

**CITY OF PRINCETON**

**ORD. NO. 2019-01-14-01**

**AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF PRINCETON AMENDING THE COMPREHENSIVE PLAN FOR THE CITY OF PRINCETON; REPEALING ALL CONFLICTING ORDINANCES; PROVIDING FOR SEVERABILITY; PROVIDING A PENALTY; PROVIDING AN EFFECTIVE DATE.**

**WHEREAS,** the City of Princeton is a Type A, General Law Municipality; and

**WHEREAS,** Chapter 213 of the Texas Local Government Code provides the authority for the adoption and amendment of Comprehensive Plans; and

**WHEREAS,** the City Council of the City of Princeton, Texas, ("City") has established and created by separate ordinance, the Comprehensive Zoning Ordinance; and

**WHEREAS,** the City Council deems it necessary and desirable to amend the Comprehensive Plan to plan for the development within the corporate city limits of the City of Princeton and its extra-territorial jurisdiction; and

**WHEREAS,** on December 17<sup>th</sup> 2018, the Planning and Zoning Commission for the City of Princeton held a public hearing for the proposed draft of the City of Princeton's Comprehensive Plan and possible action concerning the community and development issues including land use, streets and mobility, economic development and fiscal strategy, strategic investment areas, parks and geographic area, and implementation and recommended approval to the City Council; and

**WHEREAS,** on January 14<sup>th</sup> 2019, the City Council for the City of Princeton (the "City Council") held a public hearing for the proposed draft of the City of Princeton's Comprehensive Plan and possible action concerning the Community and Development issues including housing, land use, streets, economic development, parks and geographic area and recommended that the Comprehensive Plan be continued forward; and

**WHEREAS,** the City Council has reviewed the Comprehensive Plan set forth on the attached Exhibit "A", which is incorporated herein by reference as if fully set forth herein.

**NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF PRINCETON, TEXAS:**

**Section 1. *Incorporation of Premises.***

That all of the above premises are found to be true and correct and are incorporated into the body of this Ordinance as if copied in their entirety.

**Section 2. *Amendment of Comprehensive Plan.***

The City Council hereby amends the Comprehensive Plan as set forth on the attached Exhibit "A," and adopts it as the Comprehensive Plan for the City of Princeton.

**Section 3. *Repeal of Conflicting Ordinances..***

This ordinance shall be and is hereby declared to be cumulative of all other ordinances of the City of Princeton, and this ordinance shall not operate to repeal or affect any of such other ordinances except insofar as the provisions thereof might be inconsistent or in conflict with the provisions of this ordinance, in which event such conflicting provisions, if any, in such other ordinance or ordinances are hereby repealed.

**Section 4. *Severability.***

If any section, article, paragraph, sentence, clause, phrase or word in this ordinance, or application to any person or circumstance is held invalid or unconstitutional by a court of competent jurisdiction, such holding shall not affect the validity of the remaining portions of this ordinance; and the City Council hereby declares it would have passed such remaining portions of this ordinance despite such invalidity, which remaining portions shall remain in full force and effect.

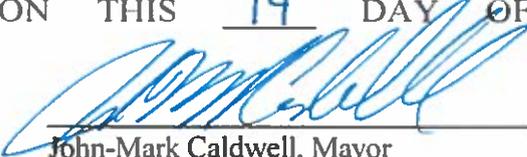
**Section 5. *Penalty.***

Any person violating the terms and provisions of this ordinance shall, upon conviction, be punished by a fine of not more than Two Thousand Dollars (\$2,000.00) and each and every day this ordinance is violated shall constitute a separate offense.

**Section 6. *Effective Date..***

The Ordinance shall become effective immediately upon its passage and publication of the caption hereof if required by applicable law.

PASSED AND APPROVED ON THIS 14 DAY OF  
January, 2019.

  
\_\_\_\_\_  
John-Mark Caldwell, Mayor

  
\_\_\_\_\_  
Tabatha Monk, City Secretary



**CITY OF PRINCETON**

**ORD. NO. 2019-06-10-01**

**AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF PRINCETON AMENDING THE COMPREHENSIVE PLAN FOR THE CITY OF PRINCETON; REPEALING ALL CONFLICTING ORDINANCES; PROVIDING FOR SEVERABILITY; PROVIDING A PENALTY; PROVIDING AN EFFECTIVE DATE.**

**WHEREAS,** the City of Princeton is a Type A, General Law Municipality; and

**WHEREAS,** Chapter 213 of the Texas Local Government Code provides the authority for the adoption and amendment of Comprehensive Plans; and

**WHEREAS,** the City Council of the City of Princeton, Texas, ("City") has established and created by separate ordinance, the Comprehensive Zoning Ordinance; and

**WHEREAS,** the City Council deems it necessary and desirable to amend the Comprehensive Plan to plan for the development within the corporate city limits of the City of Princeton and its extra-territorial jurisdiction; and

**WHEREAS,** on May 20<sup>th</sup> 2019, the Planning and Zoning Commission for the City of Princeton held a public hearing for the proposed draft of the City of Princeton's Comprehensive Plan and possible action concerning the community and development issues including land use, streets and mobility, economic development and fiscal strategy, strategic investment areas, parks and geographic area, and implementation and recommended approval to the City Council; and

**WHEREAS,** on May 27<sup>th</sup> 2019, the City Council for the City of Princeton (the "City Council") held a public hearing for the proposed draft of the City of Princeton's Comprehensive Plan and possible action concerning the Community and Development issues including housing, land use, streets, economic development, parks and geographic area and recommended that the Comprehensive Plan be continued forward; and

**WHEREAS,** the City Council has reviewed the amendments to the Comprehensive Plan set forth on the attached Exhibit "A", which is incorporated herein by reference as if fully set forth herein.

**NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF PRINCETON, TEXAS:**

**Section 1. *Incorporation of Premises.***

That all of the above premises are found to be true and correct and are incorporated into the body of this Ordinance as if copied in their entirety.

**Section 2. *Amendment of Comprehensive Plan.***

The City Council hereby amends the Comprehensive Plan as set forth on the attached Exhibit "A," and adopts the amendments to the Comprehensive Plan for the City of Princeton.

**Section 3. *Repeal of Conflicting Ordinances.***

This ordinance shall be and is hereby declared to be cumulative of all other ordinances of the City of Princeton, and this ordinance shall not operate to repeal or affect any of such other ordinances except insofar as the provisions thereof might be inconsistent or in conflict with the provisions of this ordinance, in which event such conflicting provisions, if any, in such other ordinance or ordinances are hereby repealed.

**Section 4. *Severability.***

If any section, article, paragraph, sentence, clause, phrase or word in this ordinance, or application to any person or circumstance is held invalid or unconstitutional by a court of competent jurisdiction, such holding shall not affect the validity of the remaining portions of this ordinance; and the City Council hereby declares it would have passed such remaining portions of this ordinance despite such invalidity, which remaining portions shall remain in full force and effect.

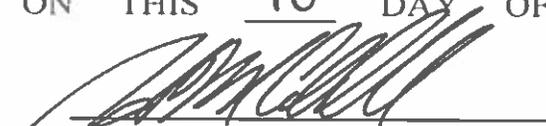
**Section 5. *Penalty.***

Any person violating the terms and provisions of this ordinance shall, upon conviction, be punished by a fine of not more than Two Thousand Dollars (\$2,000.00) and each and every day this ordinance is violated shall constitute a separate offense.

**Section 6. *Effective Date.***

The Ordinance shall become effective immediately upon its passage and publication of the caption hereof if required by applicable law.

PASSED AND APPROVED ON THIS 10 DAY OF  
June, 2019.

  
\_\_\_\_\_  
John-Mark Caldwell, Mayor

  
\_\_\_\_\_  
Tabatha Monk, City Secretary





# Princeton, Texas Comprehensive Plan

**Adopted January 14, 2019**

**Ordinance 2019-01-14-01**

**Amended June 10, 2019**

**Ordinance 2019-06-10-01**



# Acknowledgments and Table of Contents



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# Executive Summary

# EXECUTIVE SUMMARY

## Introduction

This comprehensive plan is intended to guide municipal public policy and investment between the year of adoption (2019) and the plan horizon (2050). It was created through extensive public participation and input, city guidance, and consultant assistance. The process brought together a diverse team of residents, experts, administrators, and other members of the Princeton community. This executive summary provides an overview of the plan, its key elements, and trends in population growth. Individual chapters offer a detailed look into each of the topics referenced in this summary.

## Growth Trends

While Princeton experienced very limited growth between its incorporation in 1912 and WWII, this paradigm slowly changed in the latter half of the 20th century, when the construction of Lavon Lake and improvements to U.S. 380 were complete. The expansion of the Dallas metropolitan area northward in the 1960s brought new residents, and Princeton surpassed 1,000 people for the first time. The city has posted record-high population increases with each, successive estimate from the U.S. Census Bureau since 1990. The City of Princeton estimated its 2018 population to be 12,870. By 2050, Princeton is expected to reach a residential population between 64,870 and 79,870, as shown below in the figure below. These estimates highlight the need for this comprehensive plan update for Princeton and its extra-territorial jurisdiction (ETJ). Additionally, this plan anticipates commercial growth in certain parts of town where it is well-suited.

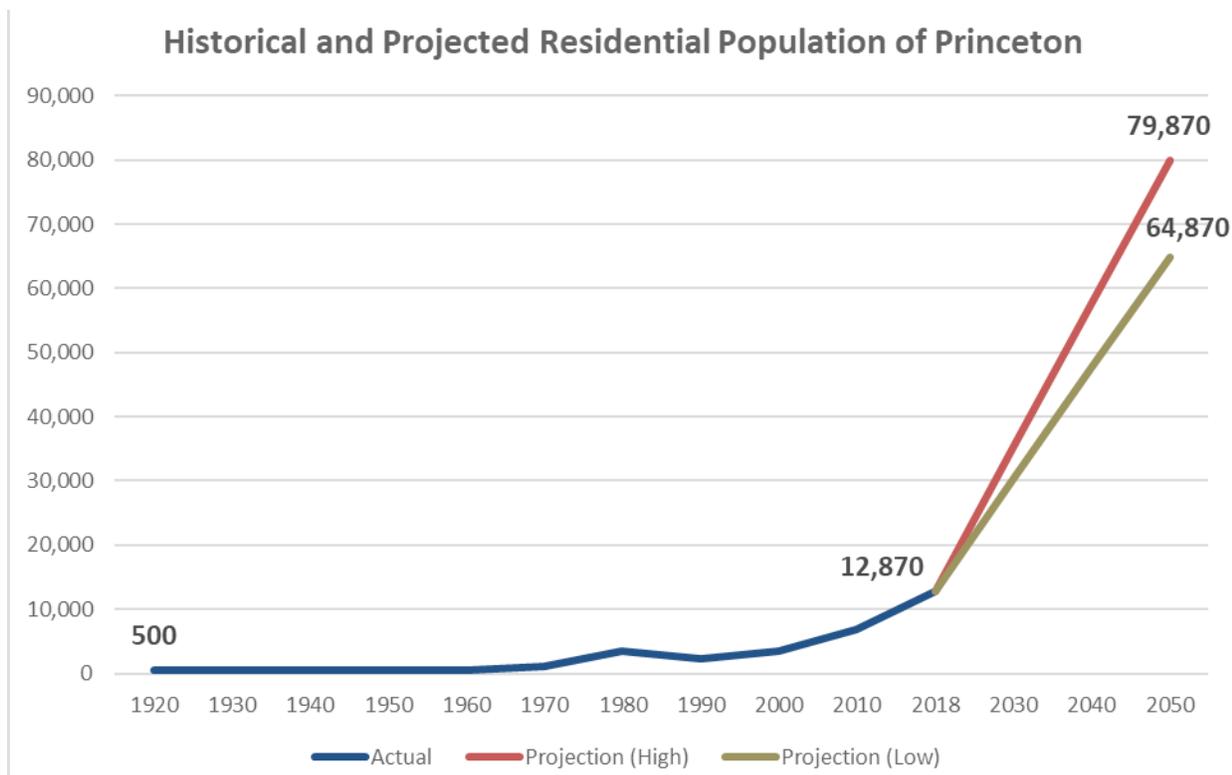


Figure 1.1: Growth in Princeton over time

## Plan Summary

The Princeton Comprehensive Plan introduces a number of new concepts to the city’s existing planning framework and builds upon previous plans and their objectives. These concepts, generally organized by topic or the order in which they appear in this plan, are itemized below and discussed in greater detail in subsequent chapters:

- **Vision Statement**—A shared vision for the future of the community that serves as the foundation for all subsequent components of the plan
- **Guiding Principles**—A set of overarching goals that, while less abstract than the Vision Statement, are aspirational in nature
- **Action Items**—Tangible steps that are derived from the Guiding Principles and should be completed by the city to fulfill the goals of this plan
- **Growth Projections**—Projections of residential population growth in Princeton between 2018 and 2050, explored in further detail
- **Place Types**—Broad categories of places intended to describe rather than dictate the ideal land use pattern in a given area
- **Future Land Use Plan**—A high-level overview that maps the ideal mix of Place Types around the city in the year 2050, forming the basis for the city’s future Land Use Strategy
- **Development Capacity Table**—An estimate of the capacity for certain types of development in each Place Type
- **Existing Conditions Maps**—Individual maps of the city’s development, educational facilities, land uses, outdoor warning system, parks, proposed parks, public facilities, wastewater system, and water system
- **Infrastructure Plan Review**—A summary and synthesis of existing infrastructure plans, such as those for the city’s drainage and wastewater systems, that forms the basis for the Development, Infrastructure, and Public Services Strategy
- **Municipal Building Inventory**—A list of major buildings owned, operated, or leased by the city in the execution of its municipal activities and recommendations that relate to the future of those facilities
- **Educational System Overview**—A review of education data for Princeton ISD, its existing facilities, and its plans for expansion
- **Library Standards Chart**—A table comparing the Princeton Public Library with the basic, enhanced, and exemplary levels of service described by the Texas Legislature and the Texas Public Library Standards manual
- **Economic Development Objectives**—A list of desired outcomes that reflect the community’s vision for the future of its workforce and businesses, forming the basis for the Economic Development Strategy
- **Market Opportunities**—An original analysis of key statistics and metrics for the residential and non-residential markets in Princeton
- **Thoroughfare Plan Update**—An update to the city’s existing thoroughfare plan that takes new mobility data into account, reviews past objectives, and sets new goals for the city’s transportation network to achieve by the year 2050

- **Street Design Cross Sections**—A set of alternative layouts for multi-modal improvements to corridors in Princeton based on street classification
- **On-Street Bicycle Framework Plan**—A plan for accommodating the use of bicycles, both recreationally and for transportation purposes, in the city by the year 2050 that, together with the Thoroughfare Plan Update, forms the basis for the city’s future Mobility Strategy
- **Example Bicycle and Pedestrian Facilities**—Reference photos for use as archetypes in the construction of amenities for bicyclists and pedestrians
- **Strategic Investment Areas**—Areas throughout the city with a high concentration of potential sites for catalytic opportunities for growth, enhancement, and preservation
- **Implementation Matrix**—A table that summarizes the Action Items outlined in this plan and their associated strategies, lead entities, recommended partnerships, timing, and financial costs



# Public Involvement

# PUBLIC INVOLVEMENT

## Introduction



Community members review maps at the charrette

From the onset of the comprehensive planning process, the Princeton City Council and city staff agreed that public involvement should be the foundation of the planning process to ensure that the future comprehensive plan would reflect the community’s vision for its own future, not the vision of staff or the consultant team. The city wanted the Princeton community to understand and support both the final plan and the specific implementation Action Items that would follow the plan’s adoption, so they felt it was important that stakeholders be invited to serve in an active role from start to finish.

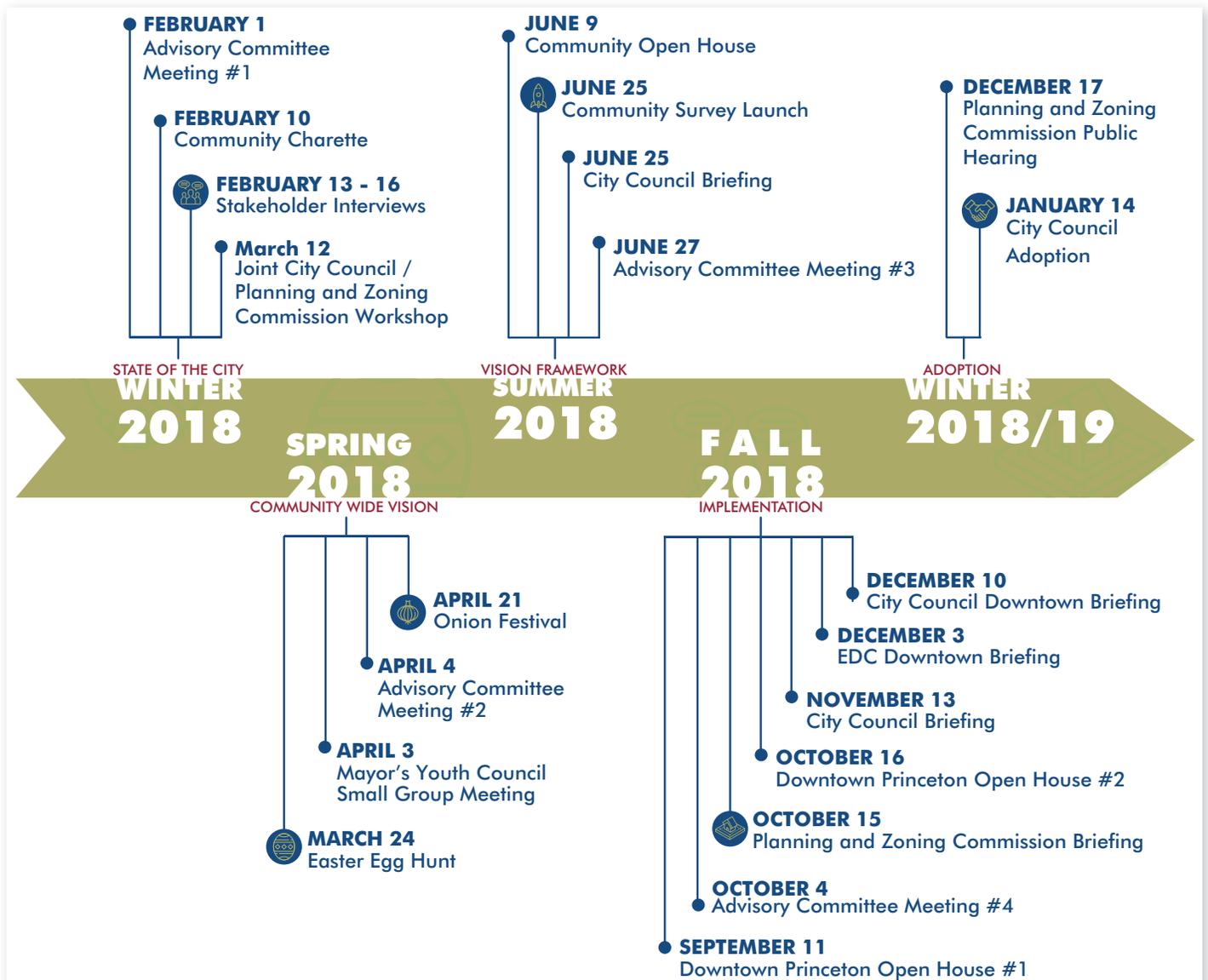


Figure 2.1: Timeline of public involvement for the Princeton Comprehensive Plan

One of the first steps in the overall process was to develop a detailed Public Involvement Plan. This plan was designed to accomplish the following:

- 1 **Provide information** to the Princeton community about the comprehensive plan and process
- 2 **Define venues for outreach** so that interested persons and organizations knew there would be opportunities to provide input during the creation of the plan and to keep them informed along the way
- 3 **Secure support** for the plan and the implementation strategy
- 4 **Make participation:**
  - **Meaningful** (understandable, impactful, relatable and a process that demonstrated that the input would actually be used to prepare the plan)
  - **Interesting** (using a variety of engaging tools and techniques)
  - **Convenient** (with opportunities for both in-person and online participation)
  - **Timely** (with activities occurring at critical points in the overall process and findings being reported out soon after)
  - **Continuous** (running from the beginning of the process to the end)
  - **Efficient** (respectful of participants' time)

A combination of techniques and technologies was used throughout the study to appeal to citizens, property owners/business owners, institutions, organizations, and other stakeholders, all with varying degrees of interest, available time, and technological proficiency. There were opportunities to serve on the Comprehensive Plan Advisory Committee, provide input in individual and small group interview settings, participate in online surveys, take part in community events, follow along on the project website and social media, and—ultimately—to express opinions of the recommended plan at public hearings before the Planning and Zoning Commission and City Council.

## Comprehensive Plan Advisory Committee

The Comprehensive Plan Advisory Committee (CPAC) was the plan's primary guiding body, serving as a conduit for community input from a diverse range of community groups and interests. The 17-member committee met four times between February and October of 2018 to receive information on the plan's progress and to discuss issues that would influence the direction of the comprehensive plan.



CPAC members meet to discuss the planning process

Based upon feedback received from the broader community through the public involvement activities, CPAC provided recommendations to the plan and its components, established and refined a Vision Statement, and crafted a series of Guiding Principles to cover the policy objectives of the plan.

## Community Charrette

The first major event of the comprehensive planning process was the Community Charrette (workshop), which took place on February 10, 2018. An estimated 60 attendees from the city and its surrounding extraterritorial jurisdiction (ETJ) took part in the event. The charrette provided a face-to-face, interactive venue for residents, business owners, employees, students, and other interested stakeholders to provide input related to what they would like to see in Princeton by the year 2050.



Participants pour over plan materials with team members at the Community Charrette

The half-day charrette commenced with an overview presentation by the consultant team of the comprehensive planning process and existing conditions in Princeton, including existing community assets, psychographics, mobility, and growth projections. Participants were provided an opportunity to share their individual perspectives at a series of stations with topics ranging from the types of businesses and activities that they would like to see in Princeton by the year 2050 to specific issues that would need to be addressed in the community to achieve their desired future vision.

Participants also joined in small group exercises in which they had to develop their group's vision statement for Princeton in 2050. Attendees then discussed and developed consensus on a future development pattern for the community as part of a group mapping exercise.

## Stakeholder Interviews

Interviews with key stakeholders offered individuals and groups the opportunity to discuss their views as they related to the community's priorities, issues, and ideas for the future with the planning team. The qualitative data provided by these interviews complimented the quantitative analyses, such as the online surveys, that formed the basis for segments of this plan.

## Stakeholders

Interviews with numerous stakeholders from various parts of the community helped form the basis for what would become the plan's Vision Statement. Interviewees included stakeholders representing the Princeton Drive business community, downtown business and property owners, real estate professionals, developers, neighborhood associations, volunteer groups, and Princeton ISD. The Stakeholder Interviews established key themes that continued to be expressed by the community throughout the planning process, including a desire to retain Princeton's small-town appeal and to broaden the city's economic base. Overall, interviewees wanted a forward-thinking city that focused on both new development as well as adaptive reuse and preservation of older parts of the community. Participants also vocalized support for an educational system geared to future labor market needs and proactive public policy that prepares the municipality for demographic and economic changes to come.

## Mayor's Youth Council

As the 2050 planning horizon was established for the comprehensive plan, several elected officials and city staff commented that the plan was in many ways establishing the community vision for the next generation of Princeton residents. To gain perspectives related to the desired future vision from that age group in the community, the final group interviewed was the Mayor's Youth Council. The final interview, conducted at Princeton High School on April 3, 2018, asked the participants to share their experiences and individual perspectives on the city and its future. Questions ranged from what would be needed for them to want to move back to Princeton following college, to what activities and types of development were needed to accentuate Princeton as a great place for children and teens to grow up. Comments included a need for more recreational activities, retail, food and beverage businesses, educational opportunities for people of all ages, and entertainment options in the city.



A visual preference survey at a meeting with the Mayor's Youth Council highlighted development that the youth of Princeton would like to see in their city in 2050

## Work Session

A joint work session of the Princeton City Council and Planning and Zoning Commission was held on March 12, 2018 to review the ideas for the future of Princeton generated at the Community Charrette and to establish strategic direction for the plan. The group evaluated key trends extrapolated from the feedback received at the Community Charrette, indicating their levels of agreement and disagreement with each trend.

Most of the trends were supported by the group, although the group asked that some be further evaluated and refined by the consultant team following the meeting.



Input was provided on the plan's strategic direction

## Community Easter Egg Hunt

Consultant team members and city staff attended the Community Easter Egg Hunt on March 24, 2018, and gathered feedback from the community related to the preliminary direction of the plan. Participants were provided stickers which they placed on images of different development types that had the potential to occur in Princeton to indicate the types of development that they wanted to see in their vision for the future. In addition to this visual preference survey, attendees also provided written feedback on flip charts for the team to review and incorporate into the plan. Improved and connected sidewalks, a larger library, a youth center, additional and improved roads, local downtown shops, and a public pool with an aquatic center or splash park were ideas expressed by the community at this event.

## Onion Festival

Consultant team members and city staff also attended the fifteenth annual Princeton Onion Festival on April 21, 2018. At this event, community members were asked to provide feedback on a poster titled “In 2050, I want Princeton to have...” Participants from a variety of age groups and backgrounds responded with answers including “a giant water park”, “a movie theater”, “a bridge to Wylie”, and even “a college”. Additional comments made to staff focused on specific issues in the community including a need for an after-school program for special needs children, concerns related to the rising cost of living, a need for improved infrastructure in the community, and the overall direction for growth in the city.

A second exercise solicited feedback on the plan's draft Guiding Principles as related to land use, quality of life, transportation, and infrastructure. Attendees were also asked to write their own Guiding Principles if they felt that an important consideration was left off the list.

## Community Open House

On June 9, 2018, a Community Open House was held at Leta Horn Smith Elementary School. The Open House was designed to offer a thorough, in-depth look at every aspect of the comprehensive planning process from its background and “the big picture” to specific sites for future municipal developments. The draft Future Land Use Plan was placed on



Open House attendees discuss their ideas

display for review and comment, alongside the comprehensive plan’s Vision Statement, Guiding Principles, updated Thoroughfare Plan, multi-modal transportation strategies, and economic development analyses. Princeton residents, business owners and employees, students, and other interested stakeholders were invited to attend the event. More than 40 attendees participated in the open house activities and offered their thoughts and suggestions related to potential draft plan refinements to city staff and the consultant team.

## July Spectacular

The July Spectacular is an annual community event in Princeton. This year’s event drew an estimated 15,000 people to J.M. Caldwell Sr. Community Park. More than 130 vendors participated at the park grounds on July 3, 2018. City staff and consultant team members visited with interested residents and visitors, and collected feedback on the draft Future Land Use Plan and draft Thoroughfare Plan. Supplemental information about future place types envisioned for Princeton was also made available, and attendees were provided an opportunity to submit written comments related to any aspect of the plan. Members of the community were also directed to an online survey and encouraged to stay involved with the planning process through the project website.



Planning team members hosted a booth at the community’s annual July Spectacular

## Online Survey

Over the course of two weeks in late June and early July of 2018, an online survey provided an opportunity for participants to express their views on the direction of the draft comprehensive plan. The survey received 464 responses from a diverse array of participants, including men and women, homeowners and renters, young and elderly people, and students and people in the workforce. The survey included questions about land use, mobility, development, and infrastructure. Demographic questions were also included to provide an understanding of how the perspectives shared might vary by demographic group. All of the survey’s 28 questions were voluntary, but respondents were encouraged to answer as many as possible in order to produce a more

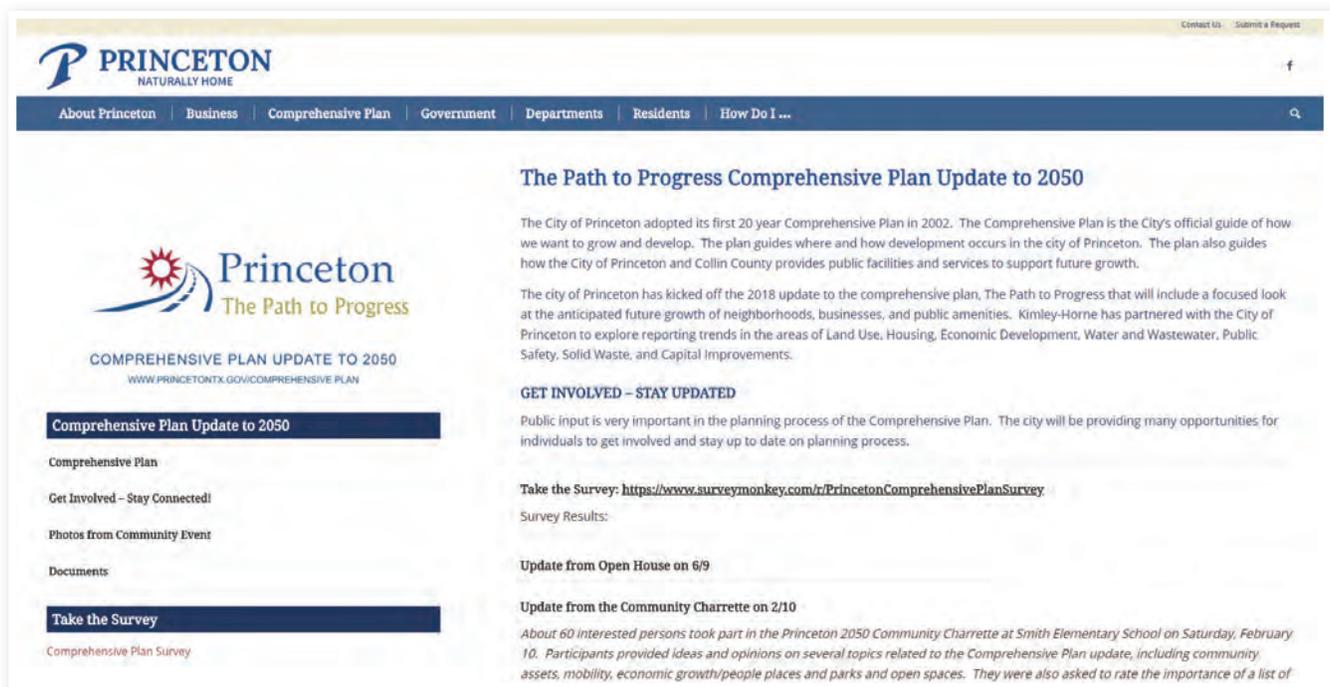
complete set of data.

The results of the survey assisted the consultant team in making final refinements to the draft comprehensive plan components to further ensure that the document reflected the community's vision for the future, not the vision of staff or the consultant team. As a quantitative tool, it also complemented the qualitative information the planning team had collected earlier from the Stakeholder Interviews and numerous community events.

## Social Media and Website

Social media was an important tool used by city staff in the plan's public outreach efforts. The City of Princeton's official Facebook page promoted events and the comprehensive plan survey for community participation. It also provided an online venue for the submission of comments and feedback on the plan.

City staff also utilized online tools to encourage a higher level of participation and transparency in the planning process. The city's website dedicated a specific section to the comprehensive plan, providing readers with periodic updates on the plan's status, and opportunities for involvement. The plan website also was a resource used to provide the community with an overview of the project's background, photos from community events, documents and drafts of parts of the plan, and other, miscellaneous resources available to the public. Additional detail related to the feedback received from all the plan's public involvement activities can be found in the appendix of this document.



The Comprehensive Plan website served an important role in the dissemination of information to residents, stakeholders, and other planning process participants



# Vision Statement and Guiding Principles

# VISION STATEMENT AND GUIDING PRINCIPLES

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## Introduction

The overall policy direction for Princeton's comprehensive plan includes two important, overriding components:

1. **A Vision Statement**
2. **Guiding Principles**

The Vision Statement describes the future that is desired by the Princeton community in terms of its physical, social, and economic conditions. It portrays the shared vision of the aspirations for the community. It is not intended to describe the current situation; rather, it is intended to create an inspiring image of the future that participants seek to achieve. It summarizes the sentiments of the residents, business owners, families, students, employees, retirees, and other folks who call Princeton home. As community stakeholders were asked to contribute the ideas that were used to formulate the Vision Statement, they were asked to provide statements that:

- Described **where the community wants to go** (i.e., the result, not the process to get there)
- Were **succinct** and **memorable**
- **Did not contain a laundry list** of ideas about individual topics

Guiding Principles provide overall guidance across all plan components. They explain the most important general principles that should be followed to achieve the Vision. The Guiding Principles in this plan apply at both the citywide and the Strategic Investment Area level, and they shape the more detailed principles that apply to each topical area, such as mobility or infrastructure.

## Vision Statement

The process of establishing a Vision Statement for Princeton began at the Community Charrette in February of 2018. Participants at the charrette were divided into twelve groups, with each group being asked to develop consensus on their group's vision for Princeton in 2050. Those twelve statements were then evaluated by the consultant, and key themes were identified.

From those key themes, the consultant prepared several alternative vision statements that each captured the qualities expressed by the community. The Princeton City Council and the Advisory Committee provided feedback related to final modifications that should be made to establish a final Vision Statement. Several members on the Advisory Committee preferred a statement in paragraph form, while others preferred bullets. After much discussion, the committee recommended that the Vision Statement for Princeton be articulated in both paragraph and bulleted form as follows:



### **A. Land Use Strategy**

1. Promote quality residential and nonresidential development that meets the needs of the growing community.
2. Diversify the city's housing stock to provide people with options to live in Princeton at all stages of their lives.
3. Promote responsible growth patterns by preserving rural character in long-term growth areas and along some of the City's natural and floodplain areas.
4. Promote appropriate location, design, and connectivity of new neighborhoods, encouraging developments to tie into the greater Princeton community.
5. Promote a high quality of life and a more livable City through proactive planning, development, and urban design practices.
6. Respect the City's history and heritage as it grows while embracing a bright future for the growing community.

### **B. Development, Infrastructure, and Public Services**

7. Create recreational connections across the City with linear parks and trails.
8. Encourage the development of park land within new neighborhoods and communities.
9. Continue to prioritize education and promote the reputation of the public school system as top-tier.
10. Prioritize public safety as a vital City service and enhance Princeton's reputation as a safe community.
11. Ensure necessary coverage and capacity of public services, amenities, and utilities for anticipated future growth.
12. Coordinate infrastructure investments with new development.
13. Ensure that adequate municipal services and libraries, schools, and parks and recreation facilities are distributed equitably throughout the City to meet the needs of the community.
14. Maintain and promote a community identity rooted in the city's small-town appeal.

### **C. Economic/Fiscal Strategy**

15. Encourage more local choices for entertainment, dining, and public social spaces.
16. Encourage non-residential development that diversifies the City's tax base by attracting new industry and professional services.
17. Promote the city as a destination for office space, in addition to retail and industrial uses.
18. Encourage the development of walkable, mixed-use areas that offer a mix of shopping, entertainment, and residential options.
19. Invest in physical infrastructure to support economic development and job growth.

#### D. Mobility

20. Modernize and maintain the quality of existing transportation infrastructure and preserve the necessary right-of-way for future connectivity and expansion.
21. Encourage more transportation options in the city, to include walking and biking, and explore new transportation strategies to reduce vehicular traffic.
22. Implement street design that supports a walkable and bikeable community, including the addition of sidewalks to fill gaps around the city.
23. Coordinate with Collin County, the Texas Department of Transportation, the North Central Texas Council of Governments, and neighboring communities to support the regional transportation needs of Princeton residents.
24. Pursue opportunities to promote efficient and safe travel along Princeton Drive.

#### E. Strategic Investment Areas

25. Develop a strategy for the revitalization of Downtown Princeton as a thriving, walkable community centerpiece that conveys the City's history and charm, creating an attractive space for residents and visitors.
26. Pursue opportunities to create a mixed-use development gateway into the City that takes advantage of recreational and open space activity near Lavon Lake.
27. Create a strong and resilient local economy with a diverse tax base by promoting economic growth in strategic areas such as Princeton Drive, the Princeton Business Park, and future major transportation corridors.

## Branding

With the large amount of public outreach and involvement required to develop this comprehensive plan, the City Council and staff desired a project-specific brand to communicate all aspects of the plan and process to the community. The Princeton project brand—the Path to Progress—was developed to effectively communicate with the public about the comprehensive plan, the planning process, and any future actions that will be taken as a direct result of the plan.



Figure 3.2: The Princeton Comprehensive Plan project ribbon

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# Land Use



# LAND USE

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## Introduction

Land use is the basic framework of the city—what kinds of homes, businesses, institutions, and amenities the city has, the form they take, and where they are located relative to each other. The city’s land use strategy shapes the everyday lives of the residents of Princeton. It determines the kinds of places in which they can live, the kinds of jobs that will locate here, and where they can shop and eat. Land use creates a sense of place and helps define the unique character of the community. Land use patterns and connectivity also determine how far people must travel to accomplish their daily activities, and influences transportation choices and priorities.

This chapter is meant to address the variety of land uses that may exist between now and the plan horizon in 2050, as well as the potential for the development of physical infrastructure to accommodate anticipated growth. This chapter lays the groundwork for future land use-related decisions within the Princeton city limits and its extraterritorial jurisdiction (ETJ). The Future Land Use Plan and the Place Types that make up the plan do not establish specific zoning boundaries and regulations, but rather describe the intended character, quality, and mix of uses for the various developable areas throughout the community.

## Existing Land Use Pattern

The Princeton area has primarily developed with a suburban land use pattern and many areas are dedicated to single-family detached homes, although there is a growing segment of retail and commercial uses that are attracted by the city’s residential population growth. Most commercial development is concentrated along Princeton Drive—the segment of U.S. Highway 380 that runs through the city. Significant districts and public facilities, such as the city’s downtown, City Hall, the future Princeton Crossroads development, and major retailers such as Walmart can be accessed from this corridor. Princeton Drive also serves as the primary gateway to many neighborhoods in the city, connecting the commercial corridor with residential areas to the north and south.

Development along Princeton Drive is generally larger in scale and oriented around an immediate access to parking. This development includes the majority of commercial and office space, a limited inventory of existing multifamily complexes, and most civic facilities. This is in contrast to the downtown area, where older, developed parcels and block sizes tend to be smaller, and on-street parking is more common. Downtown land uses are composed primarily of older residential properties, governmental offices, and public uses, as well as a mix of local restaurants and services. Single-story houses are common in the downtown area, with some being adapted or redeveloped for retail or commercial uses. The downtown area retains the potential to be a commercial or civic activity center for the city, but does not currently act as a primary economic focus for the city when compared to areas with direct frontage on Princeton Drive.

The city has experienced a recent increase in single-family residential development, with new neighborhoods significantly expanding the city’s footprint, primarily to the north and west of the central Princeton Drive corridor.

However, development momentum has also increased in the south, with new residential subdivisions being built in recent years along South Beauchamp Boulevard, Myrick Lane, and Sheamar Lane. Additional commercial and residential development is ongoing and expected soon, including the Economic Development Corporation's (EDC) business park and new schools on the south side of the city, which will likely encourage further momentum. In the north, new neighborhoods, including the proposed Whitewing Trails development, will add residential capacity.

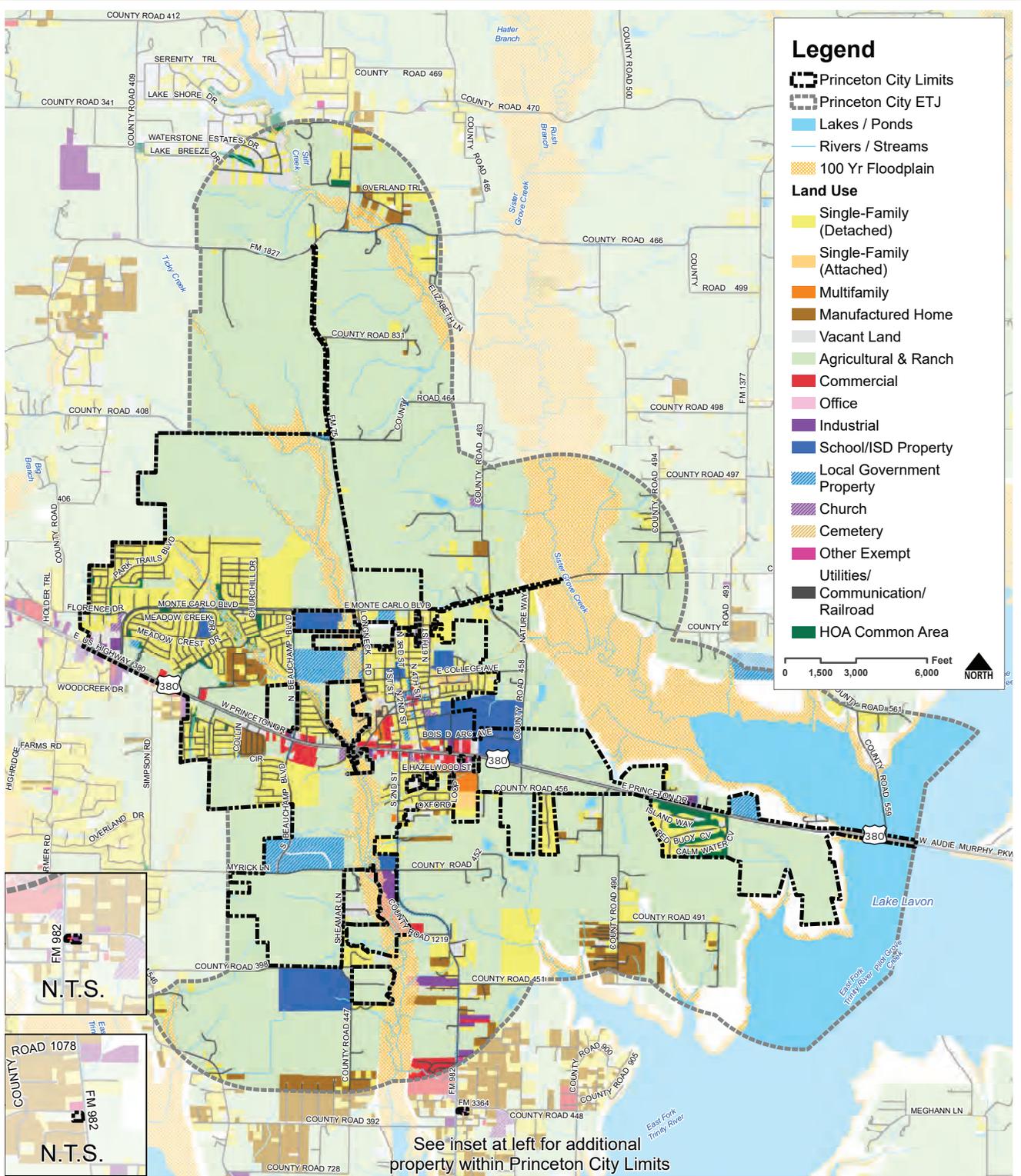


Figure 4.1: Current land uses in Princeton and its extra-territorial jurisdiction

Due in part to its proximity to McKinney and the economic momentum of Collin County in general, additional areas in and around the City of Princeton are expected to attract a considerable number of new residential units and commercial properties. The map of known future developments, depicted below, highlights projects that are currently planned or under review within the Princeton area. Existing subdivisions are also illustrated for context and reference.

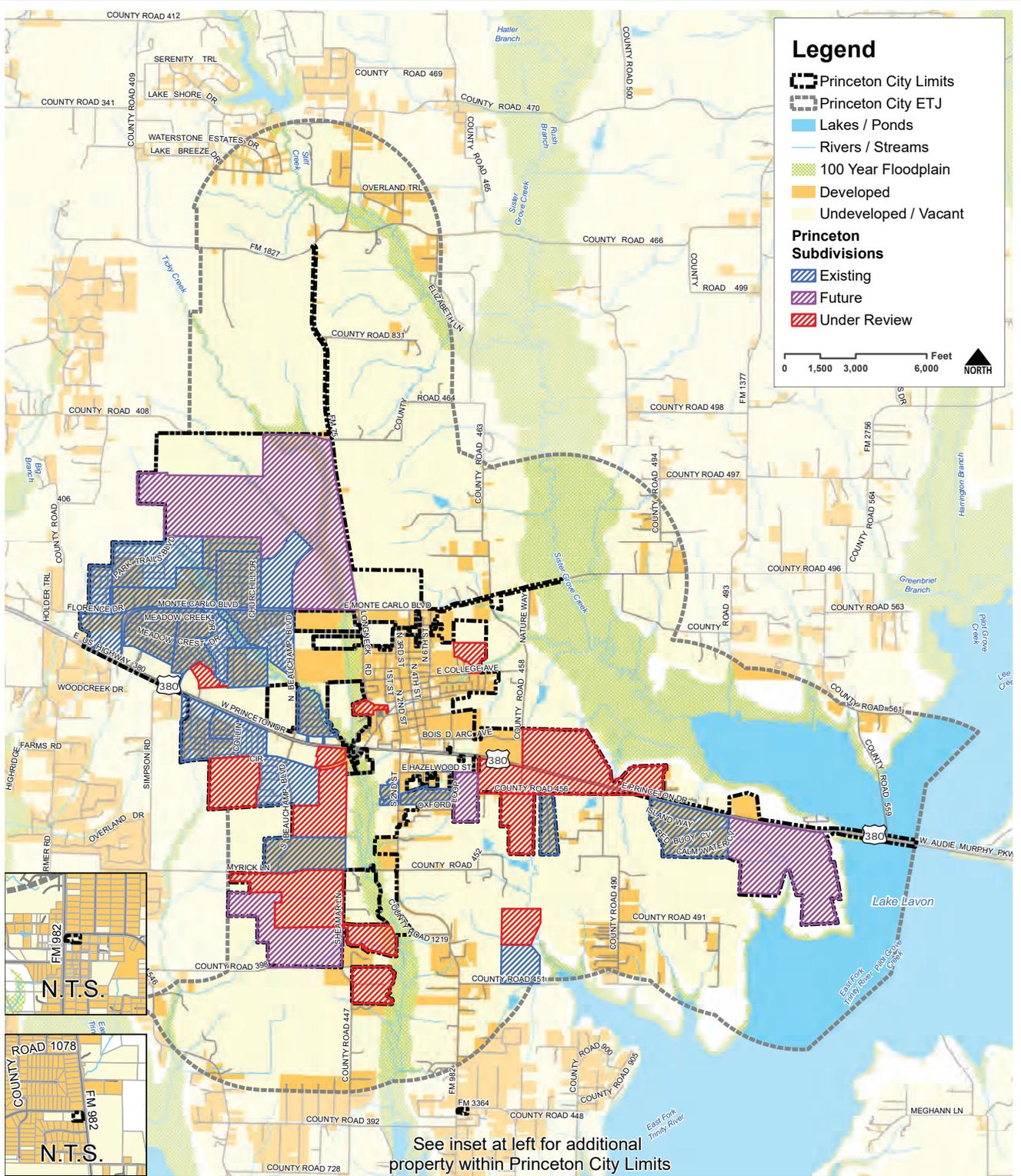


Figure 4.2: Current development in Princeton and its extra-territorial jurisdiction

## Growth Trends

While the City of Princeton saw little or no growth over much of its history, the area has experienced an influx of development activity in recent years. For most of the early and mid-20th century, the city's population hovered around 500 people. This changed in the 1960s, when Princeton more than doubled its population to over 1,000 people. The population growth of Collin County during this time was bolstered by the completion of Lavon Lake in 1953. The last decennial census (2010) recorded a population of just under 7,000 people in Princeton—but the city currently estimates that the population has almost doubled just within the last eight years. Based on existing residential development, the city now estimates a 2018 population of 12,870.

A short-term population projection was developed based on the number of residential developments in Princeton that are either planned or under construction, and this estimate will likely put the city close to 40,000 residents between the time this plan is adopted and the plan's horizon year of 2050. The North Central Texas Council of Governments ("NCTCOG") demographic forecasts project long-term growth that could even double that figure, close to 80,000, by the time this plan horizon is reached.

The recent growth patterns, along with the NCTCOG population projections, highlight the tremendous growth and development potential that Princeton is expected to see over the next three decades. A proactive land use plan is an important tool for the city to have in order to inform future decisions by the City Council and the Planning and Zoning Commission. While the result of each new development that occurs in Princeton should be an immediate asset to the community, it is important to recognize that each land use decision will have a long-term impact. Decisions made on the size, form, type, and quality of development all impact the cost associated with the maintenance of infrastructure. The right land use mix will create a sustainable tax base long-term, help the city provide quality services and infrastructure at reasonable costs, and allow the city to maintain an effective transportation system.

Year	Population
2000	3,477
2010	6,807
2018*	12,870
Short-Term Population Projection†	39,870
2050 Population Projection‡	64,870 – 79,870
<p>*Based on City of Princeton estimates for 2018            †Based on currently planned residential development in Princeton            ‡Based on North Central Texas Council of Governments regional forecast for 2050</p>	

Figure 4.3: Population projections for Princeton, Texas

## Place Types

The city's future land uses are categorized into a set of Place Types that describe the development character and mix of land uses that should be encouraged to support the vision for Princeton's future. As Princeton develops, so will its use of land and other natural resources, diversifying with new businesses, residents, and opportunities. The following list of Place Types covers a wide range of development types under which a variety of land uses and development forms could take place. Unlike zoning, these Place Types do not dictate specific allowed uses or the height of any one particular development, but rather provide a guide for the intended scale, intensity of development, and land use character that is expected in the future. Place Types are general, flexible categories that describe the city's ideal physical and geographic future from a high level to guide new development and redevelopment decisions throughout the community.

### Estate Living (EL)



Estate Living is predominantly single-family housing on large lots, often located on the periphery of the community as a transition between the central, more highly urbanized portions of the city and outer rural or agricultural land. Home sites are generally located in platted subdivisions. Residential uses are oriented to the interior of the site and may include farm and livestock restrictions. Estate Living lot sizes are a minimum 1 acre.

**Primary Land Use:** Single-family detached homes

**Secondary Land Use:** Civic and institutional uses, parks, open space

### Suburban Living (SL)



Suburban Living is predominately single-family housing on detached lots. Homes are generally located in platted subdivisions with access to all utilities and a network of residential streets and sidewalks. This place type may contain a small number of convenience-oriented commercial businesses to support the neighborhood. Suburban Living lot sizes range in size, but are typically less than 1 acre and are intended to be connected to public facilities.

**Primary Land Use:** Single-family detached homes

**Secondary Land Use:** Civic and institutional uses, parks and open space, small amounts of neighborhood-serving retail and office space in specific locations (See “\* Neighborhood Commercial”)

## Compact Neighborhood (CN)



This place type can support a variety of housing types, including small-lot, single-family detached homes, patio homes, townhomes, and duplexes in a compact network of complete, walkable streets that are navigable by car, bicycle, or foot. It may contain a small number of commercial businesses to support the neighborhood. Compact Neighborhood lot sizes range in size, but are typically less than half an acre.

**Primary Land Use:** Small-lot single-family detached, patio homes, town homes, duplexes

**Secondary Land Use:** Civic and institutional uses, parks and open space, small amounts of neighborhood-serving commercial space in specific locations (See “\* Neighborhood Commercial”)

## Urban Living (UL)



The Urban Living place type supports a variety of housing types, including small-lot, single-family detached homes, patio homes, townhomes, duplexes, condominiums, and urban-style apartments in a compact network of complete, walkable streets that are navigable by car, bicycle, or foot. These places may house some businesses, either on the ground floor of residential buildings or urban-style stand alone. Urban Living development may range in height and density, but overall densities are intended to be between 6 and 40 units per acre.

**Primary Land Use:** Patio homes, town homes, duplexes, condominiums, apartments

**Secondary Land Use:** Civic and institutional uses, parks and open space, retail and commercial (See “\*Neighborhood Commercial”)

## Community Commercial (CC)



Community Commercial development is characterized by small, free-standing buildings containing one or more businesses. Unlike larger shopping centers that may attract regional customers, Community Commercial primarily provides services for the surrounding neighborhoods and city. Business types may include restaurants, local retail, medical offices, banks, and other retail and service uses.

**Primary Land Use:** Retail, commercial uses

**Secondary Land Use:** Civic and institutional uses

## Highway Corridor Commercial (HCC)



This place type represents region-serving commercial development characterized by “big-box store” or multi-tenant centers. Highway Corridor Commercial is typically located at high-volume intersections, often along a highway or arterial. Buildings are usually set back behind large surface parking lots accessible primarily by automobile. Within or around these centers, apartments or condominiums may be appropriate.

**Primary Land Use:** Retail, commercial uses, apartments and condominiums, business parks, hotels, entertainment centers, service and office uses

**Secondary Land Use:** Civic and institutional uses, parks and open space

## Mixed-Use Activity Center (MU)



Mixed Use Activity Centers offer the ability to live, work, and play in a unified, interconnected area, with a higher intensity of uses and a mixture of housing options close to daily necessities. It may serve as an employment center and retail destination for the broader area. Vertically mixed-use buildings typically stand at least two-stories tall, with residences and offices on top of storefronts. The design and scale encourages active living through a network of complete, walkable streets.

**Primary Land Use:** Retail, commercial uses, condominiums, apartments, offices, hotels, entertainment centers, service and office uses

**Secondary Land Use:** Civic and institutional uses

### Lifestyle/Entertainment Center (LEC)



Lifestyle/Entertainment Centers are commercial centers that contain a variety of uses and activities. They are often developed with a large-scale master plan in several phases. This place type may include destination retail, restaurants, some housing, and businesses that serve both the community and region. It is often anchored by traditional shopping malls or event centers and may contain theaters, dining, or recreational facilities.

**Primary Land Use:** Retail, commercial uses, condominiums, apartments, offices, hotels, entertainment centers, service and office uses

**Secondary Land Use:** Civic and institutional uses

### Historic Downtown (HD)



The Historic Downtown Place Type is intended to promote development appropriate for the traditional core of the community and support the community's vision for Downtown as a center of economic and civic activity. It typically serves as an employment and retail destination, as well as a social gathering space for the community, with its comprehensive network of walkable streets. The historic character of the area should be preserved, with reuse of existing buildings encouraged and infill development that complements existing structures.

**Primary Land Use:** Retail, commercial uses, townhomes, condominiums, urban apartments, offices, service and office uses in existing structures (i.e., adaptive reuse) or new buildings conforming to the character of the area

**Secondary Land Use:** Civic and institutional uses, parks and open space

## Professional Services and Light Industrial (PSLI)



The Professional Services and Light Industrial Place Type provides area for development intended for office and service-oriented employment centers, and keeps people in the city during work hours. These areas provide opportunities for a variety of uses such as professional services, research or laboratory uses, or light manufacturing. Buildings may be of varying sizes, are often landscaped, and are located near major thoroughfares.

**Primary Land Use:** Higher education, research and development, technology, professional offices, medical services, semi-industrial uses, light manufacturing, research and development activities, flex industrial/office uses, service uses

**Secondary Land Use:** None

## Manufacturing and Warehouse (MW)



Manufacturing and Warehouse areas are characterized by free-standing structures that provide primarily service-oriented jobs, but may also have supporting office or retail uses. The employee-per-square-foot ratio is usually low due to the large buildings that are typically needed for storage and logistics. This place type is generally found near major transportation corridors (e.g., highways and railways) and may include manufacturing centers, warehouses, or logistics hubs. Buildings may be large or small, but are typically set back from the road considerably and their uses do not serve a significant amount of pedestrian traffic. Uses in this place type may not be compatible with residential uses and may require screening or a transitional area from the surrounding community.

**Primary Land Use:** Manufacturing, distribution centers, technology/data centers, flex office uses

**Secondary Land Use:** Logistics, retail and office uses, training facilities, civic and institutional uses

## \*Neighborhood Commercial – Supportive Use (NC)



Neighborhood Commercial is a category of uses intended to augment or support Suburban Living, Compact Neighborhood, and Urban Living place types. Neighborhood Commercial businesses primarily serve the neighborhood immediately surrounding them. The scale and architectural style of these developments complement the rest of the neighborhood.

## Future Land Use Plan

The Future Land Use Plan is the tool that illustrates the preferred distribution of Place Types throughout the city and its ETJ to accommodate anticipated growth through 2050. It is a visual depiction of the future use of land in the city and its surrounding, unincorporated area (ETJ). The Future Land Use Plan is a representation of the shared vision for the future of Princeton guided by property owners, residents, and local stakeholders during the comprehensive planning process, and takes into consideration environmental constraints, natural barriers, and rural preservation.

### Developing the Future Land Use Plan

The development of the Future Land Use Plan was a deliberative process that evaluated and incorporated many development opportunities and preferences identified through feedback and discussions with the community. A number of constraints were also taken into account. Certain considerations, such as 100-year floodplains, parks, public spaces, utilities, and known planned development influenced the distribution of future land uses in some instances. Greenfield development on the city's perimeter is constrained by the infrastructure that will service it, the regulations that apply to it, and the character of neighboring parcels.

With the existing conditions and constraints of the developed community and natural spaces in mind, the community conveyed what they wanted Princeton to look like in the future through a mapping exercise at the Community Charrette in February of 2018. Community members used chips on a board to signify Place Types and show the types of neighborhoods, activity centers, and public amenities they would like Princeton to develop or preserve. These chips were then merged into a combined map of common trends based on community input. These maps formed the basis for what would become the Future Land Use Plan.

These maps highlighted a few trends, to include the following:

- **Strategic development** in opportunity areas, with moderate expansion and growth on the city's perimeter
- Prioritizing the **revitalization of downtown** into a thriving commercial center rooted in the city's history and heritage
- **Mix of suburban and urban** development patterns to provide housing, employment, and economic activity choices
- Development that respects the environment and seeks to provide recreational **access to natural amenities**
- Maintaining the **small-town feel and charm** by encouraging development that maintains a connection to the community's roots and rural areas, with new development designed at a scale that is family-friendly, accessible, and oriented towards small businesses
- **Balanced residential development** to the north and south of Princeton Drive that complements both the existing neighborhoods and character of the area
- Economic development that diversifies Princeton's workforce and commercial offerings with **new, quality industries and services**

The resulting preferred Future Land Use Plan emphasizes the existing assets of the area and incorporates many of the goals and aspirations for the city articulated through the Vision Statement and Guiding Principles. The Future Land Use Plan map on the next page displays the preferred distribution of Place Types, constraints such as property maintained by the Army Corps of Engineers (e.g., Lake Lavon), areas set aside for rural use through 2050, and other, pertinent information. As a general note, areas designated as "rural" are not currently envisioned as priority development areas within this plan's horizon of 2050; however, their suitability may be reevaluated as the community grows and future updates to the Comprehensive Plan become necessary.

### Development Capacity by Place Type

An estimate of the development capacity accommodated by the Future Land Use Plan is provided on the page following the Future Land Use Plan map. This table indicates the range of new residential and employment types that may be supported by the preferred land use vision. It is a summary of the distribution of Place Types that form the land use strategy of the comprehensive plan and their capacities for residential, industrial, office, and retail development. Because of its status as a growing city in the Dallas-Fort Worth Metroplex, Princeton's ability to reasonably accommodate new infrastructure, people, and residential and commercial units will affect its opportunities for growth.

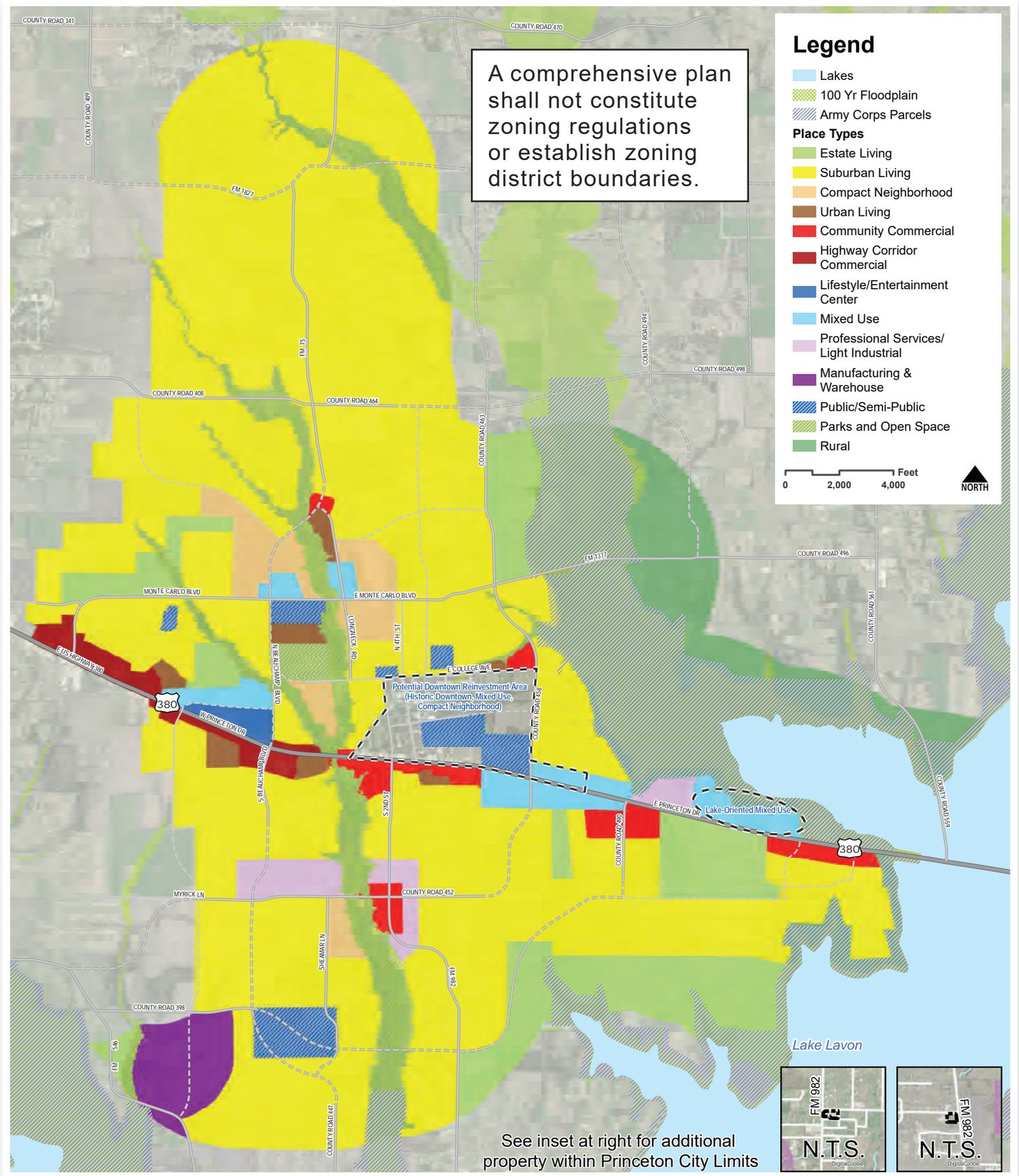


Figure 4.4: The Princeton 2050 Future Land Use Plan

Type	Acres	Residential Unit Types				HH*	Employees			Emp.**
		Large-lot single-family	Single-family	Small-lot single-family	Urban residential		Basic†	Service‡	Retail	
Estate Living	1,519	1,258	140	-	-	1,398	-	-	-	-
Suburban Living	9,450	3,176	28,586	-	-	31,762	-	-	-	-
Compact Neighborhood	422	-	1,049	1,573	-	2,622	-	-	-	-
Urban Living	148	-	-	584	877	1,461	-	-	-	-
Community Commercial	241	-	-	-	-	-	306	612	2,143	3,061
Highway Corridor Commercial	214	-	-	-	-	-	208	623	3,321	4,151
Mixed-Use Activity Center	402	-	-	333	1,887	2,221	-	2,358	7,073	9,431
Lifestyle/ Entertainment Center	67	-	-	15	134	149	-	357	1,070	1,426
Historic Downtown	341	-	-	153	153	307	-	1,832	2,748	4,581
Professional Services and Light Industrial	258	-	-	-	-	-	7,031	6,327	703	14,061
Manufacturing and Warehouse	287	-	-	-	-	-	4,998	-	-	4,998
<b>Total</b>	<b>17,019</b>	<b>4,434</b>	<b>29,775</b>	<b>2,659</b>	<b>3,052</b>	<b>39,920</b>	<b>12,542</b>	<b>12,109</b>	<b>17,058</b>	<b>41,709</b>

*\*Total households \*\*Total employees †Employees in the industrial and manufacturing sector ‡Employees in the professional office sector*

Figure 4.5: Projected development capacities by Place Type for Princeton, Texas in 2050



Development, Infrastructure,  
and Public Services

# DEVELOPMENT, INFRASTRUCTURE, AND PUBLIC SERVICES

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## Introduction

Over the past 20 years the City of Princeton has experienced rapid growth. Due in part to its' desirable location in Collin County, abundance of undeveloped land, and high-quality education system, Princeton has nearly quadrupled in population since the year 2000, and new development already planned within Princeton is projected to increase that figure to nearly 40,000 in the near term. Ultimately, the population of Princeton is projected to reach between 64,870 and 79,870 residents by 2050. While this growth provides benefits such as a growing retail and property tax base and new employment opportunities, it also creates a growing demand for public services and places a heavier burden on the city's infrastructure and municipal facilities.

Good public infrastructure, high-quality public services, and the municipal facilities necessary to provide those services are all critical to Princeton's long-term success. As the community grows, the city should employ several strategies to make the most of limited public dollars:

- **Maintain existing facilities**—The maintenance of existing infrastructure and facilities should remain a top priority for the city. Existing public facilities are the foundation from which municipal services are provided, and proper maintenance will ensure that they can continue to be used as efficiently and effectively as possible. Long term, it is generally more cost-effective to keep municipal facilities and infrastructure in good repair through proactive monitoring and regular maintenance than it is to fix problems after a failure occurs.
- **Construct new facilities and infrastructure**—Based on the population growth projections outlined in this plan, new infrastructure and public facilities will be necessary to continue providing quality municipal services to the community. The development of new facilities and provision of new services is an expensive endeavor; as such, new projects should take these population projections into consideration and be carefully planned to accommodate future growth and make the best use of limited funds. Partnerships and collaboration with other entities may also be a cost-effective approach when providing new services and infrastructure, and opportunities should be explored whenever possible.
- **Guide future growth**—New public infrastructure and municipal facilities can be important tools to guide development patterns within the community. Providing new infrastructure to keep up with rapid population growth can put a strain on community resources. When growth does not occur in a planned manner, a city can become financially over-extended due to a need to provide services to discontinuous developments. Princeton should utilize new infrastructure investments to guide development to areas that are cost effective to service or that already have some services present. Upgrades to utilities and roadways can also be used to guide development, while the construction of new parks, trails, or public safety buildings can make surrounding areas more appealing for residential development. The city should continue to develop site-

specific plans for facilities to encourage new and unique developments around them, such as the mixed-use development that will be anchored by the new Municipal Complex.

Princeton is a rapidly growing city, and new infrastructure and services to support future development will play an important role in determining its future between now and 2050. This chapter will discuss these topics, providing recommendations based on industry best practices.

## Public Facilities

Princeton has a number of municipal facilities that provide services to the community. As Princeton continues to grow, the city will need to invest in new facilities or facility expansions to ensure that they can continue to adequately meet the needs of the community. This growth could also create demand for new services and facilities that are not currently offered by the city, such as senior or recreation centers. When considering investments in new facilities, the city will work to ensure that these facilities and services are distributed appropriately throughout the city, ensuring that all citizens have access to them.

### Municipal Buildings

The City of Princeton owns or leases several buildings to support city staff, the Police Department, Fire Department, Public Works Department, Parks and Recreation Department, and other departments in the administration of local public services. The following list is an inventory of the primary municipal buildings utilized by the City of Princeton in the execution of its daily operations:

- **City Hall**—The City of Princeton is currently planning a new Municipal Complex on East Princeton Drive that will house its new City Hall. This new facility will serve as the centerpiece of Princeton Crossroads, a large, mixed-use development just east of Princeton High school. The new facility will provide more space than the current City Hall at 123 West Princeton Drive. The new Municipal Complex will also have space for the police administration, fire administration, Municipal Court, and parks and recreation administration.
- **Fire Department**—The Princeton Fire Department, located at 510 Woody Drive, has a service area of approximately 45 square miles, including both the City of Princeton and unincorporated areas of Collin County. The Whitewing Trails development includes plans for a municipal facility that could be incorporated as a future fire station. Additionally, an existing tract in the Trails at Riverstone neighborhood has been reserved for a future fire station.
- **JM Caldwell, Sr. Community Park**—The JM Caldwell, Sr. Community Park and World War II P.O.W. Camp is the only community park in Princeton: a municipal park that is available to the public and can be used for a wide variety of purposes. The City of Princeton recently completed renovations to the park's sports fields, including replacement dugouts, backstops, and concrete. Those renovations provided the city with four, high-quality baseball fields. The renovated fields will allow the city to host more competitive tournaments that have the potential to attract teams from around the region. The city should continue to invest in the maintenance and expansion of recreation facilities to ensure that they meet the needs of the community.

- **Police Department**—The current police station is located at 306 North Main Street in downtown Princeton. It is anticipated that once the new Municipal Complex is completed on Princeton Drive, the police administration will move into new facilities in the complex. In the future, the city will continue to ensure that facility space dedicated to law enforcement remains adequate to handle department’s needs as Princeton’s population increases.
- **Public Works Building**—The Public Works building at 255 East Monte Carlo Boulevard has recently been constructed and is expected to continue to serve the residents of Princeton for the foreseeable future. The current facility has space available for future expansions when appropriate, including room for additional parking and service bays.
- **Community Center**—While not municipally-owned, the Community Center serves an important role in civic life in Princeton. It is owned by the Community Development Corporation (CDC) and located in Downtown Princeton at the corner of Jefferson Avenue and Fourth Street. The Community Center is currently used sporadically for meetings and storage space. Studies are currently under way to determine future programming and potential renovations for the building.

## Schools

All public schools in the City of Princeton fall under the jurisdiction of the Princeton Independent School District, although the westernmost portion of the city is served by the McKinney Independent School District. In addition to the City of Princeton, Princeton ISD serves part of the nearby City of Lowry Crossing and unincorporated portions of Collin County. The following schools are a part of the Princeton ISD:

- Princeton High School
- Clark Junior High
- L.R. Huddleston Intermediate
- Godwin Elementary
- Lacy Elementary
- Harper Elementary
- Smith Elementary

Princeton High School is the sole secondary institution in the district. Clark Junior High serves students in grades 7 and 8 while Huddleston Intermediate serves students in grade 6. There are multiple elementary schools including Lacy Elementary, which serves children in much of the central area, and Godwin Elementary, which serves most of the district east of FM 982 and south of FM 1377. Much of northwest Princeton is served by Smith Elementary while most of the ETJ south of Myrick Lane and west of FM 982 is served by the Harper Elementary.

Princeton ISD is currently constructing two schools: Southard Middle School, at the corner of Monte Carlo Boulevard and North Beauchamp Boulevard, and Lowe Elementary School, in the Arcadia Farms development on South Beauchamp Boulevard. Revised attendance zones reflecting these two, new facilities are not currently available.

During the comprehensive planning process, Princeton's schools were continually identified by the public as one of the community's greatest assets, a fact highlighted by the data. The national nonprofit organization GreatSchools placed Princeton High School in the top 20% of Texas schools for student progress. Princeton ISD meets all four of the Texas Education Agency's (TEA) performance indices for student achievement, student progress, closing performance gaps, and postsecondary readiness.

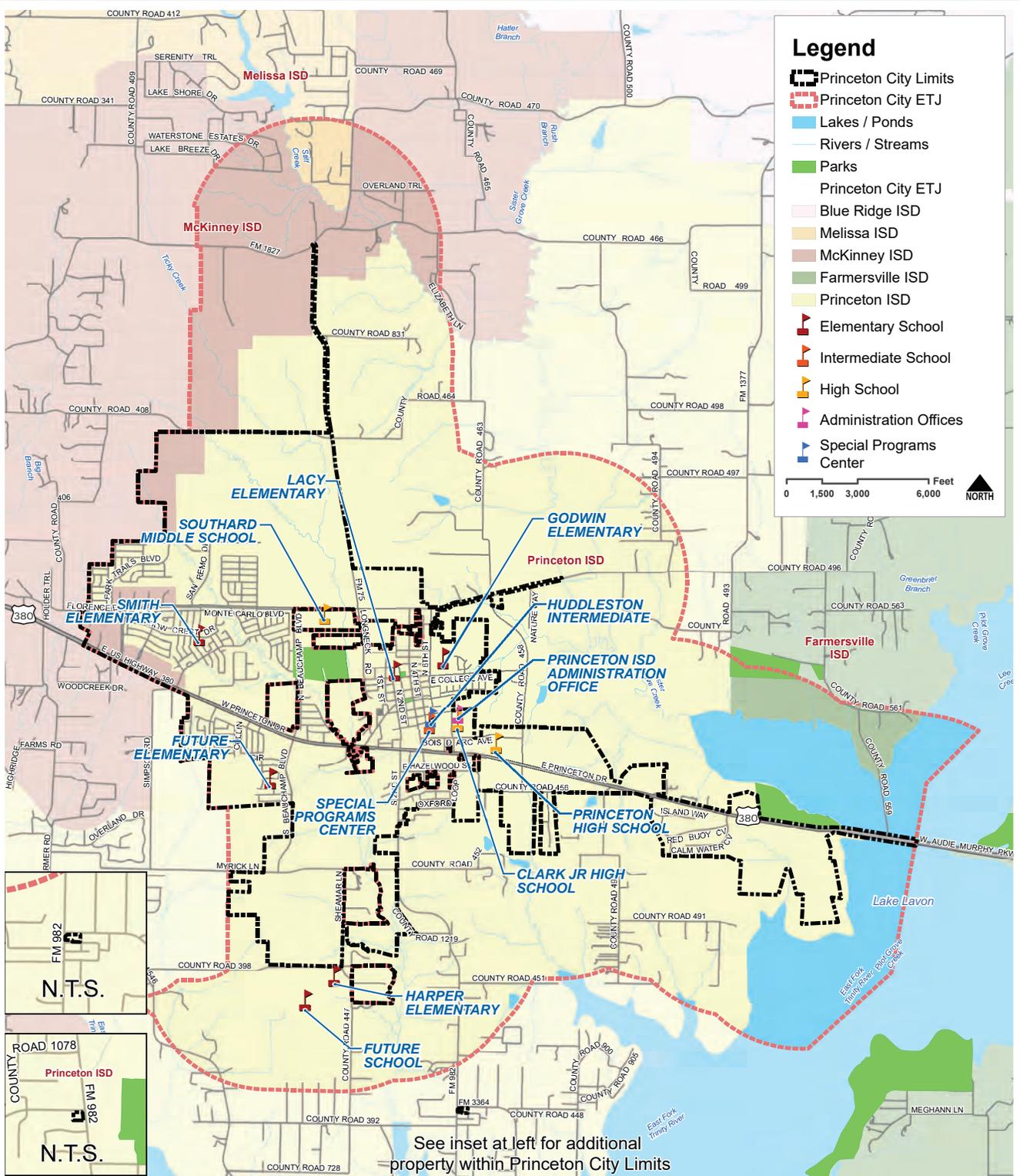


Figure 5.1: Educational facilities in Princeton and its extra-territorial jurisdiction

In 2017, Princeton High School earned TEA distinctions in English language arts and reading, mathematics, science, student progress (top 25%), and closing performance gaps (top 25%).

Post-secondary public education in the Princeton area is provided by the Collin County Community College District (Collin College), which serves both Collin and Rockwall counties. Students at Princeton High School can enroll in dual credit courses through Collin College and, upon successful completion, earn both college and high school credit. Most Collin College campuses are located in the south and west of the county. However, as part of the 2016-2021 Collin College Master Plan, the district is planning to construct a new campus six miles away from Princeton High School in Farmersville. The Farmersville campus is slated for completion by 2023, offering approximately 1,250 students degree programs in agriculture, business management, information technology, logistics and operation, and general education. A successful bond election in May 2017 provided the funds necessary to begin construction.

Princeton High School currently has a student-teacher ratio of 15:1. As the City of Princeton looks to a future where it may grow to be six times its size in population, decisionmakers will partner with the school district to determine the feasibility of the construction of a second high school. Industry best practices suggest that a student-teacher ratio below 20 and a school size smaller than 2,500 is ideal for a suburban community like Princeton. In addition to maintaining educational quality, small class sizes and schools retain the feel of small-town life that many in the community feel should be a high priority in the comprehensive planning process. Preserving this quality of Princeton schools will be important to the city and this plan in the coming years.

Partnerships and regular communication should be maintained with Collin College. As the sole provider of tertiary education in the Princeton area, the city has an interest in partnering with Collin College to expand the availability of opportunities for graduating high school seniors. Additionally, the city is interested in encouraging new opportunities for residents who are seeking continuing education classes, college credit, or a GED. Greater on-campus opportunities at Princeton High School would enhance academic outcomes by affording students a higher education without the challenges of commuting. As the population grows and reaches the projections of this plan, the city should strengthen its relationship with Collin College to help the district provide new opportunities to all members of the community.

## Libraries

The Lois Nelson Public Library provides a gathering place for all citizens of the community to come for information, education, entertainment, and socialization. It is located downtown, but many services are available online including its catalog of books, media, and additional resources. It is named after Mrs. Lois Nelson, a native of the Dallas area who discovered her love of literature and learning at an elderly age, earning her GED at 79 and her library certification at 80. She played an instrumental role in the opening of the city's first public library and served as its director.

Continuing Mrs. Nelson's legacy has and will continue to be an important goal of the library as it looks to accommodate a future residential population around six times its current size. The library will likely require additional support and resources to maintain its current level of service as the population of Princeton (i.e., the service area of the library) increases.

The chart on the following page compares select, quantitative metrics of the Lois Nelson Public Library with standards set by the Texas Public Library Standards manual. The Texas Public Library Standards are a product of a partnership between the Texas Library Association (TLA) and the Texas State Library and Archives Commission. According to TLA, roughly half of public libraries attain the “Enhanced” level of service (i.e., 50th percentile) in a given metric, with a quarter earning the distinction of “Exemplary” (i.e., 75th percentile).

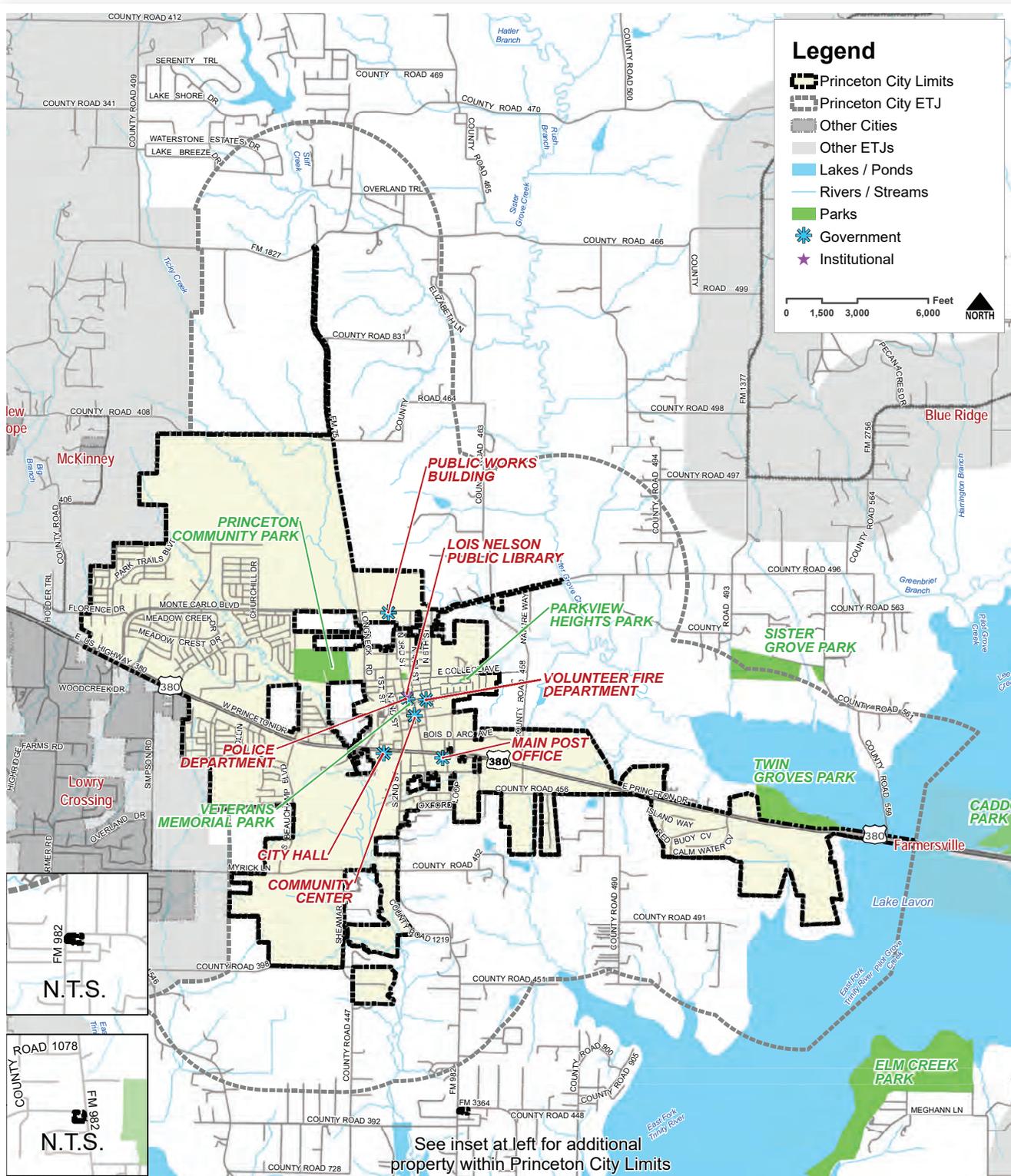


Figure 5.2: Public facilities in Princeton and its extra-territorial jurisdiction

	Princeton	Average*	Standards		
			Basic	Enhanced	Exemplary
Service area population	10,650	12,328	--	--	--
Library space (S.F.)	4,000	7,303	--	--	--
Library space per capita (S.F.)	0.38	0.60	--	--	--
Circulation per capita	1.41	2.86	--	3.12	5.25
Collection size per capita	1.40	4.69	1.00 <sup>†</sup>	2.21	3.13
Collection <5 years old	>1%	>1%	1%	20%	25%
Collection turnover rate	1.01	0.83	--	0.94	1.42
Material expenditures per capita	\$0.75	\$1.77	--	\$1.72	\$2.65
Operating expenditures per capita	\$13.28	\$17.23	--	\$14.54	\$22.50
Local expenditures per capita	\$13.28	\$17.01	\$4.34	--	--
Hours open per week	40	43	30	45	50
Hours director employed per week	40	38.75	30	--	--

\*Average for Texas public libraries with a service area population between 10,000 and 14,999

†A library serving a population of 10,001 - 25,000 persons must have at least one item of library materials per capita or expend at least 15% of the local expenditures on the purchase of library materials, provided that in either case a minimum of 7,500 items are held.

Figure 5.3: Select Metrics for the Princeton Public Library

It should be noted that other, qualitative standards exist for each standard. The Lois Nelson Public Library is an accredited public library in the state of Texas, but it has the potential to achieve a higher standard by the time this plan horizon arrives in 2050.

## Parks

When asked to list some of the defining features of their city, community members frequently mentioned the network of parks, open space, recreation, and wide-open “rural” land that exists in Princeton today. As Princeton develops much of its greenfield space, it should do so with consideration of the impact that such development has on the character of the community that residents desire. Parks, recreation, open space, and natural amenities are all part of a network of services and facilities that significantly enhance the quality of life in Princeton.

The City of Princeton manages one community park: the JM Caldwell, Sr. Community Park and World War II P.O.W. Camp. A “community park” is defined as a green space that the public can make use of for a wide variety of purposes. They typically vary in size from 16 to 99 acres and usually offer a wider range and greater number of amenities than neighborhood parks. “Neighborhood parks” are smaller than community parks, and they typically range between 1 and 15 acres in size. They may offer fewer amenities, but their proximity to neighborhoods is ideal for convenient access for neighboring residents. Parking is often more limited in neighborhood parks than it is in community parks.

Veterans Memorial Park, 3rd Street Park, and Parkview Heights Park are the three existing neighborhood parks in Princeton. Two other neighborhood parks that are currently being developed are a public site park at Princeton Crossroads and the J.J. (Book) Wilson Memorial Park in east and south Princeton respectively. Sister Grove Park, Twin Groves Park, and Lavon Lake are all regional recreational facilities managed by the U.S. Army Corps of Engineers. The 75-acre Sister Grove Park provides hiking and biking trails for Princeton and surrounding communities.

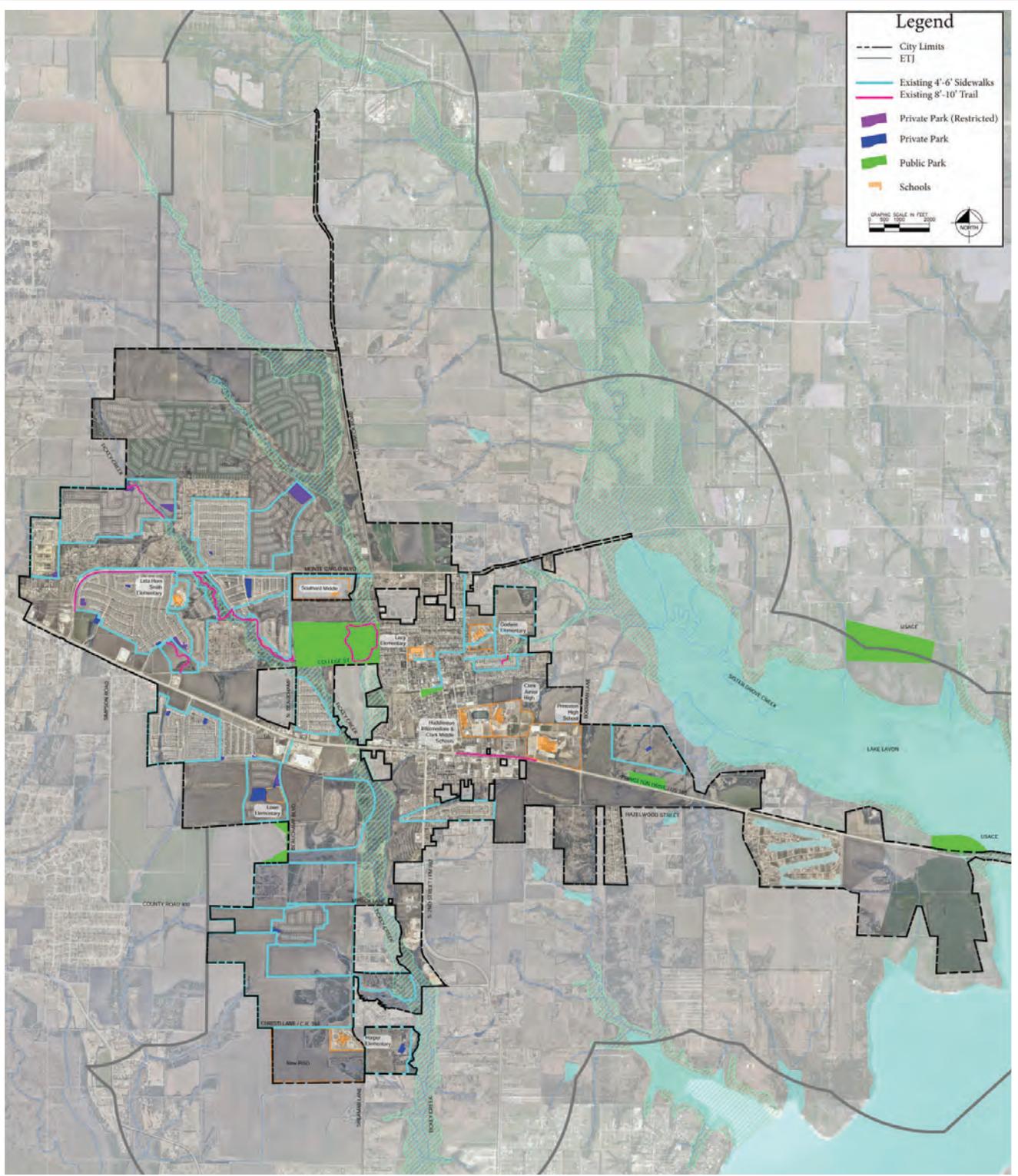


Figure 5.4: Existing parks and trails in Princeton and its extra-territorial jurisdiction



## *Parks and Trails Master Plan*

The City of Princeton recently developed a new plan for its parks and trails system in concert with this comprehensive plan. Designed to update the direction set by the previous, 2008 document and build upon its foundation, this 2018 plan contains recommendations for steps that the city should take to preserve and enhance the quality of life in Princeton as it grows between now and 2050. Specific recommendations are listed for existing and proposed park space and the plan defines a list of priorities for the development of park land over the next several years. The Parks and Trails Master Plan also inventories the existing parks system, conducts a needs assessment for the community based on growth projections, and provides trail standards and connection concepts.

## Public Services

Public services are municipal functions that enhance the quality of life in Princeton. The city delivers or facilitates the delivery of services related to public safety, utilities, and emergency communication. As Princeton grows in residential population and geographic size, the city will likely assume additional responsibilities that may require additional staffing and coverage. While not covered in the sections below, it should be noted that the city recently completed a Master Drainage Plan for the development, preservation, and proper drainage of Tickey Creek and its major tributaries.

### Police and Fire Services

Policing and firefighting are two of the most important services that a municipality provides for its citizenry. The Police Department currently employs sixteen officers and investigators in addition to the Chief of Police and his administrative staff. The Police Reserve Program provides supplemental personnel for the purposes of routine law enforcement or emergencies. The department's location in the central downtown area provides it with quick and convenient access to the city's neighborhoods and communities. The Fire Department is also located downtown on Woody Street. Forty-five full-time, part-time, and volunteer firefighters serve on staff, responding to approximately 2,000 emergency calls every year. All full-time and part-time firefighters, in addition to most volunteers, possess state fire and EMS certifications.

Maintaining quick response times, especially as the municipal service area expands through annexation, will likely be a key metric to judge the effectiveness of public services in a growing Princeton. Industry best practices suggest that local governments should maintain a corps of police officers and firefighters in excess of 1 first responder per 1,000 residents served for each department. This is a standard that the City of Princeton currently exceeds and is expected to continue exceeding.

### Water and Wastewater Services

The City of Princeton provides municipal water and wastewater services for residential and non-residential customers in its service areas. Seventy-seven and sixty-three miles of water and wastewater lines, respectively, serve the citizens of Princeton.

Water is obtained through an agreement with NTMWD, which serves parts of Collin, Dallas, Denton, Fannin, Grayson, Hunt, Hopkins, Rains, and Van Zandt counties in addition to the entirety of Rockwall County. This regional cooperation ensures that Princeton receives the highest quality of public water available. Upon delivery, water from NTMWD is conveyed to two ground storage tanks before being pumped to the city's elevated storage tank. From there, water is distributed to users, re-collected as wastewater, and sent back to NTMWD for treatment.

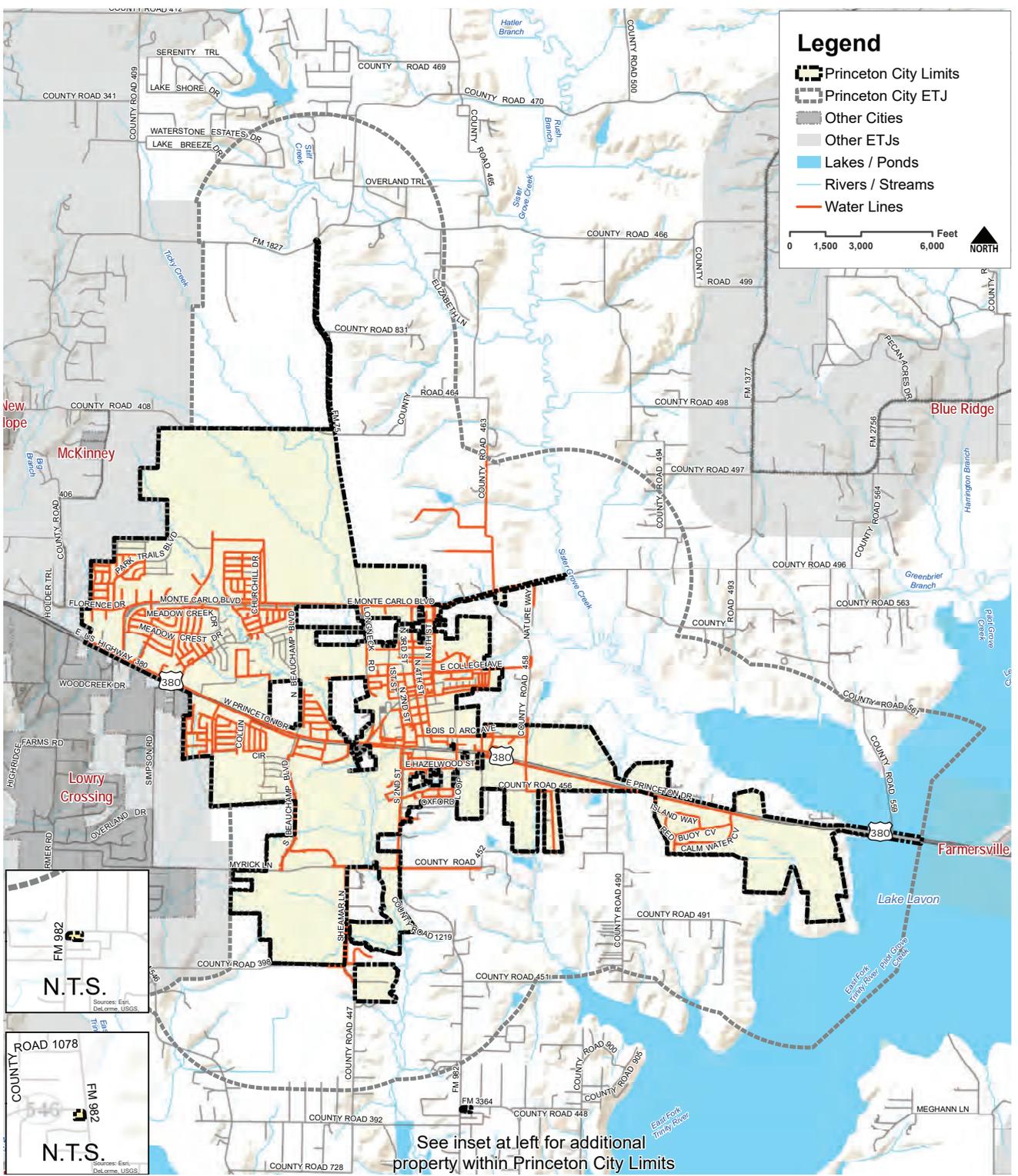


Figure 5.6: Princeton water system

The City of Princeton's Capital Improvements Plan (CIP) strategically locates additional elevated storage tanks, ground storage tanks, water distribution lines, sanitary sewer interceptor lines, and lift stations around the city and its ETJ in anticipation of growth. These improvements have been organized into two groups: those that should be completed in the next ten years and those that should be completed at buildout population. This division of work helps the city organize and prioritize projects.

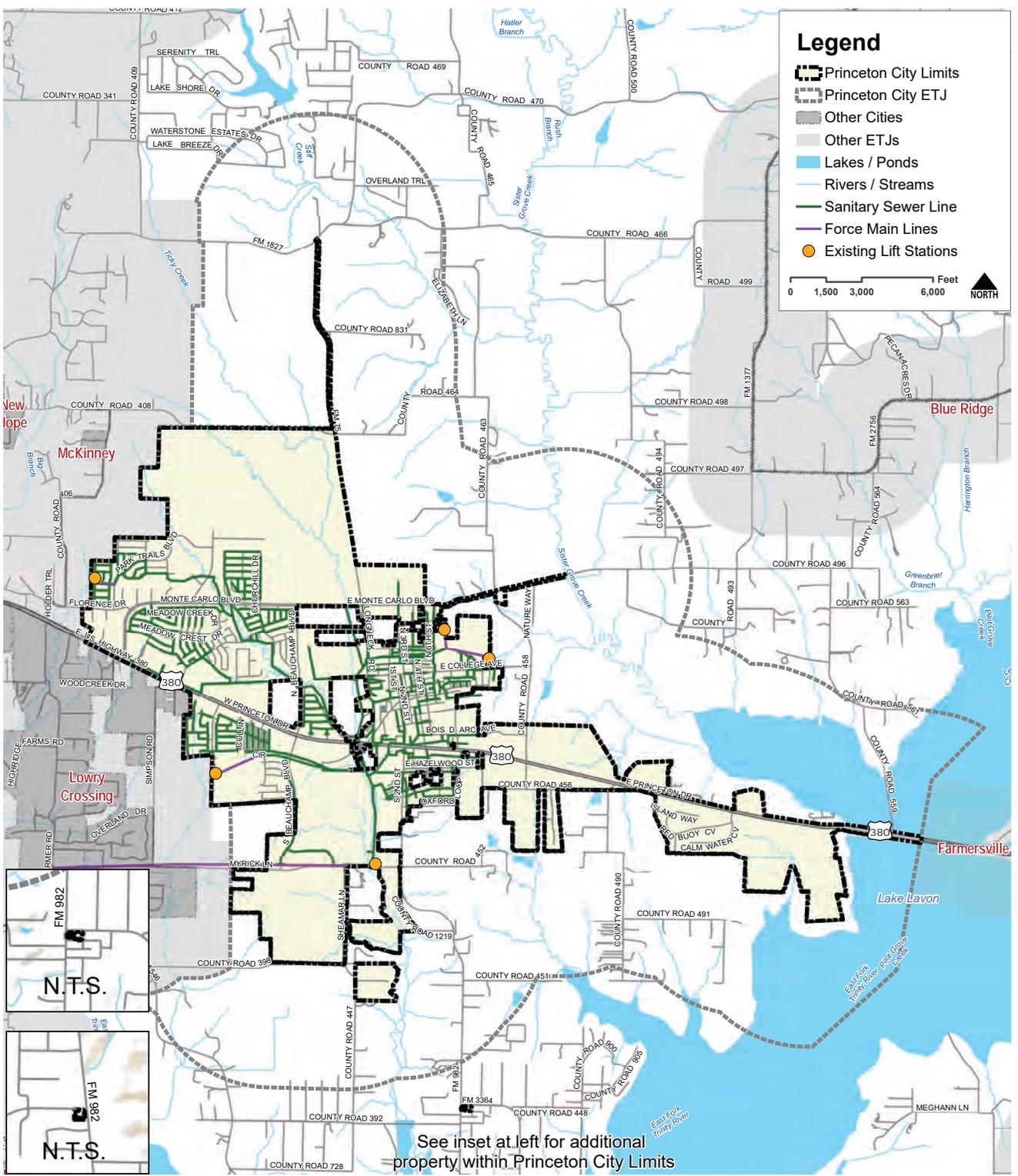


Figure 5.7: Princeton wastewater system

These master plans are important tools to guide the growth of the community and ensure the availability of water infrastructure. The city will take this information and carefully review the Future Land Use Plan once these maps are updated, ensuring that the plans are in alignment with the community's land use direction. Planning for future utility improvements is also ensures that extensions are completed methodically, and with public finance in mind.

### Emergency Warning System

The City of Princeton has invested in an emergency warning system capable of alerting the community during severe weather, civil emergencies, or other impending hazards. There are currently four sirens in strategic locations throughout the city, and Princeton is currently evaluating additional sites for new emergency sirens to serve the community as it grows. The map below highlights these prospective sites.

The placement of new sirens will consider noise and sound interference that may occur from nearby roadways, particularly around Princeton Drive and other heavily-traveled thoroughfares. As the population of Princeton increases, additional sirens will be installed.

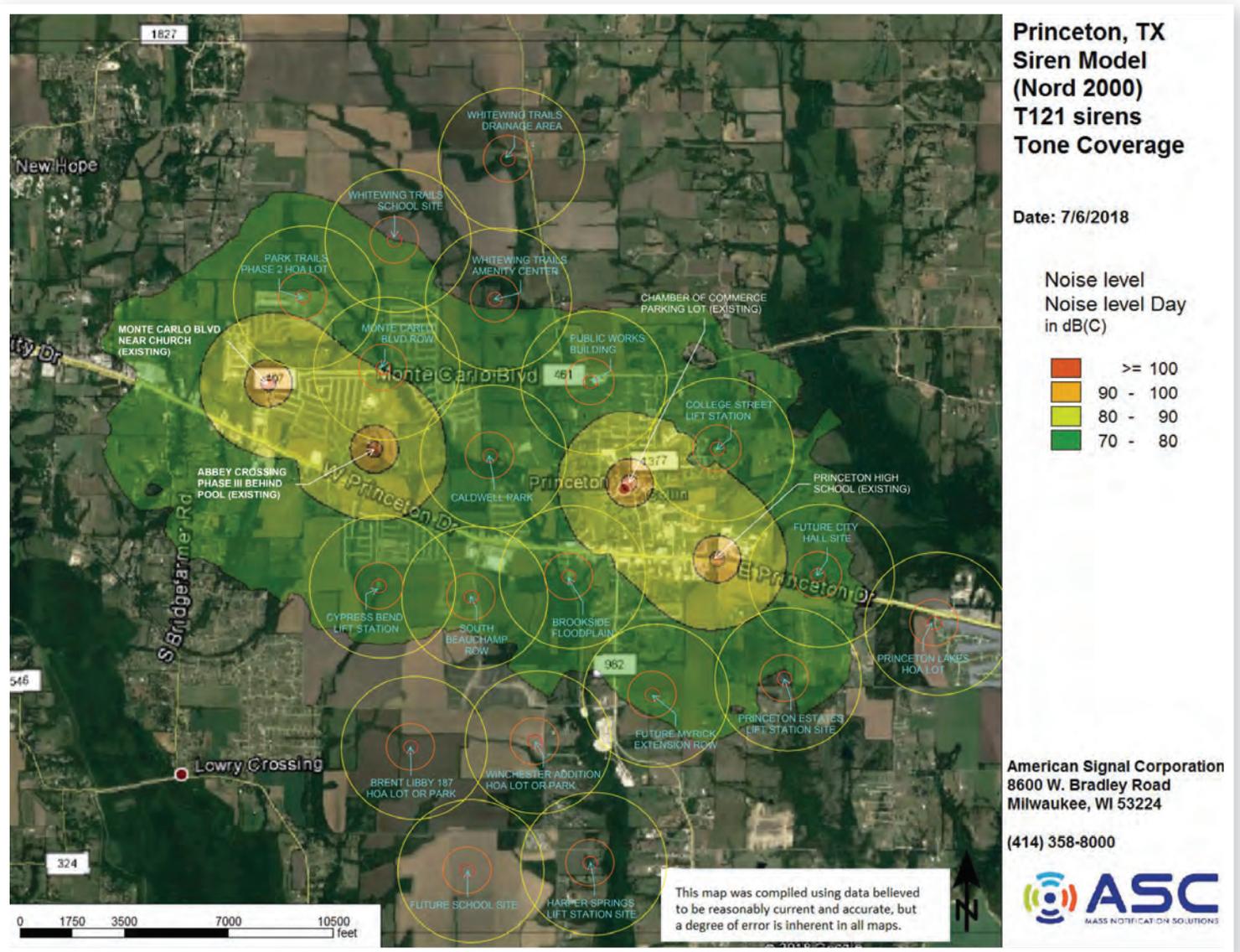


Figure 5.8: Princeton emergency warning system and proposed siren locations



# Economic Development



# ECONOMIC DEVELOPMENT

## Introduction

The Economic Development Strategy provides insight into evolving real estate and development patterns that could affect future growth in the City of Princeton. Princeton is in Collin County, on the periphery of the 13-county Dallas-Fort Worth Metroplex. Collin County has a highly diverse range of development patterns, with Princeton representing a transition point between urbanized areas to south and west and rural areas to the north and east.

Development in Princeton has historically been driven by low- to moderate-density single-family residential. More recent residential developments are moderate in density, averaging at least four units per acre. However, as the region continues to expand outwardly, communities that were once considered rural or suburban are now attracting more variety in their development patterns. Princeton is not immune from this phenomenon.

The Economic Development Strategy for Princeton is considered from two perspectives: external forces and internal trends. External forces occur at a macro-level scale outside the community, but often have subsequent effects on local growth, development, and regulations. Internal trends focus, more specifically, on how Princeton is leveraging or diverging from the documented external forces. Combined, these perspectives provide a comprehensive view when considering future growth patterns and development potential in the community.

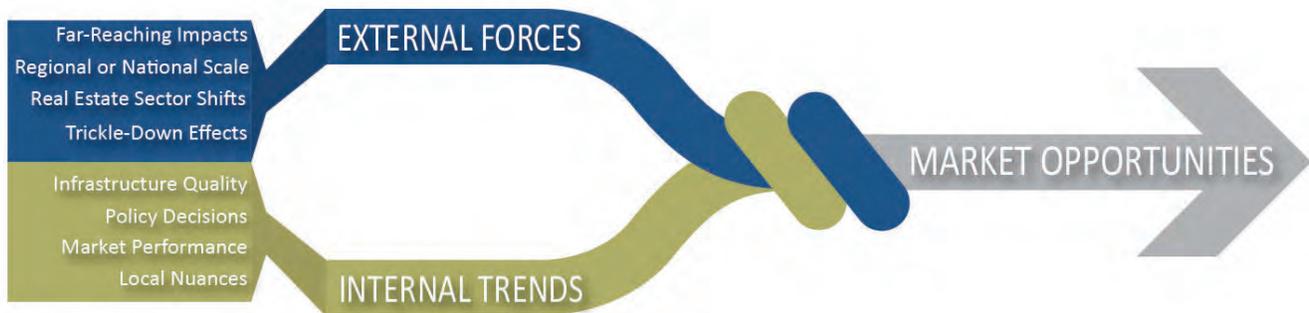


Figure 6.1: An illustration of external and internal factors and their effect on market opportunities

To accurately blend the external forces and internal trends that impact economic development opportunity in Princeton, this analysis uses a custom-defined trade area as the geographic basis of analysis. The trade area is based off drive-times, as well as natural and man-made barriers. Residents in the larger trade area are likely to influence real estate potential in Princeton, given demonstrated commuting patterns, the distribution of local services, and shopper preferences. While forecasts presented in this chapter reflect the Study Area, including the Princeton city limits and the extraterritorial jurisdiction (ETJ), future demand was initially projected for the entire trade area and capture rates were applied based on demographic and economic competitiveness.

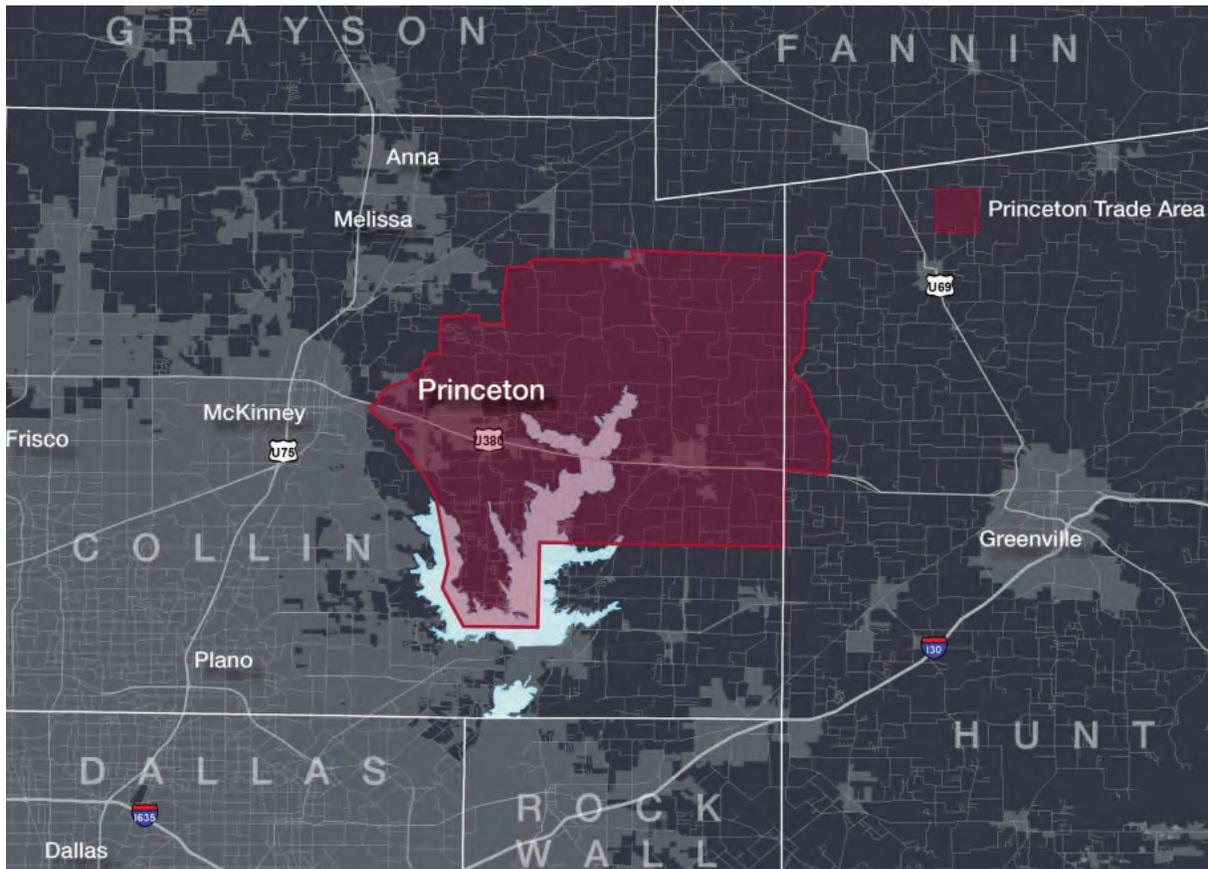


Figure 6.2: The Princeton Trade Area in its regional context

## Economic Development Objectives

Desired outcomes of the Economic Development Strategy were identified based on public input and the themes listed in the Vision Statement and Guiding Principles chapter. These objectives reflect the ideas heard throughout this planning process relating to the community’s vision for economic development in Princeton leading up to 2050.

- **Diverse economic base.** Ensure financial stability by continuing to expand the city’s non-residential tax base to mitigate against losses in any one industry and relieve the residential tax burden.
- **Predictable, efficient pattern of development.** When appropriate, prioritize infill and redevelopment over new development on greenfield sites that can require the expansion of public infrastructure.
- **Balanced economic growth.** Support continued growth along the Princeton Drive corridor while continuing efforts to revitalize downtown and encourage other retail and activity centers.
- **Quality opportunities to live, work, and play within the City.** Transform from a bedroom community to full-service city with a variety of housing, employment, and recreation options.
- **Proactive provision of public infrastructure.** Ensure quality and capacity of public infrastructure and services are sufficient to attract and support anticipated growth in development.
- **Effective public-private partnerships.** Partner with developers, the Economic Development Corporation (EDC), the Community Development Corporation (CDC), and other agencies to leverage public and private investments in order to realize development goals.
- **Appropriately prepared workforce.** Increase coordination with local educational institutions to ensure Princeton has a workforce available to meet the needs of a growing economy.

## Residential Market Opportunities

Primarily anchored by single-family neighborhoods, residential properties represent almost 30% of all land uses in Princeton. Consistent with trends experienced across the United States, the housing market in Princeton, Collin County, and the Dallas-Fort Worth Metroplex were all impacted by the Great Recession—the period of economic decline in the United States between the late 2000s and early 2010s. Recovery from the downturn was deliberate, resulting in stronger momentum for new residential product. Growth pressures have been particularly noticeable in Princeton, where the population has nearly doubled since 2010.



### RESIDENTIAL MARKET OPPORTUNITIES

Residential product represents a strong development opportunity for Princeton, evidenced by momentum already established. In the short-term, single-family detached product will continue to dominate the market, but as Princeton grows and evolves, higher-density residential demand will follow.

**Current Market Performance.** Princeton’s residential market is dominated by for-sale, single-family detached units. In fact, in the last year detached units made up all residential closings, with no transactions posted for attached for-sale product.

Comparatively, residential closing price points in Collin County are higher than the surrounding region. Conversely, Princeton’s are lower. The median closing price in Collin County was \$328,000 in September, compared to \$253,000 for the entire Dallas-Fort Worth Metroplex. Princeton’s median closing price was approximately \$232,000. Closing prices in both Princeton and Collin County have been on the rise, demonstrating 3.6% and 4.1% increases, respectively, in the last year alone. Collin County’s higher median closing price is driven by product in and around the more urbanized concentrations in Plano, McKinney, and Allen.

The Dallas-Fort Worth region has experienced an explosive increase in rental multifamily units, consistent with national trends. However, the existing supply of multifamily rental units in Princeton is relatively limited, and most communities are more than 20 years old. New apartment development has recently reached an all-time high in Collin County with development near established concentrations of commercial development. Residents looking for rental options in Princeton typically pursue investor-owned single-family detached units.

**Future Opportunities.** Single-family detached residential units comprise most of the current development in Princeton. Only two projects currently entitled include a multifamily component, including Princeton Crossroads and White Wing Trails. A third stand-alone multifamily development is also planned with frontage on Princeton Drive. Build-out of the currently entitled residential developments in Princeton would result in approximately 27,000 additional residents. Pre-development meetings with potential developers are occurring on a weekly basis.

The population forecasts presented in Chapter 4 provide the basis for understanding future housing needs in Princeton. Princeton had an estimated 12,870 residents in 2018. Based on forecasts prepared by North Texas Council of Governments, Princeton could reach a total population of 64,870 to 79,870 residents by 2050.

In order to support the forecasted population growth, approximately 19,000 to 25,000 housing units would need to be added through the planning horizon. Future land use patterns should reserve areas designated for higher-density residential options, including senior living, in locations with competitive visibility, access to major thoroughfares and utility infrastructure, as well as proximity to commercial development nodes.

## RESIDENTIAL MARKET DISRUPTORS

Challenges obtaining financing, coupled with the shifting preferences of Millennials, have contributed to a notable decline in the rate of homeownership in the United States. In fact, the homeownership rate was 64.4% in the third-quarter of this year, notably lower than 69% in the mid-2000s. Correlated with the declining homeownership rate, households have increasingly shifted to renting to meet housing needs. The period between 2004 and 2014 demonstrated the strongest 10-year renter growth since the late 1980s.

Representing the largest generation, Millennials span a wide array of ages, and drive demand for a variety of housing options. Millennials across the nation are waiting longer to start a family, which is commonly delaying homeownership. When they do eventually look to buy a home, they are often willing to trade space for a premier location close to dining, shopping, and recreation amenities. On the other end of the age spectrum, housing options for active adults and retirees should cater to a wide range of needs allowing residents to age in place, including for-sale and rental opportunities, as well as facilities offering a continuum of care.

## Non-Residential Market Opportunities

Princeton's growing population base has already spurred development interest in commercial land uses, seeking proximity to potential employees and customers. Current development momentum of new shopping and dining options in Princeton will continue as the population expands, driving demand for service-based commercial uses and offering increased workforce opportunities for employers.

### Retail

Future opportunities for new retail space in Princeton will be directly impacted by the development of residential units. Retailers will follow new residential developments, seeking locations that offer accessibility and visibility to an expanding customer base.

A graphic with a grey background. At the top center is a shopping cart icon inside a circular callout. Below it is a horizontal bar with a gradient from blue to red. To the left of the bar is a snowflake icon, and to the right is a flame icon. The text "RETAIL MARKET OPPORTUNITIES" is centered below the bar in red. Below the title is a paragraph of text.

**RETAIL MARKET OPPORTUNITIES**

Retail represents a strong market opportunity for Princeton, spurred by current and future expansion in the residential base. The full development potential of this land use will likely lag residential growth, allowing retailer confidence to increase as density and income metrics are proven. .

**Current Market Performance.** The larger Allen/Frisco/McKinney area has nearly five million square feet of multi-tenant retail space, making up 8.1% of the regional total. Vacancy rates across the region are the lowest they have been in the last ten years, and rents have demonstrated a gradual increase. Retail space in the surrounding Allen/Frisco/McKinney area has an estimated vacancy rate of 5.3%, and an average lease rate of \$23.14 per square foot.

Despite low vacancy rates and rising rents, retailers remain cautious of the outlook, particularly major chains. New deliveries of retail space in the area surrounding Princeton remains well below pre-recession measures. However, new household growth is expected to spur additional retail development.

**Future Opportunities.** New momentum has recently been encouraged by the completion of Wal-Mart and new dining options is expected to continue as retailers seek to serve new customers. Given the comparatively strong performance of retail space included as part of mixed- and multi-use development patterns, future development opportunities in Princeton should consider reserving locations that offer easy access between residential units and commercial offerings.

Based on future household and income forecasts, this analysis forecasts demand for up to 2.5 million square feet of retail space in Princeton through 2050. Retail developed will include both convenience-oriented tenants seeking to capture customers living in and traveling through Princeton, and destination-based uses such as entertainment centers and live-work-play nodes. Land uses supportive of experiential retail options will be important as online shopping grows in popularity and increases capture of convenience purchases.

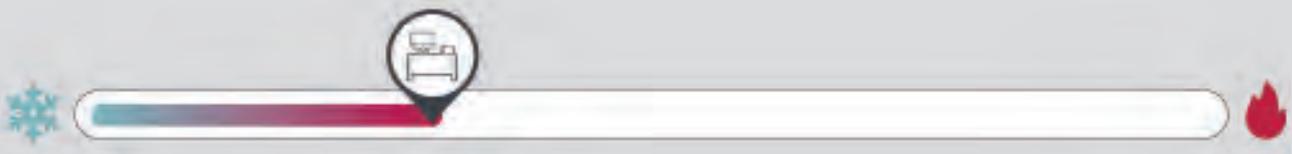
## RETAIL MARKET DISRUPTORS

Retail is currently undergoing a significant evolution based on a macro-level shift in shopper preferences, as well as changes to how goods are viewed and delivered. The significance of online shopping is an influencer in how retail is changing across the United States. However, while online sales have grown significantly in the last 15 years, most non-grocery sales still take place in stores. Recent research shows that many customers shop and compare online but make final purchases in stores.

Investment and development opportunities for retail are still slow, ranking the lowest of all major sectors nationally. Performance of retail centers varies widely, depending on product type and location. Retail located in a downtown or urban core location generates strong confidence for developers, investors, and lenders largely due to higher than average lease rates and low vacancies. In fact, two of the three top-performing center types reflect a movement towards mixed- or multi-use development patterns.

## Office

Lacking a strong employment base locally, existing commuting patterns in Princeton demonstrate an outward travel pattern to surrounding communities. In fact, nearly 85% of working residents in Princeton commute elsewhere for employment, with the most common destinations being Dallas, McKinney, Frisco, and Plano. Future land use planning should seek to elevate well-situated and connected commercial properties in order promote the city as a destination for office space.



## OFFICE MARKET OPPORTUNITIES

Office development in Princeton is a longer-term priority. As the community continues to grow, the addition of new residents and commercial users will create a more attractive environment for office development.

**Current Market Performance.** Demand for office space in Princeton is currently driven primarily by small-scale, professional service-based users. Many of these tenants, such as real estate firms, medical or dental practices, or insurance agencies, can operate in in-line retail suites as well as traditional office space. The office market in Princeton, as well as the greater Plano/Allen area, is comparatively the weakest of any real estate sector. Vacancy rates have remained elevated, ranging from 20% to 24% over the last five years.

**Future Opportunities.** As previously noted, existing office space in the larger Allen/Frisco/McKinney area has an elevated vacancy rate. From a financing perspective, existing vacant office space would have to be leased to increase the attractiveness of an investment in new office development in Princeton.

Based on projections of future office-occupying jobs, this analysis forecasts demand for up to 850,000 square feet of new office space in Princeton through 2050. The City of Princeton should partner with local and regional economic development groups to understand current and future needs for competitive office sites. As possible, mixed- or multi-use developments should be encouraged to incorporate an office component, as this land use pattern will be the most attractive for new development.

## OFFICE MARKET DISRUPTORS

Office space located in well-designed suburban mixed-use projects or near urban central business districts has achieved success in attracting talent-seeking companies and young, educated workers. Like multifamily residential, well-located office space is experiencing a resurgence across the nation. Nationally, the most attractive office space is typically close to cafes, restaurants, retail shops, personal and business services, hospitality, and civic uses. Premier locations are compact, walkable places near housing and public transit, when available. Tenants expect their employees to be more satisfied in places that offer diverse, connected land uses. As a result, these companies anticipate higher productivity, less turnover, and more innovation.

## Industrial

Often people equate industrial land uses primarily to heavy manufacturing facilities. However, much of the industrial market activity in the Dallas-Fort Worth Metroplex focuses on distribution, warehousing, and flexible work spaces. Industrial and manufacturing spaces are also getting a new reputation with the increase in advanced technology and the increased use of robotics.



## INDUSTRIAL MARKET OPPORTUNITIES

The purchase and promotion of the Princeton Business Park represents a real opportunity to attract new employers to the area. To achieve true market potential, partnerships with local and regional agencies will be critical.

**Current Market Performance.** While Princeton currently has a limited inventory of industrial properties, the community is proactively seeking to attract new development. Princeton's Economic Development Corporation purchased 108 acres of undeveloped land on the south-side of the City, at the intersection of South Beauchamp Boulevard and County Road 400/Myrick Lane. The planned use for the property is industrial/warehouse/technology. The park is complete; however, transportation infrastructure required to serve the property is in various stages of design and construction.

**Future Opportunities.** The business park represents a short-term opportunity to attract employment-generating land uses to the area. To support mid- to long-term development potential, additional sites should be identified and secured to offer a wide variety of location options and parcel sizes. Land use plans and policies should be supportive of new development at this property to elevate Princeton's future potential as a competitive job center. Employment forecasts prepared for the region and Trade Area would support up to 1.5 million square feet of industrial space in Princeton through 2050. Industrial demand is based on projections of jobs that typically require warehousing, distribution, and manufacturing space. Partnerships with the EDC and CDC will be critical to promote existing properties like the EDC Business Park and understand needs to plan for future offerings elsewhere in the community.

## INDUSTRIAL MARKET DISRUPTORS

Retailers and other warehouse occupiers are growing distribution center footprints nationally, seeking locations near urban centers with high concentrations of people and serve "last mile" delivery for eCommerce. Operations located within the 20-mile ring of major cities typically handle fast-moving, high-cost and time-sensitive products like mobile phones and groceries, while those located more than 75 miles outside of those areas tend to be "big box" distribution or fulfillment centers that handle slower moving, lower cost, less time-sensitive products like furniture and discount apparel.

Access to skilled labor is an important driver in location decisions. Technological advances in industrial product is being leveraged to attract top talent and is critical as many experts agree there is a current skills gap in manufacturing, which could result in two million unfulfilled jobs in this sector by 2025.

## Hotel and Lodging

Hotels near the City of Princeton are in McKinney with proximity to highway travelers along US 75. Hotels in this vicinity are primarily limited-service, defined as having few guest amenities and lacking a sit-down restaurant on-site.

Hotel quality levels are generally determined by the depth and sustainability of support from available market segments. In areas with lower spending potentials or more price-sensitive consumers, market potentials may be best met by a limited-service property. Conversely, areas with higher spending potential or a large tourism draw would be attractive for a higher-priced hotel category or destination resort.

Hotel market opportunities in Princeton are a longer-term priority, requiring a more established base of residents, employees, and entertainment centers than currently exists today. Like other land uses, the most competitive sites for hospitality in the future will offer superior access and visibility, particularly from Princeton Drive, or inclusion in a mixed- or multi-use development that could help to support demand for hotel stays.

## Entertainment

A common theme in nearly every real estate sector is the perceived success of product that is successfully integrated to create a live-work-play environment. Entertainment centers could be contained within an individual development, or through careful planning to integrate land uses along a corridor or across an entire community. Throughout the many public engagement activities, community members emphasized the desire for more entertainment and recreation opportunities within Princeton.

Mixed-use entertainment centers can take a variety of forms, including compact centers leveraging accessibility to transit, as well as lower-density developments that are pedestrian friendly internally, but are still auto-centric for residents and commercial tenants to meet their transportation needs. Demand for both product types have been demonstrated and are largely related to land value and price premiums that are almost universally generated.

While many Millennials seek to live in an urban environment, the realities of cost could deter some from achieving that dream, especially considering increased student loan debt. Offering mixed-use opportunities outside of transit nodes can provide a more price sensitive option for households that want to spend less of their incomes on housing, but still live in an integrated neighborhood. This sentiment also can be applied to families that seek more space to grow, as well as older residents that want easy access to goods and services but may not want the hustle and bustle of a truly urban environment.

To achieve a true live, work, play environment, mixed-use development touches a wide variety real estate product types. While there is no defined formula for successful mixed-use, a strong residential component typically is the initial driver, followed later by recreation uses, then commercial development in the form of retail, dining, entertainment, and employment. In some cases, the mixed-use core could be a small neighborhood-serving retail center supported by a variety of residential uses, and in others the mixture may be more balanced.

Not only do most indicators suggest that demand for entertainment centers and mixed-use, both suburban multi-use developments and vertically integrated urban product, will continue, existing projects are supporting price point premiums and higher-than-average occupancy rates. Princeton's first multi-use development, Princeton Crossroads, is in planning and design, setting the stage for a more integrated development pattern locally. The potential to achieve greater real estate returns on mixed-use has driven a surge in domestic and international investment in this development pattern. Enhanced investment is likely to continue to drive development of mixed-use neighborhoods throughout the life of the planning horizon.

## Greenfield and Redevelopment Conditions

### Development Patterns in Princeton

New residential development has primarily been focused on the western side of Princeton, offering the most immediate access to US 75 and nearby urbanized concentrations. Residential subdivisions have largely targeted greenfield sites, most recently to the south along South Beauchamp Boulevard, between Princeton Drive and Myrick Lane. Development of the seven residential subdivisions planned in this area alone would transform previously vacant, greenfield sites to more than 3,400 residential units. Several planned subdivisions have also been announced on greenfield sites to the east, between the historical downtown of Princeton and Lavon Lake.

In some cases, sprawling land use patterns that leap-frog the historic core can result in inefficient expansions of public infrastructure and services. Recent subdivision approvals are almost entirely located on the periphery of the central core of Princeton. At the same time, more central sites near established neighborhoods that are already served by public infrastructure remain underutilized, with a particular focus on historic downtown. The potential for new construction or redevelopment of these sites is referred to as infill development and can be an economical way to efficiently manage public infrastructure, decrease traffic, and promote walking by reducing walking distances and supporting transit use where applicable. Princeton has historically experienced limited private investments that successfully utilize infill strategies.

### Promoting Infill Development Strategies

While infill and redevelopment projects may be fiscally sound for municipalities because of a more efficient use of existing public infrastructure, they tend to be costlier up-front than greenfield development. Infill sites often require developers to address existing site issues and the possible opposition from neighbors. Assembling land and obtaining financing for infill and redevelopment projects can also present challenges for developers.

Given Princeton's historical lean towards greenfield development patterns, elevating infill priorities, especially in the downtown, may require a more targeted approach by staff and elected officials. Municipalities can employ a variety of strategies and tools to help alleviate the cost burden and encourage redevelopment and infill, including

financial incentives and organizational solutions. Additionally, despite the often-higher up-front development costs for infill, these projects may be able to command rent or sales prices premiums due to increasing demand for centrally located and integrated residences by both Baby Boomers and Millennials. The following list of tools to support redevelopment initiatives represents a partial list for consideration. Additional recommendations related to redevelopment strategies is included in Chapter 9: Implementation.

## POTENTIAL TOOLS TO SUPPORT REDEVELOPMENT

- Tax abatements or reimbursement
- Expedited permitting
- Fee waivers
- Designation of tax-increment-financing (TIF) districts
- Infrastructure improvements
- Support initiatives led by EDC/CDC
- Business improvement districts
- Other intermediary entities that can coordinate the interests of property owners and the project delivery process



# Mobility



# MOBILITY

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## Introduction

The Mobility Strategy establishes the community’s transportation policy direction. It provides a long-term overview of the major transportation improvements that will be necessary to support the Future Land Use Plan and meet the mobility needs of the future. The city’s central location in Collin County, its direct access to Princeton Drive (U.S. 380), and its proximity to other regional highways such as U.S. 75 (Central Expressway) and S.H. 121 (Sam Rayburn Tollway) are all helping to fuel new economic and residential growth. With this growth comes additional travel demand both locally and regionally, putting increased stress on the local roadway network.



Princeton Drive and Fourth Street

The city’s mobility planning tools and guiding documents, which include both the Thoroughfare Plan and Future Land Use Plan, will guide the coordination of many separate and incremental decisions that impact the transportation network. Proposed transportation facilities within the city should consider the needs of all transportation system users and accommodate automobiles, bicycles, and pedestrians to further the city’s efforts to promote positive community character and identity. This plan provides the city with the vision and recommended actions to plan ahead and make deliberate decisions to maintain or enhance the city’s transportation infrastructure.

## Thoroughfare Plan Update

The city’s Thoroughfare Plan is the tool that enables the city to preserve future roadway corridors and protect or acquire the necessary right-of-way to improve the local transportation system. To best serve the updated future land use strategy and the associated transportation demand, the comprehensive planning process also included a review and update of future thoroughfare alignments and classifications. The Thoroughfare Plan was recently addressed during the 2016 Roadway Impact Fee Study, so only minor alignment and connectivity updates were necessary. Recommended updates as part of this plan included alignment and collector connectivity updates to support new growth areas. In addition, this plan encourages improved connectivity with adjacent communities (e.g., Lowry Crossing and McKinney), including taking into consideration existing and planned development in the greater area.

The city’s Thoroughfare Plan was also reviewed for consistency with the Collin County Thoroughfare Plan. Collin County’s plan outlines future road development to support the growth and mobility needs of the region.

While the City of Princeton has the responsibility to plan for thoroughfare connectivity within its incorporated areas and extra-territorial jurisdiction, the Collin County plan provides a valuable resource for ensuring continuity of thoroughfares between municipalities and coordination of planning. The recommended cross sections (number of lanes) for Princeton's thoroughfares in unincorporated areas are consistent with the county's plan.

Collin County, the North Central Texas Council of Governments (NCTCOG), and the Texas Department of Transportation (TxDOT) have recognized that many of the existing regional highways and thoroughfares in Collin County are or will be over-capacity in the future, given the current population growth rate. In the City of Princeton, Princeton Drive is the primary east-west thoroughfare that connects the city to the rest of the region, and this highway has been identified as one of the critical roadways to be studied for future improvements. As of 2018, TxDOT has initiated a study of future U.S. 380 highway improvements and alignment alternatives to better serve regional travel demands along this corridor. The expansion or provision of an alternate highway alignment alone, however, will not solve all of Princeton's future travel needs. The city's Thoroughfare Plan network of arterials and collectors is intended to provide multiple route choices for both local and regional trips as the city continues to grow.

Some of the primary connectivity strategies in the Thoroughfare Plan include:

- Creating a **continuous east-west Principal Arterial** (6-lane divided thoroughfare) connecting FM 546 in McKinney and Lowry Crossing along the Myrick Lane (CR 458) corridor to Second Street (FM 982) and ultimately to Princeton Drive
- **Extending Beauchamp Boulevard** as a continuous north-south Major Arterial (4-lane divided thoroughfare) from FM 75 south to Sheamar Lane (CR 447)
- Promoting **adequate collector connectivity** within and between future subdivisions to provide increased route choice, reduce unnecessary congestion on arterials, and provide continuous routes appropriate for comfortable pedestrian and bicycle travel

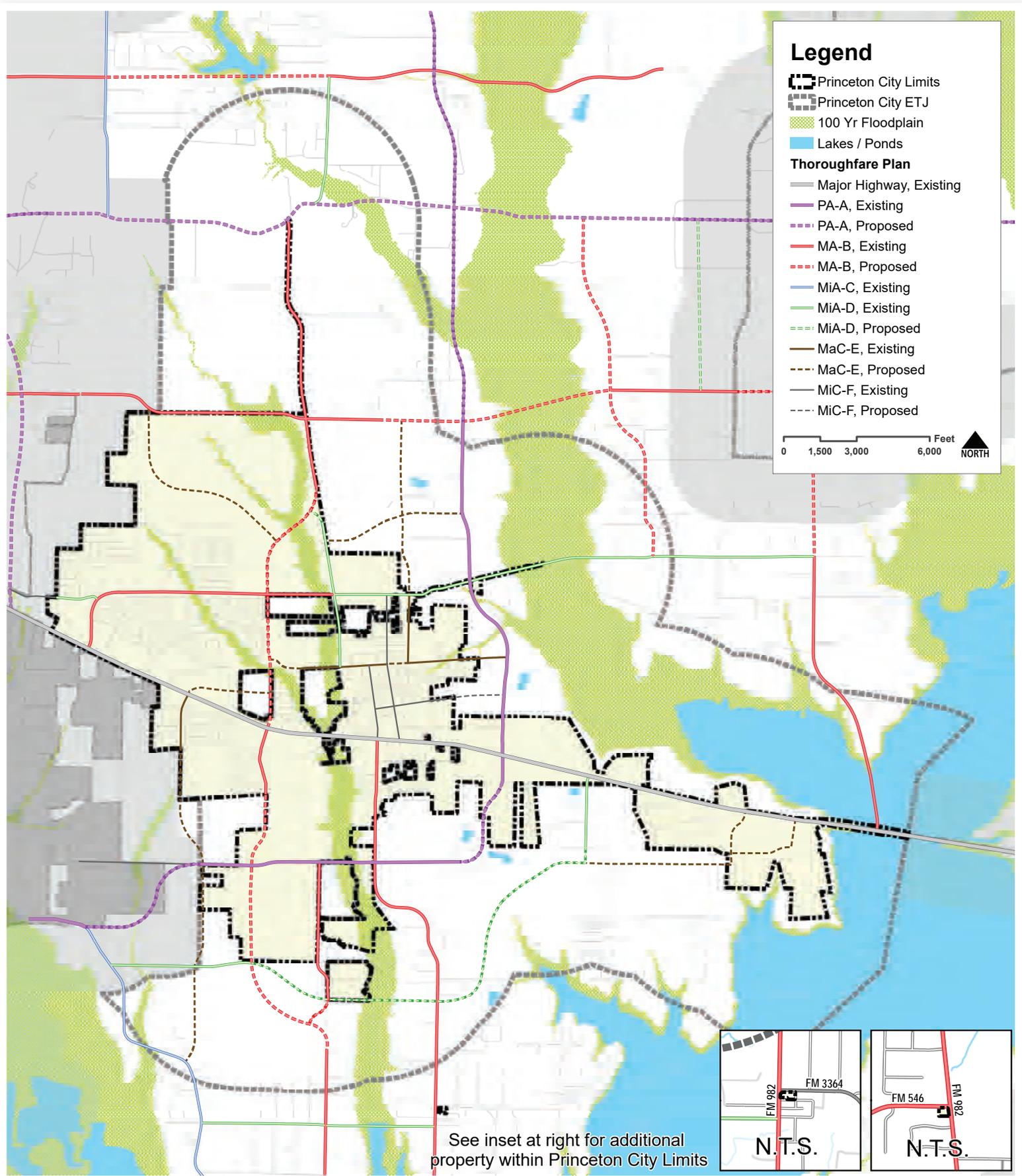


Figure 7.1: The Princeton Thoroughfare Plan Update

## Multimodal Thoroughfare Cross Section Alternatives

Princeton's Thoroughfare Plan is composed of a variety of standard street types, with the overall system designed to maintain a balance between mobility—the flow of traffic—and access to destinations. Princeton's functional classification system is structured in a hierarchical manner, with the goal of providing a balanced network with appropriate roadway capacity, access, and efficiency. The network is made up of six classifications of streets: Principal Arterial (A), Major Arterial (B), Minor Arterial (C), Minor Arterial (D), Major Collector (E), and Minor Collector (F).

Most Princeton streets have been planned and constructed based on one preferred design for each functional classification. While a standard street design, known as a typical cross section, may be appropriate in many cases, in some areas, an alternative design may be more appropriate. There is not a single solution for improving all streets and accommodating mobility choices throughout the city. Street design that is context-sensitive will vary in its cross-section width and design enhancements based on the existing physical constraints, the character of the land use in the surrounding area, and the preferences of the community. Typical thoroughfare and street design standards can be found in the city's adopted Street Design Manual. However, the city is encouraged to incorporate the transportation goals and recommended design alternatives into future street design planning and implementation.

The following set of thoroughfare cross section alternatives has been developed to provide options to meet future bicycle and pedestrian needs and to adapt standard thoroughfare design standards to accommodate the increasing interest in multimodal trip choices.

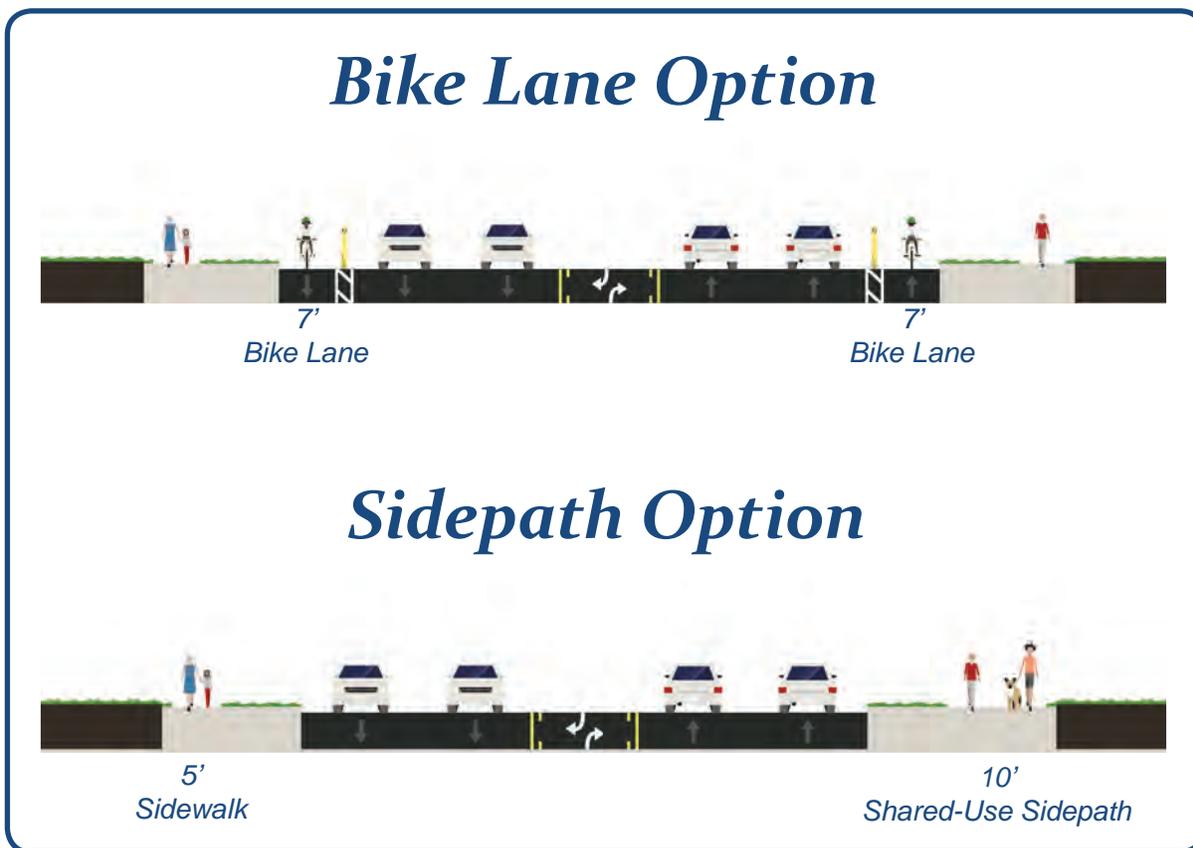
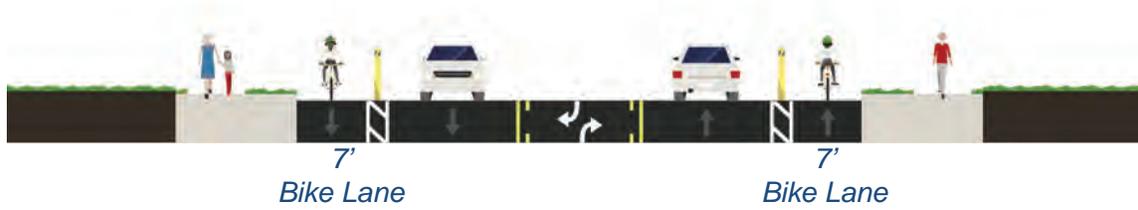


Figure 7.2: Typical Minor Arterial-C

## *Bike Lane Option*



## *Sidepath Option*



Figure 7.3: Typical Major Collector-E

## *Bike Lane Option*

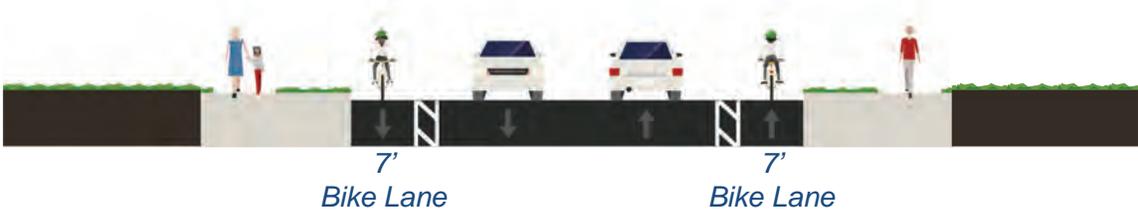


Figure 7.4: Typical Minor Collector-F

## On-Street Bicycle Framework Plan

A city's bicycle and pedestrian network is intended to provide transportation alternatives and recreational opportunities for people of all ages and abilities. The installation of facilities for active transportation can be the most visible element of a city's multimodal transportation network. It shows that the community is a welcoming place for non-motorized trip choices and supports the safe use of streets by all road users.

Sidewalks, trails, and bicycles are transportation options that benefit personal health, reduce traffic congestion and air pollution, and enhance quality of life by creating opportunities for cost savings and social interaction. Interest in bicycling for commuting or recreation is increasing, but many novice riders do not feel comfortable riding on-street with traffic. Princeton has a number of schools within or near neighborhoods that would benefit from safe route options for school-age children and their families. Concerns about safety, barriers, and a lack of infrastructure often lead people to continue using cars for many typically short trips. Increased bicycle and pedestrian facility choices not only address safety, but also enhance long-term community livability, create welcoming streets and neighborhoods, and strengthen local economic competitiveness.

The city has initiated a number of investments for off-street bicycle and pedestrian connectivity, including a hike and bike trail through J.M. Caldwell Sr. Community Park, as well as a shared-use path along Princeton Drive connecting Princeton High School to 4th Street. The city’s Parks and Trails Master Plan provides long-term guidance for an off-street trails system, and the city is encouraged to use this plan as a primary tool for creating a network of trails connecting parks, neighborhoods, and other key community destinations.

This Comprehensive Plan Mobility Strategy includes a recommended On-Street Bicycle Framework Plan that can be used to plan and design street improvements that expand the bicycle network to destinations where a trail may not be feasible. This bicycle infrastructure may take the form of a variety of facility types, including on-street bike lanes within the travelway or shared-use sidepaths that are designed at sidewalk level and intended to accommodate both bicycles and pedestrians. A typical community contains a variety of bicyclists with different skill levels and trip purposes. On-street bicycle lanes can be designed with buffers or a physical separation from moving traffic to increase confidence for all ages and abilities. The On-Street Bicycle Framework Plan map also identifies corridors that could be considered by the city and prioritized as on-street bicycle routes. The preferred facility type selection and design should be determined during the implementation process of future thoroughfare widening and new construction projects.



Figure 7.5: Example Bicycle Facility Photos

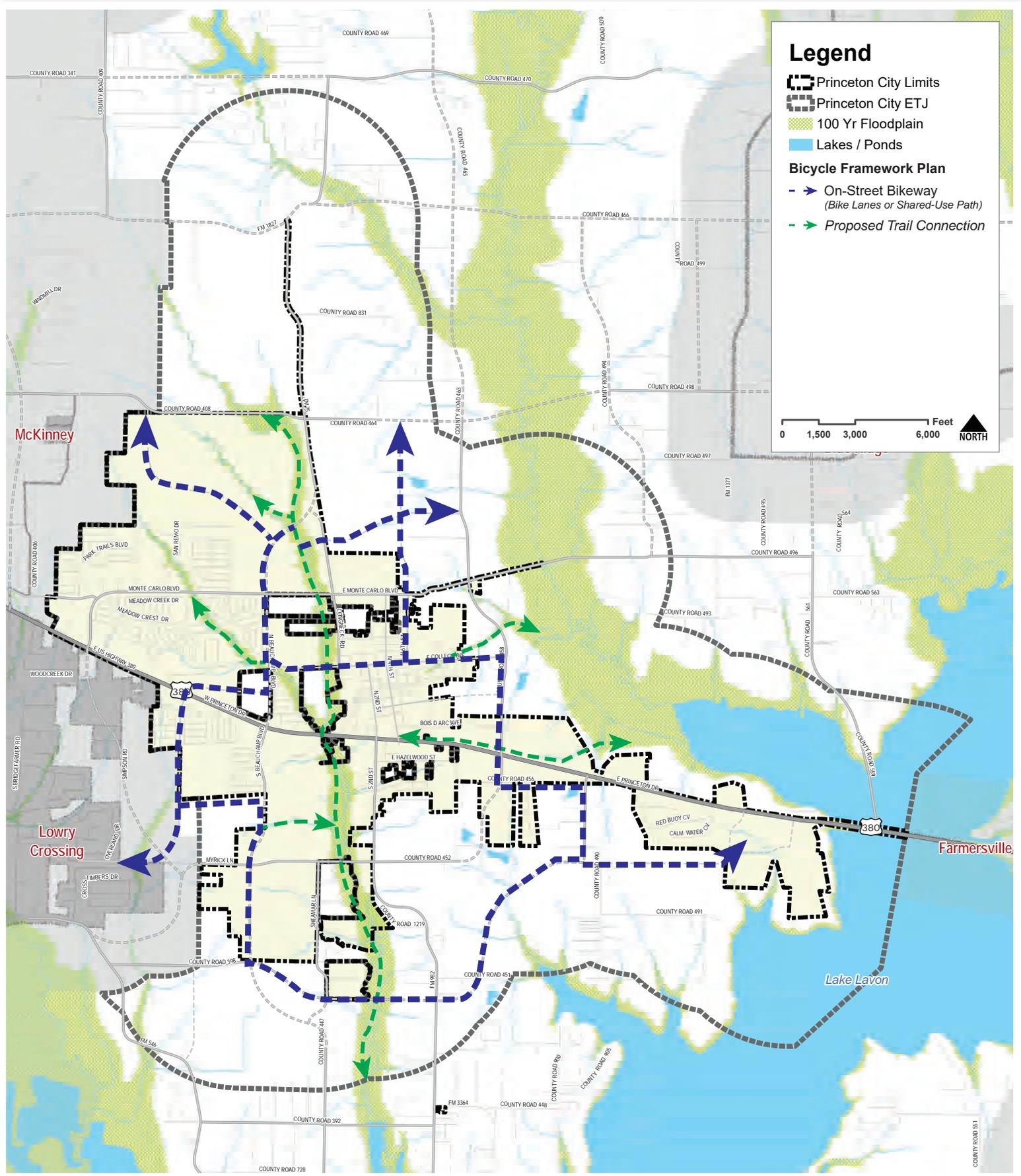


Figure 7.6: The Princeton On-Street Bicycle Framework Plan

## Pedestrian Improvements

As previously mentioned, the Parks and Trails Master Plan addresses community-wide recreational pedestrian trips through the implementation of a trails network. However, it is important to consider the variety of land use decisions and infrastructure improvements that can encourage pedestrian activity and create walkable places. Pedestrians are sensitive to distance, and if distances between destinations are too long, people will often choose to drive rather than walk. The Future Land Use Plan provides Princeton with opportunities to create walkable places with a greater mix of land uses in a localized area, including the revitalization of the downtown or the establishment of new mixed-use activity nodes. In addition to land use decisions that reduce trip lengths, the city should also consider prioritizing infrastructure improvements that make walking safer and more enjoyable. These improvements may include the following:

- **Reducing sidewalk gaps** and maintaining existing pedestrian facilities
- Improving **intersections and crosswalks** so that crossing distances are shortened and pedestrian activity is as visible as possible
- Slowing vehicular traffic in pedestrian-oriented areas with **traffic calming street design** techniques
- Creating **walkable places** that are inviting for pedestrians with streetscape amenities, shade trees, lighting, and street furniture



Figure 7.7: Example Pedestrian Facility Photos

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# Strategic Investment Areas

# STRATEGIC INVESTMENT AREAS

## Introduction

Over the course of the planning process, several areas in Princeton were frequently cited by the community as special areas with the potential to generate economic development activity through new investment or reinvestment. These areas, termed Strategic Investment Areas, are the defining neighborhoods and districts of the City of Princeton that project its image to the region. Downtown, the Lavon Lake area, the Princeton Drive corridor, and the EDC Business Park were all identified by the community as Strategic Investment Areas. A network of parks, open space, recreation, and wide-open “rural” land exists in the city today; as Princeton develops much of its greenfield space, it should do so with consideration of the impact that such development has on the character of the community that residents desire. Parks, recreation, open space, and natural amenities are all part of a network of services and facilities that significantly enhance the quality of life in Princeton.

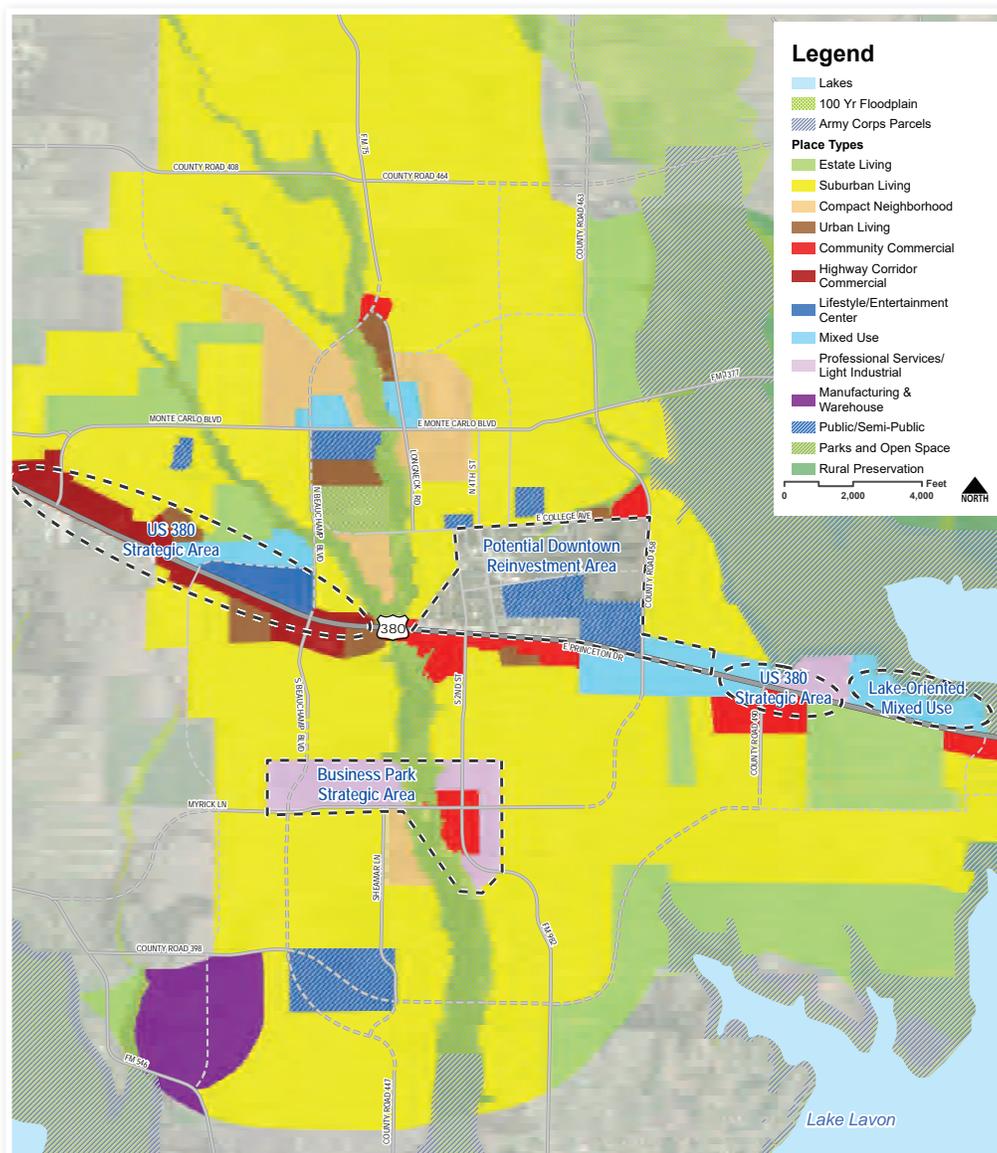


Figure 8.1: Strategic Investment Area Map

## Downtown

Downtown is the historic heart of Princeton. While it has lost its prominence as the primary commercial district in the city to the Princeton Drive corridor, downtown retains a degree of influence in the community, with local institutions and businesses supporting the area. Downtown Princeton is home to the Lois Nelson Public Library, the Fire and Police Departments, Veterans Memorial Park, VFW Post 9167, and the Princeton Chamber of Commerce.

The history of downtown stretches back to the late 19th century, when what is now the City of Princeton was farmland owned by brothers T.B. and George Wilson. Princeton, then known as “Wilson’s Switch”, quickly became an agricultural center for the surrounding region. Downtown served as the commercial center of the community, with businesses supporting Collin County’s lumber, onion, mill, and grain industries. In 1912, the community became an incorporated municipality and, by the 1920s, more than 25 businesses and several hundred residents called Princeton home. Princeton’s residential population, most of which was focused in and around the downtown area, hovered around 500 people throughout the mid-20th century. The increased desirability of Collin County for residential development led to significant growth in Princeton in the 1960s and 1970s. This growth led to an increased economic dependence on larger municipalities in Collin and Dallas counties as more residents commuted to McKinney, Plano and Dallas for work. The need for a downtown in Princeton diminished, and during the mid-to-late 20th century, most businesses moved to what is now the Princeton Drive corridor. Today, downtown needs reinvestment in order to maintain its viability as the historic center of the community.

Since reinvestment in downtown received a large amount of interest in the community, the city has prepared a vision plan for the revitalization of downtown, funded by the Princeton Economic Development Corporation (EDC). This process gauged interest from downtown property owners and residents, as well as elected officials, to support reinvestment in the area. A series of community open houses and online surveys were used to gather feedback from the community, which was used to develop the Downtown Vision Framework Plan, which can be found in Appendix K. This plan includes a preferred future land use map, identifies key nodes and gateways into the area, and contains urban design and mobility components, all of which will be used to provide direction for the development of a Downtown Overlay District.

## Lavon Lake

Lavon Lake is the largest freshwater reservoir wholly within Collin County. Construction started in the late 1940s to pool water from the East Fork of the Trinity River and its tributaries. The reservoir was impounded on September 14, 1953. It is owned and operated by the US Army Corps of Engineers (USACE).

Because the lake does not fall entirely within the jurisdiction of the City of Princeton (some of the lake is in Princeton’s ETJ so there is some jurisdictional control), there are limitations on the ability of this comprehensive plan to address

specific opportunities on USACE property. However, during the community outreach process, Princeton residents voiced a desire for the city to partner with the Corps of Engineers to provide recreational amenities on USACE property that can have direct ties to future residential, commercial and mixed-use developments on adjacent properties. This approach would allow the community to take advantage of the recreational opportunities afforded by this large area of public land while still maintaining the USACE mission related to flood control and water quality.

## Princeton Drive

Princeton Drive—the segment of U.S. Highway 380 that falls within the city’s corporate limits—is the main commercial and transportation corridor in the City of Princeton. Princeton City Hall, Princeton High School, and the city’s largest commercial developments are located on Princeton Drive. In addition to its role as the city’s main thoroughfare, Princeton Drive also serves as the main connector between Princeton and McKinney, Dallas, and the rest of the Metroplex. As a federal highway, it is administered by the Texas Department of Transportation (TxDOT). TxDOT is currently evaluating it for a possible expansion to six lanes and as well as improving it as a freeway, or realignment. Alignment alternatives under consideration for U.S. 380 as a freeway will either honor the current alignment through Princeton or bypass the city to the north.

Princeton Drive carries thousands of vehicles through the city limits every day, with the western stretch typically supporting a higher volume of traffic than the eastern section. In the west near Bridgefarmer Road, an average of 27,350 vehicles pass through each day. In the east, near Lavon Lake, an estimated 15,940 vehicles pass through each day. In the center of Princeton near Second Street (FM 982), the highway averages about 21,000 vehicles per day.

The Princeton Drive corridor will continue to provide important economic opportunities for the city as it grows, offering residents many of the desired commercial amenities in the community. However, development of the corridor should focus on attracting larger community supporting commercial businesses, rather than competing for smaller home-grown businesses that are envisioned for the downtown area, or larger light industrial users that are being targeted for the EDC Business Park.

## EDC Business Park

The EDC Business Park, owned wholly by the Princeton Economic Development Corporation, is located on the city’s south side, at the intersection of South Beauchamp Boulevard and County Road 400 (Myrick Lane). The business park is envisioned as a key economic driver for Princeton, providing additional employment opportunities within the community. The development has a potential to incubate new businesses within Princeton while also supporting businesses wanting to locate within close proximity to the McKinney National Airport. The main land use proposed for business park is industrial with some supportive commercial uses. The business park is currently zoned M-1.



# Implementation



# IMPLEMENTATION

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## Introduction

The Implementation Strategy is the final piece of this plan; it outlines a process for achieving the community's desired vision for its future. This chapter discusses the strategies, tools, and partnerships that will be necessary to implement the comprehensive plan and the matrix of Action Items that will serve to guide the process. The chapter also lists potential partners that could have a role in working with Princeton to implement the plan. Action Items have been organized with respect to their area of focus, lead entity, partner entity, timing, and anticipated cost.

## Strategies, Tools, and Partnerships

The City of Princeton will need to utilize policy tools in order to accomplish its objectives. These tools, which may take the form of programs, projects, or policies, will help to achieve the community's vision. The following items form a non-inclusive list of tools and example strategies that may be considered by the city in implementing the Action Items in this chapter:

- **Incentives**—Incentives are policies that offer financial rewards for businesses or individuals who engage in actions such as investment, reinvestment, or job creation that align with the goals of the community's plan. Examples include abatements, reduced fees, and public investment in a project. In Princeton, case-by-case incentives are offered through the EDC in the form of tax abatements, development fee rebates, and sales tax rebates.
- **Regulations**—Regulations are rules that detail policy and procedure. They are generally established by city ordinance and set requirements for businesses or individuals to follow. Regulations can become necessary when issues come to light, such as the placement of a factory near a historic district. In Princeton, regulations for land use are established through the city's Planning and Zoning Commission.
- **Guidelines**—Unlike regulations, guidelines are non-binding documents designed to encourage a particular product or outcome. They are akin to recommendations, not strict requirements. Guidelines describe an ideal process and result worthy of consideration by city staff, developers, and community partners. The Planning and Zoning Commission considers the city's design standards as guidelines in the approval process for new development in Princeton.
- **Public outreach**—Education, events, and other forms of community engagement (e.g., social media) should form the foundation for a concerted public outreach effort. Public outreach builds awareness and pools the collective ideas of the Princeton community, creating truly representative public policy. As part of this planning process, the city hosted a number of events to educate interested members of the community and request their feedback.

- **Capital investments**—A capital investment in the public sector is the dedication of funds to the creation or acquisition of a specific, and often physical, asset. It is generally the most intensive use of public funds of the strategies and tools listed, often necessitating high labor or other financial costs. Because of this, Princeton residents prefer a measured and balanced approach to public spending that requires the city to be a thoughtful steward of the public purse. The City of Princeton coordinates capital investments through its Public Works Department, as well as the Economic Development (4A) and Community Development (4B) corporations.
- **Studies and plans**—In addition to the comprehensive plan, the City of Princeton may commission additional studies and plans to facilitate a more detailed analysis of certain programs, departments, or geographic areas within the city. Because their scope is narrower than that of the comprehensive plan, smaller studies and plans help determine the best Action Items for a specific issue or area. An example of this is the 2018 Parks and Trails Master Plan, which is a concurrent effort with this comprehensive plan.

As a single municipality, the City of Princeton is one entity in a patchwork of governmental agencies and public sector-adjacent organizations that deliver public goods, services, and infrastructure to residents. Fostering good working relations with strategic partners will ensure the successful implementation of the objectives set by the plan’s Vision Statement and Guiding Principles. Key partnerships in the implementation of this plan will include the following entities:

- **Collin College**—Collin College is the community college district for Collin and Rockwall counties, the former of which is home to the entirety of the City of Princeton and its ETJ. In 2016, Collin College embarked a \$600-million expansion plan to establish five new campuses by 2023, one of which would be located in western Farmersville, close to that city’s border with Princeton. Once complete, the Farmersville campus will be the closest institution of higher education to Princeton.
- **Collin County**—Collin County is the home of Princeton and the third-largest and second-fastest growing of thirteen counties in the Dallas-Fort Worth Metroplex. The county government is divided into four commissioner, justice of the peace, and constable precincts. The City of Princeton falls in the third commissioner precinct and the second justice of the peace and constable precincts, along with much of eastern Collin County. Downtown Princeton is located approximately nine miles from the Collin County courthouse in north McKinney, the county seat.
- **Neighboring communities**—This plan takes regional forecasts and planning efforts into account to create an applicable path forward for Princeton as it exists in its context in Collin County. Nearby municipalities, such as the cities of Farmersville, Lowry Crossing, and McKinney will prove to be invaluable partners in regional efforts to achieve shared goals of public policy.
- **North Texas Municipal Water District**—The North Texas Municipal Water District (NTMWD) is the water and wastewater management agency for Princeton and the district’s member cities of Allen, Farmersville, Forney Frisco, Garland, McKinney, Mesquite, Plano, Richardson, Rockwall, Royse City, and Wylie. The district also serves several other, non-member cities north and east of Dallas. In addition to its Lavon Lake plant near Princeton, NTMWD derives its water supply from Lakes Bonham, Chapman, Tawakoni, and Texoma.

- **Princeton Chamber of Commerce**—The Princeton Chamber of Commerce (PCC) is a partnership between the city’s Economic Development (4A) Corporation and its Community Development (4B) Corporation. The mission of the PCC is “to promote the development of all establishments designed for the betterment of the City of Princeton area, so its citizens and business community shall prosper”. In its role as a convener, it seeks to educate the general population through sponsored events, promote local businesses that are unique to Princeton, and encourage the development of pride in the community.
- **Princeton Community Development Corporation**—The Princeton Community Development Corporation (CDC) is a Texas 4B sales tax entity charged with beautifying, enhancing, and improving the City of Princeton through community projects. The CDC is funded through a quarter-cent sales tax that directly supports its various quality-of-life projects and programs. Examples of the CDC’s work include the Princeton Community Center, fireworks for the city’s Independence Day celebrations, improved sidewalks on Main Street, and benches at Veteran’s Memorial Park. The CDC meets monthly to consider new projects, receive reports on existing projects, and conduct other business.
- **Princeton Economic Development Corporation**—The Princeton Economic Development Corporation (EDC) is a Texas 4A sales tax entity charged with encouraging commercial development, employment, and the general public welfare in the City of Princeton. Like the CDC, the city’s EDC is funded through sales tax revenue. It receives a half cent for every dollar spent inside the corporate limits of the City of Princeton. This revenue directly supports the EDC’s projects and programs, including business incentives such as tax abatements and the development of a business park on the city’s south side. The EDC meets monthly to discuss its programs, policies, and initiatives.
- **Princeton Independent School District**—Princeton ISD serves as the primary and secondary school district for most of the City of Princeton, as well as the City of Lowry Crossing and other unincorporated communities in the Lavon Lake area. It is composed of four elementary schools, an intermediate (6th grade) school, a junior high (7th and 8th grades) school, and a high school. The district encompasses 60 square miles of rural and suburban Collin County, with 3,876 students of all grade levels. Two schools are being planned for construction in South Princeton.
- **Texas Department of Transportation**—The Texas Department of Transportation (TXDOT) is the agency charged with overseeing Texas’ state highway system, to include the alignment of U.S. 380 known locally as “Princeton Drive”. TXDOT regularly conducts studies on alignments, new construction, and other highway improvements for the state’s vast roadway network. The agency is governed by the five-member Texas Transportation Commission, along with an executive director who is selected by the commission.
- **U.S. Army Corps of Engineers**—The U.S. Army Corps of Engineers (USACE) is a branch of the Department of Defense known locally for its work as the managing entity of Lavon Lake, the reservoir’s dams, and nearby areas. Its Southwest Division headquarters are located in Downtown Dallas, approximately 33 miles from Downtown Princeton.

## Implementation Matrix

The Implementation Matrix is a guide that may be used to judge the progress of this plan as the city moves toward the year 2050. Because a significant amount of time will pass between the adoption of this plan in the year 2019 and its horizon of 2050, it will become prudent to adapt or adjust the content of this matrix to suit necessary changes. However, these adjustments should attempt to preserve the intent of the Implementation Matrix and consider its forecasts for the needs of both labor and capital. Like other sections of the comprehensive plan, this matrix is a framework for understanding the goals of Princeton in a way that is designed to guide public strategy in an efficient and fiscally responsible manner.

Fiscal responsibility is an important consideration of this plan, and as such the Implementation Matrix estimates public-sector costs using the following scale:

- **\$**—Action Item has a relatively small cost that will require between \$0 and \$50,000 in public funds.
- **\$\$**—Action Item has a moderate cost that will require between \$50,001 and \$250,000 in public funds.
- **\$\$\$**—Action Item has a large cost that will require between \$250,001 and \$1,000,000 in public funds.
- **\$\$\$\$**—Action Item has a major cost that will require more than \$1,000,000 in public funds.

In addition to estimates for public-sector costs, the Implementation Matrix offers an approximation of the timing of each Action Item using the following abbreviations:

- **S**—This is a short-term Action Item that should be completed in the first five years (i.e., before 2024).
- **M**—This is a medium-term Action Item that should be completed in the first fifteen years (i.e., before 2034).
- **L**—This is a long-term Action Item that should be completed before the plan horizon (i.e., before 2050).
- **O**—This is an ongoing Action Item that should be maintained between 2019 and 2050.

The balance of this chapter is dedicated to the plan's Implementation Matrix, which is detailed in the following pages:

Land Use					
#	Action Item	Lead Entity	Partners	Timing	Cost
L1	Develop new design guidelines to accompany the place types established by this comprehensive plan	Development Services Department		S	\$
L2	Revisit the land use component of this plan and consider updates in 5-year intervals	Development Services Department	Communications Department	M	\$\$
L3	Continue to supplement official American Community Survey (Census) estimates with localized and current housing and population projections on an annual basis through 2050	Development Services Department		O	\$
L4	Create a network of neighborhood associations in the city to facilitate discussions and minimize conflict where possible	Community Relations Department	Communications Department	M	\$
L5	Encourage a balanced mix of residential, commercial, and employment uses with varying densities, intensities, and development character	Development Services Department		O	\$
L6	Promote more compact, walkable development	Development Services Department		O	\$
L7	Update the City's Zoning Ordinance and development regulations to promote quality, diverse development types in alignment with the Comprehensive Plan	Development Services Department	DSD; Consultant(s)	S	\$\$
L8	Promote the location of regional entertainment and mixed-use retail land uses along Princeton Drive (US 380)	Development Services Department		O	\$
L9	Buffer low density residential land uses, such as Estate Living, from high-density uses wherever possible, using building setbacks, orientation, topography, or landscaping	Development Services Department		O	\$
L10	Promote sound, sustainable patterns of land use and protect community character by discouraging premature, "leapfrog" growth in long-term growth areas	Development Services Department		O	\$
L11	Ensure zoning classifications allow for a range of housing types that meet the needs of all ages, abilities, and income levels	Development Services Department		S	\$

## Development, Infrastructure, and Public Services

#	Action Item	Lead Entity	Partners	Timing	Cost
D1	Achieve the trail priorities delineated in the 2018 Princeton Parks and Trails Master Plan ("Park Plan")	Parks and Recreation Department		L	\$\$\$\$
D2	Achieve the park priorities delineated in the 2018 Princeton Parks and Trails Master Plan ("Park Plan")	Parks and Recreation Department		L	\$\$\$\$
D3	Continue to expand the trail system to connect neighborhoods with parks and other community destinations, based on the priorities identified in the Park Plan	Parks and Recreation Department	NCTCOG	L	\$\$\$\$
D4	Encourage the maintenance of a high school student-teacher ratio less than or equal to 20:1	Princeton ISD		O	\$
D5	Encourage the maintenance of a student population less than or equal to 2,500 for any individual high school	Princeton ISD		O	\$
D6	Encourage Princeton ISD to re-evaluate its master plan within the context of this plan to identify potential changes in direction or shared goals	Princeton ISD		M	\$
D7	Partner with Collin College to continue to evaluate and expand programs available to Princeton ISD students	Princeton ISD	Collin College	L	\$
D8	Continue to maintain an officer-population ratio greater than or equal to 1:1,000	Police Department	Human Resources Department	O	\$\$\$\$
D9	Invest in a new City Hall with sufficient space for the growing community	City Council		S	\$\$\$\$
D10	Create a program, series of events, and/or infrastructure to encourage more activity at Veteran's Memorial Park and nearby Third Street Park	Parks and Recreation Department	CDC	S	\$\$
D11	Establish a program that incentivizes resilient infrastructure in Princeton, to include white roofs and green building materials	Development Services Department	Economic Development Corporation	S	\$\$
D12	Conduct a feasibility study on the construction of a second campus or expanded physical presence of the Princeton Public Library by 2050	Library Department	Community Development Corporation	L	\$\$
D13	Achieve an "Enhanced" level of library service, as defined by the Texas Library Association	Library Department		M	\$\$

## Economic Development Strategy

#	Action Item	Lead Entity	Partners	Timing	Cost
E1	Complete design guidelines for the use and style of the Princeton city brand, including the logo and accompanying text	CDC	EDC	S	\$
E2	Establish a series of regular town hall meetings between public officials and community members to facilitate discussion and educate the public on issues of development	Community Relations Department	City Council	O	\$
E3	Chart a series of milestones for membership growth in the Chamber of Commerce between the adoption of this plan and 2050	Chamber of Commerce	EDC, CDC	S	\$
E4	Conduct a needs assessment for the municipal government to gauge staffing needs generated by both the Action Items outlined in this comprehensive plan and future anticipated growth in the city	Human Resources Department	Consultant(s)	S	\$
E5	Grow city staff to maintain a generally consistent ratio of public employees per capita, as it exists in 2019, through the plan's horizon	Human Resources Department	City Manager's Office	O	\$\$\$\$
E6	Establish an Economic Development Department that works in a full-time capacity to support efforts of the EDC, CDC, and Chamber of Commerce	City Council	City Manager's Office, EDC, CDC	M	\$\$\$
E7	Expand opportunities for vocational and professional training that is tailored to meet the needs of local and regional employers in coordination with PISD, Collin College, and the EDC	EDC	PISD, Collin College	O	\$
E8	Encourage the development of a wide range of housing types as a way to support a robust workforce to attract future employers and quality retail opportunities	Development Services Department	City Council, EDC, CDC	O	\$
E9	Refine zoning classifications to encourage mixed- or multi-use development patterns where appropriate	Development Services Department	City Council, EDC, CDC	S	\$
E10	Prepare and maintain a publicly-accessible inventory, including location, size, and ownership, of properties that are ripe for development or redevelopment	CDC	Development Services Department	O	\$
E11	Develop an incentive-based toolbox as a way to encourage public-private partnerships in targeted reinvestment areas	EDC		S	\$
E12	Review financial and tax incentives offered by the City every five to ten years in order to ensure alignment with the plan and its updates	EDC		O	\$
E13	Create a tax increment reinvestment zone (TIRZ) or public improvement district (PID) to facilitate redevelopment in downtown	EDC	CDC	S	\$
E14	Establish a grant-funded façade improvement program for reinvestment areas	CDC	EDC	M	\$
E15	Regularly assess adopted development codes and permitting fees to ensure competitiveness with surrounding communities	Development Services Department	City Council, EDC	O	\$
E16	Monitor the community-wide tax base as a way to assess balance between residential and non-residential land uses	City Council	City Manager's Office, Finance Department	O	\$
E17	Continue to market the city and provide financial incentives for targeted business attraction and expansion, which helps to enhance employment options and balance the city tax base	EDC	CDC, City Council, City Manager's Office	O	\$

## Mobility Strategy

#	Action Item	Lead Entity	Partners	Timing	Cost
M1	Prioritize sidewalk gap improvements, with greatest consideration given to providing safe routes to schools and creating connections in areas anticipated to have higher pedestrian traffic	Public Works Department		M	\$\$\$\$
M2	Create a continuous, east-west Principal Arterial that connects FM 546 in Lowry Crossing with FM 982 and Princeton Drive	Public Works Department		M	\$\$\$\$
M3	Promote connected neighborhoods with a collector network within and between future subdivisions to provide increased route choice in accordance with the Master Thoroughfare Plan	Public Works Department		L	\$\$\$\$
M4	Continue proactive planning with TxDOT and NCTCOG on the location of future limited-access highways and major regional thoroughfares connecting Princeton to the surrounding region	Public Works Department	TxDOT, Communications Department	L	\$
M5	Pursue transportation alternatives to reduce automobile dependency, such as rideshare service, vanpools, shuttles, or partnership with regional transit agencies	City Manager's Office		O	\$\$\$
M6	Adopt the street design cross-sections in this plan when constructing improvements to existing or future thoroughfares	Development Services		O	\$
M7	Participate in any feasibility studies or passenger rail planning processes for the Collin County area so such plans benefit Princeton residents	Communications Department	Public Works Department	O	\$
M8	Consider and implement Complete Street design improvements during future street rehabilitation or reconstruction projects	Public Works Department	TxDOT	M	\$\$\$\$
M9	Construct a network of on-street bikeways and trail connections in accordance with this plan's On-Street Bicycle Framework Plan. Pursue funding support for these types of active transportation projects (e.g. Transportation Alternatives Set-Aside Program)	Public Works Department	Parks and Recreation Department, NCTCOG, TxDOT	M	\$\$\$\$

## Strategic Investment Areas

#	Action Item	Lead Entity	Partners	Timing	Cost
S1	Prepare a Downtown Princeton Vision and Master Plan to determine appropriate actions to promote revitalization of downtown	Development Services Department	Consultant(s)	S	\$\$
S2	Develop a downtown zoning overlay district to support the preferred development direction of the Downtown Princeton Vision and Master Plan	Development Services Department	Consultant(s)	S	\$
S3	Develop a zoning overlay district to support the preferred development direction of Princeton Drive	Development Services Department	Consultant(s)	S	\$
S4	Create special design guidelines for each zoning overlay district	Development Services Department		M	\$
S5	Create financial or tax incentives for the conversion of vacant property in the downtown area into commercial space	Economic Development Corporation		S	\$\$\$
S6	Implement street enhancements to improve pedestrian circulation and on-street parking opportunities, and to promote downtown's identity	Development Services Department	Consultant(s)	S	\$
S7	Improve the visibility and quality of entrances into downtown with wayfinding signage and gateway features	Community Development Corporation	Economic Development Corporation	M	\$
S8	Establish a downtown partnership to advocate for the improvement of Main Street and promote center city businesses through events and marketing	Economic Development Corporation	Community Development Corporation	S	\$
S9	Commission at least one work of public art in the downtown area to draw pedestrian traffic and create an iconic installation to improve the public image of Princeton	CDC		M	\$\$
S10	Identify and implement specific thoroughfare or infrastructure improvement projects to support development in the Strategic Investment Areas	Public Works Department	TxDOT	M	\$\$\$\$
S11	Create a physical gateway to the city located on either side of Princeton Drive to greet visitors and establish a sense of place when entering Princeton	Community Development Corporation	Consultant(s)	M	\$
S12	Enhance connection between Princeton Drive and Downtown Princeton, including improved wayfinding signage	CDC	EDC; Development Services Department; Consultant(s)	M	\$\$
S13	Continue to market the EDC Business Park	Economic Development Corporation	Development Services Department	M	\$
S14	Establish a series of events in one or all of the Strategic Investment Areas to highlight improvements and educate the community	Community Relations Department	Communications Department	S	\$\$
S15	Promote development near Lavon Lake that supports the lake's visual and recreational community amenities, while also respecting the natural ecosystem	Development Services Department		O	\$



# Appendices

# APPENDIX A: COMPREHENSIVE PLAN ADVISORY COMMITTEE NOTES

## Place Types Board Feedback

**LACETYPES**      ● = Image to Change      *No Cookie Cutter - More Design*

**Estate Living (EL)**  
**Character & Intent**  
 Predominantly single-family housing on large lots, located on the outskirts of the community or enclaves within the city. Active streets are generally located in planned subdivisions. Residential uses are oriented to the private life of the site and may or may not include farm and livestock restrictions.

**Land Use Considerations**  
**Primary Land Use**  
 Single-family detached homes  
**Secondary Land Use**  
 Civic and institutional uses, parks, open space  
**Indicators & Assumptions**  
 Lot size (range minimum - max)

**Suburban Living (SL)**  
**Character & Intent**  
 Predominantly single-family housing on detached lots. Homes generally located in planned subdivisions with all utilities, residential streets, and sidewalks. May contain a small number of convenience commercial businesses to support the neighborhood.

**Land Use Considerations**  
**Primary Land Use**  
 Single-family detached homes  
**Secondary Land Use**  
 Civic and institutional uses, parks and open space, small amounts of neighborhood-serving retail and office in specific locations (See "Neighborhood Commercial")  
**Indicators & Assumptions**  
 Lot size (range) (typical) (max) (typ) 1 acre  
 Connected to public utilities

**Compact Neighborhood (CN)**  
**Character & Intent**  
 Can support a variety of housing types, including small-lot single family and duplexes in a compact network of complete, walkable streets that are easy to navigate by car, bicycle, or foot. May contain a small number of commercial businesses to support the neighborhood.

**Land Use Considerations**  
**Primary Land Use**  
 Small lot single-family detached, patio homes, town homes, duplexes  
**Secondary Land Use**  
 Civic and institutional uses, parks and open space, small amounts of neighborhood-serving commercial in specific locations (See "Neighborhood Commercial")  
**Indicators & Assumptions**  
 Lot size (range) typically less than 1/2 acre

**Urban Living (UL)**  
**Character & Intent**  
 The Urban Living place type supports a variety of housing types, including small lot single family detached, patio homes, townhomes, duplexes, condominiums, or urban style apartments in a compact network of complete, walkable streets that are easy to navigate by car, bicycle, or foot. May contain a small number of commercial businesses either on the ground floor of residential buildings urban style stand alone, to support the neighborhood.

**Land Use Considerations**  
**Primary Land Use**  
 Patio homes, town homes, duplexes, condominiums, apartments  
**Secondary Land Use**  
 Civic and institutional uses, parks and open space, retail and commercial (See "Neighborhood Commercial")  
**Indicators & Assumptions**  
 Overall densities of 6-40 units per acre

*Handwritten notes on board:*  
 - "Density Add Green Space" (with red circles)  
 - "Masonry" (with red circles)  
 - "Compact" may mean "crowded" (on CN section)  
 - "Multi family" (on UL section)

**Princeton**  
 The Path to Progress

**Kimley»Horn**

- No cookie cutter—more design
- Suburban Living
  - Density
  - Add green space
  - Masonry
- Compact Neighborhood
- “Compact” may mean “crowded”
- Important: to new gate (?) – sidewalks, bike paths
- Urban Living
  - Multifamily
  - No urban

# APPENDIX A: COMPREHENSIVE PLAN ADVISORY COMMITTEE NOTES

## Place Types Board Feedback

**PLACETYPES** ● = Image to Change

*FLAT - NO ARCH CHARACTER*  
*DARK*

**Community Commercial (CC)**  
**Character & Intent**  
 Community Commercial development is characterized by small, free standing buildings containing one or more businesses. Unlike larger shopping centers that may attract regional customers, Community Commercial primarily provides services for the surrounding neighborhoods and city. Business types may include restaurants, local retail, medical offices, banks, and other retail and service uses.  
**Land Use Considerations**  
 Retail and Commercial  
**Primary Land Use**  
 Retail and Commercial  
**Secondary Land Use**  
 Civic and institutional uses  
**Indicators & Assumptions**  
 Lot Size (Range) N/A

**Highway Corridor Commercial (HCC)**  
**Character & Intent**  
 Region-serving commercial development characterized by big box store, multi-tenant commercial centers. This place type is typically located at high volume intersections and often along both sides of highways or large arterial streets. Buildings are typically set back from the road behind large parking lots and large surface parking lots, with accessibility provided primarily by automobiles. Walkers or adjacent to those centers, housing such as apartments or condominiums may be an appropriate use.  
**Land Use Considerations**  
 Retail, commercial, apartments and condominiums, business parks, hotels, entertainment centers, service and office uses  
**Primary Land Use**  
 Retail, commercial, apartments and condominiums, business parks, hotels, entertainment centers, service and office uses  
**Secondary Land Use**  
 Civic and institutional uses, parks and open space  
**Indicators & Assumptions**  
 Lot Size (Range) N/A

**Mixed-Use Activity Center (MU)**  
**Character & Intent**  
 Mixed-Use Activity Centers offer the ability to live, work, and play in one geographically compact area, with a high intensity of uses organized around nodes of activity. This place type includes a mix of different housing options within close proximity to the goods and services that residents use on a daily basis, and may serve as an employment center and shopping destination for adjacent neighborhoods as well. Buildings typically stand near or near streets, with residences or offices located above street level storefronts. The design and scale of development in a mixed-use center encourages active living through a comprehensive network of walkable, complete streets.  
**Land Use Considerations**  
 Retail, commercial, condominiums, apartments, offices, hotels, entertainment centers, service and office uses  
**Primary Land Use**  
 Retail, commercial, condominiums, apartments, offices, hotels, entertainment centers, service and office uses  
**Secondary Land Use**  
 Civic and institutional uses  
**Indicators & Assumptions**  
 Lot Size (Range) N/A

*Too Retro*

**Historic Downtown (HD)**  
**Character & Intent**  
 The Historic Area is the traditional core of a community and a center of economic, entertainment, and civic activity. This area could serve as an employment and shopping destination for the community, with a comprehensive and interconnected network of walkable streets. The historic character of the area would typically be preserved, with new infill designed to complement existing historic structures.  
**Land Use Considerations**  
 Retail, commercial, single-family residential townhomes, condominiums, urban apartments, offices, and service and office uses in existing structures (adaptive reuse) or new buildings conforming to the character of the area.  
**Primary Land Use**  
 Retail, commercial, single-family residential townhomes, condominiums, urban apartments, offices, and service and office uses in existing structures (adaptive reuse) or new buildings conforming to the character of the area.  
**Secondary Land Use**  
 Civic and institutional uses, parks and open space  
**Indicators & Assumptions**  
 Lot Size (Range) N/A

**Princeton**  
 The Path to Progress

**Kimley»Horn**

- Community Commercial
- Flat—No architectural character
- Dark
- Mixed-Use Activity Center
- Too retro

# APPENDIX A: COMPREHENSIVE PLAN ADVISORY COMMITTEE NOTES

## Place Types Board Feedback

**PLACETYPES** ● = Image to Change

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**Professional Services and Light Industrial (PSLI)**  
**Character & Intent**  
 This area is characterized by free standing buildings containing uses such as professional services or office jobs. Buildings may be 4-5 stories tall, but are typically set back from the road and the uses do not rely on customer traffic. Thus there is generally little or no connectivity between adjacent businesses. Uses in this place type may not be compatible with residential, and may require some level of transitional area or screening from the surrounding community.  
**Land Use Considerations**  
 Higher education, research and development, technology, professional offices, medical services, semi-industrial, light manufacturing, research and development activities, flex industrial / office, and service uses.  
**Secondary Land Use**  
 None.  
**Indicators & Assumptions**  
 Lot Size (Range) N/A



**Manufacturing & Warehouse (MW)**  
**Character & Intent**  
 Manufacturing and Warehouse areas provide jobs and keep people in the city. The employees per square foot of building space is usually low due to the large buildings that are typically needed for storage and logistics. This place type is generally found near major transportation corridors (e.g., highways and railways) and may include manufacturing centers, warehousing, or logistics hubs.  
**Land Use Considerations**  
 Manufacturing, distribution centers, technology / data centers, flex office.  
**Primary Land Use**  
 Manufacturing, distribution centers, technology / data centers, flex office.  
**Secondary Land Use**  
 Logistics, retail and office uses, training facilities, civic and institutional uses, parks and open space.  
**Indicators & Assumptions**  
 Lot Size (Range) N/A



*Fine Dining RESTAURANTS*

**\* Neighborhood Commercial – Supportive Use**  
**Character & Intent**  
 Intended to serve as an auxiliary use in Suburban Living, Compact Neighborhood, and Urban Living place types. Neighborhood commercial businesses primarily support the surrounding neighborhood, with a scale and architectural style that complements the rest of the neighborhood.



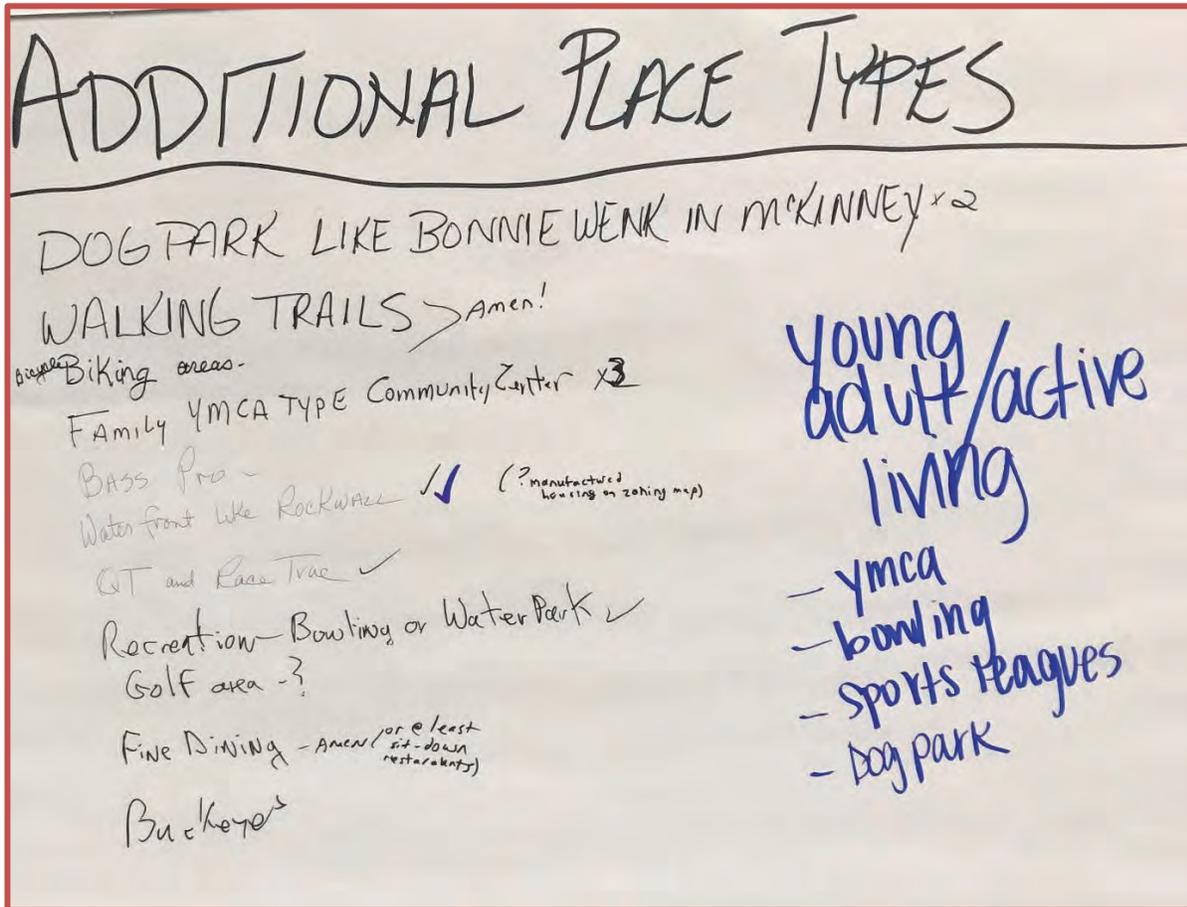




- Manufacturing and Warehouse
- Neighborhood Commercial
- People
- Fine dining restaurants

# APPENDIX A: COMPREHENSIVE PLAN ADVISORY COMMITTEE NOTES

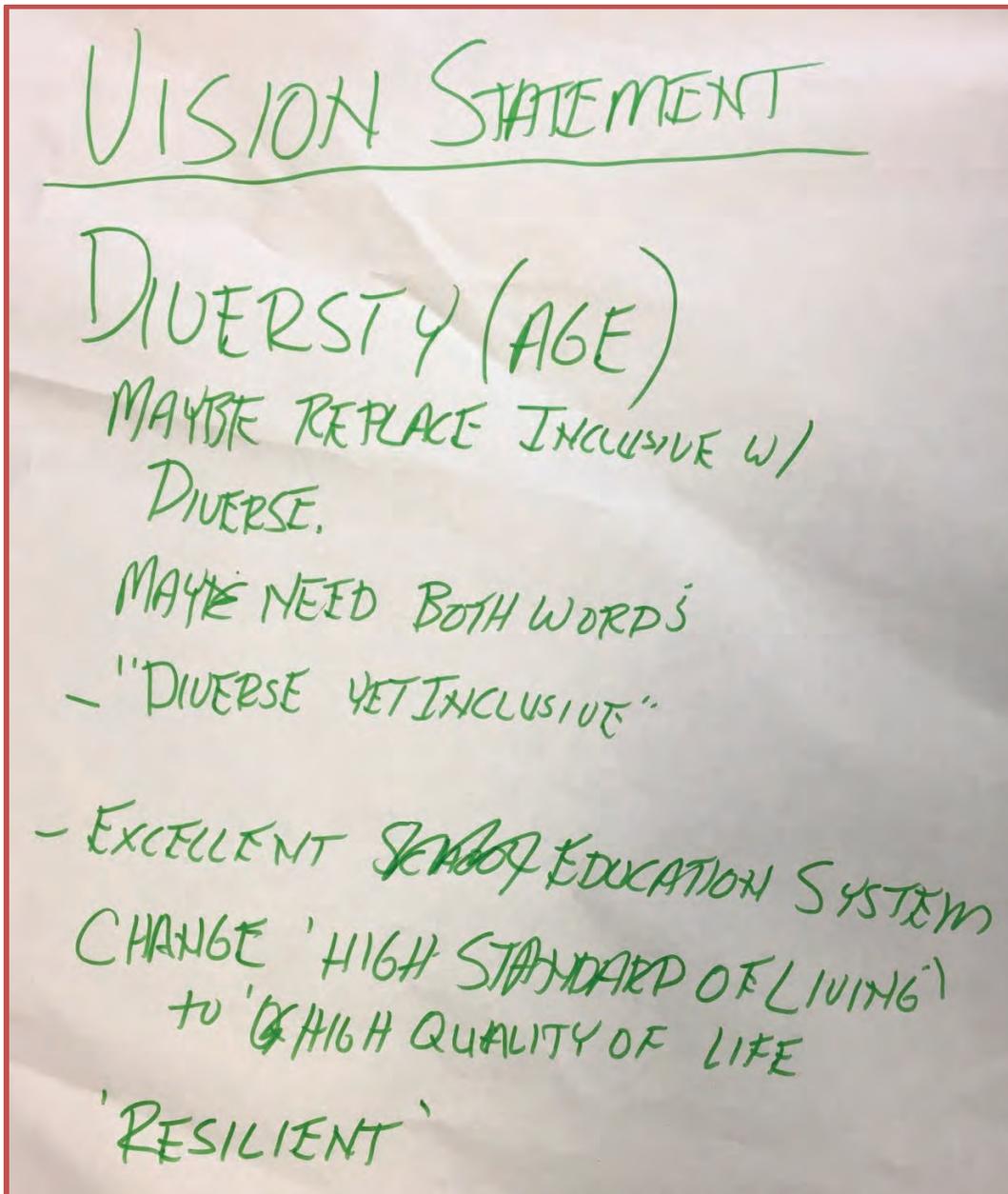
## Additional Place Type Feedback



- Dog park like Bonnie Wenk in McKinney
  - x2
- Walking trails
  - Amen!
- Biking (bicycle) areas
- Family YMCA type community center
  - x3
- Bass Pro
- Waterfront like Rockwall ✓✓
  - Manufactured housing on zoning map
- QT and Race Trac ✓
- Recreation—bowling or water park
- Golf area?
- Fine dining
  - Amen (or at least sit-down restaurants)
- Buckeyes
- Young adult/active living
- YMCA
- Bowling
- Sports leagues
- Dog park

# APPENDIX A: COMPREHENSIVE PLAN ADVISORY COMMITTEE NOTES

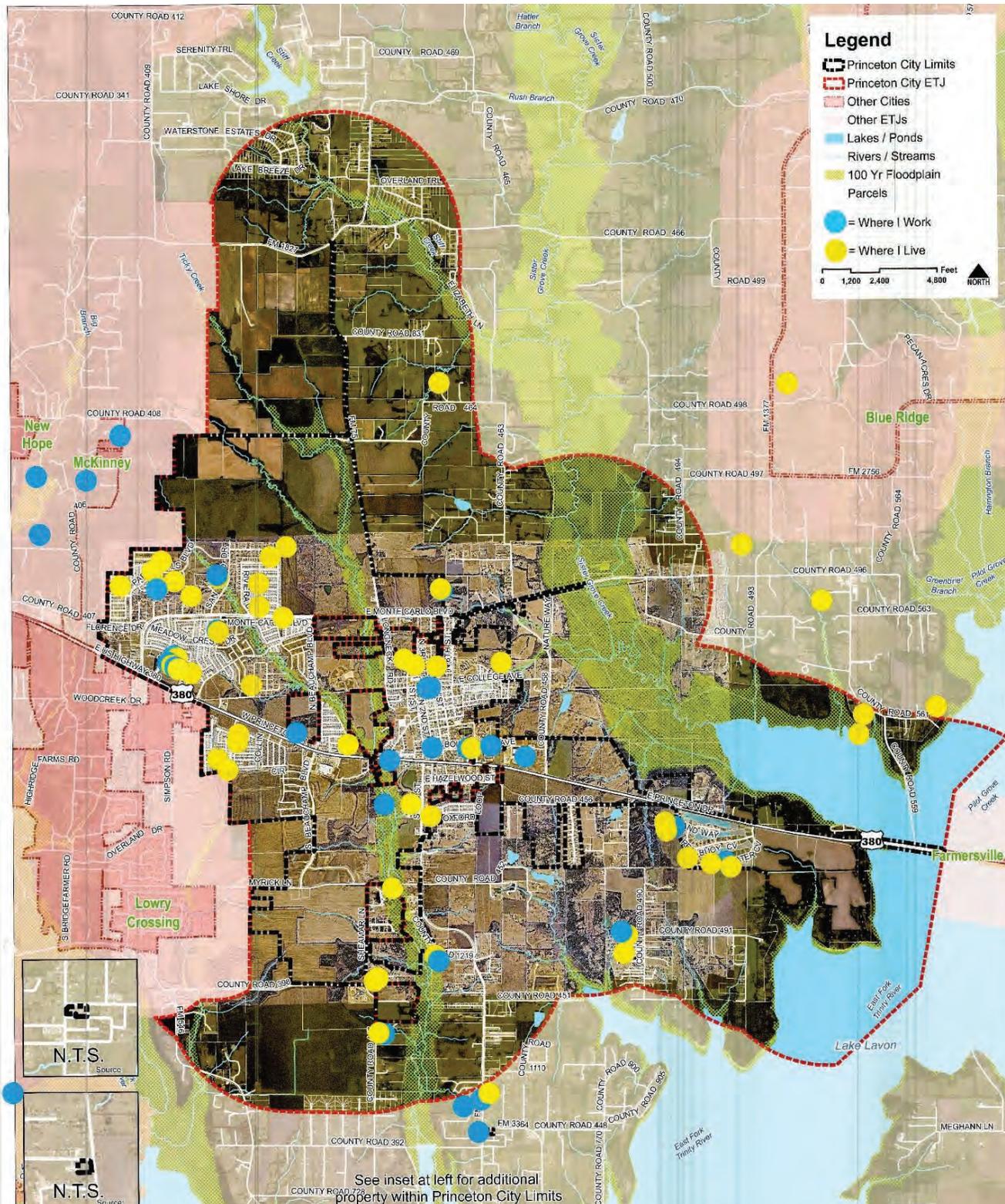
## Vision Statement Feedback



- Diversity (age)
- Maybe replace 'inclusive' with 'diverse'
  - May need both words
  - 'Diverse yet inclusive'
- Excellent education system
- Change 'high standard of living' to 'high quality of life'
- 'Resilient'

# APPENDIX B: COMMUNITY CHARRETTE NOTES

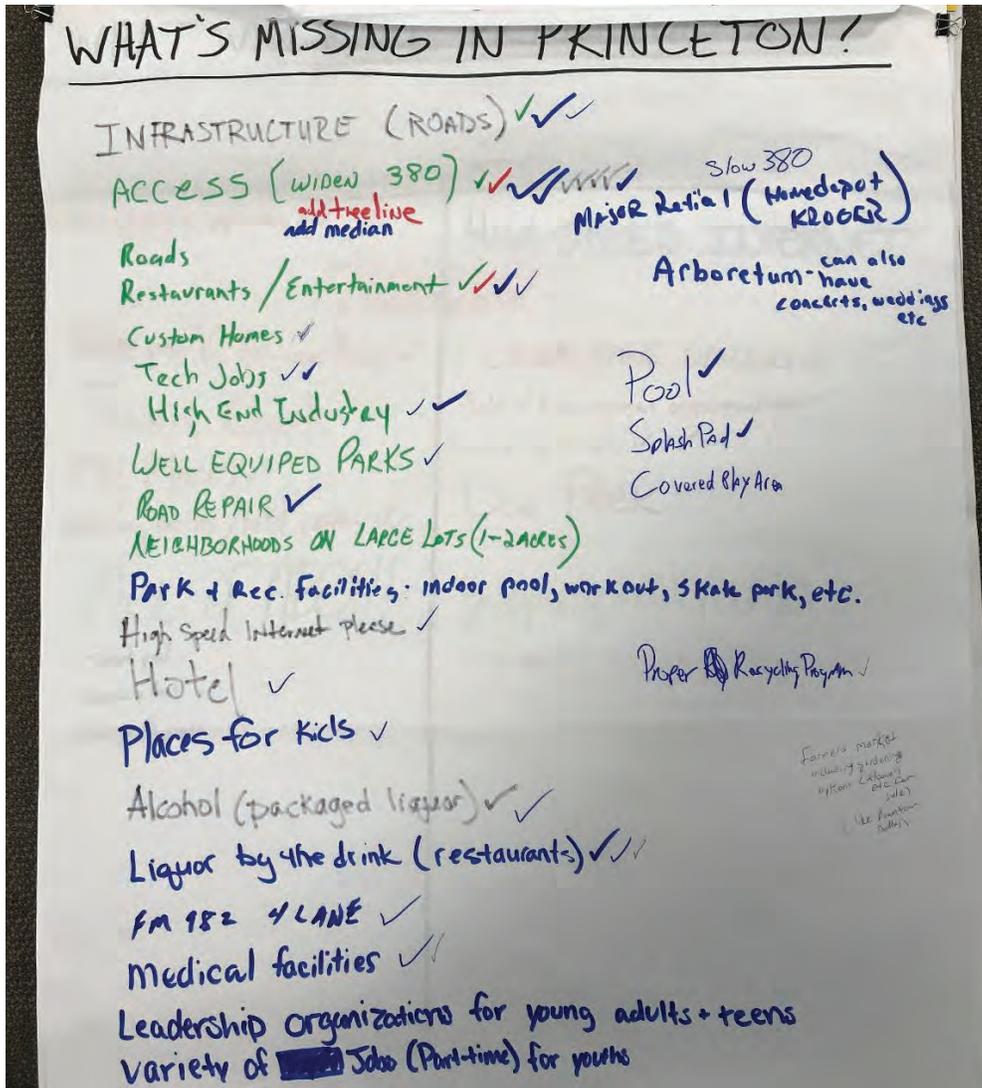
## Where Am I?



# APPENDIX B: COMMUNITY CHARRETTE NOTES

## Station 1: Community Assets

What's missing in Princeton?

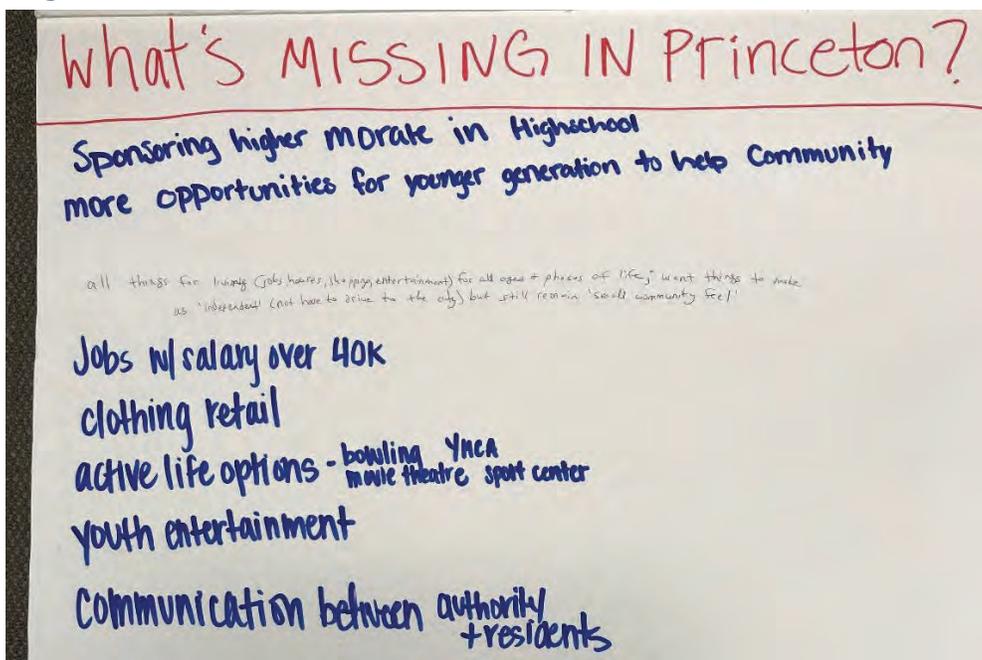


- Infrastructure (roads) (+3 ✓)
- Access (widen 380) (+9 ✓)
- Add tree line and median
- Roads
- Restaurants/entertainment (+4 ✓)
- Custom Homes (+1 ✓)
- Tech Jobs (+2 ✓)
- High End Industry (+2 ✓)
- Well Equipped Parks (+1 ✓)
- Road Repair (+1 ✓)
- Neighborhoods on Large Lots (1-2 Acres)
- Park & Rec Facilities – indoor pool, workout, skate park, etc.
- High speed internet please (+1 ✓)
- Hotel (+1 ✓)
- Places for kids (+1 ✓)
- Alcohol (packaged liquor) (+2 ✓)
- Liquor by the drink (+3 ✓)
- FM 982 4-lane (+1 ✓)
- Medical facilities (+2 ✓)

# APPENDIX B: COMMUNITY CHARRETTE NOTES

- Leadership organizations for young adults & teens
- Variety of jobs (part-time) for youth
- Major retail (home depot & Kroger)
- Arboretum – can also have concerts, weddings, etc
- Pool (+1 ✓)
- Splash Pad (+1 ✓)
- Covered Play Area
- Proper Recycling Program (+1 ✓)
- Farmers Market including gardening options (flowers etc. for sale) – like Downtown Dallas

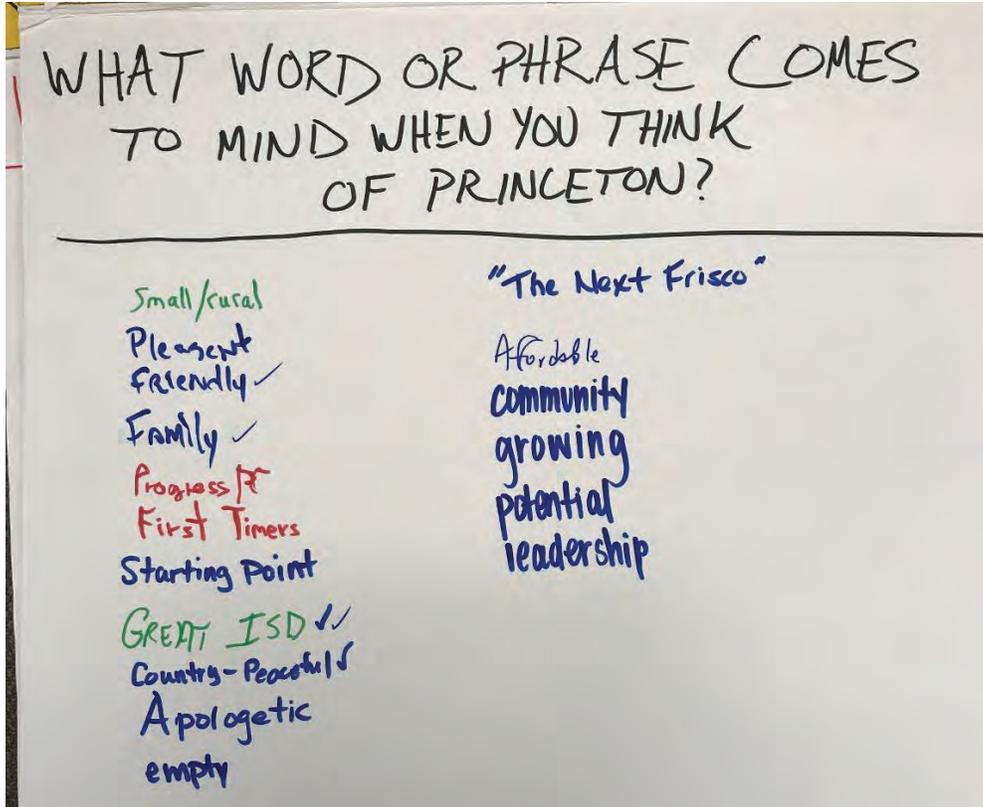
## What's missing in Princeton?



- Sponsoring Higher Morale in High School – more opportunities for younger generation to help community
- All things for living (jobs, hours, shopping, entertainment) for all ages & phases of life; want things to make us 'independent' (not have to drive to the city) but still remain 'small community feel'
- Jobs w/ salary over 40K
- Clothing retail
- Active life options – bowling, movie theater, YMCA, sport center
- Youth entertainment
- Communication between authority & residents

# APPENDIX B: COMMUNITY CHARRETTE NOTES

What word or phrase comes to mind when you think of Princeton?

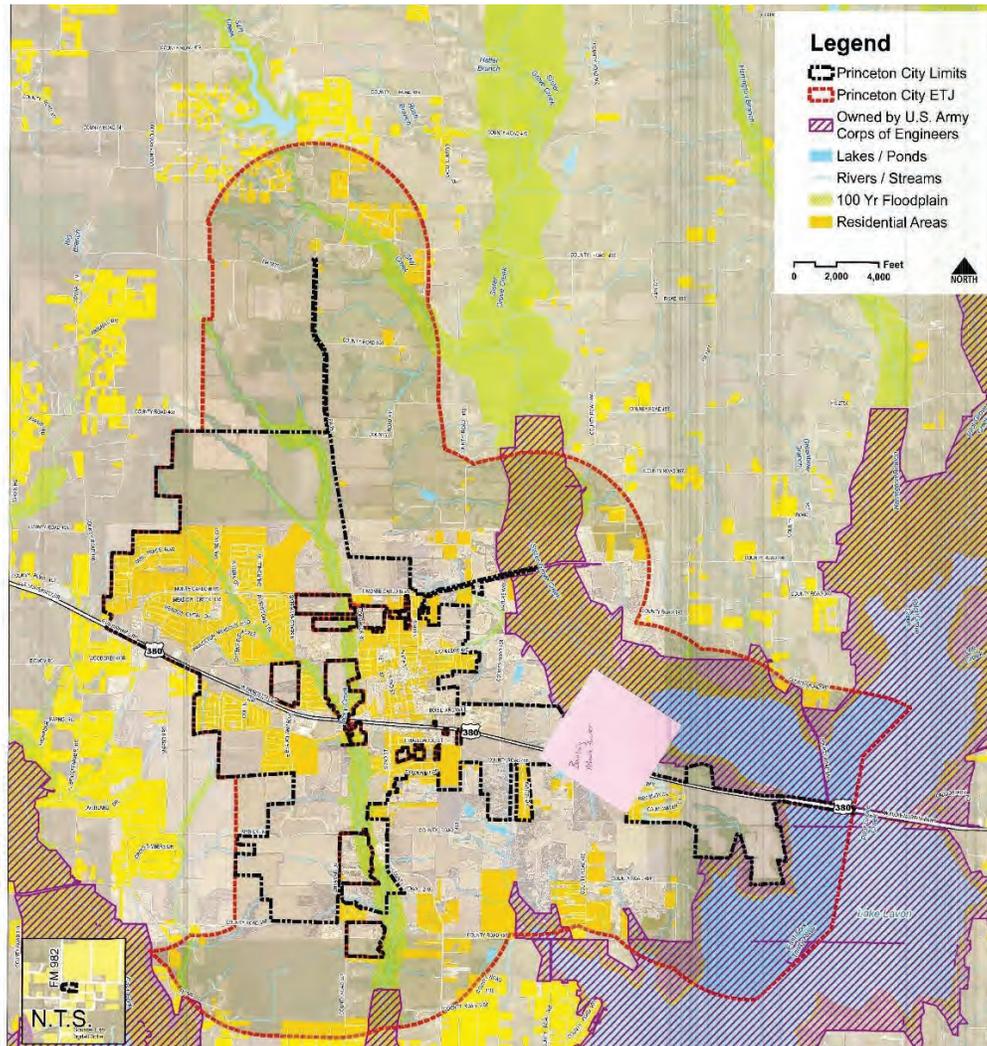


- Small / Rural
- Pleasant
- Friendly (+1 ✓)
- Family (+1 ✓)
- Progress
- First Timers
- Starting Point
- Great ISD
- Country – peaceful (+1 ✓)
- Apologetic
- Empty
- “the next Frisco”
- Affordable
- Community
- Growing
- Potential
- Leadership

# APPENDIX B: COMMUNITY CHARRETTE NOTES

## Station 2: Life - Long Community

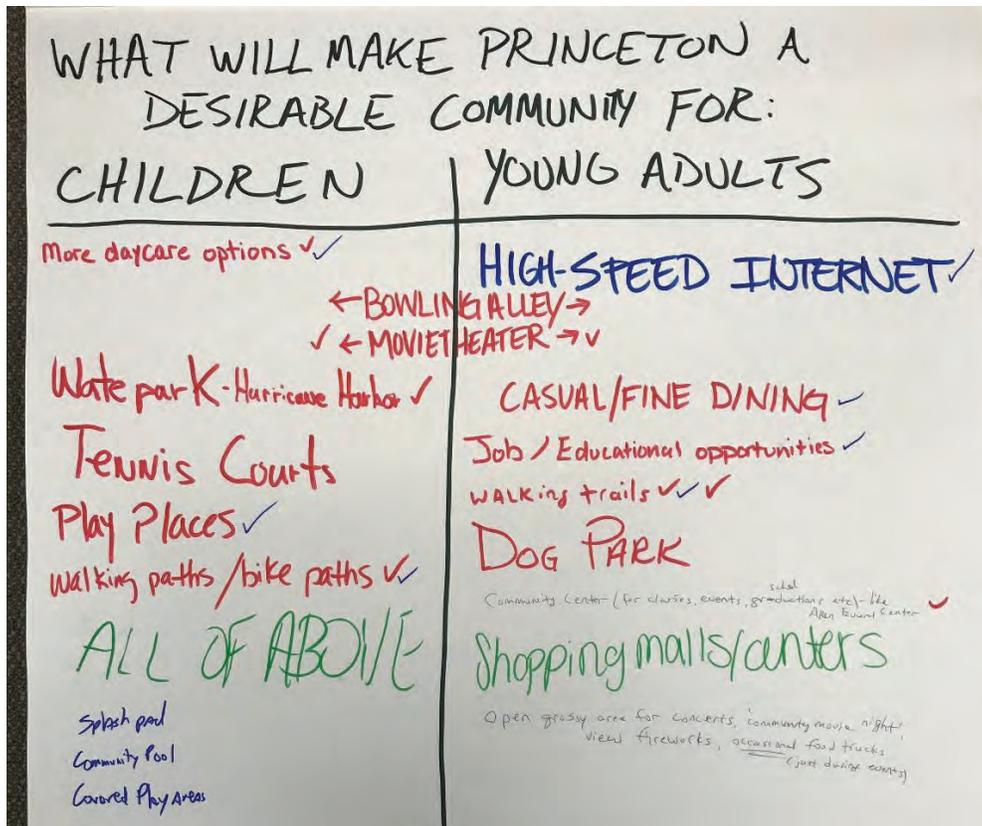
### Life Long Community



- Bowling
- Movie theater

# APPENDIX B: COMMUNITY CHARRETTE NOTES

What will make Princeton a Desirable Community for:



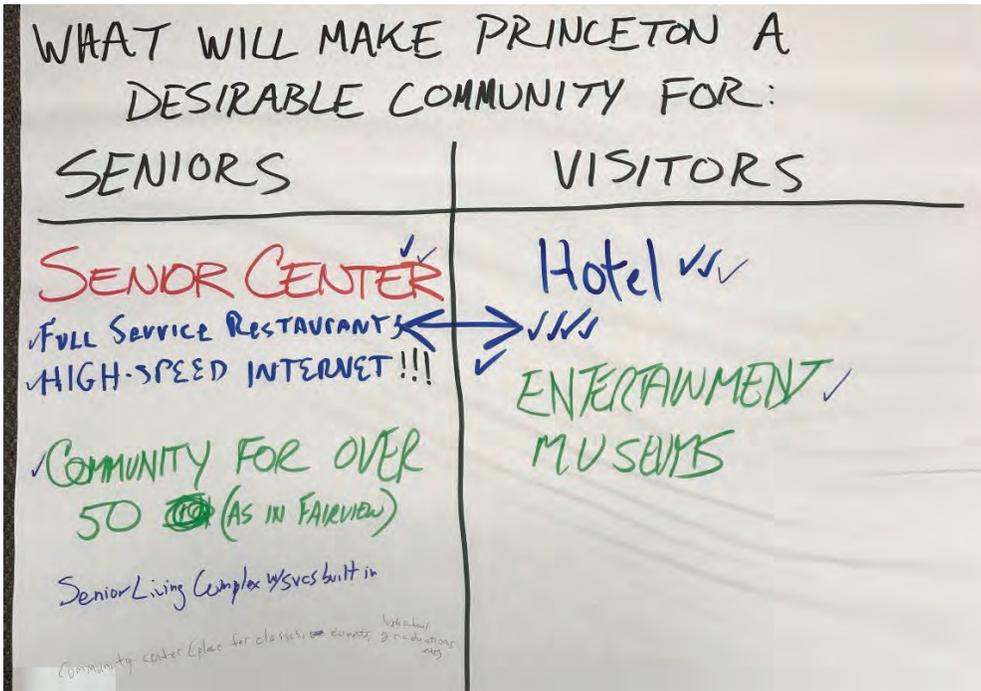
## Children

- More daycare options (+2 ✓)
- Bowling Alley
- Movie Theater (+1 ✓)
- Water Park – Hurricane Harbor
- Tennis Courts
- Play places (+1 ✓)
- Walking paths / bike paths (+2 ✓)
- All of Above
- Splash pad
- Community pool
- Covered playground Areas

## Young Adults

- High speed internet (+1 ✓)
- Bowling Alley
- Movie Theater (+1 ✓)
- Casual / Fine Dining (+1 ✓)
- Jobs / educational opportunities (+1 ✓)
- Walking trails (+3 ✓)
- Dog park
- Community Center (for classes, events, graduations, etc) – Like Allen event center
- Shopping Malls / Centers (+1 ✓)
- Open Grassy area for concerts, community movie night, viewing fireworks, occasional food trucks (just during events)

# APPENDIX B: COMMUNITY CHARRETTE NOTES



## Seniors

- Senior Center (+2 ✓)
- Full Service Restaurants (+4 ✓)
- High Speed Internet
- Community for over 50 (as in Fairview) (+1 ✓)
- Senior Living Complex w/ services built in
- Community Center (place for classes, events, high school graduations, etc.)

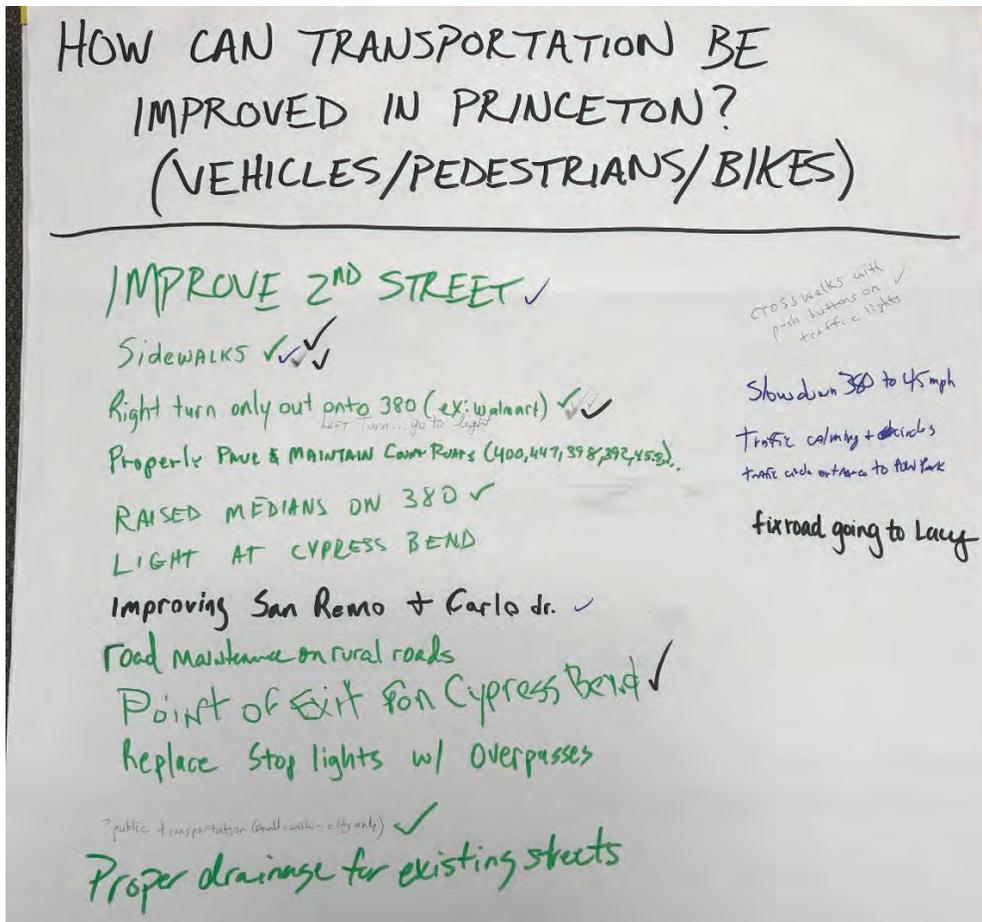
## Visitors

- Hotel (+3 ✓)
- Full service restaurants (+4 ✓)
- Entertainment (+1 ✓)
- Museums

## Station 3: Mobility

# APPENDIX B: COMMUNITY CHARRETTE NOTES

How can Transportation be improved in Princeton? (Vehicles / Pedestrians / Bikes)

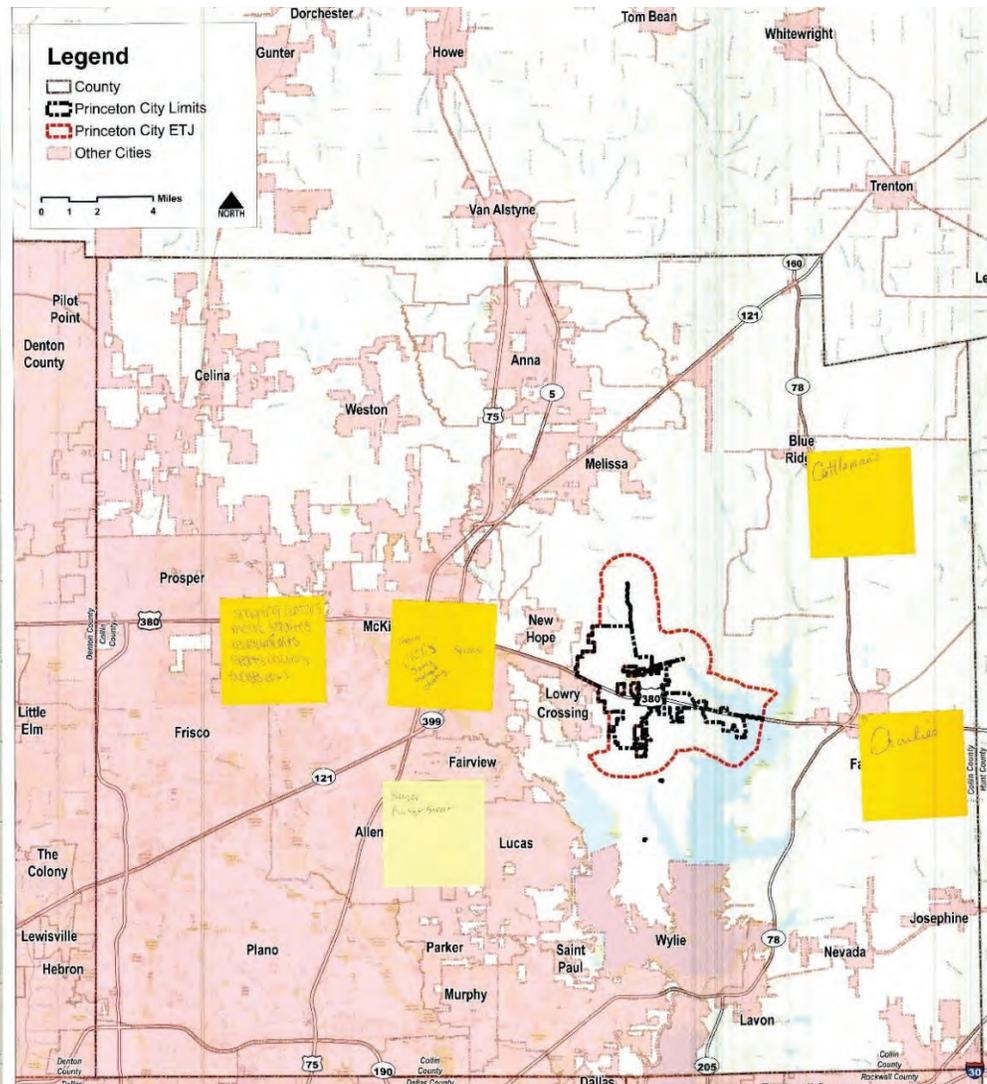


- Improve 2<sup>nd</sup> Street (+1 ✓)
- Sidewalks (+5 ✓)
- Right turn only out onto 380 (ex: Walmart) (+5 ✓)
- Properly pave and maintain county roads (400, 447, 398, 392, 459...)
- Raised medians on 380
- Light at Cypress Bend
- Improving San Remo and Carlo Dr. (+1 ✓)
- Road Maintenance on rural roads
- Point of exit on Cypress Bend (+1 ✓)
- Replace stop lights w/ overpass
- Public transportation (small, within city only) (+1 ✓)
- Proper drainage for existing streets
- Crosswalks with push buttons on traffic lights (+1 ✓)
- Slowdown 380 to 45 mph
- Traffic calming & circles
- Traffic Circle entrance to POW Park
- Fix road going to Lacy

# APPENDIX B: COMMUNITY CHARRETTE NOTES

## Station 4: Economic Growth / People Places

### Collin County Regional Map

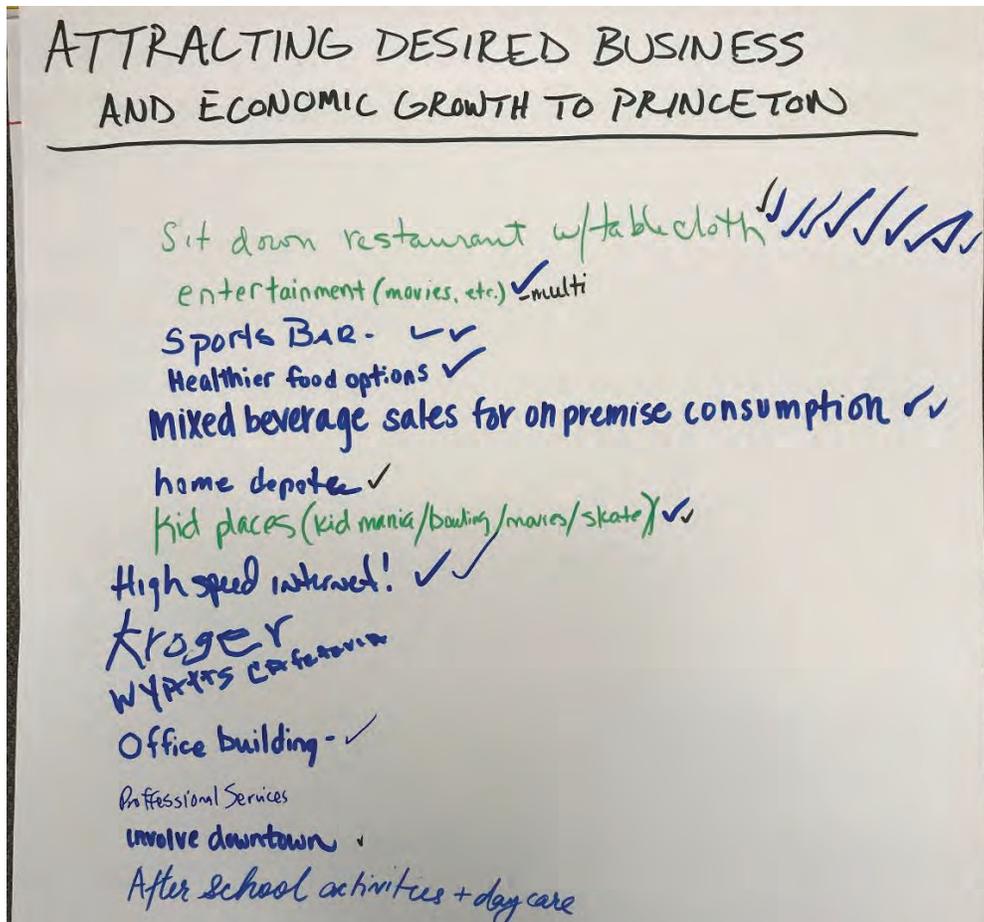


- Shopping Centers
- Movie Theaters
- Restaurants
- Sports (Clubs, events, etc.)
- Costco
- Chilis
- Sam's
- Walmart
- Clothing
- Spoons
- Kroger
- Market Street
- Cattleman's
- Charlie's



# APPENDIX B: COMMUNITY CHARRETTE NOTES

## Attracting desired business and Economic Growth to Princeton

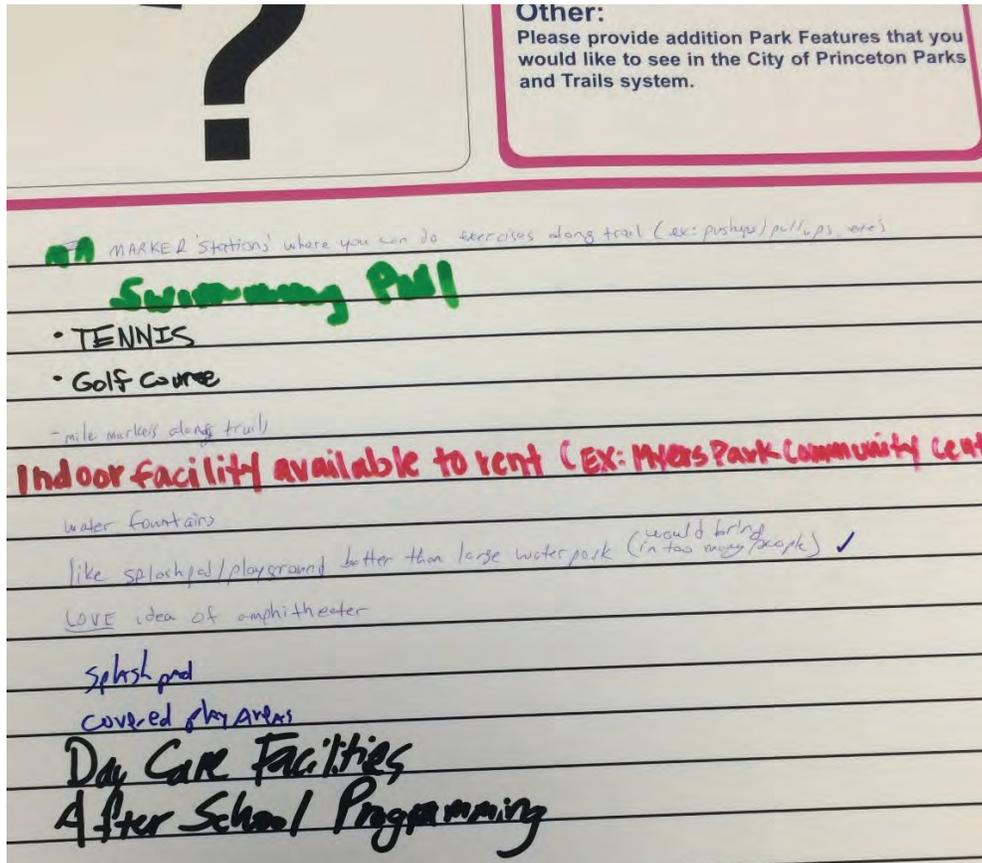


- Sit-down restaurant w / tablecloth (+10 ✓)
- Entertainment (movies, etc.) (+1 ✓)-multi
- Sports Bar (+2 ✓)
- Healthier food options (+1 ✓)
- Mixed beverage sales for on premises consumption (+2 ✓)
- Home depot (+1 ✓)
- Kid Places (Kid mania / bowling / movies / skate) (+2 ✓)
- High Speed Internet (+2 ✓)
- Kroger
- Wyatts Cafeteria
- Office building (+1 ✓)
- Professional Services
- Involve Downtown (+1 ✓)
- After school activities+ daycare

# APPENDIX B: COMMUNITY CHARRETTE NOTES

## Station 5: Parks and Open-Space

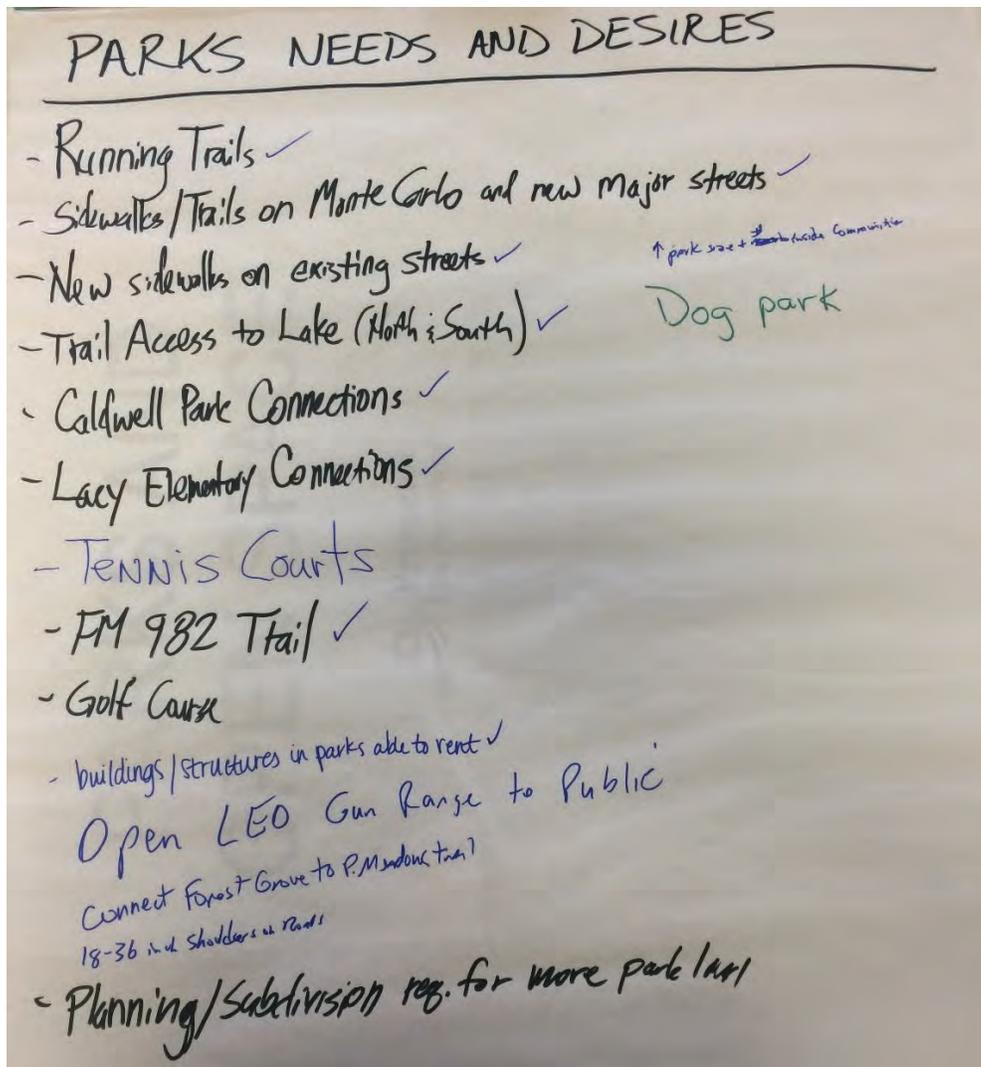
### Other Comments



- Marker 'Stations' Where you can do exercises along trail (ex: pushups, pullups, etc.)
- Swimming Pool
- Tennis
- Golf Course
- Mile Markers along trails
- Indoor facility available to rent (Ex: Myers Park Community Center)
- Water Fountains
- Like Splashpad / playground better than large water park (would bring in too many people) (+1 ✓)
- LOVE idea of amphitheater
- Splashpad
- Covered play areas
- Day Care Facilities
- After School Programming

# APPENDIX B: COMMUNITY CHARRETTE NOTES

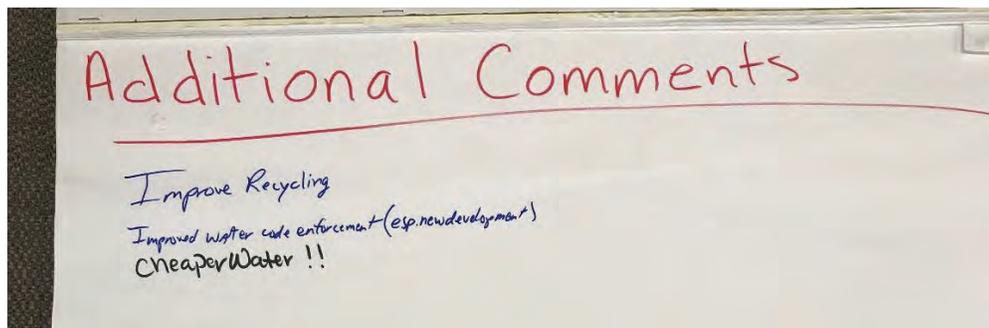
## Parks Needs and Desires



- Running Trails (+1 ✓)
- Sidewalks / Trails on Monte Carlo and new major streets (+1 ✓)
- New Sidewalks on existing streets (+1 ✓)
- Trail access to Lake (North and South) (+1 ✓)
- Caldwell Park connections (+1 ✓)
- Lacy Elementary connections (+1 ✓)
- Tennis Courts
- FM 982 Trail (+1 ✓)
- Golf Course
- Buildings / Structures in parks able to rent
- Open LEO Gun Range to Public
- Connect Forest Grove to P. Meadows Trail
- 18-36 inch shoulder on roads
- Planning / Subdivision Reg. for more park land
- Park inside Communities
- Dog park

# APPENDIX B: COMMUNITY CHARRETTE NOTES

## Station 6: Additional Comments



- Improve Recycling
- Improve Water Code Enforcement (esp. new development)
- Cheaper Water!!!

# APPENDIX C: STAKEHOLDER INTERVIEW NOTES

## Princeton Comprehensive Plan

### Overall Comments -- Stakeholder Interviews

1. What word or phrase would you use to describe the most desirable future for Princeton by 2050?
  - *Improved. There are a lot of opportunities for new development, but we need infrastructure improvements.  
School district is blowing up due to price of real estate in Princeton.  
Most jobs are not in Princeton.  
We need to continue bringing in retail / grocers, etc.  
Biggest opportunity for businesses is along 380. If you can't get on 380, you will not succeed. Otherwise you must be a destination; Downtown has to become a destination to be successful.  
Downtown is owned by one person, so opportunity exists for the City to purchase it and make it something great.  
The BBQ restaurant downtown is known by old timers, but newcomers and people passing by don't know about it.*
  - *Cultural and charismatic; it's an older community, with some old-school thinking. We should preserve the history but speak to the growth/expansion. Something that's more modern.*
  - *Progressive. The whole City will keep moving and growing. There is no going backward! There are those in the community that want to stay the same, so we have to reassure people that there can still be a hometown feel with growth. There are ways to have small communities within the City to keep that feeling.*
  - *Leading-edge. Princeton reads poorly and portrays itself poorly. We need to update the webpage; the true positive aspects of Princeton are not portrayed well.*
  - *Small town feel. Example: Stop at restaurant and see people you know, despite only being here for two years. Feeling welcomed.*
  - *Robust. There would be jobs for people to work here, industrial, commercial, office jobs for people that live here to work here. The future community would be less dependent and connected to McKinney. Right now, people on the west side of Princeton need to drive east to Princeton for services, entertainment, and jobs.*
  
2. What are the biggest barriers that might prevent the community from reaching that future?
  - *In the past, companies have wanted to come to Princeton but chose not to do so due to ordinances / sign restrictions.  
Princeton is just now getting to the point that they are thinking strategically.  
Hard 8 BBQ wanted to come in but chose not to do so due to ordinances.*

# APPENDIX C: STAKEHOLDER INTERVIEW NOTES

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- *Common way of thinking, the idea that the historical piece would be lost. Ex. The way people voted down the “urban” type housing images. If you’re a newcomer to Princeton, 380 is all you know; you’re reluctant to move around and get to know more of the area.*
- *Growing too quickly. And how do you determine what is too fast? But I don’t see that happening in Princeton because there is a plan being put in place.*
- *The growth of the community is the biggest barrier.*
- *The proximity to McKinney and Allen make it more difficult. It is hard to get it on the radar that Princeton can provide these services; the land prices, although they are going up, allow for this type of development.*

3. What assets does Princeton have now that are ‘hidden treasures’ – things that people and businesses outside the city or region are unaware of or don’t fully appreciate?

- *Lake Lavon – Not every town has that to offer and it should be capitalized upon. Little Elm is a good example of how you can take areas next to a lake with development that is not compatible, and change the character due to the lake. They have added parks, have period street lights next to soccer fields. They have really cleaned up the lake edge, have an amphitheatre, kayak rentals. We need a place for functions and events. Corps Parks have become places where undesirable activities occur. The area along 380 has gone dry 2-3 times in the past 21 years.*
- *The old POW camp. It has been torn down but is an historic area. It would be good to preserve the story with some sort of historic representation. It has a water tower and is now a park with trails. Trails are a great asset to the community; a trail through Downtown would be a great asset. Downtown had an old Farmer’s Market area. Collin County was #1 in the country for onions and cantaloupe. Downtown is now in private ownership.*
- *Downtown is one. We should be keeping it nostalgic and build upon the historical aspects. It was known as the onion capital/onion fields. The ISD/school system. It’s a good one, great educational system, but not sure that the quality is broadcasted. The water, the lake, but you only hear about that from the long-term people. Lack of things to do on the lake keep it from being a primary part of the perception of Princeton. Princeton lakes is close, but not everyone can afford to live there.*
- *Sister Grove Park and Tiki Creek Park are beautiful parks (Corps of Engineers). But the City doesn’t use the ballpark like they should.*
- *The POW Camp, and the connection to history should be emphasized, particularly the role that Princeton played in the country during WWII. We should look at our roots as we look at Downtown.*
- *The Downtown area. I would love to see it revitalized. It is hidden but could be booming with the right development.*

# APPENDIX C: STAKEHOLDER INTERVIEW NOTES

- *The school district. Their two big pushes are career and technical training, like HVAC, cosmetology, or pharmacy tech. Students can get a tuition-free associates degree when they graduate from high school. The district is attracting students from Farmersville and Melissa – McKinney and Anna also send students. 100% of students in HVAC training got job offers. They also have a dual credit program in cooperation with Collin College. Each program is either tied to Collin College, or whatever certification program is assigned to that particular industry. The programs were set up based on student interest and future job markets. There is some criteria that the students build a real-world product or have some sort of internship/externship.  
The percent of minorities and low socioeconomic backgrounds are rising in the district. The district is 46 – 47% Hispanic, and 43 – 45% Caucasian. The district is also experiencing an influx of many languages. The district has difficulty getting the Hispanic community to participate at the same level, but the board is focused on increasing employment of Hispanic individuals.  
Previously, the main complaint in Princeton was streets. There have been a lot of strides in improving roads and facilities. They intentionally put the high school on 380 as a statement about Princeton.*

4. In your view, what two of three features differentiate Princeton from other nearby communities today?

- *The school system has offerings that other districts don't offer, such as nurse training, HVAC, welding, auto mechanic classes, cosmetology classes, pharmacy tech classes. No other school districts in the area offer those types of training. Also, the nursing program can help students identify if they want to continue their nursing education after high school.  
Community / Small Town Feel – But believes that will go by wayside in the future.*
- *Princeton has a housing market where you can get a lot more house for less money. The school district is one of the best around, academically and athletically. They are east of the Metroplex, and with Lake Lavon. There are opportunities next to the lake for commercial development, although the Corps has restrictions on access / use.  
The peninsula has a lot of opportunities, but has a lot of issues today.  
Princeton needs affordable apartments for future growth.*
- *The schools are incredible. They offer sports, academics, and you can get an associate's degree while still in high school.  
Our close-knit community is another feature. Businesspeople all work together and support one another, even if they are competitors; they want to help each other grow.*
- *Princeton is currently poor little cousin to larger communities to the west. There are wide differences in income level in Princeton.  
Princeton embraces diversity in the community, but needs to get people to the table.*
- *Not really differentiated, but I'm still learning about Princeton.*

# APPENDIX C: STAKEHOLDER INTERVIEW NOTES

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- *It is hard to differentiate between Anna and Melissa, but Farmersville is different in that Farmersville has not yet experienced the growth going on in Princeton, and McKinney is different in that it is a generation or two ahead. There may still be a perception that Princeton is “redneck”; there was previously a lack of success in athletics and academic standards in the school district, a lack of development standards—the community did not appear to have its act together. The changes in the school district and City-wide improvements have changed this impression.*

What could Princeton do to strengthen a distinctive identity in the future?

- *Trying to get the word out related to these items through the Chamber. I want to see the Chamber and Princeton work together to develop a welcome packet for businesses and residents.*

5. If the City of Princeton could invest in just one or two capital investments in the next few years, which ones would provide the greatest catalytic benefit for desirable development?

- *Repair of existing streets, expanding new thoroughfares. Does not want to see any more heavy industrial uses in the community (concrete batch plants) due to dust, lights, and noise at all hours of the night.*
- *We need to improve the thoroughfare network so that all traffic is not dependent on 380.*
- *Transportation improvements would be good, but the perception is that the demographic/income levels would change. Something to create more mid-level jobs, since most people work outside of Princeton; for example, hospital, factories. Entertainment aspect – a couple’s night out doesn’t consist of anything locally.*
- *Roads—380 is a death trap, but there are no alternatives today. The yellow turn lights seem to confuse people. When there was no commerce on the street, it was ok to go 60 MPH, but now the speeds need to be lowered. We need better accident management so roads are not shut down as long. The City needs to develop long-term strategies for dealing with the huge population increase that is coming; that is our Achilles heel.*
- *The east side of town is lacking in utilities and capacity, and lagging behind the west side of town. Homeowners will be looking for services in the community. Improvements in Downtown infrastructure could make it ripe for reinvestment.*

6. What have been the most positive aspects of your dealings with the City of Princeton?

- *The Chamber put together a welcome bag for newcomers, with donations from local businesses. The City hands those out at the front desk. I would love to get a list from the City when new water is established and have Boy Scouts take the welcome bags and leave them on doorsteps.*

# APPENDIX C: STAKEHOLDER INTERVIEW NOTES

- *Working with the City has been outstanding. The Mayor, City Council, and City Manager have been very responsive to needs / requests in the neighborhood.*

## 7. What steps should the City of Princeton take to encourage reinvestment on downtown?

- *Yes, I'm not sure why people are not going downtown. A tornado hit downtown 40 years ago, and when the tornado hit, people did not rebuild. Twenty years ago, downtown was deserted. Finally, Jimmy and Becky Copp bought the strip and revitalized it. They had a winery, antique store, and restaurant, but people did not go there, and everything closed down again. Now the BBQ place has moved in downtown. One of the issues is that no one knows that downtown is there. People previously tried to do art walks, Easter egg hunts, etc. There needs to be signage on 380. To be successful, downtown needs more things to do like Farmersville or McKinney. The park could be a centerpiece of downtown.*
- *Signage - Old Town Wylie is a positive example. Some of the landscape, for example beautify the roads, buildings. More entertainment Downtown to bring a crowd to the area, similar to McKinney. When there's a parade or event, it increases exposure. Some of the streets don't make sense; we could close/combine some. But focus on preserving the look and feel of a historic downtown.*
- *I'm not sure. There are a lot of conflicting interests Downtown. I would like to see Downtown redone, but what do you do with the public housing? I believe a tornado may have taken down the majority of the buildings in the 1940s.*
- *We need more small business (like Farmersville), like restaurants, clothing stores, businesses (insurance, medical). Many businesses want the visibility of 380, but more affordable rent downtown could attract people there. The rent in strip centers around Walmart are very high (higher than Wylie and Frisco).*

## 8. How common is it that people who grow up in Princeton choose to come back and live here after they go off to college or a first job?

- *A ton of people have been born and raised here. I've never met so many people as have grown up here; could be as many 60% that have grown up or had families here. Some have moved further out to stay in the small-town feel.*
- *A lot of people go to Collin College.*
- *Not common.*
- *This is fairly common. There are a lot of third- and fourth-generation residents. Employment opportunities would certainly assist this in occurring; however, it may be in the future as Princeton grows, some will choose small towns further out from Princeton.*

What would draw them back?

- *More townhome housing options that are nicer and good for older residents and younger residents. Not so much duplex, but affordable options. Draw the 30-50-year-old crowd, singles. This would also benefit Downtown. More income options, more job opportunities to draw people back. Current neighborhoods and affordability of the neighborhoods are the main draw now. Princeton is relatively accessible to most job centers and still affordable.*

# APPENDIX C: STAKEHOLDER INTERVIEW NOTES

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- *Professional-level jobs.*

9. How can the City and Collin College partner more successfully?

- *There is land for a campus in Farmersville. The school district partners well with them and students can get dual credit. The CATE (Career Advancement Technology) Center is outstanding.*
- *Collin College is building in Farmersville. They know that they need to be a part of Princeton and they have joined the Chamber. The school and Collin College are already working together on programs.*
- *There are already plans in the future to partner more. Collin College will build a campus in Farmersville, but PISD is working to get a shorter-term facility in place in Princeton. The business park will also provide opportunities for the City and school district to partner, with the school district providing needed training for future businesses in the park.*

10. Can a long-time resident of Princeton continue to live here if he/she can no longer drive or maintain a home and yard?

- *Townhomes could still be an option, or patio homes. We need an addition of smaller housing options. It is not necessarily an issue to get around.*
- *We have Meals on Wheels, and have one assisted living center. Choices today are a single-family home or an older apartment.*
- *No, there are no zero lot homes. There are apartments but not quality ones. There is only one assisted living facility and it does not seem to be up-to-date. I know specific examples of people moving to McKinney because they were widowed and had no choices.*
- *No, there is a push for larger lot sizes, but there is capacity for large homes on smaller lots as well. A small lot does not need to mean a small residence. It can still be a large residence with high value.*

11. What are the most notable natural areas or open spaces in Princeton?

- *More recreational/sports options would be a draw. Ex. Softball world in Euless. We have a lot of undeveloped land to create something like that, and it could bring hotels, job opportunities. It needs to be something not associated with the schools. Indoor recreation is needed for kids after school; something safe for kids to do in that afternoon window before parents get home.*
- *Sister Grove Park, but I'm not sure how the City can partner with the Corps. We have spaces around the lake; but we need more parks.*
- *The POW camp. It would be nice to have a large park and not just HOA parks. Splash pads would be nice.*

12. What changes could make it even more likely that businesses would decide to invest in Princeton in the next 10 years?

# APPENDIX C: STAKEHOLDER INTERVIEW NOTES

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- *Princeton needs to adopt a business-friendly attitude. Princeton needs bigger businesses and industry – needs large businesses that can employ large amounts of locals. The industrial park has been there a long time, but has not taken off.*
- *Fix US 380. Traffic is a huge issue; businesses are concerned about traffic in and out of their place of business. Also, we're concerned with business survival during the rebuilding process.*
- *Affordable rent, and designated parking within walking distance of businesses.*

Who should initiate those changes?

- *The City of Princeton*
- *The City*

13. What are the biggest barriers to success for start-ups or other local Princeton-based businesses?

- *Help from the City. In the past, the people in Princeton did not want to grow, so they were resistant to supporting new businesses. Additionally, new businesses have had trouble in the past getting permits, licenses, but this seems to be getting better. Majority of the bank's loans are small individual loans and most are development-related (land purchase for mobile homes). There are not a lot of small businesses since they don't do SBA.*
- *Is the right demographic here for the business or is enough of it here? With 380 being the main stretch, your business can get lost in that mix. But getting started and finding a location is fairly seamless.*
- *Getting people to shop here. People are accustomed to driving into McKinney. We need to make people aware that Princeton has what they need. We need destinations within the City, such as restaurants (sit-down dining), TJ Maxx, or Target. Cost is the largest barrier. Locals can't afford \$3,000/month rents.*

14. Which areas in Princeton are inviting for people walking or riding bikes?

- *Bikes are difficult. People in Princeton are not bike-friendly or knowledgeable.*

15. How important is it that people have travel choices in addition to driving a car?

- *Very important. We need to support some level of transit to support our older community.*
- *Today, there is not a need, but some form of transit (vans) may be a need in the future.*

16. Is it important that Princeton create distinctive gateways so everyone knows when they're entering this community?

# APPENDIX C: STAKEHOLDER INTERVIEW NOTES

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- *Some type of landmark could be good, such as a theme or common look that people could look for.*

17. Is there any other advice you can share with Princeton as it plans for its next 20 to 25 years?

- *I would like to see mixed-use on property behind City Hall with lofts. I would like to see restaurants along creek at the back of the property with outdoor dining. Princeton will not attract restaurants until they have liquor by the drink—the private club option does not work. Princeton is raising the bar on quality development and the school system is improving. The school system needs to be touted more to attract people to Princeton. Princeton needs larger lot home sites in Princeton to provide more of a choice so Princeton can expand the range of incomes being attracted to the community. Princeton was previously called the “Lake Rat” town. It is hard to overcome this perception. Las Rocas is doing well, but a high-end steakhouse cannot be supported in the community today.*
- *Princeton has been working on infrastructure, but they need to stay ahead on infrastructure. The City is leaving the old part of town behind and that area needs to be upgraded; there are not a lot of older areas, so it could be accomplished. A good precedent for this is how McKinney approached east McKinney (east of SH5). Princeton will be the place to be: homes with good prices, great schools, and attracting business so that people don’t have to leave Princeton.*
- *From a leadership aspect, continue to have that forward-thinking, open communication and a sense of accountability. Let’s not allow ourselves to fall back into doing things the same old way after starting down a new direction.*
- *Princeton still has a good old boy system. We need to have more diversity on City Council and in the police. No right turns in Princeton; we need to get people to stay in Princeton to shop. We need to work out alcohol licensing. We need to figure out home rule. Taxes are very high.*
- *There have been factions that push back on whatever the City tries to do, in some cases just because the City is doing it. It is important to embrace the opposition and make them part of the process. Logical people make logical decisions when provided adequate information. In the past, there has been a distrust in the City, but there is still a hangover effect. We need to make sure to include long-term residents in the process, our multi-generational community members.*
- *I own property next to the high school. I’ve been talking to the school district about a natatorium. We need space for hospitality, hospital, residential, and increasing connectivity to Corps property, and building green festival space.*

# APPENDIX C: STAKEHOLDER INTERVIEW NOTES

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*Princeton has traditionally been attractive for starter homes. But home builders are having trouble finding lots that will be affordable – a 50-foot lot is selling for \$950 per linear frontage foot.*

*Private membership requirement on restaurants will keep Chilis and other restaurants out of the community. This needs to change for restaurants, bowling alleys, hotels, etc., that may want to serve alcohol.*

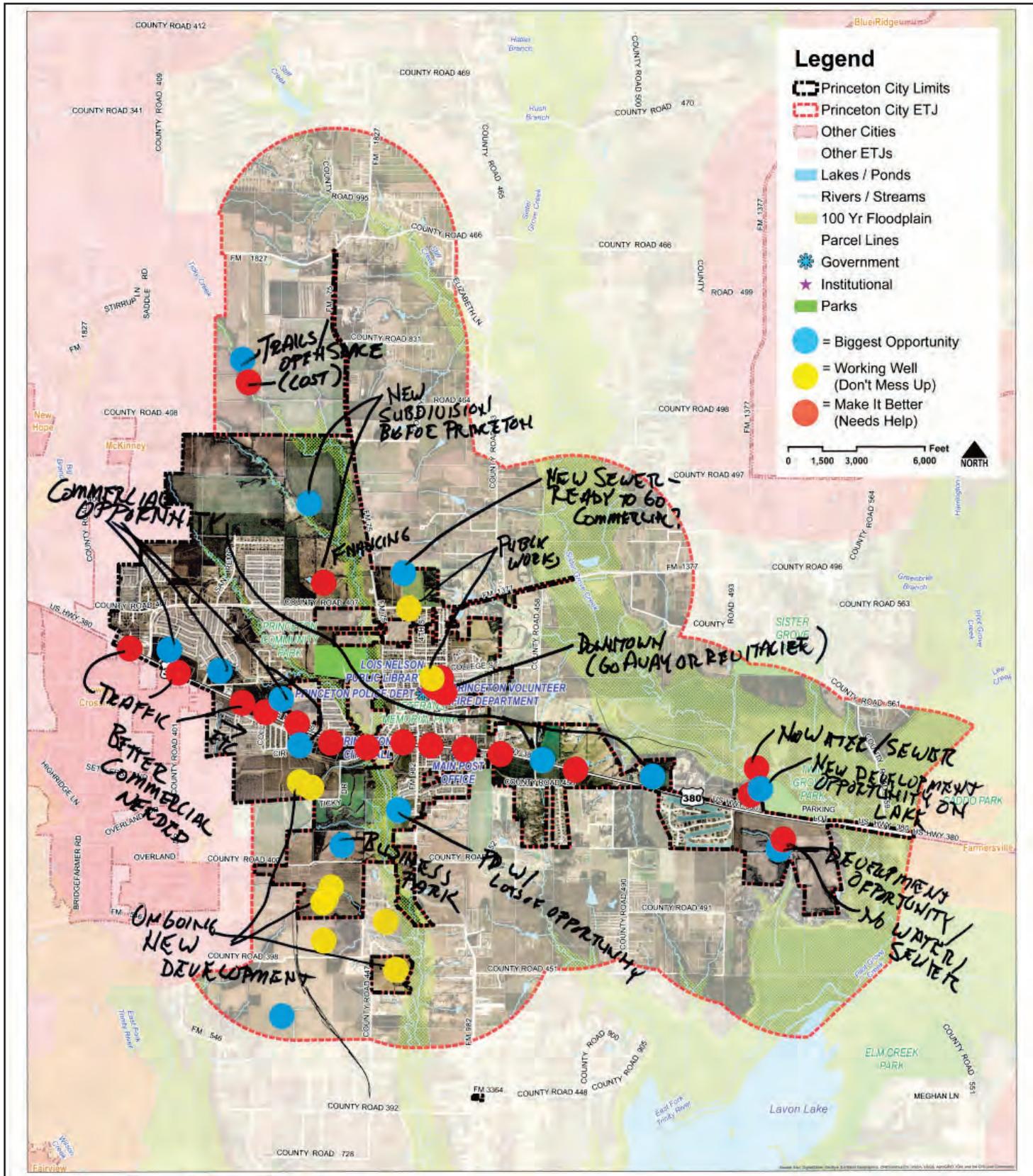


# APPENDIX E: JOINT SESSION STRATEGIC DIRECTION

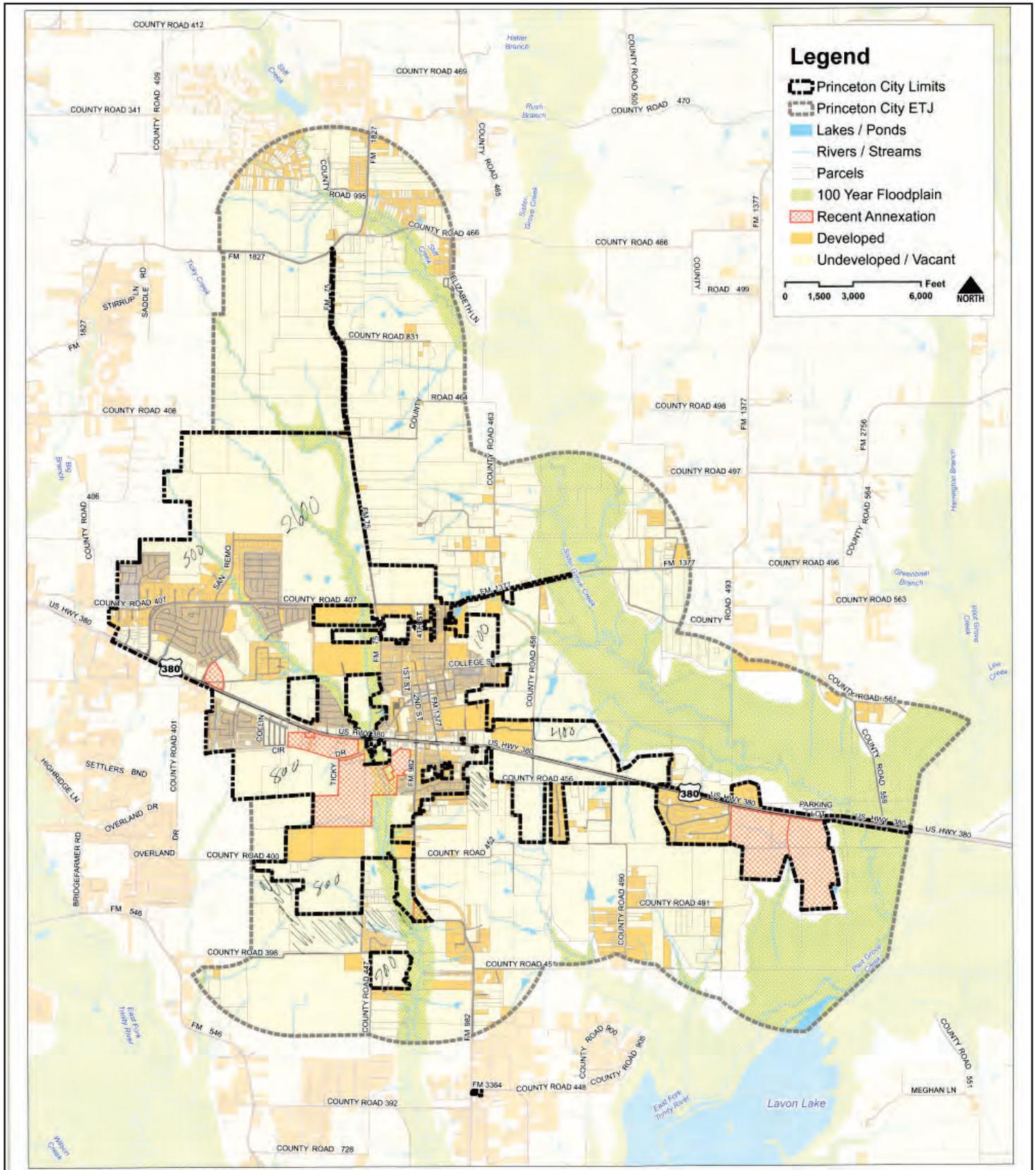
THE FOLLOWING ARE VARIOUS TRENDS AND BIG IDEAS IDENTIFIED DURING THE COMMUNITY CHARRETTE. PLACE A STICKER ACCORDING TO HOW EACH IDEA ALIGNS WITH YOUR VISION FOR PRINCETON.

COMMUNITY CHARRETTE TREND	STRONGLY DISAGREE	SOMEWHAT DISAGREE	SOMEWHAT AGREE	STRONGLY AGREE
Significant expansion of the city footprint with increased north/south residential development		●	●	●●●●●
Moderate expansion with growth primarily around the City perimeter and along existing major corridors			●●●●●●●●	
Strategic growth primarily within the City limits and around opportunity areas			●●●●●●●●	●●
Limited urban living residential development; primarily focus on additional single-family suburban and estate residential growth		●●●	●●●●●●●●	
Greater mix of urban living and suburban residential types			●●●●●●●●	●
Encourage new employment activity centers in undeveloped areas and along future corridors				●●●●●●●●
Focus economic development along the existing US 380 corridor		●	●	●●●●●●●●
Revitalize Downtown Princeton				●●●●●●●●
Increased lakefront development and access to Lake Lavon			●●●●●●●●	●●
Increased mixed-use development that offers a mix of shopping, entertainment, and residential options			●●●●	●●●●●●●●
Maintain the rural, small-town feel			●●●●●●●●	●●●●
Focus economic development efforts on attracting new industry and professional services to Princeton				●●●●●●●●

# APPENDIX F: WORK SESSION MAPPING EXERCISES



# APPENDIX F: WORK SESSION MAPPING EXERCISES

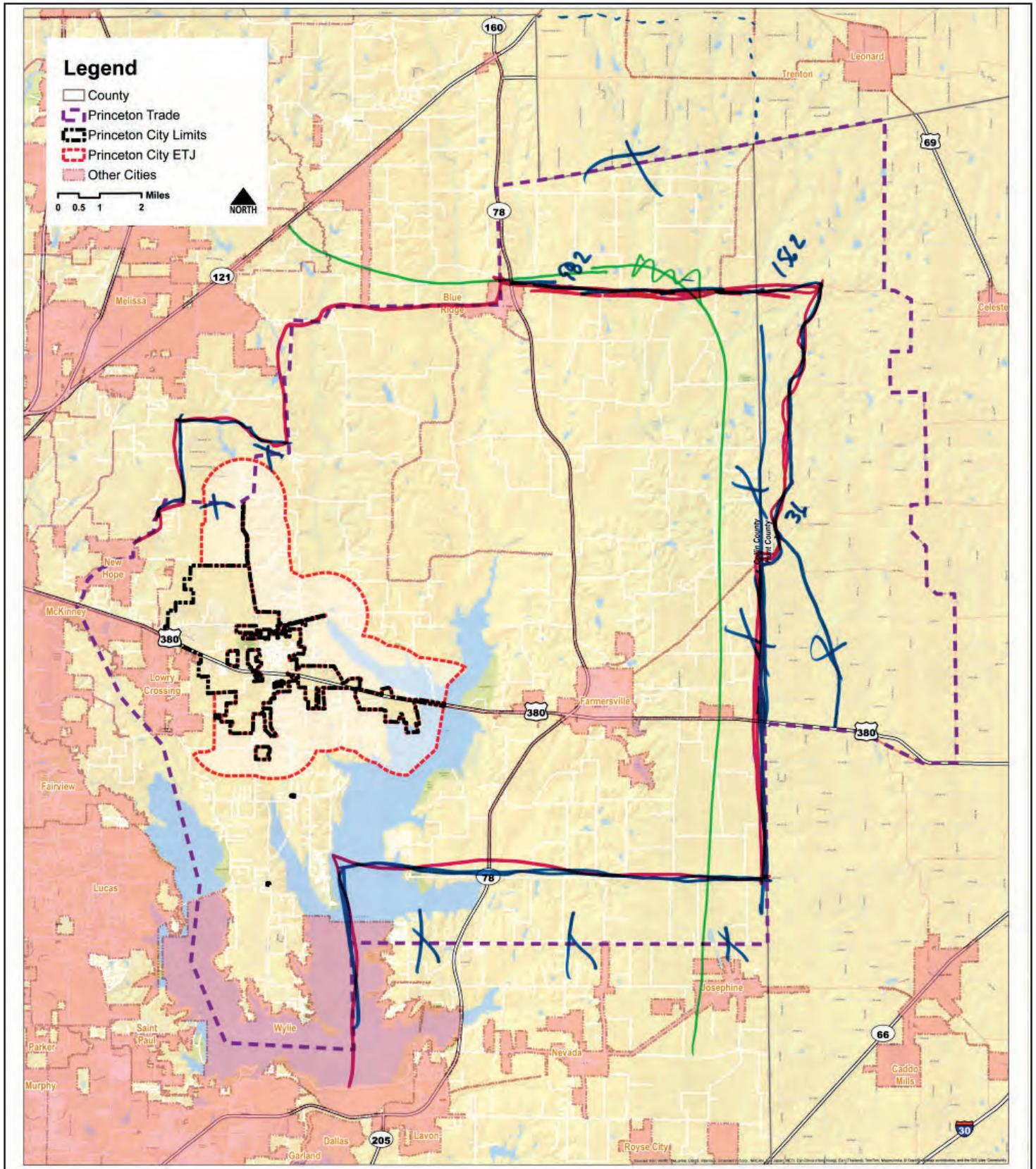








# APPENDIX F: WORK SESSION MAPPING EXERCISES







# APPENDIX G: ONION FESTIVAL COMMUNITY PRIORITIES BOARDS

Comprehensive Plan Community Priorities	Land Use
<p>Here's what we've heard so far. Tell us what's most important to you! Place a sticker next to your top community priorities or write-in new ideas!</p>	
<p>Promote responsible residential and nonresidential <b>development that meets the needs</b> of the growing community.</p>	
<p>Encourage development of residential neighborhoods with <b>diverse housing choices</b> to provide choices for people to live in Princeton at all stages of their lives.</p>	
<p>Encourage nonresidential development that diversifies the City's tax base by attracting <b>new industry and professional services</b> to Princeton.</p>	
<p>Encourage development of <b>walkable, mixed-use areas</b> that offer a mix of shopping, entertainment, and residential options.</p>	
<p>Preserve the <b>rural character</b> of Princeton along some of the City's natural and floodplain areas.</p>	
<p>Develop a strategy for <b>Downtown Princeton</b> to create an identity and central focus for the City and increase community pride.</p>	
<p>Promote the establishment of increased <b>local choices</b> for entertainment, dining, and public social spaces.</p>	

# APPENDIX G: ONION FESTIVAL COMMUNITY PRIORITIES BOARDS

## Comprehensive Plan Community Priorities

## Quality of Life

Here's what we've heard so far. Tell us what's most important to you!  
Place a sticker next to your top community priorities or write-in new ideas!

Ensure that <b>adequate parks and recreation</b> facilities are distributed equitably throughout the City to meet the needs of the community.	
Pursue opportunities to increase recreational and open space activity near <b>Lake Lavon</b> .	
Create <b>recreational connections</b> across the City with linear parks and trails.	
Promote the reputation of the city's public school system and <b>educational opportunities</b> as top-tier.	
Establish a sense of place and a <b>community identity</b> visible throughout the City.	
Respect the City's <b>history and heritage</b> as it grows.	
Maintain the rural, <b>small-town</b> feel.	
<i>Preserving and expanding <sup>ride</sup> hunting opportunities</i>	

# APPENDIX G: ONION FESTIVAL COMMUNITY PRIORITIES BOARDS

Comprehensive Plan Community Priorities		Transportation/Infrastructure
<p>Here's what we've heard so far. Tell us what's most important to you! Place a sticker next to your top community priorities or write-in new ideas!</p>		
Develop a transportation network that increases transportation <b>choices and convenient access</b> to neighborhoods and businesses.		
Pursue opportunities to promote efficient and safe travel along <b>US 380</b> .		
Implement street design that supports a <b>walkable and bikeable</b> community.		
Coordinate with TxDOT, regional planning authorities, and neighboring communities to support <b>regional transportation</b> needs.		
Provide physical infrastructure and other public investments to <b>support economic development</b> .		

# APPENDIX H: ONION FESTIVAL WALL POSTER

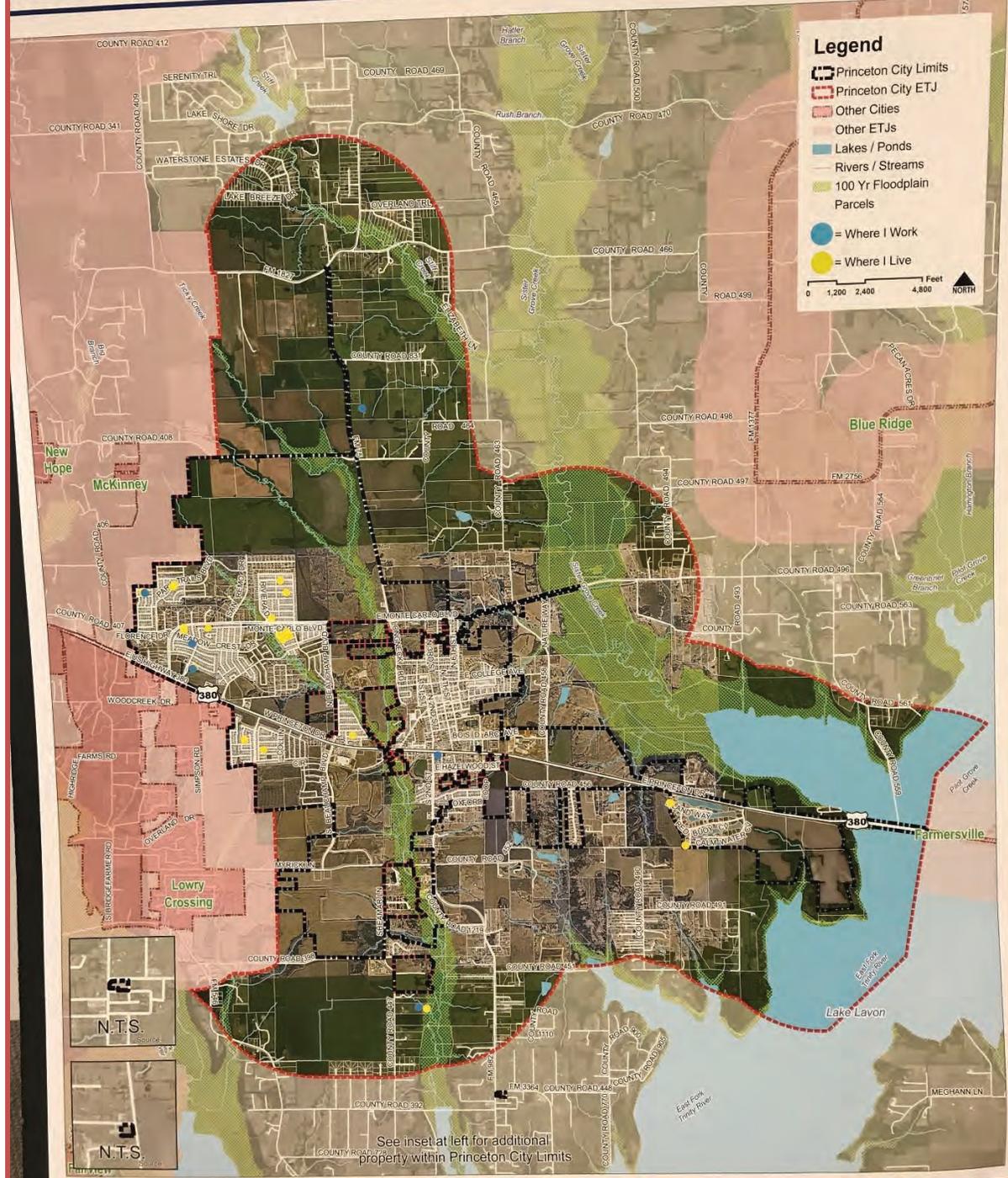
**In 2050, I want Princeton to have...**

In 2050, I want Princeton to have <u>a splash pad</u>	In 2050, I want Princeton to have <u>class A" multi-family housing</u> <u>park center, dog park</u>	In 2050, I want Princeton to have <u>a rated</u>
In 2050, I want Princeton to have <u>a. transition</u>	In 2050, I want Princeton to have <u>a zoo</u>	In 2050, I want Princeton to have <u>a great outdoor facility</u>
In 2050, I want Princeton to have <u>a after school program for special needs.</u>	In 2050, I want Princeton to have <u>a public community pool</u>	In 2050, I want Princeton to have <u>Butterb bird wings</u>
In 2050, I want Princeton to have <u>Upgraded Newark's Park</u>	In 2050, I want Princeton to have <u>a mall</u>	In 2050, I want Princeton to have <u>Sains club</u>
In 2050, I want Princeton to have <u>little more buildings</u>	In 2050, I want Princeton to have <u>Skyscraping</u>	In 2050, I want Princeton to have <u>Onckala</u>
In 2050, I want Princeton to have <u>Spaced out housing</u> <u>A light when you go into high school parking lot</u>	In 2050, I want Princeton to have <u>a hotel</u>	In 2050, I want Princeton to have <u>Praying Cars</u>
In 2050, I want Princeton to have <u>An Olympic Champion</u>	In 2050, I want Princeton to have <u>an Academy's</u>	In 2050, I want Princeton to have <u>a bridge to Wye.</u>
In 2050, I want Princeton to have <u>a soccer champion</u>	In 2050, I want Princeton to have <u>an skate s...</u>	In 2050, I want Princeton to have <u>More theater</u>
In 2050, I want Princeton to have <u>More stores</u>	In 2050, I want Princeton to have <u>a food and park</u>	In 2050, I want Princeton to have <u>Blatt ballet studio</u>
In 2050, I want Princeton to have <u>Change Pic!</u>	In 2050, I want Princeton to have <u>More land</u>	In 2050, I want Princeton to have <u>a mall I.F.E</u>

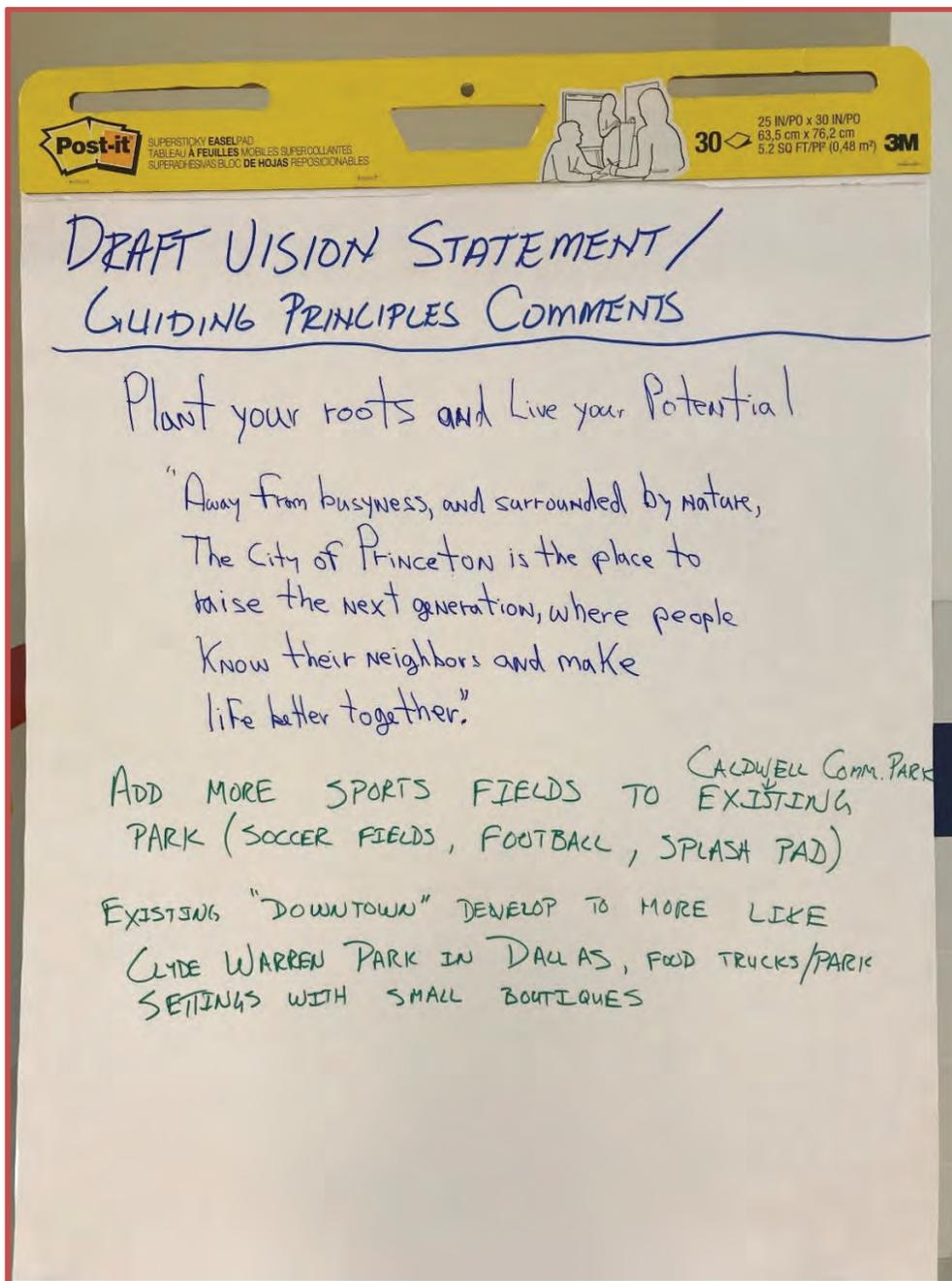
April 2018

# APPENDIX I: COMMUNITY OPEN HOUSE NOTES

## WHERE AM I?

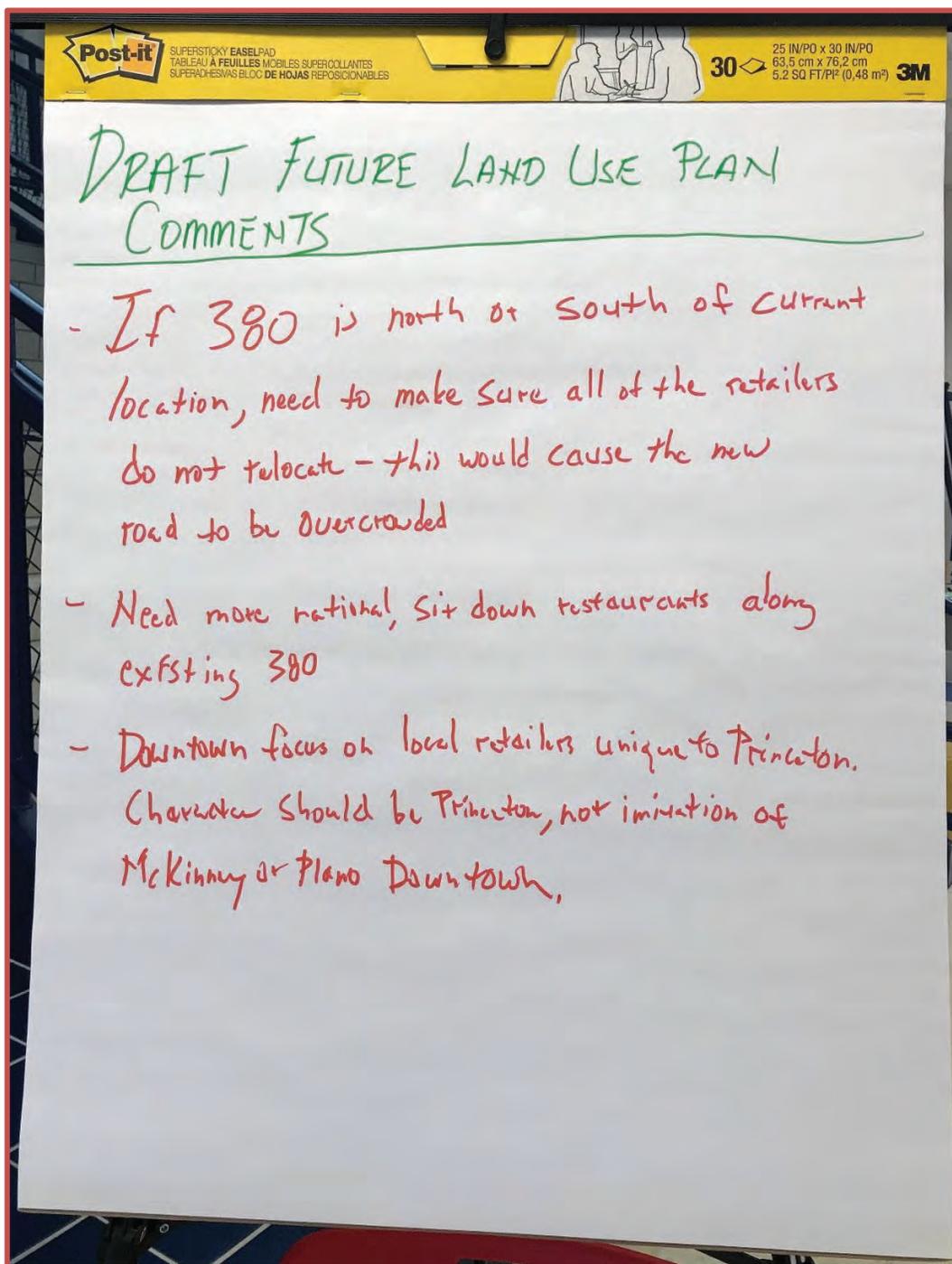


# APPENDIX I: COMMUNITY OPEN HOUSE NOTES



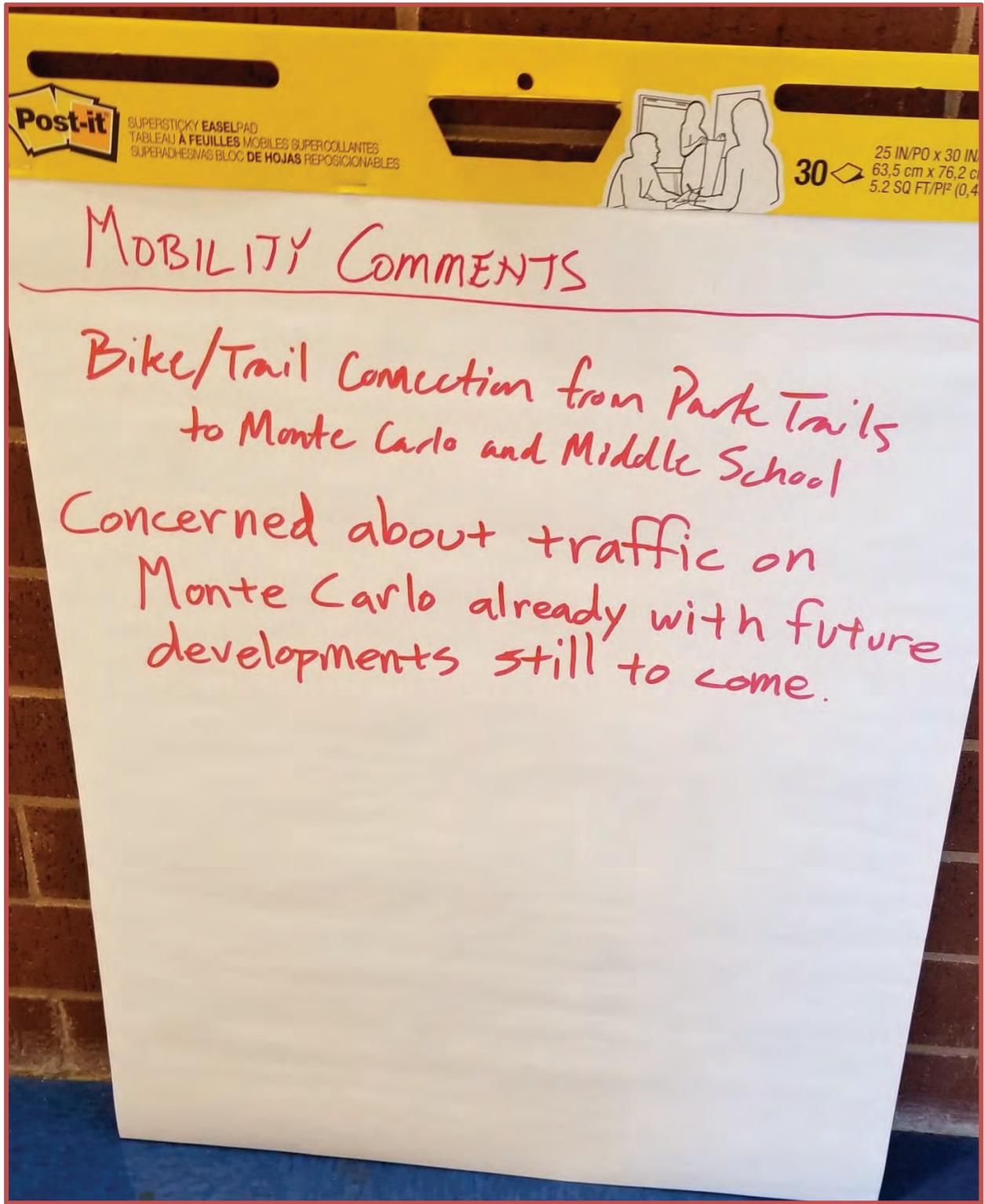
- Plant your roots and live your potential
- "Away from busyness, and surrounded by nature, the City of Princeton is the place to raise the next generation, where people know their neighbors and make life better together."
- Add more sports fields to existing Caldwell Community Park (e.g., soccer fields, football, splash pad)
- Existing "downtown" develop to more like Clyde Warren Park in Dallas, food trucks/park settings with small boutiques

# APPENDIX I: COMMUNITY OPEN HOUSE NOTES



- If 380 is north or south of current location, need to make sure all of the retailers do not relocate – this would cause the new road to be overcrowded
- Need more national, sit-down restaurants along existing 380
- Downtown focus on local retailers unique to Princeton. Character should be Princeton, not imitation of McKinney or Plano downtown.

# APPENDIX I: COMMUNITY OPEN HOUSE NOTES



- Bike/trail connection from park trails to Monte Carlo and Middle School
- Concerned about traffic on Monte Carlo already with future developments still to come

# APPENDIX I: COMMUNITY OPEN HOUSE NOTES

## Future Development: City Hall Site

Princeton's future City Hall will be located in the proposed **Princeton Crossroads** development, which is located along US 380 near Princeton High School. This multi-use project is anticipated to provide locations for a mix of retail, commercial, office, and medical services, as well as a variety of residential types. The proposed City Hall site would provide increased space for city services including fire and police administration, and would be surrounded by a variety of outdoor activities, walking paths, and dining options.

Please provide feedback on the site plan **below** and select your preferred City Hall architectural style in the visual preference survey **on the right**.

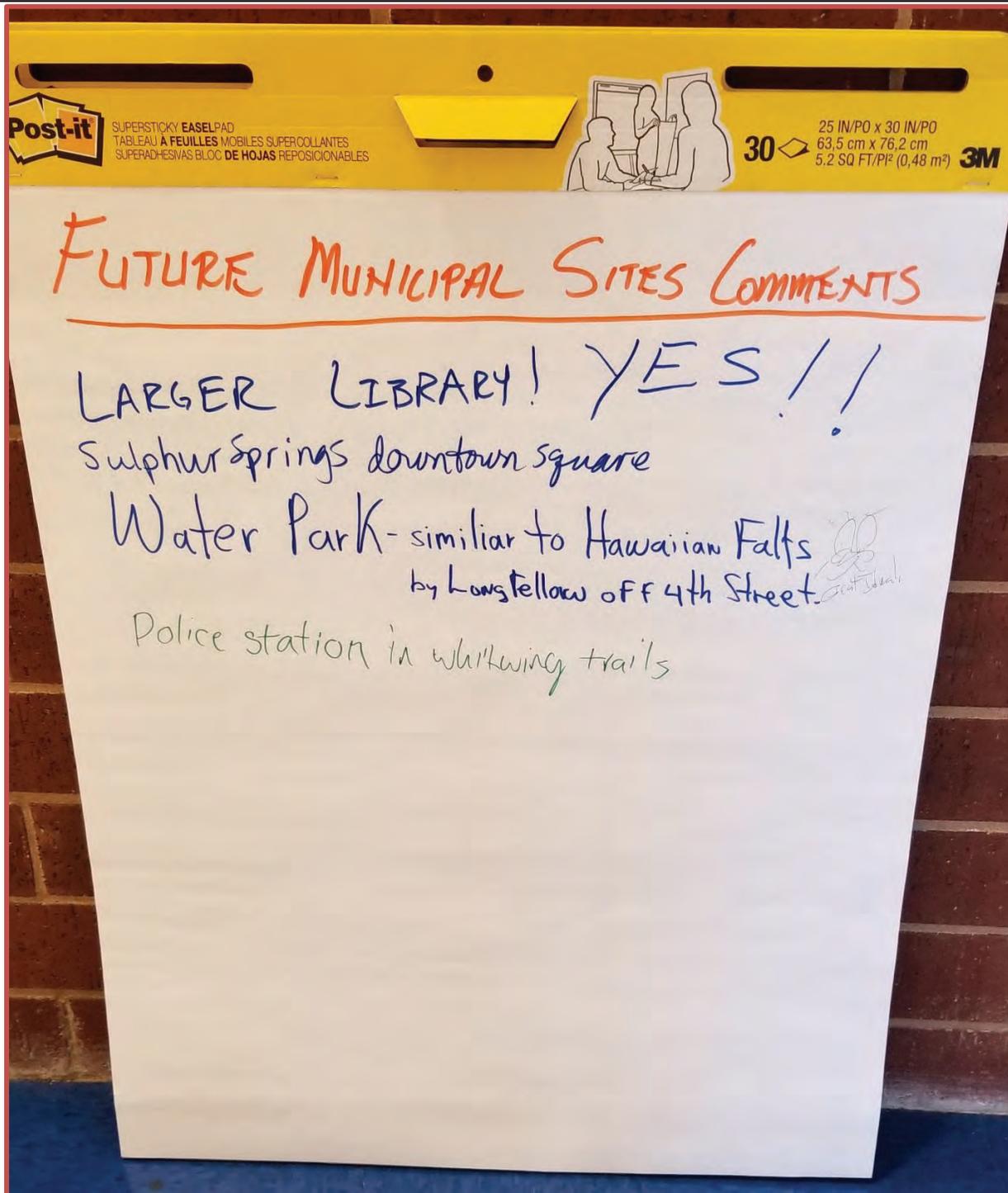


Princeton  
The Path to Progress

June 2018

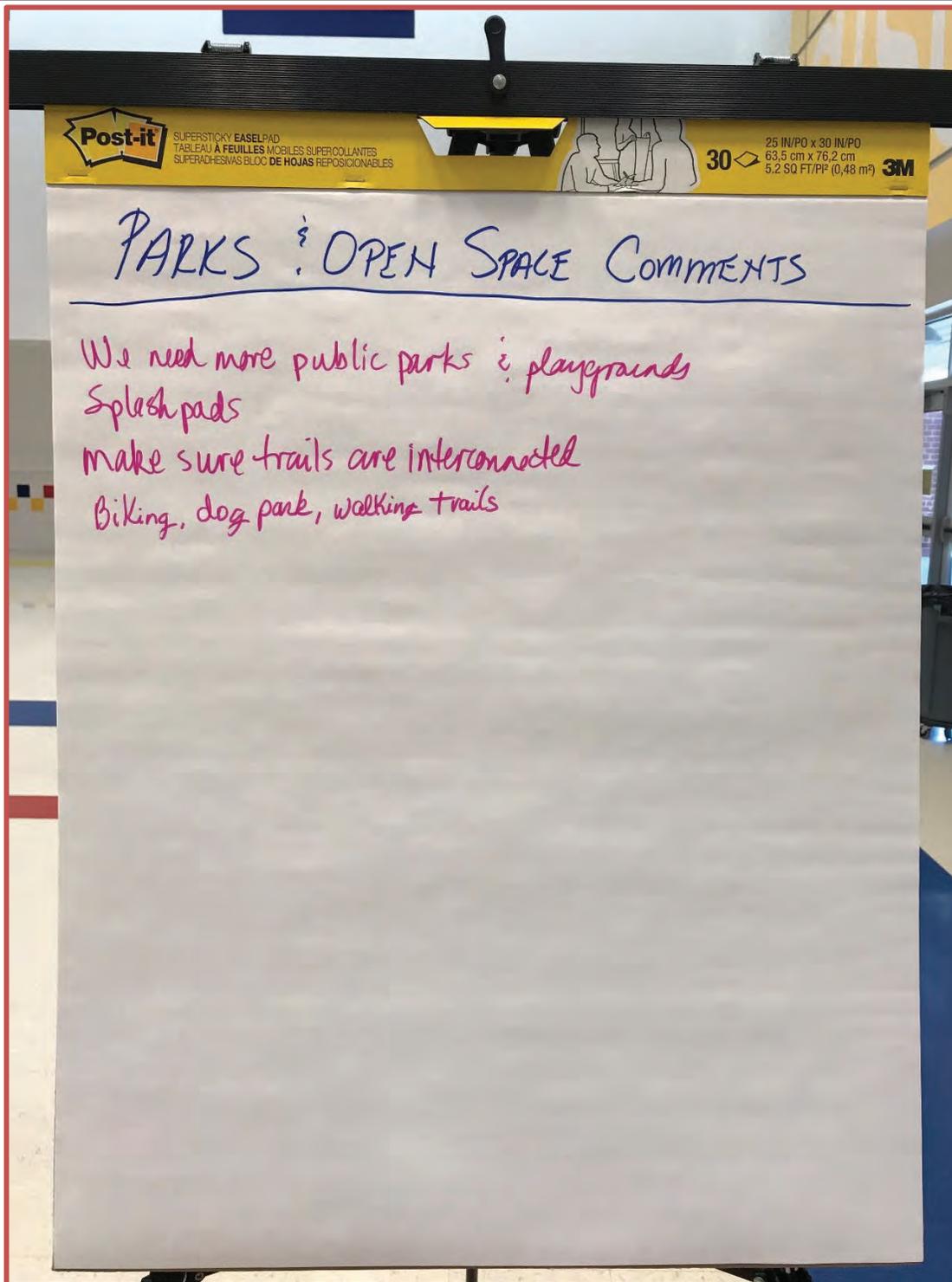
Kimley»Horn

# APPENDIX I: COMMUNITY OPEN HOUSE NOTES



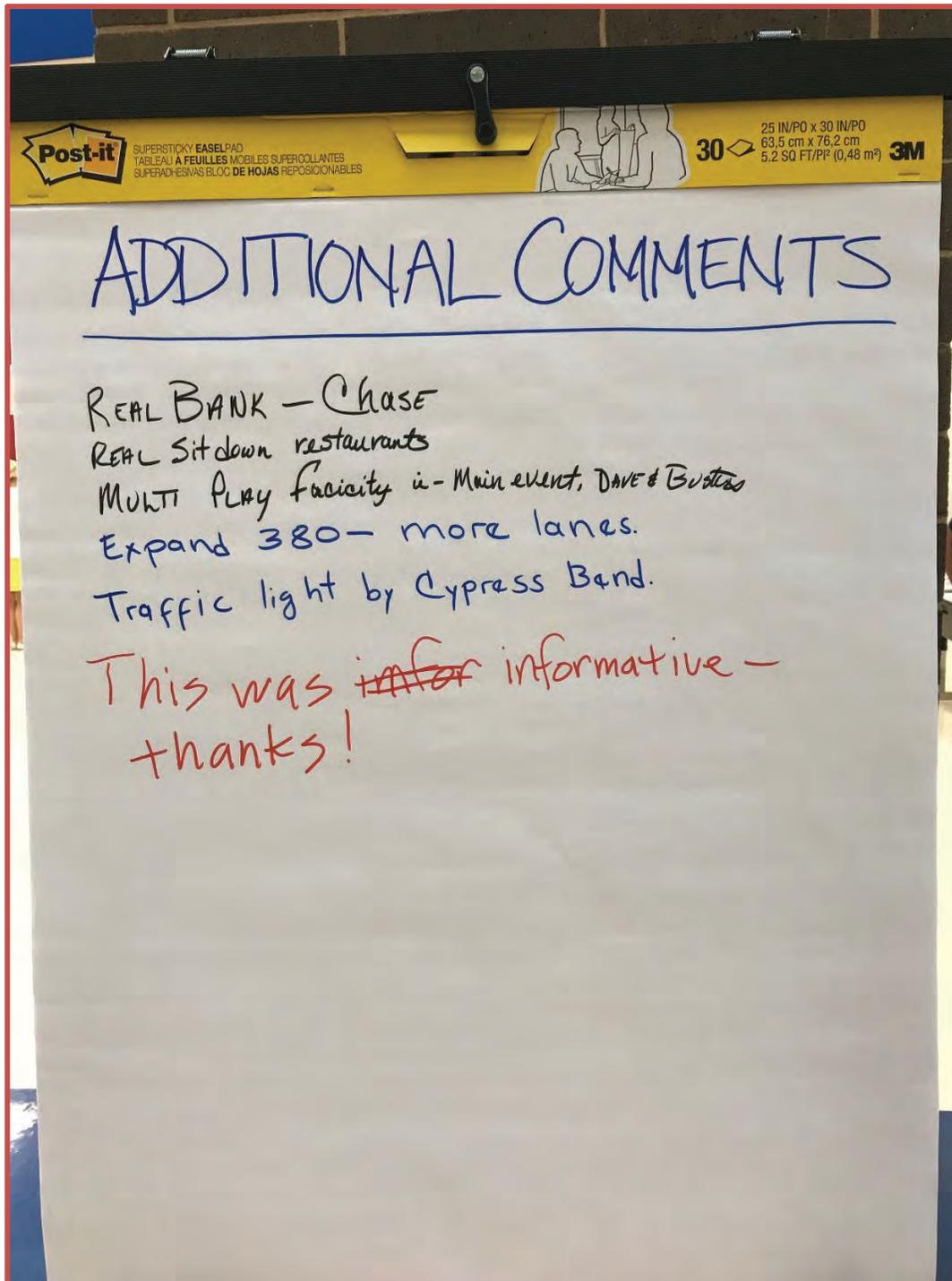
- Larger library!
  - Yes!
- Sulphur Springs downtown square
- Water Park – similar to Hawaiian Falls by Longfellow off 4<sup>th</sup> Street
  - Great idea!
- Police station in Whitewing Trails

# APPENDIX I: COMMUNITY OPEN HOUSE NOTES



- We need more public parks and playgrounds
- Splash pads
- Make sure trails are interconnected
- Biking, dog park, walking trails

# APPENDIX I: COMMUNITY OPEN HOUSE NOTES

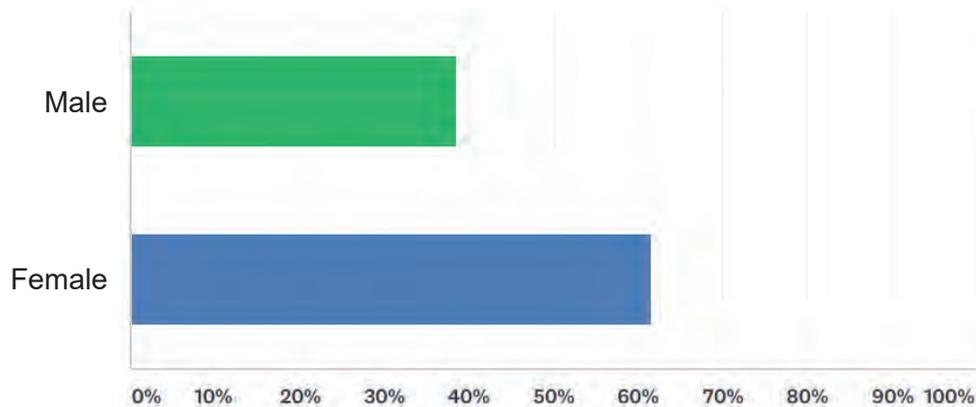


- Real bank – Chase
- Real sit-down restaurants
- Multi-play facility (e.g., Main Event, Dave and Busters)
- Expand 380 – more lanes
- Traffic light by Cypress Bend
- This was informative – thanks!

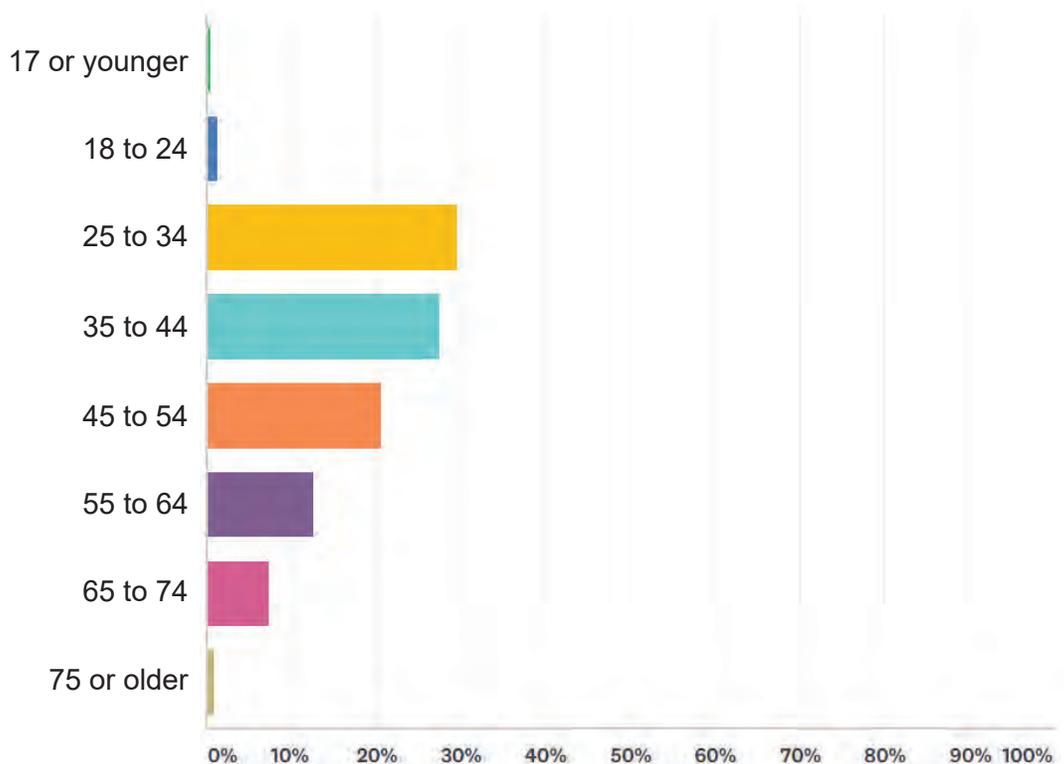
# APPENDIX J: COMMUNITY SURVEY RESULTS

## Demographic Questions

1. What is your gender?  
Please choose one.

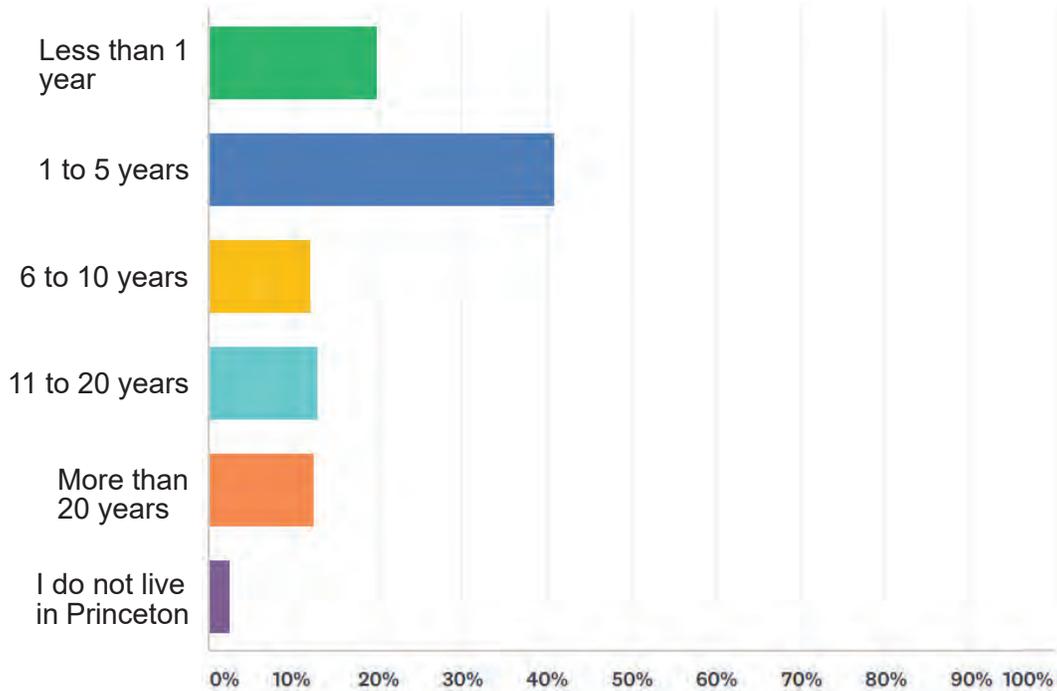


2. What is your age in years?  
Please choose one.

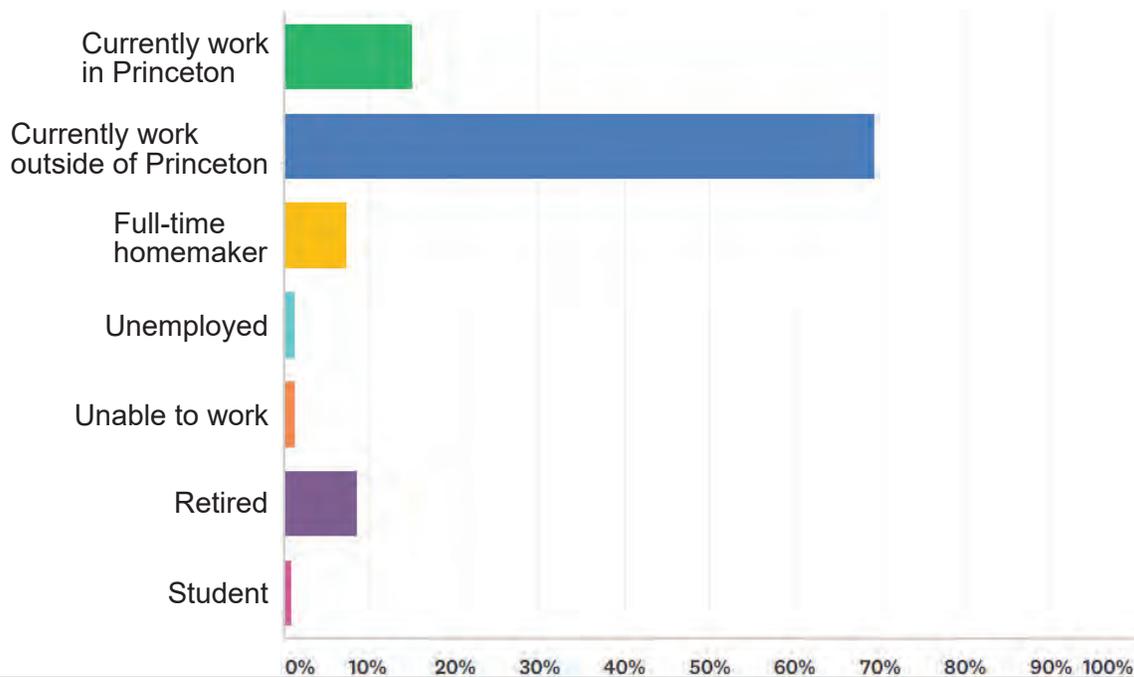


# APPENDIX J: COMMUNITY SURVEY RESULTS

## 3. How long have you lived in Princeton? Please choose one.



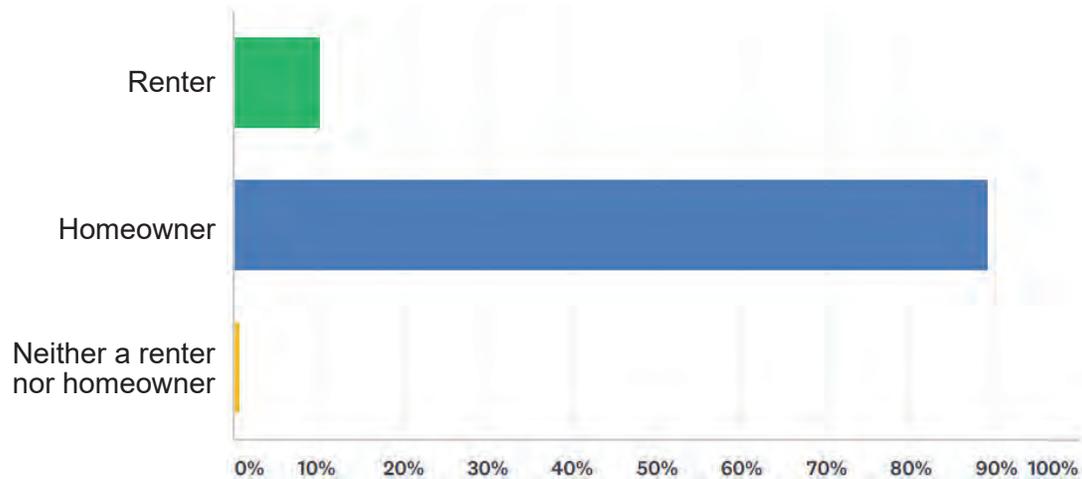
## 4. What is your employment status? Choose as many as apply.



# APPENDIX J: COMMUNITY SURVEY RESULTS

## 5. What is your current housing situation?

Please choose one.



# APPENDIX J: COMMUNITY SURVEY RESULTS

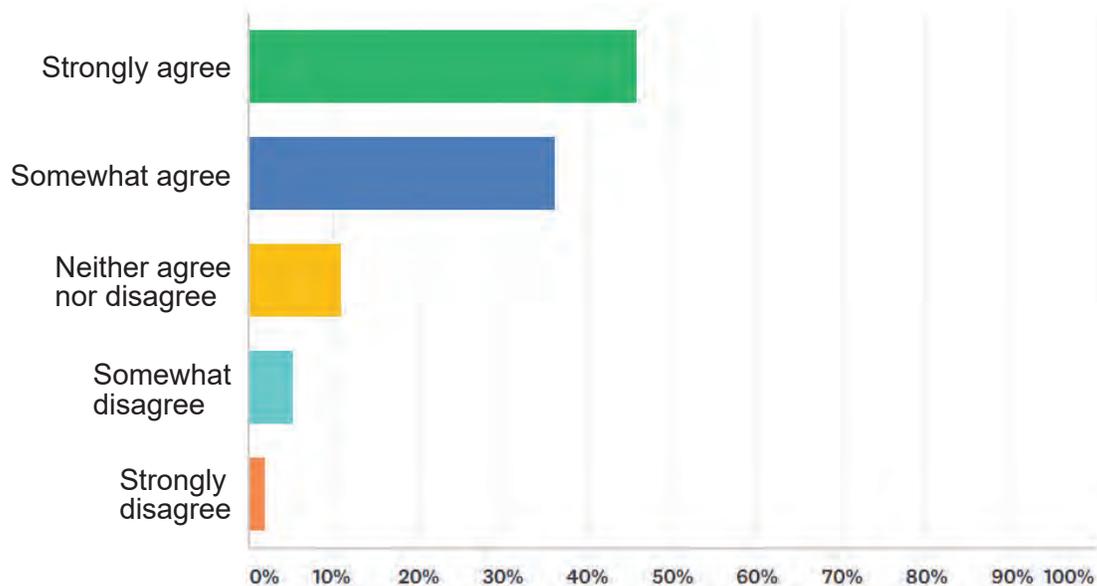
## Vision Statement and Guiding Principles Questions

6. How strongly do you agree or disagree that the draft Vision Statement reflects your ideal, personal vision for a future Princeton?

Please choose one and consult the picture below for reference.

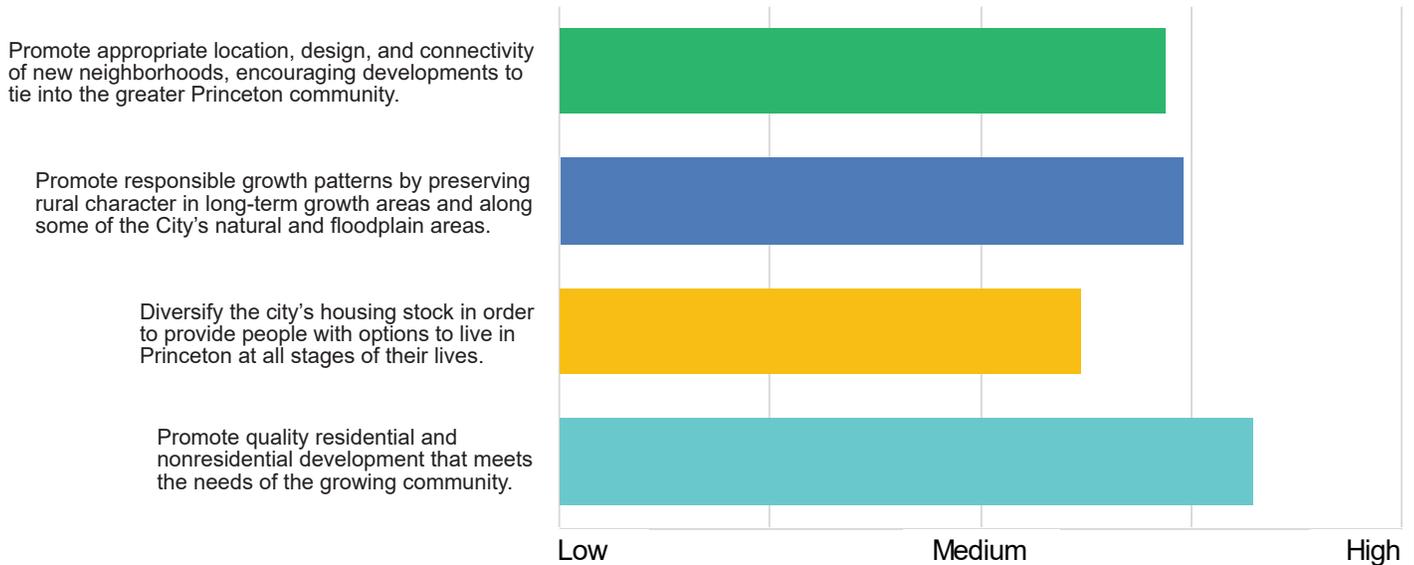
### Draft Vision Statement for Princeton in 2050

In 2050, Princeton will be an attractive, inclusive, and vibrant community where one can live, work, play, and learn. It will have all the amenities of a modern city with the close-knit feel of a small town, rooted in its heritage, resiliency, and local businesses. Thriving and connected, the diverse community of Princeton will enjoy a high quality of life while embracing its bright future.

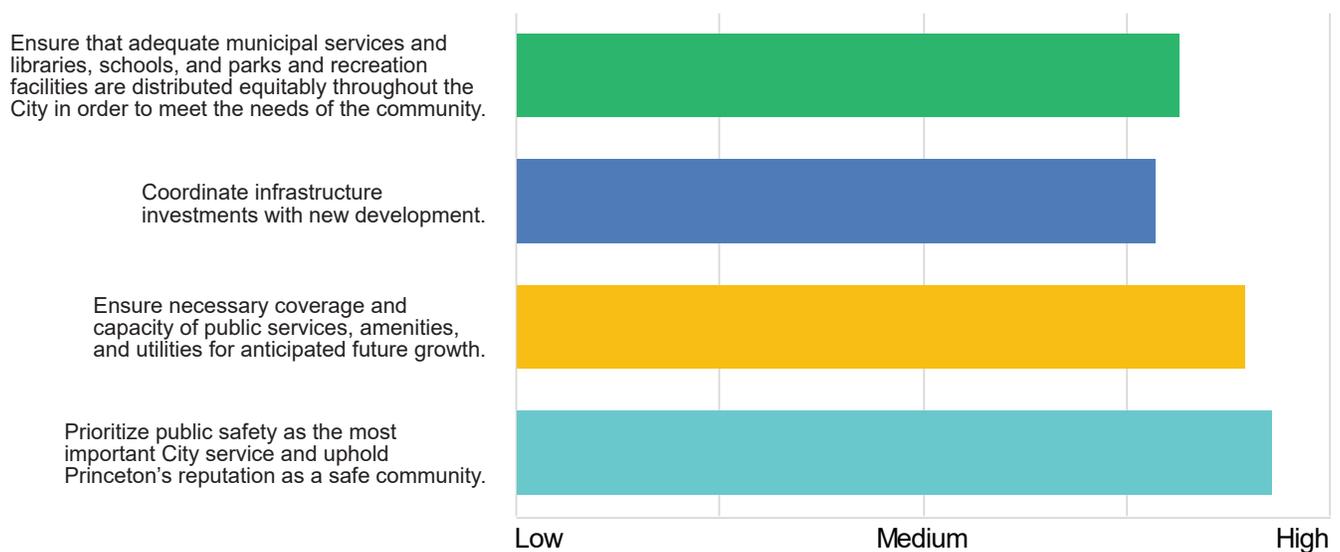


# APPENDIX J: COMMUNITY SURVEY RESULTS

## 7. How important are each of these Land Use Guiding Principles? Use the buttons below to indicate low priority, medium priority, or high priority.



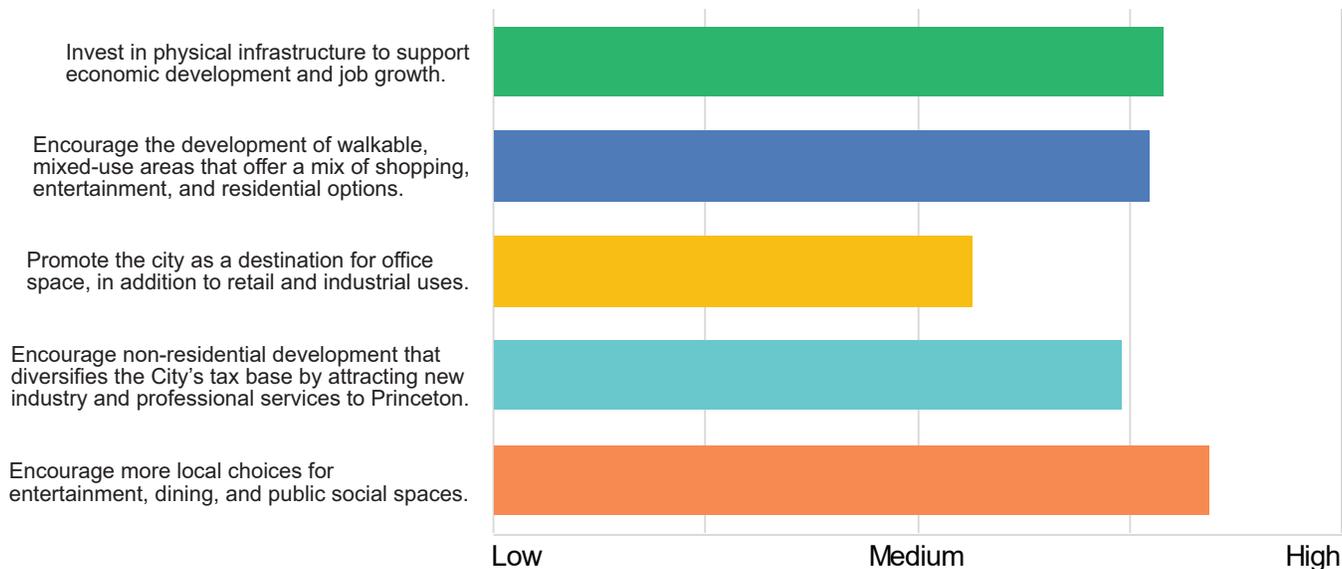
## 8. How important are each of these Public Services Guiding Principles? Use the buttons below to indicate low priority, medium priority, or high priority.



# APPENDIX J: COMMUNITY SURVEY RESULTS

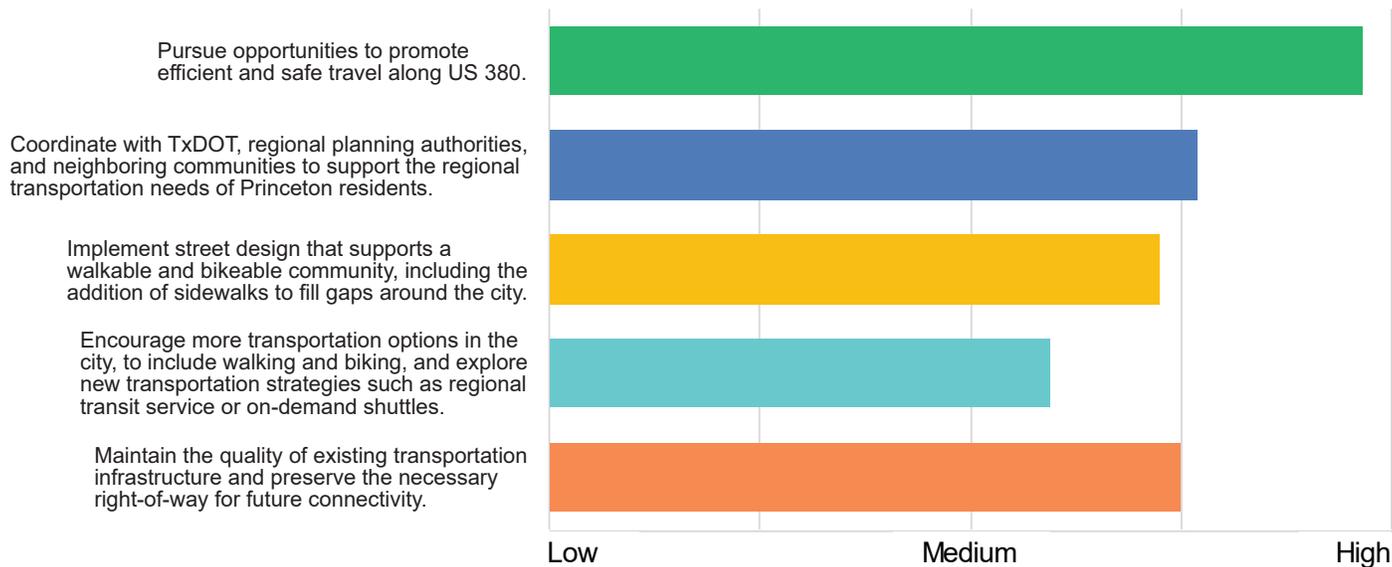
## 9. How important are each of these Economic Development Guiding Principles?

Use the buttons below to indicate low priority, medium priority, or high priority.



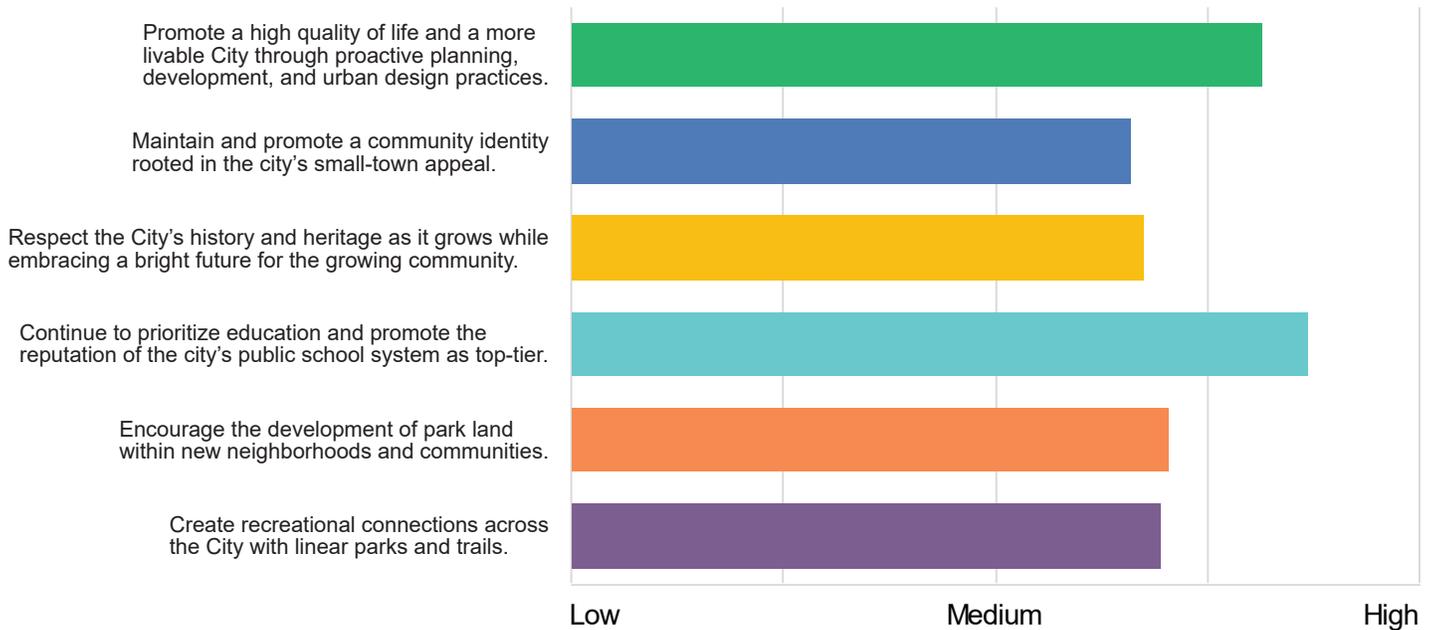
## 10. How important are each of these Mobility Guiding Principles?

Use the buttons below to indicate low priority, medium priority, or high priority.

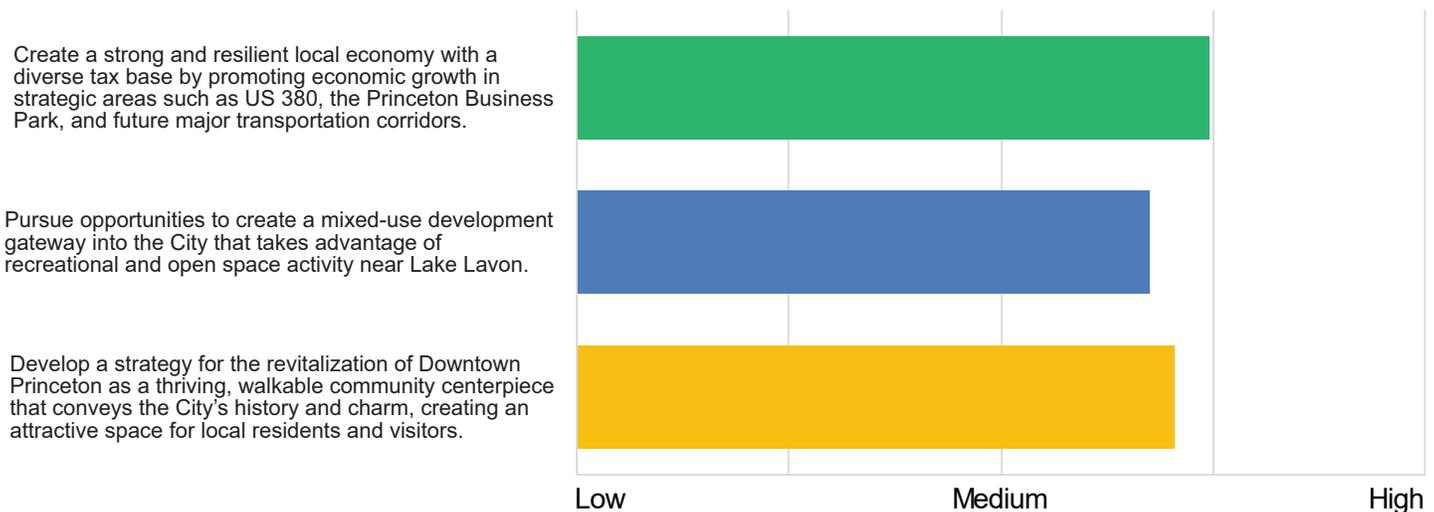


# APPENDIX J: COMMUNITY SURVEY RESULTS

**11. How important are each of these Quality of Life Guiding Principles?**  
 Use the buttons below to indicate low priority, medium priority, or high priority.



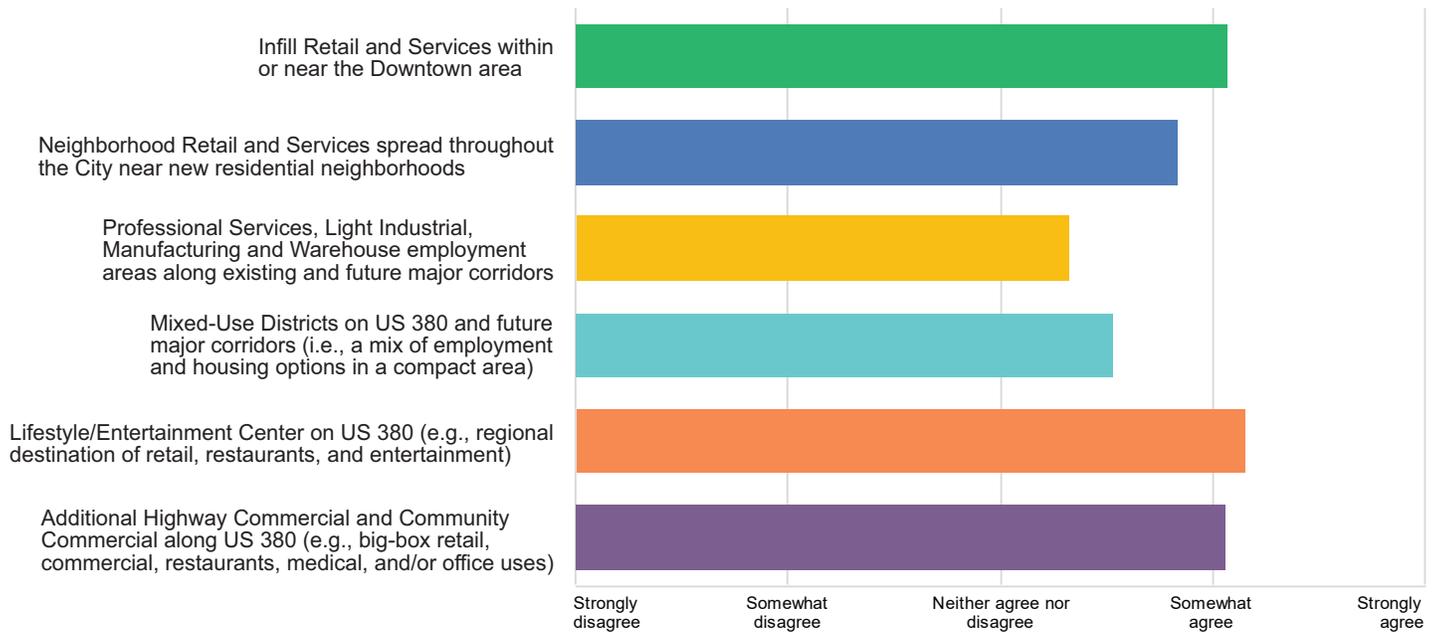
**12. How important are each of these Strategic Investment Guiding Principles?**  
 Use the buttons below to indicate low priority, medium priority, or high priority.



# APPENDIX J: COMMUNITY SURVEY RESULTS

## Future Land Use Plan Questions

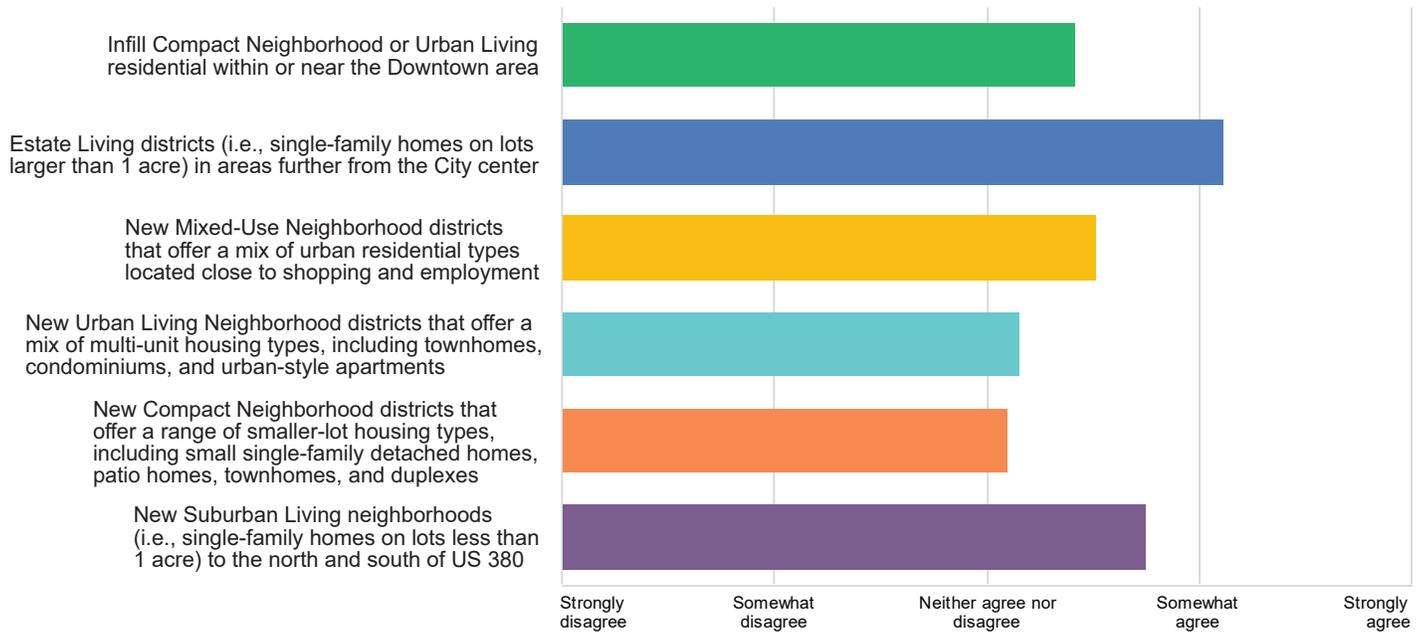
**14.** How strongly do you agree or disagree with the following strategies to accommodate additional commercial and employment growth through 2050? Use the buttons below to indicate your level of agreement or disagreement.



# APPENDIX J: COMMUNITY SURVEY RESULTS

## 15. How strongly do you agree or disagree with the following strategies to accommodate additional population growth through 2050?

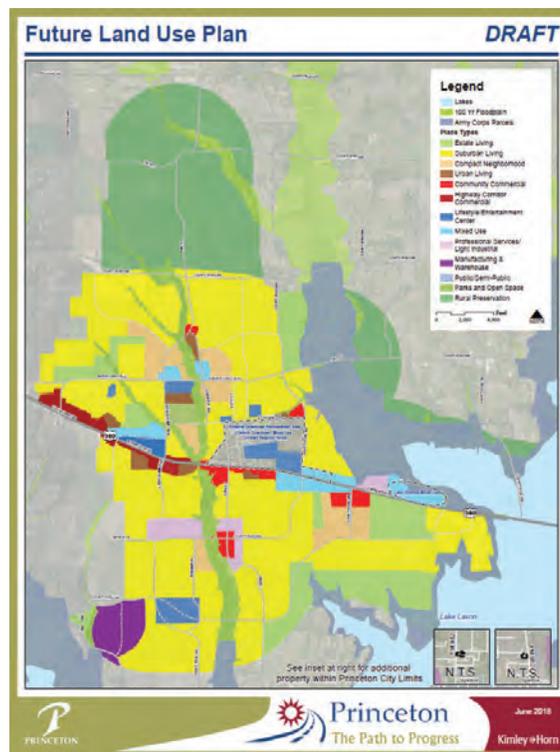
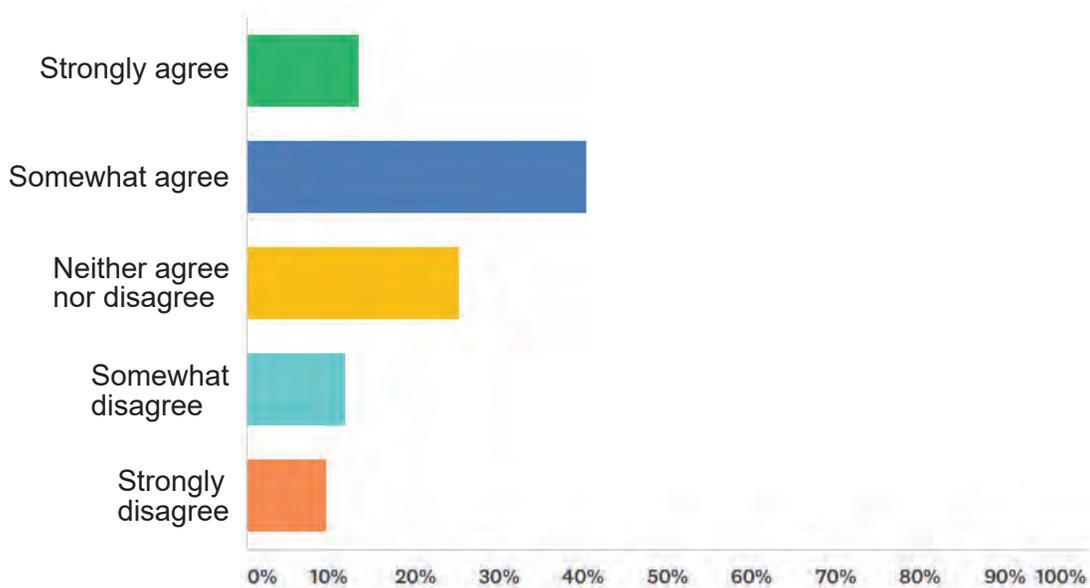
Use the buttons below to indicate your level of agreement or disagreement.



# APPENDIX J: COMMUNITY SURVEY RESULTS

**16.** How much do you agree or disagree with the following statement: “The draft Future Land Use Plan is consistent with my own idea of Princeton’s preferred land use direction for 2050”?

Please choose one and consult the draft Future Land Use Plan map for reference.

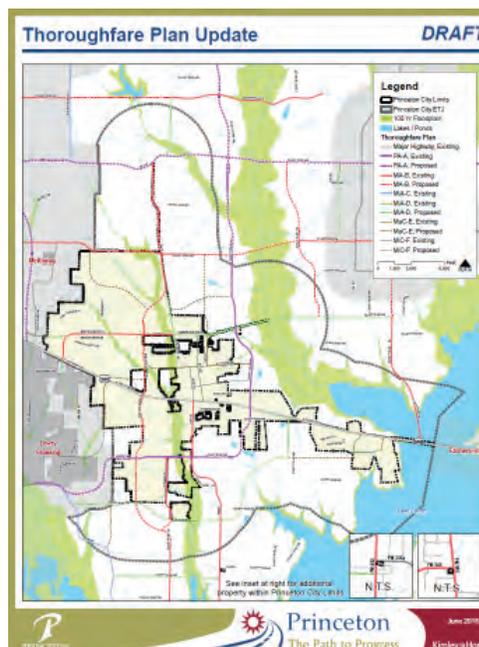
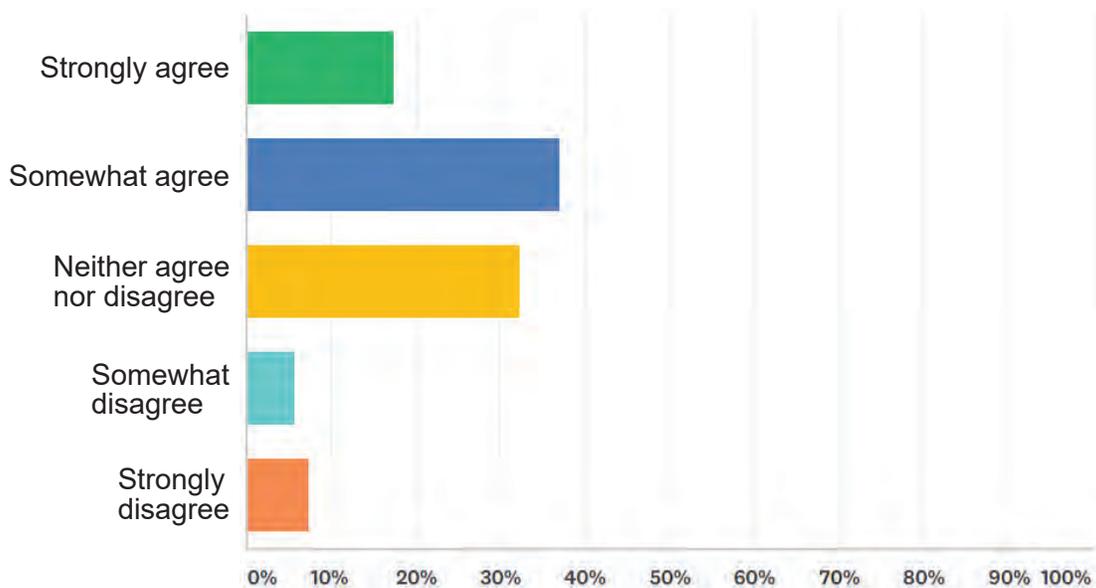


# APPENDIX J: COMMUNITY SURVEY RESULTS

## Thoroughfare Plan Questions

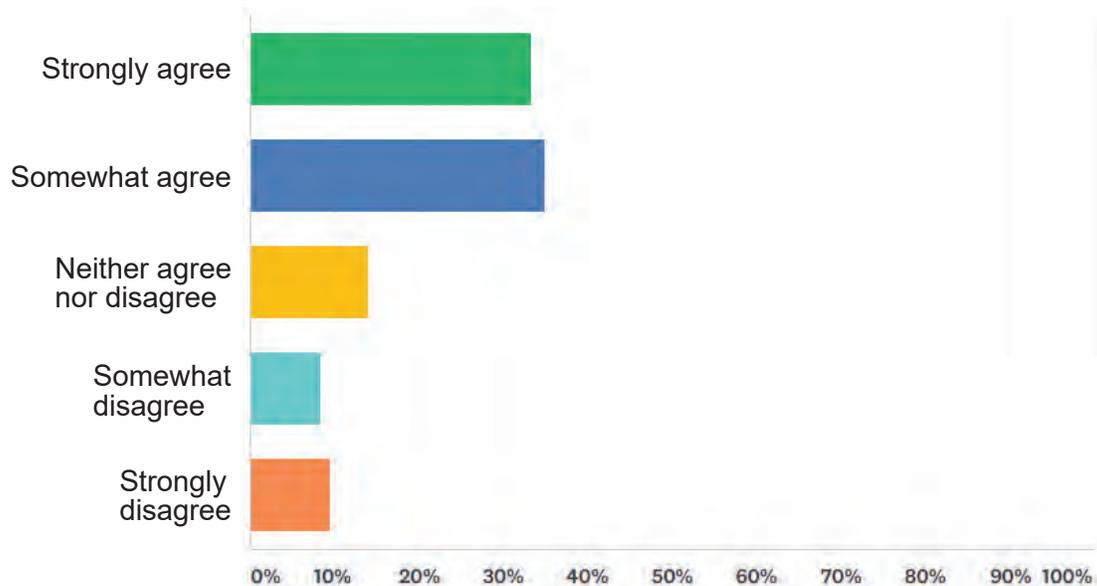
**18.** How much do you agree or disagree with the following statement: “The draft Thoroughfare Plan is consistent with my own idea of Princeton’s preferred direction for mobility and transportation for 2050”?

Please choose one and consult the draft Thoroughfare Plan map below for reference.



# APPENDIX J: COMMUNITY SURVEY RESULTS

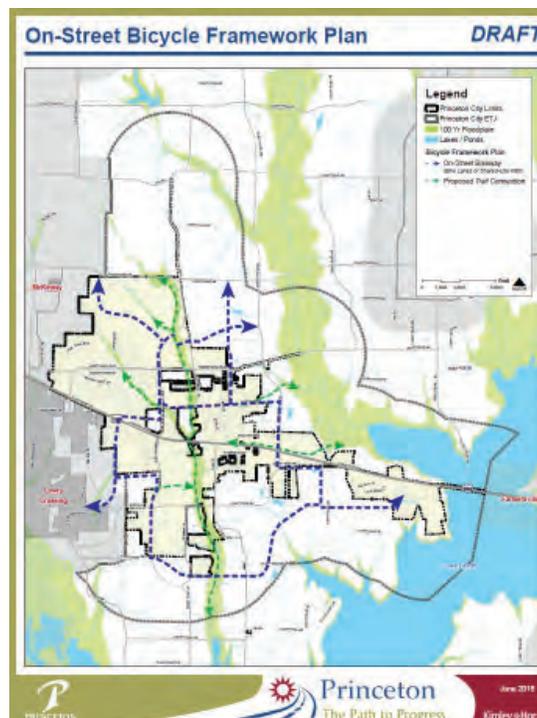
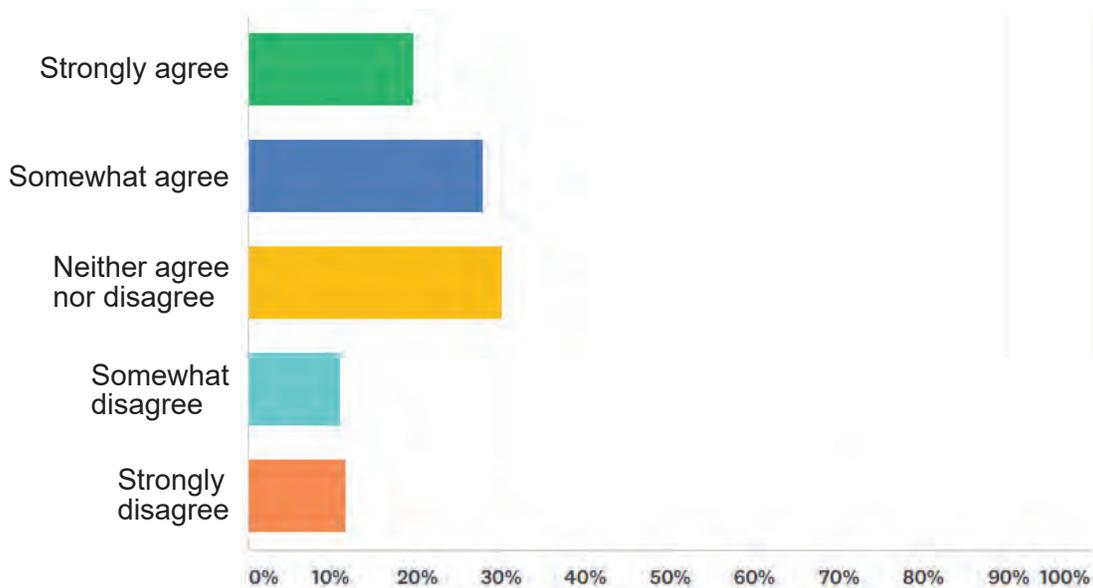
**19.** How much do you agree or disagree with the following statement:  
“Additional opportunities to create infrastructure for pedestrians and bicyclists should be explored”?  
Please choose one.



# APPENDIX J: COMMUNITY SURVEY RESULTS

**20.** How much do you agree or disagree with the following statement: “The draft On-Street Bicycle Framework Plan is consistent with my own idea of a preferred direction for bicycling, both recreationally and for transportation, in Princeton”?

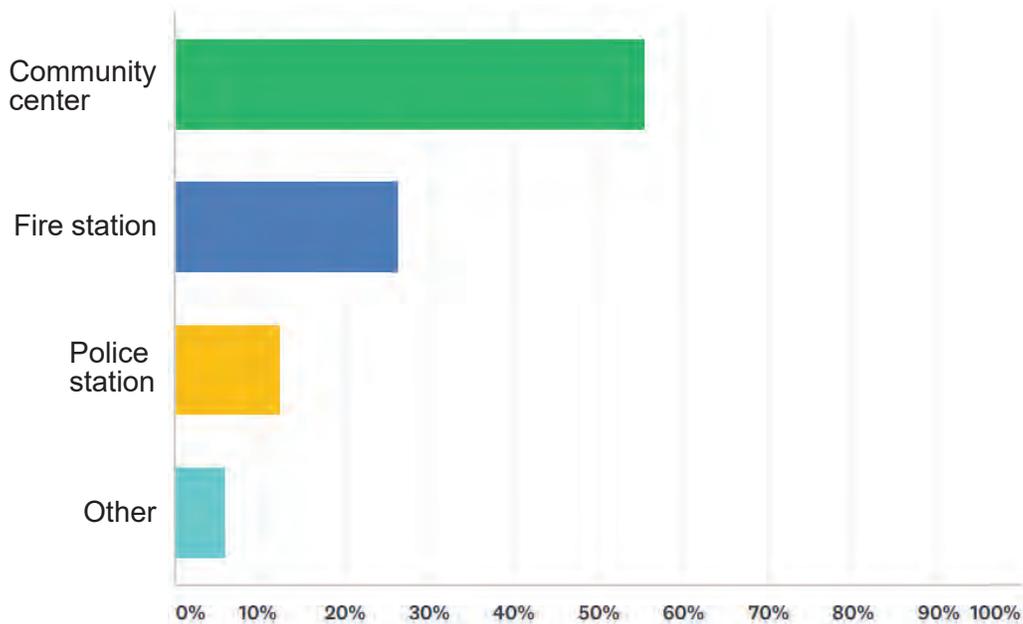
Please choose one and consult the draft On-Street Bicycle Framework Plan map below for reference.



# APPENDIX J: COMMUNITY SURVEY RESULTS

**21.** The Whitewing Trails development on the city’s northwest side will encompass a grand total of 860 acres, 7 of which will be reserved for a future municipal facility. Knowing this, which type of municipal use would you prefer on this site?

Please choose one and consult the map below for reference.



# APPENDIX K: DOWNTOWN PRINCETON VISION FRAMEWORK

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## Introduction

During the comprehensive planning process that the city of Princeton undertook during 2018, significant feedback was provided related to creating something special in Downtown Princeton. The community provided a number of ideas for improving the downtown area, including enhancing walkability and bikability, establishing a robust mix of shopping, residential, and entertainment options in the area, providing vibrant public spaces for community events and activities, and creating a strong identity for the area.

As a result, the City of Princeton undertook a downtown visioning process during the fall of 2018 and spring of 2019 to articulate a coherent, actionable vision for the future of the historic core of the community. This process, completed in two phases, included various community open-houses to gather input, as well as surveys for both the City Council and P&Z Commission and the community at large. The result of this process was the development of a Downtown Vision Framework Plan that identifies key nodes and gateways and a preferred land use plan to guide downtown development. This Vision Framework Plan also contains mobility and urban design components, which together will provide guidance and direction for the development of regulating framework for a Downtown Overlay District.

## Downtown Vision Framework Plan

The Preliminary Downtown Vision Framework Plan was developed in Phase I of this project, which began during the city's comprehensive planning process. The framework was refined in the spring of 2019, expanding the area's boundaries and clarifying the plan's goals based on community feedback.

One of the key features of the Vision Framework is the concept of an "Identity Node" that establishes a sense of place and orientation in the downtown area. The central Identity Node is Veterans Park, which is located in the historic urban core of Princeton. The park will serve as a central gathering place for the community and an open space for recreation, public amenities, and community events. Three other Identity Nodes were established - Dogwood Avenue and 4th Street (the bridge between downtown and one of the school district's educational complexes), Main and 6th Street (Fire Department), and the western fringe of Main Street (the historic cotton gin).

All Primary Gateways (the main access points) into the downtown area originate from Princeton Drive (US 380), specifically its intersections with Yorkshire Drive, 2nd Street, and 4th Street. 2nd and 4th streets also intersect with College Street just north of downtown to form two of the area's Secondary Gateways (smaller access points). College Street contains two additional Secondary Gateways at its intersections with 1st and 6th streets. The only Secondary Gateway that was identified south of Main Street was the intersection of Mabel Avenue and 5th Street.

# APPENDIX K: DOWNTOWN PRINCETON VISION FRAMEWORK

The Vision Framework also illustrates specific land use types for downtown, with commercial and redevelopment opportunities near the historic Main Street area and Princeton Drive to its south. Main Street is envisioned as a festival street to be used as event space during community events, parades, and activities. Bordering Main Street would be the retail core, which would extend into city-owned catalyst sites to its east and west. Once the north side of Main Street is redeveloped, momentum should build to produce opportunities for adaptive reuse in the structures to its south. New housing construction along McKinney Avenue and Yorkshire Drive would offer a stronger residential base to support this development. Denser development, such as townhomes, will be concentrated close to the downtown core, gradually transitioning to lower density development as one approaches existing neighborhoods.

Ultimately, the Vision Framework Plan offers a renewed commitment to the city's core, illustrating an innovative path forward for downtown over the coming years. This framework respects the community's historic roots while setting the tone for a rejuvenated future for Downtown Princeton.



Figure 1: Downtown Framework Plan

# APPENDIX K: DOWNTOWN PRINCETON VISION FRAMEWORK

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## Transportation

The Downtown Street Types component of the Vision Framework Plan outlines a recommended approach for future street design and connectivity that both supports the land use vision and balances the needs of all roadway users – vehicles, pedestrians, and bicyclists. Compared to traditional thoroughfare classifications which are focused on the design characteristics needed for vehicle capacity, these “street types” consider a balance between the needs of all road users and the different adjacent land uses. For example, some emphasize street design elements to support a higher level of pedestrian activity space for mixed-use and retail areas, while other streets focus on providing basic neighborhood access and parking. While many residents and visitors are expected to access the downtown area by car, the area is intended to be highly walkable, with comfortable connections for walking or bicycling, especially from adjacent neighborhoods. Downtown benefits from a well-connected street grid between 2nd Street and 6th Street, which provides multiple route choices and short connections between destinations. With multiple primary access streets from the north and south, including Yorkshire Drive, 4th Street, and College Street, the street grid helps spread local vehicle trips more evenly over the street network and minimizes traffic flow issues. In addition, the relatively smaller block sizes, planned concentration of destinations, and future connected sidewalks will encourage pedestrian activity.

A variety of street elements may be selected to create a street that meets the community’s goals for downtown transportation and streetside activity. Due to the limited right-of-way of downtown streets, there is sometimes less flexibility for accommodating all desired street elements, such as modifying the travel way, widening sidewalks or introducing new streetscape elements. This plan section identifies opportunities for improving downtown street design and provides alternative cross sections as a template for future street improvement projects. The Downtown Street Types exhibit identifies the various recommended street types within the downtown area to support the planned mix of land uses and activities. Most downtown streets have an approximate right-of-way of between 40 to 70 feet. The cross sections on this exhibit illustrate the recommended options to implement travel way improvements, on-street public parking, and multi-modal connections for each downtown street.

# APPENDIX K: DOWNTOWN PRINCETON VISION FRAMEWORK

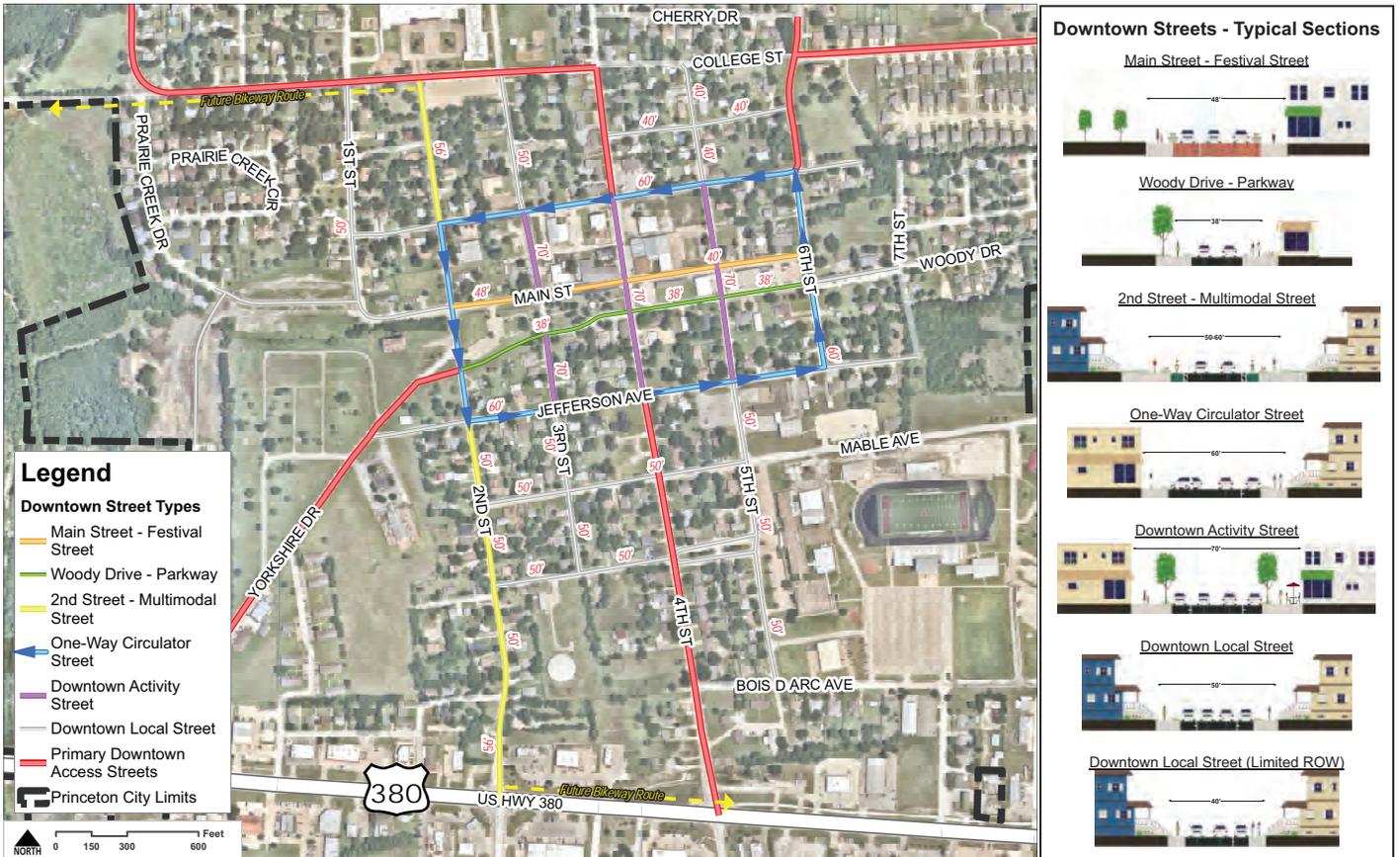


Figure 2: Downtown Street Types

# APPENDIX K: DOWNTOWN PRINCETON VISION FRAMEWORK

## Urban Design

Urban design is an important part of the Downtown Princeton Vision Framework Plan. While the Framework Plan outlines the land uses that are desired in the downtown area and the mobility plan supports the development of those land uses, the urban design component informs the character of downtown and influences how the place feels, an essential element of good place making. This character can be expressed through a variety of design elements, including street furniture, wayfinding systems, landscaping and street trees, and paving and building materials.

During the development of the Vision Framework Plan, feedback was gathered from members of the community through several open houses and a survey to establish a vision for the type of character that Princeton residents and business owners would like to see in the downtown area. Throughout the process, the public expressed a strong preference for a theme that was historic, yet also modest and understated in nature, reflecting the community's deep

### Trash & Recycling



### Lighting



### Planters / Landscaping



### Bollards

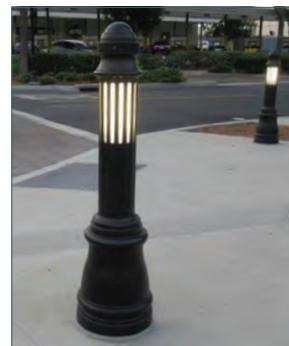


Figure 3: Design Character

# APPENDIX K: DOWNTOWN PRINCETON VISION FRAMEWORK

roots as a small farming community in rural North Texas. The desire was for a place that celebrated the areas small town character, while also fostering more interactions between community members and providing a place for a variety of community events.

To fulfill this vision, the recommendations developed for Downtown Princeton in the Design Character exhibit emphasize historic materials and design motifs. These include elements such as the use of brick as an accent paving material in pedestrian areas, and the inclusion of public art that reflect Princeton’s history, such as onion shaped bike racks. The recommendations also include a wayfinding system for the downtown area, and a family of street furniture made of cast iron that uses simple, historic shapes.

## Bench



## Onion Bike Rack



## Wayfinding



## Paving



Figure 4: Design Character



Princeton

The Path to Progress