirée](#), 6:30 pm – 8:30 pm, Vivian Browning Avenue

Tickets: \$199 per person, \$179 per person Early Bird, *limited tickets available*

An elegant and memorable sunset street dinner, showcasing some of Florida A1A's best restaurants throughout northeast Florida. A five-course dinner with sumptuous chef-collaborated courses, ending with decadent desserts. Guests will enjoy an exciting evening with live music, and unlimited beverages with souvenir glasses to sample from a variety of wines, beers and signature cocktails from the festival's official spirits.

Saturday, November 4

[Guided Tour through the GTM Resarch Reserve/Wine & Cheese Paired Reception](#)

[Guana Tolomato Matanzas \(GTM\) Research Reserve](#), 10:30 am – 12:00 pm

505 Guana River Rd #6527, Ponte Vedra Beach, FL 32082

Tickets: \$39 per person – Early Bird discount pricing; (General Admission pricing: \$45 for person)

**Limited tickets available*

Enjoy exploring the great coastal outdoors and the natural beauty of the GTM Research Reserve with a private guided tour. The tour concludes with tasting some fantastic wines, paired with specialty cheeses from Publix + GreenWise Market. Teeming with life, the Guana Tolomato Matanzas National Estuarine Research Reserve (GTM Research Reserve) is a dynamic, ever-changing place with many interconnected habitats from the ocean to the forests. One of 29 National Estuarine Research Reserves in the country, this landscape protects and provides for a great diversity of plants and animals. Guests will get to experience wildlife (and wine) up close!

Saturday, November 4

W3 Grand Tasting – Whiskey, Wine & Wildlife, 2:00 pm – 5:00 pm, Block Party in Vilano Beach

Vilano Beach, St. Augustine, FL 32084, Vivian Browning Avenue

Tickets: \$129.00 per person, \$99 per person Early Bird, *limited tickets available.*

The main event combines all three of the W's and much more for the perfect Vilano Beach afternoon. Enjoy culinary delights from up and down the A1A Corridor - nearly 20 of northeast Florida's best! Guests will enjoy **hundreds of unlimited varieties** of beverage tastings (spirits, wines and beers) with a souvenir glass and live music. It's a full afternoon of live music, celebrity guest chefs on the Publix Cooking Demonstration Stage and the GTM Reserve Stage with wildlife demonstrations and more. Tickets are **ALL-INCLUSIVE with food and drink tastings included**, from some of Northeast Florida's best restaurants and world-renowned spirits, wines and beers!

BEST TASTE AWARDS & PEOPLE'S CHOICE Awards, presented by Sysco and Jacksonville Magazine. W3 attendees will vote for their favorite bites and sips during the event on Saturday. One People's Choice Medal Award Winner in seven categories, including beverage tastings will be announced on the Music at 4:15 pm.

The Vilano Beach Main Street Silent Auction will feature steals on some great items, including art, travel, and food and drink packages, with 100% of the proceeds benefiting [Vilano Beach Main Street](#).

Sunday, November 5

NEW EVENT: [W3 Sunday Jazz Brunch](#)

Location: [Pesca by Michael's Inside Hyatt Place Hotel, Vilano Beach Florida](#),

117 Vilano Road, St. Augustine, FL 32084

Tickets: \$119 per person, \$99 per person Early Bird, *limited tickets available. Family friendly event, 3- 12 years old, \$39.*

The grand finale brunch at Pesca by Michael's will be a great way to end the weekend – an all-inclusive culinary and drink ticket for a fantastic Brunch Buffet with gourmet stations for breakfast and lunch lovers alike. The festival's only family-friendly event provides families a delicious way to end the weekend! Beverage tasting stations will include sparkling wine, Mimosas, Bloody Mary's, spirits, wine and beers. Guests will enjoy Rooftop beverage tasting stations with live music after their Brunch!

NOTE: Brunch seating will be on a first come, first served basis. Groups of 6+ should make advance reservations to ensure same table seating.

SATELLITE PARKING LOTS & OLD TOWN TROLLEY STOPS

Parking is very limited on Vilano Beach – Old Town Trolley's will be running every 30 minutes and will provide the best and most hassle-free way to attend Saturday's Main Event. The satellite parking shuttle service is FREE of charge for festival guests, with the schedule available on the festival website in the coming weeks.

There are great volunteer opportunities available with the festival. Volunteers have an opportunity to earn free festival tickets with only 8 or more volunteer hours, visit [Volunteer](#) on the festival website for more information.

The weekend's events will raise funds and awareness for programs for the festival Official Charity Partner, **Vilano Beach Main Street**, with 100% of the proceeds from the Silent Auction on Saturday, November 4, designated for Vilano Beach Main Street. The GTM Research Reserve is also a charity partner.

Whiskey, Wine & Wildlife, presented by Publix is supported by St. Johns County Tourism Development Council, St. Johns Cultural Council, St. Augustine/Ponte Vedra, Florida's Historic Coast and Vilano Beach Main Street.

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Road Closures

Friday, November 3, 2022: 7:00 am through 11:00 pm* on Saturday, November 4, 2023

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

**Access to Publix Parking Lot available to public through 1 pm on Saturday, November 4, 2023. Access closed to public from 1 pm – 10 pm (open only for Publix delivery trucks)*

Saturday, November 4, 2023

- **Drop-off/Pick-up at Holiday Inn Express**
 - North Beach Park, Mussallem Park, North Shores Park (may add one additional stop if park expansions will be completed by October 2023)
 - 12 pm to 6:30 pm
 - One Shuttle Running nonstop pick-up and drop-off
 - 4 min (1.8 mi) via Coastal Hwy.
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Whiskey, Wine & Wildlife Main Event

November 3, 2023 | Event Time 5:30 - 8:30 PM

10' x 10'

20' x 40'

--- Street Detour Public One Way Access

--- Street Closure 11/3/23 through 11/4/23 with Patrol and Publix Delivery Access ONLY



Whiskey, Wine & Wildlife Main Event

November 4, 2023 | Event Time 2:00 - 5:00 PM

10' x 10'

20' x 40'

--- Street Detour Public One Way Access

--- Street Closure 11/3/23 through 11/4/23 with Patrol and Publix Delivery Access ONLY

