



City of Grover Beach

PRESS RELEASE
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Grover Beach Lodge and Conference Center Clears Final Hurdle in Planning Process

GROVER BEACH, CA — On Wednesday, June 11th the California Coastal Commission found “No Substantial Issues” with the two appeals filed on the Grover Beach Lodge and Conference Center Project and thus finalized the long planning process. *“I am absolutely thrilled with the Coastal Commission’s decision on this economic development catalyst project for the City”* said Mayor Debbie Peterson. She added, *“With the planning process completed, we can now look forward to working with our partners in taking the final steps necessary to bring this project to fruition”*.

The Grover Beach Lodge and Conference Center Project is a joint partnership between the City of Grover Beach, California State Parks (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 visitors and local residents alike. The project has been in the planning process for both the City and the State for nearly 30 years.

The project to be constructed by Pacifica Companies will include a 150-room upscale hotel and an 11,000+ square foot conference center and restaurant. In addition, the project will contain an enhanced public picnic area / park, and walking trails that will interconnect with the existing Beach Boardwalk. The project has been designed to fit in and reflect the natural amenities of the State Park. The lodge, conference center, and guests are expected to generate between \$11 million and \$12 million annually in local spending that should prove to support and boost local businesses and create local jobs.

In April 2014, the City Council approved the issuance of a Coastal Development Permit for the project, consistent with the City’s Local Coastal Program. Project approval was appealed to the California Coastal Commission by Friends of Oceano Dunes and Ms. Deah Rudd, an equestrian. Both Friends of Oceano Dunes and Ms. Rudd contended in their appeals that construction of the Lodge and Conference Center would impede their respective access to the beach. In making their recommendation to the Coastal Commission, Commission staff noted that the project was in keeping with the Local Coastal Program and the public access and recreation policies of the California Coastal Act. Most importantly, Commission staff indicated that public access would not only be maintained, but improved with construction of the project. An area for on-site parking will remain for both off-highway vehicle enthusiasts and equestrians needing to stage before entering the beach. It was also noted that City staff is continuing to work on an alternative site for equestrian staging.

“We were really pleased with the Commission staff’s recommendation on this one. It covered all of the bases” reported Mayor Peterson, *“and we are grateful to Commissioner Erik Howell (a Council Member from Pismo Beach who serves on the California Coastal Commission) who made the initial motion that led to the unanimous approval by the Commission.”*

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