



COUNTY OF SAN MATEO
Inter-Departmental Correspondence
Planning and Building



Date: November 21, 2013
Board Meeting Date: December 10, 2013
Special Notice / Hearing: None
Vote Required: Majority

To: Honorable Board of Supervisors
From: Jim Eggemeyer, Community Development Director
Subject: Update on the Plan Princeton Project

RECOMMENDATION:
Accept this report.

BACKGROUND:

Proposal: The County of San Mateo Planning and Building Department, along with assistance from Dyett & Bhatia (project consultant), has begun the process of preparing comprehensive updates to the General Plan, the Zoning Regulations and the Local Coastal Program for the Princeton area. The planning area consists of the land area from Pillar Point Harbor to the north side of the Half Moon Bay Airport, west of and including Highway 1, and including the Half Moon Bay Airport, the Pillar Ridge residential community, and the community of Princeton.

The updates will be responsive to community interests, consistent with the County's Shared Vision 2025, and conform to State laws regarding coastal resources and airport compatibility. Specifically, the updates are intended to help realize the community's vision for the future while ensuring that development enhances coastal access, recreation, research and education opportunities; supports coastal-dependent and coastal-related uses; protects coastal resources; provides benefits and amenities for the commercial fishing industry, recreational boaters, and community residents; creates local jobs and services; abates neighborhood blight and zoning violations; addresses parking, circulation, and infrastructure needs; identifies and evaluates potential solutions to shoreline erosion problems; protects and restores water quality and sensitive habitats; and maintains compliance with the State Coastal Act and airport compatibility requirements.

Planning Commission Action: On November 20, 2013, the Planning Commission received staff's presentation of the Princeton Planning Update efforts to date, including the Community Visioning Report.

Report Prepared By: Summer Burlison, Project Planner; 650/363-1815

Applicant: County of San Mateo Planning and Building Department

Owner: Unincorporated Princeton Area

Location: Land area north of Pillar Point Harbor to the north side of the Half Moon Bay Airport, west of and including Highway 1; see Attachment A.

Existing Zoning: Waterfront (W), Light Industrial (M-1), Resource Management-Coastal Zone (RM-CZ), Coastside Commercial Recreation (CCR), Planned Agricultural District (PAD), Single-Family Residential (R-1), and Limited Highway Frontage (H-1), with combining/overlay districts of Airport Overlay (A-O), Design Review (DR), and Coastal Development (CD); see Attachment B.

General Plan Designation: Airport, General Industrial, Public Recreation, Open Space, Coastside Commercial Recreation, Agriculture, Very Low-Density Residential, and Medium-High Density Residential; see Attachment B.

Existing Land Use: Agriculture, Commercial, Industrial, Office, Residential, Recreation, Open Space, Institutional, Visitor-Serving

Water Supply: Coastside County Water District and Montara Water and Sanitary District

Sewage Disposal: Granada Sanitary District and Montara Water and Sanitary District

Setting: The Princeton Planning Area is located along the Coast of San Mateo County, north of Half Moon Bay. Lands within the area include the Half Moon Bay Airport, the Pillar Ridge residential community, and the community of Princeton - one of a few working waterfronts along the Central Coast of California that supports fishing, boating, and marine-related industries. With its scenic coastal surrounding, coastal trails, and the famous Mavericks surf break, the Princeton Planning Area is a renowned destination for coastal recreation.

Chronology:

<u>Date</u>	<u>Action</u>
May 7, 2013	- Board of Supervisors approves contract agreement with Dyett & Bhatia for consulting services for the Princeton Planning Update.

- July 13, 2013 - Community Kick-Off Open House for Princeton Planning Update held on Saturday, July 13, 2013 from 2:00 p.m. to 4:00 p.m. at the Half Moon Bay Yacht Club in Princeton.

- August 9, 2013 - Community-wide surveys mailed out to the Princeton Planning Area and Midcoast communities (Montara, Moss Beach, El Granada, and the northern portion of Half Moon Bay).

- August 14, 2013 - Project Kick-Off with Midcoast Community Council - introduction of project team, purpose, timeline, and plan for public participation.

- August 14-15, 2013 - Stakeholder interviews.

- August 27, 2013 - Steering Committee Kick-Off Meeting (#1); see Attachment F for list of Steering Committee members.

- September 12, 2013 - Community Vision Workshop held on Thursday, September 12, 2013, from 6:30 p.m. to 8:30 p.m. at the Oceano Hotel and Spa Grand Ballroom in Princeton.

- November 4, 2013 - Community Visioning Report released (available on project website and/or at the Planning Department); see Attachment G.

- November 7, 2013 - Steering Committee Meeting (#2) held to review Community Visioning Report.

- November 20, 2013 - Project introduction and status update to the Planning Commission.

- December 10, 2013 - Project introduction and status update to the Board of Supervisors.

DISCUSSION:

A. PROJECT TEAM

The County has contracted Dyett & Bhatia, Urban and Regional Planners, to assist with the Princeton Planning Update (also referred to as “Plan Princeton”). Dyett & Bhatia has assembled a team of sub-consultants to cover the full spectrum of expertise needed to complete the Princeton Planning Update, which includes:

Dyett & Bhatia - Overall project management, community engagement, land use planning and urban design (including policy development, plan update structure, mapping, and development issues including airport land use compatibility).

Economic and Planning Services - Fishing, boating, and visitor needs assessment; market supply and demand assessment.

SWCA Environmental Consultants - Environmental constraints assessment including sensitive habitats, significant viewsheds, natural hazards, and cultural resources; identification of policies to enhance environmental resources in the area.

Noble Consultants - Shoreline erosion and protection assessment and shoreline management strategies.

Nelson/Nygaard - Coastal access, parking, and circulation assessment and plan that addresses all modes of travel.

BKF Engineers - Infrastructure needs, assessment and planning.

Flint Strategies - Public participation program, community workshops and outreach, press releases and social media management.

B. PROJECT SCOPE

The Princeton Planning Update process consists of seven (7) key tasks with multiple subtasks to accomplish the objectives of each key task. A summary of the key tasks and objectives detailed in Attachment C is below.

- Task 1: Project Initiation and Community Involvement Strategy - Identify and understand key issues, organize background materials and baseline data, clarify the public participation program, and establish a coordinated approach to the project.
- Task 2: Issue Assessment and Outreach - Identify and understand community concerns and desires through a variety of public outreach efforts; this task will result in a Community Visioning Report.
- Task 3: Background Studies - Compile background information, analyze long-term trends, summarize opportunities and constraints in the Princeton Planning Area and identify key factors that will affect planning decisions; this task will result in an Existing Conditions, Opportunities and Challenges Report.
- Task 4: Alternatives and Preferred Plan - Formulate concepts for alternative land use and circulation patterns for the plan area that address the

community vision and concerns from Task 2 and the key issues determined in the technical analysis in Task 3, resulting in the Preferred Plan and Policy and Framework Concepts.

- Task 5: Environmental Review - Prepare an evaluation of the potential environmental effects of the Preferred Plan; this task will result in an Environmental Effects Analysis.
- Task 6: Draft Princeton Planning Updates - Draft Land Use Plan, Zoning, and Local Coastal Program Amendments based on the Preferred Plan; Policy and Framework Concepts; Existing Conditions, Opportunities and Challenges Report; and public participation.
- Task 7: Hearings, Adoption, and Certification - Take the Draft Land Use Plan, Zoning, and Local Coastal Program Amendments through the public hearing process for adoption and certification; includes the Airport Land Use Commission, Planning Commission, Board of Supervisors and California Coastal Commission.

Additionally, project updates to the Midcoast Community Council, Airport Land Use Commission, Planning Commission, Board of Supervisors, and California Coastal Commission will be scheduled to occur at milestone points throughout the duration of the update process.

C. PUBLIC PARTICIPATION

The project involves an extensive public outreach and participation component to ensure the community has ample opportunities to engage in, and provide input throughout, the Princeton Planning Update process. A copy of the Public Participation Program is included as Attachment E and is summarized below.

Various outreach methods are being used to inform the community of the Princeton Planning Update project, its status throughout the planning process, and public engagement opportunities, including local newspaper notices and press releases, local radio announcements, direct mailings, community flyers, project website (www.PlanPrinceton.com) and e/News, Facebook, and Twitter.

As a key component to the Princeton Planning Update, public participation throughout the process includes:

Community Meetings and Workshops - Community meetings and workshops will occur at key stages throughout the update process and will include presenting updates to the Midcoast Community Council and other local community groups. Community workshops are structured to provide participants an opportunity to be engaged and provide input on relevant topics. A Community Kick-Off Meeting, Midcoast Community Council Kick-Off Meeting, and Community Vision Workshop

have been completed to date. Results from these events are included in the Community Visioning Report.

Stakeholder Interviews - Interviews were conducted with representatives of public agencies, property and business owners, fishermen, environmental advocates, and others to identify needs, desires, and issues of concern for the Princeton Planning Area. These interview results are included in the Community Visioning Report.

Community Surveys - A mail-in survey was delivered to every home and business in the Planning Area as well as in the neighboring communities of Montara, Moss Beach, El Granada, and the northern portion of Half Moon Bay. The survey was designed to gain insight into community members' vision for the future, rank priorities for improvement, and determine the level of support for various types of land uses and access improvements. The survey was also made available on the project website. Survey results are included in the Community Visioning Report.

Steering Committee - The Princeton Planning Update is being overseen by a twelve (12) member Steering Committee comprised of representatives from a diverse range of stakeholder groups, including local residents, business owners, property owners, commercial fishermen, environmental advocates, and recreation groups. The Steering Committee is an advisory body to Planning staff and the Consultant Team and provides guidance, review and input on major work elements and products prior to release to the public. Members also serve as conduits to their respective constituents to inform them about the project and encourage public participation. Two Steering Committee meetings have been held to date.

Technical Advisory Committee - A Technical Advisory Committee (TAC) is being formed by representatives from relevant County departments and public agencies to provide guidance, review and input to Planning staff and the Consultant Team on technical aspects related to the preparation of the updates. The TAC will include, but not be limited to, representatives from the Department of Public Works, County Department of Parks, C/CAG, the Harbor District, applicable sewer and water districts, and the Office of National Marine Sanctuaries.

D. COMMUNITY VISIONING REPORT

A Community Visioning Report has been completed which summarizes the events and key themes that have emerged through a series of public outreach efforts to date designed to help ascertain the community's vision for the future of Princeton. The Community Visioning Report reflects the broad aspirations of the community and does not attempt to resolve tensions between competing values or account for potential financial or economic constraints, federal and state laws, or ongoing community consultation about community trade-offs and priorities. This Community Visioning Report will be used as a critical guiding tool in formulating

alternative options for the Princeton Planning Update that address the community's vision and concerns.

The Community Visioning Report identifies a number of key themes that emerged throughout a variety of public outreach and participation events. These key themes are summarized below. A copy of the Community Visioning Report is included as Attachment G.

Do Not Change - Support for very little or no new development or public improvements; however, there is support for nuisance abatement and clean-up of blighted conditions and illegal activities. The need for consistent code enforcement, street improvements, better lighting, and more police presence were specifically identified.

Preserve Existing Character - Community members across the spectrum like Princeton for its unique character and coastal setting; described as funky and eclectic. People appreciate its mixture of uses, its working waterfront, small scale and natural environment. There is support to 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 - Support to preserve and enhance the existing mix of maritime, industrial, visitor-oriented, and residential uses. Support for a greater variety of uses, specifically marine-related uses (most widely supported land use), low-impact recreational and visitor-oriented uses that would contribute to Princeton's unique character, industrial uses that could provide local jobs and support the fishing and boating activity in the harbor, along with education and research-related uses that could contribute to Princeton's future economy. Community members like the mix of housing and industry in Princeton, and some feel there may be a demand for live/work units; however, the community generally is not supportive of residential use being a primary feature of new development and some recognized that residential opportunities are limited by the airport.

Protect the Shoreline - Shoreline erosion was a significant concern for the community who expressed support for a managed approach to shoreline protection, at the community scale, that incorporates coastal access.

Improve Access to Coastal Recreation - A high level of community support was documented for new and/or enhanced multi-use trails, paths and bike lanes, trail improvements, and shoreline protection with access. Recommendations from the community for improved access included better signage, improvements at street end access points, and new parking lots to serve Pillar Point trails.

Protect Coastal Resources - Preserving environmental resources and open space is a priority for community members, including protection of sensitive marine habitat and improvement of water quality.

E. NEXT STEPS

With completion of the Community Visioning Report (Task 2), staff will provide the California Coastal Commission a project status update.

An administrative draft of the Existing Conditions, Opportunities, and Challenges Report (Task 3) is currently being reviewed by Planning staff and the Technical Advisory Committee. The Challenges Report will also be circulated for review by the Steering Committee, and presented to the Midcoast Community Council, Planning Commission, Board of Supervisors, and California Coastal Commission (early 2014).

The Princeton Planning Update project contributes to the 2025 Shared Vision outcome of a Livable Community because the project will result in updated land use policies and regulations that will promote appropriate types of intensities of growth, in a manner that benefits residents, visitors, and the environment.

FISCAL IMPACT:

A contract agreement between the County of San Mateo and the project consultant, Dyett & Bhatia, for the Princeton Planning Update project was approved by the Board of Supervisors on May 7, 2013 (Resolution No. 072501).

ATTACHMENTS:

- A. Princeton Planning Area Map
- B. Zoning Map and General Plan Map
- C. Project Scope of Services
- D. Project Timeline
- E. Public Participation Program
- F. Steering Committee Members
- G. Community Visioning Report