# New Business Zoning Conformance Review

**COUNTY OF SAN MATEO**
**Planning & Building Department**

This form is for a preliminary review of a proposed use for conformance to zoning. It is important that the description of your proposed business is comprehensive in scope; you may be asked to submit a site plan and/or floor plan to facilitate zoning compliance check.

455 County Center ■ Mail Drop PLN 122
Redwood City, CA 94063
(650) 363-4161 ■ FAX (650) 363-4849
http://planning.smcgov.org/

## PROPOSAL (To Be Completed by Applicant)

Name of Applicant/Business Owner: Amanda Watson

Email Address: watson.amanda.leigh@gmail.com Phone Number: 650-942-9194

Name of Business: The Cove Strength & Conditioning LLC

Business Location Address: 323 Princeton Ave, Half Moon Bay, CA 94019 APN:047023420

Description of Existing/Previous Business: Personal training, small group strength training.

Description of Proposed Business:

A personal training and small group training fitness studio. Training personal clients or small groups, focusing on strength training (kettlebells, dumbbells, med balls etc). A place for community members and tourists to get in an amazing workout in!

Hours of operation: 6am-6pm M-F, 1 class on the weekends. Anticipated opening date: June 2026

Number of employees: 2 (myself +1) Delivery on a daily basis: Yes ☐ No ☒

Number of Commercial Vehicles to be parked on-site: None

Are all business activities conducted on-site? If not, please explain: Yes

Does business involve use or storage of hazardous materials? If yes, please explain: No

Applicant/Business Owner Signature: Amanda Watson Date: 3/3/2026

*See Reverse*

# APPLICATION FOR LAND USE CONSISTENCY DETERMINATION
## San Mateo County Airport Land Use Commission
## C/CAG ALUC

| APPLICANT INFORMATION | | |
|---|---|---|
| **Agency:** San Mateo County Planning Department | | |
| **Project Name:** PLANNING CASE NO.: PLN2026-00248 | | |
| **Address:** 323 Princeton Ave. | **APN:** 047 023 420 | |
| **City:** Half Moon Bay | **State:** CA | **ZIP Code:** 94019 |
| **Staff Contact:** Olivia Boo | **Phone:** | **Email:** oboo@smcgov.org |

**PROJECT DESCRIPTION**

A small strength training studio would like to move into the building at 323 Princeton Ave. They will offer small group and private strength training. There will be a max of 6 athletes and 1 trainer at a time to comply with the density rule, and the group and private session times are staggered by 15 minutes to allow one group to leave before the next arrives. We will not be doing any construction nor modifying the building in any way. The head of the planning department has already approved the use of the fitness studio in the zone (see attached). Also see attached full business plan for more detail.

**REQUIRED PROJECT INFORMATION**

For General Plan, Specific Plan or Zoning Amendments and/or Development Projects

A copy of the relevant amended sections, maps, etc., together with a detailed description of the proposed changes, sufficient to provide the following:

1. Adequate information to establish the relationship of the project to the three areas of Airport Land Use compatibility concern (ex. a summary of existing or proposed planning documents and/or project development materials describing how ALUCP compatibility issues are addressed):

   a) Noise: Location of project/plan area in relation to the noise contours identified in the applicable ALUCP.

      - Identify any relevant citations/discussion included in the project addressing compliance with ALUCP noise policies.

   b) Safety: Location of project/plan area in relation to the safety zones identified in the applicable ALUCP.

      - Include any relevant citations/discussion included in the project/plan addressing compliance with ALUCP safety policies.

   c) Airspace Protection:
      - Include relevant citations/discussion of allowable heights in relation to the protected airspace, as well as addressment of any land uses that may cause visual, electronic, navigational, or wildlife hazards, particularly bird strike hazards.

# The Cove - Detailed Project Description

The Cove is a private personal training and small-group strength and conditioning facility operating from 323 Princeton Ave. The business provides personal training and instructor-led small group fitness sessions focused on strength training, movement quality, general fitness, and wellness. The facility is not operated as a large commercial gym and does not provide open public access, large group classes, organized sports, or high-volume fitness activities.

The building consists of approximately 1,500 square feet and contains the training area, a small office/storage space, and a restroom with a shower. This building is used exclusively for scheduled personal training and small group training sessions. Small group sessions are limited to a maximum of six (6) participants per group training. One coach is present during group training sessions.

The Cove employs a total of four (4) employees. Under normal operations, only one employee is onsite at a time to conduct scheduled group training sessions. On occasion, additional employees may be present when conducting private one-on-one personal training sessions. In those circumstances, a maximum of three employees may be onsite simultaneously, each working with a single private client.

The facility operates by appointment and scheduled group training times only. Hours of operation are 6:00 a.m. to 8:00 p.m.

Group training sessions are scheduled as follows:

**Monday–Thursday**

- 6:00 a.m. (50-minute express workout)
- 7:10 a.m.
- 9:30 a.m.
- 10:45 a.m.
- 12:00 p.m.
- 5:45 p.m.
- 7:00 p.m.

**Friday**

- 6:00 a.m. (50-minute express workout)
- 7:10 a.m.
- 9:30 a.m.
- 10:45 a.m.
- 12:00 p.m.

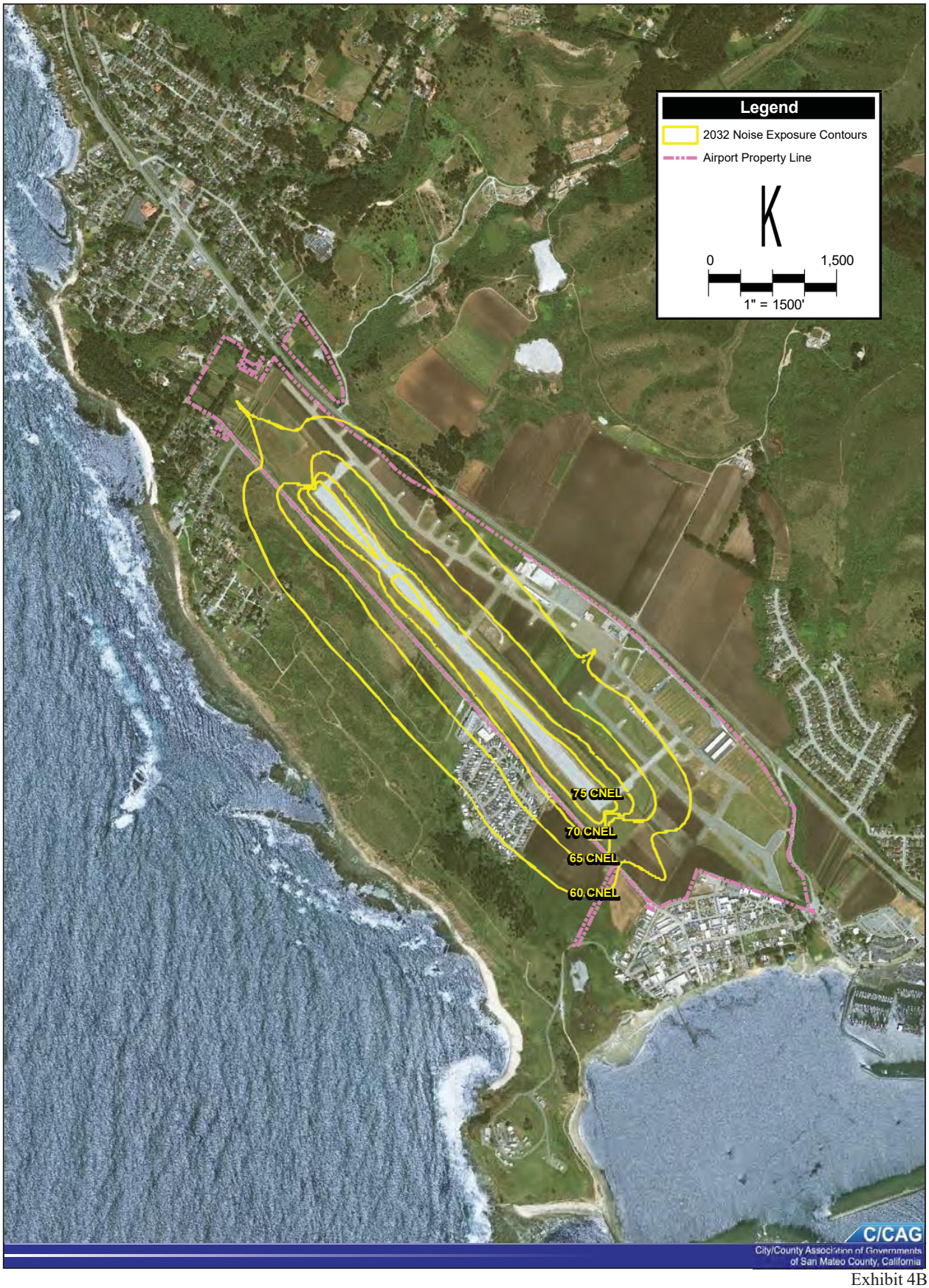
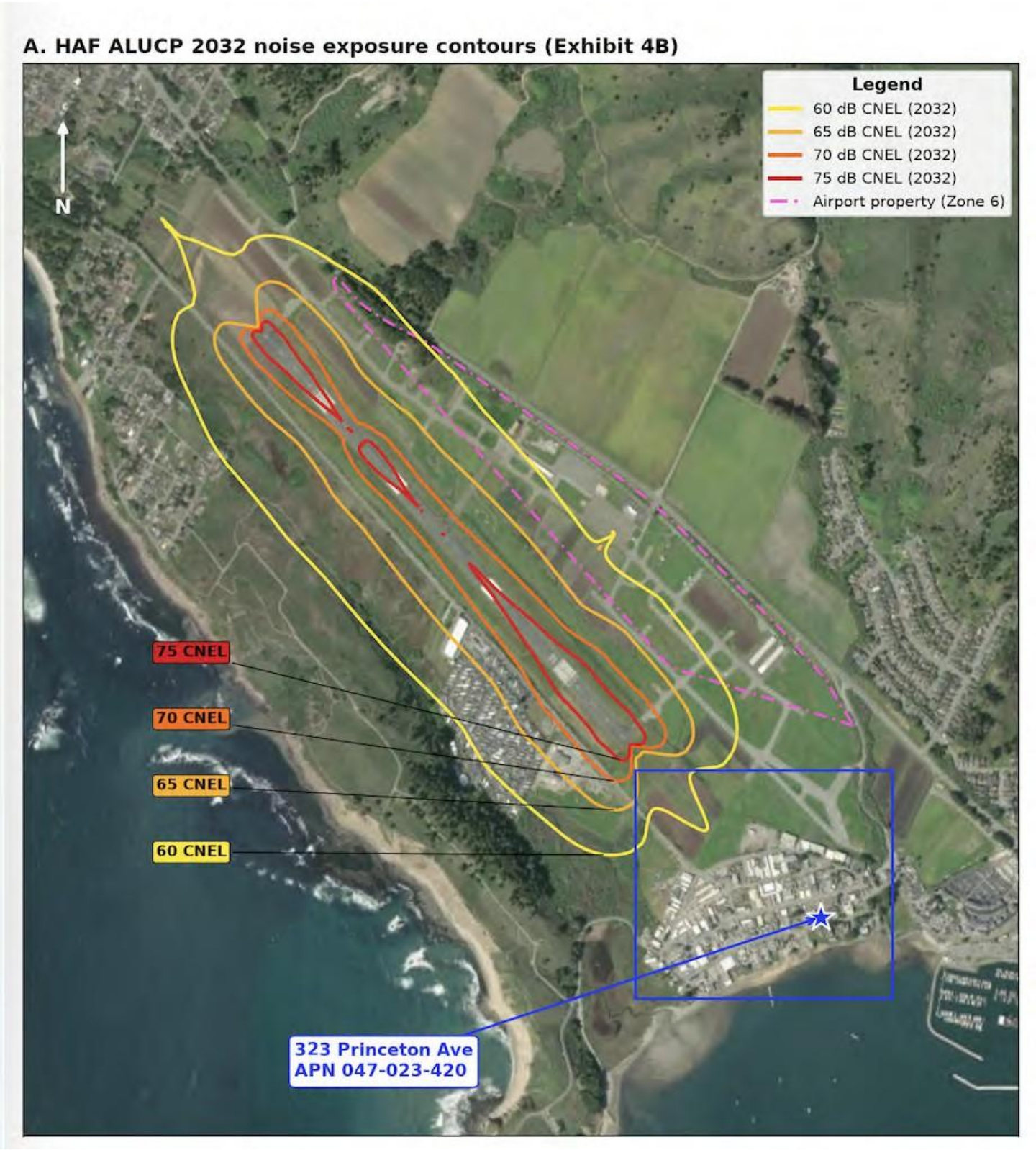


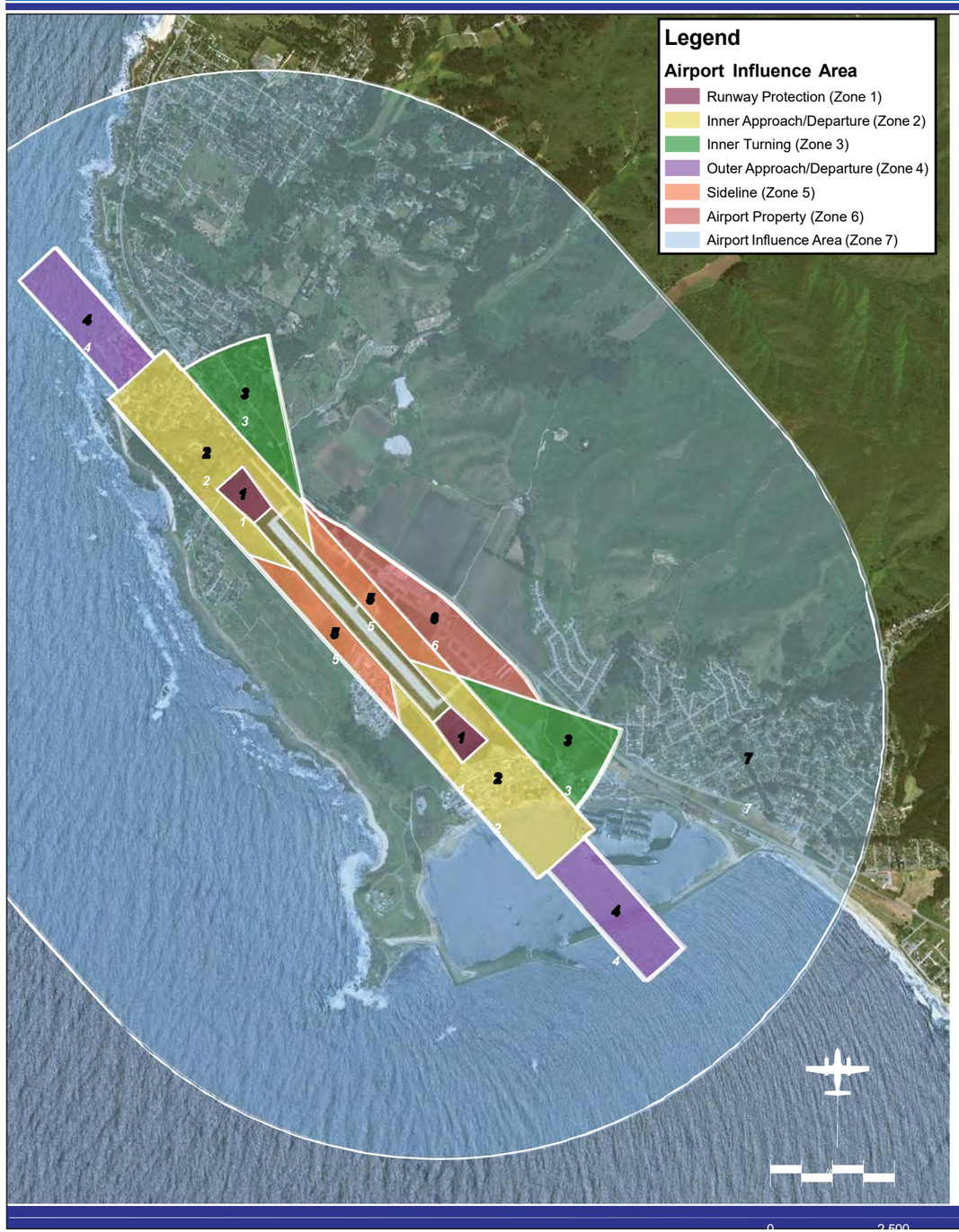

Exhibit 4B
2032 NOISE EXPOSURE CONTOURS

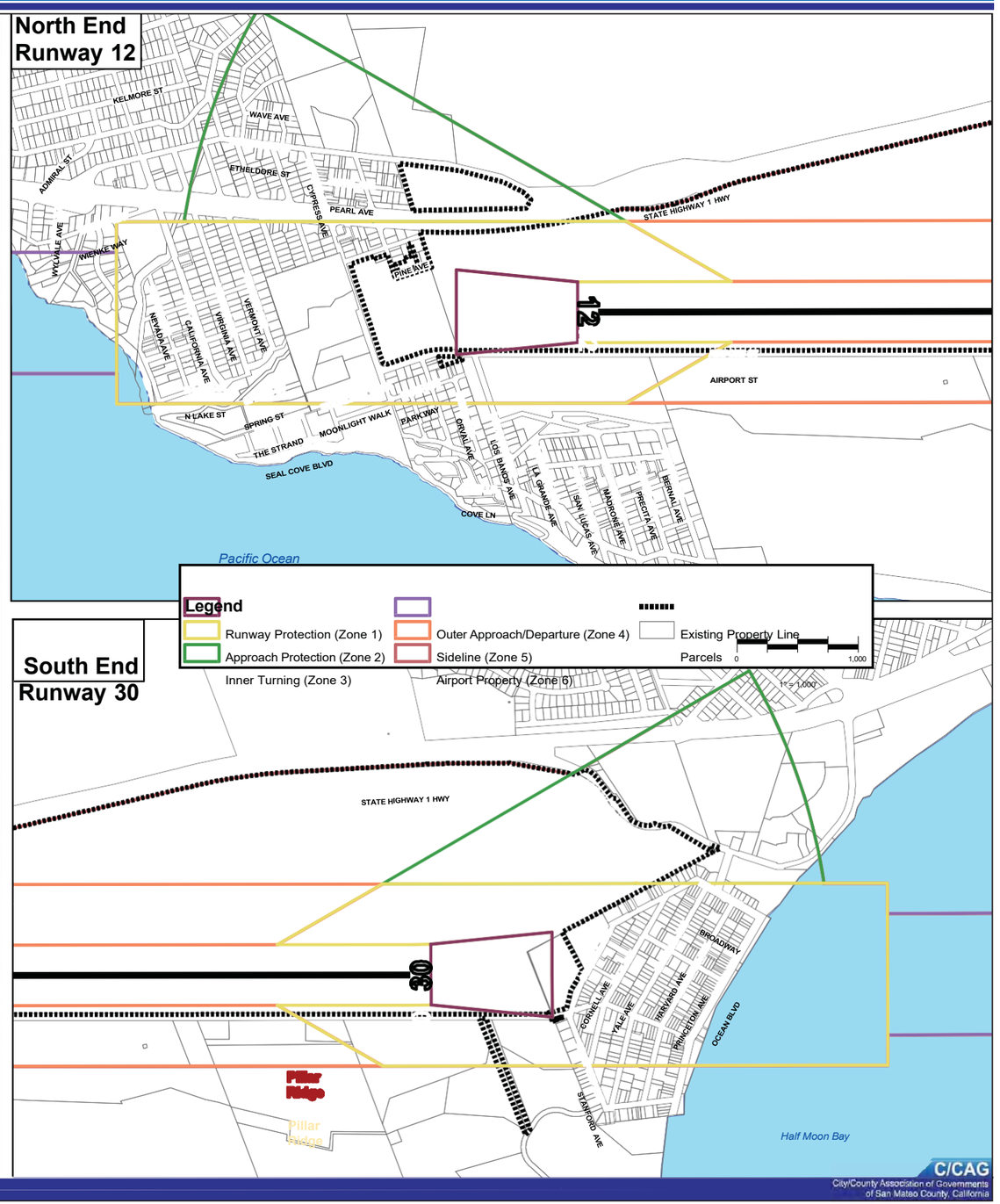
**HAF ALUCP Exhibit 4B – 2032 Noise Exposure Contours**

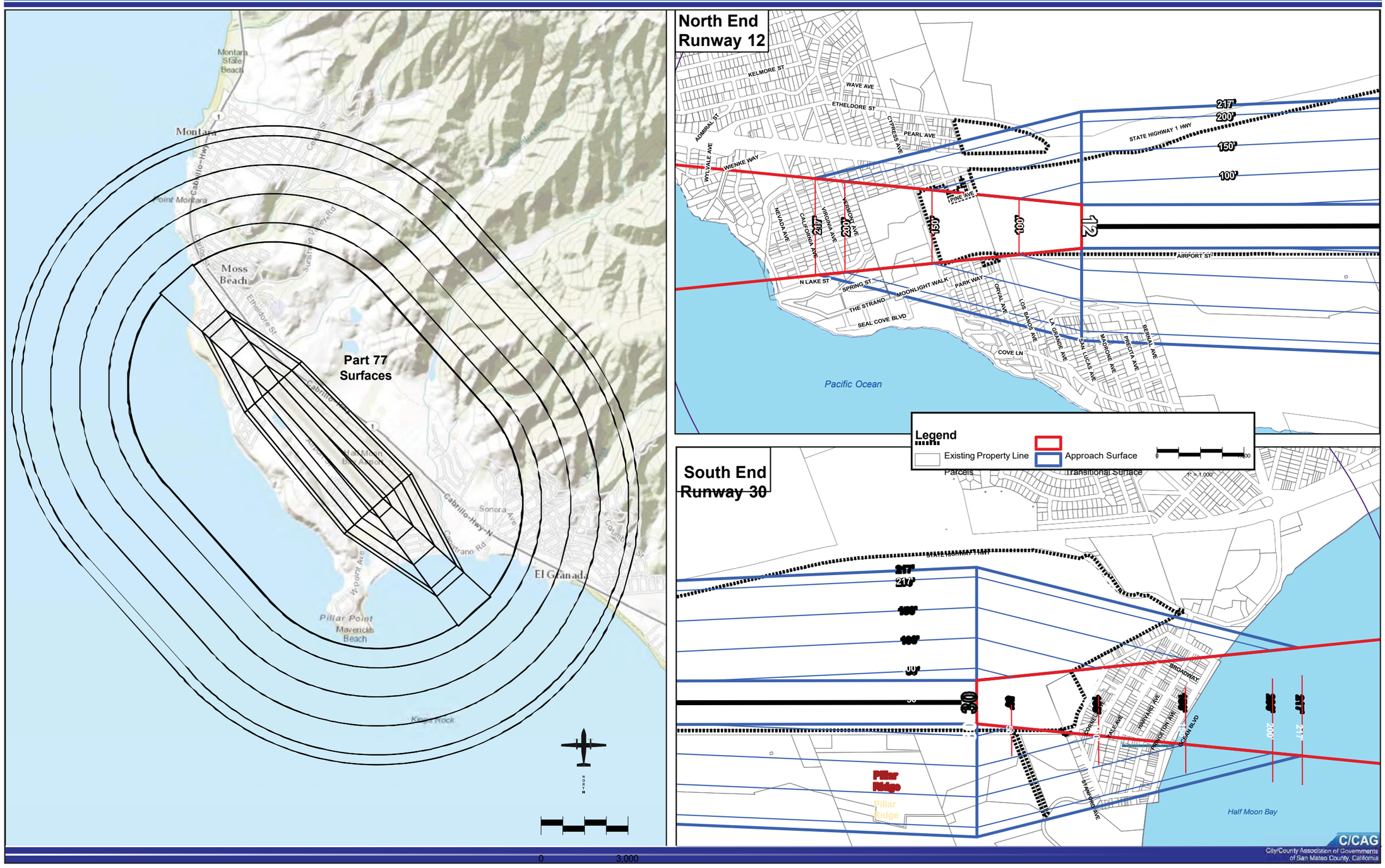


## B. Parcel detail – 323 Princeton Ave (APN 047-023-420)



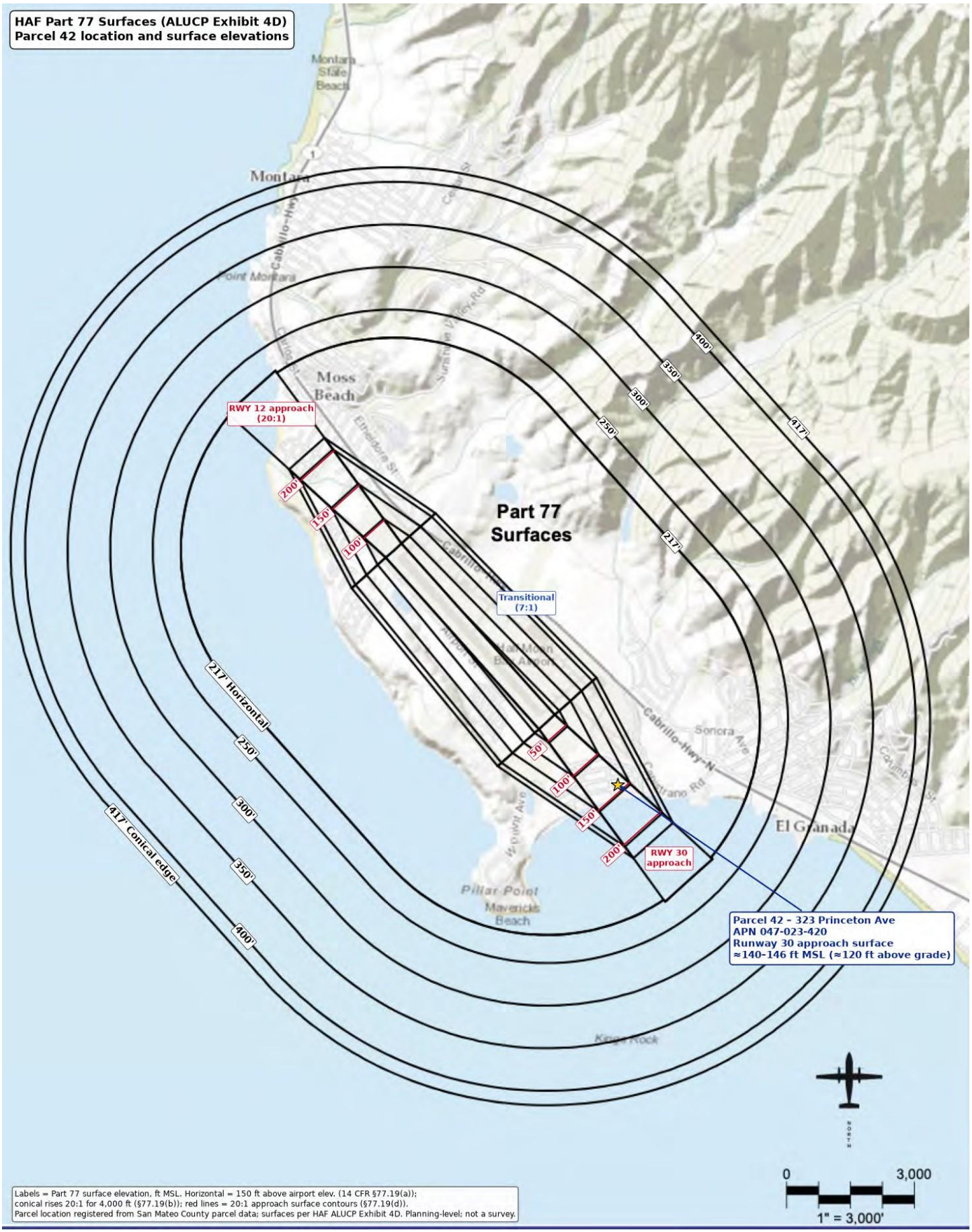

Legend
Airport Influence Area
Runway Protection (Zone 1)
Inner Approach/Departure (Zone 2)
Inner Turning (Zone 3)
Outer Approach/Departure (Zone 4)
Sideline (Zone 5)
Airport Property (Zone 6)
Airport Influence Area (Zone 7)
0
2,500


North End
Runway 12
KELMORE ST
WAVE AVE
ADMIRAL ST
ETHELDORE ST
CYPRESS AVE
PEARL AVE
STATE HIGHWAY 1 HWY
WILLOW AVE
WENKE WAY
PINE AVE
NEVADA AVE
CALIFORNIA AVE
VIRGINIA AVE
VERMONT AVE
12
AIRPORT ST
N LAKE ST
SPRING ST
THE STRAND
MOONLIGHT WALK
PARKWAY
ORVAL AVE
LOS BANOS AVE
SEAL COVE BLVD
COVE LN
LA GRANDE AVE
SAN LUCAS AVE
MADRONE AVE
PRECITA AVE
BERNAL AVE
Pacific Ocean
Legend
Runway Protection (Zone 1)
Approach Protection (Zone 2)
Inner Turning (Zone 3)
Outer Approach/Departure (Zone 4)
Sideline (Zone 5)
Airport Property (Zone 6)
Existing Property Line
Parcels
0
1,000
1" = 1,000'
South End
Runway 30
STATE HIGHWAY 1 HWY
30
BROADWAY
FORNELL AVE
YALE AVE
HARVARD AVE
PRINCETON AVE
OCEAN BLVD
STANFORD AVE
Pillar Ridge
Pillar Ridge
Half Moon Bay
C/CAG
City/County Association of Governments
of San Mateo County, California



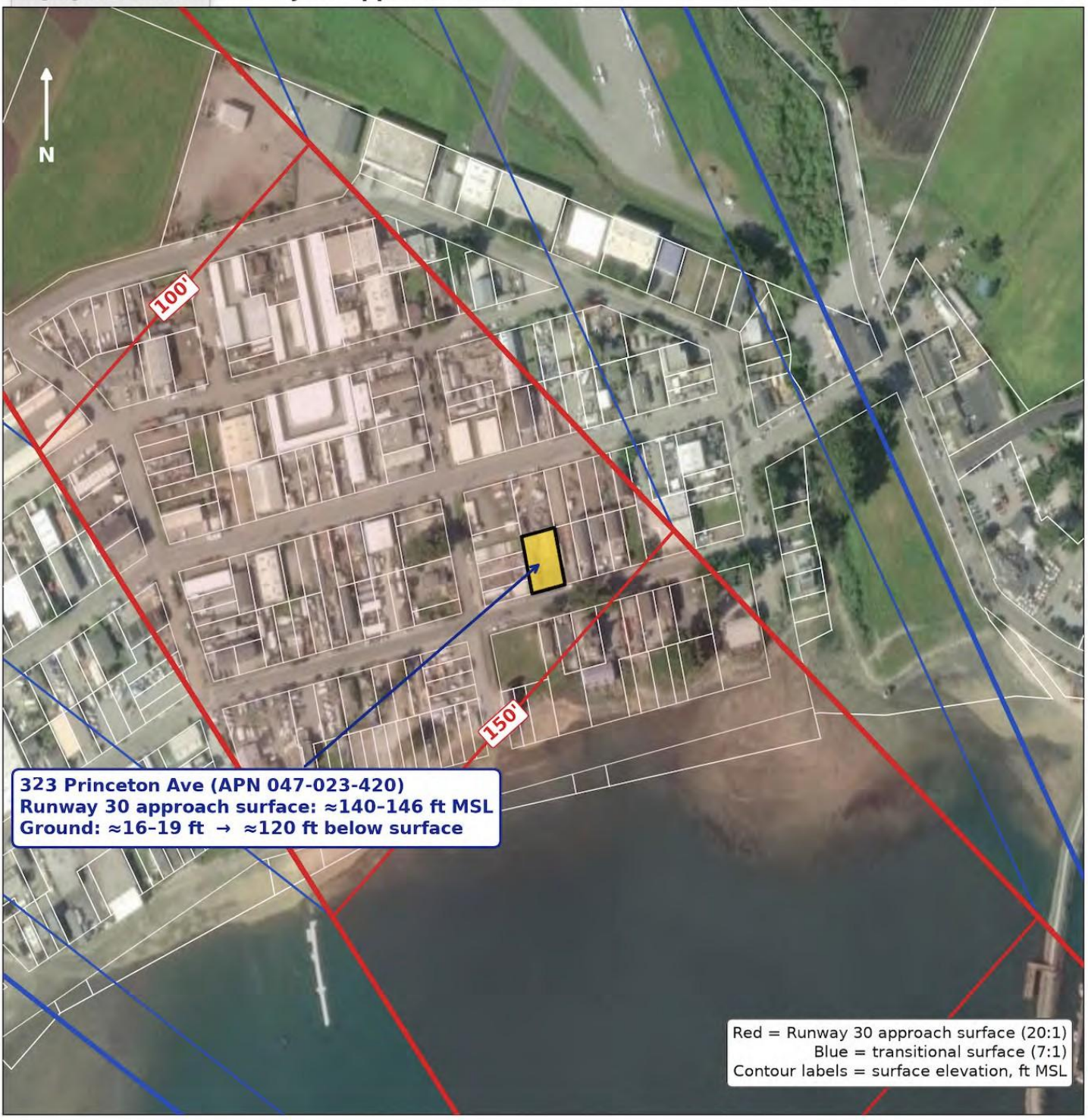

***SOURCE***: San Mateo County Department of Public Works, Airports Division

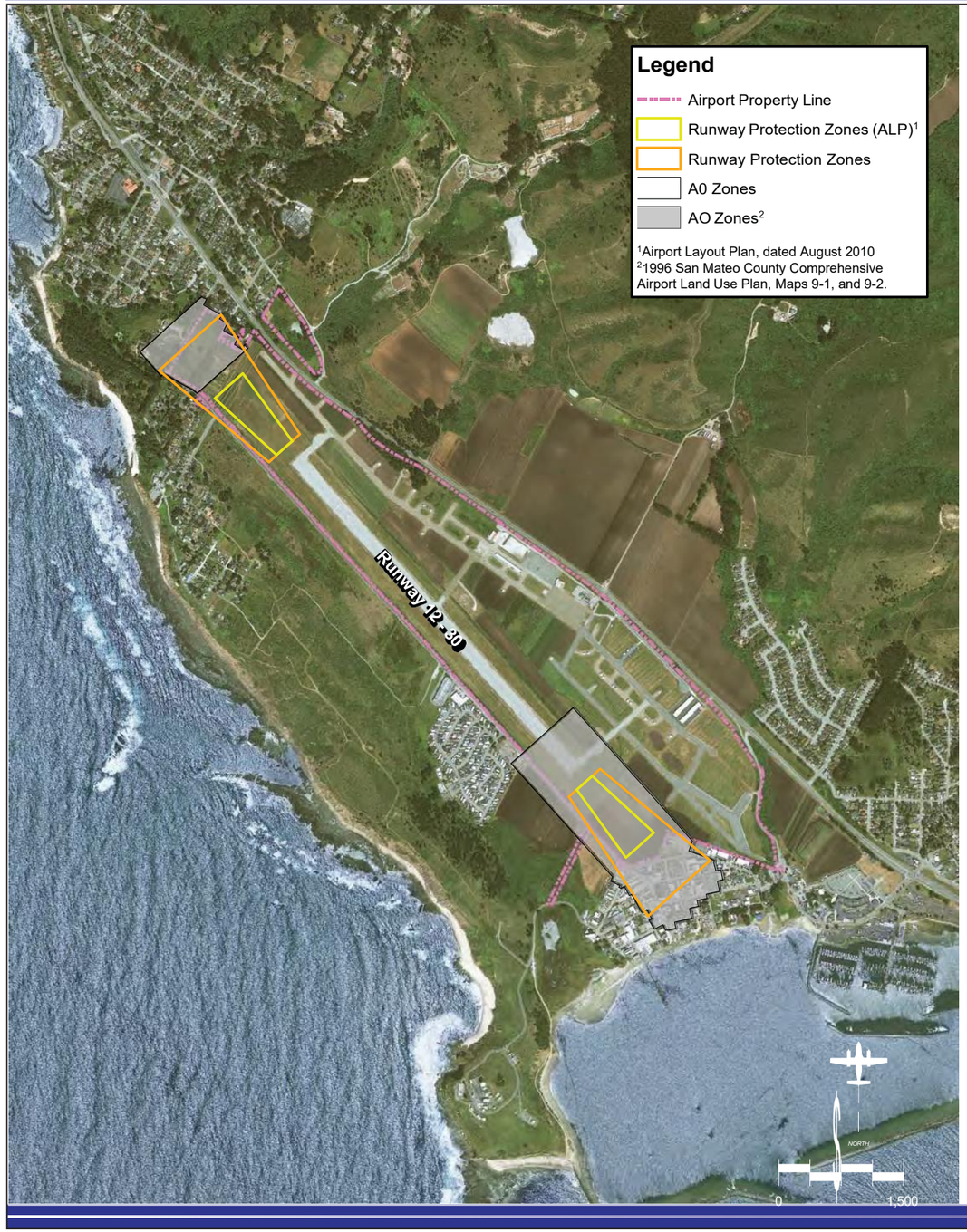
## HAF ALUCP Exhibit 4D – Part 77 Surfaces

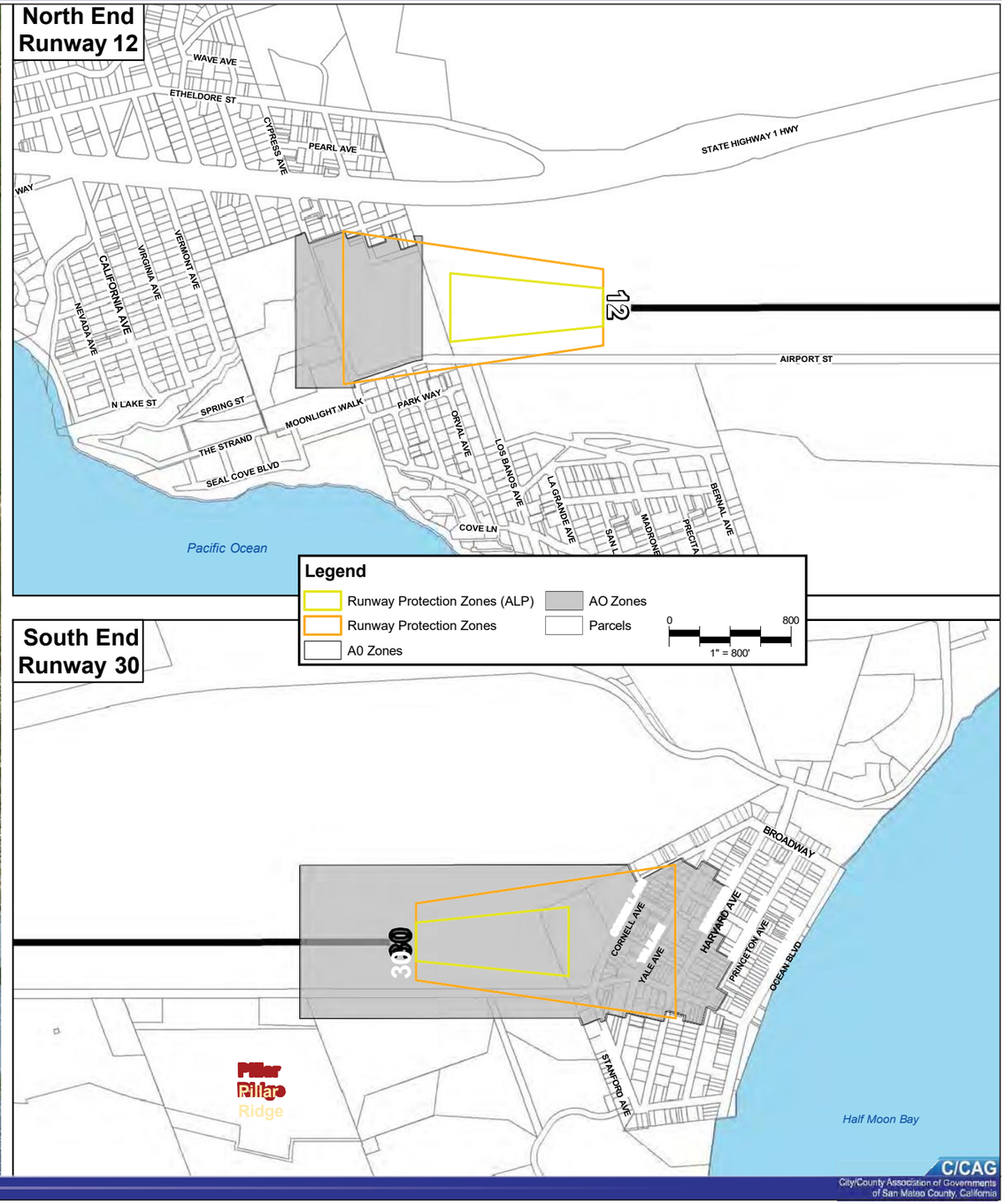


Highlights and Notes

**Runway 30 approach surface**




Legend
Airport Property Line
Runway Protection Zones (ALP)[1]
Runway Protection Zones
A0 Zones
AO Zones[2]
[1]Airport Layout Plan, dated August 2010
[2]1996 San Mateo County Comprehensive Airport Land Use Plan, Maps 9-1, and 9-2.
Runway 12 - 30
NORTH
0
1,500


North End
Runway 12
WAVE AVE
ETHELDORE ST
CYPRESS AVE
PEARL AVE
STATE HIGHWAY 1 HWY
CALIFORNIA AVE
VIRGINIA AVE
VERMONT AVE
NEVADA AVE
12
AIRPORT ST
N LAKE ST
SPRING ST
MOONLIGHT WALK
PARK WAY
ORVAL AVE
THE STRAND
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BERNAL AVE
Pacific Ocean
Legend
Runway Protection Zones (ALP)
Runway Protection Zones
A0 Zones
AO Zones
Parcels
0
800
1" = 800'
South End
Runway 30
30
BROADWAY
CORNELL AVE
YALE AVE
HARVARD AVE
PRINCETON AVE
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