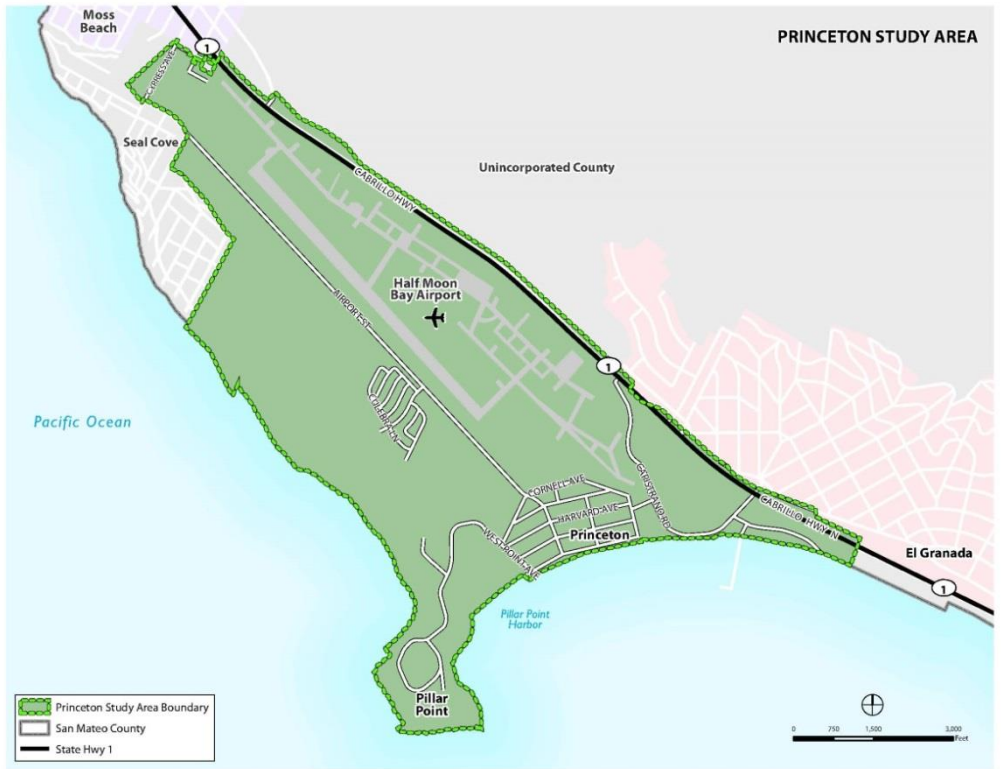




Midcoast Community Council Briefing
August 14, 2013

Planning Area

- Includes Half Moon Bay Airport, Pillar Ridge residential community, and community of Princeton.
- One of the few working waterfronts along central coast of California.

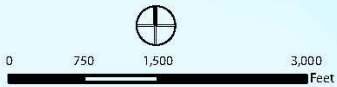


- Destination for coastal recreation, including boating, fishing, surfing, hiking.

GENERAL PLAN LAND USE



- Agriculture
- Very Low Density Residential
- Medium Density Residential
- Medium High Density Residential
- Coastside Commercial Recreation
- General Industrial
- Airport
- Open Space
- Public Recreation
- Princeton Study Area Boundary



Source: San Mateo County Planning & Building Department, 2013; Dyett & Bhatia, 2013.

What is Plan Princeton?

- **Initiative to update land use plans, development policies, zoning regulations that will:**
 - Establish long-range vision for the Princeton area
 - Establish policies that guide Planning Commission and Board of Supervisors decision-making
 - Provide basis for judging whether new development projects align with Plan policies
 - Encourage project designs that enhance community character

Purpose of Plan Princeton

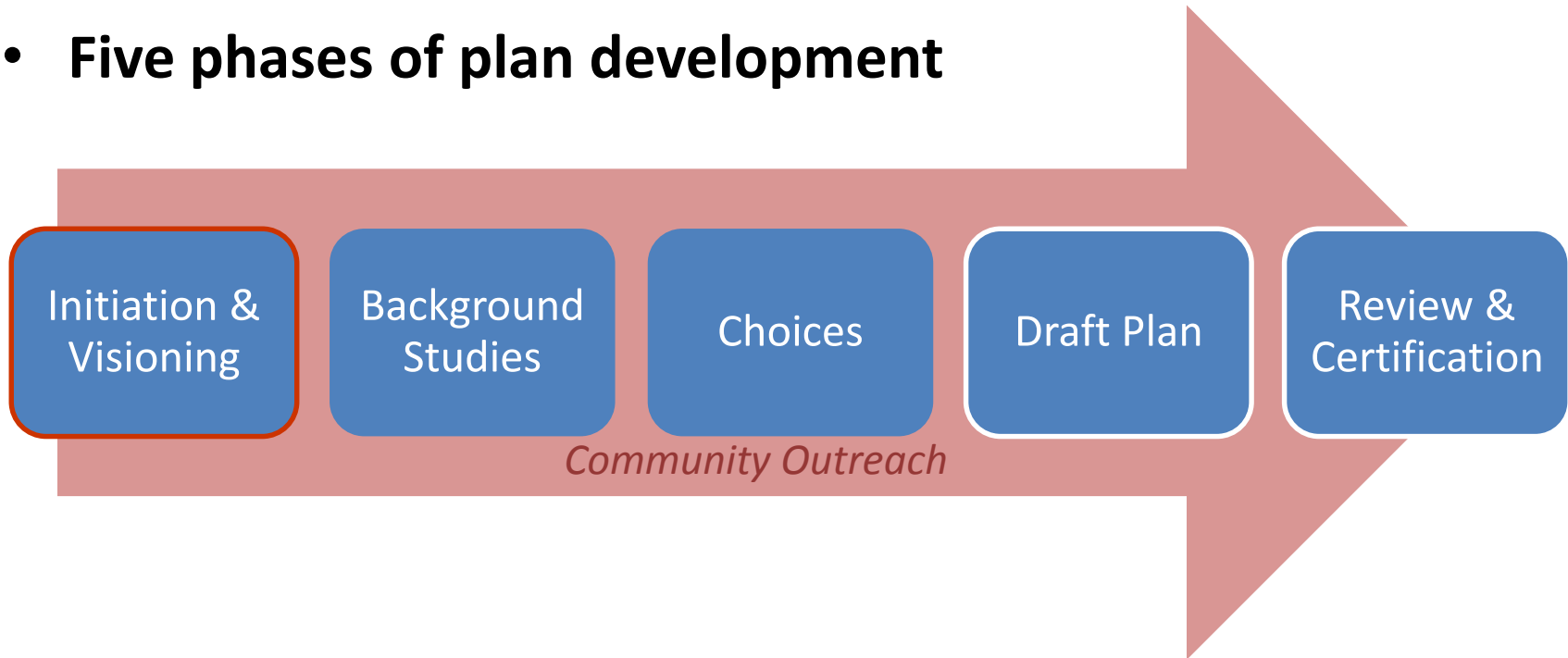
- **Enhance coastal access, recreation & education opportunities**
- Support coastal-dependent & coastal-related uses
- **Provide needed facilities for commercial fishing industry & recreational boaters**
- Promote economic development
- **Abate neighborhood blight & zoning violations**
- Address parking, circulation, & infrastructure needs
- **Identify & evaluate potential solutions to shoreline erosion**
- Protect & restore water quality & sensitive habitats
- **Comply with State Coastal Act & State airport compatibility requirements**

Project Team

- **Project Lead**
 - San Mateo County Planning and Building
 - Summer Burlison, Project Planner
- **Consultant Team**
 - Dyett & Bhatia
 - Project management, community engagement, land use
 - Economic & Planning Systems
 - Fishing, boating, and visitor-serving needs assessment; market demand analysis
 - SWCA
 - Environmental constraints
 - Noble Consultants
 - Shoreline management strategies
 - Nelson\Nygaard
 - Coastal access, parking and circulation
 - BKF Associates
 - Infrastructure planning
 - Flint Strategies
 - Community outreach

Process

- **Five phases of plan development**



Public Participation

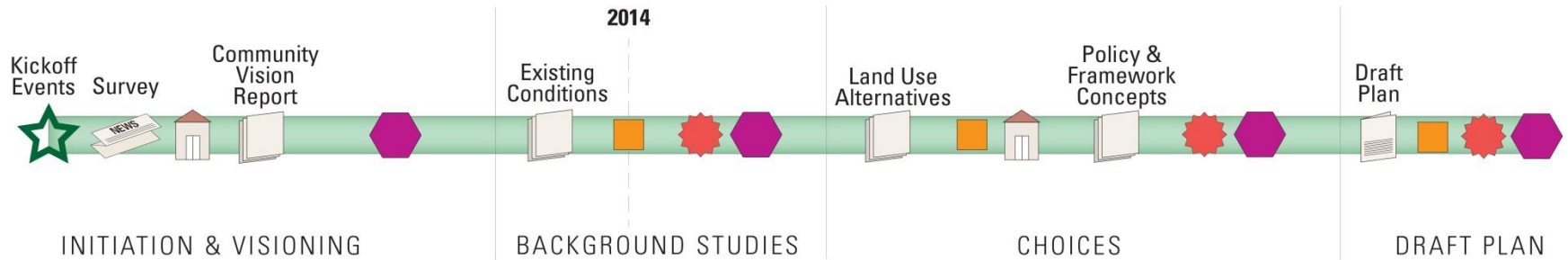
- **Purpose of the Plan**
 - Give form to community aspirations within realm of what's possible
- **Purpose of the Public Participation Program**
 - Understand community aspirations
 - Educate the public about the purposes of the General Plan, Local Coastal Program, and zoning
 - Inform the public about current conditions in the Planning Area
 - Expand awareness of planning strategies and effective policies
 - **Provide opportunities for discussion and input from beginning to end of plan formulation**

Public Participation

- **Kickoff Events**
- **Community Meetings and Outreach**
 - Stakeholder Interviews
 - Midcoast Community Council Meetings
 - Community Workshops
 - Other Community Groups
 - Decision-Maker Meetings
- **Survey**
- **Media Releases**
- **Online Tools**

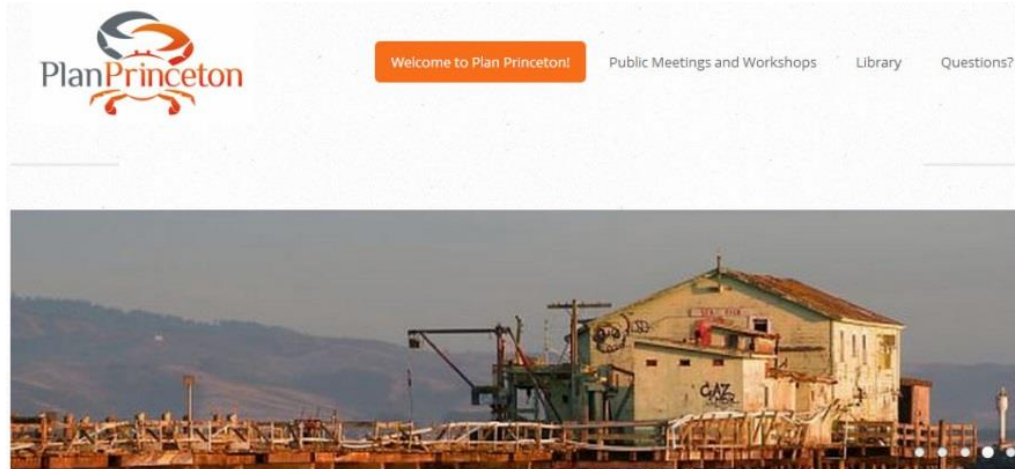


Public Participation



-  Workshop
-  Midcoast Community Council Meeting
-  Decision-maker Meeting
-  Coastal Commission Meeting

Public Participation



Welcome to Plan Princeton!

Plan Princeton is a study being conducted by San Mateo County to update the land use plan for Princeton. The project will focus on the area west of and including Highway 1, between



Pillar Point Harbor and Moss Beach. The purpose of this project is to make a comprehensive update to the policies, plans, and standards regulating the Princeton study area in order to:

- Enhance coastal access, recreation, research, and education opportunities.
- Support and expand coastal-dependent and coastal-related uses.

Click [HERE](#) to Take Our Online Survey

Help shape the future of the Princeton Planning Area by taking our brief survey. We're asking YOU to tell us what kinds of uses should be allowed in Princeton and what the community believes the priorities should be for its future development.

Join Us at Our Vision Workshop Thursday, September 12, 2013 6:30 PM - 8:30 PM

Oceano Hotel & Spa
Grand Ballroom 280 Capistrano Road
Princeton, CA

Plan Princeton is a collaborative process that will 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

What's Next?

- **Take part in the first Community Meeting**
 - Thursday, September 12, from 6:30 to 8:30 p.m., Oceano Hotel Grand Ballroom
- **Complete the community-wide survey**
 - Mailed to all homes, businesses and property owners in Planning Area, also available on website
- **Community Visioning Report**
- **Existing Conditions Report**
- **Check back for web updates at www.PlanPrinceton.com**

Your Thoughts?

