



Plan Princeton

Summary of Community Workshop #2: Alternatives

December 2014



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I Introduction

The unincorporated area of Princeton is undergoing updates to the General Plan, Zoning Regulations, and Local Coastal Program, led by San Mateo County. The purpose of the effort, known as Plan Princeton, is to provide policy, plan, and zoning amendments to help realize the community's vision for the future, re-evaluate land use policy, and provide clear direction to property owners and residents related to development and planning guidelines.

The development and public consideration of alternatives is a key step in the Plan Princeton process. Three alternatives were developed in coordination with the Technical Advisory Committee and the Steering Committee for Plan Princeton, and presented to the public at a community workshop and on the project website. The concepts show a range of options to guide future development, coastal access and circulation, and community enhancement. This memo summarizes community response to the alternative concepts, and preferences for Princeton's future. A Preferred Plan will be developed based on this feedback.



Approximately 85 community members participated in the workshop, and provided feedback on alternative concepts for future land use, circulation, and public improvements in Princeton.

OVERVIEW OF THE WORKSHOP AND WEB-BASED SURVEY

The second community workshop for Plan Princeton was held on October 2, 2014 in the ballroom of the Oceano Hotel & Spa in Princeton. The purpose of the workshop was twofold. First, the workshop was a venue to inform the community about the findings of the existing conditions analysis and the community visioning process to date. Second, it was a forum for community members to provide feedback on alternative concepts for future land use, circulation,

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and public improvements in Princeton. The workshop presentation, including the three Alternatives, is provided as Appendix A.

The workshop began with a presentation on existing conditions and the community vision, and an introduction to the alternative concepts. Participants then provided feedback in three activities. In the first exercise, participants used electronic voting consoles to weigh in on specific aspects of the alternative concepts. The second activity (“Choosing the Pieces”) was a small-group conversation in which people expressed what they liked and didn’t like about the alternatives, and identified the “defining characteristics” of a concept plan for Princeton that the table group could agree on. Third, each small group worked on tabletop maps, “Putting the Pieces Together” to draw up their concept plan. Approximately 85 community members participated in the workshop, along with facilitators from the County and consultant team.

The workshop’s voting exercise was replicated on the project website, www.PlanPrinceton.com, running for two weeks, from October 8 to October 22. The online survey received ten responses.

2 Summary of Key Themes

The variety of exercises was meant to give participants different ways of thinking about and responding to choices for Princeton, both individually and through conversation. A discussion of the results of each exercise is provided in the sections that follow. Here, the report identifies key themes that came through in each exercise, by topic area.

LAND USE

The overall response indicates a desire for minimal change, but also the sense that visitor-oriented uses could play a larger role. In the small group discussions, notes show how groups considered the need to support both recreation and economic development, and to find a balance between marine industrial and commercial recreation uses. Participants discussed a broader use mix for the Princeton Waterfront area that could also include galleries, craft industry, marine research, technology, and general industrial uses. The desire for clean-up of blighted properties also came up. With the mapping exercise, a preference for Coastside Commercial Recreation uses to be concentrated along Princeton Avenue emerged.

CIRCULATION AND STREETScape

Participants clearly preferred the concepts of pedestrian-oriented streetscape improvements along Princeton Avenue, and a Parallel Trail on the west side of Highway 1 connecting into Princeton along Capistrano Road and linking to the Coastal Trail. Table discussion notes show an interest in greater safety and accessibility for people on foot and on bikes, and in more off-street paths. There was also discussion of the need for clearer traffic circulation patterns through the Princeton area. The mapping exercise explored that further, with one table suggesting a new street connection between Capistrano and Broadway. Maps also explored the Parallel Trail route, and pointed to the challenge of pedestrian and bikes crossing Highway 1.

COASTAL ACCESS AND SHORELINE MANAGEMENT

In the voting exercise, community members showed a preference for minimal shoreline improvements needed to meet Coastal Act access requirements. People also liked the idea of a boardwalk along Capistrano Road. Both the discussions and the mapping exercise showed support for improved beach access from street ends, and a boardwalk along the shore, with exploration of different locations for these improvements.

PARKS, CONSERVATION AND PUBLIC AMENITIES

The idea of a new park at Capistrano Road and Prospect Way was popular in the voting exercise, and was a common topic of discussion in the small groups. While some concerns arose, the idea was still supported, and appears on several of the sketch maps. The community expressed interest in having both a community center and a visitors' center. While these uses were often referred to

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collectively, the community was clear in their opinion that the two types of centers serve different purposes and the Plan should explore having these as separate uses. A visitors'/community center appears in several locations on group maps, including north of the Oceano Hotel; adjacent to the proposed park; or on the north side of Cornell Avenue. One group proposed separate visitors' and community centers, with the community center located along Airport Street between the Pillar Ridge manufactured home community and the Shelter Cover area to the north. The maps also showed a strong interest in preserving agriculture on all or part of the land west of Airport Street north of the Princeton Waterfront area, and north of the hotel property, while conserving habitat at Pillar Point Marsh and Denniston Creek and enhancing trail connections with the open space on Pillar Point Bluff.

3 Voting on Key Issues in the Draft Alternatives

At the workshop, participants used “clickers” to vote through an interactive wireless system connected to the presentation computer. Following the presentation by Dyett & Bhatia on the alternative concepts, Kendall Flint (Flint Strategies) led a voting exercise, with a series of slides offering “priority ranking” or “multiple choice” selection for key issues. The questions allowed for a more targeted understanding of what participants liked best and least from each of the alternatives. To measure the results, questions that required ranking priorities were scored on a scale, with “1”, “2”, and “3” rankings receiving 10, 6, and 2 points, respectively. Zero points were assigned to choices that received no ranking. Questions offering participants to identify one or more than one answer from a set of multiple choices were analyzed on a simple “count” basis. The same set of questions was then provided on the project website, and responses were taken over a two-week period. Results are summarized below.

WHERE DO YOU LIVE?

Participants were first asked where they lived. Workshop participants came from throughout the Midcoast, with nearly the same number coming from the communities of El Granada, Moss Beach, Montara, Half Moon Bay, and Princeton itself. Nine participants came from outside the area. Six of the nine respondents to the online survey question reported living in El Granada.

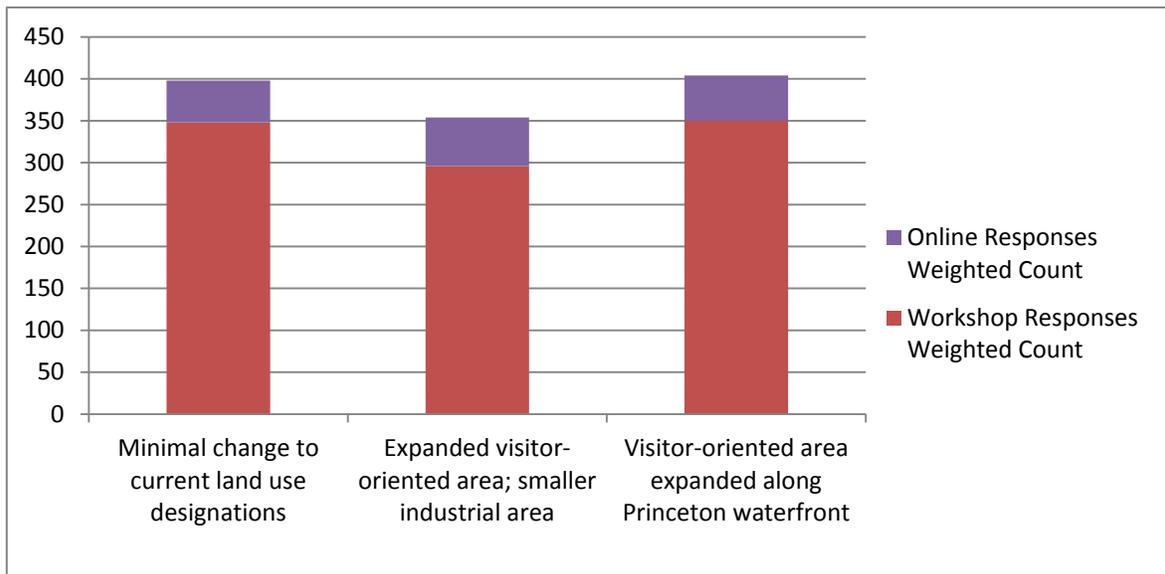
OVERALL LAND USE CONCEPT

Participants were asked to rank the overall land use concept from each of the three alternatives. These were:

- Minimal change to current land use designations
- Expanded visitor-oriented area; smaller industrial area
- Visitor-oriented area expanded along Princeton waterfront

In both the workshop and online formats, respondents were very closely split among these preferences. At the workshop, voting preferences were nearly evenly split between the first and third statements, “minimal change” and “visitor-oriented area expanded along the Princeton waterfront,” receiving weighted counts of 348 and 350, respectively. In the online version, the average ranking of the three statements were almost identical, with the second statement—expanded visitor-oriented area, smaller industrial area—performing slightly higher than the others.

Voting Results



Community Preference: Mixed

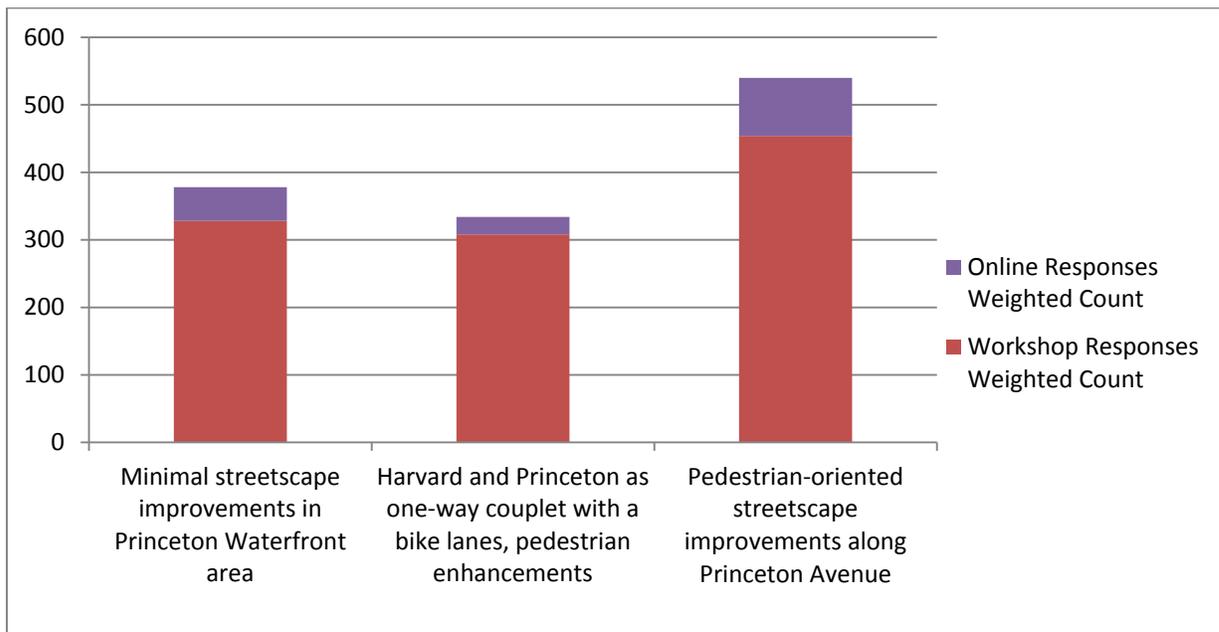
OVERALL CIRCULATION CONCEPT

The next question asked participants to rank three statements about the overall circulation concept from each alternative:

- Minimal streetscape improvements in Princeton Waterfront area
- Harvard and Princeton as one-way couplet with bike lanes, pedestrian enhancements
- Pedestrian-oriented streetscape improvements along Princeton Avenue

At the workshop, the third statement—pedestrian-oriented streetscape improvements along Princeton Avenue—was the clear preference. Online respondents also indicated a strong preference for pedestrian-oriented streetscape improvements along Princeton Avenue.

Voting Results



Community Preference: *Pedestrian-oriented streetscape improvements along Princeton Avenue.*

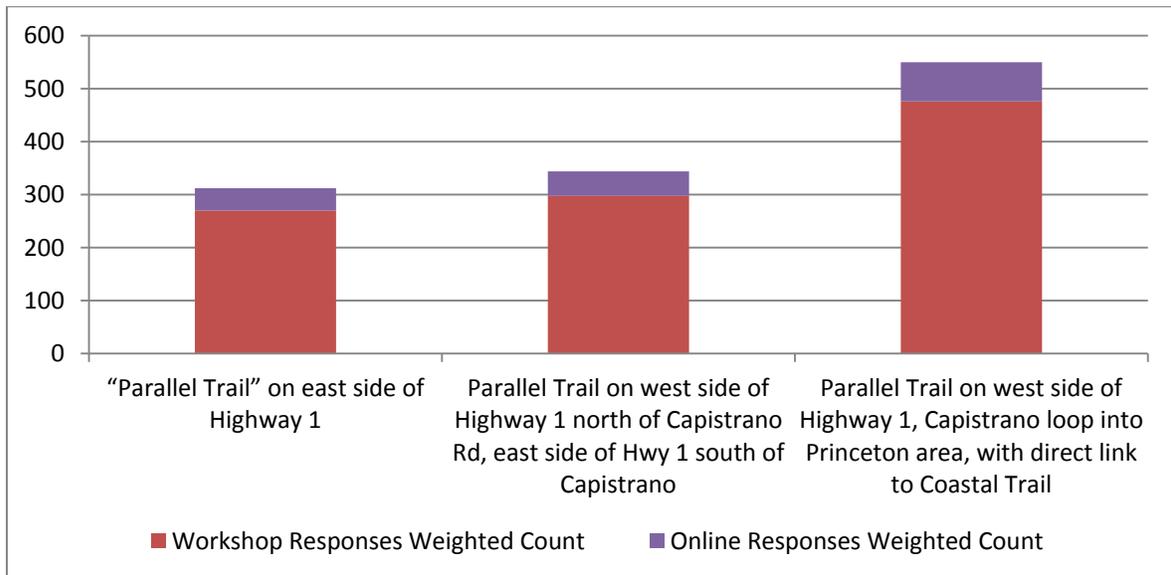
PEDESTRIAN AND BICYCLE CIRCULATION

Participants were asked to weigh in on the alignment of a future “Parallel Trail” for bicycles and pedestrians, along the Highway 1 corridor. The options were:

- “Parallel Trail” on east side of Highway 1
- “Parallel Trail” on west side of Highway 1 north of Capistrano Rd, east side of Hwy 1 south of Capistrano
- “Parallel Trail” on west side of Highway 1, Capistrano loop into Princeton area, with direct link to Coastal Trail.

Workshop and online participants clearly favored the third statement, with an overall weighted score considerably higher than the other choices.

Voting Results



Community Preference: *Parallel Trail on west side of Highway 1, Capistrano loop into Princeton area, with direct link to Coastal Trail.*

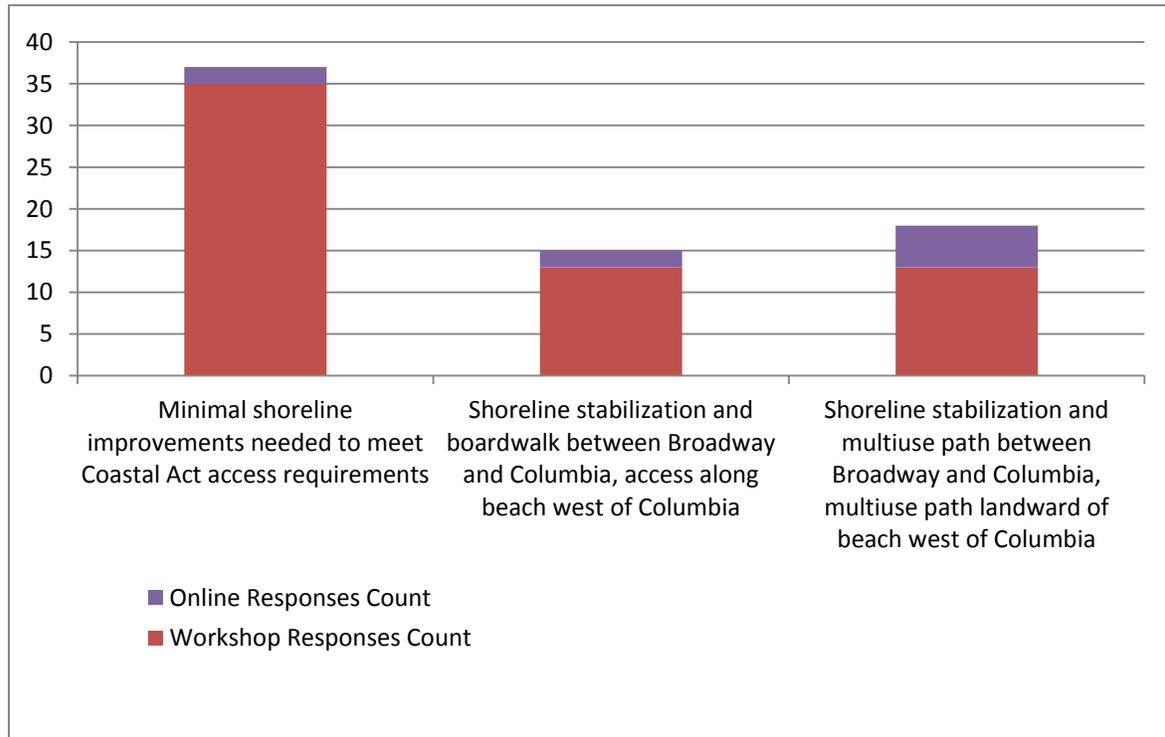
SHORELINE IMPROVEMENTS

The next question sought to gauge community preferences with regard to the level and character of potential improvements along the shoreline having to do with coastal access and erosion:

- Minimal shoreline improvements needed to meet Coastal Act access requirements
- Shoreline stabilization and boardwalk between Broadway and Columbia, access along beach west of Columbia
- Shoreline stabilization and multiuse path between Broadway and Columbia, multiuse path landward of beach west of Columbia

At the workshop, the first statement was the clear favorite, preferred by 35 of 61 participants, with the remainder split evenly between the other two choices. Online respondents, in contrast, were most supportive of the third statement, picked first by 5 of 9 respondents.

Voting Results



Community Preference: *Minimal shoreline improvements needed to meet Coastal Act requirements. [Online responses favored third statement.]*

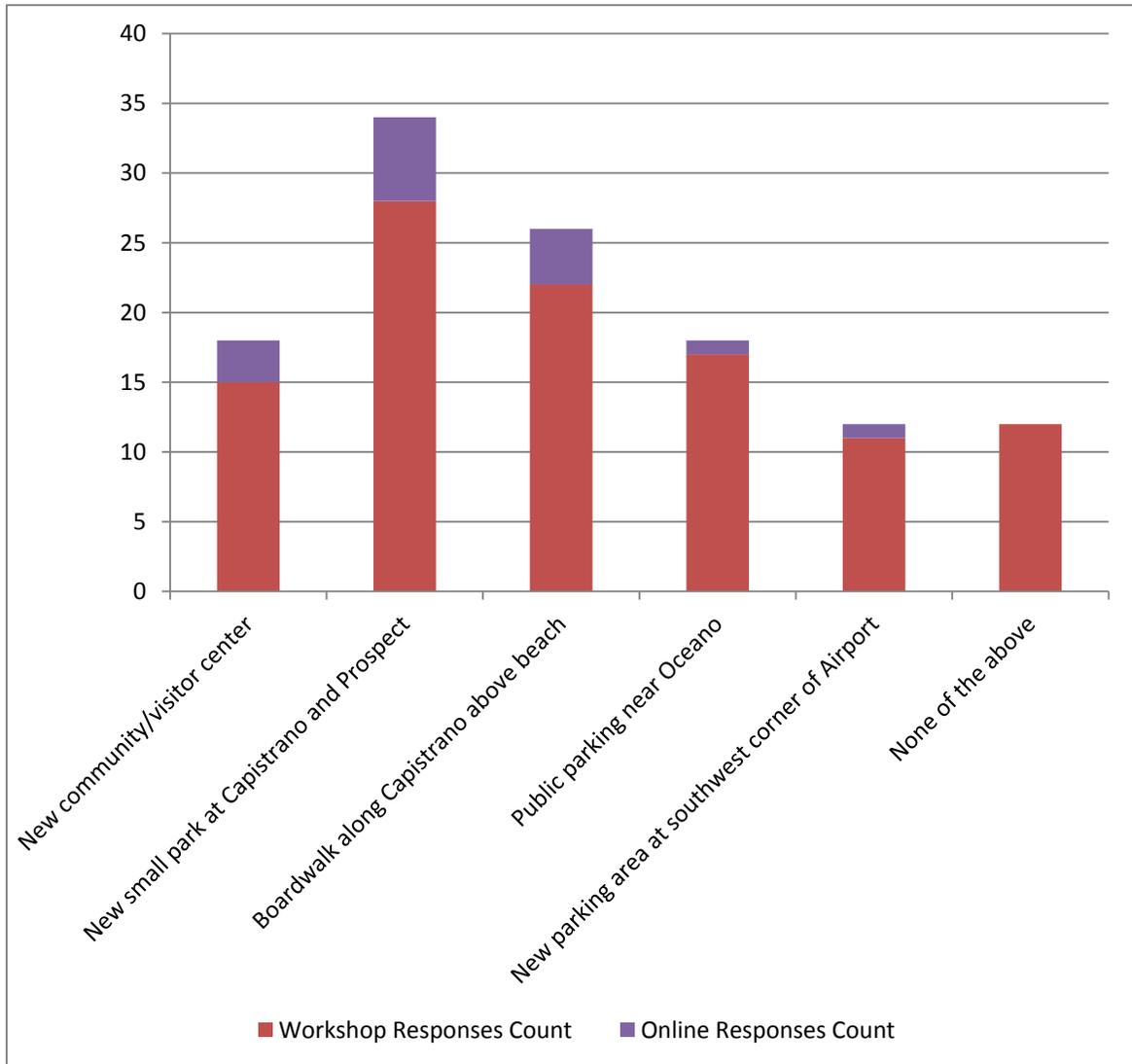
PARKS AND PUBLIC AMENITIES

Participants were given a list five potential park or other public improvements, and asked to identify two things that they would want to have in Princeton. The options were:

- New community/visitor center
- New small park at Capistrano and Prospect
- Boardwalk along Capistrano above beach
- Public parking near Oceano
- New parking area at southwest corner of Airport (Airport and Cornell)
- None of the above

Workshop participants and online respondents both indicated clear preferences for a new small park at Capistrano and Prospect, and a boardwalk along Capistrano above the beach. A new public parking area at the southwest corner of the airport received the least support.

Voting Results



Community Preferences: (1) *New small park at Capistrano and Prospect*; (2) *Boardwalk along Capistrano above beach.*

4 Choosing the Pieces: Concept Plan for Princeton

Following the voting exercise, the workshop shifted to the small-group setting. Around each table, participants introduced themselves, and shared with their group what they liked and didn't like about the alternatives presented. Facilitators kept track of key points by taking notes on flip pads. Groups then sought to identify “defining characteristics” of their own preferred plan. The summary provided here is based on the notes from the flip pads. There were eight groups, at Tables 1 through 7 and Table 10. Not all tables had something to say about each topic, and Table 6 did not specify “defining characteristics.” Nevertheless, the discussion notes provide a good overall sense of the conversations.

DISCUSSION OF CONCEPTS FROM THE ALTERNATIVES

Land Use

Several groups indicated a preference for minimal change to the existing mix of land uses. There was openness to expansion of the types of uses that may be appropriate, and support for more visitor-serving uses as part of that mix, especially along the waterfront. Some participants voiced concern that allowing more visitor-oriented commercial uses would change the character of Princeton, bring too much traffic, and price out existing businesses.

One group indicated an interest in marine research uses and “artisan” activities, while two tables were against a business park designation. Two groups also did not like the expansion of the airport overlay—something Plan Princeton is not able to control. Two sets of discussion notes identify the desire for blighted properties to be cleaned up and for code enforcement to be consistent.

Defining Characteristics

Table 1

- Alternative A as starting point
- Keep current; minimal change

Table 2

- Mixed use spaces
- No office parks
- Limit visitors to just waterfront
- Keep it quaint

Table 3

- More CCR along Princeton
- No business park

Table 4

- Mix and match alt A & C
- More alt A as framework; C as supplement

Table 5

- Keep it the same
- Allow property owners more options
- Fix/cleanup blighted areas
- Unclear direction from Coastal causes issues for property owners

Table 7

- Need to support both recreation and economic activity
- Expansion of CCR but importance of marine related uses-find a balance

Table 10

- What does 'visitor commercial' mean?
Marine vs. general industrial?

Circulation and Streetscape

Discussion notes from at least half the tables indicate a desire for greater safety and accessibility for people on foot and on bikes. Comments include a desire for pedestrians and bikes to be accommodated on separate paths or protected lanes, away from traffic. Better bike and pedestrian access was seen as something that will make the area more attractive to tourists. There was interest in clarifying travel routes for through traffic, and concern about better handling fishing-related vehicles. Two groups seemed interested in using one-way couplets as a way to clarify traffic flow; two other groups voiced clear objection to one-way couplets. There was concern about the level of traffic in general. Two groups discussed the need for better parking and circulation strategies for events and peak seasonal times. The Parallel Trail concept was discussed, with one group seeming to favor a west side alignment, one group an east side alignment, and one group suggesting both sides of the highway.

Defining Characteristics

Table 1

- Pedestrian traffic made easier/safer walkways
- Alternative for through traffic

Table 3

- Too much traffic/congestion
- New street where Cornell meets Broadway (bottleneck on Prospect)

Table 5

- Path on west side [of Highway 1]

Table 7

- No one-way streets
- Pedestrian safety
- Western side [of Highway 1] for bike path is more connected

Table 10

- Pedestrian flow, specifically waterfront
- Adequate parking
- Improving street lights

Coastal Access and Shoreline Management

Based on discussion notes, four table groups liked the idea of increased or improved beach access. One group specifically endorsed streetscape improvements on streets that provide access to the coast in the Princeton Waterfront area. Three groups stated support for a boardwalk along the shore, and one table noted support for more paths along the water. However, there was some disagreement about where there should be paths and boardwalks. One group specified that a boardwalk was appropriate along Capistrano. Another group stated that stairs leading to the beach would be preferable to a boardwalk there. Another table stated that there should not be a boardwalk along Ocean Boulevard, the undeveloped public right-of-way along the Princeton waterfront. One table indicated support for beach restoration, and another for erosion protection, including a seawall.

Defining Characteristics

Table 1

- Preference for increased/improved beach access

Table 3

- Beach nourishment and access (not at Broadway)

Table 5

- More erosion control/sea wall
- More coastal access

Table 7

- Staircase beach access vs. boardwalk

Table 10

- Ocean Blvd too expensive to move back
- Minimal amount of improvements to shoreline

Parks, Conservation, and Public Amenities

The idea of a park on the undeveloped lot between Capistrano Road and the shore was popular, with five table groups indicating support for it in their notes. There were some concerns about a new park: one comment noted that a park could attract transients, and another pointed out the cost of acquisition. Two groups liked the idea of a visitors' center, and at least one group considered whether it would serve visitors or the community. One table wanted to see Denniston Creek preserved for wildlife.

Defining Characteristic

Table 3

- No community center

Table 5

- Add park between Capistrano and Broadway

5 Putting the Pieces Together: Map Exercise

The second activity gave participants the opportunity to do “hands-on” work directly on tabletop maps, using “puzzle piece” stickers, pens and markers. With some guidance from facilitators, participants worked together to develop a map that fleshed out their preferred concept for Princeton. The exercise involved conversation, brainstorming, and marking on the maps, using the same colors and symbols that were used for the alternatives presented by the planning team. The “defining characteristics” for each table group, presented above, may be looked at alongside the map each table drew to illustrate the group’s priorities. The maps provide a vivid display of ideas. Ideas presented on the sketch maps are summarized below, alongside each map.

TABLE I

- Alternative A as framework
- Minimal change

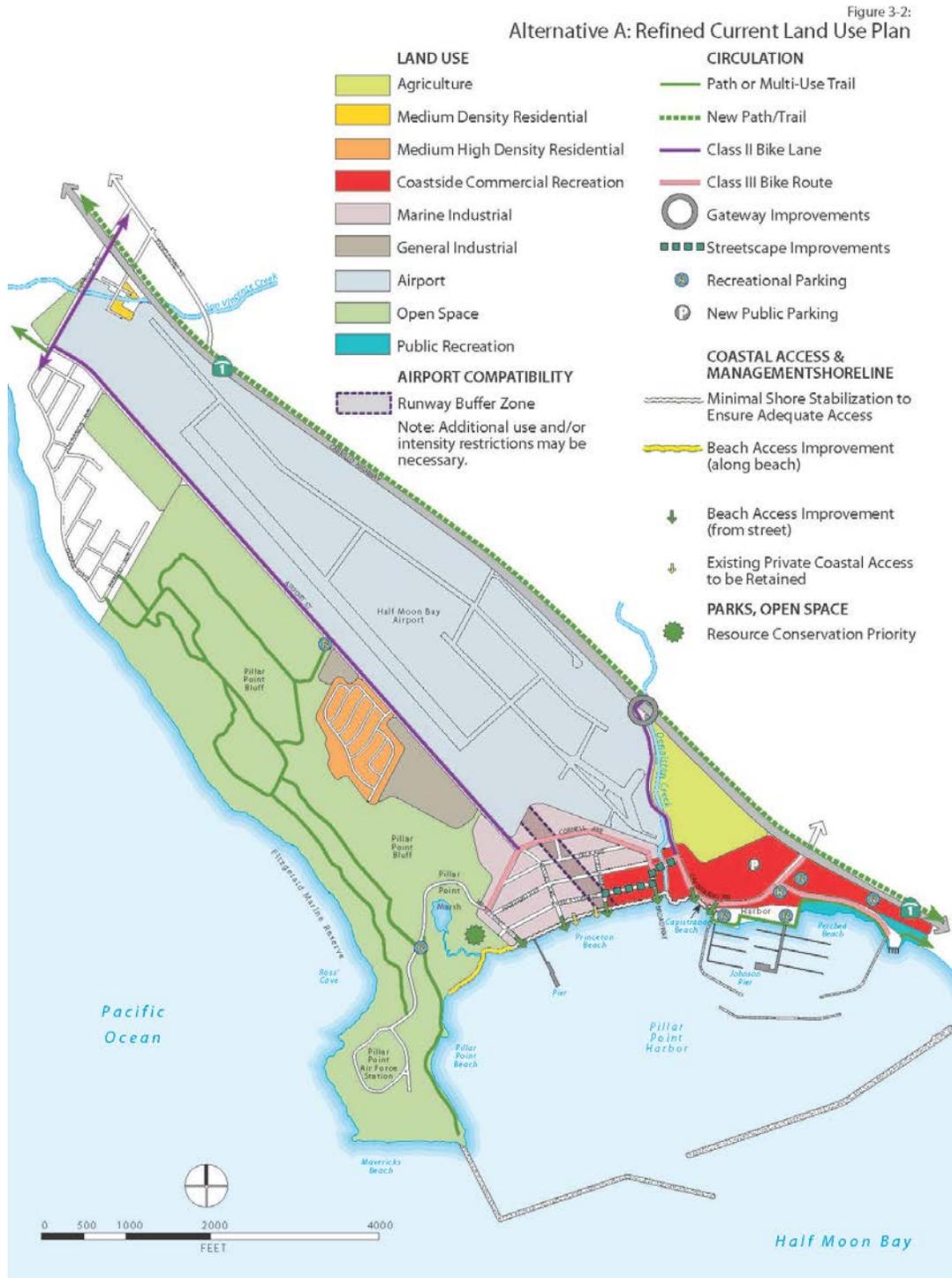


TABLE 2

- Small-scale visitor-serving uses along Princeton Avenue (“accent on quaint, not thinking Monterey”)
- Bike paths on both sides of Highway 1
- Beach access from West Point Avenue
- A small park at Capistrano and Prospect
- A visitors’ center in the parking lot behind the Oceano Hotel
- A community center along the west side of Airport Street close to the Seal Cove community
- Clean-up of pollution in the bay



TABLE 3

- Visitor-serving uses along Princeton Avenue
- Enhanced shoreline access from the ends of streets in the Princeton Waterfront area
- A boardwalk or other access along the Princeton shoreline
- Agriculture on the west side of Airport Street north of the Princeton Waterfront, and north of the Oceano Hotel property
- A small park at Capistrano and Prospect
- Conservation of Pillar Point Marsh
- Preserved open space and trails on Pillar Point
- A trail connection along Princeton Avenue and through the Harbor, connecting the Pillar Point trails with the Coastal Trail



TABLE 4

- Agriculture/open space on the west side of Airport Street north of the Princeton Waterfront area
- A small park and visitors'/community center between Capistrano Road and Denniston Creek
- Access to the shore along Capistrano Road



TABLE 5

- Visitor-serving area extended west along Princeton Avenue to West Point Avenue
- Continue existing uses in remainder of Princeton Waterfront area, with clean up
- Small park at Capistrano and Prospect
- Recreation area along ocean shore of Pillar Point Bluff
- New public parking on Capistrano Road and along the north side of Cornell

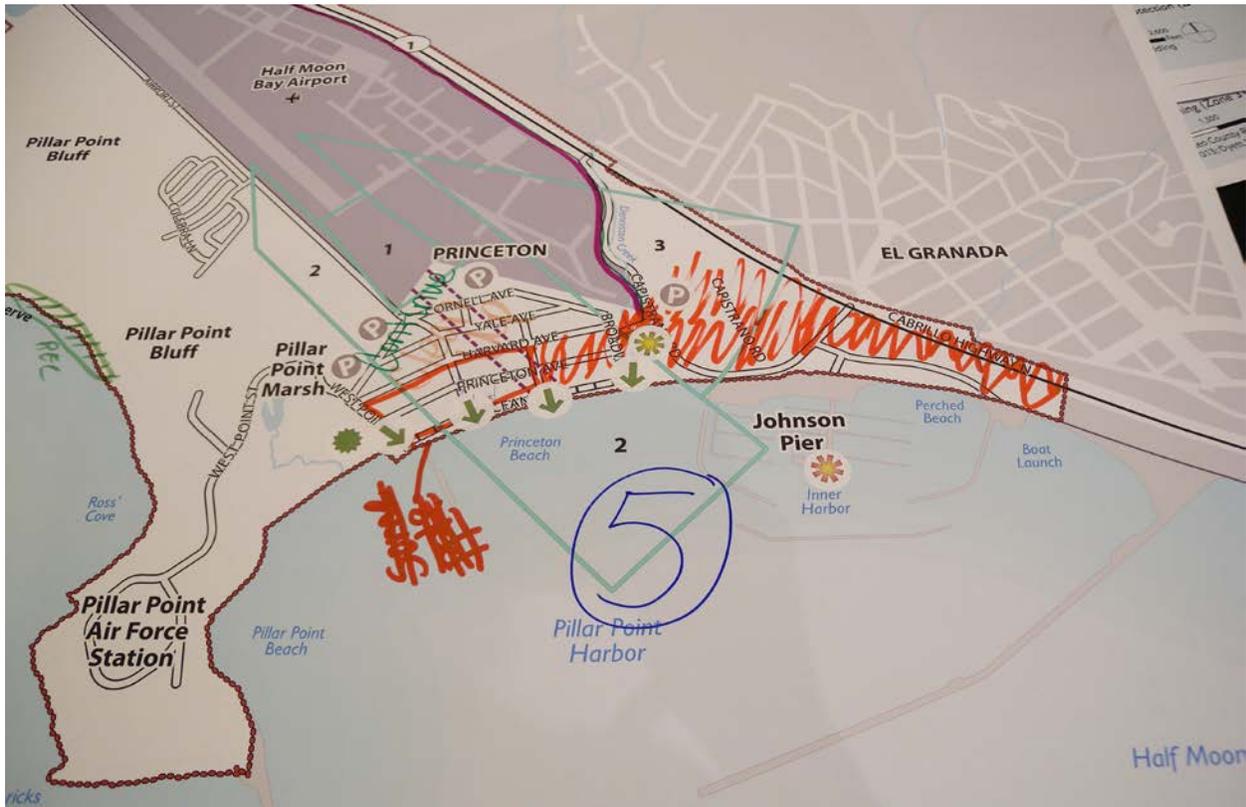


TABLE 6

- Recreation uses along the south side of Princeton Avenue
- Galleries, light industrial, general industrial, tech hub, and business start-ups in the Princeton Waterfront area
- Business uses on the west side of Airport Street on a portion of land north of the Princeton Waterfront area
- A new street connecting Broadway to Capistrano north of the existing connection at Prospect, as a response to congestion
- Parallel Trail on the west side of Highway 1, and consideration of potential traffic challenge with pedestrian crossings of Highway 1
- A boardwalk along the Princeton shoreline, but no armoring of the shore
- A new community center and visitors' center on two different sites on the north side of Cornell/California
- Small park at Capistrano and Prospect
- Another park site on Yale Avenue
- Conservation of Pillar Point Marsh



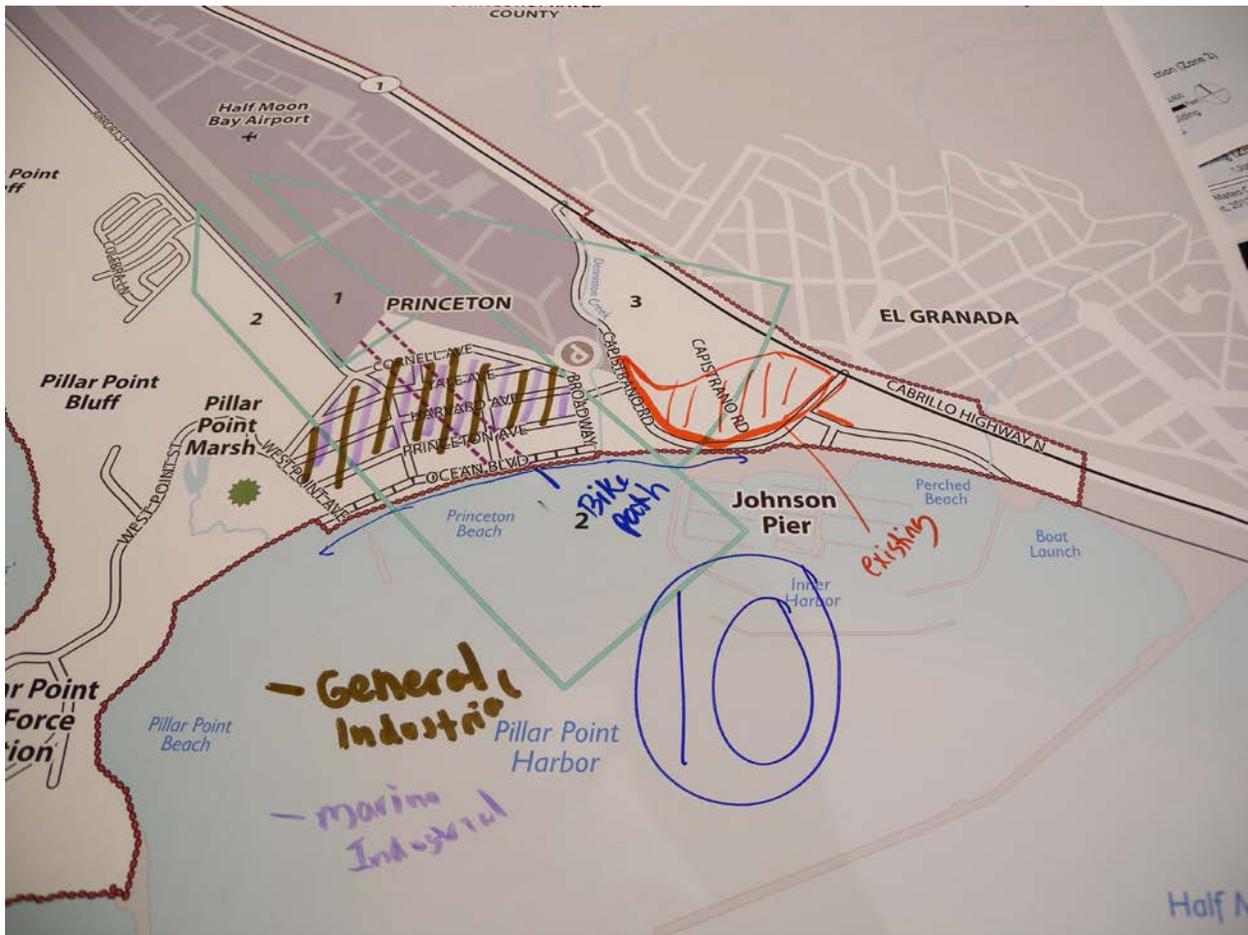
TABLE 7

- Designation of all of the Princeton Waterfront and the developed Capistrano Road area as mixed use, for marine and CCR [Coastal Commercial Recreation] uses
- No new street connection through the Oceano Hotel parking area
- Visitors'/community center northeast of the Oceano Hotel, and public parking near the signalized intersection of Highway 1 and Capistrano Road
- Boardwalk along the Princeton shoreline between Denniston Creek and Vassar Avenue
- Conservation of Pillar Point Marsh and Denniston Creek
- Conservation of the agricultural land west of Airport Street, and between Capistrano Road and Highway 1



TABLE 10

- A mix of General Industrial and Marine Industrial in the Princeton Waterfront area north of Princeton Avenue
- Existing visitor-serving commercial area along Capistrano Road
- Bike path along the Princeton shoreline
- Conservation of Pillar Point Marsh



Appendix A: Workshop Presentation

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Plan Princeton

Community Workshop #2
October 2, 2014

DYETT & BHATIA
Urban and Regional Planners

Agenda

- Project Overview
- Group Input on Key Issues
- Activity #1: Choosing the Pieces: Concept Plan for Princeton
- Activity #2: Putting the Puzzle Together: Map Exercise
- Group Reportback
- Next Steps

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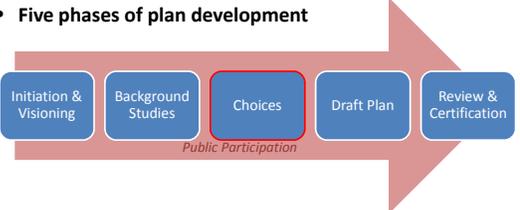
Purpose of Plan Princeton

- 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

DYETT & BHATIA
Urban and Regional Planners

Overview of Project Schedule

- Five phases of plan development



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Urban and Regional Planners

Community Vision: Key Themes

- “Don’t Change”
 - Very little or no new development
 - Support for nuisance abatement, code enforcement, street lights, more policing
- Preserve Existing Character
 - Funky, mixed use, working waterfront
 - Scenic coastal setting
 - Small scale and community feeling



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Urban and Regional Planners

Community Vision Key Themes: Land Use

- Allow for a Mix of Uses
 - Marine-related uses
 - Limited demand recognized
 - May not need to be on waterfront
 - Recreational and visitor-oriented uses
 - Coastal location, assets should be more accessible
 - Visitor-oriented uses and marine uses can have synergy
 - Industrial, warehouse, R&D uses
 - Appropriate for inland locations
 - Residential and live-work uses
 - Supported by some as a component of new development
 - Limited by airport and the Coastal Act

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Community Vision Key Themes: Coastal Access and Resources

- **Protect the Shoreline**
 - Erosion a concern for many
 - Managed approach at community scale
- **Improve Access to Coastal Recreation**
 - New multi-use trails, paths and bike lanes
 - Better pedestrian experience
 - More parking
 - Traffic is a concern
- **Protect Coastal Resources**
 - Water quality in Harbor related to runoff
 - Pillar Point Marsh: habitat and scenic values




Existing Conditions Analysis

- **Existing Conditions Report, May 2014**
 - Introduction
 - Land Use & Design
 - Fishing, Boating, and Visitor Needs
 - Environmental Resources
 - Natural Hazards and Shoreline Erosion
 - Circulation, Parking, and Coastal Access
 - Infrastructure, Public Services and Facilities





Regulatory Background

- **Coastal Zone**
 - CCR district intended for visitor-oriented uses
 - W district serves to maintain working waterfront
- **Airport Compatibility Plan**
 - Airport Overlay (AO) prohibits residential uses, restricts intensity
 - Draft Safety Zones would expand area subject to airport land use compatibility requirements





Commercial Fishing, Seafood Processing & Distribution

- **Second most significant commercial fishing port in Bay Area**
- **Narrow margin business**
 - Viable because of strength of crab
 - Direct-to-consumer sales provide top dollar
- **Seafood-related business expansion is unlikely to be a major economic driver**





Commercial Fishing, Seafood Processing & Distribution

- **Major processors and wholesalers no longer need to be located near the ocean**
- **Opportunities for small-scale, local-serving specialty seafood projects or ventures**
- **Natural resource constraints and market conditions are limiting factors**
- **Unlikely entire area of Princeton needed for marine related uses**

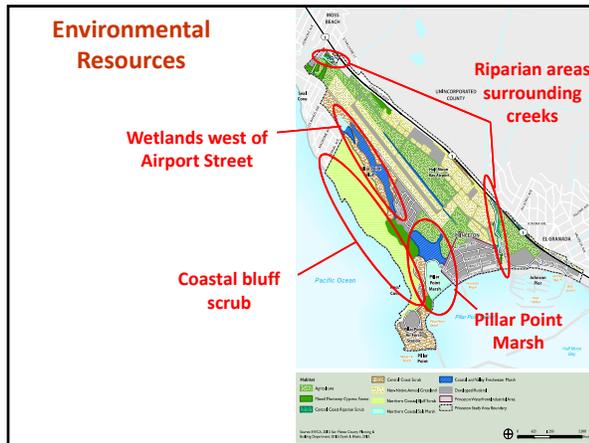




Economic and Market Conditions

- **Industrial**
 - Only industrially-zoned land between Pacifica and Half Moon Bay
 - In some cases, industrial space users, such as metal workers, may serve both maritime and non-maritime clientele
- **Tourism**
 - Area is well-positioned to further develop its visitor-serving economy, including expansion of lodging, retail, and recreation activities and land uses



Natural Hazards and Shoreline Erosion

Unpermitted and/or non-engineered shoreline protection structures

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Circulation, Parking, and Coastal Access

- Topic Areas:**
 - Motor vehicles
 - Bicycle and pedestrian
 - Transit
 - Parking
 - Coastal Access

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Coastal Recreation, Access, and Shoreline Management: Potential Improvements

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What Choices are We Looking at Now?

- We are looking at:**
 - Overall Land Use Character
 - Circulation Network
 - Streetscape Concepts
 - Coastal Access Priorities
 - Shoreline Management Approach
 - Conservation, Park, and Open Space Priorities
- We are not yet focusing on:**
 - Development and Design Standards (Height Limits, Setbacks, etc.)
 - Specific Improvements

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Conceptual Land Use Designations

Defining the General Character of an Area

- Coastside Commercial Recreation**
 - Retail, recreational services, restaurants, lodging, mixed-use residential
 - Targeted uses in Shoreline Area
- Marine Industrial**
 - Light industrial, storage, recreation
 - Targeted to marine-related trades in Shoreline Area
- General Industrial**
 - Light industrial, manufacturing, R&D
- Business Park**
 - R&D, light industrial, office

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Conceptual Land Use Designations

- Residential**
 - Medium Density: 6 – 9 units/acre
 - Medium High Density: 9 – 17 units/acre
 - Not allowed in Draft Airport Safety Zones 2 and 3
- Airport**
 - Airport; other uses compatible with operations, noise and safety criteria
- Agriculture**
 - Agriculture, ancillary lands
- Open Space**
 - Protected natural resources, recreation areas
- Public Recreation**
 - Public land; recreation focus




Characteristics Common to Alternatives

- Land Use**
 - Align mix of uses with Coastal Act priorities
 - No additional residential in airport safety zones 2 and 3
 - Update development and design standards
- Circulation and Streetscape**
 - “Gateway” improvements at Highway 1 and Capistrano
 - Bike and pedestrian improvements
 - Stormwater best management practices
- Coastal Access and Shoreline Management**
 - Managed shoreline strategy
 - Access improvements, “soft” approach
- Parks, Recreation, Conservation, Public Facilities**
 - Habitat and access improvements at Pillar Point Marsh




Alternative A: Refined Current Land Use Plan

- Minimal Change to Current Land Use Designations
- Shoreline improvements at minimum level necessary to provide required coastal access
- Basic Streetscape Improvements, Emphasis on Stormwater Management



Alternative B: Expanded Visitor-Serving Area

- Princeton and Harvard are One-Way Couplet in Expanded Visitor-Oriented District
- Marine Industrial on Inland Triangle
- Business Park, Industrial Along Airport Street
- Substantial Streetscape Improvements to Support Visitor Uses
- Beach Nourishment, Shoreline Stabilization, Coastal Access



Alternative C: Waterfront and Recreation Focus

- Focus Visitor-Serving Uses, Commercial Recreation, and Access Improvements along Waterfront
- New Street Connection in Capistrano Area
- Most Substantial Beach Nourishment, Shore Stabilization, Coastal Access Improvements



Comparison of Alternatives: Land Use

	Alternative A	Alternative B	Alternative C
Capistrano Road Area	Current land use designations		
Princeton Waterfront	Current land use designations	<ul style="list-style-type: none"> CCR district along Princeton and Harvard Potential need for intensity restrictions to ensure airport compatibility Marine Industrial area in inland triangle 	<ul style="list-style-type: none"> CCR district along Princeton Avenue Marine Industrial in remainder of Princeton Waterfront area
West of Airport Street	<ul style="list-style-type: none"> General Industrial (north) Marine Industrial (south) 	<ul style="list-style-type: none"> Business Park/Light Industrial (north) General Industrial (south) 	<ul style="list-style-type: none"> General Industrial (north) Marine Industrial (south)
	Open Space on Pillar Point, Marsh		
	No additional residential in airport safety zones 2 and 3		

Comparison of Alternatives: Traffic Circulation and Parking

	Alternative A	Alternative B	Alternative C
Traffic Circulation	Existing circulation pattern	One-way couplet on Princeton and Harvard	New street connection in Capistrano area
Parking	Potential new public parking at/near Oceano	Potential new public parking at/near Oceano	Potential new public parking at NE corner Airport and Cornell
Visitors' Center and Recreational Parking	None	Potential visitors'/community center and parking, Prospect and Capistrano	Potential visitors'/community center and parking, Airport land along Capistrano

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Comparison of Alternatives: Pedestrian and Bicycle Improvements

	Alternative A	Alternative B	Alternative C
Pedestrian and Streetscape Improvements	Limited streetscape improvements on Princeton, Prospect	Pedestrian enhancements on Princeton, Harvard, Prospect	Pedestrian enhancements on length of Princeton, Prospect
Bicycle Improvements	<ul style="list-style-type: none"> Gateway improvements at Highway 1 and (north) Capistrano intersection Stormwater BMPs Class I Parallel Trail on east side of Hwy 1 Class II bike lanes on Capistrano north of Prospect Class II bike lanes on Airport Street 	<ul style="list-style-type: none"> Class I Parallel Trail on west side of Hwy 1 along airport Class I path on west side of Capistrano Class II bike lanes on Princeton, Harvard Class I path on east side of Airport St. 	<ul style="list-style-type: none"> Class I Parallel Trail on west side of Hwy 1 along airport Class I path on west side of Capistrano Class I path along waterfront Class I path on west side of Airport St.
Class II and III bike route providing connection between Parallel and Coastal Trail			

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Comparison of Alternatives: Coastal Access and Shoreline Management

	Alternative A	Alternative B	Alternative C
Coastal Access Improvements	Minimum improvements necessary to meet Coastal Act access requirements	Boardwalk on seaward side of revetment, Broadway to Columbia	Multi-use trail along Princeton shoreline from Broadway to West Point
Shoreline Management	<ul style="list-style-type: none"> Access improvements along beach west of Columbia Avenue, at Pillar Point Marsh, Capistrano Beach Vertical coastal access improvements at all street ends Retain existing boat ramps Signage and wayfinding 	Potential revetment east of Columbia	Potential seawall east of Columbia
	<ul style="list-style-type: none"> Potential beach nourishment west of Columbia Use dredge spoils if possible 		

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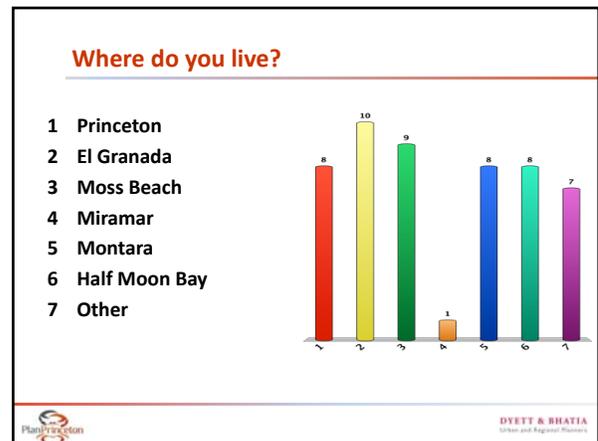
Comparison of Alternatives: Parks and Conservation

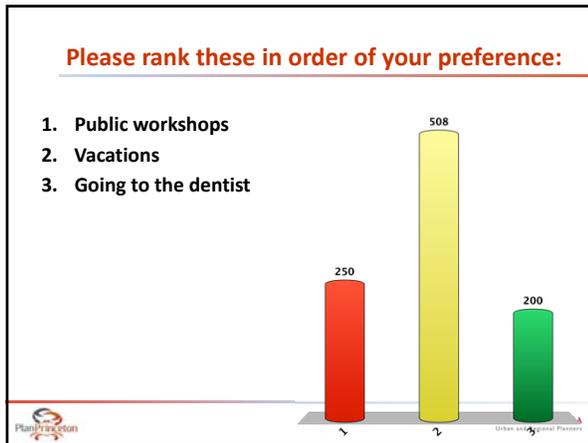
	Alternative A	Alternative B	Alternative C
Parks	No changes	Potential park site on portion of vacant parcel east of Denniston Creek	Potential park site on portion of vacant parcel east of Denniston Creek
Recreation	Beach access improvements compatible with habitat enhancement, Pillar Point Marsh		
Environmental Effects		<ul style="list-style-type: none"> Greater demand on water and sewer May require additional restrictions to ensure airport compatibility 	<ul style="list-style-type: none"> Greater demand on water and sewer
	<ul style="list-style-type: none"> Avoidance of environmentally sensitive lands Conservation of Pillar Point Marsh 		

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About you!

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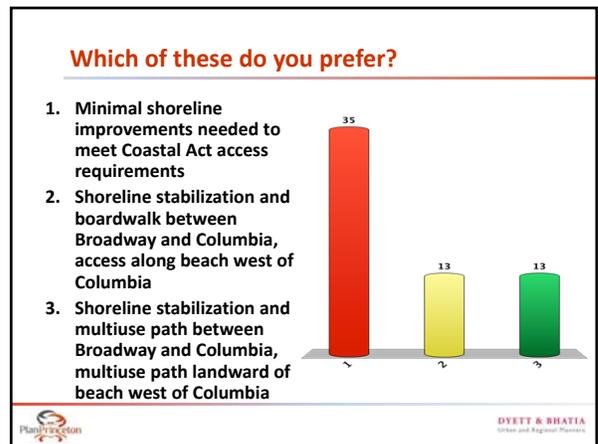
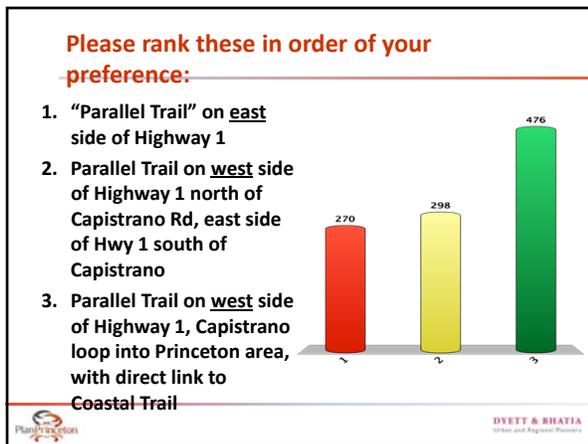
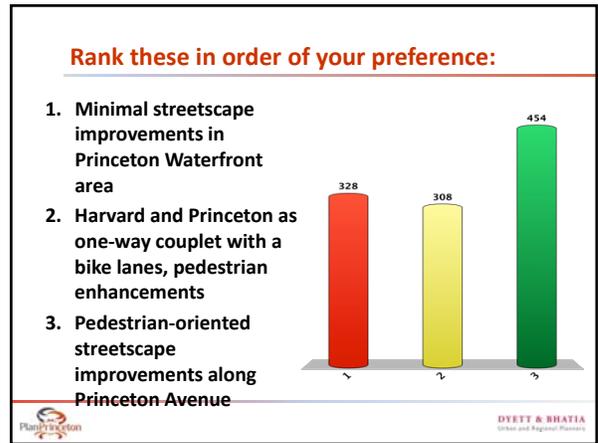
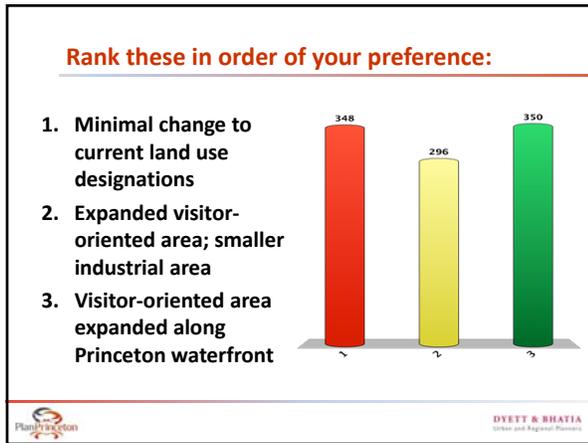




Draft Alternatives

What are your priorities?

Plan Princeton logo is visible at the bottom right.



Pick up to TWO things you would want to have in Princeton:

1. New community/visitor center
2. New small park at Capistrano and Prospect
3. Boardwalk along Capistrano above beach
4. Public parking near Oceano
5. New parking area at southwest corner of Airport (Airport and Cornell)
6. None of the above

Option	Number of Responses
1. New community/visitor center	15
2. New small park at Capistrano and Prospect	28
3. Boardwalk along Capistrano above beach	22
4. Public parking near Oceano	17
5. New parking area at southwest corner of Airport (Airport and Cornell)	11
6. None of the above	12

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Ground Rules for Small Groups

- Speak one at a time
- Listen for understanding
- Suspend snap judgments
- Stay on the timeline, keep comments concise, avoid repetition
- Each member of the group is equal, all comments matter
- **Participate!**

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Small-Group Activities

- **Activity #1: Choosing the Pieces**
 - What did You Like and Not Like About the Alternatives Presented?
 - What are the “Defining Characteristics” for Your Group?
- **Activity #2: Putting the Puzzle Together**
 - Develop a Map that Fleshes Out the Group’s Ideas for Princeton
- **Review: Sharing with the Full Group**

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Next Steps

- **Submit Comments on the Alternatives**
 - by **October 16 (2 Weeks)**
- **Preferred Plan**
- **Policy and Framework Concepts**
- **Potential Environmental Effects**
 - **December 2014**
- **Coastal Commission, Board of Supervisors/Planning Commission Public Meetings**
 - **Early 2014**
- **Thank you!**

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