



City of Grover Beach

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FOR IMMEDIATE RELEASE

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GROVER BEACH LAUNCHES CAMPAIGN TO SUPPORT BUSINESS DURING WEST GRAND AVENUE METAMORPHOSIS

GROVER BEACH, CA – The City of Grover Beach is launching a community outreach program to support business during the final phase of the **West Grand Avenue Enhancement Program**. The campaign, which includes print ads and radio spots voiced by Grover Beach Mayor John Shoals, reminds residents and visitors that West Grand businesses are open and encourages them to take a “sneak peak” of the improvements.

“We understand the City’s attempt to visually improve the entrance to the city on Grand Ave... Our hope is that with increased traffic coming to West Grand Ave, we will see a proportionate increase in business,” said Station Grill owners, Chris and Karen Rivas.

New brightly colored street signs that say “businesses are open” are part of the outreach campaign. They augment current signs that direct motorists to the multitude of designated parking areas. These easily accessible areas are available daily and include: Beach Place Parking on W. Grand Avenue, over 50 parking spaces behind the railroad station on W. Grand Avenue, Beach Front Plaza parking on W. Grand Avenue, and also numerous on-street spaces on the south side of 2nd Street and beyond.

Construction of the project began in late March and is expected to be completed by early July. Mayor Shoals notes that *“the goal is to have most of the project done before the summer season to minimize impacts on existing businesses and visitors”*.

The project features new sidewalks, enhanced crosswalks constructed of concrete embedded with colored glass crystals, seashells and beach pebbles to mimic ocean waves lapping onto the beach, pedestrian bulb-outs, ornate lighting fixtures, benches, landscaped medians and “stately” palm trees. Inspired by the ocean, beach and sand dunes, this signature look will create a distinctive gateway to the city and be an important building block for revitalizing the west end of Grand Avenue.

“This week has been great for business since they opened the sidewalk in front of my store – we have seen a 30% increase in business,” said Monarca owner, Martin Nav.

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