



Community Plan, Local Coastal Program,
and Zoning Regulations Update

Community Visioning Report

October 2013



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1 Introduction and Key Findings

This Community Vision Report summarizes the events and key themes that have emerged through a series of public outreach efforts designed to help ascertain the vision for the future of Princeton. A vision is sometimes described as an ideal picture of the future. However, it is much more than this - it is a community's aspiration, and its inspiration. The vision answers the questions, "Where do we want to go?" and "What is important to us?"

A vision is a shared framework, and also a process. It requires working together to articulate the community's hope for the future. Activities are designed to open channels of communication about future challenges, opportunities, and desires and help distill the characteristics of Princeton that community members aspire to protect, maintain, improve, change, or achieve in the future. Visioning exercises and this report does not attempt to resolve tensions between competing values, nor does it account for potential constraints such as financial feasibility or the regulatory context. It is nonetheless a critical guiding tool for community leaders and County staff in moving forward toward achieving the vision and updating important policy and regulatory documents such as the General Plan, Local Coastal Program, and Zoning Ordinance.

1.1 Plan Princeton Background

San Mateo County is preparing an update of the General Plan, Zoning regulations, and Local Coastal Program for the Princeton area. The purpose of the Princeton Planning Update project is to provide policy, plan, and zoning amendments to help realize the community's vision for the future, ensuring that development enhances the community character and identity, supports the working waterfront, provides benefits and amenities for community residents, enhances coastal access, protects coastal resources, and is compatible with the airport layout and land use plan.

Stakeholder Interviews

Interviews were conducted with representatives of public agencies, property and business owners, fishermen, environmental advocates, County Supervisors, and others to identify needs, desires, and issues of concern. The Consultant Team conducted 13 interviews, with two to four participants in each interview (37 participants in all), on August 14 and 15, 2013.

1.3 Key Themes

Each aspect of the public participation program brought out a somewhat different segment of the community and approached planning issues from a different angle. The chapters that follow in this report discuss individual events or features of the outreach effort. Throughout all activities, a number of key themes emerged. These key themes are summarized below.

Don't Change

Many community members consistently expressed the desire for “no change,” a continuation of Princeton as it exists today. Those with this view want to see the Plan Updates result in very little or no new development, public improvements, or other changes, although nuisance abatement was generally supported. Many participants do want to see blighted conditions and illegal activities be addressed and improved. Community members identified the need for consistent code enforcement; street improvements; better lighting; and more police presence.

Preserve Existing Character

Participants across the spectrum expressed how they like Princeton for its unique character and its coastal setting. Princeton was described as funky and eclectic. People appreciate its mixture of industry, maritime uses and houses; its working waterfront; its small scale; and its natural environment. Many people want to see Princeton retain and enhance what makes it special today and to limit the height, bulk, and mass of new development.

Allow for a Mix of Uses

The existing mix of maritime, industrial, visitor-oriented, and (to a lesser extent) residential uses was seen as an integral part of Princeton’s character that should be preserved and enhanced. Many felt that a greater variety of uses should be facilitated, and had the potential to be compatible and create economic synergy. Community members provided feedback on the appropriate mix and location of land uses in the Planning Area, as summarized below.

Improve Access to Coastal Recreation

New multi-use trails, paths and bike lanes; trail improvements; and shoreline protection with access all received a high level of support. Community members discussed enhancing and extending the bikeway from Half Moon Bay, expanding the trail system on Pillar Point and providing new parking lots to serve Pillar Point trails. People discussed ways to improve the pedestrian experience in the Princeton area, and ways to ease traffic bottlenecks around Capistrano Road and Broadway and at Highway 1. Better signage and way-finding and amenities or improvements at street end access points were also recommended as ways to improve access.

Protect Coastal Resources

Preserving environmental resources and open space was often cited as a priority. Community members and stakeholders expressed strong concern about water quality and the need to protect sensitive marine habitat. Pillar Point marsh was recognized as both a habitat area to be conserved and potentially an area that could support and attract research and low-impact recreational uses.

1.4 How To Use This Report

The information in this report is gathered from talking with community members with various interests, backgrounds, and points of view. While this information reflects the broad aspirations of the community, it is also subject to economic and fiscal reality, federal and state laws, and ongoing community consultation about trade-offs and priorities. Some issues may be out of County hands, such as harbor decisions (the responsibility of the Harbor District), or limited by other requirements. Two important examples are the California Coastal Act and State requirements to be consistent with the Airport Land Use Compatibility Plan.

California Coastal Act

In 1976, the California Coastal Act was passed to protect coastal resources and maximize public access to the shoreline in the coastal zone. The Princeton Planning Area is within the coastal zone and as such, the Princeton Update must maintain Coastal Act consistency. In order to comply with this requirement the Princeton Update will need to:

- Prioritize coastal-dependent and coastal-related land uses
- Maintain and enhance coastal access and recreation opportunities
- Protect and restore environmentally sensitive habitat areas and coastal water quality

2 Community Kick-off Meeting

2.1 Overview

On Saturday, July 13, 2013, the San Mateo County Planning Department and San Mateo District 3 Supervisor Don Horsley hosted an open house kick-off event for Plan Princeton. The event took place at the Half Moon Bay Yacht Club between 2 and 4 pm. The event was an introduction of both the planning effort and the planning team to the community. The planning team was on hand to answer questions and meet with members of the community. An estimated 83 people from Princeton and the Midcoast showed up to learn more about the project and share their ideas.

2.2 Community Feedback

Community members posted comments on a presentation board, expressing a wide range of views and desires. Comments touched on the character of the community; specific land use regulations; commercial fishing and other marine activities; parking and infrastructure; environmental resources; and quality of life concerns. Participants also submitted “comment cards,” and sent follow-up responses through the Plan Princeton website. The complete set of presentation board notes are provided in Appendix A. Comments from the presentation board, comment cards, and website are summarized below by theme, in order of the number of comments.

Maintain and Enhance Local Character

The greatest number of comments had to do with keeping Princeton as it is today, or preserving and enhancing its character. Princeton was described as “funky” and “unpretentious,” and commenters wanted it to stay that way in the future. Specific suggestions included keeping business small and local; not having any more malls; and not allowing the community to become like Monterey or Marina del Rey. Some commenters simply wanted no action.

Support Marine Businesses

A number of comments advocated support for marine businesses, commercial fishing, and the working harbor.

Make the Process Transparent

Five commenters wanted to ensure that the process would be transparent, with community members' comments being posted. Concern was voiced about the role of developers.

Street Improvements

Five comments identified the need to finishing repaving streets in the Princeton community, in particular Harvard Avenue, and fixing potholes.

Prohibit Residential and Office Development

Four comments requested a stop to the development of condominiums and live/work buildings, and no large office parks or commercial condos.

Improve Coastal Paths and Access

Two comments advocated for a bike and pedestrian path along the coastline, and two other comments called for improved public access to the coast and beaches.

Allow Greater Variety, More Flexibility

Three comments proposed that a greater variety of land uses should be permitted, facilitating the development of productive activities and reducing crime and blight.

Provide for Dogs/Manage Dog Areas

Two comments wanted to make sure the Plan updates take dogs and dog owners into account, while a third called for leash laws to be enforced.

Develop a Park or Community Center

Three comments proposed a park, a community center, and a skateboard park and green space, respectively. The vacant land across from Mezzaluna and the American Legion was specifically identified.



Attendees expressed a range of views and desires on a comment board.

3

Community Survey

3.1 Overview

A survey and newsletter was sent to all homes and businesses in the Planning Area and the surrounding communities of Moss Beach, Montara, El Granada, and northern Half Moon Bay. The survey/newsletter was also sent to owners of property in Princeton. The survey was sent in the beginning of August, and pre-paid survey responses were due by August 30, 2013. The survey was also featured on the project website, www.PlanPrinceton.com. Some 519 community members responded, including 297 mailed responses and 222 online responses.

The survey was designed to gain insight into community members' vision for the future; inquire about quality of life and rank priorities for improvement; determine the level of support for various types of land uses and access improvements; and understand preferences depending on respondents' demographics and where they live and work. This chapter highlights the survey findings. Appendix B contains the original survey forms in both English and Spanish. Questions included the following:

1. Do you live, work, or own property in the Princeton Planning Area?
2. For each of the items listed below, please indicate if it should be a high, medium, or low priority for Princeton's future [see below for a discussion of the items listed].
3. Please indicate your level of support for the following types of development in the Princeton waterfront/industrial area, as shown on the map [see below for a discussion of the development types].
4. How important would each of the following types of improvements be to enhance coastal access and general circulation in the Princeton area? [See the discussion below concerning the types of improvements queried].
5. Please state your level of support for the following statements about Princeton's future identity [see discussion below for the statements].
6. What do you like most about Princeton?
7. What is the most important thing that should be done to improve Princeton?

The survey concluded with demographic questions on age, income, employment status, household size, household tenure (own or rent), and racial/ethnic identity.

3.2 Princeton's Assets and Future Identity

Two questions asked what community members valued most about the Princeton area, and what they hoped for Princeton to be like in the future.

What Do You Like Most About Princeton?

Question 6 provided an open-ended opportunity for survey respondents to describe what they like most about Princeton. While there was a great variety of individual takes on what makes Princeton special, the majority of them had to do with the community's authenticity and its coastal location.

These themes were most commonly joined in an overwhelming appreciation for the harbor, the fishing boats, and the sense of a working waterfront. Other aspects of the coastal location that were noted by many respondents were the beaches and bluffs, and the open space and wildlife. People described Princeton as "picturesque," and identified views as among its assets. Many respondents were enthusiastic about water-related recreation opportunities or the hiking, natural beauty, and scenery.

The community was also greatly valued for its character, even apart from its coastal setting. Princeton was described again and again as "funky," "eclectic," "quaint," "real," and "not over-developed." Many respondents enjoyed the mixture of the harbor and its fishing boats, artists' studios, and locally-owned shops. Some appreciated the contrast of industry and tourism, a working waterfront and nature. Others especially valued the area's seeming remoteness, its rustic and peaceful quality. Some emphasized the restaurants and fresh seafood. Some loved the untapped potential they found in Princeton.

Princeton's Future Identity

Question 5 asked community members to "state your level of support for the following statements about Princeton's future identity." Chart 3-1 shows community members' level of support for each of the three statements tested. Questions were not "mutually exclusive" – respondents could support all three, and many did. Responses are summarized in Chart 3-1.

"I like Princeton-by-the-Sea for its Funkiness, its sand streets, its protected waterfront, its access to Pillar Point, the surrounding natural beauty, and its shops and restaurants, especially Mezza Luna."

"I like that it is one of the few remaining active fisheries, it is comfortably co-existing with natural resources, including habitat for aquatic birds such as night herons and other sea life."

"The co-existence of a working harbor with an active fishing industry and the public coastal access to beaches and trails. I also like the access that they have to a few restaurants and the easy parking."

"I like that it is small and not overdone. It feels like a community not just a fishing village or tourist trap. People make a living and enjoy the area for pleasure."

"It is a beautiful and working harbor which still allows people to work and live there. It's relatively unspoiled and one can find a peaceful and quiet beach going experience there."

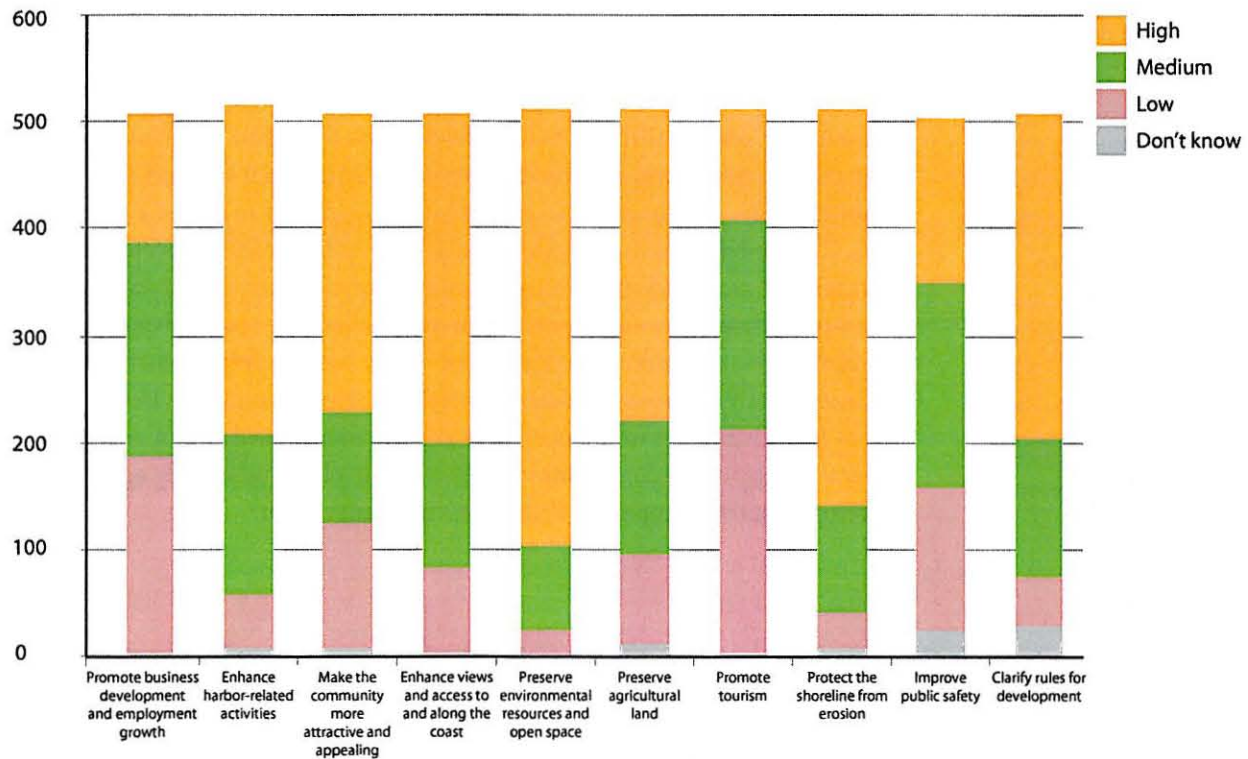
3.3 Priorities for Future Improvements

The survey provided two questions focused on understanding community members' priorities for future improvements in the Planning Area. Question 2 asked respondents to identify the priority level for each of 10 potential Plan Update topics. Question 7 provided an open-ended opportunity for respondents to name what they felt would be the most important improvements.

Priorities for Princeton's Future

The survey's second question asked respondents to characterize whether a variety of topics covered by the Plan Update should be considered low, medium, or high priorities. Responses are summarized in Chart 3-2.

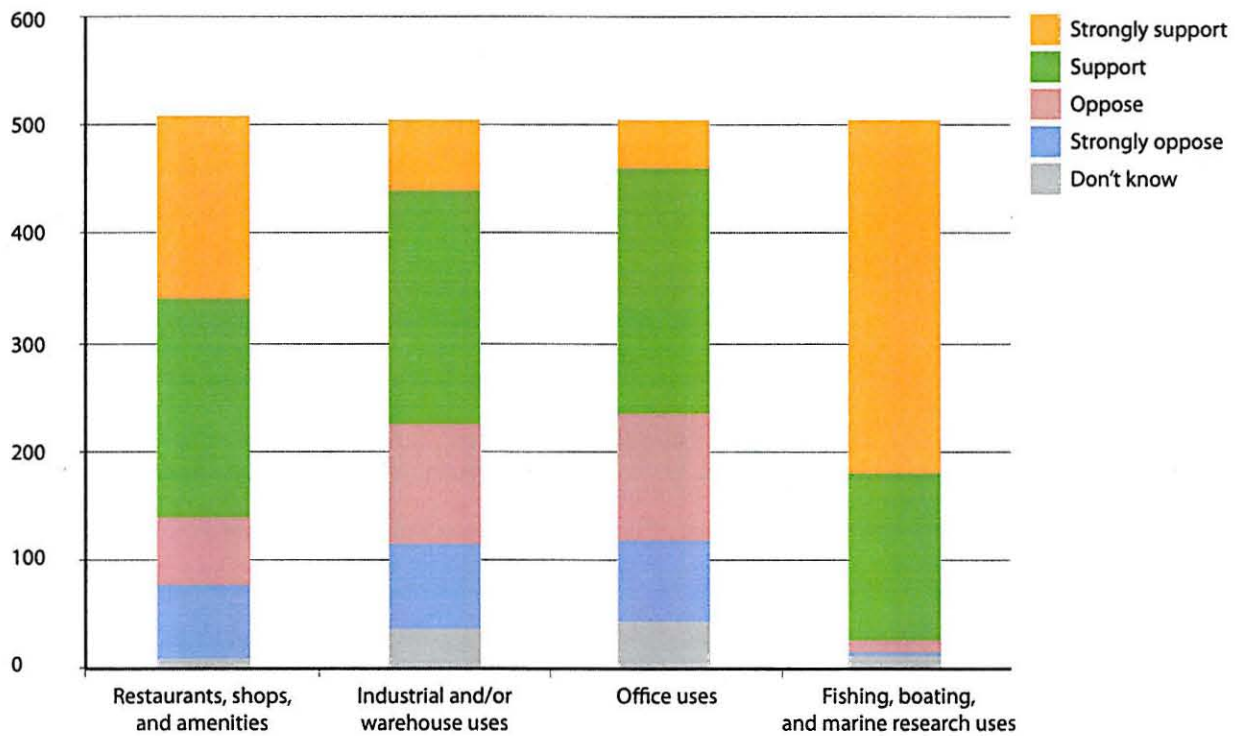
CHART 3-2: PRIORITIES FOR PRINCETON'S FUTURE



3.4 Land Use and Development Types

Question 3 asked participants to “indicate your level of support for the following types of development in the Princeton waterfront/industrial area.” Four categories of development were offered. One had to do with visitor-oriented commercial uses; one with industrial uses; one with office uses; and one with marine-related uses. Chart 3-3 illustrates the breakdown of responses.

CHART 3-3: SUPPORT FOR DEVELOPMENT TYPES IN THE WATERFRONT/INDUSTRIAL AREA



Fishing, boating, and marine research uses was the land use category that received by far the most positive response, with 95 percent of respondents expressing strong support (64 percent) or support (31 percent). Restaurants, shops, and amenities were also supported by a clear majority of respondents (73 percent), though only 33 percent reported strong support. Industrial and/or warehouse uses and office uses both received support from over half of survey respondents, but strong support was not common (13 percent and 8 percent, respectively) and a sizable number of people also opposed these uses.

3.6 Survey Respondents

This section summarizes the responses to the first question, concerning the nature of respondents' connection to the Princeton Planning area, followed by a summary of responses to the demographic questions.

Do You Live, Work, or Own Property in Princeton?

Most survey respondents did not live, work, or own property within the Planning Area. Princeton residents constituted 15 percent of respondents. About 17 percent of respondents worked in Princeton and 18 percent owned property in the Planning Area. This may not be as surprising as it at first appears, because the Planning Area is small and most surveys were sent to neighboring communities.

Of the respondents who lived outside the Planning Area, the greatest number lived in El Granada (38 percent), followed by Moss Beach and Montara (about 16 percent each), Half Moon Bay (15 percent), and Miramar (8 percent).

Of those who worked outside the Planning Area, about 44 percent worked in nearby Coastside communities (with the greatest number of those in Half Moon Bay). About 17 percent worked in San Francisco or South San Francisco; about 14 percent worked in communities between Burlingame and Redwood City; and 9 percent worked in cities in Santa Clara County.

Demographics

A summary of responses to the survey's six demographic questions follows.

Age

Nearly half of survey respondents (46 percent) were between the ages of 51 and 65. Another 22 percent were between 41 and 50, and 19 percent were 66 and older. Persons aged 31 to 40 and 30 or under represented only 11 and 3.5 percent of responses, respectively.

Household Size

Half of respondents (50 percent) lived in households of two. Households of three and four made up 17 and 15 percent of respondents, respectively, while people living alone were about 13 percent.

Own or Rent?

The great majority of people who answered this question (86 percent) owned their homes; 14 percent rented.

4

Community Workshop #1: Community Vision

4.1 Overview

The first community workshop was held on September 12, 2013 in the ballroom of the Oceano Hotel & Spa in Half Moon Bay. The purpose of the workshop was to give community members a forum to express their visions for Princeton, and to discuss major issues, challenges, and opportunities that the planning update should address. Additionally, the discussions would allow participants to hear a range of perspectives from others in the community, identify shared ideas, and begin to understand contradictions. The workshop was organized around two main activities. The first was an individual visioning exercise that asked participants to describe a headline they would like to read about Princeton in 20 years. The second was a small-group conversation about key planning issues and potential objectives for the planning update. Over 160 community members participated in the workshop, along with 11 facilitators from the County and consultant team.



4.2 Where Do You Live or Work?

As participants signed in for the event, they were asked to indicate where they lived, worked, or owned property on a large map of the Midcoast region. The resulting map, shown at left, shows a concentration of interests in Princeton, with additional points spread throughout the neighboring communities of Montara, Moss Beach, Pillar Ridge, El Granada, Miramar, and Half Moon Bay.

Workshop participants indicated where they live, work, or own property in Princeton and the surrounding community.

Coastal Economy and Development

Some participants used the headlines to express opinions about the local economy, whether it was creating a good environment for small businesses or attracting investment for marine-related businesses. Some headlines sought to introduce non-commercial development, such as marine educational or research centers. Others promoted the continued preservation of the industrial waterfront as an economic driver.

Open Spaces and Outdoor Recreation

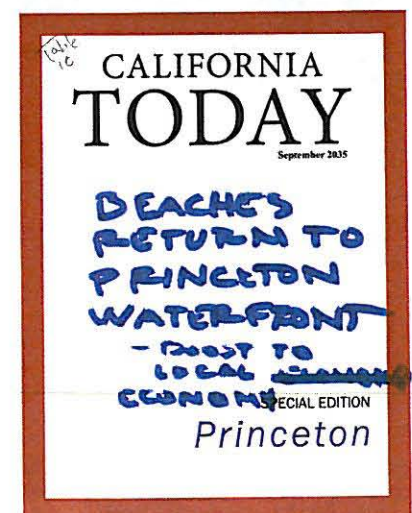
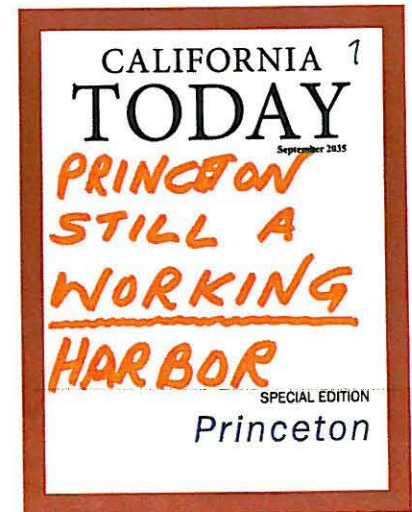
This group of headlines promoted the outdoor enjoyment of the Princeton area, particularly in terms of hiking and biking trails between the harbor and parks and along the shore.

Scenic and Environmental Quality

Many headlines emphasized improved environmental quality and its impact on coastal views and natural resources. They see habitat conservation as an important piece of the area's character as well as a potential draw for visitors. They also describe reductions in traffic and clutter that improved Princeton's aesthetic and environmental conditions.

4.4 Exploring the Issues: Small Group Discussions

At each table, participants took part in a facilitated group discussion covering key issue areas that the planning update will need to address in order to achieve the visions expressed during the previous exercise. Discussions were intended to be open-ended, though facilitators guided with a goal of covering the topics of land use and development; coastal access and shoreline protection; and environmental resources. Tables were supplied with maps, stickers, and markers to allow for notations at specific locations regarding potential land uses and improvements, and for the identification of sensitive resources. Annotated maps from each table are collected in Appendix D. Some participants were seated at overflow tables that did not have tabletop maps; these tables used smaller reference maps and focused more on discussion than mapping.



Headlines reveal what community members value about Princeton.

Overall Land Use and Development

Many participants called strongly for maintaining a diverse mix of uses in the area. Some preferred to keep the current land use mix of residential, small business, and industrial uses. They liked that this offered people the opportunity to both live and work on the coast without needing to join other commuters on congested Highway 1. Some expressed interest in greater variety in terms of businesses, and in terms of activities that would serve the area's youth. One table noted that more businesses would increase revenues for the school system and bring more jobs to the coast. One table defined a desirable mix as one of a "Seagoing Village," accommodating both boating and office uses. Another saw demand for a more diverse mix as an opportunity for bigger businesses to develop in the area. Generally, these groups valued combinations that enabled both small businesses and industrial uses on the waterfront, plus some opportunity for housing. However, one table did caution against potential conflicts arising between adjacent commercial and residential development.

In addition to the broad notions for the community, there were some distinct ideas for various geographic areas described below.

Between the Harbor and Capistrano Road

The area surrounding Capistrano Road and Johnson Pier was associated with restaurants, entertainment, recreation, and visitor serving uses, as well as additional marine support in the marina. Dining and shopping were considered acceptable uses in this area, and several groups saw the potential for designated public parking. The area between Capistrano Road and Highway 1 were typically identified as areas for preservation or public parking. Perched Beach was identified as a preservation site, though some groups allowed for recreation or education- and research-related uses in that area. Suggested uses include:

- Retail
- Restaurants
- Lodging
- Parks and playgrounds, specifically between Broadway and Capistrano Road
- Visitor-serving marine lab
- Information center
- Community center
- Nature center



The area between the Harbor and Capistrano Road was a popular location for visitor-serving, a public park, and coastal access.

Princeton Industrial Area, Inland

In contrast to the public and visitor-serving orientation of the waterfront area, the inland portion of the developed Princeton industrial area was reserved for commercial service uses that cater to local and fishing industry needs. Community members were interested in maintaining the existing land use mix of residential, small business, and industrial. While some felt retail uses were appropriate, others felt this area should be reserved for service, trade, and light industrial uses. Others that supported retail located it on the east side of the area, near Capistrano, while some commented that retail should be limited to uses that serve locals or items related to the fishing industry. Uses identified as appropriate include:

- Service and trade establishments
- Industrial uses
- Businesses that serve locals
- Education and research facilities (such as a local history museum or nature center)
- Community centers
- Art studios
- Residential uses
- Live/work opportunities
- Caretaker units

West of Princeton Industrial Area, Including Pillar Point, Pillar Ridge, Airport, and Environs

These areas were primarily identified for preservation with trails along the coast and to Pillar Point. Wayfinding, parking, and other recreational support amenities were identified as appropriate clustered along the west edge of Princeton and near the existing parking lot. The area between the Pillar Ridge community and Princeton, currently zoned M-1, tended to be identified for preservation or for uses such as institutional, services and trades, or office-related, and included live-work opportunities. There were also requests for recreational spaces and amenities and dining options to serve the residents of Pillar Ridge.



Community members envisioned trail connections to link the waterfront to recreational open space west of Airport Street.



One vision of the area west of Airport Street included services and community facilities to serve Princeton and Pillar Ridge.



Some community members preferred to preserve existing open spaces west of Airport Street.

Public Transportation

In terms of public transportation connections, one table wanted to see bus routes tailored to area residents, such as one that includes a stop at a grocery store and an improved bus stop at Pillar Ridge along Airport Street.

Wayfinding

Several groups noted that wayfinding in the area could be greatly improved, and would have a positive impact on circulation and recreation. Improvements might include better signs marking the community's gateways, and wayfinding at major intersections, and throughout the waterfront and in Half Moon Bay. Signs would direct travelers to parking lots, to the beach, and to major attractions such as Mavericks.

Road and Traffic Improvements

Groups expressed an interest in improvements that would support fishing operations, increase accessibility to the airport, and connect Airport Street and Capistrano Road. Participants wanted to address the congestion between Capistrano Road and Broadway, which currently impedes pedestrian and automobile circulation. One group suggested that a turning lane be added to the Capistrano Road and Highway 1 intersection to ease the existing bottleneck.

Parking

Parking concerns surfaced in a number of discussions related to safety, congestion, and neighborhood aesthetics. Participants wanted to ensure adequate parking for coastside visitors; however, while some felt that additional parking was necessary, others insisted that there was already sufficient parking in existing underutilized lots. Suggested parking areas included several sites along Capistrano Road, along West Point Street near the trailhead, and at different sites off of Airport Street.

Other Concerns

Airport Overlay

Participants also expressed concerns over regulatory challenges related to the Airport Overlay (AO) zoning district. Groups remarked that the AO district limited development options for property owners and is not consistently enforced. They identified the district's occupancy restriction as the its most problematic limitation. Discussions called for a reduction of the overlay zone, with one suggesting that the airport runway be shifted north.

Many community members took pride in experiences that could not be found anywhere else, including the unique experience of a true working waterfront and the unusual combination of industrial, commercial, and residential uses. To respondents, these circumstances produce a very unique character and set the stage for special opportunities, such as being able to interact directly with fishermen while purchasing a fresh catch.

Regarding character, respondents praised Princeton's relaxed feel and the small-scale and low-intensity nature of existing development, revealing a fondness for the "quaint" and quiet community, and for unimpeded enjoyment of beaches and open spaces. Respondents also pointed to a sense of "authenticity" connected with the Princeton waterfront, declaring, "It's real," and "I like the rough edges." In this sense, authenticity is a positive characteristic associated with ruggedness, unpretentiousness, and informality.

What needs to be improved the most?

Participants expressed concerns about the area's land use mix and the types of businesses and activities that they want to support, Princeton's aesthetic and environmental quality, public safety and regulatory enforcement, and traffic and road conditions. It is important to note, however, that notes on what needed to be improved were tempered by an expressed desire to leave Princeton as it is and to not significantly alter its character or charm.

Comments revealed an interest in promoting recreation and supporting marine-related and small businesses. Regarding recreational uses, respondents wanted to see more parks, more safe places for children to play, access to safe swimming, and an improvement or expansion of trails and access to the beach. Improvements to harbor infrastructure were noted as ways of supporting marine enterprises and the fishing industry, particularly the installation of a haul out and drydock. Commenters wanted to see an active waterfront that facilitated public use of the harbor and preserved waterfront land for marine-related uses. Additionally, they felt the area should be preserved for local businesses, and said no to chains and big box stores.

Commenters were concerned with the environmental quality of the area, both in terms of natural resources and in terms of urban design and aesthetics. Primarily, they worried about water quality, trash, and views. Numerous comments cited illegal dumping, littering, abandoned boats and vehicles, and cluttered abandoned lots as problems. Several also pointed specifically to the Romeo Pier and vehicle storage as negatively impacting physical and visual perceptions of the area, though the overall appearance of the warehouse area also contributes to a negative street experience. Some also noted a need for setbacks and height limitations that preserved views of the sea.

What needs to be improved?

"Traffic pattern/cars."

"More parks."

"Lighting, roads, safety, more businesses."

"Paved, maintained streets; parking; more/better beach/water access for kayaks, paddle boards, small boats, windsurfers, beachcombers; a dog park."

"Boat haul out."

"Trashy areas need cleaning."

"Roads and pier."

"Some aspects of warehouse side streets are very ugly."

"Support for the fishing industry."

"Illegal building and armoring of coast. Debris/abandoned vehicles and boats."

"Safe places for children to play."

5

Stakeholder Interviews

5.1 Overview

As part of the community outreach effort, the planning team interviewed 36 stakeholders on August 14 and 15, 2013. The interviews were done in groups of between two and four. One hour was allotted for each small group interview session. An additional interview was conducted by phone in September. Stakeholders included local business owners; property owners; architects; developers; representatives of local clubs or associations; representatives from groups organized around fishing, recreation, natural conservation, and bicycling; managers of the Airport and the Harbor District; representatives from County agencies and transit districts; and political representatives.

The interviewers posed many of the same questions posed by the survey and at the community workshop, including:

- What do you think are the greatest challenges facing the Princeton area today? What do you feel will be the key challenges Princeton will face in the next 10 to 20 years?
- What aspects of the area do you like most? What do you like about living, working, or otherwise being involved here? Expanding on this idea, what are the community's assets and how should the plan updates build on them?
- What types of major achievements and improvements would you like to see the County accomplish over the next 20 years?
- Is the existing land use pattern in the area appropriate? Are there certain land uses that are particularly problematic or uses that are not allowed that should be?
- Enhanced coastal access is an important objective of the plan updates. How can the coastal access system be improved?
- What specific industries or types of businesses have growth potential and how could the County use the plan updates to support this potential?

stakeholders argue that the overlay district is contributing to a discrepancy between the cost of developing land on Princeton's waterfront and the actual value to be gained from it. One reported effect is that the area sees limited investment from existing or potential property owners, who have difficulty securing loans or selling property to prospective buyers.

Illegal Activities and Blight

Many stakeholders relate the lack of investment or incentives for investment resulting from the zoning and airport overlay restrictions to other problems of blight and crime. The planning team was told that there is a history of illegal activities and squatting in Princeton that continues to the present, with people living in storage facilities, boats, cars, and trailers. Drug selling, theft, and car break-ins, often targeting visitors to the hotels and restaurants, make the area unsafe. At the same time, the physical environment is characterized by illegal dumping and junk storage. These connected issues of crime and blight are seen to limit Princeton's ability to expand its appeal to visitors and investors.

Opposition to Change

Some participants pointed to the desire for nothing to change as Princeton's biggest impediment. According to this view, a sizable group within the community argues against any proposed change, contributing to project delay and ultimately a lack of growth.

5.3 Assets

Balancing this discussion of challenges, stakeholders were asked what they liked most about Princeton, and what assets the Plan updates should build on to make Princeton better. Many participants identified the community's "charming character," its coastal and natural setting, or both; some pointed to specific features including the Airport, the Half Moon Bay Yacht Club, and the local seafood.

Charming Character

Princeton's charming character was invoked by several participants. Some described Princeton as having a "quaint fishing village feel." Others identified its mixture of old houses and industry; its yacht club and funky stores. The local business community was seen as an important asset; Princeton was seen as having a core of artists, artisans, and entrepreneurs, and the potential to attract more. Work/sell and live/work settings were pointed out as a natural fit for Princeton. Some participants also noted fresh seafood as an important and unique draw for the Princeton area.

Some pointed out that the types of marine uses allowed by zoning “don’t make economic sense.” A variety of causes were noted, including the offshoring of industrial activities such as sail making, and the shift of large-scale fish processing and distribution to sites close to highways and airports or close to major urban customer bases.

Suggestions for marine-related uses that could work included boat parts, boat repair and accessories, and a local-selling seafood marketplace. Others noted that “clean” or light industry and trade businesses can provide support services such as welding to the fishing and boating industry, and can be compatible with visitor-oriented uses.

Some participants observed that the waterfront blocks along Princeton Avenue are underutilized, or are occupied by uses that don’t contribute to the marine-related economy or relate to the coast. One participant argued that marine-related uses that don’t require water access, including fish processing and crab pot storage, should occur inland, while harbor-fronting blocks should feature uses that cater to kayakers or visitors to the marine sanctuary (the Yacht Club was identified as an appropriate type of use.)

Recreation

A variety of recreational uses were identified as being a good part of the future land use mix in Princeton. These included businesses supporting paddle sports, bicycle rental, and a kayak club. One participant noted that the Yacht Club (and by extension, similar future uses) can have a low-profile building and provide yard space, helping to open up access and views to the water. Another participant pointed to private undeveloped land around Pillar Point that is not park land but would be appropriate for camping, which could be another in-demand recreational use.

Stakeholders pointed out that Princeton is a popular place for people to bring their dogs because there are off-leash areas or leash laws are not enforced. A dog park was advocated as a way to better protect bird habitats; there was also a desire to maintain open spaces for people to visit with their dogs.

Education and Research

Education and research were also noted by several stakeholders as desirable future uses. At least two participants expressed interest in a university field station with a marine emphasis and a public component. Anecdotally, a representative of the Moss Landing Marine Laboratory indicated that there could be value in marine research based at Pillar Point Harbor; a preliminary survey of 22 research stations indicated that interest and budget would make such a project challenging, at least in the short term. Another stakeholder indicated that an information center to orient visitors to the specific features of the Princeton coastline would be a good addition.

Height, Massing, and Building Design

Several participants identified existing development standards in the Waterfront zone as a significant problem. The zoning currently allows 36-foot or even 75-foot buildings with no setbacks if development is not adjacent to a residential use. This has resulted in contiguous live/work buildings on narrow lots, and proposals for maritime-related uses that have been rejected because of community opposition to the scale of the buildings. The fertilizer business and the “fish scale” buildings received particular attention. There was desire to require setbacks to protect views and ensure light and air circulation, as well as desire to lower height limits. A small number of stakeholders felt that the currently allowed building envelope is adequate to allow well-designed buildings, and that the permitting process is the greater problem.

Development Process

Use Permit Requirements

Several stakeholders said that the County’s use permit requirements are now very restrictive, making it difficult for property owners to do what they want to do and resulting in uses such as boat storage that do not make the most of the waterfront location. While the use permit requirements were described as too restrictive, the enforcement was described as lax, resulting in “bootleg” uses. One stakeholder said that none of the waterfront uses now comply with the original permit. There was a call for use permit requirements to be clarified, applied uniformly, and enforced.

Design Review

Two stakeholders noted the design review process, and both felt that it should be reformed. Design review was described as an extra step, on top of acquiring a Coastal Development Permit, and a subjective process. No clear distinction is made between what is expected in El Granada compared to Princeton, two very different environments. A streamlined process providing a standard approved building type or types was recommended by one participant.

Tsunami Inundation Zone

The tsunami inundation zone was identified as an issue by at least two stakeholders. The expectations of the Coastal Commission were seen as not entirely clear by one participant; another reported that the way the Commission treats the tsunami zone will impact any proposal for housing, and may impact any kind of development in Princeton.

Lateral Shoreline Access

Participants noted potential improvements to the trail system that would allow the Coastal Trail to run along the beach rather than on the street. A boardwalk or pier that allowed the public to get closer to the water or travel farther laterally along the coast uninterrupted was also requested. This could potentially use the undeveloped Ocean Avenue right-of-way, and could be created using dredge spoils as part of Corps of Engineers mitigation work in response to coastal erosion caused by the breakwater. It was noted that this right-of-way is not available at high tide. Meanwhile a new pier is on the Harbor District's list of potential projects; this would include public access.

Some participants discussed addressing the impacts of shoreline erosion on access, both in terms of disappearing lateral and vertical access along the beach and obstacles posed by shoreline protection. Interviewees suggested that the planning update is a good opportunity to establish a comprehensive access improvement program building on past studies of shoreline and access issues.

Pedestrian and Bicycle Improvements

The interviewees also discussed improving connections to the beach from across the Planning Area and beyond. The path from Half Moon Bay was seen as a great asset that should be improved through Princeton. Current plans are for a painted route along Princeton Avenue connecting to improvements planned by the Harbor District. These plans have included substantial community involvement.

Similarly, interviewees discussed a need for a safer and more organized pedestrian network to connect different parts of the area. They noted that El Granada residents found it difficult to cross Highway 1 in order to access the coast. Additionally, surfers and other beach users who might park on the opposite side of the highway often run through traffic to reach the ocean. Sidewalk improvements were specifically requested along Capistrano and Prospect. Between sidewalks and beach access points, pedestrian facilities could be more integrated across the Planning Area, and protected from traffic.

Signage and Wayfinding

Participants also identified the need for better signage and wayfinding to direct traffic to parking lots and other destinations including businesses and beach accessways. Airport stakeholders mentioned a desire to improve connections and walkability between Half Moon Bay Airport and locations along the coast, including an interest in providing bicycles, parking, trails, and related facilities for visiting pilots.

Supportive Uses

Some participants expressed frustration with the way that zoning regulations intended to protect marine uses have been exploited or ignored, making it harder to establish uses that actually support the working waterfront. Better enforcement or prioritization is needed. Fish processing, gear storage, gear manufacturing, and even boat building were identified as viable fishing-related uses. Several people noted that fishing business relies on the availability of plumbers and other trades not typically considered “maritime.” Several people noted that off-the-boat sales are an important draw, and that there could potentially be a market on land for locally caught seafood.

Regulatory Changes

Stakeholders pointed to the Airport Overlay zone’s restrictions on the number of employees allowed on a site as a real impediment to maritime businesses. Nuisance regulations governing noise and hours of operation for industrial activities such as sandblasting were cited as a problem for boat building. One person proposed a kind of Williamson Act for the fishing industry to help counteract the influence of rising land values. Another suggested a “right-to-fish” ordinance to protect against odor and noise complaints. One person was concerned that the Harbor District’s plan to charge a fee per pound would drive fishing boats to other harbors.

Public Improvements

Some participants also considered the Harbor District’s current facilities and plans to be inadequate, lacking parking and industrial space. Several people discussed the fact that there is no longer a place for even small boats to haul out of water at Pillar Point Harbor, meaning that fishermen have to go to Santa Cruz or Bodega Bay for repairs. One person suggested that a haul-out is not necessary to maintain a working waterfront.

Tourism

Many stakeholders discussed tourism as an important growth sector for Princeton. Strategies for increasing the prospects for tourism are noted in the discussion of land uses (Section 5.4) and in Coastal Access (Section 5.5). Allowing a greater flexibility of uses along the Princeton waterfront, including recreational uses as well as potential lodging, restaurants, and retail, would help pull visitors west and expand the tourism economy. Improvements to public access points at street ends, creation of lateral access along the shoreline, construction of more parking near destinations, and completion of a bike path connecting Half Moon Bay to Pillar Point and beyond, would also support coastal-related tourism. One stakeholder noted that any property upgrade in Princeton has the result of attracting people and visitors.

One participant said that everyone should be able to protect their property from erosion. Many others indicated support for a coordinated or area-wide solution, which property owners along the coast were said to also support. One participant reported that the Princeton Shoreline Study in 2001 recommended a boardwalk on the east side of the community where erosion was advanced, beach nourishment on the west side, and inclusion of a coastal trail. Three stakeholders voiced opposition to a sea wall; two others advocated for riprap or similar armoring, even if it's not popular. Two expressed support for beach nourishment or beach protection.

Pillar Point Marsh and Wetlands

Several people noted that wetlands and marshes are important for marine life and birds. Wetlands limit the development potential on the site of the Big Wave project, and the land north of the Pillar Ridge mobile home community was also said to have sensitive environmental resources. Zoning and General Plan designations should be updated to reflect the location of known wetlands and Conservancy ownership. The marsh on the west side of the community is a particularly popular place for birders. One person proposed that the land should be purchased by the County to protect the marsh and enhance the agricultural/open space character. One stakeholder suggested that a nature center with an educational component would be a great addition for Princeton. Another person, however, noted that it would be bad to attract more birds near the airport.

5.8 Public Services

Stakeholders were asked about the state of public services and needed improvements. Issues are summarized below.

Water and Wastewater

One stakeholder reported that utilities are generally not adequate to meet growth demands; another suggested that infrastructure constraints were used as a way to limit growth. Stakeholders reported that the Coastal Commission wants to see a water connection agreement, and not just a “will-serve” note, and that there are a limited number of available water hook-ups. One person reported the need for sewer line replacement and a wet weather flow facility.

Streets, Sidewalks, and Lighting

Two stakeholders noted that streets that are not part of the official County system are not maintained by the County. The County will need to determine whether to make improvements to some of these streets, including dead-end streets that lead to coastal access points. Lighting was identified by multiple stakeholders as an immediate concern. The addition of lighting in dark areas of the community would increase safety, while low lighting along the waterfront would add to its appeal.

A

Appendix A: Community Kick-off Presentation Board Comments

- Clean up garbage lots and get rid of car lots.
- Keep businesses small and locally owned and operated. We don't need any "big lot" stores or malls—just good streets and sufficient parking.
- Get the Harbor District to enforce flushing prohibitions on boats!
- Please transcribe these notes and post on Web.
- Keep new development small scale. No more malls.
- Adequate traffic plan and adequate parking.
- Keep it more or less funky like it is. Don't mini-mall it.
- Please don't allow more residential "condos" or office parks like Big Wave.
- Fix potholes!
- Support Marine businesses.
- Reinstate ability for fish to spawn in Dennison Creek. Improve fishing!!!
- Please reinstate a fair signage policy for small businesses. We have lost customers!
- Be ambitious! :)
- Waterfront must have height limit and set-back in sides, front, and back. 36' limit should be 28' or less.
- Please don't turn into a "mini-Monterey."
- Supervisors that care about small businesses on the coast side.
- Don't allow it to turn into Marina del Rey.
- Fix airport overlay.
- We love our "odd" community. Please leave us alone!!
- Don't f*** with Princeton.

- Remove Airport Overlay.
- Transparent process please!
- 3 things to consider: 1) Character 2) History 3) Function.
- Use and acknowledge beauty of coast for bike path and pedestrian path.
- No Marina del Ray. No Pretensions!
- Too much airport noise from touch and go's, stunt pilots!!
- Get a complete control on Harbor water quality- from broken sewers leaking out from under the brewery to living boats in harbor!
- Ditch the overlay.
- Airport Overlay as it is doesn't make sense.
- Revise and update Airport Overlay.
- Support migrating birds and working Harbor.
- Liberalize land use so land can be productive, safer, and not look like an abandoned area and attract drug users!
- Let's clean up Princeton. Too much illegal use of vacant land junk, parking.
- No large business park.
- Kick out squatters and homeless.
- Add wider sidewalks and bike paths near Barbara's Fish Trap.
- Protect and support commercial fishing operations.
- Fix pot-holes please. Much needed.
- Keep the use by dogs and dog owners in the plan!
- Enforce leash laws.
- Planners, Directors and zoning that are familiar with the unique style of the harbor and their needs. We are not Redwood City.
- Put fence boards in front of the junkyards and paint sea horses on them.
- Please continue to make it dog-friendly :)
- Hotels, condos, restaurants, -- let everyone enjoy this view.
- Please consider traffic and parking needs and problems in this area.
- Keep it as working harbor—do not yuppie-fy it!
- Enforcement of boat bilge dumping rules.

B

Appendix B: Community Survey

The survey instrument used to collect community input is shown on the following pages.

Plan Princeton Survey

You can also fill out the survey online! Go to www.planprinceton.com

	LIVE	WORK	OWN PROPERTY
1 Do you live, work, or own property in the Princeton Planning Area (as shown on map)? Check all that apply.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
a. If you live outside the Princeton Planning Area, in which community do you live? _____			
b. If you work outside the Princeton Planning Area, in which community do you work? _____			

2 For each of the items listed below, please indicate if it should be a high, medium, or low priority for Princeton's future:	PRIORITY: HIGH	MEDIUM	LOW	DON'T KNOW
a. Promote business development and employment growth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Enhance harbor-related activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Make the community more attractive and appealing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Enhance views and access to and along the coast	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Preserve environmental resources and open space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Preserve agricultural land	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Promote tourism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Protect the shoreline from erosion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. Improve public safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. Clarify rules for development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3 Please indicate your level of support for the following types of development in the Princeton waterfront/industrial area, as shown on the map:	STRONGLY SUPPORT	SUPPORT	OPPOSE	STRONGLY OPPOSE	DON'T KNOW
a. Restaurants, shops and amenities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Industrial and/or warehouse uses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Office uses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Fishing, boating, and marine research uses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Which specific land-based activities or facilities are necessary to support fishing or boating? _____					

4 How important would each of the following types of improvements be to enhance coastal access and general circulation in the Princeton area?	VERY IMPORTANT	IMPORTANT	NOT IMPORTANT	DON'T KNOW
a. New multi-use trails, bike paths, and bike lanes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Trail improvements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Streetscape improvements including sidewalks, street trees, landscape strips, pedestrian amenities, on-street parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Wayfinding signs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Designing shoreline protection to allow access	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Highway 1 traffic capacity enhancement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Expanded bus service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5 Please state your level of support for the following statements about Princeton's future identity.	STRONGLY SUPPORT	SUPPORT	OPPOSE	STRONGLY OPPOSE	DON'T KNOW
a. Princeton is a vital working waterfront district with coastal-related amenities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Princeton is an industrial and distribution hub supporting the local economy and population	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Princeton has great shopping, restaurants, and places to stay, and provides a base for exploring the area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please return by August 30, 2013

Encuesta Plan Princeton

¡También puede llenar la encuesta por internet! Visite www.planprinceton.com

VIVIR TRABAJAR DUEÑO DE PROPIEDAD

- 1 ¿Usted vive, trabaja, o tiene propiedad en Princeton? Marque todos que apliquen.**
- a. Si usted vive fuera del área de planeamiento de Princeton, ¿en cuál comunidad vive? _____
- b. Si usted trabaja fuera del área de planeamiento de Princeton, ¿en cuál comunidad trabaja? _____

- 2 Para cada artículo enumerado abajo, por favor indique si debe ser alta, mediana, o baja prioridad para el futuro de Princeton.**
- | | PRIORIDAD: ALTA | MEDIANA | BAJA | NO SÉ |
|-------------------------------------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| a. Promover el desarrollo del negocio y el crecimiento del empleo | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. Mejorar actividades relacionadas con el puerto | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. Hacer la comunidad más atractiva | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d. Mejorar vistas y acceso a y a lo largo de la costa | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e. Preservar recursos medioambientales y espacio abierto | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| f. Preservar tierra agricultura | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| g. Promover el turismo | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| h. Proteger la orilla de la erosión | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| i. Mejorar la seguridad pública | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| j. Clarificar las reglas para el desarrollo | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

- 3 Por favor indique su nivel de apoyo para las siguientes tipos de desarrollo en el frente del mar en Princeton/el área industrial como mostrada en el mapa.**
- | | FUERTEMENTE APOYO | APOYO | OPONGO | FUERTEMENTE OPONGO | NO SÉ |
|----------------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| a. Restaurantes, tiendas, y amenidades | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. Usos industriales y/o de almacenes | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. Usos de oficinas | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d. Usos de pesca, navegación de barcos, e investigación marina | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e. ¿Cuáles específicas actividades o facilidades realizadas en tierra son necesarias para apoyar la pesca o la navegación? _____ | | | | | |

- 4 ¿Cuán importante serían cada de los siguientes tipos de mejoras para aumentar acceso costero y circulación general en el área de Princeton?**
- | | MUY IMPORTANTE | IMPORTANTE | NO IMPORTANTE | NO SÉ |
|------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| a. Nuevos senderos de varios usos, caminos para bicicletas, y carriles bici | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. Mejoras para senderos | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. Mejoras del diseño de calle incluyendo aceras, árboles, tiras de paisaje, amenidades para peatones, estacionamiento | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d. Signos direccionales | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e. Diseñar la protección de la orilla para permitir acceso | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| f. Realzamiento de la capacidad para tráfico en Carretera 1 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| g. Servicio aumentado para el bus | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

- 5 Por favor indique su nivel de apoyo para las siguientes declaraciones sobre la identidad futura de Princeton.**
- | | FUERTEMENTE APOYO | APOYO | OPONGO | FUERTEMENTE OPONGO | NO SÉ |
|-------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| a. Princeton es un vital distrito activo con amenidades costeras | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. Princeton es un centro de actividad industrial y de distribución que apoya la economía y población local | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. Princeton tiene tiendas, restaurantes, y lugares para alojarse, y provee un base para explorar el área | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Por favor devuelva antes del 30 de agosto, 2013



Share your vision Comparta su visión

Plan Princeton is a process to guide future investment and ensure that new development enhances the community's character and protects coastal resources, among other goals.

Plan Princeton es un proceso para guiar el ingreso futuro y asegurar que desarrollo nuevo mejore el carácter de la comunidad y proteja recursos costeros, entre otros objetivos.

BECOME A PART OF THE PROCESS AND MAKE YOUR VOICE HEARD!

Attend Community Workshop #1

- What do you love about Princeton?
- What changes would you like to see?
- What is your vision for Princeton in 20 years?

¡SEA PARTE DEL PROCESO Y HAGA QUE SU VOZ SEA OÍDA!

Asista el Taller Comunitario n° 1

- ¿Qué le encanta a usted sobre Princeton?
- ¿Qué cambios le gustaría ver?
- ¿Qué es su visión para Princeton en 20 años?

www.planprinceton.com

**Thursday,
September 12, 2013
6:30pm – 8:30pm**

**Oceano Hotel
Grand Ballroom
280 Capistrano Road
Half Moon Bay, CA**

POSTAL CUSTOMER

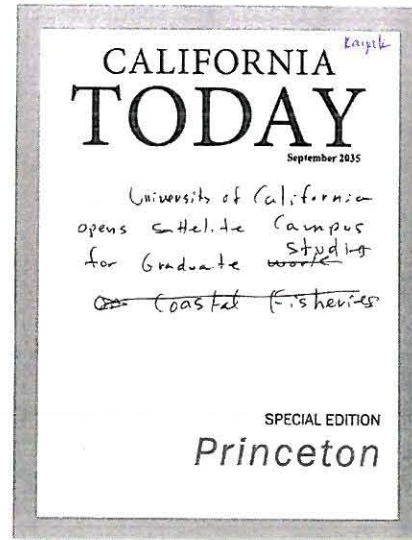
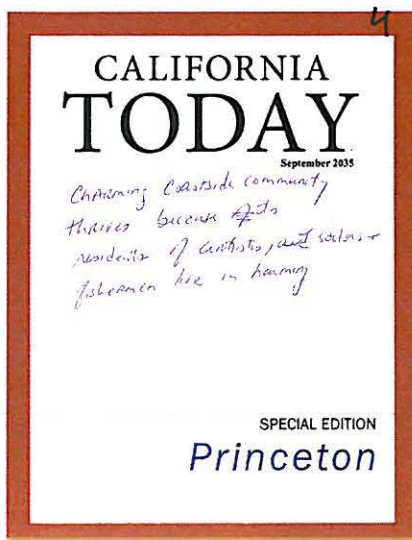
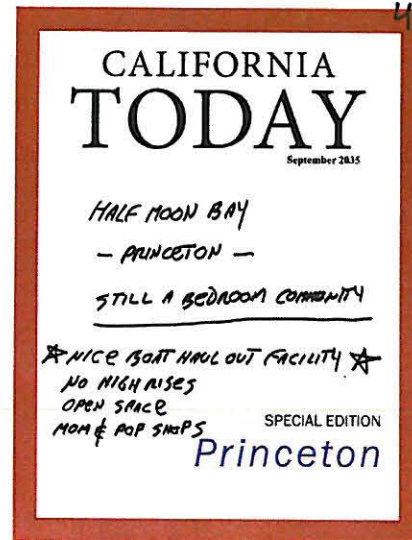
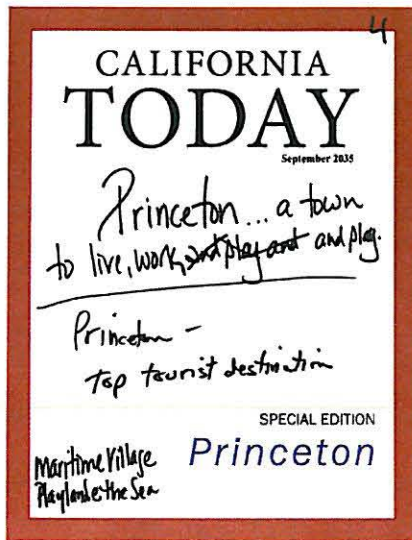
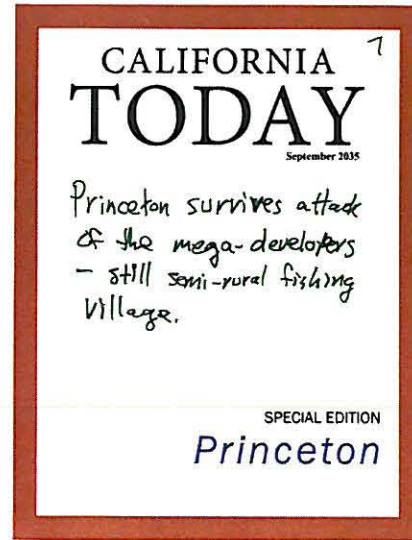
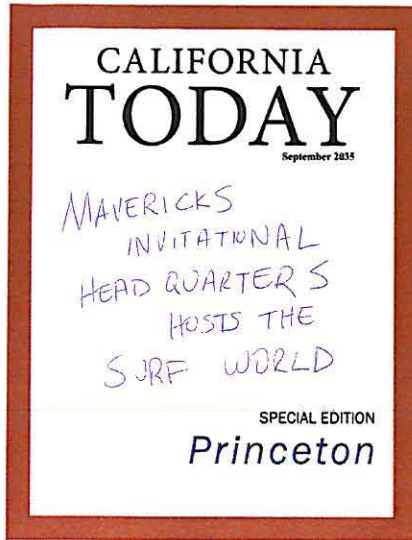
SAN MATEO COUNTY PLANNING & BUILDING DEPARTMENT
455 COUNTY CENTER, 2ND FLOOR, REDWOOD CITY, CA 94063



C

Appendix C: Sampling of Magazine Covers from Community Workshop

A sample selection of magazine covers from the interactive exercise at the community workshop is found on the following pages.



D

Appendix D: Annotated Tabletop Maps

Maps annotated with comments from the community workshop are found on the following pages.

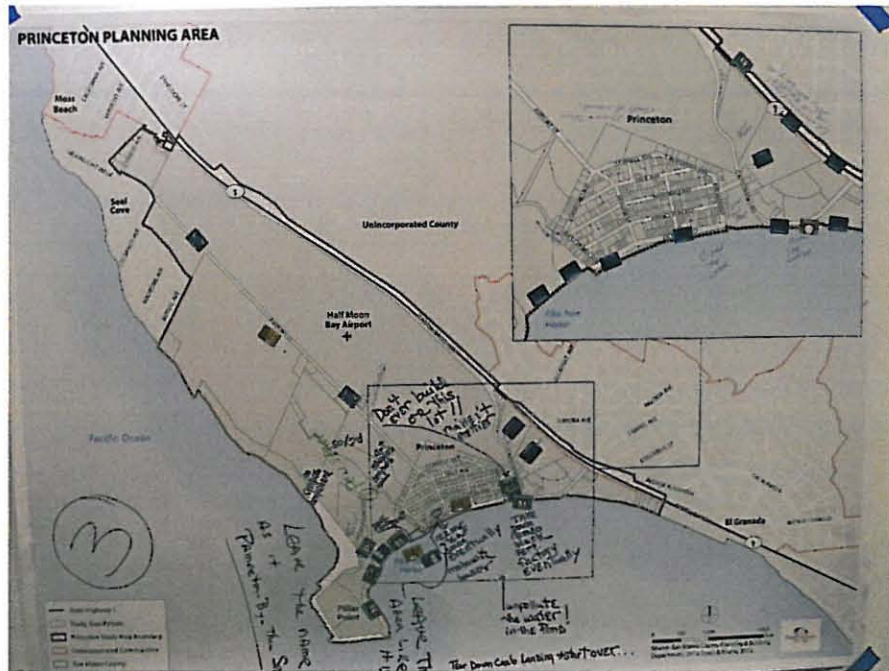


Table 3

- Leave the name as Princeton-by-the-Sea!
- Tear down crab landing and start over.
- Unpollute the water in the pond!
- Take down Romeo black fertilizer factory eventually.
- Rezone and tear down eventually Mohawk houses.
- Pave this street [Ocean Boulevard?].
- No condos anywhere.
- Repave Mavericks lot.
- Art studios sound good.
- Don't ever build on this lot!! Make it prettier [site between Broadway and Capistrano Road].
- Bike trail on Airport Road.
- Keep agricultural space.
- Parking on west side of Highway 1 not in El Granada. Utilize Harbor parking lots.
- Clean the water.

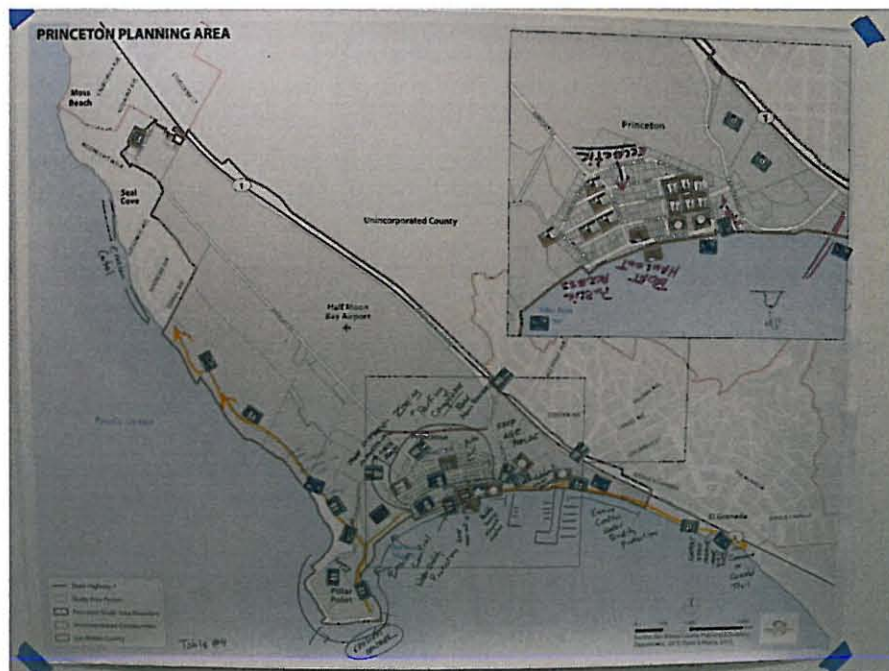


Table 4

- Erosion control along entire shoreline.
- Surfers Beach parking on west side.
- Boat haul-out, paddle board and kayak access, public access, and water quality protection at Pillar Point Harbor.
- Dog-friendly trail at Pillar Point and West Point.
- Connect trail with Coastside Trail coming from HMB.
- Two different industrial/arts zones.
- Zoning and parking compliance.
- Road maintenance.
- Keep agricultural fields.
- Visitor-serving waterfront at Johnson Pier.
- Park at Broadway and Capistrano Road.

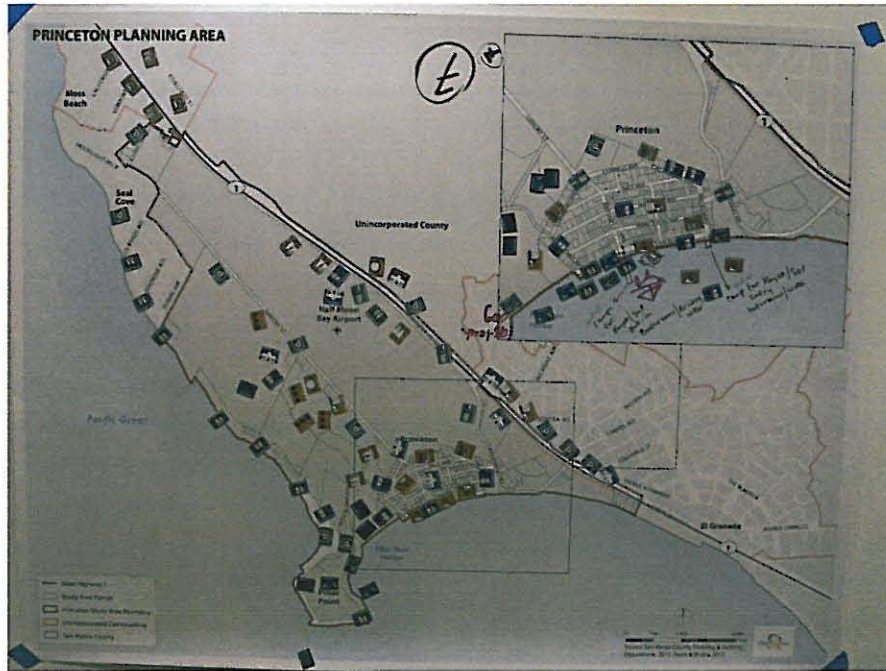


Table 7

- Prioritize Coastal Trail.
- Handicap ramps, kayak/slip put-in, bathrooms, drinking water, boatyard at Pillar Point Harbor.



Table 8

- No condos.
- Dredge harbor and put sands back on Surfer's Beach.
- Park/playground at Broadway and Capistrano Road.

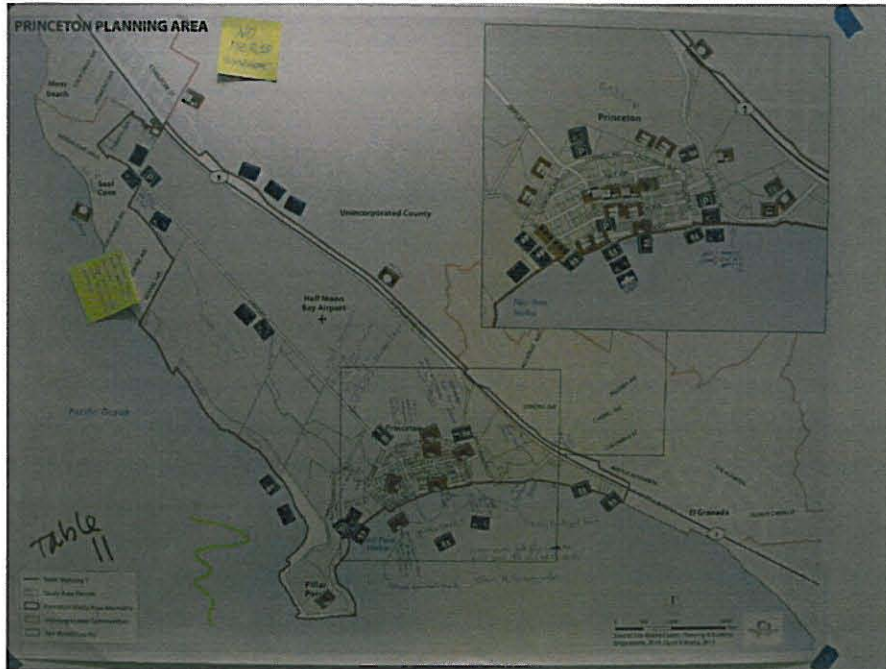


Table 11

- ADA access to trails.
- Please pave roads [segments of Princeton, West Point, and Ocean].
- Shuttle to beach for less able.
- Remove or restore Romeo's Pier. Replace with publicly useable pier.
- Safe walkways through industrial zones.
- Clean the harbor water.
- Walkable community design, boat yard, and public access at Pillar Point Harbor.
- Traffic turnabout at Highway 1 and Capistrano Road.
- Remote off street central parking.
- Bike sharing stations (Montara, Pacifica, et. al., HMB).
- Denniston Creek at Airport Street: runoff backs up in heavy rain and high tides, is not addressed by County, floods.
- Figure out the canine coliform issue.
- No Pier 39 Syndrome.
- Designated work/traffic zones for fishermen – study best use/best routes for locals and fishermen.



Table 12

- Parking = Shuttle.
- NO tall buildings because of ALUC.
- Don't build high buildings nearby airport.
- Do NOT extend runways.
- No increase in air traffic please.
- No more hotels.
- No parking on Highway 1.
- Dedicated trail inland enough to protect beaches and wetlands. County pays for maintenance.

E

Appendix E: Workshop 1 Presentation Board Comments

What do you like best about Princeton?

- Ocean activities, harbor access, character.
- Feeling of harbor, fishing, kayaking along natural warehouse cottage industries.
- Low density, eclectic, next to harbor, no night light pollution.
- Waterfront location.
- Nature and commercial fishing community.
- Protected harbor.
- Eclectic, diversity, ocean.
- Industrial work area, business area, with retail on Capistrano.
- Harbor, the views.
- Working harbor.
- What it is.
- Restaurants, being close to water, dog trail to mavericks.
- Half Moon Bay Yacht club- On the water recreation, education, access for water sports, small, quiet, a bit “funky” mixed use, easy access to good driving for locals (Princeton, El Granada) and walking/biking in low traffic area (beach).
- The Nest, fresh fish from fishermen.
- Good mix of businesses.
- It’s not Marina del Rey. It’s not Carmel. It’s not Half Moon Bay.
- The rough edges.
- Eclectic mish mosh of everything.
- I like the club and paddle boarding.

- Industry without smokestacks. How about roads that don't turn into lakes?
- Basic character of Princeton.
- Water sports (sailing, rowing, paddle boarding). Existence of a fishing fleet and fish markets and seafood restaurants. Coastal building styles.
- Ocean, food, dog walking.
- I grew up here. Don't like changes.
- Access to recreation, kayaking, biking, hiking.
- Half Moon Bay Yacht Club.
- Eclectic light industrial and marine environment. I like the funkiness as well.
- Mixed use, boats, no condos.
- Princeton is a "harbor of refuge" for sailors between SF Bay and Santa Cruz. Maintain working harbor and associated services (fuel dock, boat-yard, lodging/food)
- Beach.
- The community and the beach.
- Tourist attraction – good restaurants.
- Christmas lighting event!! I've been coming for 20+ yrs!!
- The community and the beach.
- The funkiness of the neighborhood (could use some cleaning up).
- Princeton is perfect as it is!
- The nature trails.
- Ocean culture.
- Boats! Fishing and catching. Buying fish and crab off the boats.
- Fishing village feeling. Access to the harbor and beach. Diversity of people and businesses.
- Informality. mixed use, diverse, natural beauty, sailing.
- Eclectic, charming old buildings, Romeo Pier. Unkempt storage yards.
- Funky old coastside.
- Open space, beach, harbor, homes.
- Eclectic.

- Romeo's Pier.
- Water quality.
- Roads.
- Enhanced access of public to resources of harbor. Promote marine enterprises. Promote and enable private endeavors that educate and facilitate public use of harbor. Resist harbor being a graveyard for neglected boats.
- Rotting harbor properties, rotting boats in harbor.
- Dredging sand from harbor.
- Trash/junk removal.
- Vacant lot across from Mezzaluna that would make a nice park.
- Trash.
- Water quality, blight, sunken ships in harbor removed, fog – more sunny.
- Drydock, road repair.
- Junky sites.
- More beach access. More caretaker units (73 on waitlist)!
- Keeping the rural character.
- Warehouse area.
- Eradicate the drug dealers. Relocate the homeless. Clean up/organize “industrial” areas.
- Some aspects of warehouse, side streets are very ugly.
- Traffic.
- Princeton does not need: residential/industrial development, high rises, a t-shirt store, hobo/drifter/squatters.
- Keeping public access to the water.
- Support for the fishing industry.
- Too much junk.
- Illegal building and armoring of coast. Debris/abandoned vehicles and boats.
- Remove truck cars, fix up Romeo's Pier.
- Safe places for children to play.
- Access to safe swimming aka no swimming pool.
- I don't understand why you're surfacing Harvard in good condition when there is a street with no asphalt Yale west end.

F

Appendix F: Stakeholder Interview Participants

- Jim Anderson, *Local fisherman*
- Geoff Bettencourt, *Local fisherman*
- Sabrina Brennan, *San Mateo County Bicycle Coalition*
- Phil Bruno, *Property/ business owner, Exclusive Fresh Seafood*
- Jeff Clark, *Mavericks Surf Shop/Mavericks Invitational*
- Lisa Damrosch, *Seafood Marketing Association*
- Nicole David, *San Mateo County Beach Coalition*
- Dennis Doherty, *Property owner /landlord*
- Jim Elliot, *Realtor*
- Bill Foss, *Property owner*
- Brent Gammon, *HMB Pilot's Association*
- Peter Grenell, *Harbor District*
- Fred Herring, *Local architect*
- Scott Holmes, *Big Wave Development*
- Supervisor Don Horsley, *San Mateo County Board of Supervisors, 3rd District*
- Kenny Howell, *California Canoe & Kayak*
- Bill Kehoe, *Parks & Rec Committee, MCC*
- Gretchen Kelly, *Airport Manager, San Mateo County Public Works*
- Lisa Ketcham, *Midcoast Community Council*
- Doug Kim, *Planning Director, Sam Trans*
- James Knier, *Business owner, TK Winery*
- Nelle Lyons, *Sequoia Audubon Society*

