

# Designing Princeton

**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

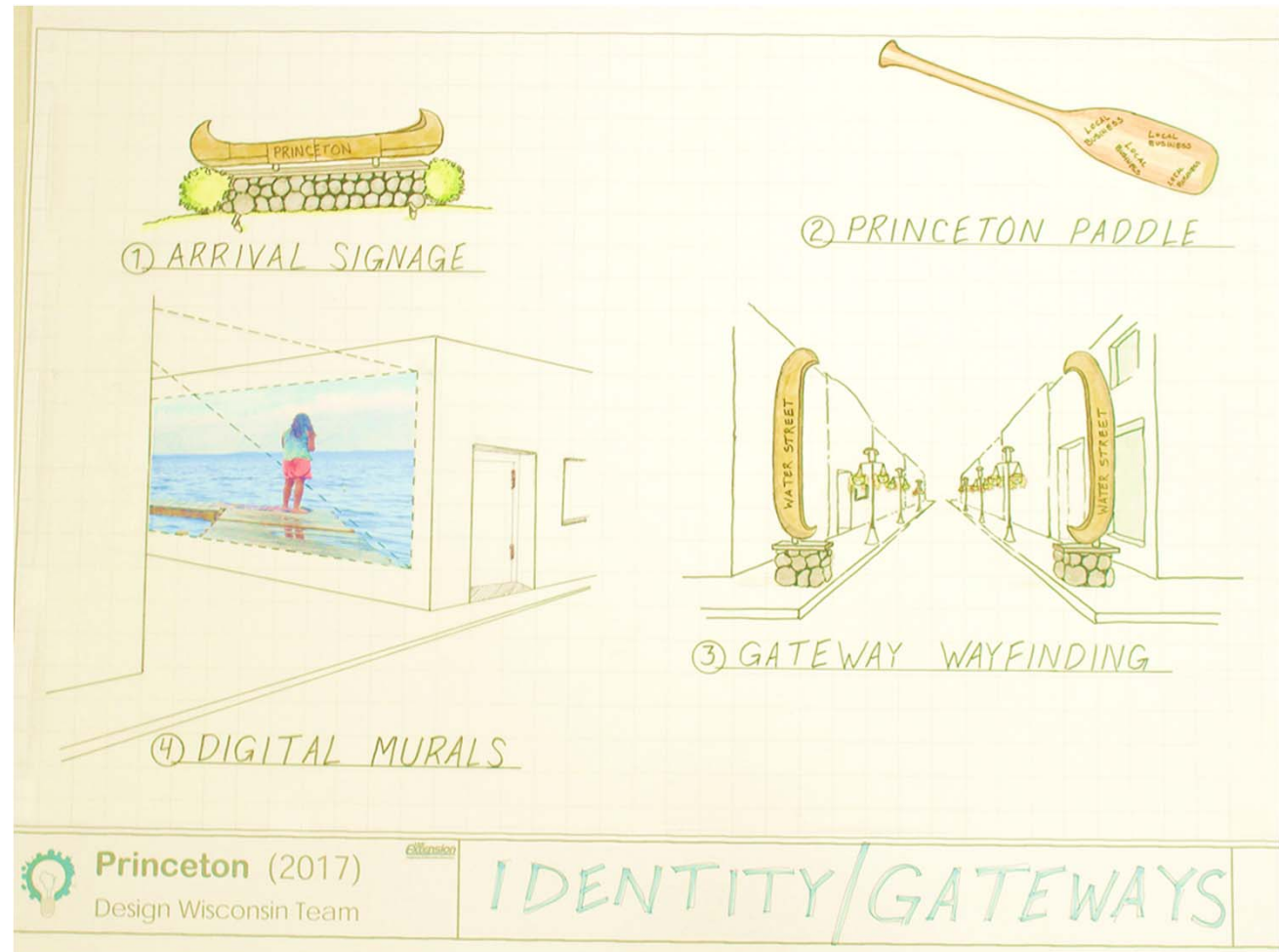
## **EFFORTS**

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

**Visioning**  
*Resources & Relationships*

# Identity

## Community Gateway & Images





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# External Branding

*Messaging  
Princeton to visitors  
and non-resident  
stakeholders*



# Visitor Information Center

Wisconsin Department of  
Tourism

- Up to \$15,000 per organization per year
- The grant program will reimburse up to 50% of eligible expenses toward staffing, promotional materials, display equipment





# Year-Round Retail

*Special Events*

*Guest Chefs*

*Published &  
Coordinated Hours*



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# Youth Programming



# Engaging Youth

**KEYS TO SUCCESSFUL ENGAGEMENT**

- TRANSPARENCY
- MEANINGFUL PARTICIPATION
- RESPECT YOUTH OPINIONS
- SHARE LEADERSHIP

**A. SEAT AT THE TABLE**


- STREET ART
- PARK PLANNING
- COMMUNITY BOARD PARTICIPATION


**B. SENSE OF BELONGING**

- INVEST IN COMMUNITY OUTSIDE SCHOOL
- DESIGN BLUE TRAIL MAP
- DOWNTOWN SIGNAGE
- MURALS
- INVOLVE IN HISTORICAL PROJECTS

**C. MENTORING ENTREPRENEURSHIP**

- CAREER EXPLORATION
- VOLUNTEERISM

 **Princeton** (2017)  
Design Wisconsin Team

 **YOUTH ENGAGEMENT**

# Economic Development Ideas

## Zoning ordinance evaluation

*Especially regarding affects on downtown.*

- Mixed use allowed (district, lot, building)
- B&Bs, 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. (TCREDC.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



# Flea Market Expansion





# Redevelopment

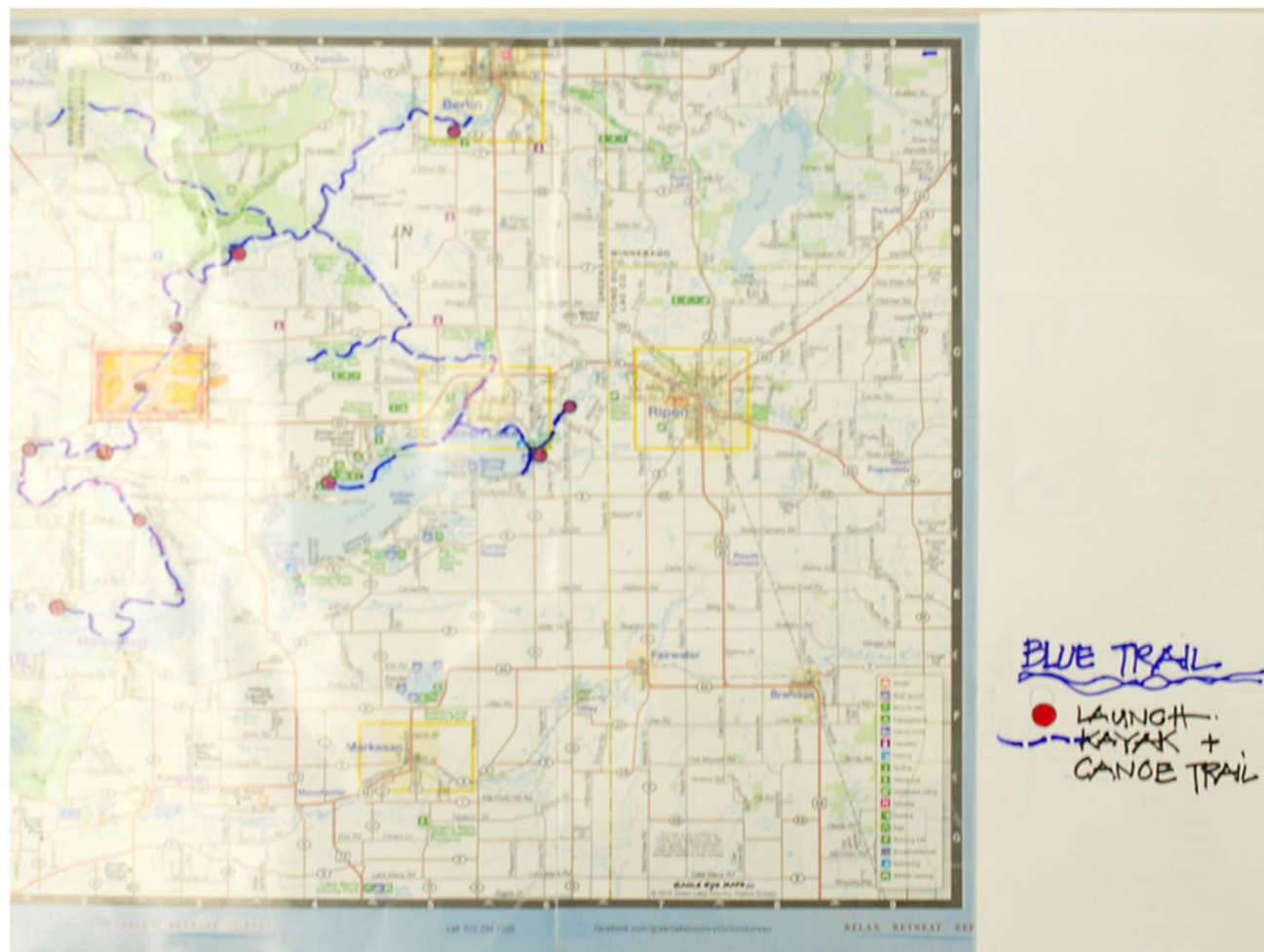


# The Fox River & Economic Development

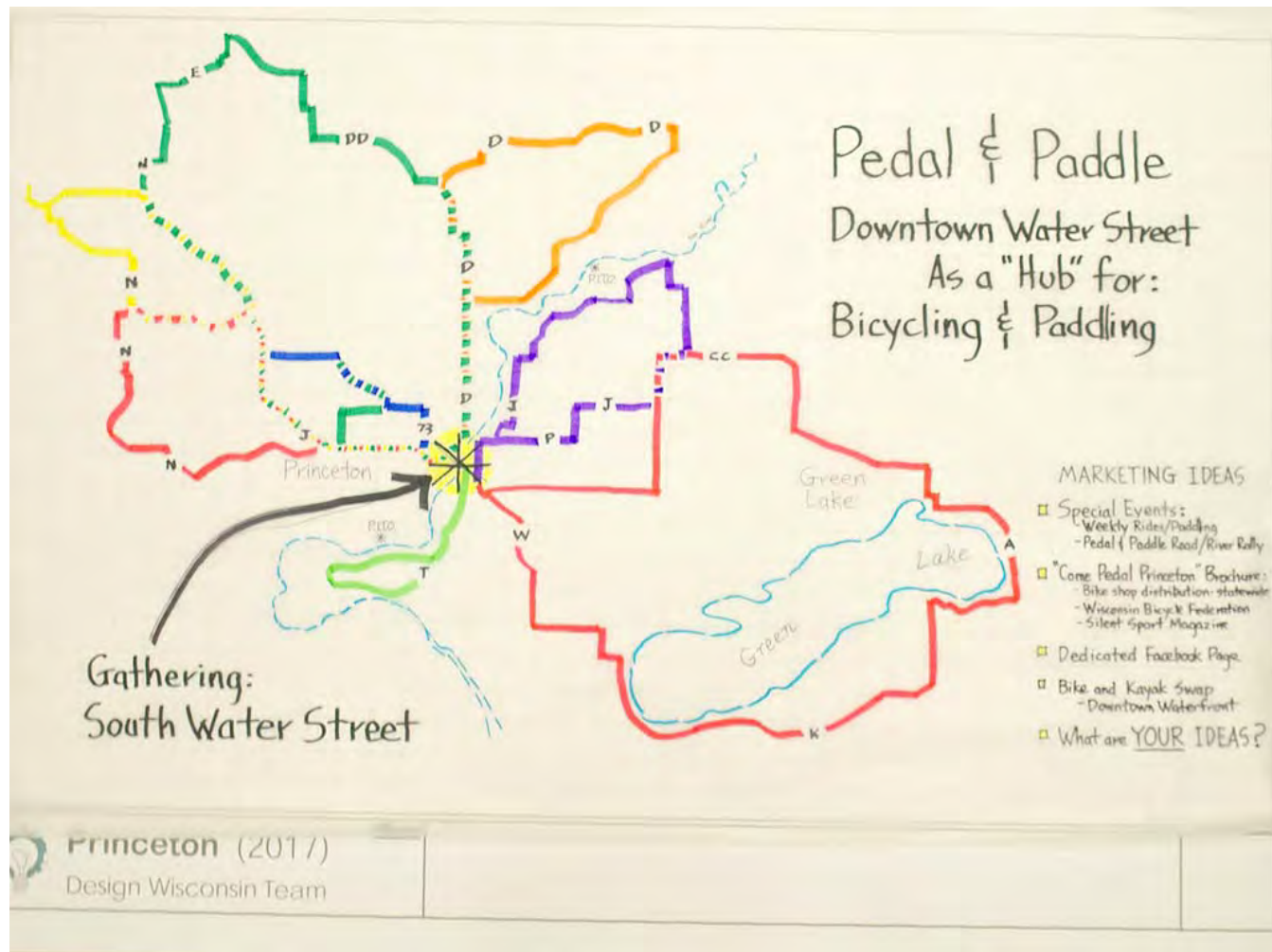




# Trails & District Connections



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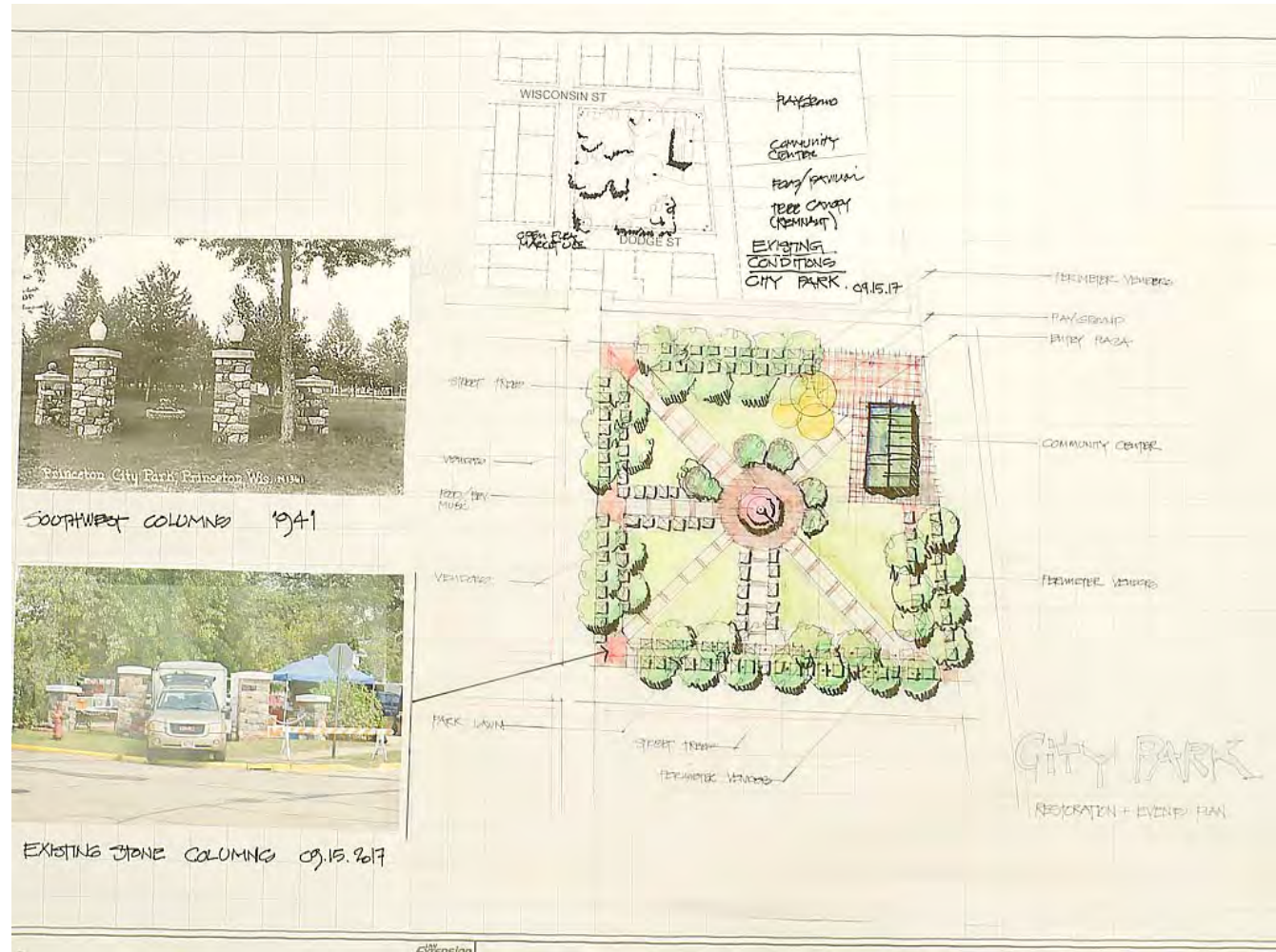


# Waterfront



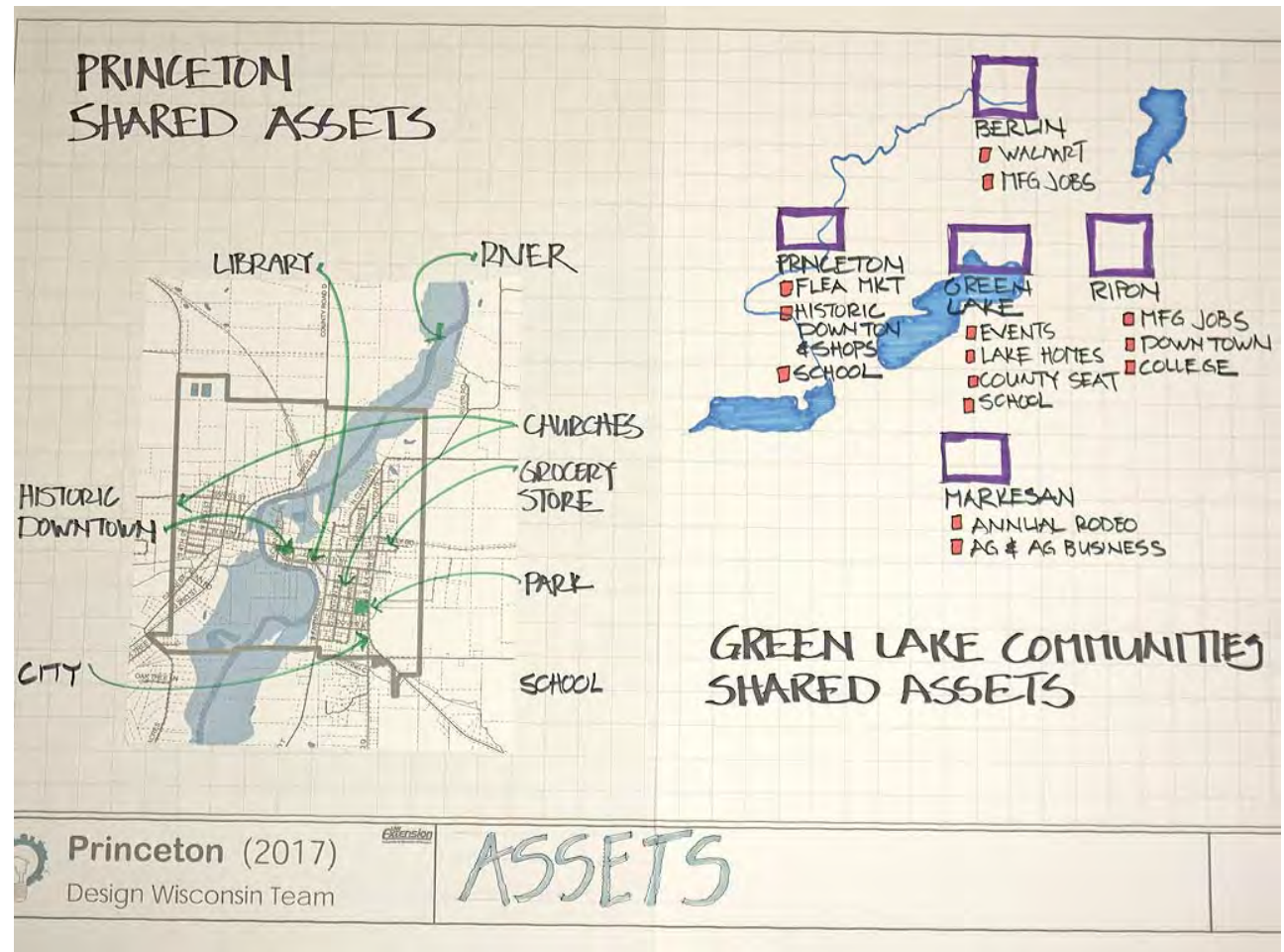


# City Park Design

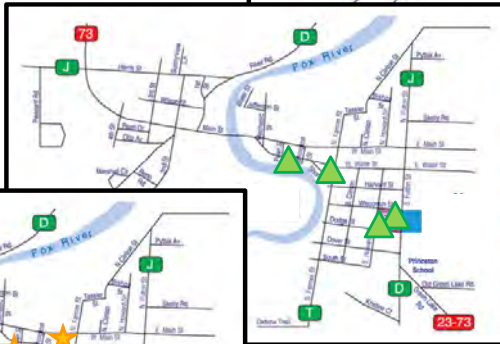
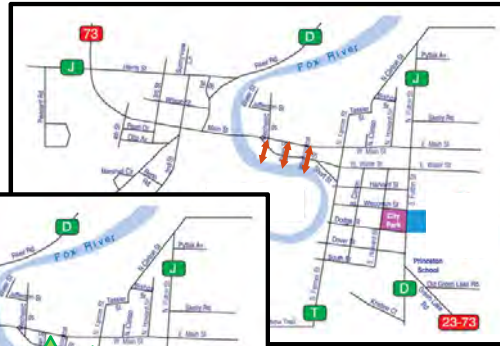


# Princeton

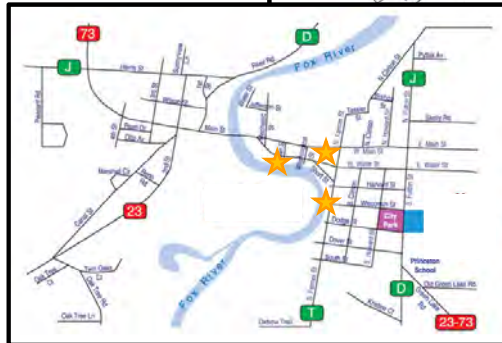
## *Within the Region*



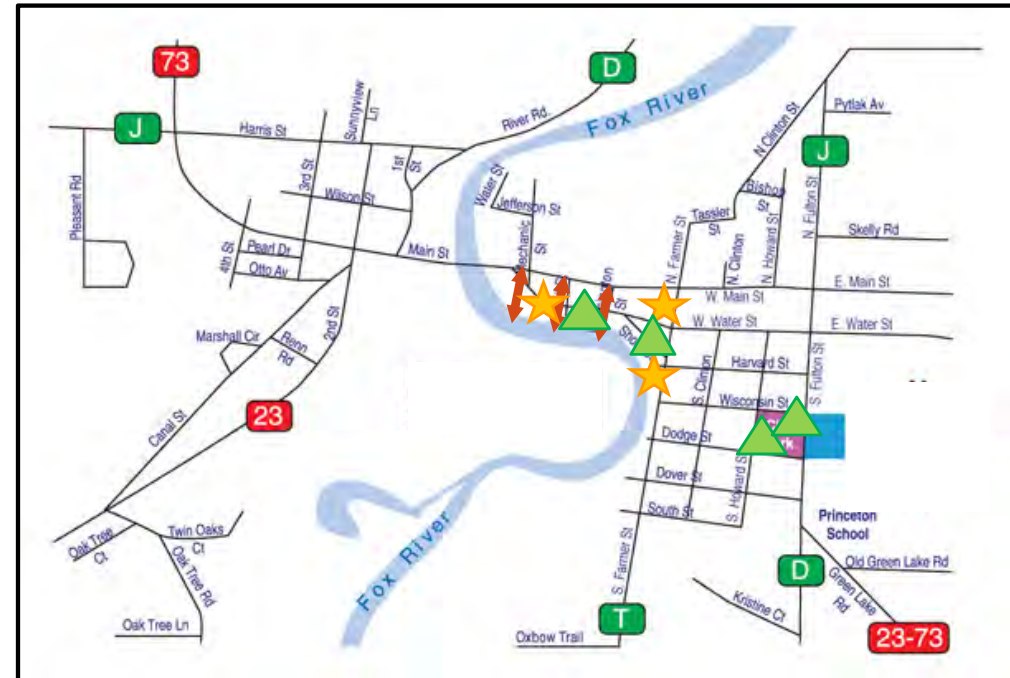
CONNECTIONS



OPEN/CIVIC  
SPACES



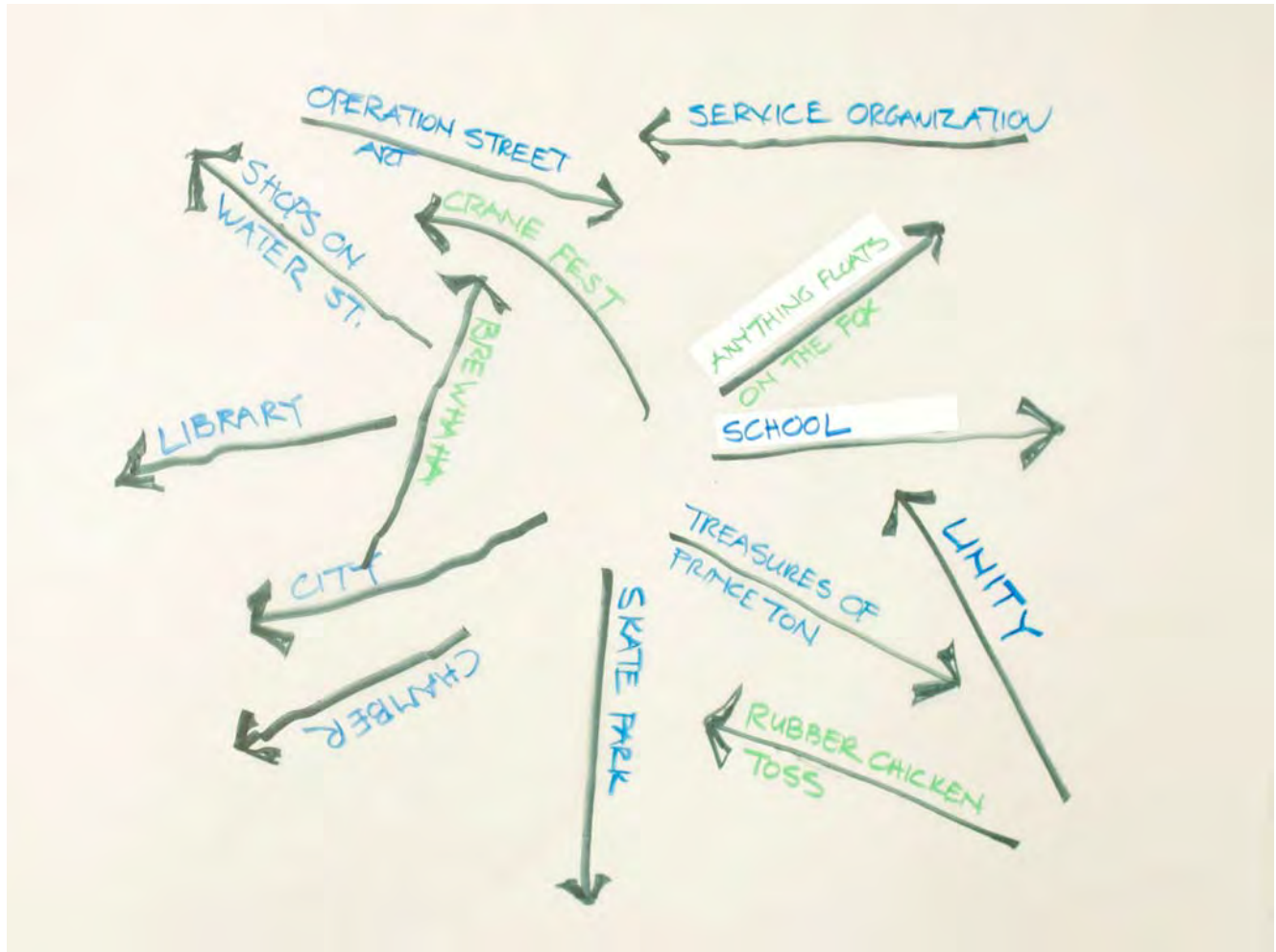
INVESTMENT  
OPPORUTNITIES



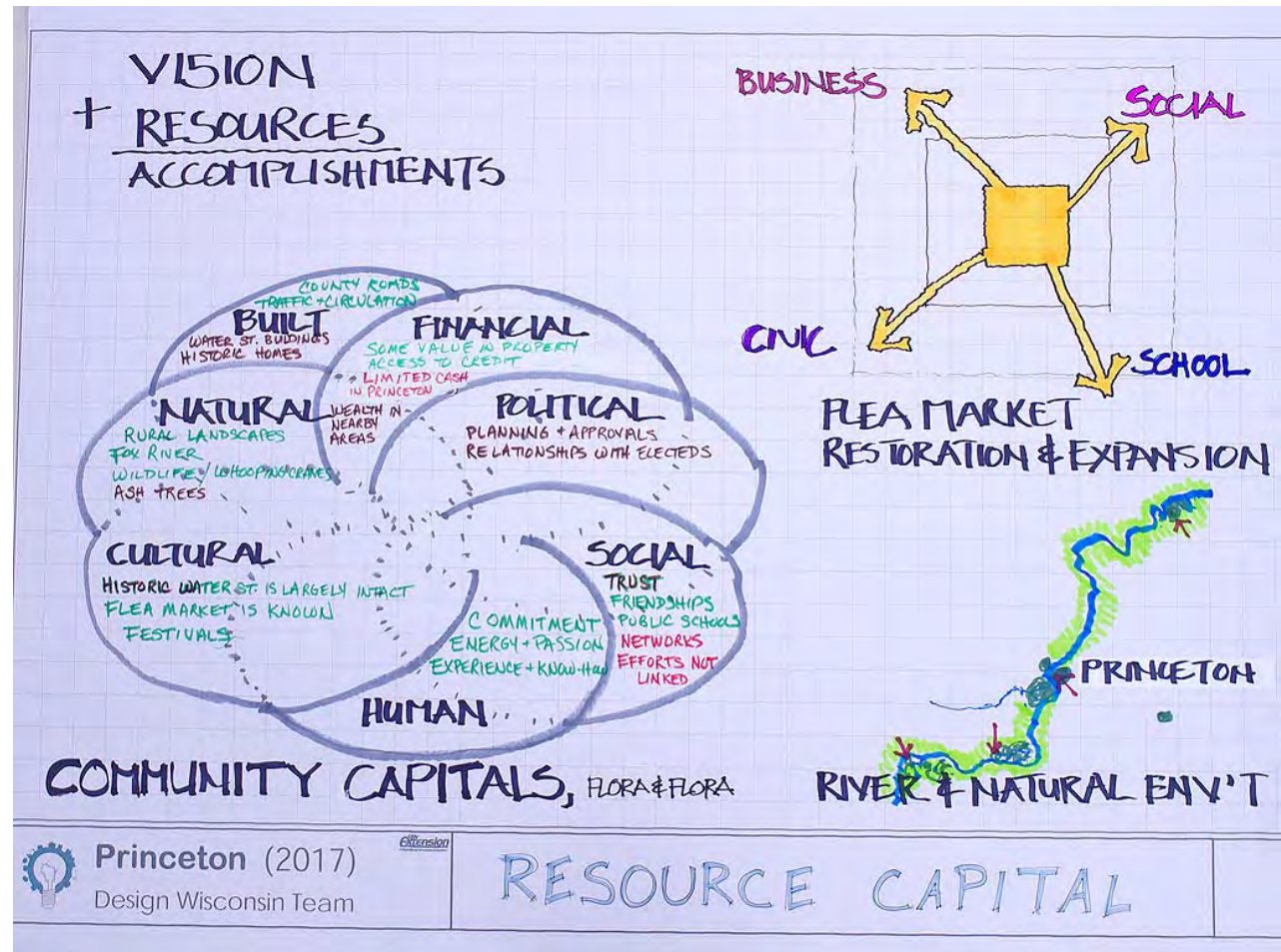
# COMPLEMENTARY STRATEGIES



# Implementation



# Implementation

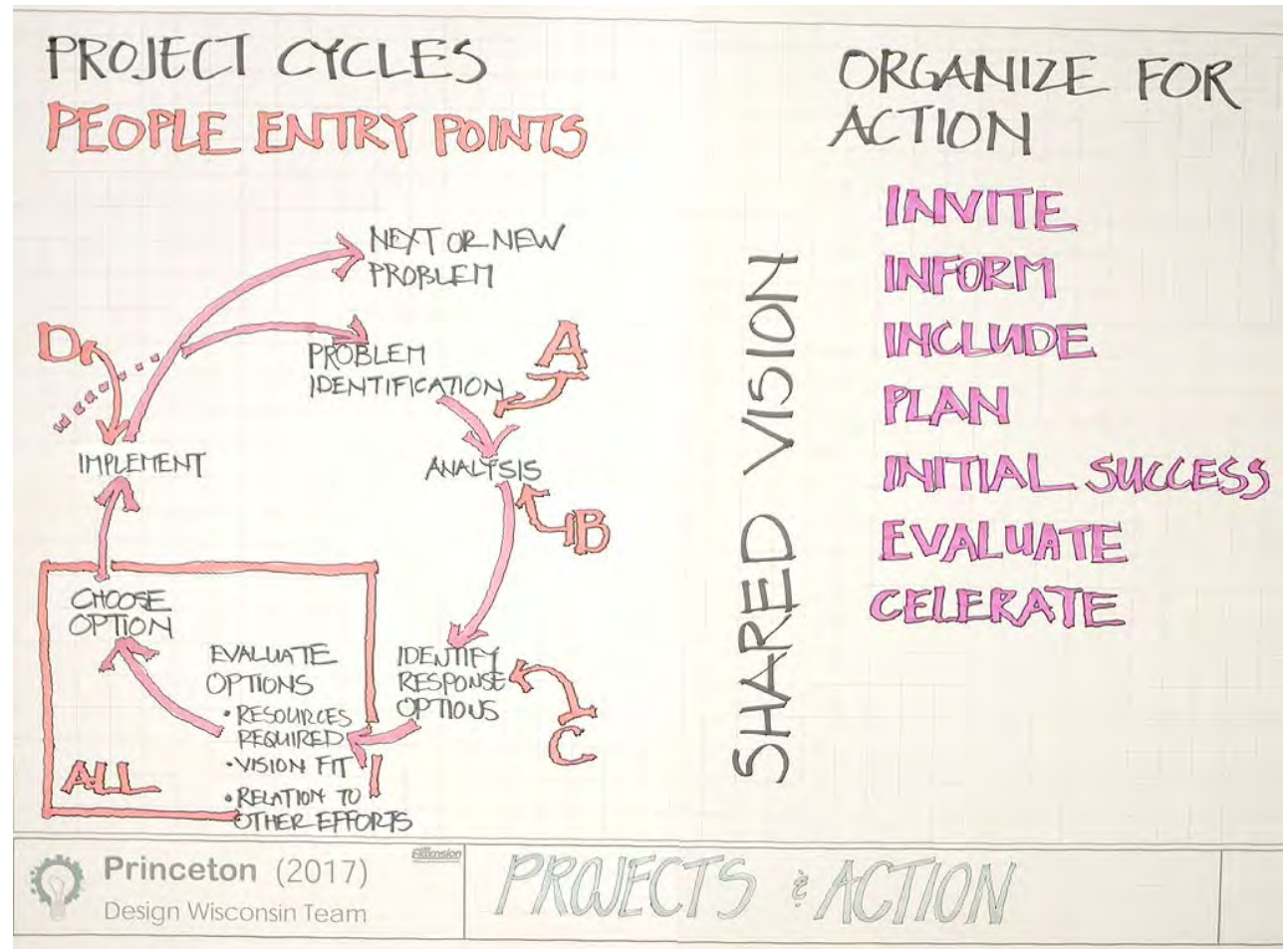


	SHORT TERM	MEDIUM TERM	LONG TERM
COMMUNITY CAPACITY	<ul style="list-style-type: none"> <li>IDENTIFY EVERY OPPORTUNITY FOR PEOPLE TO GET INVOLVED</li> <li>ASK YOUNG PEOPLE TO LEAD</li> </ul>	<ul style="list-style-type: none"> <li>DEVELOP STRATEGIC ACTION PLAN</li> </ul>	<ul style="list-style-type: none"> <li>UPDATE COMPREHENSIVE PLAN</li> </ul>
OPEN / CIVIC SPACE	<ul style="list-style-type: none"> <li>ADDRESS GRAFFITI</li> <li>VISUAL INVITATIONS 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>
INVESTMENT OPPORTUNITIES	<ul style="list-style-type: none"> <li>CANOE LAUNCH</li> </ul>	<ul style="list-style-type: none"> <li>DEVELOP ALLEY WAYS TO RIVER</li> <li>CONCERT STAGE</li> </ul>	<ul style="list-style-type: none"> <li>IMPROVEMENTS TO BACKS OF BUILDINGS</li> </ul>
CONNECTIVITY AND CIRCULATION	<ul style="list-style-type: none"> <li>WAYFINDING</li> <li>MEDALLIANS</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>ALLEY WAYS TO WATER STREET AND RIVER</li> <li>REGIONAL TRAIL LINKAGES</li> </ul>

## IDEAS ABOUT SHORT AND LONG TERM PROJECTS



# Plans to Action



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