

1. Requested Motion:

Meeting Date: January 22, 2013

Approve the recurring special event permit application to Santini Marina Plaza for the "Santini Tuesday Fresh Market" each Tuesday from January, 2013 through May, 2013 and authorize the Town Manager to sign the permit on the Town's behalf.

Why the action is necessary:

Pursuant to Ordinance 12-04 approval must be received for all recurring special event applications.

What the action accomplishes:

This action approves the event to take place during the dates mentioned above.

2. Agenda:

- Consent
- Administrative

3. Requirement/Purpose:

- Resolution
- Ordinance
- Other:

4. Submitter of Information:

- Council
- Town Staff – Public Works
- Town Attorney

5. Background:

Town Council adopted Ordinance 12-04 setting new regulations associated with special events held within the Town. This ordinance provides for events of a recurring nature to be permissible and administered through one permit not to exceed a twelve month duration. For an event to qualify for this type of permit the activity must be the same type of event, held in the same location, on the same day and time with similar attendance and the same genre.

This event meets the standards of the recurring special event as provided in Ordinance 12-04. The event organizer has made an application for the event to be held each and every Tuesday from January through May, 2013.

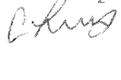
This market will include fresh foods as well as crafts.

Attached is a copy of the application with supporting documentation. Additional documentation associated with Zoning will be forthcoming.

6. Alternative Action:

7. Management Recommendations:

8. Recommended Approval:

Town Manager	Town Attorney	Finance Director	Public Works Director	Community Development Director	Parks & Recreation Director	Town Clerk
						

9. Council Action:

- Approved Denied Deferred Other



Memorandum

To: Mayor and Town Council

Through: Terry Stewart, Town Manager

From: Walter Fluegel, Community Development Director

Date: January 16, 2013

Re: Santini Tuesday Fresh Market

Executive Summary:

DCD Staff has analyzed the proposed Special Events application for a seasonal Farmer's Market at Santini Plaza and would offer the following opinion for Council's consideration:

1. The proposed use is consistent with the nature and character of permissible uses allowed in the Santini Redevelopment Zoning District;
2. The south end of the island is served by relatively limited retail options, particularly fresh produce; and,
3. The proposed use is consistent with the Town Comprehensive Plan Objectives and Policies relating to Santini Plaza.

Based upon Staff's Analysis, Staff recommends approval of the proposed Special Events Permit. Further, Staff recommends expanding this approval to incorporate the existing produce trailer as a Special Event approval, allowing the trailer to be located at Santini Plaza from November through April and allowing the sale of produce from the trailer seven days a week.

Analysis:

DCD Staff has reviewed the Special Events Permit application for Santini Tuesday Fresh market and would offer the following analysis:

1. Objective 3-C of the Community Design Element of the Town's Comprehensive Plan envisions Santini Plaza as a "Main Street" town center for the south end of the island. The supporting policies suggest a goal of increasing pedestrian access to shopping and a shopping/civic center to serve residents at the south end of the island.
2. Chapter 34-3004(b)(1) of the Land Development Code allows outdoor display, "In farmers' markets or other special events authorized by the town."
3. The Santini Redevelopment Zoning District as envisioned in the Town's Land Development Code (Chapter 34, Sections 34-681 through 683) contemplates a broad range of commercial retail uses and the plaza as a pedestrian oriented neighborhood center.
4. Given the lack of readily available options for produce at the south end of the island, the proposed Special Events application for a Farmer's Market would support several broader context goals of the Town, by providing a daily needed commodity, more readily available to residents at the south end of the island and by providing the produce in a more pedestrian oriented realm, thereby, potentially eliminating unnecessary automobile trips during season.
5. Given the success of the Town sponsored Farmer's Market in the Downtown (at the north end of the island), it appears that this request would address comparable demand at the south end of the island. Further, the Town sponsored Farmer's Market is held on Fridays and this request would be for a Farmer's Market on Tuesdays. Fresh produce has a tendency to be a daily commodity, i.e. a basic life supporting staple that consumers prefer to purchase on a more routine basis. Accordingly, having Farmer's Markets at both ends of the island may prove to be a fundamental quality of life improvement.
6. In November, 2010, DCD Staff approved a Produce Trailer at Santini Plaza. The produce trailer has been in operation since 2010, typically during season (from November through April), with great success. Conversations with the business owner indicate seasonal residents at the south end of the island have become daily patrons, seeking fresh produce. The success of this produce stand is indicative of the broader market demand at the south end of the island, which is likely exacerbated by traffic issues on Estero Boulevard and the inherently daily commodity nature of fresh produce.

While the existing produce trailer has proven to be a success and a valued amenity to the residents at the south end of the island, the original Certificate of Use approval has proven to be problematic. The original application for the Certificate of Use was processed and approved between September and November, 2010, which occurred during a substantial transition within the Department of Community Development. Staff has thoroughly researched the approval and discovered errors in the original approval.

Unfortunately, while the use itself is consistent with the types of permissible uses at Santini, the code does not allow for this type of outdoor display outside the Downtown Zoning District, nor does code provide for outdoor display from this type of vehicle. While the location and type of trailer makes perfect sense at Santini Plaza, the code does not adequately provide for it as a permitted use for outdoor display. However, given the seasonal nature of the produce trailer, it should be more appropriately permitted as a Special Event permit for a Farmer's Market, specific to the one produce trailer, allowed seven days a week during the months of November through April.

Accordingly, Staff is recommending that the existing produce trailer be approved as a part of this Special Events permit.

**Town of Fort Myers Beach
Special Event Application**



Describe event including times, dates, activities and general overview of event.
 FRESH MARKET - PRODUCE FRESH FLOWERS, BREADS, PASTAS,
 EDIBLE TREATS, HOMEMADE CRAFTS, CANDLES, SOAPS, SCARVES
 JAN. 15, 22, 29 FEB 5, 12, 19, 26 MAR 5, 12, 19, 26
 APRIL 2, 9, 16, 23 MAY 7, 14, 21, 28

For special events requesting public assistance-define Public Purpose

Date(s) and times of event: JAN 15, 22, 29 FEB 5, 12, 19, 26 MAR 5, 12, 19, 26
 APRIL 2, 9, 16, 23 MAY 7, 14, 21, 28

Name of event: Santini Tuesdays Fresh Market

Address of event: 7225 ESTERO BOULEVARD

Expected # of participants: 500-750

Organization: Santini Marina Plaza

Organization address: 7225 Estero Boulevard

Contact Person: Bonnie Roberts

Contact Phone #: Cell: 239-443-8810 Office: 413-3600 X222

Fax #: 239-413-8992

E-mail: bonnie@thefishtalemarina.com

Request for Public Assistance: Yes _____ No

Amount of Request (If applicable): ~~_____~~

This permit is subject to the applicant meeting all requirements contained in Fort Myers Beach ordinances #98-01 and #00-16 and compliance with all items in the special event application

FOR GROUPS REQUESTING FINANCIAL ASSISTANCE:
 Four (4) copies of the application and all supporting documents must be submitted to the Finance Department no later than April 30th. The request will be considered for inclusion in the next FY budget (October-September).

Office Use Only:

Date Received: _____ Amount Paid: _____

By: _____ Cash/Check #: _____

Hi Jeff, Lt. Ciolino and Lt. Martin,

Here's our goal for the New Year! The raffles and silent auctions for these events will benefit the Harry Chapin Food Bank and vendors will be making weekly donations to the HCFB also. Please let me know the amount of the check we should issue to the Town of Fort Myers Beach, the Lee County Sheriff's Department and the Fort Myers Beach Fire Department.

Announcing the premier of the Santini Sunrise Tuesday Fresh Market!

Market hours: 8AM-1PM

Each Tuesday from January 22 through May 28, 2013

The Santini Sunrise Tuesday Fresh Market is a green market where shoppers can come out and support local growers and small business owners. At the Santini Sunrise Tuesdays Green Market items for sale may be edible or grown. Non-edible items such as candles, lotions and soaps must be made from an agricultural product, and vendors must be involved in some aspect of the process. Crafts must be handmade/artist created such as woven baskets, wood turnings, all crafts handmade from natural items. Absolutely no manufactured merchandise or findings will be allowed.

Items that we are soliciting to be available at the Santini Sunrise Tuesday Farmer's Market include fruits, jellies, vegetables, sprouts, organic produces, flowers, native plants, flowering plants, handmade soaps, nuts, organic snacks, baked goods, local seafood, pasta, honey, cheeses, breads, guacamole, gourmet peanut butter, boiled peanuts dry roasted nuts, kettle corn, and select handmade crafts.

We will remain true to our intent and offer high quality specialized items and cater to the needs of our community.

Thank you for your kind attention to permitting this seasonal community event,

Merry Christmas!

Bonnie Roberts/Event Coordinator/Santini Marina Plaza/239-443-881Cell/239-463-3600x2

Applicant to Complete:

Company managing trash removal: Viola
No. of dumpsters: 2 Type of dumpsters: Compactors
Who is responsible for clean-up and payment: WESTRILL

City right-of-way Parking Use: None Number of spaces: _____

Request to hang banner(s): Yes No
Road Closure: Yes No
Bridge Closure: Yes No

Required Approvals

FMB Public Works: Tel (239)765-0202 Fax (239)765-0909

Public Works remarks: _____

FMB-Public Works approval: _____ Date: _____

Florida DEP: Jennie Cowart Tel (239)344-5627 Fax (850)412-0590
Pager 1-850-488-7708 email: Jennie.cowart@dep.state.fl.us

Florida DEP remarks: _____

Florida DEP approval: _____ Date: _____

FMB Environment Science: Keith Laakkonen Tel (239)765-0202 Fax (230)765-0591

FMB Environmental Sciences remarks: _____

FMB approval: _____ Date: _____

Turtle Time Inc: Eve Haverfield Tel (239)481-5566 eve@turtletime.org

Turtle Time remarks: _____

Turtle Time approval: _____ Date: _____

LEE COUNTY SHERIFF'S DEPT Tel (239)477-1830 Fax (239)432-0268
15650 Pine Ridge Road, Fort Myers, FL 33908

Parking: _____

Deputies (how many?) _____

Traffic Control: _____

Fees: _____

Special Arrangements: _____

Print Name	Approval Signature	Date
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FORT MYERS BEACH FIRE DEPT
17891 San Carlos Blvd., Fort Myers Beach, FL 33931

Tel (239)590-4242
Fax (239)463-6761

Fire Guards: (how many?) _____

Fee: _____

Flammable Vegetation: _____

First Aid Equipment: _____

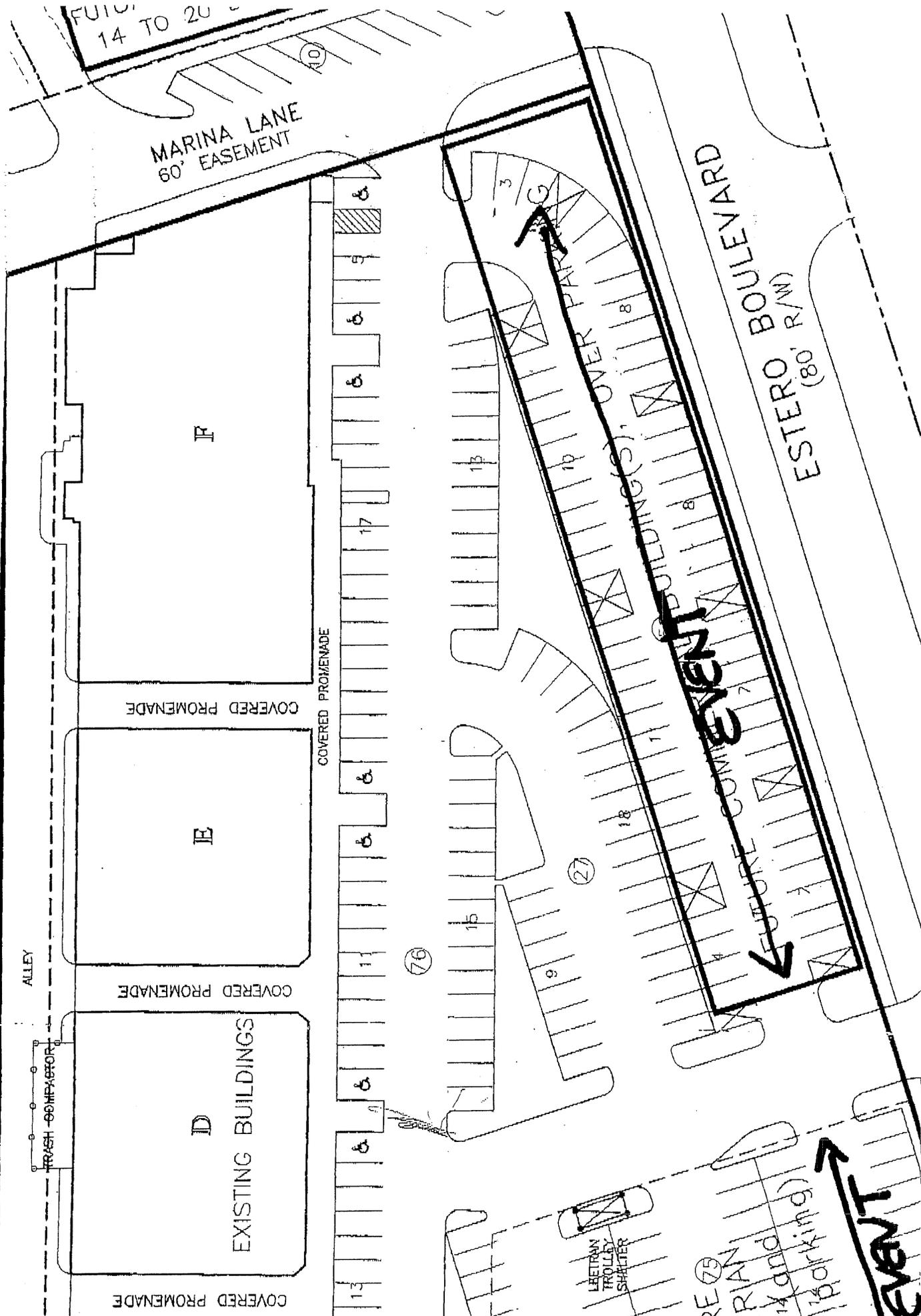
Fire Extinguishing Equipment: _____

Special Arrangements: _____

Print Name **Approval Signature** **Date**

2394638992

06/03/2008 23:56



FUTURE
14 TO 20

MARINA LANE
60' EASEMENT

ESTERO BOULEVARD
(80' R/W)

D
EXISTING BUILDINGS

COVERED PROMENADE

E

COVERED PROMENADE

F

COVERED PROMENADE

ALLEY

TRASH COMPACTOR

LETRIN TROLLEY SHELTER

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EVENT

EVENT

OVER PARKING

BUILDING(S)

FUTURE COMPLETION

BUILDING(S)

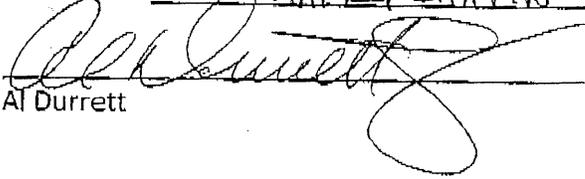
FUTURE PARKING

Bonnie Roberts is the event coordinator for Santini Marina Plaza. I give Bonnie permission to coordinate this event:

Event Name: Santini Tuesday Fresh Market

Event Date: JAN 15, 22, 29 FEB 5, 12, 19, 26 MARCH 5, 12, 19, 26
APRIL 2, 9, 16, 23 MAY 7, 14, 21, 28

Benefactor: HARRY CHARIN FOOD BANK


Al Durrett