



GROWTH MANAGEMENT DEPARTMENT STAFF REPORT
VILANO BEACH TOWN CENTER OVERLAY DISTRICT

May 8, 2024 Public Meeting
VBTCDR 2024-04 Old School Kingfish Shootout

To: North Coastal Design Review Board
Staff: Amanda Rose, Senior Planner
Date: May 8, 2024

Applicant: Paul & Lauren Dozier
1137 Dover Dr.
St. Johns, FL 32259

Location: Vilano Rd. / Vilano Beach Pier
FLUM: TCMUD
Zoning: CG

Applicable Land Development Code Standards:

[Section 2.02.05](#) – Temporary Uses

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

Summary of Request: The Applicant is requesting design approval to allow for a fishing weigh-in tournament and festival to take place on June 8, 2024, from 12pm to 6pm, at the Vilano Beach Pier. The weigh-in event has been hosted at the Vilano Beach Pier since 2020, and the Applicant states that the event has grown into the largest kingfish tournament in the world. This year, a festival is proposed to be added in conjunction to the tournament. The applicant has partnered with Vilano Beach Main Street to discuss vendor displays, food trucks, and drink sales and has noted that shuttles and portable restrooms will be brought to the site to help accommodate the crowd. The Applicant notes that the event generated funds to allow for community outreach donations to several local groups.

Project Location: The subject site is located in Vilano Beach Town Center, to the west side of the Vilano Rd. roundabout, at the fishing pier and pavilion parking area.

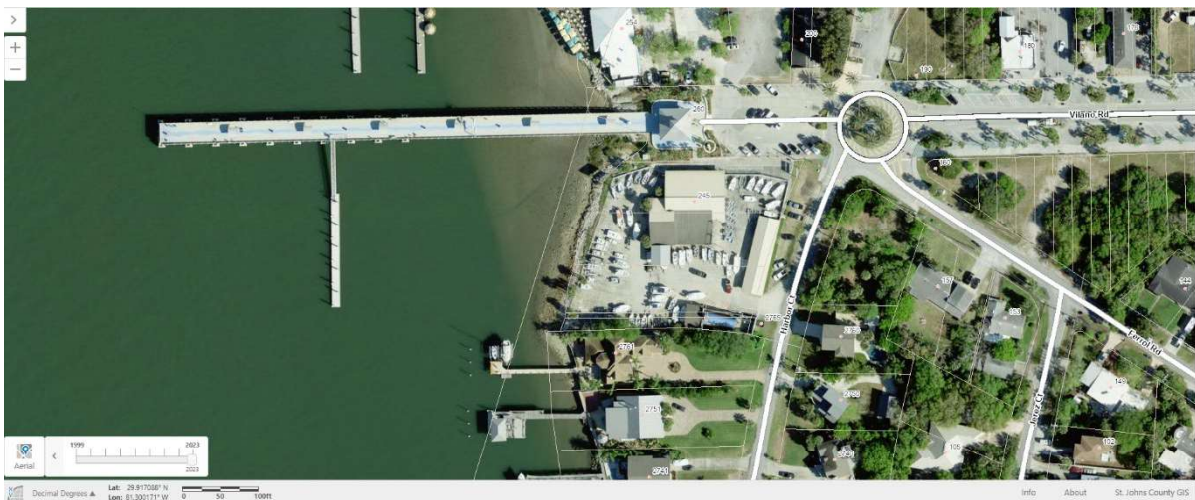


Figure 1: General Aerial Map featuring subject property.

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 two exhibits for the Design Review Board’s consideration—one is specific to the Vilano Rd. roundabout, and the other is specific to the pier. Staff requested additional information from the Applicant, specifically that reference in LDC Section 3.10.05.M.2 (see Applicable Code Sections, below). In response, event partner Vilano Beach Main Street contacted Staff, stating that all vendors will be located on private property, and information/refreshments/musical entertainment will be housed under the pavilion.

A Special Use Permit from the Parks and Recreation Department and/or additional St. Johns County permits will be required prior to any event taking place (ex. St. Johns County Sheriff’s office, St. Johns County Public Works).

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 Exhibits
- Email Correspondence from Vilano Beach Main Street

CORRESPONDENCE

As of the writing of this Staff Report, Staff is received the aforementioned email correspondence from Vilano Beach Main Street staff. The correspondence has been included for the DRB’s consideration.

SUGGESTED ACTION TO APPROVE

The Design Review Board may consider a motion to approve **VBTCDR 20234-04 Old School Kingfish Shootout**, 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 20234-04 Old School Kingfish Shootout**, provided:

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

**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

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)

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:

DRB Application
Old School Kingfish Shootout
June 8, 2024

About the Old School Kingfish Shootout:

2024 is our 5th year hosting the Old School Kingfish Shootout and we are proud to have the Largest Kingfish Tournament in the World! Last year, we had 654 boats with more than 2,600 participants, including more than 350 Junior Anglers and 325 Lady Anglers. We have hosted the weigh-in for our tournament at the Vilano Beach Pier since 2020 and it has worked great. Most participants bring their fish by boat, so there is minimal impact on vehicular traffic.

After record numbers of participants and fish weighed in 2023, we believe that adding a festival, in conjunction with the tournament weigh-in, will help us enhance our event even further. By adding a festival, we can make our event a community event. We have partnered with Vilano Beach Main Street to help us bring this idea to life and they have brought many great ideas and recommendations to the table. We have discussed vendor displays, food trucks, and sale of beer and wine through our partnership with Champion Brands. We are planning to utilize St Augustine Marina's property as the headquarters for our festival. Shuttles and portable restrooms will be brought in to help accommodate the crowd.

We are excited about the new partnership with Vilano Beach Main Street and look forward to learning and making our event bigger and better every year!

Closure Requests:

Vilano Beach Pier

We are requesting permission to close the Pier on June 8 from 12-6 for the Old School Kingfish Shootout Tournament Weigh-In and Festival. Closure will help ensure safety of tournament participants and attendees. Fishermen on the Pier have leads on their lines which can be a danger when casting. Additionally, closure will allow for more space for vendors to set up displays on the Pier. NOTE: The Boat Tours are an exception to this closure request. No problem for that operation to continue as scheduled. ADDITIONAL NOTE: The tournament will be postponed if the wind is blowing more than 15 MPH.

2nd Street (Dead End)

We are requesting to close 2nd Street to allow for tournament and festival display space.

Tournament Historical Figures

- 2020
 - 1st Year for the Old School Kingfish Shootout
 - 643 Boats Amid the Covid-19 Pandemic
 - One of the Largest Kingfish Tournaments in the World
 - Over 2,500 Anglers
 - Boats From Florida, Georgia, South Carolina, North Carolina, & Alabama
 - 75% of Registrations From Outside St Johns County
- 2021

- 520 Boats
- One of the Largest Kingfish Tournaments in the World
- Over 2,000 Anglers
- Boats From Florida, Georgia, South Carolina, and North Carolina
- 72% of Registration From Outside St Johns County
- 2022
 - 521 Boats
 - One of the Largest Kingfish Tournaments in the World
 - Over 2,000 Anglers, Including 250 Registered Lady Anglers and 200 Registered Junior Anglers
 - Boats from Florida, Georgia, South Carolina, and Pennsylvania
 - 80% of Registrations From Outside of St Johns County
 - Over 500 Overnight Stays Generated
 - \$254,000 Additional Economic Impact to St Johns County From Visiting Fishing Teams Spending Money on Gas, Bait & Tackle, Food & Entertainment, and Boat Storage or Slip Rentals
 - \$6,500 Donated to the St Augustine High School Football Team From the Proceeds of the Kingfish That Were Donated
- 2023
 - 654 Boats
 - The Largest Kingfish Tournament in the World
 - Over 2,650 Anglers, Including 300 Registered Lady Anglers and 350 Registered Junior Anglers
 - Boats from Florida, Georgia, South Carolina, Alabama, and Pennsylvania
 - 76% of Registrations from Outside of St Johns County
 - Over 580 Overnight Stays Generated
 - \$327,250 Additional Economic Impact to St Johns County from Visiting Fishing Teams Spending Money on Gas, Bait & Tackle, Food & Entertainment, and Boat Storage or Slip Rentals

Other Organizer Events

Northeast Florida Wahoo Shootout

- Started in 2011
- Largest Wahoo Tournament in the World
- Over 125 Boats Every Year Since 2014
- 216 Boats in 2024
- Over 1,200 Anglers
- www.WahooShootout.com

Northeast Florida Kingfish Shootout

- Started in 2011
- Over 100 Boats Annually
- Based in Jacksonville & St Augustine

- The Northeast Florida Kingfish Shootout Has Been Replaced With the Old School Kingfish Shootout

Northeast Florida Dolphin/Tuna/Wahoo Shootout

- Took Place in 2017
- Over 100 Boats Participated

Tournament Director

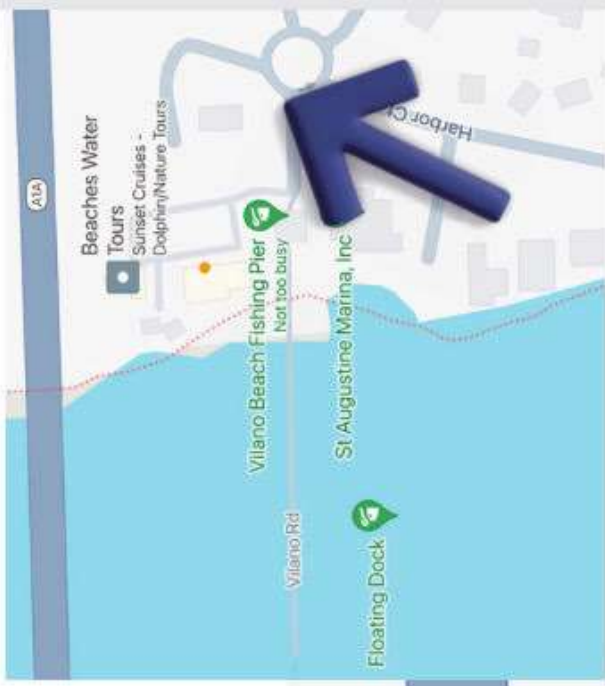
- Paul Dozier
- 904-669-3417

Tournament Manager

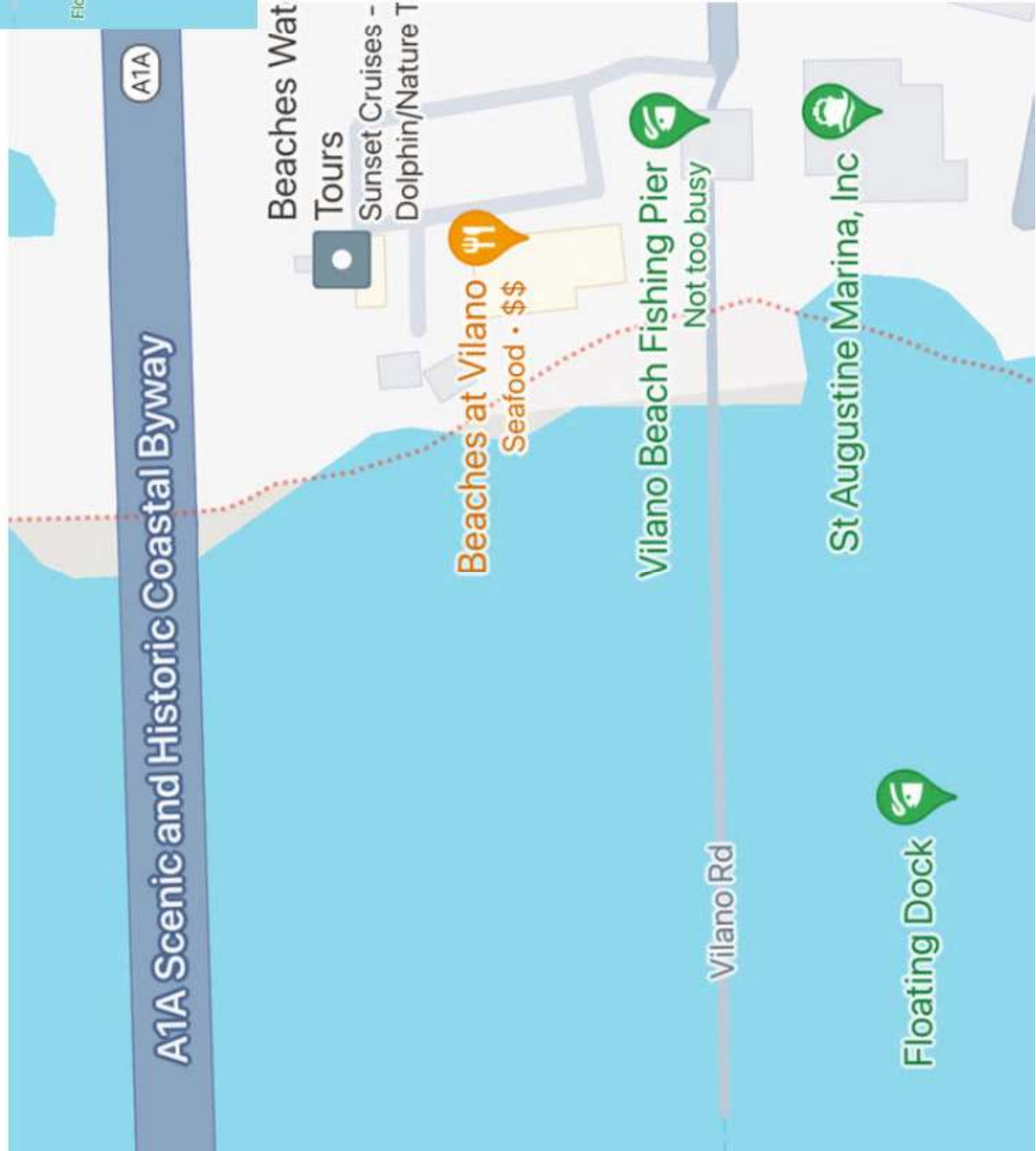
- Lauren Dozier
- 904-626-3727

2023 Community Outreach

- \$7,500 Donated to the St Augustine High School Football Team
 - o Coach Braddock and Members of the Football Team Help on the Docks During Weigh-In
- \$3,000 Donated to the St Johns County Fire Rescue Junior Lifeguard Program
 - o We Plan to Partner With the SJCFR Team to Promote the Junior Lifeguard Program and It's Initiatives
- \$8,200 Donated to the Two Titmice Foundation
 - o Provides Non-Medical Financial Support for Breast Cancer Patients Undergoing Treatment
- \$3,000 Donated to The Women's Refuge of St John's County
 - o A Residential Program Where Women Can Start Over With a New Understanding of God's Love, Purpose, and Plan For Their Lives



2nd Street (dead end) road closure



A1A

Beaches Water
Tours

Sunset Cruises -
Dolphin/Nature Tours

Participants are picked up via boat at "Beaches" dock

Additional
portalet will be
added to existing
bathrooms at
pier

Vilano Beach Fishing Pier
Not too busy

Weigh-in
under
pavilion

Vilano Rd

CLOSED

Pier Closed to Public

St Augustine Marina, Inc

Floating Dock

Participants enter via floating
dock

Harbor Ct



From: [Laurel Berntsen](#)
To: [Lauren Dozier](#)
Cc: [Amanda Rose](#); [Danielle Fountain](#); [Linda Lacerva](#)
Subject: Re: Old School Kingfish Docs for Review
Date: Thursday, April 11, 2024 12:33:50 PM

Greetings Amanda,

I wanted to introduce myself, as I will be handling Vilano Beach Main Street's assistance with the Kingfish Shootout.

When I'm not running events for Vilano, I am a full-time event planner for NE Florida, particularly St Johns County.

I have been running the Vilano Beach Artisan Market, Music fests & Holiday Village events for Vilano Beach, as an officer on The Board of Directors, and can assure you that we will adhere to the LDC & overlay event requirements with the same 100% compliance for The Kingfish Shootout. For the Kingfish tournament, fortunately the few vendors we have will be on private property. (The marina store).

Upon receiving the requested pier closure, we will be offering information, refreshments & musical entertainment for the over 800+ fisherman who will be passing through en route to the weigh-in, under the pavilion.

Thank you for your consideration of this matter. Please feel free to contact me if you have any questions or concerns.

Laurel Berntsen

On Wed, Apr 10, 2024 at 1:18 PM Lauren Dozier <ldozier8@gmail.com> wrote:

Amanda,

Thank you for the feedback. We are working on that and will be back with details.

Thanks!

Lauren Dozier

On Apr 10, 2024, at 9:45 AM, Amanda Rose <arose@sjcfl.us> wrote:

Lauren –

Thank you for sending the application materials. I think everything looks great! One thing, though—one the phone last week, you mentioned working with Linda on creating a larger event and perhaps including vendors. Will there be any vendors at all associated with this event? If so, the following vendor information is required as well.

- if vendors are utilized within any aforementioned areas, locations within these areas, maximum number of vendors, style/size/dimensions of vendor stalls, signage, and duration of each event (as outlined in Section 3.10 of the Land Development Code).

Sincerely,

Amanda

Amanda Rose, AICP

St. Johns County Overlay Planner

Growth Management Department, Planning and Zoning Division

4040 Lewis Speedway, St. Augustine FL 32084

(904) 209-0693 | www.sjcfll.us

PLEASE NOTE: Florida has a very broad public records law. Most written communications to or from the St. Johns County Board of County Commissioners and employees regarding public business are public records available to the public and media through a request. Your e-mail communications may be subject to public disclosure.

From: Lauren Dozier <ldozier8@gmail.com>
Sent: Tuesday, April 9, 2024 11:39 AM
To: Amanda Rose <arose@sjcfl.us>
Subject: Old School Kingfish Docs for Review

Hi Amanda,

Can you please take a look at the attached documents and make sure everything looks ok before I upload it for review?

Thank you!

Lauren Dozier

CAUTION: This email originated from outside of the County. Do not click links or open attachments unless you recognize the sender and know the content is safe. If you believe this message is fraudulent or malicious, please contact MIS for further assistance.

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Laurel A Berntsen
Events- Vilano Beach FL
Laurel_Berntsen@vilanobeachfl.com



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MINUTES



MINUTES OF THE ST. JOHNS COUNTY, FLORIDA
DESIGN REVIEW BOARD OF THE NORTH COASTAL OVERLAY DISTRICT
Wednesday, March 13, 2024
Permit Center Conference Room 1

Members present: Linda LaCerva (Chair), Jean Miller, Sacha Martin (Vice-Chair), William Morton, Jane Norton, Mary Sullivan, Kathleen Floryan (arrived 4:14)

Staff present: Christine Valliere, Senior Assistant County Attorney; Teresa Bishop, Planning Manager, Growth Management; Amanda Rose, Overlay Planner; Jamie Baccari, Assistant Parks & Recreation Director; Douglas Tarbox, CIP Manager; Christopher Gatchell, Engineering Inspection Supervisor, Nathan Gottschalk, Public Works Project Manager

Call to Order

- LaCerva called meeting to order at approximately 4:00 PM and read the Public Notice Statement.
- LaCerva called for public comment not on the agenda; there was none.
- Martin stated the Vilano Bridge 5K/10K Run and 1 Mile Fun Run is happening on March 30.
- Bishop introduced Amanda Rose, the county's new Overlay Planner. Rose stated that she is excited to join the team and to work with the board.

Agenda Item: - LaCerva opened NCDRB 2023-06 North Beach Park Improvements.

- **Ex-parte Disclosure:** None
- **Applicant Presentation:** Applicant John Grady introduced himself as the civil engineer for the project, and Brian Sawyer introduced himself as the project architect. Grady presented the plans and explained that the project scope includes the improvement of parking, the addition of a restroom/shower/changing area, the introduction of new playground equipment, the installation of a coquina walking trail, and the refacing of educational signage. Grady noted that the previous proposal had been amended to reflect community and DRB feedback re: parking locations and playground equipment. Grady also noted the locations of the dry retention areas and explained the materials to be used for the parking areas. Additional presentation was provided on the proposed bike racks, signage, planting locations, and buildings.
- **Board Discussion:** Various board member questions throughout the presentation centered around the parking count, its location, and its configuration; drainage, showers, bench style and material, and parking. Grady, Sawyer, Baccari, and Tarbox answered these questions.

- **Public Comment:** Vivian Browning inquired how the proposed trail will tie into that within the upcoming DOT project and the timeline for park construction in relation to other park improvement projects. She also asked if fencing will be utilized to protect children from the roadway traffic. Discussion occurred amongst the LaCerva, Browning, Baccari, and Tarbox. Browning also stated that Vilano Beach gate at the beach access needs to be opened to alleviate parking issues in the Town Center area.
- **Additional Board Discussion:** Martin commented on the educational signage, art installations, and changing room doors. Floryan commented on the accessible parking location and playground slide types. Additional board discussion security, trash bin locations/screening/service times, playground equipment and shade sails, lighting, and maintenance. Baccari, Tarbox, Sawyer, and Grady addressed the questions.
- **Motion:** LaCerva motioned to approve Application NCDRB 2023-06 North Beach Park Improvements as presented. Miller seconded, and the motion passed 5-0.

Minutes

- January 10, 2024: Floryan motioned to approve; Miller seconded. The motion passed 5-0.
- February 14, 2024: Floryan motioned to approve; LaCerva seconded. The motion passed 5-0.

Staff Reports

- Bishop shared information about the upcoming Comprehensive Plan Update district community meetings from March 26-28. LaCerva encouraged everyone to attend. Bishop shared information about the charrette style engagement tools that will be utilized during these meetings. Bishop and Valliere answered questions about the Strategic Plan update. Rose noted that Comprehensive Plan Update cards are available to use to access the website and pass out to interested citizens.

Adjourn – Approximately 5:07 pm.

WORKSHOP ITEM

- (2) No Certificate of Occupancy or Certificate of Completion shall be issued until the County Administrator has performed a final inspection and determined compliance with the minimum landscaping requirements according to the approved plan and the Construction Permit, if required.
- (3) Periodic reinspections may be performed by the County Administrator to ensure the healthy survival of required landscaping material according to the approved plan. Landscaping material identified as deficient shall be replaced by the Owner of the property within thirty (30) days of written notification by the County Administrator.

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.

N. Outdoor sales, market and special event vendors, All 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:
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 - d. Other Temporary Uses as may be permitted under Section 2.02.05.

Sec. 3.10.06 Administrative Approval of Specific Signage