



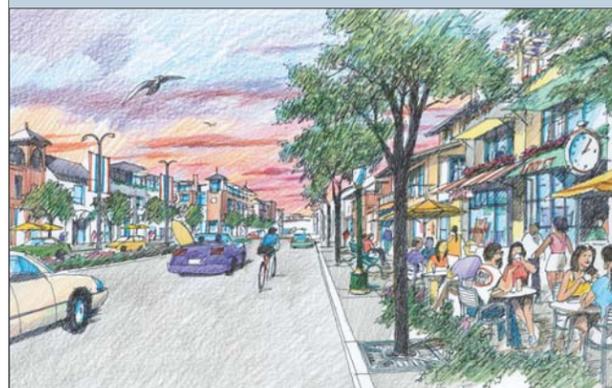
CITY OF GROVER BEACH COMMUNITY VISION



A vibrant retail node at the intersection of Grand Avenue and 4th Street.

Goals

- ◆ Revitalize the Grand Avenue corridor, particularly through new mixed-use development.
- ◆ Create an active waterfront that includes tourist amenities.
- ◆ Create defined gateways at the entrances to Grover Beach.
- ◆ Preserve and enhance the "beach community" feel of Grover Beach through the unique architectural style of the Central Coast.
- ◆ Increase and broaden the City's tax base.
- ◆ Foster a resort and destination community.



A look down the revitalized Grand Avenue corridor.

Vision

The City of Grover Beach has adopted this community vision to provide a framework for how Grover Beach will change over time.

Grover Beach will be a destination resort community that promotes a beach and visitor-oriented lifestyle and economy. The City's geographic location and natural features lend themselves to new development that captures the unique architectural style common to the Central Coast.

Each major element of the Vision is described below. While most neighborhoods in Grover Beach were discussed and considered as part of the Visioning Project, participants paid particular attention to the Grand Avenue corridor and the City's waterfront.

1 The Grand Avenue Corridor

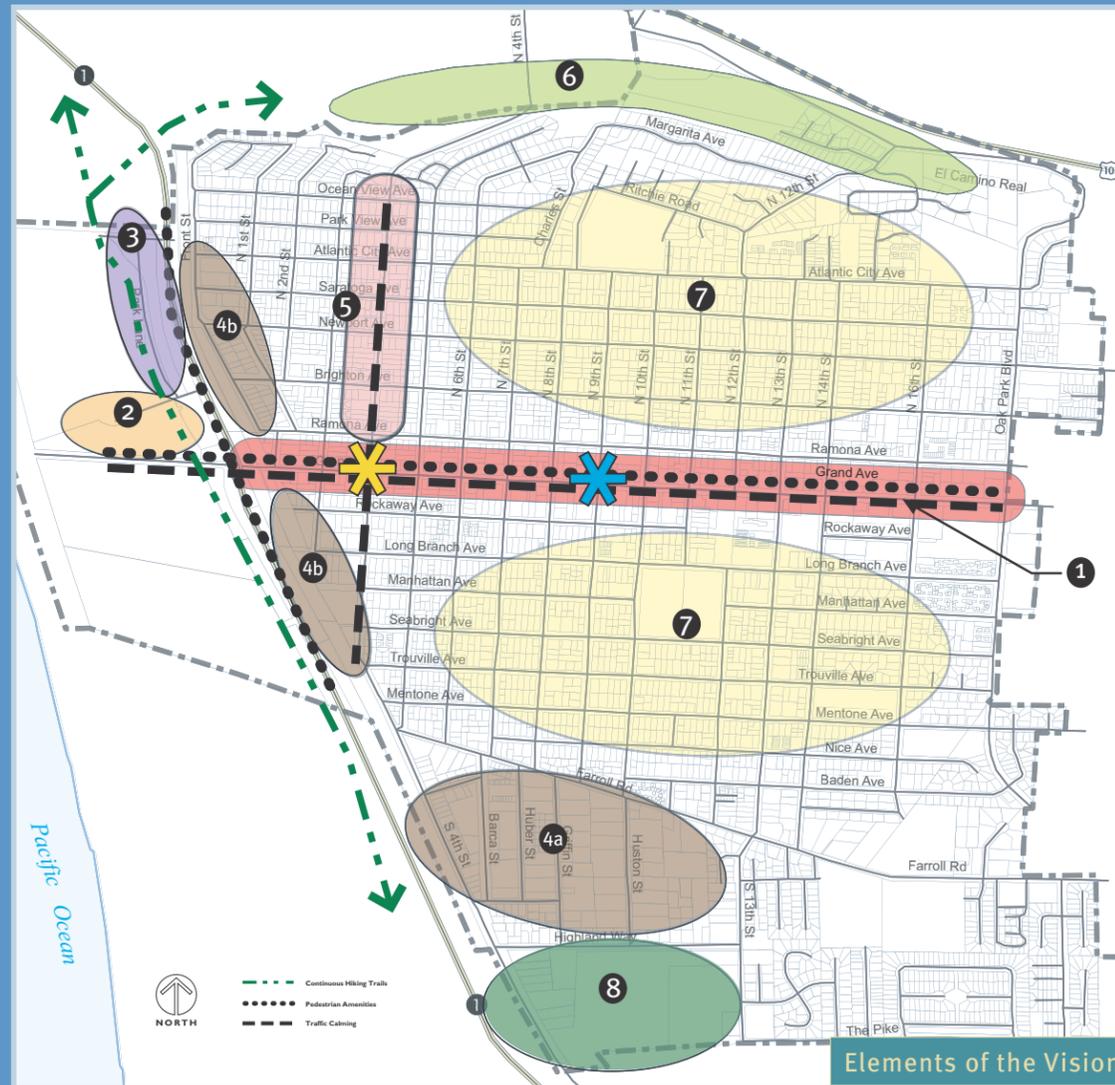
Grand Avenue should be a thriving commercial corridor, serving the needs of both Grover Beach residents and visitors. Development along the corridor should be intensified.

More detailed components of the Consensus Vision for Grand Avenue include:

- ◆ A defined Civic Center should be created in the center of Grand Avenue that includes office development, community services, resident-serving retail and public space. The Civic Center node should also take advantage of Ramona Park as a public space and include distinct pedestrian paths from Grand Avenue to the park and to City Hall.
- ◆ A vibrant retail node should be created around the intersection of 4th and Grand Avenue that includes cafes, restaurants, lodging, entertainment venues, shopping and other uses that cater to both visitors and residents.
- ◆ Buildings along Grand Avenue should be two to three stories in most places. Four-story buildings should only be considered on a case-by-case basis in limited areas such as the intersection of 4th Street and Grand Avenue between 16th Street and Oak Park Boulevard. Building heights along Grand Avenue should be varied, and setbacks on the upper stories of buildings should be encouraged.
- ◆ Pedestrian amenities should be added along the entire Grand Avenue corridor and along Highway 1 to improve pedestrian safety and create a more defined sense of place. These amenities should include street trees, pedestrian-oriented lighting, benches, outdoor dining areas and wider sidewalks.
- ◆ Traffic calming tools such as defined crosswalks, landscaped medians, bulb-outs or traffic circles should be added along Grand Avenue, particularly near the Civic Center node and the 4th Street and Grand Avenue node.

2 Beachfront Lodge Site

A lodging facility and conference center should be created on the Beachfront Lodge site at Pismo State Beach. The development should be a low-scale lodge and conference center with public grounds that is consistent with local coastal programs and emulates a Mediterranean style of architecture. Development on this site should preserve and enhance the coastal experience, and enhance public access to the dunes, beach and ocean.



Elements of the Vision

3 Mobile Home Park Site

The mobile home park units on the parcel bounded by Park Lane and the Pacific Coast Highway should be preserved as a source of affordable housing, which can be integrated with new retail and other commercial uses. This would complement a new lodge and conference center that could be added in the short-term camping area, only if the monarch butterfly preserve remains protected.



4 Existing Industrial Areas

Grover Beach's industrial area south of Farroll Road should be preserved to support Grover Beach's job base. However, in the industrial areas immediately to the north and south of Grand Avenue, a mix of uses, including commercial, residential, workforce housing and light industrial, should be allowed. Live Work units should also be allowed particularly as a buffer between the industrial uses and the surrounding residential neighborhoods.



5 4th Street Corridor

Residential uses should be preserved and encouraged north of Newport Avenue, but office and limited retail uses should be allowed between Grand Avenue and Newport Avenue. Traffic calming and beautification strategies should be applied, such as reducing street widths, adding landscape medians and increasing side-walk widths.



6 Open Space

The open space along Grover Beach's northern border should be preserved. A system of continuous hiking trails that links this open space to beach trails should also be created. Existing parks and recreation areas including Ramona Park and Grover Heights Park should be preserved and new parks should be encouraged.



7 Residential Neighborhoods

Grover Beach's existing residential neighborhoods should be preserved. However, appropriate infill opportunities for new affordable housing should be identified in existing residential neighborhoods, such as second units or "granny" flats.



8 Strawberry Field

The agricultural land south of Highway 1 (known as the "strawberry fields") should be preserved until agricultural production on the site is no longer economically feasible. At that time a combination of commercial, industrial and residential uses should be allowed.



Elements of Grover Beach community character.

