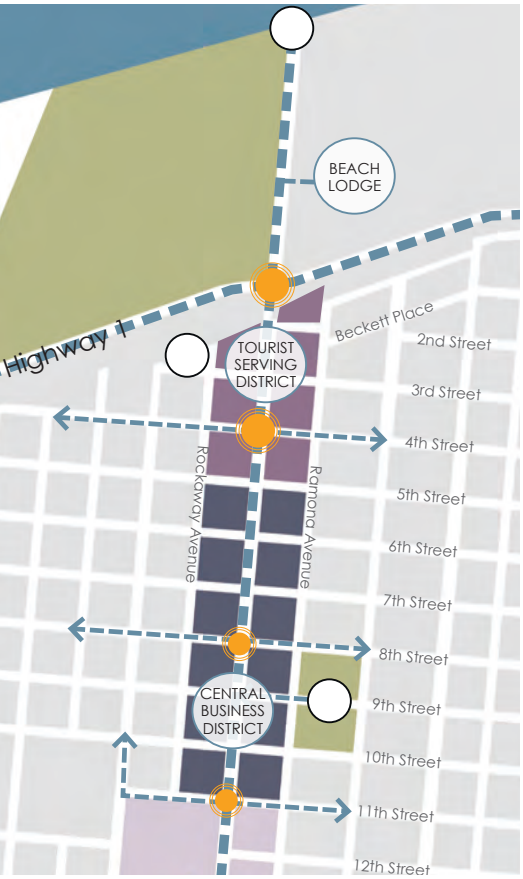
City of Grover Beach

West Grand Avenue Master Plan

Adopted January 18, 2011



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City of Grover Beach

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Acknowledgements

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1. Project Overview

1.1 Introduction

In January 2010, the City of Grover Beach launched the West Grand Avenue Master Plan Project (Master Plan) to implement the goals set forth in the City's 2004 Visioning Project, 2010 General Plan Update, and Economic Development Strategy. West Grand Avenue is the City's commercial center and a major thoroughfare linking visitors and residents of the Five-Cities area to the beach.

The Master Plan focuses on flexible, high-quality guidelines for architecture and public streetscape enhancements in three distinct districts along the corridor to create vibrant activity centers that serve both tourists and local residents. Guidelines and recommendations in the Master Plan are based on previous planning work completed by the City, as well as feedback from a community workshop conducted in June 2010 and extensive one-on-one interviews with citizens, appointed and elected officials, and business and property owners.

The Master Plan is a tool for revitalizing West Grand Avenue. The concepts and recommendations outlined in the Master Plan provide guidance for development and streetscapes that, over time, can transform the corridor into a more vibrant, economically viable, and pedestrian-friendly corridor. Figure 1.1 illustrates the overall concept for West Grand Avenue.

The Master Plan area encompasses 18 City blocks along West Grand Avenue. West Grand stretches approximately 1.3 miles from the Pacific Ocean to Oak Park Boulevard, which serves as the eastern border between Grover Beach and Arroyo Grande. The Plan area is bordered by Ramona Avenue to the north and Rockaway and Longbranch Avenues to the south (see Figure 1.1 and Figure 1.12). Because beach access is a key component to the Master Plan, the project boundary includes the public right-of-way west of Highway 1. The Beach Lodge was purposefully excluded from the project boundary, however, because design guidelines would not apply to the development.

In This Chapter:

Figure 1.1 Master Plan Summary Map

Master Plan Concept Summary Map

- Gateways
- Major Destinations
- Major Connectors
- Visitor Serving District
- Central Business District
- Commercial District
- Parks
- 5 Minute Walk
- Master Plan Project Boundary

1.2 Master Plan Organization

The West Grand Avenue Master Plan is organized as follows:

Chapter 1: Project Overview

The remainder of this Chapter discusses challenges, opportunities, and key concepts that are crucial for realizing the goals of the Master Plan. The Chapter also provides a summary of demographics, historic context, and relevant City projects. This Chapter closes with the results of the public participation program.

Chapter 2: Master Plan Concept

Chapter 2 provides an overview of the design concepts for the Master Plan. The Chapter provides a summary of each district, including existing conditions, concepts for streetscapes and circulation, and opportunity sites. The Chapter concludes with a discussion of parking solutions designed to encourage development in the corridor, and guidelines for signage.

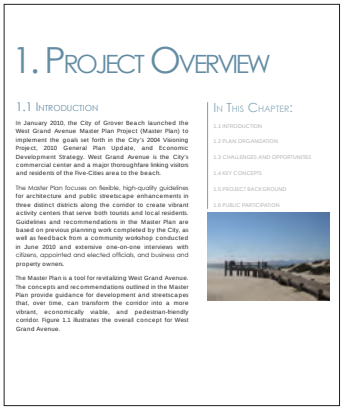
Chapter 3: Design Guidelines

Chapter 3 provides design guidelines for development along West Grand Avenue. Design guidelines address specific protocols for building massing, site planning, frontages, and architectural character.

Guidelines in this Chapter encourage design solutions to create an attractive, pedestrian-friendly corridor in the heart of Grover Beach. They promote creative design and continuity among properties to establish a community character that will raise property values, attract new businesses, and improve economic vitality.

Chapter 4: Recommendations

Chapter 4 provides recommendations for additional planning efforts.


1. Project Overview

1.1 Introduction

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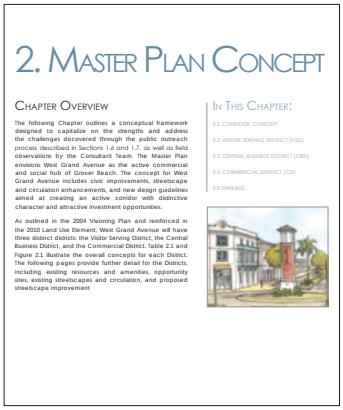
In This Chapter:

1.1 INTRODUCTION
1.2 PLAN ORGANIZATION
1.3 CHALLENGES AND OPPORTUNITIES
1.4 KEY CONCEPTS
1.5 PROJECT BACKGROUND
1.6 PUBLIC PARTICIPATION


2. Master Plan Concept

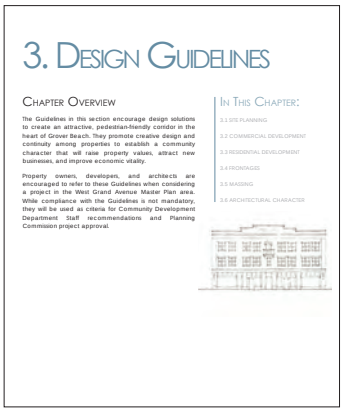
Chapter Overview

The following Chapter outlines a conceptual framework designed to capitalize on the strengths and address the challenges discovered through the public outreach process described in Sections 1.6 and 1.7, as well as field observations by the Consultant Team. The Master Plan envisions West Grand Avenue as the active commercial and social hub of Grover Beach. The concept for West Grand Avenue includes civic improvements, streetscape and circulation enhancements, and new design guidelines aimed at creating an active corridor with distinctive character and attractive investment opportunities.

As outlined in the 2004 Visioning Plan and reinforced in the 2010 Land Use Element, West Grand Avenue will have three distinct districts: the Visitor Serving District, the Central Business District, and the Commercial District. Table 2.1 and Figure 2.1 illustrate the overall concepts for each District. The following pages provide further detail for the Districts, including existing resources and amenities, opportunity sites, existing streetscapes and circulation, and proposed streetscape improvement

In This Chapter:

2.1 CORRIDOR CONCEPT
2.2 VISITOR SERVING DISTRICT (VSD)
2.3 CENTRAL BUSINESS DISTRICT (CBD)
2.4 COMMERCIAL DISTRICT (CD)
2.5 PARKING


3. Design Guidelines

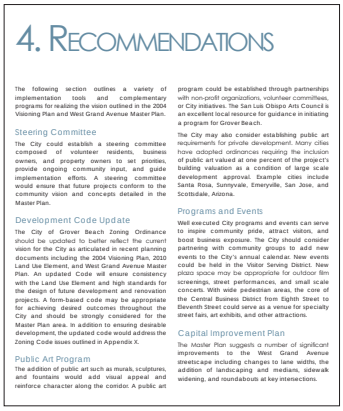
Chapter Overview

The Guidelines in this section encourage design solutions to create an attractive, pedestrian-friendly corridor in the heart of Grover Beach. They promote creative design and continuity among properties to establish a community character that will raise property values, attract new businesses, and improve economic vitality.

Property owners, developers, and architects are encouraged to refer to these Guidelines when considering a project in the West Grand Avenue Master Plan area. While compliance with the Guidelines is not mandatory, they will be used as criteria for Community Development Department Staff recommendations and Planning Commission project approval.

In This Chapter:

3.1 SITE PLANNING
3.2 COMMERCIAL DEVELOPMENT
3.3 RESIDENTIAL DEVELOPMENT
3.4 FRONTAGES
3.5 MASSING
3.6 ARCHITECTURAL CHARACTER


4. Recommendations

The following section outlines a variety of implementation tools and complementary programs for realizing the vision outlined in the 2004 Visioning Plan and West Grand Avenue Master Plan.

Steering Committee

The City could establish a steering committee composed of volunteer residents, business owners, and property owners to set priorities, provide ongoing community input, and guide implementation efforts. A steering committee would ensure that future projects conform to the community vision and concepts detailed in the Master Plan.

Development Code Update

The City of Grover Beach Zoning Ordinance should be updated to better reflect the current vision for the City as articulated in recent planning documents including the 2004 Visioning Plan, 2010 Land Use Element, and West Grand Avenue Master Plan. An updated Code will ensure consistency with the Land Use Element and high standards for the design of future development and renovation projects. A form-based code may be appropriate for achieving desired outcomes throughout the City and should be strongly considered for the Master Plan area. In addition to ensuring desirable development, the updated code would address the Zoning Code issues outlined in Appendix X.

Public Art Program

The addition of public art such as murals, sculptures, and fountains would add visual appeal and reinforce character along the corridor. A public art program could be established through partnerships with non-profit organizations, volunteer committees, or City initiatives. The San Luis Obispo Arts Council is an excellent local resource for guidance in initiating a program for Grover Beach.

The City may also consider establishing public art requirements for private development. Many cities have adopted ordinances requiring the inclusion of public art valued at one percent of the project's building valuation as a condition of large scale development approval. Example cities include Santa Rosa, Sunnyvale, Emeryville, San Jose, and Scottsdale, Arizona.

Programs and Events

Well executed City programs and events can serve to inspire community pride, attract visitors, and boost business exposure. The City should consider partnering with community groups to add new events to the City's annual calendar. New events could be held in the Visitor Serving District. New plaza space may be appropriate for outdoor film screenings, street performances, and small scale concerts. With wide pedestrian areas, the core of the Central Business District from Eighth Street to Eleventh Street could serve as a venue for specialty street fairs, art exhibits, and other attractions.

Capital Improvement Plan

The Master Plan suggests a number of significant improvements to the West Grand Avenue streetscape including changes to lane widths, the addition of landscaping and medians, sidewalk widening, and roundabouts at key intersections.

Figure 1.2 Images of existing conditions on West Grand Avenue, illustrating the wide street width

1.3 Challenges & Opportunities

The document review, site analysis, and community input revealed several core challenges along West Grand Avenue as well as a number of notable strengths to build upon. The width and length of West Grand Avenue contribute to both challenges and opportunities for the future of West Grand Avenue. While the current street configuration has hindered walkability and character, the large right-of-way offers ample space to employ streetscape treatments and create enjoyable spaces for a variety of users.

Primary Challenges

Lack of High Quality Public Space

Despite the mild climate and high quality natural environment, the West Grand Avenue corridor offers very few public spaces. Narrow sidewalks do not allow for outdoor seating areas and the speed of vehicle traffic and lack of landscaping detract from pedestrian enjoyment of the public realm.

Lack of Distinct Character and Identity

Much of the current architecture along the West Grand Avenue corridor does not relate to the environment or convey the small beach town feel envisioned by residents. While there is an eclectic mix of existing storefronts, most are separated by large parking lots in non-distinctive strip malls. The lack of clustered, well designed businesses has resulted in an overall feel and character lacking memorable qualities. City residents and visitors together will not generate enough spending to support retail along the entire 1.3 mile corridor. Therefore retail should be clustered in core nodes to encourage commercial activity and support shared parking strategies.

Speed of Automobile Traffic

The wide travel lanes and general lack of congestion contribute to rapid automobile movement along West Grand Avenue. The speed of traffic creates an unappealing and unsafe environment for pedestrians and cyclists and results in a less enjoyable public realm for outdoor dining, walking, cycling, and gathering.

Key Opportunities

City Layout

The existing street pattern is well suited for pedestrian and bicycle activity. The numbered street grid offers benefits including ease of navigation and multiple paths to reach any destination. Locals living within a three block radius of West Grand Avenue can reach the corridor within five minutes on foot. The concepts in the circulation and design guidelines sections seek to capitalize on walkability and enhance the pedestrian experience.

Extra Street Width

The West Grand Avenue right-of-way is 100 feet wide for most of the length between Highway 1 and Oak Park Boulevard. This width is primarily dedicated to facilitating automobile through-traffic (see Figure 1.2). There is an opportunity to improve the balance of amenities for pedestrian, bicycle, and automobile users. Streetscapes could be modified to include wider sidewalks, traffic calming measures, and additional landscaping.

Recent and Pending Investment

A number of recent and proposed investments along the West Grand Avenue corridor have created positive momentum in Grover Beach. The improvements to the street section from Second Street to Fourth Street include a unique pavement treatment to sidewalks and pedestrian street crossings. Landscaped medians and bulb-outs are in place to slow vehicle traffic and add to the beach and small town ambiance. Notable private investment includes Beach Place, a mixed-use development with retail, restaurants, and condominiums, located near the Highway 1 entrance to Grover Beach. A proposed hotel and conference center will draw visitors and add activity to and interest in the beach front. In addition, the Ramona Specific Plan will bring in new Civic activities for the City. These efforts should be leveraged for ongoing high quality development and improvement throughout the corridor.

1.4 Key Concepts

The following section outlines key concepts developed to maximize the potential of West Grand Avenue as a downtown center for the City. As a Master Plan, this document presents recommendations for the long-term development of the corridor. The City should conduct further analysis on the major capital improvement concepts (for example, the pedestrian overpass in Concept #3) to determine the feasibility, funding sources and financing strategies. Some recommendations in the Master Plan may require amendments to the City's Zoning Ordinance (see Appendix A for potential Zoning Ordinance Amendments).

1. Develop Iconic Gateways

The Master Plan provides direction for highlighting gateways at key locations along West Grand Avenue. Gateway markers will be valuable in reinforcing the unique identity of each district and acting as landmarks to direct pedestrians and motorists.

Major gateways should use markers and landscaping such as large species trees, consistent with the City's beach theme and be of an appropriate scale to be noticeable from West Grand Avenue's respective entrances at Highway 1 and Oak Park Boulevard. Major gateways are proposed at the intersections of West Grand and Highway 1, West Grand and Fourth Street, and West Grand and Oak Park Boulevard.

Minor gateways should be marked with landscaping and corner treatments on buildings and sidewalks. Minor gateways are proposed at the entrances to the downtown core along West Grand at Eighth and Eleventh Streets. Figure 1.3 illustrates examples of gateways.

Figure 1.3 Examples of gateways

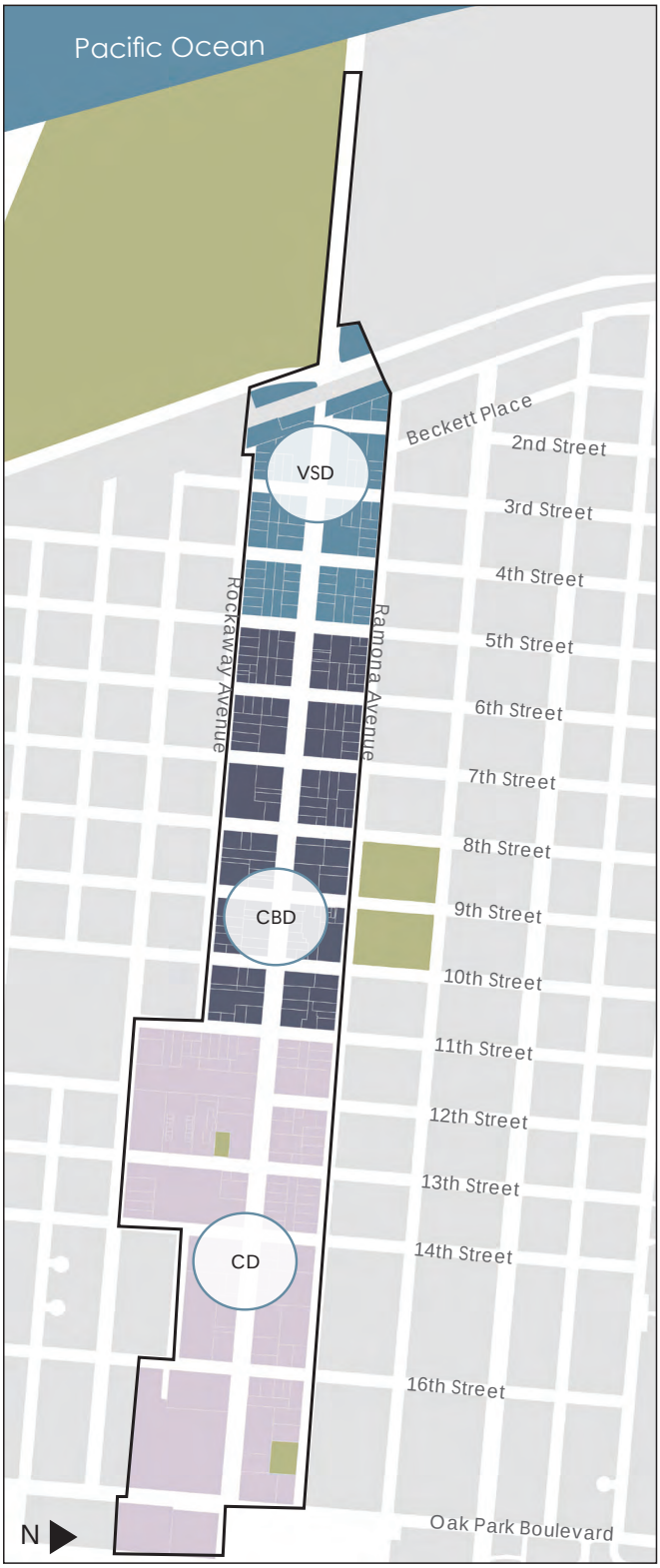


Figure 1.4 West Grand Avenue Master Plan Districts Map

2. Establish Distinct Nodes and Districts

Stretching the entire length of the City, West Grand Avenue is home to much of the business and social activity in the City. Through planning initiatives and development over time, clusters of like-activity have formed along the corridor. Visitor-oriented businesses are primarily located on the western end of West Grand, local-serving and municipal uses are grouped at the center of the corridor, and larger scale commercial developments such as auto-oriented strip malls and drive-through restaurants are clustered on the eastern end of West Grand near the City of Arroyo Grande.

The Master Plan establishes measures to highlight and enhance the distinctive elements of each established district, while creating an overall character that is unique to the City of Grover of Beach. Several nodes along the corridor could support higher intensity development (e.g. four stories and/or visitor-serving uses like a hotel). These nodes are the intersections at Fourth Street, between Eighth and Eleventh Streets, and between Sixteenth Street and Oak Park Boulevard. Figure 1.4 illustrates the locations of the Master Plan districts.

The Visitor Serving District (VSD) between Highway 1 and Fifth Street will be characterized by restaurants and retail outlets oriented toward visitors and beach go-ers with outdoor public spaces and tropical, beach-themed landscaping. The Central Business District (CBD) between Fifth and Eleventh Streets will feature opportunities for higher density residential development, a mix of services, offices, restaurants, and shops, and wide, landscaped sidewalks ideal for outdoor seating and sales. The Commercial District (CD) between Eleventh Street and Oak Park Boulevard will continue to serve as a convenient, auto-oriented section with several traffic lanes and easy vehicle access to businesses.

Development for the entire corridor will be directed by architectural and site design guidelines (See Chapter 3). The guidelines will help ensure that future projects maintain pedestrian connectivity and enhance the beach-oriented character of Grover Beach.

3. Enhance Pedestrian Connectivity and Establish a Clear Corridor from the Beach to Oak Park Boulevard

The climate, scale, and topography of Grover Beach make the City ideal for pedestrian and bicycle activity. The Master Plan provides direction for establishing pedestrian links between the beach, the Visitor Serving District, and the Central Business District.

Residents and visitors will benefit from improvements designed to enhance connectivity between key attractions and activity centers. Proposed improvements include a pedestrian overpass at the intersection of West Grand Avenue and Highway 1, wider sidewalks in the Central Business District, corner bulb-outs at several intersections, and edge landscaping along sidewalks, separating pedestrians from bicycles and automobiles. The Master Plan also outlines strategies for creating a safer, more comfortable pedestrian environment.

The Master Plan recommends the addition of a pedestrian overpass connecting pedestrians from the Beach Lodge and a new commercial development at the northwest corner of the intersection, to a public plaza at West Grand Avenue and Second Street. The overpass would go over Highway 1 and the railroad tracks. Figure 1.5 illustrates the potential location for an overpass, as well as an example image. This would greatly improve beach access and provide visitors and residents with safe, easy access between the beach and the visitor serving retail district between Fourth Street and Highway 1.

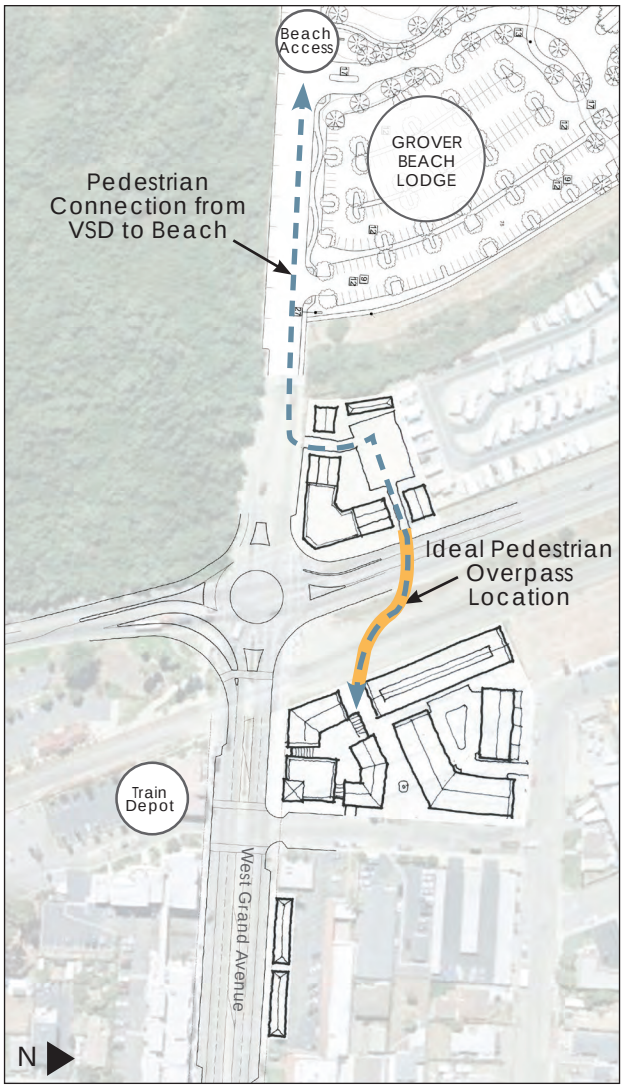


Figure 1.5 Potential pedestrian overpass location map and example image

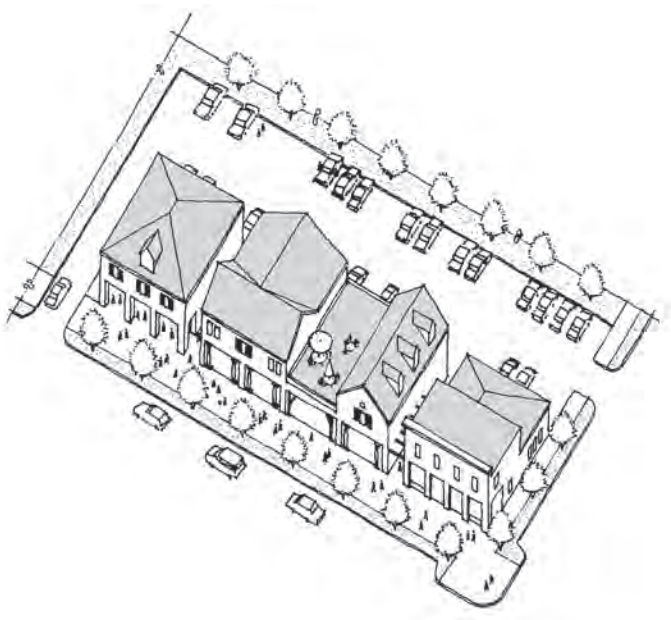


Figure 1.6 Examples of design guidelines for siting in the West Grand Avenue Master Plan

Figure 1.7 Lane reduction street section, illustrating street configuration for the lane reduction proposed in the downtown core between Eighth and Eleventh Street. The lane reduction concept is discussed in greater detail in Chapter 2.

4. Design Guidelines to Promote Appropriate Building Styles and Types

The Master Plan includes a set of guidelines to encourage design solutions aimed at creating an attractive, pedestrian-friendly corridor in the heart of Grover Beach. The guidelines promote creative design and continuity among properties to establish a community character that will raise property values, attract new businesses, and improve economic vitality. Compliance with the guidelines is not mandatory, however, the City is encouraged to use them as criteria for Community Development Department Staff recommendations and Planning Commission project approval. Design guidelines can be found in Chapter 3, and Figure 1.6 illustrates an example of guidelines for building siting along West Grand Avenue.

5. Lane Reduction from Eighth to Eleventh Street, to Establish a Downtown Core

Most successful downtown centers in cities of the size and scale of Grover Beach have only two lanes of traffic with greater attention paid to pedestrian and streetscape amenities. To help create a vibrant downtown, the Master Plan proposes a lane reduction between Eighth and Eleventh Streets to establish a distinct, pedestrian-oriented downtown core (See Figure 1.7).

The lane reduction will slow traffic and allow for the opportunity to increase the sidewalk width, providing additional space for landscaping, outdoor cafes, and street vending. The lane reduction proposal includes a landscaped median.

6. Bulb-Outs along the Corridor

The Master Plan proposes corner and mid-block bulb-outs as a technique for enhancing the pedestrian realm without significantly affecting traffic flow. Mid-block bulb-outs can be permanent or temporary. Temporary bulb-outs can be implemented by the City on a trial basis at little to no cost. If the system is effective, temporary bulb-outs can be made permanent. Temporary mid-block bulb-outs could also be initiated by business owners. Business owners could choose to sacrifice a few spaces of on-street parking and create a mid-block bulb-out with planters and other barriers, adding usable space to their overall square footage. The City should explore incentive programs to encourage business owners to try temporary mid-block bulb-outs. Figure 1.8 illustrates examples of temporary and permanent mid-block bulb-outs.

7. Parking Reduction Strategy

The Master Plan proposes strategies for reducing parking requirements, at least temporarily, along the corridor. According to a parking evaluation conducted for the Master Plan, there is a sufficient supply of existing parking along West Grand to accommodate future growth anticipated in the General Plan. A permanent reduction to parking requirements or a possible moratorium for a limited number of years, could serve as an incentive to spark investment by increasing usable square footage for commercial space and reducing the cost of development. Parking strategies are discussed in greater detail in Chapter 2.

Figure 1.8 Examples of mid-block bulb-outs. *Pictured from top to bottom: Mountain View "flexible zones" (sources: flickr.com, loopnet.com), graphic representation of permanent mid-block bulb-out.*

Summary of Master Plan Recommendations

The following is a brief summary of recommendations for implementation of the Master Plan. These recommendations are discussed in greater detail in Chapter 4.

1. Development Code Update

The City of Grover Beach Zoning Ordinance should be updated to better reflect the current vision for the City as articulated in recent planning documents including the 2004 Visioning Plan, 2010 General Plan, and West Grand Avenue Master Plan.

2. Capital Improvement Plan

The City should update the Capital Improvement Plan to include Master Plan recommendations. Where possible, the City should identify and pursue funding sources such as State and federal grants to facilitate implementation and ease the financial burden of proposed improvements.

3. Programs and Events

Well executed City programs and events can serve to inspire community pride, attract visitors, and boost business exposure.

4. Parking Program

Given the size, configuration, and intent to foster urban commercial infill development, the City should consider creating a parking district and in-lieu fee program, and/or relaxing parking requirements in certain sections of West Grand Avenue.

5. Public Art Program

The addition of public art such as murals, sculptures, and fountains would add visual appeal and reinforce character along the corridor. The City could initiate a public benefits program to incentivize the improvements.

6. Tourism Strategy

The City would benefit from a coordinated tourism strategy outlining a detailed plan to attract visitors.

7. Plan for Gateways and Wayfinding

The 2004 Visioning Plan and 2010 Land Use Element note the importance of well-designed entrance features for gateways into the City of Grover Beach and wayfinding signage. A plan should be completed to establish the style, materials, dimensions, and locations of gateway and wayfinding elements.

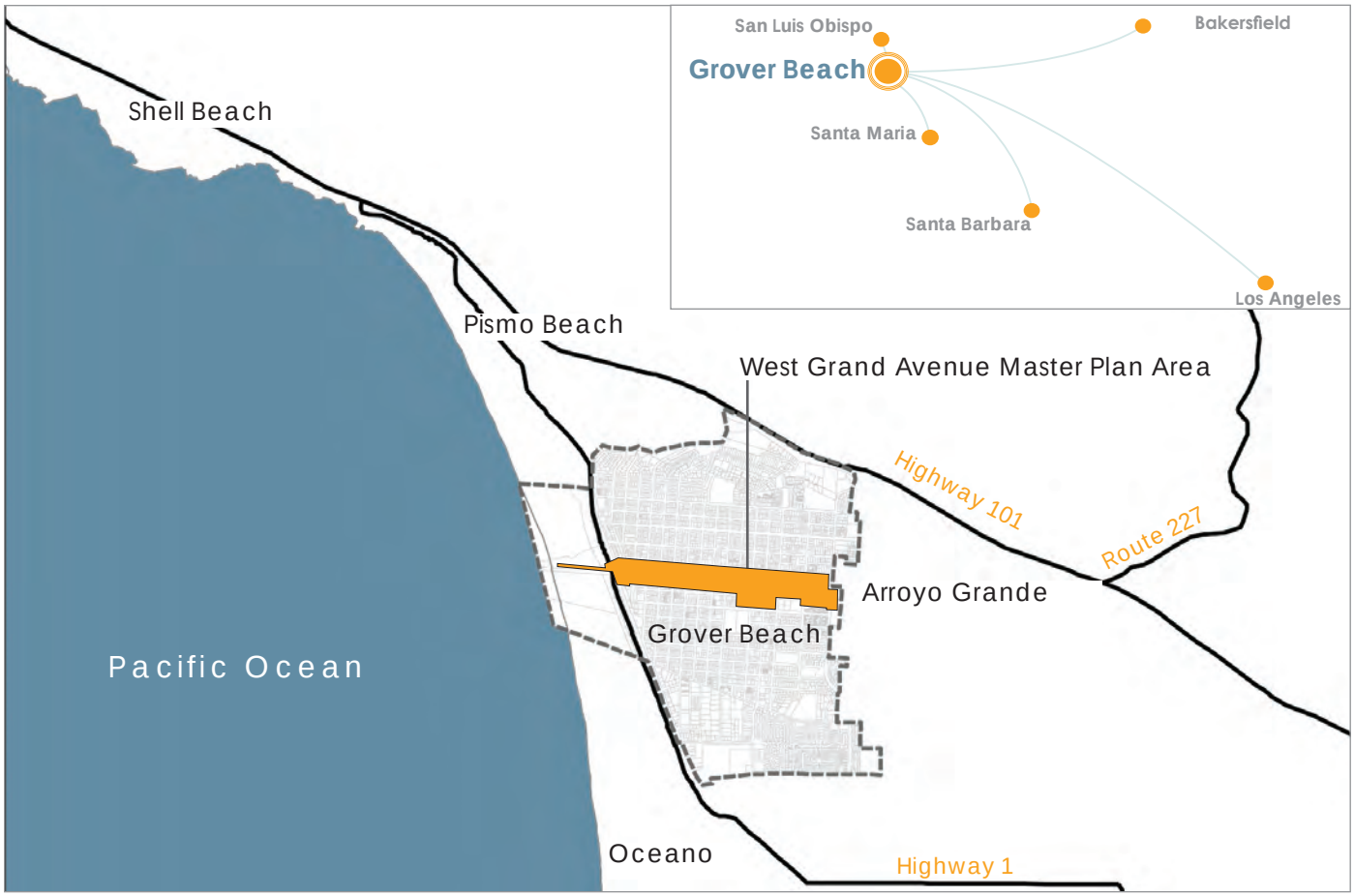


Figure 1.9 Location of Grover Beach in relation to the surrounding area

1.5 Project Background

Location and Demographics

Grover Beach is located in San Luis Obispo County, 246 miles south of San Francisco and 175 miles north of Los Angeles. Figure 1.9 illustrates the City's location in relation to nearby California cities.

Grover Beach encompasses approximately 2.25 square miles and lies at the center of the Five Cities area, which includes the neighboring communities of Shell Beach, Pismo Beach, Arroyo Grande, and Oceano (see Figure 1.9). Between 2000 and 2009, Grover Beach's population grew only 1.5 percent, increasing from 13,067 to 13,254 people (U.S. Census, Department of Finance). The City's population makes up approximately five percent of the total population of the County.

According to the 2000 U.S. Census, the dominant industry in the City is education, health and social services, which employs 18.5 percent of the City's population. Other major employment sectors are arts, entertainment, recreation, accommodation, and food services (14.7 percent) and retail trade (12.9 percent).

Historic Context

In May 1887, Dwight William Grover and his associate George Gates purchased 1,149 acres of land near the coast in San Luis Obispo County. In August 1887, Grover held a land auction with over 1,000 participants. By the end of the day-long auction, 133 lots from his recently acquired land had been sold. As part of preparation for the land sale, Grover staked out areas, roads, and lots. The main thoroughfare was Grand Avenue, which stretched from Arroyo Grande

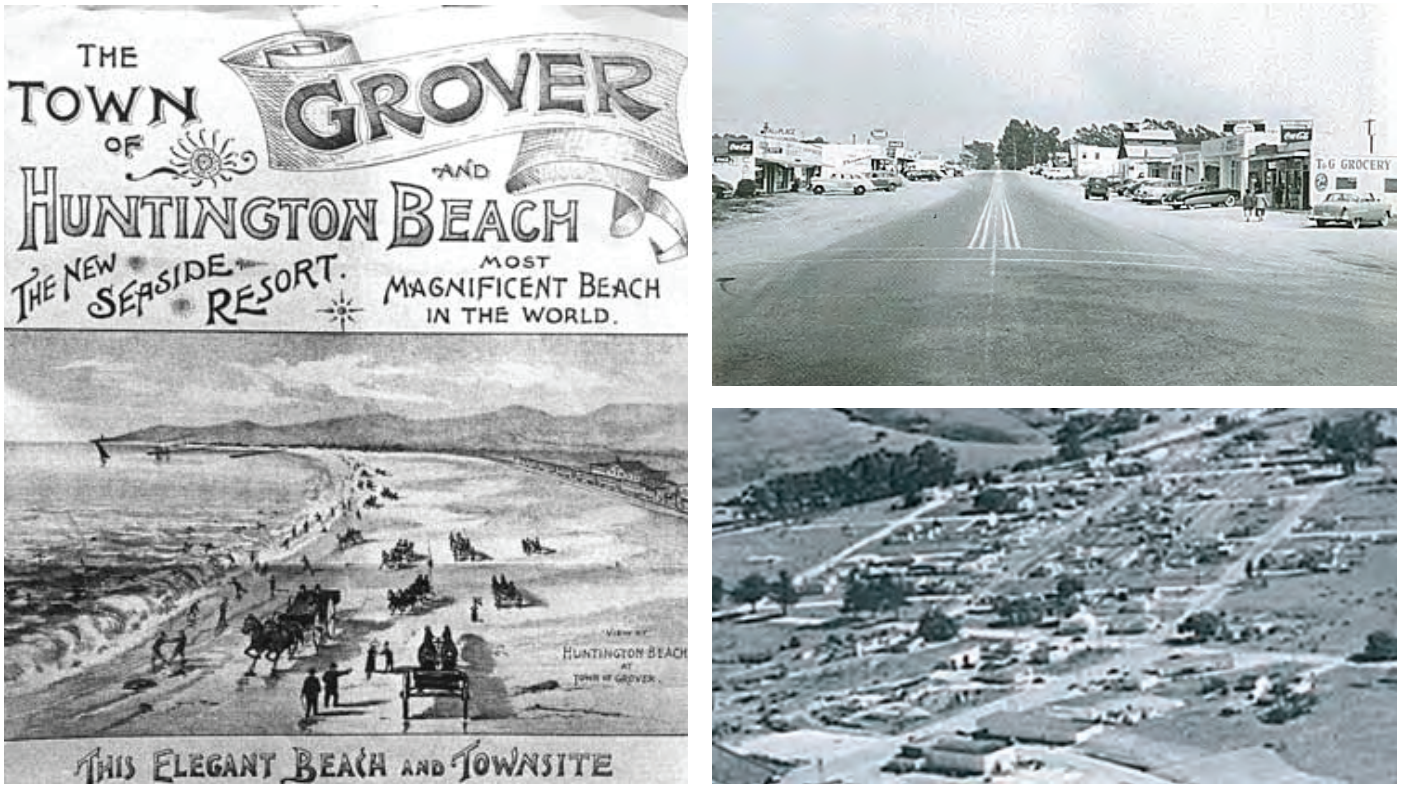


Figure 1.10 Historic images of Grover Beach and Grand Avenue

Sources: Hubbard, c.1880, p. 82; Lewis and Lewis, c. 1950, p. 63; and Garing, c.1950, p. 76

to the beach (Shower 2008, p. 7). As people settled into their new homes, Grand Avenue became the central hub for commercial and social activities.

In the 1930s, the Grover City Development Company took advantage of the accessibility of West Grand Avenue and hosted large picnics in areas along the south side of the road. These picnics were both sales pitches to outside investors as well as social events where town residents donned their best clothing.

Through the early 1950s, Grover City remained small, with scattered development and no paved roads. In the mid-1950s, West Grand Avenue was a two-lane eucalyptus lined road, stretching east to the El Camino Highway and west onto a single lane sand road leading to the beach (Shower 2008, p. 76). West Grand Avenue had no sidewalks or traffic signals (Shower 2008, p. 63) and most of the houses and trailers on lots along the road were temporary homes (Shower 2008, p. 27).

In the late 1950s and early 1960s, Grover City experienced a boom in population and commercial prosperity, with an influx of tourists drawn to the City by the beach and shopping along West Grand Avenue (Shower 2008, p. 91). The focus of growth was the commercial area on West Grand Avenue between Ninth and Tenth Street (Shower 2008, p. 91). Grover City incorporated in 1959 as a general law city. Figure 1.10 shows historic images of Grover Beach.

Since as early as 1952, there was public sentiment to change the name of Grover City to something that better emphasized the ocean setting. In 1992, the residents of the City voted for Grover City to be officially renamed Grover Beach.

Figure 1.11 2004 Visioning Project conceptual images

Relevant City Projects

A number of previous planning efforts in Grover Beach were taken into account in the formation of the West Grand Avenue Master Plan. These efforts include the 2004 Grover Beach Visioning Project, 2010 General Plan Land Use Element, Ramona Specific Plan, and an Economic Development Strategy.

2004 Grover Beach Visioning Project

In April 2004, the City of Grover Beach initiated a Visioning Project to establish a framework for how the City should develop over time. The project was intended to inform the City's General Plan Land Use Element Update and focused on attracting new commercial development to the City's downtown core. The project was centered around three public workshops, during which participants discussed their overall vision for Grover Beach, developed goals for future growth and development, and identified specific areas of the City to change, revitalize and preserve.

The City of Grover Beach Community Vision Poster summarizes the results of the Visioning Project. The poster, shown in Appendix C, illustrates examples of Grover Beach community character, identifies major nodes and opportunity areas, and includes six goals for the City's future, including revitalizing the West Grand Avenue corridor, particularly through mixed-use development. Illustrations from the Community Vision Poster are also shown in Figure 1.11.

2010 General Plan Land Use Element

The General Plan Land Use Element was adopted in February 2010. The 2010 Land Use Element addresses issues identified by the 2004 Grover Beach Visioning Project, as well as recent legislation aimed at reducing greenhouse gas emissions and improving environmental quality, including AB 32 and SB 375. The 2010 Land Use Element requires the development of mixed-use, pedestrian-oriented neighborhoods that encourage the use of alternative modes of transportation. It also encourages infill through redevelopment and re-use of existing commercial centers. Goals outlined in the Land Use Element include (but are not limited to):

- Revitalizing the West Grand Avenue corridor into vibrant, economically sound, pedestrian-oriented districts;
- Establishing an attractive, beach-oriented visitor serving district generally between 6th Street and the beach;
- Creating a well-defined, pedestrian-oriented central business district/civic center that serves as the center of Grover Beach's business, civic, and cultural life; and
- Providing for the day-to-day needs of Grover Beach residents by establishing neighborhood-serving businesses within walking and biking distance of surrounding neighborhoods.

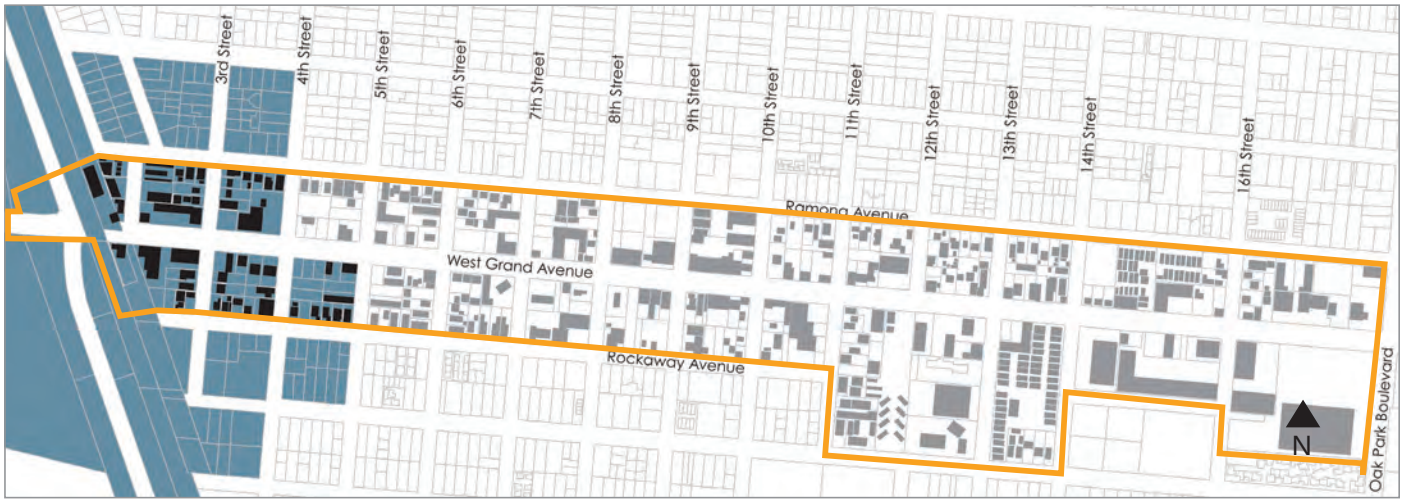


Figure 1.12 Project Boundary, including portion of the project area located within the Coastal Zone

The 2010 Land Use Element divides the West Grand Avenue corridor into three districts: East End Commercial Services District, Central Business District/ Downtown, and Visitor Serving Mixed Use District. These classifications were taken into consideration during the development of the West Grand Avenue Master Plan.

Economic Development Strategy

In November 2006 and April 2007, the City held two meetings with community stakeholders to develop a strategy for moving economic development initiatives forward. The Economic Development Strategy resulting from those meetings offers recommendations for improving economic vitality in Grover Beach. Recommendations include completing downtown master plans for the visitor serving node at Fourth Street and West Grand Avenue and for the downtown core between Eighth and Twelfth Streets.

Ramona Specific Plan

The Ramona Specific Plan (RSP) area encompasses approximately six acres, covering two City blocks between Eighth and Tenth Streets. The site is located one block north of West Grand Avenue, beginning at Ramona Avenue and stretching north to Brighton Avenue. A number of cultural and civic functions are currently held in the area, and the RSP is designed to preserve the site as a central hub for community gatherings, festivals, and other events.

The RSP is anchored by the existing Exploration Station and provides the framework for the development of an educational, recreational, civic, and social center also serving as a regional transportation hub for the South County. The RSP aims to enhance the site through streetscape improvements, pedestrian linkages, improved parking, landscaping, and civic facilities (See Appendix D for the RSP Site Plan).

Coastal Zone

A portion of the Grover Beach West Grand Avenue Master Plan is located within the boundary of the Coastal Zone, a special zone engendered by the California Coastal Act of 1976, which places additional restrictions on top of extant city development regulations in order to maintain the environmental integrity of California's Coast (see Figure 1.12).

Under the Coastal Act, local governments are required to implement policies that address issues not commonly associated with the normal role of a local governmental general plan. These Coastal Act policies address specific issues of shoreline access for the public, visitor serving facilities, coastal-dependent industrial and energy related facilities and activities, protection of sensitive habitats, and protection and preservation of visual and scenic resources.

Typically, anyone that develops property within the Coastal Zone is required to have a Coastal Development Permit. However, some smaller projects may be eligible for an exemption (e.g. additions, lot line adjustments, etc). Coastal Development Permits are reviewed and approved by the appropriate review authority at the City (i.e. staff, Planning Commission, or City Council). A public hearing may be required. In some cases, a decision by the City Council may be appealed to the California Coastal Commission.

1.6 Public Participation

Community input is an essential building block for an effective plan. The Master Plan was shaped from feedback presented in the 2004 Visioning Plan as well as individual stakeholder interviews and a public workshop held June 2010. Figure 1.13 provides an overview of the community participation process.

Stakeholder Interviews

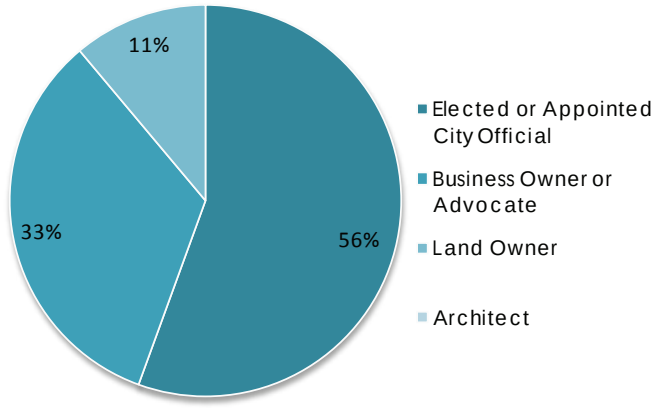
The Consultant Team conducted individual interviews with 17 community members in May 2010. The interviews provided an opportunity to gather detailed input from stakeholders representing a variety of interests. Results from the interviews played a key role in establishing concepts for the Master Plan.

Interviewees were invited to participate based on the recommendations of Grover Beach Community Development Department Staff. Interviews lasted approximately 30 minutes each. The interviews were comprised of general, open-ended questions intended to gather specific data as well as invite open conversation (a copy of the survey instrument is included in Appendix A), enabling the Consultant Team to gather more extensive responses than may have otherwise been captured.

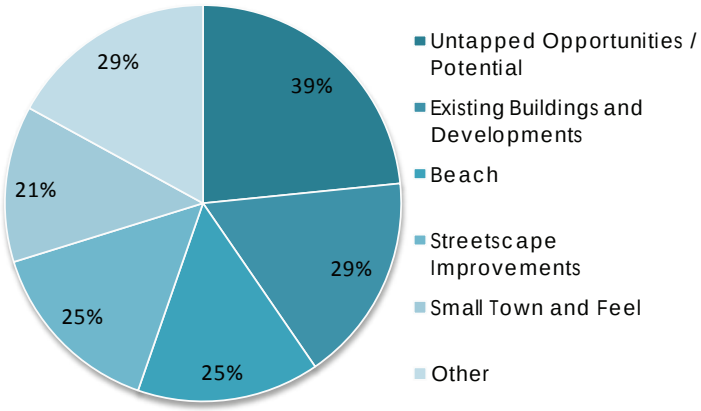
Among interviewees, eight were elected or appointed City officials, five were business owners or advocates, three were landowners, and one was an architect engaged in project work in Grover Beach. Approximately 60 percent were residents of Grover Beach. The interview subjects profile and stakeholder interview results are summarized in Figure 1.14.

Figure 1.13 Overview of the public participation process

Interview Subjects Profile



Strengths and Successes



Challenges and Needed Amenities

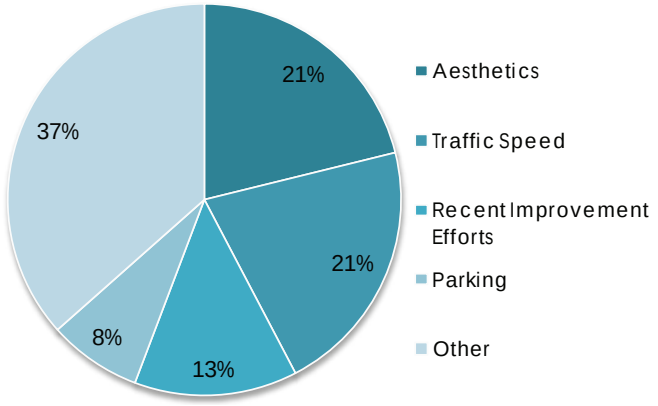


Figure 1.14 Stakeholder interview results summary

Strengths and Successful Businesses

As shown in Figure 1.14, interviewees noted untapped potential and opportunities for growth as the City's greatest strength. Several suggested that there are a number of sites in high visibility locations that could be developed to provide desirable amenities to Grover Beach residents and tourists.

A number of existing buildings and developments were cited as strengths along the corridor including Beach Place, a mixed-use development featuring shops, restaurants, and condominiums. Interviewees also named the beach, recent streetscape improvements, and the small-town feel as positive elements in Grover Beach.

Nearly all interviewees stated that restaurants tend to be successful along West Grand Avenue, more so than any other type of business. Shops and services also do well in Grover Beach.

Challenges and Needed Amenities

As shown in Figure 1.14, interviewees generally agreed that aesthetics and the speed of automobile traffic are the greatest challenges for the West Grand Avenue corridor. Interviewees cited a need for improvements to building façades, an overabundance of paved surfaces, and a lack of consistency in design as the primary aesthetic issues. The speed of automobile traffic was noted as a challenge to encouraging pedestrian and bicycle activity.

Nearly all interviewees said that there is a need for more restaurants and cafes along West Grand Avenue. Several interviewees suggested that there is a need for coffee shops that can serve as gathering places for local residents. Interviewees noted a need for additional shops such as bookstores and tourist-oriented retail featuring beach related items. Grover Beach also lacks entertainment and activities, specifically those that serve families. Other needed amenities include hotels, additional parking, and open spaces.

Figure 1.15 Examples of development appropriate for Grover Beach according to stakeholder interviews

Clockwise from top left: Beach Place in Grover Beach, J. Johnson Building in Grover Beach, Court Street in San Luis Obispo, Downtown Center in San Luis Obispo

Activity Nodes

Nearly all interviewees confirmed the primary nodes of activity along West Grand Avenue to be consistent with those outlined in the 2004 Visioning Plan. Nodes include the visitor serving district from Highway 1 to Fourth Street, the central business district between Eighth Street and Eleventh Street, and the automobile-oriented shopping district from Thirteenth Street to Oak Park Boulevard. Interviewees identified additional activity hubs including the beach area at the west end of West Grand Avenue and Ramona Park.

Traffic/Circulation

Interviewees noted a range of issues regarding traffic and circulation. A number of interviewees expressed a desire to improve walkability by slowing automobile traffic along West Grand Avenue. Several suggested the high speed is a result of wide lanes and little congestion. Others noted that while pedestrian access is important, they greatly appreciate the ease of automobile access and lack of congestion along the corridor.

Nearly half of the interviewees suggested that the corridor would benefit from improved bicycle and pedestrian trail connections. Specific suggestions included improving the connection to the boardwalk

Figure 1.16 Pictures from the community workshop

linking Grover Beach to Pismo Beach, establishing a connection to the Bob Jones Bicycle Trail, and adding a pedestrian overpass to facilitate safer movement linking residents to the beach.

Interviewees offered mixed opinions regarding access to parking along West Grand Avenue. Some considered parking to be inadequate while others stated that parking was abundant throughout the corridor. Several interviewees mentioned diagonal parking. Some felt it would help calm traffic and offer additional parking spaces. Several interviewees pointed to Price Street in Pismo Beach as a positive example of a diagonal parking solution. Others expressed concern that diagonal parking is dangerous and would be disruptive to the flow of traffic.

Interviewees also mentioned signal lights, medians, streetscaping, and issues relating to vehicles utilizing the sand dunes as important circulation considerations.

Obstacles to Development

Interviewees most frequently cited financing and City policies as obstacles to development in Grover Beach. Interviewees mentioned a number of development projects that were initiated but not completed due to an inability to obtain financing in the current economic climate. City policies were thought to have improved over the past few years but still pose difficulties due to the parking requirements, commercial space requirement for mixed-use development, and sign regulations. Other noted obstacles included small parcel sizes, making larger projects difficult, and the prevalence of automobile service uses along West Grand Avenue, resulting in a lack of concentrated pedestrian-oriented activity.

Vision for Grover Beach

The vision for Grover Beach expressed by interviewees was largely in keeping with the concepts described in the 2004 Visioning Plan. Interviewees hoped to see improvements to streetscaping and landscaping, mixed-use buildings, a recognizable beach theme, and a pedestrian friendly environment. Interviewees suggested Grover Beach might benefit from following local development examples such as Avila Beach, the Village of Arroyo Grande, Morro Bay, and San Luis Obispo.

A number of interviewees cited Beach Place as a positive example of the type of development appropriate for Grover Beach. As shown in Figure 1.15, interviewees also noted the J. Johnson building in Grover Beach, and the Court Street and Downtown Center developments in San Luis Obispo as desirable development types for the West Grand Avenue corridor.

Public Workshop

A community workshop was held on June 9, 2010 at the Ramona Garden Park Center. The workshop was attended by approximately eight community members including residents, and property owners. See Figure 1.16 for pictures of the workshop.

The workshop began with a presentation outlining the purpose of the project, past planning work, circulation considerations, and design guideline elements. The presentation concluded with an open discussion session addressing specific participant questions and concerns. Questions primarily related to traffic and circulation issues along West Grand Avenue as well as details of potential concepts for design guidelines, including building siting and architectural character.

Following the presentation, participants engaged in a map exercise and a visual preference survey of building types and architectural styles. In the map exercise, participants were prompted to note which areas they like most and least along West Grand Avenue, which areas they visit most frequently, and which areas have the greatest potential for improvement. For the visual preference survey, participants were given a set of colored stickers to be applied to posters indicating which styles they found to be most and least appropriate for Grover Beach.

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2. Master Plan Concept

Chapter Overview

The following Chapter outlines a conceptual framework designed to capitalize on the strengths and address the challenges discovered through the public outreach process, as well as field observations by the Consultant Team. The Master Plan envisions West Grand Avenue as the active commercial and social hub of Grover Beach. The concept for West Grand Avenue includes civic improvements, streetscape and circulation enhancements, and new design guidelines aimed at creating an active corridor with distinctive character and attractive investment opportunities.

As outlined in the 2004 Visioning Plan and reinforced in the 2010 General Plan, West Grand Avenue will have three distinct districts: the Visitor Serving District, the Central Business District, and the Commercial District. Table 2.1 and Figure 2.1 illustrate the overall concepts for each District. The following pages provide further detail for the Districts, including existing conditions and amenities, opportunity sites, and proposed streetscape improvements for the VSD.

In This Chapter:

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2.1 CORRIDOR CONCEPT

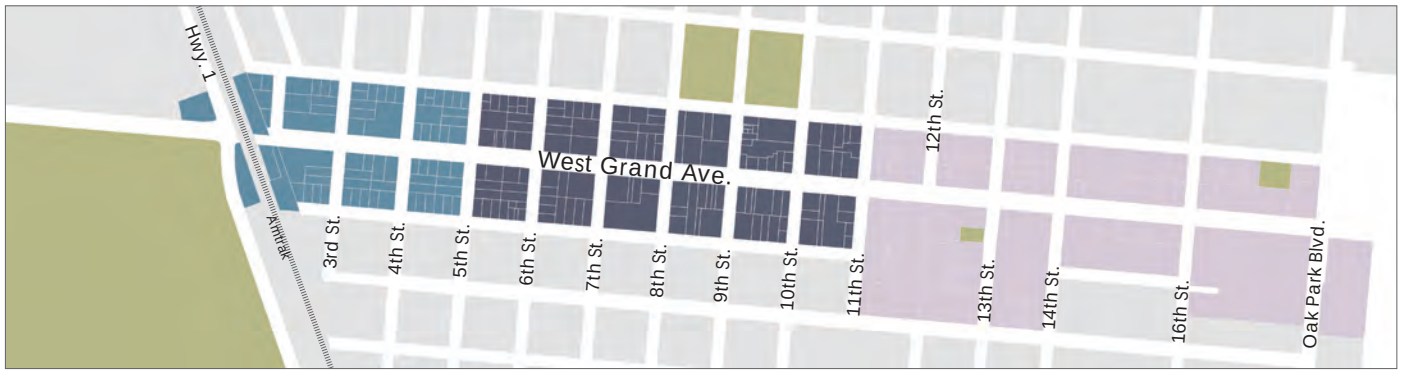
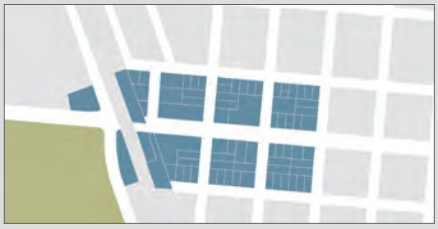
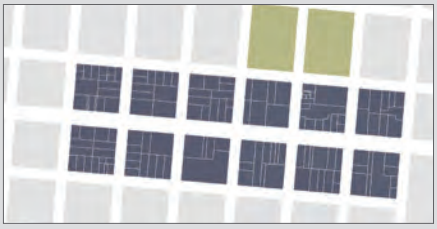


Figure 2.1 West Grand Avenue Districts Map

Table 2.1 West Grand Avenue District Concepts

VISITOR SERVING DISTRICT	CENTRAL BUSINESS DISTRICT	COMMERCIAL DISTRICT
		
The Visitor Serving District (VSD) is envisioned to become a destination for tourists and locals, offering specialty retail, restaurants, and entertainment venues. The District will be pedestrian oriented with a beach theme to emphasize the City's unique coastal access.	The Central Business District (CBD) is envisioned to serve as a "downtown core," providing services to meet the everyday needs of Grover Beach residents. The District will be pedestrian oriented and provide linkages to a number of parks, community facilities, and civic uses.	The Commercial District (CD) is intended to be a tax generator for the City with larger commercial businesses and services. The District will remain primarily auto-oriented, providing easy car access to supermarkets and fast food restaurants.
		

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2.2 VISITOR SERVING DISTRICT (VSD)

Figure 2.2 Visitor Serving District Boundary Map

District Description:

The Visitor Serving District (VSD) begins at Highway 1 and stretches east to Fifth Street. The map in Figure 2.2 illustrates the boundaries for the VSD. The VSD is envisioned to become a destination for tourists and locals, offering unique outdoor spaces, specialty retail, restaurants, lodgings, and entertainment venues.

The VSD is located within a short walking distance to the beach, boardwalk, and a pedestrian and horse trail through the dunes. It is also within walking and biking distance to several campgrounds and hotels. The addition of the Grover Beach Lodge on the large vacant parcel adjacent to the existing beach parking lot and golf course will add further interest and activity to this District.

The addition of Beach Place, a mixed-use development featuring retail, restaurants, and condominiums and recent renovation of Beach Front Plaza have generated new interest in the VSD. Future development should complement the emerging beach theme and feature, wherever possible, outdoor seating and pedestrian-scale design.

The following section outlines the existing conditions, streetscape concepts, and opportunity site improvements for the VSD.

In this Section:

VSD: EXISTING CONDITIONS

Existing Amenities

The VSD is serviced by a number of amenities providing opportunities for recreation, scenic vistas, and alternative modes of transportation. Figure 2.3 illustrates existing conditions in the VSD.

Direct Beach Access

West Grand Avenue runs perpendicular to the beach, which has an extensive network of sand dunes. Some portions of the dunes are accessible by foot and others are open to ATVs and other 4x4 vehicles.

Trail Connections

A segment of the beach boardwalk extends north from the West Grand Avenue day use plaza. The two mile round-trip walk runs along the beach, connecting pedestrians to the Pismo Beach Pier and the Monarch Butterfly Grove. The path is ADA accessible.

The entrance to a dunes trail sits at the south side of West Grand Avenue. The trail is a two mile round-trip walk on sand and dirt connecting West Grand Avenue to Oceano Dunes SVRA.

A Bicycle Master Plan was completed in 2010 to focus efforts on improving the City's bicycle network. The Plan documents existing and planned bikeways, establishes a strategy for improving the City's bikeways, identifies priorities and costs of improving the bikeway system, and positions the City to be eligible for State Bicycle Transportation Account (BTA) funds.

Grover Beach Train Station

The Grover Beach Train Station is a multi-modal facility located at the corner of West Grand Avenue and Highway 1. Amtrak provides two daily stops on the Pacific Surfliner train, connecting Grover Beach to San Diego and San Luis Obispo. The train station also offers bus service to destinations in Monterey, Santa Clara, and Alameda Counties.

Pismo State Beach Golf Course

The entrance to the Pismo State Beach Golf Course is located at 25 West Grand Avenue, west of Highway 1, adjacent to the beach parking lot. The Golf Course has a putting green and snack bar and offers rentals for clubs and electric golf carts.

VSD: EXISTING CONDITIONS

Figure 2.3 Existing businesses and amenities in the Visitor Serving District

Pictured from left to right, starting at top left: Boardwalk to the beach, Grover Beach walkway, Mongo's Saloon, Grover Beach Train Station, Grover Beach dunes trail access, Pismo State Beach Golf Course, Beach Place, and Grand Junction

VSD: EXISTING CONDITIONS

Existing Streetscape, Circulation and Parking

West Grand Avenue between Highway 1 and Fifth Street consists of a 100 foot right-of-way with sidewalks and parallel parking on both sides and two travel lanes in each direction. Signalized intersections are provided at Highway 1 and Fourth Street.

In September 2010 the City completed streetscape improvements on West Grand Avenue between Second and Fourth Streets. As shown in Figure 2.4, improvements included raised landscaped medians, colored and textured sidewalks, street crossings, and "bulb-outs". The changes were designed to slow traffic and enhance the beach and small town character of the Visitor Serving District. Bike lanes will be striped on West Grand between 5th Street and Highway 1.

As shown in Table 2.2, as of July 2010, the street blocks in the Visitor Serving District offer 152 on-street spaces and 311 off-street spaces, for a total of 463 parking spaces. Unmetered street parking is available along West Grand Avenue from just past Second Street to Fifth Street and on all perpendicular intersecting streets with the exception of Highway 1. Street parking is not available on West Grand Avenue from the train tracks to the beach entrance.

Although parking utilization varies based on the day of the week and time of day, parking supply in the Visitor Serving District is generally in excess of demand. Thus, parking is available to supplement future growth.

Table 2.2 Visitor Serving District Existing Parking Spaces

	On-Street	Off-Street	**Total**
North of West Grand	92	125	217
South of West Grand	60	186	246
Total	152	311	**463**

Figure 2.4 Second Street to Fourth Street streetscape improvements

VSD CONCEPT: STREETSCAPE AND CIRCULATION

Streetscape and Circulation Improvements

Key Features:

- Roundabouts at high visibility intersections
- Gateway Features at 4th Street and Highway 1
- Bulb-outs at intersections
- Designated bicycle lanes
- Landscaped medians
- Edge landscaping on sidewalks

Overview

The Visitor Serving District builds upon the recently completed improvements to create a unique and active streetscape. The Visitor Serving District serves as an important connection point for pedestrian trails and bicycle paths to surrounding communities, making traffic calming a priority. It also acts as the entry point to the City from the 101 Freeway (from the Fourth Street off-ramp), vehicles and bicycles entering from Highway 1, and is the main linkage to the beach.

Roundabouts

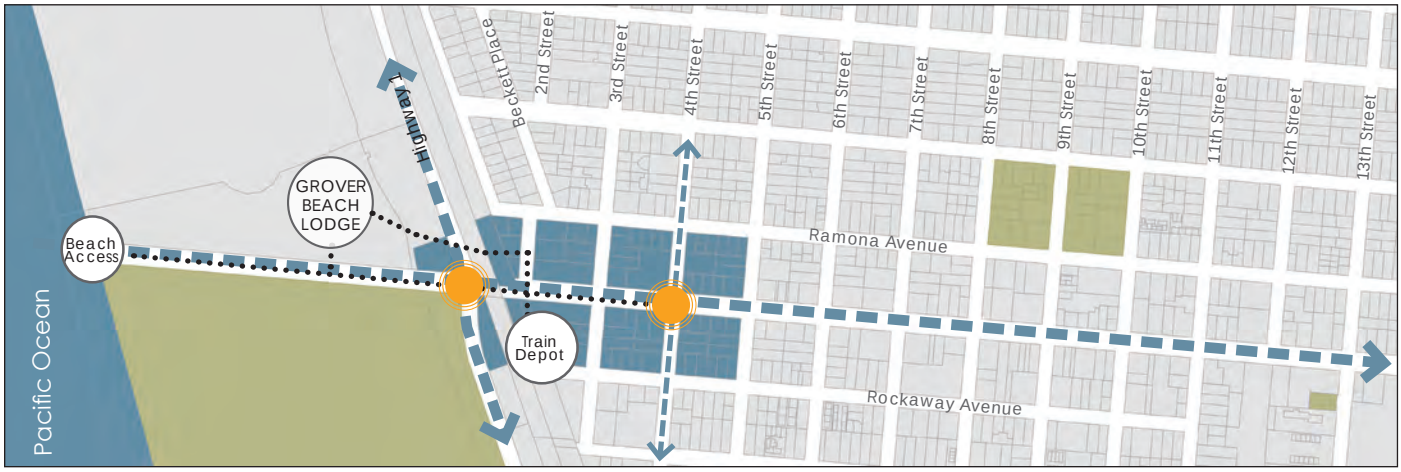
The Highway 1 and Fourth Street intersections serve as main entry points for the City and have the potential to be converted into roundabouts. Roundabouts would create focal points for the District and can improve traffic flow toward the beach. The roundabouts also facilitate easy U-turns, allowing visitors to circle back and find parking.

Gateway

West Grand Avenue at Highway 1 is a key intersection in the VSD. The intersection should have a gateway treatment to draw visitors onto West Grand Avenue from the Highway. It also serves as the main access to the beach from West Grand Avenue, making pedestrian access across Highway 1 particularly important. There is potential for a pedestrian overhead crossing connecting the beach and the Beach Lodge to the shopping and services in the VSD.

Pedestrian Amenities

The VSD circulation concept calls for an extension of the pedestrian amenities from Second Street to Fourth Street, west across Highway 1 to the beach, and east to Fifth Street. Figures 2.5 through 2.9 illustrate the circulation concept for the VSD.



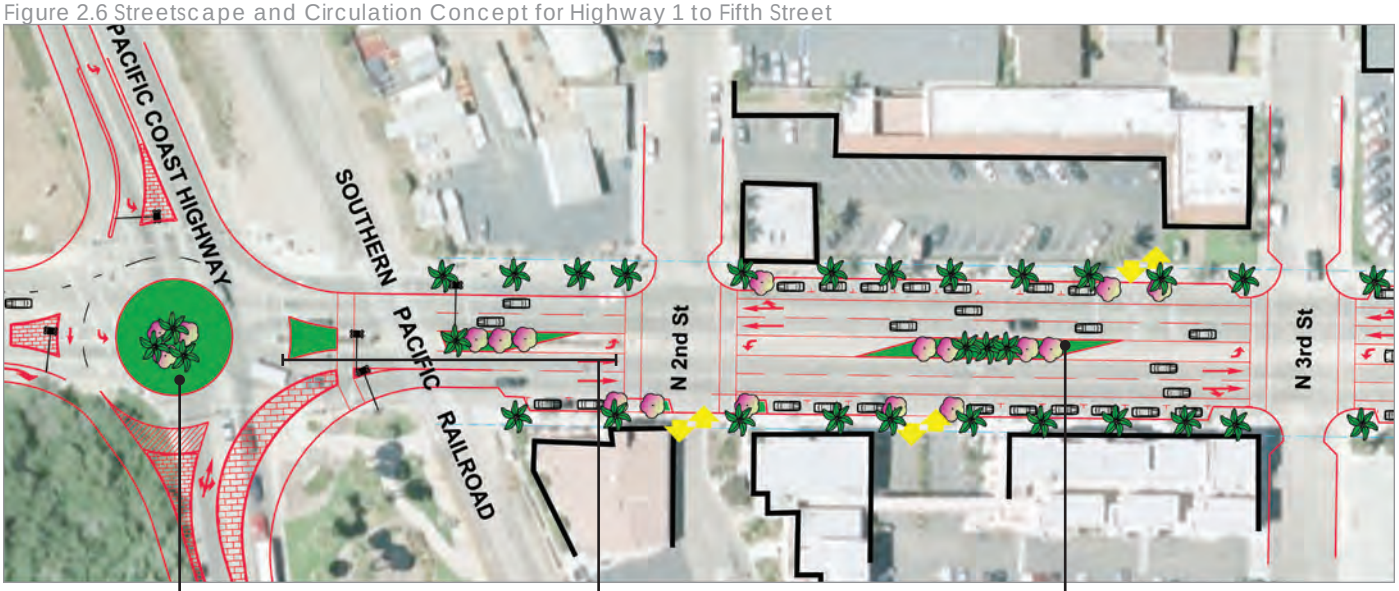
VSD Circulation Concept Map

Figure 2.5 VSD Circulation Concept

Gateways
Major Destinations
Visitor Serving District (VSD)
Pedestrian Linkages
Major Access Points

VSD CONCEPT: STREETSCAPE AND CIRCULATION MAP

Figure 2.6 Streetscape and Circulation Concept for Highway 1 to Fifth Street



Gateway feature at high visibility intersection of W. Grand Avenue and Highway 1. A roundabout is an option for this intersection, but will require additional research to determine feasibility. If a roundabout is not feasible, this gateway intersection should be improved with enhanced pavement, landscaping, and other treatments to create a visual statement.

Extension of improvements to Highway 1.

Completed improvements include landscaped medians, bulb-outs and textured pavement treatment between Second and Fourth Streets.

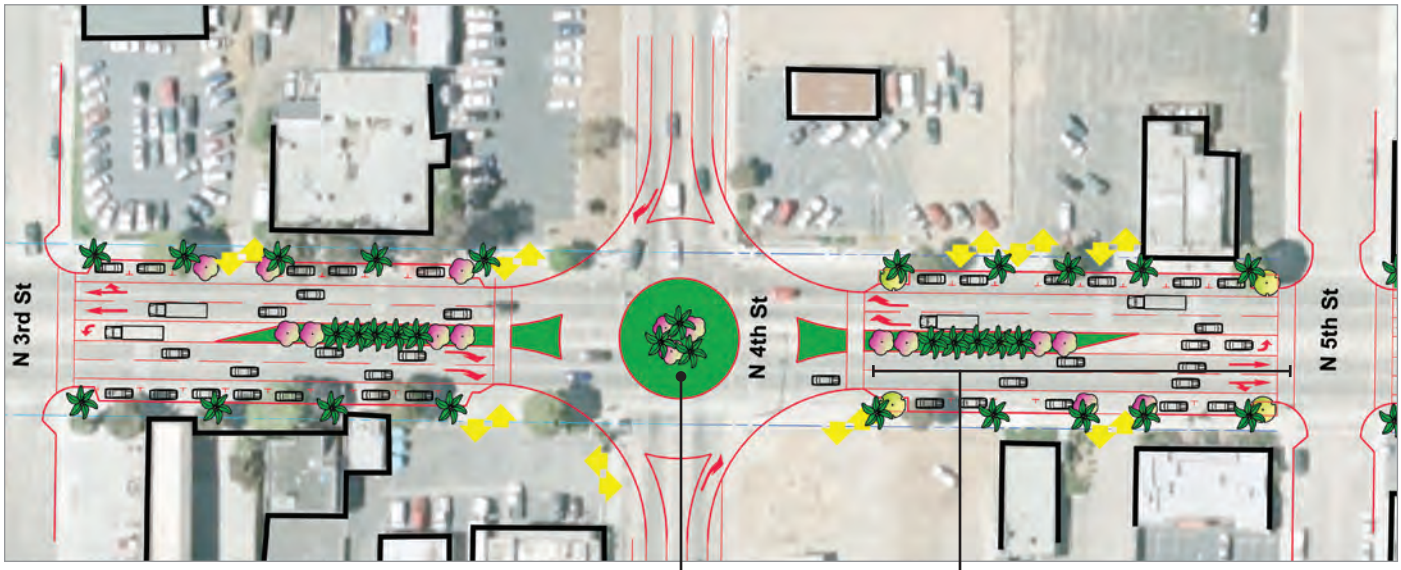
Figure 2.7 Illustrations of the streetscape concept for the VSD

VSD Street Trees

The Visitor Serving District should have distinctive, beach theme landscaping in the center medians, sidewalk edge planters, and roundabouts. The street tree for the medians in the VSD is the Hybrid Washingtonia Palm/Canary Island Palm, and the tree for the sidewalk planters is the Hybrid Washingtonia Palm. Additional landscaping in the VSD should be drought tolerant and/or California native.

Figure 2.8 Street trees for the VSD: Canary Island Palm and Hybrid Washingtonia Palm

VSD CONCEPT: STREETSCAPE AND CIRCULATION MAP



Gateway feature at the intersection of Fourth Street and West Grand Avenue. A roundabout is an option for this intersection, to serve as a landmark for the corridor and an entrance for traffic coming from Highway 101 via Fourth Street. Additional studies would need to be completed prior to construction to determine the feasibility of a roundabout.

Extension of improvements to Fifth Street.

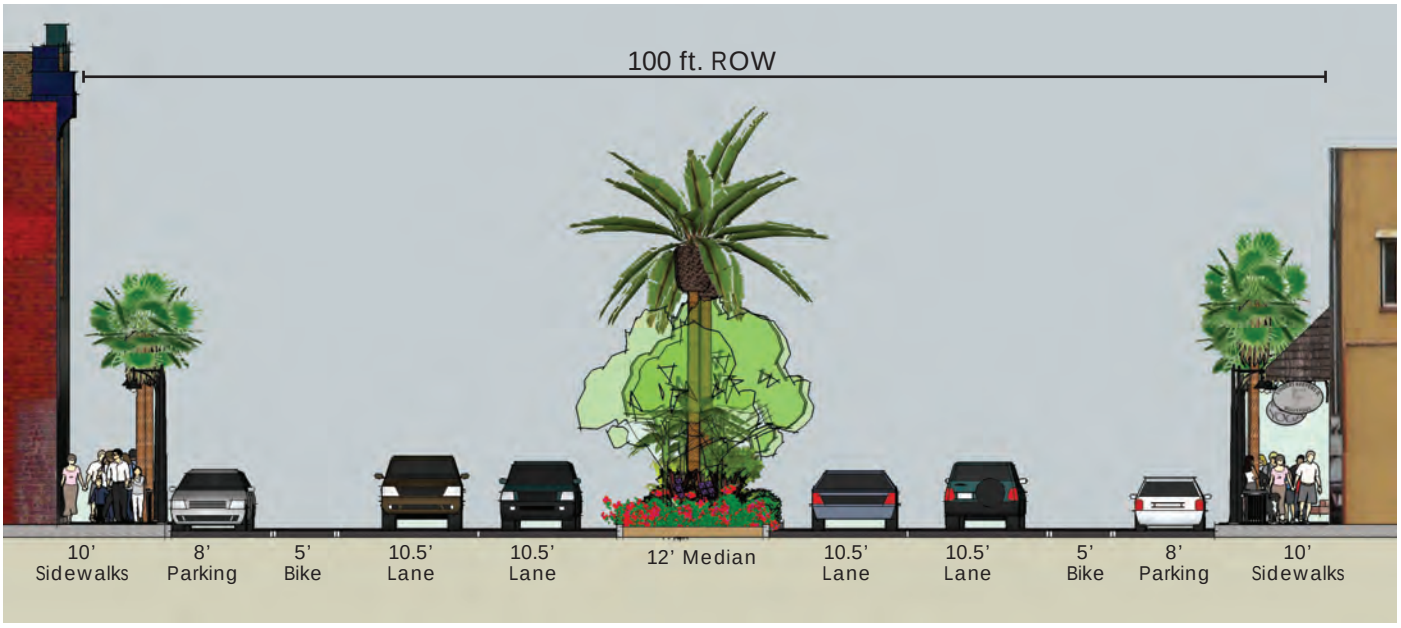


Figure 2.9 Detailed streets concept for Visitor Serving District

VSD CONCEPT: OPPORTUNITY SITES

Opportunity Sites

While the majority of the Visitor Serving District is already built-out, there are several sites in the District that are vacant or underutilized, providing important opportunities for appropriate infill development (see Figure 2.10, Figure 2.11, and Figure 2.12). The following concepts offer examples and principles for development that are applicable not only to the specific site but throughout the Visitor Serving District.

The vacant and underutilized parcels at the intersection of West Grand Avenue and Highway 1 should be mixed-use, with upper floor residential and lodging taking advantage of ocean views. Massing should be of a pedestrian-scale, with mid-block passages or plazas to encourage pedestrian movement and provide clear connections to the beach.

The intersection of Fourth Street and West Grand Avenue should be developed into a gateway with pedestrian-oriented amenities such as outdoor cafes and well-designed corner treatments that give the gateway a distinct character.

Figure 2.13 and Figure 2.14 illustrate potential building form and site layout for a number of opportunity sites in the Visitor Serving District, and Figure 2.15 and Figure 2.16 provide examples of development for the opportunity sites.

Figure 2.10 Opportunity site at Highway 1 and West Grand Avenue

Figure 2.11 Opportunity site at Fourth Street and West Grand Avenue

Figure 2.12 Opportunity site at Second Street and West Grand Avenue

VSD OPPORTUNITY SITES: WEST GRAND AVENUE AND US1

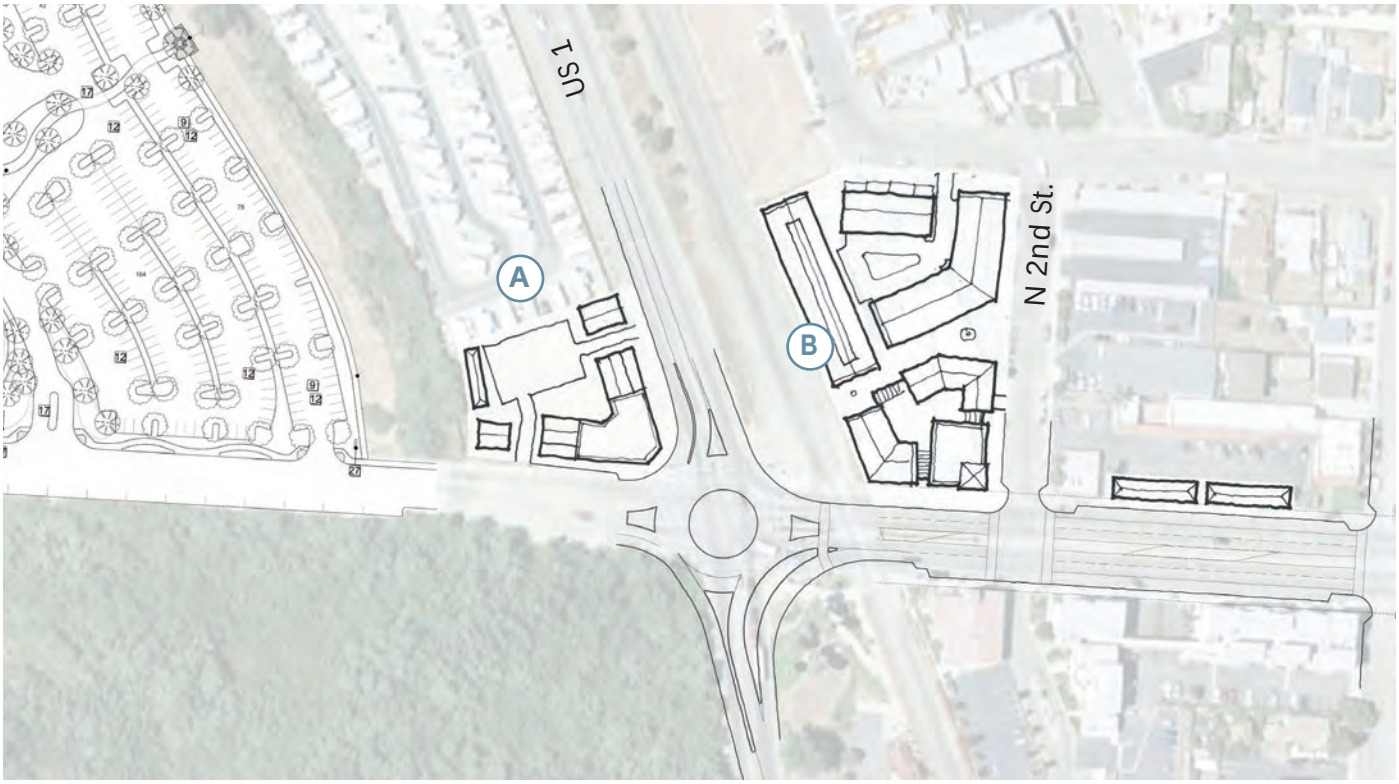


Figure 2.13 Map of VSD opportunity sites at West Grand Avenue and Highway 1

A. Mixed-use infill on Northwest Corner of West Grand Avenue and Highway 1

1. Locate primary building at intersection with building placed at the right-of-way.
2. Locate the tallest portion of the building at the intersection to help define the street edge and maximize views to the ocean from the upper floors.
3. Break down the massing of the building and provide smaller structures and trails along the creek to activate it.
4. Locate parking to the back of the site with drives providing access to the parking from Highway 1 and West Grand Avenue. The drives should be located away from the intersection in order to maximize the footprint of the building at the intersection.

B. Mixed-use and Live/Work Arts Infill between Railroad and North Second Street

1. A two to three story mixed-use building located along West Grand Avenue with ground floor retail, flats/apartments above, and structured parking. A courtyard podium building configuration is shown where the open space is at the middle of the building to minimize noise from the train.
2. Mid-block passage/plaza along the railroad breaks down the scale of the development on this large block.
3. Live/work units along North Second Street, Romona Avenue, and the mid-block passage provide potential for a small arts community that could be marketed toward beach visitors.
4. A large industrial building (potential for adaptive re-use) could provide for a market hall where arts, trinkets, or wares could be sold. A large linear building would shield development from noise.
5. Access to tuck-under and guest parking for live/work units.
6. North 2nd Street could be one-way with angled parking or two-way with no on-street parking to increase sidewalk width for outdoor patios and vendors. The Street could also be a pedestrian-only plaza.

VSD OPPORTUNITY SITES: WEST GRAND AVENUE AND 4TH STREET

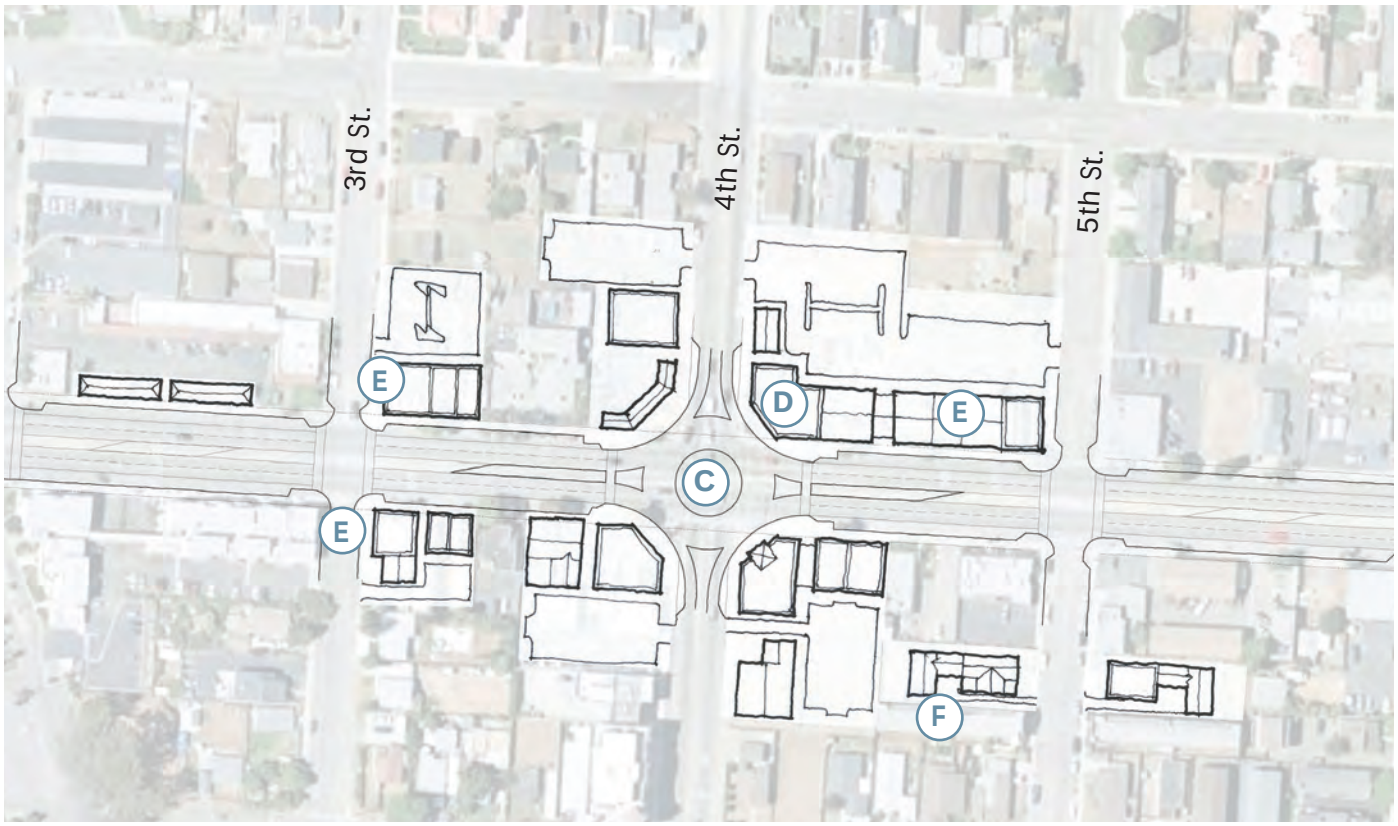


Figure 2.14 Map of VSD opportunity sites at Fourth Street and West Grand Avenue

C. Gateway Feature

1. Gateway marking the entrance to the heart of Grover Beach.
2. A vertical element such as a small tower/clock tower located at the center of the roundabout will make it a landmark.

D. Mixed-use Infill at W. Grand Ave. and 4th Street.

1. Two to three story mixed-use buildings help define the gateway and create a node.
2. Buildings built to the property line, with corner treatments facing the roundabout, help define the public realm. The tallest buildings should be located at the corners, with smaller massing behind and along West Grand Avenue.
3. Buildings should have primary entrances at the corner of West Grand Avenue and Fourth Street. Parking lots should be located in the rear.
4. Outdoor public space at the southwest corner of West Grand Avenue creates a public presence with space for a restaurant/bar. A small covered structure at the edge of the plaza defines the edge of the intersection and provides space for vendors.

E. Mixed-use Infill along West Grand Avenue

1. Two to three story buildings built to the property line with shared parking behind, accessed from Third, Fourth and Fifth Streets, as appropriate.
2. Design and scale should draw pedestrians to the node at Fourth Street and West Grand Avenue.
3. Pedestrian passages connect parking lots to West Grand Avenue.

F. Live/Work or Residential Infill along Side Streets

1. Buildings should be set back with a small door yard to provide a transition from West Grand Avenue to surrounding residential uses.
2. Infill provides an opportunity to add density near the retail node.
3. Live/work will allow for an expansion of retail uses as the corridor matures.

VSD OPPORTUNITY SITES: CONCEPTS AND EXAMPLES

Mixed-use and Live/Work Arts Infill Railroad Plaza. A mid-block plaza along the railroad can be incorporated into new development in the block between the railroad tracks and Second Street. The plaza will help break down the scale of development on the block. The plaza can use the railroad's industrial aesthetic as an identifier, creating an artist live/work area anchored by the plaza and extending north along the tracks.

Figure 2.15 Examples of railroad plaza development. Fourth Street in Berkeley, California.

Gateway Feature, Fourth Street is one of three major arteries linking Grover Beach to the 101 Freeway. Automobiles travelling to Grover Beach from the north typically use the Fourth Street off-ramp to access the City and reach the beach. The lots on the sites at the Fourth Street intersection should be built to the parcel line with pedestrian-scale corner treatments and an architectural focal point in the intersection. Buildings should be two to three stories and offer a mix of uses including ground floor specialty retail and hotel rooms, apartments, or condominiums on the upper floors.

Figure 2.16 Conceptual illustration of a gateway, looking north Across West Grand Avenue, from Fourth Street.

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2.3 CENTRAL BUSINESS DISTRICT (CBD)

Figure 2.17 Central Business District Boundary Map

District Description:

The Central Business District (CBD) runs from Fifth Street to Eleventh Street, with a higher density "downtown core" between Eighth and Eleventh Streets. Figure 2.17 illustrates the boundary of the CBD. The downtown core should offer services and amenities that meet the daily needs of Grover Beach residents including a post office, City Hall, personal and professional services, and restaurants and cafes.

The CBD is anchored by the Ninth Street to Tenth Street block of West Grand Avenue, which is fully built-out along the West Grand Avenue street frontage. The concept for the Central Business District is to extend the active environment of this anchor out to Eighth Street to the west and Eleventh Street to the east. This section of West Grand Avenue will become a pedestrian-friendly gathering place where locals and visitors can do business and enjoy unique outdoor spaces.

The portion of the CBD located between Fifth Street and Eighth Street is envisioned to become a transition zone between the VSD and the downtown core. Buildings in this transition zone should be built to the property line, but will have more flexible uses, differentiating it from the downtown core. The transition zone is envisioned to have a variety of commercial and housing options including live-work spaces and stacked flats. There are several vacant and underutilized sites fronting on West Grand Avenue that may serve as important investment opportunities as residents and business owners recognize the value of a home or office located within close proximity to the Visitor Serving and Central Business Districts.

In this Section:

CBD: EXISTING CONDITIONS

Existing Amenities

The Central Business District is located in close proximity to several important civic resources including City Hall, Ramona Garden Park Center, Grover Beach Community Library, and the Exploration Station. (See Section 1.5 for a description of the Ramona Specific Plan). Figure 2.18 illustrates existing resources in the CBD.

Ramona Garden Park Center

Ramona Garden Park Center is located on the north side of Ramona Avenue, between Ninth and Tenth Streets. The Center includes a park, a gazebo, and a 2,000 square foot facility with a private conference room, restrooms, and a full commercial kitchen. The facility can be rented for parties, weddings, business meetings, and other neighborhood gatherings.

A Farmer's Market is held at the Ramona Garden Park Center every Sunday between June and September. The Sizzlin' Summer Concert Series is a free concert series held in conjunction with the Farmer's Market. The Series is co-sponsored with the Grover Beach Chamber of Commerce.

Grover Beach Community Library

The Grover Beach Community Library is an all-volunteer library located at 240 North Ninth Street, adjacent to the Ramona Garden Park Center. The facility is open Monday through Saturday.

Exploration Station

The Exploration Station is a non-profit facility organized by the South County Family Educational and Cultural Center, Inc. The Exploration Station offers revolving science exhibits, interactive displays, and other science-based programs designed to foster educational, social, environmental, and recreational opportunities for local children. The Exploration Station is located adjacent to the Ramona Garden Park Center, on the north side of Ramona Avenue between Eighth and Ninth Streets.

Figure 2.18 Existing resources and amenities in the Central Business District

Pictured from left to right: Ramona Garden Park Center, Grover Beach Community Library, Exploration Station

CBD: EXISTING CONDITIONS

Existing Streetscape, Circulation and Parking

The portion of West Grand Avenue between Fifth Street and Eleventh Street consists of a 100 foot right-of-way with sidewalks and parallel parking on both sides, two travel lanes in each direction, and some delineated bike lanes (between Eighth Street and Eleventh Street). The only exception to this is the block between Ninth Street and Tenth Street where the City has added a landscaped center median island and channelized left turn lanes at the Ninth and Tenth Street intersections. Medians from Eighth to Ninth Street and Tenth to Eleventh Street have been approved by City Council but have not yet been constructed. Signalized intersections are provided at Eighth Street, Ninth Street, Tenth Street, and Eleventh Street. Figure 2.19 provides images of existing streetscape conditions in the CBD.

As shown in Table 2.3, as of July 2010, the street blocks in the Central Business District offer 359 on-street spaces and 632 off-street spaces, for a total of 991 parking spaces. Unmetered street parking is available along West Grand Avenue throughout the District and on all perpendicular intersecting streets.

Although parking utilization varies based on the specific location, day of the week, and time of day, available parking in the Central Business District is generally well in excess of demand. Thus, parking is available to supplement future growth.

Given the configuration of the District and intent to foster infill development, creation of a parking district and relaxation of on-site commercial parking requirements should be considered. A change to parking requirements and corresponding cost reductions for development could serve as an incentive to spark investment in the CBD. Specific policy and ordinance amendments would require further study and separate approvals.

Table 2.3 Central Business District Existing Parking Spaces

	On-Street	Off-Street	**Total**
North of West Grand	187	305	492
South of West Grand	172	327	499
Total	359	632	**991**

Figure 2.19 Existing streetscape in the Central Business District

CBD CONCEPT: STREETSCAPE AND CIRCULATION

Streetscape and Circulation Improvements

The streetscape and circulation concept for the Central Business District is centered around making the space an enjoyable activity hub for a variety of users. The concept includes a segment of reduced travel lanes, designated bicycle lanes in each direction, widened sidewalks, bulb-outs at intersection corners, landscaped medians, and edge landscaping.

An overview of the circulation concept is illustrated in Figure 2.20. The concept includes smaller scale gateway features at the entrances to the downtown core. These features can be in the form of bulb-outs and distinct landscaping and should be designed to alert pedestrians and motorists that they are entering the center of downtown. The CBD circulation concept also focuses on the Ramona Specific Plan area, which will serve as a gathering place for community members. Signage and streetscaping should lead people to and from this area.

Transition: Fifth Street to Eighth Street

Key Features:

- Bulb-outs at intersections
- Designated bicycle lanes
- Landscaped medians and flexible mid-block bulb-outs
- Edge landscaping on sidewalks

Uses and Traffic Calming

The section of West Grand Avenue between Fifth Street and Eighth Street serves as a transition between the downtown core to the east and Visitor Serving District to the west. This portion of the street is envisioned to include medium to high density housing, professional services, and mixed-use/live-work spaces. Thus, traffic calming and pedestrian and bicycle amenities are essential to ensure a comfortable environment.

Lane Configuration

Figure 2.24 shows the detailed lane configuration for this section of the CBD. While the section maintains four vehicle travel lanes, the addition of landscaped medians with channelized left turn lanes, sidewalk planters, bicycle lanes, and bulb-outs at all intersections will slow traffic and improve pedestrian

Figure 2.20 CBD Circulation Concept Map

CBD CONCEPT: STREETSCAPE AND CIRCULATION

safety. The street section will follow the same lane configuration as that of the Visitor Serving District. The plan calls for a designated right turn lane for eastbound traffic as vehicles approach the reduced travel lane segment of the CBD.

U-Turn Movement

U-turn opportunities can be provided at the intersections at Sixth Street, Seventh Street, and Eighth Street, where bulb-outs have been reduced to allow for the U-turn movement. Additionally, the roundabout at Fourth Street will facilitate overall traffic flow, allowing for turn-around movement without forcing motorists onto the north-south side streets.

Downtown Core: Eighth Street to Eleventh Street

Key Features:

- Reduction in travel lanes
- Wide pedestrian walkways
- Bulb-outs at intersections
- Designated bicycle lanes
- Landscaped medians
- Edge landscaping on sidewalks

Lane Reduction

The concept for the Eighth Street to Eleventh Street portion of the Central Business District is shown in detail in Figure 2.26, and illustrated conceptually in Figure 2.28. The downtown core concept is anchored by a reduction in travel lanes from two lanes in each direction to one. It includes the addition of bike lanes and landscaped medians with channelized left turn lanes and bulb-outs at each intersection corner. The lane reduction, combined with corner bulb-outs at intersections, will reduce crosswalk lengths from 80 feet to 44 feet, improving pedestrian safety and ease of access from one side of West Grand Avenue to another.

U-Turn Movement

U-turns will not be allowed in the downtown core. However, the bulb-outs at the northwest corner of the Eighth Street intersection and the northwest corner of the Twelfth Street intersection will be reduced to allow for U-turn movement as soon as motorists pass through the downtown core. Allowing U-turns on West Grand Avenue will reduce the amount of traffic encroaching into the adjacent neighborhoods on Ramona and Rockaway Avenues.

Pedestrian Space

Reducing the number of lanes will significantly calm traffic through the area, enhancing safety and reducing noise. The travel lane reduction would result in potentially 20 feet of public space, used to widen the pedestrian area from 10 feet to 20 feet on both sides of the street. This added space will improve the appearance of the street and offer space for outside dining, the addition of street furniture and gathering spaces, and allow for added landscaping to buffer pedestrians from automobiles.

Diagonal Parking

The downtown core circulation concept also recommends diagonal parking on one side of the street on Ninth and Eleventh Streets. The concept should be considered for other streets off of West Grand. Diagonal parking will add easily accessible spaces to the City's parking stock. Constructing these spaces on one side of the street only will avoid reductions in sidewalk width. Diagonal parking will also slow traffic and create a downtown feel (see Figure 2.29). The Ramona Specific Plan streetscape concept will tie in with the overall concept for the CBD. The Ramona Specific Plan calls for a cul-de-sac on Ninth Street north of Ramona Avenue.

In addition to creating functional space for pedestrians, the envisioned changes will make the corridor a distinctive center for Grover Beach. The core will connect users with civic spaces at Ramona Park and City Hall, and may act as a venue for City sponsored events and activities.

The Road Diet

In the United States, roads are frequently composed of two to four lanes of moving vehicular traffic with an equal number of lanes moving in opposite direction. This type of road configuration often lends itself to relatively high vehicle speeds, which makes them more dangerous for drivers, walkers, and cyclists. Though counter intuitive, higher speeds also tend to make roadways more congested due to lane changing and vehicle interactions (Burden and Lagerway, 2010; Bohn, 2010).

Beginning in the 1980s, several state departments of transportation conducted tests to see if alternative road configurations could make driving safer and more efficient. In Lewistown, Pennsylvania, for example, a four lane roadway carrying 13,000 average daily trips (ADT) was reduced to three lanes. Ten years after the conversion was complete, overall trip times remained the same while the amount of car crashes dropped significantly (Burden and Lagerway, 2010). Data from the U.S. Department of Transportation suggests that a road with the characteristics of West Grand Avenue would likely experience a 29 percent reduction in total crashes (HSIS, 2010, p.4).

In reducing the portion of the street dedicated to automobile traffic, road diets also allow for the creation of more space for pedestrians and cyclists. With a greater emphasis on non-vehicular transit, people are more inclined to walk or cycle, which can contribute to a reduction in traffic congestion. Skinnier roads can also mean more sidewalk space, which in turn, may allow for more public space for streetscaping, public art, and café/restaurant seating.

Road Diet Case Study: Long Beach

In 2009, the City of Long Beach introduced curb extensions at the intersection of First Street and Linden Avenue in the East Village Arts District. The curb extensions, or "bulb-outs," reduce the 50 foot curb-to-curb distance between 60 and 40 percent. The bulb-outs began as an experiment. The City placed large planters in the street to mark the extensions, allowing restaurants to expand seating into the newly-defined pedestrian zone. The bulb-outs were extremely successful and are now fully integrated into the street as permanent infrastructure. The new curb extensions provide 3,000 square feet of space for outdoor dining, landscaping, street furniture, textured pavement, and trash receptacles. They have also calmed traffic, improving pedestrian and bicycle safety, and increasing visibility for businesses. The City is implementing similar curb extensions and other road diet techniques throughout the City, and is also embarking on an effort to make Long Beach the most bicycle-friendly city in the nation (Bohn, 2010).

Source: www.planetizen.com

CBD CONCEPT: STREETSCAPE AND CIRCULATION

In addition to, or in lieu-of landscaped center medians in this section of West Grand Avenue, mid-block bulb-outs could be used to add character and flexible outdoor seating spaces for residents and visitors. As shown in Figure 2.21, Figure 2.22, and Figure 2.23, mid-block bulb-outs can initially be installed on a temporary basis using planters and patio materials and be later made permanent, if desired. Temporary mid-block bulb-outs can be installed at little cost to the City or business owner and can create valuable sidewalk space.

This type of flexible space has been successfully implemented on Mountain View's historic main street, and on San Francisco's busy Divisadero Street, a four-lane north-south connector. The spaces have been placed on the street section in front of cafes and coffee shops and feature publicly accessible seating and, in San Francisco, parking for bicycles.

Given the flexibility of this solution, it may be the most appropriate approach for the section from Fifth Street to Eighth Street as the area undergoes a transition in uses and activity.

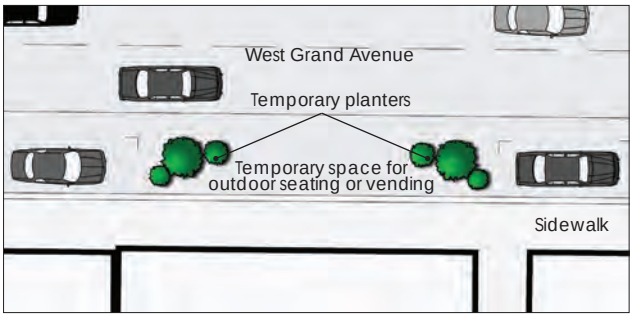


Figure 2.22 Temporary mid-block bulb-out illustration, bulb-out can be created with planter boxes, removable fencing, or other barriers

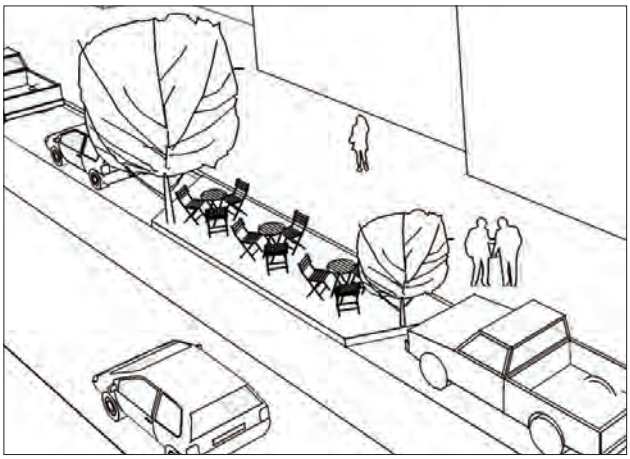
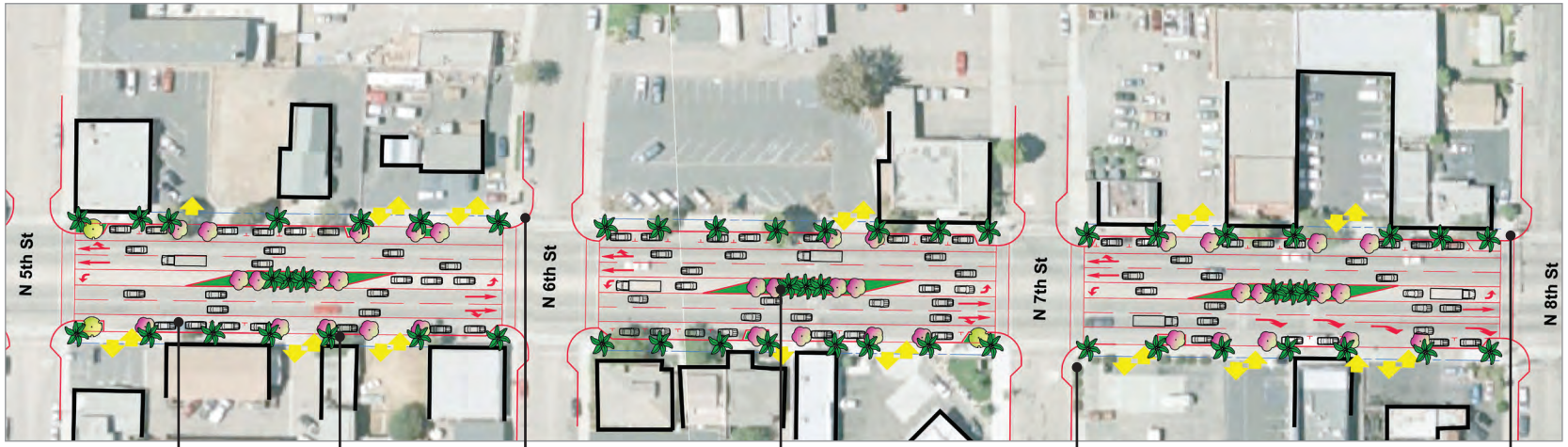


Figure 2.23 Permanent mid-block bulb-out illustration, paved and planted

Figure 2.21 Examples of temporary mid-block bulb-outs
Pictured from left to right, starting at top left: Mountain View "flexible zones" (sources: flickr.com, loopnet.com), and San Francisco "parklet" on Divisadero Street

Figure 2.24 Streetscape and Circulation Concept Map for the CBD: 5th to 8th Street



Optional mid-block bulb-outs, temporary or permanent, to add to the pedestrian realm without interrupting traffic flow (refer to Figures 2.20 to 2.23).

Designated bike lanes.

U-turn movement. Bulb-out reduced to allow for U-turn movement at intersection of Sixth Street and W. Grand Avenue.

Landscaped medians to calm traffic, add visual quality, and act as an identifier for the transition between the downtown core and the VSD.

U-turn movement. Bulb-out reduced to allow for U-turn movement at intersection of Seventh and West Grand Avenue.

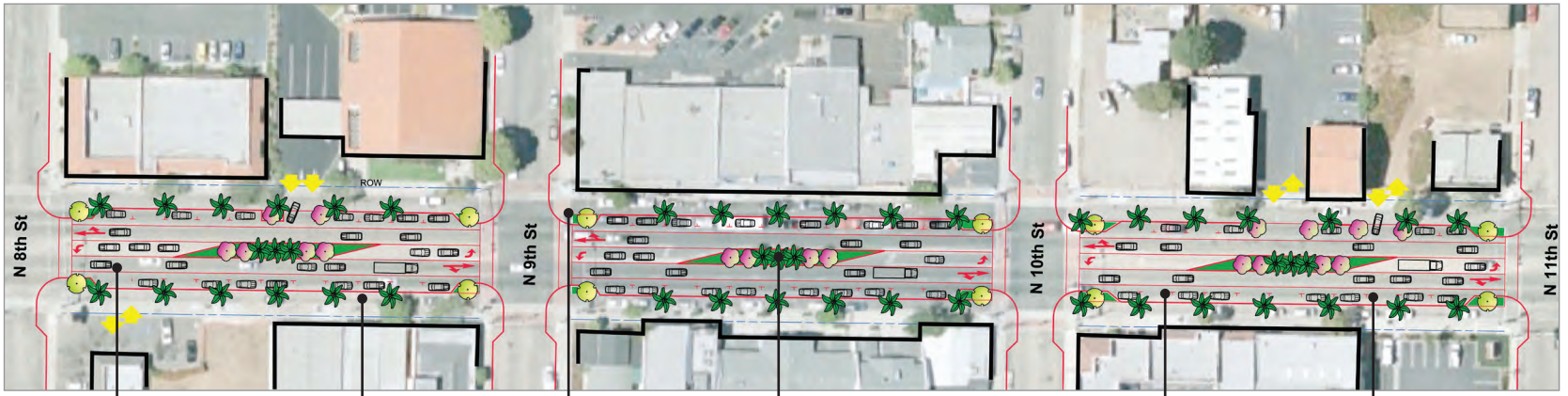
U-turn movement. Bulb-out reduced to allow for U-turn movement at intersection of Eighth and West Grand Avenue.

CBD Transition Zone Street Trees

The street tree for the medians in the CBD transition zone is the Hybrid Washingonia Palm/Canary Island Palm, and the tree for the sidewalk planters is the Brisbane Box Tree. Additional landscaping in the CBD should be drought tolerant and/or California native. All street trees should be pruned to allow visibility of ground level store fronts.

Figure 2.25 Brisbane Box Tree, street tree for 5th to 8th Street.

Figure 2.26 Streetscape and Circulation Concept Map for the CBD: 8th to 11th Street



Lane reduction from four lanes to two. Additional studies will be needed to determine feasibility.

Wide pedestrian realm, with sidewalks increased from 10 feet to 20 feet between Eighth and Eleventh Streets.

Bulb-outs at all intersections, prohibiting U-turn movement in the downtown core. U-turns allowed at Eighth and Twelfth Street intersections.

Landscaped medians to calm traffic, improve the pedestrian environment, and add visual quality.

Optional mid-block bulb-outs in parallel parking spaces, temporary or permanent, to add to the pedestrian realm without interrupting traffic flow (refer to Figures 2.20 to 2.23).

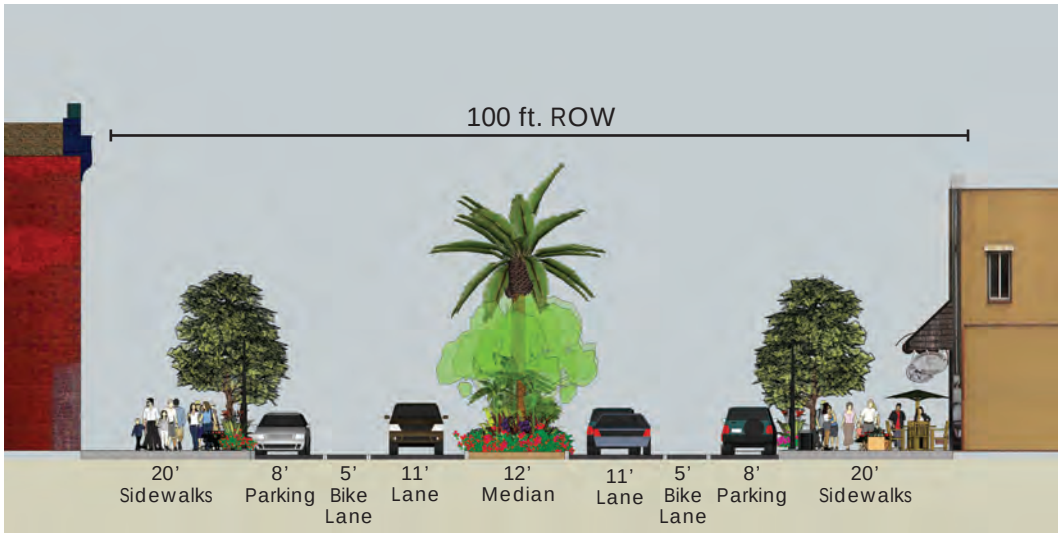
Designated bike lanes.

CBD Downtown Core Street Trees

The street tree for the medians in the CBD downtown core is the Hybrid Washingtonia Palm/Canary Island Palm, and the tree for the sidewalk planters is the New Zealand Christmas Tree. Additional landscaping in the CBD should be drought tolerant and/or California native. All street trees should be pruned to allow visibility of ground level store fronts.

Figure 2.27 New Zealand Christmas Tree, street tree for 8th to 11th Street.

CBD CONCEPT: STREETSCAPE AND CIRCULATION



Rendering of the road diet concept in the CBD, with 20 ft. sidewalks and one lane of traffic in each direction. The lane reduction will reduce crosswalk lengths from 80 feet to 44 feet, improving pedestrian safety and ease of access from one side of Grand Avenue to the other.

Figure 2.28 Street concept for the downtown core - Eighth Street to Eleventh Street

Diagonal parking along the side streets off of West Grand Avenue in the CBD has been proposed for Ninth and Eleventh Streets. The concept should also be considered along the other side streets in the CBD. Diagonal parking can add a number of easily accessible parking spaces to the City's total parking stock, without impacting traffic flow.

Figure 2.29 Example of diagonal side street parking, downtown Sacramento, California

CBD CONCEPT: OPPORTUNITY SITES

There are two vacant sites fronting on West Grand Avenue within the Central Business District and a number of underutilized sites, many of which are currently surface parking lots. The following illustrations offer examples of potential build-out of these sites. Figure 2.30 provides an overview of the opportunity sites concept for the entire CBD.

Building design in the downtown core between Eighth and Eleventh Streets should include rear parking lots with side-street access, and where appropriate, pedestrian connections to these parking lots. The opportunity sites could include a mixed-use development on Ninth Street, south of West Grand Avenue, with a central plaza. Figure 2.31 and Figure 2.32 illustrate the potential build-out of vacant and underutilized parcels in the downtown core.

The transitional zone between Fifth and Eighth Streets should include mixed-use, live/work units or townhouses, with shared alleys accessing rear parking lots. The concept also includes a small open-air structure to screen parking and provide an area for small street vendors or food carts. Figure 2.33 provides close-up illustrations for the opportunity sites in this transitional zone. Figure 2.34 and Figure 2.35 provide examples of building styles and concepts for the opportunity sites in the CBD.

All buildings in the CBD should be designed at the pedestrian-scale. Massing, siting, and façade treatments are discussed in greater detail in Chapter 3, Design Guidelines.

Figure 2.30 Overview Map of CBD Opportunity Sites

CBD OPPORTUNITY SITES: DOWNTOWN CORE

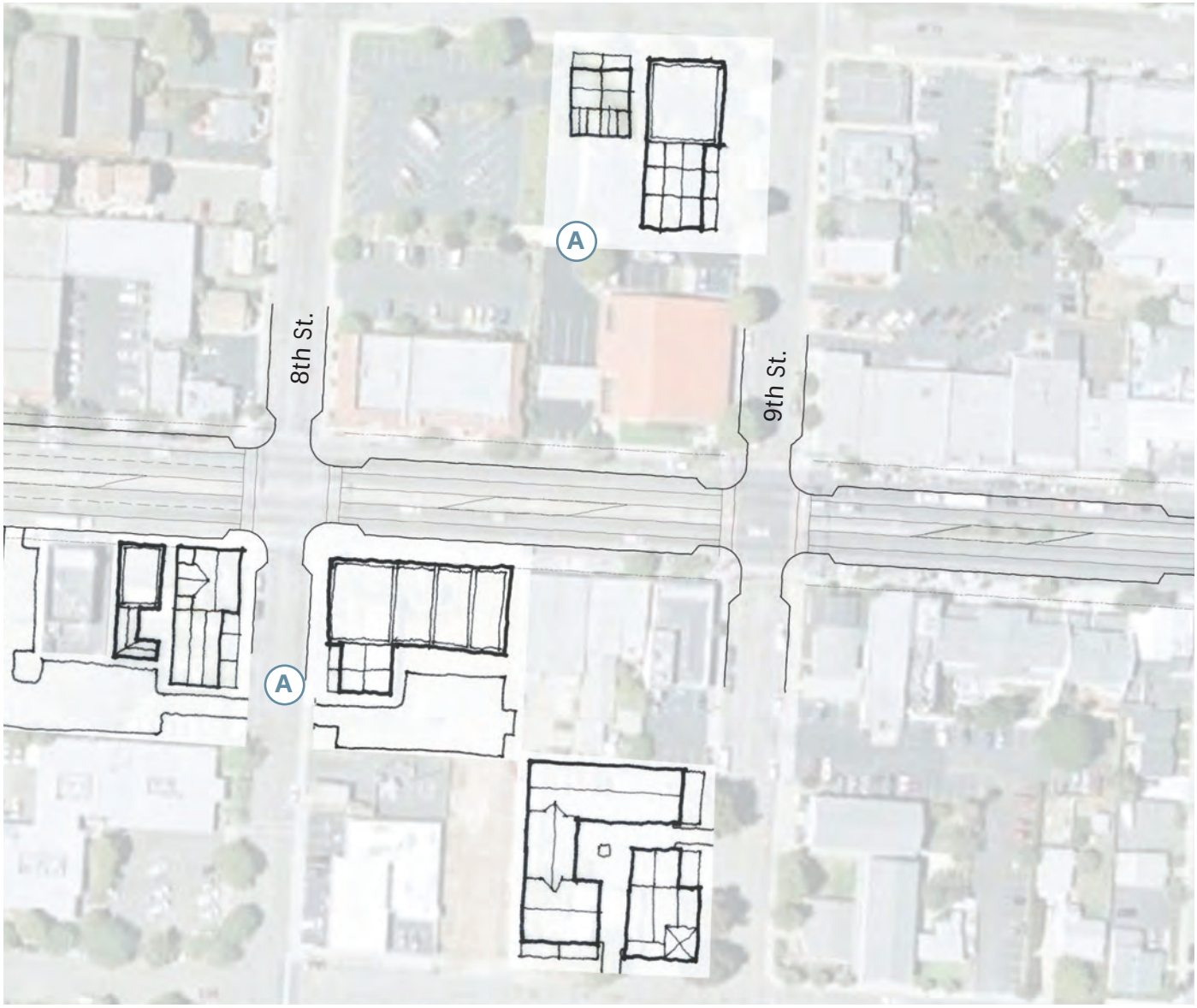


Figure 2.31 CBD opportunity sites, downtown core, 8th to 9th Street

A. West Grand Ave between Eighth and Ninth Street

1. Mixed-use buildings built to the property line with rear parking lots accessed from Eighth and Ninth Street to minimize curb cuts on West Grand Avenue.
2. Parking lots should be interconnected and shared amongst commercial uses.
3. Infill on vacant and underutilized lots (lots with surface parking along West Grand Avenue will help create a continuous wall of pedestrian-oriented retail).
4. Pedestrian plazas or courtyards in mixed-use buildings are encouraged.

CBD OPPORTUNITY SITES: DOWNTOWN CORE

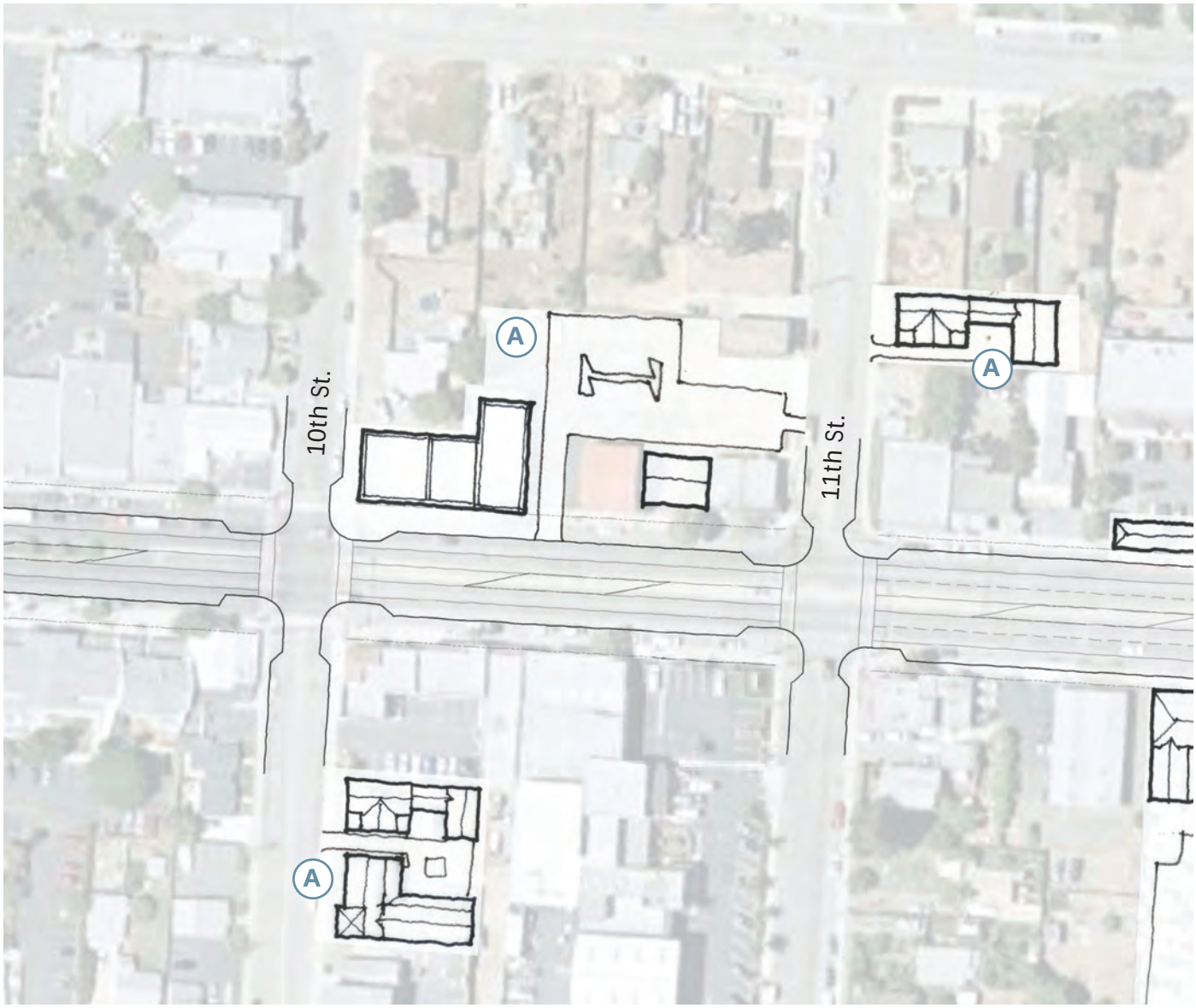


Figure 2.32 CBD opportunity sites, downtown core, 10th to 11th Street

A. West Grand Ave between Tenth and Eleventh Street

1. Mixed-use buildings built to the property line with rear parking lots accessed from Tenth and Eleventh Street, to minimize curb cuts on West Grand Avenue.
2. Parking lots should be interconnected and shared amongst commercial uses.
3. Infill on vacant and underutilized lots (lots with surface parking along West Grand Avenue will help create a continuous wall of pedestrian-oriented retail).
4. Pedestrian plazas or courtyards in mixed-use buildings are encouraged.

CBD OPPORTUNITY SITES: TRANSITIONAL INFILL BETWEEN NODES

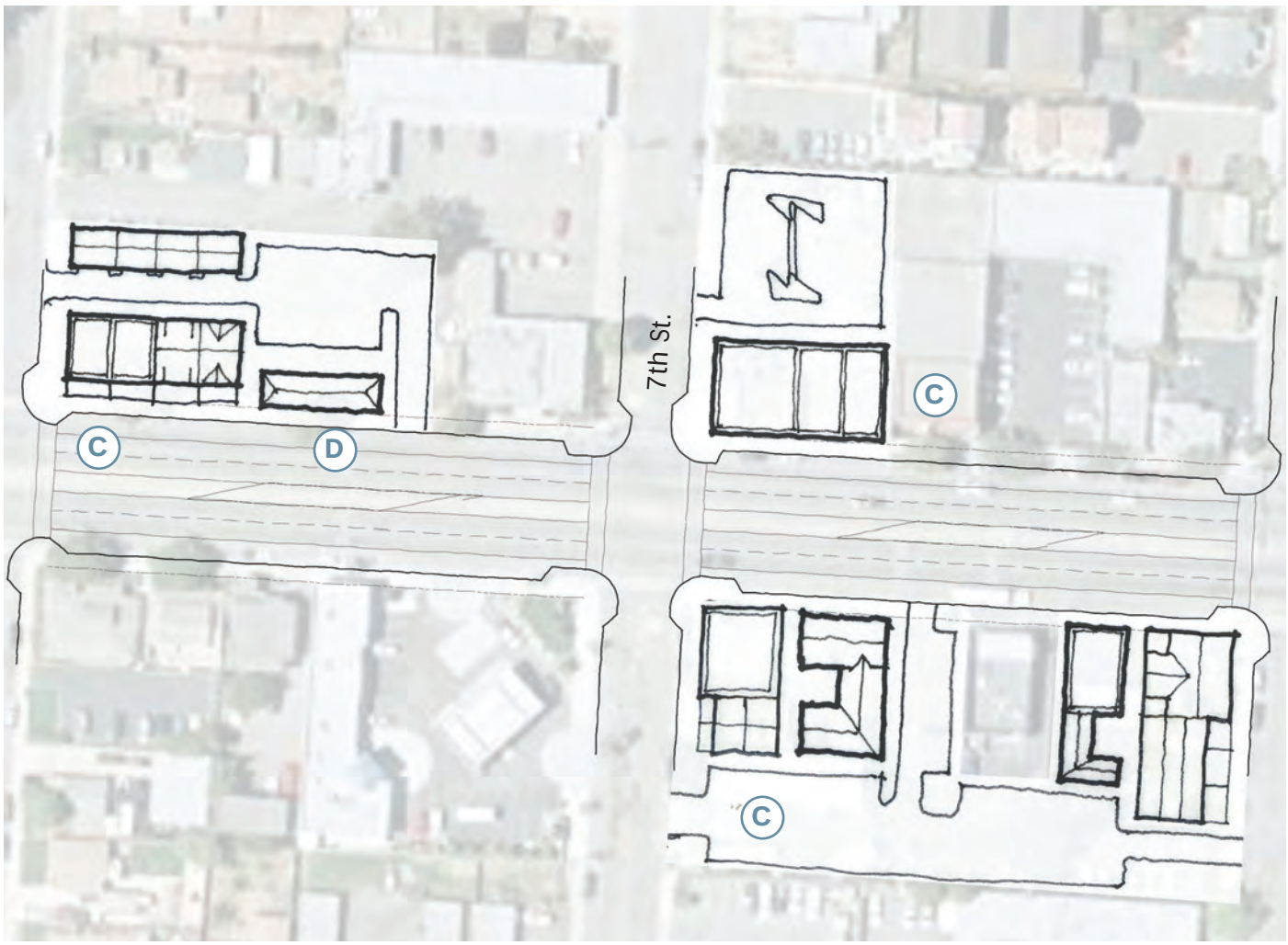


Figure 2.33 CBD opportunity sites, transitional infill

C. West Grand Ave between Sixth and Eighth Street

1. Live/work units or townhomes to be served by the retail nodes in the downtown core and VSD.
2. Live/work units provide good transitions between the retail nodes, without diluting the retail by spreading it too thin along the entire corridor. These units would allow for commercial expansion in the future, as the corridor develops.
3. Buildings can have small setbacks with stoops and dooryards to provide privacy from the public realm.
4. Corner lots should be built to the property line with well-designed corner treatments to fill in the intersections.
5. Shared drives to rear parking lots should be used to minimize curb cuts on West Grand Avenue.

D. Small Covered Structure for Open Air Vending

1. A small open air structure at the site between Sixth and Seventh Street could be used as a small vendor area, providing shade and screening the parking lot from the sidewalk where the lot is not deep enough for a commercial building with a rear parking lot.

CBD OPPORTUNITY SITES: CONCEPTS AND EXAMPLES

Small commercial replacing surface parking. The intersection of West Grand Avenue and Eleventh Street is an important gateway for the Central Business District and downtown core. Currently the site at the southwest corner of the intersection consists of a surface parking lot serving Miner's Hardware Store. The entrance to Miner's Hardware could be moved to West Grand Avenue, and the portion of the surface parking lot along West Grand Avenue could be replaced with small commercial buildings. This will enhance the pedestrian environment at the intersection and improve the corner as a gateway into the downtown core.

Figure 2.34 Examples of small commercial buildings at corners, adjacent to larger commercial frontages

Small Covered Structure for Open Air Vending. A small open air vending structure can screen parking lots on parcels that are too small for larger commercial structures. Open air vending can include outdoor seating, and brings an element of visual interest to pedestrians.

Figure 2.35 Examples of open air vending

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2.4 COMMERCIAL DISTRICT (CD)

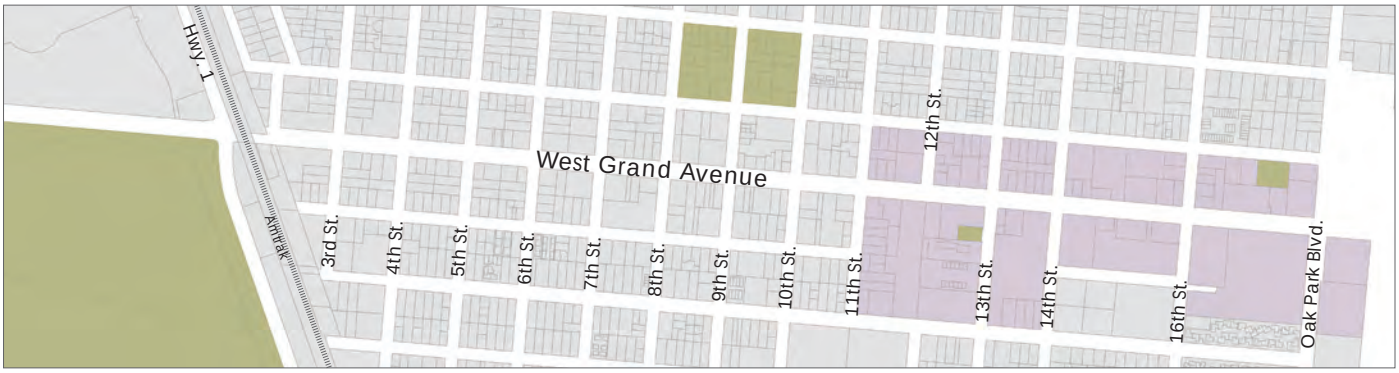


Figure 2.36 Commercial District Boundary Map

District Description:

The Commercial District (CD) runs from Eleventh Street to Oak Park Boulevard and is the eastern gateway into Grover Beach. Oak Park Boulevard marks the east edge of the City Boundary dividing Grover Beach and Arroyo Grande. Figure 2.36 shows the boundary for the CD.

The District serves as one of the City's major tax generators. It is characterized by strip commercial buildings oriented for the automobile. The District has fast food restaurants and a major grocery store, as well as a number of other auto-centric services and amenities.

The District is anchored by the Vons Grocery Store and shopping center, which occupies the entire block of West Grand Avenue between Oak Park Boulevard and Sixteenth Street. The shopping center is a major destination, and can be accessed from three sides of the block.

The concept for the Commercial District seeks to preserve the District as an auto-oriented area while guiding new development projects in a way that will be compatible with the character of the VSD and CBD.

In this Section:

CD: EXISTING CONDITIONS

Existing Amenities

The Commercial District is located in close proximity to civic resources including the South County Skate Park and the proposed Cleaver Park on Thirteenth Street.

South County Skate Park

The South County Skate Park is a 13,234 square foot facility located at 1750 Ramona Avenue, between 16th Street and Oak Park Boulevard (see Figure 2.37). The Grover Beach Parks and Recreation Department provides on-site staffing to monitor safety, games, and special events.

Proposed Cleaver Park

A new park located on the west side of Thirteenth Street just south of West Grand Avenue is in the development stages. The park will provide additional community facilities and outdoor recreation space for Grover Beach residents.

Figure 2.37 South County Skate Park

Existing Streetscape, Circulation and Parking

The portion of West Grand Avenue between Eleventh Street and Oak Park Boulevard consists of a 100 foot right-of-way with sidewalks and parallel parking on both sides, two travel lanes in each direction, and a two-way center turn late. Signalized intersections are provided at Eleventh Street, Thirteenth Street, Sixteenth Street, and Oak Park Boulevard. There are currently no designated bicycle lanes in the Commercial District (2010 Draft Bicycle Master Plan).

Parking

As shown in Table 2.4, as of July 2010, the street blocks in the Commercial District offer 291 on-street spaces and 1,207 private off-street spaces, for a total of 1,498 parking spaces. Unmetered street parking is available along West Grand Avenue throughout the District and on all perpendicular intersecting streets with the exception of Oak Park Boulevard.

Although parking utilization varies based on the specific location, day of the week, and time of day, available parking in the Commercial District is generally well in excess of demand. Thus, parking is available to supplement future growth at higher densities. Streetscape improvements resulting in reductions to available street parking spaces will have little impact on availability in the Commercial District.

Table 2.4 Commercial District Existing Parking Spaces

	On-Street	Off-Street	**Total**
North of West Grand	171	274	445
South of West Grand	120	933	1,053
Total	291	1,207	**1,498**

CD CONCEPT: STREETSCAPE AND CIRCULATION

Streetscape and Circulation

Key Features:

- Bulb-outs at intersections
- Designated bicycle lanes
- Flexible mid-block bulb-outs
- Edge landscaping on sidewalks

As shown in Figure 2.38, the concept for the Commercial District maintains four vehicle travel lanes and includes flexible mid-block bulb-outs, sidewalk planters, and bicycle lanes. In addition, bulb-outs at all intersections will help to improve pedestrian safety, while still allowing for U-turn movement. Figure 2.39 and Figure 2.41 provide details on the lane configuration for the CD.

Mid-block bulb-outs serve as an optional streetscape feature that can be either permanent or temporary. Mid-block bulb-outs provide additional space for outdoor seating or food carts, and can be implemented on a trial basis at little or no cost to the building owner or business.

Mid-block bulb-outs will not impact traffic flow because they have no effect on the right-of-way. However, where implemented, the bulb-outs will reduce the number of available parking spaces along the street. This should not cause a parking problem in the CD because of the large number of surface parking lots in the District.

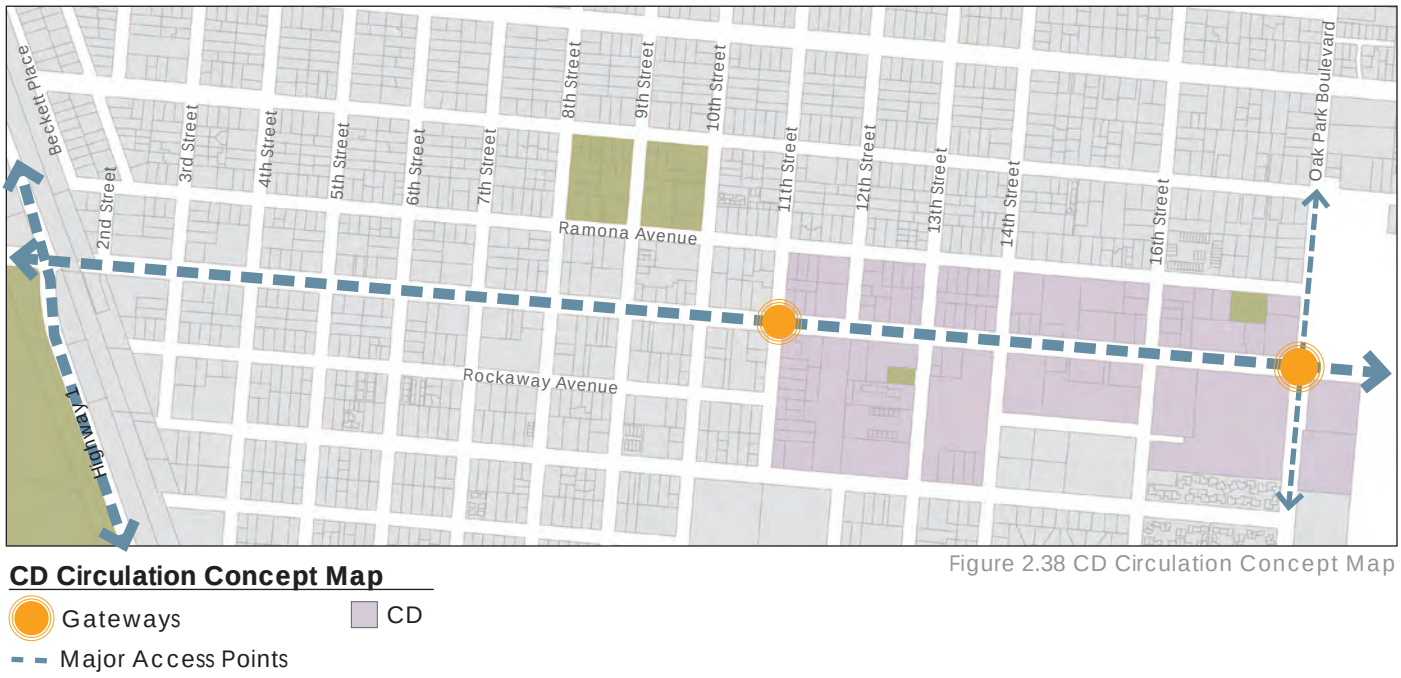


Figure 2.38 CD Circulation Concept Map

CD CONCEPT: STREETSCAPE AND CIRCULATION MAP (11TH TO 14TH STREET)

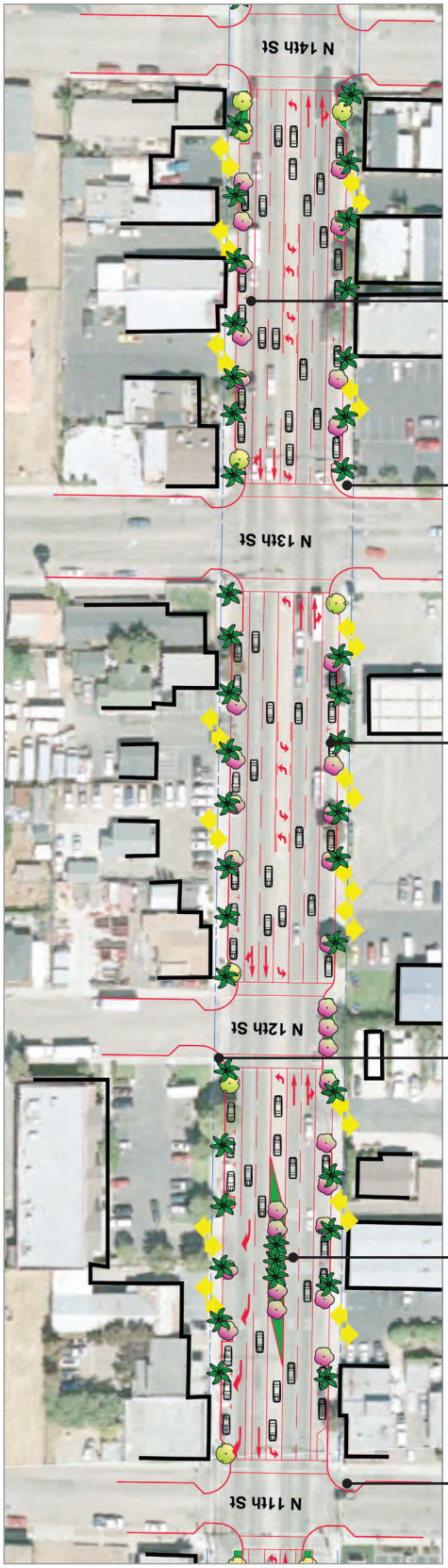


Figure 2.39 Streetscape and Circulation Concept Map for the CD: 11th to 14th Street

U-turn movement. Bulb-out reduced to allow for U-turn movement at intersection of Eleventh and West Grand Avenue.

Landscaped medians to calm traffic, add visual quality and act as an identifier for the transition district between the downtown core and the CD.

U-turn movement. Bulb-out reduced to allow for U-turn movement at intersection of Twelfth and West Grand Avenue.

Designated bike lanes.

U-turn movement. Bulb-out reduced to allow for U-turn movement at intersection of Thirteenth and West Grand Avenue.

Optional mid-block bulb-outs, temporary or permanent, to add to the pedestrian realm without interrupting traffic flow (refer to Figures 2.20 to 2.23).

ALTERNATIVE

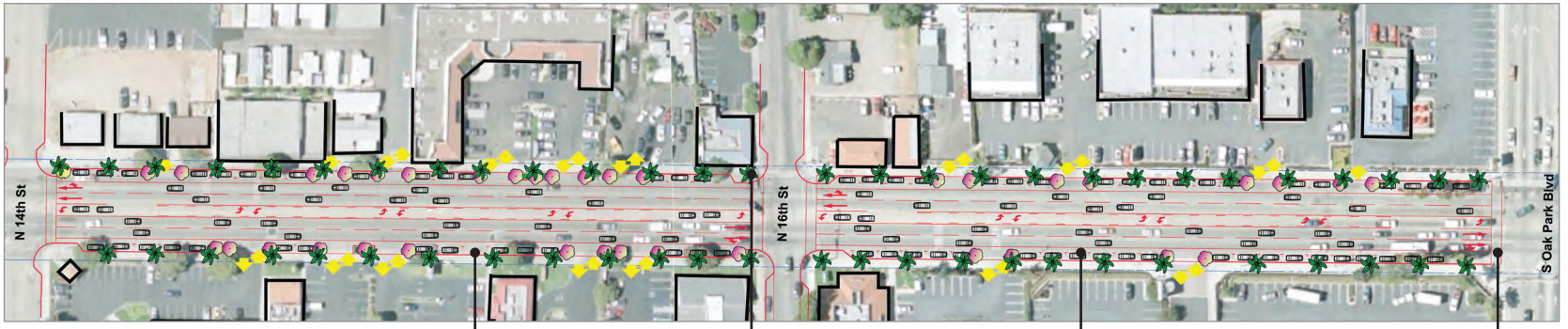
No median between 11th and 12th St.

CD 11th to 14th Street Trees

The street tree for the median in the CD between Eleventh and Twelfth Street is the Hybrid Washingonia Palm/ Canary Island Palm, and the tree for the sidewalk planters from Eleventh to Fourteenth Streets is the Brisbane Box Tree. Additional landscaping in the CD should be drought tolerant and/or California native.

Figure 2.40 Brisbane Box Tree, street trees for the CD, 11th to 14th Street.

Figure 2.41 Streetscape and Circulation Concept Map for the CD: 11th to 14th Street



Optional mid-block bulb-outs, temporary or permanent, to add to the pedestrian realm without interrupting traffic flow (refer to Figures 2.20 to 2.23).

Bulb-outs at all signalized intersections as a consideration for future development. U-turn movement not a priority because of the many curb-cuts in the auto-oriented district.

Designated bike lanes.

Potential modified gateway to allow for bike lanes.

ALTERNATIVE

Add medians where feasible.

CD 14th to Oak Park Boulevard Street Trees

The street tree for the sidewalk planters in the CD =is the Evergreen Pear Tree. Additional landscaping in the CD should be drought tolerant and/or California native. All street trees should be pruned to allow visibility of ground level store fronts.

Figure 2.42 Street Tree for the CD, 14th to Oak Park Boulevard, Evergreen Pear Tree.

CD OPPORTUNITY SITES: AUTO-ORIENTED RETAIL

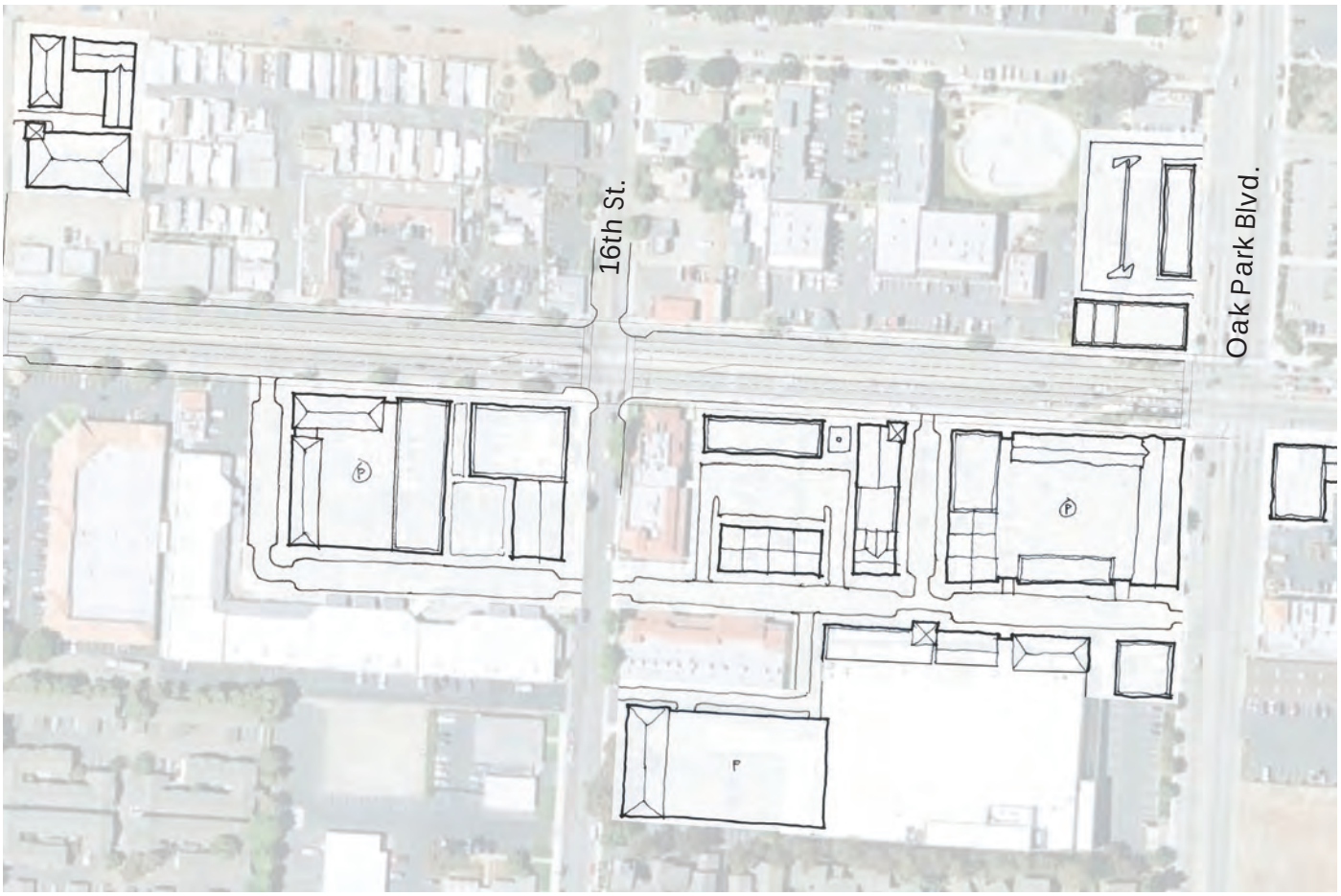


Figure 2.43 CD opportunity sites, auto-oriented retail

A. W. Grand Avenue between Oak Park and Fourteenth Street

1. New streets or pedestrian-only paseos can be introduced to break up the large blocks.
2. Businesses should be oriented toward West Grand Avenue instead of surface parking lots.
3. Infill development along West Grand Avenue can screen the parking lots and create a more pleasant pedestrian environment.

CD OPPORTUNITY SITES: CONCEPTS AND EXAMPLES

Infill between Oak Park and Fourteenth Street. Pedestrian-only paseos or new alleys can break up the large blocks on this section of the corridor. The CD is an auto-oriented district, but over time the area can transition to include large mixed-use developments to improve the pedestrian environment while allowing large enough commercial spaces to accommodate chain retail and restaurants. Although mixed-use developments are currently not allowed, recommendations for zoning amendments are in Appendix B.

Figure 2.44 Examples of pedestrian-only paseos and mixed-use developments for opportunity sites in the CD

2.5 PARKING STRATEGIES

Parking strategies that reduce current parking requirements along West Grand Avenue can encourage new development and promote a pedestrian-oriented environment by reducing curb-cuts and surface parking lots on West Grand Avenue. Parking lot placement and access is discussed in greater detail in Chapter 3. The following is a list of proposed parking strategies:

1. Parking Moratorium. The City should consider a parking requirement moratorium for a limited number of years for development in the project area. The moratorium could be structured to apply to high priority areas, such as the sites between Second and Fifth Streets and/or between Eighth and Eleventh Streets. The moratorium should incentivize new development by reducing or eliminating current parking requirements. This strategy will also encourage well-designed infill developments by increasing the financial feasibility, allowing flexibility in site design, maximizing the lot area, and allowing for more square footage to be used for commercial or mixed-use development. The City should conduct further research to determine the extent and length of the moratorium.

2. Shared Public Lots. There are existing surface parking lots in the project area that can be used as public lots. These lots include the City Hall parking lot and the parking lot behind the Post Office. The City should look into costs for leasing spaces from privately owned lots such as the Rabobank lot at Eighth and Ramona Street. The City should also conduct further studies to determine a budget for a uniform signage program, identifying these lots as publicly accessible.

3. In-Lieu Fees. The City should allow in-lieu fees for new development projects. As the corridor develops, in-lieu fees can be used to develop parking structures off of West Grand Avenue. New parking structures will provide enough public parking to allow for the transition of surface lots along West Grand Avenue into more intense mixed-use development projects.

4. On-street Spaces included in Parking Requirement. The City should consider on-street spaces when calculating parking requirement (i.e. to reduce on-site parking requirements).

2.6 SIGN GUIDELINES

Signs along the West Grand Avenue corridor should enhance the beach town character of the area, while providing sufficient identification of businesses. Signs should be built to the pedestrian scale but should be readable by motorists and cyclists travelling through the corridor. Signs should not overpower a building's façade, but rather attract customers to the business through a design that harmonizes with the building and its surroundings.

Recommended signage for buildings along West Grand Avenue include awning signs, window signs, second floor window signs, wall signs with channel letters, projecting signs, and directory signs. Monument signs are also acceptable at certain locations. Figure 2.45 illustrates sign types appropriate for West Grand Avenue and Table 2.5 provides definitions of the sign types recommended in this Section. Additional sign examples can be found in Figure 2.46.

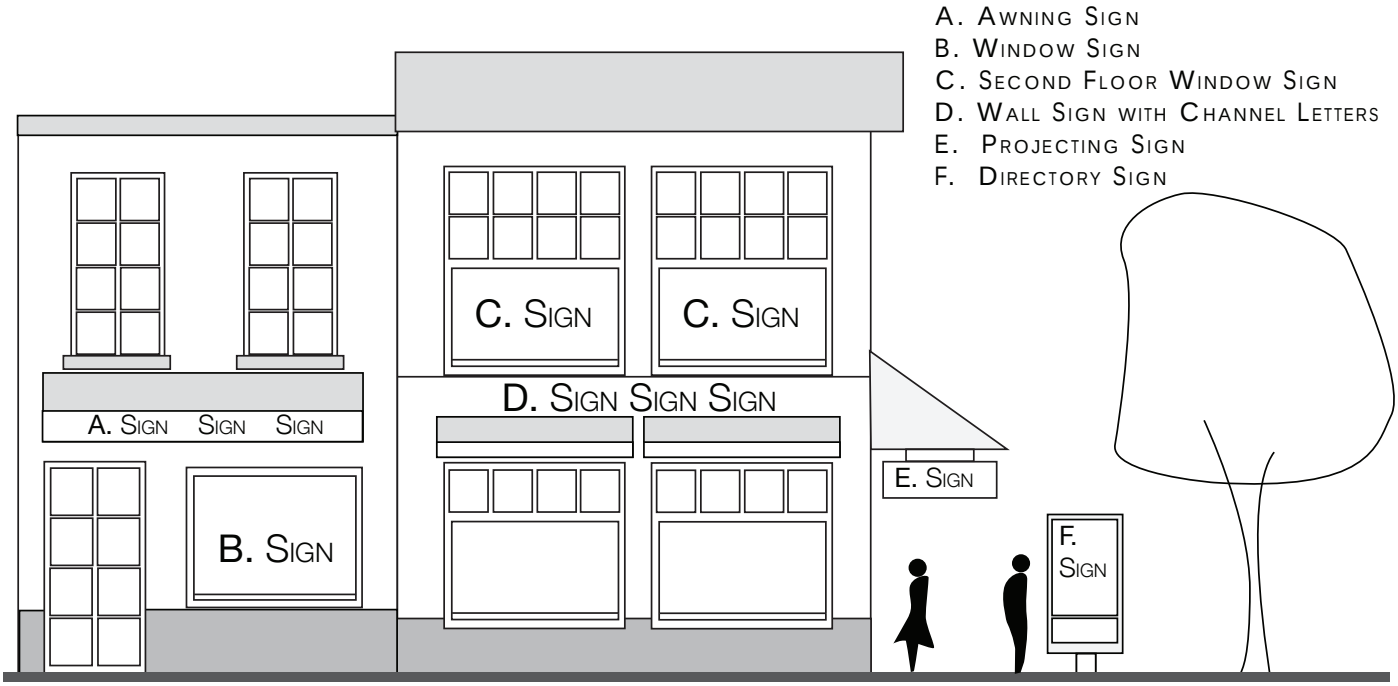


Figure 2.45 Illustration of appropriate sign types for West Grand Avenue

Table 2.5 Sign Type Definitions

Awning Sign	A sign copy or logo attached to or painted on an awning.
Window Sign	A sign posted, painted, placed, or affixed in or on a window exposed to public view. An interior sign which faces a window exposed to public view and is located within twelve inches of the window. Window signs do not include business hours of operation and open/closed signs. Window displays, including merchandise displays that are located more than twelve inches from the face of a window, are not considered signs.
Wall Sign with Channel Letters	A sign made of wood or metal letters attached to a building façade, generally in which the sign is composed of individual, separate letters.
Projecting Sign	A sign other than a wall sign suspending from, or supported by, a structure and projecting outward.
Directory Sign	A sign that is designed and erected solely for the purposes of directing vehicular and/or pedestrian traffic within a project.

SIGN GUIDELINES

A sign's design and location should relate to the overall design of the building façade, and should be compatible with visually related storefronts and buildings.

Freestanding signs should be pedestrian oriented and no taller than six feet in height.

A sign should fit within the features of the façade.

The shape of the sign can reflect the architectural style of the building.

Lettering and graphic illustrations should reflect the overall design of the building as well as the business's image. Lettering should be readable at the pedestrian scale, but also identifiable from the street, with contrast between the background and the lettering. Signs should use as few words as possible.

Sign colors should relate to the exterior colors of the building, as well as those of immediately adjacent structures and signs. Colors should complement, not compete or clash with surroundings.

Lettering should be painted or applied to a signboard rather than directly onto the building.

Signs should be constructed from durable materials that complement the architecture of the building and are visually compatible with the building's exterior materials.

Signs should not be illuminated. When illumination is desired, use soft, indirect light, which highlights the sign rather than attracts attention to the light fixture itself. Place lighting fixtures on the building so that they do not negatively impact the composition of the façade.[1]

When multiple signs are permitted for a business, all signs should have a unified graphic appearance.

When a building contains multiple storefronts of different businesses, signs of the different businesses should relate to each other in terms of type, height, proportion, colors, lettering, and background. Maintaining general uniformity among these characteristics reinforces the building's façade composition.

A sign design program should be considered for larger buildings with multiple stores so that all signs for the building are of similar design.

Retail uses with a common entrance, professional signs, and any other secondary uses should utilize signs that relate to the overall building façade design and to principal and secondary signs in shape, material, color, lettering, and other design features.

Not Recommended

Covering, obscuring, interrupting, or destroying significant architectural detailing or features with signs is strongly discouraged.

Pole and monument signs greater than six feet in height are strongly discouraged.

Using signs that overpower or clutter the façade, or otherwise distract from the character of the building and the beach town feeling of the corridor is strongly discouraged.

Using directly (internally) lighted box signs or directly lighted letters is strongly discouraged.

Using signs that continue inappropriate alterations is not recommended.

Employing signs with unusual shapes that do not blend with the beach town character of West Grand Avenue is discouraged.

NOTES

[1] Possible light sources include concealed lighting, a simple horizontal strip, or gooseneck reflectors.

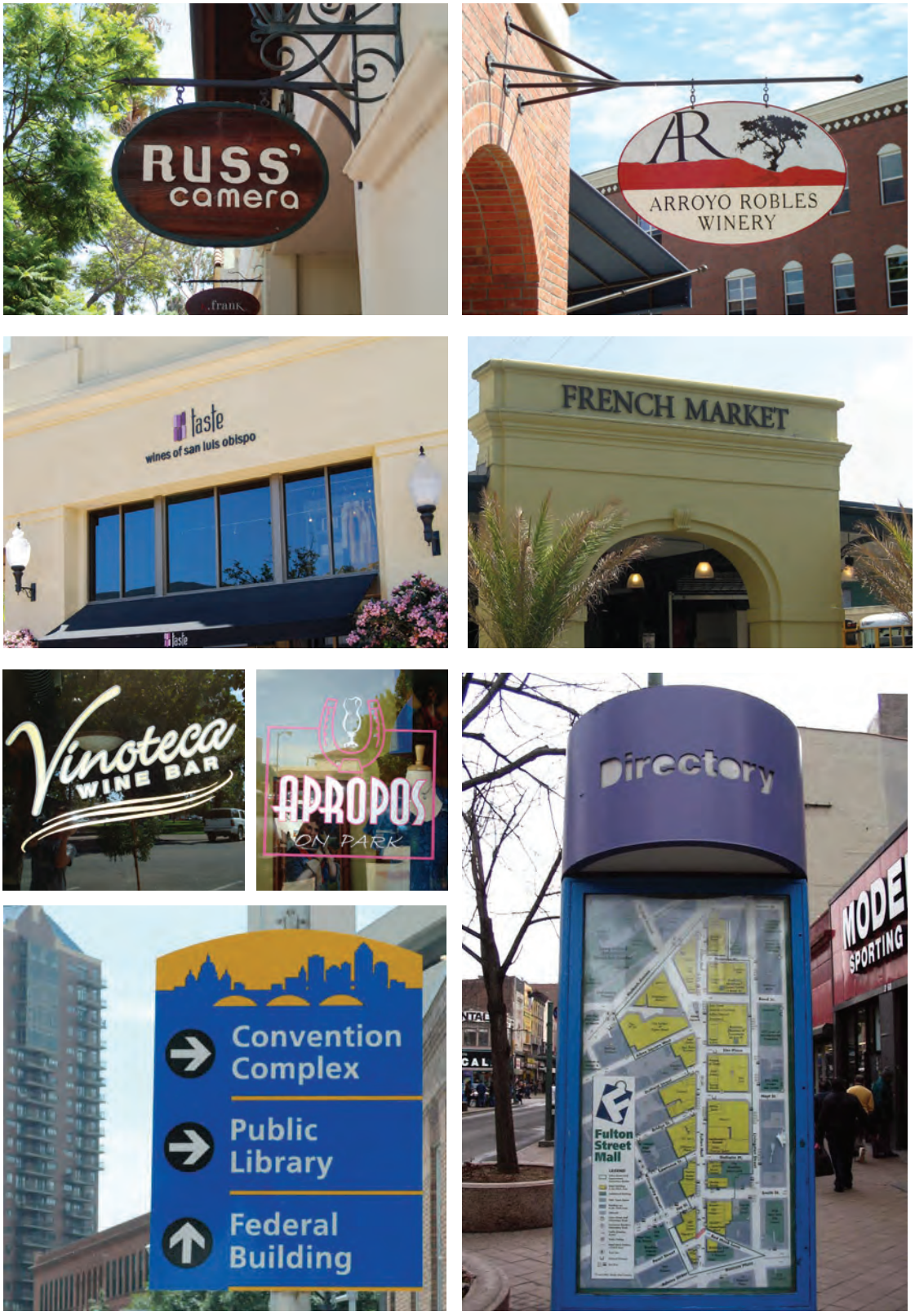


Figure 2.46 Additional sign examples appropriate for West Grand Avenue

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3. Design Guidelines

Chapter Overview

The Guidelines in this Chapter encourage design solutions to create an attractive, pedestrian-friendly corridor in the heart of Grover Beach. They promote creative design and continuity among properties to establish a community character that will raise property values, attract new businesses, and improve economic vitality.

Property owners, developers, and architects are encouraged to refer to these Guidelines when considering a project in the West Grand Avenue Master Plan area. While compliance with the Guidelines is not mandatory, they will be used as criteria for Community Development Department Staff recommendations and Planning Commission project approval.

In This Chapter:

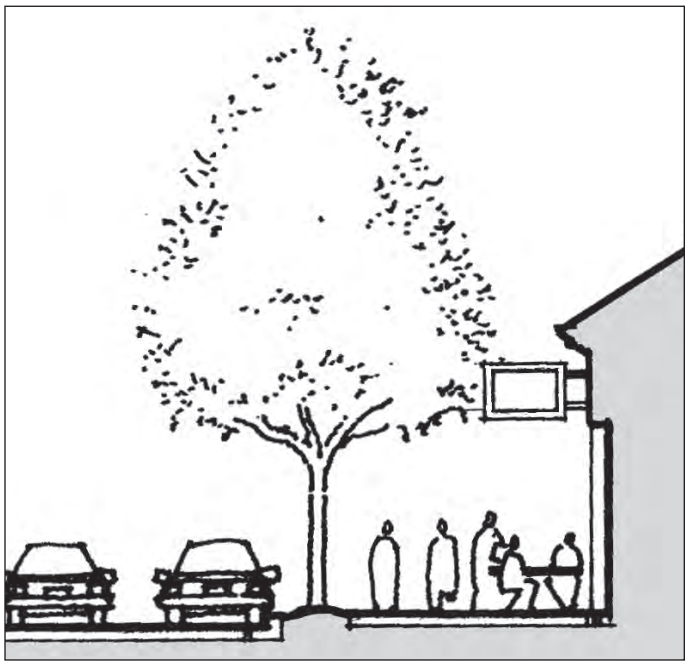
3.1 Site Planning

Pedestrian Access

Objective: Encourage comfortable pedestrian access and incorporate safe, unobstructed pedestrian circulation in new developments or substantial remodels.

Guidelines:

- Encourage projects oriented to West Grand Avenue that define the street edge and contribute to a safe pedestrian environment.
- Minimize curb cuts along West Grand Avenue.
- Integrate multiple uses within the same project.
- Provide direct pedestrian walks and pathways that are separated from vehicular traffic and parking areas.
- Provide protected pedestrian circulator routes when in proximity to vehicular traffic and parking areas.
- Place bicycle racks in a convenient and comfortable location.



Building uses oriented toward the street provide a comfortable experience for pedestrians. In addition, wide sidewalks, street trees, window awnings, and on-street parking provide additional safety and amenities.

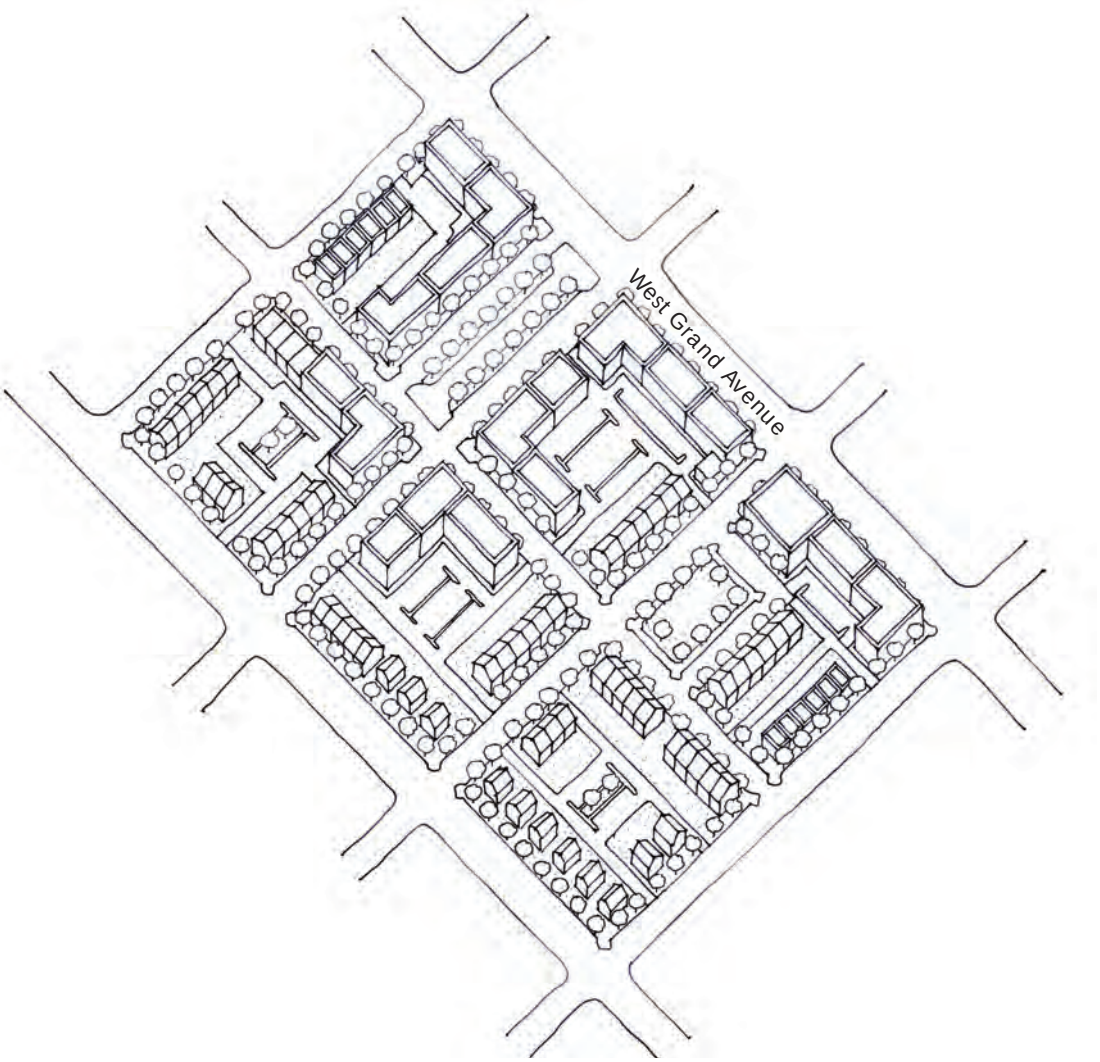
The image to the left illustrates potential streetscaping for the downtown core, with 20 ft. sidewalks and reduced travel lanes. The above concepts for pedestrian access can be emulated in all districts on West Grand Avenue.

Integrated Street Network

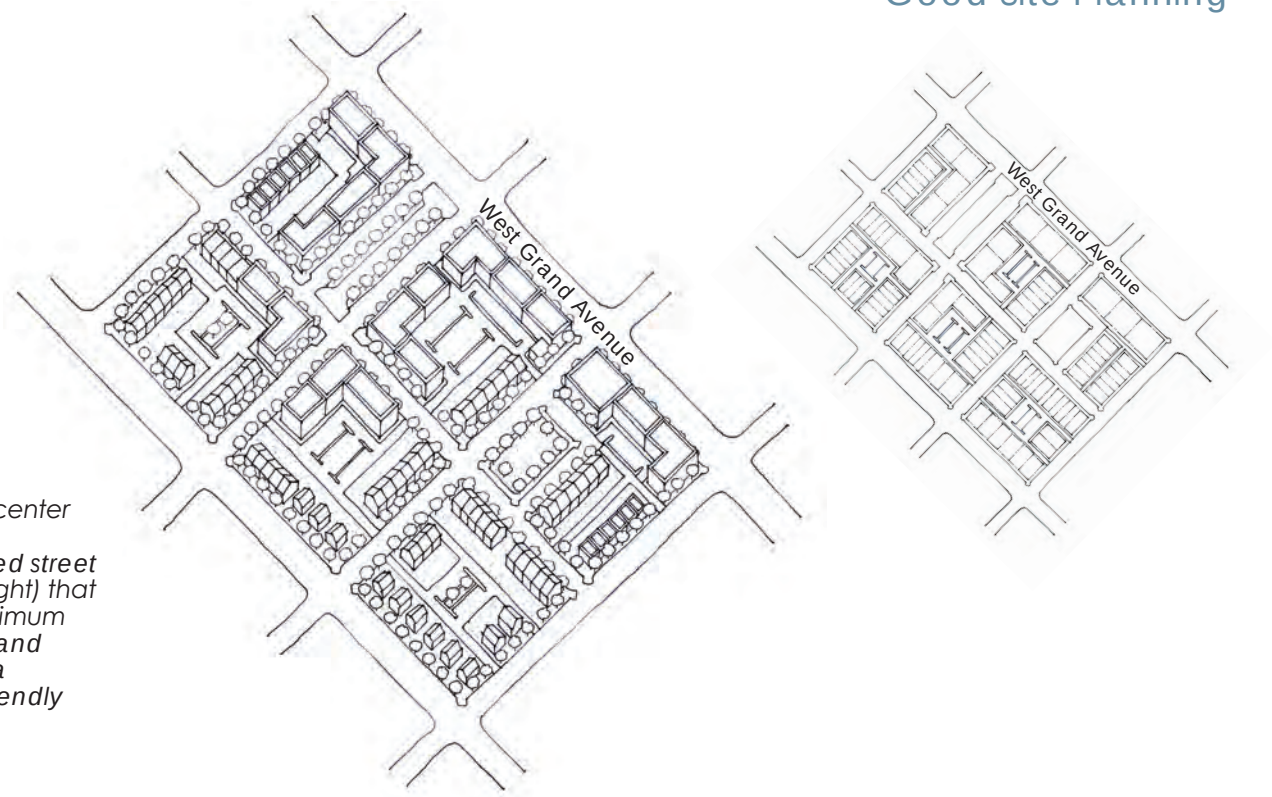
Objective: Provide an integrated street network in all large-scale projects in order to improve pedestrian and automobile connectivity.

Guidelines:

- Provide an integrated street network within and adjacent to a project area.
- Integrate as many connections as possible to adjacent parcels and/or streets.
- Design streets as public spaces as well as movers of automobiles, bicycles, and pedestrians.
- Incorporate shared alleys for parking access where possible.

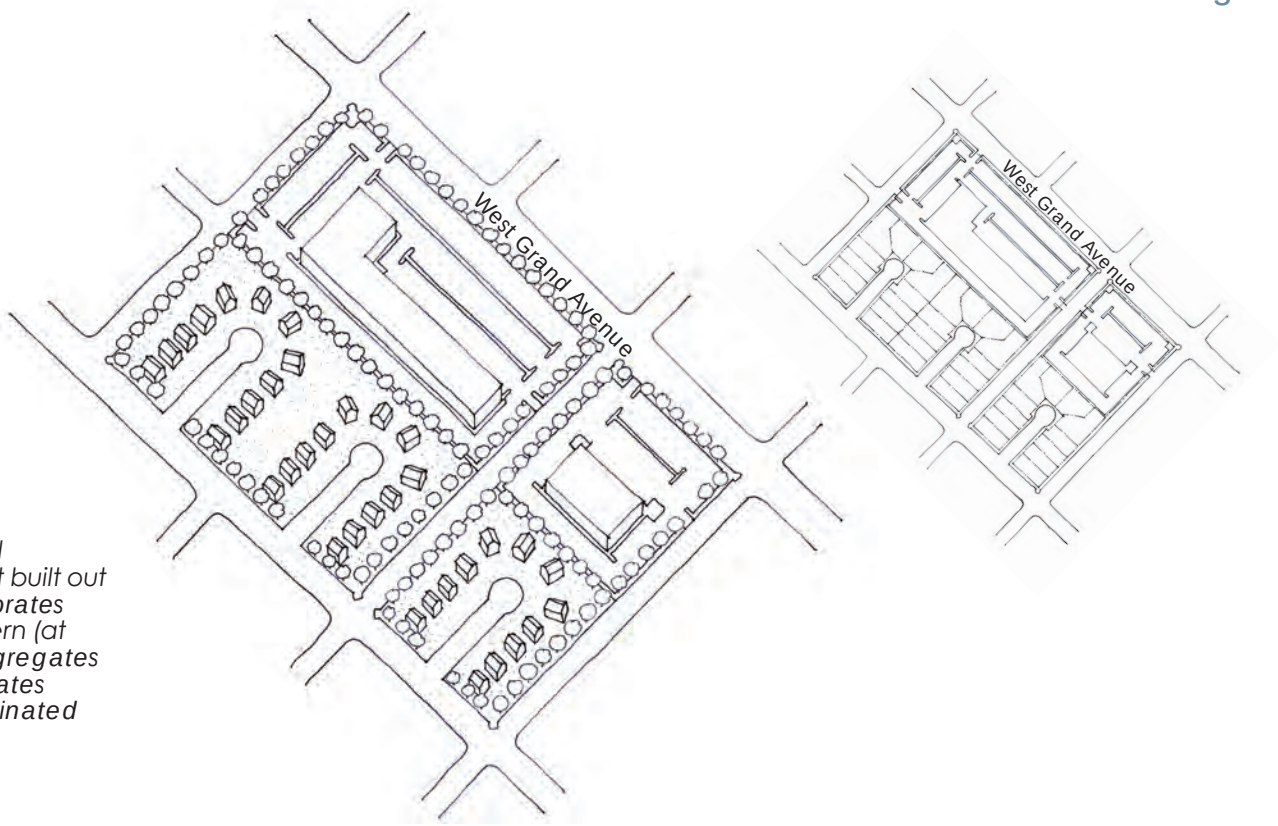


Good Site Planning



A mixed-use center integrates an interconnected street network (at right) that provides maximum connections and encourages a pedestrian friendly environment.

Poor Site Planning



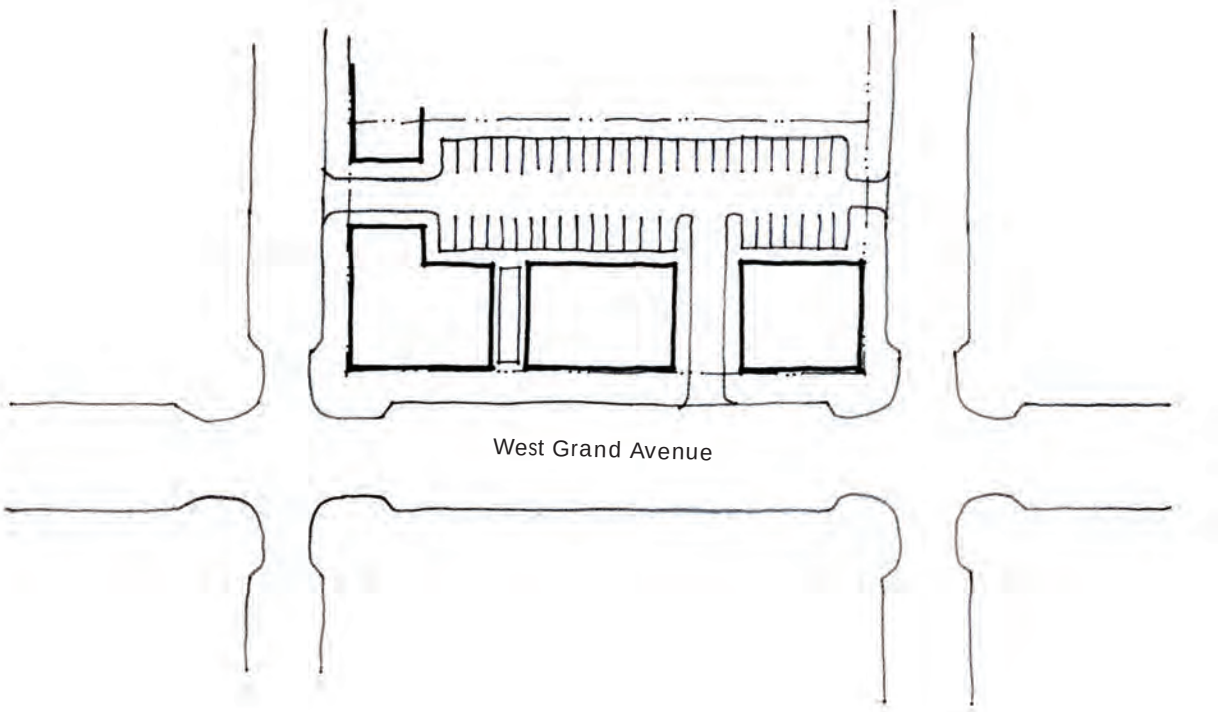
Conventional development built out often incorporates a street pattern (at right) that segregates uses and creates an auto dominated environment

Parking Placement

Objective: Decrease the negative visual impact of parking and reduce conflicts between automobiles and pedestrians.

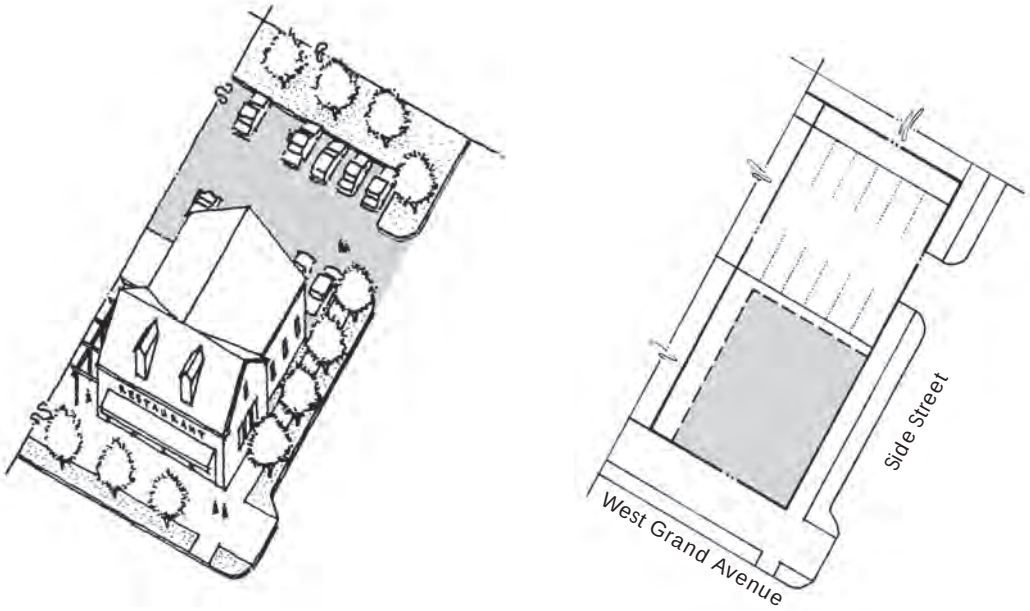
Guidelines:

- Provide parking to the rear of lots behind buildings so that the buildings face West Grand Avenue and contribute to a more active pedestrian environment.
- Break larger parking lots into several smaller lots.
- Consider permeable surfaces for parking provided in excess of required parking.
- Provide parking lot connections between adjacent properties.
- Reduce automobile entrances from West Grand Avenue.
- Minimize the number and width of curb cuts and automobile entrances.



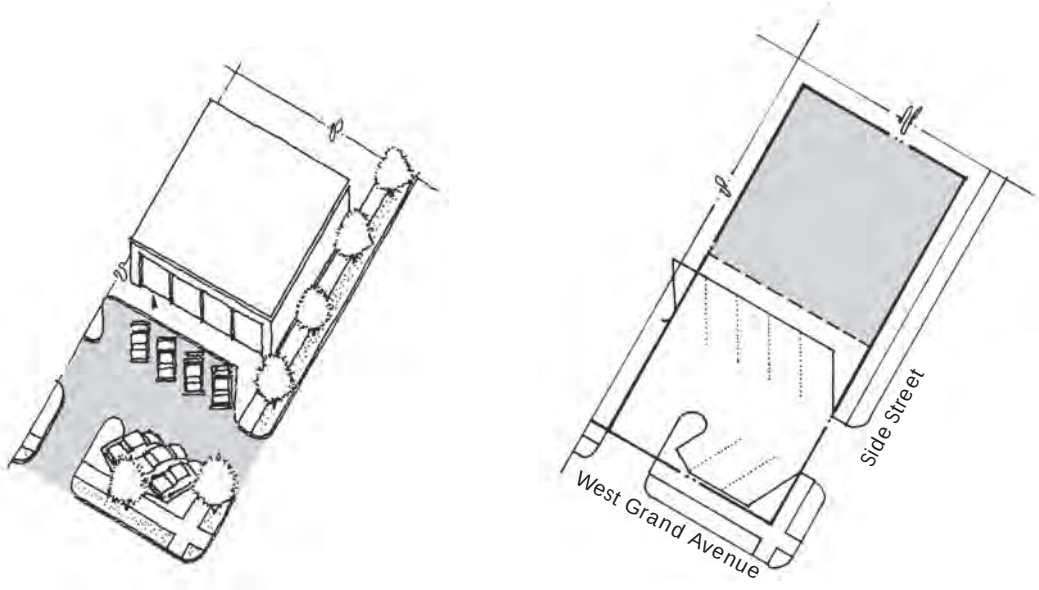
Breaking down parking areas into smaller individual lots decreases the visual impact of parking lots.

Good Site Planning



Parking placed to the rear of buildings encourages a pedestrian-friendly environment.

Poor Site Planning



Parking placed in front of buildings does not promote a pedestrian-friendly environment.

3.2 COMMERCIAL DEVELOPMENT

Small Commercial

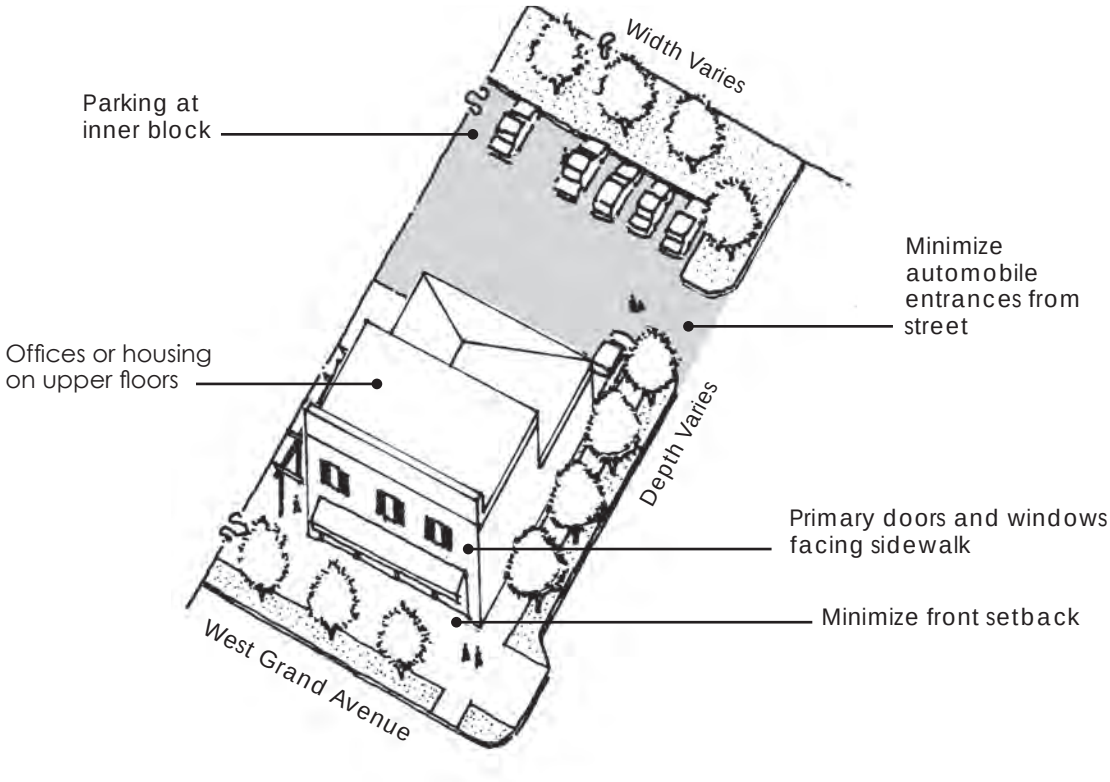
Objective: Provide retail and service needs to local residents in a mixed-use, pedestrian-oriented environment.

Guidelines:

- Site building at or near the right-of-way.
- Place parking at inner block (behind building).
- Place doors and windows along West Grand Avenue to activate the sidewalk for pedestrians.
- Orient the primary pedestrian entrance toward West Grand Avenue.
- Minimize curb cuts for automobile entrances.
- Provide access to parking lots from alleys where possible to reduce automobile and pedestrian conflicts.
- Where possible, provide connected parking lots on adjacent lots to minimize curb cuts and maximize efficiency of parking layouts.
- Provide housing or office uses on upper floors.
- Where appropriate, allow portions of the frontage to be setback to create outdoor plazas.

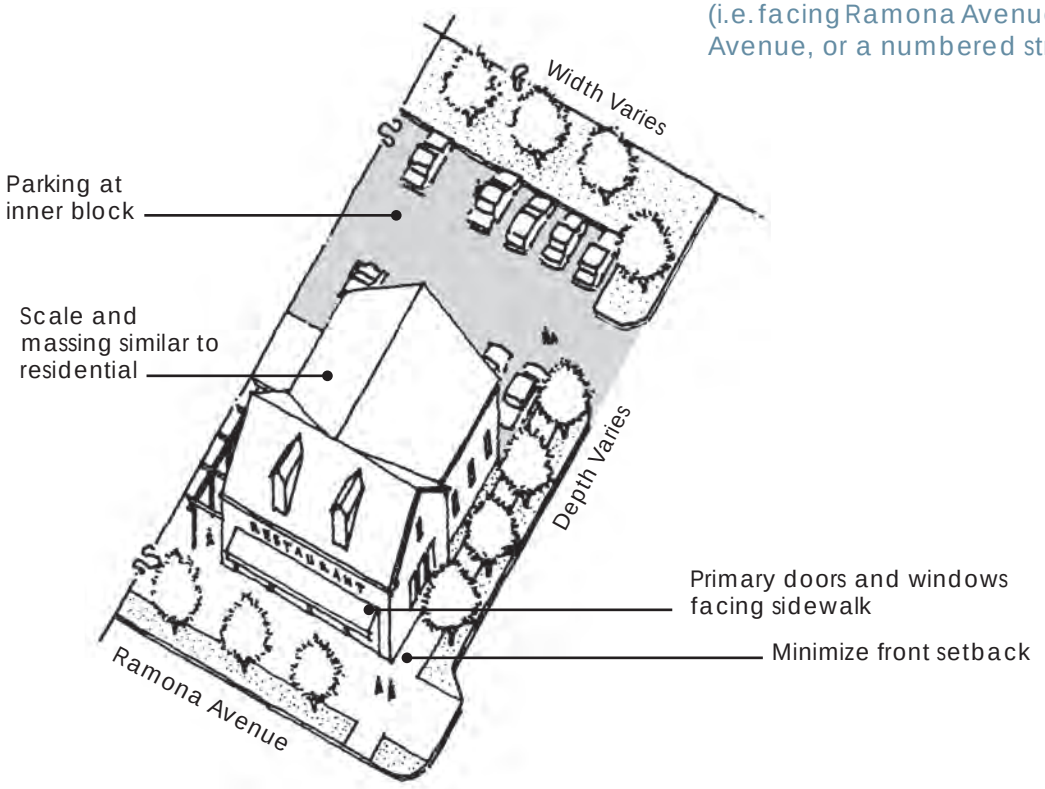
Residential uses on the upper floors are highly recommended to provide a variety of housing types within the community. These spaces can also provide small office facilities for local businesses and services within walking distance of home for local residents.

Small Mixed-Use



Neighborhood Commercial

(i.e. facing Ramona Avenue, Rockaway Avenue, or a numbered street)



Large Commercial

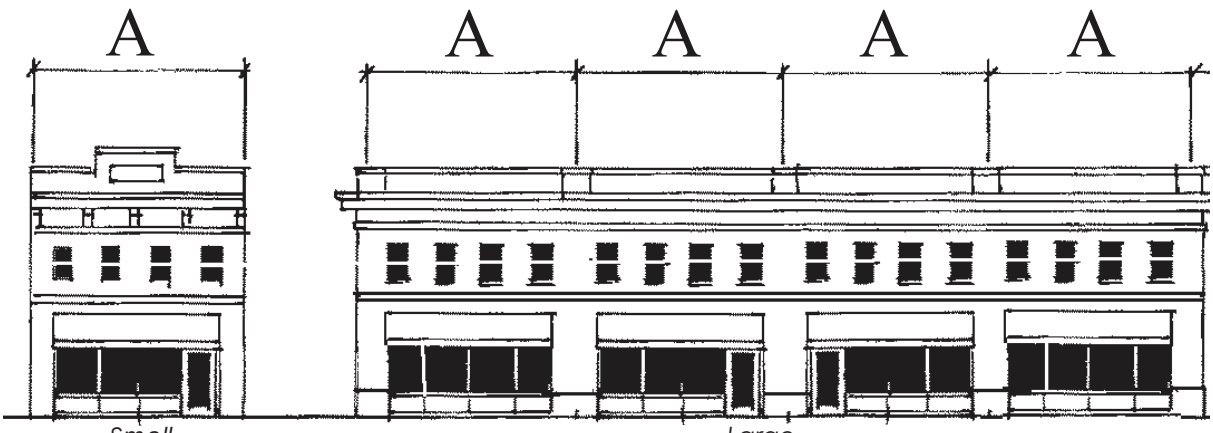
Objective: Provide the services of larger commercial uses with appropriately designed and scaled development for the West Grand Avenue corridor.

Guidelines:

- Site building at or near the right-of-way along West Grand Avenue.
- Place parking at inner block (behind building).
- Place doors and windows along West Grand Avenue to activate the sidewalk for pedestrians.
- Orient the primary pedestrian entrance toward West Grand Avenue.
- Minimize curb cuts for automobile entrances.
- Provide access to parking lots from alleys where possible to reduce automobile and pedestrian conflicts.
- Where possible, provide connected parking lots on adjacent lots to minimize curb cuts and maximize efficiency of parking layouts.
- Provide housing or office uses on upper floors.
- Place loading areas and service entrances to the rear of the lot and orient them away from West Grand Avenue.

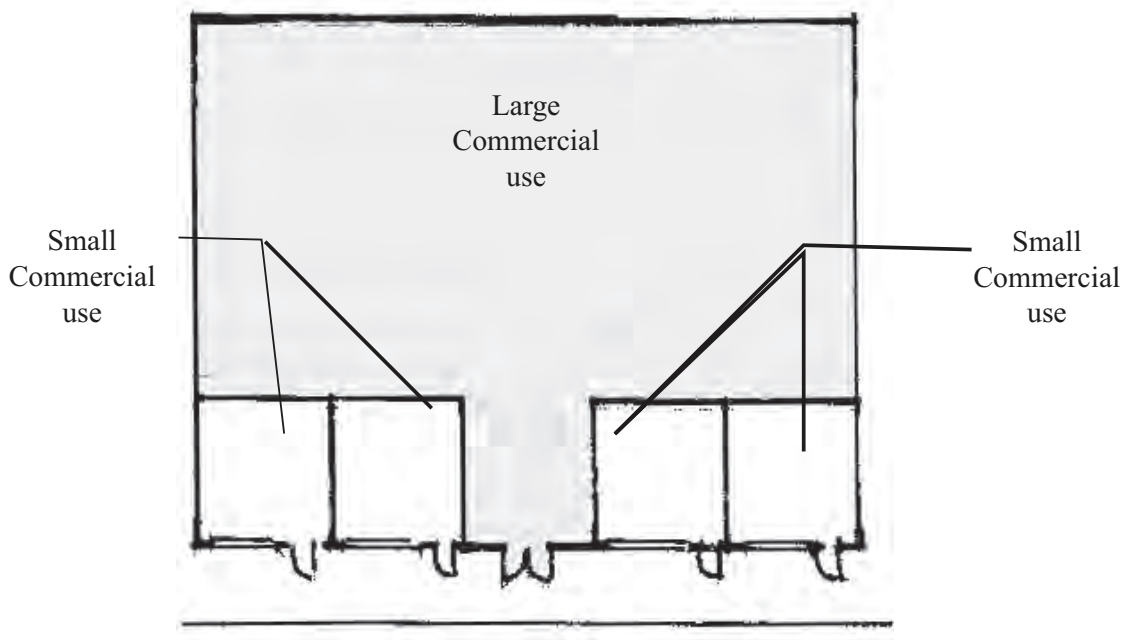
Design Options for Large Commercial

Option 1: Break down the large building by creating a rhythm of smaller bays based on the typical width of a small retail building.



Design Options for Large Commercial

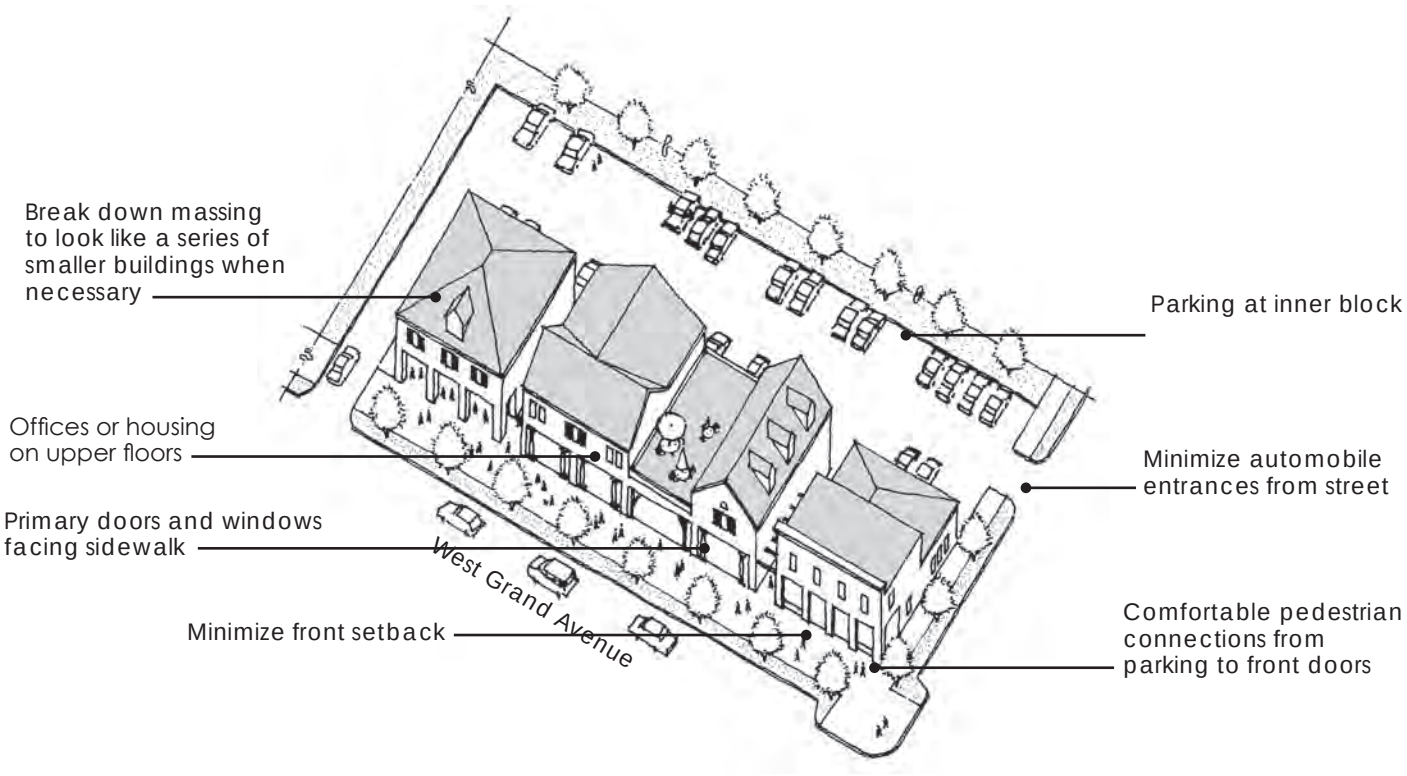
Option 2: Break down the large building by wrapping the edges with smaller retail uses.



An example of placing smaller commercial store fronts along the front edge of a large building.

Design Options for Large Commercial

Option 3: Minimize the impact of the large retail building by making it look like a group of several smaller buildings



The visual impact of larger buildings can be reduced by breaking down the massing so the building looks like a group of smaller buildings.

Chain Commercial

Objective: Ensure that national and regional chain commercial uses enhance the character of West Grand Avenue.

Guidelines for small and large commercial should also be consulted.

Guidelines:

- The architectural character of chain commercial uses should be consistent with the character of Grover Beach.
- Chain commercial uses using standard, national, non-site specific designs are strongly discouraged.
- Avoid artificial imitation of architectural styles.
- Avoid inappropriate transplants of architectural styles from other locales.
- Use proportions and color schemes that enhance the natural environment and respond to adjacent structures.
- Integrate uses into a mixed-use pedestrian-oriented environment.

Examples of national chain stores incorporating local design standards. Not all of the styles shown in these photographs are applicable to Grover Beach, but these examples demonstrate that flexibility is available with national retailers.

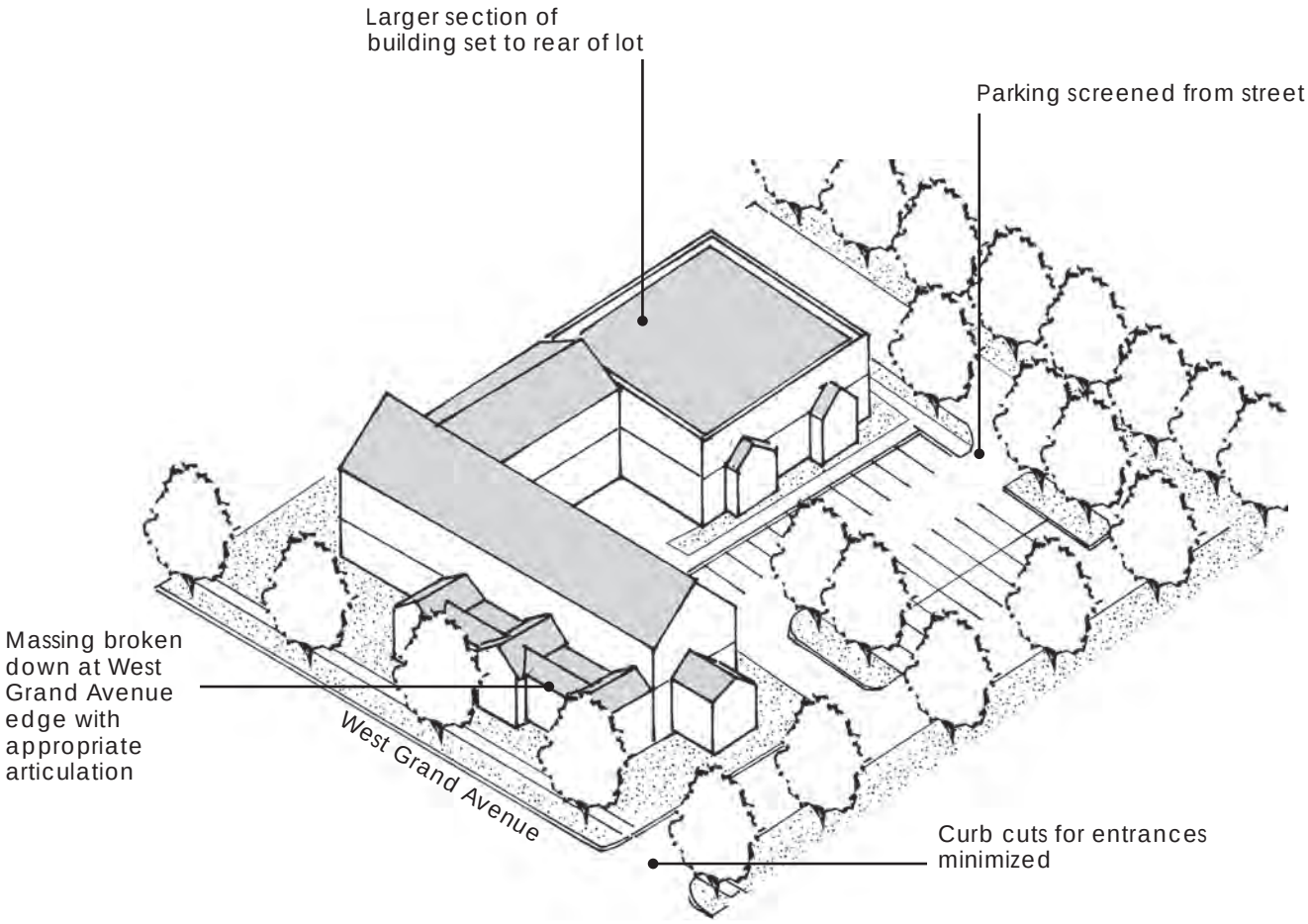
Commercial Complex

Objective: Ensure that larger commercial complexes can integrate with the surrounding neighborhoods, support pedestrian activity, reduce automobile use, and enhance the character of Grover Beach.

Guidelines:

- Locate smaller sections of the building toward the street edge and larger sections of the building toward the rear of the lot in order to better integrate with the massing of the surrounding buildings.
- Place loading areas and services to the rear of the lot and orient them away from West Grand Avenue.
- Place parking to the side or rear of the building to reduce the visual impact of large parking areas.
- Break down large parking areas into smaller lots.
- Minimize curb cuts for automobile entrances.
- Incorporate sidewalks and pedestrian walkways to make pedestrian circulation within and outside of the project comfortable and secure.
- Consider small-scale services for employees along West Grand Avenue (eg. restaurants, dry cleaners, etc.)
- Provide windows and entries along West Grand Avenue to increase building transparency and enhance the active pedestrian environment by allowing pedestrians to see the activity inside.

Commercial Complex



3.3 Residential Development

Low and Medium Density Residential

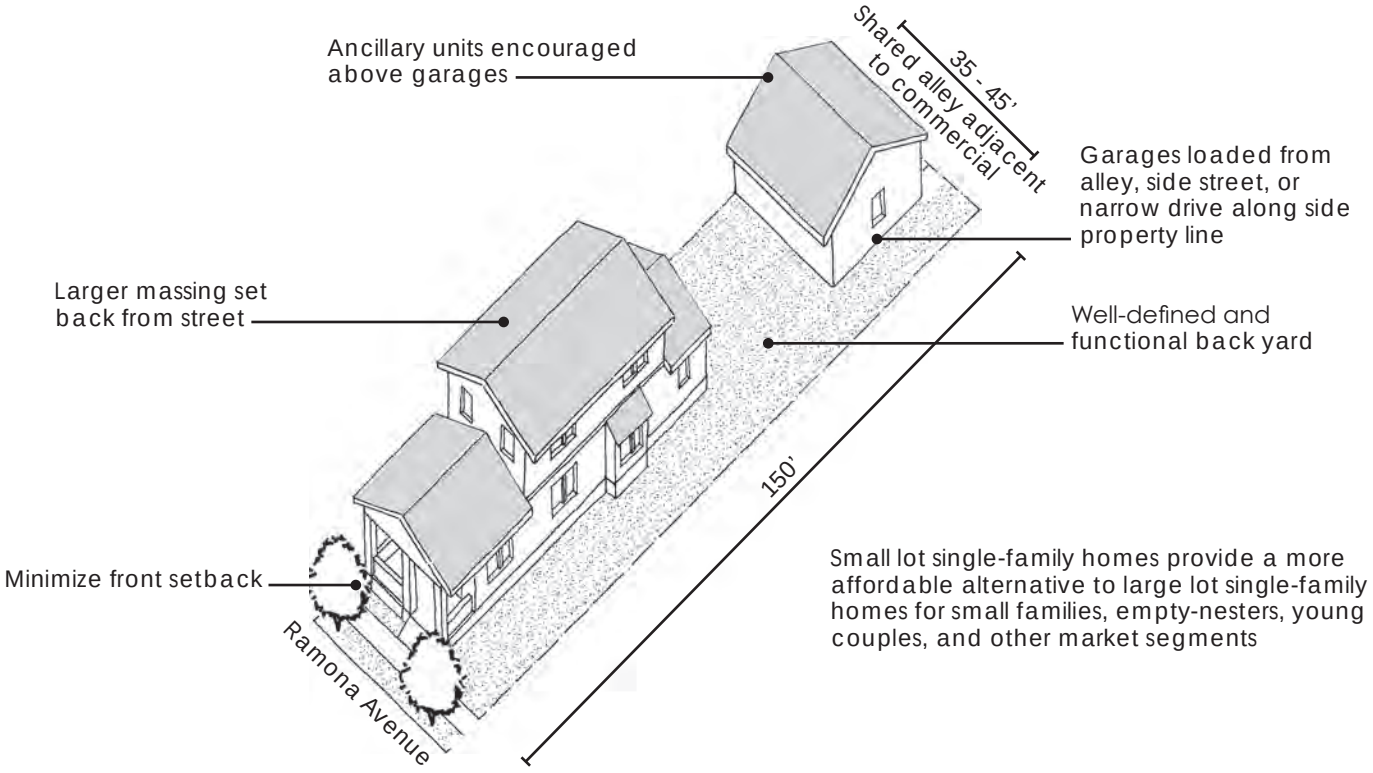
Objective: Provide a wide range of housing opportunities by incorporating appropriate low and medium density housing in close proximity to West Grand Avenue.

Guidelines:

- Doorways should be oriented toward the street.
- Garages should be placed to the rear or side of lots to minimize the view of the garage from the street.
- Massing should be stepped back from the street edge to avoid visual impact from the street.
- Minimize the building footprint in order to relate to the scale and character of existing development.
- Minimize curb cuts for entrances.
- Incorporate ancillary units above garages where appropriate.
- Minimize front setbacks to help define the street as an outdoor room.

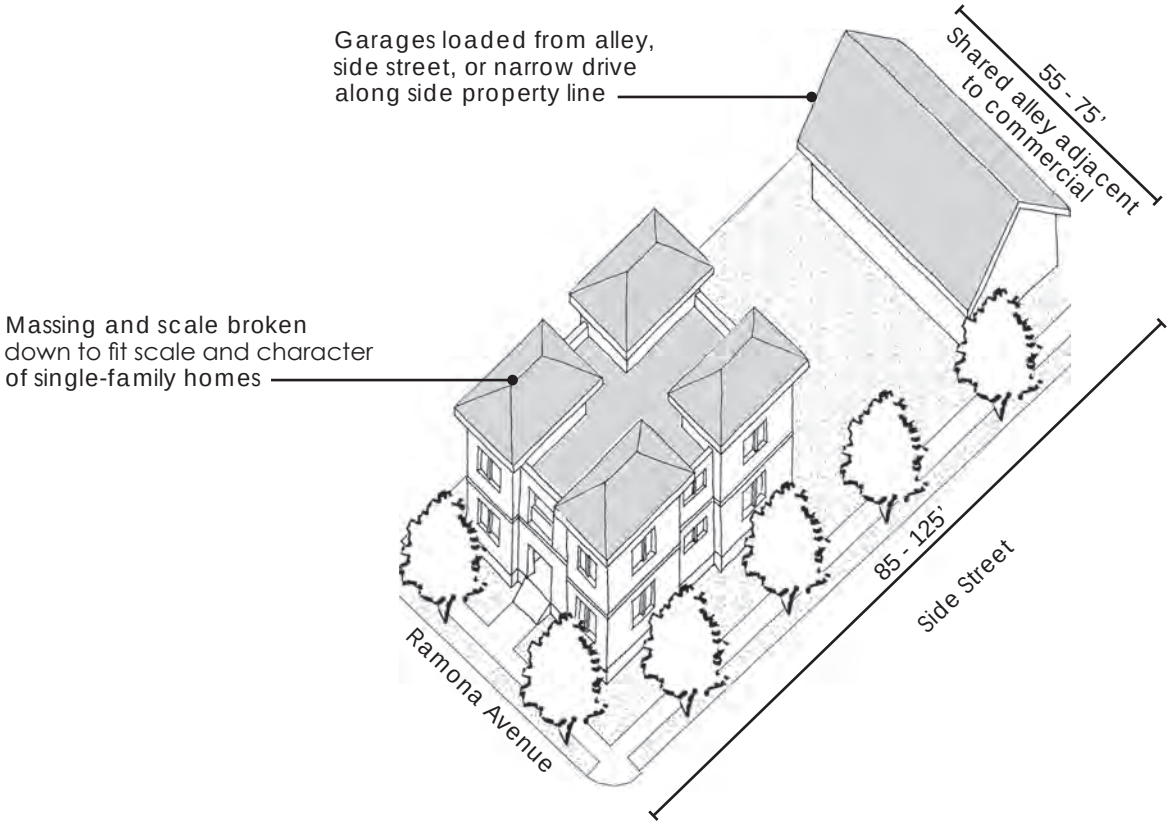
In order to provide a variety of housing types within a neighborhood, duplexes and mansion apartments, which have similar massing to large single family homes, can be integrated into primarily single family blocks when appropriate. The ideal location is at block ends along the primary streets.

Small Lot Single & Multi Family

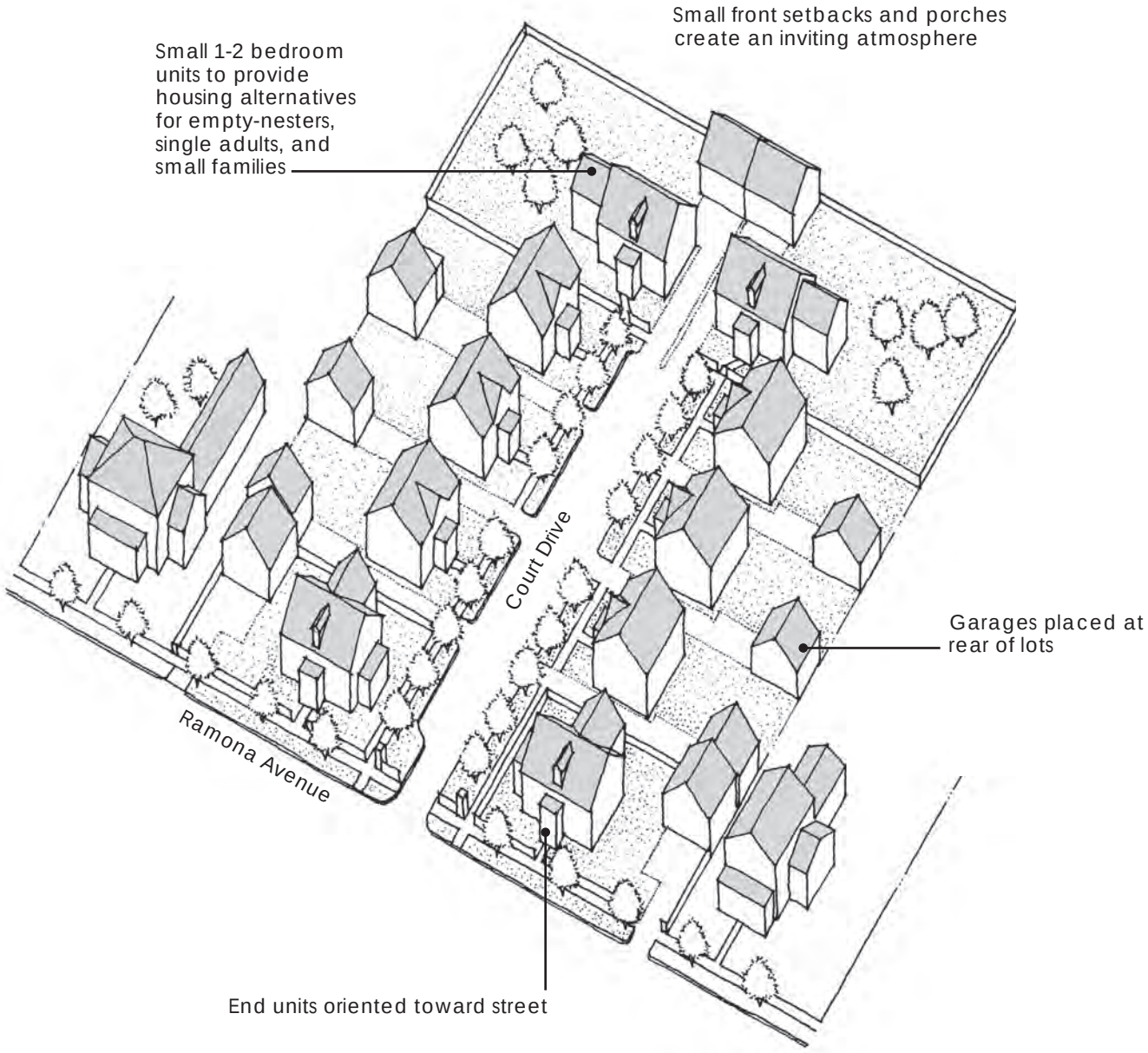


Small lot single-family homes provide a more affordable alternative to large lot single-family homes for small families, empty-nesters, young couples, and other market segments

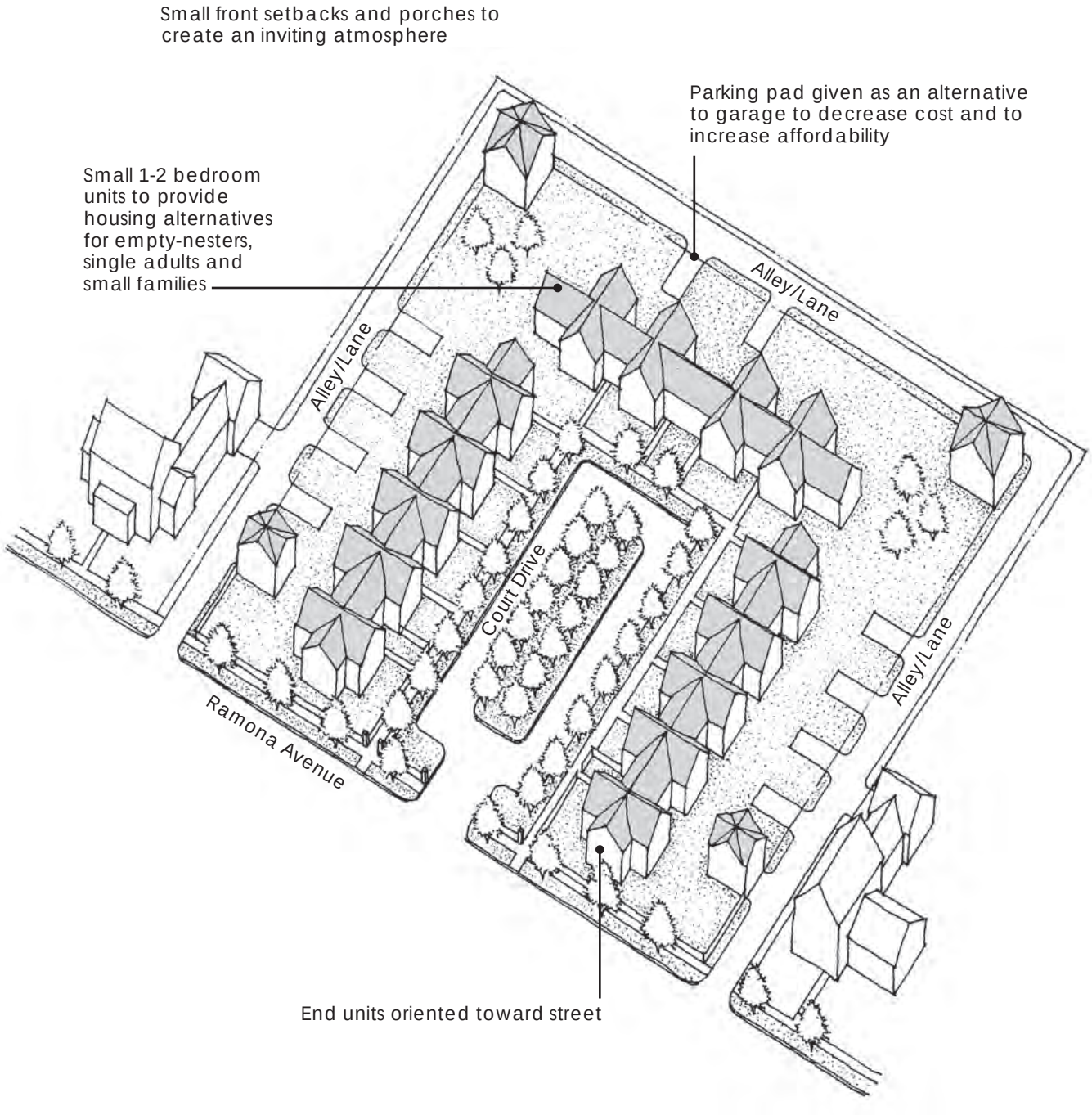
Duplex/Fourplex



Detached Bungalow Court



Attached Bungalow Court



High Density Residential

Objective: Provide a wide range of housing opportunities by incorporating high density housing in close proximity to West Grand Avenue commercial centers.

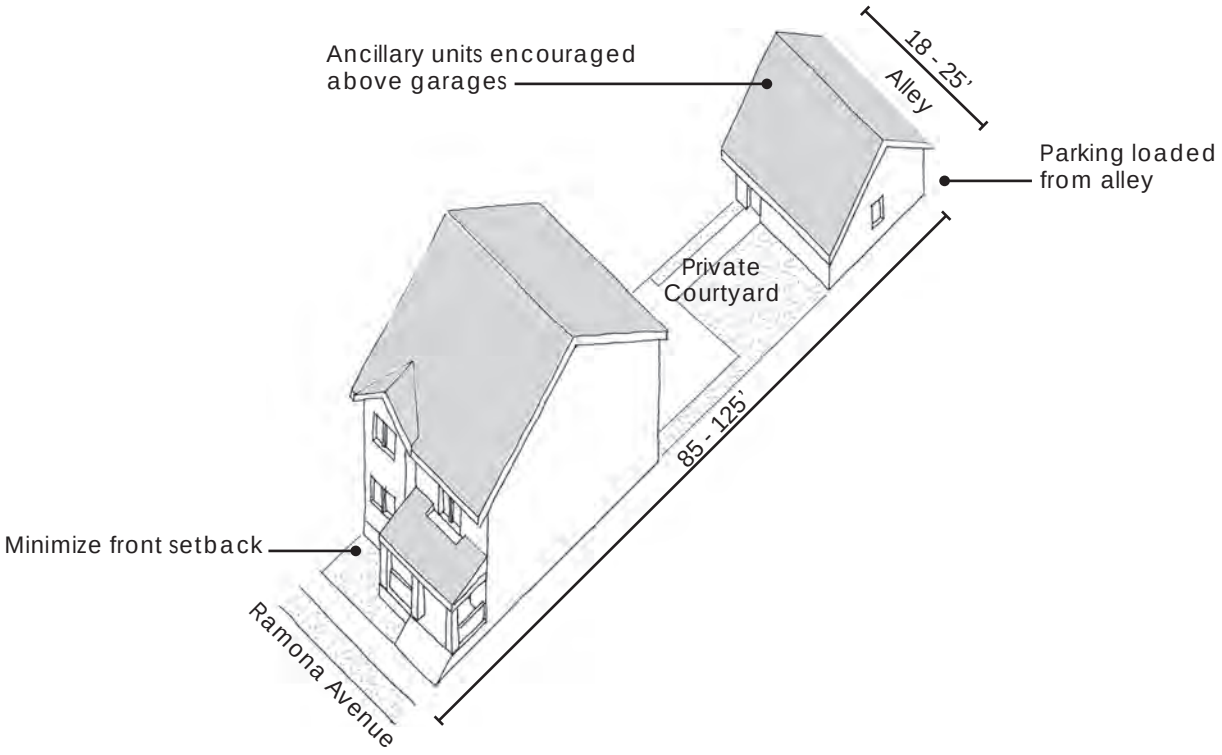
Guidelines:

- Doorways should be oriented toward the street.
- Conceal parking behind the building and provide alley entrances to parking areas where possible.
- Minimize curb cuts for entrances.
- Incorporate ancillary units above garages where appropriate.
- Minimize front setbacks to help define the street as an outdoor room.
- Where ground floor residential units are located on or near commercial streets, door yards or a raised ground floor level are recommended to provide a buffer and privacy from passing pedestrians.

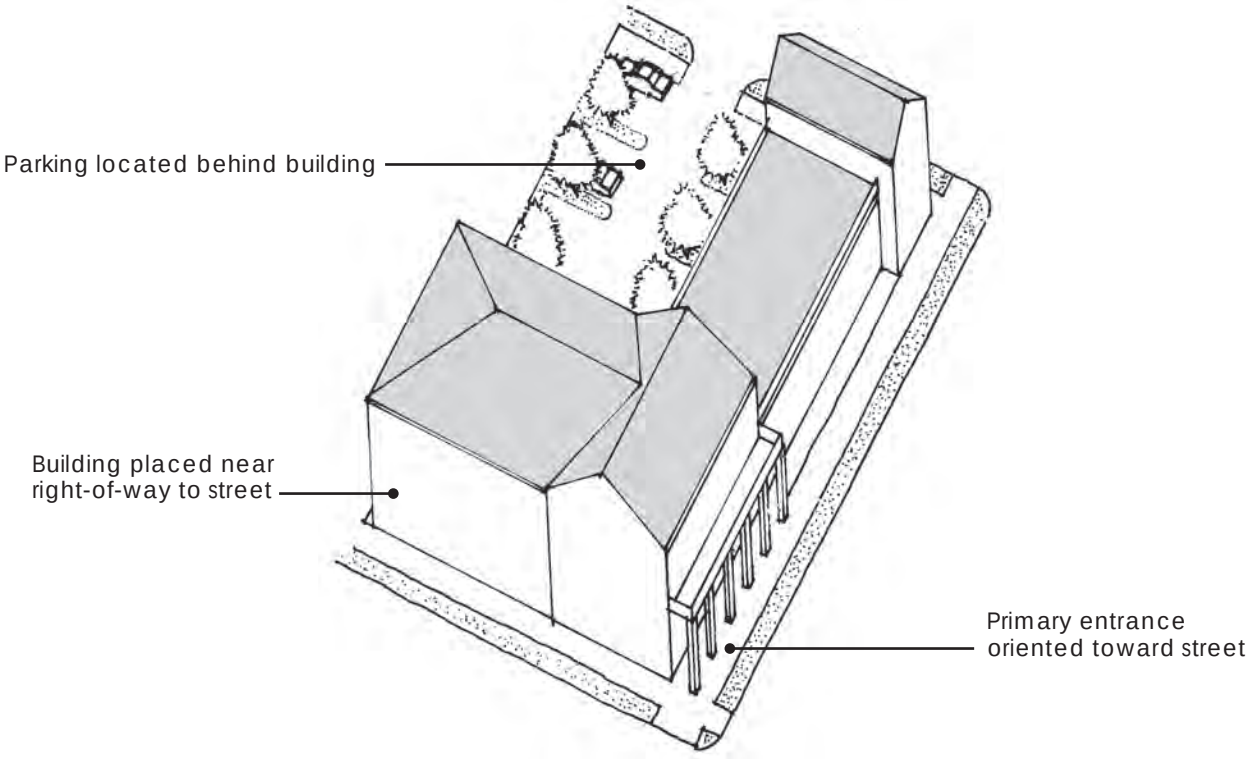
Alternatives to the conventional suburban garden-style high density apartment complexes should be explored. Some examples include rowhouses or townhouses.

The mixed-use typology is an ideal model for commercial corridors. This model uses the upper floors of a mixed-use building (with retail or services on the street level) for higher density residential units which provide housing within walking distance to amenities.

Rowhouse

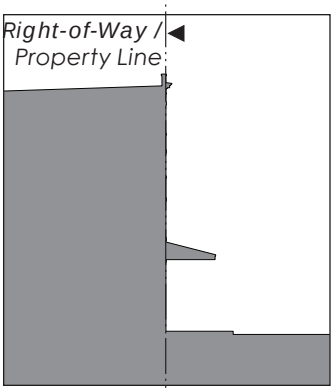


Mixed-use Residential



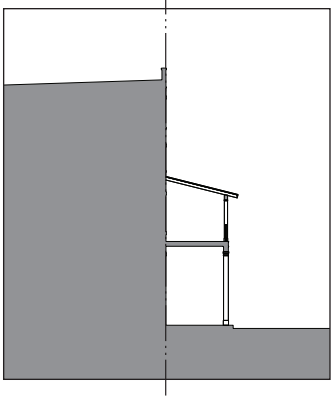
3.4 Frontages

Frontage Types



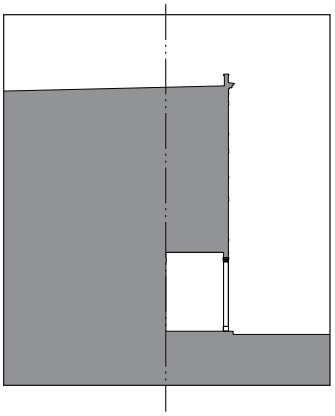
Shopfront

The main façade of the building is at or near the right-of-way / property line and a canopy or awning element typically overlaps the sidewalk along the majority of the frontage. A canopy is a structural, cantilevered shed roof and an awning is canvas or similar material and is often retractable. The shopfront frontage may be used in combination with the commercial terrace, dooryard, arcade, or gallery frontage types.



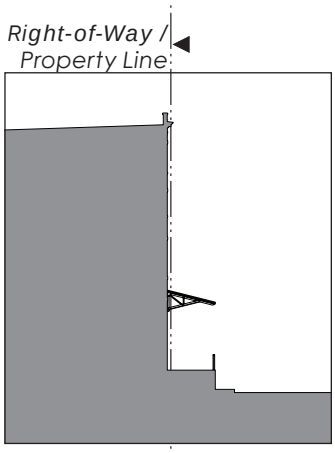
Gallery

The main façade of the building is at the right-of-way/ property line and the gallery element overlaps the sidewalk. This frontage type is intended for buildings with ground floor commercial or retail uses and may be one or two stories. The gallery must extend close enough to the curb so that a pedestrian cannot bypass it. Due to the overlap of the right-of-way, an encroachment permit is usually required. Galleries must have a consistent depth along a frontage.



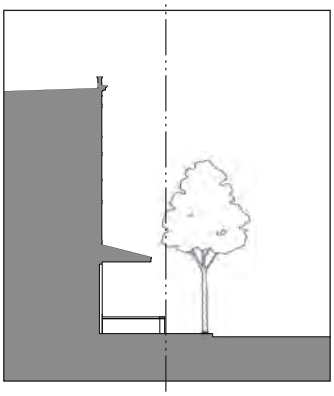
Arcade

A colonnade supporting habitable space abuts or overlaps the sidewalk while the façade at the sidewalk level remains at or behind the right-of-way / property line. This frontage type is intended for buildings with ground floor commercial or retail uses. If the arcade encroaches into the right-of-way, the arcade must extend close enough to the edge of the curb so that a pedestrian cannot bypass it. This frontage type is common along public courtyards and paseos.



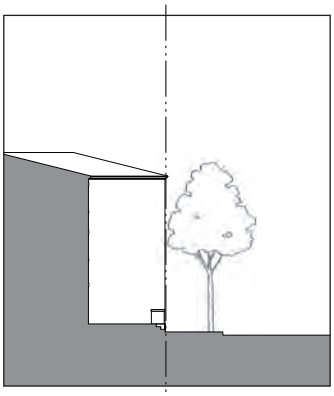
Commercial Terrace

The main façade of the building is setback from the right-of-way and an elevated terrace extends along the building's frontage providing public circulation and access to the commercial space entries. The terrace may encroach across the entire sidewalk. If the terrace does not extend to the curb, an adequate sidewalk must be maintained below the terrace. Frequent steps from the sidewalk to the terrace are necessary to avoid a dead wall along the sidewalk and to maximize access to the spaces.



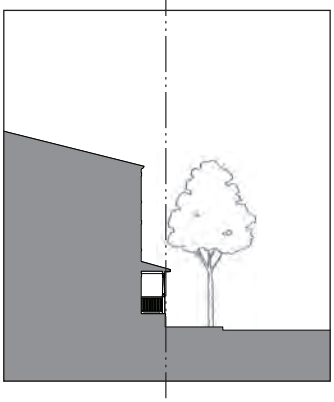
Dooryard

The right-of-way / property line is defined by a low wall or hedge, and the main façade of the building is set back a small distance creating a small dooryard onto which the ground floor units or commercial space front. The dooryard does not provide public circulation along a right-of-way; a sidewalk must be provided adjacent to the dooryard for public circulation. This type may be used for live/work, small commercial uses, and ground floor residential units.



Forecourt

A portion of the main façade of the building is at or near the right-of-way / property line and a small percentage is set back, creating a small court space. The space could be used as an entry court or shared garden space for apartment buildings, or as an additional shopping or restaurant seating area within commercial areas. The proportions and orientation of these spaces should be carefully considered for solar orientation and user comfort.

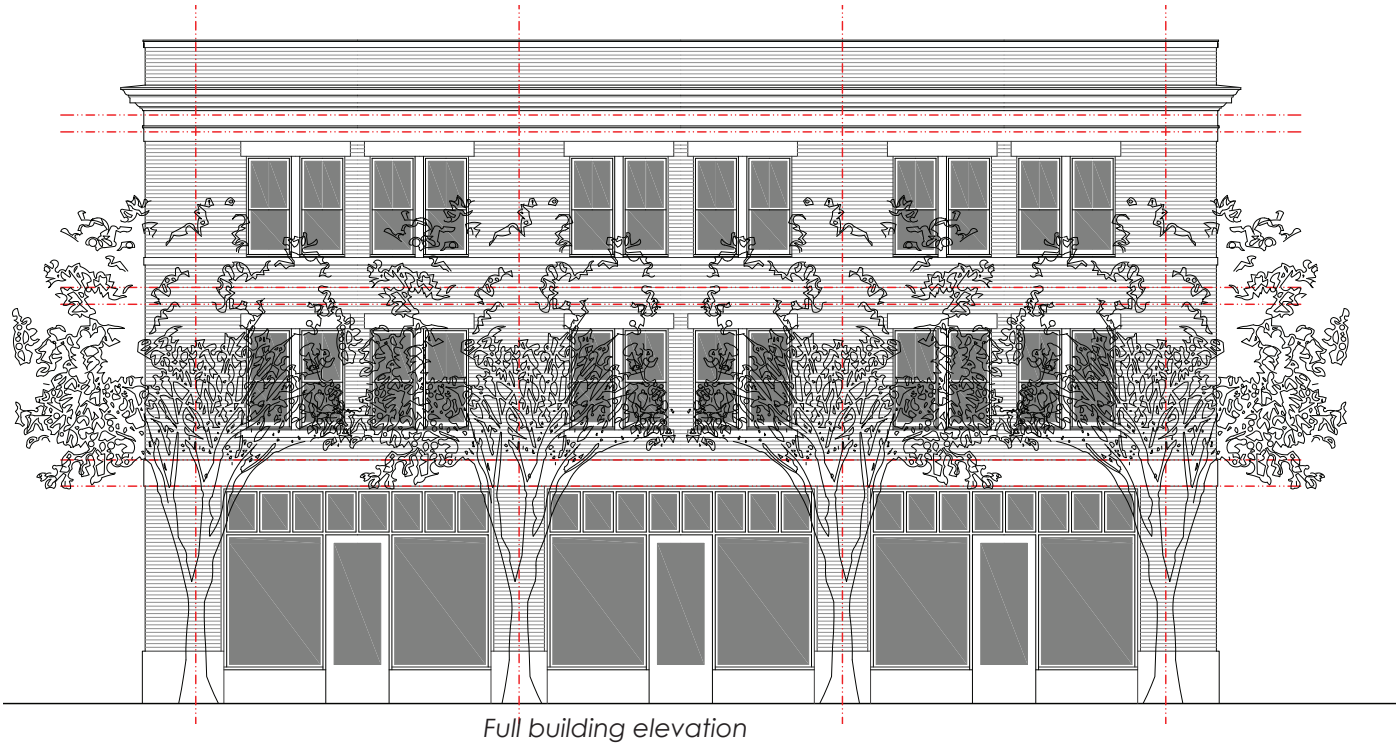


Stoop

The main façade of the building is near the setback line and the elevated stoop engages the sidewalk. The stoop should be elevated above the sidewalk to ensure privacy within the building. Stairs from the stoop may lead directly to the sidewalk or may be side loaded.

Façade Composition

This following pages show an example of how to compose the façade of a typical commercial building. The rules described here are not specific to any architectural style. The intent is to illustrate a series of steps by which a façade is composed.



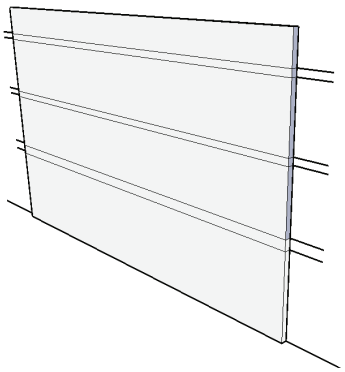
Full building elevation

Step One - Background

a. Research local or regional precedents for good examples of the same building type and use. Take photographs, copy images, etc. to bring into initial meetings with the City.

b. Define the plane of your building along your lot frontage line.

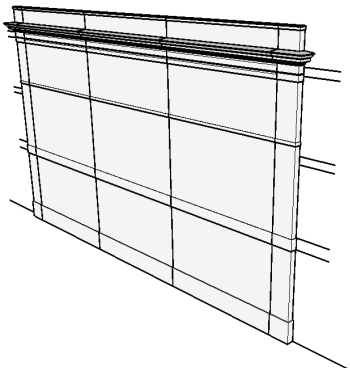
c. Define floor heights.



Step Two - Establish Guides

a. Define a continuous base with cornice and parapet. This will create a base, middle, and top for your building. The cornice style, height and depth should be appropriate for the building scale.

b. Divide the façade into a regular rhythm of bays.

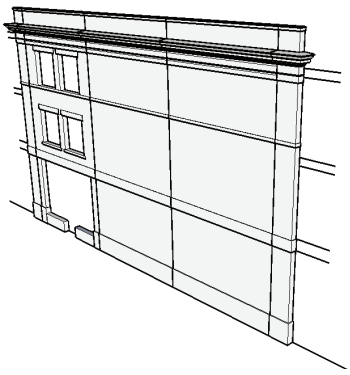


Step Three - Architectural Elements

a. Select a window type and apply an appropriate pattern of windows to the to bay. Verify proportions and size in keeping with the style. The spacing between the end window and the building corner should be greater than the distance between windows.

b. Select a storefront to reinforce the style and rhythm of windows above.

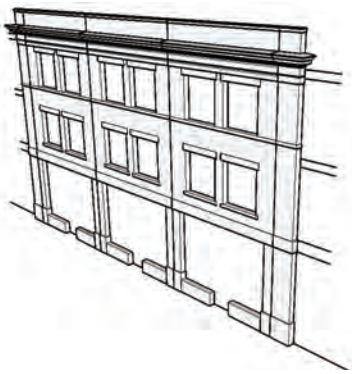
c. Add optional awnings or canopies.

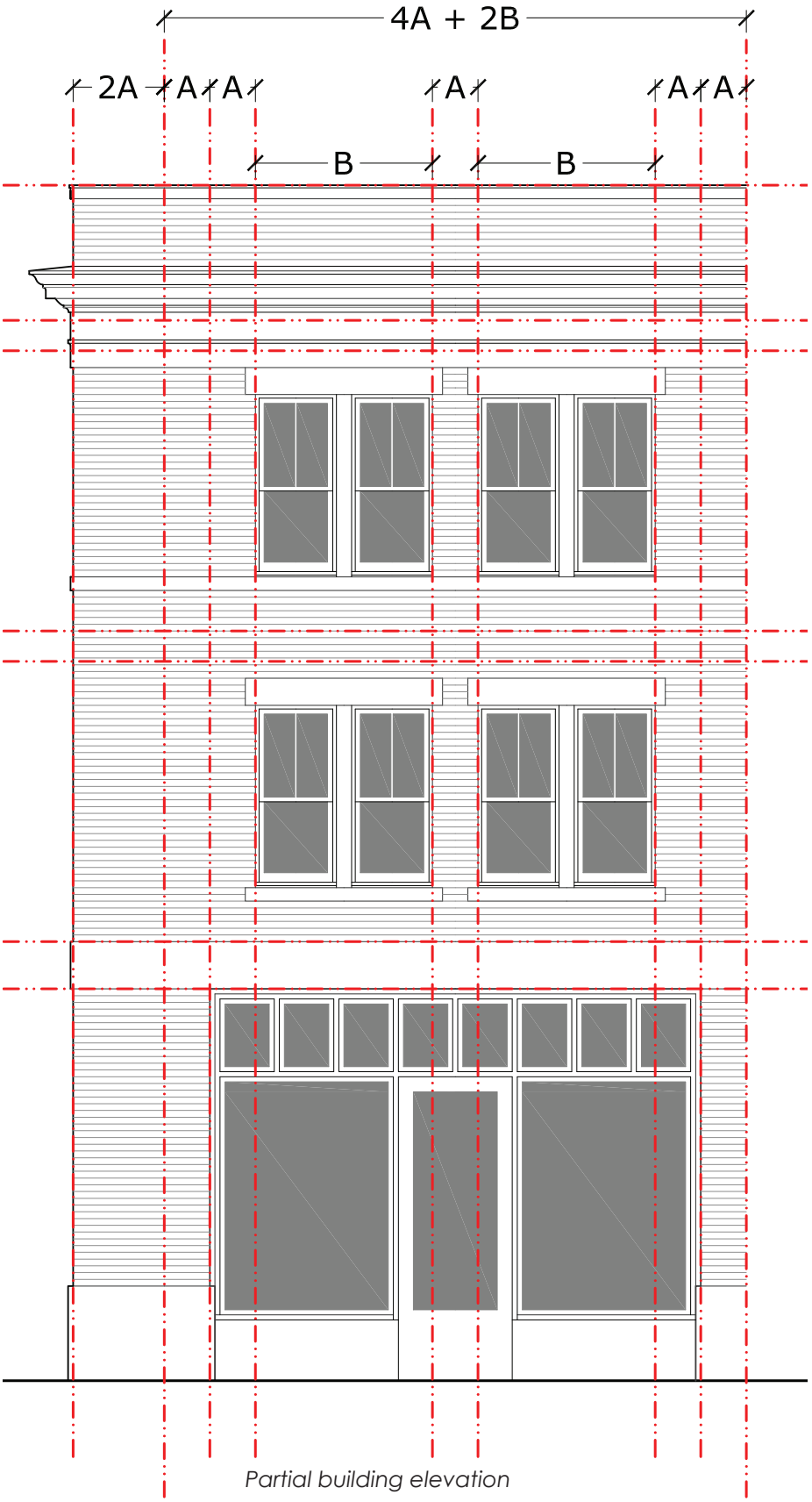


Step Four - Complete Composition

a. Complete the primary rhythms and determine whether a secondary rhythms of openings is needed.

b. Refine the base, corner, window and storefront details.





Partial building elevation

Photo example

3.5 MASSING

Commercial Massing

Example Compositions

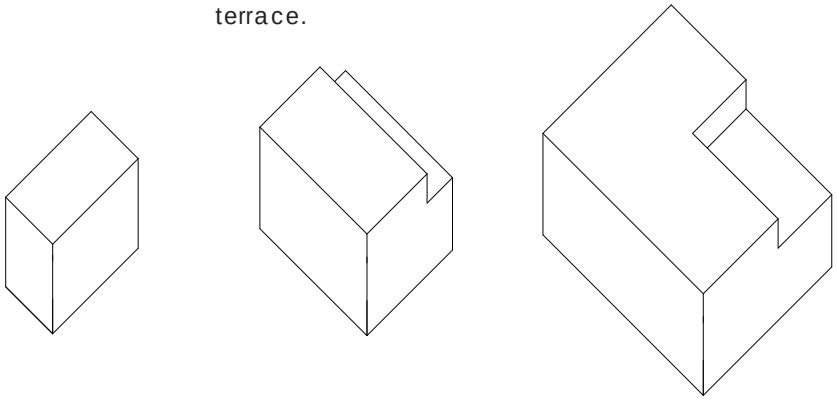
This page shows some massing and composition possibilities for commercial buildings along West Grand Avenue. The examples shown are not intended to show every combination of massing and building type, but instead show how buildings can be massed and composed at different scales.

Narrow Massing (Live/work or Commercial Block)
A simple, two-story narrow and deep massing found on 25' - 50' wide lots. Regular upper story bay rhythm and ground floor storefront.

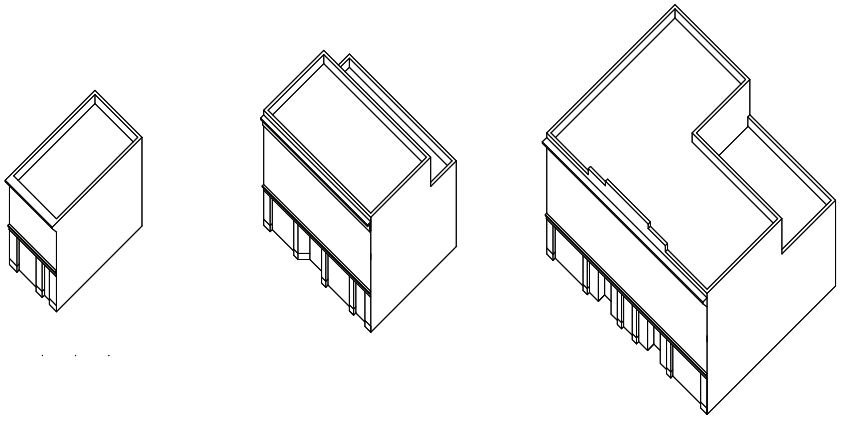
Wide Massing (Commercial Block)
A wide 50' - 75' lot that presents a single, broad face to the street. This façade is broken down into a regular bay rhythm and has a clearly defined top, middle and base. The massing can be further broken down on the rear side with the addition of a roof-top terrace.

Extra Wide Massing (Commercial Block)
A wide 100'-125' building is the longest length that should be composed as a single façade. This large massing is broken down into a regular bay rhythm and has a clearly defined top, middle and base. Courtyard or roof top terraces are often incorporated.

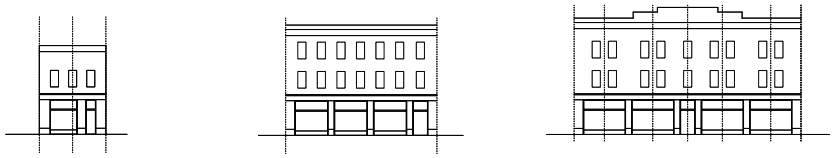
Basic Massing
Simple rectilinear boxes with a single orientation (except for buildings on a corner, which must address both cross streets). Buildings of a width greater than 125' should be broken into multiple façades to appear as individual buildings.



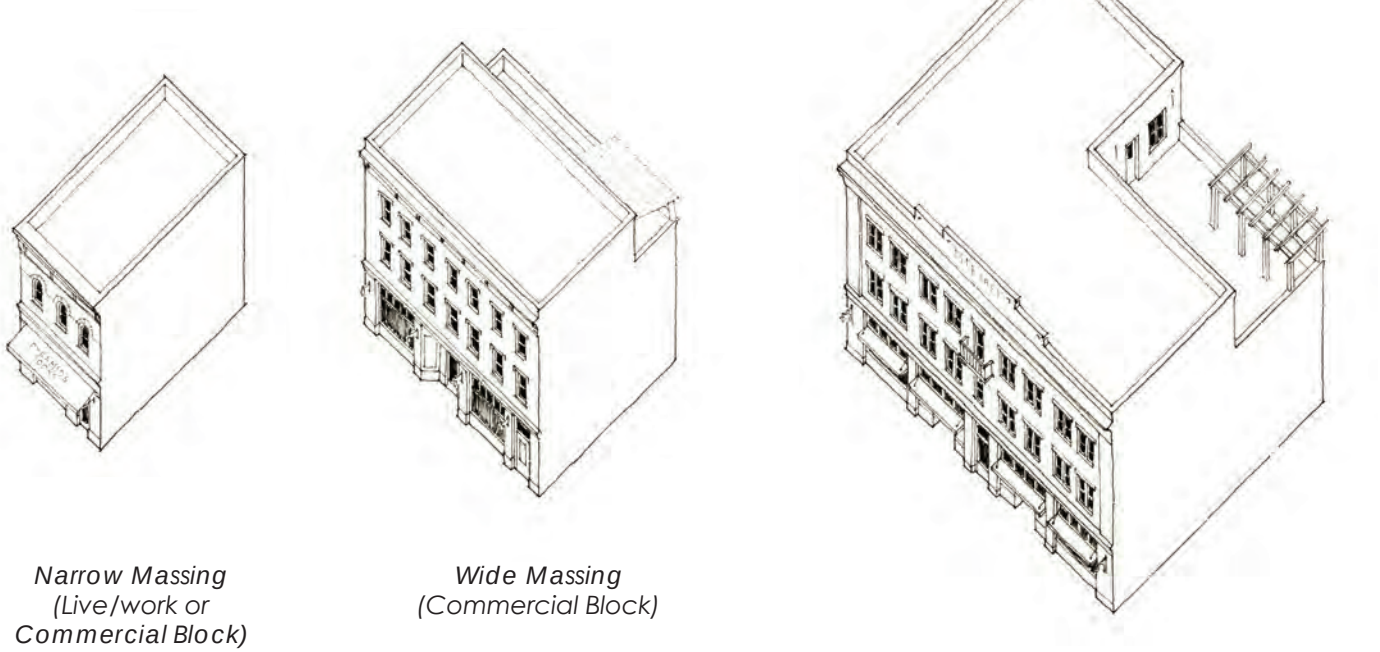
Detailed Massing Elements
Massing is broken down with a bay rhythm and a clearly defined top, middle and base. Define a continuous base, cornice and parapet.



Openings and Composition
Composition of openings and massing elements is regular and symmetrical.



Illustrative Elevations and Axonometrics



Narrow Massing
(Live/work or Commercial Block)

Wide Massing
(Commercial Block)

Extra Wide Massing
(Commercial Block)

Residential Massing

Example Compositions

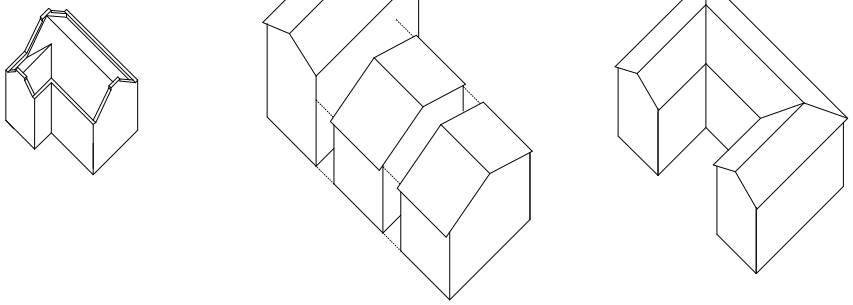
This page shows massing and composition possibilities for low-medium density residential massing. The examples shown are not intended to show every combination of massing and building type, but instead show simple examples at different scales.

Small Massing (Single Family)
A simple cross gable massing for a single family building. This single story massing incorporates a porch.

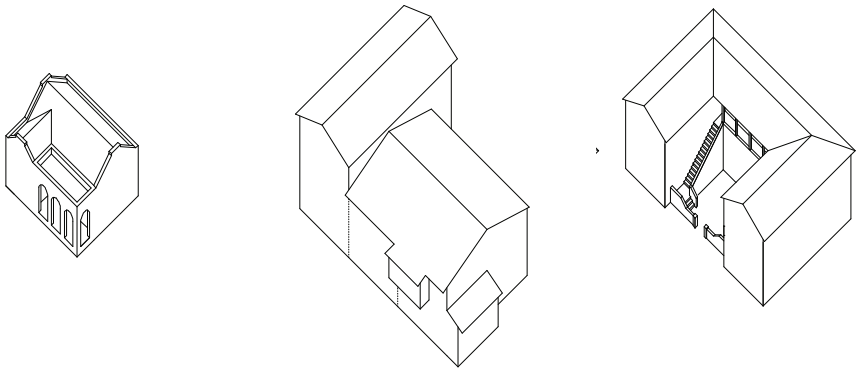
Medium Massing (Rowhouse)
A combination of two and three story narrow rowhouses. Each rowhouse is a simple rectangular massing broken down with balconies, projecting bays and chimneys.

Large Massing (Courtyard Housing)
A wide two story façade with a courtyard open to the street. The building is symmetrical. The facing page shows a three story asymmetrical version of this massing

Basic Massing
A combination of gable ends and hipped roof forms in one, two or three story massings.

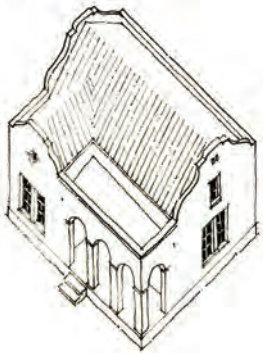


Detailed Massing Elements
Overall building massing is broken down by a regular rhythm of bays and the addition of exterior stairs and/or porches are used to break down the overall massing.

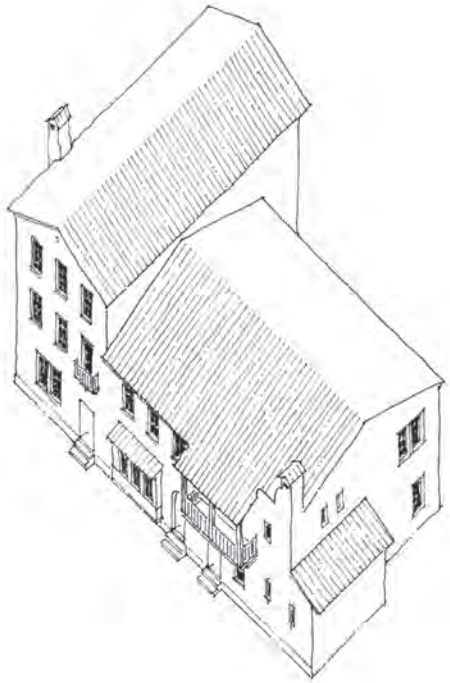


Openings and Composition
Composition of openings and massing elements may be overall asymmetrical with local symmetry or vise versa. Residential character buildings tend to be more asymmetrical than commercial character buildings.

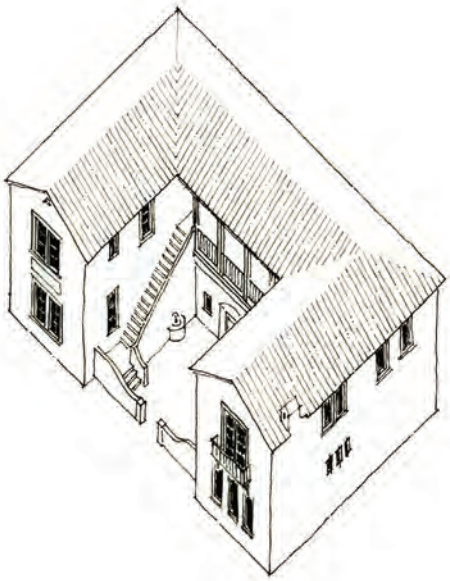
Illustrative Elevations and Axonometrics



Small Massing
(Single Family)



Medium Massing
(Rowhouse)



Large Massing
(Courtyard Housing)

3.6 ARCHITECTURAL CHARACTER

Openings

Storefronts

a. Storefronts should have large expanses of glass with tall windows or doors and transom windows that allow light to penetrate deep into the store.

b. Entry doors should be accessed from the primary street address. Handicapped access ramps should not to be located within the public right-of-way.

c. Entry ways are commonly recessed but may also be found flush with the storefront windows or as a corner entry.

d. Storefront frames are made of wood, metal, or aluminum and are recessed from the façade a minimum of 6" to a maximum of 1'.

e. Storefront glass is clear and smooth, shall not be tinted, mirrored or colored

f. A continuous 1' - 2' base made from wood paneling, brick, tile or fiber cement wrap storefronts.

g. Corner storefront entry doors are located on an angled 45° wall on the corner of the building.

h. Doors and windows that have a residential character should not be used as part of a storefront.

Storefront with transom windows and canvas canopy

Storefront with a recessed chamfered entry and windows with transom


Arched storefront with tall windows

Doors

a. Doors should have simple, rectilinear panels and windows. Top transom windows are allowed.

b. Doors may have square or arched tops.

c. On brick façades doors shall not have surrounds or shutters.

Angled corner entry storefront with transom

Windows

a. Appropriate window types allowed based on style are double hung, casement, french casement, and fixed-highlight. Sliding windows should not be used.

b. Windows should have vertical proportions with clear glass panes. If muntins are used, they should divide the glass into vertical proportioned panes and have a minimum width of ¾" and a minimum depth of ½".

c. If ganged windows are used, a mullion of a minimum 4˝ width and minimum 1" depth should be used to separate them.

d. Openings in brick façades should be recessed and finished with a segmented arch, jack arch, stone lintel, or ornamental arch to represent support of the wall above.

e. Brick façades should not have wood surrounds.

f. Openings on stucco façades should be recessed and have a stucco sill. Stucco surrounds intending to mimic wood surrounds should not be used.

g. Openings on façades with wood siding should have a wood surround.

h. If a lintel is used, the lintel should extend a minimum of 2" on each side to represent bearing on the walls adjacent to the window.

i. All windows should have a sill with a minimum projecting depth of ¾" from the plane of the wall; the sill should not be integrated into a ˝picture frame˝ surround.

j. If shutters are provided, the shutters should be operable and be of adequate width to completely cover the window when closed. Non-operable, tacked-on shutters that are too narrow to cover the window should not be used.

Ganged double hung windows with transom, divided by a deep mullion

Wood casement window with vertically proportioned panes and a stucco sill

Recessed window in stucco façade with stucco sill

Ganged, double-hung window with decorative brackets

Window with operable shutters and a stucco sill

Common Mistakes: Windows

Bad: Lintel overhangs opening but is too thin.

Bad: Extra casing is not necessary.

Bad: Ganged windows should have a narrow mullion.

Good: Awnings are simple with open sides and decorative rods

Bad: A slightly more vertical stock of windows would improve overall proportions.

Bad: Windows should not be flush with façade.

Bad: Expansion joints should not run through middle of the window.

Parapets, Cornices, and Eaves

Parapets

a. Parapets should typically be continuous. A slightly taller proportion may be used at the center of the elevation or above a corner entry to provide additional detail and building signage.

b. Parapets should include a cornice to provide articulation at the top of the building.

Parapet with central detail and continuous cornice below

Continuous parapet with painted signage and a cornice

Cornices

a. The cornice provides an appropriate building "cap".

b. Cornices should have a minimum overhang of 18-24".

c. The cornice is able to wrap around the building, engaging bay windows.

d. Materials are either wood or fiber cement members.

e. The cornice should be painted the color of the building or an accent color.

Cornice with brackets and a continuous parapet

Cornice with brackets and a continuous parapet

Eaves

a. Eaves should have exposed rafters and or brackets. Closed, boxed eaves are highly discouraged.

b. Eaves on the main roof should have a minimum 2' depth and on porches or balconies a minimum 10" depth.

c. Note: On Spanish revival style buildings only a shallow stuccoed cornice profile may be used instead of an exposed eave. The stucco profile should be a minimum of 6" high and 6" deep.

Open Eave with exposed rafter tails

Open Eave with exposed rafter tails supported by a beam and brackets

Commercial Base

Base

a. All main street commercial buildings should be designed with a base that is of an appropriate scale to the overall massing of the building.

b. Explicit base elements may be described either as a painted band of traditional colors or an applied band of stone or cast concrete.

c. On multi-story buildings, the entire ground floor may be designed to read as a base for the building.

Tile base

Raised panel base

Base: Cornice

a. On multi-story buildings, the base of the building is articulated by a cornice that separates the ground floor from the upper floors.

b. The base cornice may be made from brick, stone, wood paneling or fiber cement.

The wall below the base cornice changes material from the brick primary wall and acts as an independent pier

The wall below the base cornice changes material from the primary wall, and the base columns retain the base cornice

Base: Piers

a. On multi-story buildings with shopfronts, the base may incorporate piers or columns that are different materials from the upper floors.

b. Elements (not walls) set back within the wall may have their own material connection to the ground, such as tile, wood, and/or cast iron.

The wall below the base cornice is composed of a combination of materials, different from the primary wall above

The wall below the base cornice changes from brick and is anchored with heavy masonry columns

Additional Elements

Awnings and Canopies

a. Awnings and canopies should extend into the public right-of-way and may be used to provide shelter to passing pedestrians, emphasize the ground floor uses, and/or add interest to the box-like massings.

b. Awnings should have open ends. Boxed and dome shaped awnings should not be used.

Canopy at commercial frontage


Awning that hinges above the transom windows

Balconies

a. Balconies are used as accents along façades and are generally made from wood, heavy timber or metal

b. Wood and heavy timber balconies have decorative wood brackets and simple posts or decorative columns/ rail. The roof should consist of exposed rafter tails. Balconies generally have a minimum 3' depth.

c. Wood brackets and other structural members should be aligned with the posts

d. Wrought or cast iron juliet balconies should have metal rails and decorative, supporting metal brackets; or metal rails with concrete or stone base and brackets. Juliette balconies are typically uncovered but may have an awning. Juliet balconies should have a minimum 12" depth.

e. Balconies should be functional. Tacked-on balconies in front of windows where they cannot be accessed should not be used.


New construction example of a metal balcony with awning


Heavy timber balcony


Wood balcony

Materials and Colors

The following recommendations for building materials and colors are highly encouraged for development in the West Grand Avenue Master Plan project area.

Materials

Cladding: Stone, stucco, brick, or wood. Stucco should be cement with smooth sand finish and should be applied by hand. Sprayed-on textured stucco is discouraged. If used, sprayed-on textured stucco should be smooth. Wood siding should be clapboard siding with 4" or 6" exposure with the larger exposure being used on taller, multi-story buildings.

Base: Brick veneer, stone, cast stone, painted concrete, or stucco. Decorative tile may be used along shopfronts, but should be used sparingly.

Roofing: Building and porch roofs may be a built-up membrane (flat roofs only) composition shingle, wood shake, slate, or corrugated or standing seam metal. Clay-tile roofs may be used for Spanish revival style buildings only.

Windows: Wood, aluminum-clad wood, or vinyl-clad wood, with traditional wood profiles and external divided lights. Metal frame windows. Glass should be clear and non-reflective.

Doors: Principal doors may be made of wood or fiberglass. French doors and sliders may be made of wood, aluminum-clad wood, or fiberglass.

Storefronts: Wood, aluminum-clad wood, or metal frame with simulated or true divided lights. Glass should be clear and non-reflective.

Trim: Wood, composite board, and molded millwork for built-up sections. PVC trim is not permitted. For soffits and porch ceilings, plaster, tongue and groove wood, exposed rafters, or composite. Continuous perforated soffit materials are not permitted.

Gutters: Half round copper, primed, or prefinished metal. PVC is not permitted.

Downspouts: Round or rectangular, copper, primed, or prefinished metal. PVC is not permitted. Downspouts should go around wall profiles and not through them.

Columns: Wood, steel, fiberglass, or composite.

Railings: Milled-wood top and bottom rails with square balusters in wood, or wrought iron.

Colors

Cladding: Stucco should be in keeping with natural tones found in nature, primarily off-white, light gray, or beige. Additional stucco colors may be used. Brightly colored accent buildings should be avoided. Stone should be of a similar color and texture to local stone. Brick may be red or additional natural colors.

Roofing: Natural slate or shake color, dark grey, or black. Metal roofs may be natural steel, copper, zinc, aluminum, or stainless steel finishes. Light roof

Windows: Sashes and frames to be dark stained or painted white, off-white, cream, dark red, dark green, or dark blue. Shutters may be painted to match sash/frame color.

Trim: Dark stained or painted white or off-white.

Gutters / Downspouts: Natural copper finish, black, dark red, dark green, or painted to match trim color. Gutters and downspouts should not be painted to match the wall behind it.

Columns: Dark stained or painted white or off-white.

Railings: Wood railings dark stained or painted white or off-white. Wrought iron grilles and rails to be painted black.

Common Mistakes: Colors and Materials

Bad Color Example: The use of the different colors is inconsistent and arbitrary. Color changes should only occur vertically, separated by a base cornice or profile. A consistent color should be used along the entire base. The tower should be the same color as the façade that it engages.

Good Color Example: Color changes occur vertically , and are separated by a base cornice. The wall below the base cornice is a different color than the primary wall, and is consistent along the entire base.

4. Recommendations

The following section outlines a variety of implementation tools and complementary programs for realizing the vision outlined in the 2004 Visioning Plan and West Grand Avenue Master Plan.

Development Code Update

The City of Grover Beach Zoning Ordinance should be updated to better reflect the current vision for the City as articulated in recent planning documents including the 2004 Visioning Plan, 2010 General Plan, and West Grand Avenue Master Plan. An updated Code will ensure consistency with the Land Use Element and high standards for the design of future development and renovation projects. In addition to ensuring desirable development, the updated code would address the Zoning Code issues outlined in Appendix A.

Capital Improvement Plan

The Master Plan suggests a number of significant improvements to the West Grand Avenue streetscape including changes to lane widths, the addition of landscaping and medians, sidewalk widening, and roundabouts at key intersections. Improvements should be prioritized and integrated into the City's Capital Improvement Plan. Where possible, the City should identify and pursue funding sources such as State and federal grants to ease the financial burden of improvements.

Programs and Events

Well executed City programs and events can serve to inspire community pride, attract visitors, and boost business exposure. The City should consider partnering with community groups to add new events to the City's annual calendar. New events could be held in the Visitor Serving District. New plaza space may be appropriate for outdoor film screenings, street performances, and small scale concerts. With wide pedestrian areas, the core of the Central Business District from Eighth Street to Eleventh Street could serve as a venue for specialty street fairs, art exhibits, and other attractions.

Parking Program

As noted in Chapter 2, there is ample parking along West Grand Avenue. The corridor offers 802 on-street spaces and 2,150 off-street spaces. Although parking utilization varies by location, day of the week, and time of day, in general, available parking is in excess of current parking demand. Therefore, parking is available to supplement future growth. Given the size, configuration and intent to foster urban commercial infill development, the City should consider creating a parking district and/or relaxing parking requirements in certain sections of West Grand Avenue, particularly in the nodes from Second to Fifth Street and Eighth to Eleventh Street.

This type of change to parking requirements and associated cost reduction implications for developers, could serve as an incentive for encouraging desired development along the corridor. The change need not be permanent. It can be implemented within a specific time frame to

spark immediate development interest and sunset at a certain date. The extent and specific policy/ ordinance amendments would require further study and separate approvals.

Public Art Program

The addition of public art such as murals, sculptures, and fountains would add visual appeal and reinforce character along the corridor. A public art program could be established through partnerships with non-profit organizations, volunteer committees, or City initiatives. The San Luis Obispo Arts Council is an excellent local resource for guidance in initiating a program for Grover Beach.

The City may also consider establishing public art requirements for private development. Many cities have adopted ordinances requiring the inclusion of public art valued at one percent of the project's building valuation as a condition of large scale development approval. Example cities include Santa Rosa, Sunnyvale, Emeryville, San Jose, and Scottsdale, Arizona.

Tourism Strategy

The City would benefit from a coordinated tourism strategy outlining a detailed plan to attract visitors. As recommended in the 2010 Land Use Element, the strategy should aim to "create an identity for the City that will enhance its image as a tourist destination."

Plan for Gateways and Wayfinding

The 2004 Visioning Plan and 2010 Land Use Element note the importance of well-designed entrance features for gateways into the City of Grover Beach. A plan should be completed to establish the style, materials, dimensions, and locations of gateway and wayfinding elements. Wayfinding signs and kiosks should be implemented at key locations to alert drivers, cyclists, and pedestrians to various commercial, recreational, and hospitality amenities along West Grand Avenue and throughout Grover Beach.

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APPENDICES

West Grand Avenue Master Plan
Zoning Code Analysis
November 22, 2010

This document provides recommendations to update the Zoning Regulations (Municipal Code Article IX) to ensure the implementation of the West Grand Avenue Master Plan. The following recommendations are reflective of some of the most significant issues with the regulations. However, the consultant team recommends a comprehensive review and update of the Zoning Regulations to most effectively achieve the goals of the West Grand Avenue Master Plan. As the City reviews and updates the Zoning Regulations, consistency with the General Plan will need to be considered.

1) **Residential Development in Commercial Zones.** Residential development in the C-B-D, C-V, C-C-V, C-N and C-S Districts is limited to 50 percent of the total floor area. (In the CP zone, the residential component is limited to 60 percent.)

   a) **Recommendation:** The corridor is over a mile long. This greatly exceeds the amount of commercial space that the City can support at build out. Most commercial activity should be concentrated in nodes for synergy among retail businesses. Consider the following revisions.

      i) Revise standards to encourage horizontal and vertical mixed- use development and eliminate limitations on residential development (i.e. 50 percent of total floor area).

      ii) Development standards that address siting of the residential uses (i.e. above or behind commercial uses along West Grand Avenue).

      iii) Consider ending the Visitor Serving area at 5th Street (currently extends to 6th Street in the Land Use Element). This would create a transition area from 5th to 8th Streets separating the Visitor Serving area from the Downtown Core (8th to 11th Streets).

      iv) Allow 100 percent residential developments on side streets and in some areas on West Grand Avenue (e.g. between 5th and 8th Streets and 11th and 14th Streets). Stacked flats or courtyard housing could be appropriate on the numbered streets and in certain sections along West Grand Avenue.

      v) Encourage or require ground floor commercial on West Grand Avenue in certain key areas (e.g. between 8th and 11th Streets). Residential could be located above or behind nonresidential.

2) **Use Tables.** Uses tables are extensive and inconsistent. For example, in the C-B-D District, shoe repair is allowed, pet shops are conditionally allowed (UP), and craft studios are not permitted.

   a) **Recommendation:** Uses permitted in the Commercial Districts should be evaluated to make the tables easier to use and more consistent.

3) **Live/work Standards.** Live/work is only permitted in the industrial districts (L-M, C-I, and C-I-C Districts). In addition, the development standards need clarification and are restrictive in terms employees.

   a) **Recommendation:** Reevaluate the live/work development standards to incentivize the use and provide more flexibility for property owners.

   b) **Recommendation:** Allow live/work (with employees) as a permitted use in the commercial districts.

4) **Parking Regulations (Part 50).** Parking standards for certain residential uses are listed in the table below.

   a) Current parking standards reflect the following inconsistencies:

      i) The standards are based on the number of units in a development rather than the size of the units (i.e. number of bedrooms).

      ii) The standards are inconsistent between ownership and rental housing. For example, condominiums require a 2-car garage, while apartments only require 2 open spaces.

      iii) Guest parking per unit ranges between zero (units in a mixed-use project) and 1 space/unit for a condominium or PUD.

Use	Parking Requirements	
	Per Primary Unit	Guest Parking
Condominiums and Planned Unit Development	2 car garage	1 open space/unit
Duplexes, triplexes , and multifamily units of less than 4 units	1 car garage and 1 open space, OR 2 car garage	1 open space/2 units
Apartments (4 or more units)	2 open spaces	1 open space/2 units
Residences within Mixed Use Developments	1.5 open spaces	N/A

b) **Recommendation:** Consider revising parking requirements to encourage mixed-use and residential development in the Master Plan area and to bring parity among different uses as follows:

i) Parking spaces for residential uses should be based on the number of bedrooms as follows: 0-1 bedroom – 1 space; 2 – 3 bedrooms – 2 spaces; and 4 or more bedrooms – 2.5 spaces. (Government Code Section 65915(p)).

ii) Parking may be uncovered.

iii) Guest parking ½ space per unit.

(Note: The consultant team has also recommended a temporary parking moratorium. See Section 2.5 and Chapter 4.)

5) **Multi-family District.** The R-3 Zone places restrictions on minimum unit size.

Bachelor apartment	400 square feet
One-bedroom apartment	600 square feet
Two-bedroom apartment	750 square feet
For each additional bedroom in excess of two	100 square feet

a) **Recommendation:** Unit sizes should be removed.

6) **Lot Coverages.** The following table lists the zones in the Master Plan area and key development standards. In particular, in many districts lot coverages are very low.

While the C-B-D and C-P Districts allow 100 percent lot coverage, other commercial districts in the Plan Area only allow 50 percent coverage. Fifty percent lot coverage on a "Main Street" or in a downtown commercial setting is very low and creates a suburban development pattern.

a) **Recommendation:** Development standards in the underlying zones should be evaluated and revised. In particular, lot coverage along West Grand should be 80 to 100 percent. The evaluation should consider General Plan consistency. The 2010 update to the Land Use Element increased the FAR in C-V and C-C-V to 3.0. In addition, in the C-B-D and C-P Districts, lot coverage of 100% may be difficult to achieve because of parking and landscaping requirements.

Zoning Code Analysis, continued

Zones Standards Affected by Grand Avenue Master Plan			
Zones within the Master Plan	**Maximum Allowable Height**	**Maximum Lot Coverage**	**Setbacks Front/Side**
Commercial			
C-B-D (Central Business District)	3 stories/40'	100% (less required parking, landscaping, and setbacks)	0'/0'
C-P (Professional Office)	2 stories/30' 3 stores/40' with CUP	100% (less required parking, landscaping, and setbacks)	0'/0'
C-V (Visitor Services)	2 stories/30' 3 stories/40', with CUP	50%	0'/0'
C-S (Shopping Center)	3 stories/40' 3 stories/50' with CUP	50%	0'/0'
M-U (Mixed-use)	3 stories/35'	50%	0'/0'
Residential			
R-3 (Multiple Residential)	3 stories/40'	55%	15'/5'
Coastal Zones			
C-C-V (Coastal Visitor Services)	2 stories/30' 3 stories/40', with CUP	50%	10'*/0'
C-P-C (Coastal Planned Commercial)	3 stories/40'	60%	10'/0'
C-R-2 (Coastal Residential)	2 stories/25'	40% (60% with CUP)	20'/5'

* 10 foot setback on West Grand Avenue is required by the Local Coastal Plan (LCP).

Stakeholder Interview Survey Instrument

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Grover Beach West Grand Avenue Master Plan
Stakeholder Interview Questions

Date: Interviewer:

Duration: Format (circle): one-on-one group phone

Name: Grover Beach resident?

Occupation: Affiliation:

Contact Information:

Confidentiality: Per Lisa Wise Consulting, Inc. policy and internal protocol we ensure that your name and identifying information is kept confidential. Any remarks or information provided during this interview will not be associated with your name for report, presentation, and discussion purposes. Your participation is voluntary and you may terminate the interview at any time.

1. What do you like best about the Grand Avenue corridor? Describe what you see as strengths or good things with regard to the Grand Avenue area.

2. What do you like least about the Grand Avenue corridor? Describe what you see as liabilities or challenges with regard to the Grand Avenue area.

3. What areas of the corridor do you consider to be the major activity nodes?

4. Are there specific services or amenities that you feel are missing from Grand Avenue? Specifically, tourist serving?

Stakeholder Interview Survey Instrument, continued

5. What types of services are successful along Grand Avenue?

6. What is your vision for Grover Beach? Can you give examples of other cities that you can imagine Grover Beach becoming? Why?

7. Can you cite examples of good development projects? Good architecture and building design? (in Grover or other cities in SLO County)

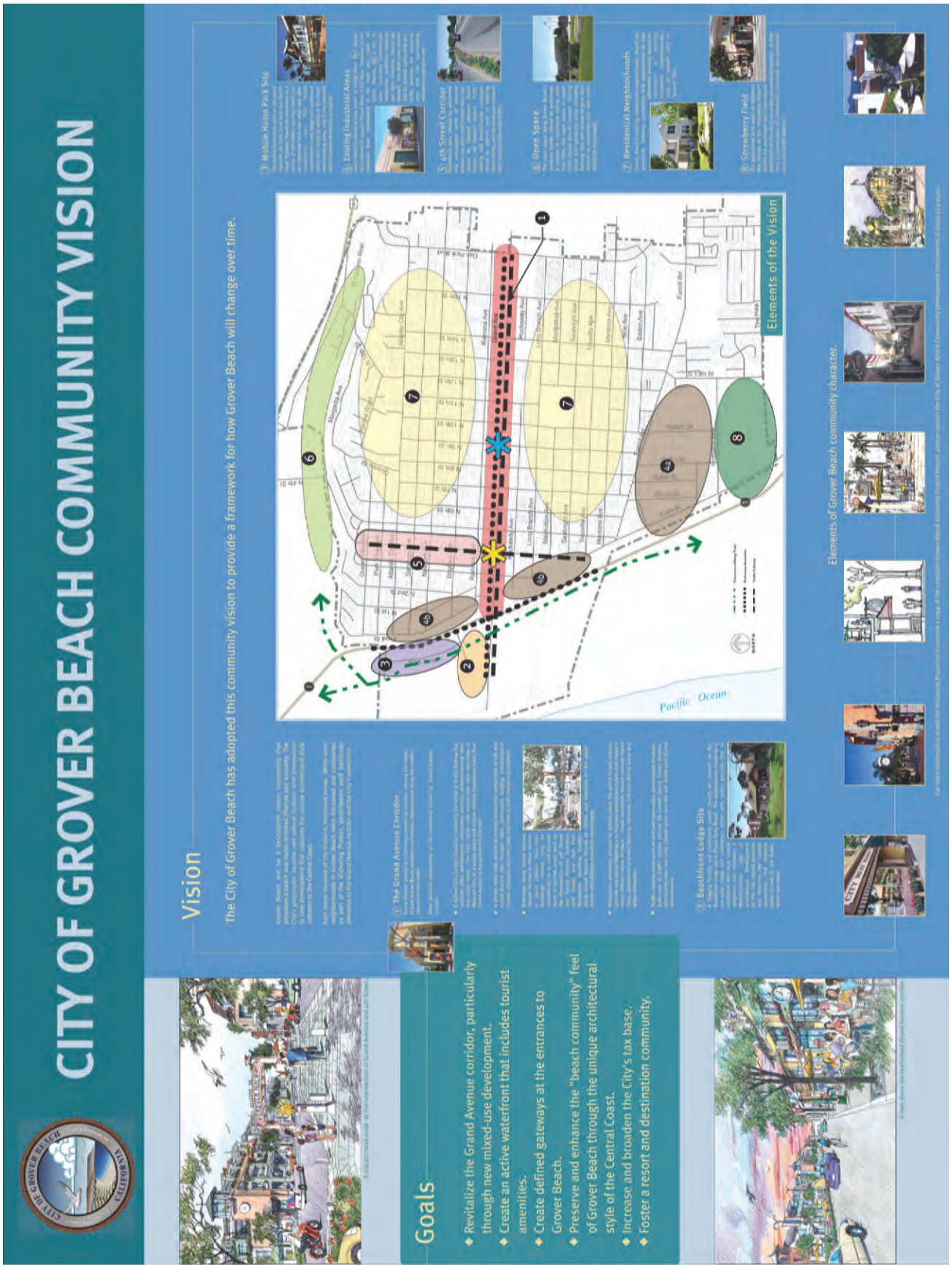
8. Where are projects being built that are not in character with a neighborhood or location? (in Grover or other cities in SLO County)

9. Are there obstacles to development in Grover Beach (specifically within the existing code)?

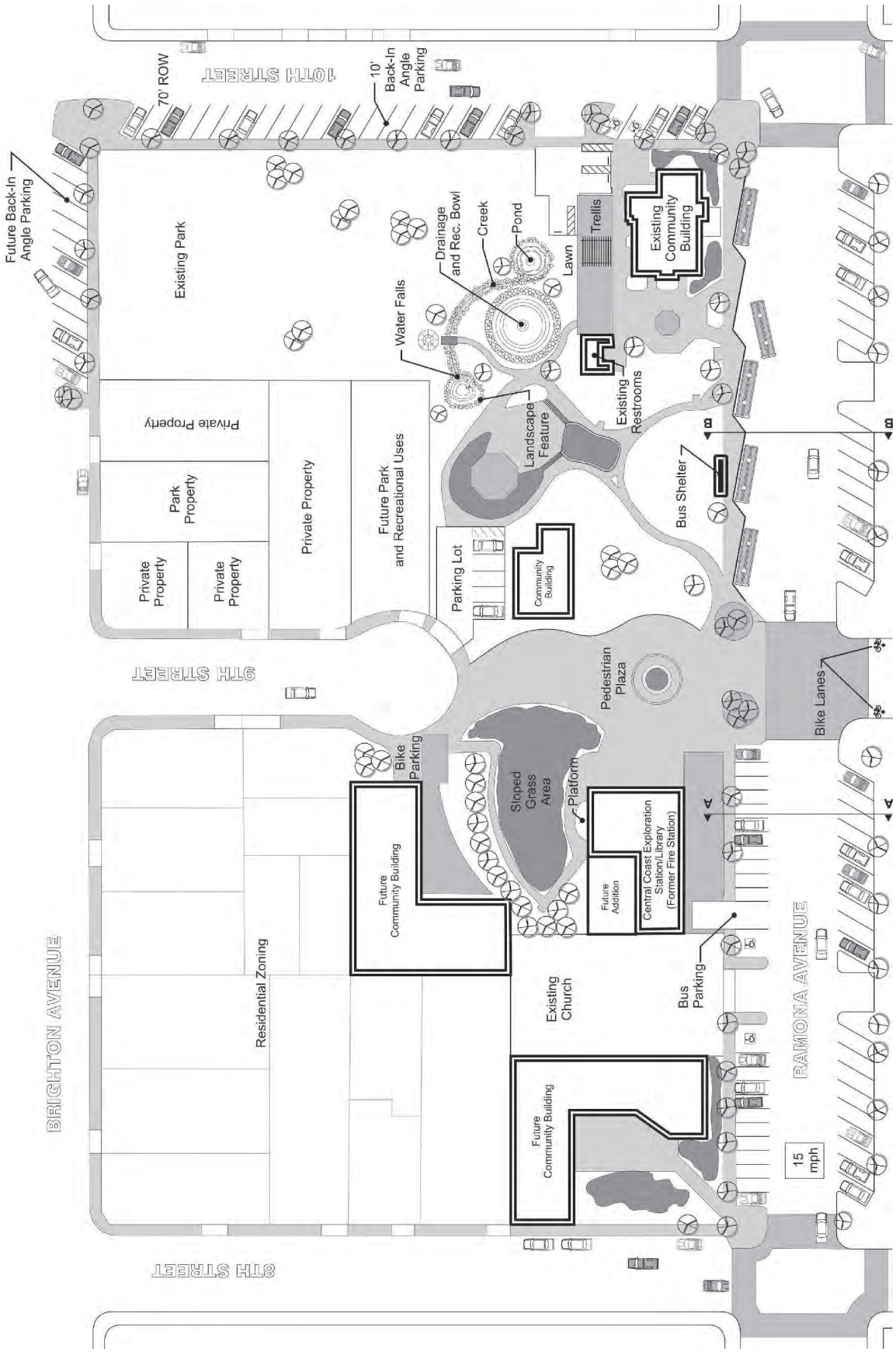
10. Are there specific issues with traffic or circulation? What would make Grover Beach more walkable or bikable?

11. Any additional comments on the Grand Avenue corridor?

2004 Visioning Project Poster



Ramona Specific Plan



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