

# Summary Report

## Princeton Design Team

November 21, 2017

Princeton Design Team  
Community Design Charrette

In Collaboration with:

The City of Princeton

The Princeton Chamber of Commerce

UW-Extension Green Lake County

UW-Extension Community Vitality + Placemaking Team

UW-Extension Center for Community & Economic Development

UW-Madison Applied Population Laboratory

Summary Report Prepared by:



Community Vitality + Placemaking Team



### Design Wisconsin Team

A research-based approach to community placemaking



# Table of Contents

Introduction	1
Princeton Youth Perspective	3
Community Values	4
The Big Picture	5
Princeton's Assets	6
Development Opportunities	7
Princeton On the Fox	8
External Branding	10
Restore City Park & Expand Flea Market	12
Triangle Park	16
The Civic Corridor	18
Year-Round Retail	22
Capturing Summer Traffic	22
Downtown Revitalization	23
Connect with Silent Sports	24
A Youth-Friendly Community	26
Youth Gathering Places	27
Engaging Youth	28
Implementation Resources	30
Conclusions:	31
Next Steps: Ideas	33
Next Steps: People	34
Next Steps: Process	35
Final Comments	37
The University of Wisconsin-Extension	39
Cooperative Extension	39
The Wisconsin Idea	39



## Summary Report

Princeton Design Team 2017



## Introduction

On September 14, 2017, a group of 20 planning and design professionals found their way to Princeton, Wisconsin to dedicate their time and expertise in hopes of helping the community discover their shared vision for the future. The following report documents the outcomes of the Design Wisconsin Team visit.

## The Design Wisconsin Team

The Design Wisconsin Team is a community design program offered by the University of Wisconsin-Extension's Community Vitality & Placemaking Team. The Design Wisconsin Team assists local communities working to identify and visualize their short-, medium-, and long-range visions.

The Design Wisconsin Team features volunteers from planning and design professions who donate their time and talent over the course of a long weekend (the Visit). The Princeton Design Wisconsin Team consisted of team members from Wisconsin, Minnesota, and Illinois with backgrounds in architecture, urban design, landscape architecture, public art, economics, planning, education, political science, community marketing and digital communication. Team members immersed themselves in the community by living on site in hotels, cabins, and with host families while leading a series of public participation activities. The outcomes of the Design Wisconsin Team visit included large, hand-drawn illustrations of the community's shared vision.

Dr. Jay Dampier, Area Extension Director and faculty member with the University of Wisconsin-Extension, provided the community with the technical support necessary to bring the Design Wisconsin Team to Princeton and will be assisting the community with implementation after the visit concludes.





## Princeton Team Schedule

### Thursday, September 14

- 7 - 9:00 PM Reception

### Friday, September 15

- 8:30 AM Team Meeting
- 9:00 AM Community Presentations
- 12:00 PM Focus Groups (over lunch)
- 1:30 PM Bus & Walking Tour
- 3:30 PM Team Meeting
- 6:00 PM Community Potluck
- 7:00 PM Community Workshop
- 9:00 PM Team Meeting

### Saturday, September 16

- 8:30 AM Team Meeting & Work Session
- 9:00 AM Initial Plan Draft
- 12:00 PM Working Lunch
- 4:30 PM Team Meeting
- 5:30 PM Working Supper
- 6:30 PM Set-Up For Presentation
- 7:00 PM Final Presentation
- 9:00 PM Social Gathering





## Princeton Youth Perspective

The summer months prior to the Design Wisconsin Team Visit, local grade school students told us what they loved most about Princeton. 26 students attending a summer recreation program drew pictures and made lists describing everything from the Fox River, A & W, and the library. One student even indicated "everything".

Each student submitted one sheet of paper that had a drawing on one side and a written description on the back. The written and graphic responses were tabulated into common elements. The chart below illustrates the percentage and ranking of written elements, graphic elements, and combined.

Written Elements			Graphic Elements			Combined		
element	%	rank	element	%	rank	element	%	rank
ice cream shop	15.4%	1	people	17.6%	1	people	15.4%	1
flea market	12.8%	2	trees & plants	17.6%	1	ice cream shop	11.0%	2
people	12.8%	2	flea market	9.8%	2	flea market	11.0%	2
local businesses	12.8%	2	local businesses	9.8%	2	trees & plants	11.0%	2
school	5.1%	3	Fox River	7.8%	3	local businesses	11.0%	2
Fox River	5.1%	3	mini golf	7.8%	3	Fox River	6.6%	3
park	5.1%	3	ice cream shop	7.8%	3	park	5.5%	4
summer school	5.1%	3	houses	7.8%	3	mini golf	5.5%	4
biking & walking	5.1%	3	park	5.9%	4	houses	5.5%	4
everything	2.6%	4	biking	3.9%	5	biking & walking	4.4%	5
mini golf	2.6%	4	library	2.0%	6	everything	2.2%	6
library	2.6%	4	everything	2.0%	6	school	2.2%	6
downtown	2.6%	4				family	2.2%	6
houses	2.6%	4				library	2.2%	6
trees	2.6%	4				summer school	2.2%	6
family	2.6%	4				downtown	1.1%	7
youth sports	2.6%	4				youth sports	1.1%	7

As you can see the most common elements are people, ice cream shop, flea market, trees & plants, and local businesses.





## Community Values

On Friday, September 15, approximately 105 Princeton residents participated in a group exercise designed to share their hopes and concerns about the future of their community.

Following a barbecue dinner, community members provided answers to key questions on note cards. Small groups discussed and summarized answers to the questions. Participants then reviewed all of the small group summaries and voted for their favorite responses with stickers. The top responses for each question are listed below:

### 1. Name three things you like about Princeton

- Nature/River
- Water Street Shops
- Downtown Princeton – beautiful, creative and diverse shops
- Friendly people who are kind and caring

### 2. In 20 years, what do you hope to see in Princeton?

- Industry and thriving business
- A thriving community/downtown
- Use of the Fox River
- Riverwalk

### 3. What is the most important challenge facing Princeton?

- Aging population – no young families/jobs
- Retaining/attracting new families and young people
- Funding
- Jobs and employment opportunities

### 4. How will you empower youth to address these challenges and move forward?

- Provide them with opportunities to take ownership in the process
- Convince them to stay here by creating the community they want
- Give them a voice
- Develop ideas to attract residents and businesses
- Work with retaining jobs and making the community a place where families want to stay

### 5. How are you going to work together to move forward?

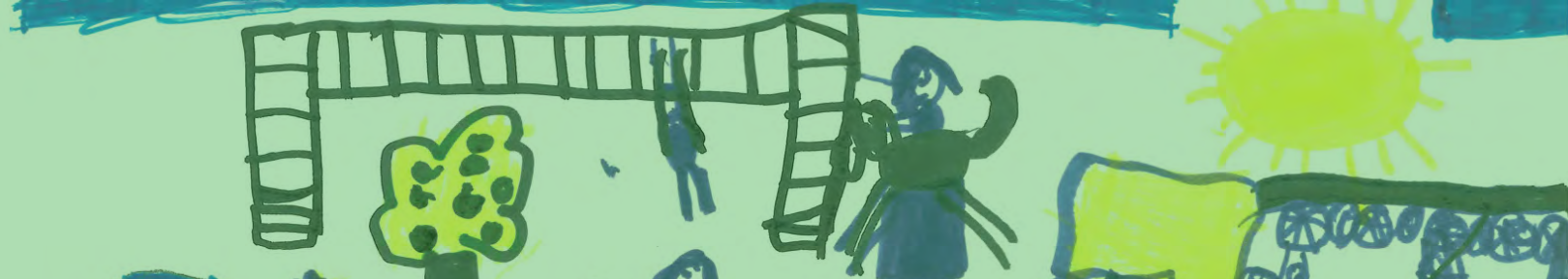
- Cultivate a willingness to listen and compromise
- Work as a community
- Follow up with a committee after the Wisconsin Design Wisconsin Team

## The Big Picture



## Summary Report

Princeton Design Team 2017



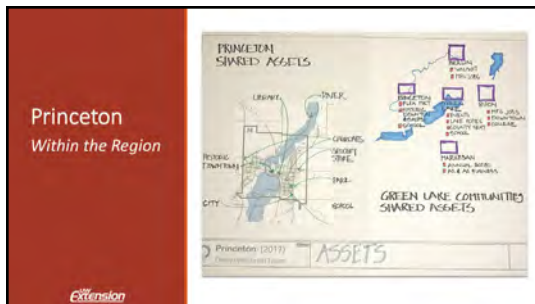
After reviewing the feedback, Design Wisconsin Team members summarized the results as community values that are the basis for a shared vision of the future. Five themes came out of the Princeton Design Wisconsin Team Visit.

- Youth & Family: Providing more opportunities for young people and their families.
- Wayfinding & Arrival: Helping residents and visitors navigate to interesting places.
- Economic (Re)development Opportunities: Growing existing businesses and activities.
- Nature: Connecting people with the Fox River and other natural assets.
- Action: Identifying ways in which groups of people can work together.

These themes framed the work of the Design Wisconsin Team as they developed the peoples' ideas that would be presented that next evening.

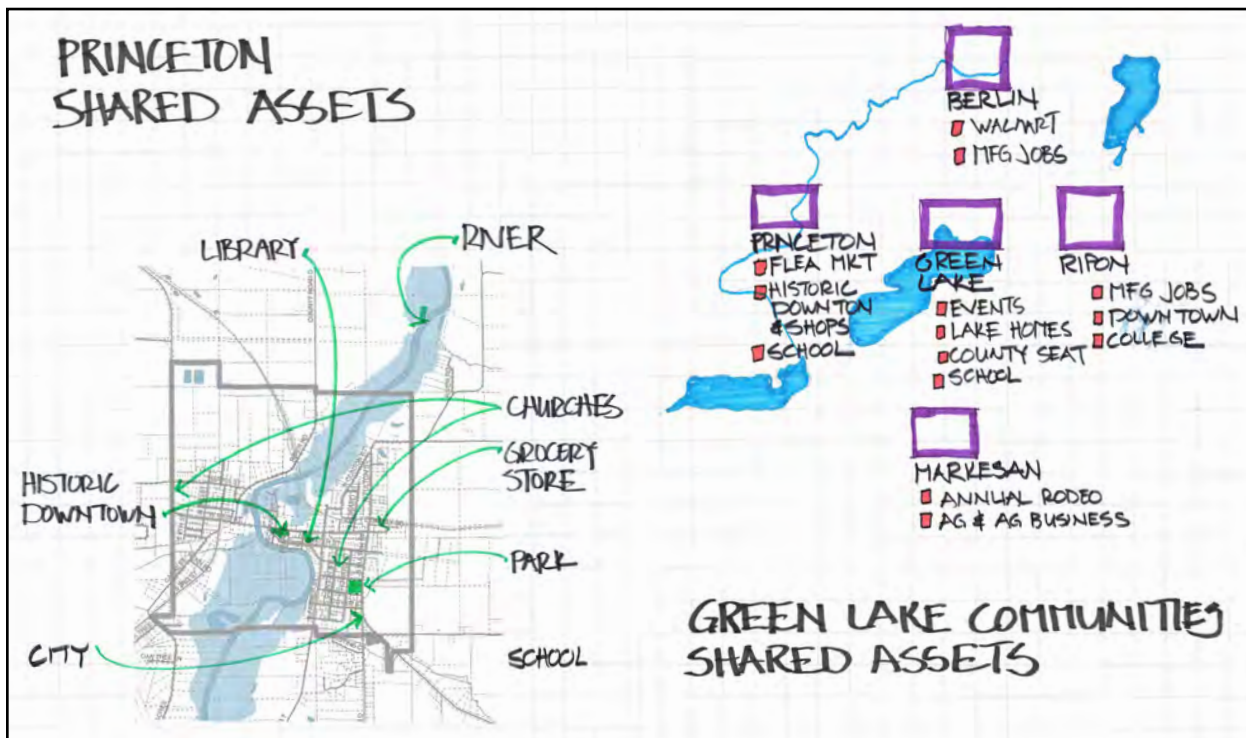






## Princeton's Assets

The Green Lake Communities are a collection of small places that share a geographic region, industries, workforce, shoppers, and visitors. Understanding Princeton's unique assets within this region can provide guidance when prioritizing local investments. Princeton's Flea Market, the historic downtown and shops along the Fox River, its highway shops, and its school district are sources of community identity and pride. When considering community investments, focus on existing assets.







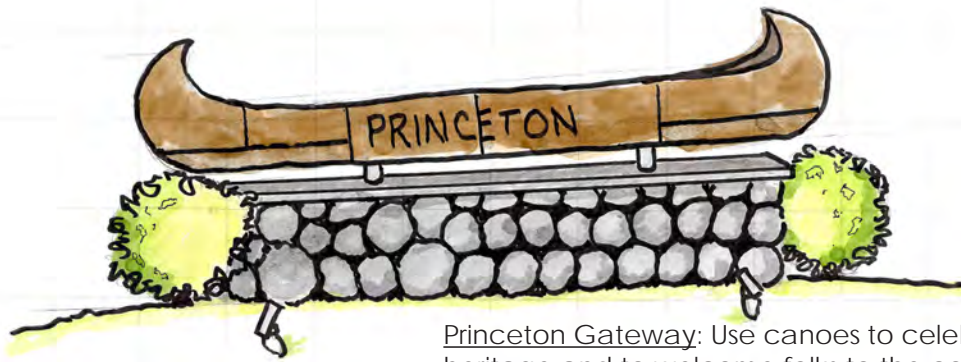
## Development Opportunities

Princeton has many strong built and natural assets that should be first considered when making community investments. The downtown features a highway district (in purple) that is orientated towards automotive access and a historic district (in yellow) that is much more equipped for pedestrian traffic.

Because the Fox River is the community's most important natural feature, leverage it to create strong visual connections between the 2 districts. Entice visitors to enter and explore the corridors using creative wayfinding elements (lighting, signage, local art, etc.).

Work with local leadership to invest in areas in which revitalization might strengthen both districts (in blue).



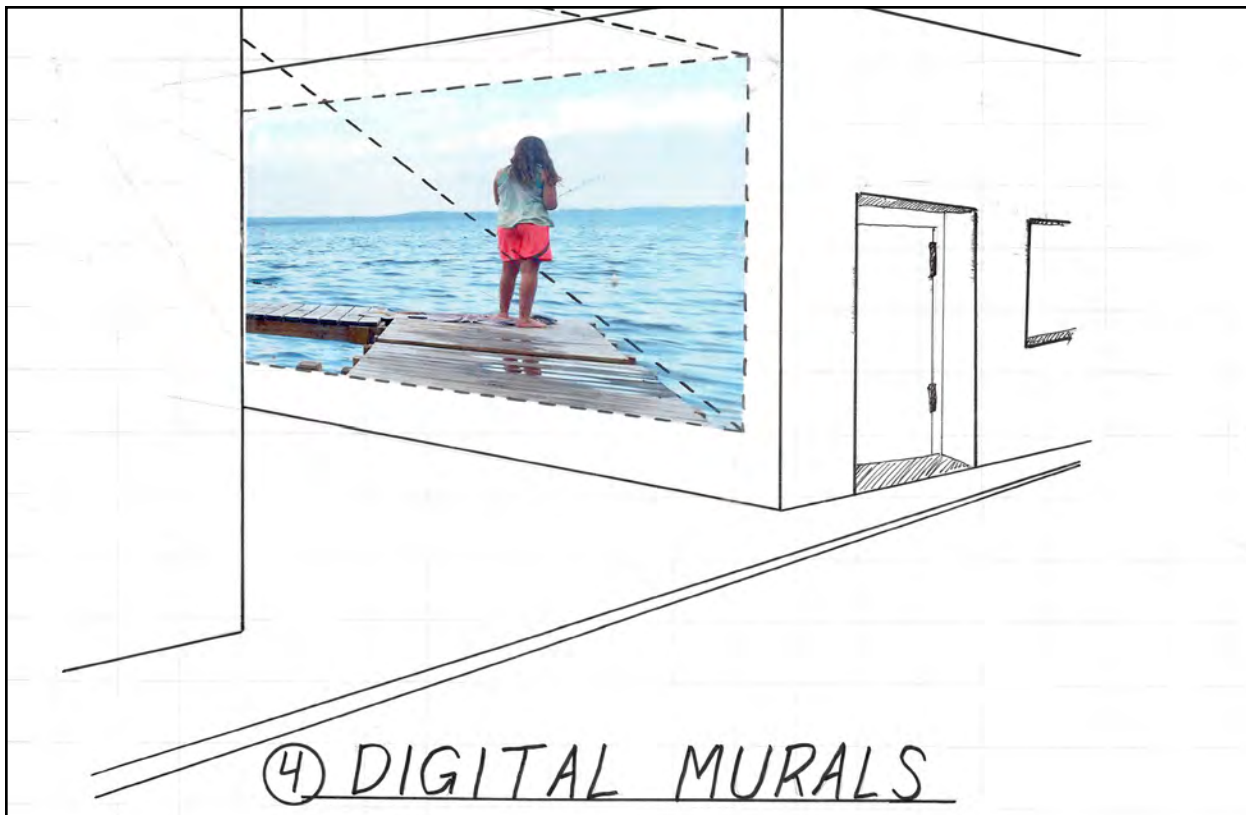


Princeton Gateway: Use canoes to celebrate local heritage and to welcome folks to the community.



## Princeton On the Fox

Princeton is an established community with a rich history strongly connected to its geographic position on the Fox River. Originally an outpost for the fur trade, Princeton can trace its history to the intersection of Wisconsin's Indigenous people and French fur traders, who both drew on the area's abundant wildlife resources. The voyager canoe and its distinctive flat paddle are emblematic of this heritage. Arrival signage and a gateway to Water Street could feature the voyager canoe and paddle as emblems of Princeton that emphasize its historical and contemporary connections to the Fox River.



## Summary Report

Princeton Design Team 2017

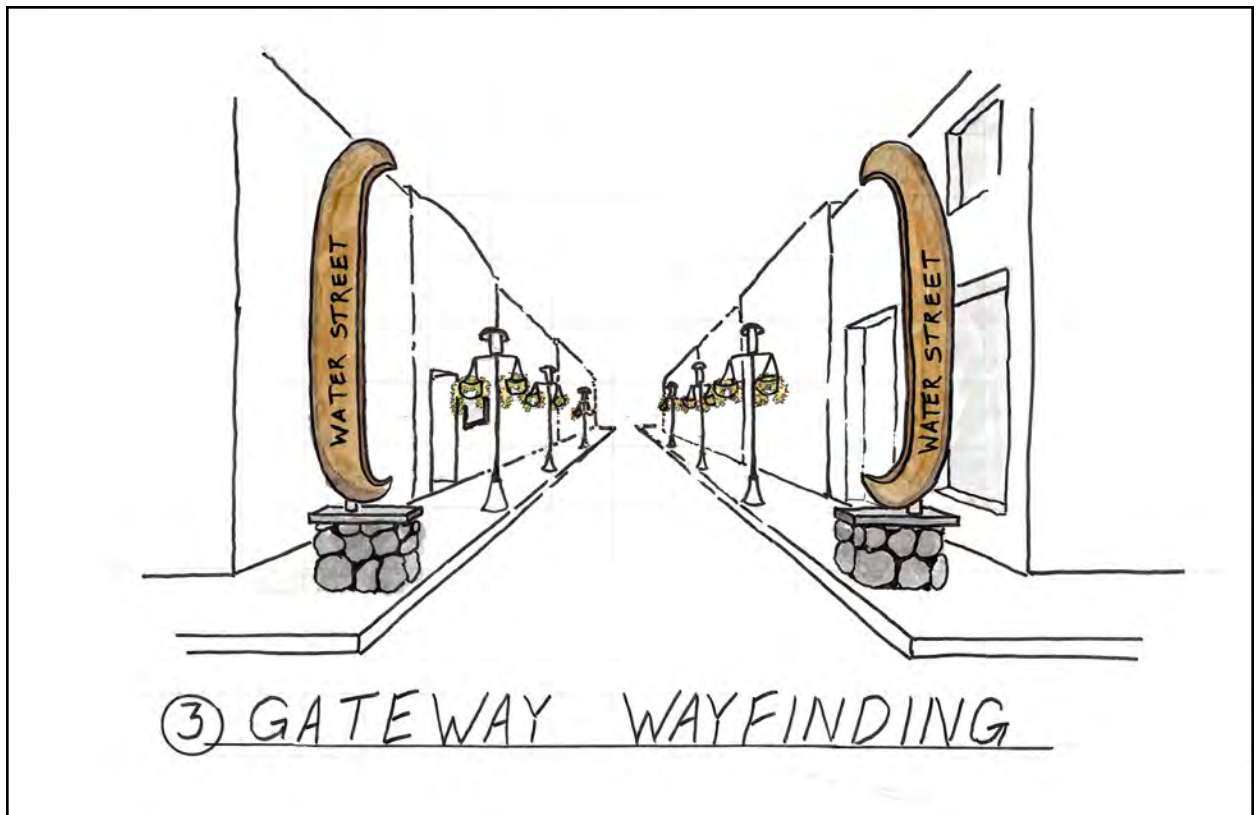




Princeton Paddle: A “buy local” canoe paddle used to promote local businesses and celebrate community pride. Customers bring their paddle to businesses to receive discounts and collect store brands/marks.

Evidence of Princeton as a thriving frontier town still exists today. For example, the downtown is positioned along the Fox River, and buildings are arranged to allow for periodically spaced wide alleys, which facilitated the transport of goods by providing main street access to river barges. The preservation of these alley ways provides Princeton with an opportunity to feature local artwork. Digital murals, projected onto alley way walls, would be a unique and modern feature that provides visual interest and draws attention to these special spaces.

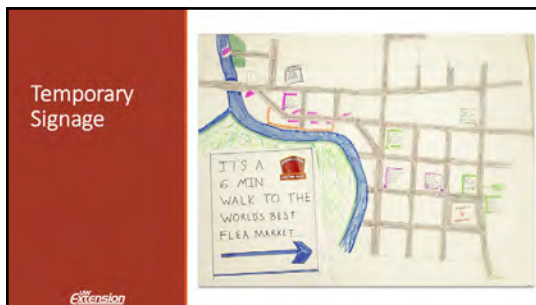
These ideas represent an investment in monuments and infrastructures that are designed to create an impression on visitors and residents when they enter town. The goal is to play up identity, and play into wayfinding. The community is drawing attention to the important areas of Princeton, and marking these as clearly significant to those who might be coming here for the first time, and also reinforcing their significance for those with long term relationships to the community.





## External Branding

When comparing Princeton to other communities in the immediate region, it becomes clear that the historic downtown, unique mix of small retailers and the distinctive atmosphere of the flea market are the hallmarks of the community's identity. By branding the community as "Princeton on the Fox", emphasis is placed on Princeton's unique outdoor features and culture.

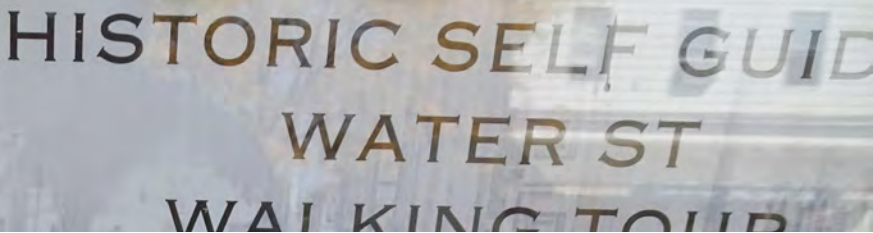


## Connect Important Places

One challenge presented at the community meeting is connecting people who are coming to the town's main summer visitor generator (flea market) to other commercial and recreation areas. The goal is for visitors to understand how to gain access to the rest of the town on foot. The challenge in meeting that goal is to construct signage that is temporary and low cost. Colorful, plastic corrugate signage can be an attractive way to post temporary signs directing visitors to other areas of Princeton.







Because these aren't Department of Transportation funded signs, the town has the ability to present its playful side while also denoting distances in a way that is more accessible. Using time instead of miles helps pedestrians understand how close features of Princeton are to one another while encouraging them to move between areas of town. Emphasizing the benefits of other locations also provides an incentive to move about town. For example, a sign saying "It's a Five Minute Walk to Ice Cream and Cold Drinks" or "It's a Six Minute Walk to the World's Best Flea Market" playfully encourages visitors to stay and play.







## Restore City Park & Expand Flea Market

The success of the flea market has come at the expense of the City Park. Return this space to its traditional civic function, celebrating the community center and marking the town's historic commitment to this space.



Princeton City Park, Princeton, Wis. 2017



## Summary Report

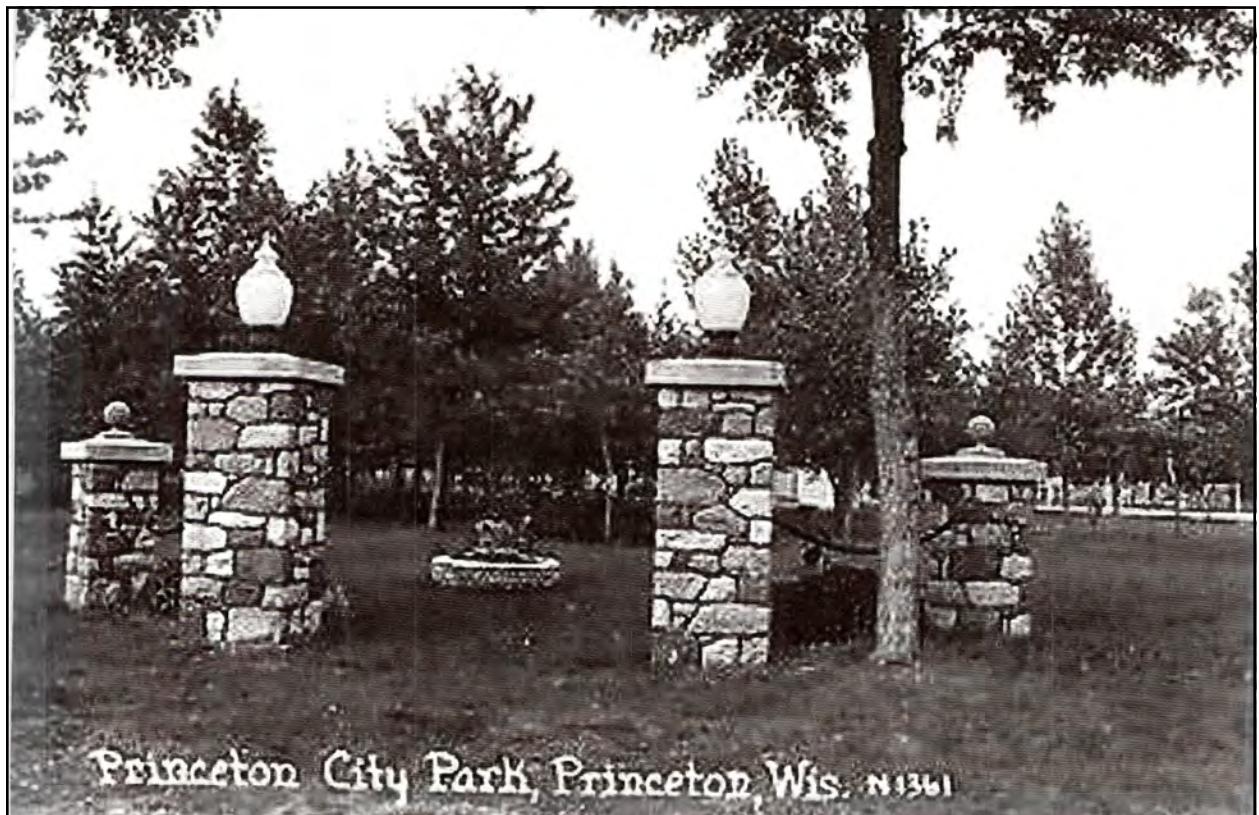
Princeton Design Team 2017





A restored City Park could become a place where residents hold weddings, winter carnivals and other important private and public occasions. With additional amenities, the site might offer retail space for the high school during flea market days – where art students can sell their work and clubs can fund-raise more effectively.

Restoration involves placing vendors around the perimeter of the park and limiting vehicle traffic to external areas in order to allow for grass and plantings in the park interior. Pedestrian/customer traffic will be directed to gravel or concrete walkways, with vendors placed on either side of walkways. Depending on the surface chosen for pathways, vendors on the interior could be allowed to drive on the path, unload, and then move vehicles to a general parking area. By eliminating vehicle traffic and prohibiting parking in the interior of the park, we estimate there will be room for 150 to 170 vendors with ample space to load/unload from the street.







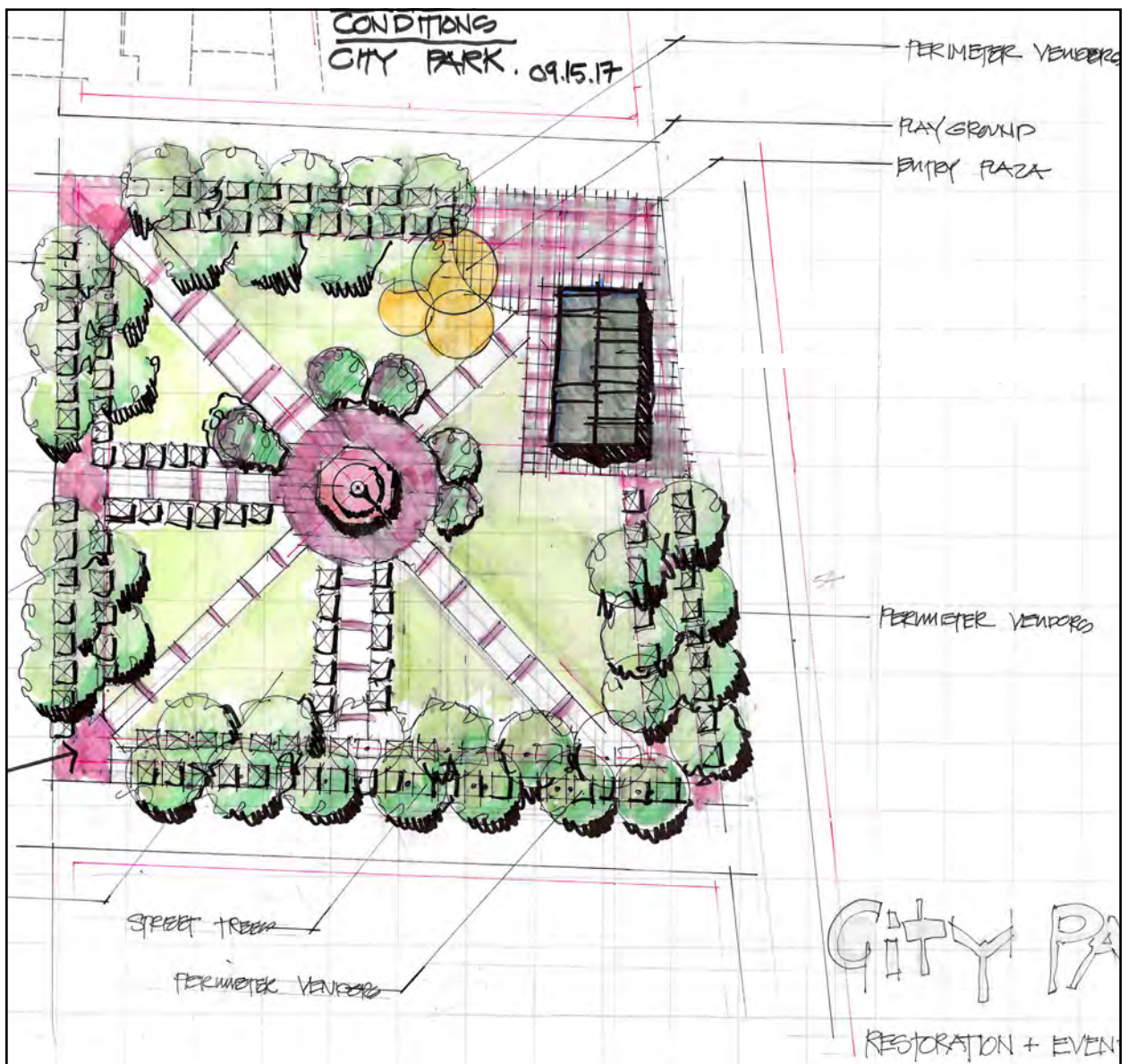
Existing Conditions: The current arrangement of activities at City Park encourage flea market activities to infiltrate the center of the park. This damages areas of the site normally reserved for civic and group functions.



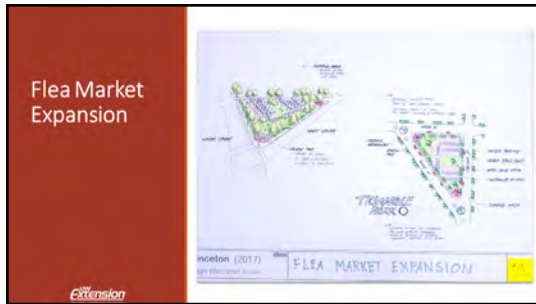




Proposed Changes: By limiting flea market vendors to the perimeter of the site, the interior can be reserved for activities that benefit the community all year round. Formal walking paths protect the green space while providing clear circulation.

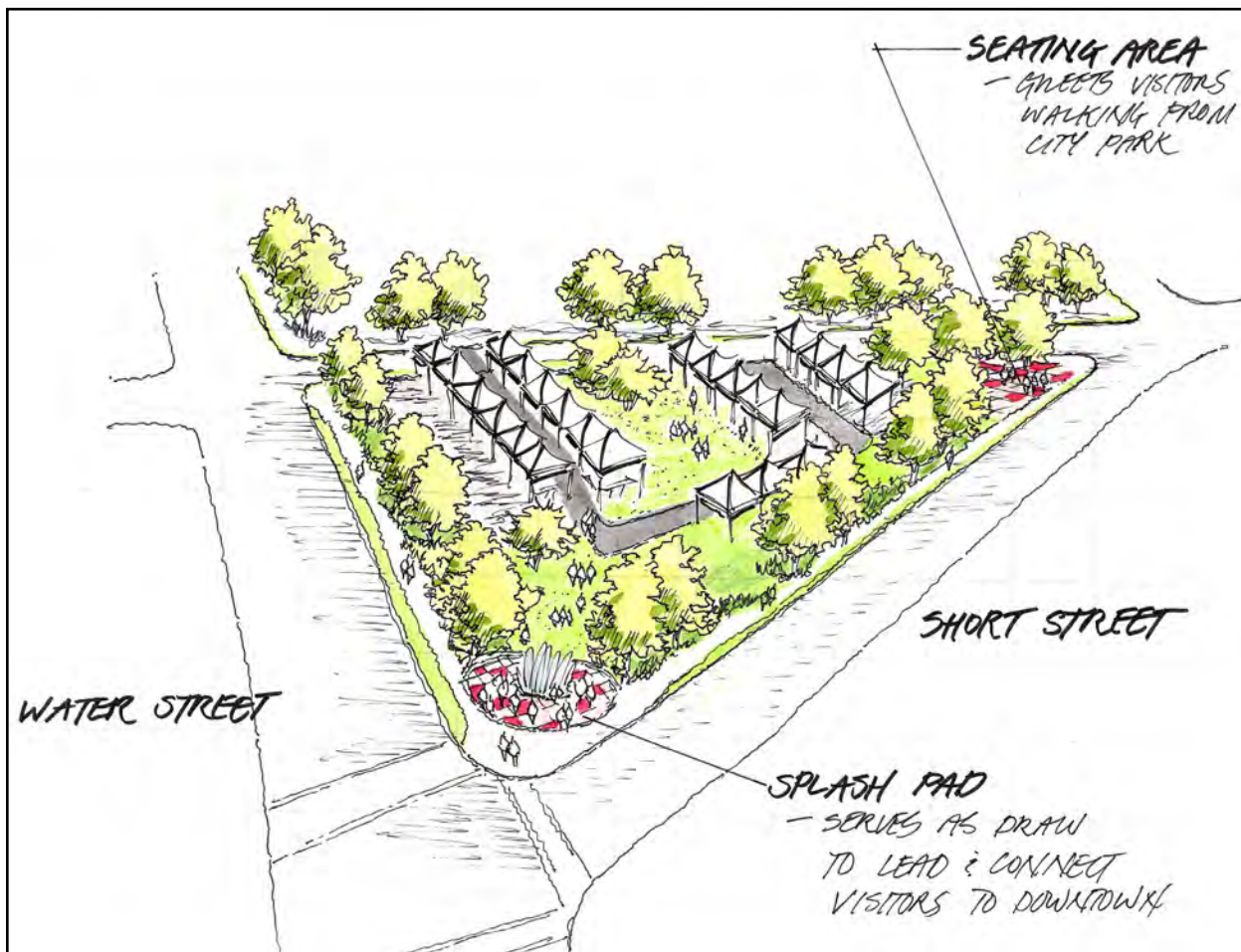






## Triangle Park

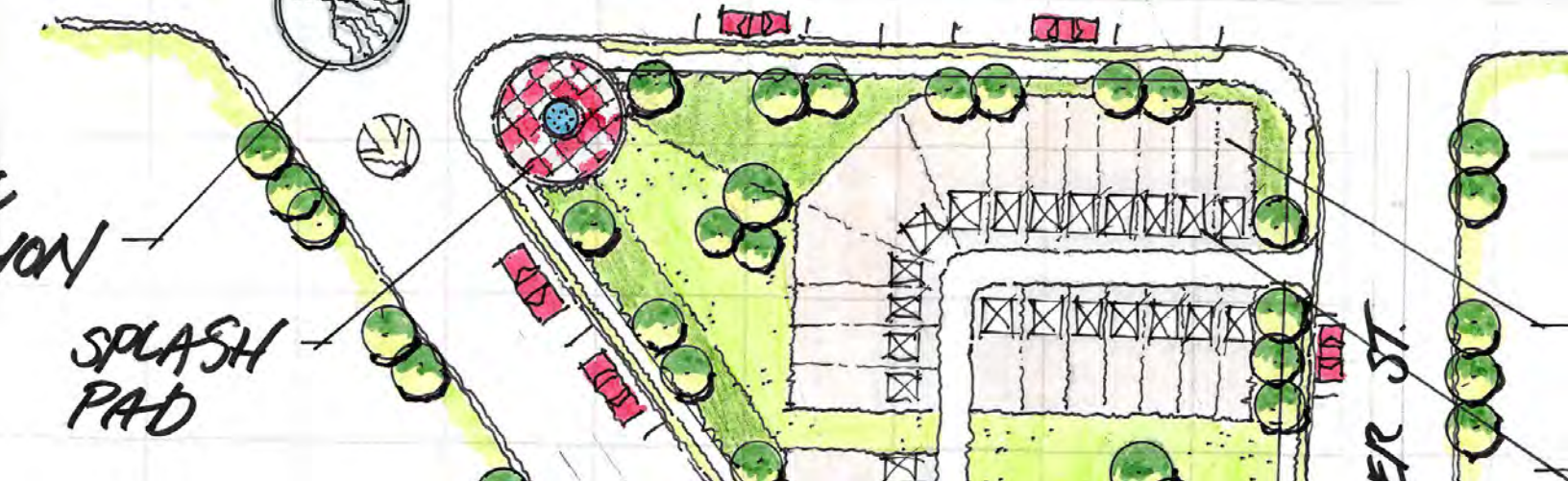
The restoration of City Park also involves expanding the flea market near downtown at "Triangle Park". This new market space features a splash pad at the terminus of Water Street and vendor spaces with room for a tent and a rear parking space. Pedestrian/customer space is a gravel path, arranged around a lush grassy space that makes this usable outside the flea market.



## Summary Report

Princeton Design Team 2017





This low cost design increases the usability of a space while expanding the flea market. There is space for around 40 booths, and non-flea market parking capacity would be about 100 spaces.

The Design Wisconsin Team recognizes that this might be a controversial suggestion to some residents. However, we strongly emphasize that restoration of City Park should not substantially change the flea market, but improve the experience for visitors without the continued degradation of an important civic space for Princeton residents. A restoration of this type will allow the space to be an attractive area for residents to use on a day-to-day basis on the many days when the flea market is not in operation.

Additional logistical planning and coordination between law enforcement, residents, and vendors would need to be conducted to balance individual needs with public safety.





## The Civic Corridor

Princeton benefits from being recognized as home to the largest flea market in Wisconsin. Expanding this existing asset to the new "Triangle Park" and repurposing the Tiger Brew site as an outdoor performance space will enable visitors to find their way to the downtown businesses and Fox River.

The illustration below depicts a new "civic corridor" of key places and activities.







- Tiger Brew Park: Consider repurposing the historic Tiger Brew site as an outdoor performance space. The building could serve as a band shell by adding a simple stage and providing an overhead truss for mounting light and sound equipment. Schedule events during the flea market to encourage folks to explore the community's heritage and waterfront.



- Pearl Street Stage: Turn a dead end into an outdoor performance space by relocating the power pole in the middle of the space. A new truss (reminiscent of the old railroad bridge ironwork) would frame the alley as a stage while providing an opportunity to mount light and sound equipment. In addition, a digital projector could transform the sides of existing buildings into a movie screen.



- Washington Street Landing: Transform the Washington Street dead end into a public landing for paddlers. This generates more foot traffic to the downtown while connecting folks to the Fox River.



- River Walk: Develop and expand the existing public right-of-way behind Water Street as the River Walk. Residents and visitors will be able to make their way to the Fox River, the Pearl Street Stage and Washington Street Landing without disturbing sensitive natural areas. By developing this into an attractive public amenity, business owners will benefit from having additional store frontage while patrons and residents will have a stronger connection to the natural environment.



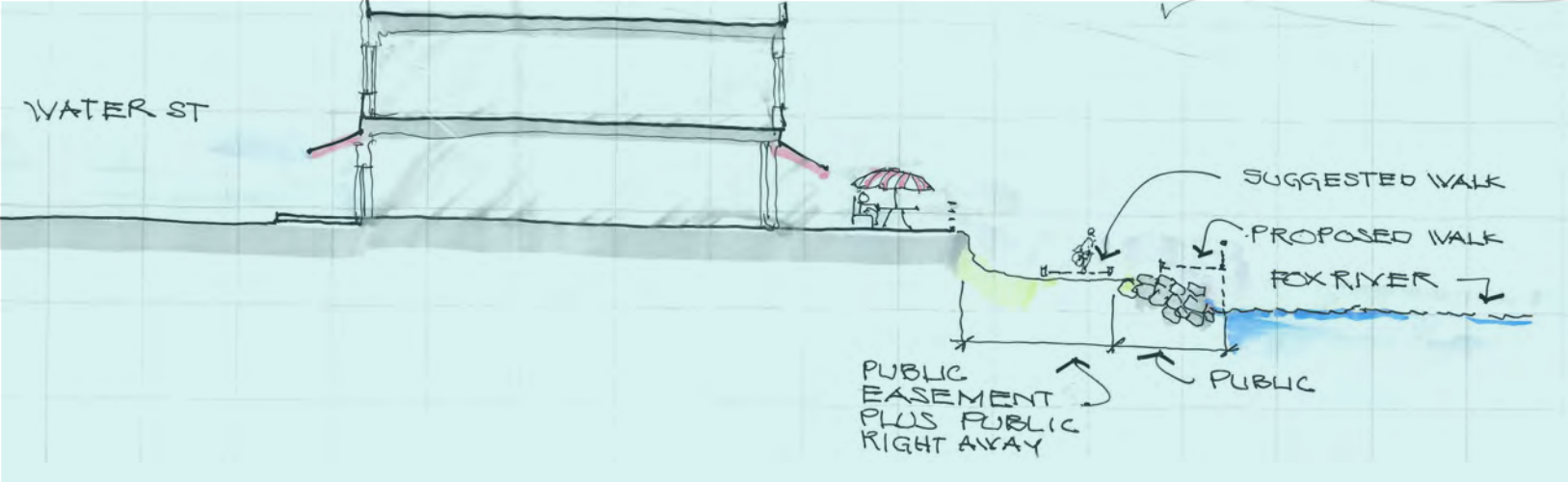
- Street Medallions: Local student and professional artists are encouraged to develop wayfinding medallions painted at key intersections. These medallions could celebrate Princeton's history and culture while directing people to community attractions.





- Connections to the Fox River: Entice visitors to explore the downtown and the Fox River by using creating strong visual connections. Consider using elements from Princeton's heritage to create unique and playful wayfinding devices.





## The Waterfront

A new public amenity, the Riverwalk, can be established by making improvements to the existing alley fronting the Fox River. Paving, lighting, landscaping, and street furnishings will encourage residents and visitors to explore the waterfront and the shops and stores along the Riverwalk.

With these improvements to the public right-of-way come opportunities for shopkeepers to develop the back facades of their buildings as second entrances, outdoor dining, or display areas. Short-term action items include picnic tables, plantings, and signage. Long-term action items would include facade improvements and possible building renovations to accommodate dual entrances.



The illustration above depicts the Riverwalk and the delineation of public and private realm.



## Year-Round Retail

The desire for year-round retail and restaurant hours was a common thread among residents. However, this can be difficult for small proprietors during the sparse winter months.

Many communities with seasonal retail have found that special events and promotions are key to keeping visitor economies viable through the winter months. These are often events directed at the residents of a community rather than the summer visitors who are often the focus of the busy May through August season. Winter can become a time for residents to reconnect with one another.

For businesses, the greater predictability of event-driven patronage – as opposed to remaining open in the hopes of business – makes it possible to open profitably on Friday or Saturday in midwinter.

For restaurants, planning closings in a way that coordinates with one another – and then publicizing those closings in advance – allows owners a much needed chance for rest and respite, while also letting residents know where they should go that week for a meal out.



## Capturing Summer Traffic

Establishing a visitor information center in a highly visible area could be a key to capturing visitor traffic. The Wisconsin Department of Tourism offers grants of up to \$15,000 a year to reimburse 50 percent of eligible expenses toward staffing, promotion materials and display equipment for visitor centers. Using a strategic social media campaign to target potential and current visitors could also help capture summer traffic. The Center for Community & Economic Development at the University of Wisconsin-Extension are examples of resources available to assist with such a campaign.







## Economic Development Ideas

**Zoning ordinance evaluation**  
*Especially regarding affects on downtown:*

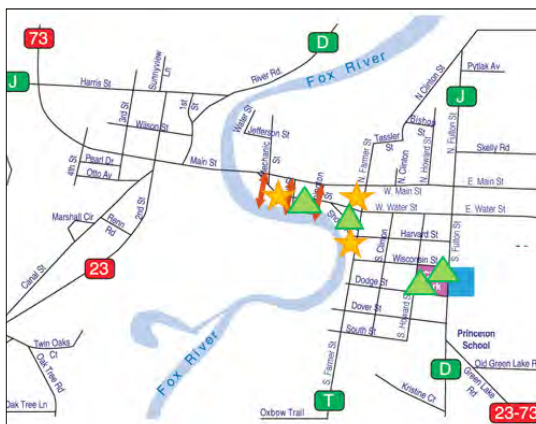
- Mixed use allowed (district, lot, building)
- B&B's, including allowing single-family home conversion
- "Granny" flats and accessory residences
- Hotel (re)development allowance
- Restaurant requirements (outdoor seating, front and rear)
- Parking regulations

**Resources (general support, funding, etc.), public and private**  
*For... business incubator? community center? senior housing? (re)development of historically significant buildings?*

- Local UWEX
- Tri-County Regional Economic Development Corp. (TREDCE.org)
- New North ([www.thenewnorth.com](http://www.thenewnorth.com))
- Wisconsin Economic Development Corporation ([inwisconsin.com](http://inwisconsin.com))
- DNR Brownfield Funding Matrix ([dnr.wi.gov](http://dnr.wi.gov))
- Private foundation grants



The illustration above (and detail below) provides an example of how an implementation process might map investment opportunities to connect the downtown districts to the Fox River.



## Downtown Revitalization

Many communities recognize that their downtown represents more than a collection of privately-owned businesses located in historic buildings. Downtowns are the face of our communities and often communicate to residents and visitors the economic health of the broader community as well as the unique history and culture of the community. Protecting and enhancing the downtown as a community asset requires cooperation, coordination, and resources.

The following list of opportunities and resources should be considered.

### Opportunities

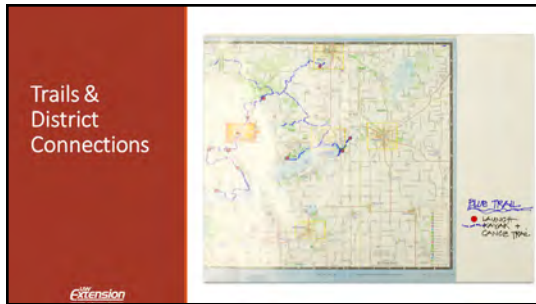
*Zoning ordinance evaluation (especially regarding affects on downtown)*

- Mixed use allowed (district, lot, building)
- B&B's, including allowing single-family home conversion
- "Granny" flats and accessory residences
- Hotel (re)development allowance
- Restaurant requirements (outdoor seating, front and rear)
- Parking regulations
- Home businesses allowances

### Resources

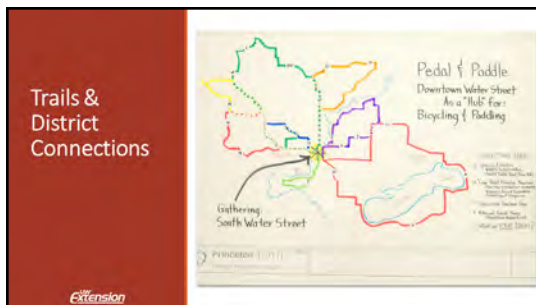
*For... business incubator? community center? senior housing? (re)development of historically significant buildings?*

- Green Lake County UW-Extension
- Tri-County Regional Economic Development Corp. (TREDCE.org)
- New North ([www.thenewnorth.com](http://www.thenewnorth.com))
- Wisconsin Economic Development Corporation ([inwisconsin.com](http://inwisconsin.com))
- DNR Brownfield Funding Matrix ([dnr.wi.gov](http://dnr.wi.gov))
- Private foundation grants



## Connect with Silent Sports

Downtown Princeton is the convergence of a number of bike routes and kayak/canoe routes which could and should be marketed to potential visitors. One vehicle for accomplishing this would be to put a trailhead in downtown Princeton. By mapping and strongly promoting routes, this area can become a premier pedal and paddle region for this part of Wisconsin.

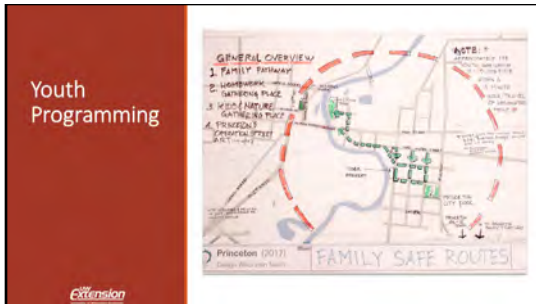


The establishments and the trailhead on Water Street provide an outstanding opportunity for paddlers and pedalers for pre- and post- pedal/paddle activity, celebration, and enjoyment, which is an almost unprecedented amenity in rural communities - it is very rare that trail heads and downtowns converge in this way. Triangle Park could serve this function as it already has parking and an information board on site.



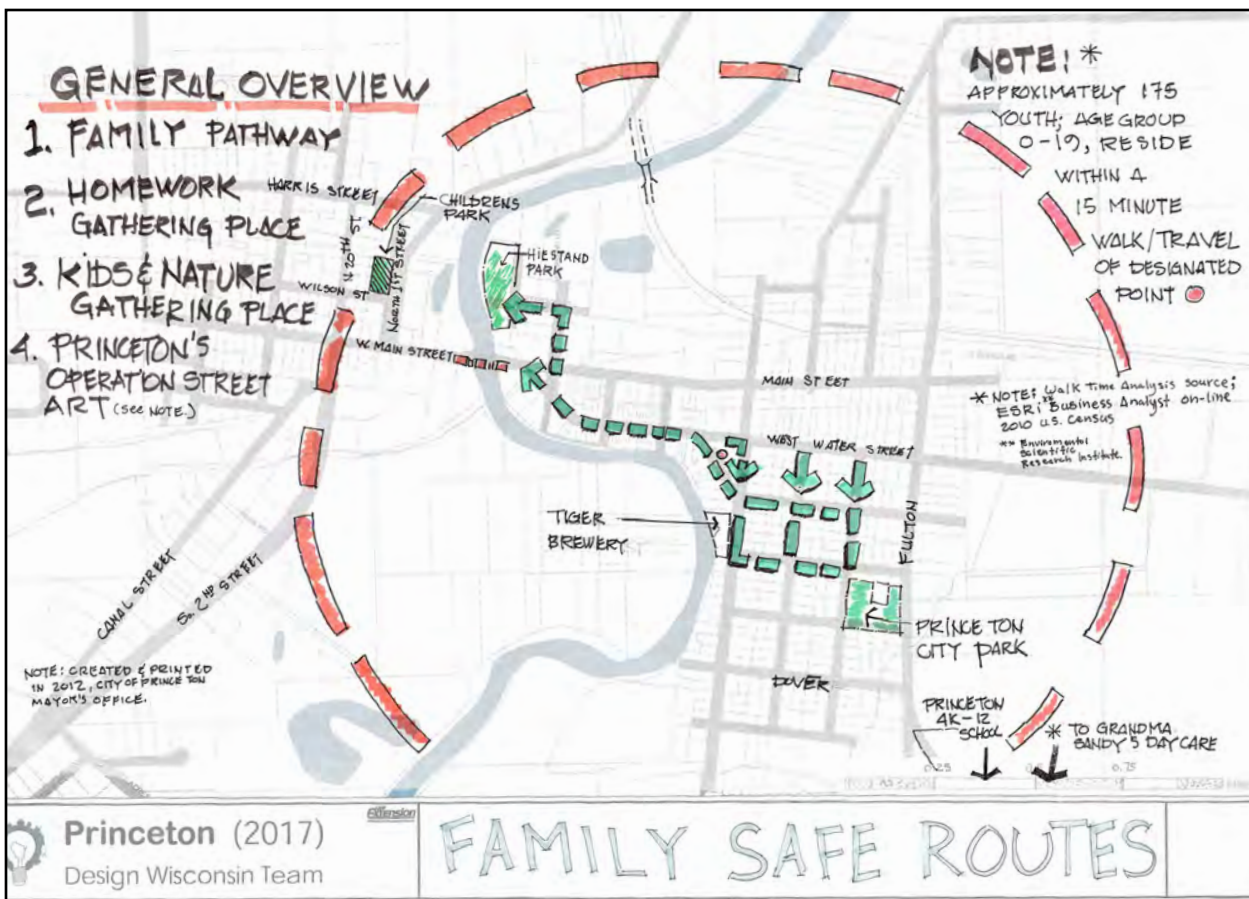






## A Youth-Friendly Community

After listening to the youth and adults who shared their feelings about their community, a few youth-related issues came to light, one being the need for a place for youth to gather and socialize with their peers. A review of the parks and public spaces in Princeton illustrates a lack of resources dedicated to the park systems and other assets that would make a youth-friendly community. There were green spaces, but playground equipment in these spaces are either old, or minimal.



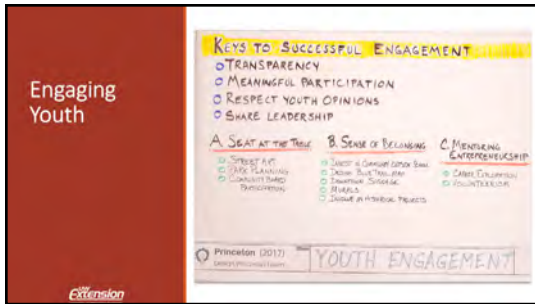




## Youth Gathering Places

Youth expressed that one of the aspects of their community that they valued the most was the access to outdoor activities like hunting. Several young people shared the need for a place to gather with friends; they also noted a lack of access to the shooting club located outside of town. One of the designs for a group space included a place for an archery range that could be used by youth and youth groups. An additional feature of this facility was a possible fire pit that could be a place for teens and other citizens to gather.





## Engaging Youth

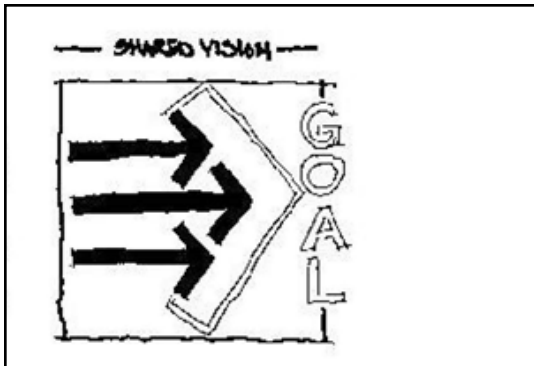
A second issue identified by the Design Wisconsin Team was the lack of youth participation in the process. Other than the 30-minute session on Friday where youth were able to give feedback and discuss their vision for the future of Princeton, there was little space for youth voice in the process. We were informed on Saturday about a street art design project that included youth-designed features and encourage the community to continue to include youth in these types of projects from start to finish. Invite youth to participate when deciding what images are selected for the street art. Creating authentic decision-making opportunities for youth has been successful in creating stronger connections between youth and their communities.



Our hosts talked about the need to attract but more specifically to retain local youth. Creating a community with parks for young families and space for teens to be teens are great starting points. By connecting youth to their community's assets they understand that there is a future in Princeton.

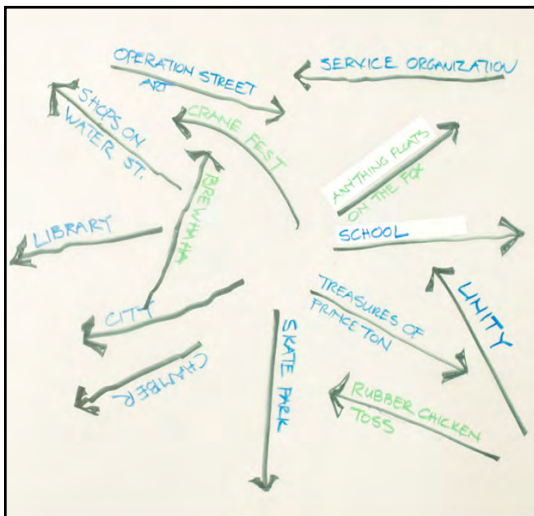






## A Shared Vision

We don't know where we're going unless we have a vision of the destination. If there is no vision, different groups and efforts go in all directions and there is no progress. Some communities - large and small - look to a charismatic leader or organization to provide and impose a vision. A lot of time, energy and resources are spent imposing and dragging wandering individual groups along. There may be progress, but there is little momentum as groups have their own priorities.



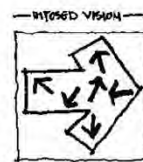
Often a well-intentioned individual or group comes up with a vision that has some basis in the community's reality. The visionaries sell that vision to the leaders and groups in the hope they buy into that vision. There is potential for progress and some momentum. However, each individual and group still has their own priorities.

A shared vision is the result of a grassroots process of conversations. It may take longer to discover or uncover or recognize, but when that happens everyone has an "a-ha" moment. They all see community priorities that will order their individual priorities. Rather than spend time and energy to sell the vision, the vision is celebrated. Leaps of progress are possible as momentum builds.

## Visioning Resources & Relationships



- GROUPS MOVE IN MANY DIRECTIONS
- NO PLAN OR COORDINATION



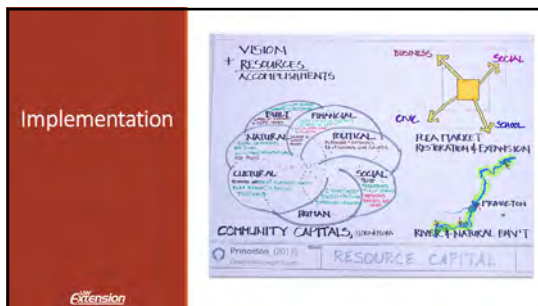
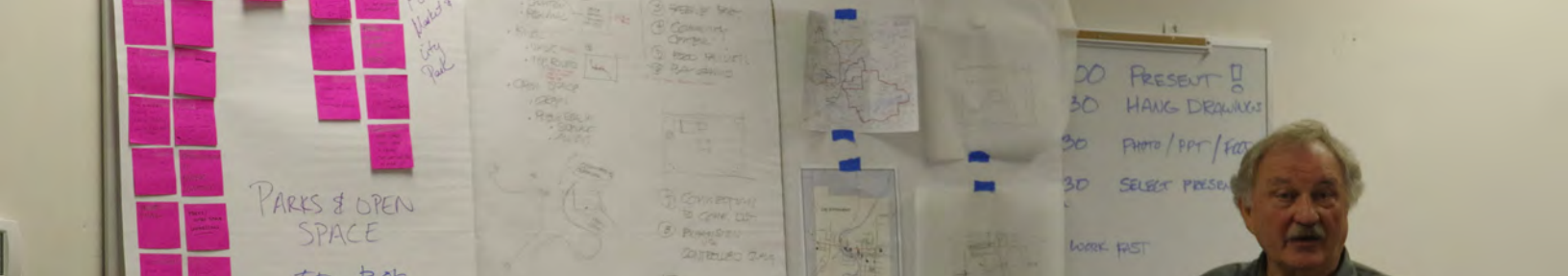
- PLAN MADE W/O COMMUNITY INVOLVEMENT
- LOTS OF ENERGY, LITTLE MOVEMENT
- NO FORWARD MOMENTUM



- PLANNING CONSULTS COMMUNITY
- ENERGY USED SELLING VISION
- TIME & AMOUNT OF MOMENTUM VARIES W/ GROUP



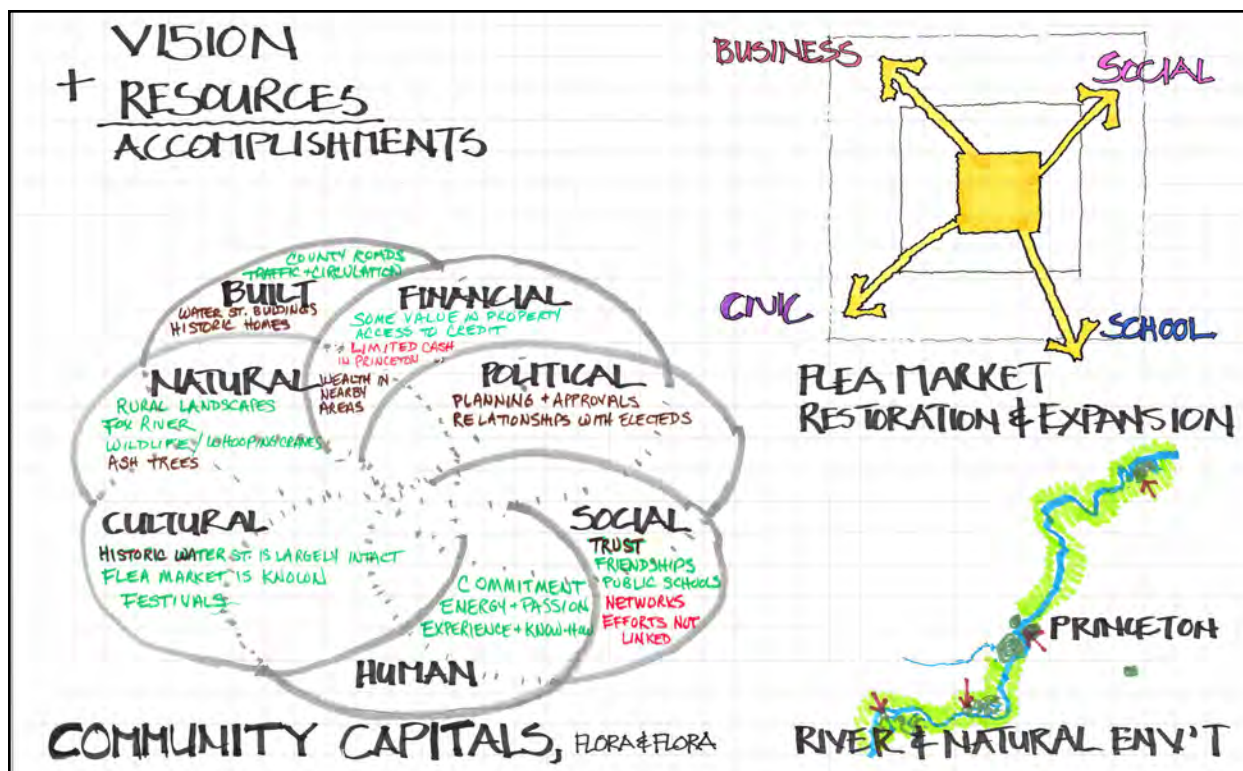
- GRASSROOTS PLANNING
- ALL GROUPS ACTING IN CONCERT
- FORWARD MOVEMENT, MOMENTUM
- PLANS BECOME REALITY



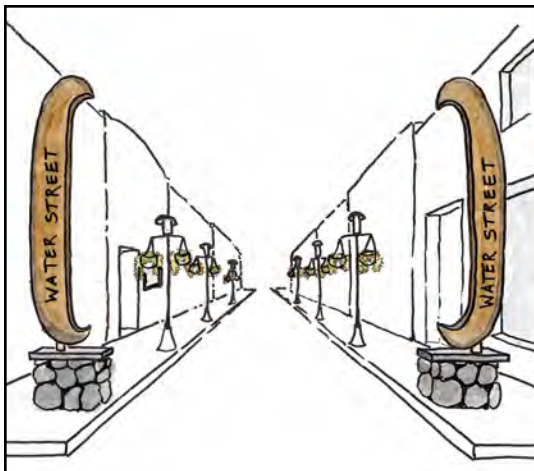
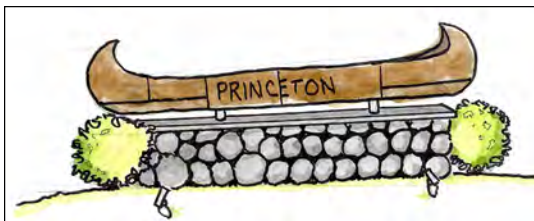
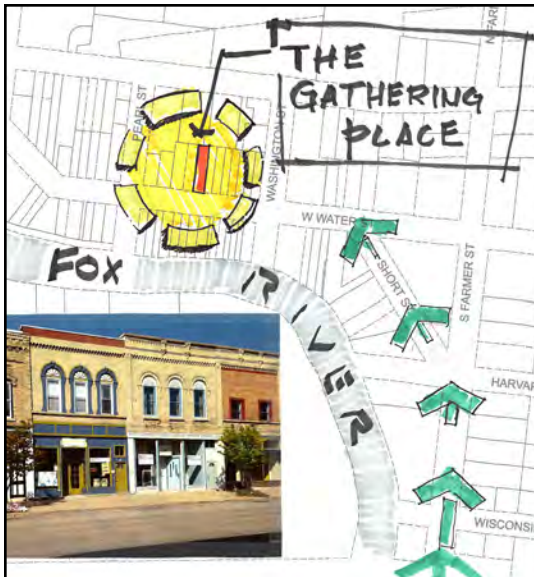
## Implementation Resources

Realizing your shared vision requires an understanding of your existing community resources or capital. These "community capitals" include natural resources, built infrastructure, financial resources, political capital, social networks and groups, human resources and skills, and cultural assets and traditions.

Work with existing assets and strengths to realize ideas that bring the most community benefit with the least community cost. Grow the concept of the existing Flea Market to bolster other community aspects. Recognize Princeton's connection to the Fox River as a significant asset to build on as well.







## Conclusions:

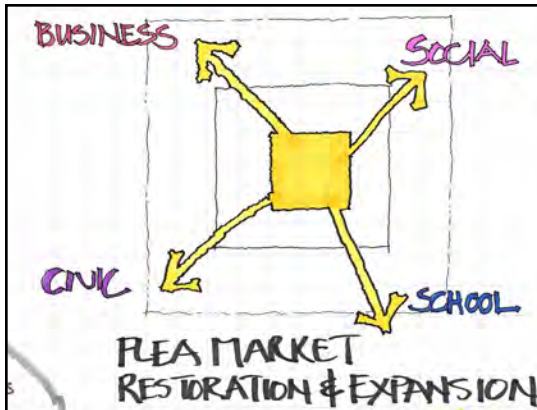
The Design Wisconsin Team can propel a community into implementation with a fast-paced process that generates inspiring images of the future. But because of the pace, sometimes not all of the ideas end up on the drawings. The following text summarizes how the Team addressed each of Princeton's "Big Picture" themes along with some additional information that may not have appeared in the final drawings.

### Youth & Family

The Team spent some time with local youth, parents of youth, and law enforcement. It appears as though there are some real needs for youth to have safe places for socializing, working on homework, outdoor recreation and exploration, and expressing themselves. Improvements to existing parks, development of new trails and public spaces, and community activities should involve youth in the planning processes as well as implementation.

### Wayfinding & Arrival

The Fox River provides Princeton with a beautiful natural area that weaves through the heart of the community. By leveraging this existing asset with enhanced public access and a public Riverwalk that expresses the community's history with the Fox, residents can reconnect with the landscape while visitors are drawn to something new to explore. Many communities are attempting to recapture their historic roots using antique looking lampposts and benches. In order to stand apart, consider the unique qualities (past, present, and future) that Princeton should celebrate. Use wayfinding and arrival devices to not only provide navigation through the community, but to celebrate unique points of interest, history, and wonder. Use existing human resources to develop a local arts program to develop "street art" as well as informational kiosks, benches, and gateway elements.



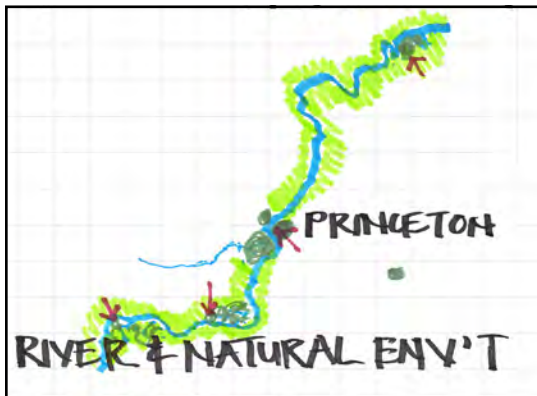
## Economic (Re)development

Like most rural communities, Princeton has a variety of businesses located along the highway and in the downtown that meet the everyday needs of most residents and visitors. Unlike most rural communities, Princeton is home to the largest flea market in the state. Although the direct economic impact of the flea market on the community is relatively unknown, the Team recognizes its potential.

The reclaiming of the City Park as a civic space provided an opportunity to expand the geography of the flea market to create "Triangle Park" and "Tiger Brew Park". In addition, if the flea market were to recruit artists and craftspeople to sell their wares at the expansion areas, it might be possible to expand the market share of the flea market.



A longer-range vision might include the development of a year-round marketplace that provides gallery, studio space, and residences for artists and craftspeople. By developing a downtown marketplace trust, public and private interests could invest in the redevelopment of underutilized properties in the downtown that would support existing businesses while expanding the geographic reach and hours of operation of Princeton's market.



## Nature

As stated above, the Fox River and its surrounding natural areas provide Princeton with a scenic backdrop for residents and visitors to enjoy. In order to preserve this community asset for future generations, great care should be taken to protect it. Working with the Department of Natural Resources, the University of Wisconsin - Extension, local sportsman's clubs and organizations will help local businesses, organizations, and schools to develop educational/experiential programs that inform residents and visitors of this amazing asset.





COMMUNITY CAPACITY	<ul style="list-style-type: none"> <li>IDENTIFY EVERY OPPORTUNITY FOR PEOPLE TO GET INVOLVED</li> <li>ASK YOUNG PEOPLE TO LEAD</li> <li>ADDRESS GRAFFITI</li> </ul>	<ul style="list-style-type: none"> <li>DEVELOP STRATEGIC ACTION PLAN</li> <li>EXPAND/UPDATE LIBRARY</li> <li>COMMUNITY/YOUTH ACTIVITY CENTER</li> </ul>	<ul style="list-style-type: none"> <li>UPDATE COMPREHENSIVE PLAN</li> <li>REDEVELOP CITY PARK</li> </ul>
OPEN/CIVIC SPACE	<ul style="list-style-type: none"> <li>VISUAL INVITATIONS TO WATER STREET AND RIVER</li> </ul>	<ul style="list-style-type: none"> <li>TRIANGLE PARK</li> <li>DEVELOP ALLEYWAYS TO RIVER</li> <li>CONCERT STAGE</li> </ul>	
INVESTMENT OPPORTUNITIES	<ul style="list-style-type: none"> <li>CANOE LAUNCH</li> <li>WAYFINDING</li> </ul>	<ul style="list-style-type: none"> <li>FAMILY SAFE ROUTES</li> </ul>	<ul style="list-style-type: none"> <li>IMPROVEMENTS TO BACKS OF BUILDINGS</li> <li>ALLEYWAYS TO WATER STREET AND RIVER</li> </ul>
CONNECTIVITY AND CIRCULATION	<ul style="list-style-type: none"> <li>MEDALLIONS</li> <li>PROMOTE REGIONAL BIKING AND PADDLING</li> </ul>	<ul style="list-style-type: none"> <li>REGIONAL COLLABORATION ON LINKAGES</li> </ul>	<ul style="list-style-type: none"> <li>REGIONAL TRAIL LINKAGES</li> </ul>

#### IDEAS ABOUT SHORT AND LONG TERM PROJECTS

Extension

## Next Steps: Ideas

Realizing the community's shared vision is an ongoing process that requires assembling a group of people with the skills, time, and passion to get things done. Because everyone has different interests, talents, and energy, allow folks to enter and exit the implementation process in places that make sense. The chart below illustrates some of the ideas that resulted from the Design Wisconsin Team Visit.

The chart below provides a simple illustration of some of the ideas generated from the Visit. It is not definitive or prescriptive as to what should happen when. A simpler observation here is that there are a lot of ideas and not everything can happen all at once. Community members are encouraged to put thought into short term and long term goals and to recognize where short term accomplishments may also contribute to achievement of future goals.

	short term	medium term	long term
<b>Community Capacity</b>	<ul style="list-style-type: none"> <li>Identify every opportunity for people to get involved</li> <li>Ask young people to lead</li> </ul>	<ul style="list-style-type: none"> <li>Develop strategic action plan</li> </ul>	<ul style="list-style-type: none"> <li>Update comprehensive plan</li> </ul>
<b>Open/Civic Space</b>	<ul style="list-style-type: none"> <li>Address graffiti</li> <li>Visual invitation to water street and river</li> </ul>	<ul style="list-style-type: none"> <li>Expand/update library</li> <li>Community/youth activity center</li> <li>Triangle Park</li> </ul>	<ul style="list-style-type: none"> <li>Redevelop City Park</li> </ul>
<b>Investment Opportunities</b>	<ul style="list-style-type: none"> <li>Canoe launch</li> </ul>	<ul style="list-style-type: none"> <li>Enhance Alleyways to Fox River</li> <li>Tiger Brew Park &amp; Pearl St. Stage</li> </ul>	<ul style="list-style-type: none"> <li>Improvements to backs of buildings along Riverwalk</li> </ul>
<b>Connectivity &amp; Circulation</b>	<ul style="list-style-type: none"> <li>Wayfinding</li> <li>Medallions</li> <li>Promote regional biking and paddling</li> </ul>	<ul style="list-style-type: none"> <li>Family safe routes</li> <li>Regional collaboration on linkages</li> </ul>	<ul style="list-style-type: none"> <li>Enhance Alleyways to Water Street &amp; Fox River</li> <li>Regional trail linkages</li> </ul>



**Many People**

**Much Commitment**

**Great Energy**

**GROUPS**

- Library
- Shops on Water Street
- Operation Street Art
- Service Organizations
- Unity
- Treasures of Princeton
- Skate Park Committee
- Chamber of commerce
- City
- School

**EFFORTS**

- Crane Fest
- Brew Ha Ha
- Chicken Fling
- Anything Floats on the Fox

Visioning  
Resources & Relationships  
*Extension*

## Next Steps: People

The people of Princeton are its most valuable resource. The Design Wisconsin Team heard from many residents about all of the projects currently underway in the community. This commitment of investing in Princeton's future illustrates the community's ability to work together.

Moving forward, it will be important for folks to prioritize community investments of time, money, and energy. Take the time to consider current commitments in order to align interests and make strategic decisions.

Consider working with UW-Extension to develop an action plan that prioritizes projects, identifies resources, and sets goals.

**Many People**

**Much Commitment**

**Great Energy**

**GROUPS**

- Library
- Shops on Water Street
- Operation Street Art
- Service Organizations
- Unity
- Treasures of Princeton
- Skate Park Committee
- Chamber of Commerce
- City
- School

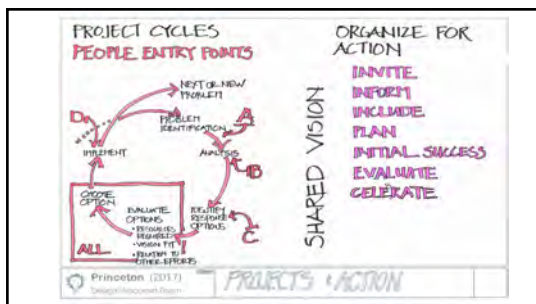
**EFFORTS**

- Crane Fest
- Brew Ha Ha
- Chicken Fling
- Anything Floats on the Fox

Visioning  
Resources & Relationships  
*UW Extension*  
University of Wisconsin-Extension







## Next Steps: Process

Implementation doesn't have to be difficult, but it does require some planning. Ideas are realized because a group of people came together to get something done. Take deliberate steps to bring folks into the process, provide clear and consistent communication, and remember to celebrate your successes.

The ideas generated during the Design Wisconsin Team Visit provide opportunities for community members to come together in order to create something that benefits the entire community. Use these ideas to identify common interests and energy. Convene a series of planning meetings to identify why folks are interested in the idea, what they can offer, and what's left to figure out. Focus on simple "quick wins" in order to build the capacity and confidence to take on larger more complex projects. Don't be afraid to make mistakes, but maintain relationships, as those are the key to success.

The following text from Dr. John Kotter's books "Leading Change" and "The Heart of Change" describe the basic steps for making change happen in a community.

- Step 1: Establish Sense of Urgency
  - Examine market and competitive realities
  - Identify and discuss crises, potential crises or major opportunities
- Step 2: Form a Powerful Coalition
  - Assemble a group with enough power to lead the change effort
  - Encourage the group to work as a team
- Step 3: Create a Shared Vision
  - Create a vision to help direct the change effort
  - Develop strategies for achieving that vision





- Step 4: Communicate the Vision
  - Use every vehicle possible to communicate the new vision and strategies
  - Teach new behaviors by the example of the Guiding Coalition
- Step 5: Empower Others to Act
  - Remove obstacles to change
  - Change systems or structures that seriously undermine the vision
  - Encourage the risk-taking and nontraditional ideas, activities, and actions
- Step 6: Plan for and Create Wins
  - Plan for visible performance improvements
  - Create those improvements
  - Recognize and reward people involved in the improvements
- Step 7: Change Improvement Checkpoints
  - Use increased credibility to change systems, structures and policies that don't fit the vision
  - Hire, promote, and develop people who can implement the vision
  - Reinvigorate the process with new projects, themes, and change agents
- Step 8: Institutionalize New Approaches
  - Articulate the connections between the new behaviors and organizational success
  - Develop the means to ensure leadership development and succession

Kotter, J. P. (1996). *Leading change*. Boston, Mass., Harvard Business School Press.

Kotter, J. P. and D. S. Cohen (2002). *The heart of change : real-life stories of how people change their organizations*. Boston, Mass., Harvard Business School Press.



## Summary Report

Princeton Design Team 2017





## Final Comments

The Design Wisconsin Team process provides a glimpse of a community's shared vision for the future. The drawings represent ideas the Team Members believe could help the community realize their vision. Because of the fast-paced nature of the process, only the strongest and most important ideas are expressed. The community is responsible for developing the ideas and implementing the results. It is an opportunity to invite people to share their time, talent, and passion to create positive change in their community.



### Princeton Team Members

Thanks to the following people who dedicated their time, talents, and passion to bring the Design Wisconsin Team to Princeton.

#### Volunteer Committee

Jay Dampier, Matt Greget, Leann Holland, Mary Neubauer, Beth Pelland, Alyssa Paulsen, and Tabitha Pierce.

#### Contributors

Aunt Judys  
Jims Place  
Kwik Trip  
Lamers Bus Lines  
Princeton Area Chamber of Commerce  
Princeton Historical Society  
Princeton Public Schools  
Sherms Piggly Wiggly  
Subway



#### Host Families

Acorn Ridge Motel  
Bob Moslof  
Dennis & Kristin Galatowitsch  
Lake Arrowhead Cabins  
The Lehnrs  
The Linds  
The Trundells



#### Community Presenters

Matt Trotter, Mark Judas, Vickie Wielgosh, Vern Calbaum, Matt Bargaquast, Adam Roehl, Jerry Disterhaft, Mike Jacobi, Bob Schweder, and Dennis Galatowitsch.



### **Focus Group Participants**

Princeton Senior Center  
Princeton Area Businesses  
Princeton Public Schools

A special thanks to Rochelle Ford/Treasures of Princeton for taking time to meet with the Design Wisconsin Team.

### **Design Wisconsin Team Members**

Thanks to the following people who dedicated their time, talents, and passion to help Princeton visualize their future.

#### **Participants**

Myles Alexander, Joshua Clements, Ed Freer, Steve Goltry, Mariah Goode, Steve Grabow, Rob Graves, Charlie Handy, Nate Hood, Todd Johnson, Neil Klemme, Kristin Runge, Nathan Sandwick, Alexander Thill, Aaron Thompson, David Timmerman, Jason Valerius, Janet Whitmore, and Johnnie Workman.

#### **Support**

Bill Ryan, UW-Extension Center for Community & Economic Development  
Dan Veroff, UW-Madison Applied Population Lab

A special thanks to Rob Ferrett from Wisconsin Public Radio who spent his Friday shadowing the Team to learn more about what we do and why.







## The University of Wisconsin-Extension

University of Wisconsin (UW)-Extension provides statewide access to university resources and research so the people of Wisconsin can learn, grow and succeed at all stages of life. UW-Extension carries out this tradition of the Wisconsin Idea – extending the boundaries of the university to the boundaries of the state – through its four divisions of continuing education, cooperative extension, business and entrepreneurship, and broadcast and media innovations.

## Cooperative Extension

### Who We Are

With an office in each Wisconsin county, Cooperative Extension develops practical educational programs tailored to local needs and based on university knowledge and research. We deliver our expertise to the public, addressing a wide range of needs to people, plants and animals, in both urban and rural areas of the states.

### What We Do

We teach, learn, lead and serve, connecting people with the University of Wisconsin, and engaging with them in transforming lives and communities.



## The Wisconsin Idea

*"The University of Wisconsin's direct contributions to the state: to the government in the forms of serving in office, offering advice about public policy, providing information and exercising technical skill, and to the citizens in the forms of doing research directed at solving problems that are important to the state and conducting outreach activities."*

– Jack Stark, "The Wisconsin Idea: The University's Service to the State", p.1

### Contact

For more information about the University of Wisconsin-Extension Community Vitality + Placemaking Team and the Design Wisconsin Team program, please contact:

Todd W. Johnson, Land Use + Community Development Specialist  
University of Wisconsin-River Falls (Extension)  
315 Agriculture Science  
410 S. 3rd Street  
River Falls, WI 54022

todd.johnson@uwrf.edu, (715) 425-3941