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

**Vision**

Grover Beach will be a destination resort community that preserves a beach and coastal-related theme and identity. The City is a place that has the charm and the beauty of the Central Coast through the unique architectural style that defines the coastal town.

Each major element of the Vision is described below. While most neighborhoods and strategies described below are related to the Grand Avenue corridor, some of the elements extend to the entire Grover Beach corridor and the City's waterfront.

### 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.

### Elements of the Vision

1. **The Grand Avenue Corridor**
   - A Grand Avenue Corridor should be the center of the City's downtown, serving the needs of both Grover Beach residents and visitors. Development along the corridor should be intensified.
   - Buildings along Grand Avenue should be two to three stories in most places. Four-story buildings should only be allowed on special occasions. Street heights along Grand Avenue should be varied, and setbacks on the upper stories of buildings should be encouraged.
   - Residential uses should be preserved and encouraged north of Newport Avenue, but office and limited retail uses should be allowed.
   - Natural and open space, such as parks and corridors, should be left in place and enhanced where possible.
   - A Coastal City Center should be the center of commercial activity that serves the needs of the business community. Additional mixed-use structures should also be encouraged.
   - Streetscape design and open space should be natural and compatible to the coastal theme.
   - A public pedestrian walk should connect the City's downtown with the harbor.

2. **Beachfront Lodge Site**
   - A Beachfront Lodge Site should be created on the Beachfront Lodge site at Pismo State Beach. A lodging facility and conference center should be created on this site.
   - This site should preserve and enhance the coastal experience, and enhance public access to the dunes, beach and ocean.

3. **Elements of the Vision**
   - A look down the revitalized Grand Avenue corridor.

For more information about the Visioning Project or to receive a copy of the complete report, please contact the City of Grover Beach Community Development Department at 805-227-9145.