



# PRINCETON FUTURE

Box 493  
PRINCETON, NJ 08542

# October is Buy Local Month in Princeton!

Princeton Future has been working hard to listen carefully to our neighbors. We all agree that we want a vibrant, livable, sustainable downtown. We want a pedestrian-friendly hometown. We want to be able to bicycle safely. We want shops with the things we need. We want to buy from people we know. Princeton Future's Neighborhood Task Force identified a general community concern that the number of small, independent merchants in Princeton has declined during recent years. It is our hope that a vibrant, diverse mix of shops can continue to flourish in Princeton. Each citizen pays a real cost for shopping at the large malls on Route One. Every dollar saved on goods at the cash register may be spent partly on gas, on time lost in traffic, and on looking for and walking to and from a parking space! What can residents do to support our existing local businesses? How can we improve the climate for new small businesses in serving local community needs and interests, as well as the needs and interests of visitors? There is also the social cost of missed opportunities to connect with your friends and neighbors. How might you, as a Princeton citizen, get involved in keeping our historic downtown both vibrant and filled with local traditions and values? What can residents do to support our existing local businesses? How can we improve the climate for new small businesses in serving local community needs and interests, as well as the needs and interests of visitors?

## We Ask You to Buy Local!

The Community-Based Neighborhood Retail Initiative (CBNR)

[www.princetonparking.org](http://www.princetonparking.org)

Whether you are a first-time visitor to Princeton, a long-time resident, or an employee working in the downtown...you'll find everything you need to know about parking in Princeton!



Spring Street

Municipal Parking Garage

Making parking in Princeton easier than ever!

We wish to thank the Borough Administrator, Robert Bruschi, and the Borough staff for their help in developing parking areas at affordable prices for employees of the merchants of Princeton.

All good and services in these special offers are subject to change, and are the responsibility of participating retailers.

**Name The Square!!**

See page 3 for details!

