



City of Grover Beach

PRESS RELEASE
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GROVER BEACH TAKES ACTION ON MAJOR UPDATE TO THE CITY'S ZONING CODE

GROVER BEACH, CA — On Monday night, August 6, 2012, the Grover Beach City Council considered and took action on the first comprehensive update to the City's Zoning Code. Last updated in 1996, the Zoning Code Update is the culmination of a community planning process initiated by the City Council in 2004. At the direction of the City Council, the revised Zoning Code is focused on streamlining the development review process and is designed to be "user friendly".

In 2004, the City recognized a need to develop a consensus vision on how the City would grow and change over time. Following a series of community meetings, the Council adopted a "Vision" for the future of Grover Beach that embodied the following concepts:

- The revitalization of the West Grand Avenue corridor, particularly through new mixed-use development;
- The creation of an active waterfront area that includes tourist amenities;
- The preservation and enhancement of the "beach community" feel of Grover Beach;
- The increase and broadening of the City's tax base;
- The enhancement of areas identified for industrial development; and
- The preservation and protection of existing residential neighborhoods.

These concept statements served as the foundation for the Council-approved Update of the Land Use Element completed in 2010 and the West Grand Avenue Master Plan approved in early 2011. The Land Use Element serves as the City's planning policy document, guiding the use and development of property. In late 2011, the Council adopted the West Grand Avenue Master Plan, further refining how the "Vision" concepts will be applied to the City's main commercial corridor.

According to Mayor John Shoals, *"The Zoning Code Update is the final step in a major planning process and puts in place the policies and procedures necessary to implement the community's vision. The newly adopted Zoning and Development Code is user and business friendly and will expedite planning decisions in the City."*

The City's adopted Economic Development Strategy identifies the need to simplify the planning process. At the direction of the Council, the Zoning Code revises the Commercial and Industrial Use Tables to reduce the development review and processing time by allowing more "permitted uses" within each use category. This allows many types of businesses to occupy existing buildings *without* lengthy review processes and or/public hearings before the Planning Commission. The new "Development Code" will consolidate several provisions of the old Zoning Code and eliminate many of the inconsistencies.

The Zoning Code / Development Code was reviewed by the Planning Commission during two separate public hearings held in July and was recommended for Council approval. The City Council conducted a public hearing on the revision Monday night. During the public hearing, several local residents and business owners provided input. Most of the testimony was positive, with several of the speakers complimenting the City for simplifying the planning process and implementing the City’s vision. Following the public hearing, the City Council by unanimous vote introduced for first reading the ordinance to modify the Grover Beach Municipal Code and incorporate the update. Second reading and final approval of the ordinance is scheduled for the City Council meeting to be held on Monday, August 20, 2012.

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