



GROWTH MANAGEMENT DEPARTMENT STAFF REPORT
VILANO BEACH TOWN CENTER OVERLAY DISTRICT
August 14, 2024 Public Meeting
VBTCDR 2024-10 Whiskey, Wine, & Wildlife

To: North Coastal Design Review Board
Staff: Trevor Steven, Planner
Date: August 1, 2023

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

Location: 117 Vilano Road
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 four-day culinary and beverage festival to take place November 7-10, 2024, in the Vilano Beach Main Street area. The weekend festival, Whiskey, Wine & Wildlife – W3 sponsored by Publix, will take place again in Vilano Beach this fall. The event is proposed to take place at the Hyatt Place hotel, and will utilize the hotel property's exterior and interior spaces for the various events that are proposed.

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 7; Friday, November 8 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 9; "Sunday Jazz Brunch" will take place at Pesca, on Sunday, November 10.

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 9, 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.

Per the submitted documents, the Applicant intends to close Loja Street at 7am on November 8 through 11pm on November 9. Site map is attached for a visual representation of the general event area, and the proposed road closure. 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 9 (North Beach Park, Mussallem Park, North Shores Park, etc).

The most recently submitted site plan shows a restroom trailer will be placed on Loja Drive.

Garbage and recycling management will be contracted out, and garbage cans will be placed throughout.

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.

Site Plan showing road closure and layout:



NOVEMBER 8-9, 2024

-  LOJA STREET PARKING SPACES BLOCKED NOVEMBER 7, 2024 AT MIDNIGHT - NOVEMBER 9, 2024 AT 9:00 PM
-  FRIDAY & SATURDAY ADMISSIONS TENT 10' X 20' (ON SIDEWALK)
-  VALET ROUTE (NOVEMBER 8-9, 2024)
-  DUMPSTER (DROP NOVEMBER 8, 2024 | PICK UP NOVEMBER 10, 2024)
-  SAFETY BARRICADE
-  LOJA STREET PARKING SPACES SET UP (RESTROOM TRAILER, 10' X 10' TENTS AND FOOD TRUCKS) & BEVERAGE TRAILERS



Staff review shows there are still several open comments on this application from two departments, Fire Services and Technical. Fire Services wants confirmation from the applicant that the following will be provided:

- Acknowledgement that all cooking equipment used in fixed, mobile, or temporary concessions, such as trucks, buses, trailers, pavilions, tents, or any form of roofed enclosure, shall comply with NFPA 96 (Standard for Ventilation Control and Fire Protection of Commercial Cooking Operations) or NFPA 1.
- Fire Rescue will be able to access Loja Street in case of an emergency.
- The fire hydrant currently located on Loja Street will not be blocked.
- Further information on the extent of tents that will be used.

The Technical department wants to ensure that the applicant will:

- Provide a Maintenance of Traffic (MOT) plan, showing signage for road closure as well as detour signs.
- A traffic control plan depicting detours, road closures, and no parking areas is required to ensure public safety and limit inconvenience to area residents and businesses.
- Road Closed to Through Traffic (Local Traffic Only) signs at the nearest diversion point for any road closure. At a minimum, these roads include Vilano Road, Ferrol Road, Corunna Street, Anahma Drive.
- Traffic Impact notices posted 1 week in advance of the event to notify area users of the event date and time, as well as the extent of road closures.
- No Parking Zones established in high traffic areas where parking attempts and maneuvers will create a hazard and interfere with safe public mobility.
- No Event Parking Signs posted on Ferrol Road, Corunna Street, and Zamora Street.
- Written notice to the Owner's/ Operators of Ocean View Lodge regarding the event and arrangements to post Customer Only/ No Event Parking.

A Pre-application Meeting for the festival 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 2024-10 Whiskey, Wine, & Wildlife @ Hyatt Place**, 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 2024-10 Whiskey, Wine, & Wildlife @ Hyatt Place**, provided:

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



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

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

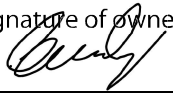
Unified Sign Plan Fences / Walls Parking / Lighting Landscaping / Buffers

Other:

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

Whiskey, Wine & Wildlife is a four-day, marquee event for Vilano Beach Main Street - taking place this year at the Hyatt Place, November 7 - 10, 2024. The festival will utilize the hotel property's exterior and interior spaces for its events. We would like to temporarily close down Loja Street, adjacent to the Hyatt Place, for the festival's food trucks and tenting required. The projected road closure will take place from 7 am on Friday, November 8 - 11 pm on Saturday, November 9, 2024. Additionally, the festival would like to request the closure of 4th Street for vendor and volunteer parking/staging.

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:



Whiskey, Wine & Wildlife, November 7 - 10, 2024 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 7; Friday, November 8 will showcase the “Master Classes” and the all new “Vilano A1A Soiree”** which will be a Hyatt Place hotel takeover – with food trucks and tenting on adjacent Loja Street; **“Grand Tasting”, Saturday, November 9** 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 9, 2024. 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 9 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 Loja Street at 7 am on Friday, November 8 through Saturday, November 9, at 11 pm.
- Closure of 4th Street, next to Airstream Row from 7 am Friday, November 8 through Saturday, November 9 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 9 (on Vivian Browning Ave.).



3. EVENT PRINCIPALS

The AdFish Group/Whiskey, Wine & Wildlife
Jan Gourley, Gordon Gourley, Kelly Smith, Sara Donahue
P.O. Box 1104, Ellenton, FL 34222
843.812.5802

SPONSORS:

St. Johns County Tourism Development Council
St. Johns County Cultural Council
Florida's Historic Coast
Sysco
Pepsi

CHARITY PARTNERS:

Vilano Beach Main Street
GTM Research Reserve



NOVEMBER 8-9, 2024



**LOJA STREET PARKING SPACES BLOCKED NOVEMBER 7, 2024
AT MIDNIGHT - NOVEMBER 9, 2024 AT 9:00 PM
FRIDAY & SATURDAY ADMISSIONS TENT 10' X 20' (ON SIDEWALK)**

VALET ROUTE (NOVEMBER 8-9, 2024)

**DUMPSTER (DROP NOVEMBER 8, 2024 | PICK UP
NOVEMBER 10, 2024)**

SAFETY BARRICADE

**LOJA STREET PARKING SPACES SET UP
(RESTROOM TRAILER, 10' X 10' TENTS AND FOOD TRUCKS) &
BEVERAGE TRAILERS**





Road Closures

Friday, November 8, 2024: 7:00 am through 11:00 pm* on Saturday, November 9, 2024

- Road closure on Loja Street
- 500 Feet of total road closure.

**Access to Hyatt Place Parking Lot available to public through 1 pm on Saturday, November 9, 2024 by their valet. Access closed to public from 1 pm – 10 pm (open only for valet services)*

Saturday, November 9, 2024

- **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 2024)
 - 12 pm to 6:30 pm
 - One Shuttle Running nonstop pick-up and drop-off
 - 4 min (1.8 mi) via Coastal Hwy.
-



St. Johns County Board of County Commissioners

Parks & Recreation Department

RESERVATION AND EVENT PERMIT APPLICATION PUBLIC EVENT

1. APPLICANT AUTHORIZATION

Attach a written communication from the organization or organizations in whose name the event will be advertised, which authorizes you, the applicant, to apply for this special event permit on its/their behalf.

Applicant's Name: Jan Gourley Title: Festival Founder/Director

Company Name: The AdFish Group

Company Address: P.O. Box 1104, Ellenton, FL 34222

Company Mailing Address: _____

Daytime phone: 843.812.5802 Evening Phone: _____

Emergency: 843.422.3305 Email: jan@adfishgroup.com

2. TITLE, PURPOSE AND BRIEF DESCRIPTION OF EVENT _____

A culinary destination event taking place in Vilano Beach in an off-peak tourism time of year in early November. An all-inclusive culinary and beverage tasting event.

Location requested: Loja Street

Refer media or citizen inquiries to: Jan Gourley Phone: 904.385.9121

3. EVENT PRINCIPALS

Please attach a separate sheet listing names, addresses, and telephone numbers of all the principals involved in any way in the proposed special event. Include professional event organizers, event promoters, financial underwriters, commercial sponsors, charitable agencies for whose benefit the event is being produced, the organization or organizations in whose name the event is being advertised, and all others administratively, financially and organizationally involved as principals in the production of the proposed special event.

4. REQUESTED EVENT COMPONENTS

A. Requested day and date (first choice): Friday, November 8 and Saturday, November 9, 2024

B. Alternate days and dates: _____

C. Requested hours of operation: from 6:30 - 8:30 pm - 11/8 am/pm; to 2:00 - 5:00 pm - 11/9 am/pm.

D. Set up (beginning day and date): Friday, 11/8, Time 7:00 am am/pm

Dismantle by (day and date): Saturday, November 9, Time 11 pm am/pm

E. Describe the number and type of animals to be used in the event (if any): _____

GTM Research Reserve animals in cages on display from GTM

F. Attach a draft of the entry form for participants/spectators, if applicable.

G. Anticipated number of participants: 500/2,000 spectators: _____

5. INSURANCE (For sports and public events):

This application will not be approved until the County has received a valid **Certificate of General Liability** Insurance which specifically includes St Johns County, Board of County Commissioners, 500 San Sebastian View, St. Augustine, FL 32084 as additional insured by policy endorsement. Additionally, if required by Florida Statute, proof of Workers' Compensation Insurance will need to be included with this application. If your business is using any vehicle for or during the event, proof of **Auto Insurance** will need to be included with this application. The amounts for general liability, auto insurance, and workman's compensation insurance are specified below.

***For use of Ketterlinus Gym please add the City of St. Augustine, 75 King Street, St. Augustine, FL 32084 and St. Johns County School Board, 40 Orange Street, St. Augustine, FL 32084 as additional insured.**

A. The APPLICANT hereby states and affirms that insurance coverage required is in place at the time of this Agreement, and will remain so for the term of this rental agreement and that the APPLICANT will not occupy the premises under this Agreement until it has obtained all insurance required under such laws. The APPLICANT agrees to submit documentation of all insurance coverage to the COUNTY or its representatives upon request. All insurance policies shall be issued by companies authorized to do business under the laws of the State of Florida. Compliance with the foregoing requirements shall not relieve the APPLICANT of its liability and obligations under this rental agreement.

B. The APPLICANT shall maintain during the term of this rental agreement commercial general liability insurance in the amount of one million dollars (\$1,000,000.00) combined single limit to protect the APPLICANT and the COUNTY from claims for damages for bodily and personal injury, including wrongful death, as well as from claims of property damages which may arise from any operations under this agreement, whether such operations are by the APPLICANT or by anyone directly employed by or contracting with the APPLICANT or PARTICIPANT.

C. The APPLICANT shall maintain, during the life of this rental agreement, comprehensive automobile liability insurance in the amount of one hundred thousand dollars (\$100,000.00) per person, three hundred thousand dollars (\$300,000.00) per occurrence combined single limits to protect the APPLICANT from claims for damages for bodily injury, including wrongful death, as well as from claims for property damage, which may arise from the ownership, use, or maintenance of owned, or non-owned automobiles, including rented automobiles whether such operations are by the APPLICANT or by anyone directly or indirectly employed by the APPLICANT.

D. The APPLICANT shall maintain, during the life of this rental agreement, adequate Workers' Compensation Insurance and Employers Liability Insurance in at least such amounts as are required by law. If the APPLICANT is not required to maintain Workman's Compensation Insurance and Employers Liability Insurance under Florida Law, verification noting this exclusion shall be provided to the COUNTY by the APPLICANT insurance carrier.

E. All insurance, other than Workers' Compensation, to be maintained by the APPLICANT shall specifically include St Johns County as an Additional insured, by policy endorsement, and a Certificate of Insurance naming St. Johns County Board of County Commissioners, 500 San Sebastian View, St. Augustine, FL 32084, as Additional Insured must be provided to the COUNTY by the APPLICANT insurance carrier. The description should include the dates and the title of the event and name of specific facility (ies) being rented by the APPLICANT.

F. The insurance requirement is deemed contractual, and the COUNTY shall not be deemed responsible to any third party for any failure of insurance coverage.

6. SANITATION

Give a brief description of your "Plan of Clean-up": Jani-King services, with on-site dumpster

7. LOCATION MAP

Check off items below that apply to your event. Attach a map of your requested location (available from the county website).

- A. If a route is involved, the beginning area, the route (indicate directions with arrows), and the finish area.
- B. If a route is involved, the places where buses, trolleys or trains need to be considered.
- C. If a route is involved, it will expedite approval of your event if you attach separate maps giving two or three alternate routes.
- D. If a relay is involved, indicate hand-off points.
- E. Entertainment or stage locations (grandstand operators should provide you with a to-scale drawing).*
- F. Alcoholic beverage concession area.*
- G. Non-alcoholic concession areas.
- H. Food concession areas.*
- I. General merchandise concession area.
- J. Portable toilet facilities (indicate number).
- K. First aid facilities.
- L. Event participant and/or spectator parking areas.
- M. Event organizer's command post.
- N. Fireworks or pyrotechnics site.*
- O. Vehicle fuel handling site.*
- P. Cooking areas.*
- Q. Tables, enclosures, etc.
- R. Temporary or permanent structures constructed for the event.*
- S. Site of electrical wiring to be installed for the event.*
- T. Trash containers (indicate number):
- U. Other (please describe): _____

****Remember, it is your responsibility to know and follow all applicable codes and ordinances.***

*****Please note bounce houses are not allowed at your event.**

8. AVAILABILITY OF FOOD, BEVERAGES AND/OR ENTERTAINMENT

- A. If there will be music, sound amplification, or any other noise impact, please describe, including the intended hours of the music, sound or noise. ***Please see attached Noise Ordinances**

Music at both events: 11/8, 6:30 - 8:30 pm; 11/9, 2:00 - 5:00 pm

- B. Alcoholic beverages to be served? Yes No

IF YES, PLEASE COMPLETE THE APPLICATION FOR PERMIT FOR POSSESSION AND CONSUMPTION OF ALCOHOLIC BEVERAGE ON PUBLIC PROPERTY

- C. If yes, describe what system will be used to ensure that alcoholic beverages will be consumed only by those persons 21 years and older: _____

ID's checked at Admissions, Souvenir Glass issued at Admissions

- D. If yes, describe how, where, when and by whom the alcoholic beverages will be served:

Alcohol is served by suppliers and volunteers

- E. If a D.J., a dance, or live entertainment is part of your event, please describe: _____

Duet on 11/8; Trio on 11/9

- F. Food and/or non-alcoholic beverages to be served? Yes No

- G. If you intend to cook food in the event area, describe your area layout, including fuel or electric source to be used: electric and table top burners
-

- H. Please note that the use of bounce houses is not permitted on county property.

9. SECURITY AND SAFETY PROCEDURES

- A. Describe your proposed procedures for set-up, operation, internal security and crowd Control:

We have an operations team to oversee set-up with PRI Productions, St. Johns County deputies maintain security

- B. If the event is to occur at night, describe how you are going to light the event area in order to increase the safety of participants and spectators coming to and leaving from the event:

We have rental lighting for Friday night

- C. If your event includes vehicles or animals, describe the minimum and maximum speeds of the event and the minimum and maximum intervals of space to be maintained between units:

The GTM Research Reserve will bring out baby sea turtles, baby alligators and snakes - all in cages

- D. Give name, address and phone numbers of the agency or agencies which will provide first aid staff and equipment. Attach additional sheets if necessary.

Name of Agency: Century Ambulance Service

Name of Representatives: Scott Rahm

Address: 740 Greeland Ave, Jacksonville, FL 32221

Phone Number: 904.588.5680

10. VENDORS OR CONCESSIONAIRES

A. Describe what vendors or concessionaires you will allow in conjunction with the event and the purpose or purposes of the concessions: _____

Food & Beverage/Artisan Retailers

B. Describe how you intend to regulate, monitor and control the type, number and quality of vendors/concessionaires whom you may permit to operate in conjunction with the event: _____

They have to complete a registration application and pay a participation fee

11. OTHER PERTINENT INFORMATION: _____

Vilano Beach Main Street will obtain the non-profit alcohol permit

Old Town Trolley has been contracted for Saturday, November 4 to provide shuttle service from SJC Parks; NSIA has been contracted for Saturday parking and festival HQ.

12. PERMITS AND LICENSES

To the extent that the APPLICANT needs to secure, obtain/acquire, and maintain permits and/or licenses, in order to use the premises and facilities described herein and to conduct, manage or operate the Event and activities described herein, then the APPLICANT shall be responsible for securing, obtaining/acquiring, and maintaining, at the APPLICANT's sole expense, any, and all, permits, licenses, and/or approvals required by Federal, State, and/or local law, rule, regulation, or ordinance. Specifically, the APPLICANT shall be required to secure, obtain/acquire, and maintain for the duration of the Event, any, and all, permits, licenses, and approvals that are required for, or associated with, APPLICANT's use of the premises and facilities described herein.

13. RESERVED PAVILIONS

If you have paid for a pavilion or space in one of our facilities and hold an approved permit please make sure you bring the permit with you to your function on day of reservation. In the event you arrive and someone is in the pavilion and does not have the site reserved you may show them you have paid for and reserved the site for the allotted time slot on your permit.

If you encounter any problem please call the St. Johns County Sheriff's non-emergency number which is 904-824-8304 for assistance.

14. America with Disabilities Act (ADA),

Applicants are hereby advised that, in accordance with applicable provisions of the America with Disabilities Act (ADA), all Special Events conducted on St. Johns County property and open to the public shall be accessible to people with disabilities. County staff shall ensure that each Special Event venue provides for an adequate number of accessible parking spaces in appropriate locations, accessible routes throughout the site, and other accessible features for food service, restroom facilities (including accessible portable toilets), assembly area seating, etc., where such elements or facilities are provided for the public. No ADA accessible element or facility shall be obstructed, removed, relocated, or otherwise altered without prior written approval by the County. Applicants must coordinate with County staff as necessary to ensure compliance with the provisions contained in this paragraph, failure to do so may result in revocation of this Special Event Permit.

15. INDEMNIFICATION & HOLD HARMLESS:

To the extent permitted by law, the APPLICANT shall indemnify, defend, and hold harmless the COUNTY, its officials, agents, servants and employees from all claims (including tort-based, contractual, injunctive, and/or equitable), losses (including property (personal and/or real), and bodily injury), costs (including attorneys' fees), suits, administrative actions, arbitration, or mediation originating from, connected with, or associated with, or growing out of (directly and/or indirectly), the APPLICANT's use of the premises and facilities described herein. Moreover, the APPLICANT shall indemnify, defend, and hold the COUNTY, its officials, agents, servants and employees harmless from all claims, losses, costs, suits, and administrative actions, arbitration, or mediation, from, or incident to, connected with, associated with, or growing out of the APPLICANT's direct and/or indirect negligent or intentional acts or omissions associated with the above-noted actions and activities.

*This provision relating to Indemnification, is separate and apart from, and is in no way limited by, any insurance provided by the APPLICANT, as set forth herein or otherwise.

THIS FEE IS NON-REFUNDABLE

Jan Gourley

Print Name of Authorized Applicant

Jan Gourley

Original Signature of Authorized Applicant

7.31.24

Date Signed

Gordon Gourley

Original Signature of Witness

Please note there must be an original signature and a witness to your signature before submitting this application in order for it to be considered for permitting. Electronic signatures are not acceptable. Thank you

- *Make check or money order payable to St. Johns County.*
- **Checks are only accepted three weeks prior to your requested date.*
- ***If paying by credit card, please contact our office at 904.209.0333.*

-----**Recreation Use Only**-----

Resident _____ Non-Resident _____ Verified: _____ Date Paid: _____

Method of Payment: Check # _____ Cash _____ Credit Card _____ Money Order _____

General Liability _____ Liquor liability insurance is attached (if applicable) _____

APPLICATION IS: APPROVED _____ DENIED _____ APPROVED WITH CONDITIONS _____

**DIRECTOR OF RECREATION AND PARKS or
AUTHORIZED DESIGNEE**

DATE

Persons who wish to appeal the decision to approve or deny a permit shall make that request to the County Commission through the County Administrator.

**APPLICATION PERMIT FOR POSSESSION AND CONSUMPTION
OF ALCOHOLIC BEVERAGE ON PUBLIC PROPERTY
IN ACCORDANCE WITH ORDINANCE 99-50**

1. Name, address, telephone number of person and/or organization applying for permit:

Vilano Beach Main Street

2. Description of event, where it will be held, dates and hours:

A culinary destination event taking place in Vilano Beach, November 7 - 10, 2024. Events will take place at Pesca in the Hyatt Place and on Loja Street.

3. Estimated amount of physical area (space) needed for the event and the number of persons expected to attend the event:

Please see attached map

4. Insurance requirements are as follows:

Alcohol is only permitted in or on County premises with the written permission of the County Administrator on a completed Application for Permit for Possession and Consumption of Alcoholic Beverage on Public Property in Accordance with Ordinance 99-50 (this application) AND with proof of liquor liability insurance coverage in the amount of one million dollars (\$1,000,000.00) per occurrence which specifically includes St Johns County as Additional insured by policy endorsement.

This application will not be approved until the County has received a valid Certificate of Insurance for liquor liability in the amount of \$1,000,000 (one million dollars) per occurrence which specifically includes St Johns County, Board of County Commissioners, 500 San Sebastian View, St. Augustine, FL 32084 as additional insured by policy endorsement.

*****Recreation Use Only*****

APPLICATION IS: APPROVED _____ DENIED _____ APPROVED WITH CONDITIONS _____

County Administrator / Designee

Date

Copies: Affected Departments
Law Enforcement

ATTENTION APPLICANT!!

Please read the following carefully and if you have any questions regarding ordinances or state laws pertaining to your event, please call the St. Augustine Beach Police Department at (904) 471-3600, St. Augustine Police Department at (904) 825-1070, or St. Johns County Sheriff's Department at (904) 824-8304 during business hours.

ST. AUGUSTINE BEACH NOISE ORDINANCE SECTION 9.02.12.A(1) AMPLIFIED SOUND PRODUCED BY ELECTRONIC AUDIO EQUIPMENT, MUSICAL INSTRUMENTS AND SIMILAR DEVICES.

No person shall operate, play, or permit the operation or playing of any radio, stereo, tape player, television, electronic audio equipment, musical instrument, or other sound amplifier in such a manner as to: (a) be plainly audible at a distance of two hundred (200) feet or more from the real property boundary of the source of the sound.

ST. JOHNS COUNTY NOISE ORDINANCE SECTION 2005-114.28

No person shall make such loud, excessive, unnecessary noise so as to create a nuisance in any County park. Noise shall be considered a nuisance where it produces actual physical discomfort and annoyance to persons of ordinary sensibilities. No audio device, such as loudspeakers, television, radio, compact disc, tape, record player, or musical instrument, except equipment used by law enforcement, rescue or safety personnel, shall be used in a manner: that exceeds a noise level of 60 dBA measured on the A-weighted scale at 25 feet, or below that level, nevertheless; that exceeds noise which is unreasonable, considering the nature and purpose of the user's conduct, location in the park, time of day or night, impact on other park users and other factors that would govern the conduct of a reasonably prudent person under the circumstances.

CITY OF ST. AUGUSTINE NOISE ORDINANCE SECTION 11-89

Operating, playing or permitting any devices which produce or reproduces sound between the hours of 10:00 p.m. and 7:00 a.m. in such a manner as to create excessive and unnecessary noise across a residential real property line or within a noise-sensitive area is prohibited.

FLORIDA STATUTE 562.11(1)(a) SELLING, GIVING, OR SERVING ALCOHOLIC BEVERAGES TO PERSONS UNDER AGE 21

It is unlawful for any person to sell, give, or permit to be served alcoholic beverages to persons under 21 years of age or to permit persons under 21 years of age to consume said beverages. Anyone convicted of violation of this statute shall be guilty of a misdemeanor in the second degree punishable by 60 days in jail and/or a \$500 fine.

For Fairgrounds Use Please Note:

If applicable, when reserving the SJC Fairgrounds applicant must provide adequate tower lighting if directing attendees to park their vehicles in the back remote parking lot. Also include with your application the Fairgrounds site map showing where vendors are setting up their booths.

St. Johns County Park Rules

Please observe the following park rules for your family enjoyment:

- ✓ Park hours are dawn to dusk unless otherwise posted.
- ✓ Operation of motorized vehicles limited to designated areas. Please park in designated areas only. Overnight parking prohibited.
- ✓ All dogs to be controlled by leash except in designated areas. Please clean up after your pet.
- ✓ No horseback riding allowed on park property unless in a designated area.
- ✓ Golfing, Archery, Rockets, Aircraft, and Paintball prohibited.
- ✓ No tampering with park property including but not limited to removing signs, graffiti, and removal of soil or shrubbery.
- ✓ No removal of archeologically sensitive material
- ✓ Please contain fires in grills or in places provided only.
- ✓ Picnic tables and shelters are available on a first come first serve basis, except when reserved through a permit.
- ✓ No possession or consumption of alcoholic beverages without permit.

Permits are issued at the discretion of the Director of the Recreation and Parks Department.

St Johns County Recreation & Parks Where Everybody Plays!

Failure to comply with Park Ordinance 2005-114 may be punishable by fine of \$500 per violation per day or imprisonment or both.

Certificates of Insurance Fact Sheet

Every certificate must include the following:

- 1) The Certificate must say “Certificate of Liability Insurance” across the top.
- 2) Your name or the person or vendor you’re working with should be named on the certificate.
- 3) Under “Type of Insurance” you must indicate all applicable insurance.
- 4) Under “Limits” you should have at least \$1,000,000.
- 5) Depending on what type of business or rental the insurance is for you may also have other types of insurance marked by an “X”.
- 6) You must have “Liquor Liability” somewhere on this certificate with a policy limit, if it is required for your event.
- 7) In the box for “Description of Operations” you must have a description of what type of activity you are hosting.

*Example: Wedding on May 13, 2011, Rental of Pier Pavilion 350 A1A Beach Blvd., St. Augustine, FL 32080

- 8) The Certificate Holder for the policy must be:
St. Johns County Board of County Commissioners
500 San Sebastian View
St. Augustine, FL 32084
- 9) In the box for “Description of Operations” you must have “St. Johns County is named as additional insured” or “Certificate holder is named as additional insured.” There should be no special exceptions or conditions placed in this box.
 1. The certificate must state that either the Certificate holder is additionally insured or name St. Johns County as additionally insured prior to your event date. Applications will not be approved otherwise.

For Private Sport Events

This application will not be approved until the County has received a valid **Certificate of General Liability** Insurance which specifically includes St. Johns County Board of County Commissioners, 500 San Sebastian View, St. Augustine, FL 32084 as additional insured. Additionally, if your company is required by Florida Statute, proof of **Workers’ Compensation Insurance** will need to be included with this application. If your business is using any vehicle for or during the event, proof of **Auto Insurance** will need to be included with this application.

VBTC DESIGN REVIEW

COMMENT RESPONSES

(responses in green)

Application Number: VBTCDR 2024000010

Submittal #: 1

Project Name: Whiskey, Wine & Wildlife @ Hyatt Place

Applicant: Jan Gourley

When design changes are made to subsequent submittals that are not the result of comments from a previous review, they must be brought to the attention of county staff. Failure to do so may result in additional submittals or possible delays during construction.

Notice: Please read staff comments carefully as they may individually cite to specific provisions in the law or local regulations denying your development permit as defined in Chapter 163.3164 and pursuant to Chapter 125.022, Florida Statutes.

DEPARTMENTS**PLANNING AND ZONING**

This application falls within the Vilano Beach Town Center Overlay District and shall comply with LDC Section 3.10. This item will require a Public Hearing in front of the North Coastal Design Review Board (NCDRB). Item can be scheduled for hearing once all Staff comments have been addressed. Applicant is responsible for presenting their item to the board.

Presentation shall include all relevant application information as well as supporting materials to justify the request, including paint color/material samples as applicable.

This item has been tentatively scheduled for the August 14 NCDRB meeting, pending satisfaction of all staff comments.

Please acknowledge.

Acknowledged

Information Only:

Per [LDC 3.10.05](#) - 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.

Information Only:

Per [LDC 2.02.05](#) - Each temporary Use described in one (1) and two (2) above shall be required to meet the following standards:

- a. A proposed temporary Use shall be required to obtain approval of the County Administrator at least two (2) weeks prior to the commencement of the event.
- b. There shall be adequate parking provided for the temporary Use.
- c. No more than twelve (12) Temporary Use Permits shall be issued for the same site within a one (1) Year period, except the limitation in 1. (b) and (c) shall apply as stated herein.
- d. Only one (1) Temporary Use Permit per Parcel may be issued for the same time period.
- e. All sites for the location of the temporary Use shall provide restroom facilities within a reasonable distance.
- f. The use of Special Event Signs shall meet all the requirements of Section 7.05.00 of this Code. St. Johns County Land Development Code II-37 May 4, 2021
- g. 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.

Information Only:

Planning & Zoning Division Reviewer: Evan Walsnovich, Planner, Phone: (904)-209-0596 email address: ewalsnovich@sjcfl.us

Information Only:

Planning & Zoning Division Reviewer: Trevor Steven, Planner (904)209-0587 tsteven@sjcfl.us

HISTORIC PRESERVATION PLANNING

Application reviewed and signed off.

TECHNICAL/TRANSPORTATION DEVELOPMENT

Please provide a Maintenance of Traffic (MOT) plan, showing signage for road closure as well as detour signs.

The event proposes to close public streets that will block thru traffic and result in reduced access to the neighborhood by residents and Emergency Services from the more circuitous route. A traffic control plan depicting detours, road closures, and no parking areas is required to ensure public safety and limit inconvenience to area residents and businesses.

At a minimum, the event must provide:

1. Road Closed to Through Traffic (Local Traffic Only) signs at the nearest diversion point for any road closure. At a minimum, these roads include Vilano Road, Ferrol Road, Corunna Street, Anahma Drive.
2. Traffic Impact notices posted 1 week in advance of the event to notify area users of the event date and time, as well as the extent of road closures.
3. No Parking Zones established in high traffic areas where parking attempts and maneuvers will create a hazard and interfere with safe public mobility.
4. No Event Parking Signs posted on Ferrol Road, Corunna Street, and Zamora Street.
5. Written notice to the Owner's/ Operators of Ocean View Lodge regarding the event and arrangements to post Customer Only/ No Event Parking.

All traffic control signs and barriers must meet Florida DOT standards for size, placement, and construction. Staff strongly suggests that the event organizers consult with an experienced traffic engineer for the preparation of traffic control schematic drawings. The plans may be presented on a background of an aerial photo provided it clearly depicts their content and placement.

Drawing must be submitted for staff review a minimum of 30 days prior to the event.

Drawing will be submitted in September.

The Applicant proposed to close the public road and leave their festival equipment in place in the right of way for a period of 4 days. Staff cannot support the closure of public roads for private events for extended periods. A daily closure with all roads returned to operation nightly may be approved provided required approvals and documentation are in place 30 days prior to the event.

We have only requested road closure from 7 am on Friday, November 9 to 11 pm on Saturday, November 10. There will be one lane open for one-way traffic for thru traffic for residents, the Hyatt Place valet before and after the event times. Two-way lane availability for emergency services before, during and after the event hours.

Please provide details on where parking is being provided and the anticipated attendance. Vilano Beach Town Center has limited public parking and can become congested on weekends. Will traffic control be provided to ensure smooth and safe traffic operations as well as uninhibited access for Emergency Services Vehicles?

As the festival takes place in an off-peak tourism season, and the last two years of the festival have proven that parking has not been an issue. Off-site parking will be available once again at St. Johns County Parks, with Old Town Trolley services; GTM Research

Reserve; public parking in Vilano Beach Town Center; the Hyatt Place and the Holiday Inn Express.

Provide a detailed site plan depicting the location of vendors, tents, booths, restrooms, etc.

Most of the vendors will be inside the hotel and hotel patio areas. The plan detailing Loja Street is attached.

Additional coordination and approvals are likely required from Department of Public Works, Office of the County Attorney, SJC Fire Marshal, SJC Sheriffs Office. Provide documentation that these agencies have been contacted and allowed the opportunity to review the event proposal.

We have never required approvals from the Department of Public Works or the Office of the County Attorney before - happy to submit the event proposal to them, if appropriate contacts can be please be provided. We will be in contact with Sergeant Tony Matuse for security and we will follow-up with the Fire Marshall's office with any additional concerns.

Based on the above, and comments from other departments, a professionally prepared, detailed traffic control plan will be required.

This will be submitted in September

Are there any public road closures other than Loja Street proposed.

No

Information Only:

Additional comments may be generated based on responses to the above comments.

Reviewed by Jeffrey Petrie, Phone: 904-209-0672, email: jpetrie@sicfl.us

FIRE SERVICES

The narrative on the application indicates there will be food trucks and tents.

*The flyer indicates a 10x20 tent. Will there be any other tents? If so, please provide sqft and location on site plan.

*There is a fire hydrant on Loja Street and the food trucks cannot block it. If the food trucks are on the west side of Loja Street, then the FH won't be blocked. Please address.

*Fire Rescue will need be able to access Loja Street in an emergency. Please address.

Yes - pleas see the attached site plan. The food trucks and beverage trailers will be located on the west side of Loja Street. The lane next to the Hyatt Place will be available as two-way traffic for emergency services.

Cooking equipment used in fixed, mobile, or temporary concessions, such as trucks, buses, trailers, pavilions, tents, or any form of roofed enclosure, shall comply with NFPA 96 (Standard for Ventilation Control and Fire Protection of Commercial Cooking Operations) or NFPA 1. This includes but not limited to:

*All cooking equipment creating grease laden vapors shall have a functioning hood exhaust and extinguishment system tagged by a Florida licensed extinguisher dealer

*K-type and 2A 10BC fire extinguishers shall be tagged by a Florida licensed extinguisher dealer

*Gas tanks shall not be stored next to generators and do not refill generators when running

*All LPG tanks shall be secured during storage on solid ground together with multiple tanks

*Owner responsible to ensure all fittings and gas lines are tight and secured with no leaks

*Exhaust from engine-driven source of power (truck/generator) must be at least 10 feet in all directions from openings, air intakes, and means of egress.

*Each food truck at least 10 feet clearance from buildings, vehicles, including other food trucks

*Fire Dept access and fire hydrants shall not be obstructed

Please acknowledge the above will be met.

Yes acknowledged all will be met.

The application requests closing 4th Street in addition to Loja Street. There is no 4th Street in the Vilano Town Center. If the applicant is proposing to close a second street, please provide the correct street name.

This was at the suggestion of Vilano Beach Main Street - who provided the name of the street next to Airstream Row as 4th Street. It is no longer being requested to close.

Information Only:

Reviewed by Stephanie Murray, Fire Plans Examiner; 904-209-1742 email address: smurray@sjcfl.us Additional comments may be added at DRC meeting.

Project scope: Whiskey, Wine & Wildlife 4 day marquee event at the Hyatt Place November 7-10 2024

Close Loja Street

Flyer indicates 10x20 tent. (No tent permit required for tents 900 sqft or less)

ENVIRONMENTAL DIVISION

Application reviewed and signed off.

ENGINEERING DIVISION

Application reviewed and signed off.

Close