

**SEMINOLE COUNTY GOVERNMENT  
AGENDA MEMORANDUM**

**SUBJECT:** Colonial Realty Ltd. Partnership – Applicant; Requesting a Special Event Permit for the Heathrow/Lake Mary Festival of the Arts, to be held at 1120-1145 Town Center Avenue (Colonial Town Center)

**DEPARTMENT:** Planning & Development **DIVISION:** Planning

**AUTHORIZED BY:** Donald S. Fisher **CONTACT:** Tina Deater **EXT.** 7440

**Agenda Date:** 9/28/04 **Regular**  **Consent**  **Work Session**  **Briefing**   
**Public Hearing – 1:30**  **Public Hearing – 7:00**

**MOTION/RECOMMENDATION:**

- 1. APPROVE the request by Colonial Realty Ltd. Partnership – Applicant; for a Special Event permit for an art festival; to be held at 1120-1145 Town Center Avenue (Colonial Town Center) in Lake Mary on October 2 &3, 2004 from 9am to 5pm, with a free outdoor concert on October 2, 2004 from 6pm to 10pm; or
- 2. DENY the request by Colonial Realty Ltd. Partnership – Applicant; for a Special Event permit for an art festival; to be held at 1120-1145 Town Center Avenue (Colonial Town Center) in Lake Mary on October 2 &3, 2004 from 9am to 5pm, with a free outdoor concert on October 2, 2004 from 6pm to 10pm.

District 5– Commissioner McLain

Tina Deater – Senior Planner

**BACKGROUND:**

Colonial Realty Ltd. Partnership and the Lake Mary/Heathrow Festival of the Arts Committee are requesting a Special Event permit for the Lake Mary/Heathrow Festival of the Arts. It is proposed to be held at the Colonial Town Center shopping center October 2 &3, 2004 from 9am to 5pm, with a free outdoor concert on October 2, 2004 from 6pm to 10pm and will consist of art displays, music, food and alcohol sales, and an antique car show.

The event would be held entirely within the grounds of the Colonial Town Center shopping center and sanitation will be handled by the Lake Mary/Heathrow Festival of the Arts Committee through use of the existing shopping center facilities, additional port-o-lets, trash cans and dumpsters. Security and traffic control are being handled by the Seminole County Sheriff's Department and medical issues are being handled by Seminole County Public Safety. Please see the attached locator map, site plan, festival details and traffic control plan.

**Reviewed by:**  
**Co Atty:** [Signature]  
**DFS:** \_\_\_\_\_  
**Other:** [Signature]  
**DCM:** [Signature]  
**CM:** [Signature]  
**File No.** rpdp02

**STAFF RECOMMENDATION:**


Staff recommends APPROVAL of the special event permit.

Seminole County, Florida

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**Seminole County**  
*Property Appraiser Services*

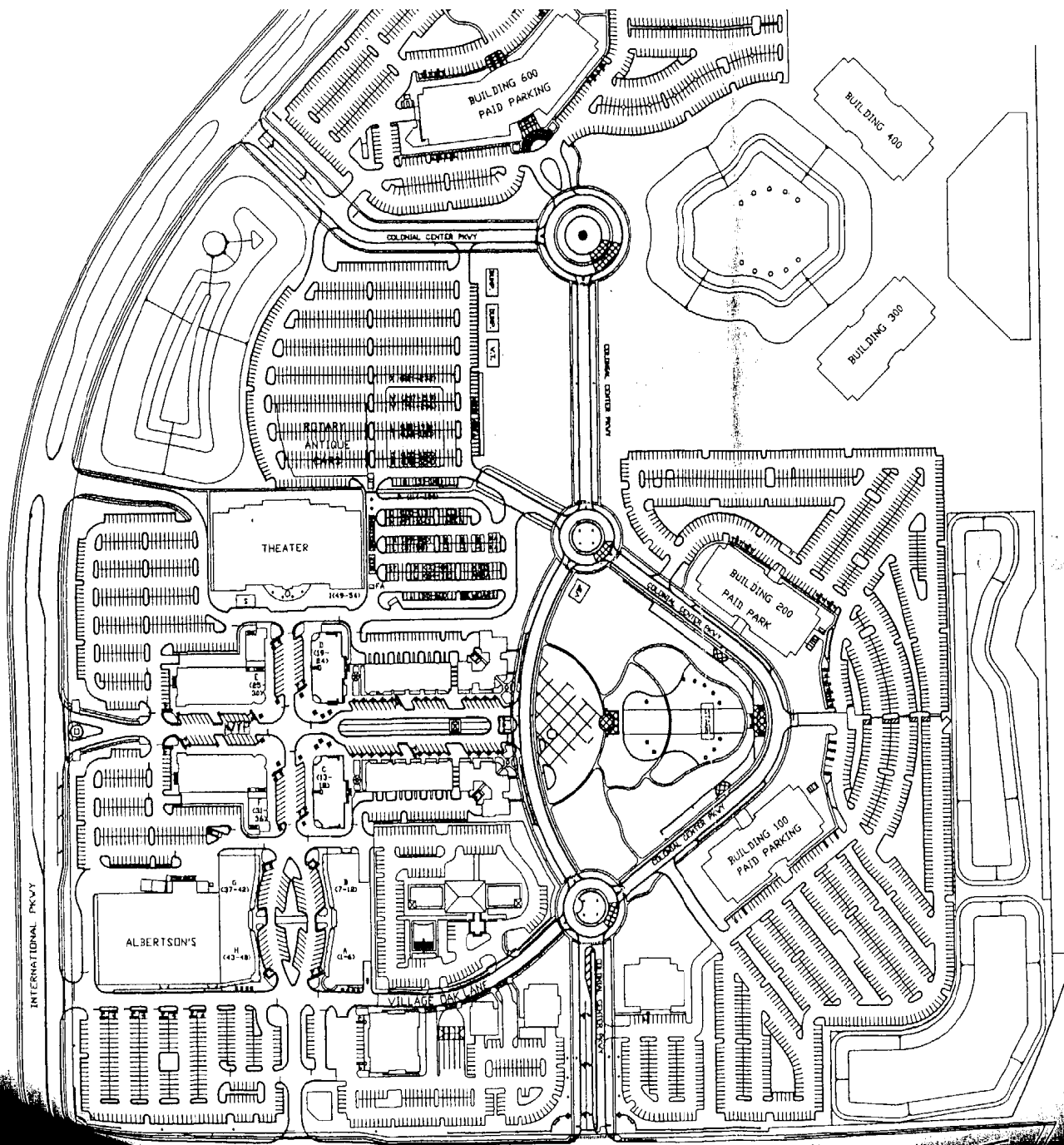
1101 E. First St.  
Sanford FL 32771  
407-665-7506

**Legend**

- Selected Features
- County Boundary
- Major Roads
- Streets
- Hydrology
- Subdivision Lines
- Parcels

Seminole County Property Appraiser - Copyright (C) 2000-2003

Rec	Parcel	Owner	Owner Addr	City	State	Zip
1	31193030002000000	COLONIAL REALTY LP	2101 6TH AVE N	BIRMINGHAM	AL	35203



- KEY
- = BOX (10FT X 10FT)
  - SECTION A = TENT #'S 1-6
  - SECTION B = TENT #'S 7-12
  - SECTION C = TENT #'S 13-18
  - SECTION D = TENT #'S 19-24
  - SECTION E = TENT #'S 25-30
  - SECTION F = TENT #'S 31-36
  - SECTION G = TENT #'S 37-42
  - SECTION H = TENT #'S 43-48
  - SECTION I = TENT #'S 49-54
  - SECTION J = TENT #'S 55-63 AND 64-72
  - SECTION K = TENT #'S 73-80
  - SECTION L = TENT #'S 81-88
  - SECTION M = TENT #'S 89-96
  - SECTION N = TENT #'S 97-104
  - SECTION O = TENT #'S 105-113
  - SECTION P = TENT #'S 114-130
  - SECTION Q = TENT #'S 131-141
  - SECTION R = TENT #'S 142-154
  - SECTION S = TENT #'S 155-167
  - SECTION T = TENT #'S 168-108
  - SECTION U = TENT #'S 181-193
  - SECTION V = TENT #'S 194-206
  - SECTION W = TENT #'S 207-219
  - SECTION X = TENT #'S 220-232
  - VIP = V.I.P. TENT ON GRASS
  - CONCESSION = CONCESSIONS (FOOD & DRINKS)
  - S = STAGE IN FRONT OF THEATER
  - ST = SOUVENIER TENT
  - = COMMUNITY TENT
  - = FIRST AID
  - NEW CAR SECTION
  - ART = 3 STUDENT ART TENTS
  - KIDS AREA (KA) = 4 KID AREAS
  - ROTARY ANTIQUE CAR SECTION
  - JT = JUDGES TENT
  - STAGE = STAGE IN PARK
  - BEER = BEER
  - DUMP. = DUMPSTERS (2)
  - V.T. = VOLUNTEER TENT

\*NOTE- PAID PARKING IS ON BLDGS 600, 100 & 200.

# **18<sup>TH</sup> LAKE MARY HEATHROW FESTIVAL OF THE ARTS**

**OCTOBER 2 & 3, 2004**

**COLONIAL TOWNPARK, LAKE MARY, FL**

## **BACKGROUND**

The Lake Mary-Heathrow Festival of the Arts returns October 2 & 3, 2004 for the eighteenth consecutive year, bringing more than 200 world renown artists to exhibit, and compete in this world class juried art show. The festival is designed to inspire an appreciation for quality art forms, as well as awarding college scholarships to local students desiring a higher education. The Lake Mary Heathrow Festival of the arts is a non-profit (501C4) organization that raises money through sponsorships and donations.

Ranked by Sunshine Artists Magazine as "one of the best art festivals in the U.S.", the Lake Mary-Heathrow Festival of the Arts has been named "Seminole County's most prestigious event", and through the generosity of our corporate participants, has awarded more than 500 scholarships since 1986.

In addition to world-class art, this premier festival also features live entertainment, children's art displays and activities, a classic car show, and specialty foods throughout the weekend.

In total, the Lake Mary-Heathrow Festival of the Arts has invested well over \$1.5 million dollars in the community to educate, entertain and promote goodwill and support for the arts.

The Lake Mary Heathrow Festival of the Arts is supported by the Festival Directors and committee members, Colonial Properties Trust, Seminole County, the City of Lake Mary, Seminole County School Board, and all four Seminole County Chambers of Commerce.

## **EXCITING NEW LOCATION**

The 18<sup>th</sup> Annual Lake Mary Heathrow Festival of the Arts has re-located to an exciting new location beginning in 2004 – Colonial TownPark just off the interchange of I-4 in Lake Mary. The festival will be interspersed throughout the 200,000 square feet of retail space which includes high end shopping, dining and entertainment.

LAKE MARY  HEATHROW  
FESTIVAL OF THE ARTS  
*"Florida's Festival for Art Scholarships"*

**LAKE MARY-HEATHROW  
FESTIVAL OF THE ARTS**

**501-© 3 Mission Statement**

**THE FESTIVAL'S STATEMENT IS CLEAR AND  
SIMPLE'**

- . To raise money for graduating High School Students.**
- . To foster pride and involvement in the community**
- . To stimulate and energize the local economy.**
- . To entertain, have fun and celebrate the Arts'**

**The festival , since 1986 has quickly become Seminole  
County's most prestigious event.**

- . More than 375 Scholarships to Seminole County  
Students**
- . Has contributed more than \$390,000.00 to Education.**
- . Has invested over \$1,500,000.00 in the community to  
educate, entertain and promote  
support for the Arts'**

**HOME****RECORDINGS****PHOTOGRAPHY****APPEARANCES****BIOGRAPHY****MICHAEL ANDREW.COM****FAN SITE****CONTACT US**

Michael Andrew's singing style and showmanship have been compared to that of Frank Sinatra, Mel Torme, and Bobby Darin. From '93 - '95 Michael Performed 5 to 6 nights a week at the world famous Rainbow Room atop Rockefeller Center in New York City. Michael and his band, Swingerhead recently won the Orlando Music Award for Best Band in the category of Jazz & Swing for the 4th year in a Row. In 2000, Andrew formed his west coast band, "the Coconut Club Orchestra. They performed every Saturday night for 18 months at the Coconut Club in Merv Griffin's Beverly Hilton.

*Suzanne Somers invited Michael to perform at her recent birthday party where guests included Barry Manilow, Merv Griffin, Michael Feinstein, Susan Antonne, Dick Van Dyke, Keely Smith, Barbara Sinatra, Jack Jones, Robert Goulet, and Dick Clark.*

Merv Griffin Called Michael "One of the all time Great Singers" on Larry King's Television Show.

Michael continues to perform throughout Central Florida and the nation with Swingerhead and is a frequent guest artist with symphonic orchestras across the country.

# LAKE MARY / HEATHROW ART FESTIVAL TRAFFIC PLAN

(08/29/04)

**MISSION:** The goal of this operation is for the participating members of the Seminole County Sheriff's Office and the Lake Mary Police Department to conduct traffic control operations and secure the public's safety in as much as is possible for the citizens attending the Lake Mary - Heathrow Art Festival.

**OPERATION PLAN:** Key intersections will be blocked to prevent motor vehicles from making left hand turns and U-turns at choke points. Traffic will be re-routed as needed to control motor vehicles so that pedestrian and motor vehicle interaction will be minimized. Personnel assigned will direct drivers and pedestrians as needed. Parking lot ingress and egress will be redirected to enhance safety and minimize pedestrian-motor vehicle interaction.

**INVOLVED AGENCIES:** Seminole County Sheriff's Office  
Lake Mary Police Department

**DATE:** OCTOBER 2, 2004 and OCTOBER 3, 2004

**TIME:** 0745 TO 2200 HOURS

**LOCATION:** Designated Festival area located at the  
Colonial Town Center, Heathrow, Florida.

**RADIO FREQUENCY:** SCSO 12 H

## **DEPLOYMENT BRIEFING:**

On October 2, 2004, and October 3, 2004, all assigned personnel will attend an operations briefing at 0745 hours in the Command Post, at Colonial Center Parkway. Assignments will be issued and a safety briefing will be discussed.



## **SPECIAL CONSIDERATIONS:**

### **OFF-SITE SHUTTLE PARKING, TO AND FROM THE FESTIVAL AREA, WILL BE AVAILABLE FROM 801 AND 901 INTERNATIONAL PARKWAY.**

1. **INTERSECTION-ONE:** Colonial Center Parkway/CR 46A; No northbound through traffic on Colonial Center Parkway allowed, Southbound traffic will exit only. Eastbound traffic on CR 46A will not be permitted to make a left or U-turn at the intersection. (South end of the Festival area.) All drivers wishing to make a left turn or U-turn must drive through and make a U-turn farther up the road.
2. **INTERSECTION-TWO:** No right turn into the plaza from CR 46A onto Market Promenade Avenue will be permitted. This is to prevent back-up standing traffic on CR 46A and to alleviate confusion as to where the Festival Parking area is. Entrance into the plaza will be obtained from the entrances on International Parkway.
3. **INTERSECTION-THREE:** From southbound International Parkway, left turns into the plaza will be permitted. Also, U-turns northbound onto International Parkway will also be permitted so that traffic may go to the Festival Parking area. Traffic from the plaza will not be permitted to exit from this egress area.
4. **INTERSECTION-FOUR:** International Parkway/Colonial Center Parkway; The median cut will be blocked to prevent northbound or southbound traffic on International Parkway from making left or U-turns at this intersection. Northbound traffic will make a right turn onto Colonial Center Parkway into the festival area or continue north on International Parkway. All Festival parking will be directed into the Colonial Center Parkway, near the 600 Building entrance. All traffic must proceed through the parking lot and exit at Building 600 or at CR 46A.
5. **INTERSECTION-FIVE:** International Parkway/Building 600. Colonial Center Parkway; The median cut will be blocked to prevent northbound or southbound traffic on International Parkway from

making left or U-turns at this intersection. Traffic exiting from Building 600 will make a right turn onto International Parkway.

6. All Festival parking will be directed into Colonial Center Parkway, near the Building 600 parking lot entrance. The parking area is to be coned off as needed to help increase traffic flow. All traffic must proceed to and exit at the CR46A or Building 600.
7. The designated Handicap parking is at the Building 100, 200 and 600 parking lots, as needed.
8. Building 600, Colonial Center Parkway, northeast section of the parking lot is to be used for artist parking and staff parking.
9. The front northeast lot of Building 200 will be for V.I.P. parking. It will be coned off to prevent vehicles driving to the area in front of the building.
10. The antique car show will stage their car trailers in the parking lot of Building 600. The Antique Car and Classic Car Show will be located north of the theater, in the rear parking lot and designated cars will be placed on display on Market Promenade Avenue.
11. Bike Patrols and foot patrols will be deployed to randomly patrol throughout the parking lot and the festival area.
12. Personnel assigned to parking lot areas will conduct traffic direction and parking lot security where possible.
13. The Chrysler Test cars will park on the paved construction ingress/egress area north of the theater. They will be allowed to make turns on Colonial Center Parkway and come back through to their original staging area.
14. All personnel are to be alert for security and safety concerns. Law Enforcement Officers will be notified and take the appropriate actions needed for any threat or safety concerns present.