PlanPrinceton

Community Plan, Local Coastal Program,
and Zoning Regulations Update

Community Visioning Report

October 2013

Contents

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.

1.2 Public Participation

A strong collaborative effort between stakeholders, community members, and decision-makers is essential to this process. A Public Participation Program was developed to support the Plan updates. The program uses a multi-faceted approach, with a goal of engaging a broad representation of the community's population and interests. The Community Vision Report represents the conclusion of the first phase of public participation, including the following elements:

Community Kick-off

On 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 at the Half Moon Bay Yacht Club. The planning team was on hand to answer questions and meet with members of the community. Presentation boards described the Planning Area and project goals, and one board was provided for community members to post their priorities for the Plan Update.

Website

A project website, www.PlanPrinceton.com, has been established to give the public opportunities to learn more about the effort and share their ideas. Workshops, meetings and multiple events are planned throughout the 18-month planning process.

Community Survey

A mail-in survey designed to reach the full spectrum of the larger community was delivered to every home and business in the Planning Area as well as in the neighboring communities of Moss Beach, Montara, El Granada, and a section of Half Moon Bay. The survey was also available online on the project website. The survey featured four multiple-choice questions about specific issues; two open-ended questions, and other questions to help the planning team understand the profile of respondents. The survey was fully translated in English and Spanish, and delivered and posted online in early August 2013.

Community Visioning Workshop

Community workshops will be held at key stages throughout the project. This report covers the first workshop, held September 12, 2013 at the Oceano Hotel Ballroom. The workshop was structured to generate feedback on community members' visions for the future of the Princeton area, and to spur small-group discussions about important planning issues. The workshop featured a presentation describing the planning effort and issues specific to planning along the California Coast, followed by two hands-on exercises. More than 160 community members attended.

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.

Marine-Related Uses

Fishing, boating and marine research were the most widely-supported land uses. While many recognized that demand may be limited, there was still the desire to accommodate these types of uses as much as possible. Many community members observed that land uses that support fishing and boating do not necessarily need to be located along the shore. Community members in various settings discussed the potential value that a new small-boat haul-out could bring to the local fishing and boating economy.

Recreational and Visitor-Oriented Uses

Many community members felt that Princeton's coastal assets have great potential, and should be more accessible. There was broad support for more low-impact recreational uses and amenities along the coast. Many community members also supported more opportunities for visitor-serving businesses such as bed-and-breakfast inns, galleries, and restaurants in the Princeton area, with a focus on the waterfront and the Capistrano Road area. There was a sense that a mix of visitor-oriented uses and marine-support uses could be compatible, and contribute to the community's unique character.

Industrial, Warehouse, Office, and R&D

Many community members valued industrial activity as part of Princeton's character, and recognized it as potentially supportive of the fishing and boating activity in the harbor. Some community members made the point that more jobs could help balance the pattern of coastside residents commuting to the Bay, and research or education-related uses were seen as positive potential contributors to Princeton's future economy. These uses tended to be identified as appropriate in the inland area of Princeton.

Residential and Live-Work

Community members enjoyed the mix of housing and industry in Princeton, but were not generally supportive of making residential use primary feature of new development. Some felt that live/work units in the community are in demand and may be a compatible and necessary part of the community, given weak demand for marine uses. It was also recognized that residential opportunities are limited by the airport and that they may not be appropriate along the waterfront.

Protect the Shoreline

Shoreline erosion was a significant concern for community members and stakeholders, many of whom expressed support for a managed approach to shoreline protection, at the community scale, that incorporates coastal access.

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

- Preserve visual resources and community character
- Address coastal erosion, sea level rise, and natural hazards
- Identify and respond to infrastructure capacities and constraints

Airport Land Use Compatibility

The Princeton Planning Area is located within the Airport Influence Area of the Half Moon Bay Airport and as such, any development must be consistent with the Airport Land Use Compatibility Plan (ALUCP). The purpose of an ALUCP is to protect public health, safety, and welfare by setting controls on land use and development standards that ensure safe and efficient airport and flight operations and that minimize the public's exposure to excessive noise and safety hazards within the airport's vicinity. These controls typically consist of limitations on the amount of residential development, the concentration of people on a property, allowable heights, and the location of sensitive lands uses such as schools, hospitals, nursing homes, and childcare facilities.

Moving forward, the next step is for the County and community to evaluate the "match" between the desires expressed by community members, current policies and regulations, federal and state laws, economic and fiscal reality, and other opportunities and constraints. The results of that evaluation will take form of possible approaches designed to better align County policy and regulations with the community's long-range goals.

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.

An estimated 83 people from Princeton and the Midcoast showed up at the July 13 open house to learn more about the project and share their ideas.

Clean Up, Maintain, and Enforce

A second cluster of comments expressed the desire to clean up the Princeton community. These comments noted the many lots used for junk storage and the presence of squatters and homeless people, and wanted enforcement and beautification to occur.

Provide Adequate Traffic and Parking Capacity

Many comments also addressed the need for adequate traffic capacity, especially in terms of parking, to meet the needs of both visitors and residents. There was a specific request to ensure that public street parking is not hindered by informal "no parking" signs.

Enhance Visitor Appeal

Several open house respondents conveyed the desire to see Princeton become a more attractive destination for visitors. Positive elements indicated in multiple comments were art studios, crafts shops, and other unique small businesses; and an aquarium or marine education center. Ogunquit, Maine and the Roundhouse at Manhattan Beach were identified as positive examples.

Fix the Airport Overlay

Several comments stated simply that the Airport Overlay needs to be revised or removed; two of these comments stated that the overlay "doesn't make sense" or is "unnecessary."

Improve Water Quality

Several comments expressed concern about water quality, noting water in Denniston Creek, the harbor, and the marine reserve. Some comments were focused on enforcement of dumping rules and maintenance of sewer pipes.

Protect Natural and Cultural Resources

Another set of comments called for the Plan Updates to take into account an analysis of sensitive environmental resources in the Planning Area, including wetlands, marsh lands, bird species, open space, and Native American artifacts.

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

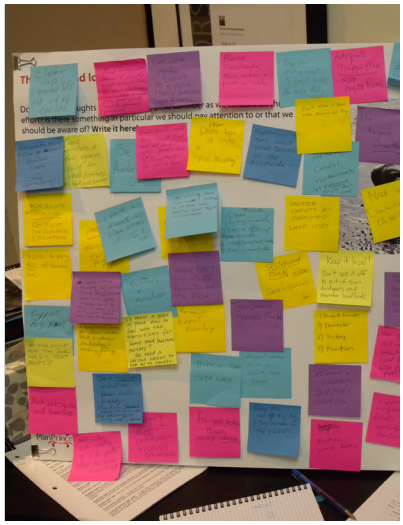
Three comments proposed that a greater variety of land uses should be permitted, facilitating the development of productive activities and reducing crime and blight.

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.

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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?

PlanPrinceton

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

What is Plan Princeton?

Plan Princeton is an effort to update the land use plans, development polices and zoning regulations applicable to Princeton and its environs. The Plan will incorporate a set of policies, programs, and standards that form a blueprint for physical development and resource protection throughout the community.

What will it Cover?

A wide range of topics will be addressed in Plan Princeton, such as how to enhance coastal access; how to support coastal-dependent uses; how best to create local jobs and services; how to abate neighborhood blight and zoning violations; and how to address circulation and infrastructure needs.

What is the Process?

Plan Princeton involves a step-by-step process, in which each step builds on the last, and involves community discussion. The first steps involve gathering public input on goals, hopes, and visions for Princeton, and studying existing conditions. A consultant team specializing in urban planning is facilitating this process.

¿Qué es Plan Princeton?

Plan Princeton es un esfuerzo para actualizar los planes del uso de la tierra, las políticas de desarrollo, y reglamentos de zonificación aplicables a Princeton y sus alrededores. El Plan va a incorporar un grupo de políticas, programas, y estándares que forman un figurado para el desarrollo físico y la preservación de recursos a través de la comunidad.

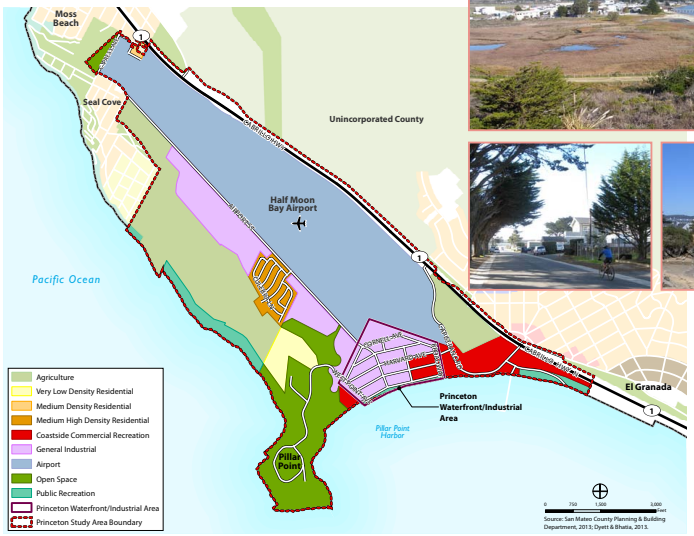
¿Qué cubrirá?

Una larga variedad de tópicos será abordada en Plan Princeton, tales como cómo mejorar acceso a la costa; cómo apoyar usos dependientes en la costa; cómo mejor crear trabajos y servicios locales; cómo disminuir el deterioro de los vecindarios y las violaciones de zonificación; y cómo abordar necesidades de circulación y infraestructura.

¿Qué es el proceso?

Plan Princeton incorpora un proceso paso-a-paso, en la cual cada paso construye sobre el anterior, y incluye discusión comunitaria. Los pasos primeros tienen que ver con recoger comentarios sobre las metas, esperanzas, y visiones para Princeton, y con estudiar condiciones existentes. Un equipo de consultores especializados en planificiación urbana está facilitando este proceso.

Existing General Plan Land Use
Existente Uso de Tierra en el Plan General



PlanPrinceton

Share you
Compart

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

A survey and newsletter was sent to all homes and businesses in the Planning Area and the surrounding communities, receiving over 500 mailed and online responses.

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."

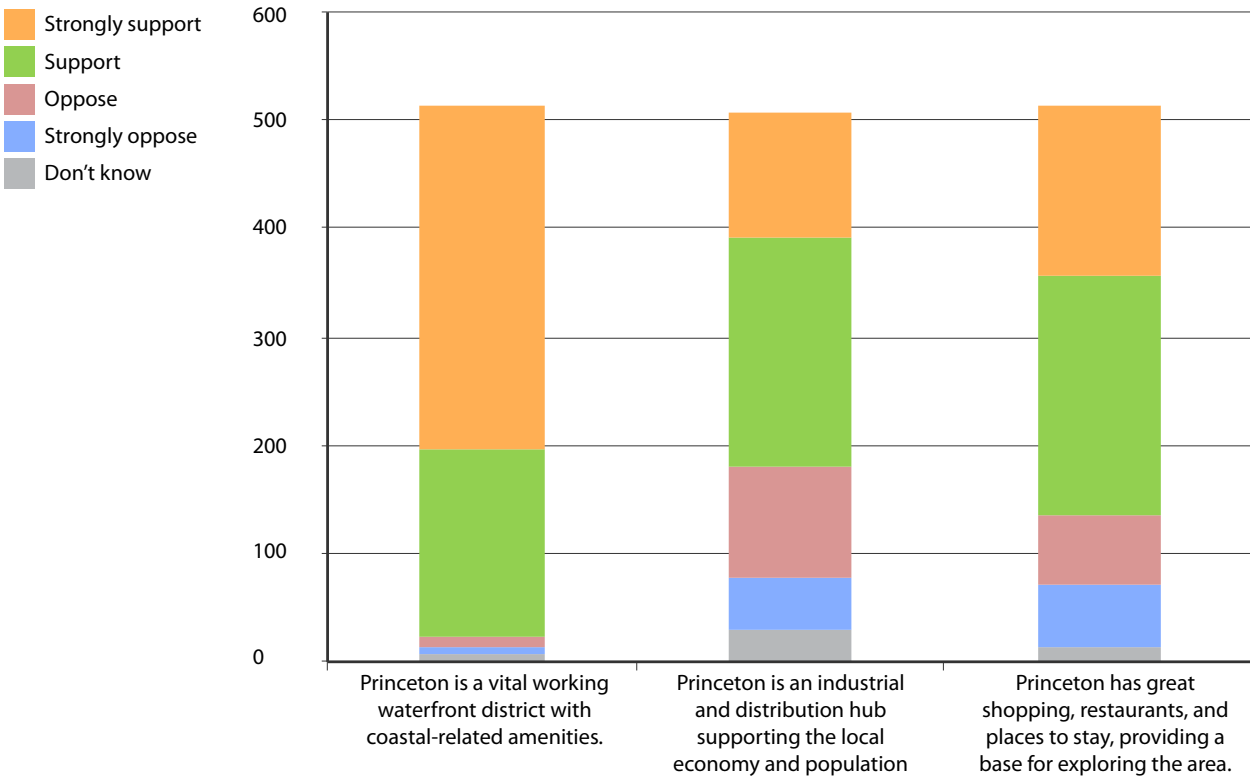
"I like that it is one of the few remaining active fisheries, it is comfortably co-existing with natural resources, including habitat for aquatic birds such as night herons and other sea life."

"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."

CHART 3-1: PRINCETON'S FUTURE IDENTITY



Princeton is a vital working waterfront district with coastal-related amenities.

The first statement, describing Princeton as a vital working waterfront with coastal amenities, drew the almost unanimous support, with 96 percent of respondents expressing support, including 62 percent who strongly supported it.

Princeton is an industrial and distribution hub supporting the local economy and population.

Nearly two thirds of respondents expressed either support or strong support for the second statement. About 30 percent stated they opposed or strongly opposed this identity for Princeton.

Princeton has great shopping, restaurants, and places to stay, and provides a base for exploring the area.

Close to three quarters of respondents supported or strongly supported a positive visitor-oriented identity for Princeton, with one quarter opposed.

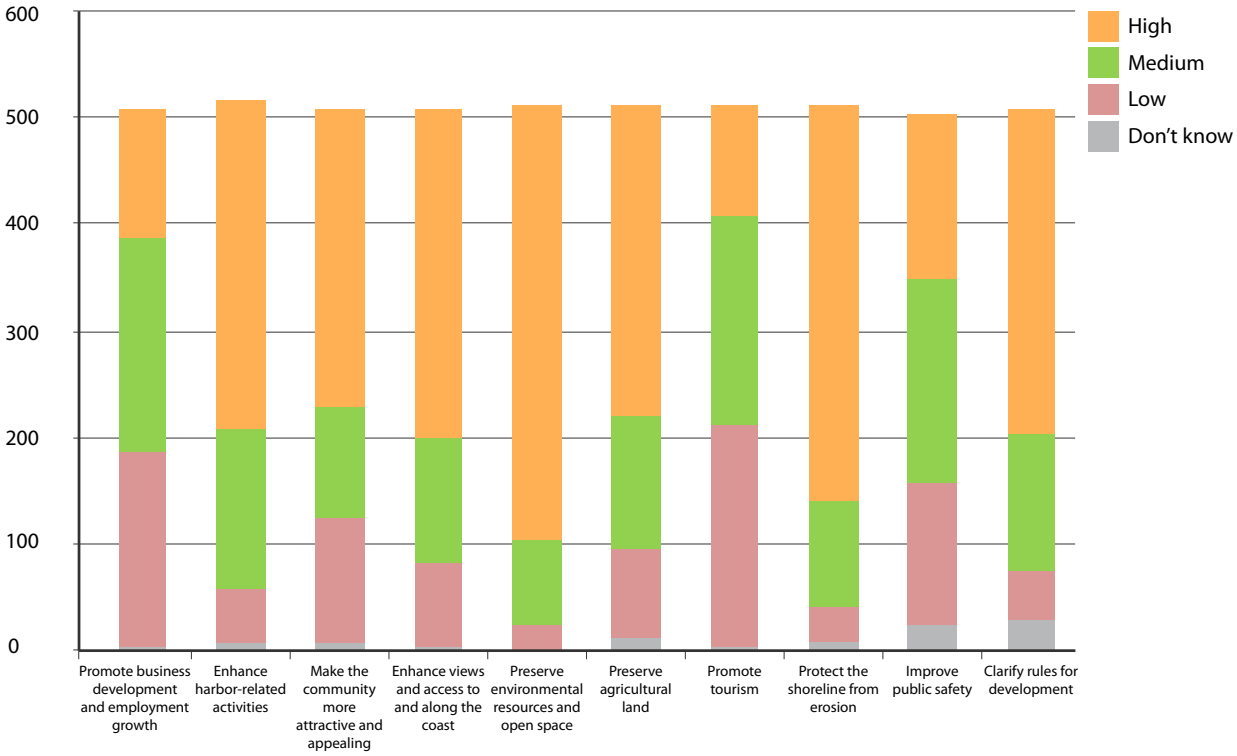
3.3 Priorities for Future Improvements

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



"Clean it up! As a harbor area it's understood that there will be fishing related equipment around, but there are too many junk yards with abandoned vehicles and other junk laying around. "

"I think that Princeton should be left alone. Its charm is in its eclectic mix of homes and warehouses. There should be no condos."

"Keep the harbor an affordable public resource. In my view, the working harbor (fishing, tours, kayak rental, etc.) is what gives Princeton its unique charm."

"Control development, improve economic viability, while retaining the rural and working harbor environment."

"There needs to be environmental protection, public safety, we need more sidewalks and trails. No development. Keep it as natural as possible and protect the beaches from pollution."

Preserving environmental resources and open space was identified by the largest majority of respondents (80 percent) as a high priority. Six other goals were identified by more than half of respondents as high priorities. In descending order, these were to protect the shoreline from erosion (72 percent), enhance views to and access along the coast (61 percent), enhance harbor-related activities (60 percent), clarify rules for development (60 percent), preserve agricultural land (57 percent), and make the community more attractive and appealing (55 percent).

Three of the listed topics were seen by between one quarter and one half of respondents as low priorities. These were to promote tourism (40 percent called this a low priority); promote business development and employment growth (36 percent); and improve public safety (26 percent medium or low priority).

What Is the Most Important Thing That Should Be Done to Improve Princeton?

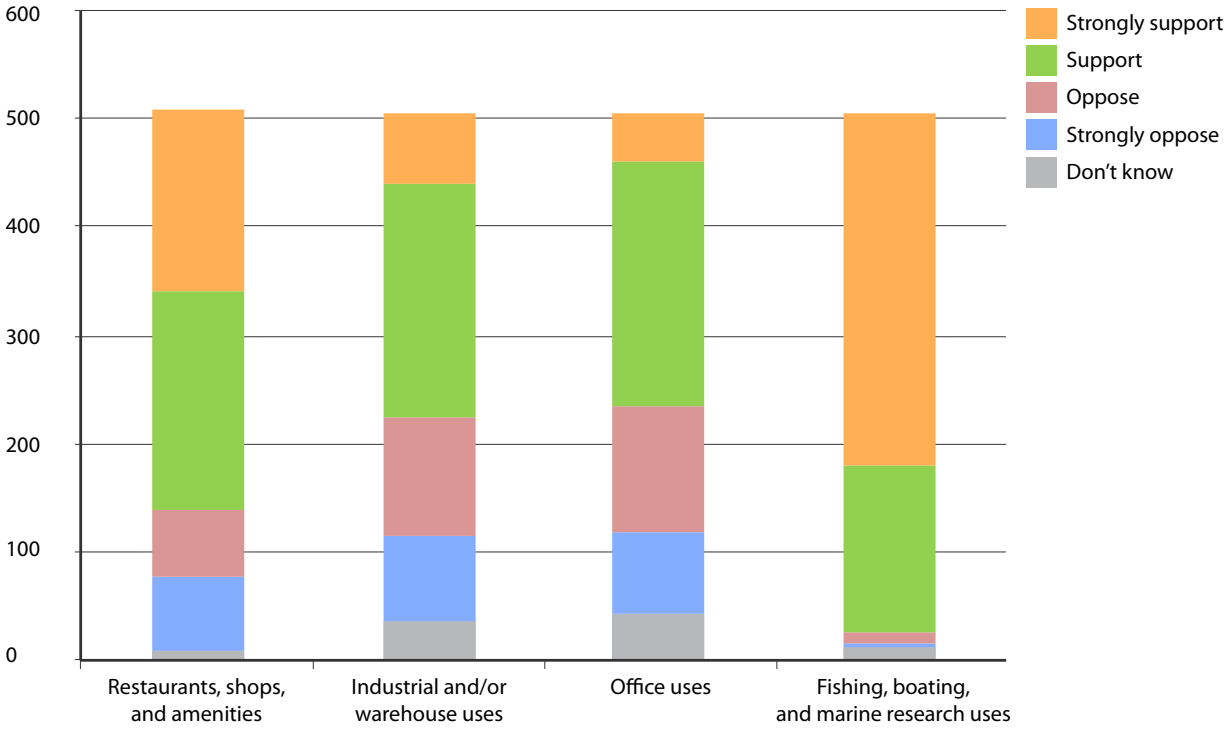
With Question 7, instead of ranking priorities from among set options, respondents were given the chance to identify their own. Though this question was open-ended, many responses could be grouped into themes.

Among the several themes, many respondents identified a general need to improve the cleanliness of Princeton. In particular, vacant lots and abandoned buildings, cars, and boats were consistently brought up as an issue of cleanliness. Respondents also highlighted characteristics that make Princeton unique: its industrial and residential mix, its working harbor, its low-density setting, and its natural resources, and generally desired that these be preserved or enhanced. In some cases, the important thing to be "done" was to prevent encroachment of dramatically different development on the existing community. In others, the area's special qualities would need to be actively maintained and/or augmented. Overall, many of the comments called for a controlled and orderly approach to development that recognized Princeton's inherent charm.

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

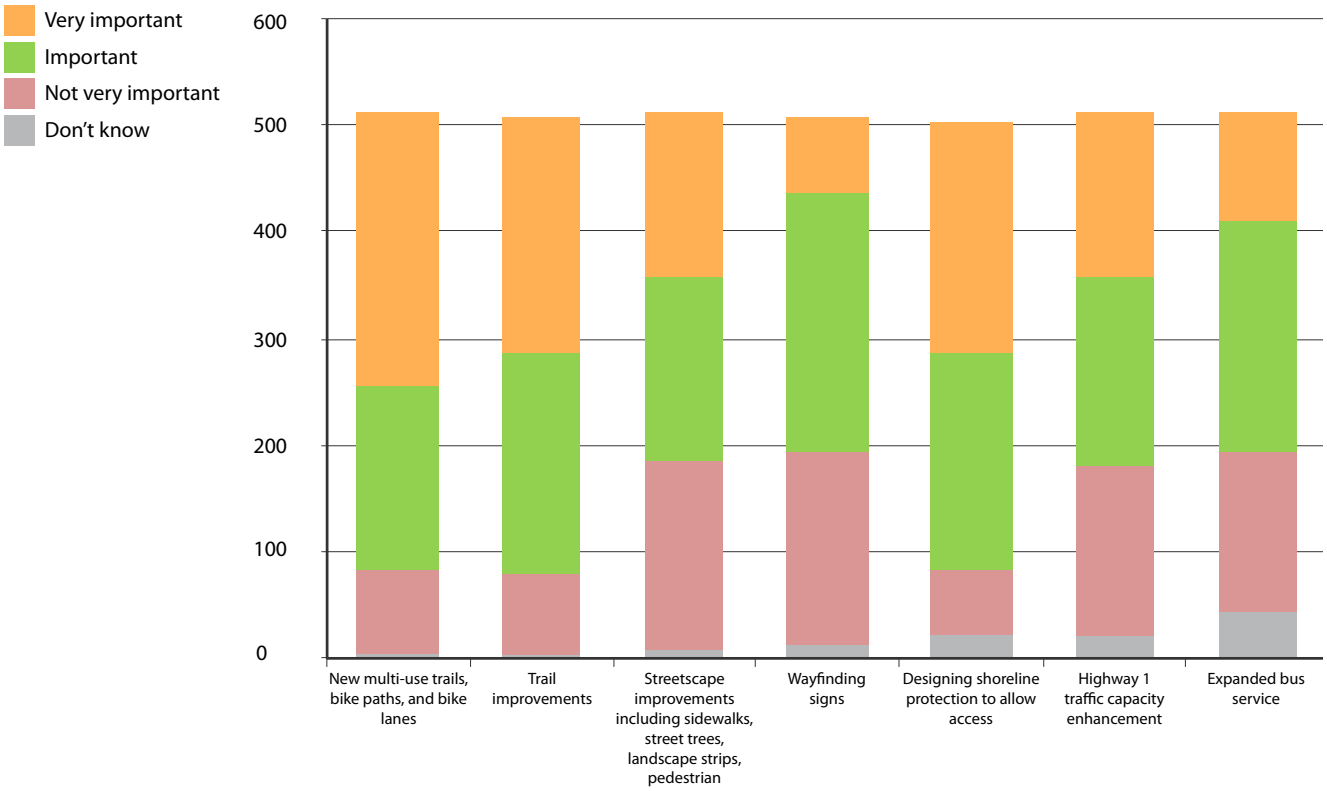


Fishing, boating, and marine research uses was the land use category that received by far the most positive response, with 95 percent of respondents expressing strong support (64 percent) or support (31 percent). Restaurants, shops, and amenities were also supported by a clear majority of respondents (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.

3.5 Coastal Access and Circulation Improvements

Question 4 asked survey respondents to indicate "how important would each of the following types of improvements be to coastal access and general circulation in the Princeton area?" Seven types of improvements were named: bike facilities; trails; streetscape; wayfinding; shoreline access; traffic capacity; and bus service. Chart 3-4 shows the survey responses.

CHART 3-4: IMPORTANCE OF COASTAL ACCESS AND CIRCULATION IMPROVEMENTS



New multi-use trails, bike paths, and bike lanes; trail improvements; and designing shoreline protection to allow access were seen as important or very important by the great majority (about 85 percent) of respondents. New multi-use trails, bike paths and bike lanes were most likely to be seen as very important. The other four categories were each considered by between 61 and 64 percent of community members surveyed to be of importance. Highway 1 traffic capacity enhancement and streetscape improvements were more likely to be seen as very important (by 30 percent of respondents, in each case). Expanded bus service and wayfinding signs were lower priorities, but still supported.

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.

Employment Status

Of the 500 responses to this question, 64 percent were from people employed full-time. Twelve percent were employed part-time, 20 percent were retired, and 4.2 percent were not employed.

Household Income

The majority (62 percent) of respondents who answered this question reported a household income in 2012 of over $100,000. Households earning between $75,000 and $100,000 represented 14 percent of the sample, with diminishing percentages at lower income levels.

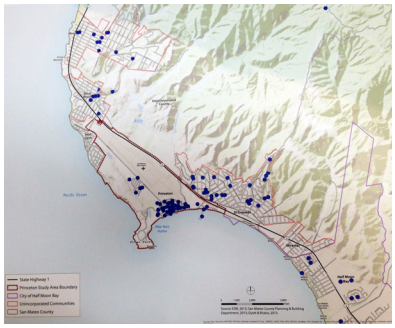
Ethnicity

Most respondents (82 percent) identified as Caucasian or White, with 6 and 4 percent identifying as Mixed or Latino/Hispanic, respectively. There were a small number of Asian/South Asian and African American or Black respondents.

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.



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

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.

Participants crafted headlines describing their visions for Princeton 20 years from now.

4.3 Headline and Visioning Exercise

Participants were each given a blank cover for a mock monthly news magazine called "California Today," with the subtitle "Special Edition: Princeton" and dated September 2035. Participants were given five minutes on their own to write or illustrate the headline they would most like to see for a feature about the qualities that make Princeton unique. Once this task was complete, participants shared their headlines with others at their table and discussed and recorded emerging themes. These themes have are classified below. A sampling of individual magazine covers can be found in Appendix C.

Authenticity and Continuity

These headlines revealed that a number of participants value the "charming" and "real" waterfront atmosphere that has historically defined the area. They emphasize Princeton's connection to the past and a continuity that has spanned decades, evoking imagery of going "back in time" and of a community that "hasn't changed."

Coastal Recreation and Tourism

A number of participants crafted headlines highlighting recreational opportunities along the coast. These envisioned residents and visitors enjoying the waterfront, beaches, and ocean. They predict the increasing popularity of Princeton's watersports industry, touting the success of the Mavericks Invitational, sailing, and sport fishing. They also describe a clean outdoor environment where visitors have access to plentiful beaches and a well-maintained community harbor. Some headlines saw the opportunity for Princeton to grow as an attraction for tourists, describing it as an excellent destination for ecotourism.

Fishing Community and Working Waterfront

These headlines focused on the long-term success of the commercial fishing industry. They boast about the harbor and its facilities, and describe record catches or sustained yields over time. These headlines are also protective of Princeton's character as a small fishing community. One headline calls Princeton the "best boatyard in the world."

Diversity of Uses

This group of headlines envisioned Princeton as a place with "something for everyone." They describe a future where Princeton is a mix of uses to meet the various needs and desires of both residents and visitors—offering places for people to "live, work, and play;" making space for both artists and fishermen; and providing amenities for family members of all ages. Keywords such as "eclectic" and "funky" appear frequently.

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

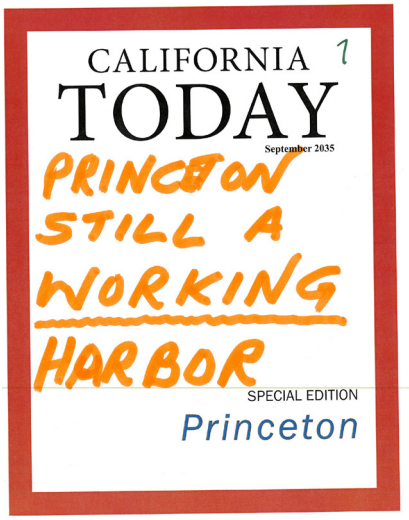
This group of headlines promoted the outdoor enjoyment of the Princeton area, particularly in terms of hiking and biking trails between the harbor and parks and along the shore.

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.

Community members took part in small-group discussions about key planning topics.

Small groups presented their main ideas to the full workshop.

Community Identity

Some of the tables used this opportunity to define an ideal identity for the community. These identities generally reinforced one another, and paint the picture of a friendly and welcoming small-scale community. The existing community was frequently described as "strong," "tight-knit," "friendly," and "welcoming," and participants were eager to see that these characteristics carried into the future. When attached to objectives for achieving each group's vision, these characteristics described a community that supported its local and traditional businesses, offered services for locals as well as visitors, and maintained a small and uncongested footprint. Some supported the notion of a "marine village" that supports the "working" part of the San Mateo Coast.

Many expressed a desire to see Princeton remain true to its unique character. Others echoed this sentiment by encouraging the continuation of the area's fishing village charm and light industrial mix, or by insisting that Princeton continue to foster a strong business and working community. One group hoped that the area would maintain its charm while allowing for some growth. Yet another wanted to see the area's urban design become more organized in a way that created an active and vibrant community. Similarly, another group envisioned Princeton as an area recognized for excellent community design that mixed public access and traditional character. The discussions indicated an interest in maintaining or enhancing an existing personal connection that residents and other community members feel to the area's location and history.

Slow Growth, Small Scale

Many favored low-intensity, small-scale development that occurs gradually over time. Some participants specifically called for barring high intensity development. One table came to a consensus that while some changes would be welcome, they would not be interested in anything "big." Others warned that while commercial recreational development may be desirable, that existing traffic and access patterns would not be able to accommodate much growth in the area.

Many participants discussed the idea of no or very little change. Some noted that there is "no need to plan Princeton" because it is already built-out. Others insisted that the area did not need the additional people or traffic that would result from increased development. A strong desire to see that Princeton remains true to its unique identity, as defined over the years by its role as a fishing village, industrial haven, and seaside retreat, underlay all discussions.

Many felt the need for design and development standards to ensure low-profile buildings that would preserve the existing small scale character and views.

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.

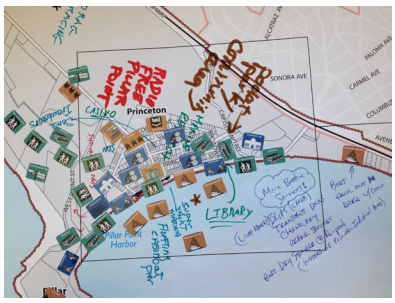
The area between the Harbor and Capistrano Road was a popular location for visitor-serving, a public park, and coastal access.

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



Community members were interested in a mix of marine support, visitor-serving, recreation, and community uses as well as coastal access connections near the waterfront, with more service and industrial opportunities in inland areas.

Princeton Industrial Area, Waterfront

This area was generally associated with maritime support—specifically harbor-related infrastructure, visitor-serving uses, shoreline recreation and amenities, and trails. These uses are typically low-impact and facilitate direct public enjoyment of the coast or immediate use of harbor access.

Groups wanted to see the development of infrastructure that supports both boaters and the fishing industry. There was strong interest in a new boat haul-out to allow for necessary repairs and maintenance, storage, and transport. Many tables identified the block between Vassar and Columbia as a potential location for a haul-out and yard. A boat ramp or launch and a staging area for crabbers and fishermen were also identified as desired improvements.

Other improvements were related to enhancing the public's enjoyment of the beach. Participants requested improved beach access at the street ends, using stairs where necessary. Recreational amenities were frequently requested near Broadway and West Point Avenue, along with a trail linking the Princeton beach with the trail leading around Pillar Point. The shore was also one suggested location for a Coastal Trail connection.

The shoreline itself was a major concern for the community. Discussions revealed a strong interest in protecting and nourishing Princeton's beaches, though there was a range in the suggested implementation methods. Some called for more permanent and attractive erosion controls (perhaps a seawall), while others insisted that seawalls and shoreline engineering should only be used to mitigate threats from sea level rise.

Activities and uses considered appropriate for this area include:

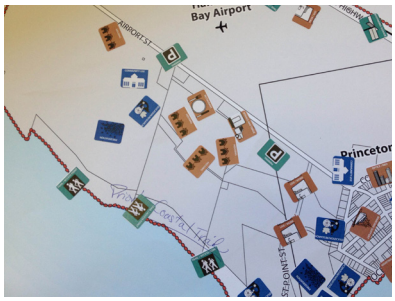
- Harbor-related activities
- Fishing
- Ecotourism and marine life tours
- Public pier or boardwalk, which could involve rebuilding the Romeo Pier
- Trail recreation, including a potential Coastal Trail connection along Princeton Avenue
- Marine education and research
- Educational center
- Benches, restrooms, and other public amenities
- Community center (with education, research, and fishing components)
- Shoreline access
- Visitor-serving uses such as small hotels, restaurants, and retail

Princeton Industrial Area, Inland

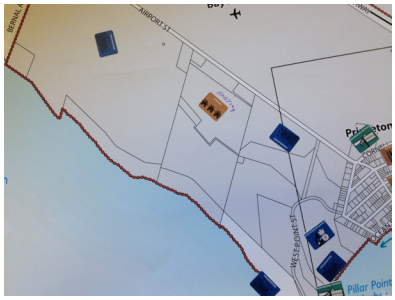
In contrast to the public and visitor-serving orientation of the waterfront area, the inland portion of the developed Princeton industrial area was reserved for commercial service uses that cater to local and fishing industry needs. Community members were interested in maintaining the existing land use 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

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.

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.

Conservation and Open Space

Preservation

Community members were highly conscious of sensitive resources within the Planning Area, and indicated areas in particular need of protection. Several groups indicated the shoreline and harbor waters as threatened areas, expressing concern about erosion control and water quality. Particularly, groups worried about the impacts of pet waste, agricultural run-off, and waste from boats in the harbor. One of the sensitive habitats identified by participants was a fish hatchery located in Pillar Point Harbor, offshore of Pillar Point Marsh and the Air Force base. They noted that this area should be protected for the sake of both the ecosystem and the fishing industry.

Pillar Point Marsh was highlighted as a conservation area, though some groups allowed for nearby recreational or educational/research uses that could benefit from its special habitat. Groups were also interested in preserving the site between Broadway and Capistrano Road, the Fitzgerald Marine Reserve, and Perched Beach and its surroundings.

Recreation

Community members were interested in maintaining open spaces as a way to enjoy the area's coastal setting. Overall, they wanted to see the development of additional inland public park space to serve both local and visitor needs. For example, groups were looking for more parks with playground facilities to offer more recreational opportunities for children. Suggested locations included sites between Broadway and Capistrano Road, along Denniston Creek.

Groups also saw opportunities for recreation, trail development, and resource conservation in the area west of Airport Street. Several groups wanted to expand the Pillar Point trail system along the coast toward the Air Force base, and showed interest in placing trail and recreation amenities in this area.

Traffic and Circulation

Participants also discussed improvements to public transportation, pedestrian and bicycle infrastructure, wayfinding, road conditions, traffic, and parking.

Non-Motorized Transportation

Groups saw a need to improve pedestrian experiences within the Planning Area, particularly around high-traffic areas like Highway 1. Suggested improvements included an overpass that would allow pedestrians to cross the highway safely. General improvements to pedestrian and cycling infrastructure were requested to allow greater connectivity between destinations like the airport and beach, improve safety, and encourage visitors to leave their cars.

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.

What do you like best?

"Feeling of harbor, fishing, kayaking along natural warehouse cottage industries."

"Marsh wildlife and open space, sunset."

"Seafood, boating, space."

"Eclectic mix of organically evolved uses."

"Coastal access, natural habitat, quaint seashore area, harbor."

"Water sports (sailing, rowing, paddle boarding). Existence of a fishing fleet and fishmarkets and seafood restaurants. Coastal building styles."

"Ocean, food, dog walking."

"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."

Safety

Community members expressed some concerns for the quality of public safety in Princeton, particularly as related to traffic, lighting, and disaster preparedness. Issues raised included concerns that existing access and traffic patterns were not sufficient to support increases in development in case of natural disasters or other emergencies; that additional street lighting is needed to improve nighttime safety for residents and pedestrians in the area; and that unregulated parking along Airport Street posed a traffic hazard.

The permitting process for the waterfront area was described as cumbersome and discouraging. Community members also expressed dissatisfaction over the fact that the permits themselves are not evenly enforced.

4.5 What to Retain and What to Improve

Workshop participants were also encouraged to post comments on a series of presentation boards during registration and at any point throughout the evening. The boards asked community members what they liked most about Princeton and what they felt needed to be improved the most. Full lists of comments for each board are presented in Appendix E.

What do you like best about the Princeton area?

For this question, many responses showed a tendency to combine multiple beloved characteristics into one positive overall impression. This was shown in lists of favorite activities and locations, as well as in the frequency of words like "eclectic" and "funky," used to encompass the diverse range of uses and recreational options available in Princeton. These respondents found greater value in the mix as a whole than in any individual characteristic on its own.

Nevertheless, the single most beloved component of Princeton's "charm" was its coastal setting, both in terms of its natural beauty and in the opportunities that it offers for outdoor enjoyment and commerce. The most frequently used word in the entire set of responses was "harbor" and it was associated with respondents' deep appreciation for having access to the water. Many also shared a fondness for Princeton's trails and outdoor spaces.

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."

Many were troubled by public safety conditions and a lack of regulatory enforcement in the area. Commenters wanted increased police presence to address drug and criminal activity such as vandalism and theft. Many were uncomfortable with "squatters" and "drifters" in the area, and some felt that additional street lighting was necessary. Additionally, problems with illegal dumping, unregulated and cluttered parking, abandoned boats and vehicles, and cluttered lots could be addressed with improved regulations or enforcement.

Community members also expressed dissatisfaction with many aspects of traffic and road conditions. They wanted to see improvements to parking and signage, solutions to the area's congestion and circulation problems, surfacing of unpaved roads, and expanded options for pedestrians and cyclists.

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?

- Do you have some specific thoughts on how the plan and zoning could improve protection of coastal resources?
- Do you have concerns about the County's ability to keep up with the provision of public services in the area? Are there specific improvements needed to the street system, drainage system, water service, or other public services?

The questions were used only as a guide to help bring about substantive and relevant responses from community members who could have particular insights into issues that the Plan Updates will address. Themes heard from many stakeholders are summarized in the following sections. Appendix F contains a list of persons interviewed.

5.2 Challenges and Key Issues

Most interviews started with a discussion of what participants felt were the key challenges faced by Princeton now and over the course of the planning period, and what would be the most important achievements of the Plan updates.

Limited Demand for Allowed Uses

The impact of the State's coastal land use priorities on local zoning came through clearly as a key issue for Princeton. A common theme of many interviews concerned the mismatch between the uses allowed in the Waterfront industrial district and the Coastside Commercial Recreation district, and the demand for these uses in the Princeton area. In the absence of enough legal, economically feasible uses, property owners use land as storage or junk yards; develop storage units; or create second-story de facto living spaces. Land value remains relatively high compared to the potential to generate revenue, further limiting investment and land use change. Some participants pointed to the seemingly basic incongruity of industrial land along a beautiful waterfront. Others sensed the connection between the regulatory/market mismatch and a weak overall identity for Princeton.

Airport Overlay

A second concern was the Airport Overlay zoning district, considered by some to be the most pressing challenge currently facing the community. Interviewees generally agreed that the restriction on the number of employees allowed on a site at any given time has had a significant impact on business development in the area, reducing the number of compatible land uses to those requiring few employees and few customers. The overlay has been tied to the proliferation of storage facilities and similar uses near and along the waterfront. These

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.

Coastal Location and Natural Environment

Several stakeholders pointed to Princeton's most obvious asset: its setting. Aspects of the Planning Area's setting that received notice were the natural surroundings with their open space and wildlife; the harbor waterfront; and the Ocean itself. The Coastal Trail and bike route connecting Princeton to this larger environment was pointed out as an asset that holds wonderful promise.

Airport and Yacht Club

Some participants looked at the airport as a key asset for Princeton, bringing people to the area while indirectly ensuring that its open space character is maintained. The Yacht Club was also recognized for its role in drawing visitors and foot traffic to the west end of the harbor and into the heart of the Princeton community.

5.4 Land Uses: Appropriate Types and Locations

Much of the discussion in the interviews focused on the appropriate types and locations of land uses in Princeton, in particular along the waterfront. Compatibility issues, building scale and design, and issues concerning the development process were addressed, as summarized below.

Use Categories

There was general support for recognizing a greater range of uses as being potentially compatible with one another in the Princeton area. One person pointed to the community's history of multiple uses, dating to pre-Harbor times. Leaving aside the compatibility issues between residential and industrial uses (see above), some suggested that there are not compatibility issues between industrial and visitor-serving uses. One participant suggested treating the entire area the same, to simplify regulations and add flexibility, while another said that if the uses allowed in the Waterfront (W) zone were also allowed in the Coastal Commercial Recreation (CCR) zone, that could provide enough options.

Marine-Related and Industrial Uses

The current Waterfront zoning that applies in much of the Princeton community aims to prioritize marine-related trades and services and manufacturing land uses that support commercial fishing and recreational boating activities. Many participants felt that the use restrictions were hampering appropriate development in Princeton, and should be relaxed or refined.

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.

Visitor-Oriented Commercial Uses

Visitor-oriented commercial uses were seen by many as part of the future fabric of the Princeton community. Princeton's "charming" quality favors this category, and some saw the potential for visitor uses such as art studios and galleries, restaurants, bed-and-breakfasts, and other unique businesses to enhance Princeton's character. One participant noted that there are eight bars in Princeton, and that there should be a greater mix of visitor-oriented businesses.

Some wanted to see visitor-serving retail along the waterfront, with a greater mixture of uses inland. However, there was caution about the area becoming dominated by retail or restaurants, and a desire to maintain "the flavor that's there."

Employment, Office and R&D

Some participants suggested that employment-related uses should have a place in the Princeton area, noting that they are hard to establish currently as a result of the Coastal zoning regulations. More office, research & development, and incubator space could allow entrepreneurial Coastside residents to work locally, reducing traffic and boosting local service businesses. The Harbor Commission and NOAA were noted as two organizations that could have an office presence in the area. A conference center was also identified as a potential use, which could be developed at or adjacent to the airport.

Residential and Live/Work

Several stakeholders argued that there are already many people living in Princeton. With regard to nominal offices and caretaker units, there was an argument that these should be recognized, and design standards put in place. To another participant, the fact that people are living in boats and cars indicated the need for low-cost housing and basic convenience services such as a Laundromat. Live/work housing was seen by some as a promising fit, especially for the inland blocks in the community or at the "Big Wave" site. Some residential use would help with safety, and address blight. Others were opposed to residential use, pointing out incompatibility with heavy trucks.

Airport Compatibility

The Airport Overlay zone was seen by some as an unnecessary and inappropriate obstacle to development in the Princeton community. Others expressed concern about safety for people on the ground below the path of approaching aircraft. A representative of the airport noted that noise contours are also a factor, particularly for residential uses. The outcome of the Airport Land Use Compatibility Plan update was recognized as critical in understanding what will be possible in the Princeton community.

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.

5.5 Coastal Access

Themes that arose regarding coastal access included more parking, improved vertical access and access points, lateral access along the shore, improved connections to the beach, improved facilities and amenities, traffic capacity, and shoreline protection.

Parking

Concerns included a need to assess the parking supply and direct visitors to existing or new parking lots in order to support the visitor-oriented economy and decongest streets. Parking, especially on nice weekends, was identified by at least one stakeholder as the biggest planning issue, while another said that when it warms up, the Coastside is flooded with people and there is no place to park. The Inner Harbor and Pillar Point Ridge open space were identified as areas with the greatest need for more parking. The foot of West Point Avenue is another popular parking spot, but it becomes "overrun," and does not have restrooms or other facilities for visitors. Many open space visitors and Pillar Point residential visitors park along Airport Street, where speeding cars result in pedestrian safety issues. Providing good parking options near visitor destinations was identified as a priority.

Several participants noted that street parking is allowed except where there are official signs prohibiting it. This is an important source of parking, but managing it is an issue. Some property owners put landscaping or unofficial "no parking" signs in the public right-of-way. In the Princeton community, the Yacht Club is challenged to accommodate parking for special events, and street parking will become more strained with additional visitor-serving uses.

Coastal Access Points

According to the discussion, there are no formal beach access points in Princeton. Rather, visitors use informal access points formed by the street ends above the shore. Columbia, Vassar, and West Point are said to be commonly used, though West Point with its gate was described as more "friendly" than the other options, which can lead beachgoers onto riprap. Currently, access is easier to negotiate in the western portion of Princeton, as the eastern portion has a greater elevation change between the street and the beach. Suggested improvements included vertical access from the Half Moon Bay Yacht Club property due to its central location, and vertical access from all street ends. It was also noted that vertical access improvements would need to be designed with user groups in mind, to meet the differing needs of pedestrians, boaters, or others. One suggestion involved creating vertical access to accommodate those with special needs, including wheelchair users.

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.

Amenities

Interviewees agreed that additional public restroom facilities and pedestrian amenities such as benches and trash receptacles would improve the beachgoing experience. Certain types of pedestrian-serving businesses, such as cafes, were also identified.

Traffic

A few stakeholders said that proper facilities for increased recreational traffic will be needed, while others said that new development must be limited, or that there is no way to expand access from Princeton to Highway 1. Prospect Street was noted as a bottleneck. Better signage at the community's two access points (Cypress Avenue and Capistrano Road) was identified as a potential improvement. While some stakeholders saw tourism increasing even with terrible traffic, some were concerned about emergency evacuation in case of a tsunami.

Transit

It is a struggle to provide transit along the coastline because ridership is low, but it is a needed service. While transit seems like it should be a good alternative on big event weekends, buses are caught in the same traffic as vehicles. The concept of using the Harbor parking lot as a park-and-ride was considered. The only changes that were seen as having a positive correlation with transit use were the addition of a transit-only lane along Highway 1, and the addition of land uses that bring low-income households, seniors, and students, who are more likely to use transit.

5.6 Economic Development

Stakeholders were asked to consider how the Plan updates could support the working waterfront, or specific industries or types of businesses that may have growth potential.

Supporting a Working Waterfront

Many stakeholders felt it was important to support the fishing industry in Princeton because of its roots there, because it remains a real source of revenue and jobs, and because harbors with facilities for fishermen are few and far between (Princeton is the only commercial harbor between Santa Cruz and San Francisco). At the same time, many recognized the need to change with the times.

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.

The Princeton community has direct access to the tremendous natural asset that is the Pacific Ocean. Some participants noted the strong connection between the ocean as a natural setting and the local economy. To give an important example, birding and other nature- and science-related activities make up an increasing share of chartered boat trips from Pillar Point Harbor.

Synergy

Many stakeholders emphasized that a working waterfront revolving around the fishing industry could not fully occupy the Princeton waterfront, and that the prioritization of maritime uses is causing the community to miss out on its potential. Some noted that the waterfront should support fishing as well as recreational boating and visitor-serving retail. Stakeholders observed that there was potentially good synergy between a working waterfront and tourism.

5.7 Coastal Resources

Some stakeholders talked about the coastal resources in the Princeton Planning Area, and considered how these should be protected and managed under the Plan updates.

Water Quality

One stakeholder noted that the Planning Area watershed has been designated a Critical Coastal Area by the California Coastal Commission. Water quality in the harbor itself was described as visibly bad. Poor water quality in the harbor was attributed to a combination of "live-aboard" boats, Harbor District facilities, and polluted stormwater drainage.

With regard to stormwater, it was noted that the County's street standards have resulted in concrete swale gutters that rush polluted water to the harbor. The zero setbacks and high lot coverage ratio allowed under current zoning in the Princeton community mean that there isn't much pervious surface for rainwater to filter into. Stakeholders stated a desire to see more use of low impact development (LID) techniques, and noted the positive implications not just for water quality and habitat but also for aesthetics and tourism.

Shoreline Erosion

Erosion along the Princeton shoreline was described by various stakeholders, who noted that sand is washing into the intertidal zone; there is no beach to walk on at high tide; and unpermitted shoreline armoring has been taking place. One participant felt that the Coastal Commission does not give clear direction on how to address shoreline erosion and protection, and the related issue of shoreline access.

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.

Policing and Code Enforcement

A greater police presence, especially at night, was identified as a high priority by multiple stakeholders. Drug dealing and illegal squatting were highlighted as concerns. In addition, stakeholders called for code enforcement to address illegal dumping and dilapidated buildings. The salt in the air is especially tough on buildings, while illegal occupants contribute to dumping issues.

Park and Recreation Center

One stakeholder considered the potential for a park on a lot in the Princeton community, and another pointed to a recreation center as a desirable amenity.

Emergency Preparedness

The County's early warning system for tsunamis is being improved. However, some stakeholders were concerned about emergency evacuation, with only two entry points to Highway 1 from the Princeton community.

5.9 Other Issues

Stakeholders also brought up a few additional issues that didn't fit into the categories covered by the interview questions. These included the following points, which will be important to remember as the Plan updates progress.

- **Community Involvement.** Two stakeholders noted that it would be important to involve the community in the process for it to be successful. Specific organizations were identified that were felt to have been overlooked so far.
- **Diverging Views.** Others cautioned against a false sense of understanding "what the community wants," noting that the community does not speak with one voice, and that the loudest voices may not represent everyone. This divergence was roughly generalized as a group that wants no change, and a group that wants to see "progress in the area."
- **Need for Greater Understanding of Conditions and Opportunities.** Finally, stakeholders noted that it will be important to gain an understanding of actual conditions, something that may be especially true in Princeton.

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.

- Need a park! How about the vacant land across from the Mezzaluna and American Legion?
- Adequate day parking. Get rid of the junkyards and squatters.
- Parking insufficient in Princeton Prop.
- Leave us alone--we like it as it is!
- Marshlands Indian Artifacts (Coastal) How to be protected?
- Stop allowing sham "live work" buildings on the beach when everyone knows they're just residences.
- Include clever entrepreneurial Marine offerings 1) Open Studios 2) Craft/ Seaglass Sales 3) Marine Artifacts.
- Greater variety of permitted land uses.
- Need a community center!
- No huge office parks or commercial "condos."
- Wetlands/Raptor protection-setbacks. Water quality improvements. Fisheries support.
- Keep it unpretentious.
- Finish repaving all of Harvard Ave.
- County Ordinance requiring full on-site parking for all business needs to be strictly enforced. And all the illegal "no parking" signs for the public rights of way need to be removed.
- Squatters and homeless.
- Kill the harbor district and integrate Princeton and the Harbor.
- Skateboard park please and green space.
- Keep it local! Don't sell it off to out-of-town developers and absentee landlords.
- Please see Ogunquit, ME Master Plan and Rockport, MA Master Plan.
- Create more parking please!
- Paving all of Princeton. All of the street. Including all of Harvard.
- Please keep in mind the Montara State Marine Reserve is within this area.
- Support Big Wave.
- Educational venue for locals and visitors that emphasizes local ecology and working fishery.
- Is there a plan in place now to deal with the transitions for home and business owners? We need a serious liaison to link us to County.

- 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.

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B

Appendix B: Community Survey

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

What is Plan Princeton?

Plan Princeton is an effort to update the land use plans, development polices and zoning regulations applicable to Princeton and its environs. The Plan will incorporate a set of policies, programs, and standards that form a blueprint for physical development and resource protection throughout the community.

What will it Cover?

A wide range of topics will be addressed in Plan Princeton, such as how to enhance coastal access; how to support coastal-dependent uses; how best to create local jobs and services; how to abate neighborhood blight and zoning violations; and how to address circulation and infrastructure needs.

What is the Process?

Plan Princeton involves a step-by-step process, in which each step builds on the last, and involves community discussion. The first steps involve gathering public input on goals, hopes, and visions for Princeton, and studying existing conditions. A consultant team specializing in urban planning is facilitating this process.

¿Qué es Plan Princeton?

Plan Princeton es un esfuerzo para actualizar los planes del uso de la tierra, las políticas de desarrollo, y reglamentos de zonificación aplicables a Princeton y sus alrededores. El Plan va a incorporar un grupo de políticas, programas, y estándares que forman un figurado para el desarrollo físico y la preservación de recursos a través de la comunidad.

¿Qué cubrirá?

Una larga variedad de tópicos será abordada en Plan Princeton, tales como cómo mejorar acceso a la costa; cómo apoyar usos dependientes en la costa; cómo mejor crear trabajos y servicios locales; cómo disminuir el deterioro de los vecindarios y las violaciones de zonificación; y cómo abordar necesidades de circulación y infraestructura.

¿Qué es el proceso?

Plan Princeton incorpora un proceso paso-a-paso, en la cual cada paso construye sobre el anterior, y incluye discusión comunitaria. Los pasos primeros tienen que ver con recoger comentarios sobre las metas, esperanzas, y visiones para Princeton, y con estudiar condiciones existentes. Un equipo de consultores especializados en planficiación urbana está facilitando este proceso.

Existing General Plan Land Use
Existente Uso de Tierra en el Plan General

Plan Princeton Survey

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

1 Do you live, work, or own property in the Princeton Planning Area (as shown on map)? *Check all that apply*

	LIVE	WORK	OWN PROPERTY
	☐	☐	☐

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	☐	☐	☐	☐
b. Enhance harbor-related activities	☐	☐	☐	☐
c. Make the community more attractive and appealing	☐	☐	☐	☐
d. Enhance views and access to and along the coast	☐	☐	☐	☐
e. Preserve environmental resources and open space	☐	☐	☐	☐
f. Preserve agricultural land	☐	☐	☐	☐
g. Promote tourism	☐	☐	☐	☐
h. Protect the shoreline from erosion	☐	☐	☐	☐
i. Improve public safety	☐	☐	☐	☐
j. Clarify rules for development	☐	☐	☐	☐

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	☐	☐	☐	☐	☐
b. Industrial and/or warehouse uses	☐	☐	☐	☐	☐
c. Office uses	☐	☐	☐	☐	☐
d. Fishing, boating, and marine research uses	☐	☐	☐	☐	☐

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	☐	☐	☐	☐
b. Trail improvements	☐	☐	☐	☐
c. Streetscape improvements including sidewalks, street trees, landscape strips, pedestrian amenities, on-street parking	☐	☐	☐	☐
d. Wayfinding signs	☐	☐	☐	☐
e. Designing shoreline protection to allow access	☐	☐	☐	☐
f. Highway 1 traffic capacity enhancement	☐	☐	☐	☐
g. Expanded bus service	☐	☐	☐	☐

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	☐	☐	☐	☐	☐
b. Princeton is an industrial and distribution hub supporting the local economy and population	☐	☐	☐	☐	☐
c. Princeton has great shopping, restaurants, and places to stay, and provides a base for exploring the area	☐	☐	☐	☐	☐

Please return by August 30, 2013

Plan Princeton Survey

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

6 What do you like most about Princeton?

_____

_____

_____

7 What is the most important thing that should be done to improve Princeton?

_____

_____

_____

The following questions are for statistical purposes only. If you are comfortable answering them, your responses will help us do a better job.

Fold

What is your age?

_____ years

How many people live in your home?

a. Adults _____

b. Children under 18 _____

Do you own or rent your home?

a. Own ☐

b. Rent ☐

What is your employment status?

a. Employed Full-time ☐

b. Employed Part-time ☐

c. Student ☐

d. Retired ☐

e. Not Employed ☐

What was your total household income before taxes in 2012?

a. Less than $25,000 ☐

b. $25,000 to $49,999 ☐

c. $50,000 to $74,999 ☐

d. $75,000 to $99,999 ☐

e. $100,000+ ☐

With what ethnic group do you most identify?

a. African American or Black ☐

b. Asian/South Asian ☐

c. Caucasian or White ☐

d. Latino or Hispanic ☐

e. Native American ☐

f. Pacific Islander ☐

g. Mixed ☐

h. Other _____

Please return by August 30, 2013

Tear off sheet, fold into thirds as indicated, tape closed so address is on the outside, and mail. Do not staple.

Fold

PlanPrinceton

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

NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 25 REDWOOD CITY CA

POSTAGE WILL BE PAID BY ADDRESSEE

ATTN: SUMMER BURLISON
SAN MATEO COUNTY PLANNING & BUILDING DEPT
455 COUNTY CENTER FL 2
REDWOOD CITY CA 94063-9885

Encuesta Plan Princeton

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

1 ¿Usted vive, trabaja, o tiene propiedad en Princeton? *Marque todos que apliquen*

	VIVIR	TRABAJAR	DUEÑO DE PROPIEDAD
	☐	☐	☐

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	☐	☐	☐	☐
b. Mejorar actividades relacionadas con el puerto	☐	☐	☐	☐
c. Hacer la comunidad más atractiva	☐	☐	☐	☐
d. Mejorar vistas y acceso a y a lo largo de la costa	☐	☐	☐	☐
e. Preservar recursos medioambientales y espacio abierto	☐	☐	☐	☐
f. Preservar tierra agricultura	☐	☐	☐	☐
g. Promover el turismo	☐	☐	☐	☐
h. Proteger la orilla de la erosión	☐	☐	☐	☐
i. Mejorar la seguridad pública	☐	☐	☐	☐
j. Clarificar las reglas para el desarrollo	☐	☐	☐	☐

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	☐	☐	☐	☐	☐
b. Usos industriales y/o de almacenes	☐	☐	☐	☐	☐
c. Usos de oficinas	☐	☐	☐	☐	☐
d. Usos de pesca, navegación de barcos, e investigación marina	☐	☐	☐	☐	☐

e. ¿Cuáles específicos 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	☐	☐	☐	☐
b. Mejoras para senderos	☐	☐	☐	☐
c. Mejoras del diseño de calle incluyendo aceras, árboles, tiras de paisaje, amenidades para peatones, estacionamiento	☐	☐	☐	☐
d. Signos direccionales	☐	☐	☐	☐
e. Diseñar la protección de la orilla para permitir acceso	☐	☐	☐	☐
f. Realzamiento de la capacidad para tráfico en Carretera 1	☐	☐	☐	☐
g. Servicio aumentado para el bus	☐	☐	☐	☐

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	☐	☐	☐	☐	☐
b. Princeton es un centro de actividad industrial y de distribución que apoya la economía y población local	☐	☐	☐	☐	☐
c. Princeton tiene tiendas, restaurantes, y lugares para alojarse, y provee un base para explorar el área	☐	☐	☐	☐	☐

Por favor devuelva antes del 30 de agosto, 2013

Encuesta Plan Princeton

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

6 ¿Qué le gusta más sobre Princeton?

7 ¿Qué es la cosa más importante que se debe hacer para mejorar Princeton?

Las siguientes preguntas son exclusivamente para usos statísticos. Si usted siente cómodo con responder, sus respuestas nos ayudarán mejor cumplir nuestro trabajo.

Doblar

¿Cuántos años tiene usted?

_____años

¿Cuántas personas viven en su casa?

a. Adultos _____

b. Niños menores de 18 _____

¿Usted es dueño o alquila su casa?

a. Dueño ☐

b. Alquilo ☐

¿Cuál es su estado de empleado?

a. Empleado a tiempo completo ☐

b. Empleado a tiempo parcial ☐

c. Estudiante ☐

d. Jubilado ☐

e. No empleado ☐

¿Cuál fue su ingreso familiar total antes de impuestos en 2012?

a. Menos de $25,000 ☐

b. $25,000 a $49,999 ☐

c. $50,000 a $74,999 ☐

d. $75,000 a $99,999 ☐

e. $100,000+ ☐

¿Con cuál grupo étnico más se identifique usted?

a. Americano-africano o negro ☐

b. Asiático/Sur asiático ☐

c. Caucásico o blanco ☐

d. Latino o Hispano ☐

e. Nativo americano ☐

f. Isleño Pacífico ☐

g. Mezclo ☐

h. Otro _____

Por favor devuelva antes del 30 de agosto, 2013

Arranque esta hoja, doble como indicado, vende cerrado para que la dirección esté afuera, y envíe por correo. No grape.

Doblar

PlanPrinceton

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

NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 25 REDWOOD CITY CA

POSTAGE WILL BE PAID BY ADDRESSEE

ATTN: SUMMER BURLISON
SAN MATEO COUNTY PLANNING & BUILDING DEPT
455 COUNTY CENTER FL 2
REDWOOD CITY CA 94063-9885

PlanPrinceton

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 nº1

- ¿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

PlanPrinceton

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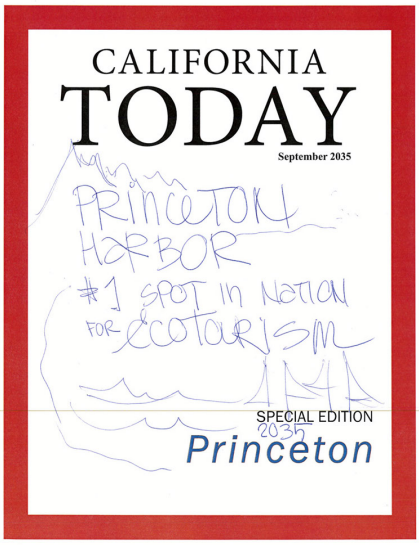
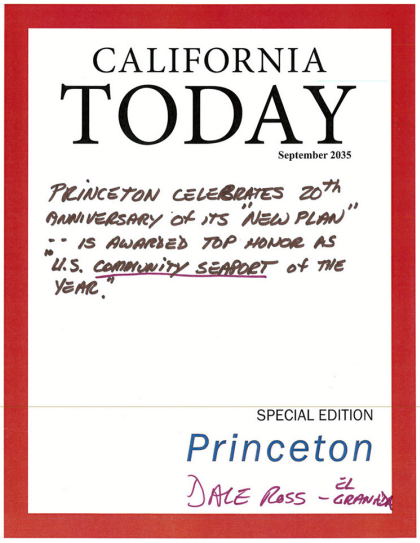
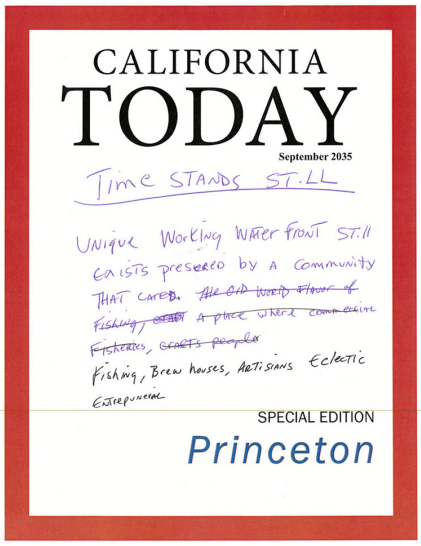
C

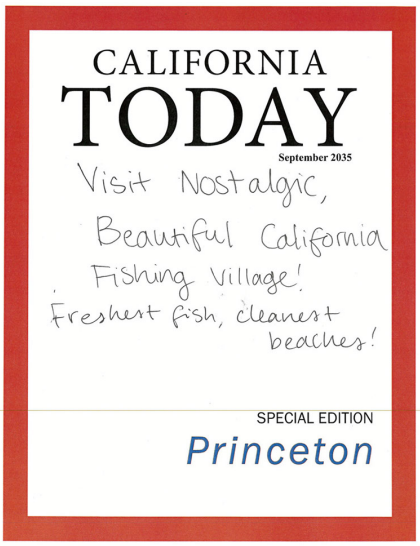
Appendix C: Sampling of Magazine Covers from Community Workshop

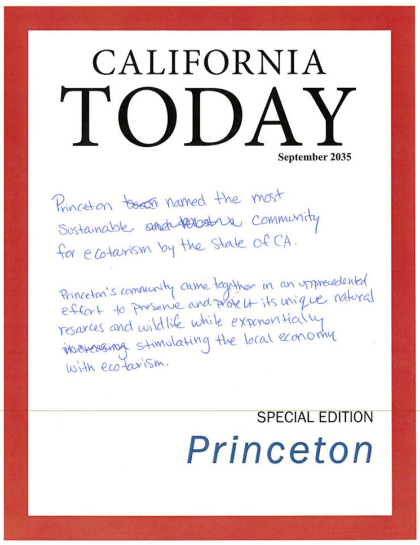
A sample selection of magazine covers from the interactive exercise at the community workshop is found on the following pages.

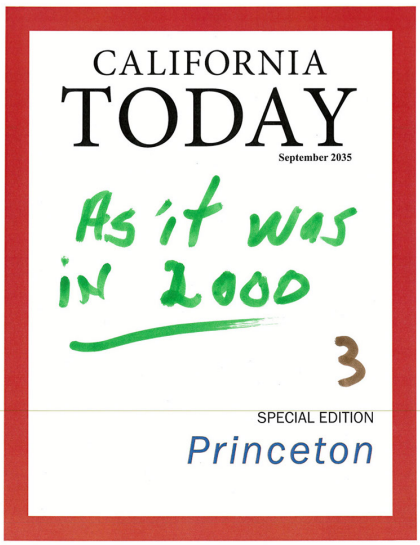

CALIFORNIA
TODAY
September 2035
PRINCETON HARBOR #1 SPOT IN NATION FOR ECOTOURISM
2035
SPECIAL EDITION
Princeton

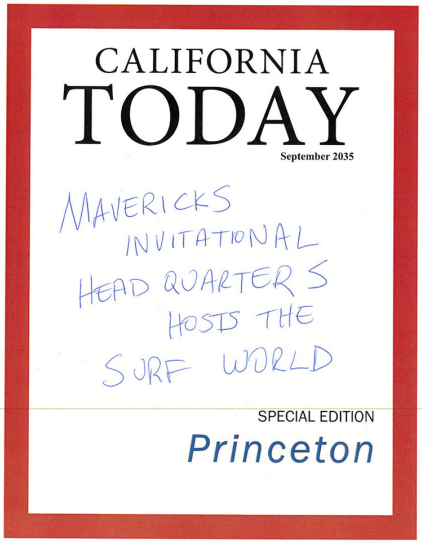

CALIFORNIA
TODAY
September 2035
PRINCETON CELEBRATES 20TH ANNIVERSARY OF ITS "NEW PLAN" -- IS AWARDED TOP HONOR AS "U.S. COMMUNITY SEAPORT of THE YEAR."
SPECIAL EDITION
Princeton
DALE ROSS - EL GRANADA

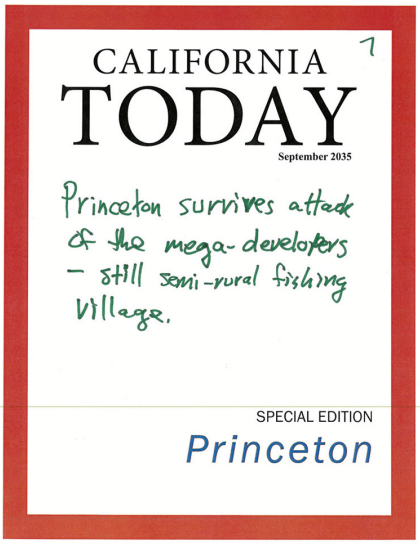

CALIFORNIA
TODAY
September 2035
Time STANDS STILL
Unique Working WATER FRONT STILL EXISTS preserved by A community THAT CARES.
Fishing, Brew houses, Artisians Eclectic
Entrepuneial
SPECIAL EDITION
Princeton

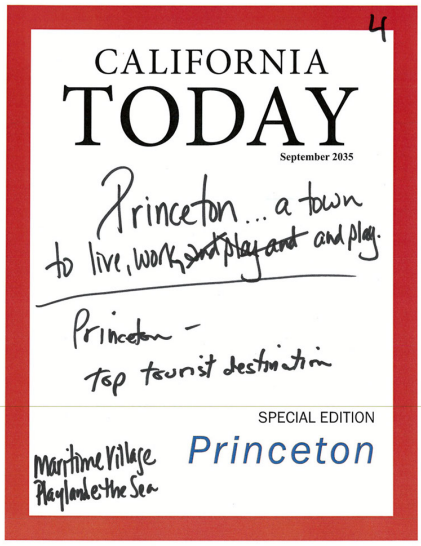

CALIFORNIA
TODAY
September 2035
Visit Nostalgic, Beautiful California Fishing Village!
Freshest fish, cleanest beaches!
SPECIAL EDITION
Princeton


CALIFORNIA
TODAY
September 2035
Princeton named the most Sustainable community for ecotourism by the State of CA.
Princeton's community came together in an unprecedented effort to preserve and protect its unique natural resources and wildlife while exponentially stimulating the local economy with ecotourism.
SPECIAL EDITION
Princeton

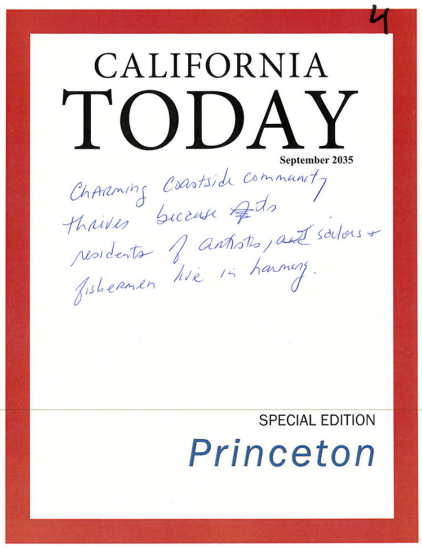

CALIFORNIA
TODAY
September 2035
As it was in 2000
3
SPECIAL EDITION
Princeton

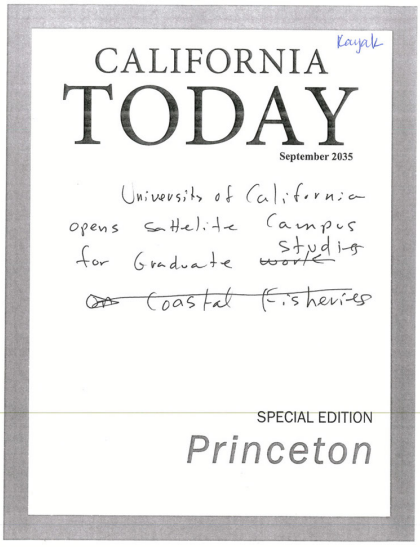

CALIFORNIA
TODAY
September 2035
MAVERICKS
INVITATIONAL
HEAD QUARTERS
HOSTS THE
SURF WORLD
SPECIAL EDITION
Princeton


7
CALIFORNIA
TODAY
September 2035
Princeton survives attack of the mega-developers - still semi-rural fishing village.
SPECIAL EDITION
Princeton


4
CALIFORNIA
TODAY
September 2035
Princeton... a town to live, work and play.
Princeton -
Top tourist destination
SPECIAL EDITION
Princeton
Maritime Village
Playground of the Sea


4
CALIFORNIA
TODAY
September 2035
HALF MOON BAY
- PRINCETON -
STILL A BEDROOM COMMUNITY
NICE BOAT HAUL OUT FACILITY
NO HIGH RISES
OPEN SPACE
MOM & POP SHOPS
SPECIAL EDITION
Princeton


4
CALIFORNIA
TODAY
September 2035
CHARMING coastside community thrives because its residents of artists, and sailors + fishermen live in harmony.
SPECIAL EDITION
Princeton


Kayak
CALIFORNIA
TODAY
September 2035
University of California opens satellite campus for Graduate studying
~~Coastal Fisheries~~
SPECIAL EDITION
Princeton

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D

Appendix D: Annotated Tabletop Maps

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

Table 1

- *Figure out ways to stop erosion.*
- *Bring back Romeo's Pier.*
- *Preserve live-aboards.*
- *Move sand, stop erosion.*
- *Keep artists.*
- *Clean toxic waste.*
- *Encourage boat building.*
- *Housing stays [Pillar Ridge].*
- *Ocean water public swimming pool.*
- *Keep airport.*
- *Teach swimming and boating. Aquatic center for all.*
- *I would also like to see increased "green" areas replace impervious concrete areas to improve water quality – Improve infrastructure to improve water quality as well.*
- *Coastal access from West Point to Fitzgerald Marine Reserve.*

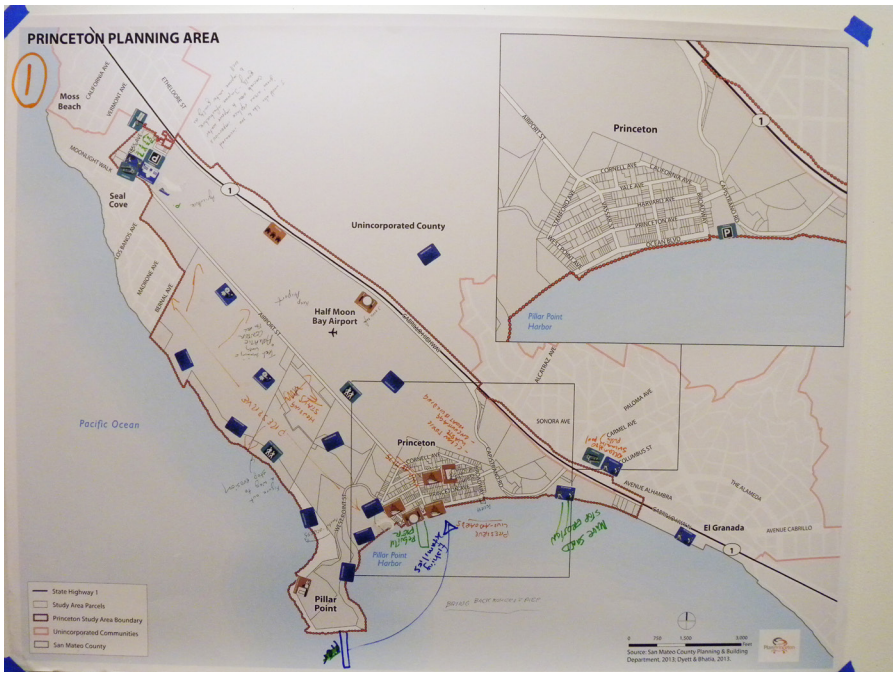

Table 2

- *Playgrounds.*
- *Shuttles.*
- *More boating services:*
  - *Slips (live aboard) (large)*
  - *Transient docks*
  - *Chandlery*
  - *Repair Services*
  - *Boat dry storage at airport (instead of in Princeton industrial areas).*
- *Floating casino at pier.*
- *Radio free Pillar Point.*
- *Drag racing and County Jail at Airport.*
- *More mixed use/visitor services at waterfront.*
- *No Ocean Boulevard.*
- *Marine infrastructure costs and calculations.*
- *View to the ocean from Highway 1.*
- *Stairways to beach, working boat yard, super yacht marina, and library at Pillar Point Harbor.*
- *Boat haul out area with crane near Perched Beach launch.*

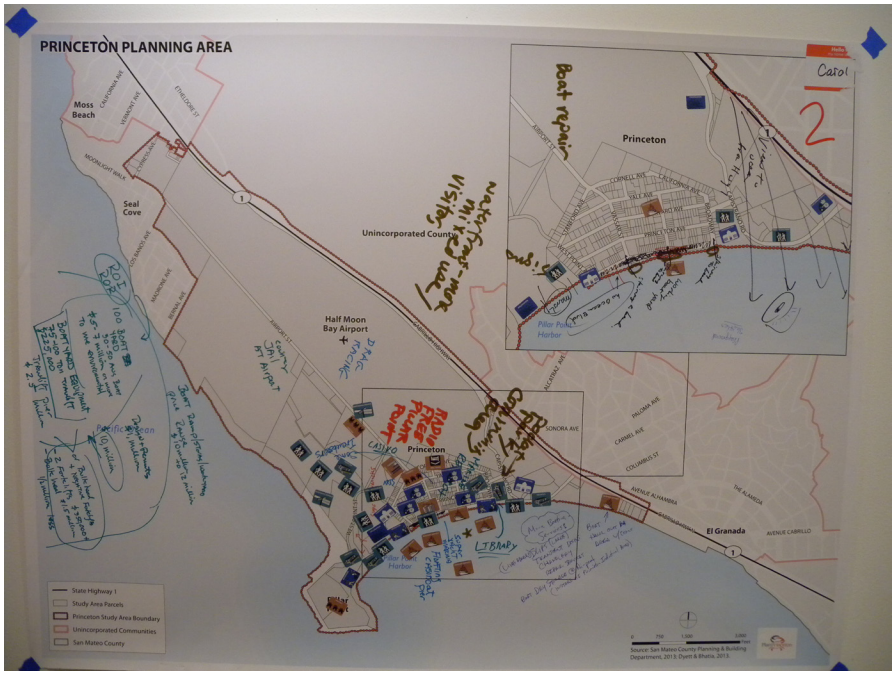

Table 3

- *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 hault-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 5

- *There is no current boat haul out for repairs, etc.*
- *Improved signage for Coastal Trail and Mavericks.*

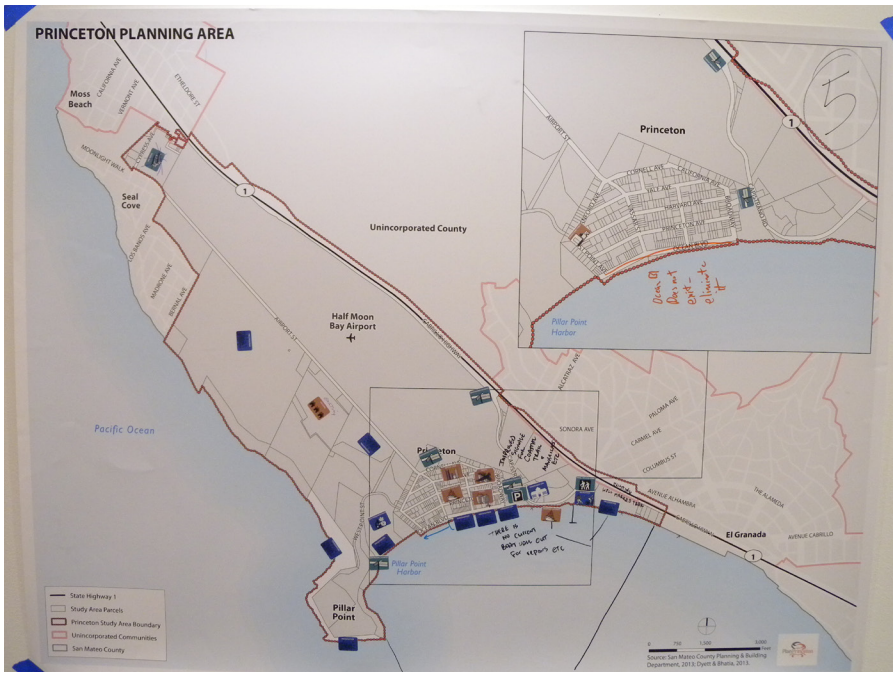

Table 6

- *Harbor including fishing [near marsh].*
- *Fishing industry.*
- *Surfers Beach parking plan/traffic flow.*

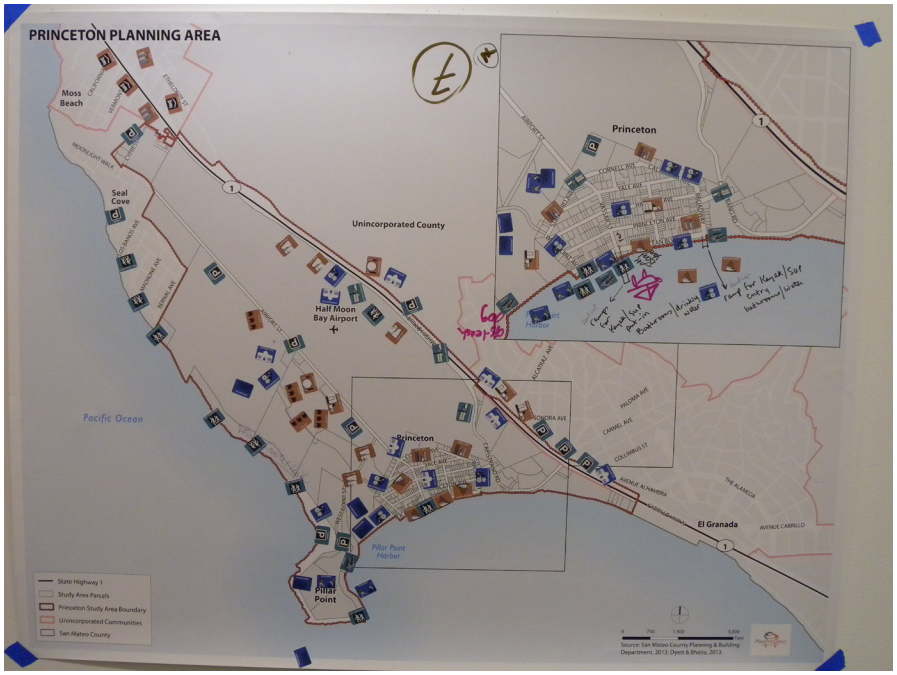

Table 7

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

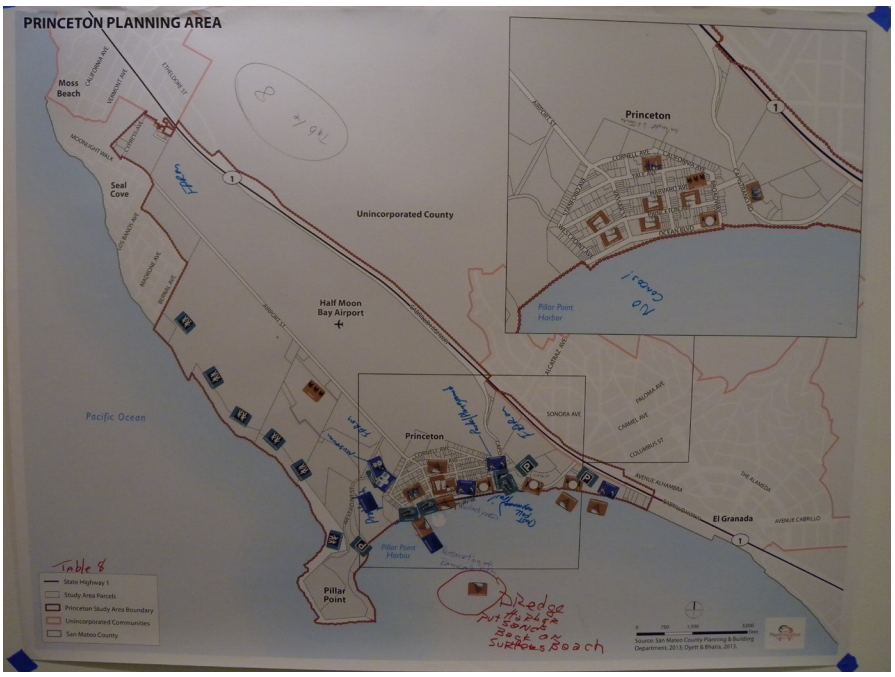

Table 8

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

Table 9

- *One-way streets in Princeton to improve traffic circulation.*
- *Better street parking.*
- *Renovate Harbor Village.*
- *Water quality.*
- *Public education about pet waste and water quality.*
- *Bridge across Denniston Creek to help with traffic (bike and foot).*
- *Community center and Coastal Trail at Pillar Point Harbor.*
- *Park at Broadway and Capistrano Road.*
- *Heavy traffic at Prospect Way.*

Table 10

- *Improve Mavericks lot.*
- *Boardwalk at Pillar Point Harbor.*
- *Coastal Trail Boardwalk.*
- *Fisheries Research at Perched Beach.*
- *Soccer field, public transportation, and grocery along Airport Street.*
- *Amenities = Restrooms and picnic tables.*
- *Move Romeo's Pier.*

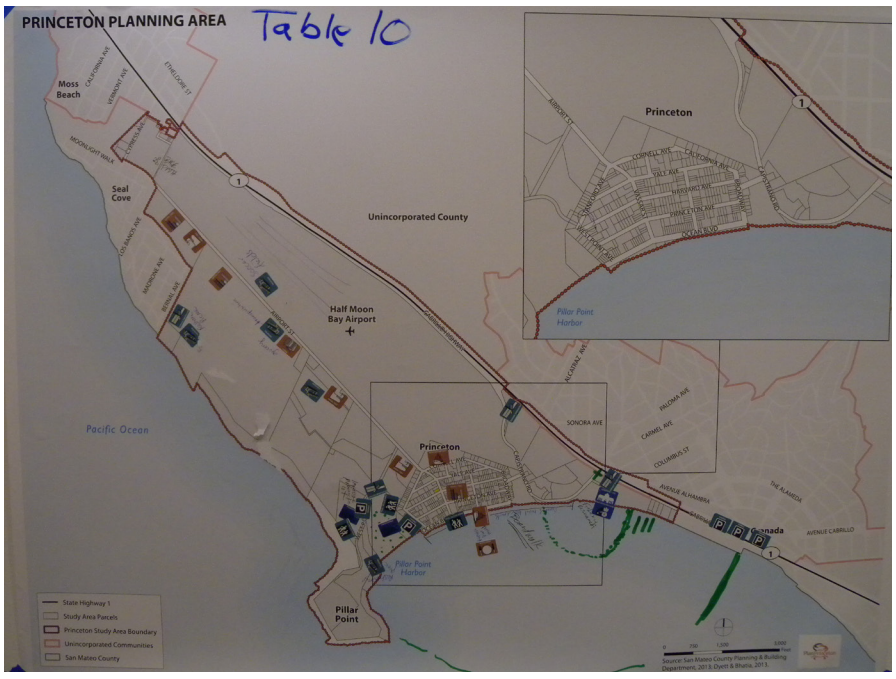

Table 11

- *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.*

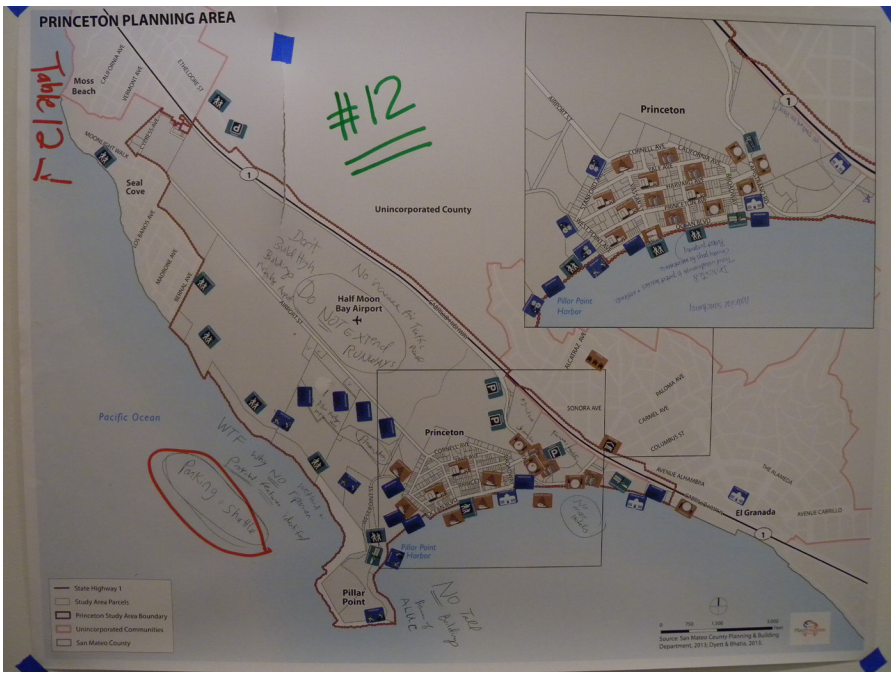

Table 12

- *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.*

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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.

- Old school charm/the lack of skyscrapers.
- Boats, water, paths.
- It's real.
- Proximity to water, sport-related, bohemian, artistic.
- Mavericks event center and Yacht Club.
- Charm, beaches, casual, Yacht Club.
- Marine life, Yacht Club.
- Marsh wildlife and open space, sunset.
- Leave alone. Michael Donegan, 40 Sea Crest Ct. El Granada.
- Princeton is just fine as it is! -Collin Tiura
- Harbor restaurants.
- Seafood, boating, space.
- Quaint, good storage, boats, water, fisheries.
- The Nest Art Studios.
- YC!
- It's funky, restaurants, beach, Yacht Club, fishing, walking.
- Eclectic, laid back beauty.
- Eclectic mix of organically evolved uses.
- Nature access and potential for expensive "parkland" environment.
- Marine life, Yacht Club, and brewery.
- Dog access to beach.
- Needs a swimming pool.
- Marine zoning needs to be reviewed to fit the reality of what is actually needed.
- Feel, community, fishermen, local businesses.
- Beach, the mix of businesses, close to my home, funkiness.
- Funkiness.
- Possibilities of public serving businesses, community facilities.
- Coastal access, natural habitat, quaint seashore area, harbor.
- Kick-back, community, waterfront.
- The Yacht Club and the Coastal Trail.

- 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.

What needs to be improved the most?

- Small business – keep to scale; no chains or large monstrosities. Traffic circulation – needs less cars more pedestrian/bike traffic. Parcels in the commercial zones need setbacks, view.
- Traffic patterns/cars.
- Roads and pier.
- Drug activity, crime, more police presence needed.
- Boat haul out.
- Confidence it won't be ruined by "fixing it."
- Abandoned/trashed lots, signage/streets.
- Beach access.
- Boat yard for haul out.
- More parks.
- Cars on street, people living in boats.
- Roads and pedestrian paths.
- Beach access.
- No warehouses or luxury lofts on shoreline. No junk car lots.
- Smith Truck and Van wrecking yard.
- Roads
- Parking
- Hobos, trash, destruction of property, water stealing.
- Regulation for beach front height and setback.
- Lighting, roads, safety, more businesses.
- Paved, maintained streets; parking; more/better beach/water access for kayaks, paddle boards, small boats, wind-surfers, beachcombers; a dog park.
- All of the rusty vehicles (Steve Smith).
- Roads
- Boat haul out.
- Trash left by others.
- Trashy areas need cleaning.
- Tear down this view-blocking hotel.
- Keep non owners out of our business. -Collin Tiura

- 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.

- Light at Highway and Flavor, need arrows for turning and going into the harbor.
- Traffic and roads.
- Clean up broken down pier (Romeo's).
- Interior area – mixed use, dry dock.
- Parking.
- More allowed uses.
- Clean up lots, rotten boats, cars.
- Roads need sidewalks.
- Visibility of shops in Harbor Village.
- Water quality in harbor!
- To improve: un-crowd the open waters in the harbor – too many part-time boat moorings. No pathway around the harbor in the Princeton area for bicycles and walkers. Water quality!!
- Fix trail to point from marsh.
- Keeping the rural character.
- Fix up Romeo's Pier and sidewalks.
- Pedestrian area from harbor to Yacht Club.
- Princeton needs: Get rid of Airport Overlay – unnecessary. Keep Coastal Trail on Princeton Avenue. Allow waterfront property owners to armor the shoreline to protect property from the U.S. Corps of Engineers break-water coastal erosion effect.
- More port-a-potties for tourists and garbage cans.
- Princeton looks more and more like a junkyard/cemetery for shitty old cars. Get rid of Smith Trucks!!
- More trails (bike and run) through Princeton.
- Roads, keep area clean.
- Needs a park with playground.

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*

- Margie MacDougall, *Exclusive Fresh*
- Tom Mattusch, *Business owner, Huli Cat Sportfishing & Charter Boat*
- Neil Merrilees, *San Mateo County Parks Commissioner representing District 3*
- Susan Morgan, *Business owner, Elegant Cheesecakes*
- Keet Nerhan, *Property owner, Oceano Hotel*
- Tim Oldham, *Business owner, Inn at Mavericks*
- Kelly Pike, *Half Moon Bay Yacht Club*
- Rocky Raynor, *CEO, Mavericks Invitational*
- Commissioner Christopher Ranken, *San Mateo County Planning Commission*
- Nate Rey, *Half Moon Bay Brewery*
- Diana Shu, *San Mateo County Public Works Roads Division*
- Kathryn Slater-Carter, *Montara Water & Sanitary District*
- Anna Smith, *Smith Trucks & Equipment*
- Steve Smith, *Smith Trucks & Equipment*
- Lt. Lisa Williams, *Moss Beach Sheriff Substation*

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