



PARK AND TRAIL SYSTEM MASTER PLAN  
CITY OF PRINCETON, MINNESOTA

MAY 2024



## **ACKNOWLEDGMENTS**

The planning team would like to thank the community members who participated throughout the planning process. The feedback was valuable and insightful. We would like to acknowledge the hard work of city staff and stakeholders for providing insights, feedback, and issues facing the City's parks and trail system. These conversations have enriched our understanding of the community of Princeton and its visionary goals for the future relating to its parks and recreation.

### **MAYOR AND CITY COUNCIL**

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Jack Edmonds, Councilor  
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### **COMMUNITY MEMBERS**

A special thank you to the many community members who engaged in planning throughout this process at events, meetings, and online!





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## SECTION 1: EXECUTIVE SUMMARY

### INTRODUCTION

The City of Princeton is located in Mille Lacs and Sherburne counties with a beautiful park system including eight community parks offering various recreational activities. Most parks are within a 10 minute walking distance for a majority of residents, contributing to the overall health, wellness, and viability of the community.

Princeton's Park System Plan is a strategic and comprehensive plan that provides an overall community vision for the parks, connections, and recreation for the next 10+ years.

This system plan is meant to provide recommendations that will guide future investments for development and improvements by establishing goals, policies, and objectives.

## PLANNING PROCESS

The planning process began with a project start-up meeting with city staff to explore goals, objectives and gather important city data. A critical piece of this plan was community engagement, which was used to raise awareness of the project, understand the viewpoints of the residents, and ensure the plan aligned with community sentiment and identified needs. At this stage, input was solicited through an interactive online engagement platform and survey mailings.

Data collection and system evaluations were conducted to understand the existing quality and condition of the parks, trails, and recreation within Princeton.

The findings and analysis from the engagement and data collection process provided guidance to the development of preliminary recommendations and concept plans throughout the system master plan process.



## PRIMARY GOALS AND INITIATIVES

The following goals and initiatives were prepared as a guide for establishing both short and long term priorities for the park and recreation programs to better meet the needs and desires of the community over the next 10+ years.

1. Strengthen connections within and beyond the community
2. Create spaces to gather, interact, recreate
3. Improve safety and accessibility
4. Sustain fiscal & environmental responsibility



## FINDINGS

Common themes that evolved from the planning process engagement include:

1. General improvements to all park equipment and recreational activities
2. Desire for improved safety and accessibility, especially those relating to playground spaces
3. Provide recreation opportunities for older kids
4. Enhance connectivity and expand trail network
5. Create a higher level of awareness regarding the parks and amenities
6. Need for flexible and unique spaces
7. Sustainability and fiscal responsibility are important

## SUMMARY OF RECOMMENDATIONS

The following summary of recommendations include both short and long term initiatives for the next 10+ years to meet the goals of the community and are not identified in any particular order of priority shown.

1. Improve accessibility throughout the entire park system. Ensure that any improvements remain available to all users, as well as upgrading accessible routes to existing features as feasible.
2. Redevelop and improve existing parks according to priority for improved overall quality and satisfaction for a more balanced system meeting the needs of the residents.
3. Continue to expand and enhance trail and sidewalk systems throughout the City of Princeton. Eliminate gaps in trail system and create connection to the Great Northern Trail that travels through the City.
4. Continue effective methods of community engagement when developing or redeveloping parks and open spaces and use public input, along with city goals, objectives, and priorities, to inform design and planning.
5. Continue to seek and develop strong partnerships with other organizations for mutually beneficial improvement and implementation strategies to further advance the recommendations of this plan.



## REPORT ORGANIZATION

The plan is organized into sections that cover various aspects of the system plan and is meant to provide information and findings for both broad general visioning (i.e.: general policies, strategic decision-making, setting priorities, and budget allocations) as well as day-to-day use by staff and those that will be implementing the plan to ensure a high level of consistency in interpretation.

The system plan is organized by the following sections:

Section 1: Executive Summary

Section 2: Assessment of Need

Section 3: Visioning Plan

Section 4: Parks Plan

Section 5: Implementation Plan

## HOW TO USE THE PLAN

This plan is meant to be used as a guide for the next 10+ years. It is intended to be a living document with recommendations, standards and guidelines for system planning for park and trail development.

The plan should be reviewed, revised, and implemented according to City Council and the Park and Recreation Advisory Board recommendations and approval. Recommendations within this document will require more analysis and planning prior to implementation.

It is recommended that the plan be reviewed by staff annually and updated comprehensively every ten years, since economic conditions, funding opportunities and partnerships, community needs and desires change over time.

Use the plan as a guide and continue extensive community engagement for park and trail planning.







## SECTION 2: ASSESSMENT OF NEED

### INTRODUCTION

Assessing the needs of the community is a critical first step in developing a park system master plan because it represents those who it is intended to serve. The City of Princeton connects with its community members to ensure the residents feel they are being heard and this planning process built upon the successes of the past to further gather input from the community.

This park system master plan reflects the needs of the community at the time it was written, in conjunction with the goals.

## DEMOGRAPHICS

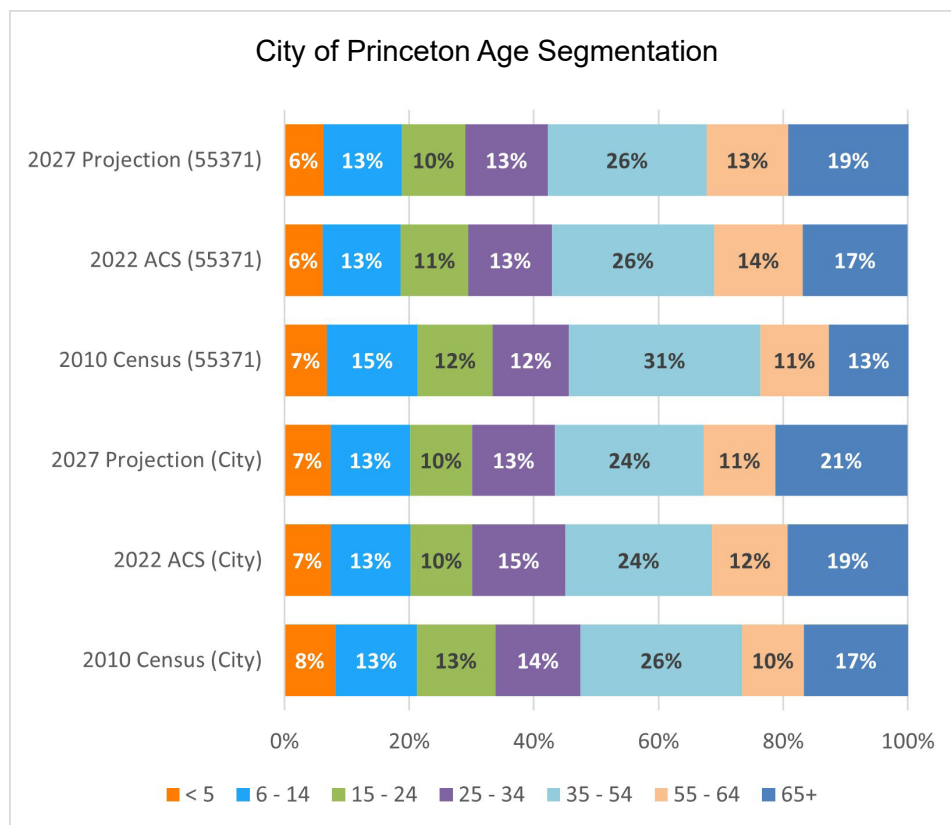
According to demographic data, the City of Princeton is expected to sustain its population.

The total population in Princeton according to the 2020 census was 4,819 people. As of 2021 the population increased to 5,000 people. Over the next 5 years it is predicted that the population of Princeton will stay relatively consistent.

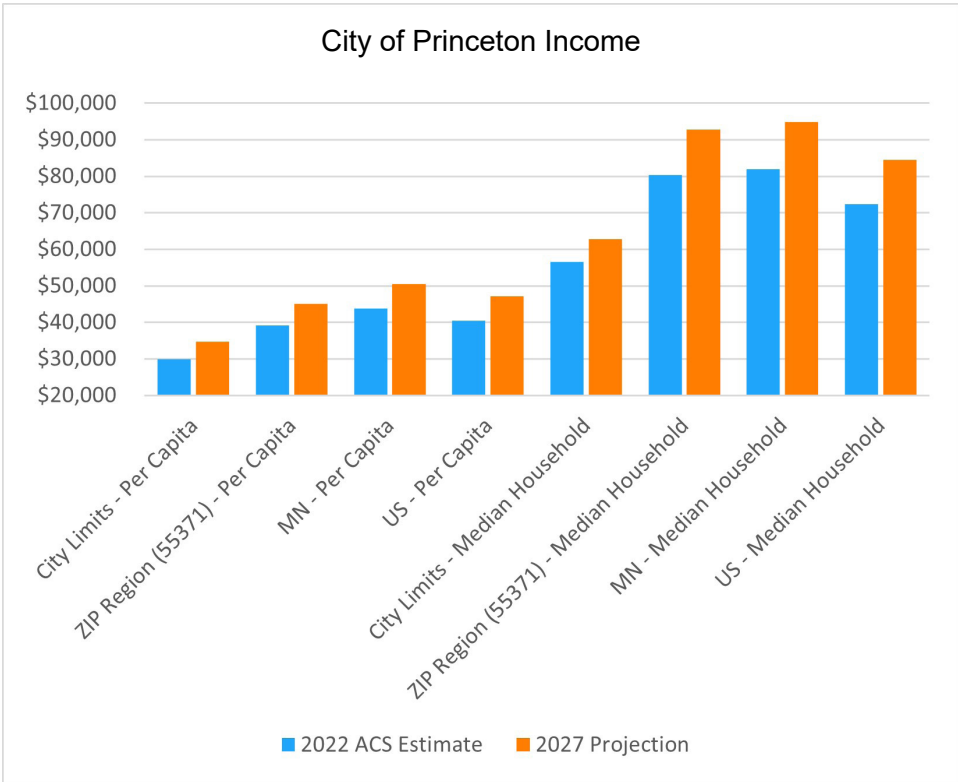
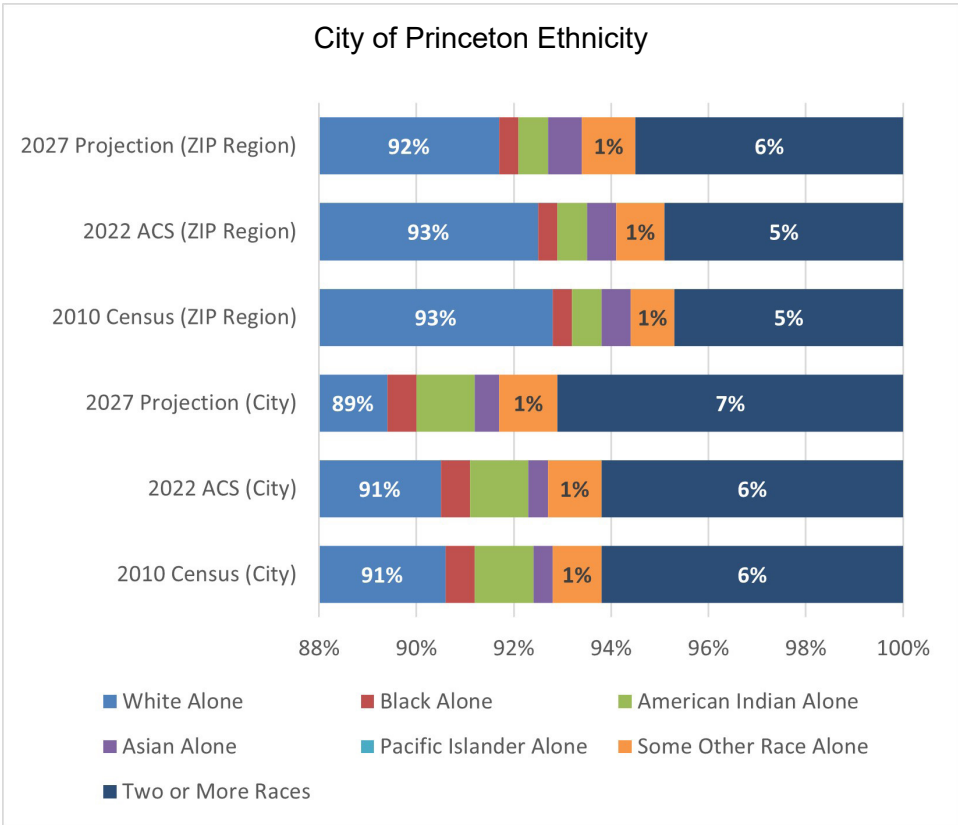
90.6% of the total population is white and 52.3% of the total population is female.

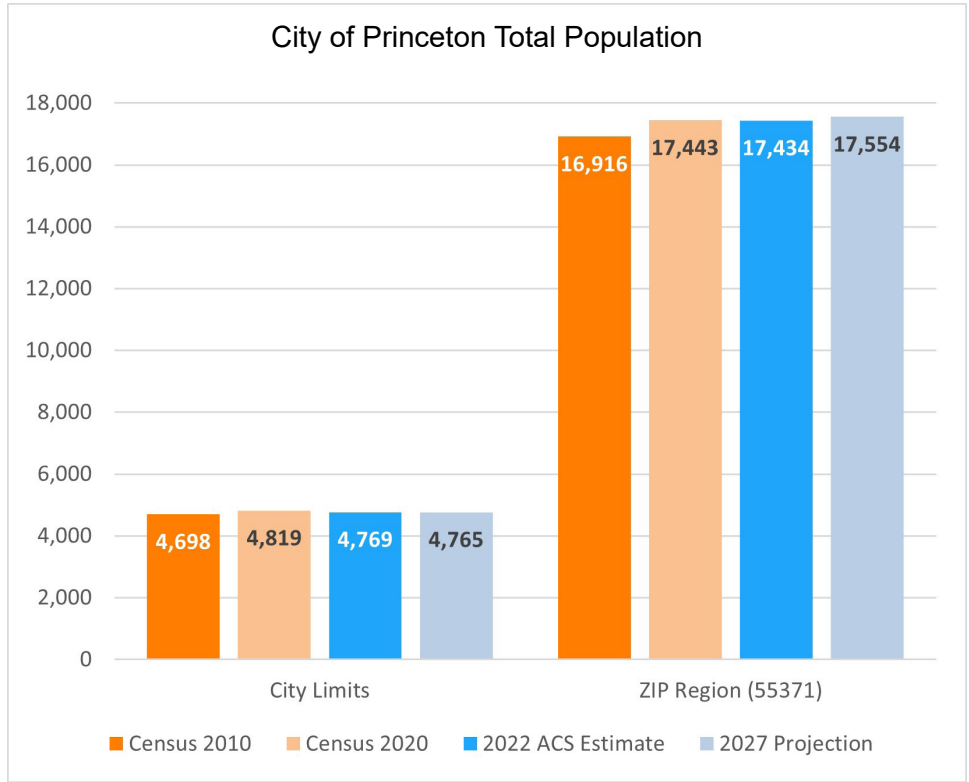
It is important that park systems and all populations, ages, and incomes have access to high quality park and open spaces within a city.

The demographic analysis tool Esri Tapestry was utilized to further explore community traits. Esri Tapestry Segmentation provides a detailed description of America’s neighborhoods—U.S. residential areas are divided into distinct segments based on their socioeconomic and demographic composition. Neighborhoods with the most similar characteristics are grouped together, and neighborhoods showing divergent characteristics are separated. Tapestry is a market segmentation system built from using a large, well-selected array of attributes of demographic and socioeconomic variables to identify numerous unique consumer markets throughout the United States. These segments reflect demographic shifts over the last decade to established consumer markets, as well as the emergence of new markets due to population growth, demographic and socioeconomic change, and transforming consumer behavior. Reflecting the diversity among American neighborhoods, Tapestry includes 67 distinct market segments. The most common 3 classifications found within Princeton are included in the appendix.





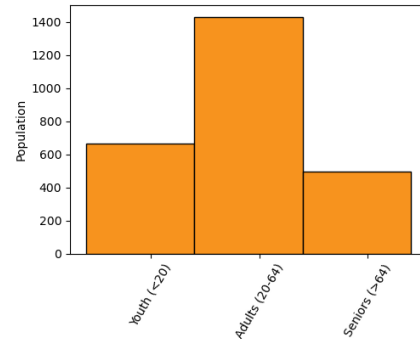




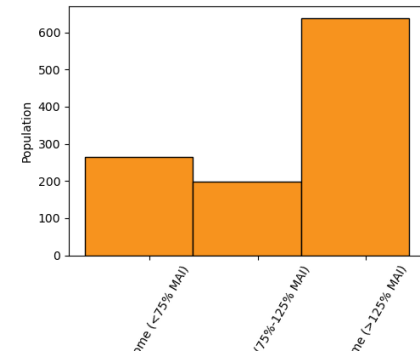
# POPULATION SERVED BY PARKS WITHIN 10 MINUTE WALK OF THEIR RESIDENCE

Population	Within a 10-minute walk
Total Population	2,593

Age	Within a 10-minute walk
Children (less than age 20)	667
Adults (age 20 to age 64)	1,430
Seniors (age 65 and up)	497

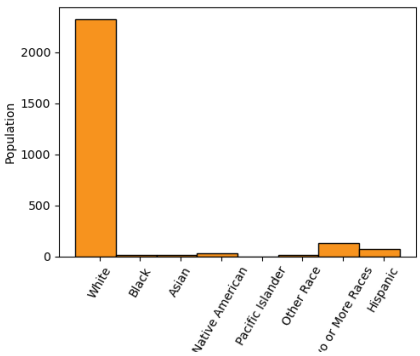


Households by Income	Within a 10-minute walk
Low income	265
Middle income	197
High income	638



(Generated from urban area median income)

Race/Ethnicity	Within a 10-minute walk
White*	2,322
Black*	16
Asian*	12
Native American*	29
Pacific Islander*	0
Other Race*	12
Two or More Races*	130
Hispanic	72

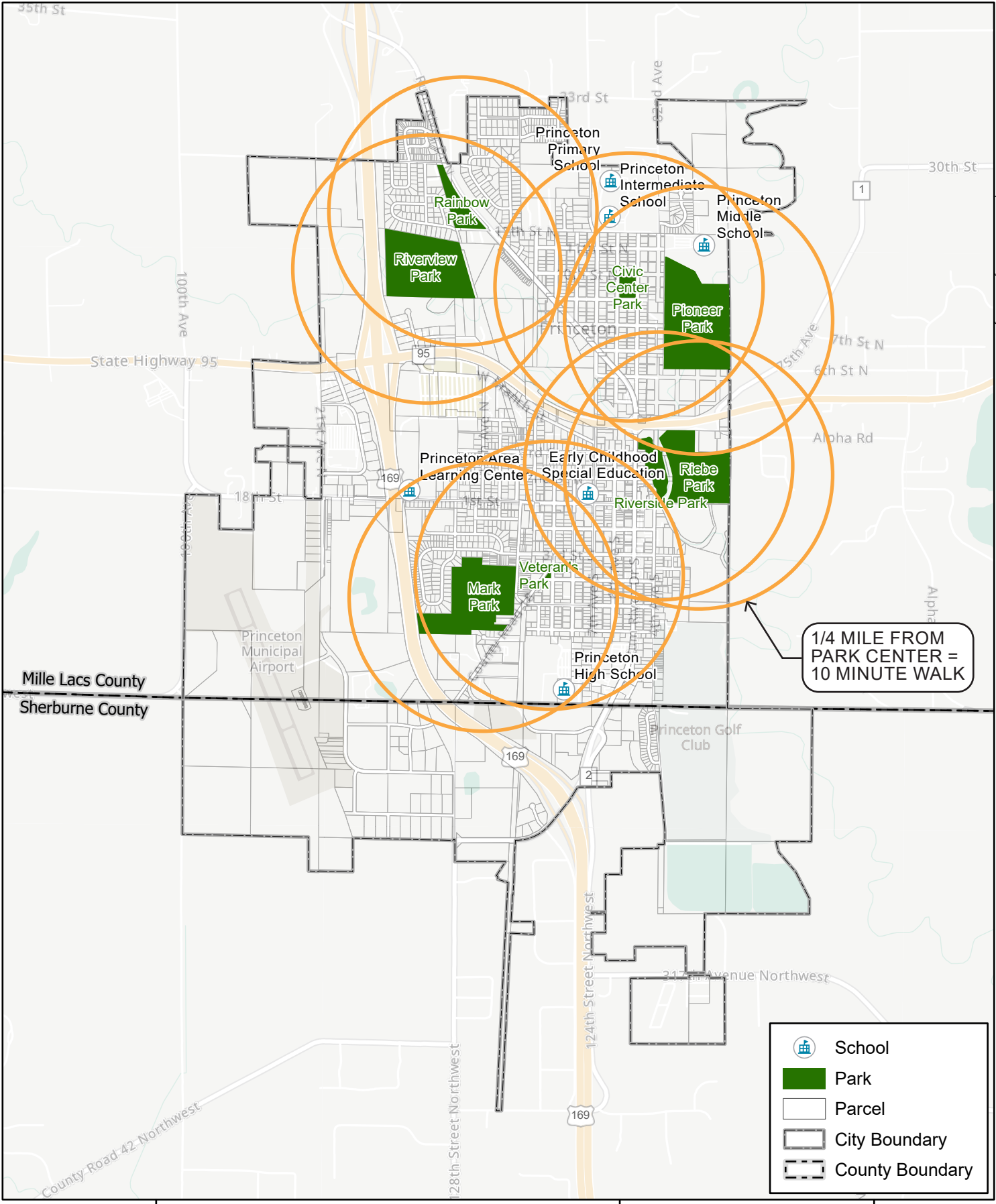


\* Excludes those that report Hispanic origin (which is captured separately from race by the U.S. Census)

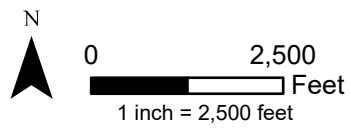
Demographic information is derived from ESRI 2022 Demographic Forecast Block Groups data.

This report was created on November 20, 2023 using the ParkServe® interactive mapping site. It is for informational purposes only. The providers of this report disclaim any and all warranties, express or implied, including fitness for a particular purpose or merchantability, and make no representation that the report is complete, accurate, or error free. Use and reliance on this report is at the sole risk of the party using same.  
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**Park Locations**  
 Parks Master Plan  
 WSB No. 022390-000



# NON-CITY RECREATION AND SCHOOLS

## SCHOOLS IN PRINCETON

Princeton High School

Amenities: 10 Tennis Courts, 2 Soccer Fields, Baseball Field, Track, Football Field, Multi-Purpose Field

Princeton Middle School

Amenities: Playground, 5 Soccer Fields, Multi-Purpose Field

Princeton Intermediate School

Amenities: Playground

Princeton Primary School

## CHURCHES IN PRINCETON

Christ Our Light Catholic Church

Amenities: Playground

Freshwater United Methodist Church

Amenities: Playground

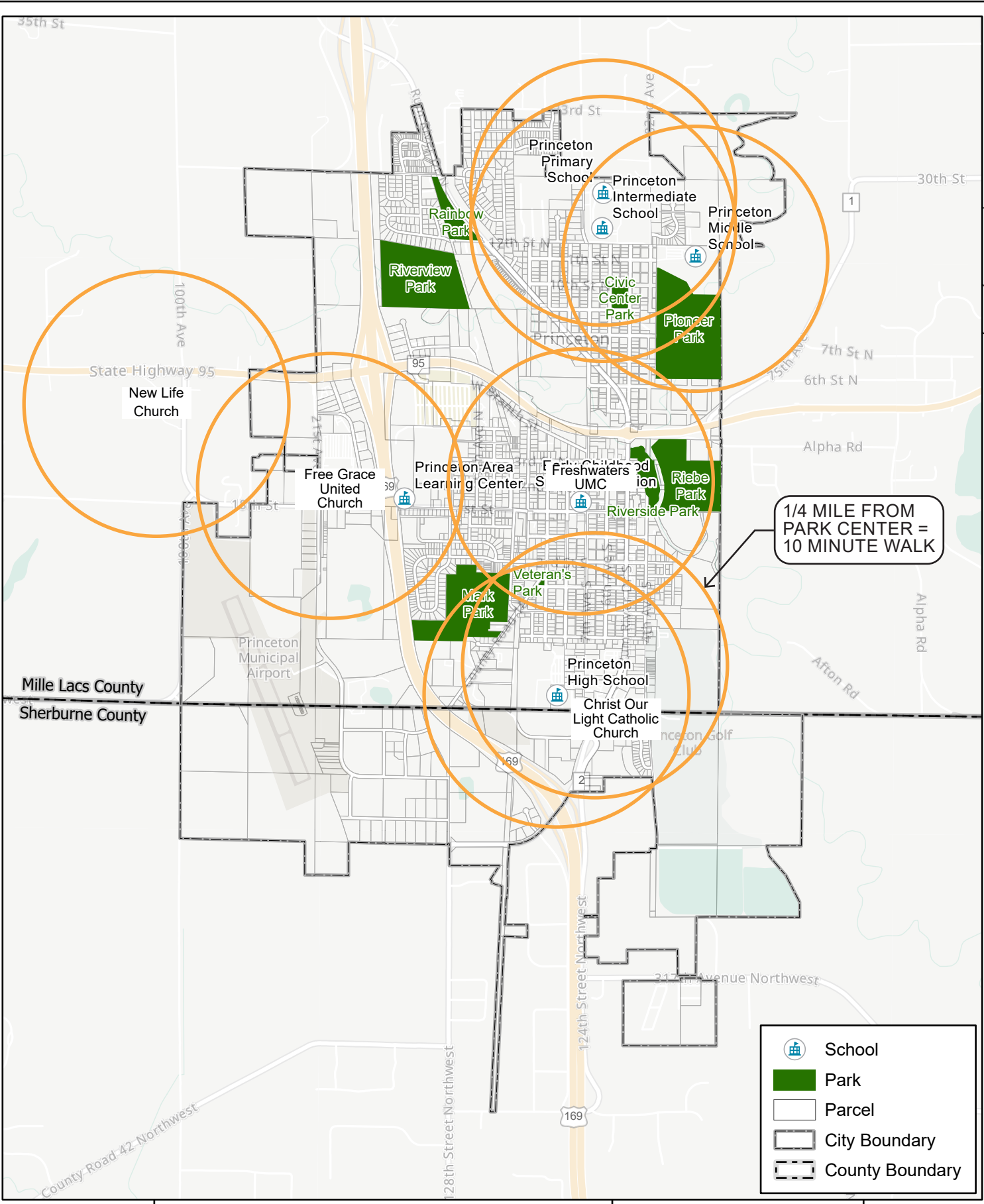
Free Grace United Church

Amenities: Playground

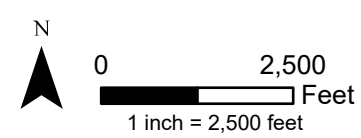
New Life Church

Amenities: Playground

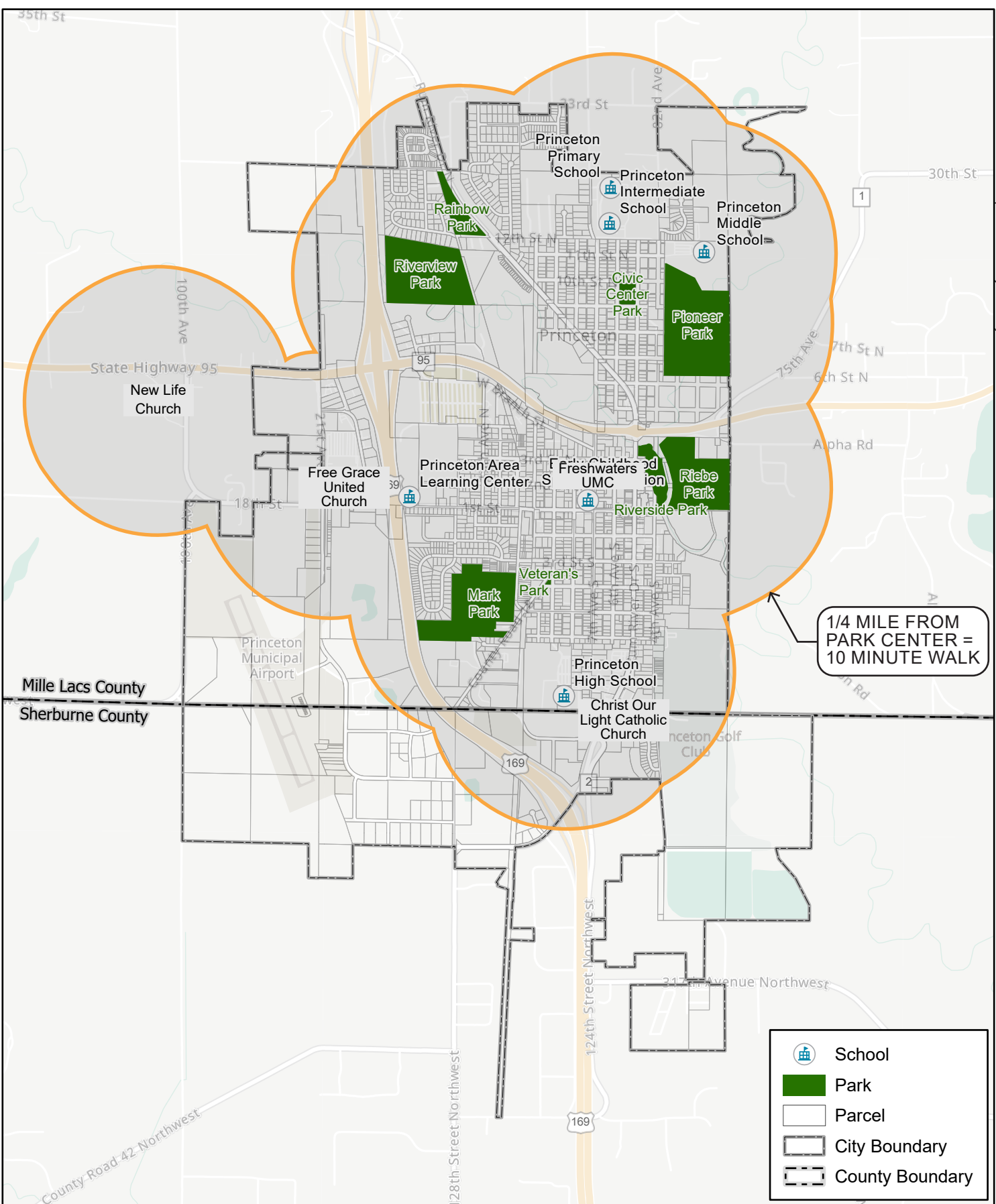




**Non-City Recreation Facilities**  
 Parks Master Plan  
 WSB No. 022390-000





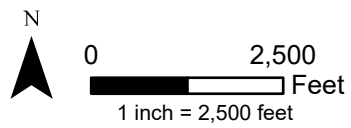


1/4 MILE FROM PARK CENTER = 10 MINUTE WALK

	School
	Park
	Parcel
	City Boundary
	County Boundary



**Overlay of all Recreation Locations**  
 Parks Master Plan  
 WSB No. 022390-000



# COMPARISON TO RECREATION STANDARDS

## NATIONAL COMPARISON

The NRPA (National Recreation and Park Association) publishes park amenity standards based upon municipalities across the nation of similar population size. It should be noted that this is only one method of comparison and each community's desires, needs, and location should be considered when assessing park system amenities.

The table below shows a high-level comparison based upon NRPA standards and recommendations to similar communities.

Table X.X: Comparison to NRPA Standards			
Description	Provided by the Average Agency with less than 20,000 in population (Median - 2023 NRPA Report Park Metrics)	Provided within Princeton Park System	Assessment
Residents Per Park	1,225 residents per park	602 residents per park	Exceeds Average / Standard
Acres of park land per 1,000 residents	13.0 per 1,000 residents	23.9 acres per 1,000 residents	Exceeds Average / Standard
Playgrounds	1 per 2,014 residents	1 per 964 residents	Exceeds Average / Standard
Basketball Courts	1 per 3,729 residents	1 per 2,409 residents	Exceeds Average / Standard
Baseball Fields (youth)	1 per 3,114 residents	1 per 2,409 residents	Exceeds Average / Standard
Softball Fields (youth)	1 per 5,079 residents	1 per 1,60 residents	Exceeds Average / Standard
Multi-Purpose Fields	1 per 3,859 residents	0 per 4,819 residents	Deficient of Standard
Outdoor Ice Rink	1 per 8,045 residents	1 per 4,819 residents	Exceeds Average / Standard
Pickleball	1 per 3,252 residents	1 per 2,409 residents	Exceeds Average / Standard



## CITY COMPARISON

The table below shows a comparison of park amenities to similar and/or adjacent communities to Princeton. This data does not take into account regional park and other amenities within a community, such as school property or private recreation options.

CITY COMPARISON OF PARK AMENITIES				
COMPARABLE CITY NAME	SQUARE MILES	RESIDENTS PER SQUARE MILES	NUMBER OF PARKS	NUMBER OF RESIDENTS PER PARK
ZIMMERMAN POP. 6,189	3.6	1,719	17	364
MILACA POP. 2,946	3.4	866	5	589
CAMBRIDGE POP. 9,611	7.7	1,248	17	565
SAUK RAPIDS POP. 13,896	6.4	2,171	25	555
MORRIS POP. 5,206	5	1,041	8	651
<b>PRINCETON</b> POP. 4,769	5.2	921	8	596





# INDIVIDUAL PARK ASSESSMENTS

As recreational trends and use patterns change, the need arises to evaluate whether certain recreation amenities are appropriate in each park. Overall, parks with higher service levels and better trail access, design, and character tend to have a higher use by the community.

By assessing and ranking each park, combined with input from community engagement efforts and system planning goals/vision, this informs recommendations for improvements to both individual park properties and the overall system network of parks.

Each individual park within Princeton was visited and evaluated to determine how well the park serves the needs of its residents based on overall site design, maintenance, natural resources, overall character, and amenities. The scores were tabulated and averaged, resulting in an overall park ranking. While most parks provide adequate recreational amenities, other parks have aging equipment or do not function effectively. These parks are recommended to be re-designed over time to increase usability of the public space.

## PARK AMENITIES WERE ANALYZED BASED ON THE FOLLOWING CRITERIA:

- » Condition - What is the condition of the equipment or surfacing? Is it rusting, broken or not functioning properly?
- » Design - Does the amenity have proper orientation? Are there safe and effective circulation patterns?
- » Accessibility (ADA) - Is there an accessible route to amenities? Is there an accessible parking stall with signage and striping? Are accessible furnishings available?
- » Age - How old is the equipment or surfacing? Does it need to be replaced?

Number	Park Name	Classification	Acreage	Ranking
1	Mark Park	Community Park	32.0	51%
2	Civic Center Park	Neighborhood Park	3.0	50%
3	Pioneer Park	Community Park	40.0	54%
4	Rainbow Park	Neighborhood Park	6.0	55%
5	Riverside Park	Community Park	5.0	56%
6	Riebe Park	Community Park	20.0	67%
7	Veteran's (Triangle) Park	Neighborhood Park	0.3	50%
8	Riverview Park	Community Park	16.0	NA

Total Acreage 122.3  
Average Ranking 55%

Exceptional - Exceeding Service Level, High Quality, Newer in age
Good - Meets or Exceeds Expected Service Level, Mid to Newer Range in Age
Adequate - Meets Basic Service Level, Mid-Older range in age
Poor - Not Meeting Service Level, Older in age/ outdated

75% +  
61% - 75%  
41% - 60%  
< 40%

## ACCESSIBILITY AT PARKS

A number of parks in Princeton were developed prior to current ADA standards for parks and recreation. When making improvements to these parks, the city should ensure that the park site is updated to meet the current requirements.

It is recommended to enlist the services of a design professional when improving parks to ensure that improvements desired will meet current state and federal ADA standards.

### Action Items for Improving Accessibility at Developed Parks:

- » Provide an accessible route from an ADA parking stall to each park amenity (shelter, playground, court, etc.).
- » Parking lots are required to have a minimum number of accessible stalls (including van accessible stalls) dependent on the total number of stalls provided in the lot.
- » Accessible routes (trails and sidewalks) have a maximum 1:20 running slope and a maximum 1:48 cross slope. There are also standards on width, surfaces, landings, and passing zones. No obstacles over 1/2" height are allowed on accessible routes.
- » Connections from streets to the park may require pedestrian curb ramps with truncated domes.
- » Parking lot access aisles and stalls have a maximum grade of 1:48, with an accessible route without barriers or obstructions provided to the park from the accessible stalls.
- » A certain percentage of park site amenities must be accessible, this includes drinking fountains, grills, tables, and benches.
- » Standards, guidelines, and exceptions may change. Before making improvements, verify with Minnesota's Accessibility Code, available online, and verify with local codes which may have differing requirements.



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## COMMUNITY ENGAGEMENT

The parks are for the community; therefore community engagement is crucial in order to learn what the community desires, what's working, what's not working, and what the city could do to improve its parks and trails. A community engagement process was undertaken as part of the park system plan. The public engagement method primarily included online engagement, interactions with park users at 3 pop-up events and stakeholder interviews for decision making throughout the planning process. Valuable and specific feedback was gained, and overall themes emerged which supported the recommendations in this plan.

### ONLINE ENGAGEMENT MAP & SURVEY

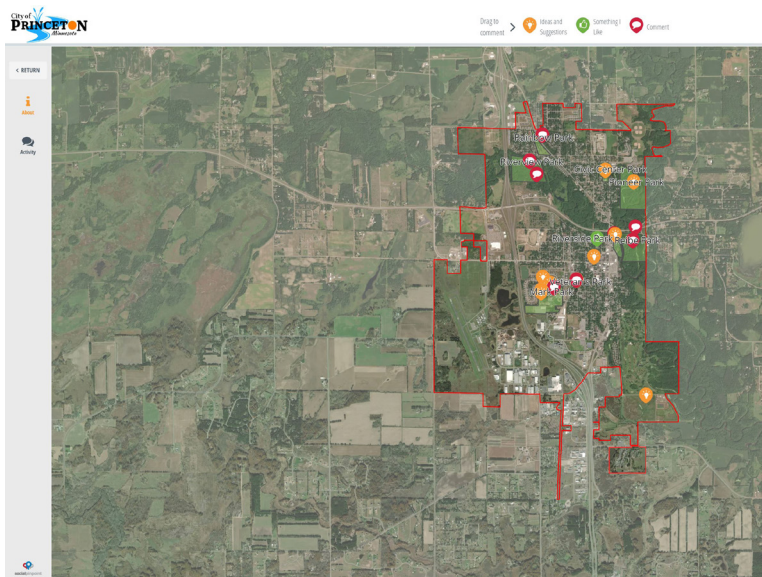
An online map, Social Pinpoint, was utilized to reach a broader audience. The city promoted the site through pop-up events, a utility mailing, and through city social media channels. Survey responses were recorded from over 350 unique users which tallied over 1200 total Social Pinpoint visits. The results are included in the Appendix.

### STAKEHOLDER INTERVIEWS

Stakeholder interviews were conducted with members of the school district, baseball programs, age friendly, and the Princeton Chamber.

### SUMMARY OF ENGAGEMENT

Based on survey results, the community of Princeton believes the biggest benefits of Princeton parks are that they provide positive social interactions in the household and provide age-friendly and accessible spaces for all age groups. Currently, the most used park elements are multi-purpose trails, playgrounds, and picnic shelters. A number of residents were unaware that a few of the parks in the city existed including Riverview, Riebe, and Veteran's parks. There is a desire to improve the parks through amenities such as trails and a natural playground with a special focus on elements for older kids and adults such as a ninja warrior course, basketball court, skate park, swimming pool, archery range, and hockey rink. Residents think that the existing dog park could be moved to a better location, away from the flood plain. Engagement showed that routine maintenance of parks and keeping them clean is important to the community, along with providing information about each park online. Overall people seem satisfied with the current state of the parks but believe improvements could be made.











# EMERGING THEMES

## PLACES FOR PLAY

*Play nodes and unique play features  
More inclusive and creative play  
Opportunities for all ages*

## SAFETY

*Pedestrian connections  
Improving accessibility throughout park and trail system*

## DESIRES

*Increased accessibility within parks  
Water play  
Dog park improvement or relocation  
Skate Park  
Court improvements*

*Wayfinding and signage  
Updated playground equipment  
Nature Play opportunities  
Walking and seating areas*



# PARK & REC TRENDS

Over the past decade, there have been significant changes in recreational trends in Minnesota and nationwide. Trail loops and walking within parks and natural areas are always at the top of the use list. Sports such as baseball and football are seeing decreased participation rates; other field sports such as soccer, lacrosse, and rugby have been increasing in participation. Multi-use fields and open space have increased in park value to its communities.

Other trends include ninja warrior and fitness courses for older youth and adults (both indoor and outdoor) and there is a nationwide interest in pickleball, especially within the baby boomer generation. Gaga ball, bocce ball, and lawn games are rising in popularity amongst the young and old. Splash pads have become a common alternative to the wading pools of the past.

There are multiple options for creative and unique play areas including nets, spinning, water play, and natural play areas. Park and trail users have also shown an interest in dog parks and bringing their dog companions to parks, events, and programmed activities.

- » Dog Parks
- » Pickleball
- » Gaga Ball
- » Bocce Ball and Lawn Games
- » Challenge Courses (Ninja Warrior)
- » Bankshot (basketball)
- » Nature Play Areas
- » Splash Pads
- » Paved Trails & Trail Loops
- » Mobile Bike and Scooter Rentals (companies such as Byrd, Nice Rice) docked & dock-less
- » Community Gardens and Raised Planting Beds for Accessibility and Senior Citizens /
- » Public Art
- » Use of Drones in Park Spaces
- » Esports
- » Unique Skate Parks
- » Disc Golf
- » Fat Tire Biking / Winter Biking
- » Synthetic Turf Fields
- » Pollinator Gardens



*Play Net*

“  
Any improvements  
made to our park  
system is an  
improvement to our  
community.”

## Recreation Programming and Event Trends

- » Health & Fitness Programs including:
  - » Active Living Programs
  - » Outdoor Fitness Classes in Park
  - » Yoga (Dog, Cat, Goat) Classes
  - » Mommy & Child Fitness Classes
  - » Fitness during Pregnancy
  - » Family Fitness / Challenge Sports & Events (adventure races)
  - » Therapeutic Recreation (for healing, for baby boomers)
  - » HIIT cardio classes
- » Esports gaming competitions or combined with physical activity challenges
- » Life Sports (individual sports one can participate in throughout their life, for example, kayaking, biking, swimming)
- » Combining recreation with environmental education
- » Eco-gyms with power generating equipment
- » Generational Programming: Joint Programming with Seniors and Teens/Toddlers
- » Program partners with local businesses (e.g. 5K race) or non-profit and charity organizations,
- » Programs and event sponsorships by local businesses



*Water Play*



*Goat Yoga*  
Source: ATX Goat Yoga



*Esports Gaming Competitions*  
Source: Houston Press

“

We have a great river area that needs to be celebrated!

”



# PARK & REC TRENDS

## Demographic Trends Affecting Recreation Nationwide

**Accessibility:** Populations are aging and in need of accessible facilities. In general, accessibility is a trend that relates not only to people with disabilities, but younger generations (think: stroller maneuvering), older generations (think: walking with a cane, poor eyesight).

**Active Living:** Populations, old and young, value active living and access to fitness and trails for exercise. Connected and well-designed trails enable residents to access other parts of the city, possibly limiting vehicle trips. The growing popularity of active seniors means providing appropriate recreational programming, planned trips, and opportunities to socialize in park and programmed spaces.

**Convenience:** Another concern affecting recreation departments nationwide is barriers to access park programming. Many families today have working parents and cannot attend during a typical workday with their children. Similarly, seniors are working longer too. Hosting programs during convenient times for people is important to consider as part of overall recreation offerings.

- » Lack of leisure time
- » Programs are not offered at convenient times for working adults
- » Multitude of opportunities for leisure competing with parks and trails recreation
- » Lack of transportation or parks aren't easily accessible to participants (safe sidewalk routes)
- » Concerns about safety in the parks
- » Cost of entry (fees) and costs for specialized equipment (ex: mountain bikes, camping gear)
- » Lack of awareness of programs, parks, trails available for public use
- » Language barriers

Source: Greater Minnesota Regional Parks and Trails Strategic Plan







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## SECTION 3: VISION PLANNING

### INTRODUCTION

The vision for the Princeton System Plan builds upon the framework developed during the 2018 Franchise Fee Trail and Park Improvement Program. A vision is a set of goals and policies defining high level statements that will help achieve an overall vision statement and are meant to guide decision-making processes for future development and priorities.

The vision identified goals and relative policies relating to parks, trails, and open spaces, including:

1. Plan, maintain, and update a diverse variety of recreational and outdoor opportunities throughout the Park and Trail System.
2. Provide a safe and convenient trail and sidewalk system throughout the community that provides links between destinations within the community, such as parks, schools, recreational facilities, and businesses, as well as to neighboring communities.
3. Increase usage and awareness through promotion and marketing of the Park and Trail system.



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## SECTION 4: PARK SYSTEM PLAN

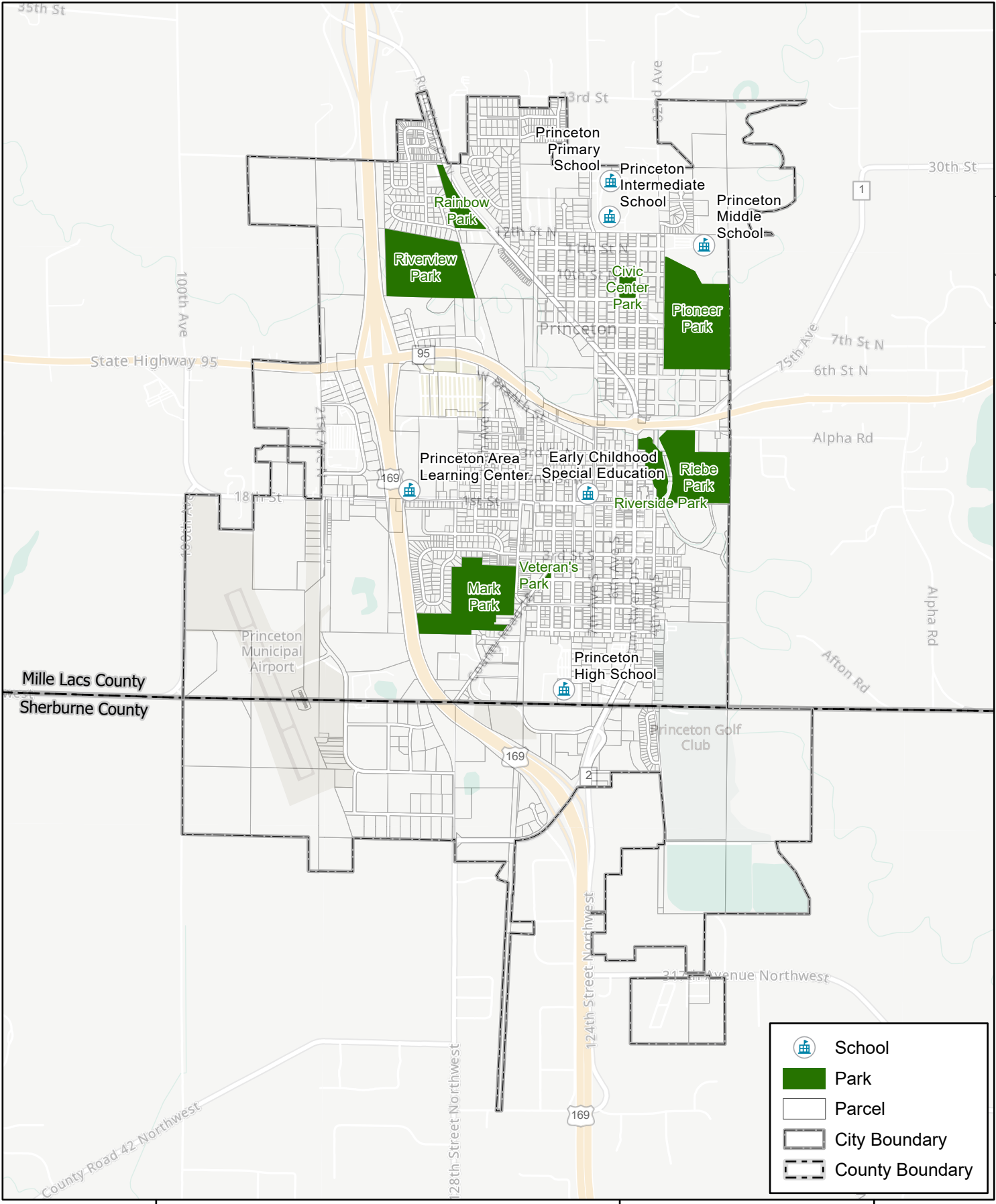
### OVERVIEW

The City of Princeton has a total of 8 parks and open spaces. Refer to Existing Parks Map.

Parks, trails, and open space provide opportunities for recreation, promote a healthy lifestyle, and enhance the appearance and economic strength of a community. Parks provide an opportunity for preserving wildlife and scenic areas and give the community and its neighborhoods a sense of place, identity, and pride. The amount, location, and quality of the open space can favorably affect property values.

The Rum River and the West Branch of the Rum River are the most important natural features that shape the character of Princeton. These rivers contain much of the City's wooded area and account for a significant share of the City's park land. The river can become a focal point to attract tourists and visitors downtown.

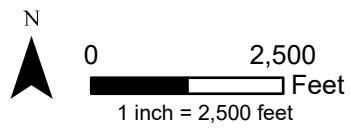
The recreational aspects of trails and walkways can complement the natural features of public parks. These features should continue to be developed within the community.



	School
	Park
	Parcel
	City Boundary
	County Boundary



**Park Locations**  
 Parks Master Plan  
 WSB No. 022390-000





## PARK CLASSIFICATIONS AND GUIDELINES

The existing park system classifies the 8 parks as either Neighborhood or Community Parks. Although flexibility is warranted, classifying parks ensures a well-balanced park system that meets the needs of residents and recreational programs for the city. It is also useful in analyzing which areas of the city do not have access to certain types of recreation (such as sport courts). Other park classifications may include open space parks, and special purpose recreational facilities.

Table 4.1 - Park Classifications		
Park Name	Classification	Acres
Civic Center Park	Neighborhood Park	3
Mark Park	Community Park	32
Rainbow Park	Neighborhood Park	6
Riebe Park	Community Park	20
Riverside Park	Community Park	5
Veteran's (Triangle) Park	Neighborhood Park	1/4
Pioneer Park	Community Park	40
Riverview Park	Community Park	16







## Community Parks

Community parks serve a broader purpose than neighborhood parks. Their focus is on meeting community-based recreational and social needs, as well as preserving unique landscapes and open spaces. Community parks allow for consolidated programmed adult and youth athletic facilities and can also include specialized facilities such as neighborhood activity centers, amphitheaters, pools, skate parks, etc. Community parks should include adequate parking to meet the needs of the users based upon the number and types of activities available. The specific design of community parks should respond to the needs of the overall community. The community needs of Princeton should be evaluated with surrounding regional recreation from adjacent municipalities. This recreation should be balanced in the region, allowing for flexibility for the city if a nearby regional park is meeting the community's needs.

The amenities typically found within Community Parks can include, but are not limited to, some of the following:

- » Neighborhood Center Building or large group shelter with restrooms
- » A playground meeting varying age groups and accessibility needs
- » Trails (trail loops are preferable)
- » Open green space
- » Programmed ballfields or turf fields with related facilities (lights, irrigation, concessions, etc.)
- » Basketball courts (half or full)
- » Tennis courts
- » Pickleball courts
- » Volleyball courts
- » Hockey rink
- » Picnic shelters (larger groups)
- » Restrooms
- » Drinking water
- » General site amenities (benches, tables, trash & recycling, bike racks, etc.)
- » Parking lots (sufficient for extent of developed facilities)
- » Natural open space
- » Special uses (skate parks, splash pads, beaches, etc.)

## Neighborhood Parks

Neighborhood parks serve the recreational needs of the greater community but are intended to be strategically located within a 10-minute walk (half mile). These parks bring people together to recreate and socialize close to home and offer activities and spaces that cannot be accommodated in residential yards, especially for populations currently lacking residential yards. Providing a balanced set of amenities that appeal to a broad range of individuals is important to meeting contemporary park needs and new recreational trends – although active, non-programmed recreation remains the mainstay of neighborhood parks.

Park designs should be complementary to other nearby neighborhood parks to avoid a “cookie-cutter” approach to design and allowing for greater needs to be met. The specific design of neighborhood parks responds to the localized needs of the neighborhood where they are located and character of the park, realizing that the needs of the neighborhood will change over time.

Amenities which are typically found within Neighborhood Parks can include, but are not limited to, some of the following:

- » Playground meeting varying age groups
- » Trails (loops are preferable)
- » Open green space for informal use (2 acres minimum optimal)
- » Programmed ballfields or non-programmed turf fields (1-2 fields maximum)
- » Basketball (half or full)
- » Tennis court (potentially, but preferable at community park)
- » Volleyball court
- » Skating rink (varies from hockey rink to pleasure rink)
- » Picnic shelter or Neighborhood Center Building
- » General site amenities (benches, tables, trash & recycling, bike racks, etc.)
- » Parking (on-street typically sufficient, off-street parking added for more highly developed sites and programmed fields)
- » Natural open space





## Special Purpose Recreational Facilities

These parks serve a special purpose within the city and can include a variety of recreational options, some of which may not be found in a typical park or open space within the city. A park may have a special purpose if much of the park is dedicated to one recreation type.

The amenities typically found within Special Purpose Recreational Facilities can include, but are not limited to, some of the following:

- » Indoor playground
- » Indoor pool, aquatics center or indoor splash pad
- » Outdoor pool or waterpark
- » Golf courses and driving ranges
- » Disc golf course
- » Mountain biking trails
- » Interpretive or historical marker
- » Veteran's memorial parks
- » Ice arena
- » Dog park



## Open Space Parks

Open space parks serve a special purpose, to preserve high quality natural resources and to provide for passive recreation such as walking or biking trails.

The amenities typically found in Open Space Parks can include, but are not limited to, some of the following:

- » Natural or paved trails
- » Natural play areas
- » Interpretive walk or signage
- » Overlooks
- » Seating areas
- » Restoration and preservation of natural resources
- » Pollinator gardens
- » Interpretive and environmental education programming





# CIVIC CENTER PARK

## Classification

Neighborhood Park

## Size

3 acres

## Location

503 N 9th Street

## Description

Amenities include a Civic Center building with kitchen and restrooms, playground, basketball court, pickleball court, ice skating rink and warming house, two horseshoe pits, tetherball, all-purpose sports field, barbecues, and picnic tables

## Proposed Improvements

- Upgraded Playground Equipment
- Add accessible trails/connections to all park elements



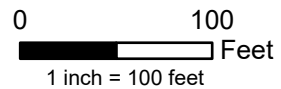
*Playground*





### Civic Center Park

Parks Master Plan  
WSB No. 022390-000





# MARK PARK

## Classification

Community Park

## Size

27 acres

## Location

405 11th Ave S

## Description

Amenities include Solheim Baseball Field (run by the Princeton Legion), one additional baseball field, three softball fields, Splash Pad/Splash Park, basketball, volleyball, playground, horseshoe pits, restrooms, three picnic shelters, picnic tables, barbecue area, walking trails

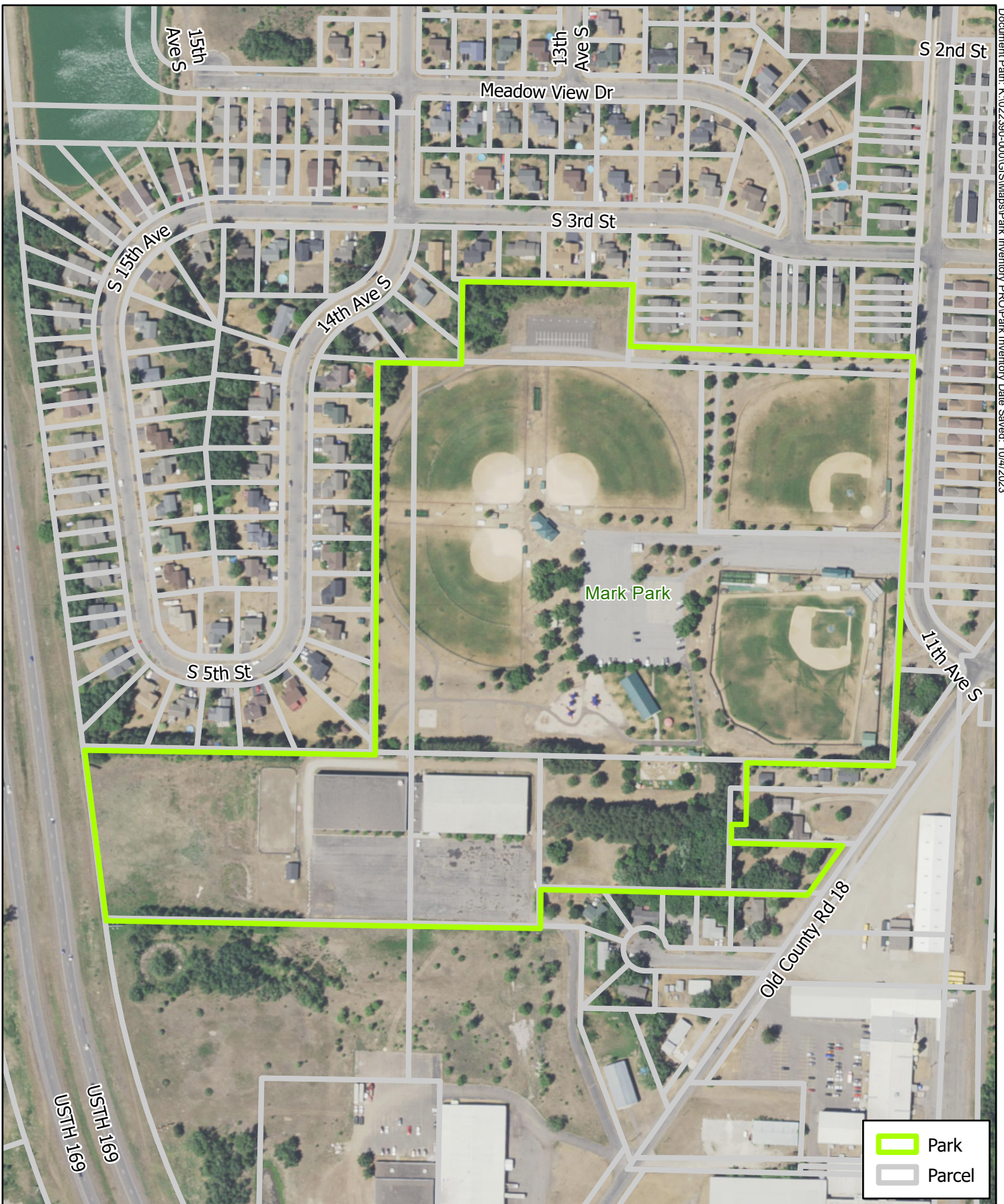
## Proposed Improvements

- Add accessible trails/connections to all park elements -- including ballfield bleachers, play elements, picnic tables, and benches and all other park features.
- Add safety netting in ballfield areas
- Repair Splash Park water features
- Long term goal: Additional baseball field



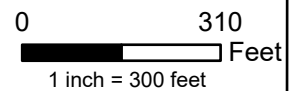
*Splash Park*





### Mark Park

Parks Master Plan  
WSB No. 022390-000





# PIONEER PARK

## Classification

Community Park

## Size

40 acres

## Location

Entrance one block East of 8th St N & 5th St N

## Description

Amenities include natural hiking trails and cross country ski trails, exercise stations

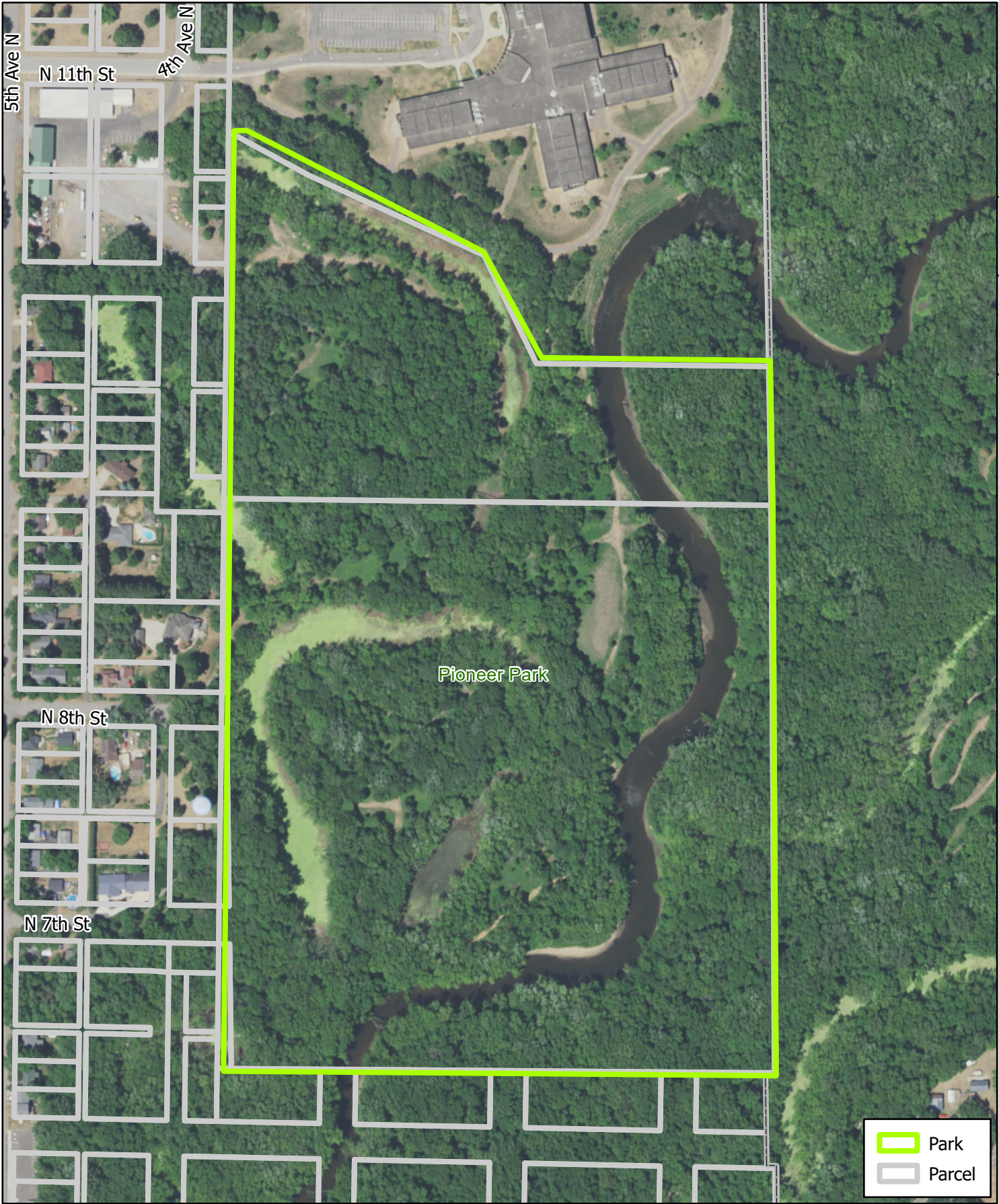
## Proposed Improvements

- Add accessible trails/connections in park
- Add maps and wayfinding signage
- Add benches throughout the park





*Bench*



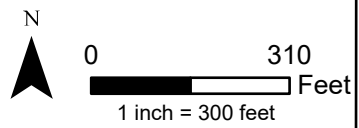


Pioneer Park

 Park  
 Parcel



**Pioneer Park**  
Parks Master Plan  
WSB No. 022390-000





# RAINBOW PARK

## Classification

Neighborhood Park

## Size

6 acres

## Location

Entrance at Rum River Dr N & 12th St N

## Description

Amenities include a playground, two basketball courts, sand/gaga pit, picnic shelter, picnic tables, barbecue pit, fire pit, restful wooded area

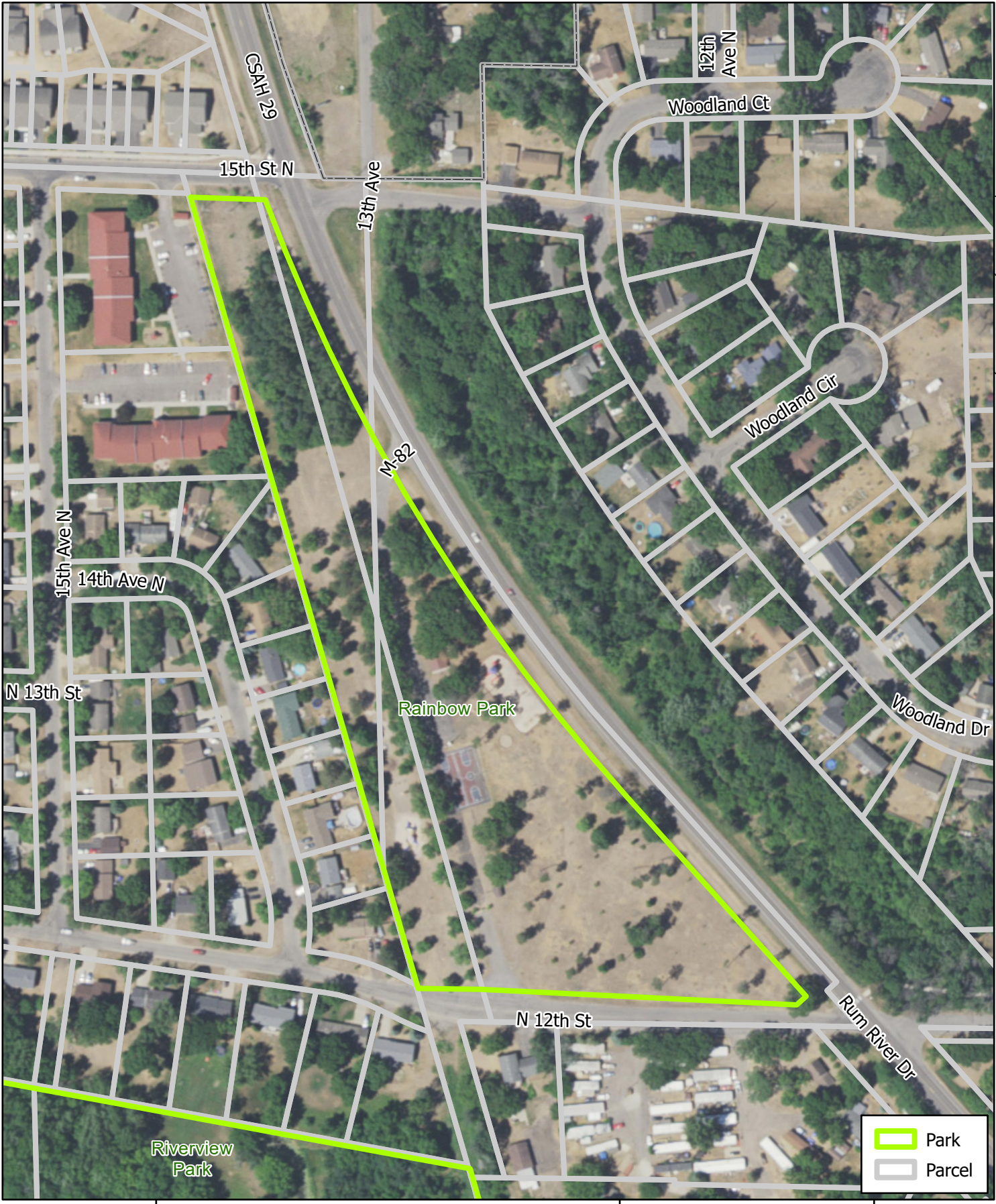
## Proposed Improvements

- Add accessible trails/connections to all park elements
- Repair/update Basketball courts
- Add bike racks
- Update Playground Facilities

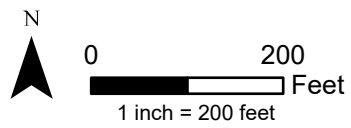


*Shelter*





**Rainbow Park**  
 Parks Master Plan  
 WSB No. 022390-000





# RIEBE PARK

## Classification

Community Park

## Size

27 acres

## Location

203 4th St Circle N

## Description

Amenities include vault toilet, water fountain, picnic shelter, picnic tables, walking trails, fenced-in dog park, disc golf course, council fire ring, snowshoeing trails

## Proposed Improvements

- Add accessible trails/connections to all park elements
- Expand/reconfigure dog park to include area for smaller dogs
- Add bike racks
- Add picnic tables
- Pave parking lot



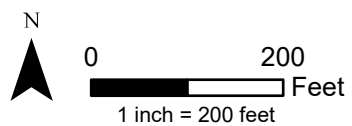
*Fire Pit*





### Riebe Park

Parks Master Plan  
WSB No. 022390-000





# RIVERSIDE PARK

## Classification

Community Park

## Size

5 acres

## Location

300 N Rum River Dr

## Description

Amenities include campsites (with Electrical hook-ups), restrooms/showers, picnic shelter/picnic tables, barbecue, canoe/kayak launch (ADA Accessible), swimming beach area, big chair, walking trails, playground, fishing pier

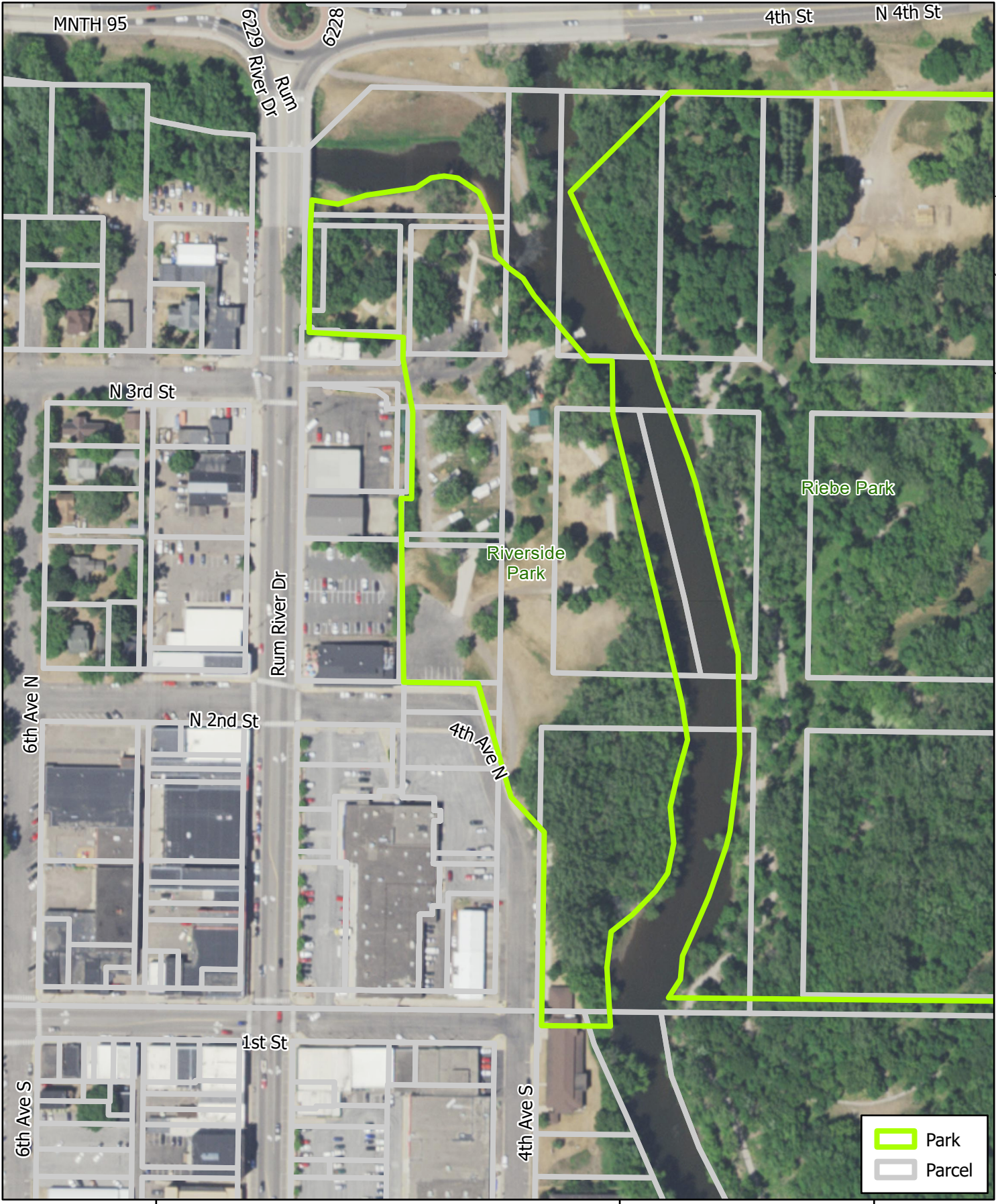
## Proposed Improvements

- Add accessible trails/connections to all park elements
- Improve boat landing area

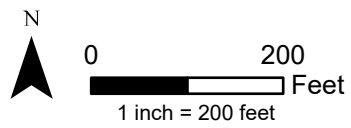


*Fishing Pier*





**Riverside Park**  
 Parks Master Plan  
 WSB No. 022390-000





# RIVERVIEW PARK

## Classification

Community Park

## Size

16 acres

## Location

Entrance at 12th St N & 15th Ave N

## Description

Amenities include a nature preserve

## Proposed Improvements

- Add accessible trails throughout park
- Improve signage
- Add picnic tables
- Add benches

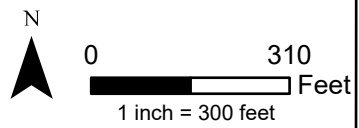


*Park Sign*





**Riverview Park**  
 Parks Master Plan  
 WSB No. 022390-000





# VETERAN'S PARK

## Classification

Neighborhood Park

## Size

.25 acres

## Location

9th Ave S & 4th St S

## Description

Amenities include picnic tables, benches, and barbecue

## Proposed Improvements

- Add accessible trails/connections in park
- Upgrade benches and picnic tables



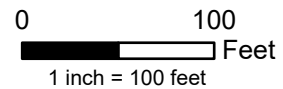
*Park Swing*





### Veteran's Park

Parks Master Plan  
 WSB No. 022390-000





# PRINCETON TRAIL SYSTEM

## Location

Throughout City

## Description

Network of trails, sidewalks, and dedicated bike lanes throughout the City

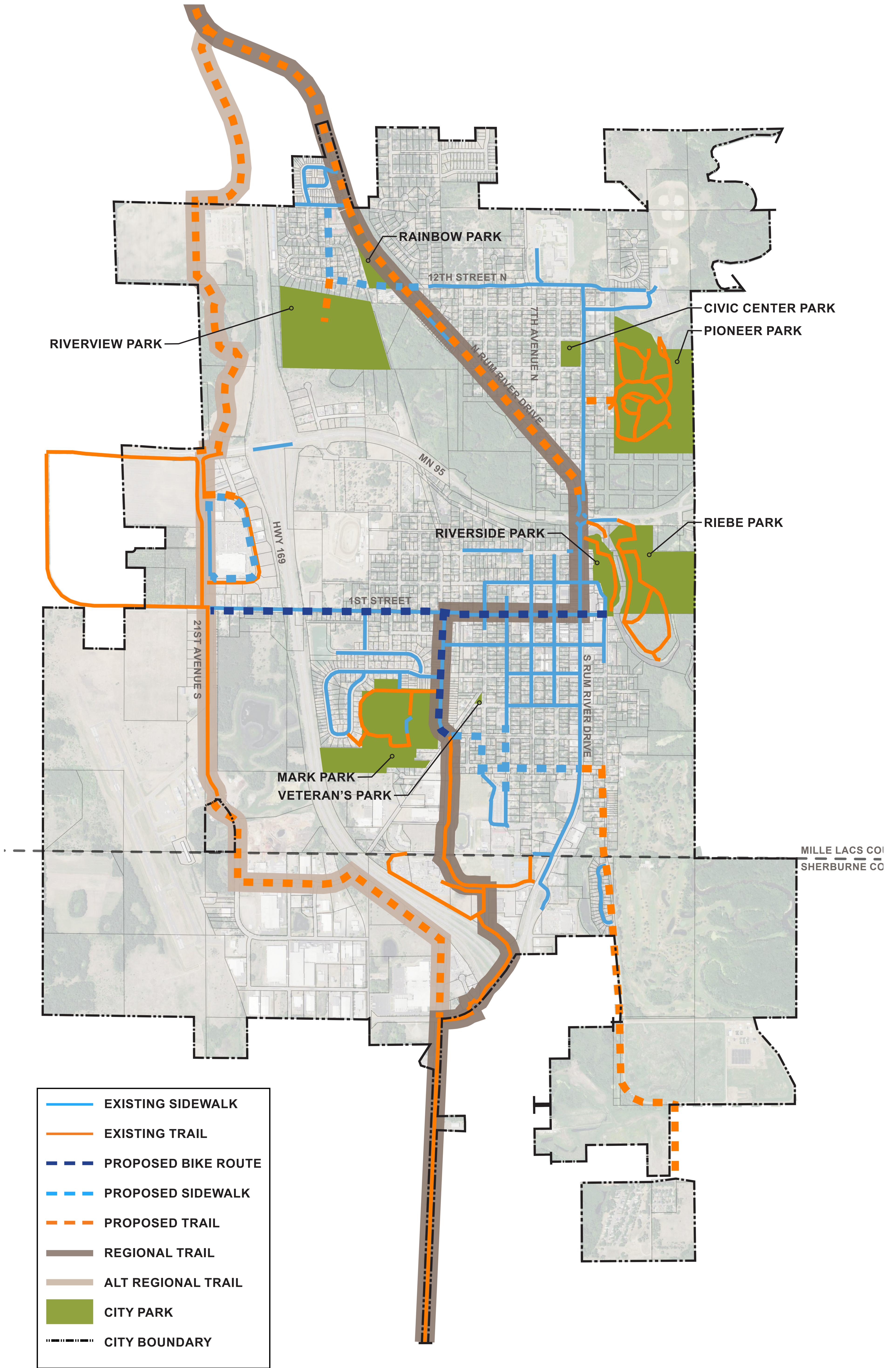
## Proposed Improvements

- Add trail segments to complete Great Northern Trail connection through City
- Eliminate trails gaps to improve connectivity throughout
- Add bicycle lane striping on 1st Street and 11th Ave S.



*City Trail*

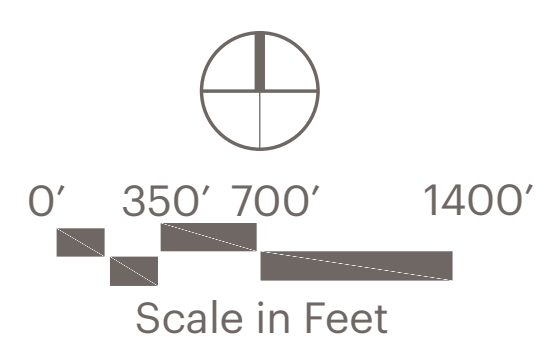




# Parks & Trails Map

Princeton, MN

January 25, 2024 | WSB Project number: 022390-000

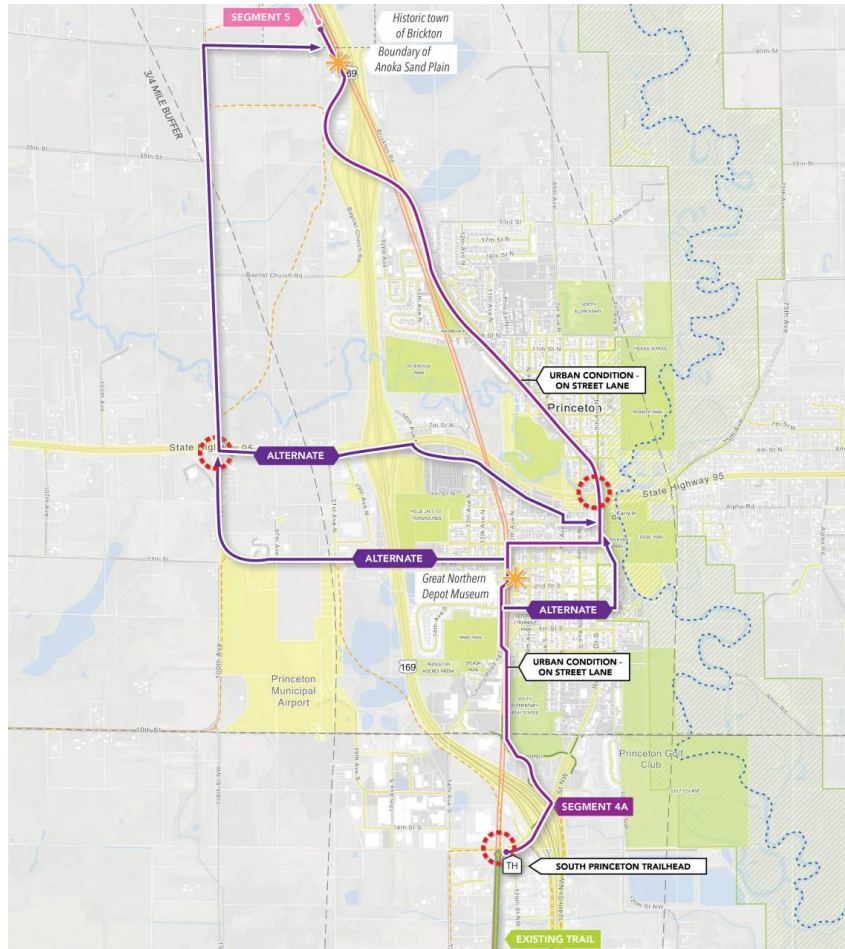






## PROPOSED ON-STREET BIKE LANE - 11TH AVE S

Princeton, MN



## PROPOSED GREAT NORTHERN TRAIL - SEGMENT 4 THROUGH PRINCETON





## **SECTION 5: IMPLEMENTATION PLAN**

### **DYNAMIC NATURE OF THE IMPLEMENTATION STRATEGY**

The recommendations for implementation in this plan have been thoughtfully selected based upon city goals and objectives, community feedback, and park planning expertise. However, the strategy shall remain dynamic, and priorities will change over time due to community needs, population demographics, funding opportunities or constraints, economic outlook, as well as derived benefits from changes to parks and trails within Princeton.

The city shall review annually the implementation plan and use it as a guide for future priorities so that it remains in alignment with the community's needs and values.

### **PRIORITIZATION**

Recommendations in this plan, at the time of development, have been prioritized based upon a number of factors including community feedback, existing conditions or issues, city goals and objectives along with park planning best practices.

## Cost Projections

The cost projections on the following pages describe the estimated potential costs associated with the recommendations of the overall parks and trails system plan. It includes park sites, trail gaps, the proposed improvements associated with several parks.

These costs are based on a combination of site-specific requirements and projects of similar size and complexity. It is assumed through these costs that work completed will be done by private contractors, bonded and licensed. It does not take into consideration work that could be performed by the City, volunteers, or donations. These costs do include a 20% contingency as well as projected 20% design and engineering fees and are based upon today's dollars (2022). The costs, however, do not include cost for land or easement due to new trail development or park expansion.

The cost figures are based upon a master plan level evaluation, which brings certain limitations. The cost figures are meant for general budgetary purposes, project phasing, and comparing the relative cost of one item to that of another. Although the costs are meant to be conservative, the actual costs will vary depending on a number of factors including the actual topography of the site, economic conditions affecting bidding, unknown environmental issues, and year of construction. Inflation rates should be applied at the time of design to adjust to the most current economic conditions.

### **GAINING PUBLIC SUPPORT**

Recommendations to gain public support for the plan include:

- » Utilize a public information campaign about proposed parks and trails improvements via park events and social media channels. The message should be positive and convenient for residents to learn more information.
- » Develop partnerships with recreation and athletic associations to help support parks projects.
- » Develop an implementation package that clearly defines the proposed developments and the costs associated with those developments.
- » For community parks, preparing a master plan is highly recommended for two reasons: to engage the public in the design process and get their ownership of the project as well as to raise awareness; and to prepare more accurate cost estimates based on a detailed plan.
- » Develop an operations and maintenance strategy for each park and trail development to assure the public that the city has the capacity and funding to meet these responsibilities.



## Prioritization Strategies

Knowing that the realities of significant investments to implement all the system plan recommendations will be unlikely, the city will need to prioritize strategic system initiatives.

The following table outlines a set of criteria as the basis for the prioritization process. The criteria are based on factors that influence the demand for parks, trails and recreation and are broad enough to consider the important factors yet limited enough to be manageable for decision makers to gain consensus and take action.

Table 5.1: Prioritization Strategy	
Evaluation Criteria	General Description
Community Demand	Action is warranted due to identified community demand based on need assessment studies and defined trends
Recreation Program Need	Action is warranted based on current and projected city and local associations' recreation program facility demands
Redevelopment / Upgrading	Action is warranted due to the following factors: <ul style="list-style-type: none"> <li>» Unsafe conditions / hazard / poor quality</li> <li>» Old and at the end of its life-cycle</li> <li>» Ineffective at servicing current needs</li> </ul>
Population Density Factors	Action is warranted to service the needs of a specific area based on: <ul style="list-style-type: none"> <li>» Current and projected population density</li> <li>» Current and projected population and demographic profiles</li> </ul>
Funding Availability	Action is warranted due to: <ul style="list-style-type: none"> <li>» Funding availability for specific use</li> <li>» Partnership or funding opportunity for specific development</li> </ul>

The strategy for implementing the system plan and establishing priorities is underpinned by two primary objectives:

1. Developing a balanced system that offers multiple community values.
2. Taking advantage of opportunities as they arise.

The following identifies further implementation strategies and funding options for consideration.

## PARK SYSTEM PRIORITIES

The following recommendations are higher priorities and are based on the recommendations of this park plan to meet the primary project goals along with current community input. They should continue to be evaluated and ranked as opportunities or changes in community needs and desires as they dictate. They are not listed in order of priority.

1. Improve accessibility throughout the entire park system. Ensure that any improvements remain available to all users, as well as upgrading accessible routes to existing features as feasible.
2. Redevelop and improve existing parks according to priority for improved overall quality. Replace aging playgrounds, benches, and shelters as able.
3. Continue to expand and enhance trail and sidewalk system throughout the City of Princeton. Eliminate gaps in trail system and create connections to the Great Northern Trail that travels through the City.
4. Add safety improvements in field areas at Mark Park.

Estimated Costs for Park Improvements		
Park Name	Estimated Costs (Low)	Estimated Costs (High)
Mark Park	\$343,000	\$420,000
Civic Center Park	\$239,400	\$287,280
Pioneer Park	\$196,000	\$235,200
Rainbow Park	\$420,000	\$504,000
Riverside Park	\$462,000	\$554,400
Riebe Park	\$308,000	\$383,600
Veteran's (Triangle) Park	\$224,000	\$268,800
Riverview Park	\$357,000	\$428,400
Trails	\$4,012,400	\$4,814,880
<b>Total</b>	<b>\$6,561,800</b>	<b>\$7,896,560</b>



MARK PARK - ESTIMATE OF PROBABLE COSTS FOR IMPROVEMENTS		
DESCRIPTION	ESTIMATED COST LOW	ESTIMATED COST HIGH
GENERAL EARTHWORK, REMOVALS, MOBILIZATION	\$30,000.00	\$36,000.00
UPDATES TO PLAYGROUND	\$120,000.00	\$150,000.00
BALLFIELD SAFETY NETTING	\$50,000.00	\$60,000.00
TRAIL ACCESSIBILITY IMPROVEMENTS	\$25,000.00	\$30,000.00
LANDSCAPE IMPROVEMENTS	\$10,000.00	\$12,000.00
SEEDING / RESTORATION	\$10,000.00	\$12,000.00
<b>SUBTOTAL</b>	<b>\$245,000.00</b>	<b>\$300,000.00</b>
20% DESIGN, ENGINEERING, ARCHITECTURE, PERMITTING FEES	\$49,000.00	\$60,000.00
20% CONSTRUCTION CONTINGENCY	\$49,000.00	\$60,000.00
<b>TOTAL ESTIMATED COST</b>	<b>\$343,000.00</b>	<b>\$420,000.00</b>

CIVIC CENTER PARK - ESTIMATE OF PROBABLE COSTS FOR IMPROVEMENTS		
DESCRIPTION	ESTIMATED COST LOW	ESTIMATED COST HIGH
GENERAL EARTHWORK, REMOVALS, MOBILIZATION	\$25,000.00	\$30,000.00
TRAIL ACCESSIBILITY IMPROVEMENTS	\$16,000.00	\$19,200.00
PLAYGROUND UPDATES	\$100,000.00	\$120,000.00
PARK AMENITIES	\$10,000.00	\$12,000.00
LANDSCAPE IMPROVEMENTS	\$10,000.00	\$12,000.00
SEEDING / RESTORATION	\$10,000.00	\$12,000.00
<b>SUBTOTAL</b>	<b>\$171,000.00</b>	<b>\$205,200.00</b>
20% DESIGN, ENGINEERING, ARCHITECTURE, PERMITTING FEES	\$34,200.00	\$41,040.00
20% CONSTRUCTION CONTINGENCY	\$34,200.00	\$41,040.00
<b>TOTAL ESTIMATED COST</b>	<b>\$239,400.00</b>	<b>\$287,280.00</b>

PIONEER PARK - ESTIMATE OF PROBABLE COSTS FOR IMPROVEMENTS		
DESCRIPTION	ESTIMATED COST LOW	ESTIMATED COST HIGH
GENERAL EARTHWORK, REMOVALS, MOBILIZATION	\$30,000.00	\$36,000.00
TRAIL ACCESSIBILITY IMPROVEMENTS	\$35,000.00	\$42,000.00
PARK AMENITIES	\$15,000.00	\$18,000.00
NATURE PLAY ELEMENTS	\$30,000.00	\$36,000.00
LANDSCAPE IMPROVEMENTS	\$10,000.00	\$12,000.00
SEEDING / RESTORATION	\$8,000.00	\$9,600.00
PARK SIGNAGE IMPROVEMENTS	\$12,000.00	\$14,400.00
<b>SUBTOTAL</b>	<b>\$140,000.00</b>	<b>\$168,000.00</b>
20% DESIGN, ENGINEERING, ARCHITECTURE, PERMITTING FEES	\$28,000.00	\$33,600.00
20% CONSTRUCTION CONTINGENCY	\$28,000.00	\$33,600.00
<b>TOTAL ESTIMATED COST</b>	<b>\$196,000.00</b>	<b>\$235,200.00</b>

RAINBOW PARK - ESTIMATE OF PROBABLE COSTS FOR IMPROVEMENTS		
DESCRIPTION	ESTIMATED COST LOW	ESTIMATED COST HIGH
GENERAL EARTHWORK, REMOVALS, MOBILIZATION	\$25,000.00	\$30,000.00
UPDATE/REPAIR BASKETBALL COURT	\$50,000.00	\$60,000.00
TRAIL ACCESSIBILITY IMPROVEMENTS	\$20,000.00	\$24,000.00
PARK AMENITIES	\$10,000.00	\$12,000.00
PLAYGROUND UPDATES	\$175,000.00	\$210,000.00
LANDSCAPE IMPROVEMENTS	\$10,000.00	\$12,000.00
SEEDING / RESTORATION	\$10,000.00	\$12,000.00
<b>SUBTOTAL</b>	<b>\$300,000.00</b>	<b>\$360,000.00</b>
20% DESIGN, ENGINEERING, ARCHITECTURE, PERMITTING FEES	\$60,000.00	\$72,000.00
20% CONSTRUCTION CONTINGENCY	\$60,000.00	\$72,000.00
<b>TOTAL ESTIMATED COST</b>	<b>\$420,000.00</b>	<b>\$504,000.00</b>

RIVERSIDE PARK - ESTIMATE OF PROBABLE COSTS FOR IMPROVEMENTS		
DESCRIPTION	ESTIMATED COST LOW	ESTIMATED COST HIGH
GENERAL EARTHWORK, REMOVALS, MOBILIZATION	\$100,000.00	\$120,000.00
TRAIL ACCESSIBILITY IMPROVEMENTS	\$20,000.00	\$24,000.00
IMPROVE BOAT LANDING	\$45,000.00	\$54,000.00
PLAYGROUND UPDATES	\$150,000.00	\$180,000.00
LANDSCAPE IMPROVEMENTS	\$10,000.00	\$12,000.00
SEEDING / RESTORATION	\$5,000.00	\$6,000.00
<b>SUBTOTAL</b>	<b>\$330,000.00</b>	<b>\$396,000.00</b>
20% DESIGN, ENGINEERING, ARCHITECTURE, PERMITTING FEES	\$66,000.00	\$79,200.00
20% CONSTRUCTION CONTINGENCY	\$66,000.00	\$79,200.00
<b>TOTAL ESTIMATED COST</b>	<b>\$462,000.00</b>	<b>\$554,400.00</b>



RIEBE PARK - ESTIMATE OF PROBABLE COSTS FOR IMPROVEMENTS		
DESCRIPTION	ESTIMATED COST LOW	ESTIMATED COST HIGH
GENERAL EARTHWORK, REMOVALS, MOBILIZATION	\$50,000.00	\$60,000.00
RECONFIGURE DOG PARK	\$50,000.00	\$80,000.00
PAVE PARKING LOT	\$75,000.00	\$80,000.00
TRAIL ACCESSIBILITY IMPROVEMENTS	\$15,000.00	\$18,000.00
PARK AMENITIES (PICNIC TABLES, BIKE RACKS)	\$10,000.00	\$12,000.00
LANDSCAPE IMPROVEMENTS	\$10,000.00	\$12,000.00
SEEDING / RESTORATION	\$10,000.00	\$12,000.00
<b>SUBTOTAL</b>	<b>\$220,000.00</b>	<b>\$274,000.00</b>
20% DESIGN, ENGINEERING, ARCHITECTURE, PERMITTING FEES	\$44,000.00	\$54,800.00
20% CONSTRUCTION CONTINGENCY	\$44,000.00	\$54,800.00
<b>TOTAL ESTIMATED COST</b>	<b>\$308,000.00</b>	<b>\$383,600.00</b>

VETERAN'S PARK - ESTIMATE OF PROBABLE COSTS FOR IMPROVEMENTS		
DESCRIPTION	ESTIMATED COST LOW	ESTIMATED COST HIGH
GENERAL EARTHWORK, REMOVALS, MOBILIZATION	\$100,000.00	\$120,000.00
TRAIL ACCESSIBILITY IMPROVEMENTS	\$25,000.00	\$30,000.00
PARK AMENITIES	\$20,000.00	\$24,000.00
LANDSCAPE IMPROVEMENTS	\$10,000.00	\$12,000.00
SEEDING / RESTORATION	\$5,000.00	\$6,000.00
<b>SUBTOTAL</b>	<b>\$160,000.00</b>	<b>\$192,000.00</b>
20% DESIGN, ENGINEERING, ARCHITECTURE, PERMITTING FEES	\$32,000.00	\$38,400.00
20% CONSTRUCTION CONTINGENCY	\$32,000.00	\$38,400.00
<b>TOTAL ESTIMATED COST</b>	<b>\$224,000.00</b>	<b>\$268,800.00</b>

RIVERVIEW PARK - ESTIMATE OF PROBABLE COSTS FOR IMPROVEMENTS		
DESCRIPTION	ESTIMATED COST LOW	ESTIMATED COST HIGH
GENERAL EARTHWORK, REMOVALS, MOBILIZATION	\$100,000.00	\$120,000.00
NEW TRAILS - 8-10' WIDTH	\$100,000.00	\$120,000.00
PARK AMENITIES (PICNIC TABLES, BENCHES)	\$15,000.00	\$18,000.00
LANDSCAPE IMPROVEMENTS	\$10,000.00	\$12,000.00
SEEDING / RESTORATION	\$20,000.00	\$24,000.00
PARK SIGNAGE IMPROVEMENTS	\$10,000.00	\$12,000.00
<b>SUBTOTAL</b>	<b>\$255,000.00</b>	<b>\$306,000.00</b>
20% DESIGN, ENGINEERING, ARCHITECTURE, PERMITTING FEES	\$51,000.00	\$61,200.00
20% CONSTRUCTION CONTINGENCY	\$51,000.00	\$61,200.00
<b>TOTAL ESTIMATED COST</b>	<b>\$357,000.00</b>	<b>\$428,400.00</b>

TRAIL SYSTEM - ESTIMATE OF PROBABLE COSTS FOR IMPROVEMENTS		
DESCRIPTION	ESTIMATED COST LOW	ESTIMATED COST HIGH
NEW TRAILS - 8-10' WIDTH	\$2,500,000.00	\$3,000,000.00
BIKE LANE / STRIPING	\$300,000.00	\$360,000.00
SIGNAGE / WAYFINDING	\$10,000.00	\$12,000.00
LANDSCAPING/TREE PLANTING	\$50,000.00	\$60,000.00
SEEDING / RESTORATION	\$6,000.00	\$7,200.00
<b>SUBTOTAL</b>	<b>\$2,866,000.00</b>	<b>\$3,439,200.00</b>
20% DESIGN, ENGINEERING, ARCHITECTURE, PERMITTING FEES	\$573,200.00	\$687,840.00
20% CONSTRUCTION CONTINGENCY	\$573,200.00	\$687,840.00
<b>TOTAL ESTIMATED COST</b>	<b>\$4,012,400.00</b>	<b>\$4,814,880.00</b>



## Funding Opportunities for Parks

The availability of funding sources will have a direct impact on the implementation of the recommendations within this plan. The following table describes opportunities available to local governments such as Princeton. Each of the funding sources below require an application process and in some cases, matching city funds. Most of the sources are a competitive process that may also require political action by council and citizen approval. Ensuring public support of the plan along with opportunity for community feedback is recommended prior to preparing grant applications.

Potential Funding Opportunities for Parks		
Funding Source	Description	Probability
State Outdoor Recreation, LCCMR, Legacy Fund, and Similar Grants	The State of Minnesota annually allocates funds for park acquisition and development projects which meet recreational needs identified by the State Comprehensive Outdoor Recreation Plan. In recent years, Legacy Amendment Fund has emerged as a legitimate potential funding source for projects of regional or state-wide significance. Whatever the program, the grants are competitive and awarded according to project merits.	Very competitive, especially with very tight public funding available at all levels.
Land and Water Conservation Fund	The Federal Government allocates monies each year to states for public acquisition and development projects. The State of Minnesota Administers these grants through the Department of Natural Resources.	Funding availability through this program has been limited in recent years.
Fees/ Enterprise Funds	Minnesota statute allows cities to prescribe and provide for the collection of fees for the use of any City park or other unit of the City park system or any facilities, accommodations, or services provided for public use therein.	Becoming a much more relied upon funding source, especially for singular use facilities ranging from ballfields to hockey arenas.
Partnerships	Relates to partnerships formed with adjacent cities, the county, and school districts to develop, maintain, and operate parks and recreational facilities on a joint-use basis.	Although limited public funding availability is an issue at all levels, forming partnerships to spread the cost of providing a specific type of service or facility still has merit whenever there is an opportunity.
Park Dedication Fees	Minnesota Statutes allow local governments to require dedication of land or cash in-lieu of land for parks and trails from new subdivisions and developments. The park dedication fees provide funding for parks and improvements as long as community development continues to occur. The dedications must be reasonable and logically related to the recreation demand created by each development. Any controls imposed on the extent (i.e., total number of units) or rate of development (i.e., number of units per year) allowed within the City will limit the revenue generated under this fund. The City will need to ensure the fees imposed are consistent with current state statutes. Additions and improvements to the park and trail system shall follow the goals and identified enhancements as presented in this park and trails system plan.	Even with periodic adjustments, park dedication fees alone will not be adequate to fund the system plan to an optimal level.
Donations	Donations relates to cash donations, gifts, volunteerism, and professional services donated to the park for planning, acquisition, or development purposes.	Limited potential from a cash perspective, but important with respect to the use of volunteers to offset some program costs.

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## **APPENDIX**

**Park Evaluations**  
**Engagement Summary**  
**Tapestry Segmentation Findings**

**Mark Park**



**Park Size:** 32 Acres

**Location:** 405 11<sup>th</sup> Ave S

**Proposed Classification:** **Community Park**

**Overall Park Design:** Athletic and recreation based park, highly used. Includes many athletic facilities, shelters and splash pad. Several elements do not meet current ADA accessibility requirements.

**Overall Park Maintenance:** Well maintained. Heavily used for ballfields and splash pad.

**Natural Resources/Landscape:** Well maintained turf and mature trees throughout.

**Overall Park Ranking:** **50.5 %**

**RANKINGS**

Park Amenity Name	Overall Condition	Overall Design & Character	Accessibility	Age Considerations	Actual Points	Total Possible Points	Comments
Baseball Field 1							Solheim – Not City maintained
Baseball Field 2	2	2	0	2	6	12	Dugouts could be repainted – covered vandalism in multiple colors. Backstop in good shape Wood bleachers are worn, not accessible
Softball Field 1	3	2	0	2	7	12	Newer bleachers, not accessible No foul protection netting Newer dugout roofs Newer batting tunnel
Softball Field 2	2	2	0	2	6	12	Newer bleachers, not accessible No foul protection netting Newer dugout roofs Newer batting tunnel
Softball Field 3	2	2	0	2	6	12	Newer bleachers, not accessible No foul protection netting Newer dugout roofs
Picnic Shelter1- Lions	1	2	0	1	4	12	Newer benches and tables outside shelter

RATING / POINT SCALE DESCRIPTION  
 0 = Does not meet basic standards; Poor Quality; Outdated  
 1 = Meets basic standards; Fair Quality; Older  
 2 = Meets or exceeds basic standards; Good Quality; Mid-way Age  
 3 = Exceeds basic standards; High Quality; Newer



							Not accessible to parking lot Only 2 tables in shelter Grills available, not accessible
Picnic Shelter 2	2	2	1	2	7	12	Newer building, shelters connected back to back with restroom. Facility in good condition with ample tables/seating. Grills in lawn, not accessible.
Picnic Shelter 3	2	2	1	2	7	12	Newer building, shelters connected back to back with restroom. Facility in good condition with ample tables/seating. Grills in lawn, not accessible.
Walking Trail	2	2	2	2	8	12	Fair condition throughout
Basketball Court (1/2 court)	2	1	0	2	5	12	Concrete surface, fair shape. No striping. Basketball goal in good condition.
Playground	2	2	0	2	6	12	Mix of newer and older features. Overall in good shape. Accessibility concerns with narrow ramp, wooden edge and paver walks. Wheelchair swing inaccessible due to sand surface
Volleyball	1	1	0	2	4	12	Nets in poor shape.
Horseshoe Pits	1	1	0	1	3	12	Older facility, but functional
Amenities	2	2	0	2	6	12	Bent bike rack at edge of parking lot. Umbrellas in lawn, not accessible. Drinking fountain at parking lot edge in fair condition
Parking Lot	2	2	2	2	8	12	Main parking lot in good condition.
Splash Pad	2	2	2	2	8	12	Popular amenity still functions well for City. 2 features need repair / maintenance.
Overflow Parking	2	1	1	2	6	12	North parking lot isolated, but in good condition. Could use accessible connections to park / field areas.
<b>Totals</b>					<b>97</b>	<b>192</b>	

**General Comments:**

Highly utilized park. Could use more trail connections or a trail loop.

**RATING / POINT SCALE DESCRIPTION**

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- 3 = Exceeds basic standards; High Quality; Newer

# City of Princeton – Park System Plan

## Civic Center Park

**Park Size:** 3 Acres

**Location:** 503 N 9<sup>th</sup> Street

**Proposed Classification:** **Neighborhood Park**

**Overall Park Design:** Recreation based park, well used. Compliments Civic Center building. Includes playground, pickleball courts, basketball court and ice skating rink in winter. Several elements do not meet current ADA accessibility requirements.

**Overall Park Maintenance:** Well maintained.

**Natural Resources/Landscape:** Has mature trees on-site mostly at the perimeter of the park property.

**Overall Park Ranking:** 50 %

### RANKINGS

Park Amenity Name	Overall Condition	Overall Design & Character	Accessibility	Age Considerations	Actual Points	Total Possible Points	Comments
Main Playground	3	3	0	3	9	12	Newer playground in good condition. Lacks accessible connections to parking lot or neighborhood.
Supporting Play	1	1	0	1	3	12	Older play features in fair condition (swings, merry go round). Lack accessible connections.
Basketball Court	2	1	0	2	5	12	Currently painted for basketball and pickleball. With addition of new pickleball, should be restriped for basketball. Surface in good condition.
Pickleball Court	3	3	0	3	9	12	New facility with 4 courts and benches. No perimeter or dividing fence.
Skating Rink	3	3	0	2	8	12	Open area for winter skating with a warming house. Rink will go over new pickleball facility. Lawn area in good condition.
Horseshoe Pits	1	1	0	1	3	12	Older facilities, but still serviceable. Close proximity to playground may be safety

#### RATING / POINT SCALE DESCRIPTION

0 = Does not meet basic standards; Poor Quality; Outdated

1 = Meets basic standards; Fair Quality; Older

2 = Meets or exceeds basic standards; Good Quality; Mid-way Age

3 = Exceeds basic standards; High Quality; Newer



							concern. No accessible connection to other park elements.
Amenities	2	2	0	1	5	12	Benches not accessible to all users. Newer bench on concrete pad, older wood bench is damaged (though still serviceable). Swing bench needs maintenance (paint).
<b>Totals</b>					<b>42</b>	<b>84</b>	

**General Comments:** Highly utilized park. Popular new pickleball facility. Could use more trail connections to amenities or a trail loop.

RATING / POINT SCALE DESCRIPTION

0 = Does not meet basic standards; Poor Quality; Outdated

1 = Meets basic standards; Fair Quality; Older

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3 = Exceeds basic standards; High Quality; Newer

# City of Princeton – Park System Plan

## Pioneer Park

**Park Size:** 40.0 Acres

**Location:** East of 8<sup>th</sup> St N & 5<sup>th</sup> St N

**Proposed Classification:** **Community Park**

**Overall Park Design:** Nature based park along Rum River. Includes trails and exercise stations for year-round use.

**Overall Park Maintenance:** Trails are well maintained.

**Natural Resources/Landscape:** Mature, natural environment adjacent to River corridor.

**Overall Park Ranking:** **54.2** %

### RANKINGS

Park Amenity Name	Overall Condition	Overall Design & Character	Accessibility	Age Considerations	Actual Points	Total Possible Points	Comments
Trails	2	2	1	2	7	12	Trails in good condition. Gravel trails follow natural grades, so may not meet ADA requirements. No trail lighting
Entry Monument	1	2	2	1	6	12	Older archway – has character but could be more prominent.
Exercise Stations	2	2	0	2	6	12	Wood stations in good shape throughout. Could use stain / maintenance to prolong lifespan
Amenities	3	2	0	2	7	12	Benches in good shape, donated by Rotary.
<b>Totals</b>					<b>26</b>	<b>48</b>	

**General Comments:** Nature Park good for hiking, snowshoeing. Could be an opportunity for nature play in connection with the exercise stations.

#### RATING / POINT SCALE DESCRIPTION

0 = Does not meet basic standards; Poor Quality; Outdated

1 = Meets basic standards; Fair Quality; Older

2 = Meets or exceeds basic standards; Good Quality; Mid-way Age

3 = Exceeds basic standards; High Quality; Newer



# City of Princeton – Park System Plan

## Rainbow Park

**Park Size:** 6.0 Acres

**Location:** Rum River Br. N & 12<sup>th</sup> St N

**Proposed Classification:** **Neighborhood Park**

**Overall Park Design:** Recreation based park, well used. Includes shelter, playgrounds, and basketball court. Several elements do not meet current ADA accessibility requirements. Ample parking for this neighborhood park.

**Overall Park Maintenance:** Park is well maintained.

**Natural Resources/Landscape:** Mature trees throughout park. Maintained turfgrass in good shape.

**Overall Park Ranking:** **54.8** %

### RANKINGS

Park Amenity Name	Overall Condition	Overall Design & Character	Accessibility	Age Considerations	Actual Points	Total Possible Points	Comments
Basketball Court	0	2	2	0	4	12	Large, double courts. Pavement surface in poor condition.
Main Playground	2	2	1	1.5	6.5	12	Older equipment, but in good shape. Accessibility concerns with tall container edging and not trail connections
Sand / Gaga Pit	3	3	0	2	8	12	Newer gaga pit in good condition. Looks like facility is also used as a sandbox.
Shelter	3	2	1	3	9	12	Newer shelter in good condition.
Amenities	2	2	1	2	7	12	Ample grills in turf area (not accessible) Benches in play areas in good shape.
Secondary Play	2	2	0	1	5	12	Older play equipment, but still serviceable. No trail connections and pea gravel is not accessible.
<b>Totals</b>					<b>39.5</b>	<b>72</b>	

**General Comments:** Well used park with many play options. Basketball court is at end of life cycle and should be resurfaced. Trail connections could help tie the park elements together.

#### RATING / POINT SCALE DESCRIPTION

0 = Does not meet basic standards; Poor Quality; Outdated

1 = Meets basic standards; Fair Quality; Older

2 = Meets or exceeds basic standards; Good Quality; Mid-way Age

3 = Exceeds basic standards; High Quality; Newer

# City of Princeton – Park System Plan

## Riebe Park

**Park Size:** 20.0 Acres

**Location:** 203 4<sup>th</sup> St Cir N

**Proposed Classification:** **Community Park**

**Overall Park Design:** Large natural park on Rum Rivers edge. Recent upgrades include shelter, vault toilet and associated trails. Dog park adjacent to gravel parking lot.

**Overall Park Maintenance:** Park is well maintained. Dog Park area may need more consistent attention, due to seasonal flooding.

**Natural Resources/Landscape:** Natural park with mature tree cover located on banks of Rum River. Turfgrass in active use areas.

**Overall Park Ranking:** **66.7 %**

### RANKINGS

Park Amenity Name	Overall Condition	Overall Design & Character	Accessibility	Age Considerations	Actual Points	Total Possible Points	Comments
Picnic Shelter	3	3	2	3	11	12	Newer picnic shelter in great shape.
Vault Toilet	3	3	1	3	10	12	Newer toilet facility in good shape. Trail connection should be top-dressed with gravel to maintain ADA compliance.
Dog Park	1	1	0	2	4	12	Highly used dog park. Floods seasonally. Fencing could use maintenance/ repair for bent rails / fabric. Turf in poor shape due to high use / traffic.
Disc Golf Course	2	2	0	2	6	12	Popular amenity in good condition. Expansion planned.
Fire Ring	3	2	2	2	9	12	Newer fire ring with stone seating. Trail surfacing needs maintenance to ensue accessibility.
Water Fountain	2	2	2	3	9	12	
Amenities	2	2	2	2	8	12	Grills, picnic tables in good shape
<b>Totals</b>					<b>64</b>	<b>96</b>	

**General Comments:** Beautiful nature based park. Well used for dog park, trails and disc golf. Would be nice to have a more direct connection to Riverside Park. Dog park does flood seasonally – alternative location or adjustment would help to create a year round amenity.

#### RATING / POINT SCALE DESCRIPTION

0 = Does not meet basic standards; Poor Quality; Outdated

1 = Meets basic standards; Fair Quality; Older

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3 = Exceeds basic standards; High Quality; Newer



# City of Princeton – Park System Plan

## Veteran’s Park (Triangle Park)

**Park Size:** 0.3 Acres

**Location:** 9<sup>th</sup> Ave S & 4<sup>th</sup> St S

**Proposed Classification:** **Neighborhood Park**

**Overall Park Design:** Small, passive use neighborhood park. Several amenities throughout park, however no trails to access them.

**Overall Park Maintenance:** Park is well maintained – amenities, while older, remain in good shape

**Natural Resources/Landscape:** Mature trees and well maintained turf throughout.

**Overall Park Ranking:** **50** %

### RANKINGS

Park Amenity Name	Overall Condition	Overall Design & Character	Accessibility	Age Considerations	Actual Points	Total Possible Points	Comments
Barbeque	3	2	0	3	8	12	Facility set in lawn with no accessible trail
Bench	2	1	0	1	4	12	Bench / swing set within lawn areas with no ADA access.
Picnic Tables	2	2	0	2	6	12	Table in good shape
<b>Totals</b>					<b>18</b>	<b>36</b>	

**General Comments:** Small park that would benefit from additional trails / walks to access existing site amenities.

#### RATING / POINT SCALE DESCRIPTION

- 0 = Does not meet basic standards; Poor Quality; Outdated
- 1 = Meets basic standards; Fair Quality; Older
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- 3 = Exceeds basic standards; High Quality; Newer

# City of Princeton – Park System Plan

## Riverside Park

**Park Size:** 5.0 Acres

**Location:** 300 N Rum River Dr.

**Proposed Classification:** **Community Park**

**Overall Park Design:** Natural park on Rum Rivers edge adjacent to downtown area. Includes camping, canoe/kayak launch, fishing pier and playground. Limited parking area.

**Overall Park Maintenance:** Park is well maintained. Seasonal flooding does impact shelter, campsites, boat launch and fishing pier.

**Natural Resources/Landscape:** Natural park with mature tree cover located on banks of Rum River. Turfgrass in active use areas.

**Overall Park Ranking:** **56.3 %**

### RANKINGS

Park Amenity Name	Overall Condition	Overall Design & Character	Accessibility	Age Considerations	Actual Points	Total Possible Points	Comments
Restrooms / Showers	2	2	2	2	8	12	Restroom facility in good condition and well maintained.
Canoe / Kayak Launch	2	2	0	2	6	12	ADA launch in good condition. Subject to seasonal flooding/ silt build up
Picnic Shelter	2	1	0	2	5	12	Picnic shelter and tables in good shape. Subject to seasonal flooding / silt build up.
Fishing Pier	2	2	2	2	8	12	Fishing pier highly used and in good shape. Annual maintenance performed to ensure safety of surface and railings.
Playground	2	2	0	2	6	12	Playground in good condition, lacks accessible connections.
Trails	2	2	1	2	7	12	Trails are newer and in good shape throughout
Campsites	2	2	1	2	7	12	Campsites in good condition. Subject to seasonal flooding.
Amenities	2	2	1	2	7	12	Benches in good condition. Could use additional seating near playground. Trash receptacles throughout.
<b>Totals</b>					<b>54</b>	<b>96</b>	

**General Comments:** Beautiful river-adjacent park in close proximity to downtown Princeton. Well used for camping, fishing, boat launch, playground and community events. Would be nice to have a more direct connection to Riebe park.

#### RATING / POINT SCALE DESCRIPTION

0 = Does not meet basic standards; Poor Quality; Outdated

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# ONLINE ENGAGEMENT FINDINGS

## SURVEY #1 - TWO TOTAL QUESTIONS

Q1. Which activity do you most commonly do within Princeton Parks?

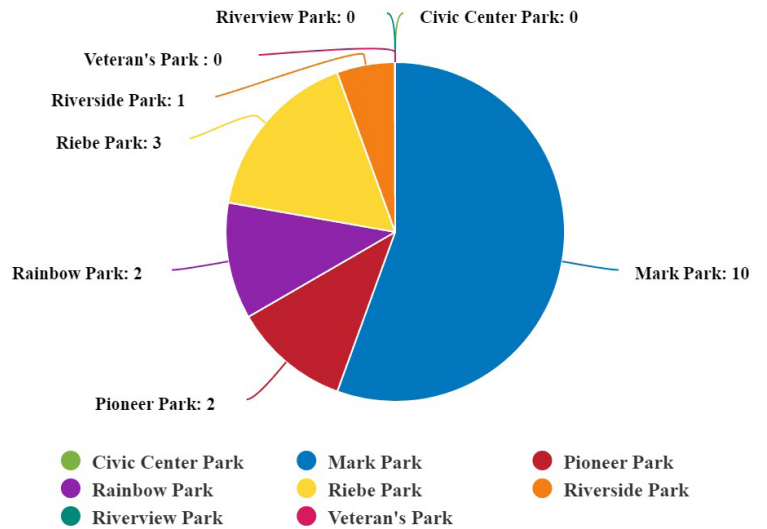
15 answers

Word Cloud **Response List**

RESPONSES

- Daily visits to the Dog Park
- Dog walking
- Kids play on the playgrounds.
- Light Up Princeton
- Mark Park, splash park, trails
- Playground
- Playground (accessible), walk
- Playgrounds
- Playgrounds, splash park, walks
- Play on playground equipment
- Splash park and playground
- Use the playgrounds and splash
- Walk
- Walk dogs, watch baseball
- Walk/hike or watch baseball.

Q2. Which Park do you visit most often?



## SURVEY #2 - ELEVEN QUESTIONS

Q7. Which four (4) amenities or activities do you most commonly utilize/participate in within Princeton Parks?



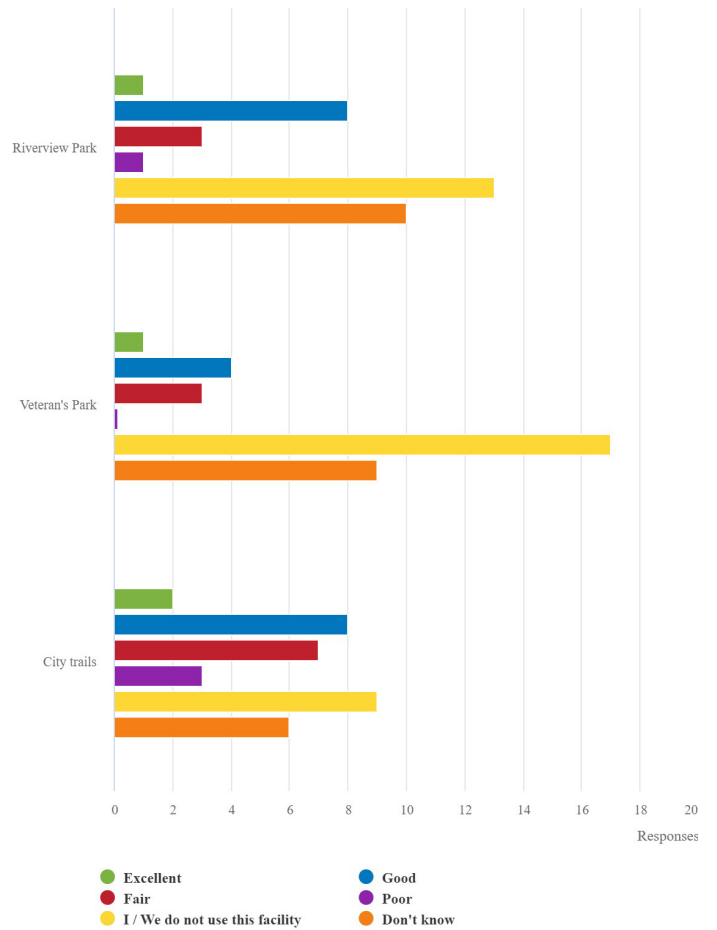
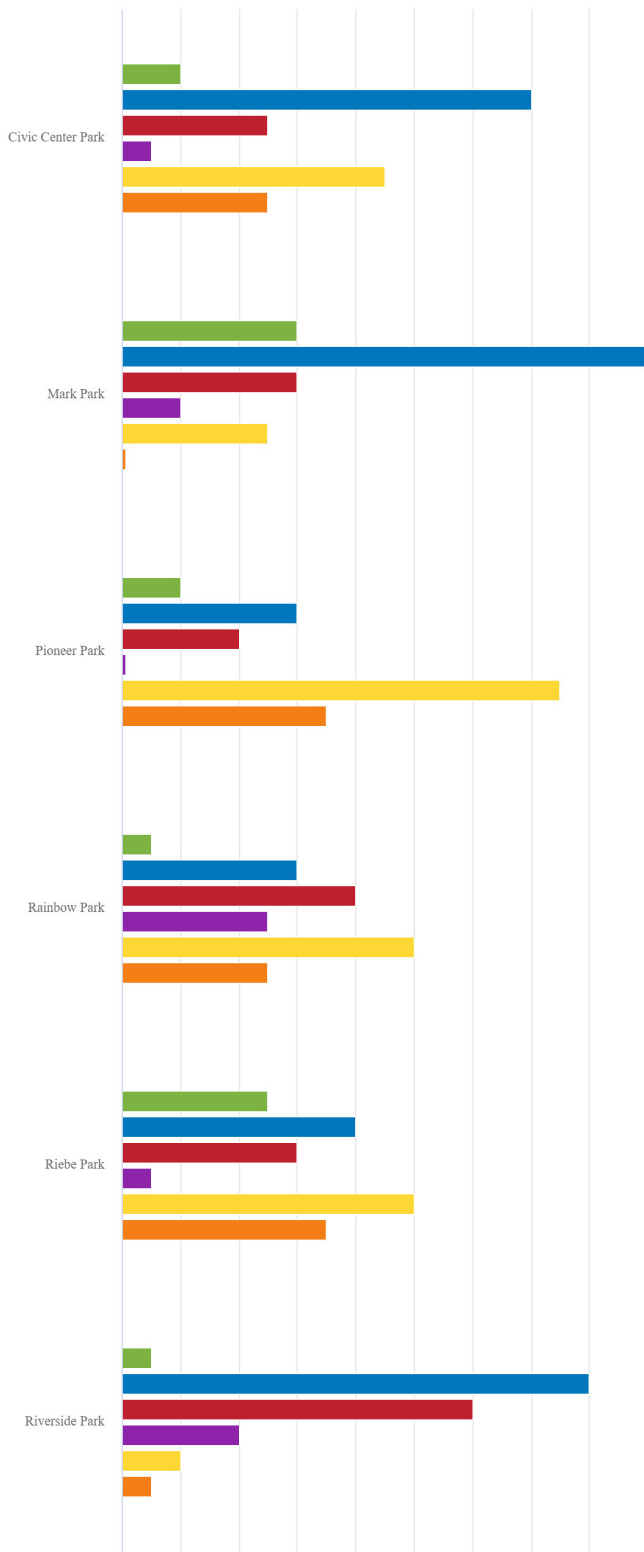
- Walking and biking trails
  - Picnic shelters
  - Kayak / Canoe launch
  - Baseball / Softball fields
  - Outdoor basketball
  - Outdoor volleyball court
  - Pickleball court
  - Off-leash dog park
  - Playgrounds
- ▲ 1/3 ▼

# ONLINE ENGAGEMENT FINDINGS

## SURVEY #2

Q4. If you answered yes, please rate the condition of the parks or facilities that you visit in Princeton.

39 answers





# ONLINE ENGAGEMENT FINDINGS

## SURVEY #2

8. What other park or recreational area (anywhere) have you visited that you really enjoyed and what it made it so appealing?

answers

- A new experience park.. like French lake park in Plymouth for example. Something different than any other park. Something for activity in the winter or colder months.
- Becker City Park. Every part of it is very well maintained. Ellison Park in Monticello is also very maintained. Note, these are our grandchildren's favorite parks. They prefer them over our parks.
- Bike trails in elk river
- Cleanliness is always an important part - and that includes garbage receptacles being emptied regularly rather than overflowing. Walk into Mark Park and there are two and often both are overflowing. Trash laying around just as is true elsewhere in the community when I walk - and that's everywhere, everywhere - even on the main street. It's as if no one even cares how the whole community appears. Drive or walk First Street and it's littered with trash - lawns overgrown - a real mess and there's constant traffic. What sort of impression is this leaving??? It's not just our parks but the whole town is littered with trash - papers, plastic bags, bottles, cans, areas full of cigarette butts, fast food boxes, etc. Walking past the cemetery makes one cringe as it's a total disaster - papers/bags all around, street signs leaning over, the fence area not weed wacked, and I've actually had people stop me and comment on how pathetic the cemetery appears.
- Clifton French Regional Park in Plymouth. Activities for every age group, very clean, and well maintained. Central Park in Maple Grove has a lot of variety, activities for all age groups, clean, and well maintained.
- Elk river bike park and trails, we go to Elm Creek a lot in maple grove for bike trails, park and swimming area. Skating loop in the winter.
- Elk River Orano Beach. Has a nice bike/skate board ramp area, updated bathrooms and a free splash pad as well as a nice trail that has some interactive signs supported by their local library.
- Elm creek, shoreview, Hugo. Any playground that was built within the last 2-4 years. Sauk Centre.
- Grand rapids for the long paved bike paths. Maple Grove in winter for skiing and snow tubing.
- I love having hiking trails or bike trails
- Kiwanis park in Brainerd MN is good because it has a good fishing Pier that's easily accessible to handicapped or elderly people. It is also in an area where you can actually catch a fish.
- None really. They are grimy and unkept mostly. Kids starting fires, wood chips not kept up, rough surfaces.
- Paved trails are very appealing. We go to springvale Park in Isanti County specifically for the trails.
- Princeton school playground. Mostly up to date, taken care of, little to no graffiti etc.
- Recreation Park in Milaca, MN. It's free, has numerous activities, has activities for all ages, and is connected to a huge set of trails
- Springvale park in Cambridge is our favorite because it has a long paved trail, plus more well-maintained gravel trails. They also just put in some fitness stops along the paved trail!
- The Eagan community center has a beautiful space with a community center, a pond, trails, playgrounds, an amphitheater...it's an incredible space.
- The luce line trail in hutchinson is what I grew up on. It was heaven.
- The Milaca parks both with the ninja themed course and by the softball fields have really improved both in cleanliness and variety of offering.
- Wheelchair accessible playgrounds
- Woodland trails in Elf River has an extensive and accessible trail system. I also use the new Nature play area
- Working splash pads, playgrounds geared toward older children, nature parks like woodland park in elk river and paved paths.

# ONLINE ENGAGEMENT FINDINGS

## SURVEY #2

Q9. What recreational element(s) could be added to make the parks in Princeton more unique or fun?

22 answers

- Activities for all age groups. More paved trails. Fully functional splash park.
- A natural playground would be great especially with a water feature More biking trails
- A nature playground like woodland park in elk river.
- Cleanliness
- Connecting trails or longer bike/walking paths.
- Connect the bike trail from Zimmerman to Milaca
- Different frisbee golf courses at other parks so people have other options without having to travel out of town.
- Free splash pad and skate board bike ramps.
- Free splash pad, ninja course, skateboard park. Zip lines.
- Highlight the parks in the FB pages
- I'll leave that to the younger folks. I use them for family picnics and a walking area - the walking/bike paths aren't viable for older people being the bicyclists, roller bladers, skateboarders, feel the path is just for them and we walkers had best get out of their way. This happened on several occasions so have stopped even trying to use the only one closest.
- Interactive activities. Maybe things like more biking trails. Our taxes are outrageous, and you don't do the roads, no benefits, so maybe you could actually invest in the community parks and NOT your pockets.
- I think a nice fenced in basketball area by Mark Park like Milaca or becker, the pickleball courts you are putting in and improving the water themed offering at Mark Park. Milaca offers a free version and I think if Princeton is going to charge they should improve, be that a kiddie pool or a full blown pool offering like Mora. We have done outdoor lessons in Mora for years and that is such a nice feature.
- Longer paved loops, make better use of green lake area
- Mark Park splash pad, is a great amenity to the Princeton community. I would love to see it expand and or a community pool.
- More connected trails
- More handicap accessible playground equipment, and more paved trails.
- Outdoor pool with slide, swimming beach, swing sets with adult & me swings, rain gardens with native plants labelled, mini golf, ninja warrior type playground equipment, fruit trees/bushes available for picking, community gardens, bird feeders/ houses, bat houses, wood duck houses, outdoor lookout binoculars, more fishing piers
- Promote the parks with more events: Taste of Princeton. Rum River Festival 5K, Craft Fairs/flea markets, Princeton Farmers Market, Music in the Park(s). Regular Food Trucks area. Any events that draw the community to a park. A Community Pool that serves all ages.
- Skate park, more trails for walking and biking. Swimming area would be a nice feature added for families. A lot of us travel to other communities for a lot of this. We need areas for sledding in the winter besides behind pizza pub.
- Stage of bandshell/amphitheater.
- Wheelchair accessible playground





LifeMode Group: Hometown  
**Traditional Living**

12B

**Households:** 2,395,200  
**Average Household Size:** 2.51  
**Median Age:** 35.5  
**Median Household Income:** \$39,300

**WHO ARE WE?**

Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade, and health-care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.

**OUR NEIGHBORHOOD**

- Married couples are the dominant household type, but fewer than expected from the younger age profile and fewer with children (Index 79); however, there are higher proportions of single-parent (Index 146) and single-person households (Index 112).
- Average household size is slightly lower at 2.51.
- Homes are primarily single family or duplexes in older neighborhoods, built before 1940 (Index 228).
- Most neighborhoods are located in lower-density urban clusters of metro areas throughout the Midwest and South.
- Average commuting time to work is very short (Index 22).
- Households have one or two vehicles.

**SOCIOECONOMIC TRAITS**

- Over 70% have completed high school or some college.
- Labor force participation is a bit higher than the national rate at 63.4%.
- Almost three-quarters of households derive income from wages and salaries, augmented by Supplemental Security Income (Index 139) and public assistance (Index 152).
- Cost-conscious consumers that are comfortable with brand loyalty, unless the price is too high.
- Connected and comfortable with the internet, more likely to participate in online gaming or posting pics on social media.
- TV is seen as the most trusted media.

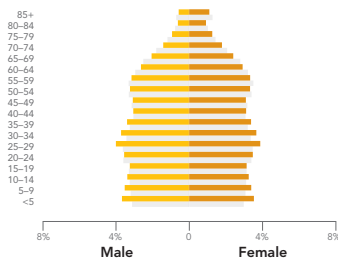


Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



**AGE BY SEX** (Esri data)

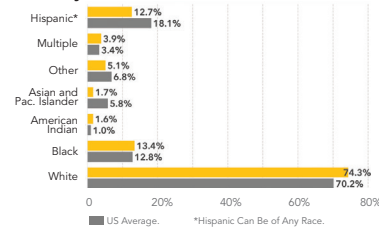
**Median Age:** 35.5 US: 38.2  
 ■ Indicates US



**RACE AND ETHNICITY** (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

**Diversity Index:** 55.6 US: 64.0



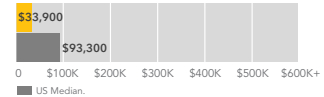
**INCOME AND NET WORTH**

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

**Median Household Income**

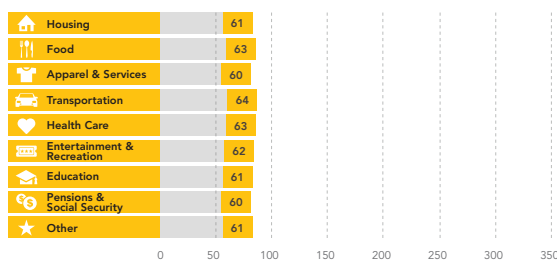


**Median Net Worth**



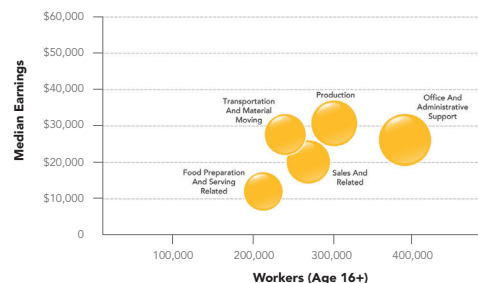
**AVERAGE HOUSEHOLD BUDGET INDEX**

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



**OCCUPATION BY EARNINGS**

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



**MARKET PROFILE** (Consumer preferences are estimated from data by MRI-Simmons.)

- Shop for groceries at discount stores such as Walmart Supercenters.
- Convenience stores are commonly used for fuel or picking up incidentals.
- Tend to carry credit card balances, have personal loans, and pay bills in person.
- Half of households have abandoned landlines for cell phones only.
- Favorite TV channels include Freedom, CMT, and Game Show Network.
- Fast-food devotees.
- Enjoy outdoor activities such as fishing and taking trips to the zoo.

**HOUSING**

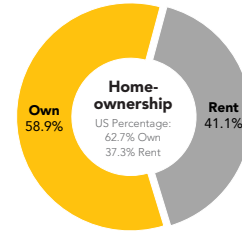
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
 Single Family

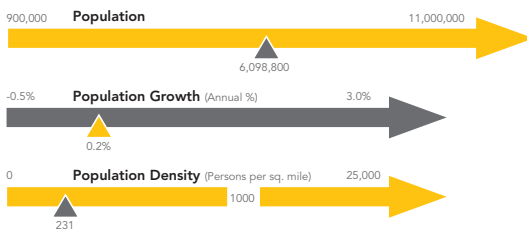
**Median Value:**  
 \$83,200

US Median: \$207,300



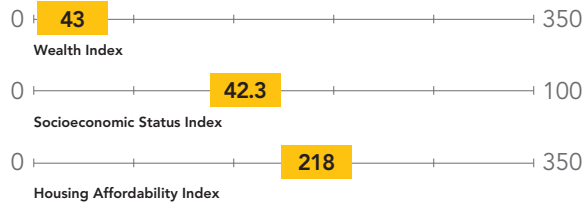
**POPULATION CHARACTERISTICS**

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



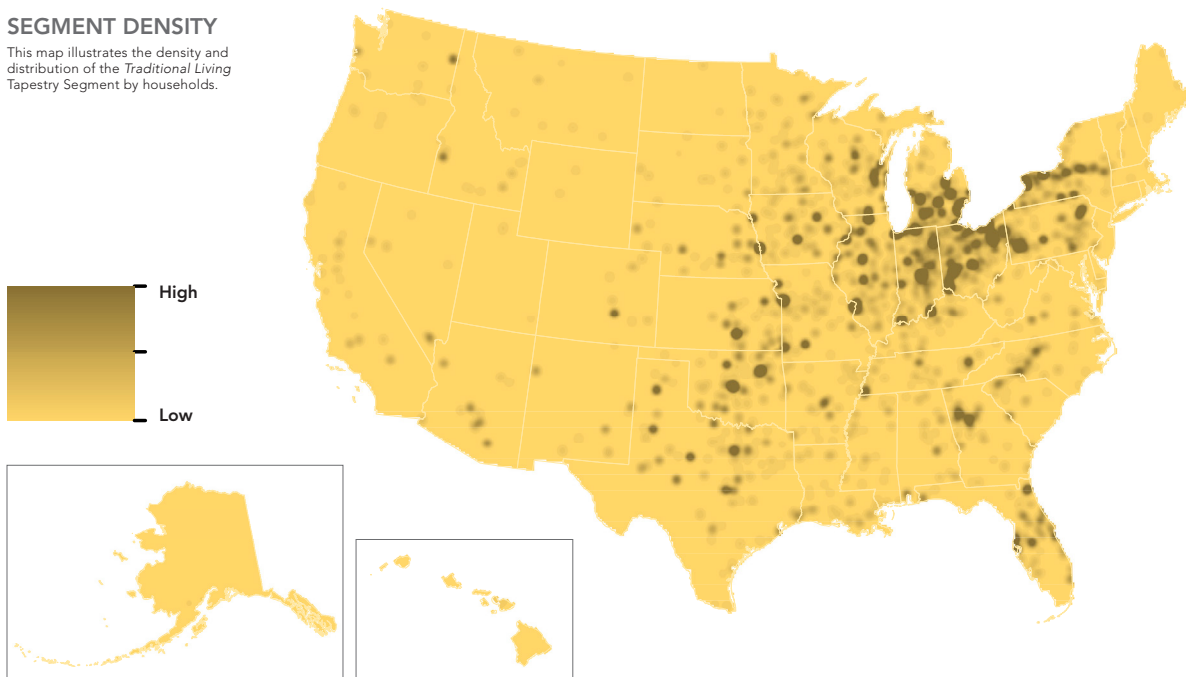
**ESRI INDEXES**

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.



**SEGMENT DENSITY**

This map illustrates the density and distribution of the *Traditional Living* Tapestry Segment by households.



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LifeMode Group: Cozy Country Living  
**Heartland Communities**

6F

**Households:** 2,850,600  
**Average Household Size:** 2.39  
**Median Age:** 42.3  
**Median Household Income:** \$42,400

**WHO ARE WE?**

Well settled and close-knit, *Heartland Communities* residents are semirural and semiretired. These older householders are primarily homeowners, and many have paid off their mortgages. Their children have moved away, but they have no plans to leave their homes. Their hearts are with the country; they embrace the slower pace of life here but actively participate in outdoor activities and community events. Traditional and patriotic, these residents support their local businesses, always buy American, and favor domestic driving vacations over foreign plane trips.

**OUR NEIGHBORHOOD**

- Rural communities or small towns are concentrated in the Midwest, from older Rustbelt cities to the Great Plains.
- Distribution of household types is comparable to the US, primarily (but not the majority) married couples, more with no children, and a slightly higher proportion of singles (Index 112) that reflects the aging of the population.
- Residents own modest, single-family homes built before 1970.
- They own one or two vehicles; commutes are short (Index 82).

**SOCIOECONOMIC TRAITS**

- Retirees in this market depress the average labor force participation rate to less than 60% (Index 94). More workers are white collar than blue collar; more skilled than unskilled.
- The rural economy of this market provides employment in the manufacturing, construction, utilities, health-care, and agriculture industries.
- These are budget-savvy consumers; they stick to brands they grew up with and know the price of goods they purchase. Buying American is important.
- Daily life is busy but routine. Working on the weekends is not uncommon.
- Residents trust TV and newspapers more than any other media.
- Skeptical about their financial future, they stick to community banks and low-risk investments.



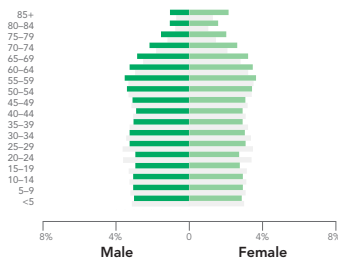
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRG-Simmons.

6F LifeMode Group: Cozy Country Living  
**Heartland Communities**



**AGE BY SEX** (Esri data)

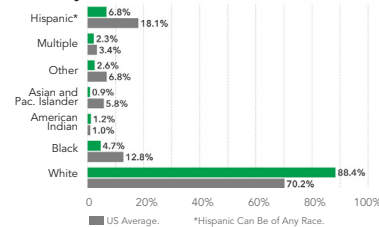
**Median Age: 42.3** US: 38.2  
 ■ Indicates US



**RACE AND ETHNICITY** (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

**Diversity Index: 31.5** US: 64.0



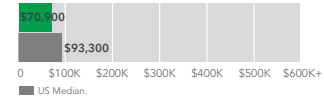
**INCOME AND NET WORTH**

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

**Median Household Income**

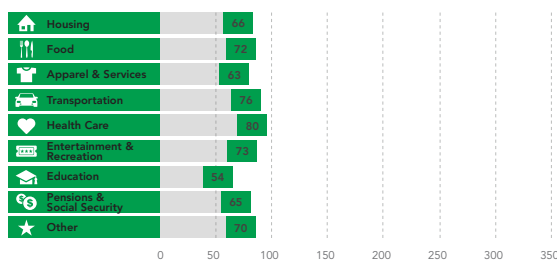


**Median Net Worth**



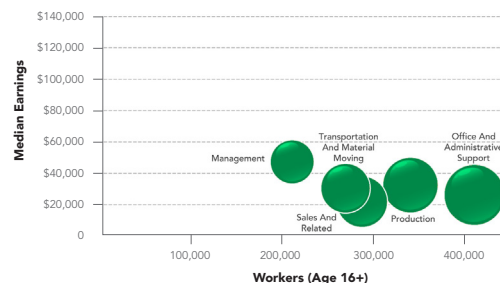
**AVERAGE HOUSEHOLD BUDGET INDEX**

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



**OCCUPATION BY EARNINGS**

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





**MARKET PROFILE** (Consumer preferences are estimated from data by MRI-Simmons.)

- Traditional in their ways, residents of *Heartland Communities* choose to bank and pay their bills in person and purchase insurance from an agent.
- Most have high-speed internet access at home or on their cell phone but aren't ready to go paperless.
- Many residents have paid off their home mortgages but still hold auto loans and student loans. Interest checking accounts are common.
- To support their local community, residents participate in public activities.
- Home remodeling is not a priority, but homeowners do tackle necessary maintenance work on their cherished homes. They have invested in riding lawn mowers to maintain their larger yards.
- They enjoy country music and watch CMT.
- Motorcycling, hunting, and fishing are popular; walking is the main form of exercise.
- To get around these semirural communities, residents prefer domestic trucks or SUVs.

**HOUSING**

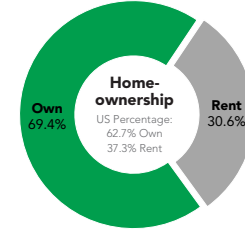
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
 Single Family

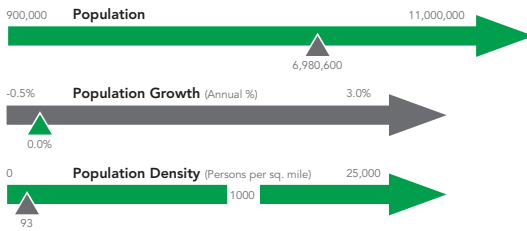
**Median Value:**  
 \$95,700

US Median: \$207,300



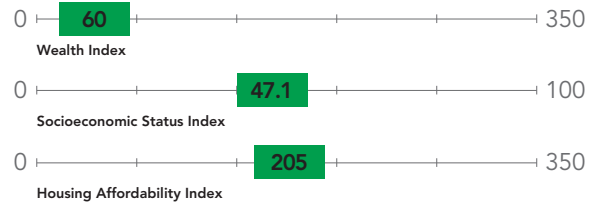
**POPULATION CHARACTERISTICS**

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



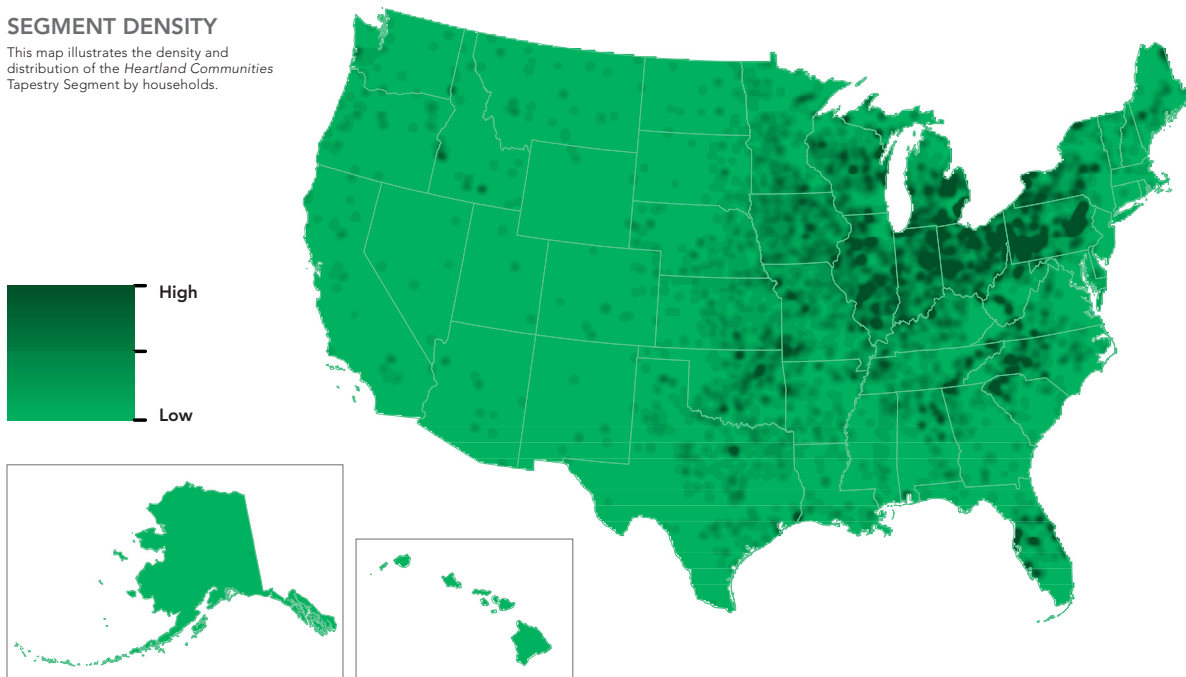
**ESRI INDEXES**

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.



**SEGMENT DENSITY**

This map illustrates the density and distribution of the *Heartland Communities* Tapestry Segment by households.



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LifeMode Group: Family Landscapes

# Middleburg

4C

Households: 3,511,200

Average Household Size: 2.75

Median Age: 36.1

Median Household Income: \$59,800

## WHO ARE WE?

Middleburg neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade, as the housing boom spread beyond large metropolitan cities. Residents are traditional, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the US. This market is younger but growing in size and assets.

## OUR NEIGHBORHOOD

- Semirural locales within metropolitan areas.
- Neighborhoods changed rapidly in the previous decade with the addition of new single-family homes.
- Include a number of mobile homes (Index 150).
- Affordable housing, median value of \$175,000 (Index 84) with a low vacancy rate.
- Young couples, many with children; average household size is 2.75.

## SOCIOECONOMIC TRAITS

- Education: 65% with a high school diploma or some college.
- Labor force participation typical of a younger population at 66.7% (Index 107).
- Traditional values are the norm here—faith, country, and family.
- Prefer to buy American and for a good price.
- Comfortable with the latest in technology for convenience (online banking or saving money on landlines) and entertainment.



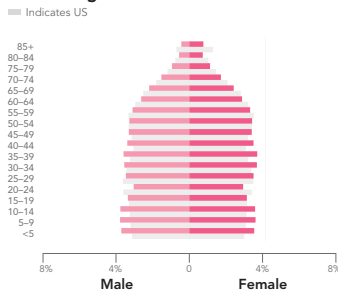
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRB-Simmons.

# 4C LifeMode Group: Family Landscapes Middleburg



## AGE BY SEX (Esri data)

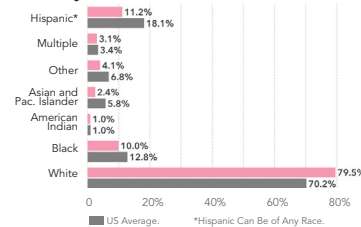
Median Age: **36.1** US: 38.2



## RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

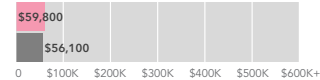
Diversity Index: **48.5** US: 64.0



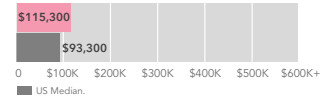
## INCOME AND NET WORTH

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### Median Household Income

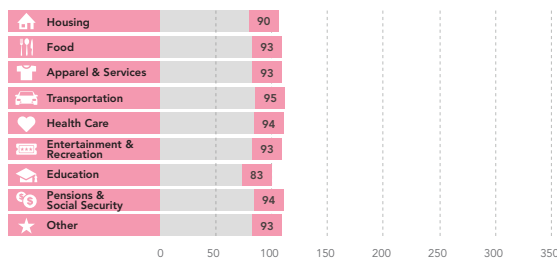


### Median Net Worth



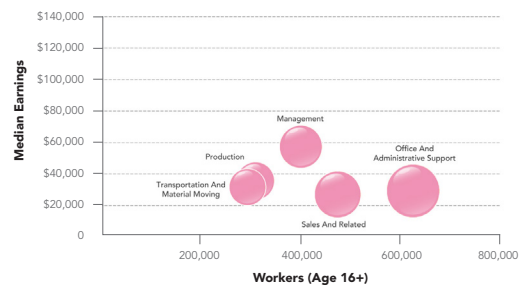
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## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





**MARKET PROFILE** (Consumer preferences are estimated from data by MRI-Simmons.)

- Residents are partial to domestic vehicles; they like to drive trucks, SUVs, or motorcycles.
- Entertainment is primarily family oriented, TV and movie rentals or theme parks and family restaurants.
- Spending priorities also focus on family (children's toys and apparel) or home DIY projects.
- Sports include hunting, fishing, bowling, and baseball.
- TV and magazines provide entertainment and information.
- Media preferences include country and Christian channels.

**HOUSING**

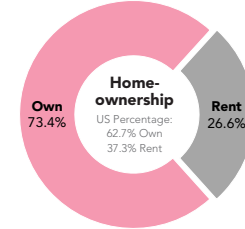
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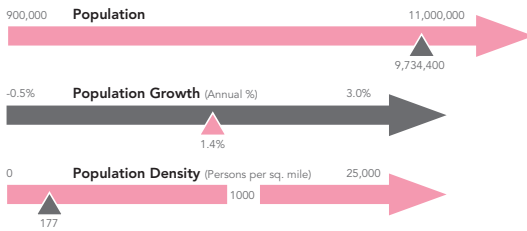
**Median Value:**  
\$175,000

US Median: \$207,300



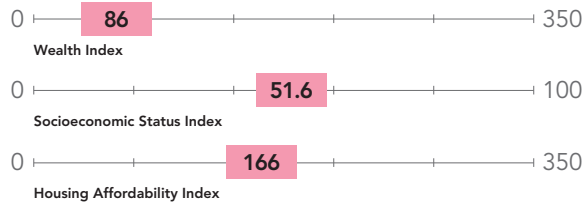
**POPULATION CHARACTERISTICS**

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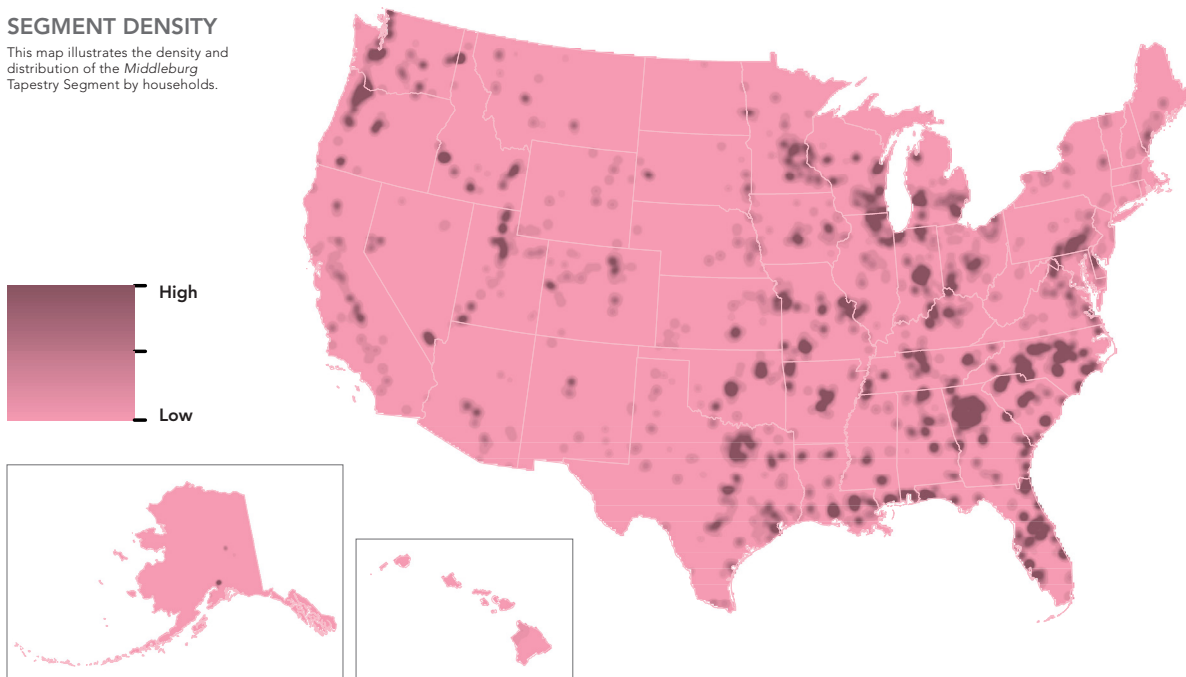
**ESRI INDEXES**

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**SEGMENT DENSITY**

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