



GROWTH MANAGEMENT DEPARTMENT STAFF REPORT
VILANO BEACH TOWN CENTER OVERLAY DISTRICT
August 14, 2024 Public Meeting
VBTCDR 2024-08 Vilano Beach Main Streets Vibe-Rations

To: North Coastal Design Review Board
Staff: Evan Walsnovich, Planner
Date: August 9, 2023

Applicant: Jennifer Watkins, Executive Director
Vilano Beach Main Street
3101 First St.
St. Augustine, FL 32084

Location: Hampton Inn East Parking Lot - 95 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: Requesting design approval for the Vilano Beach Vibe-Rations event pursuant to Section 3.10.05 of the Land Development Code regarding Special Events located within the Vilano Beach Town Center Overlay. The event is proposed on Saturday, October 19, 2024 from 11:00 AM-Dusk in the east parking lot of the Hampton Inn, and requests the closure of Anahma Road and the east facing portion of Vilano Road. This is a returning non-profit event that had brought together over 1,000 attendees last year and the applicant is anticipating an increase to 1,500 attendees this year.

The main purpose of this event is to bring together the community and highlight local musical talent. There is planned to be other national and/or international bands in attendance, along with a DJ. Attendees will be able to enjoy a variety of delicious offerings from local food trucks, featuring Italian cuisine, seafood boils, BBQ, and more. A cash bar will offer a wide selection of drinks, including local brews, wine, and cocktails. To ensure the comfort of their guests, the plan includes providing luxury porta potties and erect tents for shelter and shade. A VIP tent will be provided with additional shade and a private bar with seating for guests. Free neighborhood parking will be available around the community center, with additional parking at Vilano Beach Town Center, a short walk away. A free shuttle service will pick up and drop off guests around Vilano Beach.

Local businesses partially sponsor this event including the Holiday Inn Express, Breakwater Villas, Landmark Title, Team Territo, and Florida Water Tours.

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 Anahma Drive and a portion of Vilano Road for Saturday, October 19. Site map is attached for visual placement of tents during this event. The Applicant is providing a shuttle for the event to accommodate participants, volunteers, and vendors. Volunteers are being coordinated to assist with parking and directing traffic.

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 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:

- There will be an adequate 10 feet of spacing between the food trucks.
- There will be a 10 foot aisle to access the fire hydrant on the corner of Anahma Drive and Ferrol Road in the case of an emergency.
- The St Johns County Sheriff's office has been contacted and made aware of the applicant's proposed road closures.

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.
- Notify area users of the event's date and time and the extent of the road closures 1 week in advance.
- Provide written notice to the Owner's/Operators of the Ocean View Lodge regarding the event and arrangements to post Customer Only /No Event Parking areas.
- Submit traffic control schematic drawings to county staff for review a minimum of 30 days prior to the event.

Along with these requirements, the applicant will need to provide confirmation or correspondence from the Parks & Recreation Department that their facilities can be utilized for the event.

SITE PLAN



While the actual event and festivities are located at the Vilano Beach Oceanfront Park, the event is planning to have additional locations for parking and shuttle stops to provide for more options for event attendees. The full logistics plan and description for the event can be found in the Supporting Documents.



Event activities will be situated on Anahma Drive, and will utilize the Vilano Beach Oceanfront Park, along with a portion of the Hampton Inn parking lot.

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 2024-08 Vilano Beach Main Streets Vibe-Rations**, 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 2024-08 Vilano Beach Main Streets Vibe-Rations**, provided:

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