

## GROVER BEACH VISIONING PROJECT



CITY OF GROVER BEACH | June 29, 2004



DESIGN, COMMUNITY & ENVIRONMENT

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## I INTRODUCTION

In April 2004, the City of Grover Beach initiated a city-wide Visioning Project in anticipation of completing an update to the Land Use Element of the General Plan and to support its current economic development efforts. This report provides a summary of the results of the Visioning Project.

The Visioning Project provided a forum for Grover Beach residents to discuss how they would like their community to change over time. In particular, residents and other stakeholders discussed the type and intensity of future land uses and development that they envision for their community. The goal of the process was to define a general “Consensus Vision” for the future of Grover Beach, to inform the Land Use Element update and to help direct the City’s current efforts to attract new commercial development and broaden its tax base.

The City selected Design, Community & Environment (DC&E) to facilitate the public process and summarize the results. DC&E worked closely with the San Luis Obispo Council of Governments (SLOCOG), which administered the PLACE<sup>3</sup>S computer modeling technology as part of the visioning process.

### *A. Background*

Grover Beach is a small town of just over 13,000 residents located on California’s central coast along the Pacific Coast Highway. Its unique location between the coastal mountains and the Pacific Ocean provides a stunning backdrop to Grover Beach’s residential and commercial neighborhoods. The City takes pride in its beach-town feel and friendly, comfortable environment. Although Grover Beach is largely built-out, a number of underutilized and infill sites provide significant development opportunities. In addition, several areas of Grover Beach provide opportunities for revitalization, increased residential and commercial densities, and aesthetic improvements, particularly along Grand Avenue, its primary commercial corridor.

Grover Beach's General Plan Land Use Element has not been updated since 1992. Other individual elements of the General Plan, including the Circulation Element, Housing Element, Parks and Recreation Element and Safety Element have been updated more recently or are currently being updated. The Grover Beach Visioning Project serves as a first step towards updating the Land Use Element.

### *B. Process Overview*

As discussed in more detail in the following chapter, the Visioning Project process consisted of three public workshops. At the first workshop, participants discussed generally their vision for the future of Grover Beach, the goals they have for future growth and development, and specific areas of the town that were particularly ripe for change or revitalization. Participants also identified areas that they want to see preserved over time, such as public open space. At the next workshop, participants discussed more specifically the type and intensity of development that should go in the areas of change identified at the previous workshop. Using PLACE<sup>3</sup>S modeling, participants were able to see how their decisions about land uses impacted a number of community indicators, including housing development and job creation. At the final workshop, attendees worked towards crafting a single, Consensus Vision for the future of Grover Beach.

Each workshop built on the work of participants from previous meetings, and involved small group work in which community members could speak directly to one another about their vision and goals for Grover Beach. The workshops were very productive, benefiting from participants' enthusiasm about the potential of their community and a genuine spirit of cooperation.

This report represents the final step of the Visioning Project, and includes a summary of the workshops and final Consensus Vision resulting from the process.

### *C. Report Contents*

This report consists of four chapters and seven appendices.

- ◆ Chapter One provides a brief introduction to the project, including a description of the purpose of the project and a brief overview of the visioning process. It also includes possible next steps for consideration by the Grover Beach City Council.
- ◆ Chapter Two describes the Visioning Project process itself, including detailed descriptions of each workshop, and a description of the outreach and publicity conducted by the City of Grover Beach. It also provides cursory discussions of the results of each workshop.
- ◆ Chapter Three presents the final Consensus Vision that resulted from the Visioning Project. The results are presented in both narrative and graphic form. Each major component of the Consensus Vision is described in the chapter.
- ◆ Chapter Four provides an overview of other ideas that were met with support and enthusiasm during the Visioning Project and may warrant further study.
- ◆ Appendix A contains a summary memorandum describing the results of Workshop #1 and detailed workshop notes.
- ◆ Appendix B contains a summary memorandum describing the results of Workshop #2 and detailed workshop notes.
- ◆ Appendix C contains a summary memorandum describing the results of Workshop #3 and detailed workshop notes.
- ◆ Appendix D includes the sign-in sheets from all three workshops.
- ◆ Appendix E includes the Development Types Menu used in Workshop #2 to aid the visioning process.
- ◆ Appendices F and G contain the data results and maps from the PLACE<sup>3</sup>S modeling done at Workshop #2 and in preparation for Workshop #3.

#### *D. Next Steps*

The recommendations of this report will be presented to the City Council for consideration and discussion of next steps to the Visioning Project. These next steps could include the following:

##### **1. Land Use Element Update**

An important next step to the Visioning Project is the update of the City's Land Use Element of the General Plan. The update would identify policies and programs to help refine and implement the Consensus Vision identified during the Visioning Project. In addition, the update would include new land use designations and a land use map that reflect the ideas developed as part of the Visioning Project. The City's zoning regulations would then be updated to be consistent with the Land Use Element. Changes will likely need to be made to existing development standards such as building heights and site coverage to implement the Consensus Vision.

##### **2. Downtown Specific Plan or Grand Avenue Streetscape Master Plan**

As this report indicates, Grover Beach's downtown, and in particular the Grand Avenue corridor, were identified as areas ripe for change and revitalization. At many times during the visioning process the discussion about Grand Avenue went well beyond questions of land use and development intensity and into discussions about streetscape design, urban design guidelines and overall community character. Questions like these are often best addressed through a specific plan or streetscape master plan. These documents allow a more fine-grained study than a Land Use Element and emphasize the physical design of a specific neighborhood or corridor.

##### **3. Market Studies**

As the consensus described in this report indicates, broad support exists for increased commercial and mixed-use development within Grover Beach, particularly in its downtown. A critical question for the City as it continues its economic development efforts is how much new housing development, retail square footage and hotel rooms the current and future market can bear. This



question is usually best answered by real estate market studies, which can also include general size and siting requirements of different types of development. The “Community ID” retail recruiting study recently commissioned by the City from the Buxton Company is an important first step in understanding the potential for Grover Beach’s retail market.

#### **4. Beachfront Lodge and Conference Facility Implementation**

As described in more detail in Chapter 3, broad consensus exists for the development of a lodge and conference facility at the end of Grand Avenue at Pismo Beach State Park. This type of development is considered an important element of the City’s continued revitalization efforts. A market feasibility analysis was conducted for this type of facility in the 1990s and State legislation was passed to allow negotiation of a 50-year lease with California State Parks for development of the site (typical lease agreements are for ten years). The City recently reconstituted its Beachfront Lodge/Conference Facility Ad Hoc Committee, which includes members of the City Council, the community and City staff. Multiple meetings have already taken place with representatives of State Parks and local developers. Next steps for developing the facility include negotiation of a management agreement with the State, mapping out the environmental and development review processes, and refining the project scope.

#### ***E. Nature of Consensus***

This report contains a detailed description of the Consensus Vision that resulted from the public process described previously. The purpose of the visioning process was to understand broadly the community’s goals and desires for future growth and development in Grover Beach. The community was not asked to reach agreement about every parcel or property in Grover Beach. Rather, workshop participants worked together to define a vision that was mutually satisfactory to all participants and in some cases required compromise and an understanding of different viewpoints. Consensus does not mean all participants agreed completely on every idea contained in this re-

port; additional details will need to be refined during the Land Use Element update and other next steps.

## 2 VISIONING PROJECT PROCESS

The Visioning Project consisted of three community workshops, held in May and June 2004, as well as outreach and publicity to ensure significant public involvement in the process. On average, approximately 50 people attended each workshop, peaking with nearly 70 participants at Workshop #2. Attendees included residents, business owners, property owners, Grover Beach elected officials and commission members, and City staff. Everyone brought with them enthusiasm, energy and a sense of pride in their community. The workshops were held on weekday nights from 6:30 p.m. to 9:00 p.m. in City Council Chambers at City Hall.

As described below, each workshop began with presentations by DC&E and City staff, followed by interactive small group discussions. The workshops were designed to build off of one another, culminating in a Consensus Vision for Grover Beach.

Detailed notes, including summaries of meeting results and attendee sign-in lists for all three workshops are included in Appendices A through D.

### *A. Outreach and Publicity*

The City placed a high priority on informing the community about the Visioning Project. The City publicized the meetings extensively through direct mail and advertising in local media. More than 8,000 postcards announcing the workshops were mailed to residents and businesses. Flyers publicizing the workshops were posted in City Hall and at local businesses, and advertisements ran in local papers. The City issued three press releases describing the process, and the *Times Press Recorder* and *Coast News* ran articles about the project.

A formal presentation of the project was made to the Grover Beach Rotary Club, and announcements of upcoming workshops were made at the monthly board meeting of the Chamber of Commerce and at two City Council meetings.

In addition, all three workshops were shown live on Local Government Channel 20. Tapings of the workshops continue to run regularly on Channel 20. City staff also used the Local Government Channel as a source of advertising by running a PowerPoint presentation showcasing the Grover Beach Visioning Project prior to the first workshop.

### *B. Workshop #1: Defining Goals and Areas for Change*

The first workshop of the Visioning Project was held on May 5, 2004. Approximately 35 residents, business owners, property owners and other stakeholders attended the meeting. The purpose of the workshop was to reach general consensus about community goals for Grover Beach as it changes over the next twenty years. More specifically, participants were asked to identify specific areas where change should occur and areas that should be preserved as the City moves ahead with the Land Use Element and other economic development efforts.

#### **1. Workshop Description**

The meeting began with a welcome from the Grover Beach Mayor and Mayor Pro Tem. The City's economic development consultant then explained why the City decided to undertake the Visioning Project at this time. Next, DC&E presented an overview of the visioning process and described Grover Beach's key assets and opportunities such as the waterfront, the Amtrak Station, the Beachfront Lodge Site and the City's industrial properties. Photographs of development in other communities, including attractive beachfront neighborhoods, vibrant downtowns and visitor districts, and different housing types including mixed use development were shown to participants to consider as part of their own visioning process.

Following the presentation, participants broke into five small groups to discuss their vision and goals for the future of Grover Beach and to define areas within the community that are "ripe for change" (areas that need to change to

help realize their vision) and areas that were “off the table” (areas that should be preserved over time). Each small group was asked to use three or four words to describe their vision for Grover Beach. Then, using a list of goals distilled from the previous Land Use Element and recent discussions with City staff, the small groups developed their ideas into specific goals.

Next, participants indicated on a large base map of Grover Beach the areas they wanted to change and the areas they wanted preserved. Areas that the group agreed were ripe for change were circled; areas they wanted preserved were crossed out. The maps were also heavily annotated to describe the ideas each small group had for each specific area of change identified. Detailed notes from the small group discussions are included in Appendix A.

## **2. Workshop Results**

As described in Chapter 3 in more detail, there was general consensus at the workshop over a number of key goals related to revitalizing Grand Avenue, preserving and enhancing the “beach community feel” of Grover Beach, and broadening the City’s tax base.

In addition, there was general consensus among the small groups that a number of areas in Grover Beach should change and improve over time, in particular the entire Grand Avenue corridor, the Beachfront Lodge Site on the waterfront, and the 4<sup>th</sup> Street corridor between Highway 101 and Grand Avenue. In addition, participants agreed that the City’s open space, parks and recreation facilities should be preserved, as should most residential neighborhoods.

The Consensus Vision described in detail in Chapter 3 incorporates all of the consensus achieved at this workshop.

### *C. Workshop #2: Creating Alternative Visions*

The goal of Workshop #2 was to reach general consensus about the type, location and intensity of land uses in Grover Beach necessary to accomplish the goals identified at Workshop #1 on May 10, 2004. Participants were asked to assign specific development types to the areas of change identified at the previous workshop. The meeting was held on May 19, 2004 and was attended by more than 65 residents, property owners, business owners and City officials.

#### **1. Workshop Description**

The meeting began with a welcome by the Mayor and Mayor Pro Tem and the unveiling of a video clip highlighting the development potential in Grover Beach. DC&E then presented a recap of the results of Workshop #1, including the general goals and areas of change that were identified. Next, a representative from the San Luis Obispo Council of Governments presented the PLACE<sup>3</sup>S computer model. PLACE<sup>3</sup>S allows users to input specific types of development and land use into a computer model and see statistical results about how the development choices impact a range of community indicators, such as traffic, employment and housing availability. City staff then presented a broad range of development types and intensities to facilitate the small group exercise.

Following the presentations, participants broke into ten small groups. Each small group was asked to assign specific types of land uses and development intensities to the areas of change identified at Workshop #1. These areas of change included the Grand Avenue corridor, the Beachfront Lodge site, and agricultural and industrial areas south of Farroll Street. Using a key to the development types described in the workshop presentation, participants attached stickers to individual parcels on a base map to designate one of 18 corresponding development types. The complete menu of development types used by the small groups is included in Appendix E. Examples include:

- Mixed-use – three stories
- Mixed-use – four stories
- Industrial

- Live/work
- Lodging – hotel

Participants could also apply stickers to the maps to designate where they wanted to see pedestrian amenities such as wider sidewalks, street furniture, trees and lighting, and traffic calming strategies such as bulb-outs, street narrowing and medians.

The development types chosen by each group were then inputted into the PLACE<sup>3</sup>S model by computer technicians, allowing the groups to see the impacts of their decisions across the following indicators:

- New residents
- New jobs
- New housing units
- Dwelling units per acre
- Pedestrian friendliness
- Trips per household
- Vehicle miles traveled

Participants could also see how their vision compared to a base case, or existing conditions scenario. Detailed notes from Workshop #2 are included in Appendix B.

The PLACE<sup>3</sup>S modeling results for each small group are included in Appendix F. Generally, according to the PLACE<sup>3</sup>S model, the alternative land use visions created by the small groups would result in an increase in new residents and jobs, reduced auto dependency, and increased pedestrian friendliness in Grover Beach.

## **2. Workshop Results**

There was significant consensus among the small groups about the type, location and intensity of development in Grover Beach, including adding mixed-use development along Grand Avenue, building a hotel or lodge on the waterfront and preserving the strawberry fields in the southern part of the city.

Despite the general agreement described above, the groups had varying opinions about the type and intensity of development in several key areas, including the 4<sup>th</sup> Street corridor, height of development along Grand Avenue and the addition of more commercial uses along Grover Beach's waterfront. These areas of disagreement became the focus of more intensive small group discussion at the final workshop, as described in the next section.

#### *D. Workshop #3: Refining the Vision*

Workshop #3 was held on June 10, 2004. The purpose of the workshop was to reach consensus on the outstanding issues from Workshop #2 and articulate a Consensus Vision for the future of Grover Beach. More than 40 people attended the workshop.

Following welcoming remarks from the Mayor Dee Santos, City staff provided an update about the recent International Council of Shopping Centers convention in Las Vegas. City staff described why communities such as Grover Beach are appealing to retailers, and provided an overview of "Lifestyle Centers and Town Centers," a new trend in retailing that focuses on creating main street ambience in city centers. Following this presentation, DC&E presented a recap of the previous two workshops, including a summary of the consensus achieved to date.

Following the presentation, workshop participants broke into eight small groups. While there was broad consensus at Workshop #2 about many key issues, including the preservation of specific industrial and agricultural properties, development of lodging at the waterfront, and the intensification of development along Grand Avenue, other issues required further discussion to establish a consensus. The small groups were asked to focus on four outstanding questions:

- What are the appropriate building heights along Grand Avenue to meet community goals?



- Should 4<sup>th</sup> Street be a residential or commercial corridor, or both?
- Should there be additional commercial uses along the waterfront?
- What are the best uses for the industrial area just south of Grand Avenue, bounded by the railroad and 4<sup>th</sup> Street?

In order to facilitate the small group discussions, each small group was presented with three different alternatives for addressing each of the areas for further discussion:

- Alternative 1: Lower Intensity
- Alternative 2: Middle-Range Intensity
- Alternative 3: Higher Intensity

The alternatives varied by the type and intensity of development proposed for each area in relationship to current development standards and the amount of proposed change to existing conditions. Each small group was asked to review each alternative's approach to the areas under discussion and decide if, as a group, they agreed with any single alternative. Groups could also choose aspects from each alternative and create their own consensus composite. Detailed notes from Workshop #3 are included in Appendix C.

The results of Workshop #3 were synthesized with the consensus already achieved at the previous workshops. The following chapter provides an overview of the final Consensus Vision.

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VISIONING PROJECT PROCESS

### 3 THE CONSENSUS VISION

This section presents the results of the Grover Beach Visioning Project. Over the course of the three workshops, a Consensus Vision was developed with broad support and buy-in from community members who participated in the process. The major components of the Consensus Vision, including a statement of goals, are described in detail below. Figure 1 presents a graphic representation of the Consensus Vision.

As explained previously, each workshop in the Visioning Project built on the work and agreement established at the previous workshops. This Consensus Vision represents the agreements reached and refined at each workshop.

#### *A. Goals Statement*

As the workshop notes in the appendices indicate, participants had many different ideas and goals for the future of Grover Beach. However, there were a number of key goals that all participants supported in one form or another. These include:

- Revitalize the Grand Avenue corridor, particularly through new mixed-use development
- Create an active waterfront that includes tourist amenities
- Create defined gateways at the entrances to Grover Beach
- Preserve and enhance the “beach community” feel of Grover Beach
- Increase and broaden the City’s tax base

This statement of goals can serve as a foundation for, and be refined as a part of, future planning efforts such as the Land Use Element update.

## *B. The Vision*

Each major component of the Consensus Vision is described below. While most neighborhoods in Grover Beach were discussed and considered as part of the Visioning Project, participants paid particular attention to the Grand Avenue corridor and the City's waterfront. As Figure 1 indicates, a few sections of the city were not explicitly addressed as part of the Consensus Vision. This does not preclude these areas from being explored in more detail as part of the Land Use Element update or other future planning efforts.

### **1. The Grand Avenue Corridor**

The overarching consensus for Grand Avenue was that development along the corridor should be intensified, with an emphasis on mixed-use development. In particular, participants envision Grand Avenue as a thriving commercial corridor, serving the needs of both Grover Beach residents and visitors. The preference for mixed-use development was twofold. First, workshop participants acknowledged that increased residential density would provide a population base to support the cafes, restaurants, shops and other uses envisioned by participants. Secondly, participants recognized that increasing mixed-use development along Grand Avenue would increase the affordable housing options in Grover Beach by providing more multi-family units.

More detailed components of the Consensus Vision for Grand Avenue include:

- ◆ **Create a Defined “Civic Center” Node Between 8<sup>th</sup> Street and 10<sup>th</sup> Street.** Participants agreed a defined Civic Center should be created in the center of Grand Avenue that includes office development, community services, resident-serving retail and public space. Many participants suggested that City Hall be moved from its current location on 8<sup>th</sup> Street to a more prominent location on Grand Avenue as an anchor for the new Civic Center. The Civic Center should also take advantage of Ramona Park as a public space and include distinct pedestrian paths from Grand Avenue to the park.



- ◆ **Create a Distinct Tourist-Serving Retail Node at 4<sup>th</sup> Street and Grand Avenue.** The Consensus Vision includes the creation of a vibrant retail node at the intersection of 4<sup>th</sup> Street and Grand Avenue with cafes, restaurants, lodging, entertainment venues, shopping and other uses that cater to both visitors and residents. The area would draw people who are coming to Grover Beach for the beach onto Grand Avenue, and provide shopping and dining opportunities for users of the new lodge and conference center envisioned on the waterfront. The area's proximity to the Amtrak Station makes it easy for visitors who travel to Grover Beach by train to eat and shop, as well as go to the beach. Many participants suggested that this would also be an ideal area to encourage bike and roller skate rentals, and other retail outlets serving beachgoers.
- ◆ **Limit Building Heights to Three Stories, Except in Key Areas.** There was broad consensus that buildings along Grand Avenue should be two to three stories in most places. Four story buildings were only considered appropriate in limited areas: the intersection of 4<sup>th</sup> Street and Grand Avenue (the tourist-serving retail node), between 16<sup>th</sup> Street and Oak Park Boulevard, and in some cases, in the new Civic Center node. Five story buildings should not be allowed on Grand Avenue. There was also general consensus that building heights along Grand Avenue should be varied, and setbacks on the upper stories of buildings should be encouraged.
- ◆ **Add Pedestrian Amenities.** The Consensus Vision includes the addition of pedestrian amenities along the entire Grand Avenue corridor to improve the pedestrian experience and create a more defined sense of place. Participants envisioned amenities such as street trees, pedestrian-oriented light fixtures, benches, outdoor dining areas and wider sidewalks. Many participants also suggested better promotion of the City's existing façade improvement program, which helps business owners improve the appearance of their storefronts.
- ◆ **Employ Traffic Calming Techniques.** Participants agreed that in order to ensure a pedestrian-friendly Grand Avenue, traffic calming tools such as defined crosswalks, landscaped medians and bulb-outs should be added,

particularly near the Civic Center node and the 4<sup>th</sup> Street and Grand Avenue node. Traffic circles were also proposed for these two nodes. In addition, creating one-way couplets on either side of Grand Avenue was suggested as a strategy for reducing traffic on Grand Avenue.

## **2. Beachfront Lodge Site**

There was broad support for developing a lodging facility and conference center on the Beachfront Lodge site at Pismo State Beach, at the end of Grand Avenue adjacent to the Pacific Coast Highway. As the discussions unfolded over the course of the workshops, participants agreed that the development on the site should not be a high-rise hotel but a low-slung lodge and conference center with public grounds, similar in scale to the Asilomar Conference Center in Monterey or the Awhanee Hotel in Yosemite Valley. Workshop participants agreed that the development on this site should preserve and enhance the coastal experience, and enhance public access to the dunes, beach and ocean.

## **3. Mobile Home Park Site**

Early in the process, some participants indicated support for intensifying commercial uses on the parcel north of the Beachfront Lodge Site, on the property of an existing mobile home park. However, after closer consideration in small groups, consensus was reached that occupied mobile home park units on the parcel bounded by Park Lane and the Pacific Coast Highway should be preserved as a source of affordable housing. Retail and other commercial uses to complement a new lodge and conference center could be added only if mobile home residents are not displaced and if the monarch butterfly preserve in the area remains protected.

## **4. 4<sup>th</sup> Street Corridor**

Opinions about changes to the 4<sup>th</sup> Street corridor continue to be varied, despite more intensive discussion at the final workshop of the visioning process. Overall, many community members felt that improvements to Grand Avenue should be the City's primary focus, and were less concerned about

changes to 4<sup>th</sup> Street. However, the following consensus regarding 4<sup>th</sup> Street was established:

- ◆ Preserve and encourage residential uses north of Newport Avenue
- ◆ Allow office and limited retail uses just north of Grand Avenue, between Grand Avenue and Newport Avenue
- ◆ Maintain the existing design character of buildings along 4<sup>th</sup> Street – no more than two stories

There was also general consensus that, given the primarily residential character of 4<sup>th</sup> Street, traffic calming strategies should be applied, such as reducing street widths, adding landscape medians and increasing sidewalk widths.

## **5. Industrial Areas**

The Consensus Vision calls for preserving Grover Beach’s primary industrial areas, including the properties south of Farroll Road, south of Grand Avenue between the railroad and 4<sup>th</sup> Street, and north of Grand Avenue between the railroad and North 1<sup>st</sup> Street. Participants felt that the industrial properties contribute to Grover Beach’s job base and should not be moved out of the community. However, there was general consensus that live/work units should also be allowed in Grover Beach’s industrial areas, particularly as a buffer between the industrial uses and the surrounding residential neighborhoods. In addition, participants generally supported allowing commercial uses, such as bed and breakfasts and retail uses, in the industrial area just south of Grand Avenue between 4<sup>th</sup> Street and the railroad as a buffer between industrial uses and the commercial uses on Grand Avenue.

## **6. Strawberry Field**

The Consensus Vision also includes preserving the agricultural land south of Highland Way (otherwise known as the “strawberry fields”), with the possible exception of adding a small public park or recreation facility. One suggestion was to name the new recreation area “Strawberry Fields.” Participants felt that the strawberry fields are an attractive use that contributes to Grover Beach’s small town character.



## **7. Residential Neighborhoods**

Early in the Visioning Project, participants agreed that Grover Beach's existing residential neighborhoods should be preserved. However, there was also general consensus that appropriate infill opportunities for new affordable housing should be identified in existing residential neighborhoods, such as second or "granny" units.

## **8. Open Space**

The Consensus Vision calls for preserving the open space along Grover Beach's northern border. A system of continuous hiking trails that links this open space to beach trails should also be created. In addition, participants in the Visioning Project supported preserving Grover Beach's existing parks and recreation areas including Ramona Park and Grover Heights Park.

### ***C. PLACE<sup>3</sup>S Results***

Based on the PLACE<sup>3</sup>S modeling conducted at Workshop #2 and in preparation for Workshop #3, the Consensus Vision appears to have a number of positive impacts on the City of Grover Beach, and should help the community meet many of the goals articulated at the beginning of the Visioning Project.

The PLACE<sup>3</sup>S modeling suggests that the Consensus Vision will create a more pedestrian-friendly community and reduce auto trips because land uses will be in closer proximity to one another, allowing residents to walk from their homes to stores and services rather than drive. Similarly, visitors to Grover Beach would be within walking distance of tourist-serving retail near 4<sup>th</sup> and Grand Avenue, further reducing auto trips. The Consensus Vision also results in an increase in housing units, particularly because of the addition of new mixed-use development along much of the Grand Avenue corridor. Because much of this added housing would be multi-family, one can assume that the new development would provide more affordable housing

choices than currently exist in Grover Beach. Finally, the Consensus Vision would increase the number of jobs within Grover Beach, possibly reducing the need for residents to travel outside of the city for work.

Table F-1 in Appendix F provides the complete results of the PLACE<sup>3</sup>S modeling of each small group's alternative created at Workshop #2. Table G-1 in Appendix G contains the PLACE<sup>3</sup>S results for the three alternatives discussed at Workshop #3.

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FINAL REPORT  
THE CONSENSUS VISION

## 4 OTHER IDEAS FOR GROVER BEACH

A number of other ideas regularly surfaced at the visioning workshops that were met with broad enthusiasm and support. While many of these ideas were more specific than the general focus of the Visioning Project, they do warrant further exploration either as part of the Land Use Element update or other future planning studies. These ideas include the following:

- ◆ **Examine the Feasibility of Building a Pier at the End of Grand Avenue.** There was broad support at each workshop for adding a pier on Grover Beach's waterfront. The pier would serve as a waterfront amenity, helping to create a sense of place in conjunction with the proposed lodge on the Beachfront Lodge site. The pier could be small and appropriate for walking, sitting or fishing, or be large enough to accommodate retail uses, as in Santa Monica or Santa Barbara. Gaining the appropriate permits from the Coastal Commission and other permitting agencies could present a significant challenge and would require further study.
- ◆ **Consider a Pedestrian Bridge over Highway One.** As the Consensus Vision indicates, there is widespread agreement over adding pedestrian amenities along Grand Avenue, the waterfront and along 4<sup>th</sup> Street. The current pedestrian path leading from Grand Avenue to the waterfront was identified as particularly dangerous, as pedestrians must cross both the railroad tracks and the Pacific Coast Highway. An idea surfaced several times to build a pedestrian bridge over Highway One to ensure a safe pedestrian crossing.
- ◆ **Emphasize "Eco-tourism" Uses on the Waterfront.** Grover Beach's waterfront was repeatedly identified as one the community's richest and most significant assets. An idea that was widely supported was promoting the community's natural resources as a tourist draw, such as creating a nature walk with interpretive signage about the monarch butterfly preserve, the dunes and the marshlands.
- ◆ **Run a Trolley for Shoppers and Beachgoers on Grand Avenue.** Participants raised the idea of a trolley on Grand Avenue at all three visioning workshops. A trolley would help bring people to and from Grand Avenue's revitalized commercial nodes and bring beachgoers into town for food, shopping and entertainment. A trolley would also help allevi-

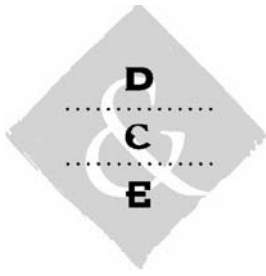
ate traffic on Grand Avenue, making the environment more pedestrian friendly.

- ◆ **Study Solutions for Increasing Parking in the Downtown.** Given the consensus to intensify commercial and residential uses along Grand Avenue, perhaps building housing and retail buildings on existing surface parking lots, many workshop participants commented that additional parking might be needed to serve Grand Avenue retailers. Several small groups suggested consolidating parking in several downtown-serving parking structures.
- ◆ **Move Auto Sales and Service Uses off of Grand Avenue.** The idea of moving automotive uses off of Grand Avenue was raised by several small groups at the workshops. Participants felt that the automotive uses were in conflict with the Civic Center and tourist-serving nodes envisioned for Grand Avenue. However, there was little consensus about where automotive uses should be located instead. Suggestions for new locations included along Highway 101 and in the more industrial neighborhoods.
- ◆ **Increase Grover Beach's Affordable Housing Options.** One of the reasons many workshop participants supported new mixed-use development along Grand Avenue was because of the new multi-family housing units that would be created as a result. Increasing the supply of multi-family housing in Grover Beach could provide more affordable housing options than currently exist. In addition, several participants suggested increasing the supply of second units in Grover Beach's existing single-family residential neighborhoods as an affordable housing option. Finally, creating housing choices for Grover Beach's senior population, such as assisted living facilities, was also suggested.

These types of ideas, among others, will be flushed out through many of the "next step" opportunities available to the City including the update of the Land Use Element of the General Plan, preparation of a specific plan or streetscape plan for the Grand Avenue corridor, or other types of planning related studies.

# A P P E N D I X A

## WORKSHOP #1: SUMMARY MEMORANDUM AND NOTES



**MEMORANDUM**

1600 SHATTUCK AVENUE  
SUITE 222  
BERKELEY, CA 94709  
TEL: 510 848 3815  
FAX: 510 848 4315

DATE May 12, 2004  
TO Suzanne Bragdon and Julie Hawkins  
City of Grover Beach  
FROM Kelley Kahn  
RE **Workshop #1 Summary**

Attached please find the notes from each small group working session at Workshop #1 of the Grover Beach Visioning Project held on May 5, 2004. The sign-in sheet for the workshop included 36 names. Of these, 17 identified themselves as either Grover Beach residents or property owners. Other attendees included City of Grover Beach elected officials and commission members, and Cal Poly students and staff.

Participants broke into five small groups to discuss two topics during the one hour exercise: (1) their vision and goals for the future of Grover Beach and (2) areas that should change over time to realize the vision and areas that should be preserved.

**Vision and Goals**

While the attached notes contain many vision statements and goals for Grover Beach, there were a number of key ideas that all groups supported in one form or another. These include:

- Revitalize the Grand Avenue corridor
- Create an active waterfront that includes tourist amenities
- Create defined gateways at the entrances to Grover Beach
- Preserve and enhance the "beach community" feel of Grover Beach
- Increase and broaden the tax base

**Areas of Change**

As the notes indicate, there was general agreement among the small groups that a number of areas in Grover Beach should change over time. It is important to note that not all groups commented on all areas. Direct differences in opinions between groups are noted at the end of this memorandum. The following areas were identified by multiple groups as areas for change:

- The entire Grand Avenue corridor, particularly the tourist serving district near the waterfront

- The Beachfront Lodge site
- The 4<sup>th</sup> Street corridor, particularly from Highway 101 to Grand Avenue
- Gateways to town at Highway One, Highway 101 and Grand Avenue at Oak Park Boulevard
- Industrial area bounded by 4<sup>th</sup> Street, Farroll Avenue, Messina Court and Highland Way
- Industrial area along Highway One and 4<sup>th</sup> Street near Rockaway Avenue
- Agricultural area along 4<sup>th</sup> Street, between Highland Way and The Pike

### **Areas to Remain Unchanged**

There was also general agreement that the following areas should remain unchanged:

- The beach itself, although many groups noted the need for more recreation options such as volleyball or hiking along the beach
- Most residential neighborhoods, although many groups noted the need to increase affordable housing options
- The open space on the northern edge of the city
- Existing public facilities, particularly parks and recreation areas

### **Areas of Disagreement**

There was some disagreement among the small groups about two of the areas of change identified above:

- One group out of five noted that the industrial area bounded by 4<sup>th</sup> Street, Farroll Avenue, and Messina Court should be preserved as a source of manufacturing jobs
- Two groups out of the five had members that felt the strawberry field agricultural area should be preserved

The areas of change described above will inform the PLACE<sup>3</sup>S exercise conducted by SLOCOG at Workshop #2 on May 19, 2004.



**Grover Beach Visioning Project**  
**Workshop #1: Vision, Goals and Areas for Change**

Wednesday, May 5, 2004, 6:30 p.m. – 9:00 p.m.

**Notes from Small Groups**

**Description of Exercise:** Each small group discussed two key topics during the one hour exercise: (1) vision and goals for the future of Grover Beach and (2) areas that should change over time to realize the vision and areas that should be preserved. Notes from the discussion of the first topic were recorded on butcher paper. Notes from the second topic were recorded directly on maps of Grover Beach. Participants were asked to circle areas for change on the map and cross out areas that should remain unchanged. The following is a summary of the results from each discussion.

**GROUP ONE**

**VISION AND GOALS**

**Vision**

- Vibrant
- Friendly
- Small
- Walkable
- Safe
- Quiet bedroom community
- Superior weather
- Entertainment
- Different housing types
- Strong identity
- Ambience
- Active beachfront
- Firepits
- Community in town
- Tourist-oriented beach
- Improve beach atmosphere and identity
- More parks, larger parks and active parks
- Community commitment and participation
- Mixed-use development
- Compatible development – consistent design standards

**Goals**

- Draw outside dollars – tourists, tax base
- Housing employees can afford

- What's best for the residents
- Affordable housing to keep up with demand – control of housing prices
- Redevelop Grand Avenue
- Reevaluate zoning districts
- Improve infrastructure – phasing
- Make improvements to businesses (affordable)
- Upgrade image of areas – appropriate businesses
- Provide adequate parking
- Public investment as a catalyst for private investment
- District specific guidelines and redevelopment
- Code enforcement

## **MAP EXERCISE**

### **Areas for Change**

- Grand Avenue corridor (from Highway One to Oak Park Blvd.)
- Beachfront Lodge Site
- Industrial area (bound by 4th Street, Farroll Avenue, Messina Court and Highland Way)
- Agricultural area along 4th Street, between Highland Way and The Pike

### **Areas to Remain Unchanged**

- Public facility on Atlantic City Avenue between 8th and 10th Street
- Commercial use on El Camino Real near Oak Park Blvd.
- Commercial uses along Rockaway between Highway One and 4th Street

### **Comments on Map**

- Want to see tourist service and retail on Grand Avenue between Highway One and 4th Street
- More mixed use along Grand Avenue.
- Bistro dining along Grand Avenue
- More parking along Grand Avenue
- Opportunities for other hotels along Grand Avenue (at 4th and Grand Avenue)
- Want to see a gateway at Grand Avenue and Oak Park Blvd.
- Disagreement about the need for a gateway at 4th Street off Highway 101 – some want it changed; others want the area unchanged.
- Industrial area bound by 4th Street, Farroll Avenue, Messina Court and Highland Way should be a mix of park and recreation/sports uses and light industrial.

## **GROUP TWO**

### **VISION AND GOALS**

#### **Vision**

- Big city future
- Eclectic now

- In transition
- Needs places to go at night
- Open air markets
- Central focal point
- Understand economic needs of tourists
- Better access
- 50s beach community
- Cruising
- Generally safe
- Last relatively affordable area (in comparison to county). Not attainable.

## Goals

- Revitalize Grand Avenue corridor
  - streetscape improvements
  - pedestrian amenities
  - building façade program
  - low cost loans for remodels
  - develop a theme
  - add street (word missing?)
  - traffic calming – reduce lanes, widen sidewalk
- Improve parking opportunities
  - parking structure
- Improve infrastructure
  - traffic impacts on Highway One
- Diversify businesses
  - oriented to dune vehicles
  - oriented to beach activities – surfing, kayaking
  - movie theater, amphitheater
  - improve industrial uses – Grover Gardens
  - use train more
  - family oriented development
- Improve property owner involvement
- Utilize natural resources
  - create walking trails
  - connect to Pismo

## MAP EXERCISE

### Areas for Change

- Grand Avenue corridor (from Highway One to Oak Park Blvd.)
- Intersection of Grand Avenue and Oak Park Blvd.
- Industrial area (bound by 4th Street, Farroll Avenue, Messina Court and Highland Way)
- Industrial area between Highway One and 4th Street near Rockaway
- Agricultural parcels around Rose Court off Huntington Avenue

- Low Density residential area south of Farroll Avenue (more affordable housing)
- 4th Street corridor from Highway 101 to Farroll Avenue (more commercial)
- Beachfront Lodge Site
- Oak Park Blvd. to Highway 101
- Entrance to town from Highway 1 and Highway 101

#### **Areas to Remain Unchanged**

- Low-density residential areas above and below Atlantic City Avenue

#### **Comments on Map**

- Attainable housing near off Farroll Avenue between Rose and Encinitas
- Make industrial land off Farroll more productive
- Create Park on agricultural land near Rose Court off Huntington Avenue
- More local coffee shops along Grand Avenue
- Ice cream parlors on Grand Avenue
- Mixed Use on Grand Avenue
- More intense land uses at Grand Avenue & Highway One
- Consider rezoning 4th Street from Highway 101 to Farroll as commercial
- Consider rezoning North Oak Park Blvd from Highway 101 to Grand Avenue
- Ice skating, roller rinks, mini-golf, bowling alley
- Beach rentals
- Create defined gateway statements at Grand Avenue and Oak Park Blvd., 4th Street and Highway 101, entrance to town off Highway One
- Create sense of place

### **GROUP THREE**

#### **VISION AND GOALS (no separate goals and visions)**

- Broaden tax base
- Reduce crime
- Modernize buildings
- Make architecture attractive
- Improve older properties and businesses
- Improve downtown ambience
  - more shops, eateries
  - book stores
  - places to go
  - pedestrian oriented
  - multi-story
  - parking
  - narrow street, widen sidewalks, add traffic circle, interesting sidewalks
  - transportation up and down Grand Avenue – trolleys, vans

- Protect views
- Business retention – leasing/rental rates
- Chain stores near smaller mom and pop businesses
- Promotion of parks
- Areas tailored to different needs/interests
  - families with kids, moms
  - recreation, movies
  - nice restaurants
  - beach
- Tourist area around train station
  - pedestrian oriented areas within walking distance from train station
  - make area safer – overhead walkways
  - bed & breakfasts and small hotels
- Showcase beach oriented activities
- No buildings over three stories
- Bike path and rentals at beach
- Make Highway One and Grand Avenue intersection more pedestrian friendly
  - flashing lights at crosswalks, like in SLO downtown
- More parking
- More public art
- Improve CR2 and CR1 areas – encourage property owners to improve homes
  - deterrents: Coast Commission and view impacts
- Add senior housing and tourist activities to flat areas
- Attract tax dollars
- Improve curb and gutter on all streets
- Underground utilities
- Regional facility? Share expenses and tax dollars
- Affordable housing
- Code enforcement – consistent and stringent
- Dog parks

## **MAP EXERCISE**

### **Areas for Change**

- Industrial area (bound by 4th Street, Farroll Avenue, Messina Court and Highland Way)
- Grand Avenue corridor
- Commercial area between Seabright and Mentone Avenues along N. 13th Street
- Industrial area between Highway One and 4th Street near Rockaway
- Industrial area along Highway One and Beckett Place between Atlantic and Ramona
- Beachfront Lodge Site
- Residential areas between Grand, 4th Street, and Estuary Way (remove blighted parcels)
- North 12th Street near El Camino Real
- Agricultural area along 4th Street, between Highland Way and The Pike (but include a park)
- Mobile home area near El Camino Real and N. 12th Street

### **Areas to Remain Unchanged**

- All areas zoned for public facilities
- Beach
- Green areas above and below El Camino Real
- Agricultural parcels around Rose Court off Huntington Avenue

### **Comments on Map**

- Clean up creek near El Camino Real
- Improve blighted lots throughout City, particularly in area between Grand, 4th Street, and Estuary Way
- Mixed-use along Grand Avenue corridor
- Add street trees and widen sidewalks along Grand Avenue
- Improve street conditions in residential neighborhood between Atlantic and Brighton, and N. 12th and N. 14th
- Improve street along N. 12th Street between El Camino Real and Angello Terrace
- Improve commercial area between Seabright and Mentone Avenues along N. 13th Street
- Add pedestrian oriented commercial in Industrial area between Highway One and 4th Street near Rockaway
- Make industrial area along Highway One and Beckett Place between Atlantic and Ramona commercial not industrial

## **GROUP FOUR**

### **VISION AND GOALS**

#### **Vision**

- More trees, especially on Grand Avenue
- Preservation of natural resources
- Protection of butterfly area
- Enhance viewing of butterfly areas
- View protection
- Hotel convention center
- Low-height commercial development
- Pedestrian friendly downtown
- Parking improvements
- Seafood restaurants
- Outdoor plazas with retail and restaurants
- Enhanced walking paths near beach
- Beach town character
- Live work units in industrial areas

#### **Goals**

- Beautification of Grand Avenue, more trees

- Job creation
- Convention center/hotel, with low height impacts
- Preserve and enhance beach community feel
- Preserve beach access and atmosphere/butterflies

## **MAP EXERCISE**

### **Areas for Change**

- Grand Avenue corridor
- 4th Street
- Beachfront Lodge Site
- Where industrial uses abut residential along Calvin Court (live work units)

### **Areas to Remain Unchanged**

- Strawberry fields
- Greenbelt on northern edge

### **Comments on Map**

- Enhance retail at 4th and Grand
- Build live work units above manufacturing near Calvin Court
- Clean up homes along 4th Street
- Maintain residential neighborhoods
- More & jobs from industrial areas
- Intensify activities near the beach – quality shops, restaurants, beach activities, hotel

## **GROUP FIVE**

### **VISION AND GOALS**

#### **Vision**

- Tree canopy covered community
- Business friendly
- Pedestrian friendly
- Beach used more
- Boardwalk to Oceano
- Improve Grand Avenue
- Keep most of Grover Beach the same – don't become Santa Barbara or Carmel
- Thriving beachfront community
- Vital Grand Avenue corridor
- Variety of employment opportunities

#### **Goals**

- Improve properties and add attractive retail along the railroad line and the Highway to help “sell” the city to people traveling through on train and on Highway One

- Revitalize Grand Avenue corridor
- More pedestrian oriented streets – traffic calming throughout
- Establish a community vision and keep it – even as elected officials change
- Build a pier
- Create a trail network
- Develop hotel at waterfront

## **MAP EXERCISE**

### **Areas for Change**

- Grand Avenue corridor
- Highway One along the railroad line
- Strawberry field
- 4th Street corridor from Highway 101 to Grand Avenue
- Beachfront Lodge site

### **Areas to Remain Unchanged**

- Strawberry field
- Industrial area (bound by 4th Street, Farroll Avenue, Messina Court and Highland Way) except businesses fronting 4th Street
- Recreation facility between S. 14th and S. 16th Street near Mentone
- Most residential areas

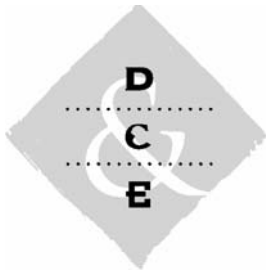
### **Comments on Map**

- Traffic calming throughout city
- Rezone 4th Street as commercial, or narrow street to improve residential feel
- Create eco-tourism node at the beach and Grand Avenue (nature walk, open space, marsh, trails)
- Build new pier or wharf
- Volleyball at beach
- Hiking trail on northern edge of city from beach along El Camino Real
- Accommodate granny units in residential areas
- Increase the number of housing units along Grand Avenue
- Three story mixed use on Grand Avenue
- Gateway at Grand Avenue and Oak Park Blvd.
- Debate/conflict: How many more people should Grover Beach accommodate?
- More recreation and sports facilities
- Disagreement about whether strawberry fields should be preserved or change



## A P P E N D I X B

### WORKSHOP #2: SUMMARY MEMORANDUM AND NOTES



MEMORANDUM

1600 SHATTUCK AVENUE  
SUITE 222  
BERKELEY, CA 94709  
TEL: 510 848 3815  
FAX: 510 848 4315

DATE May 28, 2004  
TO Suzanne Bragdon and Julie Hawkins  
City of Grover Beach  
FROM Kelley Kahn  
RE **Workshop #2 Summary**

Attached please find the notes from the small group sessions at Workshop #2 of the Grover Beach Visioning Project, held on May 19, 2004. The sign-in sheet included 65 names. Of these, approximately 40 self-identified as Grover Beach residents, business owners or property owners. Other attendees included Grover Beach city staff and elected officials and Cal Poly students.

As explained in more detail in the notes, each small group was asked to assign specific development types to the areas of change previously identified by participants at the first workshop on May 10. There were ten small group discussions at Workshop #2.

**Consensus Vision**

There was significant consensus among the small groups about the type, location and intensity of development in Grover Beach, including the following:

- Intensify development along Grand Avenue with a particular emphasis on adding mixed-use development
- Create a more intense node of tourist-serving commercial activity at the intersection of 4<sup>th</sup> Street and Grand Avenue
- Create a "civic center"/downtown with commercial uses, offices and public space on Grand Avenue, generally between 8<sup>th</sup> and 11<sup>th</sup> Streets
- Do not develop the strawberry fields, with the possible exception of adding a small park
- Build a hotel on the Beachfront Lodge Site at the end of Grand Avenue (note: one group said no hotel should be built; two groups preferred a smaller scale motel or bed and breakfast development)
- Preserve the industrial properties south of Farroll Road, with the exception of adding live/work development, particularly along 4<sup>th</sup> Street
- Preserve the open space on the north edge of town near the Highway 101/4<sup>th</sup> Street gateway

- Calm traffic on 4<sup>th</sup> Street and Grand Avenue
- Add pedestrian amenities on Grand Avenue, 4<sup>th</sup> Street, and along Highway One and the waterfront

### **Areas of Disagreement**

Despite the general agreement described above, the groups had varying opinions about the type and intensity of development in the following areas:

- **The 4<sup>th</sup> Street corridor.** Three groups wanted to preserve the residential character of 4<sup>th</sup> Street and seven wanted varying commercial uses, ranging from streetfront commercial, hotels and office to mixed-use commercial of different heights.
- **The height of development along Grand Avenue.** While there was general agreement that development should intensify along Grand Avenue, there was little consensus among groups about how tall the buildings should be. The development types picked by the groups ranged from two stories to five stories, with a number of the groups choosing nothing above three stories.
- **The intensity of development at the waterfront.** Although most groups supported a hotel use on the Beachfront Lodge site at Grover Beach's waterfront, about half wanted additional retail and lodging opportunities on the parcel north of the site, on the existing mobile home park. The other half wanted to convert these properties to open space, including parks and hiking and biking trails.
- **The industrial area south of Grand Avenue between 4<sup>th</sup> Street, Seabright Avenue and the railroad.** The development types assigned by the small groups to this area varied considerably, including preserving all the industrial properties, converting them all to live/work, creating a commercial node with lodging and retail or clustering all auto uses in the area.

I recommend that the areas of disagreement described above be the focus of a brief small group exercise at Workshop #3 on June 10, 2004 to see if further consensus can be reached.

**Grover Beach Visioning Project**  
**Workshop #2: Alternative Visions for Grover Beach**

**Wednesday, May 19, 2004, 6:30 p.m. – 9:00 p.m.**

**Notes from Small Groups**

**Description of Exercise:** Each small group was asked to assign specific types of new development to the areas of change identified at the previous workshop. These areas of change included the Grand Avenue corridor, the Beachfront Lodge site, the agricultural and industrial areas south of Farroll Street, and the gateways to town. Using a key of development types, participants attached stickers to individual parcels on a base map to designate 18 corresponding development uses and intensities. Examples of development types included:

- Mixed-use – three stories
- Mixed-use – four stories
- Industrial
- Office
- Lodging/hotel
- Live/work

Participants could also apply stickers to the maps to designate where they wanted to see pedestrian amenities and traffic calming. Groups made notes of the key goals and ideas informing their decisions on butcher paper and in some cases annotated the maps with words to further describe the development types.

The development types chosen by each group were inputted by a computer technician into the PLACE<sup>3</sup>S model, which allowed the groups to see the impacts of their decisions across a variety of community indicators such as:

- Total residents
- Total jobs
- Total dwelling units
- Dwelling units per acre
- Pedestrian friendliness
- Trips per household
- Vehicle miles traveled by household

Table One below includes a summary of the PLACE<sup>3</sup>S outputs for each group, as well as for the Grover Beach base case. The data contained in the table refers to the areas of change only, not the city as a whole. As Table One indicates, the development assignments of each group resulted in an increase of total residents and total jobs, and made Grover Beach more pedestrian friendly. Following the table is a summary of each group's development type assignments and notes from each small group discussion.

TABLE I **SMALL GROUP PLACE<sup>3</sup>S SUMMARY**

	<b>Total Populat. Change</b>	<b>Total Jobs Change</b>	<b>Total Dwelling Units Change</b>	<b>Dwelling Units per Acre</b>	<b>Pedestrian Friendliness</b>	<b>Trips per Household % Change</b>	<b>VMT per Household % Change</b>
<b>Base Case</b>	0	0	0	10.22	2.2	0%	0%
<b>Group 1</b>	4,314	3,460	1,688	34.52	3.16	-5%	-31%
<b>Group 2</b>	2,261	1,340	885	27.4	2.8	-2%	-24%
<b>Group 3</b>	1,738	1,454	680	19.17	2.55	-1%	-14%
<b>Group 4</b>	2,649	2,446	1,037	23.98	2.9	-5%	-22%
<b>Group 5</b>	2,508	3,101	982	34.21	3.25	-3%	-23%
<b>Group 6</b>	2,888	7,051	1,130	26.74	2.9	6%	-22%
<b>Group 7</b>	785	1,896	307	16.39	2.52	-7%	-15%
<b>Group 8</b>	2,869	3,375	1,123	40.18	3.06	-7%	-28%
<b>Group 9</b>	4,290	2,555	1,679	35.83	3.47	-6%	-29%
<b>Group 10</b>	2,365	2,264	926	22.11	2.62	-5%	-25%

**GROUP ONE****ASSIGNED DEVELOPMENT TYPES IN AREAS OF CHANGE****Grand Avenue Corridor**

- 4<sup>th</sup> to Highway One, commercial streetfront
- 4<sup>th</sup> to 8<sup>th</sup> Street, three story mixed use
- 8<sup>th</sup> Street to 10<sup>th</sup> Street, four story mixed use
- 10<sup>th</sup> Street to 13<sup>th</sup> Street, five story mixed use
- 13<sup>th</sup> Street to 14<sup>th</sup> Street, four story mixed use
- 14<sup>th</sup> to the border, three story mixed use

**Beachfront Lodge Site**

- Lodging – hotel/multi-story

**Industrial Area #1 (Railroad tracks, 4<sup>th</sup> Street, Seabright)**

- Commercial streetfront, office
- Lodging – motel/B&B
- Preserve some industrial
- Parks and recreation fronting Highway One

### **Industrial Area #2 (4<sup>th</sup> Street, Farroll, Highland)**

- Live/work between 4th Street and Barca Street
- Preserve industrial east of Barca Street

### **Agricultural area (strawberry fields)**

- Parks and recreation
- Preserve some strawberry fields

### **4th Street Corridor**

- Two story mixed use (two stories, not three per notation on map)

### **Gateways**

- 4<sup>th</sup> Street and Highway 101 - parks and recreation

### **Traffic Calming**

- Highway One near Grand Avenue along the beach
- Residential neighborhood west of 4th Street between Brighton and Ocean View Avenue

### **Pedestrian Amenities**

- Along Highway One

### **NOTES ON MAP**

- Make a park called Strawberry Gardens Park in strawberry fields
- Put railroad tracks underground along the water north of Grand Avenue
- Big tour ship pier
- Ports of call and boutique retail west of Highway One along beach
- Greenbelt preserve, public access, trails along 4th Street near Highway 101
- Walkways over Highway 101 to beach
- Promenade strip/median in the center of Newport Avenue
- Create a city hall/financial district/downtown on Grand Avenue between 10th Street and 13th Street (five story buildings)

### **GOALS AND IDEAS FROM BUTCHER PAPER**

- Focus on beach feel
- Fix current problems – clean-up businesses
- Improve aesthetics of Grand Avenue
- Façade program is a good idea
- 4th Street limited to two stories to prevent view obstruction
- Need buffer for trains for noise
- Need affordable housing
- More high-density, mixed use
- Concerns of increased traffic if 4th Street is developed, especially for residents along 4th Street
- Traffic calming along 4th Street

- Three and four stories along Grand Avenue
- Greenbelt, open area with trails and walkways at 4th Street gateway
- Parking structure near train station but off of Grand Avenue
- Pier off of Grand Avenue
- Train underground (tunnel) to erase obstruction to beach and quiet noise
- Traffic calming along Highway One and Grand Avenue
- High end B&Bs, 40 room hotels by train station
- Park along west side of railroad tracks, commercial streetfront east side of tracks
- 5, 4, 3 story buildings as you moved west on Grand Avenue and east from center of Grand Avenue
- Make street promenade along Newport Street
- Preserve Monarch butterfly preserve
- Boutiques/retail on west side of Highway One
- Resort Hotel on Highway One and Grand Avenue (NW corner)
- Leave strawberry field as AG or convert to a park
- Industrial live/work buildings near and across the street from Strawberry field
- Keep industrial zoning on SW section of town

## **GROUP TWO**

### **ASSIGNED DEVELOPMENT TYPES IN AREAS OF CHANGE**

#### **Grand Avenue Corridor**

- Three story mixed use near 4th and Grand
- Three story mixed use between Grand, Long Branch, 11th and 13th
- Commercial retail
- Commercial streetfront

#### **Beachfront Lodge Site**

- Lodging-hotel/multi-story (commercial input into PLACE3S)
- Park and recreation north of site along water

#### **Industrial Area #1 (Railroad tracks, 4<sup>th</sup> Street, Seabright))**

- Live/work

#### **Industrial Area #2 (4<sup>th</sup> Street, Farroll, Highland)**

- Preserve most of industrial
- Add live/work between Barca and Griffin Street

#### **Agricultural area (Strawberry fields)**

- No change – keep fields

#### **4th Street Corridor**

- Three story mixed use

### **Gateways**

- No change

### **Traffic Calming**

- Along 4th Street
- Along Grand Avenue

### **Pedestrian Amenities**

- Along waterfront near butterfly preserve

### **Other**

- Change half of the industrial along Highway One between Ramona and Newport to live/work

### **NOTES ON MAP**

- Majority of group wanted to preserve strawberry fields, but a few want R-3 zoning
- Hotel at beachfront no more than ten stories
- Live/work off West Grand – north and south of Grand
- Mixed-use West Grand to the ocean

### **GOALS AND IDEAS FROM BUTCHER PAPER**

- Traffic calming down Grand Avenue and 4th Street
- Hotel at end of Grand (10 stories?)
- North Second and Grand – live/work units
- Between 11th and 12th (existing mobile homes) – rezone to mixed use
- Preserve last remaining acres of agriculture

### **GROUP THREE**

#### **ASSIGNED DEVELOPMENT TYPES IN AREAS OF CHANGE**

##### **Grand Avenue Corridor**

- 4th and Grand: four story mixed use and lodging: hotel/multi-story
- 5th to 8th: three story mixed use
- 8th to 11th: commercial streetfront
- 11th to 13th: three story mixed use
- Oak Park and Grand: commercial retail (multi-story)
- 10th to 11th: park (not inputted into PLACE<sup>3</sup>S)

##### **Beachfront Lodge Site**

- Lodging – motel/B&B

##### **Industrial Area #1 (Railroad tracks, 4<sup>th</sup> Street, Seabright)**

- No change



**Industrial Area #2 (4<sup>th</sup> Street, Farroll, Highland)**

- Live/work along 4th Street and Farroll Street
- Preserve industrial

**Agricultural area (Strawberry fields)**

- Preserve strawberry fields

**4th Street Corridor**

- No consensus within group

**Gateways**

- No change

**Traffic Calming**

- Along Grand Avenue near 10th and 11th
- Along 4th Street

**Pedestrian Amenities**

- Along Grand Avenue, from 4th Street to ocean
- At Beachfront Lodge Site

**NOTES ON MAP**

- Create a tourist district around 4th Street and Grand with jazz, music and cafes
- Create a downtown/town square with a public plaza at 10th/11th and Grand Avenue that provides access to Ramona Park
- Make Ramona Park a more visible part of downtown
- Make gateway at 4th Street and Highway 101 prettier
- Don't use methyl bromide on strawberries
- Put motel/B&B/conference center on Beachfront site – like Avila Beach
- Add interpretative signage to monarch grove
- Connect waterfront trails to Pismo beach
- Improve handicap access at water
- Is underground parking for new retail on Grand near the beach feasible given water table?
- No adult bookstores on Grand
- Create mall shopping at Oak Park and Grand
- Have a shopping trolley running on Grand Avenue to beach

**GOALS AND IDEAS FROM BUTCHER PAPER**

- Live/work along Farroll St.
- Highway One & Grand – motel/B&B (2 story?), convention center, and pedestrian amenities
- Boardwalk with interpretative displays
- Grand at 4th Street: Mixed use & pedestrian friendly

- Middle of Grand: local commercial, mixed use, stories?, pedestrian amenities, traffic calming
- 4th Street traffic calming and make over?

## **GROUP FOUR**

### **ASSIGNED DEVELOPMENT TYPES IN AREAS OF CHANGE**

#### **Grand Avenue Corridor**

- 4th and Grand: commercial streetfront
- 5th to 12th street: three story mixed use and commercial streetfront
- 12th Street to Oak Park: four story mixed use
- Parks and recreation
- 7th Street and Grand: Lodging – hotel/multi-story

#### **Beachfront Lodge Site**

- Lodging – hotel/multi-story

#### **Industrial Area #1 (Railroad tracks, 4<sup>th</sup> Street, Seabright)**

- No change

#### **Industrial Area #2 (4<sup>th</sup> Street, Farroll, Highland)**

- Live/work along 4th Street and to Barca
- Add auto sales and service
- Preserve most industrial

#### **Agricultural area (Strawberry fields)**

- Preserve strawberry fields

#### **4th Street Corridor**

- No change – keep residential

#### **Gateways**

- No change

#### **Other**

- Live work along Front Street near Highway One north of Grand Avenue

#### **Traffic Calming**

- Highway One
- Grand Avenue
- 4th Street
- Brighton Avenue

### **Pedestrian Amenities**

- Highway One
- Grand Avenue

### **NOTES ON MAP**

- Safety concerns and parking at Highway One and Grand Avenue
- Central node at 4th and Grand – two to three stories
- Improve circulation at Farroll and 4th Street

### **GOALS AND IDEAS FROM BUTCHER PAPER**

- Ped/bike along railroad
- Keep 4th Street traffic flow “moving”
- Central node at 4th Street and Grand Avenue
- Safety concern at Highway One and Grand
- Beach area commercial/food/retail
- Parking along Highway One and Grand
- Traffic calming along Grand (minor calming)
- Mixed-use – limit to three stories
- Live/work at industrial areas
- Convert some AG to parks or public open space
- Some small public parks/open space along Grand Avenue
- Light industries (live-work)
- Commercial streetfront and B&B along Grand Avenue
- Ocean view shed (building height and stories) along waterfront
- Four stories mixed-use (at the end of Grand Avenue)
- Auto-oriented district in industrial area
- Keep strawberry fields

### **GROUP FIVE**

#### **ASSIGNED DEVELOPMENT TYPES IN AREAS OF CHANGE**

##### **Grand Avenue Corridor**

- Highway One and Grand: commercial streetfront
- 4th and Grand: three story mixed use
- 5th to 6th: commercial streetfront and three story mixed use
- 7th and 8th: lodging – motel/B&B
- 8th to 10th: four story mixed use
- 10th to 12th: Commercial streetfront
- 12th to 16th Street: Five story commercial
- Oak Park and Grand: Commercial streetfront

##### **Beachfront Lodge Site**

- Lodging: hotel/multi-story
- Streetfront commercial north of site fronting beach

#### **Industrial Area #1 (Railroad tracks, 4<sup>th</sup> Street, Seabright)**

- Add live/work and streetfront commercial

#### **Industrial Area #2 (4<sup>th</sup> Street, Farroll, Highland)**

- Add auto sales along 4th to Barca below Farroll
- Add commercial strip between Barca and Huber
- Add live/work fronting Farroll between Huber and Huston
- Maintain some industrial

#### **Agricultural area (strawberry fields)**

- Preserve

#### **4th Street Corridor**

- Lodging – motel/B&B between Ramona and Brighton
- Two story mixed use to Ocean View Avenue
- Commercial streetfront at 4th Street north of Ocean View

#### **Gateways**

- Preserve open space at Highway 101 and 4th Street
- Streetfront commercial at Highway 101 and Oak Park

#### **Other**

- Live work along Front Street near Highway One north of Grand Avenue (near Saratoga and Newport)
- Commercial strip along Front street at Brighton, Ramona and Newport
- Park along Highway One and the beach
- Office on Ramona near 8th, 9th, 10th

#### **Traffic Calming**

- Mentone Avenue
- Grand Avenue
- Highway One at Grand
- 4th Street
- Oak Park north of Grand Avenue at Saratoga

#### **Pedestrian Amenities**

- Grand Avenue
- Beachfront Lodge site
- Along Highway One, beach side

## NOTES ON MAP

- Pier
- Waterfront hotel must have something that sets it apart from Pismo – convention center capabilities
- Beautify along railroad
- Build a destination at 4th and Grand & the water for people to come for the day by train – food, galleries, Starbucks
- Walkway over railroad to commercial mixed use on Grand Avenue – capture conventioners.
- Nothing over three stories at water
- Services for “dune-ites” at water
- Move current Grand Avenue auto repair to industrial area below Farroll – “auto row”
- Industrial-tech trendy restaurants in industrial areas
- Restaurants at Ocean View Avenue and 4th Street
- Nature walk on northern edge – eco tourism. Connect to boardwalk someday
- Affordable housing achieved by multi-story mixed use along Grand Avenue
- Pocket parks along Grand
- Restaurant at Highway 101 and Oak Park gateway

## GOALS AND IDEAS FROM BUTCHER PAPER

- Hotel at beach – capitalize on beach
- Condos/mixed use good because can provide smaller units affordable to own
- Need apartments for affordability
- Beach development/hotels needs to be unique to compete with other beach cities
- Upgrade look – nice architecture
- Motels, restaurants, buses, traffic-calming by convention center
- Dislike strip malls
- Live-work units in N. Front area
- Moved auto-related uses from Grand to industrial area along Farroll
- Cluster auto dealerships for success
- Walkways over the highway for access to train station, commercial area
- Mixed-use near intersection of 4th and Grand with pedestrian amenities
- Industrial in industrial area for employment
- AG in R-A-AG and P-M-AG
- Four story mixed use in middle of Grand near 9th Street
- Commercial streetfront at intersection of Grand and 11th
- Five story mixed use on Grand beyond 11th Street
- Beautification along railroad corridor (“railroad park”)
- Parks and rec near beaches and railroad track
- Beautification along railroad to draw people to spend day in town
- Commercial streetfront restaurants on Grand at Gateway
- Office on Ramona near 9th and 10th
- Pedestrian amenities on Grand between 8th and 11th
- Oak Park and Saratoga intersection – traffic calming (also at 4th and Saratoga)
- Extension of boardwalk to loop around lake area – nature area

- Commercial streetfront restaurants on Grand at 6th
- Bed and breakfasts on Grand near 7th and 8th
- Pier
- Commercial streetfront near lake
- Commercial streetfront restaurant in P-C area to north of town
- Multi-story mixed use in middle of Grand for affordable housing
- Pedestrian amenities along significant part of Grand
- Two story mixed use on 4th to north of town (near Newport and Atlantic City)
- Live work near beach off Saratoga and Newport
- Bad that there is not option for high density housing in town
- Could be traffic issues, especially in future if park put in, around 4th Street where two story mixed use is proposed
- Trolley down Grand Avenue to reduce traffic. Destination at west end of Grand near beach to attract people on trolley
- Small railroad commercial area along railroad near Newport and Brighton
- Commercial strip east of “auto row” in industrial area in south of town

## **GROUP SIX**

### **ASSIGNED DEVELOPMENT TYPES IN AREAS OF CHANGE**

#### **Grand Avenue Corridor**

- Three story mixed use along most of Grand
- 4th and 5th - Commercial retail – multi-story
- Parks and recreation

#### **Beachfront Lodge Site**

- Lodging - motel/B&B
- Parks and recreation

#### **Industrial Area #1 (Railroad tracks, 4<sup>th</sup> Street, Seabright)**

- Add auto repair uses

#### **Industrial Area #2 (4<sup>th</sup> Street, Farroll, Highland)**

- Preserve all but add small park at Farroll and 4th

#### **Agricultural area (Strawberry fields)**

- Preserve

#### **4th Street Corridor**

- Three story mixed use near 4th and Grand
- Commercial streetfront from Ramona to Newport
- Office between Newport and Atlantic City

### **Gateways**

- Keep green space at Highway 101 and 4th Street

### **Traffic Calming**

- Grand Avenue
- 4th Street
- Oak Park
- Highway One and Grand Avenue

### **Pedestrian Amenities**

- Grand Avenue
- 4th Street

### **NOTES ON MAP**

- City offices facing Grand Avenue at 7th and Grand
- Traffic calming at Highway One and Grand
- Pier
- More apartment houses in residential neighborhoods
- Separate apartment buildings from single family homes
- No five story
- Keep quality of life in mind as we zone and approve for residential
- Parks and open space and places for children on Grand near 14th
- No department stores
- Need athletic soccer fields
- Please stop approving PUDs - they are no longer affordable and them contribute to noise/air pollution and over crowding. We need some space.
- Stop haphazard zoning and building permits
- No more zero lot lines

### **GOALS AND IDEAS FROM BUTCHER PAPER**

- Parking concerns
- 4th Street commercial/professional
- Growth along Grand first
- Flow – keep 4th Street conformity – separation of uses
- Manage land better
- Multi-use not more multiplexes
- Too much automotive along Grand
- Automotive with shops okay
- Conference area at end of Grand corridor
- Pier at end of Grand
- Pedestrian amenities along Grand
- Walkable neighborhoods with distinct identities

- Open spaces, tot-lots, parks
- Fix the animal control problems (cats)
- Redevelop old homes to higher intensity residential (apt. houses)
- Rezone so homes are on larger lots – no more zero lots lines
- Traffic calming (circles) at Oak Park and Grand, 4th and Grand, Highway One and Grand
- Auto sales along 101 and fringe of town
- B&B and parks and recreation along beachfront
- Commercial streetfront on 4th near Grand
- Office on 4th Street next to commercial streetfront

## **GROUP SEVEN**

### **ASSIGNED DEVELOPMENT TYPES IN AREAS OF CHANGE**

#### **Grand Avenue Corridor**

- 4th Street to the beach: three story mixed-use and commercial streetfront
- 8th Street to 11th : commercial streetfront
- 12th and Grand: office
- 14th and Grand: office
- 16th and Grand: commercial storefront
- Several auto uses (not inputted into PLACE3S)

#### **Beachfront Lodge Site**

- Lodging – Hotel/multi-story
- Parks and Recreation
- Commercial retail
- Four story mixed use north of site along Highway One

#### **Industrial Area #1 (Railroad tracks, 4<sup>th</sup> Street, Seabright)**

- Three story mixed use along highway
- Office long highway
- Preserve rest of industrial

#### **Industrial Area #2 (4<sup>th</sup> Street, Farroll, Highland)**

- Preserve most industrial
- Add some live/work fronting 4th Street

#### **Agricultural area (Strawberry fields)**

- Preserve

#### **4th Street Corridor**

- Add lodging-motel/B&B at 4th Street and Ramona
- Leave residential



### **Gateways**

- Keep open space at Highway 101 and 4th Street

### **Traffic Calming**

- 4th Street
- Grand Avenue
- Highway One and 4th Street

### **Pedestrian Amenities**

- Grand Avenue
- Highway One near beach

### **NOTES ON MAP**

- No junkyards in industrial area below Farroll
- Leave industrial as industrial – sewer system for industrial area
- Any new trees planted must be maintained
- Remove dead pine trees off 4th Street at entrance to town

### **GOALS AND IDEAS FROM BUTCHER PAPER**

- More trees
- Develop downtown
- Traffic calming
- Industrial area is a draw
- Street paving
- Water the trees
- Ocean view
- Small town, friendly

### **GROUP EIGHT**

#### **ASSIGNED DEVELOPMENT TYPES IN AREAS OF CHANGE**

##### **Grand Avenue Corridor**

- Highway One to 1st: Commercial streetfront
- 1st to 3rd: Three story mixed use
- 4th and Grand: Four story mixed use
- 5th to 7th: Three story mixed use
- 7th to 8th: Commercial retail and office
- 8th to 12th: Commercial streetfront
- 12th Oak Park: Four story mixed use
- Parks and recreation between 12th and 13th and Rockaway
- Public facility/museum

**Beachfront Lodge Site**

- Lodging – hotel/multi-story
- Commercial strip and parks and recreation to the north of site along Highway One

**Industrial Area #1 (Railroad tracks, 4<sup>th</sup> Street, Seabright)**

- Preserve industrial in most of it
- Lodging/motel – B&B at Ramona and Front
- Live/work fronting Highway

**Industrial Area #2 (4<sup>th</sup> Street, Farroll, Highland)**

- Preserve most of it
- Live/work fronting 4th Street

**Agricultural area (Strawberry fields)**

- Preserve

**4th Street Corridor**

- Commercial streetfront from Ramona and 4<sup>th</sup> Street to Ocean View

**Gateways**

- Keep open space at 4<sup>th</sup> and Highway 101

**Traffic Calming**

- On Grand Avenue between 6<sup>th</sup> and 12<sup>th</sup>

**Pedestrian Amenities**

- Along beachfront north of Grand Avenue
- On Grand Avenue

**NOTES ON MAP**

- Keep strawberry fields as is
- Keep residential on Highland near industrial area
- Gateway emphasis at Grand Avenue and Highway One
- Pier
- Wharf and aquarium
- Greenbelt on northern edge of city stays

**GOALS AND IDEAS FROM BUTCHER PAPER**

- Gateway at Grand and PCH with visitor serving uses – plus lodging/hotel at potential beach conference center site
- Improve beach safety
- Multi-use three story across from Beach Place

- Three or four story along Grand. Parking behind streetfront buildings
- Commercial rezone on 4th from 101 to Grand
- Live/work on 4th South of Grand
- Grand along its whole length – pedestrian amenities such as fountains, trees, places to sit
- Four story mixed use nodes on Grand around 4th – 7th and 11th to AG city limit
- More city office space at current city hall
- Commercial retail at 8<sup>th</sup> and Grand
- Keep strawberry field on south side of town
- Keep industrial property south of Farroll
- Live/work and bed and breakfasts along Front Street
- Traffic calming between 8<sup>th</sup> and 12<sup>th</sup> (in progress)

## **GROUP NINE**

### **ASSIGNED DEVELOPMENT TYPES IN AREAS OF CHANGE**

#### **Grand Avenue Corridor**

- Highway 1 to 4th: Commercial retail and three story mixed use
- 4th to 8th: Commercial streetfront, three story mixed use, commercial retail
- 8th to 11th: Commercial streetfront
- 11th to 14th: Three story mixed use
- 14th to Oak Park: Office, commercial streetfront and five story mixed use
- Lodging – motel/B&B between 7th and 8th
- Parks and recreation

#### **Beachfront Lodge Site**

- Parks and recreation in the whole area
- No hotel or motel

#### **Industrial Area #1 (Railroad tracks, 4<sup>th</sup> Street, Seabright)**

- Parks and recreation fronting the Highway
- Commercial retail
- Live/work on southern parcels

#### **Industrial Area #2 (4<sup>th</sup> Street, Farroll, Highland)**

- Preserve half of it
- Live/work on 4th, Barca and Highland

#### **Agricultural area (Strawberry fields)**

- Preserve

#### **4th Street Corridor**

- Lodging – motel/B&B all the way up

### **Gateways**

- Keep open space at 4th and Highway 101
- Highway 101 and Oak Park: Commercial streetfront and Commercial retail

### **Traffic Calming**

- On Grand Avenue
- On 4th Street

### **Pedestrian Amenities**

- Along Highway One near beach
- On Grand Avenue

### **NOTES ON MAP**

- Nothing over 3 – 4 stories on West end of Grand Avenue – No Grand Canyon
- YMCA near Grand and Front
- Assisted living facility near 4th and Grand
- Walking and bike trail along railroad tracks and the beach
- Center trees or sidewalk on 4th Street
- Boys/Girls Club near 8th and Grand
- Courtyards near 11th and Grand Avenue
- Senior center at 14th south of Grand Avenue
- Boardwalk access with viewing platform in open space on northern edge off 4th Street

### **GOALS AND IDEAS FROM BUTCHER PAPER**

- Beach
- Proportion
- Estuary
- 4 story multi-use max
  - more taxes
  - more housing
- More business
- Multi-story hotel
- B&B
- YMCA/recreation
- Assisted living
- Preserve small beach town feel
- No tall buildings (greater than 3 stories) on west side of city
- Public access/viewing platform for wildlife area on north of city near 4th street
- Extensive small scale green space/public furniture/low water/pollen
- Bike/walk path and green space paralleling railroad tracks
- YMCA/assisted living/senior living
- Commercial/mixed use paralleling Grand Avenue

- Live work/bed and breakfast
- Industrial on S/W side of city
- No hotel on beach

## **GROUP TEN**

### **ASSIGNED DEVELOPMENT TYPES IN AREAS OF CHANGE**

#### **Grand Avenue Corridor**

- 3rd to 5th: five story and four story mixed use, lodging – hotel/multi-story
- 5th to Oak Park: four story mixed use and three story mixed use

#### **Beachfront Lodge Site**

- Lodging – hotel/multi-story

#### **Industrial Area #1 (Railroad tracks, 4<sup>th</sup> Street, Seabright)**

- Lodging – hotel/multi-story
- Parks and recreation

#### **Industrial Area #2 (4<sup>th</sup> Street, Farroll, Highland)**

- No change

#### **Agricultural area (Strawberry fields)**

- Preserve most of it
- Add parks and recreation with agriculture education center

#### **4th Street Corridor**

- Brighton to Newport: Four story mixed use
- Newport to Atlantic City: Commercial streetfront and lodging – motel/B&B

#### **Gateways**

- No change

#### **Other**

- Live/work on Front Street above Grand
- Lodging – motel/B&B on Front Street above Grand

#### **Traffic Calming**

- 4th Street corridor
- Grand Avenue

#### **Pedestrian Amenities**

- Front Street north of Grand Avenue

- Grand Avenue between 7th and 10th (civic center area)

#### **NOTES ON MAP**

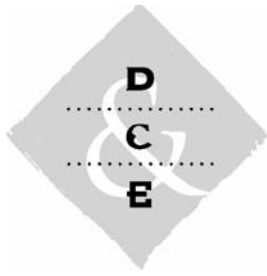
- Bike trail along Highway One and railroad
- Grand Avenue – storm drains, traffic calming and bike lanes
- Civic area on Grand between 7th and 10th (near Ramona Park)
- Parking lots near civic center area and at Rockaway near 2nd
- Less height on 4th as you go north
- Park near Highway One at entrance to town
- Commercial activity at 4th and Grand
- Ped/bike path from strawberry fields (park) through civic center to park at Atlantic City and 8th

#### **GOALS AND IDEAS FROM BUTCHER PAPER**

- Tourism uses
- Resident uses/orientation
- Transportation alternatives – ped, bike, mass transit
- User friendly – all generations
- Community center/sense of place
- Agriculture incorporated
- Grand Avenue:
  - mixed use – 3 and 4 story and commercial cores at Oak Park and Grand and 4<sup>th</sup> and Grand
  - view corridors to beach
  - pedestrian focus
  - resort hotel at beach end and next to railroad
  - unifying architecture
  - community center: civic center, park and community uses
- Agriculture:
  - organic use
  - agriculture education center
  - park with connection bike path along Highway 101 and connection to other schools and parks

## A P P E N D I X C

### WORKSHOP #3: SUMMARY MEMORANDUM AND NOTES



MEMORANDUM

1600 SHATTUCK AVENUE  
SUITE 222  
BERKELEY, CA 94709  
TEL: 510 848 3815  
FAX: 510 848 4315

DATE June 18, 2004  
TO Suzanne Bragdon and Julie Hawkins  
City of Grover Beach  
FROM Kelley Kahn  
RE **Workshop #3 Summary**

Attached please find the notes from Workshop #3 of the Grover Beach Visioning Project, held on June 10, 2004. The sign-in sheet included 42 names. Attendees included a mix of Grover Beach residents, business owners, elected officials and city staff.

As explained in more detail in the notes, the purpose of the workshop was to reach consensus on several outstanding issues from Workshop #2 and articulate a consensus vision for the future of Grover Beach. In small groups, attendees focused their discussion in four areas:

- Building heights along Grand Avenue
- Uses along 4<sup>th</sup> Street, between Grand Avenue and the Grover Beach border
- Changes to the mobile home park property on the waterfront
- Uses in the industrial area south of Grand Avenue bounded by the railroad and 4<sup>th</sup> Street

There were eight small group discussions at Workshop #3. The key areas of consensus, by topic area, are outlined below.

**Grand Avenue**

There was significant consensus among the small groups about the preferred intensity and location of new development along Grand Avenue:

- Do not allow five stories
- Allow and encourage two and three story buildings along most of the corridor
- Allow four story buildings only in a few key areas:
  - Between N. 16<sup>th</sup> Street and Oak Park Boulevard
  - At the intersection of 4<sup>th</sup> Street and Grand Avenue
- Ensure variation in the heights of buildings, including encouraging setbacks on the upper stories of buildings



**4<sup>th</sup> Street Corridor**

Opinions about the 4<sup>th</sup> Street corridor continued to be varied despite the further discussion at Workshop #3. Many people felt that Grand Avenue should be the primary focus of the City's revitalization efforts, and were less concerned about seeing changes to 4<sup>th</sup> Street. However, the following agreement was established:

- Maintain the current design character of buildings along 4<sup>th</sup> Street – one to two stories in height
- Allow office and retail uses just north of Grand Avenue, between Grand Avenue and Newport Avenue
- Preserve and encourage residential uses north of Newport Avenue

**Mobile Home Park Site**

The small groups were asked to consider changes to the mobile home park just north of the beachfront lodge site, particularly adding additional retail and lodging uses. The general consensus was that the mobile home park should be preserved as a source of affordable housing in Grover Beach. However, additional commercial uses that complement a new lodge and conference center could be added if:

- No mobile home housing units are lost
- The butterfly preserve is protected

**Industrial Area South of Grand Avenue bounded by the Railroad and 4<sup>th</sup> Street**

There was significant consensus that this area should be preserved for industrial uses, but live/work should be allowed, particularly as a buffer use between the residential neighborhoods and the industrial uses.

**Other Areas of Consensus**

While not specifically the focus of the small group discussions, a number of other key ideas, raised at this workshop and at previous workshops had broad support from workshop attendees including:

- Examine the feasibility of building a pier at the end of Grand Avenue
- Move auto uses, including sales and service, off of Grand Avenue
- Consider a pedestrian bridge over Highway One
- Create and continue hiking trails along Highway One and across the northern edge of town
- Ensure that the development on the Beachfront Lodge Site is not a multi-story hotel but a lodge/conference center with public grounds, similar in scale to the Asilomar conference center in Monterey or the Awhahnee Hotel in Yosemite Valley

The additional consensus reached at Workshop #3 will be incorporated into the consensus vision already established at Workshop #2 and included in the Grover Beach Visioning Project final report.

**Grover Beach Visioning Project**  
**Workshop #3: Alternative Visions for Grover Beach**

**Thursday, June 10, 2004, 6:30 p.m. – 9:00 p.m.**

**Notes from Small Groups**

**Description of Exercise:** The purpose of Workshop #3 was to reach consensus on a number of outstanding issues from Workshop #2 held on May 19, 2004. While there was broad consensus at Workshop #2 about many key issues, including the preservation of specific industrial and agricultural properties, development of lodging at the waterfront, and the intensification of development along Grand Avenue, other key issues required further discussion. The following four issues were the focus of the small group discussions at Workshop #3:

- Grand Avenue: building heights along Grand Avenue
- 4<sup>th</sup> Street: uses along 4<sup>th</sup> Street, between Grand Avenue and the Grover Beach border
- Waterfront: changes to the mobile home park property along Park Lane on the waterfront
- Industrial area: uses in the industrial area south of Grand Avenue bounded by the railroad and 4<sup>th</sup> Street

In order to facilitate the discussion, each small group was presented with three different alternatives for addressing each of the areas for further discussion:

- Alternative 1: Low Intensity
- Alternative 2: Mid Intensity
- Alternative 3: High Intensity

The alternatives varied by the intensity of the proposed development for the areas under discussion, and the amount of change to the existing conditions. Each small group was asked to review each alternative approach to the areas for further discussion and decide if, as a group, they agreed with any one alternative. Groups could also choose aspects of each alternative and create their own consensus composite. The small groups recorded their decisions on the alternative maps, as well as on butcher paper.

Below is a summary of each group's response to the areas for further discussion. Notes from David Early's summary at the end of the workshop are also included as are the comments from participants during a group discussion that followed the small group report backs.

**GROUP ONE**

**Waterfront Site**

- Small amount of commercial on park lane, but preserve mobile home park (alternative 2)
- Keep lodge site low scale, similar to Asilomar
- Concerns over: butterflies, views, marketability of lodge if mobile home park stays

### **Grand Avenue**

- Height to four stories at Oak Park to border
- Up to three stories elsewhere
- No consensus about intersection of 4<sup>th</sup> and Grand – some say four stories, three stories or two stories.
- Concern over blocking views of water by building too high at 4<sup>th</sup> and Grand, but realize high density mixed use will increase Grand Avenue vitality
- Generally have a mix of heights along Grand Avenue – more fine grained
- Add relief to height through setbacks

### **Industrial Area**

- Allow industrial and live/work, but no commercial (alternative 2)
- Don't want to detract from commercial vitality on Grand Avenue

### **4<sup>th</sup> Street**

- Allow housing and office and encourage housing above offices
- Add trees

### **Other Comments**

- Consider assisted living facilities as a desired use – provide taxes too

## **GROUP TWO**

### **Waterfront Site**

- Allow commercial, but limit to one story
- Vacation oriented retail, restaurants
- Add more lodging

### **Grand Avenue**

- Four stories max, mostly three stories
- Gradual height increases to center of town
- Stagger building heights – no big boxes
- Remove auto uses

### **Industrial Area**

- Allow auto-related uses
- Allow live/work

### **4<sup>th</sup> Street**

- Residential and services
- 1-2 blocks of mixed use
- Maintain residential element

#### **Other Comments**

- Create one-way streets – on Ramona and Rockaway
- Create parking structures/districts
- Build a pier

### **GROUP THREE**

#### **Waterfront Site**

- Allow small amount of commercial, keep mobile home park
- Limit height of resort on beachfront lodge site

#### **Grand Avenue**

- Allow up to three stories, particularly in civic center node and at border with AG
- Five stories too high – could block sunlight

#### **Industrial Area**

- Keep industrial, but allow live/work along 4th Street

#### **4<sup>th</sup> Street**

- Preserve all residential
- Increasing intensity might make traffic a problem on 4th

#### **Other Comments**

- Alternative 1 is closest to group consensus
- Keep commercial development as cautious growth – not too fast

### **GROUP FOUR (? NOT LABELED)**

#### **Waterfront Site**

- Preserve mobile home park
- Improve pedestrian access

#### **Grand Avenue**

- Up to four stories in key nodes (alternative 2)
- Parking an issues for all 4th and Grand businesses

#### **Industrial Area**

- Allow live/work and commercial and industrial (alternative 3)

#### **4<sup>th</sup> Street**

- Commercial (from Grand to Newport )
- Office (Newport to Park View)
- Residential (North of Park View)
- Prefer Alternative 3

## **GROUP FIVE**

### **Waterfront Site**

- Add some retail/commercial but only if it does not displace mobile home residents

### **Grand Avenue**

- Four stories at the intersection of Oak Park and Grand Avenue
- Four stories at 4th Street and Grand
- Three stories in civic center area
- Two stories elsewhere
- Four stories must have residential or lodging on one floor
- Parking should be under the buildings, masked from Grand Avenue

### **Industrial Area**

- Industrial only

### **4<sup>th</sup> Street**

- 4th and Grand – four stories, restaurant on top, parking below
- Up to one block north of Grand, three stories office/financial services/technology
- Two blocks north of Grand, two stories office/financial services/technology
- Then multi-family residential north of Saratoga – two stories

### **Other Comments**

- Concentrate development efforts on Grand Avenue

## **GROUP SIX**

### **Waterfront Site**

- Do not uproot mobile home dwellers currently in place
- Limit height of resort (pollution concerns)

### **Grand Avenue**

- No five stories
- Variation in height critical so not all three story blocks – use setbacks to avoid uniformity and wind tunnels
- Prefer three story maximum

### **Industrial Area**

- Allow live/work

### **4<sup>th</sup> Street**

- Allow office as transitional use
- Two story mixed use from Ramona to Newport
- Multi-family Saratoga to Park View
- Single family uphill from Park View

### **Other Comments**

- Continue De Anza trail as ped/bike path
- Provide incentives to developers who provide xeriscape (zeroscape), pocket parks and pedestrian friendly areas
- Parking districts to offset development (structures)
- Consider one way streets on either side of Grand Avenue

## **GROUP SEVEN**

### **Waterfront Site**

- Preserve mobile park

### **Grand Avenue**

- Three stories at Grand and 4th intersection
- Staggered heights from two to four stories between 8th and 11th Streets (use setback concept using back of lot for higher buildings like a tall residential component)
- Two stories between 11th and 16th Streets and 5th and 8th Streets
- Pocket parks and pedestrian amenities

### **Industrial Area**

- Allow live/work and light industry (as opposed to heavy industry)
- Incorporate B&Bs near live/work

### **4<sup>th</sup> Street**

- Two story mixed-use (retail, office and residential) from Grand to Saratoga
- Leave northern half of 4th Street residential
- Mixed-use is a good buffer (residential and boutiques)

### **Other Comments**

- Grand Avenue tram
- Pier
- Improve pedestrian access across Highway One to the waterfront

## **GROUP EIGHT**

### **Waterfront Site**

- Don't replace mobile home park with commercial uses

### **Grand Avenue**

- Four stories at major nodes; five stories is too high
- Mixed-use on the AG border

### **Industrial Area**

- Allow live/work and commercial

### **4<sup>th</sup> Street**

- Alternative 3 too intense

### **Other Comments**

- Traffic calming on north part of 4th Street
- Worried about parking – structures? Tuck under?
- Make crossing at Grand across PCH more pedestrian friendly

## **WORKSHOP SUMMARY**

David Early briefly summarized the small group report backs. The following are the notes from this part of the workshop.

### **Grand Avenue**

- No five stories
- Permit predominately up to two and three stories, with four stories generally okay in a few areas – 4th and Grand, Oak Park and Grand. A few groups felt four stories was okay in the “civic center” node between 8th and 10th.
- Add pedestrian amenities and improve the streetscape design
- Ensure variation in height and setbacks of upper stories on taller buildings

### **4<sup>th</sup> Street**

- Considered less of a priority by most groups. Agreement that attention should be paid to Grand Avenue first.
- Keep the existing design character – one to story buildings
- Keep northern portion of street residential
- Allow some office and retail just north of Grand Avenue, in no more than two story buildings
- Allow multi-family in other parts



### **Mobile Home Park on the Waterfront**

- Mobile home park should be preserved – do not displace residents
- Allow small amount of commercial near the beachfront lodge site if no mobile homes or butterflies are displaced

### **Industrial Area**

- Keep industrial properties, but allow live/work
- Allow live/work particularly as a buffer between residential and industrial neighborhoods

### **Other Ideas**

- Investigate a pier, although gaining permits from Coastal Commission may be difficult
- Move auto sales, service and repair businesses off Grand Avenue
- Consider new traffic solutions such as couplets (one way streets), an auto free area on Grand Avenue and a pedestrian bridge over the PCH
- Create and extend trails along northern boundary of town and along PCF
- Height of new lodge/conference center should not be too tall – views should be preserved
- Since the State Park System owns the Beachfront Lodge property, there will be fairly stringent controls on the type of development. Development should preserve and enhance coastal experience – add to the visitor experience of the dunes, beach and ocean. Scale should be similar to the Awhanee or Asilomar. Grounds should be open to the public.

## **GROUP DISCUSSION**

Following David's summary, there was a general discussion among all workshop participants. The following is a summary of the comments made by attendees.

- Consider community serving uses such as a YMCA and assisted living facilities to serve aging population. These uses contribute to the tax base as well
- Consider other sites for new lodging, not just at the waterfront, such as around 4th and Grand Avenue
- Consider 13th Street as another area for revitalization since it is currently depressed. Make it a gateway to Oceano and consider it in Land Use Element
- Be sensitive to light pollution from security lights and other sources
- Underground utilities
- Create pocket parks if development increases. Plan for new parks now – create public spaces along Grand Avenue where people can eat lunch and feed pigeons
- Consider the nature of jobs new development brings in and support a variety of employment types. Encourage more than just minimum wage jobs such as jobs in technology and financial services
- Consider the children and their needs
- Have restaurants, cafes and shopping geared towards locals not just tourists
- Create brick walkways and better landscaping on Grand Avenue
- Slow traffic on 4th Street and Grand Avenue

# A P P E N D I X D

## WORKSHOP SIGN-IN SHEETS

**City of Grover Beach Visioning Project  
Public Workshop #1, May 5, 2004  
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**City of Grover Beach Visioning Project  
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Cory May Price and Granddaughter				
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Julian Sudaw	Resident	101 Atlantic City GB		
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**City of Grover Beach Visioning Project  
Public Workshop #2, May 19, 2004  
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**City of Grover Beach Visioning Project  
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# A P P E N D I X E

## D E V E L O P M E N T T Y P E S M E N U



# The Grover Beach Visioning Project

## Development Type Menu—Workshop #2



### MIXED USE—THREE STORIES

Supports sales tax base, employment and affordable housing

Retail, Office and Residential



### COMMERCIAL—STREET FRONT

Supports sales tax base and employment

TWO STORY—COMMERCIAL/OFFICE



### OFFICE

Supports downtown employment

SINGLE STORY



### LIVE—WORK

Industrial Zoning—Artists, light manufacturing, single-person ops.

BUSINESS OWNER/OCCUPIED LIVING SPACE



### PEDESTRIAN AMENITIES

Sidewalks, benches, outdoor dining, greenery, public art, etc.



### TRAFFIC CALMING

Landscaped medians, bulb-outs, turn-arounds, narrow streets, etc.



### MIXED USE—FOUR STORIES

Increased density—Increased residential opportunities

Retail, Office and Residential



### COMMERCIAL RETAIL

Multi-Story, Department Store

Greater floor space for retail attraction

STREET FRONT



### OFFICE

Increased employment opportunities

MULTI-STORIES



### AUTO SALES

Potential for significant sales tax revenue



### LODGING/HOTEL

Street front, higher room rates, brings pedestrians downtown

MULTI-STORY



### PARKS & RECREATION

Enhances pedestrian friendliness



### MIXED USE—FIVE STORIES

Highest density—Increased retail, office and restaurant opportunities

Retail, Office and Residential



### COMMERCIAL STRIP

Retail, Service, Office, Restaurant

FRONT PARKING



### INDUSTRIAL

Supports employment



### AUTO REPAIR

Supports employment and meets service need



### LODGING/MOTEL—B&B

Exterior parking, lower profile, lower room rates and fewer amenities

TWO STORY



### AGRICULTURE