



# A FIRST IMPRESSIONS PROJECT

PRINCETON, WI—LATE SUMMER 2015



University of Wisconsin-Extension

Compiled by Shannon Brown, Assistant Professor, University of Wisconsin—Extension, Grant County

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## 2 EXECUTIVE SUMMARY

Princeton residents and business owners created a very friendly community with a strong focus on tourism. With a developing downtown district, intriguing events such as the Flea Market, significant natural resources potential, demonstrated energy, and exceptional customer service, Princeton promises to continue on a positive path. As this report details, the community has done a lot to develop the community:

- ▶ with greenspaces downtown,
- ▶ nice streetscapes,
- ▶ thoughtful amenities such as fountains and benches,
- ▶ ample promotional materials,
- ▶ eclectic stores,
- ▶ fun events,
- ▶ ample parking,
- ▶ unexpected dining options, and
- ▶ an overall feeling of safety.



Figure 1: Word Cloud of the 70 Most Frequent Terms in this Report<sup>1</sup>

Princeton was a fun community to visit for the day.

Part of the First Impressions Program, however, focuses on areas for improvement. Thus, the report contains suggestions and observations by outsiders visiting the Princeton community for the first time.

Strikingly, other than tourism and small-retail, the economic engine of the area was unclear. Traditional economic development sources such as industry and manufacture seemed missing and caused us to pause when considering the viability of living in Princeton. While the retail sector seemed adequate for very basic local needs, the shopping options seemed limited, and perhaps, focused on tourist needs more than community needs. Also, demand for a diversity of housing

<sup>1</sup> The word cloud concept was suggested by Bill Ryan, a professor and specialist with Center for Community & Economic Development with the University of Wisconsin Cooperative extension.



Figure 2: Princeton Streetscape--Late Summer

options, as Princeton develops, may also pose a limit of growth as housing seemed limited.

Despite beautiful natural areas immediately adjacent to the downtown and a river running through the town, common recreational amenities, especially for youth and families, seemed limited—and may deter growth. There appeared few parks, gyms, outfitters, or other recreational businesses or venues. The river in particular seemed almost an afterthought in the downtown—but with

potential access for river-recreation such as canoeing or kayaking via an empty lot downtown.

The report addresses, in much more detail, the positive aspects (many) and areas of opportunity. Regarding the latter, certainly, Princeton shows significant promise as it continues to develop and revitalize. As mentioned, the river running through town poses significant potential for recreation—both for tourists and for the community. Empty storefronts and lots, a common issue for any small town, provide potential for new stores or improvements—perhaps with business incentives. A re-developed Tiger Brewing Building, something that intrigued the Cuba City team, might also provide additional opportunities for creating a “destination business” in the community. Continuing to refine social media and digital media strategies may also help to better promote and position the community—telling the Princeton story so to speak. With the track-record in Princeton so far, the opportunities probably have a good likelihood of success.

In summary, Princeton was truly a nice place to visit (even on an otherwise gloomy day) and has a lot going for the community. The community also shows significant potential for continued revitalization and development with planning. A plan for the future may help to identify opportunities and focus efforts on both immediate and longer-term projects.

### 3 EVALUATION TEAM

Three people from the Cuba City Team performed the evaluation on Saturday, 29 August 2015.

Amy Sampson  
tavern owner from Cuba City

Daryl Fischer  
executive director of the Cuba City Chamber of Commerce

Shannon Brown  
assistant professor with the University of Wisconsin Extension in Grant County, Lancaster, WI

All of the evaluators were over age 30.

In addition to the Evaluation Team, the following provided significant support, assistance, and insights during the First Impressions Evaluation:

Tom Gile  
mayor of Cuba City

Amy Murphy  
deputy clerk and treasurer for Cuba City

George Morrissey  
director of public works for Cuba City

Bob Jones  
economic development director, Cuba City

Taylor Gronau, former economic development director, initiated the 2015 First Impressions Program for Cuba City.

## 4 EVALUATION-VISIT & SITE CONDITIONS

The visit occurred on Saturday, August 29, 2015. The Evaluation Team arrived in Princeton at approximately 9:05AM. The day started with heavily overcast skies, light rain and drizzle, and temperatures in the upper 60s. Throughout the day, the rain dissipated, but the day remained largely cloudy with mild temperatures. The Evaluation Team first conducted a 10-minute drive through the town while observing the four main entrances. We then visited the Flea Market, followed by



Figure 3: A gloomy, late summer day

another drive around town, and then a detailed visit to Water Street



Figure 4: Rain slick roadways and nice mini-park area in town

and surrounding area. The group split-up for lunch, with each visiting a different eatery. We finished the downtown walks in the early afternoon and then did another driving tour of the town to check anything that may have been missed earlier. The evaluation concluded with a visit to the Piggly Wiggly Grocery Store, to evaluate food options, and a final drive-through of the town.

## 5 PRIOR TO ARRIVAL

### 5.1 PRE-VISIT IMPRESSION & EXPECTATIONS

*What is your impression of the community before your upcoming visit?  
What are you expecting to see?*

I went to their website. The website was very nice, and it gave me lots of information about the flea market, Water Street shops, and dining.

I honestly know nothing about the town of Princeton before going into this trip or my research. My expectations, given that it is a community comparable to Cuba City, are to find a strong sense of pride and a handful of specialty shops and/or family merchant businesses. I am really hoping we find an exciting dining option – such as a place well-known for a certain entrée or feature.

I had no prior familiarity with Princeton or Green Lake County. After online research, I expect to see a quaint, boutique-type community focusing on local business, arts, nature, and silent-sports type outdoor recreation. I am especially looking forward to visiting Water Street and the nature trails. But, I was a little concerned with the focus on yet-another-Wisconsin-community with snowmobiles.

### 5.2 COMMUNITY WEBSITE

*Grade and Comment on the Community Website for its appearance, usefulness, and credibility of information.*

Two websites appeared as primary sites for Princeton, WI, when using the search term in Google “Princeton WI.” The Chamber of Commerce Site appeared first in search listings.

<http://www.princetonwi.com/>

<http://www.cityofprincetonwi.com/>

#### 5.2.1 WEBSITE WWW.PRINCETONWI.COM

[www.princetonwi.com](http://www.princetonwi.com)

Grade Summary		
B	A	B

The Princeton Wisconsin Chamber of Commerce produces the [www.princetonwi.com](http://www.princetonwi.com) Website (Chamber Site).



Overall, the Chamber Website provided a good overview of the community with particular focus on demonstrating that the community has a lot to offer for a small town. The *Visitors Guide*, Community Calendar, City Map, and City Profile were helpful.

The Chamber Website used a fairly intuitive division of topics such as Eat, Stay, Shop, and Things-to-Do. However, for a new person to the community, the “laundry list” approach to the information display, as opposed to a mapped approach, was difficult to use and cumbersome. For example, while the stores, restaurants, or lodgings were listed, locating the items in proximity to Princeton was difficult. New visitors needed to click on “Map” to see a general map for each listing with a single venue listed on the map—that is, not in relation to other venues or Princeton itself. This became even more cumbersome when several items were located in neighboring communities without any context such as the approximate distance to Princeton.

As for the Chamber website – I give it an A. There is a link to a 64-page visitor guide, full of information for all year. They have obviously taken the business and tourism industry seriously and have put in a lot of work on both the site and the guide. I did notice the Chamber photo album does not have any recent photos (looks like 2011 is most recent). Tons of useful information and easy to navigate.

WEBSITE [WWW.CITYOFPRINCETONWI.COM/](http://WWW.CITYOFPRINCETONWI.COM/)

[www.cityofprincetonwi.com](http://www.cityofprincetonwi.com)

Grade Summary		
C	C	-



The City of Princeton Site contained typical community and local government information. A calendar, reference to the Chamber of Commerce Page for events, and typical links to government departments provided some background. The page also provided some insights into the community—for example, that a façade improvement program was in effect and a listing of businesses (showing support for local business).

However, the home page revealed some potential issues:

- ▶ The navigation seemed more orientated towards the structure of the government as opposed to tasks that a new resident or visitor would need (how to connect new water service, who to contact about building a shed, moving to the area, new resident information)
- ▶ the page prominently displayed Cemetery Restoration information

- ▶ the key central part of the page (Welcome to the City of Princeton) seemingly wastes space telling people how to use the website rather than providing content
- ▶ the content on the home page seems somewhat haphazard and outdated—the first real item is a 2012 Water Rate Study, then mention of the flea market, then some unknown links to a Façade Improvement Program, and then a calendar buried at the bottom of the page (which on a smaller monitor was not even evident until discovered by accident)
- ▶ the Search feature yielded no relevant documents for searches such as “new resident” or “how to connect water”
- ▶ the Tourism—Events/Organizations Page displayed photos but many were small and hard to see
- ▶ the Disclaimer Link seems to be the Contact Page
- ▶ the address and telephone number were hard to find

The issues are mentioned simply to help provide feedback for future discussion.

As for the City website – I give it a C. I feel it adequately covers all the basics of a city website. Good layout and decent amount of info, no trouble navigating through it. Appears to be up to date

### 5.3 SOCIAL MEDIA

*Grade and comment on the usefulness and credibility of information you obtained about the community through social media.*

Grade Summary		
<b>B</b>	<b>C</b>	<b>B</b>

#### 5.3.1 FACEBOOK

<https://www.facebook.com/princetonwi>



As for the Facebook page – I give it a B. Appears to be updated on a consistent basis. Lots of photos and posts of things in and around the community. Interactive with people who ‘like’ the page.

The Facebook Site maintained the consistent “Scout It Out” branding. Information appeared regularly updated and current. A visit to the site on 11 August 2015 showed content updates within the past 21 hours.

Notably, the site updates showed a vibrant and fun community with varied activities. Themes evident were artists, food, community-minded events, the flea market, and antique cars.

Overall, the site reflected a community with fun stuff to do.

### 5.3.2 TWITTER

<https://twitter.com/princetonwi>



The Twitter Site appeared basic with some reliable information. The site also maintained the “Scout It Out” branding.

Unfortunately, the information on Twitter appeared outdated and inconsistently maintained. A Twitter visit on 13 August 2015 showed the most recent Tweet on 24 May 2015. The Tweet prior to that was 8 January 2015.

Nevertheless, the images on Twitter were striking and visually impressive—especially the whooping-crane-related items.

### 5.3.3 OTHER SOCIAL MEDIA

Searches for other social media sites such as Pinterest, Google+, and tumblr identified some specific business or groups in Princeton, WI, but no apparent main sites.

## 5.4 OTHER WEBSITES OR ONLINE SOURCES

*Identify and comment on other websites or online sources you used. Was there information you looked for but could not find online?*

### 5.4.1 WIKIPEDIA

[https://en.wikipedia.org/wiki/Princeton,\\_WisconsinMapquest](https://en.wikipedia.org/wiki/Princeton,_WisconsinMapquest)

The Wikipedia Site for Princeton, WI contains good, general background information about the community—albeit reading like an almanac entry. The demographic information provided good insights into the overall community and demonstrated a traditional hometown.

However, there was little information about the Flea Market or information about other attractions in the community.

### 5.4.2 TRAVEL WISCONSIN

<http://www.travelwisconsin.com/events/shopping/famous-princeton-flea-market-40706>

The Princeton Flea Market section of the Travel Wisconsin Website contains good information about the Flea Market including dates, times, and location map. The location map helpfully directs visitors to the correct location in the community.

In addition, the inclusion, along with approximate travel distances within Princeton, for dining and lodging options was very helpful for a visitor—and likely applicable to other events in the area.

5.4.3 GOOGLE MAPS

<https://www.google.com/maps/place/Princeton,+WI+54968/@43.8529306,-89.1275666,16z/data=!4m2!3m1!1s0x880135c5a3dafa53:0x5536b5809f0665e2>

Google maps provided information on the overall community layout. However, few businesses or government buildings appeared listed on Google. Also, there was no easily identifiable information about the location of the flea market.

5.5 CONTACTING THE TOURISM INFORMATION OFFICE

*If you contacted the community tourism information office or visitor's bureau via email or phone, grade and comment on the friendliness and helpfulness of the staff.*

Grade Summary		
A	A	-

I made a call to the Chamber office in Princeton. I give their service an A. The woman whom I spoke with gave me clear, concise information. She was very pleasant and knowledgeable. She offered great advice about lodging options - including a place to stay that is not a member of the chamber but one she felt would fit with my group making a trip to the city's Whooping Crane Event.

I contacted the City of Princeton and the Princeton Chamber of Commerce posing as an individual considering purchasing a second



home in Princeton. I left a message with the Chamber of Commerce. The telephone call was promptly returned the next day. I spoke with the Chamber Director for about 25 minutes. She demonstrated a mastery of the area, noted the quality of the schools (ranked 18<sup>th</sup> on ACT scores), and made several suggestions for a visit. Helpfully, she responded to my request for nice places to stay in Princeton and even suggested, which was impressive, some non-Chamber lodging. I found the latter refreshing (in the line of *Miracle on 34<sup>th</sup> Street*—someone giving an honest answer despite the business aspects of Chambers). She also offered to send a packet of information. The packet promptly arrived by USPS Priority Mail, which was impressive. The package included some very helpful items (in fact, we used several to orient

our team) especially the handy-size *2015 Visitors Guide* and the Water Street Section of the *Green Lake Country Visitors Bureau*.

I also called the City of Princeton posing as a second-home buyer. The conversation was helpful and provided tips on checking properties for liens due to unpaid utility bills. I received information on nice places to stay in Princeton itself along with information about the schools, highly rated and proud of them, and the Flea Market. I was also directed to the Chamber of Commerce for more detailed information.

## 5.6 IDENTIFY THE SENSE OF COMMUNITY FROM ONLINE RESEARCH

*Identify the sense of community you have from the online research ONLY. What is your gut reaction? Would you want to visit there with family or friends? Does this community seem to welcome you or others to visit or live there? Why or why not?*

Gut reaction – I would visit this community on my own without having it be a part of the First Impressions partnership. I think the chamber website did a great job of “selling” the community and presenting a lot of information about the events and activities happening in the area.

You get a real sense about some of the amenities the town has to offer through the photo albums – albeit, more updated pictures would be preferred. It appears to have a good collection of things for people of various ages and interest levels to engage in during a trip – nature sites, silent sports (biking, birding) specialty shopping, dining, and a few unique events that piqued my interest such as the rubber chicken fling and whooping crane festival.

My gut reaction is cautious optimism. This looks like a pretty cool place. There is obviously a sense of pride. But there is also some evidence of unfocused identity—is this a boutique community focused on nature, good food, and boutique shops or simply another winter motorsports center? I have high hopes for Water Street and some of the advertised dining options. I am also very intrigued by stores such as Princeton Audio, All in Good Taste, and Twigs Fine Goods. I also like the focus on nature and parks including the Whooping Crane Festival. This might be a good get-away weekend type of place for those seeking quiet (but see motorsports comments).

The community felt welcoming.

## 6 10 MINUTE IMPRESSION

*Enter the community through the designated route and take a 10 minute drive without stopping. What was your first impression? Find a place to safely pull over to the side of the road and write down what you felt about the community based on your first impressions.*

The town appears a typical, small, central Wisconsin town. Approaching from the southwest entrance on Route 23, the houses appeared small and perhaps lake-style cottages with a mix of trailers and challenged properties. There was an impressive church and well-cared for cemetery. The initial drive-through of the town cemented the impression of a rural, central Wisconsin community—a small grocery store, the ubiquitous Dollar Store, and a smattering of small shops. Surprisingly, a number of properties appeared for-sale. Traffic was also surprisingly heavy. The flea market on the eastern side of town seemed to attract a diversity of participants. The streets had banners and directional signage showing a central theme tying the disparate parts of town together. In all, the First Impression was one of a typical small town with some challenges but pride in the community.

Initial reaction was the amount of traffic for a smaller community. Not necessarily congested nor cumbersome, but definitely a sense that the community was alive with activity in the park / flea market area. The traffic was also a mix of car and pedestrian/bicycle. Noticed some recreation areas in residential places - parks, playgrounds. Saw some historic buildings that could use some exterior work like the water works office and the Tiger Brewing building. Clearing the trees/brush

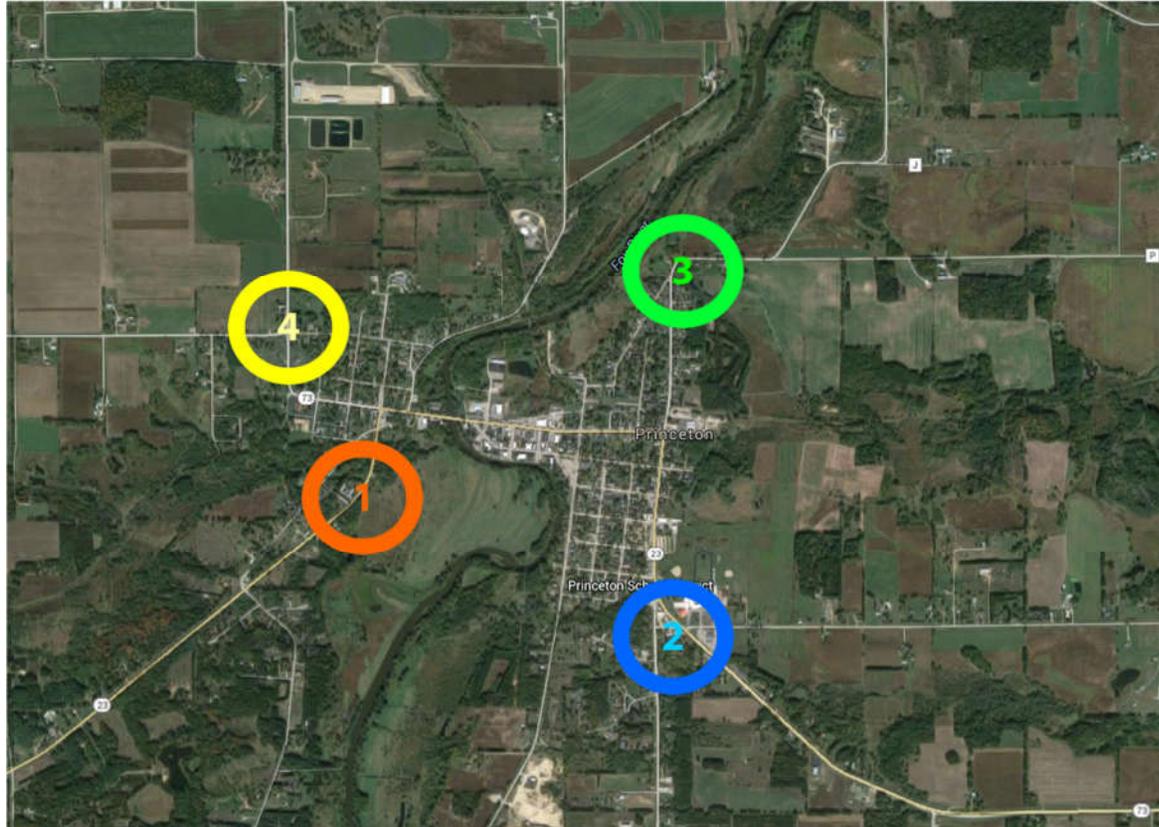
from the Tiger Brewing and repainting the tiger would brighten up that location. Also some very beautifully constructed churches.

Coming to town had good signs to tell were to go on 23, but not so much on 73. The town looked clean and welcoming.



Figure 5: Natural area and crane

## 7 COMMUNITY ENTRANCES



The team reviewed four apparent entrances to Princeton.

1. Route 23 from the southwest
2. Route 23/73 from the southeast
3. Route 3/County J from the northeast

4. Route 73 in the northwest.

The entrances were typical of what one might expect. Entrances 1, 2, and 4 were all adequate. After reviewing the entrances, Entrance 3 may not be a main entrance and was a challenge to navigate due to

the lack of signage and the fork in the road. Overall, limb and weed clearing and signage revisions may be helpful.

### 7.1 ENTRANCE 1: ROUTE 23 NORTH (SOUTHWEST)

Primary entrance to community arriving from the southwest and Montello.

Grade Summary		
C	C	B



Figure 6: Southwest entrance

Little signage, unclear where-to-go, some properties in disrepair. Nice church to left closer to town.

### 7.2 ENTRANCE 2: ROUTE 23-73 NORTH (SOUTHEAST)

Primary entrance to community arriving from the southwest on Rt 23/73. Arrival near the schools and Fox Travel Plaza.

Grade Summary		
C	C	C



Figure 7: Southeast entrance

Some signage but obscured by trees. Heavy traffic. Closer to town branded Princeton sign. Street light banner themes

Organization board appears to be a loose collection of images/logos. No real sense of cohesiveness to that signage. Also some limbs/brush that could be cleared from the city sign.

### 7.3 ENTRANCE 3: ROUTE 3/J SOUTH (NORTHEAST)

Secondary entrance from the northeastern side of town and north of the Piggly Wiggly.

Grade Summary		
D	C	C

Possibly not a main entrance. No signage. Fork in road confusing.



Figure 8, fork in road: Northeast entrance

### 7.4 ENTRANCE 4: ROUTE 73 SOUTH (NORTHWEST)

Primary entrance to the community arriving from the northwest. Area near the construction equipment facility and water tower.

Grade Summary		
B	B	C

Nice Princeton sign

Organization board appears to be a loose collection of



Figure 9: Northwest entrance by construction repair company

images/logos. No real sense of cohesiveness to that signage. A random truck rotating on a dock near an industrial site. Not visible from the roadway, but when you turn in towards the small park area near the water you can notice it.

## 8 DOWNTOWN OR CENTRAL BUSINESS DISTRICT

We considered the Water Street area as the primary downtown district. Water Street reflects a community commitment to improve and revitalize a downtown area—and did a nice job of it. The flowers, Megow Park, nice sidewalks, ample parking (with no signs with complicated or annoying parking regulations), improved facades, and unexpected stores were a nice treat. Easily walkable and with caring store owners (with great customer service skills), Princeton is a nice place to spend a stress-free afternoon.

As with any downtown, improvements are always possible. Empty store fronts beset many small communities. Focused on tourism, the downtown may not be practicable for typical resident needs—with limited shopping options for day-to-day needs. The downtown also, somewhat surprisingly for a visitor, makes little use of the Fox River frontage.

The potential improvements aside, Princeton is obviously working hard and achieving success with an unexpectedly interesting downtown.

### 8.1 APPEARANCE OF BUILDINGS, DISPLAYS, SIGNAGE, STREET-SCAPE

*Grade and comment on the overall appearance of buildings, displays, signage, street-scape.*

Grade Summary		
B	B	A

Water Street buildings in good condition and with obvious upkeep. Nice directional signs throughout town in main areas of traffic. Water Street had ample brochure holders throughout downtown. Water Street had nice street-scaping with planters (well maintained) and nice clean appearance with period style lighting. General town was in good condition but some deteriorating properties. Streets in decent condition and ample parking (without annoying no parking or time restrictions making one feel welcome)

Of the businesses that were open, very good presentation of most store fronts. Enjoyed the added color of hanging baskets on the street light posts. Noticed right away that there were no street signs obstructing the sidewalk (i.e., 2-hour parking, no parking, etc). I liked the placement of trash cans, either set back against a building or to the side of a building - making room for pedestrian traffic and not cluttering the sidewalk. Enjoyed the consistent theme/style with city benches - the tan and green color scheme. Friendly dogs everywhere along Water Street. When turning on to Water Street from Main Street (near the wood craft supplies), buildings in that area appear run down and don't give the best image of what the rest of that street looks like. There is a big white space where a mural could draw more people who come to town from that way. Also noticed a Princeton mural on the side of a building on Water Street that could use some paint touch-ups.

It was very nice; well kept up.



Figure 10: Flowers in streetscape

There is actually quite a variety along that stretch on Water Street - furniture, clothing, audio, arts/crafts, gift items and dining options. As someone who is not typically one who goes on shopping trips, I found myself entertained with visiting with each business and its staff. The Piggly Wiggly had a much wider selection than I had anticipated. A good mix of local/state goods and a nice array of ethnic options.

All kinds of shops.



Figure 11: Gaudy but effective signage

## 8.2 SHOPPING OPTIONS

Grade and comment on the variety of shopping options.

Grade Summary		
C	B	B

Water Street showed obvious signs or hard work to build a destination place. Shopping options interesting for a day visit and for tourists. Visited grocery store and adequate supplies for a town this size. There appeared to be limited practical shopping options such as clothing, hardware, and basic household necessities. Places were clean and safe.

## 8.3 CUSTOMER SERVICE

Grade and comment on the customer service you received during your visit

Grade Summary		
A	A	A

Everyone was so nice and helpful.

Shop owners were friendly and helpful. Despite being fairly busy, all shop owners talked with visitors and directed visitors to proper locations if a service was not available (such as restrooms).

Every store I stepped in to, the people greeted you with friendly service. I think they are all very used to dealing with a tourist crowd and understand out of towners are visiting and browsing. I never felt pressure from any business or any vendor at the flea market. Most people were willing to talk about themselves, their business, and how they got to be a part of the community. I actually got to watch an impromptu demonstration on arrow making. A few questions later I learned more about turkey feathers than I ever thought I would know.

## 8.4 SIGNAGE

*Grade and comment on the signage*

Grade Summary		
A	C	C

Nice town signage with common theme. Well-kept and well-positioned for the most part.

Nothing really stood out to me as far as signage. As noted, the lack of 2-hour parking or no parking signage was actually a good thing as I think that took away distractions from visitors. Street signs (Water Street, Main Street, etc) were well labeled and visible.

Good street signs



Figure 12: Typical downtown signage

## 8.5 WINDOW DISPLAYS

*Grade and comment on the window displays*

Grade Summary		
C	B	B

Shop owners took obvious efforts to create nice window displays. The stores with displays were generally well done. But a number of empty storefronts marred the overall impression.

I really liked what some businesses had along their store front with chalk boards for messages. A lot of the window decor seemed to be up to date, not worn down or out of date. The variety and styles helped give each store its own unique feeling.

Shop had good looking windows.



Figure 13: One of many nice window displays

### 8.6 QUALITY OF MERCHANDISE AVAILABLE

*Grade and comment on the variety and quality of merchandise.*

Grade Summary		
C	B	C

For a community this size, the offerings were probably adequate. A real division between boutique-type tourist stores vs. every-day needs. Grocery was stocked with a mixture of local and regional goods but selection, as to be expected, was limited. Few general merchandise options observed. Drug store adequate.

There was a good selection of local, handmade items - furniture, artwork, crafts, etc. I think the items that were offered gave a good representation of not just that region but the state as a whole.

Merchandise looked like good quality.

### 8.7 MIX OF FACILITIES AND SERVICES

*Grade and comment on the mix of facilities and services in the downtown (housing, professional services, retail, recreation, accommodation, industry, parks, etc.).*

Grade Summary		
C	C	B

Generally, what one might expect in a small town. At least two law offices, one medical facility, a pharmacy, and ample parking. Housing seemed primarily single family and located throughout town. Some small parks and a unique niche park such as MeGow. Oddly, not much waterfront activity despite proximity to Fox.

I honestly did not notice a lot of housing options in the downtown area. Mostly retail and dining for the downtown stretch. Even though it could be considered retail, I did like a pharmacy/drug store downtown along with a health center. Looks like there is a bowling alley downtown. The nice little park/gazebo area by the Buckhorn was very peaceful. Outside of retail and dining, not many other options for professional services open that day.

### 8.8 EVENING AND WEEKEND HOURS

*Grade and comment on the accessibility of downtown merchants during evening and weekend hours.*

Grade Summary		
C	B	C

Shops seemed open consistent with sole proprietorships—basic 8 hour day. Shops were open on Saturday during visit. Some evening hours. Main grocery closing at about 9PM.

Did not get much of a chance for evening hours, but on a Saturday many of the businesses downtown were open. Did take notice of some store hours, like that some had extended hours on a Saturday.

### 8.9 PARKING

*Grade and comment on the quality, availability, or necessity for parking in the downtown.*

Grade Summary		
A	B	B

Ample parking, convenient, and no annoying or complicated parking regulation signs with odd limits or Byzantine parking instructions. Nice mix of on-street and off-street parking in close proximity.

I felt there was adequate parking downtown - both on the main road and side roads. I think the area near the boat landing could be cleared up and used as a parking lot to remove some cars off street.

Good parking and a lot of it.



Figure 14: Ample parking and refuse container

### 8.10 WALKABILITY

*Grade and comment on the walkability (presence or absence of footpaths, sidewalks, pedestrian rights-of-way, crossings, building access) of the downtown.*

Grade Summary		
B	A	C

Easy to walk with well-marked crossings. Polite vehicle operators respected crossings and yielded. Walked much of downtown and side streets. Sidewalks on both sides of street nice. Was able to easily walk

from Water Street to Flea Market and grocery (and government offices).

Wide, clear, clean sidewalks made walking and traveling downtown very easy. Few, if any, obstructions for pedestrian traffic.

### 8.11 LIGHTING

*Grade and comment on the quality (appearance, adequacy, etc.) of lighting in the downtown.*

Grade Summary		
B	B	A

Lighting seemed adequate. Period-style lighting in main downtown gave nice ambiance. Seemed adequately lit—but may impede night skies.

I like the look of the light posts. Also enjoyed the hanging basket decor on the lights. Our day time trip did not allow for inspecting lighting at night.

It looked like it had good lighting, but I was there in the daytime.

### 8.12 NATURAL ENVIRONMENT IN DOWNTOWN

*Grade and comment on the quality of the natural environment in the downtown (trees, flower plantings, pocket parks, green spaces, etc.)*

Grade Summary		
A	A	A

Throughout downtown and surrounding areas, some trees, nice flower planters on poles, clean sidewalks, Megow Park a nice pocket park.

But, river largely inaccessible and Black Ridge Trail unmarked (on Farmer Street)--needed to ask a friendly neighbor

I loved the gazebo and park area next to the Buckhorn. Very brightly colored flowers, add a serene feeling next to the river front. There may not have been many other green spaces in that area, but that one made up for it. Also noticed that there were fewer bugs than I expected being so close to the river.

It was so good with lots of green space.



Figure 15: Megow Park, a favorite



Figure 16: Apparent entrance to Black Hawk Trail, unmarked



### 8.13 SOCIAL SPACES DOWNTOWN

*Grade and comment on the quality of social spaces in the downtown (indoor or outdoor cafés, shaded outdoor seating areas, pubs, diners etc.)*

Grade Summary		
C	A	C

For a town this size, a typical mix of cafes, bars, and small eateries. Horseradish was cool. The Hot Dog Shop was also something different.

Again, the gazebos provided a great element for sitting and socializing. Seating in front of and to the side of stores gave guests plenty of space to rest. It was an overcast day, so unsure about shaded areas.



## 8.14 DOWNTOWN & TOURISM

*Does the downtown or central business district play a role in tourism? Is there potential for it to play a greater role? What evidence did you see or not see that leads you to this opinion?*

The downtown seems to be a primary tourism component of the area. With some additional development, perhaps the downtown could be a larger draw. Some empty store fronts offer development potential. Adding side street stores might be helpful. Provide some river oriented access.

The downtown plays a big role in tourism with the variety of specialty shops and dining options. I feel there are a few places that could be addressed for revitalization - the empty lot near the boat landing with grass/shrubbery growing on it, and the west end of Water Street/Main Street where the road bends leading into the downtown corridor. I think cleaning up that area would give a better presence as you enter the downtown from the west.



Figure 17: Princeton streetscape

## 9 RETAIL

Princeton, as many small towns, retains a retail sector that covers most of the basics. Unlike other small towns, Princeton also focuses on tourism-related retail trade—as evident with the Water Street stores and the Flea Market areas.

The retail seems serviceable. Notably, Princeton seems to have intelligently focused retail in specific areas rather than simply encouraging ineffective retail “sprawl.” Yes, improvements could be made, and notably the community seems to be trying to revive a downtown hardware store, but for communities of this size, Princeton has some notable accomplishments.

### 9.1 MIX OF RETAIL

*Describe and comment on the mix of retail shopping available in the community (malls, specialty shops, strip malls, big box stores).*

Consistent with a small town, there was limited availability of retail shopping. A basic grocery. A small strip mall. A Dollar Store. Some boutique downtown stores. A pharmacy.

The downtown area had a variety of specialty shops that would appeal to visitors. The archery shop appeared to be the most noticeable specialty store off of Water Street. No malls or big box stores. Strip mall near Piggly Wiggly housed some professional services - sort of a community commercial district away from the tourist draw of the downtown.

Small. Specialty shops good.



Figure 18: Part of downtown retail sector

### 9.2 RETAIL NEEDS SERVED OUTSIDE COMMUNITY

*What retail goods do local residents appear to need to travel outside the community to find?*

Probably basic clothing, household supplies, healthier groceries, recreation.

I think the grocery store handles a lot of the basic food/household needs. Really only noticed the one clothing shop downtown - but did not see much, if anything, for men's clothing or every day clothing. Not sure to what extent that any auto places in town have as far as auto parts or accessories. The Fox River Travel Plaza (travel center)

appeared to be the only fast food option. Also didn't see a place for general office supplies

Building materials, appliances, and clothing.

### 9.3 MISSING STORES OR SERVICES

*What stores or services were missing that you would expect to find?*

Basics seemed covered.

Kind of surprised I did not find a book store. I know some shops had books, but more for kids or antique/history.

Hardware

### 9.4 UNUSUAL OR UNEXPECTED STORES OR SERVICES

*What retail stores or services did you find that were unusual or unexpected for a community of this size?*

The boutique style stores were a surprise. Daiseye focus on sustainable and fair trade goods. Twister and other stores were a surprise. Nice ice cream shop on west side of Water Street.

Having an actual chamber office with a staff on-hand was surprising. Did not expect to see as many Amish goods as I did.

Princeton audio.

### 9.5 RE-USE STORES

*Are their stores or other outlets where residents and visitors can go to reuse, resell, and/or recycle goods (e.g., clothing, electronics, household items, etc.)?*

Flea market seemed an outlet for used goods. Someone in our group did point out a re-sell store, but I did not enter.

### 9.6 STORES WHICH YOU WOULD TRAVEL 30 MILES

*What stores in this community would you travel a distance of more than 30 miles to patronize?*

Daiseye, Princeton Audio, Twister.

GREEN3

I did not get a chance to try the hot dog stand. I am really curious about the different styles they offer. The audio shop was also closed by the time I made it to that part of town, I would enjoy checking that out some time.

### 9.7 OVERALL CONDITION OF RETAIL SECTOR

*Grade and comment on the overall condition of the retail sector.*

Grade Summary		
C	B	B

This is hard to grade. For day-to-day retail needs, a C to D. For tourists, probably a C.

I feel there is enough variety to handle the basic needs of residents and specialty shops to accommodate guests.

### 9.8 QUALITY OF RESTAURANTS

*Grade and comment on the variety and quality of restaurants.*

*Comment on location, cost, and types of foods available.*

Grade Summary		
C	C	B

As far as the downtown goes, a handful of dining options within a short distance. The price was reasonable with a decent selection.

Some basic bars with bar style food, a café (Once in a Blue Moon), and unique venues like Horseradish and Walk the Dog. Centrally located. Reasonable cost. Basic types of food. Nice ice cream stand.

### 9.9 QUALITY OF GROCERY STORES & OTHER RETAIL FOOD

*Grade and comment on the variety and quality of retail food outlets (e.g., grocery stores, superstores, convenience stores, gas stations.)*

*Comment on location, cost, and types of foods available.*

Grade Summary		
D	C	C

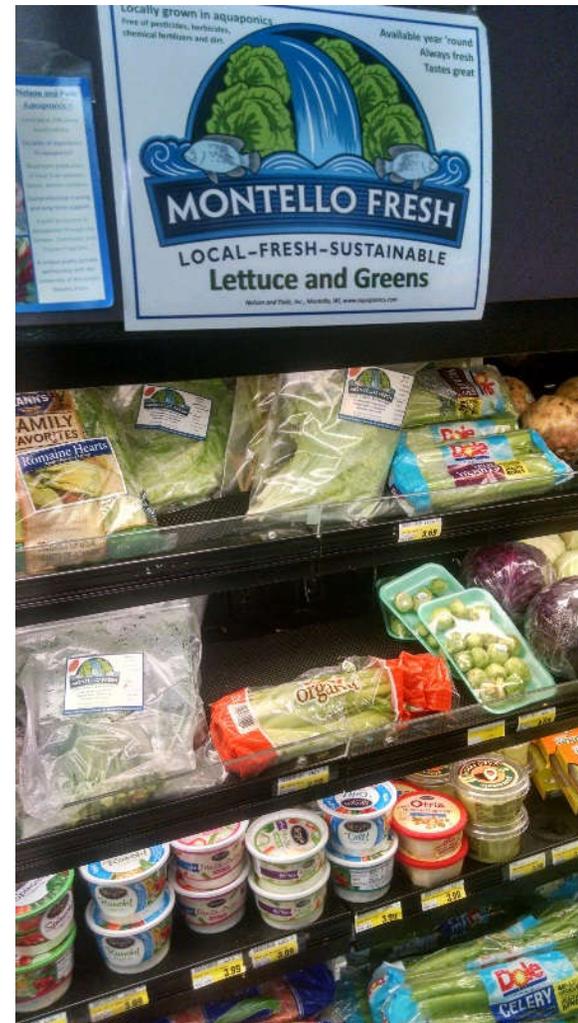


Figure 19: Locally & Regionally Sourced Foods at the local grocery store

### 9.10 GROWING FOOD

*Comment on any apparent ways that residents grow their own food or access food through local farms (e.g., community gardens, backyard gardens, farmers markets, community supported agriculture farms or drop sites).*

Noticed local and regional food items in the grocery store (produce from a neighboring community, meats from a local packaging plant, state/area beers and cheeses). Did not notice any community gardens. Flea market had a nice mix of local vendors and food options.

Some small gardens at homes. Flea Market included fresh produce. Mention of a Wednesday Farmers Market but not there on Wednesday so could not assess.



Figure 20: Locally grown foods at the Flea Market

## 10 TOURISM

Princeton appears to focus strongly on tourism. Located in a scenic region with ample wildlife, including unique fauna such as the whooping cranes, Princeton has potential for silent sports tourism and for tourists seeking the quiet and solitude of a small town. Walking Water Street with clean and neat streetscapes, the flea market with eclectic offerings, or just driving around the area (and seeing wildlife), Princeton has tourism potential.

Areas for potential improvement or opportunity include restoration of the apparent brewery complex just south of Water Street with a local brewery, better integrating the Fox River Waterfront into the tourism offerings, and assuring adequate upscale lodging in close proximity to the downtown. Overall, the downtown, as a tourism destination may need additional attractions to enhance the lure of the community.

### 10.1 UNIQUE FEATURES OR POPULATIONS

*What unique features or populations exist in this community?*

The Amish have a presence in the community at the flea market and with wooden furniture sold in at least one store downtown. The Fox River adds recreation (saw a few people fishing on it) and the wildlife (whooping cranes) have a unique story in the community.

Water Street and the Fox River.

### 10.2 COMMUNITY SLOGAN OR BRAND

*Does the community have an identifiable slogan/brand?*

The same image is used on some community entrances and found on banners hanging from street lights. Not noticed as much in the downtown area.

Yes. “Scout It Out” and the blue banner theme throughout including directional signs and posters on banners. Also connected to website.

Shop, dine, play, stay.



Figure 21: Novel signage on streetlamps and rubber chicken theme

### 10.3 STRONG TOURISM SECTOR

*Does the community appear to have a strong tourism sector? Why or why not?*

Given both the vehicle and pedestrian traffic on the day of our visit, I would say the community has a strong seasonal tourism draw. A good crowd at the flea market (despite some rain/mist) and businesses staying busy downtown during the day. I would say more retail tourism, although nearby campgrounds appeared to have many visitors.

The town appears to be trying diligently to build a tourism trade. But the target market is unclear--boutique stores in Water Street, no apparent silent sports activity (bikes, kayaks, canoes), and then a Flea Market.

### 10.4 VISITOR'S CENTER

*If the community has a visitor's center, grade the customer service you received when you visited.*

Grade Summary		
D	A	D



Figure 22: Peeling paint from apparent visitor center

### 10.5 NEW TOURIST ATTRACTION POTENTIAL

*What have you seen that could be developed into a tourist attraction (natural or man-made)?*

All in the team cited the abandoned Princeton Brewery Site as a potential tourist attraction due to location—near the downtown—and situation on the river. Perhaps a nice spot for a microbrewery for both tourism and local career opportunities.

Perhaps the river front area. Also there appears a Tiger Brewery building near the downtown.

Maybe developing on the other side of the Fox River and connecting two areas of gazebos with a bridge. Possibly adding a biking or hiking trail on the other side of the river.



Figure 23: Potential re-development option in brewery



Figure 24: Vacant lot downtown by river

## 10.6 EXISTING NATURAL OR ECOLOGICAL ATTRACTIONS

*What natural, ecological or environmentally-related tourist attractions or accommodations exist in the community?*

One member of our team went in search of a trail.

Walking path (Black Bridge Natural Trail) but unmarked (Farmer Street). Heavy promotion of Whooping Cranes.

The community borders a beautiful river and has an overall nicely integrated natural feel such as mature trees, wooded areas, surrounding lakes and ponds. Within approximately 10 minutes of arrival, while exploring the northwest entrance to the community, we saw what appeared a crane and a Canadian goose in a nice pond area near the construction repair facility northwest of town. In town, there was a purported trail but the lack of signage and slightly overgrown area made it hard to explore the trail. The river looks like a nice attraction but, perhaps oddly, the town almost seems to turn-its-face to the river—somewhat literally with little of the downtown facing or apparently using the river views.



Figure 25: River front potential underutilized

The downtown was nice, but there were not many actual attractions. The Muk Luk Museum was closed. The Flea Market was OK but a little shabby the day that we visited.



Figure 26: Common in any small downtown, but several empty storefronts in prominent areas

## 10.7 QUALITY OF EXISTING TOURIST ATTRACTIONS

*Grade and comment on the quality and appearance of existing tourist attractions.*

Grade Summary		
C	D	C

The museum site was closed with a sign for visitors to go across the street to a business in order to open it up. Not a lot of beautification done along the river front, nor to the back side of businesses that overlook the river.

## 10.8 OVERNIGHT ACCOMMODATIONS & CONFERENCE FACILITIES

*Grade and comment on the availability and selection of overnight accommodations in the community (hotels, motels, B&B's). Grade and comment on the availability and adequacy of facilities to accommodate a conference, wedding, or large number of visitors.*

Grade Summary		
D	B	C

The team did not stay in Princeton and had little experience with accommodations downtown. There was a bed & breakfast near the Flea Market.

Based upon a phone call to the chamber office, multiple lodging options existed in the community.

There were few obvious, accommodations options downtown.

The team saw no obvious evidence of conference facilities in the downtown. There did appear a large Lutheran Church in town and a senior center. No other obvious locations.

Did not see a hotel or motel

## 11 HOUSING

Housing appeared adequate. As with many small towns, homes appeared small and older but with a quaint or rustic charm. In general, properties appeared well-maintained. Surprisingly, there appeared at least two rental communities in Princeton offering additional housing opportunities—with one being newer. Princeton also exhibited little “sprawl” or other problems.

For a small town, there appeared adequate housing. But there was little evidence of newer construction or even lots available for newer construction.

### 11.1 RESIDENTIAL HOUSING MIX

*Describe the residential housing mix in the downtown (apartment, townhouses, single-family, multi-family, etc).*

In the immediate downtown, little if any residential was located. Not too far away we found both apartments and single family style homes. Most were in decent shape.

The town appeared to have a typical small-community layout. Single-family residences predominated. There were two apartment facilities in town—one older located east of Water Street and a new apartment community to the west of the river. There was also at least one group-home located just beyond the main downtown area and near the library. On the outskirts were a number of manufactured homes. Most of the houses appeared small but neat. Most housing seemed small, single family residences. Two apartment buildings—one newer building on the west side of town and an older brick building on Water

Street, at least one assisted living facility on Water Street. A number of trailers on edges of town.

Not a lot of housing.



Figure 27: Newer apartment option

### 11.2 QUALITY AND AFFORDABILITY OF HOUSING

*How would you grade the overall quality, affordability, and availability of housing in the community?*

Grade Summary		
C	A	C

### 11.3 HOUSING OVERVIEW CHART

Grade and comment on the condition of the following:

Existing/Older Homes	C	C	C
Vacant lots for new homes	D	D	D
New Homes	D	C	D
Apartments/Rental Housing	C	C	C
Transitional housing	-	C	C
Senior assisted living/group homes	D	B	B
Assisted living/group homes for those with disabilities	D	B	B

### 11.4 OPEN COMMUNITY

*Are there neighborhoods or areas of the community that appear more or less welcoming to people of all: races, ethnicities (Hispanic/Latino etc.), abilities (wheelchair access, deaf/blind), religions (variety of worship opportunities), sexual orientation (LGBT individuals/families), or by marital statuses (single, married, divorced)? Why or why not?*

The community appeared open.

No section of town that I visited gave off the vibe that it was not a welcoming area.

Not applicable.

### 11.5 MOST & LEAST APPEALING FEATURES OF HOUSING

*What are the most appealing and least appealing features of the housing? Why?*

Houses seemed generally small cottage or small houses. Quaint. A number of places for sale in community. Not all places were well maintained.

As a single individual, the apartment complex on the west side of town appeared to be newer and looked well-kept. I did not have an opportunity to review pricing or availability. A local real estate guide picked up at a store gave numerous listings for the Oskosh area but few for Princeton.

### 11.6 FLOODING RISK

*Does residential housing appear to be located near water sources that are subject to flooding (e.g., rivers, lakes, streams, etc.)? If so, does the community appear to have put in place any protections against flooding?*

There were no obvious protections from flooding of the Fox River. Some housing did appear near potential flood zones as was the downtown district.

Not so much the residential but the downtown business sector. However, much of those sites are built up high above the river.

Did not see any.

## 12 BUSINESS & ECONOMY

The major employers in Princeton appear small retail shops, tourism, government, and possibly some skilled labor (construction machinery maintenance). A few services establishments, such as banks and attorneys, were evident and proportionate for a community of this size. Notably, at least some broadband appears available making internet-related businesses feasible.

But, determining the primary employers was challenging. The community does not appear dependent on any single industry.

### 12.1 MAJOR EMPLOYERS

*What appear to be the major employers in the community?*

Small stores, possibly the construction business on the northwest side of town, government (schools).

Tourism shops downtown play a big part. There was a large excavating/industrial location to the northeast of the town. Also a feed mill was located to the north, but it appears to be closed.

Road excavating.



Figure 28: Apparent industrial area northwest of town

### 12.2 PRIMARY INDUSTRY

*Is there a primary industry in the community (e.g. agriculture, tourism, mining, advanced manufacturing, food processing etc.)? Is the community noticeably dependent on any one type of industry?*

No obvious primary industry--possibly tourism.

It would appear that tourism plays the biggest role. One merchant did mention that some stores along Water Street do close down during the winter / non-tourism season months.

### 12.3 INDUSTRIAL PARKS

*Is there a well-maintained industrial park of improved land where industries could locate or expand? Would this community be an attractive location for industrial development? Why or why not? Grade and comment on the appearance of industrial facilities.*

Grade Summary		
C	B	D

I saw no obvious industrial park. Possible exception was on Route 73 northwest of town where the large construction maintenance building is located. There was a vacant building behind the Dollar General that might be light industrial.

There is some land to the west - but beyond the wooded area is an established campground and the wetlands area to the southwest would pose some difficulties in building larger industrial complexes. There may be potential to the east toward metro areas.

If a larger scale renovation project was put forth at the Tiger Brewery plant, I can see that area developed into some form of manufacturing unit.

The industrial site to the northeast was very well maintained with great signage and layout for larger vehicles. Other industrial areas appeared run down - like the feed mill and brewery. Both out of business for some time and the exterior shows it.

### 12.4 COMMERCIAL SERVICES (INTERNET, WEB, PRINT SHOPS)

*Grade and comment on the adequacy and availability of commercial services (e.g. high speed internet providers, print shops, web design etc.)*

Grade Summary		
C	B	C

WI-Fi and high speed internet seemed available. No obvious web development, print shops, or other supporting businesses.

There was a print shop adjacent to an apartment complex just off of Water Street - however the office was not open on a Saturday. As for internet, both the library and downtown area had good speeds on their wi-fi access.

### 12.5 PROFESSIONAL & FINANCIAL SERVICES

*Grade and comment on the adequacy and availability of professional and financial services for a community of this size (e.g. engineering, insurance, legal, and accounting firms, banks, ATM's).*

Grade Summary		
C	C	C

At least two law firms, several banks, an ATM, and some insurance companies were available throughout town.

For a smaller community, I discovered the amount of services I would expect to find.



Figure 29: ATM available near downtown

## 12.6 BROADBAND INTERNET

*Grade and comment on the adequacy and availability of high speed internet services in this community.*

Grade Summary		
C	B	C

As for internet, both the library and downtown area had good speeds on their Wi-Fi access.

## 13 EDUCATION, HEALTH SOCIAL & EMERGENCY SERVICES

Residents are proud of their schools with several reciting test scores and progress in the schools. The community also has a nice senior center and a long-term-care facility close to the downtown.

At least one resident expressed concern with access to medical and emergency medical services. Reviewing the downtown, there was a clinic and drug store but no evident advanced care. For a community of this size, the current offerings are probably adequate but may limit attraction of newer populations such as retirees. Notably, there were no obvious gym or preventive health facilities.

One grocery serves the community. The grocery provided basics as well as unexpected focus on locally produced foods such as lettuces. The Flea Market and an evening farmers’ market (not observed) also offer some access to fresh foods and venues for local food producers.

The senior center seemed to be fairly centrally located in a residential area near places of worship with hours of operation on the Saturday of our visit. I did not research too deeply on day care or counseling services.



Figure 30: Assisted living nicely cited near downtown

### 13.1 AVAILABILITY OF SOCIAL SERVICES

*Grade and comment on the visibility and availability of social services (e.g., day care, senior center, counseling, etc.) for a community of this size. How do local residents feel about these services?*

Grade Summary		
C	B	C

There was a senior center centrally located and at least one assisted living facility. Comments were luke-warm about the quality of the offerings.

### 13.2 SCHOOLS

*Grade and comment on the visibility and availability of schools for a community of this size (preschool/ kindergarten/Headstart, primary/elementary/middle, high schools, colleges/universities). How do local residents feel about schools?*

Grade Summary		
A	B	C

Residents very proud of schools with three mentioning quality of 2014 ACT scores. Schools appeared centrally located.

It appears the community has a single school complex to host all grade levels. The school and athletic fields looked very well maintained. I did not receive any feedback on the quality of schools.

They like their schools.

### 13.3 CIVIC ORGANIZATIONS

*Grade and comment on the visibility and availability of civic organizations and clubs for a community of this size. Are there organizations and clubs that would appeal to a variety of age groups? How do local residents feel about civic involvement?*

Grade Summary		
C	A	B

A good collection of civic organization logos posted on two entrances to the community. Did notice signage about organizations maintaining certain parts - such as the chamber doing work with the gazebos near the river.

### 13.4 FITNESS CENTERS & PHYSICAL RECREATION

*Grade and comment on the visibility and availability of private or public fitness centers or facilities for physical recreation. How do local residents feel about these services?*

Grade Summary		
C	-	C

I do not recall a gym. But some trails Black Bridge.

N/A - did not notice any

### 13.5 HEALTHCARE FACILITIES

*Grade and comment on the visibility and availability of healthcare facilities (hospitals, physicians, dentists, optometrists, or other medical offices and clinics, longterm care or assisted living facilities, other health services such as chiropractic, mental health services, yoga, massage, etc.). How do local residents feel about these services?*

Grade Summary		
D	C	C

One medical facility in town. No obvious doctors offices. Comments by residents were skeptical of medical facilities especially emergency services.

Community had a pharmacy downtown (open later on Saturday) and health center downtown as well. Did notice a chiropractic office as well. One member of our group did receive comments about having to travel for health care/services.



Figure 31: Medical facility downtown

They have a grocery and gas - convenience store. They have good types of food.



Figure 32: Primary town grocery option

### 13.6 GROCERIES & RETAIL FOOD OUTLETS

*Grade and comment on the variety and quality of retail food outlets (e.g., grocery stores, superstores, convenience stores, gas stations.) Comment on location, cost, and types of foods available. Are healthy food options available?*

Grade Summary		
C	B	C

For a community this size, basically one main option—Piggly Wiggly. Basic foods available. Some healthier, organic options—but not uniform (saw no organic milk but had organic butter). Grocery within walking distance on main areas of downtown and senior services center. Grocery costs seemed moderately high probably due to location. Effort at regional and local foods such as local aquaponics lettuces available.

For a smaller community, the Piggly Wiggly grocery store had a very good selection and affordable prices. They did offer local and regional items - including a variety of fresh produce, some locally grown.

### 13.7 GROWING FOOD

*Comment on any apparent ways that residents grow their own food or access food through local farms (e.g., community gardens, backyard gardens, farmers markets, community supported agriculture farms or drop sites).*

Grade Summary		
C	B	C

Mention of summer, farmers market on Wednesdays. Some small backyard gardens. Some limited fresh produce at the Flea Market.

The variety at the flea market had a good array of locally grown and produced food products - vegetables, cheeses, meats. Any gardens appear to be just residential for personal use.

Vendors at flea market.

### 13.8 EMERGENCY FOOD SERVICES

*Grade and comment on the visibility and availability of emergency food services (e.g., food pantries, soup kitchens, community meals) for a community of this size. How do local residents feel about these services?*

Grade Summary		
-	-	C

Saw no obvious mention of emergency food services. No brochures and nothing obvious at churches or library.

N/A - did not notice any

### 13.9 EMERGENCY SERVICES

*Grade and comment on the visibility and availability of emergency services (police, fire, ambulance and emergency medical) for a community of this size. How do local residents feel about these services?*

Grade Summary		
C	C	C

Larger fire station in central part of town. Residents respect emergency services providers and quality of services. Emergency

medicine somewhat questionable. Princeton maintains a local police force.

Fire station appeared to be in ok shape. Police department looked nice. Did not notice ambulance/EMS stations. Was not able to get information on service/response time.

### 13.10 EMERGENCY SHELTERS

*Grade and comment on the visibility and availability of emergency shelters available to the public to accommodate residents in the event of a heat wave, flood, or other disaster. Do they appear accessible to people without vehicles? Is there signage in the community indicating where these shelters are located?*

Grade Summary		
D	-	C

No obvious signage or reference to such sources.

N/A - did not see any

## 14 GOVERNMENT, INFRASTRUCTURE & LAND USE

Princeton does an exceptional job in the downtown area with providing brochures and other materials to promote the community—with several well-stocked brochure racks in the downtown alone and a nice brochure area at the Flea Market. The large map at the Flea Market was also helpful for a new visitor.

The government services were located just outside the downtown and appeared to re-use a building—perhaps an older gas station. Telephone interaction with government employees was positive and helpful.

Princeton maintains a good infrastructure with well-marked pedestrian crossings, intelligently placed refuse containers, good streets, handy benches, a quaint downtown park, nice sidewalks, water fountains, and appealing streetscapes (flowers, trimmed trees, etc.).

One omission, and difficult for any community, was public restrooms. The library was open and some stores maintained restrooms for customers, but the lack of public restrooms was notable.

In fairness, we did not expect public transportation options in a town of this size and did not evaluate those options.

Land use, as noted above, appears properly focused and with at least some overall attempts to avoid costly sprawl. Driving outside of town returned one to more natural areas and naturescapes. Even the more industrial area in the northwest part of town was largely integrated

into the natural landscape—in fact we may have seen a whooping crane in one of the ponds in this area.

Overall, the community seems to take a proactive approach to developing the community with a refreshing focus on in-fill development and rehabilitation.

### 14.1 LOCATION OF MUNICIPAL OFFICES

*Are municipal offices conveniently located?*

Yes. Plus the building looks like active reuse of an old gas station for the police department.

I would say so.

Not in the downtown.

### 14.2 AVAILABILITY OF COMMUNITY BROCHURES

*Comment on the availability and quality of community brochures, business directories, or community profiles if they are available (either online or paper)*

Excellent. Ample materials available throughout town. Excellent signs at the Flea Market showing maps of town on large boards. Brochures throughout downtown in kiosks. Stores all amply stocked with brochures.

Multiple boxes around town have visitor information. Also the city/chamber websites provide a good amount of information.



Figure 33: Tourism racks throughout downtown



Figure 34: Tourism brochures found in stores

### 14.3 HELPFULNESS OF GOVERNMENT EMPLOYEES

*Grade and comment on the helpfulness of government employees*

Grade Summary		
A	-	C

Telephone contact with local government. Very well informed and provided good information as would be expected. Offered tips on places to stay and on overall community such as student test scores. Offered tips on municipal utility liens for new house buyers. (Local government unavailable during Flea Market—might be an opportunity for outreach and community engagement for local leaders.

N/A - did not visit city offices

### 14.4 PUBLIC TRANSPORTATION OVERVIEW

Grade the availability and accessibility of the following modes of public transportation.

Local bus	-	-	-
Intercity/regional bus	-	-	-
Van	-	-	-
Train	-	-	-
Taxi	-	C	-
Ride sharing	-	-	-
Shared bicycles	-	-	-

I did notice a Trolley going through town one time, but that may have been for a private event.

### 14.5 TRANSPORTATION INFRASTRUCTURE OVERVIEW

Grade and comment on the availability and quality of:

Streets	A	B	B
Bus stops/shelters/shade	-	-	-
Bike lanes on streets	D	C	-
Street signage	B	B	B
Street lighting	B	C	B
Street crossings	B	B	B
Traffic controls	B	B	B
Sidewalks	B	B	B

I really liked the wider sidewalks downtown. Yet I feel the sidewalks around the flea market were very narrow. I found myself stepping off the sidewalk to let others pass me while going in opposite directions around the perimeter of the market/park



Figure 35: Nice park area in busy road corridor

### 14.6 BIKE PATHS & PEDESTRIAN FACILITIES

Grade and comment on the condition of bike paths/trails and pedestrian facilities. If bike and pedestrian facilities exist, were people using them? If so, comment on the level of use.

Grade Summary		
D	-	C

Black Bridge Trail unmarked and somewhat overgrown. Bike racks downtown available but oddly seemed to have old bikes with flat tires using them as props and not as active bicycle racks. Pedestrian

facilities were good and well-marked but blocks fairly long without crossings. Crossing on Route 23 hazardous.

N/A - did not notice any specific paths. Crosswalks and sidewalks were utilized well by walkers/riders.



Figure 36: Crosswalks in downtown well-marked

### 14.7 SECURITY & SAFETY FOR BIKES & PEDESTRIANS

*Grade and comment on your sense of security/safety as a pedestrian and/or bicyclist in the community. Are there any apparent incentives the community offers for transit users, pedestrians, or bicyclists (e.g., parking closer to destinations, "bicycle benefits" discount programs, etc.).*

Grade Summary		
C	A	C

As a pedestrian I felt very safe. Well marked. Hard to cross Route 23 due to traffic. Concern over bike access due to narrow streets. Angle parking makes back-out hard to see bicyclists. No bike lanes.

I felt very safe walking around the downtown area by myself and with a friend who had his young daughter with him. Even with the dogs hanging out in store fronts, I never felt threatened by any of them, and they were very docile around all the members of our party - as well as the young girl.



Figure 37: Bikes crossing road

### 14.8 ACCESSIBILITY OF COMMUNITY FACILITIES

*Are community facilities and infrastructure accessible for people with disabilities, the elderly, people carrying luggage, or pushing strollers, etc.?*

Yes. Generally, shops seemed accessible but some had narrow doors or hard-to-navigate lips near the door.

I would say so. Very few obstructions on sidewalks and most storefronts were accessible without steps/stairs.

### 14.9 STREET AMENITIES OVERVIEW

*Grade and comment on the availability and quality of each of the following amenities:*

Benches	A	B	C
Shade areas	C	C	C
Drinking fountains	A	C	B
Street/public art	C	C	C
Landscaping/street-scaping	B	A	B
Wireless internet access points	C	B	C
Public restrooms	D	C	C
Public trash containers	B	B	C
Public recycling containers	F	-	D
Household recycling Containers	-	-	D

Several nice water fountains. Nice uniform benches and trash cans at convenient locations downtown. Megow park very nice with shade, gazebos. But smokers were somewhat a problem in the park. No public restrooms except at Flea Market (which were dirty).



Figure 38: Part of the Princeton streetscape



Figure 39: Trash can nicely set-back from sidewalk but still readily accessible

### 14.10 PARKING OUTSIDE DOWNTOWN

Grade the availability of parking outside of the downtown

Grade Summary		
B	B	C

### 14.11 DIRECTIONAL SIGNS FOR PUBLIC PARKING

Grade directional signage for public parking:

Grade Summary		
B	C	C

### 14.12 DIRECTIONAL SIGNS FOR PEDESTRIANS & BIKES

Grade directional signage for pedestrians and bicyclists:

Grade Summary		
D	C	C

### 14.13 BICYCLE PARKING

Grade and comment on the availability and accessibility of bicycle parking near schools, retail areas, community services, and recreational facilities.

Grade Summary		
D	B	C

Bicycle racks seemed to have old junk bikes (with flat tires) taking up most of the space.



Figure 40 : Bike racks with old bikes

#### 14.14 LAND USE COMPATIBILITY

*Do you see compatible or conflicting land uses in the community (e.g., a park near a museum)?*

The land use patterns seemed consistent with a revitalized community pre-dating planning. Land uses seemed mostly consistent. Antiques in one area. Downtown distinguished. Little apparent use of river front.

I like the gazebos and park in the downtown area as a resting point. There is a vacant lot near the boat landing that really stands out in the downtown corridor. The previous chamber office and historical office work well together in my mind, but it appears they are not well maintained.

#### 14.15 APPROPRIATE LAND USE PATTERNS

*Are land uses appropriately located (e.g. commercial, residential, green space, etc.)?*

Unanswered due to survey omission.

#### 14.16 WATER MANAGEMENT

*Comment on the apparent effectiveness water management in the community (e.g. storm water drains, rain barrels, rain gardens, permeable pavement areas). Are there any large areas of standing water? If there is a river or stream, are there developed areas that appear to be close enough to be damaged by flooding?*

For a community this size, water management seemed adequate. No obvious signs of erosion. No obvious signs of intentional pervious surfaces (but asphalt deterioration at grocery and strip mall may provide unintentional permeability). Swales and water management in northwest part of town by construction repair company on Route 73. In Flea Market Park, water management poor. Despite very light rain, park muddy with large puddles and general pooling of water.

Did not notice rain barrels/gardens. No large areas of standing water. The river nearby could cause some flood damage to a part of the downtown business area.

#### 14.17 TRAFFIC CONGESTION

*Did you experience traffic congestion anywhere? If yes, please provide location.*

Yes. Due to Flea Market, congestion on Route 23 from the south side of town to the grocery store. The Flea Market did have persons directing traffic.

Just briefly near the flea market while police were directing traffic and allowing pedestrians to cross the roadway.

No.

#### 14.18 DEVELOPING OR DECLINING AREAS

*Are there areas of the community that appear to be developing or declining? Comment on how effectively the community appears to be managing this.*

The downtown seems to be trying to develop. Possible re-development on northwest side of town. Old feed mill for sale near water town. No obvious signs of new construction.

The apartment area to the west of town appears to be developing. I think that newer look gives a sense of freshness.

The declining areas appear to be the west edge of Water Street near the chamber/historic office, the Tiger Brewery, and the east end of Water Street downtown (especially that vacant lot near the boat landing

## 15 RECREATION, FAITH & CULTURE

From a trail downtown, to a nice senior center, to parks, the area, Princeton maintains some recreational facilities. But our cursory visit might have identified limited overall recreational facilities such as a recreation center, gym, or similar options for residents.

Princeton also does a notable job with promoting activities. From the Vespa event, to the Whooping Crane Festival, to the Rubber Chicken Event, to the Flea Market, there appear some well-publicized events to tie the community together and to attract visitors.

### 15.1 RECREATIONAL FACILITY OVERVIEW

*Please grade the availability and appearance of each of the following types of recreational facilities.*

Parks	B	B	B
Public recreation facilities	D	D	C
Private recreation facilities	D	D	C
Non-motorized bike or walking paths	C	C	C
Motorized trails (ATV, snowmobile)	-	C	C

Megow Park a nice addition. Some problems from motorcycle noise and failure to enforce state motorcycle noise laws. No obvious

ATV/Snowmobile trails to cause problems for community which may benefit tourism.



Figure 41: River near downtown

### 15.2 “FAMILY” RECREATION & FUN

*What do “families” in this community appear to do for recreation/fun?*

Rubber Chicken Event, Whooping Crane, Vespa Event. Seemed family and school oriented recreation.

Parks, fishing, camping.

Boating and fishing.

### 15.3 YOUTH RECREATION & FUN

*What do young people in this community appear to do for recreation/fun?*

Perhaps school events. Library nicely located and several young persons using library during visit.

Parks, fishing, camping.

### 15.4 SENIOR CITIZEN RECREATION & FUN

*What do senior citizens in this community appear to do for recreation/fun?*

Senior center in downtown.

Parks, walking, senior center



Figure 42: Senior center located downtown

### 15.5 MISSING RECREATION OPPORTUNITIES

*What recreational activities or facilities seemed to be missing?*

No general gym-type facility or general recreation area. There appears there is a bowling alley. Other indoor events for teens and young adults. Skating, music shop, and rec area looking over the river.

### 15.6 RECREATIONAL FACILITY OVERVIEW

*Grade and comment on the overall suitability of the recreational facilities for each of the following:*

Senior citizens	C	C	C
“Families”	C	C	C
Young adults	C	D	C
Single adults	D	D	C
Teens	C	D	C
Children (6-12 years)	C	C	C
Children (0-6 years)	D	C	C

Scenic backroad bike tours offered in region.

### 15.7 HISTORICAL BUILDINGS & RESOURCES

*Does the community have historical buildings or places? Are they well-maintained?*

There were some apparent historic places such as the Visitor Center on the corner of Route 23 and Water Street and the Tiger Brewery Complex. Both were in various states of disrepair. The Visitor Center

was a surprise with heavily peeling paint, signs obscured by overgrown vegetation, and closed. Good reuse of downtown buildings--many which appeared historical.

The Tiger Brewery building appears to have some historic value but is not well maintained. It looks ok on a structural level, but the exterior would need some updating/painting and clearing of brush around the front.

The old brewery but poorly maintained.

### 15.8 ANNUAL EVENTS & CULTURAL FESTIVALS

*Does the community hold annual events or cultural festivals? How did you hear about them? What did you learn about these traditions behind the festivals?*

The community seems to heavily promote events including the Whooping Crane Festival, Vespa Event, and Chicken Chucking. Flea Market heavily promoted. The Whooping Crane Festival had a venue at the Flea Market. Also, shop owners readily talked about the tourism programs in the town.

Two events stand out - the chicken fling over Memorial Day weekend which I learned about through the chamber website and asked residents about. Also the 2nd year for the whooping crane festival which I saw posters for, talked to people about, and discussed with the chamber office.

Yes. I learned about these activities online.



Figure 43: Crane Festival participants showing costumes

### 15.9 WELCOMING COMMUNITY

*Does the community appear welcoming to people of all: races, ethnicities (Hispanic/Latino etc.), abilities (wheelchair access, deaf/blind), religions (variety of worship opportunities), sexual orientation (LGBT individuals/families), or by marital statuses (single, married, divorced)? Why or why not?*

Yes, the community appears welcoming consistent with any community of this size.

I felt the community was very open to all visitors..

## 16 FIRSTHAND COMMENTS FROM RESIDENTS

Nice. Friendly. Helpful. All describe the interactions with community members at the Flea Market, on Water Street, or at the grocery store. Residents were quick to promote the community; but if pressed, would also candidly talk about areas for improvement. Community members shared concerns about the vibrancy of Water Street, the state of the Flea Market (with muddy dirt paths the day we visited), and issues with emergency medical care.

However, overall, interactions with community members demonstrated pride, care, and resilience.

### 16.1 FRIENDLINESS OF RESIDENTS

*Grade and comment on the friendliness of residents of the community or neighborhood.*

Grade Summary		
B	A	B

Overall. very friendly and talkative. All shop owners spent time talking despite a fairly busy day.

Every person I talked to from the flea market throughout the downtown was respectful, courteous, helpful and friendly. I did not have a single bad experience at any location.

Everyone was nice to me. Knowledge of Community

*Were community residents knowledgeable about their community?*

Generally, yes. Amazing familiarity with the community, directed you to proper locations for getting more information, provided insights into medical care, things to do, and schools.

Of the people I talked to, they seemed to know about events and some of the history of the area.

Yes.

### 16.2 LOCAL RESIDENT LODGING RECOMMENDATIONS

*What do local residents recommend regarding lodging? One way to phrase question might be:*

*"We have only one night in this community, where would you recommend we stay?"*

Most recommended various facilities throughout the area and region. No mainstream hotel and references to local lodging options such as resorts, B&Bs, etc.

In talking with the chamber office they recommended a nice bed and breakfast.

They have a B&B and in the town 10 miles away.

### 16.3 LOCAL RESIDENT EVENT RECOMMENDATIONS

*What do local residents recommend regarding events? One way to phrase a question to a local resident might be: "We have only one night in this community, what is going on tonight that might be fun to*

*do or see?" Consider asking families, young people, and senior citizens and noting any differences.*

Whooping Crane festival and Chicken Chucking. Also Flea Market.

There was a truck pull that night.



Figure 44: Rubber Chicken Fling mentioned a few times by residents

### 16.4 REFERRALS FOR MORE INFORMATION

*If residents and business employees/owners did not have answers to your questions, were they able to refer you to someone who could provide assistance?*

Yes. This was impressive. One shop owner even looked up and wrote down medical information.

One merchant was able to direct me to a website that would have more details.

They answered my questions.

### 16.5 HELPFULNESS OF RESIDENTS

*Overall, how would you grade the helpfulness of community residents and business employees?*

Grade Summary		
A	A	B

### 16.6 RESIDENTS' VIEW OF COMMUNITY

*In general, did residents you spoke with have a positive or negative attitude toward their community? Did you sense community pride?*

There was certainly a strong sense of community pride but also a latent longing to be something better—when pressed. That is, all were proud of their community but fully acknowledged there was a way to go and room for improvement. One interesting item was the apparent local attempt to restore a hardware store downtown.

The majority of the responses I received about the community were positive. One merchant did mention that some stores shut down during the non-tourism season (winter).

Positive. They like the community.



Figure 45: Sign in window soliciting for community support to re-establish hardware store

### 16.7 CONCERNS OF RESIDENTS

*Did residents identify a particular issue to be of major concern?*

Emergency medical care. Keeping the downtown robust.

I did not hear a specific concern. No.

## 17 USING YOUR SENSES

The visit to the community was overwhelmingly positive, quaint, and clean. The welcoming smells of summer rain, fresh coffee, tasty breads, pastries, and hot dogs all create positive memories.

The community was also fairly quiet and peaceful. Even with robust downtown merchants playing trendy music, the streets remained fairly quiet and tranquil. The frame shop, with an open door, played quiet strains of classical music. The church chimes added to the feeling of close community.

The close ties to nature also reflected positively on the community—with small birdhouses in trees, a wonderful park downtown (Megow), the slow flowing river, and the promotion of natural events.

### 17.1 TASTE

*What did the community taste like? Was there any specialty food item, bakery, restaurant, or candy store that you will remember?]*

The variety from the flea market - fresh baked goods from the Amish, European baked goods (including the pretzel loaf) a crab dip puff made on a pretzel roll.

Twister had great coffee. The breads (Renald's?) seemed popular at the Flea Market and ice cream store. I will remember the Walk the Dog, which was eclectic. Blue Moon was also impressive although I did not eat there.



Figure 46: Walk the Dog hotdog

### 17.2 SMELL

*What did the community smell like? Were there any offensive smells? What about pleasant odors (e.g., flowers, food, etc.)?*

I grew up in a river town and it can have some funky smells at times. Being that close to the Fox River I did not notice any unusual smells. I think the rain in the morning gave the community a refreshing smell.

I was there on a cloudy, light rainy day. The community smelled like fresh rain. The most offensive odors were the large number of smokers in the parks and downtown area. Especially the Flea Market, a number of heavy smokers seemed to hang around. Downtown, likewise, nice outdoor eating area but with cigar smokers hanging around. Smokers in Megow Park. (I apologize for the theme, but this is something that I will remember from the visit.)

### 17.3 HEAR

*What sounds did you hear? Please comment on the level of noise in the community (traffic, industrial, birds singing, water fountains, music on the streets, trains, clock chimes, etc.).*

The first time I heard the church bells ring on the hour I instantly thought of this question. For business being steady downtown, there wasn't much as far as traffic noise. The music in the restaurant we chose was just perfect for me - met my taste and not over bearing. For as busy as the flea market was with constant traffic I did not notice a lot of noise around the park.

Sounds of a small town. Nice chimes from church in the middle of town. Some shops (the framing shop in town) played nice, soothing music.

You could hear birds singing and chimes.

### 17.4 ENVIRONMENTAL HEALTH

*How would you describe the overall environmental health of the community (air quality, litter, noise pollution, etc.)?*

The flea market and downtown were very clean. No unusual or unnatural smells in the community. Nothing that was distracting from enjoying the day trip.

The community seemed clean and fairly pollution free. Noise pollution (from motorcycles) and smokers seemed to two striking pollution contrasts otherwise.

Air quality is good, and no noise pollution.

### 17.5 STRONG NEGATIVE OR POSITIVE EVENTS

*Did you experience anything that had a strongly negative or positive impact on the way the community or neighborhood felt to you (children playing hateful or angry responses, crowded or deserted streets, safety issues, smiling faces, etc.)?*

I had some very positive experiences in the community. One I will say probably will stick with me the most is discussing the arrow-making craft at Teak and Soxy. The gentleman there walked me through the entire process, all the way to cutting a feather for the fletching on his arrow and how certain wild turkey feathers work better than other feathers. It was educational and fascinating.

Birdhouses in trees.

Everyone was so nice.



Figure 47: Memorable bird feeders in trees near Flea Market

## 17.6 TIME OF YEAR PERSPECTIVE

*Do you think your impression would be different if your visit occurred during a different time of day or at a different time of year?]]*

I would be really interested to see how the community is on a week day during the day in the winter. Just to compare it to a day in which there was an influx of visitors/tourists.

I would imagine winter is bleaker in the area. The streetscapes largely depended on flowers and seasonal items. Also, the Flea Market is unlikely to be in session. I imagine this could be a pretty Christmas town with the river and downtown decorated.

No. The perspective would not change.

## 18 REFLECTIONS

A theme throughout this evaluation was quaint, tranquil, eclectic, and simply nice. Princeton was just a nice place to visit for a quiet, late summer afternoon. Cheerful flowers, eclectic shops, and a sense of community are all positives for Princeton.

Interestingly, however, none of us felt strongly about locating a business in Princeton or moving to the area. While reasons vary, Princeton was nice to visit but was not compelling enough to make a longer-term commitment—for whatever reasons. Limited employment options and limited shopping options made committing to relocation to Princeton a challenge for our group. That is certainly OK as Princeton primarily markets itself as a place to visit. But it does show reluctance, on first impression, to commit to Princeton.

The community also does a pretty good job of describing what it has to offer. The pre-visit impressions were fairly consistent with the expectations. Granted, our visit occurred on a gloomy, late summer day, but the community was consistent with expectations—perhaps meaning Princeton is properly conveying its “message.”

People also consistently arose in our comments. The people in Princeton were just nice. We also remarked on the dog-friendly character of the downtown. It just seemed like a Norman Rockwell kind-of-place in some aspects.

### 18.1 WHY WOULD YOU RETURN?

*What local restaurant, specialty shop or attraction would bring you back to this community in the future?*

Princeton Audio - I work in radio and have taught an audio production class so I would love to learn more about the history of their store. I also want to try some of the specialty hot dogs on Water Street.

Possibly Daiseyeye, All in Good Taste, and Twister.

Once in a Blue Moon, Princeton Audio, Green3

### 18.2 CONSIDER LOCATING BUSINESS IN THIS COMMUNITY

*Would you consider locating a retail, professional or non-profit business here? Why or why not? Would you consider locating a retail, professional, or nonprofit business here? Why or why not? Consider your income, age, interests, hobbies, family, health/disabilities, race, and ethnicity in your response.*

It is hard to say, I just don't know if there is the steady, yearly clientele to make a sustainable business given my interests. As a single man in his early 30s, I did not see many others around my age in the same areas of town that I visited.

Probably not. This was a nice small town. But, and perhaps this was the weather, it seemed bleak for business. There just did not seem to be enough arts (music) or good food (organic and local) to attract typical professional talent for a business. Possibly, the town might be good for a small shop or a retirement area (but the assisted living and medical facilities according to residents re limited).

No, family not in area.

### 18.3 CONSIDER LIVING IN THIS COMMUNITY

*Would you consider living here? Why or why not? Consider your income, age, interests, hobbies, family, health/disabilities, race, and ethnicity in your response.*

I do enjoy the smaller town feel and I think the community has enough to cover my basic needs. I am not sure how close the next larger city is for employment opportunities.

Probably not. Not enough Community Supported Agriculture (CSAs), local foods, and organic foods.

No, family not in area.

### 18.4 INFORMATION & ASSISTANCE FROM COMMUNITY MEMBERS

*Comment on the quality of information and assistance provided by residents and employees of local business*

Most everyone I talked to was very helpful with any questions or concerns I had. I did not feel any hostility for being curious about parts of the city.

This was always excellent. People went out of the way to accommodate. I made a gift purchase and the woman carefully packaged the gift and made the bag look very nice. Residents seemed very proud of the ACT scores and the town in general.

## 19 WRAP-UP

All of us will retain memories of Princeton—from the flowers in the streetscapes, to Megow Park, to the Flea Market, to bird houses in trees, to quaint shops. Princeton has a lot going for it—with the Flea Market, friendly people, striking churches, a water front, natural features, cleanliness, and a nice downtown.

But as our visit showed, there are also opportunities and some challenges for the community. More integrated use of the river, perhaps revitalization of the apparent brewery, improvements to the Flea Market Park (to avoid mud and increase attractiveness), and potential silent sports trails for bikes, runners, and hikers all hold potential promise for Princeton. Continued efforts to fill the downtown store fronts and maintain the current stores also offer opportunity—but also challenges as reflected by the fact that none in our group were enticed to embark on such endeavors.

As with many small communities, Princeton faces obvious challenges—attracting and retaining population, rewarding and family-sustaining employment, lack of entertainment options, and limited retail options may challenge further development. These obstacles are not insurmountable as Princeton demonstrates by current progress. But further progress may be limited without innovative plans to attract talent to the community. Novel incentives, promotion of the benefits of the community, conducting visits of prospective residents, and targeting specific businesses for attraction may help.

### 19.1 WAS PRE-VISIT IMPRESSION ACCURATE?

*Was your perception prior to the visit accurate? In what ways was the community different from what you expected?*

The town largely matched my expectations. The Flea Market was not as compelling as I imagined. However, the mud in the park and smoking marred that visit. This seemed a nice little central Wisconsin town trying hard to attract tourist visitors--and doing pretty well with that.

I believe it was close. I think I was expecting a longer downtown area. In some ways it was accurate, but I think the liveliness of the community (the flowers, gazebos, flea market crowd, etc) was not really in my initial vision. I was kind of expecting the flea market and downtown to be closer.

It was much nicer.

### 19.2 WAS PRE-VISIT DATA COLLECTION ACCURATE?

*Did the information you collected prior to the visit accurately reflect what you observed and experienced?*

For the most part yes. The exception was the Flea Market. I just expected more considering the build up. Water Street, however, was better than expected. The dense concentration of stores was nice to facilitate walking.

From my website browsing and phone conversation with the chamber, I did get a friendly, helpful sense that was experienced in the community.

For the most part yes. The exception was the Flea Market. I just expected more considering the build-up and heavy promotion. Water Street, however, was better than expected. The dense concentration of stores was nice to facilitate walking and just spending an enjoyable afternoon in a small, central Wisconsin town.

Yes. For the most part.

### 19.3 MOST OUTSTANDING FEATURE

*What is the most outstanding feature of this community?*

People working together to try to do something better. For this alone, I might return to support people making a serious effort to make a better community. This was obvious in all interactions—people were trying and having some success.

Friendly service and the way the decor downtown helps the community feel welcoming and safe. The architecture of the churches will stand out in my mind.

Water Street and the Flea Market.

### 19.4 FIVE POSITIVE OBSERVATIONS

*List five positive things you observed about this community.*

- |                 |                        |
|-----------------|------------------------|
| 1. the people   | 1. inviting            |
| 2. Megow Park   | 2. variety             |
| 3. churches     | 3. clean/accommodating |
| 4. Water Street | 4. friendly            |

5. natural areas around the community

5. natural features

### 19.5 THREE OPPORTUNITIES

*What are three potential opportunities available to this community?*

- |   |   |
|---|---|
| 1. use of the waterfront area   | 1. history (historical sites - Tiger Brewery)     |
| 2. revitalization of the Tiger Brewery facility                                 | 2. the river (a focus on that natural feature)    |
| 3. silent sports activities (races, kayaking, bicycling, canoeing, star gazing) | 3. trails (biking / hiking recreation activities) |

### 19.6 FIVE BIGGEST OBSTACLES

*What are the five biggest obstacles/challenges facing this community?*

- |  |   |
|--|---|
| 1. retaining downtown business   | 1. population size  |
| 2. access to quality foods   | 2. lack of industrial area / steady-yearly employment (non-tourist) |
| 3. meeting retail and goods needs of the community   | 3. few young adult attractions                                      |
| 4. raising awareness of the community without undermining that which makes the community special now | 4. need for adult education center (job training)                   |
| 5. motorcycle noise  | 5. no draw for single/start-up families                             |

### 19.7 SIX MONTH MEMORY

*What will you remember most about this community six months from now (negative or positive)?*

The small shops on Water Street.

Probably the downtown decor and the variety of food vendors/options at the flea market/downtown.

### 19.8 LEARNING CHANGING IMPRESSION OF OWN COMMUNITY

*What have you learned that has changed your impression of your own community?*

Looking at another community in detail helps me to see my own community in more detail. Do we have public restrooms (no)? Do we have a nice restaurant option for a visitor (no)? Do we have nice lodging (mainstream)? Are our store fronts filled? Are people knowledgeable about our community to educate others as visitors? Do we have a plan or a community look?

The customer service aspect. Walking into a store in Princeton you were greeted almost instantly. In Cuba City, it can vary from time to time if you get immediate, positive attention like that.

That are groups do not work together in our community but seem to in Princeton.

### 19.9 NEW IDEAS FOR OWN COMMUNITY

*Has this experience given you any new ideas about what is needed in your own community?*

Yes. A more cohesive plan for identity and planning.

### 19.10 BORROWED IDEA

*Describe one idea that you will borrow for use in your own business/community and describe how you will start to implement it.*

Megow park. Megow Park. Identify a small area and obtain help (Boy Scout Project?) to implement.

The use of chalk boards on store front sides as decor and information. I plan to approach a few businesses who are doing facade renovations that might find the benefit of using a draw like that to drum up additional business.

The brochure boards throughout the downtown

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**The University of Wisconsin Extension faculty involved with this project were**

Shannon Brown, Assistant Professor, Grant County and

Jay Dampier, Instructor, Green Lake County.