



# City of Grover Beach

## NEWS RELEASE

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## City of Grover Beach Explores Development Plan for West Grand Avenue and 4th Street Intersection

GROVER BEACH, CA — At the April 11 City Council meeting, the Grover Beach City Council received a presentation and provided feedback regarding [preliminary, conceptual development](#) plans proposed by [Coastal Community Builders](#) for the lot located at the intersection of West Grand Avenue and 4th Street.

“Our City continues to invest in West Grand Avenue to advance our vision to transform this area into a thriving and vibrant commercial corridor that also provides housing for our community,” said Grover Beach Mayor Jeff Lee. “We are excited to review proposals and collaborate on plans to ensure new developments uphold our community values.”

The [Land Use Element \(LUE\)](#) and adopted [West Grand Avenue Master Plan](#) both prioritize development on West Grand Avenue and 4th Street intersection. The 0.69 acre lot located at 402 West Grand Avenue was actively marketed over the last few years, and Coastal Community Builders recently entered escrow to acquire the property.

The proposed plan aligns with the City Council’s economic development goals, as well as other City programs and efforts. In accordance with the Master Plan and Land Use Element policy, the preliminary project includes both commercial and residential space. The proposed mixed-use development plan includes:

- A four-story building that will be up to 45 feet in height.
- Ground level commercial space that will include a restaurant with outdoor dining along both West Grand Avenue and South 4th Street.
- A rooftop deck that could accommodate additional outdoor dining for a restaurant and additional open space area for residents.
- Either 22 two-bedroom residential units or 44 studio units, depending on proposed fractional density.
- Fifty one on-site parking spaces.
- On-site landscaping that includes planting of screening trees and other dense landscaping with a masonry wall adjacent to existing residences along the southern property boundary.
- Street trees along West Grand Avenue and South 4th Street.

The project on West Grand Avenue and the 4th Street intersection is intended to be developed as a pedestrian-friendly gateway with outdoor cafes and well-designed corner treatments that provide a distinct character.



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City staff is currently working with a consultant to amend the LUE and Development Code to implement the [Housing Element programs](#) prioritized by the City Council. To ensure the proposed changes align with City standards and community interests, the City Council is hosting a joint study session with the Planning Commission on Tuesday, April 19 at 6 p.m. The community is encouraged to attend and learn more about the project.

“These proposed improvements on West Grand Avenue will benefit our entire community by providing a more enjoyable experience on our ‘grand boulevard’ for all those who live, work and visit our City,” said Matthew Bronson, Grover Beach City Manager.

The LUE is a framework that provides maps, goals, and policies that guide planners, the general public, property owners, developers and decision makers on land conservation and development in the City. For more information on the proposed project and LUE and Code Development Workshop, please email [comdev@groverbeach.org](mailto:comdev@groverbeach.org).

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