



City of Grover Beach

PRESS RELEASE
FOR IMMEDIATE RELEASE
Tuesday, December 4, 2013

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GROVER BEACH TAKES ACTION TO MOVE THE GROVER BEACH LODGE PROJECT CLOSER TO REALITY

GROVER BEACH, CA — Monday night the Grover Beach City Council unanimously approved the Coastal Development Permit for the Grover Beach Lodge and Conference Center Project. With the approval of the Coastal Development Permit, the planning process for the 150 room hotel and conference center comes to an end. The Project, consisting of the hotel and an 11,000 square foot conference center, is to be located at the beach adjacent to West Grand Avenue, in Grover Beach. Once constructed, the hotel is expected to bring thousands of visitors and is expected to infuse millions of dollars into the local economy annually. Grover Beach officials view the project as a catalyst for the City's economic development efforts that will assist with the revitalization of downtown.

The Lodge and Conference Center Project is a joint partnership project between the City, California State Parks (the owner of the project site), and Pacifica Companies from San Diego. All three partners have worked diligently to develop a destination resort and recreational area that will serve the needs of the visitor and local residents alike. The project has been on the planning boards for both the City and the State for nearly thirty years.

A Coastal Development Permit is required of all projects planned for construction in the Coastal Zone. The Coastal Commission has ultimate jurisdiction over the Coastal Zone and reviews projects for compliance with the Commission's approved Local Coastal Program. In March of 2012, the City Council initiated amendments to the Local Coastal Program to ensure the Program incorporated many of the key components of the Master Plan envisioned by the development team. In April of this year the Commission, following a lengthy hearing, accepted most of the amendments to the plan requested by the City. Ultimately the amended Local Coastal Plan was adopted by the City and the Coastal Commission in June of this year. Pacifica Companies subsequently revised the Master Plan to reflect the amended Coastal Program and initiated the process that culminated with the approval of the Coastal Development Permit on Monday night. The Coastal Development Permit approval will now undergo a ten day appeal period to the Coastal Commission.

In addition to the Hotel and Conference Center, the project will also feature public amenities that will encompass nearly five of the thirteen acre site. Included in the amenities will be a trail system that will interconnect with the existing public boardwalk along the beach and a large public picnic area that will border the western dunes. The project will also incorporate many elements of the natural setting including the use of native vegetation throughout the project's landscaped areas.



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While requiring the developer to retain a small equestrian loading and unloading facility on site, the partners remain dedicated to identifying an additional alternate equestrian staging area. Currently, the City is working with the County to locate a facility on County owned property in Oceano that would provide access to the Beach via the Arroyo Grande Creek Levy.

With this approval, the project will move onto the next phase which will involve the implementation of a Council approved financing plan for public improvements and the plans to relocate the public parking areas, the sanitary dump station, and the equestrian staging area which all must be accomplished before the actual construction is underway.

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